

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Q01 Do you normally have regular access to a car for personal use during the day?</b>																				
Yes	49.2%	118	48.6%	34	49.4%	84	30.0%	18	61.4%	43	51.8%	57	78.7%	70	32.0%	48	49.3%	68	49.0%	50
No	50.8%	122	51.4%	36	50.6%	86	70.0%	42	38.6%	27	48.2%	53	21.3%	19	68.0%	102	50.7%	70	51.0%	52
Base:		240		70		170		60		70		110		89		150		138		102
<b>Q02 Do you normally have regular access to a car for personal use during the evening / night?</b>																				
Yes	50.8%	122	48.6%	34	51.8%	88	36.7%	22	61.4%	43	51.8%	57	79.8%	71	34.0%	51	49.3%	68	52.9%	54
No	49.2%	118	51.4%	36	48.2%	82	63.3%	38	38.6%	27	48.2%	53	20.2%	18	66.0%	99	50.7%	70	47.1%	48
Base:		240		70		170		60		70		110		89		150		138		102
<b>Q03 How did you travel to (STUDY CENTRE) today (main part of journey)?</b>																				
Car / van (as driver)	31.7%	76	30.0%	21	32.4%	55	20.0%	12	42.9%	30	30.9%	34	57.3%	51	16.7%	25	32.6%	45	30.4%	31
Car / van (as passenger)	7.1%	17	0.0%	0	10.0%	17	1.7%	1	14.3%	10	5.5%	6	10.1%	9	5.3%	8	7.2%	10	6.9%	7
Bus, minibus or coach	31.7%	76	37.1%	26	29.4%	50	36.7%	22	20.0%	14	36.4%	40	15.7%	14	40.7%	61	39.1%	54	21.6%	22
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	25.0%	60	25.7%	18	24.7%	42	35.0%	21	18.6%	13	23.6%	26	12.4%	11	32.7%	49	15.9%	22	37.3%	38
Taxi / minicab	1.3%	3	1.4%	1	1.2%	2	0.0%	0	1.4%	1	1.8%	2	0.0%	0	2.0%	3	1.4%	2	1.0%	1
Train	2.5%	6	4.3%	3	1.8%	3	5.0%	3	1.4%	1	1.8%	2	4.5%	4	1.3%	2	2.2%	3	2.9%	3
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	2	1.4%	1	0.6%	1	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	2	1.4%	2	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		240		70		170		60		70		110		89		150		138		102

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	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Q04 Where did you park today?</b>																				
<i>Those who traveled by car, motorcycle, moped or scooter at Q03</i>																				
<b>St. Helens</b>																				
Birchley Street	2.2%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	2.5%	1	3.3%	2	0.0%	0	3.6%	2	0.0%	0
Central Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalon Way	12.9%	12	19.0%	4	11.1%	8	15.4%	2	17.5%	7	7.5%	3	10.0%	6	18.2%	6	21.8%	12	0.0%	0
Cloughton Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardshaw Centre	3.2%	3	0.0%	0	4.2%	3	7.7%	1	5.0%	2	0.0%	0	1.7%	1	6.1%	2	5.5%	3	0.0%	0
Mill Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millennium Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North John Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parade Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary's	3.2%	3	9.5%	2	1.4%	1	0.0%	0	5.0%	2	2.5%	1	3.3%	2	3.0%	1	5.5%	3	0.0%	0
Tolver Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tontine	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.7%	1	0.0%	0	1.8%	1	0.0%	0
Ward Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BM, St. Helens	1.1%	1	4.8%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.0%	1	1.8%	1	0.0%	0
College Street, St Helens	4.3%	4	0.0%	0	5.6%	4	0.0%	0	7.5%	3	2.5%	1	6.7%	4	0.0%	0	7.3%	4	0.0%	0
Tesco, St. Helens	18.3%	17	19.0%	4	18.1%	13	23.1%	3	12.5%	5	22.5%	9	16.7%	10	21.2%	7	30.9%	17	0.0%	0
<b>Earlestown</b>																				
Fairclough Street Car Park	2.2%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	2.5%	1	1.7%	1	3.0%	1	0.0%	0	5.3%	2
Haydock Street Market Car Park	9.7%	9	14.3%	3	8.3%	6	15.4%	2	2.5%	1	15.0%	6	10.0%	6	9.1%	3	0.0%	0	23.7%	9
Haydock Street Netto Car Park	2.2%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	3.3%	2	0.0%	0	0.0%	0	5.3%	2
Lord Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco (Earle Street) Car Park	15.1%	14	9.5%	2	16.7%	12	7.7%	1	20.0%	8	12.5%	5	20.0%	12	6.1%	2	0.0%	0	36.8%	14
On-Street	5.4%	5	4.8%	1	5.6%	4	15.4%	2	2.5%	1	5.0%	2	5.0%	3	6.1%	2	1.8%	1	10.5%	4
(Don't know / can't remember)	11.8%	11	4.8%	1	13.9%	10	7.7%	1	10.0%	4	15.0%	6	10.0%	6	15.2%	5	12.7%	7	10.5%	4
(Dropped off – didn't park)	7.5%	7	4.8%	1	8.3%	6	7.7%	1	7.5%	3	7.5%	3	6.7%	4	9.1%	3	7.3%	4	7.9%	3
Base:		93		21		72		13		40		40		60		33		55		38
<b>Q05 Did you have any difficulties obtaining a car parking space today?</b>																				
<i>Those who parked at Q04</i>																				
Yes	4.7%	4	5.0%	1	4.5%	3	8.3%	1	5.4%	2	2.7%	1	3.6%	2	6.7%	2	5.9%	3	2.9%	1
No	95.3%	82	95.0%	19	95.5%	63	91.7%	11	94.6%	35	97.3%	36	96.4%	54	93.3%	28	94.1%	48	97.1%	34
Base:		86		20		66		12		37		37		56		30		51		35

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	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Meanscore: [minutes]</b>																				
<b>Q06 How long did your journey to (STUDY CENTRE) take?</b>																				
0-5 minutes	20.4%	49	22.9%	16	19.4%	33	25.0%	15	14.3%	10	21.8%	24	22.5%	20	19.3%	29	13.8%	19	29.4%	30
6-10 minutes	34.2%	82	32.9%	23	34.7%	59	35.0%	21	37.1%	26	31.8%	35	29.2%	26	36.7%	55	37.0%	51	30.4%	31
11-15 minutes	22.5%	54	18.6%	13	24.1%	41	15.0%	9	24.3%	17	25.5%	28	24.7%	22	21.3%	32	26.1%	36	17.6%	18
16-20 minutes	11.7%	28	12.9%	9	11.2%	19	13.3%	8	14.3%	10	9.1%	10	12.4%	11	11.3%	17	10.9%	15	12.7%	13
21-30 minutes	7.1%	17	5.7%	4	7.6%	13	5.0%	3	8.6%	6	7.3%	8	6.7%	6	7.3%	11	8.7%	12	4.9%	5
31-60 minutes	2.9%	7	4.3%	3	2.4%	4	5.0%	3	0.0%	0	3.6%	4	3.4%	3	2.7%	4	2.2%	3	3.9%	4
Over 60 minutes	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't remember)	0.8%	2	1.4%	1	0.6%	1	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	2	1.4%	2	0.0%	0
<i>Mean:</i>	<i>11.9</i>		<i>12.8</i>		<i>11.5</i>		<i>11.5</i>		<i>11.4</i>		<i>12.4</i>		<i>12.6</i>		<i>11.5</i>		<i>12.0</i>		<i>11.7</i>	
Base:	240	70	170	60	70	110	89	150	138	102										
<b>Q07 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere?</b>																				
Home	91.3%	219	84.3%	59	94.1%	160	91.7%	55	87.1%	61	93.6%	103	92.1%	82	90.7%	136	89.1%	123	94.1%	96
Work	3.3%	8	5.7%	4	2.4%	4	5.0%	3	4.3%	3	1.8%	2	3.4%	3	3.3%	5	3.6%	5	2.9%	3
On holiday	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	2.2%	2	0.0%	0	0.7%	1	1.0%	1
Family members home	2.5%	6	4.3%	3	1.8%	3	1.7%	1	2.9%	2	2.7%	3	1.1%	1	3.3%	5	3.6%	5	1.0%	1
College	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Doctors	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Dream sculpture	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Friends home	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
St Helens Town Centre	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Elsewhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	240	70	170	60	70	110	89	150	138	102										
<b>Q08 In terms of your visit to (STUDY CENTRE) do you live in the (NAME OF CENTRE), work in (NAME OF CENTRE) or are you a visitor to the area?</b>																				
<i>Those who didn't say "On holiday" at Q07</i>																				
Live in the centre	50.0%	119	60.9%	42	45.6%	77	60.0%	36	42.0%	29	49.5%	54	33.3%	29	59.3%	89	54.7%	75	43.6%	44
Work in the centre	5.9%	14	5.8%	4	5.9%	10	11.7%	7	7.2%	5	1.8%	2	10.3%	9	3.3%	5	9.5%	13	1.0%	1
Visiting the centre	45.8%	109	36.2%	25	49.7%	84	31.7%	19	52.2%	36	49.5%	54	58.6%	51	38.7%	58	38.7%	53	55.4%	56
Base:	238	69	169	60	69	109	87	150	137	101										

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	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Q09 Why do you choose to shop/visit (STUDY CENTRE)?</b>																				
Proximity to home	59.6%	143	54.3%	38	61.8%	105	61.7%	37	54.3%	38	61.8%	68	49.4%	44	66.0%	99	60.1%	83	58.8%	60
Proximity to work	6.7%	16	2.9%	2	8.2%	14	11.7%	7	8.6%	6	2.7%	3	10.1%	9	4.7%	7	8.0%	11	4.9%	5
Accessibility to (STUDY CENTRE)	5.0%	12	2.9%	2	5.9%	10	10.0%	6	7.1%	5	0.9%	1	6.7%	6	4.0%	6	5.8%	8	3.9%	4
Range of independent/specialist shops	2.9%	7	4.3%	3	2.4%	4	1.7%	1	1.4%	1	4.5%	5	3.4%	3	2.7%	4	2.2%	3	3.9%	4
Department store	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
Choice of High Street retailers	3.8%	9	1.4%	1	4.7%	8	1.7%	1	4.3%	3	4.5%	5	1.1%	1	5.3%	8	5.1%	7	2.0%	2
Quality of shops selling food goods	3.3%	8	2.9%	2	3.5%	6	0.0%	0	5.7%	4	3.6%	4	3.4%	3	3.3%	5	3.6%	5	2.9%	3
Choice of shops selling non-food goods	5.4%	13	2.9%	2	6.5%	11	8.3%	5	5.7%	4	3.6%	4	4.5%	4	6.0%	9	5.1%	7	5.9%	6
Provision of services, such as banks / financial services	7.1%	17	11.4%	8	5.3%	9	3.3%	2	7.1%	5	9.1%	10	6.7%	6	6.7%	10	9.4%	13	3.9%	4
Provision of leisure services	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Shopping environment	4.6%	11	5.7%	4	4.1%	7	5.0%	3	1.4%	1	6.4%	7	2.2%	2	6.0%	9	5.1%	7	3.9%	4
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	4.2%	10	4.3%	3	4.1%	7	1.7%	1	5.7%	4	4.5%	5	6.7%	6	2.7%	4	7.2%	10	0.0%	0
Car parking prices	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	1.4%	2	0.0%	0
Accessibility by public transport	1.3%	3	0.0%	0	1.8%	3	0.0%	0	1.4%	1	1.8%	2	0.0%	0	2.0%	3	2.2%	3	0.0%	0
Public information, signposts, public facilities	0.8%	2	1.4%	1	0.6%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.3%	2	1.4%	2	0.0%	0
Entertainment / events	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	1.4%	2	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Education	1.7%	4	1.4%	1	1.8%	3	6.7%	4	0.0%	0	0.0%	0	2.2%	2	1.3%	2	1.4%	2	2.0%	2
Habit	1.3%	3	1.4%	1	1.2%	2	0.0%	0	0.0%	0	2.7%	3	2.2%	2	0.7%	1	1.4%	2	1.0%	1
Proximity to friends / family	5.0%	12	7.1%	5	4.1%	7	6.7%	4	8.6%	6	1.8%	2	7.9%	7	3.3%	5	5.1%	7	4.9%	5
Range of shops selling food goods	1.3%	3	2.9%	2	0.6%	1	0.0%	0	0.0%	0	2.7%	3	2.2%	2	0.7%	1	1.4%	2	1.0%	1
The market	5.0%	12	4.3%	3	5.3%	9	5.0%	3	2.9%	2	6.4%	7	4.5%	4	5.3%	8	1.4%	2	9.8%	10
Value for money	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason)	1.7%	4	0.0%	0	2.4%	4	1.7%	1	2.9%	2	0.9%	1	2.2%	2	1.3%	2	1.4%	2	2.0%	2
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Q10 What is the main reason why you are in (STUDY CENTRE) today?</b>																				
Main food and grocery shopping	12.1%	29	8.6%	6	13.5%	23	5.0%	3	14.3%	10	14.5%	16	14.6%	13	10.7%	16	13.0%	18	10.8%	11
Other food and grocery shopping	25.0%	60	28.6%	20	23.5%	40	16.7%	10	30.0%	21	26.4%	29	23.6%	21	26.0%	39	14.5%	20	39.2%	40
Clothes / shoes shopping	10.0%	24	4.3%	3	12.4%	21	15.0%	9	11.4%	8	6.4%	7	10.1%	9	10.0%	15	16.7%	23	1.0%	1
Electrical goods shopping	2.5%	6	1.4%	1	2.9%	5	3.3%	2	2.9%	2	1.8%	2	0.0%	0	3.3%	5	2.9%	4	2.0%	2
Stationers / newsagents	2.5%	6	0.0%	0	3.5%	6	3.3%	2	2.9%	2	1.8%	2	5.6%	5	0.7%	1	2.9%	4	2.0%	2
Furniture / carpet	0.8%	2	0.0%	0	1.2%	2	1.7%	1	1.4%	1	0.0%	0	1.1%	1	0.7%	1	0.7%	1	1.0%	1
Jewellery / gift shops	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Chemist	2.5%	6	2.9%	2	2.4%	4	3.3%	2	1.4%	1	2.7%	3	2.2%	2	2.7%	4	1.4%	2	3.9%	4
Market	4.6%	11	5.7%	4	4.1%	7	3.3%	2	4.3%	3	5.5%	6	2.2%	2	6.0%	9	2.9%	4	6.9%	7
Library	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Public offices	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Bank / Building Society / Post Office	8.8%	21	14.3%	10	6.5%	11	5.0%	3	8.6%	6	10.9%	12	6.7%	6	10.0%	15	10.9%	15	5.9%	6
Doctor / dentist	1.7%	4	2.9%	2	1.2%	2	0.0%	0	0.0%	0	3.6%	4	2.2%	2	1.3%	2	0.0%	0	3.9%	4
Café / restaurant / pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / School / College	6.7%	16	1.4%	1	8.8%	15	16.7%	10	7.1%	5	0.9%	1	10.1%	9	4.7%	7	8.0%	11	4.9%	5
Social / leisure activities	7.5%	18	11.4%	8	5.9%	10	8.3%	5	7.1%	5	7.3%	8	6.7%	6	8.0%	12	7.2%	10	7.8%	8
Browsing	4.2%	10	4.3%	3	4.1%	7	6.7%	4	1.4%	1	4.5%	5	2.2%	2	5.3%	8	5.8%	8	2.0%	2
Services	4.6%	11	4.3%	3	4.7%	8	3.3%	2	2.9%	2	6.4%	7	5.6%	5	4.0%	6	5.8%	8	2.9%	3
Visit specialist shops	1.7%	4	1.4%	1	1.8%	3	1.7%	1	2.9%	2	0.9%	1	4.5%	4	0.0%	0	0.7%	1	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason)	3.8%	9	7.1%	5	2.4%	4	5.0%	3	1.4%	1	4.5%	5	1.1%	1	5.3%	8	4.3%	6	2.9%	3
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Q11 What else do you intend to do whilst in (STUDY CENTRE) today?</b>																				
Main food and grocery shopping	2.1%	5	1.4%	1	2.4%	4	0.0%	0	0.0%	0	4.5%	5	0.0%	0	3.3%	5	2.2%	3	2.0%	2
Other food and grocery shopping	21.3%	51	14.3%	10	24.1%	41	23.3%	14	21.4%	15	20.0%	22	23.6%	21	20.0%	30	28.3%	39	11.8%	12
Clothes / shoes shopping	8.8%	21	5.7%	4	10.0%	17	6.7%	4	12.9%	9	7.3%	8	9.0%	8	8.7%	13	12.3%	17	3.9%	4
Electrical goods shopping	0.8%	2	1.4%	1	0.6%	1	1.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Stationers / newsagents	8.3%	20	5.7%	4	9.4%	16	8.3%	5	11.4%	8	6.4%	7	6.7%	6	9.3%	14	6.5%	9	10.8%	11
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.8%	2	0.0%	0	1.2%	2	1.7%	1	1.4%	1	0.0%	0	1.1%	1	0.7%	1	0.7%	1	1.0%	1
Chemist	3.3%	8	1.4%	1	4.1%	7	1.7%	1	5.7%	4	2.7%	3	1.1%	1	4.7%	7	2.9%	4	3.9%	4
Market	3.3%	8	0.0%	0	4.7%	8	1.7%	1	4.3%	3	3.6%	4	1.1%	1	4.7%	7	2.2%	3	4.9%	5
Library	1.3%	3	2.9%	2	0.6%	1	0.0%	0	1.4%	1	1.8%	2	0.0%	0	2.0%	3	1.4%	2	1.0%	1
Public offices	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bank / Building Society / Post Office	5.8%	14	2.9%	2	7.1%	12	1.7%	1	10.0%	7	5.5%	6	7.9%	7	4.7%	7	5.8%	8	5.9%	6
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Café / restaurant / pub	5.0%	12	4.3%	3	5.3%	9	10.0%	6	4.3%	3	2.7%	3	5.6%	5	4.7%	7	8.7%	12	0.0%	0
Work / School / College	0.8%	2	0.0%	0	1.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Social / leisure activities	1.7%	4	4.3%	3	0.6%	1	1.7%	1	0.0%	0	2.7%	3	0.0%	0	2.7%	4	2.9%	4	0.0%	0
Browsing	2.9%	7	1.4%	1	3.5%	6	0.0%	0	2.9%	2	4.5%	5	3.4%	3	2.7%	4	3.6%	5	2.0%	2
Services	1.3%	3	1.4%	1	1.2%	2	0.0%	0	0.0%	0	2.7%	3	2.2%	2	0.7%	1	0.7%	1	2.0%	2
Visit specialist shops	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activities / reason)	44.6%	107	58.6%	41	38.8%	66	51.7%	31	40.0%	28	43.6%	48	48.3%	43	42.7%	64	37.7%	52	53.9%	55
Base:		240		70		170		60		70		110		89		150		138		102
<b>Q12 How long do you think you will stay in (STUDY CENTRE) today?</b>																				
Up to half an hour	25.0%	60	30.0%	21	22.9%	39	33.3%	20	22.9%	16	21.8%	24	24.7%	22	24.7%	37	15.2%	21	38.2%	39
Up to two hours	57.5%	138	62.9%	44	55.3%	94	43.3%	26	60.0%	42	63.6%	70	50.6%	45	62.0%	93	59.4%	82	54.9%	56
Half the day	10.8%	26	4.3%	3	13.5%	23	8.3%	5	10.0%	7	12.7%	14	12.4%	11	10.0%	15	15.9%	22	3.9%	4
All day	5.0%	12	1.4%	1	6.5%	11	10.0%	6	5.7%	4	1.8%	2	11.2%	10	1.3%	2	6.5%	9	2.9%	3
(Don't know/varies)	1.7%	4	1.4%	1	1.8%	3	5.0%	3	1.4%	1	0.0%	0	1.1%	1	2.0%	3	2.9%	4	0.0%	0
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Q13 Which stores do you intend to make food purchases from today as part of your visit?</b>																				
<i>Those who said "food shopping" at Q10 or Q11</i>																				
Aldi, Peasley Cross, St Helens Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkland Street, St Helens	5.7%	8	13.5%	5	2.9%	3	0.0%	0	9.1%	4	5.7%	4	3.7%	2	7.0%	6	10.4%	8	0.0%	0
Iceland, St Helens Retail Park, St Helens	0.7%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Iceland, Ormskirk Street, St Helens	5.7%	8	2.7%	1	6.8%	7	3.8%	1	6.8%	3	5.7%	4	3.7%	2	7.0%	6	10.4%	8	0.0%	0
Lidl, Lowe Street, St Helens	1.4%	2	0.0%	0	1.9%	2	3.8%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	2	2.6%	2	0.0%	0
Marks & Spencer, Church Street, St Helens	14.3%	20	8.1%	3	16.5%	17	0.0%	0	20.5%	9	15.7%	11	16.7%	9	12.8%	11	24.7%	19	1.6%	1
St Mary's Market, St Helens	9.3%	13	8.1%	3	9.7%	10	15.4%	4	11.4%	5	5.7%	4	3.7%	2	12.8%	11	16.9%	13	0.0%	0
Tesco, Chalton Way West, St Helens	16.4%	23	16.2%	6	16.5%	17	26.9%	7	9.1%	4	17.1%	12	18.5%	10	15.1%	13	29.9%	23	0.0%	0
Earlestown Market, Earlestown	5.0%	7	8.1%	3	3.9%	4	7.7%	2	2.3%	1	5.7%	4	3.7%	2	5.8%	5	1.3%	1	9.5%	6
Netto, Haydock Street, Earlestown	8.6%	12	8.1%	3	8.7%	9	3.8%	1	11.4%	5	8.6%	6	5.6%	3	10.5%	9	0.0%	0	19.0%	12
Tesco, Earle Street, Earlestown	25.7%	36	21.6%	8	27.2%	28	26.9%	7	38.6%	17	17.1%	12	29.6%	16	23.3%	20	1.3%	1	55.6%	35
B&M, Church Street, St. Helens	1.4%	2	2.7%	1	1.0%	1	3.8%	1	0.0%	0	1.4%	1	1.9%	1	1.2%	1	2.6%	2	0.0%	0
Farmfoods, Hardshaw Centre, St Helens	1.4%	2	0.0%	0	1.9%	2	0.0%	0	2.3%	1	1.4%	1	1.9%	1	1.2%	1	1.3%	1	1.6%	1
Heron, Earlestown	7.9%	11	10.8%	4	6.8%	7	3.8%	1	6.8%	3	10.0%	7	7.4%	4	8.1%	7	0.0%	0	17.5%	11
Home Bargains, Hardshaw Centre, St Helens	1.4%	2	0.0%	0	1.9%	2	3.8%	1	0.0%	0	1.4%	1	1.9%	1	1.2%	1	2.6%	2	0.0%	0
Local shops, Earlestown	1.4%	2	2.7%	1	1.0%	1	0.0%	0	2.3%	1	1.4%	1	1.9%	1	1.2%	1	0.0%	0	3.2%	2
Local shops, St. Helens	5.7%	8	5.4%	2	5.8%	6	7.7%	2	2.3%	1	7.1%	5	7.4%	4	4.7%	4	9.1%	7	1.6%	1
Meadow Barbeque, Market St, Newton-le-Willows	2.1%	3	2.7%	1	1.9%	2	3.8%	1	0.0%	0	2.9%	2	0.0%	0	3.5%	3	0.0%	0	4.8%	3
Wilkinson, Market Street, Newton-le-Willows	2.9%	4	2.7%	1	2.9%	3	0.0%	0	4.5%	2	2.9%	2	3.7%	2	2.3%	2	1.3%	1	4.8%	3
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	10.0%	14	8.1%	3	10.7%	11	7.7%	2	9.1%	4	11.4%	8	7.4%	4	11.6%	10	11.7%	9	7.9%	5
Base:		140		37		103		26		44		70		54		86		77		63

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Q14 Will you buy anything other than food goods today, whilst in (STUDY CENTRE)?</b>																				
<i>Those who said "food shopping" at Q10 or Q11</i>																				
Yes - clothing, footwear or household goods	38.6%	54	18.9%	7	45.6%	47	42.3%	11	36.4%	16	38.6%	27	35.2%	19	40.7%	35	49.4%	38	25.4%	16
Yes - bulky items such as furniture, carpets, electrical items or DIY goods	10.7%	15	13.5%	5	9.7%	10	7.7%	2	13.6%	6	10.0%	7	11.1%	6	10.5%	9	2.6%	2	20.6%	13
Yes - all of the above	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	46.4%	65	64.9%	24	39.8%	41	42.3%	11	43.2%	19	50.0%	35	51.9%	28	43.0%	37	41.6%	32	52.4%	33
(Don't know)	4.3%	6	2.7%	1	4.9%	5	7.7%	2	6.8%	3	1.4%	1	1.9%	1	5.8%	5	6.5%	5	1.6%	1
Base:		140		37		103		26		44		70		54		86		77		63



## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Q15 Where centre / facility did you last shop for non food goods?</b>																				
<i>Those who didn't say "Yes" at Q14</i>																				
Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Earlestown	18.3%	13	16.0%	4	19.6%	9	15.4%	2	13.6%	3	22.2%	8	17.2%	5	19.0%	8	0.0%	0	38.2%	13
Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.8%	1	3.4%	1	0.0%	0	0.0%	0	2.9%	1
Liverpool	8.5%	6	12.0%	3	6.5%	3	7.7%	1	4.5%	1	11.1%	4	10.3%	3	7.1%	3	13.5%	5	2.9%	1
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prescot	1.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.4%	1	0.0%	0	2.7%	1	0.0%	0
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke	1.4%	1	0.0%	0	2.2%	1	0.0%	0	4.5%	1	0.0%	0	3.4%	1	0.0%	0	2.7%	1	0.0%	0
St Helens	39.4%	28	44.0%	11	37.0%	17	38.5%	5	36.4%	8	41.7%	15	27.6%	8	47.6%	20	54.1%	20	23.5%	8
Warrington	8.5%	6	8.0%	2	8.7%	4	7.7%	1	13.6%	3	5.6%	2	3.4%	1	11.9%	5	5.4%	2	11.8%	4
Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan	1.4%	1	0.0%	0	2.2%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.7%	1	0.0%	0
Aintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, Warrington Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	1.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.4%	1	0.0%	0	2.9%	1
St Helens Retail Park, St Helens	1.4%	1	0.0%	0	2.2%	1	0.0%	0	4.5%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.9%	1
The Trafford Centre, Manchester	4.2%	3	4.0%	1	4.3%	2	0.0%	0	13.6%	3	0.0%	0	10.3%	3	0.0%	0	2.7%	1	5.9%	2
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.7%	9	8.0%	2	15.2%	7	23.1%	3	9.1%	2	11.1%	4	17.2%	5	9.5%	4	16.2%	6	8.8%	3
Base:		71		25		46		13		22		36		29		42		37		34

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1	C2DE	St. Helens	Earlestown					
<b>Q16 How frequently do you visit (ANSWER TO Q.15) for clothing and footwear or other non food goods?</b>																				
<i>Those who indicated a location for "Non-food shopping" at Q15</i>																				
Daily	3.2%	2	0.0%	0	5.1%	2	0.0%	0	5.0%	1	3.1%	1	4.2%	1	0.0%	0	6.5%	2		
Once a week or more	22.6%	14	13.0%	3	28.2%	11	30.0%	3	20.0%	4	21.9%	7	29.2%	7	19.4%	6	25.8%	8		
Less than once a week	11.3%	7	8.7%	2	12.8%	5	20.0%	2	5.0%	1	12.5%	4	12.5%	3	10.5%	4	19.4%	6	3.2%	1
Less than once a fortnight	30.6%	19	30.4%	7	30.8%	12	30.0%	3	40.0%	8	25.0%	8	25.0%	6	34.2%	13	29.0%	9	32.3%	10
Less than once a month	24.2%	15	39.1%	9	15.4%	6	10.0%	1	25.0%	5	28.1%	9	16.7%	4	28.9%	11	29.0%	9	19.4%	6
(Don't know / varies)	8.1%	5	8.7%	2	7.7%	3	10.0%	1	5.0%	1	9.4%	3	12.5%	2	3.2%	1	12.9%	4		4
Base:		62		23		39		10		20		32		24		38		31		31

Meanscore: [£]

### Q17 Approximately how much did you spend on your last visit to (ANSWER TO Q.15) on clothing or non food goods?

*Those who indicated a location for "Non-food shopping" at Q15*

Nothing	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.6%	1	0.0%	0	3.2%	1
Up to £5	8.1%	5	8.7%	2	7.7%	3	0.0%	0	5.0%	1	12.5%	4	8.3%	2	7.9%	3	6.5%	2	9.7%	3
£6 - £10	11.3%	7	13.0%	3	10.3%	4	20.0%	2	15.0%	3	6.3%	2	12.5%	3	10.5%	4	12.9%	4	9.7%	3
£11 - £15	9.7%	6	13.0%	3	7.7%	3	0.0%	0	0.0%	0	18.8%	6	8.3%	2	10.5%	4	12.9%	4	6.5%	2
£16 - £20	14.5%	9	8.7%	2	17.9%	7	30.0%	3	10.0%	2	12.5%	4	16.7%	4	13.2%	5	16.1%	5	12.9%	4
£21 - £25	6.5%	4	13.0%	3	2.6%	1	0.0%	0	0.0%	0	12.5%	4	8.3%	2	5.3%	2	6.5%	2	6.5%	2
£26 - £50	9.7%	6	13.0%	3	7.7%	3	10.0%	1	20.0%	4	3.1%	1	4.2%	1	13.2%	5	9.7%	3	9.7%	3
£51 - £75	6.5%	4	4.3%	1	7.7%	3	10.0%	1	15.0%	3	0.0%	0	4.2%	1	7.9%	3	6.5%	2	6.5%	2
£76 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £100	9.7%	6	8.7%	2	10.3%	4	10.0%	1	20.0%	4	3.1%	1	16.7%	4	5.3%	2	6.5%	2	12.9%	4
(Don't know)	22.6%	14	17.4%	4	25.6%	10	20.0%	2	15.0%	3	28.1%	9	20.8%	5	23.7%	9	22.6%	7	22.6%	7
Mean:		37.1		34.2		39.0		40.1		59.0		19.8		46.0		31.3		31.9		42.3
Base:		62		23		39		10		20		32		24		38		31		31

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1	C2DE	St. Helens	Earlestown					
<b>Q18 Why did you choose to shop at (LOCATION AT Q.15) for non food shopping instead of (STUDY CENTRE)?</b>																				
<i>Those who indicated a location other than (STUDY CENTRE) for "Non-food shopping" at Q15</i>																				
Nearer to home	17.2%	5	9.1%	1	22.2%	4	25.0%	1	16.7%	2	15.4%	2	38.5%	5	0.0%	0	18.2%	2	16.7%	3
Nearer to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to (STUDY CENTRE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent/specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of a department store	6.9%	2	9.1%	1	5.6%	1	25.0%	1	8.3%	1	0.0%	0	0.0%	0	12.5%	2	0.0%	0	11.1%	2
High street names	13.8%	4	18.2%	2	11.1%	2	25.0%	1	16.7%	2	7.7%	1	7.7%	1	18.8%	3	0.0%	0	22.2%	4
Choice of goods available	13.8%	4	18.2%	2	11.1%	2	0.0%	0	25.0%	3	7.7%	1	23.1%	3	6.3%	1	18.2%	2	11.1%	2
Choice of shops selling clothing or household goods	17.2%	5	18.2%	2	16.7%	3	25.0%	1	8.3%	1	23.1%	3	7.7%	1	25.0%	4	27.3%	3	11.1%	2
Quality of clothing or household goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling other goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services, such as banks / financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	3.4%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	6.3%	1	9.1%	1	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	3.4%	1	0.0%	0	5.6%	1	0.0%	0	8.3%	1	0.0%	0	7.7%	1	0.0%	0	9.1%	1	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	3.4%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	6.3%	1	0.0%	0	5.6%	1
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity to family	3.4%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	6.3%	1	9.1%	1	0.0%	0
Specific store available	3.4%	1	0.0%	0	5.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	9.1%	1	0.0%	0
Wanted a day out	3.4%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	6.3%	1	9.1%	1	0.0%	0
Wanted to go somewhere different	3.4%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	6.3%	1	9.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason)	20.7%	6	9.1%	1	27.8%	5	25.0%	1	25.0%	3	15.4%	2	23.1%	3	18.8%	3	0.0%	0	33.3%	6
Base:		29		11		18		4		12		13		13		16		11		18

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1	C2DE	St. Helens	Earlestown					
<b>Q19 How do you normally travel to (LOCATION AT Q.15) (main part of journey)?</b>																				
<i>Those who indicated a location for "Non-food shopping" at Q15</i>																				
Car / van (as driver)	17.7%	11	21.7%	5	15.4%	6	0.0%	0	30.0%	6	15.6%	5	33.3%	8	7.9%	3	16.1%	5	19.4%	6
Car / van (as passenger)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	24.2%	15	34.8%	8	17.9%	7	20.0%	2	15.0%	3	31.3%	10	8.3%	2	34.2%	13	29.0%	9	19.4%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.8%	3	8.7%	2	2.6%	1	10.0%	1	5.0%	1	3.1%	1	0.0%	0	7.9%	3	0.0%	0	9.7%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	4.8%	3	8.7%	2	2.6%	1	10.0%	1	5.0%	1	3.1%	1	0.0%	0	7.9%	3	6.5%	2	3.2%	1
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Do not travel, goods delivered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not travel, goods delivered)	48.4%	30	26.1%	6	61.5%	24	60.0%	6	45.0%	9	46.9%	15	58.3%	14	42.1%	16	48.4%	15	48.4%	15
Base:		62		23		39		10		20		32		24		38		31		31

### Q20 How frequently do you visit (STUDY CENTRE) for non-food shopping?

*Those who said "Yes" at Q14*

Daily	4.3%	3	0.0%	0	5.3%	3	7.7%	1	0.0%	0	5.9%	2	4.0%	1	4.5%	2	2.5%	1	6.9%	2
Once a week or more	60.9%	42	58.3%	7	61.4%	35	46.2%	6	59.1%	13	67.6%	23	52.0%	13	65.9%	29	47.5%	19	79.3%	23
Less than once a week	10.1%	7	25.0%	3	7.0%	4	7.7%	1	9.1%	2	11.8%	4	16.0%	4	6.8%	3	12.5%	5	6.9%	2
Less than once a fortnight	4.3%	3	8.3%	1	3.5%	2	0.0%	0	9.1%	2	2.9%	1	8.0%	2	2.3%	1	7.5%	3	0.0%	0
Less than once a month	14.5%	10	8.3%	1	15.8%	9	30.8%	4	13.6%	3	8.8%	3	16.0%	4	13.6%	6	22.5%	9	3.4%	1
(Don't know / varies)	5.8%	4	0.0%	0	7.0%	4	7.7%	1	9.1%	2	2.9%	1	4.0%	1	6.8%	3	7.5%	3	3.4%	1
Base:		69		12		57		13		22		34		25		44		40		29

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown
<b>Meanscore: [£]</b>										
<b>Q21 How much have you spent or will you spend today in (STUDY CENTRE) on non food shopping?</b>										
<i>Those who said "Yes" at Q14</i>										
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Up to £5	5.8%	4	8.3%	1	5.3%	3	7.7%	1	0.0%	0
£6 - £10	21.7%	15	8.3%	1	24.6%	14	7.7%	1	31.8%	7
£11 - £15	13.0%	9	16.7%	2	12.3%	7	7.7%	1	13.6%	3
£16 - £20	13.0%	9	0.0%	0	15.8%	9	15.4%	2	9.1%	2
£21 - £25	10.1%	7	8.3%	1	10.5%	6	23.1%	3	9.1%	2
£26 - £50	17.4%	12	50.0%	6	10.5%	6	23.1%	3	18.2%	4
£51 - £75	4.3%	3	8.3%	1	3.5%	2	0.0%	0	4.5%	1
£76 - £100	1.4%	1	0.0%	0	1.8%	1	7.7%	1	0.0%	0
More than £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.0%	9	0.0%	0	15.8%	9	7.7%	1	13.6%	3
<i>Mean:</i>	<i>21.7</i>	<i>29.2</i>	<i>19.8</i>	<i>27.5</i>	<i>20.6</i>	<i>20.0</i>	<i>24.5</i>	<i>20.0</i>	<i>26.5</i>	<i>15.9</i>
<i>Base:</i>	<i>69</i>	<i>12</i>	<i>57</i>	<i>13</i>	<i>22</i>	<i>34</i>	<i>25</i>	<i>44</i>	<i>40</i>	<i>29</i>
<b>Q22 Which of these statements would you say best describes how frequently you visit (STUDY CENTRE), compared with five years ago?</b>										
Much more frequently than before	6.7%	16	5.7%	4	7.1%	12	11.7%	7	4.3%	3
More frequently than before	16.7%	40	17.1%	12	16.5%	28	30.0%	18	15.7%	11
About as frequently	52.1%	125	58.6%	41	49.4%	84	33.3%	20	57.1%	40
Less frequently than before	15.8%	38	10.0%	7	18.2%	31	11.7%	7	17.1%	12
Much less frequently than before	5.4%	13	2.9%	2	6.5%	11	5.0%	3	2.9%	2
Didn't visit five years ago	2.1%	5	2.9%	2	1.8%	3	8.3%	5	0.0%	0
This is my first visit	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1
(Don't know / can't remember)	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1
<i>Base:</i>	<i>240</i>	<i>70</i>	<i>170</i>	<i>60</i>	<i>70</i>	<i>110</i>	<i>89</i>	<i>150</i>	<i>138</i>	<i>102</i>
<b>Q23 How long do you typically spend in (STUDY CENTRE) during the evening / night?</b>										
Up to 1 hour	5.0%	12	2.9%	2	5.9%	10	5.0%	3	5.7%	4
1 to 2 hours	7.5%	18	10.0%	7	6.5%	11	11.7%	7	7.1%	5
2 to 4 hours	9.6%	23	12.9%	9	8.2%	14	18.3%	11	7.1%	5
Over 4 hours	5.4%	13	7.1%	5	4.7%	8	11.7%	7	4.3%	3
Don't visit in the evening	71.3%	171	64.3%	45	74.1%	126	51.7%	31	72.9%	51
(Don't know / varies)	1.3%	3	2.9%	2	0.6%	1	1.7%	1	2.9%	2
<i>Base:</i>	<i>240</i>	<i>70</i>	<i>170</i>	<i>60</i>	<i>70</i>	<i>110</i>	<i>89</i>	<i>150</i>	<i>138</i>	<i>102</i>

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown
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Meanscore: [Much better = 2, Better = 1, About the same = 0, Worse = -1, Much worse = -2]

### Q24 Comparing (STUDY CENTRE) with other centres, how does it compare on the following aspects?

#### Choice of shops

Much better	1.7%	4	2.9%	2	1.2%	2	1.7%	1	1.4%	1	1.8%	2	1.1%	1	2.0%	3	1.4%	2	2.0%	2
Better	7.1%	17	5.7%	4	7.6%	13	8.3%	5	8.6%	6	5.5%	6	6.7%	6	7.3%	11	11.6%	16	1.0%	1
About the same	25.8%	62	34.3%	24	22.4%	38	23.3%	14	17.1%	12	32.7%	36	16.9%	15	31.3%	47	34.8%	48	13.7%	14
Worse	43.3%	104	42.9%	30	43.5%	74	48.3%	29	51.4%	36	35.5%	39	56.2%	50	35.3%	53	39.1%	54	49.0%	50
Much worse	19.6%	47	12.9%	9	22.4%	38	16.7%	10	20.0%	14	20.9%	23	18.0%	16	20.7%	31	8.7%	12	34.3%	35
(Don't know)	2.5%	6	1.4%	1	2.9%	5	1.7%	1	1.4%	1	3.6%	4	1.1%	1	3.3%	5	4.3%	6	0.0%	0
Mean:		-0.74		-0.58		-0.81		-0.71		-0.81		-0.71		-0.84		-0.68		-0.44		-1.13
Base:		240		70		170		60		70		110		89		150		138		102

#### Choice of High Street names

Much better	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Better	5.0%	12	5.7%	4	4.7%	8	1.7%	1	8.6%	6	4.5%	5	5.6%	5	4.7%	7	8.0%	11	1.0%	1
About the same	22.9%	55	32.9%	23	18.8%	32	20.0%	12	10.0%	7	32.7%	36	14.6%	13	27.3%	41	35.5%	49	5.9%	6
Worse	47.9%	115	40.0%	28	51.2%	87	56.7%	34	52.9%	37	40.0%	44	58.4%	52	42.0%	63	43.5%	60	53.9%	55
Much worse	20.8%	50	15.7%	11	22.9%	39	21.7%	13	22.9%	16	19.1%	21	19.1%	17	22.0%	33	8.0%	11	38.2%	39
(Don't know)	2.5%	6	2.9%	2	2.4%	4	0.0%	0	4.3%	3	2.7%	3	2.2%	2	2.7%	4	4.3%	6	0.0%	0
Mean:		-0.85		-0.62		-0.95		-0.98		-0.91		-0.74		-0.93		-0.81		-0.52		-1.27
Base:		240		70		170		60		70		110		89		150		138		102

#### Choice of independent/specialist shops

Much better	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.0%	0	2.0%	2
Better	7.9%	19	8.6%	6	7.6%	13	6.7%	4	8.6%	6	8.2%	9	3.4%	3	10.7%	16	10.1%	14	4.9%	5
About the same	26.7%	64	31.4%	22	24.7%	42	21.7%	13	21.4%	15	32.7%	36	28.1%	25	26.0%	39	34.1%	47	16.7%	17
Worse	37.9%	91	40.0%	28	37.1%	63	41.7%	25	48.6%	34	29.1%	32	40.4%	36	36.0%	54	34.8%	48	42.2%	43
Much worse	19.6%	47	10.0%	7	23.5%	40	20.0%	12	18.6%	13	20.0%	22	22.5%	20	18.0%	27	10.9%	15	31.4%	32
(Don't know)	7.1%	17	8.6%	6	6.5%	11	10.0%	6	1.4%	1	9.1%	10	5.6%	5	8.0%	12	10.1%	14	2.9%	3
Mean:		-0.73		-0.53		-0.81		-0.83		-0.75		-0.65		-0.87		-0.64		-0.52		-0.99
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Quality of shops</b>																				
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better	6.3%	15	4.3%	3	7.1%	12	3.3%	2	8.6%	6	6.4%	7	3.4%	3	7.3%	11	9.4%	13	2.0%	2
About the same	44.2%	106	55.7%	39	39.4%	67	50.0%	30	31.4%	22	49.1%	54	34.8%	31	50.0%	75	53.6%	74	31.4%	32
Worse	31.7%	76	30.0%	21	32.4%	55	30.0%	18	42.9%	30	25.5%	28	44.9%	40	24.0%	36	26.1%	36	39.2%	40
Much worse	15.0%	36	7.1%	5	18.2%	31	15.0%	9	15.7%	11	14.5%	16	13.5%	12	16.0%	24	7.2%	10	25.5%	26
(Don't know)	2.5%	6	1.4%	1	2.9%	5	1.7%	1	1.4%	1	3.6%	4	3.4%	3	2.0%	3	3.6%	5	1.0%	1
Mean:	-0.56		-0.38		-0.64		-0.58		-0.67		-0.48		-0.71		-0.48		-0.32		-0.87	
Base:	240		70		170		60		70		110		89		150		138		102	
<b>Range of services such as banks and other financial services</b>																				
Much better	1.3%	3	2.9%	2	0.6%	1	1.7%	1	1.4%	1	0.9%	1	0.0%	0	2.0%	3	1.4%	2	1.0%	1
Better	15.8%	38	20.0%	14	14.1%	24	10.0%	6	17.1%	12	18.2%	20	12.4%	11	17.3%	26	25.4%	35	2.9%	3
About the same	58.3%	140	62.9%	44	56.5%	96	63.3%	38	58.6%	41	55.5%	61	56.2%	50	60.0%	90	63.0%	87	52.0%	53
Worse	12.1%	29	7.1%	5	14.1%	24	11.7%	7	15.7%	11	10.0%	11	16.9%	15	9.3%	14	3.6%	5	23.5%	24
Much worse	9.6%	23	5.7%	4	11.2%	19	13.3%	8	5.7%	4	10.0%	11	10.1%	9	9.3%	14	2.2%	3	19.6%	20
(Don't know)	2.9%	7	1.4%	1	3.5%	6	0.0%	0	1.4%	1	5.5%	6	4.5%	4	2.0%	3	4.3%	6	1.0%	1
Mean:	-0.13		0.07		-0.22		-0.25		-0.07		-0.11		-0.26		-0.07		0.21		-0.58	
Base:	240		70		170		60		70		110		89		150		138		102	
<b>Range and choice of pubs / restaurants</b>																				
Much better	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Better	13.3%	32	18.6%	13	11.2%	19	13.3%	8	15.7%	11	11.8%	13	7.9%	7	16.7%	25	21.7%	30	2.0%	2
About the same	33.8%	81	30.0%	21	35.3%	60	45.0%	27	25.7%	18	32.7%	36	29.2%	26	36.0%	54	39.9%	55	25.5%	26
Worse	24.2%	58	27.1%	19	22.9%	39	23.3%	14	28.6%	20	21.8%	24	29.2%	26	21.3%	32	16.7%	23	34.3%	35
Much worse	11.7%	28	8.6%	6	12.9%	22	11.7%	7	14.3%	10	10.0%	11	12.4%	11	11.3%	17	1.4%	2	25.5%	26
(Don't know)	16.3%	39	12.9%	9	17.6%	30	6.7%	4	14.3%	10	22.7%	25	21.3%	19	13.3%	20	19.6%	27	11.8%	12
Mean:	-0.39		-0.23		-0.46		-0.36		-0.45		-0.36		-0.59		-0.28		0.05		-0.92	
Base:	240		70		170		60		70		110		89		150		138		102	
<b>Leisure facilities</b>																				
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better	3.8%	9	2.9%	2	4.1%	7	6.7%	4	5.7%	4	0.9%	1	2.2%	2	4.7%	7	6.5%	9	0.0%	0
About the same	22.9%	55	20.0%	14	24.1%	41	25.0%	15	12.9%	9	28.2%	31	20.2%	18	24.0%	36	37.0%	51	3.9%	4
Worse	31.7%	76	32.9%	23	31.2%	53	36.7%	22	44.3%	31	20.9%	23	29.2%	26	33.3%	50	23.9%	33	42.2%	43
Much worse	18.3%	44	15.7%	11	19.4%	33	16.7%	10	20.0%	14	18.2%	20	19.1%	17	18.0%	27	2.9%	4	39.2%	40
(Don't know)	22.9%	55	27.1%	19	21.2%	36	15.0%	9	17.1%	12	30.9%	34	29.2%	26	19.3%	29	29.7%	41	13.7%	14
Mean:	-0.83		-0.80		-0.84		-0.75		-0.95		-0.79		-0.92		-0.79		-0.33		-1.38	
Base:	240		70		170		60		70		110		89		150		138		102	

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Town centre environment</b>																				
Much better	1.3%	3	2.9%	2	0.6%	1	1.7%	1	0.0%	0	1.8%	2	1.1%	1	1.3%	2	1.4%	2	1.0%	1
Better	12.1%	29	12.9%	9	11.8%	20	11.7%	7	12.9%	9	11.8%	13	9.0%	8	14.0%	21	16.7%	23	5.9%	6
About the same	43.8%	105	47.1%	33	42.4%	72	46.7%	28	34.3%	24	48.2%	53	40.4%	36	45.3%	68	53.6%	74	30.4%	31
Worse	27.1%	65	21.4%	15	29.4%	50	23.3%	14	37.1%	26	22.7%	25	33.7%	30	23.3%	35	22.5%	31	33.3%	34
Much worse	13.3%	32	10.0%	7	14.7%	25	15.0%	9	12.9%	9	12.7%	14	14.6%	13	12.7%	19	2.9%	4	27.5%	28
(Don't know)	2.5%	6	5.7%	4	1.2%	2	1.7%	1	2.9%	2	2.7%	3	1.1%	1	3.3%	5	2.9%	4	2.0%	2
Mean:	-0.40		-0.24		-0.46		-0.39		-0.51		-0.34		-0.52		-0.33		-0.09		-0.82	
Base:	240		70		170		60		70		110		89		150		138		102	
<b>Cleanliness</b>																				
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better	13.3%	32	17.1%	12	11.8%	20	8.3%	5	14.3%	10	15.5%	17	13.5%	12	13.3%	20	19.6%	27	4.9%	5
About the same	51.3%	123	55.7%	39	49.4%	84	58.3%	35	45.7%	32	50.9%	56	46.1%	41	54.0%	81	59.4%	82	40.2%	41
Worse	22.5%	54	17.1%	12	24.7%	42	23.3%	14	27.1%	19	19.1%	21	24.7%	22	21.3%	32	17.4%	24	29.4%	30
Much worse	9.2%	22	5.7%	4	10.6%	18	8.3%	5	8.6%	6	10.0%	11	11.2%	10	8.0%	12	1.4%	2	19.6%	20
(Don't know)	3.3%	8	2.9%	2	3.5%	6	1.7%	1	4.3%	3	3.6%	4	4.5%	4	2.7%	4	2.2%	3	4.9%	5
Mean:	-0.28		-0.09		-0.35		-0.32		-0.31		-0.23		-0.35		-0.23		-0.01		-0.65	
Base:	240		70		170		60		70		110		89		150		138		102	
<b>Car parking provision</b>																				
Much better	1.7%	4	1.4%	1	1.8%	3	1.7%	1	1.4%	1	1.8%	2	1.1%	1	2.0%	3	0.0%	0	3.9%	4
Better	25.0%	60	28.6%	20	23.5%	40	20.0%	12	31.4%	22	23.6%	26	38.2%	34	17.3%	26	32.6%	45	14.7%	15
About the same	35.4%	85	37.1%	26	34.7%	59	26.7%	16	42.9%	30	35.5%	39	32.6%	29	37.3%	56	23.9%	33	51.0%	52
Worse	9.6%	23	11.4%	8	8.8%	15	5.0%	3	11.4%	8	10.9%	12	11.2%	10	8.7%	13	7.2%	10	12.7%	13
Much worse	5.0%	12	4.3%	3	5.3%	9	5.0%	3	7.1%	5	3.6%	4	4.5%	4	5.3%	8	4.3%	6	5.9%	6
(Don't know)	23.3%	56	17.1%	12	25.9%	44	41.7%	25	5.7%	4	24.5%	27	12.4%	11	29.3%	44	31.9%	44	11.8%	12
Mean:	0.11		0.14		0.10		0.14		0.09		0.12		0.23		0.03		0.24		-0.02	
Base:	240		70		170		60		70		110		89		150		138		102	
<b>Car parking prices</b>																				
Much better	15.0%	36	10.0%	7	17.1%	29	13.3%	8	21.4%	15	11.8%	13	21.3%	19	11.3%	17	2.2%	3	32.4%	33
Better	22.9%	55	27.1%	19	21.2%	36	11.7%	7	27.1%	19	26.4%	29	27.0%	24	20.7%	31	20.3%	28	26.5%	27
About the same	22.1%	53	20.0%	14	22.9%	39	21.7%	13	20.0%	14	23.6%	26	20.2%	18	23.3%	35	25.4%	35	17.6%	18
Worse	5.4%	13	2.9%	2	6.5%	11	3.3%	2	14.3%	10	0.9%	1	11.2%	10	2.0%	3	5.1%	7	5.9%	6
Much worse	3.3%	8	4.3%	3	2.9%	5	3.3%	2	2.9%	2	3.6%	4	2.2%	2	4.0%	6	2.2%	3	4.9%	5
(Don't know)	31.3%	75	35.7%	25	29.4%	50	46.7%	28	14.3%	10	33.6%	37	18.0%	16	38.7%	58	44.9%	62	12.7%	13
Mean:	0.59		0.56		0.61		0.53		0.58		0.63		0.66		0.54		0.28		0.87	
Base:	240		70		170		60		70		110		89		150		138		102	



# St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Accessibility by public transport</b>																				
Much better	2.5%	6	4.3%	3	1.8%	3	1.7%	1	4.3%	3	1.8%	2	2.2%	2	2.7%	4	1.4%	2	3.9%	4
Better	22.5%	54	24.3%	17	21.8%	37	23.3%	14	18.6%	13	24.5%	27	15.7%	14	26.0%	39	31.9%	44	9.8%	10
About the same	61.3%	147	58.6%	41	62.4%	106	61.7%	37	58.6%	41	62.7%	69	58.4%	52	63.3%	95	53.6%	74	71.6%	73
Worse	3.3%	8	1.4%	1	4.1%	7	6.7%	4	5.7%	4	0.0%	0	9.0%	8	0.0%	0	2.2%	3	4.9%	5
Much worse	2.1%	5	1.4%	1	2.4%	4	3.3%	2	4.3%	3	0.0%	0	2.2%	2	2.0%	3	1.4%	2	2.9%	3
(Don't know)	8.3%	20	10.0%	7	7.6%	13	3.3%	2	8.6%	6	10.9%	12	12.4%	11	6.0%	9	9.4%	13	6.9%	7
Mean:	0.22	0.32	0.18	0.14	0.14	0.32	0.08	0.29	0.33	0.07										
Base:	240	70	170	60	70	110	89	150	138	102										
<b>Public information / signposts / public facilities</b>																				
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better	7.1%	17	7.1%	5	7.1%	12	3.3%	2	12.9%	9	5.5%	6	4.5%	4	8.7%	13	10.9%	15	2.0%	2
About the same	55.8%	134	52.9%	37	57.1%	97	63.3%	38	42.9%	30	60.0%	66	61.8%	55	52.0%	78	64.5%	89	44.1%	45
Worse	14.6%	35	14.3%	10	14.7%	25	10.0%	6	22.9%	16	11.8%	13	16.9%	15	13.3%	20	3.6%	5	29.4%	30
Much worse	5.4%	13	1.4%	1	7.1%	12	6.7%	4	8.6%	6	2.7%	3	4.5%	4	6.0%	9	1.4%	2	10.8%	11
(Don't know)	16.7%	40	22.9%	16	14.1%	24	16.7%	10	12.9%	9	19.1%	21	12.4%	11	19.3%	29	19.6%	27	12.7%	13
Mean:	-0.21	-0.09	-0.25	-0.24	-0.31	-0.12	-0.24	-0.19	0.05	-0.54										
Base:	240	70	170	60	70	110	89	150	138	102										
<b>Cinemas</b>																				
Much better	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Better	5.0%	12	4.3%	3	5.3%	9	5.0%	3	8.6%	6	2.7%	3	6.7%	6	4.0%	6	8.7%	12	0.0%	0
About the same	34.2%	82	38.6%	27	32.4%	55	46.7%	28	31.4%	22	29.1%	32	28.1%	25	37.3%	56	56.5%	78	3.9%	4
Worse	22.5%	54	22.9%	16	22.4%	38	16.7%	10	25.7%	18	23.6%	26	27.0%	24	20.0%	30	8.0%	11	42.2%	43
Much worse	22.9%	55	17.1%	12	25.3%	43	25.0%	15	21.4%	15	22.7%	25	24.7%	22	22.0%	33	2.9%	4	50.0%	51
(Don't know)	14.6%	35	14.3%	10	14.7%	25	6.7%	4	11.4%	8	20.9%	23	13.5%	12	15.3%	23	23.2%	32	2.9%	3
Mean:	-0.72	-0.55	-0.79	-0.66	-0.65	-0.82	-0.81	-0.68	-0.05	-1.44										
Base:	240	70	170	60	70	110	89	150	138	102										
<b>Entertainment / events / performances</b>																				
Much better	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Better	6.3%	15	5.7%	4	6.5%	11	8.3%	5	8.6%	6	3.6%	4	5.6%	5	6.7%	10	10.9%	15	0.0%	0
About the same	18.8%	45	17.1%	12	19.4%	33	13.3%	8	17.1%	12	22.7%	25	16.9%	15	20.0%	30	29.7%	41	3.9%	4
Worse	27.1%	65	27.1%	19	27.1%	46	30.0%	18	35.7%	25	20.0%	22	30.3%	27	25.3%	38	18.1%	25	39.2%	40
Much worse	22.9%	55	22.9%	16	22.9%	39	23.3%	14	22.9%	16	22.7%	25	23.6%	21	22.7%	34	3.6%	5	49.0%	50
(Don't know)	24.2%	58	24.3%	17	24.1%	41	25.0%	15	14.3%	10	30.0%	33	23.6%	21	24.0%	36	37.0%	51	6.9%	7
Mean:	-0.86	-0.81	-0.88	-0.91	-0.82	-0.86	-0.94	-0.81	-0.21	-1.45										
Base:	240	70	170	60	70	110	89	150	138	102										

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Tourist facilities/hotels</b>																				
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better	2.1%	5	1.4%	1	2.4%	4	1.7%	1	4.3%	3	0.9%	1	2.2%	2	2.0%	3	3.6%	5	0.0%	0
About the same	17.9%	43	22.9%	16	15.9%	27	16.7%	10	14.3%	10	20.9%	23	15.7%	14	19.3%	29	26.8%	37	5.9%	6
Worse	30.4%	73	28.6%	20	31.2%	53	30.0%	18	40.0%	28	24.5%	27	34.8%	31	27.3%	41	22.5%	31	41.2%	42
Much worse	21.3%	51	14.3%	10	24.1%	41	21.7%	13	20.0%	14	21.8%	24	23.6%	21	20.0%	30	4.3%	6	44.1%	45
(Don't know)	27.9%	67	31.4%	22	26.5%	45	30.0%	18	21.4%	15	30.9%	34	23.6%	21	30.7%	46	42.8%	59	7.8%	8
Mean:		-0.97		-0.77		-1.05		-1.02		-0.96		-0.95		-1.04		-0.92		-0.48		-1.38
Base:		240		70		170		60		70		110		89		150		138		102
<b>Day-time safety</b>																				
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better	9.6%	23	10.0%	7	9.4%	16	6.7%	4	11.4%	8	10.0%	11	5.6%	5	12.0%	18	13.8%	19	3.9%	4
About the same	77.1%	185	78.6%	55	76.5%	130	81.7%	49	64.3%	45	82.7%	91	79.8%	71	75.3%	113	79.0%	109	74.5%	76
Worse	7.5%	18	5.7%	4	8.2%	14	6.7%	4	18.6%	13	0.9%	1	9.0%	8	6.7%	10	2.2%	3	14.7%	15
Much worse	1.7%	4	1.4%	1	1.8%	3	1.7%	1	2.9%	2	0.9%	1	1.1%	1	2.0%	3	0.7%	1	2.9%	3
(Don't know)	3.8%	9	2.9%	2	4.1%	7	3.3%	2	2.9%	2	4.5%	5	4.5%	4	3.3%	5	4.3%	6	2.9%	3
Mean:		0.00		0.04		-0.02		-0.03		-0.13		0.10		-0.06		0.03		0.11		-0.15
Base:		240		70		170		60		70		110		89		150		138		102
<b>Evening / night safety</b>																				
Much better	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Better	3.8%	9	2.9%	2	4.1%	7	8.3%	5	1.4%	1	2.7%	3	2.2%	2	4.7%	7	6.5%	9	0.0%	0
About the same	29.6%	71	34.3%	24	27.6%	47	38.3%	23	34.3%	24	21.8%	24	23.6%	21	33.3%	50	36.2%	50	20.6%	21
Worse	13.3%	32	12.9%	9	13.5%	23	16.7%	10	24.3%	17	4.5%	5	18.0%	16	10.0%	15	8.7%	12	19.6%	20
Much worse	7.5%	18	7.1%	5	7.6%	13	10.0%	6	11.4%	8	3.6%	4	6.7%	6	8.0%	12	0.7%	1	16.7%	17
(Don't know)	45.0%	108	40.0%	28	47.1%	80	26.7%	16	27.1%	19	66.4%	73	49.4%	44	42.7%	64	47.1%	65	42.2%	43
Mean:		-0.42		-0.31		-0.47		-0.39		-0.59		-0.22		-0.58		-0.33		-0.04		-0.88
Base:		240		70		170		60		70		110		89		150		138		102
<b>Layout</b>																				
Much better	1.7%	4	4.3%	3	0.6%	1	1.7%	1	1.4%	1	1.8%	2	1.1%	1	2.0%	3	2.2%	3	1.0%	1
Better	17.1%	41	15.7%	11	17.6%	30	25.0%	15	15.7%	11	13.6%	15	13.5%	12	19.3%	29	28.3%	39	2.0%	2
About the same	54.6%	131	55.7%	39	54.1%	92	51.7%	31	47.1%	33	60.9%	67	53.9%	48	54.7%	82	53.6%	74	55.9%	57
Worse	19.2%	46	18.6%	13	19.4%	33	18.3%	11	27.1%	19	14.5%	16	22.5%	20	17.3%	26	11.6%	16	29.4%	30
Much worse	3.8%	9	2.9%	2	4.1%	7	3.3%	2	5.7%	4	2.7%	3	3.4%	3	4.0%	6	0.0%	0	8.8%	9
(Don't know)	3.8%	9	2.9%	2	4.1%	7	0.0%	0	2.9%	2	6.4%	7	5.6%	5	2.7%	4	4.3%	6	2.9%	3
Mean:		-0.06		0.00		-0.09		0.03		-0.21		-0.03		-0.14		-0.02		0.22		-0.44
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown
<b>Public art</b>										
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	2.9%	7	2.9%	2	2.9%	5	3.3%	2	7.1%	5
About the same	16.7%	40	15.7%	11	17.1%	29	13.3%	8	12.9%	9
Worse	26.3%	63	25.7%	18	26.5%	45	35.0%	21	28.6%	20
Much worse	18.3%	44	17.1%	12	18.8%	32	15.0%	9	24.3%	17
(Don't know)	35.8%	86	38.6%	27	34.7%	59	33.3%	20	27.1%	19
Mean:	-0.94		-0.93		-0.94		-0.93		-0.96	
Base:	240		70		170		60		70	
									110	
									89	
									150	
									138	
										102
<b>General environment</b>										
Much better	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better	8.3%	20	10.0%	7	7.6%	13	10.0%	6	4.3%	3
About the same	59.2%	142	62.9%	44	57.6%	98	56.7%	34	60.0%	42
Worse	19.2%	46	10.0%	7	22.9%	39	21.7%	13	24.3%	17
Much worse	7.1%	17	10.0%	7	5.9%	10	5.0%	3	8.6%	6
(Don't know)	5.8%	14	5.7%	4	5.9%	10	6.7%	4	2.9%	2
Mean:	-0.26		-0.18		-0.29		-0.23		-0.38	
Base:	240		70		170		60		70	
									110	
									89	
									150	
									138	
										102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1	C2DE	St. Helens	Earlestown					
<b>Q25 What type of shops or services would you like to see more of in (STUDY CENTRE)?</b>																				
Large supermarkets	7.5%	18	8.6%	6	7.1%	12	8.3%	5	7.1%	5	7.3%	8	10.1%	9	6.0%	9	2.9%	4	13.7%	14
Specialist foodstores	7.9%	19	12.9%	9	5.9%	10	5.0%	3	7.1%	5	10.0%	11	7.9%	7	8.0%	12	2.9%	4	14.7%	15
Department stores	21.3%	51	12.9%	9	24.7%	42	15.0%	9	28.6%	20	20.0%	22	30.3%	27	16.0%	24	22.5%	31	19.6%	20
Clothing stores	40.4%	97	25.7%	18	46.5%	79	61.7%	37	40.0%	28	29.1%	32	44.9%	40	38.0%	57	28.3%	39	56.9%	58
Footwear stores	21.7%	52	20.0%	14	22.4%	38	23.3%	14	25.7%	18	18.2%	20	23.6%	21	20.7%	31	12.3%	17	34.3%	35
Electrical goods	5.8%	14	7.1%	5	5.3%	9	6.7%	4	8.6%	6	3.6%	4	6.7%	6	5.3%	8	2.2%	3	10.8%	11
Household goods stores	10.4%	25	11.4%	8	10.0%	17	3.3%	2	17.1%	12	10.0%	11	9.0%	8	11.3%	17	4.3%	6	18.6%	19
Pharmacies	1.3%	3	2.9%	2	0.6%	1	1.7%	1	0.0%	0	1.8%	2	0.0%	0	2.0%	3	0.0%	0	2.9%	3
Restaurants / cafes	12.5%	30	10.0%	7	13.5%	23	13.3%	8	21.4%	15	6.4%	7	18.0%	16	9.3%	14	12.3%	17	12.7%	13
Drinking establishments	3.3%	8	2.9%	2	3.5%	6	5.0%	3	7.1%	5	0.0%	0	3.4%	3	3.3%	5	2.9%	4	3.9%	4
Building society	2.5%	6	2.9%	2	2.4%	4	1.7%	1	1.4%	1	3.6%	4	2.2%	2	2.7%	4	0.0%	0	5.9%	6
Banks	2.9%	7	1.4%	1	3.5%	6	1.7%	1	2.9%	2	3.6%	4	4.5%	4	2.0%	3	0.0%	0	6.9%	7
Solicitors	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
Better leisure facility provision	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	1.4%	2	0.0%	0
Better retail provision for children and babies	3.8%	9	1.4%	1	4.7%	8	5.0%	3	5.7%	4	1.8%	2	2.2%	2	4.7%	7	5.1%	7	2.0%	2
Book shop	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
High street names	2.5%	6	1.4%	1	2.9%	5	3.3%	2	1.4%	1	2.7%	3	2.2%	2	2.7%	4	3.6%	5	1.0%	1
Independent/specialist shops	2.9%	7	2.9%	2	2.9%	5	3.3%	2	2.9%	2	2.7%	3	4.5%	4	2.0%	3	2.9%	4	2.9%	3
Larger sizes clothing store	2.1%	5	1.4%	1	2.4%	4	0.0%	0	5.7%	4	0.9%	1	1.1%	1	2.7%	4	2.2%	3	2.0%	2
Market	1.7%	4	1.4%	1	1.8%	3	1.7%	1	0.0%	0	2.7%	3	1.1%	1	2.0%	3	2.2%	3	1.0%	1
Public amenities	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.8%	2	2.2%	2	0.0%	0	0.7%	1	1.0%	1
Sports shop	1.3%	3	1.4%	1	1.2%	2	1.7%	1	1.4%	1	0.9%	1	2.2%	2	0.7%	1	0.0%	0	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	15.8%	38	22.9%	16	12.9%	22	11.7%	7	4.3%	3	25.5%	28	10.1%	9	19.3%	29	21.7%	30	7.8%	8
(Don't know)	10.4%	25	15.7%	11	8.2%	14	11.7%	7	15.7%	11	6.4%	7	9.0%	8	10.7%	16	13.8%	19	5.9%	6
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		St. Helens		Earlestown		
<b>Q26 What type of leisure facilities would you like to see more of in (STUDY CENTRE)?</b>																				
Health and fitness	6.7%	16	4.3%	3	7.6%	13	8.3%	5	10.0%	7	3.6%	4	7.9%	7	6.0%	9	5.1%	7	8.8%	9
Swimming pool	8.3%	20	14.3%	10	5.9%	10	11.7%	7	10.0%	7	5.5%	6	11.2%	10	6.7%	10	4.3%	6	13.7%	14
Bingo	3.8%	9	2.9%	2	4.1%	7	3.3%	2	2.9%	2	4.5%	5	4.5%	4	3.3%	5	0.0%	0	8.8%	9
Cinema	19.6%	47	18.6%	13	20.0%	34	18.3%	11	20.0%	14	20.0%	22	19.1%	17	20.0%	30	1.4%	2	44.1%	45
Bowling alley	17.1%	41	12.9%	9	18.8%	32	26.7%	16	22.9%	16	8.2%	9	13.5%	12	19.3%	29	19.6%	27	13.7%	14
Children's activity centre	16.7%	40	8.6%	6	20.0%	34	28.3%	17	21.4%	15	7.3%	8	11.2%	10	20.0%	30	13.0%	18	21.6%	22
Hotels	2.1%	5	5.7%	4	0.6%	1	0.0%	0	4.3%	3	1.8%	2	1.1%	1	2.7%	4	0.0%	0	4.9%	5
Ice / roller rink	7.5%	18	10.0%	7	6.5%	11	13.3%	8	10.0%	7	2.7%	3	7.9%	7	7.3%	11	8.7%	12	5.9%	6
Museums	9.6%	23	11.4%	8	8.8%	15	15.0%	9	8.6%	6	7.3%	8	5.6%	5	12.0%	18	10.1%	14	8.8%	9
Art galleries	1.7%	4	1.4%	1	1.8%	3	3.3%	2	1.4%	1	0.9%	1	1.1%	1	2.0%	3	1.4%	2	2.0%	2
Go-karting	4.2%	10	5.7%	4	3.5%	6	10.0%	6	2.9%	2	1.8%	2	1.1%	1	6.0%	9	5.1%	7	2.9%	3
Parks/gardens	12.1%	29	11.4%	8	12.4%	21	8.3%	5	12.9%	9	13.6%	15	11.2%	10	12.7%	19	10.9%	15	13.7%	14
Civic Hall / Civic spaces	2.5%	6	4.3%	3	1.8%	3	1.7%	1	1.4%	1	3.6%	4	3.4%	3	2.0%	3	1.4%	2	3.9%	4
Entertainment / activities for young people	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Laser tag	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Restaurants / cafes	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	1.4%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	25.8%	62	22.9%	16	27.1%	46	16.7%	10	15.7%	11	37.3%	41	31.5%	28	22.7%	34	31.9%	44	17.6%	18
(Don't know)	17.5%	42	21.4%	15	15.9%	27	16.7%	10	18.6%	13	17.3%	19	19.1%	17	16.0%	24	19.6%	27	14.7%	15
Base:		240		70		170		60		70		110		89		150		138		102

# St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Q27 What measures do you think would improve (STUDY CENTRE) and make it more attractive?</b>																				
Increased choice / range of shops	34.2%	82	27.1%	19	37.1%	63	38.3%	23	35.7%	25	30.9%	34	39.3%	35	31.3%	47	23.9%	33	48.0%	49
More speciality shops	13.3%	32	15.7%	11	12.4%	21	11.7%	7	17.1%	12	11.8%	13	15.7%	14	12.0%	18	8.0%	11	20.6%	21
More national multiples	2.5%	6	2.9%	2	2.4%	4	5.0%	3	2.9%	2	0.9%	1	5.6%	5	0.7%	1	2.2%	3	2.9%	3
Better foodstore provision	3.8%	9	5.7%	4	2.9%	5	1.7%	1	4.3%	3	4.5%	5	3.4%	3	4.0%	6	2.2%	3	5.9%	6
More non-food stores	5.4%	13	4.3%	3	5.9%	10	5.0%	3	4.3%	3	6.4%	7	7.9%	7	4.0%	6	2.2%	3	9.8%	10
More independent / specialist traders	5.8%	14	8.6%	6	4.7%	8	3.3%	2	10.0%	7	4.5%	5	6.7%	6	5.3%	8	3.6%	5	8.8%	9
Improved street paving	0.8%	2	1.4%	1	0.6%	1	1.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Cheaper parking	2.1%	5	2.9%	2	1.8%	3	3.3%	2	1.4%	1	1.8%	2	1.1%	1	2.7%	4	3.6%	5	0.0%	0
Flexible parking	1.3%	3	1.4%	1	1.2%	2	1.7%	1	1.4%	1	0.9%	1	2.2%	2	0.7%	1	2.2%	3	0.0%	0
Reduce traffic congestion	1.3%	3	2.9%	2	0.6%	1	0.0%	0	1.4%	1	1.8%	2	1.1%	1	1.3%	2	2.2%	3	0.0%	0
Improved public transport	1.3%	3	1.4%	1	1.2%	2	3.3%	2	0.0%	0	0.9%	1	1.1%	1	1.3%	2	0.7%	1	2.0%	2
More entertainment / leisure facilities	10.8%	26	12.9%	9	10.0%	17	15.0%	9	14.3%	10	6.4%	7	12.4%	11	10.0%	15	8.0%	11	14.7%	15
More quality restaurants / pavement cafes	8.3%	20	11.4%	8	7.1%	12	6.7%	4	10.0%	7	8.2%	9	10.1%	9	7.3%	11	6.5%	9	10.8%	11
More evening activities	5.0%	12	8.6%	6	3.5%	6	6.7%	4	8.6%	6	1.8%	2	4.5%	4	5.3%	8	4.3%	6	5.9%	6
More organised events e.g. street markets	6.3%	15	10.0%	7	4.7%	8	5.0%	3	7.1%	5	6.4%	7	6.7%	6	6.0%	9	7.2%	10	4.9%	5
More cultural facilities	3.8%	9	2.9%	2	4.1%	7	5.0%	3	2.9%	2	3.6%	4	2.2%	2	4.7%	7	2.2%	3	5.9%	6
Improved security / CCTV	2.5%	6	5.7%	4	1.2%	2	3.3%	2	2.9%	2	1.8%	2	2.2%	2	2.7%	4	0.7%	1	4.9%	5
Improved cleanliness	11.7%	28	15.7%	11	10.0%	17	11.7%	7	8.6%	6	13.6%	15	11.2%	10	12.0%	18	8.0%	11	16.7%	17
Greater promotion / marketing of the centre	3.3%	8	7.1%	5	1.8%	3	1.7%	1	2.9%	2	4.5%	5	3.4%	3	3.3%	5	2.9%	4	3.9%	4
Public toilets	6.7%	16	10.0%	7	5.3%	9	8.3%	5	4.3%	3	7.3%	8	5.6%	5	7.3%	11	2.9%	4	11.8%	12
Expansion of the centre	4.2%	10	4.3%	3	4.1%	7	1.7%	1	4.3%	3	5.5%	6	5.6%	5	3.3%	5	2.9%	4	5.9%	6
Improved cultural facilities	5.4%	13	8.6%	6	4.1%	7	3.3%	2	2.9%	2	8.2%	9	6.7%	6	4.7%	7	2.9%	4	8.8%	9
More tourist facilities	1.7%	4	4.3%	3	0.6%	1	1.7%	1	2.9%	2	0.9%	1	2.2%	2	1.3%	2	1.4%	2	2.0%	2
Improved signage/information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by private car	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Ban skateboarding , biking etc.	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	1.4%	2	0.0%	0
Fewer low quality shops (take-aways, pound shops) / Improve the quality of the shops	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.8%	2	2.2%	2	0.0%	0	1.4%	2	0.0%	0
Fill the empty shops	1.7%	4	0.0%	0	2.4%	4	1.7%	1	4.3%	3	0.0%	0	0.0%	0	2.7%	4	2.2%	3	1.0%	1
Give it a general face lift (Flowers, painting etc.)	6.3%	15	7.1%	5	5.9%	10	5.0%	3	7.1%	5	6.4%	7	5.6%	5	6.0%	9	9.4%	13	2.0%	2
Improve market provision	1.3%	3	2.9%	2	0.6%	1	0.0%	0	2.9%	2	0.9%	1	1.1%	1	1.3%	2	2.2%	3	0.0%	0
More parking	0.8%	2	0.0%	0	1.2%	2	0.0%	0	2.9%	2	0.0%	0	1.1%	1	0.7%	1	1.4%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	8.8%	21	8.6%	6	8.8%	15	5.0%	3	2.9%	2	14.5%	16	7.9%	7	9.3%	14	12.3%	17	3.9%	4

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
(Don't know)	11.7%	28	11.4%	8	11.8%	20	11.7%	7	12.9%	9	10.9%	12	10.1%	9	12.7%	19	14.5%	20	7.8%	8
Base:	240	70	170	60	70	110	89	150	138	102										
<b>Q28 What do you think are the biggest weaknesses of (STUDY CENTRE)?</b>																				
Choice / range of non-food shops	32.5%	78	21.4%	15	37.1%	63	31.7%	19	37.1%	26	30.0%	33	43.8%	39	26.0%	39	21.0%	29	48.0%	49
Range of specialist/independent retailers	14.6%	35	11.4%	8	15.9%	27	15.0%	9	15.7%	11	13.6%	15	16.9%	15	13.3%	20	7.2%	10	24.5%	25
Foodstore provision	2.1%	5	5.7%	4	0.6%	1	1.7%	1	0.0%	0	3.6%	4	2.2%	2	2.0%	3	2.2%	3	2.0%	2
Lack of cultural facilities	7.1%	17	8.6%	6	6.5%	11	8.3%	5	4.3%	3	8.2%	9	9.0%	8	6.0%	9	3.6%	5	11.8%	12
Accessibility by private car	1.3%	3	0.0%	0	1.8%	3	0.0%	0	2.9%	2	0.9%	1	2.2%	2	0.7%	1	2.2%	3	0.0%	0
Price of car parking	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	1.4%	2	0.0%	0
Availability of car parking	2.1%	5	1.4%	1	2.4%	4	0.0%	0	1.4%	1	3.6%	4	3.4%	3	1.3%	2	3.6%	5	0.0%	0
Accessibility by public transport	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Accessibility by cycling and by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information / events	5.4%	13	8.6%	6	4.1%	7	3.3%	2	8.6%	6	4.5%	5	6.7%	6	4.7%	7	5.8%	8	4.9%	5
Range and choice of pubs / restaurants	5.0%	12	5.7%	4	4.7%	8	3.3%	2	8.6%	6	3.6%	4	7.9%	7	3.3%	5	2.2%	3	8.8%	9
Tourism facilities	1.7%	4	1.4%	1	1.8%	3	0.0%	0	2.9%	2	1.8%	2	2.2%	2	1.3%	2	1.4%	2	2.0%	2
Town centre environment	12.5%	30	12.9%	9	12.4%	21	10.0%	6	17.1%	12	10.9%	12	9.0%	8	14.7%	22	7.2%	10	19.6%	20
Non-retail provision (e.g. banks, estate agents (etc.))	0.8%	2	1.4%	1	0.6%	1	1.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	2	0.7%	1	1.0%	1
Leisure facilities	8.8%	21	8.6%	6	8.8%	15	13.3%	8	12.9%	9	3.6%	4	7.9%	7	9.3%	14	5.8%	8	12.7%	13
Security / safety	4.2%	10	1.4%	1	5.3%	9	8.3%	5	4.3%	3	1.8%	2	3.4%	3	4.0%	6	2.9%	4	5.9%	6
Anti-social behaviour	3.3%	8	2.9%	2	3.5%	6	5.0%	3	4.3%	3	1.8%	2	2.2%	2	4.0%	6	3.6%	5	2.9%	3
Empty shops	2.5%	6	2.9%	2	2.4%	4	0.0%	0	4.3%	3	2.7%	3	2.2%	2	2.7%	4	4.3%	6	0.0%	0
Lack of a market	1.3%	3	1.4%	1	1.2%	2	0.0%	0	2.9%	2	0.9%	1	2.2%	2	0.7%	1	2.2%	3	0.0%	0
Lack of public amenities	1.3%	3	1.4%	1	1.2%	2	1.7%	1	1.4%	1	0.9%	1	0.0%	0	2.0%	3	2.2%	3	0.0%	0
Poor appearance	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Poor marketing of town	0.8%	2	0.0%	0	1.2%	2	3.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	2	0.0%	0
Quantity of takeaways / charity shops	0.8%	2	1.4%	1	0.6%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.3%	2	0.0%	0	2.0%	2
Type / quality of retail provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (None mentioned)	9.2%	22	14.3%	10	7.1%	12	5.0%	3	2.9%	2	15.5%	17	5.6%	5	11.3%	17	13.0%	18	3.9%	4
(Don't know)	15.4%	37	21.4%	15	12.9%	22	16.7%	10	12.9%	9	16.4%	18	15.7%	14	15.3%	23	21.0%	29	7.8%	8
Base:	240	70	170	60	70	110	89	150	138	102										

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>Q29 Do you intend to visit the market during your trip to the town centre today?</b>																				
Yes	41.3%	99	37.1%	26	42.9%	73	31.7%	19	44.3%	31	44.5%	49	32.6%	29	46.7%	70	47.1%	65	33.3%	34
No	58.8%	141	62.9%	44	57.1%	97	68.3%	41	55.7%	39	55.5%	61	67.4%	60	53.3%	80	52.9%	73	66.7%	68
Base:		240		70		170		60		70		110		89		150		138		102
<b>Q30 How often do you visit the market?</b>																				
Daily	1.3%	3	1.4%	1	1.2%	2	3.3%	2	0.0%	0	0.9%	1	1.1%	1	1.3%	2	2.2%	3	0.0%	0
Once a week or more	40.0%	96	35.7%	25	41.8%	71	33.3%	20	31.4%	22	49.1%	54	29.2%	26	46.7%	70	32.6%	45	50.0%	51
Less than once a week	10.0%	24	11.4%	8	9.4%	16	6.7%	4	15.7%	11	8.2%	9	7.9%	7	11.3%	17	11.6%	16	7.8%	8
Less than once a fortnight	9.6%	23	5.7%	4	11.2%	19	11.7%	7	8.6%	6	9.1%	10	9.0%	8	10.0%	15	10.9%	15	7.8%	8
Less than once a month	27.5%	66	31.4%	22	25.9%	44	31.7%	19	27.1%	19	25.5%	28	33.7%	30	24.0%	36	36.2%	50	15.7%	16
(Don't know / varies)	11.7%	28	14.3%	10	10.6%	18	13.3%	8	17.1%	12	7.3%	8	19.1%	17	6.7%	10	6.5%	9	18.6%	19
Base:		240		70		170		60		70		110		89		150		138		102
<b>Q31 What one thing do you particularly like about the market?</b>																				
Everything	12.1%	29	12.9%	9	11.8%	20	11.7%	7	10.0%	7	13.6%	15	12.4%	11	12.0%	18	2.2%	3	25.5%	26
Quality of food	2.9%	7	1.4%	1	3.5%	6	1.7%	1	1.4%	1	4.5%	5	2.2%	2	3.3%	5	2.2%	3	3.9%	4
Range of food	2.1%	5	5.7%	4	0.6%	1	0.0%	0	2.9%	2	2.7%	3	2.2%	2	2.0%	3	1.4%	2	2.9%	3
Freshness of food	2.1%	5	1.4%	1	2.4%	4	1.7%	1	2.9%	2	1.8%	2	1.1%	1	2.7%	4	1.4%	2	2.9%	3
Quality of non-food items	5.4%	13	2.9%	2	6.5%	11	6.7%	4	1.4%	1	7.3%	8	3.4%	3	6.7%	10	6.5%	9	3.9%	4
Range of non-food items	3.3%	8	5.7%	4	2.4%	4	5.0%	3	5.7%	4	0.9%	1	0.0%	0	5.3%	8	1.4%	2	5.9%	6
Value for money	14.2%	34	10.0%	7	15.9%	27	20.0%	12	20.0%	14	7.3%	8	11.2%	10	16.0%	24	16.7%	23	10.8%	11
Friendly atmosphere	8.8%	21	5.7%	4	10.0%	17	1.7%	1	7.1%	5	13.6%	15	10.1%	9	8.0%	12	8.0%	11	9.8%	10
Good service	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Ease of parking	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Availability of local produce	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Compact / easy to get around	2.5%	6	7.1%	5	0.6%	1	1.7%	1	0.0%	0	4.5%	5	1.1%	1	3.3%	5	2.9%	4	2.0%	2
All on one level	0.8%	2	0.0%	0	1.2%	2	1.7%	1	0.0%	0	0.9%	1	2.2%	2	0.0%	0	0.7%	1	1.0%	1
The café	0.8%	2	1.4%	1	0.6%	1	1.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	2	1.4%	2	0.0%	0
Traditional values	2.9%	7	1.4%	1	3.5%	6	1.7%	1	5.7%	4	1.8%	2	3.4%	3	2.7%	4	2.9%	4	2.9%	3
The opportunity to support local businesses	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Easy to get to	2.5%	6	4.3%	3	1.8%	3	3.3%	2	2.9%	2	1.8%	2	2.2%	2	2.7%	4	2.9%	4	2.0%	2
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	5.0%	12	5.7%	4	4.7%	8	3.3%	2	5.7%	4	5.5%	6	7.9%	7	3.3%	5	5.1%	7	4.9%	5
Cheap cigarettes	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	22.5%	54	15.7%	11	25.3%	43	31.7%	19	18.6%	13	20.0%	22	25.8%	23	20.0%	30	29.7%	41	12.7%	13
(Don't know)	9.6%	23	15.7%	11	7.1%	12	6.7%	4	10.0%	7	10.9%	12	13.5%	12	7.3%	11	10.1%	14	8.8%	9
Base:		240		70		170		60		70		110		89		150		138		102



## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown
<b>Q32 What else do you particularly like about the market?</b>										
<i>Those who like something in particular about the market at Q31</i>										
Everything	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Quality of food	3.7%	8	5.1%	3	3.2%	5	1.8%	1	4.8%	3
Range of food	3.2%	7	5.1%	3	2.5%	4	3.6%	2	1.6%	1
Freshness of food	3.2%	7	6.8%	4	1.9%	3	1.8%	1	3.2%	2
Quality of non-food items	5.1%	11	3.4%	2	5.7%	9	3.6%	2	6.3%	4
Range of non-food items	7.8%	17	5.1%	3	8.9%	14	1.8%	1	6.3%	4
Value for money	8.8%	19	10.2%	6	8.2%	13	5.4%	3	9.5%	6
Friendly / quality atmosphere	8.3%	18	6.8%	4	8.9%	14	5.4%	3	11.1%	7
Good service	4.1%	9	1.7%	1	5.1%	8	0.0%	0	4.8%	3
Ease of parking	0.5%	1	0.0%	0	0.6%	1	0.0%	0	1.6%	1
Availability of local produce	0.9%	2	3.4%	2	0.0%	0	1.8%	1	1.6%	1
Compact / easy to get around	2.8%	6	1.7%	1	3.2%	5	1.8%	1	4.8%	3
All on one level	2.8%	6	1.7%	1	3.2%	5	1.8%	1	3.2%	2
The café	3.7%	8	6.8%	4	2.5%	4	1.8%	1	4.8%	3
Traditional values	0.9%	2	0.0%	0	1.3%	2	0.0%	0	2.0%	2
The opportunity to support local businesses	5.5%	12	11.9%	7	3.2%	5	3.6%	2	3.2%	2
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	1.4%	3	1.7%	1	1.3%	2	0.0%	0	1.6%	1
Easy to get to	3.7%	8	0.0%	0	5.1%	8	1.8%	1	4.8%	3
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	4.1%	9	1.7%	1	5.1%	8	7.1%	4	1.6%	1
Cheap cigarettes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing else	45.2%	98	40.7%	24	46.8%	74	57.1%	32	41.3%	26
(Don't know)	11.1%	24	11.9%	7	10.8%	17	8.9%	5	14.3%	9
Base:	217	59	158	56	63	98	77	139	124	93

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown
<b>Q33 What one thing do you particularly dislike about the market?</b>										
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.8%	2
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	1.7%	4	0.0%	0	2.4%	4	0.0%	0	4.3%	3
Poor quality of non-food items	5.8%	14	4.3%	3	6.5%	11	8.3%	5	4.3%	3
Poor value for money	0.8%	2	1.4%	1	0.6%	1	1.7%	1	0.0%	0
Too many stalls selling the same goods	6.7%	16	4.3%	3	7.6%	13	8.3%	5	2.9%	2
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Difficult to get around	1.3%	3	0.0%	0	1.8%	3	3.3%	2	1.4%	1
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	1.3%	3	1.4%	1	1.2%	2	1.7%	1	2.9%	2
Litter	0.8%	2	2.9%	2	0.0%	0	1.7%	1	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	1.3%	3	1.4%	1	1.2%	2	1.7%	1	2.9%	2
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	1.3%	3	0.0%	0	1.8%	3	0.0%	0	4.3%	3
It's too cold	1.3%	3	0.0%	0	1.8%	3	0.0%	0	1.4%	1
Not big enough	4.6%	11	4.3%	3	4.7%	8	8.3%	5	5.7%	4
Not enough stalls	12.1%	29	7.1%	5	14.1%	24	15.0%	9	8.2%	11
Empty stalls / stalls closing down	2.5%	6	2.9%	2	2.4%	4	0.0%	0	2.9%	2
I do not like markets generally	0.8%	2	0.0%	0	1.2%	2	0.0%	0	1.4%	1
It's not sheltered	0.8%	2	0.0%	0	1.2%	2	1.7%	1	1.4%	1
Pickpockets in the area	0.8%	2	0.0%	0	1.2%	2	1.7%	1	0.0%	0
Poor quality environment	1.3%	3	2.9%	2	0.6%	1	0.0%	0	1.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	47.1%	113	54.3%	38	44.1%	75	40.0%	24	37.1%	26
(Don't know)	6.7%	16	10.0%	7	5.3%	9	6.7%	4	8.6%	6
Base:	240	70	170	60	70	110	89	150	138	102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown
<b>Q34 What else do you particularly dislike about the market?</b>										
<i>Those who dislike something in particular about the market at Q33</i>										
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.4%	1	1.6%	1	0.0%	0	0.0%	0	1.0%	1
Poor range of food	1.3%	3	1.6%	1	1.2%	2	3.6%	2	0.0%	1
Poor quality of non-food items	1.8%	4	0.0%	0	2.5%	4	0.0%	0	1.6%	1
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	5.8%	13	3.2%	2	6.8%	11	7.1%	4	9.4%	6
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.4%	1	1.6%	1	0.0%	0	1.6%	1	0.0%	0
Difficult to find particular stalls	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.9%	2	0.0%	0	1.2%	2	0.0%	0	1.6%	1
Inability to pay by credit card	0.9%	2	0.0%	0	1.2%	2	0.0%	0	3.1%	2
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.9%	2	0.0%	0	1.2%	2	0.0%	0	1.6%	1
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's too cold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.9%	2	0.0%	0	1.2%	2	0.0%	0	1.6%	1
Not enough stalls	3.6%	8	3.2%	2	3.7%	6	3.6%	2	4.7%	3
Empty stalls / stalls closing down	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1
I do not like markets generally	1.3%	3	1.6%	1	1.2%	2	0.0%	0	4.7%	3
It's not sheltered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickpockets in the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.9%	2	0.0%	0	1.2%	2	1.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing else	58.5%	131	66.7%	42	55.3%	89	62.5%	35	48.4%	31
(Don't know)	23.7%	53	22.2%	14	24.2%	39	23.2%	13	25.0%	16
Base:	224	63	161	56	64	104	81	142	131	93
<b>GEN Gender:</b>										
Male	29.2%	70	100.0%	70	0.0%	0	18.3%	11	25.7%	18
Female	70.8%	170	0.0%	0	100.0%	170	81.7%	49	74.3%	52
Base:	240	70	170	60	70	110	89	150	138	102

# St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>AGE Age Group:</b>																				
18 – 24 years	14.2%	34	7.1%	5	17.1%	29	56.7%	34	0.0%	0	0.0%	0	10.1%	9	16.7%	25	17.4%	24	9.8%	10
25 – 34 years	10.8%	26	8.6%	6	11.8%	20	43.3%	26	0.0%	0	0.0%	0	12.4%	11	9.3%	14	10.1%	14	11.8%	12
35 – 44 years	14.2%	34	11.4%	8	15.3%	26	0.0%	0	48.6%	34	0.0%	0	21.3%	19	10.0%	15	12.3%	17	16.7%	17
45 – 54 years	15.0%	36	14.3%	10	15.3%	26	0.0%	0	51.4%	36	0.0%	0	14.6%	13	15.3%	23	15.2%	21	14.7%	15
55 – 64 years	19.2%	46	24.3%	17	17.1%	29	0.0%	0	0.0%	0	41.8%	46	19.1%	17	19.3%	29	18.8%	26	19.6%	20
65+ years	26.7%	64	34.3%	24	23.5%	40	0.0%	0	0.0%	0	58.2%	64	22.5%	20	29.3%	44	26.1%	36	27.5%	28
Base:		240		70		170		60		70		110		89		150		138		102
<b>SEG Socio-economic group</b>																				
AB	11.7%	28	10.0%	7	12.4%	21	8.3%	5	12.9%	9	12.7%	14	31.5%	28	0.0%	0	13.0%	18	9.8%	10
C1	25.4%	61	15.7%	11	29.4%	50	25.0%	15	32.9%	23	20.9%	23	68.5%	61	0.0%	0	21.0%	29	31.4%	32
C2	20.4%	49	30.0%	21	16.5%	28	20.0%	12	12.9%	9	25.5%	28	0.0%	0	32.7%	49	25.4%	35	13.7%	14
DE	42.1%	101	44.3%	31	41.2%	70	45.0%	27	41.4%	29	40.9%	45	0.0%	0	67.3%	101	39.9%	55	45.1%	46
(Refused)	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Base:		240		70		170		60		70		110		89		150		138		102
<b>ETH Ethnicity</b>																				
White	98.8%	237	98.6%	69	98.8%	168	96.7%	58	98.6%	69	100.0%	110	98.9%	88	98.7%	148	98.6%	136	99.0%	101
Indian	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Any other Ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed background	0.4%	1	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Base:		240		70		170		60		70		110		89		150		138		102
<b>DAT Date of Interview:</b>																				
Monday	16.7%	40	17.1%	12	16.5%	28	10.0%	6	20.0%	14	18.2%	20	16.9%	15	16.7%	25	14.5%	20	19.6%	20
Tuesday	8.3%	20	5.7%	4	9.4%	16	10.0%	6	5.7%	4	9.1%	10	4.5%	4	10.7%	16	14.5%	20	0.0%	0
Wednesday	17.1%	41	22.9%	16	14.7%	25	18.3%	11	10.0%	7	20.9%	23	14.6%	13	18.7%	28	14.5%	20	20.6%	21
Thursday	15.0%	36	10.0%	7	17.1%	29	21.7%	13	12.9%	9	12.7%	14	14.6%	13	15.3%	23	11.6%	16	19.6%	20
Friday	17.1%	41	17.1%	12	17.1%	29	20.0%	12	14.3%	10	17.3%	19	12.4%	11	20.0%	30	14.5%	20	20.6%	21
Saturday	25.8%	62	27.1%	19	25.3%	43	20.0%	12	37.1%	26	21.8%	24	37.1%	33	18.7%	28	30.4%	42	19.6%	20
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>TIM Time of Interview:</b>																				
09.00 – 12.00	33.3%	80	30.0%	21	34.7%	59	28.3%	17	32.9%	23	36.4%	40	33.7%	30	33.3%	50	42.0%	58	21.6%	22
12.01 – 14.00	42.9%	103	42.9%	30	42.9%	73	51.7%	31	41.4%	29	39.1%	43	38.2%	34	45.3%	68	34.8%	48	53.9%	55
14.01 – 16.00	23.8%	57	27.1%	19	22.4%	38	20.0%	12	25.7%	18	24.5%	27	28.1%	25	21.3%	32	23.2%	32	24.5%	25
Base:		240		70		170		60		70		110		89		150		138		102
<b>LOC Location :</b>																				
St Helens	57.5%	138	61.4%	43	55.9%	95	63.3%	38	54.3%	38	56.4%	62	52.8%	47	60.0%	90	100.0%	138	0.0%	0
Earlestown	42.5%	102	38.6%	27	44.1%	75	36.7%	22	45.7%	32	43.6%	48	47.2%	42	40.0%	60	0.0%	0	100.0%	102
Base:		240		70		170		60		70		110		89		150		138		102

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown										
<b>PS Postcode Sector</b>																				
CA28 6	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
CH41 0	0.4%	1	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
CV21 3	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
L9 1	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L12 0	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L14 6	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L18 4	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
L20 4	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L21 4	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L34 1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L34 2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L35 0	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L35 2	0.4%	1	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L35 3	1.7%	4	2.9%	2	1.2%	2	0.0%	0	1.4%	1	2.7%	3	3.4%	3	0.7%	1	2.2%	3	1.0%	1
L35 4	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	1.4%	2	0.0%	0
L35 5	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L35 6	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L35 7	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L35 8	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
L36 0	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	0.7%	1	1.0%	1
L36 4	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L36 5	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
L36 8	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
M4 5	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
M46 9	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
PR1 7	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
WA1 3	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
WA2 8	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
WA5 2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
WA5 4	2.5%	6	1.4%	1	2.9%	5	0.0%	0	0.0%	0	5.5%	6	3.4%	3	2.0%	3	1.4%	2	3.9%	4
WA6 0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
WA6 7	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
WA8 0	0.4%	1	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
WA8 9	0.8%	2	0.0%	0	1.2%	2	1.7%	1	1.4%	1	0.0%	0	2.2%	2	0.0%	0	1.4%	2	0.0%	0
WA9 1	1.7%	4	1.4%	1	1.8%	3	1.7%	1	1.4%	1	1.8%	2	0.0%	0	2.7%	4	2.2%	3	1.0%	1
WA9 2	2.5%	6	1.4%	1	2.9%	5	6.7%	4	1.4%	1	0.9%	1	1.1%	1	3.3%	5	3.6%	5	1.0%	1
WA9 3	5.8%	14	5.7%	4	5.9%	10	10.0%	6	4.3%	3	4.5%	5	4.5%	4	6.7%	10	9.4%	13	1.0%	1
WA9 4	2.9%	7	2.9%	2	2.9%	5	5.0%	3	1.4%	1	2.7%	3	0.0%	0	4.0%	6	4.3%	6	1.0%	1
WA9 5	4.2%	10	5.7%	4	3.5%	6	3.3%	2	7.1%	5	2.7%	3	2.2%	2	5.3%	8	7.2%	10	0.0%	0
WA10 1	2.9%	7	2.9%	2	2.9%	5	6.7%	4	1.4%	1	1.8%	2	2.2%	2	3.3%	5	3.6%	5	2.0%	2
WA10 2	2.1%	5	2.9%	2	1.8%	3	3.3%	2	2.9%	2	0.9%	1	0.0%	0	3.3%	5	3.6%	5	0.0%	0
WA10 3	2.5%	6	2.9%	2	2.4%	4	1.7%	1	2.9%	2	2.7%	3	2.2%	2	2.7%	4	4.3%	6	0.0%	0
WA10 4	3.3%	8	0.0%	0	4.7%	8	6.7%	4	2.9%	2	1.8%	2	2.2%	2	4.0%	6	5.8%	8	0.0%	0
WA10 6	3.3%	8	1.4%	1	4.1%	7	0.0%	0	4.3%	3	4.5%	5	3.4%	3	3.3%	5	4.3%	6	2.0%	2
WA11 0	7.5%	18	10.0%	7	6.5%	11	6.7%	4	7.1%	5	8.2%	9	11.2%	10	5.3%	8	7.2%	10	7.8%	8

## St Helens Visitors Survey for WYG Planning & Design

	Total	Male		Female		16 - 34	35 - 54	55 +	ABC1	C2DE	St. Helens	Earlestown								
WA11 7	1.7%	4	2.9%	2	1.2%	2	1.7%	1	0.0%	0	2.7%	3	1.1%	1	2.0%	3	2.9%	4	0.0%	0
WA11 8	1.3%	3	2.9%	2	0.6%	1	0.0%	0	1.4%	1	1.8%	2	3.4%	3	0.0%	0	1.4%	2	1.0%	1
WA11 9	6.3%	15	10.0%	7	4.7%	8	5.0%	3	1.4%	1	10.0%	11	6.7%	6	6.0%	9	9.4%	13	2.0%	2
WA12	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
WA12 0	6.7%	16	7.1%	5	6.5%	11	8.3%	5	8.6%	6	4.5%	5	6.7%	6	6.7%	10	2.2%	3	12.7%	13
WA12 6	0.4%	1	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
WA12 8	7.1%	17	4.3%	3	8.2%	14	5.0%	3	10.0%	7	6.4%	7	3.4%	3	9.3%	14	0.7%	1	15.7%	16
WA12 9	14.6%	35	14.3%	10	14.7%	25	13.3%	8	14.3%	10	15.5%	17	12.4%	11	16.0%	24	0.0%	0	34.3%	35
WA19 2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
WN3 5	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.1%	1	0.7%	1	1.4%	2	0.0%	0
WN4 0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
WN4 9	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0
WN5 7	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
WN5 8	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
WN7 2	0.8%	2	0.0%	0	1.2%	2	0.0%	0	2.9%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.0%	2
WN8 8	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Base:		240		70		170		60		70		110		89		150		138		102