

YouGov / Channel 5 Survey Results

Sample Size: 1866 GB Adults
Fieldwork: 15th - 16th August 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1866	X	X	X	X	551	491	383	905	961	222	472	638	534	1064	802	239	606	399	459	162
Unweighted Sample	1866	424	610	134	205	531	514	408	902	964	146	462	722	536	1250	616	216	655	387	443	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own local town centre - the local "high street"

How often do you visit your local high street?

Everyday	7	8	8	7	6	6	7	7	8	6	8	8	7	5	7	6	15	7	5	5	7
2-3 times a week	25	25	24	29	27	25	23	24	25	22	24	23	27	25	25	32	23	23	22	30	
Once a week	25	25	27	18	25	27	24	23	27	22	26	25	25	25	25	22	29	24	23	22	
2-3 times a month	17	18	16	22	18	18	14	20	16	18	19	15	16	20	17	18	14	16	19	17	23
Once a month	10	11	12	10	7	7	12	11	10	10	14	9	9	10	10	10	8	7	11	13	8
Less often	13	12	11	10	20	14	10	14	14	12	7	14	16	11	13	13	6	14	14	15	7
Never	1	1	2	0	2	2	0	1	1	0	1	2	1	1	2	1	1	2	2	2	2
Don't know	2	0	2	0	1	2	2	1	4	1	8	3	1	1	2	2	3	3	2	3	1

And what time of day do you most often visit your local high street?

[Asked to all those who visit their local high street, n=1837]

Early morning	17	17	16	9	21	19	19	12	16	18	12	12	20	19	16	17	10	20	16	18	12
Late morning	32	37	29	33	33	36	30	34	32	32	17	21	33	46	30	34	34	31	31	33	32
Lunchtime	14	15	16	16	12	13	17	10	15	13	20	24	10	7	17	10	14	12	16	16	14
Early afternoon	19	19	20	22	18	17	16	24	16	21	27	18	18	17	19	19	20	20	17	17	24
Late afternoon	8	8	9	11	6	6	10	9	9	7	11	10	9	4	8	8	11	6	11	7	9
Evening	3	1	4	5	5	1	4	5	3	3	3	5	3	1	4	2	6	3	2	2	3
Night	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Don't know	7	3	6	4	5	7	5	5	9	5	9	10	6	5	6	8	5	7	7	7	7

Would you stay there is or isn't a future for your local high street?

There is a future for my local high street	55	63	55	59	48	57	54	55	56	54	59	54	52	57	61	46	66	61	46	51	44
There is no real future for my local high street	33	29	34	33	43	33	36	34	32	35	25	29	38	34	27	41	24	27	41	35	44
Don't know	12	8	11	8	9	10	10	12	12	12	16	17	10	9	11	13	9	12	13	13	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think is the MAIN long term problem facing local high streets?

Competition from online shopping	26	24	27	33	24	22	24	30	24	28	33	35	22	20	28	23	28	27	25	26	22
Competition from big out-of-town shopping centres	23	22	27	20	22	23	30	24	23	24	17	16	28	27	22	25	20	21	25	25	30
High rent and/or business rates	20	26	18	20	21	26	18	19	22	19	7	15	23	27	18	24	23	23	22	18	12
Lack of affordable parking in town centres	9	9	8	7	12	10	8	11	9	9	3	8	9	11	10	7	7	11	8	9	4
Independent stores not being able to compete with big brands	7	7	7	7	9	8	6	5	6	8	14	7	5	6	7	7	7	6	6	6	15
Scruffy and run-down town centres	6	5	6	5	8	5	5	6	6	6	8	7	6	4	7	4	6	4	6	8	7
People no longer having enough time to go shopping	1	1	0	4	1	1	2	2	1	2	3	2	1	0	1	1	4	0	1	1	3
Something else	2	2	1	2	1	2	2	1	2	1	1	2	1	2	1	2	3	1	1	2	2
None - I don't think local high streets face any long term problems	1	1	1	1	0	0	2	0	1	1	0	1	1	1	0	1	1	1	0	0	2
Don't know	5	2	3	1	1	3	3	3	7	3	14	7	4	1	5	5	2	6	6	5	3

Thinking about Government policy towards local high streets and their regeneration, do you think they are or are not doing enough to regenerate the high street?

Are - given the challenges they are doing all they reasonably can to help	18	36	13	17	14	30	11	15	18	17	18	20	15	19	21	14	18	19	16	20	15
Are not - the government should be doing more to help the local high street	63	51	73	59	80	57	74	66	63	64	54	53	69	69	60	68	62	60	66	63	71
Don't know	19	13	14	24	7	13	14	19	19	19	27	27	16	12	20	18	20	21	18	17	15