

YouGov Survey Results

Sample Size: 3273 GB Adults
Fieldwork: 20th - 22nd May 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3273	1123	1074	200	1286	1398	1584	1689	367	1381	776	750	1866	1407	439	1060	700	789	285	
Unweighted Sample	3273	1143	1060	211	1463	1342	1447	1826	307	1392	806	768	1940	1333	345	1136	723	783	286	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your ideal high street, which of the following types of shops would you want or not want to see on it?

[Respondents randomly saw 13 of the following types of shops]

Pub

[n=1643]

WANT this on my ideal high street	71	72	72	68	74	72	74	68	67	70	77	69	74	67	73	72	69	68	76
DO NOT want this on my ideal high street	20	21	20	26	19	21	16	24	21	20	16	23	18	23	21	20	19	22	17
Don't know	9	7	7	6	7	7	10	9	13	10	7	8	8	11	5	8	12	10	7

Restaurants/cafes

[n=1662]

WANT this on my ideal high street	90	93	89	95	93	91	88	91	78	90	94	92	93	86	89	89	92	88	94
DO NOT want this on my ideal high street	4	4	5	1	2	5	5	4	11	3	3	5	3	5	6	5	3	5	2
Don't know	6	3	6	4	5	4	7	5	11	7	3	4	4	8	6	6	6	8	4

Fast food restaurants/takeaways

[n=1706]

WANT this on my ideal high street	61	60	60	57	60	58	61	60	71	66	59	48	62	58	57	63	58	59	66
DO NOT want this on my ideal high street	31	34	33	32	32	35	30	31	17	24	35	45	30	32	37	30	30	30	24
Don't know	9	6	8	11	8	6	9	9	12	10	6	7	8	10	6	7	11	10	9

Clothes shop

[n=1625]

WANT this on my ideal high street	87	94	85	91	88	91	84	90	84	82	92	93	88	85	81	90	87	86	87
DO NOT want this on my ideal high street	5	4	7	2	5	5	6	4	5	7	3	3	5	5	7	5	4	5	5
Don't know	8	2	9	7	7	4	10	6	10	11	5	4	6	11	12	5	9	9	8

Department store

[n=1663]

WANT this on my ideal high street	78	84	75	77	80	81	80	77	76	77	79	81	80	77	80	79	79	76	82
DO NOT want this on my ideal high street	13	12	15	13	12	15	11	15	11	11	16	14	13	13	10	12	13	15	11
Don't know	9	4	10	10	8	4	9	8	13	12	5	5	8	10	10	9	8	9	7

Travel agent

[n=1592]

WANT this on my ideal high street	58	68	51	53	58	61	56	59	43	51	65	71	60	55	45	57	60	60	65
DO NOT want this on my ideal high street	27	23	30	29	29	25	25	28	39	29	24	19	27	26	32	29	26	23	23
Don't know	16	9	18	18	13	14	18	13	18	20	11	10	13	19	24	14	14	17	12

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

Category	Response	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Cinema [n=1631]	WANT this on my ideal high street	63	60	67	70	67	61	64	62	67	67	63	54	65	61	75	65	64	54	63
	DO NOT want this on my ideal high street	25	32	21	21	25	29	23	27	18	20	27	36	25	25	12	27	24	30	26
	Don't know	12	8	12	9	8	11	13	10	16	13	10	10	10	14	12	8	12	16	11
Newsagent [n=1632]	WANT this on my ideal high street	84	92	85	88	86	90	81	87	67	80	93	94	86	82	84	85	85	80	91
	DO NOT want this on my ideal high street	7	5	7	2	6	5	7	7	14	10	2	2	7	7	4	7	9	7	5
	Don't know	9	3	9	9	8	5	11	7	19	11	5	4	8	11	12	8	6	13	4
Book store [n=1691]	WANT this on my ideal high street	80	84	84	85	85	82	75	85	65	78	86	88	84	76	77	83	78	78	91
	DO NOT want this on my ideal high street	10	11	9	3	8	10	13	7	22	10	7	7	9	11	8	10	13	10	5
	Don't know	10	5	8	12	7	8	12	8	13	12	7	5	7	13	15	7	8	13	5
Supermarket [n=1660]	WANT this on my ideal high street	75	76	76	77	75	77	73	77	76	69	81	79	76	74	83	76	76	70	70
	DO NOT want this on my ideal high street	18	21	17	15	19	19	19	16	11	21	15	18	19	16	8	19	17	20	24
	Don't know	7	3	7	8	6	3	8	7	13	10	4	3	5	10	9	5	7	10	5
Coffee shop [n=1666]	WANT this on my ideal high street	79	82	82	84	85	79	73	84	74	80	81	78	82	76	78	83	79	72	89
	DO NOT want this on my ideal high street	13	14	11	8	9	16	18	9	12	13	12	15	11	15	15	12	13	16	7
	Don't know	8	4	7	8	6	5	9	7	14	7	7	7	7	8	7	5	8	13	4
Barbers/hairdressers [n=1656]	WANT this on my ideal high street	81	85	79	90	85	81	77	85	71	79	87	85	84	77	82	84	82	76	85
	DO NOT want this on my ideal high street	10	10	13	6	9	12	13	8	16	12	7	10	9	13	8	10	10	14	9
	Don't know	8	5	8	4	6	7	10	6	13	9	7	6	7	11	10	7	9	10	6
Mobile phone store [n=1653]	WANT this on my ideal high street	50	48	54	46	51	46	51	49	56	50	47	48	50	48	49	49	48	51	52
	DO NOT want this on my ideal high street	37	43	34	36	36	43	36	38	27	36	41	40	38	36	38	39	36	35	35
	Don't know	13	9	12	18	13	12	13	13	17	14	12	12	12	15	12	12	16	14	13
Estate agents [n=1638]	WANT this on my ideal high street	46	52	45	43	48	47	44	48	38	43	51	50	49	42	46	46	47	46	46
	DO NOT want this on my ideal high street	39	36	40	42	39	38	40	38	43	39	37	38	38	40	40	39	39	37	42
	Don't know	15	12	14	15	13	15	16	14	19	17	12	12	13	18	15	15	14	17	12
Pharmacy [n=1608]	WANT this on my ideal high street	91	98	92	91	92	96	89	94	78	90	95	97	93	89	92	92	94	88	94
	DO NOT want this on my ideal high street	3	1	5	2	4	2	5	2	15	3	0	1	3	4	3	4	3	4	2
	Don't know	5	1	4	7	4	3	6	4	7	7	4	2	4	7	5	4	3	8	5

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

Charity shops

[n=1619]

WANT this on my ideal high street	60	58	65	53	67	55	54	66	55	62	65	56	61	60	65	58	60	60	66
DO NOT want this on my ideal high street	28	34	25	32	24	35	31	24	27	25	27	34	29	25	24	27	30	29	24
Don't know	12	8	10	15	9	10	15	9	19	13	9	9	10	15	11	15	9	12	10

Bookmakers (Bookies)

[n=1635]

WANT this on my ideal high street	15	17	14	7	12	16	20	11	20	17	14	11	15	15	15	14	15	14	21
DO NOT want this on my ideal high street	73	77	75	84	79	75	67	79	66	69	76	81	76	69	70	78	73	70	72
Don't know	11	7	12	9	8	9	13	10	14	13	11	8	8	16	16	8	12	15	7

Petrol station

[n=1587]

WANT this on my ideal high street	42	44	42	39	40	44	41	43	35	43	45	40	43	41	37	45	42	43	39
DO NOT want this on my ideal high street	46	51	46	47	49	47	44	48	44	41	48	53	47	45	48	46	46	43	51
Don't know	12	5	12	13	10	9	15	9	21	15	7	7	11	14	15	10	11	15	10

Beauty salons (nails, tanning etc)

[n=1600]

WANT this on my ideal high street	49	50	48	47	51	47	39	59	50	52	46	46	51	46	53	48	50	45	58
DO NOT want this on my ideal high street	36	38	39	35	36	40	44	28	32	32	41	39	36	36	33	38	34	39	29
Don't know	15	11	13	18	13	13	17	13	18	16	13	14	13	18	14	14	16	17	14

Homeware store

[n=1679]

WANT this on my ideal high street	82	89	81	86	83	86	79	83	60	79	90	87	83	80	81	82	83	79	84
DO NOT want this on my ideal high street	9	6	11	4	9	6	9	8	18	10	4	7	9	8	9	10	6	9	10
Don't know	10	5	8	11	8	8	11	8	21	11	6	6	8	12	10	8	10	12	6

Bank

[n=1603]

WANT this on my ideal high street	92	97	90	95	92	96	90	94	80	88	97	98	93	91	86	95	93	90	96
DO NOT want this on my ideal high street	2	1	3	4	3	2	2	2	4	3	1	1	2	2	3	2	2	2	1
Don't know	6	1	7	1	5	2	7	4	15	8	2	1	5	7	11	2	5	8	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Post Office																			
<i>[n=1638]</i>																			
WANT this on my ideal high street	92	97	90	97	94	95	89	94	73	92	96	96	93	89	91	91	92	89	96
DO NOT want this on my ideal high street	3	2	3	3	3	2	4	2	11	3	1	1	3	3	3	3	3	4	1
Don't know	5	1	7	1	3	3	7	4	15	5	3	3	4	7	6	6	4	6	3
Off licence/alcohol store																			
<i>[n=1578]</i>																			
WANT this on my ideal high street	48	48	53	41	52	48	53	44	48	50	51	44	50	46	59	46	43	51	48
DO NOT want this on my ideal high street	38	44	34	46	38	40	31	45	33	35	39	47	39	38	28	42	43	33	40
Don't know	13	8	13	13	11	11	16	11	20	16	10	9	11	16	13	11	14	16	12
Launderette/dry cleaner																			
<i>[n=1624]</i>																			
WANT this on my ideal high street	48	52	49	45	48	52	49	47	36	46	52	55	48	48	64	45	47	43	52
DO NOT want this on my ideal high street	37	36	35	41	37	35	35	39	51	36	33	34	38	35	20	42	38	39	33
Don't know	15	12	16	14	15	13	16	14	13	18	15	11	14	17	16	13	15	18	15
Electronic goods store																			
<i>[n=1609]</i>																			
WANT this on my ideal high street	74	78	70	72	72	76	77	70	70	72	76	76	75	71	75	75	73	70	78
DO NOT want this on my ideal high street	15	14	18	13	16	16	11	19	19	14	15	15	15	16	15	14	15	16	15
Don't know	11	7	12	15	12	9	11	11	12	14	9	8	10	13	10	11	11	14	6
Music/movies/video games store																			
<i>[n=1651]</i>																			
WANT this on my ideal high street	61	60	64	62	66	58	64	58	63	67	60	50	61	60	59	60	64	57	65
DO NOT want this on my ideal high street	26	30	21	30	23	30	22	29	24	20	26	37	27	25	25	28	22	26	27
Don't know	13	10	15	9	11	12	14	13	13	14	14	13	12	15	16	12	14	16	9