

# St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 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   | 43.8% | 67   | 52.6% | 20     | 40.9% | 47      | 34.6% | 18      | 52.9% | 27   | 44.0% | 22   | 64.0% | 32   | 34.0% | 35        | 40.2% | 41         | 51.0% | 26 |
| No  | 56.2% | 86   | 47.4% | 18     | 59.1% | 68      | 65.4% | 34      | 47.1% | 24   | 56.0% | 28   | 36.0% | 18   | 66.0% | 68        | 59.8% | 61         | 49.0% | 25 |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |
| <b>Q02 Do you normally have regular access to a car for personal use during the evening / night ?</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Yes   | 45.1% | 69   | 52.6% | 20     | 42.6% | 49      | 38.5% | 20      | 52.9% | 27   | 44.0% | 22   | 66.0% | 33   | 35.0% | 36        | 42.2% | 43         | 51.0% | 26 |
| No  | 54.9% | 84   | 47.4% | 18     | 57.4% | 66      | 61.5% | 32      | 47.1% | 24   | 56.0% | 28   | 34.0% | 17   | 65.0% | 67        | 57.8% | 59         | 49.0% | 25 |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |
| <b>Q03 How did you travel to (STUDY CENTRE) today (main part of journey) ?</b>                        |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Car / van (as driver)   | 22.2% | 34   | 34.2% | 13     | 18.3% | 21      | 15.4% | 8       | 35.3% | 18   | 16.0% | 8    | 44.0% | 22   | 11.7% | 12        | 20.6% | 21         | 25.5% | 13 |
| Car / van (as passenger)  | 8.5%  | 13   | 0.0%  | 0      | 11.3% | 13      | 5.8%  | 3       | 5.9%  | 3    | 14.0% | 7    | 6.0%  | 3    | 9.7%  | 10        | 8.8%  | 9          | 7.8%  | 4  |
| Bus, minibus or coach   | 30.7% | 47   | 18.4% | 7      | 34.8% | 40      | 23.1% | 12      | 25.5% | 13   | 44.0% | 22   | 20.0% | 10   | 35.9% | 37        | 42.2% | 43         | 7.8%  | 4  |
| 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  | 34.0% | 52   | 44.7% | 17     | 30.4% | 35      | 51.9% | 27      | 25.5% | 13   | 24.0% | 12   | 24.0% | 12   | 38.8% | 40        | 23.5% | 24         | 54.9% | 28 |
| Taxi / minicab  | 3.9%  | 6    | 0.0%  | 0      | 5.2%  | 6       | 3.8%  | 2       | 7.8%  | 4    | 0.0%  | 0    | 6.0%  | 3    | 2.9%  | 3         | 3.9%  | 4          | 3.9%  | 2  |
| Train   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| 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   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 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 (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 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:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q04 Where did you park today ? [MR]</b>                    |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <i>Those who travelled by Car, motorcycle or moped at Q03</i> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>St Helens</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Asda, Kirkland Street   | 4.3%  | 2    | 0.0%   | 0       | 5.9%    | 2    | 0.0%  | 0    | 4.8%      | 1          | 6.7%  | 1  | 4.0%  | 1  | 4.5%  | 1  | 6.7%  | 2  | 0.0%  | 0  |
| Birchley Street   | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 0.0%  | 0    | 4.8%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 3.3%  | 1  | 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  | 17.0% | 8    | 15.4%  | 2       | 17.6%   | 6    | 18.2% | 2    | 14.3%     | 3          | 20.0% | 3  | 20.0% | 5  | 13.6% | 3  | 26.7% | 8  | 0.0%  | 0  |
| Cotham Street   | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 9.1%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 5.9%  | 1  |
| Hardshaw Centre   | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 0.0%  | 0    | 4.8%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 3.3%  | 1  | 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  |
| Morrisons, Boundary Road                                      | 0.0%  | 0    | 0.0%   | 0       | 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   | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 6.7%  | 1  | 4.0%  | 1  | 0.0%  | 0  | 3.3%  | 1  | 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  |
| Parr 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   | 6.4%  | 3    | 7.7%   | 1       | 5.9%    | 2    | 9.1%  | 1    | 9.5%      | 2          | 0.0%  | 0  | 4.0%  | 1  | 9.1%  | 2  | 10.0% | 3  | 0.0%  | 0  |
| Tesco, Linkway  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tolver Street   | 4.3%  | 2    | 7.7%   | 1       | 2.9%    | 1    | 0.0%  | 0    | 9.5%      | 2          | 0.0%  | 0  | 4.0%  | 1  | 4.5%  | 1  | 6.7%  | 2  | 0.0%  | 0  |
| Tontine   | 4.3%  | 2    | 7.7%   | 1       | 2.9%    | 1    | 18.2% | 2    | 0.0%      | 0          | 0.0%  | 0  | 8.0%  | 2  | 0.0%  | 0  | 6.7%  | 2  | 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  |
| On-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  |
| Other (PLEASE WRITE IN)                                       | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newtown Tyres, Water Street                                   | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 0.0%  | 0    | 4.8%      | 1          | 0.0%  | 0  | 4.0%  | 1  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  |
| Water Street  | 2.1%  | 1    | 7.7%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 6.7%  | 1  | 4.0%  | 1  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  |
| <b>Earlestown</b>   |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Fairclough 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  |
| Haydock Street Market 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  |
| Haydock Street Netto 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  |
| Lord Street Car Park  | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 6.7%  | 1  | 0.0%  | 0  | 4.5%  | 1  | 3.3%  | 1  | 0.0%  | 0  |
| Tesco (Earle Street) Car Park                                 | 19.1% | 9    | 38.5%  | 5       | 11.8%   | 4    | 18.2% | 2    | 28.6%     | 6          | 6.7%  | 1  | 24.0% | 6  | 13.6% | 3  | 0.0%  | 0  | 52.9% | 9  |
| On-Street   | 12.8% | 6    | 15.4%  | 2       | 11.8%   | 4    | 18.2% | 2    | 9.5%      | 2          | 13.3% | 2  | 16.0% | 4  | 9.1%  | 2  | 6.7%  | 2  | 23.5% | 4  |
| Other (PLEASE WRITE IN)                                       | 0.0%  | 0    | 0.0%   | 0       | 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 / can't remember)                                 | 2.1%  | 1    | 0.0%   | 0       | 2.9%    | 1    | 0.0%  | 0    | 4.8%      | 1          | 0.0%  | 0  | 4.0%  | 1  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  |
| (Dropped off – didn't park)                                   | 14.9% | 7    | 0.0%   | 0       | 20.6%   | 7    | 9.1%  | 1    | 4.8%      | 1          | 33.3% | 5  | 4.0%  | 1  | 27.3% | 6  | 13.3% | 4  | 17.6% | 3  |
| Base:   |       | 47   |        | 13      |         | 34   |       | 11   |           | 21         |       | 15 |       | 25 |       | 22 |       | 30 |       | 17 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |       |       |      |       |      |       |       |       |      |
|--|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|-------|-------|------|-------|------|-------|-------|-------|------|
| <b>Q05 Did you have any difficulties obtaining a car parking space today ?</b>   |       |      |        |         |         |      |       |      |           |            |       |       |       |      |       |      |       |       |       |      |
| <i>Those who parked at Q04</i>   |       |      |        |         |         |      |       |      |           |            |       |       |       |      |       |      |       |       |       |      |
| Yes  | 10.3% | 4    | 15.4%  | 2       | 7.7%    | 2    | 10.0% | 1    | 10.5%     | 2          | 10.0% | 1     | 8.7%  | 2    | 12.5% | 2    | 12.0% | 3     | 7.1%  | 1    |
| No   | 89.7% | 35   | 84.6%  | 11      | 92.3%   | 24   | 90.0% | 9    | 89.5%     | 17         | 90.0% | 9     | 91.3% | 21   | 87.5% | 14   | 88.0% | 22    | 92.9% | 13   |
| Base:  |       | 39   |        | 13      |         | 26   |       | 10   |           | 19         |       | 10    |       | 23   |       | 16   |       | 25    |       | 14   |
| <b>Mean score [minutes]</b>  |       |      |        |         |         |      |       |      |           |            |       |       |       |      |       |      |       |       |       |      |
| <b>Q06 How long did your journey to (STUDY CENTRE) take ?</b>  |       |      |        |         |         |      |       |      |           |            |       |       |       |      |       |      |       |       |       |      |
| 0-5 minutes  | 29.4% | 45   | 31.6%  | 12      | 28.7%   | 33   | 42.3% | 22   | 27.5%     | 14         | 18.0% | 9     | 20.0% | 10   | 34.0% | 35   | 18.6% | 19    | 51.0% | 26   |
| 6-10 minutes   | 39.2% | 60   | 39.5%  | 15      | 39.1%   | 45   | 36.5% | 19   | 45.1%     | 23         | 36.0% | 18    | 48.0% | 24   | 35.0% | 36   | 40.2% | 41    | 37.3% | 19   |
| 11-15 minutes  | 15.7% | 24   | 18.4%  | 7       | 14.8%   | 17   | 7.7%  | 4    | 19.6%     | 10         | 20.0% | 10    | 22.0% | 11   | 12.6% | 13   | 21.6% | 22    | 3.9%  | 2    |
| 16-20 minutes  | 9.2%  | 14   | 7.9%   | 3       | 9.6%    | 11   | 9.6%  | 5    | 3.9%      | 2          | 14.0% | 7     | 8.0%  | 4    | 9.7%  | 10   | 12.7% | 13    | 2.0%  | 1    |
| 21-30 minutes  | 4.6%  | 7    | 2.6%   | 1       | 5.2%    | 6    | 1.9%  | 1    | 3.9%      | 2          | 8.0%  | 4     | 2.0%  | 1    | 5.8%  | 6    | 5.9%  | 6     | 2.0%  | 1    |
| 31-60 minutes  | 2.0%  | 3    | 0.0%   | 0       | 2.6%    | 3    | 1.9%  | 1    | 0.0%      | 0          | 4.0%  | 2     | 0.0%  | 0    | 2.9%  | 3    | 1.0%  | 1     | 3.9%  | 2    |
| Over 60 minutes  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0     | 0.0%  | 0    |
| Mean:  |       | 9.45 |        | 8.29    |         | 9.84 |       | 7.88 |           | 8.40       |       | 12.16 |       | 8.98 |       | 9.68 |       | 10.57 |       | 7.23 |
| Base:  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50    |       | 50   |       | 103  |       | 102   |       | 51   |
| <b>Q07 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere ?</b>  |       |      |        |         |         |      |       |      |           |            |       |       |       |      |       |      |       |       |       |      |
| Home   | 90.9% | 139  | 94.7%  | 36      | 89.6%   | 103  | 88.5% | 46   | 88.2%     | 45         | 96.0% | 48    | 92.0% | 46   | 90.3% | 93   | 92.2% | 94    | 88.2% | 45   |
| Work   | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 1.9%  | 1    | 3.9%      | 2          | 0.0%  | 0     | 4.0%  | 2    | 1.0%  | 1    | 2.0%  | 2     | 2.0%  | 1    |
| On holiday   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0     | 0.0%  | 0    |
| Family members home  | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 2.0%  | 1     | 0.0%  | 0    | 2.9%  | 3    | 1.0%  | 1     | 3.9%  | 2    |
| College  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0     | 0.0%  | 0    |
| Hospital appointment   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0     | 0.0%  | 0    | 1.0%  | 1    | 1.0%  | 1     | 0.0%  | 0    |
| Other medical appointment  | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 0.0%  | 0    | 3.9%      | 2          | 0.0%  | 0     | 0.0%  | 0    | 1.9%  | 2    | 0.0%  | 0     | 3.9%  | 2    |
| Friend's home  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0     | 0.0%  | 0    |
| Elsewhere (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%   | 0       | 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 MOT  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1     | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1     | 0.0%  | 0    |
| School run   | 2.6%  | 4    | 0.0%   | 0       | 3.5%    | 4    | 5.8%  | 3    | 2.0%      | 1          | 0.0%  | 0     | 2.0%  | 1    | 2.9%  | 3    | 2.9%  | 3     | 2.0%  | 1    |
| Base:  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50    |       | 50   |       | 103  |       | 102   |       | 51   |
| <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? [MR]</b> |       |      |        |         |         |      |       |      |           |            |       |       |       |      |       |      |       |       |       |      |
| Live in the centre   | 44.4% | 68   | 44.7%  | 17      | 44.3%   | 51   | 61.5% | 32   | 35.3%     | 18         | 36.0% | 18    | 38.0% | 19   | 47.6% | 49   | 35.3% | 36    | 62.7% | 32   |
| Work in the centre   | 3.3%  | 5    | 5.3%   | 2       | 2.6%    | 3    | 1.9%  | 1    | 5.9%      | 3          | 2.0%  | 1     | 4.0%  | 2    | 2.9%  | 3    | 4.9%  | 5     | 0.0%  | 0    |
| Visiting the centre  | 52.3% | 80   | 50.0%  | 19      | 53.0%   | 61   | 36.5% | 19   | 58.8%     | 30         | 62.0% | 31    | 58.0% | 29   | 49.5% | 51   | 59.8% | 61    | 37.3% | 19   |
| Base:  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50    |       | 50   |       | 103  |       | 102   |       | 51   |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |       |     |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|-------|-----|-------|----|
| <b>Q09 Why do you choose to shop/visit (STUDY CENTRE)? [MR]</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |       |    |
| Accessibility by public transport                               | 8.5%  | 13   | 5.3%   | 2       | 9.6%    | 11   | 1.9%  | 1    | 5.9%      | 3          | 18.0% | 9  | 8.0%  | 4  | 8.7%  | 9   | 12.7% | 13  | 0.0%  | 0  |
| Accessibility to St Helens                                      | 5.9%  | 9    | 2.6%   | 1       | 7.0%    | 8    | 5.8%  | 3    | 3.9%      | 2          | 8.0%  | 4  | 6.0%  | 3  | 5.8%  | 6   | 8.8%  | 9   | 0.0%  | 0  |
| Car parking prices  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| Car parking provision   | 2.0%  | 3    | 5.3%   | 2       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 4.0%  | 2  | 4.0%  | 2  | 1.0%  | 1   | 2.0%  | 2   | 2.0%  | 1  |
| Choice of High Street retailers                                 | 9.8%  | 15   | 10.5%  | 4       | 9.6%    | 11   | 1.9%  | 1    | 15.7%     | 8          | 12.0% | 6  | 18.0% | 9  | 5.8%  | 6   | 13.7% | 14  | 2.0%  | 1  |
| Choice of shops selling non-food goods                          | 6.5%  | 10   | 5.3%   | 2       | 7.0%    | 8    | 5.8%  | 3    | 2.0%      | 1          | 12.0% | 6  | 8.0%  | 4  | 5.8%  | 6   | 9.8%  | 10  | 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  |
| Close to friends / family                                       | 10.5% | 16   | 13.2%  | 5       | 9.6%    | 11   | 7.7%  | 4    | 17.6%     | 9          | 6.0%  | 3  | 8.0%  | 4  | 11.7% | 12  | 9.8%  | 10  | 11.8% | 6  |
| Close to home   | 53.6% | 82   | 60.5%  | 23      | 51.3%   | 59   | 63.5% | 33   | 56.9%     | 29         | 40.0% | 20 | 58.0% | 29 | 51.5% | 53  | 44.1% | 45  | 72.5% | 37 |
| Close to work   | 4.6%  | 7    | 5.3%   | 2       | 4.3%    | 5    | 5.8%  | 3    | 3.9%      | 2          | 4.0%  | 2  | 4.0%  | 2  | 4.9%  | 5   | 3.9%  | 4   | 5.9%  | 3  |
| Close to school / college                                       | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 2.0%  | 2   | 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  |
| Habit   | 9.2%  | 14   | 13.2%  | 5       | 7.8%    | 9    | 0.0%  | 0    | 13.7%     | 7          | 14.0% | 7  | 16.0% | 8  | 5.8%  | 6   | 9.8%  | 10  | 7.8%  | 4  |
| Provision of leisure services                                   | 2.6%  | 4    | 2.6%   | 1       | 2.6%    | 3    | 5.8%  | 3    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 3.9%  | 4   | 3.9%  | 4   | 0.0%  | 0  |
| Provision of services (e.g. banks / financial services)         | 11.8% | 18   | 7.9%   | 3       | 13.0%   | 15   | 5.8%  | 3    | 13.7%     | 7          | 16.0% | 8  | 18.0% | 9  | 8.7%  | 9   | 17.6% | 18  | 0.0%  | 0  |
| Public information, signposts, public facilities                | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Quality of shops selling food goods                             | 7.2%  | 11   | 13.2%  | 5       | 5.2%    | 6    | 1.9%  | 1    | 9.8%      | 5          | 10.0% | 5  | 6.0%  | 3  | 7.8%  | 8   | 10.8% | 11  | 0.0%  | 0  |
| Range of independent / specialist shops                         | 8.5%  | 13   | 10.5%  | 4       | 7.8%    | 9    | 7.7%  | 4    | 13.7%     | 7          | 4.0%  | 2  | 10.0% | 5  | 7.8%  | 8   | 12.7% | 13  | 0.0%  | 0  |
| Range of shops selling food goods                               | 4.6%  | 7    | 5.3%   | 2       | 4.3%    | 5    | 1.9%  | 1    | 9.8%      | 5          | 2.0%  | 1  | 4.0%  | 2  | 4.9%  | 5   | 5.9%  | 6   | 2.0%  | 1  |
| Safety (during the day)   | 2.6%  | 4    | 7.9%   | 3       | 0.9%    | 1    | 0.0%  | 0    | 7.8%      | 4          | 0.0%  | 0  | 4.0%  | 2  | 1.9%  | 2   | 3.9%  | 4   | 0.0%  | 0  |
| Safety (during the night)                                       | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| Shopping environment  | 2.6%  | 4    | 0.0%   | 0       | 3.5%    | 4    | 0.0%  | 0    | 5.9%      | 3          | 2.0%  | 1  | 2.0%  | 1  | 2.9%  | 3   | 2.9%  | 3   | 2.0%  | 1  |
| The market  | 5.9%  | 9    | 2.6%   | 1       | 7.0%    | 8    | 3.8%  | 2    | 7.8%      | 4          | 6.0%  | 3  | 2.0%  | 1  | 7.8%  | 8   | 0.0%  | 0   | 17.6% | 9  |
| Value for money   | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 0.0%  | 0    | 5.9%      | 3          | 0.0%  | 0  | 2.0%  | 1  | 1.9%  | 2   | 2.9%  | 3   | 0.0%  | 0  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| A day out   | 3.3%  | 5    | 5.3%   | 2       | 2.6%    | 3    | 5.8%  | 3    | 2.0%      | 1          | 2.0%  | 1  | 4.0%  | 2  | 2.9%  | 3   | 3.9%  | 4   | 2.0%  | 1  |
| (Don't know / no reason)  | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| Base:   |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |       | 51 |

# St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q10 What is the main reason why you are in (STUDY CENTRE) today?</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Food and grocery shopping<br>(WRITE IN FULL<br>STORE ADDRESS)           | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Clothes / shoes shopping  | 7.2%  | 11   | 10.5% | 4      | 6.1%  | 7       | 5.8%  | 3       | 9.8%  | 5    | 6.0%  | 3    | 8.0%  | 4    | 6.8%  | 7         | 8.8%  | 9          | 3.9%  | 2  |
| bank / building society / Post<br>Office                                | 10.5% | 16   | 5.3%  | 2      | 12.2% | 14      | 5.8%  | 3       | 11.8% | 6    | 14.0% | 7    | 16.0% | 8    | 7.8%  | 8         | 14.7% | 15         | 2.0%  | 1  |
| Browsing  | 13.1% | 20   | 18.4% | 7      | 11.3% | 13      | 7.7%  | 4       | 15.7% | 8    | 16.0% | 8    | 8.0%  | 4    | 15.5% | 16        | 14.7% | 15         | 9.8%  | 5  |
| Café / restaurant / pub (food<br>and beverage)                          | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 9.6%  | 5       | 3.9%  | 2    | 0.0%  | 0    | 0.0%  | 0    | 6.8%  | 7         | 2.9%  | 3          | 7.8%  | 4  |
| Chemist   | 2.0%  | 3    | 2.6%  | 1      | 1.7%  | 2       | 0.0%  | 0       | 2.0%  | 1    | 4.0%  | 2    | 2.0%  | 1    | 1.9%  | 2         | 2.0%  | 2          | 2.0%  | 1  |
| Doctor / dentist  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 3.8%  | 2       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 3.9%  | 4         | 2.9%  | 3          | 2.0%  | 1  |
| Electrical goods shopping   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| 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  | 5.2%  | 8    | 2.6%  | 1      | 6.1%  | 7       | 7.7%  | 4       | 7.8%  | 4    | 0.0%  | 0    | 8.0%  | 4    | 3.9%  | 4         | 6.9%  | 7          | 2.0%  | 1  |
| Library   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Market  | 3.3%  | 5    | 5.3%  | 2      | 2.6%  | 3       | 1.9%  | 1       | 2.0%  | 1    | 6.0%  | 3    | 6.0%  | 3    | 1.9%  | 2         | 2.0%  | 2          | 5.9%  | 3  |
| Public offices  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Services (e.g. hairdressers,<br>laundrette)                             | 5.2%  | 8    | 5.3%  | 2      | 5.2%  | 6       | 9.6%  | 5       | 0.0%  | 0    | 6.0%  | 3    | 8.0%  | 4    | 3.9%  | 4         | 5.9%  | 6          | 3.9%  | 2  |
| Social / leisure activities   | 6.5%  | 10   | 5.3%  | 2      | 7.0%  | 8       | 9.6%  | 5       | 2.0%  | 1    | 8.0%  | 4    | 4.0%  | 2    | 7.8%  | 8         | 6.9%  | 7          | 5.9%  | 3  |
| Stationers / newsagents   | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 4.0%  | 2    | 4.0%  | 2    | 0.0%  | 0         | 1.0%  | 1          | 2.0%  | 1  |
| Visit specialist shops  | 4.6%  | 7    | 2.6%  | 1      | 5.2%  | 6       | 7.7%  | 4       | 2.0%  | 1    | 4.0%  | 2    | 2.0%  | 1    | 5.8%  | 6         | 2.0%  | 2          | 9.8%  | 5  |
| Work / school / college   | 3.3%  | 5    | 5.3%  | 2      | 2.6%  | 3       | 7.7%  | 4       | 2.0%  | 1    | 0.0%  | 0    | 4.0%  | 2    | 2.9%  | 3         | 4.9%  | 5          | 0.0%  | 0  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Aldi, Westfield Street, Saint<br>Helens                                 | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Asda, Kirkland Street, St<br>Helens                                     | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 0.0%  | 0       | 5.9%  | 3    | 2.0%  | 1    | 4.0%  | 2    | 1.9%  | 2         | 3.9%  | 4          | 0.0%  | 0  |
| Attending and event   | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 4.0%  | 2    | 2.0%  | 1    | 1.0%  | 1         | 2.0%  | 2          | 0.0%  | 0  |
| B&M, Church St, St Helens   | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Field Fresh, Hardshaw<br>Street, Saint Helens                           | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 2.0%  | 1    | 1.0%  | 1         | 2.0%  | 2          | 0.0%  | 0  |
| Heron, Market Street,<br>Earlestown                                     | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Iceland, Ormskirk Street, St<br>Helens                                  | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 3.8%  | 2       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Marks & Spencer, Chruch<br>Street, St Helens                            | 6.5%  | 10   | 5.3%  | 2      | 7.0%  | 8       | 0.0%  | 0       | 5.9%  | 3    | 14.0% | 7    | 2.0%  | 1    | 8.7%  | 9         | 9.8%  | 10         | 0.0%  | 0  |
| Tesco Extra, Linkway East,<br>St Helens                                 | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 4.0%  | 2    | 4.0%  | 2    | 0.0%  | 0         | 2.0%  | 2          | 0.0%  | 0  |
| Tesco, Earle Street,<br>Earlestown                                      | 10.5% | 16   | 7.9%  | 3      | 11.3% | 13      | 15.4% | 8       | 13.7% | 7    | 2.0%  | 1    | 14.0% | 7    | 8.7%  | 9         | 0.0%  | 0          | 31.4% | 16 |
| Wilko, Back Market Street,<br>Earlestown                                | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 3.8%  | 2       | 5.9%  | 3    | 0.0%  | 0    | 2.0%  | 1    | 3.9%  | 4         | 0.0%  | 0          | 9.8%  | 5  |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q11 What else do you intend to do whilst in (STUDY CENTRE) today? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Food and grocery shopping<br>(WRITE IN FULL<br>STORE ADDRESS)                 | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Clothes / shoes shopping  | 4.6%  | 7    | 2.6%  | 1      | 5.2%  | 6       | 7.7%  | 4       | 3.9%  | 2    | 2.0%  | 1    | 6.0%  | 3    | 3.9%  | 4         | 6.9%  | 7          | 0.0%  | 0  |
| Bank / building society / Post<br>Office                                      | 7.2%  | 11   | 5.3%  | 2      | 7.8%  | 9       | 0.0%  | 0       | 11.8% | 6    | 10.0% | 5    | 4.0%  | 2    | 8.7%  | 9         | 9.8%  | 10         | 2.0%  | 1  |
| Browsing  | 9.8%  | 15   | 2.6%  | 1      | 12.2% | 14      | 9.6%  | 5       | 7.8%  | 4    | 12.0% | 6    | 6.0%  | 3    | 11.7% | 12        | 6.9%  | 7          | 15.7% | 8  |
| Café / restaurant / pub (food<br>and beverage)                                | 7.8%  | 12   | 13.2% | 5      | 6.1%  | 7       | 11.5% | 6       | 0.0%  | 0    | 12.0% | 6    | 6.0%  | 3    | 8.7%  | 9         | 10.8% | 11         | 2.0%  | 1  |
| Chemist   | 5.2%  | 8    | 0.0%  | 0      | 7.0%  | 8       | 5.8%  | 3       | 5.9%  | 3    | 4.0%  | 2    | 8.0%  | 4    | 3.9%  | 4         | 2.9%  | 3          | 9.8%  | 5  |
| Doctor / dentist  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Electrical goods shopping   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| 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  | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 0.0%  | 0       | 3.9%  | 2    | 6.0%  | 3    | 6.0%  | 3    | 1.9%  | 2         | 4.9%  | 5          | 0.0%  | 0  |
| Library   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Market  | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 1.9%  | 1       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 1.0%  | 1          | 2.0%  | 1  |
| Public offices  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Services (e.g. hairdressers,<br>laundrette)                                   | 2.6%  | 4    | 0.0%  | 0      | 3.5%  | 4       | 1.9%  | 1       | 3.9%  | 2    | 2.0%  | 1    | 4.0%  | 2    | 1.9%  | 2         | 2.9%  | 3          | 2.0%  | 1  |
| Social / leisure activities   | 3.9%  | 6    | 2.6%  | 1      | 4.3%  | 5       | 3.8%  | 2       | 3.9%  | 2    | 4.0%  | 2    | 6.0%  | 3    | 2.9%  | 3         | 2.9%  | 3          | 5.9%  | 3  |
| Stationers / newsagents   | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 0.0%  | 0       | 5.9%  | 3    | 2.0%  | 1    | 6.0%  | 3    | 1.0%  | 1         | 2.9%  | 3          | 2.0%  | 1  |
| Visit specialist shops  | 4.6%  | 7    | 7.9%  | 3      | 3.5%  | 4       | 1.9%  | 1       | 9.8%  | 5    | 2.0%  | 1    | 4.0%  | 2    | 4.9%  | 5         | 3.9%  | 4          | 5.9%  | 3  |
| Work / school / college   | 0.0%  | 0    | 0.0%  | 0      | 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 (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| B&M, Church St, St Helens   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Greggs, Market Street,<br>Earlestown  | 1.3%  | 2    | 5.3%  | 2      | 0.0%  | 0       | 1.9%  | 1       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 1.0%  | 1         | 0.0%  | 0          | 3.9%  | 2  |
| Heron, Hardshaw Centre,<br>Saint Helens                                       | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Iceland, Ormskirk Street, St<br>Helens  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Pound Bakery, Church<br>Street, Saint Helens                                  | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Savers, Church Street, Saint<br>Helens  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Tesco, Earle Street,<br>Earlestown  | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 1.9%  | 1       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 0.0%  | 0          | 3.9%  | 2  |
| Waterfields, Market Street,<br>Earlestown                                     | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| (No reason / no other reason)   | 41.8% | 64   | 42.1% | 16     | 41.7% | 48      | 48.1% | 25      | 39.2% | 20   | 38.0% | 19   | 44.0% | 22   | 40.8% | 42        | 40.2% | 41         | 45.1% | 23 |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q11X Any mention at Q10 &amp; Q11 [MR]</b>                 |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Food and grocery shopping<br>(WRITE IN FULL<br>STORE ADDRESS) | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Clothes / shoes shopping                                      | 11.1% | 17   | 13.2% | 5      | 10.4% | 12      | 13.5% | 7       | 13.7% | 7    | 6.0%  | 3    | 14.0% | 7    | 9.7%  | 10        | 14.7% | 15         | 3.9%  | 2  |
| Bank / building society / Post<br>Office                      | 17.6% | 27   | 10.5% | 4      | 20.0% | 23      | 5.8%  | 3       | 23.5% | 12   | 24.0% | 12   | 20.0% | 10   | 16.5% | 17        | 24.5% | 25         | 3.9%  | 2  |
| Browsing  | 22.9% | 35   | 21.1% | 8      | 23.5% | 27      | 17.3% | 9       | 23.5% | 12   | 28.0% | 14   | 14.0% | 7    | 27.2% | 28        | 21.6% | 22         | 25.5% | 13 |
| Café / restaurant / pub (food<br>and beverage)                | 11.8% | 18   | 15.8% | 6      | 10.4% | 12      | 19.2% | 10      | 3.9%  | 2    | 12.0% | 6    | 6.0%  | 3    | 14.6% | 15        | 13.7% | 14         | 7.8%  | 4  |
| Chemist   | 7.2%  | 11   | 2.6%  | 1      | 8.7%  | 10      | 5.8%  | 3       | 7.8%  | 4    | 8.0%  | 4    | 10.0% | 5    | 5.8%  | 6         | 4.9%  | 5          | 11.8% | 6  |
| Doctor / dentist  | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 3.8%  | 2       | 3.9%  | 2    | 2.0%  | 1    | 0.0%  | 0    | 4.9%  | 5         | 2.9%  | 3          | 3.9%  | 2  |
| Electrical goods shopping                                     | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| 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  | 8.5%  | 13   | 5.3%  | 2      | 9.6%  | 11      | 7.7%  | 4       | 11.8% | 6    | 6.0%  | 3    | 14.0% | 7    | 5.8%  | 6         | 11.8% | 12         | 2.0%  | 1  |
| Library   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Market  | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 3.8%  | 2       | 2.0%  | 1    | 8.0%  | 4    | 6.0%  | 3    | 3.9%  | 4         | 2.9%  | 3          | 7.8%  | 4  |
| Public offices  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Services (e.g. hairdressers,<br>laundrette)                   | 7.8%  | 12   | 5.3%  | 2      | 8.7%  | 10      | 11.5% | 6       | 3.9%  | 2    | 8.0%  | 4    | 12.0% | 6    | 5.8%  | 6         | 8.8%  | 9          | 5.9%  | 3  |
| Social / leisure activities                                   | 10.5% | 16   | 7.9%  | 3      | 11.3% | 13      | 13.5% | 7       | 5.9%  | 3    | 12.0% | 6    | 10.0% | 5    | 10.7% | 11        | 9.8%  | 10         | 11.8% | 6  |
| Stationers / newsagents                                       | 3.9%  | 6    | 5.3%  | 2      | 3.5%  | 4       | 0.0%  | 0       | 5.9%  | 3    | 6.0%  | 3    | 10.0% | 5    | 1.0%  | 1         | 3.9%  | 4          | 3.9%  | 2  |
| Visit specialist shops  | 9.2%  | 14   | 10.5% | 4      | 8.7%  | 10      | 9.6%  | 5       | 11.8% | 6    | 6.0%  | 3    | 6.0%  | 3    | 10.7% | 11        | 5.9%  | 6          | 15.7% | 8  |
| Work / school / college                                       | 3.3%  | 5    | 5.3%  | 2      | 2.6%  | 3       | 7.7%  | 4       | 2.0%  | 1    | 0.0%  | 0    | 4.0%  | 2    | 2.9%  | 3         | 4.9%  | 5          | 0.0%  | 0  |
| Other (PLEASE WRITE IN)                                       | 0.0%  | 0    | 0.0%  | 0      | 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 / no other reason)                                 | 43.1% | 66   | 42.1% | 16     | 43.5% | 50      | 48.1% | 25      | 43.1% | 22   | 38.0% | 19   | 48.0% | 24   | 40.8% | 42        | 42.2% | 43         | 45.1% | 23 |
| B&M, Church St, St Helens                                     | 2.0%  | 3    | 0.0%  | 0      | 2.6%  | 3       | 0.0%  | 0       | 2.0%  | 1    | 4.0%  | 2    | 4.0%  | 2    | 1.0%  | 1         | 2.9%  | 3          | 0.0%  | 0  |
| Greggs, Market Street,<br>Earlestown                          | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 1.9%  | 1       | 3.9%  | 2    | 0.0%  | 0    | 2.0%  | 1    | 1.9%  | 2         | 1.0%  | 1          | 3.9%  | 2  |
| Heron, Hardshaw Centre,<br>Saint Helens                       | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 3.8%  | 2       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 3.9%  | 4         | 3.9%  | 4          | 0.0%  | 0  |
| Iceland, Ormskirk Street, St<br>Helens                        | 7.2%  | 11   | 5.3%  | 2      | 7.8%  | 9       | 0.0%  | 0       | 7.8%  | 4    | 14.0% | 7    | 2.0%  | 1    | 9.7%  | 10        | 10.8% | 11         | 0.0%  | 0  |
| Pound Bakery, Church<br>Street, Saint Helens                  | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 1.9%  | 1       | 2.0%  | 1    | 2.0%  | 1    | 2.0%  | 1    | 1.9%  | 2         | 2.9%  | 3          | 0.0%  | 0  |
| Savers, Church Street, Saint<br>Helens                        | 3.9%  | 6    | 2.6%  | 1      | 4.3%  | 5       | 5.8%  | 3       | 5.9%  | 3    | 0.0%  | 0    | 2.0%  | 1    | 4.9%  | 5         | 0.0%  | 0          | 11.8% | 6  |
| Tesco, Earle Street,<br>Earlestown                            | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 1.9%  | 1       | 0.0%  | 0    | 6.0%  | 3    | 2.0%  | 1    | 2.9%  | 3         | 2.0%  | 2          | 3.9%  | 2  |
| Waterfields, Market Street,<br>Earlestown                     | 2.0%  | 3    | 2.6%  | 1      | 1.7%  | 2       | 0.0%  | 0       | 3.9%  | 2    | 2.0%  | 1    | 0.0%  | 0    | 2.9%  | 3         | 2.0%  | 2          | 2.0%  | 1  |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male      | Female   | 18 - 34  | 35 - 54  | 55 +     | ABC1     | C2DE     | St Helens | Earlestown |    |
|--|-------|-----------|----------|----------|----------|----------|----------|----------|-----------|------------|----|
| <b>Mean score [minutes]</b>  |       |           |          |          |          |          |          |          |           |            |    |
| <b>Q12 How long do you think you will stay in (STUDY CENTRE) today?</b>                        |       |           |          |          |          |          |          |          |           |            |    |
| Less than 30 minutes   | 19.6% | 30 26.3%  | 10 17.4% | 20 25.0% | 13 21.6% | 11 12.0% | 6 22.0%  | 11 18.4% | 19 14.7%  | 15 29.4%   | 15 |
| 30-59 minutes  | 32.0% | 49 21.1%  | 8 35.7%  | 41 40.4% | 21 33.3% | 17 22.0% | 11 30.0% | 15 33.0% | 34 25.5%  | 26 45.1%   | 23 |
| 1hr -1 hr 29 min   | 18.3% | 28 26.3%  | 10 15.7% | 18 9.6%  | 5 17.6%  | 9 28.0%  | 14 22.0% | 11 16.5% | 17 23.5%  | 24 7.8%    | 4  |
| 1hr 30 mins - 1 hr 59 min  | 7.8%  | 12 7.9%   | 3 7.8%   | 9 3.8%   | 2 11.8%  | 6 8.0%   | 4 8.0%   | 4 7.8%   | 8 10.8%   | 11 2.0%    | 1  |
| Half the day (between 2 and 4 hours)   | 19.6% | 30 18.4%  | 7 20.0%  | 23 15.4% | 8 15.7%  | 8 28.0%  | 14 18.0% | 9 20.4%  | 21 22.5%  | 23 13.7%   | 7  |
| All day (4 hours or more)  | 2.6%  | 4 0.0%    | 0 3.5%   | 4 5.8%   | 3 0.0%   | 0 2.0%   | 1 0.0%   | 0 3.9%   | 4 2.9%    | 3 2.0%     | 1  |
| <i>Mean:</i>   | 82.45 | 74.61     | 85.04    | 78.17    | 72.06    | 97.50    | 74.10    | 86.50    | 92.06     | 63.24      |    |
| Base:  | 153   | 38        | 115      | 52       | 51       | 50       | 50       | 103      | 102       | 51         |    |
| <b>Q13 Will you undertake your main food and grocery shop, whilst in (STUDY CENTRE) today?</b> |       |           |          |          |          |          |          |          |           |            |    |
| Yes  | 18.3% | 28 15.8%  | 6 19.1%  | 22 11.5% | 6 23.5%  | 12 20.0% | 10 26.0% | 13 14.6% | 15 13.7%  | 14 27.5%   | 14 |
| No   | 81.7% | 125 84.2% | 32 80.9% | 93 88.5% | 46 76.5% | 39 80.0% | 40 74.0% | 37 85.4% | 88 86.3%  | 88 72.5%   | 37 |
| Base:  | 153   | 38        | 115      | 52       | 51       | 50       | 50       | 103      | 102       | 51         |    |
| <b>Mean score [times per week]</b>   |       |           |          |          |          |          |          |          |           |            |    |
| <b>Q14 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping?</b> |       |           |          |          |          |          |          |          |           |            |    |
| Everyday   | 2.0%  | 3 2.6%    | 1 1.7%   | 2 0.0%   | 0 2.0%   | 1 4.0%   | 2 2.0%   | 1 1.9%   | 2 2.0%    | 2 2.0%     | 1  |
| 2-3 times a week   | 17.6% | 27 13.2%  | 5 19.1%  | 22 13.5% | 7 15.7%  | 8 24.0%  | 12 10.0% | 5 21.4%  | 22 13.7%  | 14 25.5%   | 13 |
| Once a week  | 23.5% | 36 18.4%  | 7 25.2%  | 29 26.9% | 14 19.6% | 10 24.0% | 12 38.0% | 19 16.5% | 17 19.6%  | 20 31.4%   | 16 |
| Once a fortnight   | 5.9%  | 9 10.5%   | 4 4.3%   | 5 5.8%   | 3 9.8%   | 5 2.0%   | 1 6.0%   | 3 5.8%   | 6 5.9%    | 6 5.9%     | 3  |
| Once a month   | 2.6%  | 4 5.3%    | 2 1.7%   | 2 5.8%   | 3 2.0%   | 1 0.0%   | 0 2.0%   | 1 2.9%   | 3 2.9%    | 3 2.0%     | 1  |
| Less than once a month   | 2.6%  | 4 7.9%    | 3 0.9%   | 1 3.8%   | 2 3.9%   | 2 0.0%   | 0 4.0%   | 2 1.9%   | 2 1.0%    | 1 5.9%     | 3  |
| Never  | 42.5% | 65 39.5%  | 15 43.5% | 50 38.5% | 20 43.1% | 22 46.0% | 23 36.0% | 18 45.6% | 47 52.0%  | 53 23.5%   | 12 |
| First time today   | 0.0%  | 0 0.0%    | 0 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)  | 3.3%  | 5 2.6%    | 1 3.5%   | 4 5.8%   | 3 3.9%   | 2 0.0%   | 0 2.0%   | 1 3.9%   | 4 2.9%    | 3 3.9%     | 2  |
| <i>Mean:</i>   | 0.95  | 0.89      | 0.96     | 0.77     | 0.89     | 1.18     | 0.89     | 0.97     | 0.80      | 1.24       |    |
| Base:  | 153   | 38        | 115      | 52       | 51       | 50       | 50       | 103      | 102       | 51         |    |



## St Helens & Earlestown In Centre Survey for WYG

|  | Total        | Male | Female       | 18 - 34 | 35 - 54      | 55 + | ABC1         | C2DE | St Helens    | Earlestown |              |    |              |    |              |    |              |    |              |    |
|--|--------------|------|--------------|---------|--------------|------|--------------|------|--------------|------------|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|
| <b>Mean score [£]</b>  |              |      |              |         |              |      |              |      |              |            |              |    |              |    |              |    |              |    |              |    |
| <b>Q15 Approximately how much have you / will you spend today on food goods?</b> |              |      |              |         |              |      |              |      |              |            |              |    |              |    |              |    |              |    |              |    |
| Nothing  | 28.8%        | 44   | 28.9%        | 11      | 28.7%        | 33   | 32.7%        | 17   | 25.5%        | 13         | 28.0%        | 14 | 40.0%        | 20 | 23.3%        | 24 | 27.5%        | 28 | 31.4%        | 16 |
| Up to £5   | 16.3%        | 25   | 23.7%        | 9       | 13.9%        | 16   | 25.0%        | 13   | 11.8%        | 6          | 12.0%        | 6  | 10.0%        | 5  | 19.4%        | 20 | 18.6%        | 19 | 11.8%        | 6  |
| £6-£10   | 15.7%        | 24   | 10.5%        | 4       | 17.4%        | 20   | 13.5%        | 7    | 9.8%         | 5          | 24.0%        | 12 | 2.0%         | 1  | 22.3%        | 23 | 13.7%        | 14 | 19.6%        | 10 |
| £11-£15  | 6.5%         | 10   | 5.3%         | 2       | 7.0%         | 8    | 1.9%         | 1    | 5.9%         | 3          | 12.0%        | 6  | 4.0%         | 2  | 7.8%         | 8  | 8.8%         | 9  | 2.0%         | 1  |
| £16-£20  | 5.9%         | 9    | 5.3%         | 2       | 6.1%         | 7    | 5.8%         | 3    | 5.9%         | 3          | 6.0%         | 3  | 6.0%         | 3  | 5.8%         | 6  | 5.9%         | 6  | 5.9%         | 3  |
| £21-£25  | 5.2%         | 8    | 2.6%         | 1       | 6.1%         | 7    | 1.9%         | 1    | 13.7%        | 7          | 0.0%         | 0  | 2.0%         | 1  | 6.8%         | 7  | 4.9%         | 5  | 5.9%         | 3  |
| £26-£50  | 11.1%        | 17   | 15.8%        | 6       | 9.6%         | 11   | 11.5%        | 6    | 13.7%        | 7          | 8.0%         | 4  | 14.0%        | 7  | 9.7%         | 10 | 11.8%        | 12 | 9.8%         | 5  |
| £51-£75  | 2.0%         | 3    | 0.0%         | 0       | 2.6%         | 3    | 1.9%         | 1    | 2.0%         | 1          | 2.0%         | 1  | 4.0%         | 2  | 1.0%         | 1  | 2.0%         | 2  | 2.0%         | 1  |
| £76-£100   | 3.3%         | 5    | 2.6%         | 1       | 3.5%         | 4    | 0.0%         | 0    | 7.8%         | 4          | 2.0%         | 1  | 8.0%         | 4  | 1.0%         | 1  | 1.0%         | 1  | 7.8%         | 4  |
| More than £100   | 3.3%         | 5    | 2.6%         | 1       | 3.5%         | 4    | 3.8%         | 2    | 2.0%         | 1          | 4.0%         | 2  | 8.0%         | 4  | 1.0%         | 1  | 4.9%         | 5  | 0.0%         | 0  |
| (Refused)  | 0.0%         | 0    | 0.0%         | 0       | 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)   | 2.0%         | 3    | 2.6%         | 1       | 1.7%         | 2    | 1.9%         | 1    | 2.0%         | 1          | 2.0%         | 1  | 2.0%         | 1  | 1.9%         | 2  | 1.0%         | 1  | 3.9%         | 2  |
| <i>Mean:</i>   | <i>17.91</i> |      | <i>15.81</i> |         | <i>18.59</i> |      | <i>14.42</i> |      | <i>22.68</i> |            | <i>16.66</i> |    | <i>28.39</i> |    | <i>12.82</i> |    | <i>18.13</i> |    | <i>17.44</i> |    |
| <b>Base:</b>   | 153          |      | 38           |         | 115          |      | 52           |      | 51           |            | 50           |    | 50           |    | 103          |    | 102          |    | 51           |    |

# St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |       |     |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|-------|-----|-------|----|
| <b>Q16 Which centre / facility did you last visit for your main food and grocery shopping? [MR]</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |       |    |
| Ashton-in-Makerfield  | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 2.0%  | 2   | 0.0%  | 0  |
| Bolton  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 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          | 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          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Earlestown  | 13.7% | 21   | 7.9%   | 3       | 15.7%   | 18   | 21.2% | 11   | 9.8%      | 5          | 10.0% | 5  | 8.0%  | 4  | 16.5% | 17  | 1.0%  | 1   | 39.2% | 20 |
| 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   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Liverpool   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| 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   | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 2.0%  | 1  | 2.0%  | 1  | 1.0%  | 1   | 2.0%  | 2   | 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   | 0.0%  | 0    | 0.0%   | 0       | 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 Helens   | 51.6% | 79   | 55.3%  | 21      | 50.4%   | 58   | 42.3% | 22   | 52.9%     | 27         | 60.0% | 30 | 52.0% | 26 | 51.5% | 53  | 67.6% | 69  | 19.6% | 10 |
| Warrington  | 3.3%  | 5    | 5.3%   | 2       | 2.6%    | 3    | 1.9%  | 1    | 5.9%      | 3          | 2.0%  | 1  | 6.0%  | 3  | 1.9%  | 2   | 1.0%  | 1   | 7.8%  | 4  |
| Widnes  | 3.3%  | 5    | 5.3%   | 2       | 2.6%    | 3    | 1.9%  | 1    | 3.9%      | 2          | 4.0%  | 2  | 6.0%  | 3  | 1.9%  | 2   | 2.9%  | 3   | 3.9%  | 2  |
| Wigan   | 2.6%  | 4    | 0.0%   | 0       | 3.5%    | 4    | 3.8%  | 2    | 3.9%      | 2          | 0.0%  | 0  | 4.0%  | 2  | 1.9%  | 2   | 0.0%  | 0   | 7.8%  | 4  |
| 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,<br>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   | 2.0%  | 3    | 5.3%   | 2       | 0.9%    | 1    | 3.8%  | 2    | 2.0%      | 1          | 0.0%  | 0  | 4.0%  | 2  | 1.0%  | 1   | 2.9%  | 3   | 0.0%  | 0  |
| Cheshire Oaks Designer<br>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,<br>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,<br>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,<br>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<br>Helens   | 3.3%  | 5    | 5.3%   | 2       | 2.6%    | 3    | 1.9%  | 1    | 3.9%      | 2          | 4.0%  | 2  | 0.0%  | 0  | 4.9%  | 5   | 4.9%  | 5   | 0.0%  | 0  |
| St Helens Retail Park, St<br>Helens   | 5.2%  | 8    | 2.6%   | 1       | 6.1%    | 7    | 3.8%  | 2    | 3.9%      | 2          | 8.0%  | 4  | 8.0%  | 4  | 3.9%  | 4   | 6.9%  | 7   | 2.0%  | 1  |
| The Trafford Centre,<br>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  |
| 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  |
| Internet  | 5.2%  | 8    | 5.3%   | 2       | 5.2%    | 6    | 9.6%  | 5    | 3.9%      | 2          | 2.0%  | 1  | 2.0%  | 1  | 6.8%  | 7   | 3.9%  | 4   | 7.8%  | 4  |
| Haydock   | 5.2%  | 8    | 2.6%   | 1       | 6.1%    | 7    | 7.7%  | 4    | 2.0%      | 1          | 6.0%  | 3  | 2.0%  | 1  | 6.8%  | 7   | 2.0%  | 2   | 11.8% | 6  |
| Ormskirk  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| (Don't know / varies)   | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| Base:   |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male     | Female  | 18 - 34  | 35 - 54 | 55 +     | ABC1     | C2DE     | St Helens | Earlestown |    |
|--|-------|----------|---------|----------|---------|----------|----------|----------|-----------|------------|----|
| <b>Q17 Why do you choose to do your main food shop at (LOCATION AT Q.16) rather than (STUDY CENTRE? [MR]</b> |       |          |         |          |         |          |          |          |           |            |    |
| <i>Those who did not mention study centre at Q16</i>   |       |          |         |          |         |          |          |          |           |            |    |
| Accessibility by bus   | 4.7%  | 3 6.3%   | 1 4.2%  | 2 0.0%   | 0 4.0%  | 1 10.5%  | 2 4.0%   | 1 5.1%   | 2 6.1%    | 2 3.2%     | 1  |
| Accessibility by train   | 0.0%  | 0 0.0%   | 0 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 prices   | 3.1%  | 2 6.3%   | 1 2.1%  | 1 5.0%   | 1 4.0%  | 1 0.0%   | 0 8.0%   | 2 0.0%   | 0 6.1%    | 2 0.0%     | 0  |
| Car parking provision  | 10.9% | 7 6.3%   | 1 12.5% | 6 5.0%   | 1 12.0% | 3 15.8%  | 3 16.0%  | 4 7.7%   | 3 15.2%   | 5 6.5%     | 2  |
| Choice of food goods available   | 21.9% | 14 25.0% | 4 20.8% | 10 20.0% | 4 32.0% | 8 10.5%  | 2 20.0%  | 5 23.1%  | 9 18.2%   | 6 25.8%    | 8  |
| Choice of shops nearby selling non-food goods  | 14.1% | 9 18.8%  | 3 12.5% | 6 10.0%  | 2 24.0% | 6 5.3%   | 1 16.0%  | 4 12.8%  | 5 15.2%   | 5 12.9%    | 4  |
| Choice of shops selling food goods   | 35.9% | 23 50.0% | 8 31.3% | 15 20.0% | 4 52.0% | 13 31.6% | 6 44.0%  | 11 30.8% | 12 48.5%  | 16 22.6%   | 7  |
| Cleanliness  | 4.7%  | 3 12.5%  | 2 2.1%  | 1 0.0%   | 0 12.0% | 3 0.0%   | 0 8.0%   | 2 2.6%   | 1 9.1%    | 3 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  |
| Nearer to home   | 37.5% | 24 31.3% | 5 39.6% | 19 20.0% | 4 40.0% | 10 52.6% | 10 32.0% | 8 41.0%  | 16 42.4%  | 14 32.3%   | 10 |
| Nearer to work   | 1.6%  | 1 0.0%   | 0 2.1%  | 1 0.0%   | 0 4.0%  | 1 0.0%   | 0 0.0%   | 0 2.6%   | 1 0.0%    | 0 3.2%     | 1  |
| Other stores are too busy  | 0.0%  | 0 0.0%   | 0 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 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  |
| Provision of leisure services nearby   | 0.0%  | 0 0.0%   | 0 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 nearby, such as banks / financial services   | 1.6%  | 1 6.3%   | 1 0.0%  | 0 0.0%   | 0 4.0%  | 1 0.0%   | 0 4.0%   | 1 0.0%   | 0 3.0%    | 1 0.0%     | 0  |
| Public information, signposts, public facilities   | 1.6%  | 1 0.0%   | 0 2.1%  | 1 0.0%   | 0 4.0%  | 1 0.0%   | 0 0.0%   | 0 2.6%   | 1 0.0%    | 0 3.2%     | 1  |
| Quality of food goods available  | 9.4%  | 6 12.5%  | 2 8.3%  | 4 20.0%  | 4 8.0%  | 2 0.0%   | 0 16.0%  | 4 5.1%   | 2 9.1%    | 3 9.7%     | 3  |
| Quality of non-food goods  | 3.1%  | 2 6.3%   | 1 2.1%  | 1 0.0%   | 0 8.0%  | 2 0.0%   | 0 8.0%   | 2 0.0%   | 0 6.1%    | 2 0.0%     | 0  |
| Quality of shops selling food goods  | 7.8%  | 5 6.3%   | 1 8.3%  | 4 5.0%   | 1 8.0%  | 2 10.5%  | 2 12.0%  | 3 5.1%   | 2 12.1%   | 4 3.2%     | 1  |
| Quality of shops selling non-food goods  | 4.7%  | 3 6.3%   | 1 4.2%  | 2 0.0%   | 0 4.0%  | 1 10.5%  | 2 4.0%   | 1 5.1%   | 2 9.1%    | 3 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  |
| Shopping environment   | 1.6%  | 1 6.3%   | 1 0.0%  | 0 0.0%   | 0 4.0%  | 1 0.0%   | 0 0.0%   | 0 2.6%   | 1 3.0%    | 1 0.0%     | 0  |
| Other (PLEASE WRITE IN)  | 0.0%  | 0 0.0%   | 0 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 seating   | 1.6%  | 1 6.3%   | 1 0.0%  | 0 0.0%   | 0 0.0%  | 0 5.3%   | 1 0.0%   | 0 2.6%   | 1 3.0%    | 1 0.0%     | 0  |
| Shopping gets delivered  | 6.3%  | 4 0.0%   | 0 8.3%  | 4 5.0%   | 1 8.0%  | 2 5.3%   | 1 8.0%   | 2 5.1%   | 2 6.1%    | 2 6.5%     | 2  |
| Value for money  | 10.9% | 7 6.3%   | 1 12.5% | 6 15.0%  | 3 12.0% | 3 5.3%   | 1 4.0%   | 1 15.4%  | 6 6.1%    | 2 16.1%    | 5  |
| (Don't know / no reason)   | 4.7%  | 3 12.5%  | 2 2.1%  | 1 15.0%  | 3 0.0%  | 0 0.0%   | 0 0.0%   | 0 7.7%   | 3 0.0%    | 0 9.7%     | 3  |
| Base:  |       | 64       | 16      | 48       | 20      | 25       | 19       | 25       | 39        | 33         | 31 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male     | Female   | 18 - 34  | 35 - 54  | 55 +     | ABC1     | C2DE     | St Helens | Earlestown |    |
|---|-------|----------|----------|----------|----------|----------|----------|----------|-----------|------------|----|
| <b>Q18 How do you usually travel to (LOCATION AT Q.16)?</b>                                 |       |          |          |          |          |          |          |          |           |            |    |
| Car / van (as driver)   | 28.1% | 43 44.7% | 17 22.6% | 26 19.2% | 10 39.2% | 20 26.0% | 13 46.0% | 23 19.4% | 20 23.5%  | 24 37.3%   | 19 |
| Car / van (as passenger)  | 17.0% | 26 5.3%  | 2 20.9%  | 24 17.3% | 9 13.7%  | 7 20.0%  | 10 12.0% | 6 19.4%  | 20 18.6%  | 19 13.7%   | 7  |
| Bus, minibus or coach   | 13.1% | 20 7.9%  | 3 14.8%  | 17 11.5% | 6 11.8%  | 6 16.0%  | 8 10.0%  | 5 14.6%  | 15 15.7%  | 16 7.8%    | 4  |
| 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  | 24.2% | 37 28.9% | 11 22.6% | 26 26.9% | 14 21.6% | 11 24.0% | 12 18.0% | 9 27.2%  | 28 21.6%  | 22 29.4%   | 15 |
| Taxi / minicab  | 2.6%  | 4 0.0%   | 0 3.5%   | 4 1.9%   | 1 5.9%   | 3 0.0%   | 0 2.0%   | 1 2.9%   | 3 2.0%    | 2 3.9%     | 2  |
| Train   | 0.0%  | 0 0.0%   | 0 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   | 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%    | 0 0.0%     | 0  |
| Combined (PLEASE WRITE IN)  | 0.0%  | 0 0.0%   | 0 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 (PLEASE WRITE IN)   | 0.0%  | 0 0.0%   | 0 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)   | 9.8%  | 15 7.9%  | 3 10.4%  | 12 13.5% | 7 3.9%   | 2 12.0%  | 6 10.0%  | 5 9.7%   | 10 14.7%  | 15 0.0%    | 0  |
| (Do not travel, goods delivered)  | 5.2%  | 8 5.3%   | 2 5.2%   | 6 9.6%   | 5 3.9%   | 2 2.0%   | 1 2.0%   | 1 6.8%   | 7 3.9%    | 4 7.8%     | 4  |
| Base:   | 153   | 38       | 115      | 52       | 51       | 50       | 50       | 103      | 102       | 51         |    |
| <b>Q19 Will you buy anything other than food goods today whilst in (STUDY CENTRE)? [MR]</b> |       |          |          |          |          |          |          |          |           |            |    |
| Yes – clothing and footwear   | 15.7% | 24 7.9%  | 3 18.3%  | 21 15.4% | 8 15.7%  | 8 16.0%  | 8 18.0%  | 9 14.6%  | 15 18.6%  | 19 9.8%    | 5  |
| Yes – Books, CDs and DVDs   | 7.8%  | 12 13.2% | 5 6.1%   | 7 5.8%   | 3 11.8%  | 6 6.0%   | 3 14.0%  | 7 4.9%   | 5 8.8%    | 9 5.9%     | 3  |
| Yes – small household good, including jewellery, clocks and ornaments                       | 12.4% | 19 15.8% | 6 11.3%  | 13 5.8%  | 3 19.6%  | 10 12.0% | 6 12.0%  | 6 12.6%  | 13 14.7%  | 15 7.8%    | 4  |
| Yes – toys, games, bicycles and recreation goods  | 3.3%  | 5 0.0%   | 0 4.3%   | 5 0.0%   | 0 3.9%   | 2 6.0%   | 3 10.0%  | 5 0.0%   | 0 3.9%    | 4 2.0%     | 1  |
| Yes – chemist and health and beauty products  | 13.1% | 20 5.3%  | 2 15.7%  | 18 13.5% | 7 17.6%  | 9 8.0%   | 4 12.0%  | 6 13.6%  | 14 9.8%   | 10 19.6%   | 10 |
| Yes – electrical items such as televisions, washing machines and computers                  | 0.7%  | 1 0.0%   | 0 0.9%   | 1 0.0%   | 0 2.0%   | 1 0.0%   | 0 0.0%   | 0 1.0%   | 1 1.0%    | 1 0.0%     | 0  |
| Yes – DIY and gardening goods   | 3.3%  | 5 2.6%   | 1 3.5%   | 4 0.0%   | 0 5.9%   | 3 4.0%   | 2 2.0%   | 1 3.9%   | 4 2.0%    | 2 5.9%     | 3  |
| No  | 34.0% | 52 31.6% | 12 34.8% | 40 38.5% | 20 27.5% | 14 36.0% | 18 22.0% | 11 39.8% | 41 37.3%  | 38 27.5%   | 14 |
| Other (PLEASE WRITE IN)   | 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%    | 0 0.0%     | 0  |
| Stationery / newsagents   | 2.0%  | 3 7.9%   | 3 0.0%   | 0 1.9%   | 1 2.0%   | 1 2.0%   | 1 4.0%   | 2 1.0%   | 1 2.0%    | 2 2.0%     | 1  |
| (Don't know)  | 18.3% | 28 28.9% | 11 14.8% | 17 26.9% | 14 9.8%  | 5 18.0%  | 9 20.0%  | 10 17.5% | 18 12.7%  | 13 29.4%   | 15 |
| Base:   | 153   | 38       | 115      | 52       | 51       | 50       | 50       | 103      | 102       | 51         |    |

# St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |
|--|-------|------|--------|---------|---------|------|-------|------|-----------|------------|
| <b>Q20 Which centre / facility did you last visit for your non - food and grocery shopping? [MR]</b> |       |      |        |         |         |      |       |      |           |            |
| 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   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Crosby   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Earlestown   | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 3.8%  | 2    | 0.0%      | 0          |
| Huyton   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Kirkby   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Leigh  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Liverpool  | 20.9% | 32   | 21.1%  | 8       | 20.9%   | 24   | 25.0% | 13   | 13.7%     | 7          |
| Manchester   | 3.9%  | 6    | 7.9%   | 3       | 2.6%    | 3    | 3.8%  | 2    | 7.8%      | 4          |
| Newton-le-Willows  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Prescot  | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          |
| Runcorn  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Skelmersdale   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          |
| Southport  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Speke  | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 1.9%  | 1    | 0.0%      | 0          |
| St Helens  | 34.0% | 52   | 36.8%  | 14      | 33.0%   | 38   | 25.0% | 13   | 41.2%     | 21         |
| Warrington   | 10.5% | 16   | 7.9%   | 3       | 11.3%   | 13   | 13.5% | 7    | 7.8%      | 4          |
| Widnes   | 3.3%  | 5    | 2.6%   | 1       | 3.5%    | 4    | 5.8%  | 3    | 3.9%      | 2          |
| Wigan  | 7.2%  | 11   | 2.6%   | 1       | 8.7%    | 10   | 9.6%  | 5    | 5.9%      | 3          |
| Aintree Retail Park  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Alban Retail Park,<br>Warrington Port  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Cables Retail Park, Prescot  | 1.3%  | 2    | 5.3%   | 2       | 0.0%    | 0    | 1.9%  | 1    | 2.0%      | 1          |
| Cheshire Oaks Designer<br>Outlet, Ellesmere  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Edge Lane Retail Park,<br>Liverpool  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Gemini Retail Park,<br>Warrington  | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 3.8%  | 2    | 0.0%      | 0          |
| New Mersey Shopping Park,<br>Speke   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Ravenhead Retail Park, St<br>Helens  | 2.6%  | 4    | 0.0%   | 0       | 3.5%    | 4    | 0.0%  | 0    | 3.9%      | 2          |
| St Helens Retail Park, St<br>Helens  | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| The Trafford Centre,<br>Manchester   | 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          |
| Internet   | 3.9%  | 6    | 2.6%   | 1       | 4.3%    | 5    | 3.8%  | 2    | 5.9%      | 3          |
| Fleetwood  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| (Don't know / varies)  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          |
| Base:  | 153   | 38   | 115    | 52      | 51      | 50   | 50    | 103  | 102       | 51         |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Mean score [times per week]</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Q21 How frequently do you visit (LOCATION AT Q.20) for non-food goods?</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Everyday  | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 3.8%  | 2    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3  | 0.0%  | 0  | 5.9%  | 3  |
| 2-3 times a week  | 13.7% | 21   | 18.4%  | 7       | 12.2%   | 14   | 11.5% | 6    | 17.6%     | 9          | 12.0% | 6  | 10.0% | 5  | 15.5% | 16 | 16.7% | 17 | 7.8%  | 4  |
| Once a week   | 22.2% | 34   | 13.2%  | 5       | 25.2%   | 29   | 21.2% | 11   | 15.7%     | 8          | 30.0% | 15 | 24.0% | 12 | 21.4% | 22 | 24.5% | 25 | 17.6% | 9  |
| Once a fortnight  | 14.4% | 22   | 18.4%  | 7       | 13.0%   | 15   | 15.4% | 8    | 13.7%     | 7          | 14.0% | 7  | 18.0% | 9  | 12.6% | 13 | 14.7% | 15 | 13.7% | 7  |
| Once a month  | 23.5% | 36   | 26.3%  | 10      | 22.6%   | 26   | 30.8% | 16   | 27.5%     | 14         | 12.0% | 6  | 24.0% | 12 | 23.3% | 24 | 19.6% | 20 | 31.4% | 16 |
| Less than once a month  | 19.6% | 30   | 18.4%  | 7       | 20.0%   | 23   | 17.3% | 9    | 17.6%     | 9          | 24.0% | 12 | 20.0% | 10 | 19.4% | 20 | 19.6% | 20 | 19.6% | 10 |
| Never   | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 0.0%  | 0    | 3.9%      | 2          | 2.0%  | 1  | 2.0%  | 1  | 1.9%  | 2  | 1.0%  | 1  | 3.9%  | 2  |
| (Don't know/varies)   | 2.6%  | 4    | 0.0%   | 0       | 3.5%    | 4    | 0.0%  | 0    | 2.0%      | 1          | 6.0%  | 3  | 2.0%  | 1  | 2.9%  | 3  | 3.9%  | 4  | 0.0%  | 0  |
| Mean:   | 1.03  |      | 1.09   |         | 1.01    |      | 1.08  |      | 1.05      |            | 0.96  |    | 0.83  |    | 1.13  |    | 0.99  |    | 1.10  |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|--|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Mean score [£]</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Q22 Approximately how much did you spend on your last visit to (LOCATION AT Q20) on non-food goods?</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Nothing  | 2.0%  | 3    | 7.9%   | 3       | 0.0%    | 0    | 0.0%  | 0    | 3.9%      | 2          | 2.0%  | 1  | 2.0%  | 1  | 1.9%  | 2  | 2.9%  | 3  | 0.0%  | 0  |
| Up to £5   | 5.2%  | 8    | 5.3%   | 2       | 5.2%    | 6    | 1.9%  | 1    | 5.9%      | 3          | 8.0%  | 4  | 4.0%  | 2  | 5.8%  | 6  | 7.8%  | 8  | 0.0%  | 0  |
| £6-£10   | 8.5%  | 13   | 7.9%   | 3       | 8.7%    | 10   | 3.8%  | 2    | 11.8%     | 6          | 10.0% | 5  | 8.0%  | 4  | 8.7%  | 9  | 9.8%  | 10 | 5.9%  | 3  |
| £11-£15  | 4.6%  | 7    | 5.3%   | 2       | 4.3%    | 5    | 0.0%  | 0    | 5.9%      | 3          | 8.0%  | 4  | 6.0%  | 3  | 3.9%  | 4  | 4.9%  | 5  | 3.9%  | 2  |
| £16-£20  | 9.8%  | 15   | 5.3%   | 2       | 11.3%   | 13   | 9.6%  | 5    | 9.8%      | 5          | 10.0% | 5  | 2.0%  | 1  | 13.6% | 14 | 8.8%  | 9  | 11.8% | 6  |
| £21-£25  | 9.2%  | 14   | 2.6%   | 1       | 11.3%   | 13   | 11.5% | 6    | 11.8%     | 6          | 4.0%  | 2  | 12.0% | 6  | 7.8%  | 8  | 5.9%  | 6  | 15.7% | 8  |
| £26-£50  | 24.2% | 37   | 21.1%  | 8       | 25.2%   | 29   | 23.1% | 12   | 19.6%     | 10         | 30.0% | 15 | 22.0% | 11 | 25.2% | 26 | 22.5% | 23 | 27.5% | 14 |
| £51-£75  | 7.8%  | 12   | 10.5%  | 4       | 7.0%    | 8    | 13.5% | 7    | 3.9%      | 2          | 6.0%  | 3  | 8.0%  | 4  | 7.8%  | 8  | 6.9%  | 7  | 9.8%  | 5  |
| £76-£100   | 12.4% | 19   | 15.8%  | 6       | 11.3%   | 13   | 15.4% | 8    | 11.8%     | 6          | 10.0% | 5  | 16.0% | 8  | 10.7% | 11 | 11.8% | 12 | 13.7% | 7  |
| More than £100   | 14.4% | 22   | 15.8%  | 6       | 13.9%   | 16   | 17.3% | 9    | 15.7%     | 8          | 10.0% | 5  | 18.0% | 9  | 12.6% | 13 | 16.7% | 17 | 9.8%  | 5  |
| (Don't know / can't remember)  | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 3.8%  | 2    | 0.0%      | 0          | 2.0%  | 1  | 2.0%  | 1  | 1.9%  | 2  | 2.0%  | 2  | 2.0%  | 1  |
| Mean:  | 50.24 |      | 53.84  |         | 49.06   |      | 60.98 |      | 46.79     |            | 42.86 |    | 56.69 |    | 47.10 |    | 50.46 |    | 49.79 |    |
| Base:  | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q23 Why do you choose to shop at (LOCATION AT Q.20) for non-food shopping instead of (STUDY CENTRE? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Accessibility by bus  | 8.2%  | 9    | 0.0%  | 0      | 10.3% | 9       | 5.0%  | 2       | 2.9%  | 1    | 16.7% | 6    | 5.4%  | 2    | 9.6%  | 7         | 6.6%  | 4          | 10.2% | 5  |
| Accessibility by train  | 3.6%  | 4    | 0.0%  | 0      | 4.6%  | 4       | 2.5%  | 1       | 2.9%  | 1    | 5.6%  | 2    | 2.7%  | 1    | 4.1%  | 3         | 1.6%  | 1          | 6.1%  | 3  |
| Car parking prices  | 2.7%  | 3    | 4.3%  | 1      | 2.3%  | 2       | 0.0%  | 0       | 2.9%  | 1    | 5.6%  | 2    | 5.4%  | 2    | 1.4%  | 1         | 4.9%  | 3          | 0.0%  | 0  |
| Car parking provision   | 5.5%  | 6    | 4.3%  | 1      | 5.7%  | 5       | 0.0%  | 0       | 14.7% | 5    | 2.8%  | 1    | 10.8% | 4    | 2.7%  | 2         | 4.9%  | 3          | 6.1%  | 3  |
| Choice of food goods available  | 10.9% | 12   | 8.7%  | 2      | 11.5% | 10      | 7.5%  | 3       | 14.7% | 5    | 11.1% | 4    | 5.4%  | 2    | 13.7% | 10        | 9.8%  | 6          | 12.2% | 6  |
| Choice of shops nearby selling non-food goods   | 66.4% | 73   | 65.2% | 15     | 66.7% | 58      | 75.0% | 30      | 67.6% | 23   | 55.6% | 20   | 62.2% | 23   | 68.5% | 50        | 62.3% | 38         | 71.4% | 35 |
| Choice of shops selling food goods  | 10.0% | 11   | 0.0%  | 0      | 12.6% | 11      | 7.5%  | 3       | 8.8%  | 3    | 13.9% | 5    | 5.4%  | 2    | 12.3% | 9         | 14.8% | 9          | 4.1%  | 2  |
| Cleanliness   | 9.1%  | 10   | 8.7%  | 2      | 9.2%  | 8       | 2.5%  | 1       | 2.9%  | 1    | 22.2% | 8    | 5.4%  | 2    | 11.0% | 8         | 14.8% | 9          | 2.0%  | 1  |
| Entertainment / events  | 0.9%  | 1    | 0.0%  | 0      | 1.1%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.8%  | 1    | 0.0%  | 0    | 1.4%  | 1         | 1.6%  | 1          | 0.0%  | 0  |
| Nearer to home  | 10.0% | 11   | 13.0% | 3      | 9.2%  | 8       | 7.5%  | 3       | 14.7% | 5    | 8.3%  | 3    | 10.8% | 4    | 9.6%  | 7         | 9.8%  | 6          | 10.2% | 5  |
| Nearer to work  | 4.5%  | 5    | 4.3%  | 1      | 4.6%  | 4       | 0.0%  | 0       | 8.8%  | 3    | 5.6%  | 2    | 10.8% | 4    | 1.4%  | 1         | 6.6%  | 4          | 2.0%  | 1  |
| Other stores are too busy   | 0.0%  | 0    | 0.0%  | 0      | 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 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  |
| Provision of leisure services nearby  | 1.8%  | 2    | 4.3%  | 1      | 1.1%  | 1       | 0.0%  | 0       | 5.9%  | 2    | 0.0%  | 0    | 2.7%  | 1    | 1.4%  | 1         | 3.3%  | 2          | 0.0%  | 0  |
| Provision of services nearby, 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  |
| 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  |
| Quality of food goods available   | 2.7%  | 3    | 4.3%  | 1      | 2.3%  | 2       | 0.0%  | 0       | 2.9%  | 1    | 5.6%  | 2    | 2.7%  | 1    | 2.7%  | 2         | 3.3%  | 2          | 2.0%  | 1  |
| Quality of non-food goods   | 12.7% | 14   | 13.0% | 3      | 12.6% | 11      | 5.0%  | 2       | 20.6% | 7    | 13.9% | 5    | 10.8% | 4    | 13.7% | 10        | 18.0% | 11         | 6.1%  | 3  |
| Quality of shops selling food goods   | 2.7%  | 3    | 4.3%  | 1      | 2.3%  | 2       | 2.5%  | 1       | 2.9%  | 1    | 2.8%  | 1    | 0.0%  | 0    | 4.1%  | 3         | 3.3%  | 2          | 2.0%  | 1  |
| Quality of shops selling non-food goods   | 17.3% | 19   | 21.7% | 5      | 16.1% | 14      | 17.5% | 7       | 11.8% | 4    | 22.2% | 8    | 10.8% | 4    | 20.5% | 15        | 26.2% | 16         | 6.1%  | 3  |
| 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  |
| Shopping environment  | 4.5%  | 5    | 8.7%  | 2      | 3.4%  | 3       | 7.5%  | 3       | 2.9%  | 1    | 2.8%  | 1    | 5.4%  | 2    | 4.1%  | 3         | 3.3%  | 2          | 6.1%  | 3  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Better range of shops   | 17.3% | 19   | 26.1% | 6      | 14.9% | 13      | 25.0% | 10      | 8.8%  | 3    | 16.7% | 6    | 2.7%  | 1    | 24.7% | 18        | 18.0% | 11         | 16.3% | 8  |
| Online is easier  | 1.8%  | 2    | 0.0%  | 0      | 2.3%  | 2       | 2.5%  | 1       | 2.9%  | 1    | 0.0%  | 0    | 2.7%  | 1    | 1.4%  | 1         | 3.3%  | 2          | 0.0%  | 0  |
| Value for money   | 0.9%  | 1    | 4.3%  | 1      | 0.0%  | 0       | 2.5%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.4%  | 1         | 1.6%  | 1          | 0.0%  | 0  |
| (Don't know / no reason)  | 8.2%  | 9    | 8.7%  | 2      | 8.0%  | 7       | 7.5%  | 3       | 5.9%  | 2    | 11.1% | 4    | 8.1%  | 3    | 8.2%  | 6         | 8.2%  | 5          | 8.2%  | 4  |
| Base:   |       | 110  |       | 23     |       | 87      |       | 40      |       | 34   |       | 36   |       | 37   |       | 73        |       | 61         |       | 49 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q24 How do you usually travel to ..... (LOCATION AT Q.20)?</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Car / van (as driver)   | 25.5% | 39   | 39.5% | 15     | 20.9% | 24      | 23.1% | 12      | 35.3% | 18   | 18.0% | 9    | 44.0% | 22   | 16.5% | 17        | 18.6% | 19         | 39.2% | 20 |
| Car / van (as passenger)  | 11.1% | 17   | 0.0%  | 0      | 14.8% | 17      | 11.5% | 6       | 5.9%  | 3    | 16.0% | 8    | 6.0%  | 3    | 13.6% | 14        | 9.8%  | 10         | 13.7% | 7  |
| Bus, minibus or coach   | 20.3% | 31   | 5.3%  | 2      | 25.2% | 29      | 17.3% | 9       | 13.7% | 7    | 30.0% | 15   | 8.0%  | 4    | 26.2% | 27        | 19.6% | 20         | 21.6% | 11 |
| Motorcycle, scooter or moped                                      | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Walk  | 11.8% | 18   | 31.6% | 12     | 5.2%  | 6       | 17.3% | 9       | 15.7% | 8    | 2.0%  | 1    | 6.0%  | 3    | 14.6% | 15        | 15.7% | 16         | 3.9%  | 2  |
| Taxi / minicab  | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 1.9%  | 1       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 1.0%  | 1         | 1.0%  | 1          | 2.0%  | 1  |
| Train   | 17.6% | 27   | 15.8% | 6      | 18.3% | 21      | 23.1% | 12      | 9.8%  | 5    | 20.0% | 10   | 14.0% | 7    | 19.4% | 20        | 17.6% | 18         | 17.6% | 9  |
| 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  |
| 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  |
| Combined (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 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 (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 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)   | 8.5%  | 13   | 7.9%  | 3      | 8.7%  | 10      | 1.9%  | 1       | 11.8% | 6    | 12.0% | 6    | 16.0% | 8    | 4.9%  | 5         | 12.7% | 13         | 0.0%  | 0  |
| (Do not travel, goods delivered)                                  | 3.3%  | 5    | 0.0%  | 0      | 4.3%  | 5       | 3.8%  | 2       | 5.9%  | 3    | 0.0%  | 0    | 2.0%  | 1    | 3.9%  | 4         | 3.9%  | 4          | 2.0%  | 1  |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

### Mean score [times per week]

### Q25 How frequently do you visit (STUDY CENTRE) for non-food shopping?

|                        |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Everyday               | 2.7%  | 3    | 0.0%  | 0    | 3.4%  | 3    | 5.0%  | 2    | 0.0%  | 0    | 2.8%  | 1    | 5.4%  | 2    | 1.4%  | 1    | 1.6%  | 1    | 4.1%  | 2    |
| 2-3 times a week       | 9.1%  | 10   | 13.0% | 3    | 8.0%  | 7    | 12.5% | 5    | 8.8%  | 3    | 5.6%  | 2    | 8.1%  | 3    | 9.6%  | 7    | 9.8%  | 6    | 8.2%  | 4    |
| Once a week            | 22.7% | 25   | 21.7% | 5    | 23.0% | 20   | 22.5% | 9    | 23.5% | 8    | 22.2% | 8    | 24.3% | 9    | 21.9% | 16   | 14.8% | 9    | 32.7% | 16   |
| Once a fortnight       | 15.5% | 17   | 26.1% | 6    | 12.6% | 11   | 17.5% | 7    | 17.6% | 6    | 11.1% | 4    | 24.3% | 9    | 11.0% | 8    | 16.4% | 10   | 14.3% | 7    |
| Once a month           | 22.7% | 25   | 17.4% | 4    | 24.1% | 21   | 20.0% | 8    | 32.4% | 11   | 16.7% | 6    | 16.2% | 6    | 26.0% | 19   | 27.9% | 17   | 16.3% | 8    |
| More than once a month | 8.2%  | 9    | 4.3%  | 1    | 9.2%  | 8    | 10.0% | 4    | 2.9%  | 1    | 11.1% | 4    | 10.8% | 4    | 6.8%  | 5    | 9.8%  | 6    | 6.1%  | 3    |
| Never                  | 14.5% | 16   | 13.0% | 3    | 14.9% | 13   | 10.0% | 4    | 14.7% | 5    | 19.4% | 7    | 8.1%  | 3    | 17.8% | 13   | 13.1% | 8    | 16.3% | 8    |
| (Don't know/varies)    | 4.5%  | 5    | 4.3%  | 1    | 4.6%  | 4    | 2.5%  | 1    | 0.0%  | 0    | 11.1% | 4    | 2.7%  | 1    | 5.5%  | 4    | 6.6%  | 4    | 2.0%  | 1    |
| Mean:                  |       | 0.90 |       | 0.80 |       | 0.92 |       | 1.14 |       | 0.66 |       | 0.84 |       | 1.11 |       | 0.79 |       | 0.81 |       | 1.01 |
| Base:                  |       | 110  |       | 23   |       | 87   |       | 40   |       | 34   |       | 36   |       | 37   |       | 73   |       | 61   |       | 49   |



## St Helens & Earlestown In Centre Survey for WYG

|  | Total        | Male         | Female       | 18 - 34      | 35 - 54      | 55 +         | ABC1         | C2DE         | St Helens    | Earlestown   |    |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----|
| <b>Mean score [£]</b>  |              |              |              |              |              |              |              |              |              |              |    |
| <b>Q26 How much have you spent or will you spend today in (STUDY CENTRE) on non-food shopping?</b> |              |              |              |              |              |              |              |              |              |              |    |
| Nothing  | 21.6%        | 33 15.8%     | 6 23.5%      | 27 26.9%     | 14 13.7%     | 7 24.0%      | 12 14.0%     | 7 25.2%      | 26 22.5%     | 23 19.6%     | 10 |
| Up to £5   | 15.0%        | 23 21.1%     | 8 13.0%      | 15 15.4%     | 8 11.8%      | 6 18.0%      | 9 10.0%      | 5 17.5%      | 18 12.7%     | 13 19.6%     | 10 |
| £6-£10   | 15.7%        | 24 7.9%      | 3 18.3%      | 21 9.6%      | 5 13.7%      | 7 24.0%      | 12 8.0%      | 4 19.4%      | 20 15.7%     | 16 15.7%     | 8  |
| £11-£15  | 9.8%         | 15 13.2%     | 5 8.7%       | 10 11.5%     | 6 9.8%       | 5 8.0%       | 4 14.0%      | 7 7.8%       | 8 8.8%       | 9 11.8%      | 6  |
| £16-£20  | 7.2%         | 11 5.3%      | 2 7.8%       | 9 5.8%       | 3 9.8%       | 5 6.0%       | 3 10.0%      | 5 5.8%       | 6 8.8%       | 9 3.9%       | 2  |
| £21-£25  | 4.6%         | 7 2.6%       | 1 5.2%       | 6 1.9%       | 1 7.8%       | 4 4.0%       | 2 2.0%       | 1 5.8%       | 6 4.9%       | 5 3.9%       | 2  |
| £26-£50  | 13.1%        | 20 13.2%     | 5 13.0%      | 15 17.3%     | 9 15.7%      | 8 6.0%       | 3 20.0%      | 10 9.7%      | 10 15.7%     | 16 7.8%      | 4  |
| £51-£75  | 1.3%         | 2 5.3%       | 2 0.0%       | 0 3.8%       | 2 0.0%       | 0 0.0%       | 0 0.0%       | 0 1.9%       | 2 2.0%       | 2 0.0%       | 0  |
| £76-£100   | 2.0%         | 3 0.0%       | 0 2.6%       | 3 0.0%       | 0 3.9%       | 2 2.0%       | 1 4.0%       | 2 1.0%       | 1 2.0%       | 2 2.0%       | 1  |
| More than £100   | 2.6%         | 4 2.6%       | 1 2.6%       | 3 3.8%       | 2 3.9%       | 2 0.0%       | 0 6.0%       | 3 1.0%       | 1 3.9%       | 4 0.0%       | 0  |
| (Don't know)   | 7.2%         | 11 13.2%     | 5 5.2%       | 6 3.8%       | 2 9.8%       | 5 8.0%       | 4 12.0%      | 6 4.9%       | 5 2.9%       | 3 15.7%      | 8  |
| <i>Mean:</i>   | <i>17.62</i> | <i>19.23</i> | <i>17.13</i> | <i>19.21</i> | <i>23.01</i> | <i>10.50</i> | <i>27.00</i> | <i>13.41</i> | <i>20.24</i> | <i>11.58</i> |    |
| Base:  | 153          | 38           | 115          | 52           | 51           | 50           | 50           | 103          | 102          | 51           |    |

**Mean score [times per week]****Q27 How often do you visit (STUDY CENTRE) in the evening? [MR]**

|                            |             |             |             |             |             |             |             |             |             |             |    |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----|
| Daily                      | 3.9%        | 6 5.3%      | 2 3.5%      | 4 3.8%      | 2 3.9%      | 2 4.0%      | 2 4.0%      | 2 3.9%      | 4 3.9%      | 4 3.9%      | 2  |
| Once a week or more        | 6.5%        | 10 13.2%    | 5 4.3%      | 5 11.5%     | 6 5.9%      | 3 2.0%      | 1 4.0%      | 2 7.8%      | 8 5.9%      | 6 7.8%      | 4  |
| Less than once a week      | 3.9%        | 6 7.9%      | 3 2.6%      | 3 5.8%      | 3 3.9%      | 2 2.0%      | 1 4.0%      | 2 3.9%      | 4 2.9%      | 3 5.9%      | 3  |
| Less than once a fortnight | 3.9%        | 6 10.5%     | 4 1.7%      | 2 1.9%      | 1 7.8%      | 4 2.0%      | 1 10.0%     | 5 1.0%      | 1 4.9%      | 5 2.0%      | 1  |
| Less than once a month     | 13.7%       | 21 23.7%    | 9 10.4%     | 12 15.4%    | 8 15.7%     | 8 10.0%     | 5 18.0%     | 9 11.7%     | 12 15.7%    | 16 9.8%     | 5  |
| Never                      | 68.0%       | 104 39.5%   | 15 77.4%    | 89 61.5%    | 32 62.7%    | 32 80.0%    | 40 60.0%    | 30 71.8%    | 74 66.7%    | 68 70.6%    | 36 |
| <i>Mean:</i>               | <i>0.48</i> | <i>0.76</i> | <i>0.39</i> | <i>0.54</i> | <i>0.50</i> | <i>0.40</i> | <i>0.51</i> | <i>0.47</i> | <i>0.49</i> | <i>0.47</i> |    |
| Base:                      | 153         | 38          | 115         | 52          | 51          | 50          | 50          | 103         | 102         | 51          |    |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |
|---|-------|------|-------|--------|-------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|
| <b>Q28 What is the main reason you visit (STUDY CENTRE) in the evening?</b> |       |      |       |        |       |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |
| <i>Those who visit study centre in the evening at Q27</i>                   |       |      |       |        |       |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |
| Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)             | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |    |
| Evening Non food shopping   | 4.1%  | 2    | 8.7%  | 2      | 0.0%  | 0       | 10.0%   | 2    | 0.0%  | 0    | 0.0%      | 0          | 6.9%  | 2  | 2.9%  | 1  | 6.7%  | 1  |       |    |
| Eat in a cafe or restaurant   | 12.2% | 6    | 4.3%  | 1      | 19.2% | 5       | 5.0%    | 1    | 0.0%  | 0    | 50.0%     | 5          | 10.0% | 2  | 13.8% | 4  | 17.6% | 6  | 0.0%  | 0  |
| Eat in a restaurant   | 8.2%  | 4    | 8.7%  | 2      | 7.7%  | 2       | 0.0%    | 0    | 10.5% | 2    | 20.0%     | 2          | 20.0% | 4  | 0.0%  | 0  | 11.8% | 4  | 0.0%  | 0  |
| Go to the cinema  | 8.2%  | 4    | 4.3%  | 1      | 11.5% | 3       | 5.0%    | 1    | 15.8% | 3    | 0.0%      | 0          | 10.0% | 2  | 6.9%  | 2  | 11.8% | 4  | 0.0%  | 0  |
| Go to a concert/gig   | 2.0%  | 1    | 0.0%  | 0      | 3.8%  | 1       | 0.0%    | 0    | 5.3%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 3.4%  | 1  | 2.9%  | 1  | 0.0%  | 0  |
| Go to the gym   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sporting event  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Visit a bar   | 10.2% | 5    | 8.7%  | 2      | 11.5% | 3       | 5.0%    | 1    | 15.8% | 3    | 10.0%     | 1          | 15.0% | 3  | 6.9%  | 2  | 11.8% | 4  | 6.7%  | 1  |
| Visit a pub   | 28.6% | 14   | 39.1% | 9      | 19.2% | 5       | 45.0%   | 9    | 21.1% | 4    | 10.0%     | 1          | 20.0% | 4  | 34.5% | 10 | 23.5% | 8  | 40.0% | 6  |
| Work / School / College   | 0.0%  | 0    | 0.0%  | 0      | 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 (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Church  | 2.0%  | 1    | 0.0%  | 0      | 3.8%  | 1       | 5.0%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 3.4%  | 1  | 2.9%  | 1  | 0.0%  | 0  |
| Go to bingo   | 4.1%  | 2    | 0.0%  | 0      | 7.7%  | 2       | 0.0%    | 0    | 5.3%  | 1    | 10.0%     | 1          | 0.0%  | 0  | 6.9%  | 2  | 5.9%  | 2  | 0.0%  | 0  |
| Meet friends  | 2.0%  | 1    | 4.3%  | 1      | 0.0%  | 0       | 5.0%    | 1    | 0.0%  | 0    | 5.0%      | 1          | 0.0%  | 0  | 2.9%  | 0  | 2.9%  | 1  | 0.0%  | 0  |
| Takeaway  | 2.0%  | 1    | 4.3%  | 1      | 0.0%  | 0       | 0.0%    | 0    | 5.3%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 3.4%  | 1  | 2.9%  | 1  | 0.0%  | 0  |
| Tesco Extra, Linkway East, St Helens  | 2.0%  | 1    | 4.3%  | 1      | 0.0%  | 0       | 0.0%    | 0    | 5.3%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 3.4%  | 1  | 2.9%  | 1  | 0.0%  | 0  |
| Tesco, Earle Street, Earlestown   | 14.3% | 7    | 13.0% | 3      | 15.4% | 4       | 20.0%   | 4    | 15.8% | 3    | 0.0%      | 0          | 20.0% | 4  | 10.3% | 3  | 0.0%  | 0  | 46.7% | 7  |
| Base:   |       | 49   |       | 23     |       | 26      |         | 20   |       | 19   |           | 10         |       | 20 |       | 29 |       | 34 |       | 15 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q29 What else do you tend to do whilst visiting (STUDY CENTRE) in the evening? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| <i>Those who visit study centre in the evening at Q27</i>                                  |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)                            | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Evening Non food shopping  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Eat in a cafe or restaurant  | 6.1%  | 3    | 8.7%  | 2      | 3.8%  | 1       | 0.0%  | 0       | 15.8% | 3    | 0.0%  | 0    | 10.0% | 2    | 3.4%  | 1         | 8.8%  | 3          | 0.0%  | 0  |
| Eat in a restaurant  | 6.1%  | 3    | 4.3%  | 1      | 7.7%  | 2       | 10.0% | 2       | 5.3%  | 1    | 0.0%  | 0    | 5.0%  | 1    | 6.9%  | 2         | 8.8%  | 3          | 0.0%  | 0  |
| Go to the cinema   | 2.0%  | 1    | 4.3%  | 1      | 0.0%  | 0       | 5.0%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 3.4%  | 1         | 2.9%  | 1          | 0.0%  | 0  |
| Go to a concert/gig  | 2.0%  | 1    | 4.3%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 5.3%  | 1    | 0.0%  | 0    | 5.0%  | 1    | 0.0%  | 0         | 2.9%  | 1          | 0.0%  | 0  |
| Go to the gym  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Sporting event   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Visit a bar  | 4.1%  | 2    | 8.7%  | 2      | 0.0%  | 0       | 5.0%  | 1       | 0.0%  | 0    | 10.0% | 1    | 0.0%  | 0    | 6.9%  | 2         | 5.9%  | 2          | 0.0%  | 0  |
| Visit a pub  | 8.2%  | 4    | 4.3%  | 1      | 11.5% | 3       | 10.0% | 2       | 5.3%  | 1    | 10.0% | 1    | 10.0% | 2    | 6.9%  | 2         | 11.8% | 4          | 0.0%  | 0  |
| Work / School / College  | 0.0%  | 0    | 0.0%  | 0      | 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 (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 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, Earlestown  | 2.0%  | 1    | 0.0%  | 0      | 3.8%  | 1       | 5.0%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 5.0%  | 1    | 0.0%  | 0         | 0.0%  | 0          | 6.7%  | 1  |
| (No reason / no other reason)  | 69.4% | 34   | 65.2% | 15     | 73.1% | 19      | 65.0% | 13      | 68.4% | 13   | 80.0% | 8    | 65.0% | 13   | 72.4% | 21        | 58.8% | 20         | 93.3% | 14 |
| Base:  |       | 49   |       | 23     |       | 26      |       | 20      |       | 19   |       | 10   |       | 20   |       | 29        |       | 34         |       | 15 |

# St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |
|--|-------|------|--------|---------|---------|------|-------|------|-----------|------------|
| <b>Q29X Any mention at Q28 &amp; 29 [MR]</b>   |       |      |        |         |         |      |       |      |           |            |
| <i>Those who visit study centre in the evening at Q27</i>                                |       |      |        |         |         |      |       |      |           |            |
| Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)                          | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Evening Non food shopping  | 4.1%  | 2    | 8.7%   | 2       | 0.0%    | 0    | 10.0% | 2    | 0.0%      | 0          |
| Eat in a cafe or restaurant  | 18.4% | 9    | 13.0%  | 3       | 23.1%   | 6    | 5.0%  | 1    | 15.8%     | 3          |
| Eat in a restaurant  | 14.3% | 7    | 13.0%  | 3       | 15.4%   | 4    | 10.0% | 2    | 15.8%     | 3          |
| Go to the cinema   | 10.2% | 5    | 8.7%   | 2       | 11.5%   | 3    | 10.0% | 2    | 15.8%     | 3          |
| Go to a concert/gig  | 4.1%  | 2    | 4.3%   | 1       | 3.8%    | 1    | 0.0%  | 0    | 10.5%     | 2          |
| Go to the gym  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Sporting event   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Visit a bar  | 14.3% | 7    | 17.4%  | 4       | 11.5%   | 3    | 10.0% | 2    | 15.8%     | 3          |
| Visit a pub  | 36.7% | 18   | 43.5%  | 10      | 30.8%   | 8    | 55.0% | 11   | 26.3%     | 5          |
| Work / School / College  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |
| Church   | 2.0%  | 1    | 0.0%   | 0       | 3.8%    | 1    | 5.0%  | 1    | 0.0%      | 0          |
| Go to bingo  | 4.1%  | 2    | 0.0%   | 0       | 7.7%    | 2    | 0.0%  | 0    | 5.3%      | 1          |
| Meet friends   | 2.0%  | 1    | 4.3%   | 1       | 0.0%    | 0    | 5.0%  | 1    | 0.0%      | 0          |
| Takeaway   | 2.0%  | 1    | 4.3%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 5.3%      | 1          |
| Tesco Extra, Linkway East, St Helens   | 2.0%  | 1    | 4.3%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 5.3%      | 1          |
| Tesco, Earle Street, Earlestown  | 16.3% | 8    | 13.0%  | 3       | 19.2%   | 5    | 25.0% | 5    | 15.8%     | 3          |
| Base:  |       | 49   |        | 23      |         | 26   |       | 20   |           | 19         |
|  |       |      |        |         |         |      |       | 10   |           | 20         |
|  |       |      |        |         |         |      |       |      |           | 29         |
|  |       |      |        |         |         |      |       |      |           | 34         |
|  |       |      |        |         |         |      |       |      |           | 15         |
| <b>Mean score [hours]</b>  |       |      |        |         |         |      |       |      |           |            |
| <b>Q30 How long do you typically spend in (STUDY CENTRE) during the evening / night?</b> |       |      |        |         |         |      |       |      |           |            |
| <i>Those who visit study centre in the evening at Q27</i>                                |       |      |        |         |         |      |       |      |           |            |
| Up to 1 hour   | 20.4% | 10   | 21.7%  | 5       | 19.2%   | 5    | 30.0% | 6    | 21.1%     | 4          |
| 1 to 2 hours   | 14.3% | 7    | 13.0%  | 3       | 15.4%   | 4    | 15.0% | 3    | 10.5%     | 2          |
| 2 to 4 hours   | 44.9% | 22   | 39.1%  | 9       | 50.0%   | 13   | 25.0% | 5    | 47.4%     | 9          |
| Over 4 hours   | 16.3% | 8    | 21.7%  | 5       | 11.5%   | 3    | 30.0% | 6    | 10.5%     | 2          |
| Don't visit in the evening (Don't know / varies)   | 4.1%  | 2    | 4.3%   | 1       | 3.8%    | 1    | 0.0%  | 0    | 10.5%     | 2          |
| Mean:  |       | 2.59 |        | 2.68    |         | 2.50 |       | 2.63 |           | 2.47       |
|  |       |      |        |         |         |      |       | 2.70 |           | 2.98       |
|  |       |      |        |         |         |      |       |      |           | 2.30       |
|  |       |      |        |         |         |      |       |      |           | 3.08       |
|  |       |      |        |         |         |      |       |      |           | 1.53       |
| Base:  |       | 49   |        | 23      |         | 26   |       | 20   |           | 19         |
|  |       |      |        |         |         |      |       | 10   |           | 20         |
|  |       |      |        |         |         |      |       |      |           | 29         |
|  |       |      |        |         |         |      |       |      |           | 34         |
|  |       |      |        |         |         |      |       |      |           | 15         |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -1, Much worse = -2]</b>                  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Q31 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Choice of shops</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 2.6%  | 4    | 2.6%   | 1       | 2.6%    | 3    | 3.8%  | 2    | 0.0%      | 0          | 4.0%  | 2  | 4.0%  | 2  | 1.9%  | 2  | 3.9%  | 4  | 0.0%  | 0  |
| About the same  | 13.7% | 21   | 15.8%  | 6       | 13.0%   | 15   | 9.6%  | 5    | 19.6%     | 10         | 12.0% | 6  | 22.0% | 11 | 9.7%  | 10 | 19.6% | 20 | 2.0%  | 1  |
| Worse   | 45.8% | 70   | 36.8%  | 14      | 48.7%   | 56   | 44.2% | 23   | 45.1%     | 23         | 48.0% | 24 | 46.0% | 23 | 45.6% | 47 | 51.0% | 52 | 35.3% | 18 |
| Much worse  | 34.0% | 52   | 39.5%  | 15      | 32.2%   | 37   | 38.5% | 20   | 31.4%     | 16         | 32.0% | 16 | 28.0% | 14 | 36.9% | 38 | 19.6% | 20 | 62.7% | 32 |
| (Don't know)  | 3.9%  | 6    | 5.3%   | 2       | 3.5%    | 4    | 3.8%  | 2    | 3.9%      | 2          | 4.0%  | 2  | 0.0%  | 0  | 5.8%  | 6  | 5.9%  | 6  | 0.0%  | 0  |
| Mean:   | -1.16 |      | -1.19  |         | -1.14   |      | -1.22 |      | -1.12     |            | -1.13 |    | -0.98 |    | -1.25 |    | -0.92 |    | -1.61 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Choice of High Street names</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Better  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| About the same  | 11.1% | 17   | 21.1%  | 8       | 7.8%    | 9    | 9.6%  | 5    | 11.8%     | 6          | 12.0% | 6  | 16.0% | 8  | 8.7%  | 9  | 16.7% | 17 | 0.0%  | 0  |
| Worse   | 47.7% | 73   | 39.5%  | 15      | 50.4%   | 58   | 42.3% | 22   | 52.9%     | 27         | 48.0% | 24 | 48.0% | 24 | 47.6% | 49 | 56.9% | 58 | 29.4% | 15 |
| Much worse  | 34.0% | 52   | 31.6%  | 12      | 34.8%   | 40   | 40.4% | 21   | 27.5%     | 14         | 34.0% | 17 | 28.0% | 14 | 36.9% | 38 | 15.7% | 16 | 70.6% | 36 |
| (Don't know)  | 5.2%  | 8    | 7.9%   | 3       | 4.3%    | 5    | 3.8%  | 2    | 5.9%      | 3          | 6.0%  | 3  | 4.0%  | 2  | 5.8%  | 6  | 7.8%  | 8  | 0.0%  | 0  |
| Mean:   | -1.19 |      | -1.11  |         | -1.21   |      | -1.22 |      | -1.10     |            | -1.23 |    | -1.00 |    | -1.28 |    | -0.90 |    | -1.71 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Choice of independent / specialist shops</b>   |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 4.6%  | 7    | 10.5%  | 4       | 2.6%    | 3    | 7.7%  | 4    | 5.9%      | 3          | 0.0%  | 0  | 6.0%  | 3  | 3.9%  | 4  | 5.9%  | 6  | 2.0%  | 1  |
| About the same  | 33.3% | 51   | 34.2%  | 13      | 33.0%   | 38   | 23.1% | 12   | 31.4%     | 16         | 46.0% | 23 | 40.0% | 20 | 30.1% | 31 | 43.1% | 44 | 13.7% | 7  |
| Worse   | 29.4% | 45   | 28.9%  | 11      | 29.6%   | 34   | 28.8% | 15   | 31.4%     | 16         | 28.0% | 14 | 28.0% | 14 | 30.1% | 31 | 28.4% | 29 | 31.4% | 16 |
| Much worse  | 17.0% | 26   | 15.8%  | 6       | 17.4%   | 20   | 21.2% | 11   | 11.8%     | 6          | 18.0% | 9  | 20.0% | 10 | 15.5% | 16 | 3.9%  | 4  | 43.1% | 22 |
| (Don't know)  | 15.7% | 24   | 10.5%  | 4       | 17.4%   | 20   | 19.2% | 10   | 19.6%     | 10         | 8.0%  | 4  | 6.0%  | 3  | 20.4% | 21 | 18.6% | 19 | 9.8%  | 5  |
| Mean:   | -0.70 |      | -0.56  |         | -0.75   |      | -0.79 |      | -0.61     |            | -0.70 |    | -0.66 |    | -0.72 |    | -0.37 |    | -1.28 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Quality of shops</b>   |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |    |
| Better  | 6.5%  | 10   | 15.8%  | 6       | 3.5%    | 4    | 9.6%  | 5    | 3.9%      | 2          | 6.0%  | 3  | 12.0% | 6  | 3.9%  | 4  | 9.8%  | 10 | 0.0%  | 0  |
| About the same  | 29.4% | 45   | 21.1%  | 8       | 32.2%   | 37   | 25.0% | 13   | 33.3%     | 17         | 30.0% | 15 | 26.0% | 13 | 31.1% | 32 | 35.3% | 36 | 17.6% | 9  |
| Worse   | 40.5% | 62   | 36.8%  | 14      | 41.7%   | 48   | 28.8% | 15   | 47.1%     | 24         | 46.0% | 23 | 42.0% | 21 | 39.8% | 41 | 44.1% | 45 | 33.3% | 17 |
| Much worse  | 17.6% | 27   | 21.1%  | 8       | 16.5%   | 19   | 30.8% | 16   | 7.8%      | 4          | 14.0% | 7  | 18.0% | 9  | 17.5% | 18 | 5.9%  | 6  | 41.2% | 21 |
| (Don't know)  | 5.9%  | 9    | 5.3%   | 2       | 6.1%    | 7    | 5.8%  | 3    | 7.8%      | 4          | 4.0%  | 2  | 2.0%  | 1  | 7.8%  | 8  | 4.9%  | 5  | 7.8%  | 4  |
| Mean:   | -0.74 |      | -0.67  |         | -0.76   |      | -0.86 |      | -0.64     |            | -0.71 |    | -0.67 |    | -0.77 |    | -0.48 |    | -1.26 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Range of services such as banks and other financial services</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 5.2%  | 8    | 7.9%   | 3       | 4.3%    | 5    | 7.7%  | 4    | 3.9%      | 2          | 4.0%  | 2  | 2.0%  | 1  | 6.8%  | 7  | 7.8%  | 8  | 0.0%  | 0  |
| About the same  | 32.0% | 49   | 42.1%  | 16      | 28.7%   | 33   | 23.1% | 12   | 43.1%     | 22         | 30.0% | 15 | 34.0% | 17 | 31.1% | 32 | 35.3% | 36 | 25.5% | 13 |
| Worse   | 31.4% | 48   | 31.6%  | 12      | 31.3%   | 36   | 30.8% | 16   | 31.4%     | 16         | 32.0% | 16 | 32.0% | 16 | 31.1% | 32 | 28.4% | 29 | 37.3% | 19 |
| Much worse  | 11.1% | 17   | 10.5%  | 4       | 11.3%   | 13   | 23.1% | 12   | 2.0%      | 1          | 8.0%  | 4  | 14.0% | 7  | 9.7%  | 10 | 4.9%  | 5  | 23.5% | 12 |
| (Don't know)  | 20.3% | 31   | 7.9%   | 3       | 24.3%   | 28   | 15.4% | 8    | 19.6%     | 10         | 26.0% | 13 | 18.0% | 9  | 21.4% | 22 | 23.5% | 24 | 13.7% | 7  |
| Mean:   | -0.61 |      | -0.49  |         | -0.66   |      | -0.82 |      | -0.39     |            | -0.59 |    | -0.71 |    | -0.56 |    | -0.40 |    | -0.98 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Range and choice of pubs / restaurants</b>                       |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 1.9%  | 1    | 2.0%      | 1          | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| About the same  | 23.5% | 36   | 36.8%  | 14      | 19.1%   | 22   | 17.3% | 9    | 27.5%     | 14         | 26.0% | 13 | 32.0% | 16 | 19.4% | 20 | 32.4% | 33 | 5.9%  | 3  |
| Worse   | 51.6% | 79   | 39.5%  | 15      | 55.7%   | 64   | 50.0% | 26   | 54.9%     | 28         | 50.0% | 25 | 48.0% | 24 | 53.4% | 55 | 47.1% | 48 | 60.8% | 31 |
| Much worse  | 16.3% | 25   | 15.8%  | 6       | 16.5%   | 19   | 25.0% | 13   | 7.8%      | 4          | 16.0% | 8  | 14.0% | 7  | 17.5% | 18 | 8.8%  | 9  | 31.4% | 16 |
| (Don't know)  | 7.2%  | 11   | 5.3%   | 2       | 7.8%    | 9    | 5.8%  | 3    | 7.8%      | 4          | 8.0%  | 4  | 2.0%  | 1  | 9.7%  | 10 | 9.8%  | 10 | 2.0%  | 1  |
| Mean:   | -0.89 |      | -0.72  |         | -0.95   |      | -1.04 |      | -0.74     |            | -0.89 |    | -0.73 |    | -0.98 |    | -0.70 |    | -1.26 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Leisure facilities</b>   |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 3.8%  | 2    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 2.0%  | 2  | 0.0%  | 0  |
| Better  | 3.9%  | 6    | 7.9%   | 3       | 2.6%    | 3    | 11.5% | 6    | 0.0%      | 0          | 0.0%  | 0  | 2.0%  | 1  | 4.9%  | 5  | 5.9%  | 6  | 0.0%  | 0  |
| About the same  | 16.3% | 25   | 21.1%  | 8       | 14.8%   | 17   | 9.6%  | 5    | 19.6%     | 10         | 20.0% | 10 | 16.0% | 8  | 16.5% | 17 | 19.6% | 20 | 9.8%  | 5  |
| Worse   | 30.1% | 46   | 26.3%  | 10      | 31.3%   | 36   | 28.8% | 15   | 35.3%     | 18         | 26.0% | 13 | 26.0% | 13 | 32.0% | 33 | 31.4% | 32 | 27.5% | 14 |
| Much worse  | 24.8% | 38   | 28.9%  | 11      | 23.5%   | 27   | 36.5% | 19   | 21.6%     | 11         | 16.0% | 8  | 36.0% | 18 | 19.4% | 20 | 11.8% | 12 | 51.0% | 26 |
| (Don't know)  | 23.5% | 36   | 13.2%  | 5       | 27.0%   | 31   | 9.6%  | 5    | 23.5%     | 12         | 38.0% | 19 | 20.0% | 10 | 25.2% | 26 | 29.4% | 30 | 11.8% | 6  |
| Mean:   | -0.96 |      | -0.82  |         | -1.01   |      | -0.91 |      | -1.03     |            | -0.94 |    | -1.20 |    | -0.83 |    | -0.64 |    | -1.47 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -1, Much worse = -2]</b>                  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Q32 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Town Centre environment</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |       |    |
| Better  | 7.8%  | 12   | 7.9%   | 3       | 7.8%    | 9    | 7.7%  | 4    | 5.9%      | 3          | 10.0% | 5  | 12.0% | 6  | 5.8%  | 6  | 8.8%  | 9  | 5.9%  | 3  |
| About the same  | 32.0% | 49   | 34.2%  | 13      | 31.3%   | 36   | 34.6% | 18   | 37.3%     | 19         | 24.0% | 12 | 36.0% | 18 | 30.1% | 31 | 40.2% | 41 | 15.7% | 8  |
| Worse   | 33.3% | 51   | 23.7%  | 9       | 36.5%   | 42   | 25.0% | 13   | 33.3%     | 17         | 42.0% | 21 | 30.0% | 15 | 35.0% | 36 | 32.4% | 33 | 35.3% | 18 |
| Much worse  | 19.6% | 30   | 23.7%  | 9       | 18.3%   | 21   | 25.0% | 13   | 19.6%     | 10         | 14.0% | 7  | 20.0% | 10 | 19.4% | 20 | 9.8%  | 10 | 39.2% | 20 |
| (Don't know)  | 6.5%  | 10   | 10.5%  | 4       | 5.2%    | 6    | 5.8%  | 3    | 3.9%      | 2          | 10.0% | 5  | 2.0%  | 1  | 8.7%  | 9  | 7.8%  | 8  | 3.9%  | 2  |
| Mean:   | -0.68 |      | -0.71  |         | -0.67   |      | -0.67 |      | -0.69     |            | -0.67 |    | -0.59 |    | -0.72 |    | -0.45 |    | -1.12 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Car parking provision</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 10.5% | 16   | 13.2%  | 5       | 9.6%    | 11   | 9.6%  | 5    | 9.8%      | 5          | 12.0% | 6  | 12.0% | 6  | 9.7%  | 10 | 12.7% | 13 | 5.9%  | 3  |
| About the same  | 43.1% | 66   | 47.4%  | 18      | 41.7%   | 48   | 38.5% | 20   | 51.0%     | 26         | 40.0% | 20 | 50.0% | 25 | 39.8% | 41 | 48.0% | 49 | 33.3% | 17 |
| Worse   | 28.8% | 44   | 23.7%  | 9       | 30.4%   | 35   | 26.9% | 14   | 25.5%     | 13         | 34.0% | 17 | 24.0% | 12 | 31.1% | 32 | 23.5% | 24 | 39.2% | 20 |
| Much worse  | 12.4% | 19   | 7.9%   | 3       | 13.9%   | 16   | 17.3% | 9    | 9.8%      | 5          | 10.0% | 5  | 14.0% | 7  | 11.7% | 12 | 8.8%  | 9  | 19.6% | 10 |
| (Don't know)  | 5.2%  | 8    | 7.9%   | 3       | 4.3%    | 5    | 7.7%  | 4    | 3.9%      | 2          | 4.0%  | 2  | 0.0%  | 0  | 7.8%  | 8  | 6.9%  | 7  | 2.0%  | 1  |
| Mean:   | -0.46 |      | -0.29  |         | -0.51   |      | -0.56 |      | -0.37     |            | -0.44 |    | -0.40 |    | -0.48 |    | -0.31 |    | -0.74 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Car parking prices</b>   |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Better  | 14.4% | 22   | 13.2%  | 5       | 14.8%   | 17   | 19.2% | 10   | 13.7%     | 7          | 10.0% | 5  | 22.0% | 11 | 10.7% | 11 | 12.7% | 13 | 17.6% | 9  |
| About the same  | 37.3% | 57   | 39.5%  | 15      | 36.5%   | 42   | 48.1% | 25   | 33.3%     | 17         | 30.0% | 15 | 36.0% | 18 | 37.9% | 39 | 28.4% | 29 | 54.9% | 28 |
| Worse   | 14.4% | 22   | 13.2%  | 5       | 14.8%   | 17   | 11.5% | 6    | 15.7%     | 8          | 16.0% | 8  | 14.0% | 7  | 14.6% | 15 | 14.7% | 15 | 13.7% | 7  |
| Much worse  | 6.5%  | 10   | 0.0%   | 0       | 8.7%    | 10   | 1.9%  | 1    | 9.8%      | 5          | 8.0%  | 4  | 4.0%  | 2  | 7.8%  | 8  | 5.9%  | 6  | 7.8%  | 4  |
| (Don't know)  | 26.8% | 41   | 34.2%  | 13      | 24.3%   | 28   | 17.3% | 9    | 27.5%     | 14         | 36.0% | 18 | 24.0% | 12 | 28.2% | 29 | 37.3% | 38 | 5.9%  | 3  |
| Mean:   | -0.16 |      | 0.00   |         | -0.21   |      | 0.09  |      | -0.30     |            | -0.34 |    | 0.00  |    | -0.24 |    | -0.19 |    | -0.13 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male  |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 +  |       | ABC1  |       | C2DE  |       | St Helens |       | Earlestown |       |       |
|---|-------|-------|-------|--------|-------|---------|-------|---------|-------|-------|-------|-------|-------|-------|-------|-----------|-------|------------|-------|-------|
| <b>Accessibility by bus</b>                               |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better   | 4.6%  | 7     | 2.6%  | 1      | 5.2%  | 6       | 7.7%  | 4       | 3.9%  | 2     | 2.0%  | 1     | 2.0%  | 1     | 5.8%  | 6         | 2.0%  | 2          | 9.8%  | 5     |
| Better  | 20.3% | 31    | 26.3% | 10     | 18.3% | 21      | 25.0% | 13      | 23.5% | 12    | 12.0% | 6     | 32.0% | 16    | 14.6% | 15        | 18.6% | 19         | 23.5% | 12    |
| About the same  | 27.5% | 42    | 21.1% | 8      | 29.6% | 34      | 26.9% | 14      | 25.5% | 13    | 30.0% | 15    | 24.0% | 12    | 29.1% | 30        | 17.6% | 18         | 47.1% | 24    |
| Worse   | 8.5%  | 13    | 7.9%  | 3      | 8.7%  | 10      | 5.8%  | 3       | 11.8% | 6     | 8.0%  | 4     | 8.0%  | 4     | 8.7%  | 9         | 11.8% | 12         | 2.0%  | 1     |
| Much worse  | 4.6%  | 7     | 2.6%  | 1      | 5.2%  | 6       | 5.8%  | 3       | 2.0%  | 1     | 6.0%  | 3     | 2.0%  | 1     | 5.8%  | 6         | 5.9%  | 6          | 2.0%  | 1     |
| (Don't know)  | 34.6% | 53    | 39.5% | 15     | 33.0% | 38      | 28.8% | 15      | 33.3% | 17    | 42.0% | 21    | 32.0% | 16    | 35.9% | 37        | 44.1% | 45         | 15.7% | 8     |
| Mean:   |       | 0.18  |       | 0.30   |       | 0.14    |       | 0.32    |       | 0.24  |       | -0.07 |       | 0.35  |       | 0.09      |       | -0.02      |       | 0.44  |
| Base:   |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |
| <b>Accessibility by train</b>                             |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better   | 10.5% | 16    | 10.5% | 4      | 10.4% | 12      | 11.5% | 6       | 15.7% | 8     | 4.0%  | 2     | 6.0%  | 3     | 12.6% | 13        | 13.7% | 14         | 3.9%  | 2     |
| Better  | 28.1% | 43    | 36.8% | 14     | 25.2% | 29      | 40.4% | 21      | 21.6% | 11    | 22.0% | 11    | 28.0% | 14    | 28.2% | 29        | 28.4% | 29         | 27.5% | 14    |
| About the same  | 36.6% | 56    | 34.2% | 13     | 37.4% | 43      | 38.5% | 20      | 31.4% | 16    | 40.0% | 20    | 30.0% | 15    | 39.8% | 41        | 30.4% | 31         | 49.0% | 25    |
| Worse   | 6.5%  | 10    | 2.6%  | 1      | 7.8%  | 9       | 0.0%  | 0       | 3.9%  | 2     | 16.0% | 8     | 6.0%  | 3     | 6.8%  | 7         | 6.9%  | 7          | 5.9%  | 3     |
| Much worse  | 0.0%  | 0     | 0.0%  | 0      | 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)  | 18.3% | 28    | 15.8% | 6      | 19.1% | 22      | 9.6%  | 5       | 27.5% | 14    | 18.0% | 9     | 30.0% | 15    | 12.6% | 13        | 20.6% | 21         | 13.7% | 7     |
| Mean:   |       | 0.52  |       | 0.66   |       | 0.47    |       | 0.70    |       | 0.68  |       | 0.17  |       | 0.49  |       | 0.53      |       | 0.62       |       | 0.34  |
| Base:   |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |
| <b>Public information / signposts / public facilities</b> |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better   | 1.3%  | 2     | 0.0%  | 0      | 1.7%  | 2       | 3.8%  | 2       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0     |
| Better  | 7.8%  | 12    | 10.5% | 4      | 7.0%  | 8       | 9.6%  | 5       | 11.8% | 6     | 2.0%  | 1     | 10.0% | 5     | 6.8%  | 7         | 9.8%  | 10         | 3.9%  | 2     |
| About the same  | 51.6% | 79    | 44.7% | 17     | 53.9% | 62      | 48.1% | 25      | 51.0% | 26    | 56.0% | 28    | 60.0% | 30    | 47.6% | 49        | 49.0% | 50         | 56.9% | 29    |
| Worse   | 17.6% | 27    | 15.8% | 6      | 18.3% | 21      | 17.3% | 9       | 15.7% | 8     | 20.0% | 10    | 8.0%  | 4     | 22.3% | 23        | 17.6% | 18         | 17.6% | 9     |
| Much worse  | 2.0%  | 3     | 0.0%  | 0      | 2.6%  | 3       | 0.0%  | 0       | 3.9%  | 2     | 2.0%  | 1     | 6.0%  | 3     | 0.0%  | 0         | 2.0%  | 2          | 2.0%  | 1     |
| (Don't know)  | 19.6% | 30    | 28.9% | 11     | 16.5% | 19      | 21.2% | 11      | 17.6% | 9     | 20.0% | 10    | 16.0% | 8     | 21.4% | 22        | 19.6% | 20         | 19.6% | 10    |
| Mean:   |       | -0.14 |       | -0.07  |       | -0.16   |       | 0.00    |       | -0.14 |       | -0.28 |       | -0.12 |       | -0.15     |       | -0.10      |       | -0.22 |
| Base:   |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |



## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -1, Much worse = -2]</b>                  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Q33 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| <b>Entertainment / events / performances</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 2.0%  | 3    | 5.3%   | 2       | 0.9%    | 1    | 3.8%  | 2    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 1.9%  | 2  | 2.9%  | 3  | 0.0%  | 0  |
| Better  | 5.9%  | 9    | 7.9%   | 3       | 5.2%    | 6    | 9.6%  | 5    | 2.0%      | 1          | 6.0%  | 3  | 10.0% | 5  | 3.9%  | 4  | 8.8%  | 9  | 0.0%  | 0  |
| About the same  | 17.6% | 27   | 10.5%  | 4       | 20.0%   | 23   | 9.6%  | 5    | 25.5%     | 13         | 18.0% | 9  | 20.0% | 10 | 16.5% | 17 | 22.5% | 23 | 7.8%  | 4  |
| Worse   | 30.1% | 46   | 36.8%  | 14      | 27.8%   | 32   | 36.5% | 19   | 29.4%     | 15         | 24.0% | 12 | 20.0% | 10 | 35.0% | 36 | 30.4% | 31 | 29.4% | 15 |
| Much worse  | 22.2% | 34   | 21.1%  | 8       | 22.6%   | 26   | 32.7% | 17   | 19.6%     | 10         | 14.0% | 7  | 26.0% | 13 | 20.4% | 21 | 6.9%  | 7  | 52.9% | 27 |
| (Don't know)  | 22.2% | 34   | 18.4%  | 7       | 23.5%   | 27   | 7.7%  | 4    | 21.6%     | 11         | 38.0% | 19 | 22.0% | 11 | 22.3% | 23 | 28.4% | 29 | 9.8%  | 5  |
| Mean:   | -0.83 |      | -0.74  |         | -0.86   |      | -0.92 |      | -0.80     |            | -0.74 |    | -0.74 |    | -0.88 |    | -0.41 |    | -1.50 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Tourist facilities / hotels</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| About the same  | 12.4% | 19   | 7.9%   | 3       | 13.9%   | 16   | 7.7%  | 4    | 15.7%     | 8          | 14.0% | 7  | 26.0% | 13 | 5.8%  | 6  | 18.6% | 19 | 0.0%  | 0  |
| Worse   | 26.8% | 41   | 26.3%  | 10      | 27.0%   | 31   | 46.2% | 24   | 19.6%     | 10         | 14.0% | 7  | 14.0% | 7  | 33.0% | 34 | 26.5% | 27 | 27.5% | 14 |
| Much worse  | 27.5% | 42   | 26.3%  | 10      | 27.8%   | 32   | 32.7% | 17   | 27.5%     | 14         | 22.0% | 11 | 28.0% | 14 | 27.2% | 28 | 11.8% | 12 | 58.8% | 30 |
| (Don't know)  | 33.3% | 51   | 39.5%  | 15      | 31.3%   | 36   | 13.5% | 7    | 37.3%     | 19         | 50.0% | 25 | 32.0% | 16 | 34.0% | 35 | 43.1% | 44 | 13.7% | 7  |
| Mean:   | -1.23 |      | -1.30  |         | -1.20   |      | -1.29 |      | -1.19     |            | -1.16 |    | -1.03 |    | -1.32 |    | -0.88 |    | -1.68 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |
| <b>Day time safety</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |    |       |    |       |    |
| Much better   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better  | 11.1% | 17   | 18.4%  | 7       | 8.7%    | 10   | 11.5% | 6    | 13.7%     | 7          | 8.0%  | 4  | 14.0% | 7  | 9.7%  | 10 | 14.7% | 15 | 3.9%  | 2  |
| About the same  | 76.5% | 117  | 68.4%  | 26      | 79.1%   | 91   | 73.1% | 38   | 74.5%     | 38         | 82.0% | 41 | 74.0% | 37 | 77.7% | 80 | 73.5% | 75 | 82.4% | 42 |
| Worse   | 6.5%  | 10   | 5.3%   | 2       | 7.0%    | 8    | 9.6%  | 5    | 7.8%      | 4          | 2.0%  | 1  | 8.0%  | 4  | 5.8%  | 6  | 3.9%  | 4  | 11.8% | 6  |
| Much worse  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 2.0%  | 1  |
| (Don't know)  | 5.2%  | 8    | 7.9%   | 3       | 4.3%    | 5    | 3.8%  | 2    | 3.9%      | 2          | 8.0%  | 4  | 4.0%  | 2  | 5.8%  | 6  | 7.8%  | 8  | 0.0%  | 0  |
| Mean:   | 0.03  |      | 0.14   |         | 0.00    |      | -0.02 |      | 0.06      |            | 0.07  |    | 0.06  |    | 0.02  |    | 0.12  |    | -0.12 |    |
| Base:   | 153   |      | 38     |         | 115     |      | 52    |      | 51        |            | 50    |    | 50    |    | 103   |    | 102   |    | 51    |    |

## St Helens & Earlestown In Centre Survey for WYG

|                               | Total | Male  |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 +  |       | ABC1  |       | C2DE  |       | St Helens |       | Earlestown |       |       |
|-------------------------------|-------|-------|-------|--------|-------|---------|-------|---------|-------|-------|-------|-------|-------|-------|-------|-----------|-------|------------|-------|-------|
| <b>Evening / night safety</b> |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better                   | 0.7%  | 1     | 2.6%  | 1      | 0.0%  | 0       | 1.9%  | 1       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0     |
| Better                        | 5.2%  | 8     | 13.2% | 5      | 2.6%  | 3       | 7.7%  | 4       | 5.9%  | 3     | 2.0%  | 1     | 6.0%  | 3     | 4.9%  | 5         | 7.8%  | 8          | 0.0%  | 0     |
| About the same                | 30.1% | 46    | 39.5% | 15     | 27.0% | 31      | 40.4% | 21      | 29.4% | 15    | 20.0% | 10    | 30.0% | 15    | 30.1% | 31        | 24.5% | 25         | 41.2% | 21    |
| Worse                         | 13.1% | 20    | 21.1% | 8      | 10.4% | 12      | 13.5% | 7       | 21.6% | 11    | 4.0%  | 2     | 22.0% | 11    | 8.7%  | 9         | 12.7% | 13         | 13.7% | 7     |
| Much worse                    | 8.5%  | 13    | 0.0%  | 0      | 11.3% | 13      | 9.6%  | 5       | 9.8%  | 5     | 6.0%  | 3     | 4.0%  | 2     | 10.7% | 11        | 9.8%  | 10         | 5.9%  | 3     |
| (Don't know)                  | 42.5% | 65    | 23.7% | 9      | 48.7% | 56      | 26.9% | 14      | 33.3% | 17    | 68.0% | 34    | 38.0% | 19    | 44.7% | 46        | 44.1% | 45         | 39.2% | 20    |
| Mean:                         |       | -0.41 |       | -0.03  |       | -0.59   |       | -0.29   |       | -0.53 |       | -0.44 |       | -0.39 |       | -0.42     |       | -0.40      |       | -0.42 |
| Base:                         |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |
| <b>Layout</b>                 |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better                   | 0.7%  | 1     | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1     |
| Better                        | 10.5% | 16    | 15.8% | 6      | 8.7%  | 10      | 9.6%  | 5       | 13.7% | 7     | 8.0%  | 4     | 16.0% | 8     | 7.8%  | 8         | 13.7% | 14         | 3.9%  | 2     |
| About the same                | 56.2% | 86    | 52.6% | 20     | 57.4% | 66      | 61.5% | 32      | 54.9% | 28    | 52.0% | 26    | 64.0% | 32    | 52.4% | 54        | 54.9% | 56         | 58.8% | 30    |
| Worse                         | 20.3% | 31    | 18.4% | 7      | 20.9% | 24      | 17.3% | 9       | 15.7% | 8     | 28.0% | 14    | 14.0% | 7     | 23.3% | 24        | 20.6% | 21         | 19.6% | 10    |
| Much worse                    | 5.2%  | 8     | 5.3%  | 2      | 5.2%  | 6       | 5.8%  | 3       | 7.8%  | 4     | 2.0%  | 1     | 2.0%  | 1     | 6.8%  | 7         | 3.9%  | 4          | 7.8%  | 4     |
| (Don't know)                  | 7.2%  | 11    | 7.9%  | 3      | 7.0%  | 8       | 5.8%  | 3       | 5.9%  | 3     | 10.0% | 5     | 4.0%  | 2     | 8.7%  | 9         | 6.9%  | 7          | 7.8%  | 4     |
| Mean:                         |       | -0.20 |       | -0.14  |       | -0.22   |       | -0.20   |       | -0.15 |       | -0.27 |       | -0.02 |       | -0.30     |       | -0.16      |       | -0.30 |
| Base:                         |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |
| <b>Public art</b>             |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better                   | 0.7%  | 1     | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0     |
| Better                        | 2.0%  | 3     | 2.6%  | 1      | 1.7%  | 2       | 3.8%  | 2       | 0.0%  | 0     | 2.0%  | 1     | 4.0%  | 2     | 1.0%  | 1         | 2.9%  | 3          | 0.0%  | 0     |
| About the same                | 20.3% | 31    | 18.4% | 7      | 20.9% | 24      | 13.5% | 7       | 13.7% | 7     | 34.0% | 17    | 26.0% | 13    | 17.5% | 18        | 27.5% | 28         | 5.9%  | 3     |
| Worse                         | 27.5% | 42    | 31.6% | 12     | 26.1% | 30      | 30.8% | 16      | 39.2% | 20    | 12.0% | 6     | 22.0% | 11    | 30.1% | 31        | 25.5% | 26         | 31.4% | 16    |
| Much worse                    | 18.3% | 28    | 18.4% | 7      | 18.3% | 21      | 21.2% | 11      | 15.7% | 8     | 18.0% | 9     | 20.0% | 10    | 17.5% | 18        | 7.8%  | 8          | 39.2% | 20    |
| (Don't know)                  | 31.4% | 48    | 28.9% | 11     | 32.2% | 37      | 28.8% | 15      | 31.4% | 16    | 34.0% | 17    | 28.0% | 14    | 33.0% | 34        | 35.3% | 36         | 23.5% | 12    |
| Mean:                         |       | -0.89 |       | -0.93  |       | -0.87   |       | -0.92   |       | -1.03 |       | -0.70 |       | -0.81 |       | -0.93     |       | -0.56      |       | -1.44 |
| Base:                         |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |
| <b>General environment</b>    |       |       |       |        |       |         |       |         |       |       |       |       |       |       |       |           |       |            |       |       |
| Much better                   | 0.0%  | 0     | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0     |
| Better                        | 5.9%  | 9     | 13.2% | 5      | 3.5%  | 4       | 7.7%  | 4       | 9.8%  | 5     | 0.0%  | 0     | 10.0% | 5     | 3.9%  | 4         | 4.9%  | 5          | 7.8%  | 4     |
| About the same                | 45.1% | 69    | 39.5% | 15     | 47.0% | 54      | 42.3% | 22      | 51.0% | 26    | 42.0% | 21    | 50.0% | 25    | 42.7% | 44        | 53.9% | 55         | 27.5% | 14    |
| Worse                         | 27.5% | 42    | 28.9% | 11     | 27.0% | 31      | 28.8% | 15      | 23.5% | 12    | 30.0% | 15    | 18.0% | 9     | 32.0% | 33        | 24.5% | 25         | 33.3% | 17    |
| Much worse                    | 15.0% | 23    | 13.2% | 5      | 15.7% | 18      | 17.3% | 9       | 7.8%  | 4     | 20.0% | 10    | 18.0% | 9     | 13.6% | 14        | 6.9%  | 7          | 31.4% | 16    |
| (Don't know)                  | 6.5%  | 10    | 5.3%  | 2      | 7.0%  | 8       | 3.8%  | 2       | 7.8%  | 4     | 8.0%  | 4     | 4.0%  | 2     | 7.8%  | 8         | 9.8%  | 10         | 0.0%  | 0     |
| Mean:                         |       | -0.55 |       | -0.44  |       | -0.59   |       | -0.58   |       | -0.32 |       | -0.76 |       | -0.46 |       | -0.60     |       | -0.37      |       | -0.88 |
| Base:                         |       | 153   |       | 38     |       | 115     |       | 52      |       | 51    |       | 50    |       | 50    |       | 103       |       | 102        |       | 51    |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q34 What type of shops or services would you like to see more of in (STUDY CENTRE)? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Banks   | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 3.8%  | 2       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.9%  | 2         | 1.0%  | 1          | 2.0%  | 1  |
| Better leisure facility provision   | 5.9%  | 9    | 7.9%  | 3      | 5.2%  | 6       | 7.7%  | 4       | 7.8%  | 4    | 2.0%  | 1    | 8.0%  | 4    | 4.9%  | 5         | 6.9%  | 7          | 3.9%  | 2  |
| Better retail provision for children and babies   | 9.8%  | 15   | 7.9%  | 3      | 10.4% | 12      | 17.3% | 9       | 9.8%  | 5    | 2.0%  | 1    | 10.0% | 5    | 9.7%  | 10        | 7.8%  | 8          | 13.7% | 7  |
| Book shop   | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 5.8%  | 3       | 7.8%  | 4    | 0.0%  | 0    | 6.0%  | 3    | 3.9%  | 4         | 6.9%  | 7          | 0.0%  | 0  |
| Building society  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Click and collect 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  |
| Clothing stores   | 64.1% | 98   | 57.9% | 22     | 66.1% | 76      | 75.0% | 39      | 74.5% | 38   | 42.0% | 21   | 60.0% | 30   | 66.0% | 68        | 57.8% | 59         | 76.5% | 39 |
| Department stores / retailers   | 33.3% | 51   | 13.2% | 5      | 40.0% | 46      | 23.1% | 12      | 35.3% | 18   | 42.0% | 21   | 30.0% | 15   | 35.0% | 36        | 43.1% | 44         | 13.7% | 7  |
| Drinking establishments   | 2.0%  | 3    | 0.0%  | 0      | 2.6%  | 3       | 0.0%  | 0       | 3.9%  | 2    | 2.0%  | 1    | 2.0%  | 1    | 1.9%  | 2         | 2.9%  | 3          | 0.0%  | 0  |
| Electrical goods  | 3.9%  | 6    | 10.5% | 4      | 1.7%  | 2       | 5.8%  | 3       | 5.9%  | 3    | 0.0%  | 0    | 6.0%  | 3    | 2.9%  | 3         | 4.9%  | 5          | 2.0%  | 1  |
| Footwear stores   | 20.3% | 31   | 13.2% | 5      | 22.6% | 26      | 21.2% | 11      | 23.5% | 12   | 16.0% | 8    | 14.0% | 7    | 23.3% | 24        | 16.7% | 17         | 27.5% | 14 |
| High Street names   | 35.9% | 55   | 34.2% | 13     | 36.5% | 42      | 38.5% | 20      | 37.3% | 19   | 32.0% | 16   | 32.0% | 16   | 37.9% | 39        | 26.5% | 27         | 54.9% | 28 |
| Household goods stores  | 11.8% | 18   | 10.5% | 4      | 12.2% | 14      | 7.7%  | 4       | 7.8%  | 4    | 20.0% | 10   | 12.0% | 6    | 11.7% | 12        | 12.7% | 13         | 9.8%  | 5  |
| Independent / specialist shops  | 14.4% | 22   | 10.5% | 4      | 15.7% | 18      | 13.5% | 7       | 15.7% | 8    | 14.0% | 7    | 22.0% | 11   | 10.7% | 11        | 15.7% | 16         | 11.8% | 6  |
| Large supermarkets  | 3.3%  | 5    | 5.3%  | 2      | 2.6%  | 3       | 1.9%  | 1       | 7.8%  | 4    | 0.0%  | 0    | 4.0%  | 2    | 2.9%  | 3         | 2.9%  | 3          | 3.9%  | 2  |
| Larger sizes clothing store   | 5.9%  | 9    | 0.0%  | 0      | 7.8%  | 9       | 1.9%  | 1       | 13.7% | 7    | 2.0%  | 1    | 6.0%  | 3    | 5.8%  | 6         | 5.9%  | 6          | 5.9%  | 3  |
| Indoor market stalls  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 0.0%  | 0       | 5.9%  | 3    | 2.0%  | 1    | 4.0%  | 2    | 1.9%  | 2         | 3.9%  | 4          | 0.0%  | 0  |
| Street market stalls  | 6.5%  | 10   | 10.5% | 4      | 5.2%  | 6       | 0.0%  | 0       | 13.7% | 7    | 6.0%  | 3    | 12.0% | 6    | 3.9%  | 4         | 9.8%  | 10         | 0.0%  | 0  |
| Pharmacies  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Public amenities  | 4.6%  | 7    | 2.6%  | 1      | 5.2%  | 6       | 0.0%  | 0       | 9.8%  | 5    | 4.0%  | 2    | 6.0%  | 3    | 3.9%  | 4         | 5.9%  | 6          | 2.0%  | 1  |
| Restaurants / cafes   | 7.8%  | 12   | 7.9%  | 3      | 7.8%  | 9       | 7.7%  | 4       | 5.9%  | 3    | 10.0% | 5    | 12.0% | 6    | 5.8%  | 6         | 9.8%  | 10         | 3.9%  | 2  |
| Solicitors  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Specialist food stores  | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 0.0%  | 0       | 5.9%  | 3    | 8.0%  | 4    | 4.0%  | 2    | 4.9%  | 5         | 5.9%  | 6          | 2.0%  | 1  |
| Sports shop   | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 3.8%  | 2       | 3.9%  | 2    | 0.0%  | 0    | 2.0%  | 1    | 2.9%  | 3         | 2.9%  | 3          | 2.0%  | 1  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 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  | 5.2%  | 8    | 10.5% | 4      | 3.5%  | 4       | 1.9%  | 1       | 5.9%  | 3    | 8.0%  | 4    | 4.0%  | 2    | 5.8%  | 6         | 5.9%  | 6          | 3.9%  | 2  |
| Florist   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Music goods   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Toy shop  | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 1.9%  | 1       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 1.0%  | 1         | 2.0%  | 2          | 0.0%  | 0  |
| (Don't know)  | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 1.9%  | 1       | 3.9%  | 2    | 4.0%  | 2    | 4.0%  | 2    | 2.9%  | 3         | 2.9%  | 3          | 3.9%  | 2  |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 | C2DE  | St Helens | Earlestown |     |       |     |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|-----------|------------|-----|-------|-----|-------|----|
| <b>Q35 What type of leisure facilities would you like to see more of in (STUDY CENTRE)? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |           |            |     |       |     |       |    |
| Art galleries  | 5.9%  | 9    | 13.2% | 5      | 3.5%  | 4       | 1.9%  | 1       | 11.8% | 6    | 4.0%  | 2    | 10.0% | 5         | 3.9%       | 4   | 8.8%  | 9   | 0.0%  | 0  |
| Bingo  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 3.8%  | 2       | 2.0%  | 1    | 2.0%  | 1    | 4.0%  | 2         | 1.9%       | 2   | 1.0%  | 1   | 5.9%  | 3  |
| Bowling alley  | 17.0% | 26   | 21.1% | 8      | 15.7% | 18      | 19.2% | 10      | 23.5% | 12   | 8.0%  | 4    | 14.0% | 7         | 18.4%      | 19  | 23.5% | 24  | 3.9%  | 2  |
| Children's activity centre   | 19.0% | 29   | 10.5% | 4      | 21.7% | 25      | 25.0% | 13      | 17.6% | 9    | 14.0% | 7    | 16.0% | 8         | 20.4%      | 21  | 16.7% | 17  | 23.5% | 12 |
| Cinema   | 5.2%  | 8    | 5.3%  | 2      | 5.2%  | 6       | 3.8%  | 2       | 7.8%  | 4    | 4.0%  | 2    | 8.0%  | 4         | 3.9%       | 4   | 2.9%  | 3   | 9.8%  | 5  |
| Civic Hall / Civic spaces  | 2.0%  | 3    | 7.9%  | 3      | 0.0%  | 0       | 0.0%  | 0       | 3.9%  | 2    | 2.0%  | 1    | 4.0%  | 2         | 1.0%       | 1   | 2.9%  | 3   | 0.0%  | 0  |
| Entertainment / activities for young people  | 15.7% | 24   | 15.8% | 6      | 15.7% | 18      | 11.5% | 6       | 9.8%  | 5    | 26.0% | 13   | 14.0% | 7         | 16.5%      | 17  | 20.6% | 21  | 5.9%  | 3  |
| Go-karting   | 5.2%  | 8    | 7.9%  | 3      | 4.3%  | 5       | 3.8%  | 2       | 9.8%  | 5    | 2.0%  | 1    | 8.0%  | 4         | 3.9%       | 4   | 6.9%  | 7   | 2.0%  | 1  |
| Health and fitness   | 5.2%  | 8    | 7.9%  | 3      | 4.3%  | 5       | 3.8%  | 2       | 7.8%  | 4    | 4.0%  | 2    | 10.0% | 5         | 2.9%       | 3   | 3.9%  | 4   | 7.8%  | 4  |
| Hotels   | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 0.0%  | 0       | 3.9%  | 2    | 2.0%  | 1    | 2.0%  | 1         | 1.9%       | 2   | 2.9%  | 3   | 0.0%  | 0  |
| Ice rink   | 14.4% | 22   | 13.2% | 5      | 14.8% | 17      | 15.4% | 8       | 21.6% | 11   | 6.0%  | 3    | 18.0% | 9         | 12.6%      | 13  | 19.6% | 20  | 3.9%  | 2  |
| Museums  | 5.2%  | 8    | 10.5% | 4      | 3.5%  | 4       | 1.9%  | 1       | 5.9%  | 3    | 8.0%  | 4    | 4.0%  | 2         | 5.8%       | 6   | 7.8%  | 8   | 0.0%  | 0  |
| Parks / gardens  | 15.7% | 24   | 28.9% | 11     | 11.3% | 13      | 21.2% | 11      | 19.6% | 10   | 6.0%  | 3    | 24.0% | 12        | 11.7%      | 12  | 7.8%  | 8   | 31.4% | 16 |
| Restaurants / cafes  | 8.5%  | 13   | 15.8% | 6      | 6.1%  | 7       | 5.8%  | 3       | 9.8%  | 5    | 10.0% | 5    | 16.0% | 8         | 4.9%       | 5   | 7.8%  | 8   | 9.8%  | 5  |
| Sports pitches   | 2.0%  | 3    | 7.9%  | 3      | 0.0%  | 0       | 1.9%  | 1       | 2.0%  | 1    | 2.0%  | 1    | 2.0%  | 1         | 1.9%       | 2   | 2.9%  | 3   | 0.0%  | 0  |
| Swimming pool  | 4.6%  | 7    | 7.9%  | 3      | 3.5%  | 4       | 9.6%  | 5       | 2.0%  | 1    | 2.0%  | 1    | 6.0%  | 3         | 3.9%       | 4   | 5.9%  | 6   | 2.0%  | 1  |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 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   | 23.5% | 36   | 10.5% | 4      | 27.8% | 32      | 15.4% | 8       | 25.5% | 13   | 30.0% | 15   | 20.0% | 10        | 25.2%      | 26  | 17.6% | 18  | 35.3% | 18 |
| Museums  | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 3.8%  | 2       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 1.9%       | 2   | 2.0%  | 2   | 0.0%  | 0  |
| Roller Skating   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 1.0%       | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Skate park   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1         | 0.0%       | 0   | 1.0%  | 1   | 0.0%  | 0  |
| (Don't know)   | 14.4% | 22   | 13.2% | 5      | 14.8% | 17      | 7.7%  | 4       | 5.9%  | 3    | 30.0% | 15   | 12.0% | 6         | 15.5%      | 16  | 15.7% | 16  | 11.8% | 6  |
| Base:  |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50        |            | 103 |       | 102 |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q36 What measures do you think would improve (STUDY CENTRE) and make it more attractive? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Accessibility by private car   | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 3.9%  | 2    | 0.0%  | 0    | 2.0%  | 1    | 1.0%  | 1         | 2.0%  | 2          | 0.0%  | 0  |
| Ban skateboarding, biking etc.   | 9.8%  | 15   | 7.9%  | 3      | 10.4% | 12      | 7.7%  | 4       | 7.8%  | 4    | 14.0% | 7    | 14.0% | 7    | 7.8%  | 8         | 13.7% | 14         | 2.0%  | 1  |
| Better foodstore provision   | 5.2%  | 8    | 2.6%  | 1      | 6.1%  | 7       | 0.0%  | 0       | 5.9%  | 3    | 10.0% | 5    | 10.0% | 5    | 2.9%  | 3         | 6.9%  | 7          | 2.0%  | 1  |
| Cheaper parking  | 8.5%  | 13   | 7.9%  | 3      | 8.7%  | 10      | 1.9%  | 1       | 11.8% | 6    | 12.0% | 6    | 10.0% | 5    | 7.8%  | 8         | 12.7% | 13         | 0.0%  | 0  |
| Click and collect 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  |
| Expansion of the centre  | 5.2%  | 8    | 5.3%  | 2      | 5.2%  | 6       | 5.8%  | 3       | 5.9%  | 3    | 4.0%  | 2    | 8.0%  | 4    | 3.9%  | 4         | 3.9%  | 4          | 7.8%  | 4  |
| Fewer low quality shops (take-away, pound shops)   | 15.7% | 24   | 5.3%  | 2      | 19.1% | 22      | 9.6%  | 5       | 21.6% | 11   | 16.0% | 8    | 12.0% | 6    | 17.5% | 18        | 19.6% | 20         | 7.8%  | 4  |
| Improve the quality of the shops   | 27.5% | 42   | 26.3% | 10     | 27.8% | 32      | 34.6% | 18      | 25.5% | 13   | 22.0% | 11   | 28.0% | 14   | 27.2% | 28        | 21.6% | 22         | 39.2% | 20 |
| Fill the empty shops   | 30.7% | 47   | 26.3% | 10     | 32.2% | 37      | 11.5% | 6       | 35.3% | 18   | 46.0% | 23   | 28.0% | 14   | 32.0% | 33        | 35.3% | 36         | 21.6% | 11 |
| Flexible parking   | 3.3%  | 5    | 0.0%  | 0      | 4.3%  | 5       | 1.9%  | 1       | 3.9%  | 2    | 4.0%  | 2    | 4.0%  | 2    | 2.9%  | 3         | 4.9%  | 5          | 0.0%  | 0  |
| Give it a general face lift (Flowers, painting etc.)   | 34.0% | 52   | 28.9% | 11     | 35.7% | 41      | 40.4% | 21      | 25.5% | 13   | 36.0% | 18   | 22.0% | 11   | 39.8% | 41        | 27.5% | 28         | 47.1% | 24 |
| Greater promotion / marketing of the centre  | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Interactive information points   | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 0.0%  | 0       | 3.9%  | 2    | 2.0%  | 1    | 4.0%  | 2    | 1.0%  | 1         | 2.9%  | 3          | 0.0%  | 0  |
| Improve market provision   | 5.2%  | 8    | 7.9%  | 3      | 4.3%  | 5       | 0.0%  | 0       | 9.8%  | 5    | 6.0%  | 3    | 8.0%  | 4    | 3.9%  | 4         | 7.8%  | 8          | 0.0%  | 0  |
| Improved bus services  | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 3.9%  | 2    | 0.0%  | 0    | 2.0%  | 1    | 1.0%  | 1         | 2.0%  | 2          | 0.0%  | 0  |
| Improved cleanliness   | 22.2% | 34   | 21.1% | 8      | 22.6% | 26      | 17.3% | 9       | 25.5% | 13   | 24.0% | 12   | 22.0% | 11   | 22.3% | 23        | 18.6% | 19         | 29.4% | 15 |
| Improved cultural facilities   | 4.6%  | 7    | 7.9%  | 3      | 3.5%  | 4       | 3.8%  | 2       | 5.9%  | 3    | 4.0%  | 2    | 8.0%  | 4    | 2.9%  | 3         | 3.9%  | 4          | 5.9%  | 3  |
| Improved security / CCTV   | 2.6%  | 4    | 0.0%  | 0      | 3.5%  | 4       | 1.9%  | 1       | 5.9%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 3.9%  | 4         | 2.9%  | 3          | 2.0%  | 1  |
| Improved signage / information   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Improved street paving   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Improved train services / a railway station  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Increased choice / range of shops  | 17.6% | 27   | 13.2% | 5      | 19.1% | 22      | 19.2% | 10      | 19.6% | 10   | 14.0% | 7    | 14.0% | 7    | 19.4% | 20        | 14.7% | 15         | 23.5% | 12 |
| Increased office development   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| More cultural facilities   | 5.2%  | 8    | 5.3%  | 2      | 5.2%  | 6       | 3.8%  | 2       | 3.9%  | 2    | 8.0%  | 4    | 6.0%  | 3    | 4.9%  | 5         | 4.9%  | 5          | 5.9%  | 3  |
| More entertainment / leisure facilities  | 12.4% | 19   | 18.4% | 7      | 10.4% | 12      | 9.6%  | 5       | 17.6% | 9    | 10.0% | 5    | 18.0% | 9    | 9.7%  | 10        | 11.8% | 12         | 13.7% | 7  |
| More evening activities  | 3.9%  | 6    | 5.3%  | 2      | 3.5%  | 4       | 1.9%  | 1       | 5.9%  | 3    | 4.0%  | 2    | 4.0%  | 2    | 3.9%  | 4         | 4.9%  | 5          | 2.0%  | 1  |
| More national multiples / retailers  | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 3.8%  | 2       | 5.9%  | 3    | 4.0%  | 2    | 2.0%  | 1    | 5.8%  | 6         | 3.9%  | 4          | 5.9%  | 3  |
| More non-food stores   | 9.8%  | 15   | 13.2% | 5      | 8.7%  | 10      | 11.5% | 6       | 13.7% | 7    | 4.0%  | 2    | 8.0%  | 4    | 10.7% | 11        | 12.7% | 13         | 3.9%  | 2  |
| More organised events e.g. street markets  | 8.5%  | 13   | 10.5% | 4      | 7.8%  | 9       | 9.6%  | 5       | 15.7% | 8    | 0.0%  | 0    | 10.0% | 5    | 7.8%  | 8         | 7.8%  | 8          | 9.8%  | 5  |
| More parking   | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 0.0%  | 0       | 5.9%  | 3    | 0.0%  | 0    | 2.0%  | 1    | 1.9%  | 2         | 2.0%  | 2          | 2.0%  | 1  |
| More food and beverage facilities (pubs / restaurants)   | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 3.8%  | 2       | 2.0%  | 1    | 4.0%  | 2    | 6.0%  | 3    | 1.9%  | 2         | 4.9%  | 5          | 0.0%  | 0  |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |      | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |      | C2DE |       | St Helens |      | Earlestown |      |    |
|---|-------|------|-------|--------|------|---------|-------|---------|-------|------|-------|------|------|------|-------|-----------|------|------------|------|----|
| More speciality shops                             | 9.2%  | 14   | 7.9%  | 3      | 9.6% | 11      | 9.6%  | 5       | 11.8% | 6    | 6.0%  | 3    | 6.0% | 3    | 10.7% | 11        | 9.8% | 10         | 7.8% | 4  |
| More tourist facilities                           | 1.3%  | 2    | 2.6%  | 1      | 0.9% | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 2.0% | 1    | 1.0%  | 1         | 2.0% | 2          | 0.0% | 0  |
| Pay on exit parking                               | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0% | 0    | 0.0%  | 0         | 0.0% | 0          | 0.0% | 0  |
| Improved public toilet provision                  | 5.9%  | 9    | 10.5% | 4      | 4.3% | 5       | 0.0%  | 0       | 13.7% | 7    | 4.0%  | 2    | 6.0% | 3    | 5.8%  | 6         | 7.8% | 8          | 2.0% | 1  |
| Real time traffic or public transport information | 0.7%  | 1    | 0.0%  | 0      | 0.9% | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0% | 1    | 0.0%  | 0         | 1.0% | 1          | 0.0% | 0  |
| Reduce traffic congestion                         | 0.0%  | 0    | 0.0%  | 0      | 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 (PLEASE WRITE IN)                           | 0.0%  | 0    | 0.0%  | 0      | 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                                    | 7.8%  | 12   | 13.2% | 5      | 6.1% | 7       | 3.8%  | 2       | 7.8%  | 4    | 12.0% | 6    | 8.0% | 4    | 7.8%  | 8         | 9.8% | 10         | 3.9% | 2  |
| Cheaper shops                                     | 0.7%  | 1    | 0.0%  | 0      | 0.9% | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0% | 1    | 0.0%  | 0         | 1.0% | 1          | 0.0% | 0  |
| Increased amount of seating                       | 2.0%  | 3    | 2.6%  | 1      | 1.7% | 2       | 0.0%  | 0       | 0.0%  | 0    | 6.0%  | 3    | 2.0% | 1    | 1.9%  | 2         | 2.9% | 3          | 0.0% | 0  |
| Remove the beggars / homeless people              | 1.3%  | 2    | 0.0%  | 0      | 1.7% | 2       | 1.9%  | 1       | 0.0%  | 0    | 2.0%  | 1    | 4.0% | 2    | 0.0%  | 0         | 2.0% | 2          | 0.0% | 0  |
| (Don't know)                                      | 6.5%  | 10   | 5.3%  | 2      | 7.0% | 8       | 11.5% | 6       | 3.9%  | 2    | 4.0%  | 2    | 6.0% | 3    | 6.8%  | 7         | 7.8% | 8          | 3.9% | 2  |
| Base:   |       | 153  |       | 38     |      | 115     |       | 52      |       | 51   |       | 50   |      | 50   |       | 103       |      | 102        |      | 51 |

# St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q37 What do you think are the biggest weaknesses of (STUDY CENTRE) ? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Accessibility by cycling and by foot   | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 1.9%  | 1       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Accessibility by private car   | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 3.9%  | 2    | 0.0%  | 0    | 2.0%  | 1    | 1.0%  | 1         | 1.0%  | 1          | 2.0%  | 1  |
| Accessibility by bus   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Accessibility bus train  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Anti-social behaviour  | 12.4% | 19   | 7.9%  | 3      | 13.9% | 16      | 9.6%  | 5       | 11.8% | 6    | 16.0% | 8    | 16.0% | 8    | 10.7% | 11        | 14.7% | 15         | 7.8%  | 4  |
| Availability of car parking  | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 0.0%  | 0       | 5.9%  | 3    | 4.0%  | 2    | 8.0%  | 4    | 1.0%  | 1         | 4.9%  | 5          | 0.0%  | 0  |
| Choice / range of non-food shops   | 43.1% | 66   | 34.2% | 13     | 46.1% | 53      | 48.1% | 25      | 37.3% | 19   | 44.0% | 22   | 34.0% | 17   | 47.6% | 49        | 40.2% | 41         | 49.0% | 25 |
| Empty shops  | 39.2% | 60   | 39.5% | 15     | 39.1% | 45      | 28.8% | 15      | 51.0% | 26   | 38.0% | 19   | 44.0% | 22   | 36.9% | 38        | 38.2% | 39         | 41.2% | 21 |
| Lack of cultural facilities  | 3.9%  | 6    | 7.9%  | 3      | 2.6%  | 3       | 5.8%  | 3       | 5.9%  | 3    | 0.0%  | 0    | 8.0%  | 4    | 1.9%  | 2         | 3.9%  | 4          | 3.9%  | 2  |
| Lack of foodstore provision  | 6.5%  | 10   | 2.6%  | 1      | 7.8%  | 9       | 3.8%  | 2       | 3.9%  | 2    | 12.0% | 6    | 14.0% | 7    | 2.9%  | 3         | 5.9%  | 6          | 7.8%  | 4  |
| Lack of leisure facilities   | 9.2%  | 14   | 7.9%  | 3      | 9.6%  | 11      | 5.8%  | 3       | 15.7% | 8    | 6.0%  | 3    | 16.0% | 8    | 5.8%  | 6         | 7.8%  | 8          | 11.8% | 6  |
| Lack of market facilities  | 4.6%  | 7    | 7.9%  | 3      | 3.5%  | 4       | 0.0%  | 0       | 7.8%  | 4    | 6.0%  | 3    | 2.0%  | 1    | 5.8%  | 6         | 6.9%  | 7          | 0.0%  | 0  |
| Lack of non-retail provision (e.g. banks, estate agents etc)                     | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 4.0%  | 2    | 2.0%  | 1    | 1.0%  | 1         | 0.0%  | 0          | 3.9%  | 2  |
| Lack of public amenities   | 5.9%  | 9    | 10.5% | 4      | 4.3%  | 5       | 1.9%  | 1       | 9.8%  | 5    | 6.0%  | 3    | 10.0% | 5    | 3.9%  | 4         | 5.9%  | 6          | 5.9%  | 3  |
| Poor marketing of the town   | 3.9%  | 6    | 5.3%  | 2      | 3.5%  | 4       | 1.9%  | 1       | 3.9%  | 2    | 6.0%  | 3    | 6.0%  | 3    | 2.9%  | 3         | 5.9%  | 6          | 0.0%  | 0  |
| Price of car parking   | 5.9%  | 9    | 2.6%  | 1      | 7.0%  | 8       | 0.0%  | 0       | 7.8%  | 4    | 10.0% | 5    | 8.0%  | 4    | 4.9%  | 5         | 8.8%  | 9          | 0.0%  | 0  |
| Public information / events  | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Quantity of takeaways / charity 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  |
| Range food and beverage facilities (pubs / restaurants)                          | 1.3%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 1.9%  | 1       | 2.0%  | 1    | 0.0%  | 0    | 4.0%  | 2    | 0.0%  | 0         | 2.0%  | 2          | 0.0%  | 0  |
| Range of specialist / independent retailers                                      | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 3.8%  | 2       | 5.9%  | 3    | 4.0%  | 2    | 2.0%  | 1    | 5.8%  | 6         | 5.9%  | 6          | 2.0%  | 1  |
| Security / safety  | 2.0%  | 3    | 0.0%  | 0      | 2.6%  | 3       | 3.8%  | 2       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 2.9%  | 3         | 1.0%  | 1          | 3.9%  | 2  |
| Tourism facilities   | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 2.0%  | 1    | 2.0%  | 1    | 1.0%  | 1         | 2.0%  | 2          | 0.0%  | 0  |
| Town centre environment  | 12.4% | 19   | 5.3%  | 2      | 14.8% | 17      | 11.5% | 6       | 11.8% | 6    | 14.0% | 7    | 14.0% | 7    | 11.7% | 12        | 11.8% | 12         | 13.7% | 7  |
| Type / quality of retail provisions  | 6.5%  | 10   | 10.5% | 4      | 5.2%  | 6       | 3.8%  | 2       | 11.8% | 6    | 4.0%  | 2    | 10.0% | 5    | 4.9%  | 5         | 5.9%  | 6          | 7.8%  | 4  |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 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   | 5.9%  | 9    | 5.3%  | 2      | 6.1%  | 7       | 9.6%  | 5       | 3.9%  | 2    | 4.0%  | 2    | 4.0%  | 2    | 6.8%  | 7         | 5.9%  | 6          | 5.9%  | 3  |
| Lack of seating  | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Lack of shops  | 5.2%  | 8    | 15.8% | 6      | 1.7%  | 2       | 9.6%  | 5       | 3.9%  | 2    | 2.0%  | 1    | 6.0%  | 3    | 4.9%  | 5         | 2.0%  | 2          | 11.8% | 6  |
| Too many beggars / unsociable people   | 3.9%  | 6    | 0.0%  | 0      | 5.2%  | 6       | 1.9%  | 1       | 7.8%  | 4    | 2.0%  | 1    | 0.0%  | 0    | 5.8%  | 6         | 3.9%  | 4          | 3.9%  | 2  |
| Unclean  | 3.3%  | 5    | 2.6%  | 1      | 3.5%  | 4       | 0.0%  | 0       | 3.9%  | 2    | 6.0%  | 3    | 0.0%  | 0    | 4.9%  | 5         | 4.9%  | 5          | 0.0%  | 0  |
| (Don't know)   | 3.3%  | 5    | 5.3%  | 2      | 2.6%  | 3       | 5.8%  | 3       | 0.0%  | 0    | 4.0%  | 2    | 2.0%  | 1    | 3.9%  | 4         | 3.9%  | 4          | 2.0%  | 1  |
| Base:  |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |       |     |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|-------|-----|-------|----|
| <b>Q38 Do you intend to visit a market during your trip to the centre today? [MR]</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |       |    |
| Yes – Earlestown Market   | 12.4% | 19   | 2.6%   | 1       | 15.7%   | 18   | 13.5% | 7    | 9.8%      | 5          | 14.0% | 7  | 4.0%  | 2  | 16.5% | 17  | 2.0%  | 2   | 33.3% | 17 |
| Yes – St Marys Market   | 15.7% | 24   | 13.2%  | 5       | 16.5%   | 19   | 9.6%  | 5    | 15.7%     | 8          | 22.0% | 11 | 18.0% | 9  | 14.6% | 15  | 23.5% | 24  | 0.0%  | 0  |
| No  | 71.9% | 110  | 84.2%  | 32      | 67.8%   | 78   | 76.9% | 40   | 74.5%     | 38         | 64.0% | 32 | 78.0% | 39 | 68.9% | 71  | 74.5% | 76  | 66.7% | 34 |
| Base:   |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |       | 51 |

### Mean score [times per week]

#### Q39 How often do you visit Earlestown market?

|                            |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|----------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily                      | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Once a week or more        | 5.9%  | 9    | 2.6%  | 1    | 7.0%  | 8    | 3.8%  | 2    | 7.8%  | 4    | 6.0%  | 3    | 2.0%  | 1    | 7.8%  | 8    | 2.9%  | 3    | 11.8% | 6    |
| Less than once a week      | 3.9%  | 6    | 2.6%  | 1    | 4.3%  | 5    | 7.7%  | 4    | 2.0%  | 1    | 2.0%  | 1    | 4.0%  | 2    | 3.9%  | 4    | 0.0%  | 0    | 11.8% | 6    |
| Less than once a fortnight | 3.9%  | 6    | 2.6%  | 1    | 4.3%  | 5    | 1.9%  | 1    | 2.0%  | 1    | 8.0%  | 4    | 2.0%  | 1    | 4.9%  | 5    | 2.0%  | 2    | 7.8%  | 4    |
| Less than once a month     | 30.1% | 46   | 26.3% | 10   | 31.3% | 36   | 30.8% | 16   | 31.4% | 16   | 28.0% | 14   | 26.0% | 13   | 32.0% | 33   | 25.5% | 26   | 39.2% | 20   |
| First time today           | 0.7%  | 1    | 0.0%  | 0    | 0.9%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1    | 1.0%  | 1    | 0.0%  | 0    |
| Never                      | 55.6% | 85   | 65.8% | 25   | 52.2% | 60   | 55.8% | 29   | 56.9% | 29   | 54.0% | 27   | 66.0% | 33   | 50.5% | 52   | 68.6% | 70   | 29.4% | 15   |
| Mean:                      |       | 0.45 |       | 0.31 |       | 0.50 |       | 0.41 |       | 0.50 |       | 0.45 |       | 0.29 |       | 0.53 |       | 0.31 |       | 0.75 |
| Base:                      |       | 153  |       | 38   |       | 115  |       | 52   |       | 51   |       | 50   |       | 50   |       | 103  |       | 102  |       | 51   |

### Mean score [times per week]

#### Q40 How often do you visit St Marys Market?

|                            |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|----------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily                      | 2.6%  | 4    | 0.0%  | 0    | 3.5%  | 4    | 1.9%  | 1    | 2.0%  | 1    | 4.0%  | 2    | 0.0%  | 0    | 3.9%  | 4    | 3.9%  | 4    | 0.0%  | 0    |
| Once a week or more        | 12.4% | 19   | 7.9%  | 3    | 13.9% | 16   | 13.5% | 7    | 7.8%  | 4    | 16.0% | 8    | 10.0% | 5    | 13.6% | 14   | 16.7% | 17   | 3.9%  | 2    |
| Less than once a week      | 7.8%  | 12   | 10.5% | 4    | 7.0%  | 8    | 0.0%  | 0    | 7.8%  | 4    | 16.0% | 8    | 10.0% | 5    | 6.8%  | 7    | 11.8% | 12   | 0.0%  | 0    |
| Less than once a fortnight | 9.2%  | 14   | 10.5% | 4    | 8.7%  | 10   | 7.7%  | 4    | 9.8%  | 5    | 10.0% | 5    | 6.0%  | 3    | 10.7% | 11   | 9.8%  | 10   | 7.8%  | 4    |
| Less than once a month     | 29.4% | 45   | 36.8% | 14   | 27.0% | 31   | 32.7% | 17   | 25.5% | 13   | 30.0% | 15   | 30.0% | 15   | 29.1% | 30   | 28.4% | 29   | 31.4% | 16   |
| First time today           | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Never                      | 38.6% | 59   | 34.2% | 13   | 40.0% | 46   | 44.2% | 23   | 47.1% | 24   | 24.0% | 12   | 44.0% | 22   | 35.9% | 37   | 29.4% | 30   | 56.9% | 29   |
| Mean:                      |       | 0.86 |       | 0.62 |       | 0.94 |       | 0.82 |       | 0.65 |       | 1.11 |       | 0.61 |       | 0.98 |       | 1.09 |       | 0.39 |
| Base:                      |       | 153  |       | 38   |       | 115  |       | 52   |       | 51   |       | 50   |       | 50   |       | 103  |       | 102  |       | 51   |



# St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q41 What one thing do you particularly like about the market?</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| All on one level   | 5.2%  | 8    | 5.3%  | 2      | 5.2%  | 6       | 3.8%  | 2       | 5.9%  | 3    | 6.0%  | 3    | 2.0%  | 1    | 6.8%  | 7         | 6.9%  | 7          | 2.0%  | 1  |
| Availability of local produce  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Compact / easy to get around   | 2.6%  | 4    | 0.0%  | 0      | 3.5%  | 4       | 3.8%  | 2       | 0.0%  | 0    | 4.0%  | 2    | 2.0%  | 1    | 2.9%  | 3         | 2.0%  | 2          | 3.9%  | 2  |
| Ease of parking  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Easy to get to   | 3.9%  | 6    | 10.5% | 4      | 1.7%  | 2       | 5.8%  | 3       | 0.0%  | 0    | 6.0%  | 3    | 4.0%  | 2    | 3.9%  | 4         | 3.9%  | 4          | 3.9%  | 2  |
| Everything   | 2.6%  | 4    | 0.0%  | 0      | 3.5%  | 4       | 1.9%  | 1       | 2.0%  | 1    | 4.0%  | 2    | 2.0%  | 1    | 2.9%  | 3         | 1.0%  | 1          | 5.9%  | 3  |
| Freshness of food  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 0.0%  | 0       | 3.9%  | 2    | 4.0%  | 2    | 4.0%  | 2    | 1.9%  | 2         | 1.0%  | 1          | 5.9%  | 3  |
| Friendly atmosphere  | 4.6%  | 7    | 2.6%  | 1      | 5.2%  | 6       | 3.8%  | 2       | 2.0%  | 1    | 8.0%  | 4    | 6.0%  | 3    | 3.9%  | 4         | 4.9%  | 5          | 3.9%  | 2  |
| Good service   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| 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  |
| 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   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Quality of food  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Quality of non-food items  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Range of food  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0         | 0.0%  | 0          | 2.0%  | 1  |
| Range of non-food items  | 3.9%  | 6    | 2.6%  | 1      | 4.3%  | 5       | 7.7%  | 4       | 3.9%  | 2    | 0.0%  | 0    | 2.0%  | 1    | 4.9%  | 5         | 3.9%  | 4          | 3.9%  | 2  |
| Specialist ethnic 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  |
| The café   | 0.0%  | 0    | 0.0%  | 0      | 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 opportunity to support local businesses                          | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 4.0%  | 2    | 0.0%  | 0         | 2.0%  | 2          | 0.0%  | 0  |
| The variety  | 6.5%  | 10   | 2.6%  | 1      | 7.8%  | 9       | 13.5% | 7       | 2.0%  | 1    | 4.0%  | 2    | 4.0%  | 2    | 7.8%  | 8         | 3.9%  | 4          | 11.8% | 6  |
| Traditional values   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Value for money  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 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 day of the week the market is held                               | 0.0%  | 0    | 0.0%  | 0      | 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  | 54.2% | 83   | 55.3% | 21     | 53.9% | 62      | 46.2% | 24      | 66.7% | 34   | 50.0% | 25   | 58.0% | 29   | 52.4% | 54        | 55.9% | 57         | 51.0% | 26 |
| 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  |
| Lots of seating  | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 4.0%  | 2    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Not too busy   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Play area  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| (Don't know)   | 6.5%  | 10   | 10.5% | 4      | 5.2%  | 6       | 11.5% | 6       | 5.9%  | 3    | 2.0%  | 1    | 8.0%  | 4    | 5.8%  | 6         | 8.8%  | 9          | 2.0%  | 1  |
| Base:  |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q42 What else do you particularly like about the market? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| All on one level   | 9.8%  | 15   | 7.9%  | 3      | 10.4% | 12      | 1.9%  | 1       | 17.6% | 9    | 10.0% | 5    | 10.0% | 5    | 9.7%  | 10        | 11.8% | 12         | 5.9%  | 3  |
| Availability of local produce  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Compact / easy to get around   | 12.4% | 19   | 15.8% | 6      | 11.3% | 13      | 1.9%  | 1       | 19.6% | 10   | 16.0% | 8    | 14.0% | 7    | 11.7% | 12        | 15.7% | 16         | 5.9%  | 3  |
| Ease of parking  | 2.0%  | 3    | 2.6%  | 1      | 1.7%  | 2       | 0.0%  | 0       | 2.0%  | 1    | 4.0%  | 2    | 2.0%  | 1    | 1.9%  | 2         | 2.9%  | 3          | 0.0%  | 0  |
| Easy to get to   | 3.9%  | 6    | 5.3%  | 2      | 3.5%  | 4       | 1.9%  | 1       | 5.9%  | 3    | 4.0%  | 2    | 2.0%  | 1    | 4.9%  | 5         | 4.9%  | 5          | 2.0%  | 1  |
| Everything   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0         | 0.0%  | 0          | 2.0%  | 1  |
| Freshness of food  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 0.0%  | 0       | 5.9%  | 3    | 2.0%  | 1    | 0.0%  | 0    | 3.9%  | 4         | 2.0%  | 2          | 3.9%  | 2  |
| Friendly atmosphere  | 11.8% | 18   | 18.4% | 7      | 9.6%  | 11      | 5.8%  | 3       | 19.6% | 10   | 10.0% | 5    | 12.0% | 6    | 11.7% | 12        | 13.7% | 14         | 7.8%  | 4  |
| Good service   | 5.9%  | 9    | 7.9%  | 3      | 5.2%  | 6       | 1.9%  | 1       | 11.8% | 6    | 4.0%  | 2    | 4.0%  | 2    | 6.8%  | 7         | 6.9%  | 7          | 3.9%  | 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  |
| Presence of on-site security   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Proximity of bus station   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Quality of food  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 0.0%  | 0       | 3.9%  | 2    | 4.0%  | 2    | 0.0%  | 0    | 3.9%  | 4         | 1.0%  | 1          | 5.9%  | 3  |
| Quality of non-food items  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 1.9%  | 1       | 0.0%  | 0    | 6.0%  | 3    | 2.0%  | 1    | 2.9%  | 3         | 2.0%  | 2          | 3.9%  | 2  |
| Range of food  | 4.6%  | 7    | 7.9%  | 3      | 3.5%  | 4       | 3.8%  | 2       | 3.9%  | 2    | 6.0%  | 3    | 0.0%  | 0    | 6.8%  | 7         | 3.9%  | 4          | 5.9%  | 3  |
| Range of non-food items  | 3.9%  | 6    | 5.3%  | 2      | 3.5%  | 4       | 5.8%  | 3       | 2.0%  | 1    | 4.0%  | 2    | 2.0%  | 1    | 4.9%  | 5         | 2.9%  | 3          | 5.9%  | 3  |
| Specialist ethnic 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  |
| The café   | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 0.0%  | 0       | 5.9%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 2.9%  | 3         | 2.9%  | 3          | 0.0%  | 0  |
| The opportunity to support local businesses                          | 2.6%  | 4    | 7.9%  | 3      | 0.9%  | 1       | 0.0%  | 0       | 7.8%  | 4    | 0.0%  | 0    | 2.0%  | 1    | 2.9%  | 3         | 2.9%  | 3          | 2.0%  | 1  |
| The variety  | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Traditional values   | 3.3%  | 5    | 7.9%  | 3      | 1.7%  | 2       | 1.9%  | 1       | 5.9%  | 3    | 2.0%  | 1    | 4.0%  | 2    | 2.9%  | 3         | 3.9%  | 4          | 2.0%  | 1  |
| Value for money  | 5.9%  | 9    | 7.9%  | 3      | 5.2%  | 6       | 3.8%  | 2       | 11.8% | 6    | 2.0%  | 1    | 4.0%  | 2    | 6.8%  | 7         | 3.9%  | 4          | 9.8%  | 5  |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 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 day of the week the market is held                               | 0.0%  | 0    | 0.0%  | 0      | 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  | 64.7% | 99   | 52.6% | 20     | 68.7% | 79      | 69.2% | 36      | 58.8% | 30   | 66.0% | 33   | 68.0% | 34   | 63.1% | 65        | 61.8% | 63         | 70.6% | 36 |
| (Don't know)   | 6.5%  | 10   | 10.5% | 4      | 5.2%  | 6       | 11.5% | 6       | 5.9%  | 3    | 2.0%  | 1    | 8.0%  | 4    | 5.8%  | 6         | 8.8%  | 9          | 2.0%  | 1  |
| Base:  |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |       |     |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|-------|-----|-------|----|
| <b>Q42X Any mention at Q41 &amp; Q42 [MR]</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |       |    |
| All on one level                              | 15.0% | 23   | 13.2%  | 5       | 15.7%   | 18   | 5.8%  | 3    | 23.5%     | 12         | 16.0% | 8  | 12.0% | 6  | 16.5% | 17  | 18.6% | 19  | 7.8%  | 4  |
| Availability of local produce                 | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Compact / easy to get around                  | 15.0% | 23   | 15.8%  | 6       | 14.8%   | 17   | 5.8%  | 3    | 19.6%     | 10         | 20.0% | 10 | 16.0% | 8  | 14.6% | 15  | 17.6% | 18  | 9.8%  | 5  |
| Ease of parking                               | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 0.0%  | 0    | 2.0%      | 1          | 4.0%  | 2  | 2.0%  | 1  | 1.9%  | 2   | 2.9%  | 3   | 0.0%  | 0  |
| Easy to get to                                | 7.8%  | 12   | 15.8%  | 6       | 5.2%    | 6    | 7.7%  | 4    | 5.9%      | 3          | 10.0% | 5  | 6.0%  | 3  | 8.7%  | 9   | 8.8%  | 9   | 5.9%  | 3  |
| Everything                                    | 3.3%  | 5    | 2.6%   | 1       | 3.5%    | 4    | 1.9%  | 1    | 2.0%      | 1          | 6.0%  | 3  | 4.0%  | 2  | 2.9%  | 3   | 1.0%  | 1   | 7.8%  | 4  |
| Freshness of food                             | 5.2%  | 8    | 5.3%   | 2       | 5.2%    | 6    | 0.0%  | 0    | 9.8%      | 5          | 6.0%  | 3  | 4.0%  | 2  | 5.8%  | 6   | 2.9%  | 3   | 9.8%  | 5  |
| Friendly atmosphere                           | 15.0% | 23   | 21.1%  | 8       | 13.0%   | 15   | 9.6%  | 5    | 19.6%     | 10         | 16.0% | 8  | 16.0% | 8  | 14.6% | 15  | 16.7% | 17  | 11.8% | 6  |
| Good service                                  | 5.9%  | 9    | 7.9%   | 3       | 5.2%    | 6    | 1.9%  | 1    | 11.8%     | 6          | 4.0%  | 2  | 4.0%  | 2  | 6.8%  | 7   | 6.9%  | 7   | 3.9%  | 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  |
| Presence of on-site security                  | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Proximity of bus station                      | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Quality of food                               | 3.3%  | 5    | 2.6%   | 1       | 3.5%    | 4    | 1.9%  | 1    | 3.9%      | 2          | 4.0%  | 2  | 0.0%  | 0  | 4.9%  | 5   | 2.0%  | 2   | 5.9%  | 3  |
| Quality of non-food items                     | 3.3%  | 5    | 2.6%   | 1       | 3.5%    | 4    | 1.9%  | 1    | 0.0%      | 0          | 8.0%  | 4  | 2.0%  | 1  | 3.9%  | 4   | 2.0%  | 2   | 5.9%  | 3  |
| Range of food                                 | 5.2%  | 8    | 7.9%   | 3       | 4.3%    | 5    | 3.8%  | 2    | 3.9%      | 2          | 8.0%  | 4  | 2.0%  | 1  | 6.8%  | 7   | 3.9%  | 4   | 7.8%  | 4  |
| Range of non-food items                       | 7.8%  | 12   | 7.9%   | 3       | 7.8%    | 9    | 13.5% | 7    | 5.9%      | 3          | 4.0%  | 2  | 4.0%  | 2  | 9.7%  | 10  | 6.9%  | 7   | 9.8%  | 5  |
| Specialist ethnic 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  |
| The café                                      | 2.0%  | 3    | 5.3%   | 2       | 0.9%    | 1    | 0.0%  | 0    | 5.9%      | 3          | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3   | 2.9%  | 3   | 0.0%  | 0  |
| The opportunity to support local businesses   | 3.9%  | 6    | 10.5%  | 4       | 1.7%    | 2    | 0.0%  | 0    | 9.8%      | 5          | 2.0%  | 1  | 6.0%  | 3  | 2.9%  | 3   | 4.9%  | 5   | 2.0%  | 1  |
| The variety                                   | 7.2%  | 11   | 2.6%   | 1       | 8.7%    | 10   | 13.5% | 7    | 3.9%      | 2          | 4.0%  | 2  | 4.0%  | 2  | 8.7%  | 9   | 3.9%  | 4   | 13.7% | 7  |
| Traditional values                            | 3.9%  | 6    | 10.5%  | 4       | 1.7%    | 2    | 1.9%  | 1    | 7.8%      | 4          | 2.0%  | 1  | 6.0%  | 3  | 2.9%  | 3   | 4.9%  | 5   | 2.0%  | 1  |
| Value for money                               | 6.5%  | 10   | 7.9%   | 3       | 6.1%    | 7    | 3.8%  | 2    | 13.7%     | 7          | 2.0%  | 1  | 4.0%  | 2  | 7.8%  | 8   | 3.9%  | 4   | 11.8% | 6  |
| Other (PLEASE WRITE IN)                       | 0.0%  | 0    | 0.0%   | 0       | 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 day of the week the market is held        | 0.0%  | 0    | 0.0%   | 0       | 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 (Don't know)                          | 70.6% | 108  | 60.5%  | 23      | 73.9%   | 85   | 69.2% | 36   | 70.6%     | 36         | 72.0% | 36 | 74.0% | 37 | 68.9% | 71  | 70.6% | 72  | 70.6% | 36 |
| Cleanliness                                   | 6.5%  | 10   | 10.5%  | 4       | 5.2%    | 6    | 11.5% | 6    | 5.9%      | 3          | 2.0%  | 1  | 8.0%  | 4  | 5.8%  | 6   | 8.8%  | 9   | 2.0%  | 1  |
| Lots of seating                               | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Not too busy                                  | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 4.0%  | 2  | 0.0%  | 0  | 1.9%  | 2   | 2.0%  | 2   | 0.0%  | 0  |
| Play area                                     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Base:   |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |       |     |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|-------|-----|-------|----|
| <b>Q43 What one thing do you particularly dislike about the market?</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |       |    |
| Crime   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0   | 2.0%  | 1   |       |    |
| Difficult to find particular stalls                                     | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |       |    |
| Difficult to get around   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |       |    |
| Difficult to park nearby  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Empty stalls / stalls closing down                                      | 24.8% | 38   | 18.4%  | 7       | 27.0%   | 31   | 9.6%  | 5    | 25.5%     | 13         | 40.0% | 20 | 12.0% | 6  | 31.1% | 32  | 37.3% | 38  | 0.0%  | 0  |
| Inability to pay by credit card   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| It is not covered   | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| It is not heated  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Lack of cleanliness   | 2.0%  | 3    | 5.3%   | 2       | 0.9%    | 1    | 3.8%  | 2    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 1.9%  | 2   | 2.0%  | 2   | 2.0%  | 1  |
| Litter  | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 1.9%  | 1    | 0.0%      | 0          | 4.0%  | 2  | 4.0%  | 2  | 1.0%  | 1   | 2.0%  | 2   | 2.0%  | 1  |
| Not big enough  | 2.6%  | 4    | 5.3%   | 2       | 1.7%    | 2    | 0.0%  | 0    | 5.9%      | 3          | 2.0%  | 1  | 2.0%  | 1  | 2.9%  | 3   | 2.0%  | 2   | 3.9%  | 2  |
| Not enough stalls   | 11.1% | 17   | 10.5%  | 4       | 11.3%   | 13   | 7.7%  | 4    | 13.7%     | 7          | 12.0% | 6  | 12.0% | 6  | 10.7% | 11  | 13.7% | 14  | 5.9%  | 3  |
| Poor accessibility  | 0.0%  | 0    | 0.0%   | 0       | 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 facilities e.g. toilets, seating                                   | 1.3%  | 2    | 5.3%   | 2       | 0.0%    | 0    | 0.0%  | 0    | 3.9%      | 2          | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0  |
| Poor quality environment  | 2.0%  | 3    | 0.0%   | 0       | 2.6%    | 3    | 3.8%  | 2    | 0.0%      | 0          | 2.0%  | 1  | 4.0%  | 2  | 1.0%  | 1   | 2.9%  | 3   | 0.0%  | 0  |
| Poor quality of food  | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| Poor quality of non-food items  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| Poor range of food  | 0.0%  | 0    | 0.0%   | 0       | 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 service  | 0.0%  | 0    | 0.0%   | 0       | 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 value for money  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| The café  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Too many stalls selling the same goods                                  | 4.6%  | 7    | 5.3%   | 2       | 4.3%    | 5    | 9.6%  | 5    | 3.9%      | 2          | 0.0%  | 0  | 4.0%  | 2  | 4.9%  | 5   | 0.0%  | 0   | 13.7% | 7  |
| Too many young 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  |
| Too noisy   | 0.0%  | 0    | 0.0%   | 0       | 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 day of the week the market is held                                  | 3.9%  | 6    | 2.6%   | 1       | 4.3%    | 5    | 1.9%  | 1    | 3.9%      | 2          | 6.0%  | 3  | 4.0%  | 2  | 3.9%  | 4   | 5.9%  | 6   | 0.0%  | 0  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%   | 0       | 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   | 30.7% | 47   | 31.6%  | 12      | 30.4%   | 35   | 38.5% | 20   | 27.5%     | 14         | 26.0% | 13 | 36.0% | 18 | 28.2% | 29  | 16.7% | 17  | 58.8% | 30 |
| Lack of seating   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 1  |
| Not safe  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 1  |
| Rude people   | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 1  |
| Too crowded   | 2.0%  | 3    | 0.0%   | 0       | 2.6%    | 3    | 5.8%  | 3    | 0.0%      | 0          | 0.0%  | 0  | 2.0%  | 1  | 1.9%  | 2   | 0.0%  | 0   | 5.9%  | 3  |
| Too dark  | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0  |
| (Don't know)  | 6.5%  | 10   | 7.9%   | 3       | 6.1%    | 7    | 11.5% | 6    | 5.9%      | 3          | 2.0%  | 1  | 10.0% | 5  | 4.9%  | 5   | 9.8%  | 10  | 0.0%  | 0  |
| Base:   |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q44 What else do you particularly dislike about the market? [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Crime   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Difficult to find particular stalls                                     | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Difficult to get around   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 0.0%  | 0          | 2.0%  | 1  |
| Difficult to park nearby  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Empty stalls / stalls closing down                                      | 8.5%  | 13   | 7.9%  | 3      | 8.7%  | 10      | 3.8%  | 2       | 7.8%  | 4    | 14.0% | 7    | 8.0%  | 4    | 8.7%  | 9         | 12.7% | 13         | 0.0%  | 0  |
| Inability to pay by credit card   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| It is not covered   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| It is not heated  | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Lack of cleanliness   | 4.6%  | 7    | 0.0%  | 0      | 6.1%  | 7       | 1.9%  | 1       | 2.0%  | 1    | 10.0% | 5    | 2.0%  | 1    | 5.8%  | 6         | 5.9%  | 6          | 2.0%  | 1  |
| Litter  | 2.6%  | 4    | 2.6%  | 1      | 2.6%  | 3       | 1.9%  | 1       | 2.0%  | 1    | 4.0%  | 2    | 2.0%  | 1    | 2.9%  | 3         | 2.9%  | 3          | 2.0%  | 1  |
| Not big enough  | 5.9%  | 9    | 5.3%  | 2      | 6.1%  | 7       | 1.9%  | 1       | 13.7% | 7    | 2.0%  | 1    | 0.0%  | 0    | 8.7%  | 9         | 7.8%  | 8          | 2.0%  | 1  |
| Not enough stalls   | 7.2%  | 11   | 5.3%  | 2      | 7.8%  | 9       | 3.8%  | 2       | 13.7% | 7    | 4.0%  | 2    | 2.0%  | 1    | 9.7%  | 10        | 9.8%  | 10         | 2.0%  | 1  |
| Poor accessibility  | 0.0%  | 0    | 0.0%  | 0      | 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 facilities e.g. toilets, seating                                   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Poor quality environment  | 2.0%  | 3    | 2.6%  | 1      | 1.7%  | 2       | 1.9%  | 1       | 0.0%  | 0    | 4.0%  | 2    | 4.0%  | 2    | 1.0%  | 1         | 2.0%  | 2          | 2.0%  | 1  |
| Poor quality of food  | 2.0%  | 3    | 2.6%  | 1      | 1.7%  | 2       | 0.0%  | 0       | 2.0%  | 1    | 4.0%  | 2    | 0.0%  | 0    | 2.9%  | 3         | 2.0%  | 2          | 2.0%  | 1  |
| Poor quality of non-food items  | 4.6%  | 7    | 7.9%  | 3      | 3.5%  | 4       | 1.9%  | 1       | 7.8%  | 4    | 4.0%  | 2    | 6.0%  | 3    | 3.9%  | 4         | 5.9%  | 6          | 2.0%  | 1  |
| Poor range of food  | 0.0%  | 0    | 0.0%  | 0      | 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 service  | 0.0%  | 0    | 0.0%  | 0      | 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 value for money  | 2.0%  | 3    | 0.0%  | 0      | 2.6%  | 3       | 1.9%  | 1       | 0.0%  | 0    | 4.0%  | 2    | 0.0%  | 0    | 2.9%  | 3         | 2.0%  | 2          | 2.0%  | 1  |
| The café  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Too many stalls selling the same goods                                  | 7.8%  | 12   | 2.6%  | 1      | 9.6%  | 11      | 1.9%  | 1       | 7.8%  | 4    | 14.0% | 7    | 4.0%  | 2    | 9.7%  | 10        | 8.8%  | 9          | 5.9%  | 3  |
| Too many young children   | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Too noisy   | 0.0%  | 0    | 0.0%  | 0      | 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 day of the week the market is held                                  | 0.0%  | 0    | 0.0%  | 0      | 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 (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 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   | 56.9% | 87   | 57.9% | 22     | 56.5% | 65      | 65.4% | 34      | 54.9% | 28   | 50.0% | 25   | 62.0% | 31   | 54.4% | 56        | 45.1% | 46         | 80.4% | 41 |
| (Don't know)  | 8.5%  | 13   | 10.5% | 4      | 7.8%  | 9       | 13.5% | 7       | 5.9%  | 3    | 6.0%  | 3    | 12.0% | 6    | 6.8%  | 7         | 12.7% | 13         | 0.0%  | 0  |
| Base:   |       | 153  |       | 38     |       | 115     |       | 52      |       | 51   |       | 50   |       | 50   |       | 103       |       | 102        |       | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | St Helens |       | Earlestown |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|-----------|-------|------------|-------|----|
| <b>Q44X Any mention at Q43 &amp; Q44 [MR]</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |           |       |            |       |    |
| Crime   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Difficult to find particular stalls           | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Difficult to get around                       | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 0.0%  | 0          | 2.0%  | 1  |
| Difficult to park nearby                      | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Empty stalls / stalls closing down            | 32.7% | 50   | 26.3% | 10     | 34.8% | 40      | 13.5% | 7       | 33.3% | 17   | 52.0% | 26   | 20.0% | 10   | 38.8% | 40        | 49.0% | 50         | 0.0%  | 0  |
| Inability to pay by credit card               | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| It is not covered                             | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| It is not heated                              | 1.3%  | 2    | 2.6%  | 1      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 2.0%  | 1    | 0.0%  | 0    | 1.9%  | 2         | 2.0%  | 2          | 0.0%  | 0  |
| Lack of cleanliness                           | 6.5%  | 10   | 5.3%  | 2      | 7.0%  | 8       | 5.8%  | 3       | 3.9%  | 2    | 10.0% | 5    | 4.0%  | 2    | 7.8%  | 8         | 7.8%  | 8          | 3.9%  | 2  |
| Litter  | 4.6%  | 7    | 5.3%  | 2      | 4.3%  | 5       | 3.8%  | 2       | 2.0%  | 1    | 8.0%  | 4    | 6.0%  | 3    | 3.9%  | 4         | 4.9%  | 5          | 3.9%  | 2  |
| Not big enough                                | 8.5%  | 13   | 10.5% | 4      | 7.8%  | 9       | 1.9%  | 1       | 19.6% | 10   | 4.0%  | 2    | 2.0%  | 1    | 11.7% | 12        | 9.8%  | 10         | 5.9%  | 3  |
| Not enough stalls                             | 18.3% | 28   | 15.8% | 6      | 19.1% | 22      | 11.5% | 6       | 27.5% | 14   | 16.0% | 8    | 14.0% | 7    | 20.4% | 21        | 23.5% | 24         | 7.8%  | 4  |
| Poor accessibility                            | 0.0%  | 0    | 0.0%  | 0      | 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 facilities e.g. toilets, seating         | 2.0%  | 3    | 5.3%  | 2      | 0.9%  | 1       | 0.0%  | 0       | 5.9%  | 3    | 0.0%  | 0    | 4.0%  | 2    | 1.0%  | 1         | 2.9%  | 3          | 0.0%  | 0  |
| Poor quality environment                      | 3.9%  | 6    | 2.6%  | 1      | 4.3%  | 5       | 5.8%  | 3       | 0.0%  | 0    | 6.0%  | 3    | 8.0%  | 4    | 1.9%  | 2         | 4.9%  | 5          | 2.0%  | 1  |
| Poor quality of food                          | 2.6%  | 4    | 5.3%  | 2      | 1.7%  | 2       | 0.0%  | 0       | 3.9%  | 2    | 4.0%  | 2    | 2.0%  | 1    | 2.9%  | 3         | 2.9%  | 3          | 2.0%  | 1  |
| Poor quality of non-food items                | 5.2%  | 8    | 7.9%  | 3      | 4.3%  | 5       | 1.9%  | 1       | 7.8%  | 4    | 6.0%  | 3    | 6.0%  | 3    | 4.9%  | 5         | 6.9%  | 7          | 2.0%  | 1  |
| Poor range of food                            | 0.0%  | 0    | 0.0%  | 0      | 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 service                                  | 0.0%  | 0    | 0.0%  | 0      | 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 value for money                          | 2.6%  | 4    | 0.0%  | 0      | 3.5%  | 4       | 3.8%  | 2       | 0.0%  | 0    | 4.0%  | 2    | 0.0%  | 0    | 3.9%  | 4         | 2.9%  | 3          | 2.0%  | 1  |
| The café                                      | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0  |
| Too many stalls selling the same goods        | 12.4% | 19   | 7.9%  | 3      | 13.9% | 16      | 11.5% | 6       | 11.8% | 6    | 14.0% | 7    | 8.0%  | 4    | 14.6% | 15        | 8.8%  | 9          | 19.6% | 10 |
| Too many young children                       | 0.7%  | 1    | 2.6%  | 1      | 0.0%  | 0       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 1.0%  | 1          | 0.0%  | 0  |
| Too noisy                                     | 0.0%  | 0    | 0.0%  | 0      | 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 day of the week the market is held        | 3.9%  | 6    | 2.6%  | 1      | 4.3%  | 5       | 1.9%  | 1       | 3.9%  | 2    | 6.0%  | 3    | 4.0%  | 2    | 3.9%  | 4         | 5.9%  | 6          | 0.0%  | 0  |
| Other (PLEASE WRITE IN)                       | 0.0%  | 0    | 0.0%  | 0      | 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 (Don't know)                          | 56.9% | 87   | 57.9% | 22     | 56.5% | 65      | 65.4% | 34      | 54.9% | 28   | 50.0% | 25   | 62.0% | 31   | 54.4% | 56        | 45.1% | 46         | 80.4% | 41 |
| Lack of seating                               | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Not safe                                      | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0         | 0.0%  | 0          | 2.0%  | 1  |
| Rude people                                   | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 1.9%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1         | 0.0%  | 0          | 2.0%  | 1  |
| Too crowded                                   | 2.0%  | 3    | 0.0%  | 0      | 2.6%  | 3       | 5.8%  | 3       | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 1    | 1.9%  | 2         | 0.0%  | 0          | 5.9%  | 3  |
| Too dark                                      | 0.7%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 1.0%  | 1         | 1.0%  | 1          | 0.0%  | 0  |
| Base:   | 153   |      | 38    |        | 115   |         | 52    |         | 51    |      | 50    |      | 50    |      | 103   |           | 102   |            | 51    |    |

# St Helens & Earlestown In Centre Survey for WYG

|                        | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |       |     |        |    |
|------------------------|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|-------|-----|--------|----|
| <b>GEN Gender:</b>     |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |        |    |
| Male                   | 24.8% | 38   | 100.0% | 38      | 0.0%    | 0    | 30.8% | 16   | 29.4%     | 15         | 14.0% | 7  | 32.0% | 16 | 21.4% | 22  | 27.5% | 28  | 19.6%  | 10 |
| Female                 | 75.2% | 115  | 0.0%   | 0       | 100.0%  | 115  | 69.2% | 36   | 70.6%     | 36         | 86.0% | 43 | 68.0% | 34 | 78.6% | 81  | 72.5% | 74  | 80.4%  | 41 |
| Base:                  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |        | 51 |
| <b>AGE Age Group:</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |        |    |
| 18 - 24 years          | 13.1% | 20   | 15.8%  | 6       | 12.2%   | 14   | 38.5% | 20   | 0.0%      | 0          | 0.0%  | 0  | 8.0%  | 4  | 15.5% | 16  | 10.8% | 11  | 17.6%  | 9  |
| 25 - 34 years          | 20.9% | 32   | 26.3%  | 10      | 19.1%   | 22   | 61.5% | 32   | 0.0%      | 0          | 0.0%  | 0  | 18.0% | 9  | 22.3% | 23  | 16.7% | 17  | 29.4%  | 15 |
| 35 - 44 years          | 16.3% | 25   | 28.9%  | 11      | 12.2%   | 14   | 0.0%  | 0    | 49.0%     | 25         | 0.0%  | 0  | 20.0% | 10 | 14.6% | 15  | 15.7% | 16  | 17.6%  | 9  |
| 45 - 54 years          | 17.0% | 26   | 10.5%  | 4       | 19.1%   | 22   | 0.0%  | 0    | 51.0%     | 26         | 0.0%  | 0  | 22.0% | 11 | 14.6% | 15  | 17.6% | 18  | 15.7%  | 8  |
| 55 - 64 years          | 11.8% | 18   | 2.6%   | 1       | 14.8%   | 17   | 0.0%  | 0    | 0.0%      | 0          | 36.0% | 18 | 22.0% | 11 | 6.8%  | 7   | 14.7% | 15  | 5.9%   | 3  |
| 65+ years              | 20.9% | 32   | 15.8%  | 6       | 22.6%   | 26   | 0.0%  | 0    | 0.0%      | 0          | 64.0% | 32 | 10.0% | 5  | 26.2% | 27  | 24.5% | 25  | 13.7%  | 7  |
| Base:                  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |        | 51 |
| <b>SEG SEG:</b>        |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |        |    |
| AB                     | 11.1% | 17   | 10.5%  | 4       | 11.3%   | 13   | 5.8%  | 3    | 13.7%     | 7          | 14.0% | 7  | 34.0% | 17 | 0.0%  | 0   | 16.7% | 17  | 0.0%   | 0  |
| C1                     | 21.6% | 33   | 31.6%  | 12      | 18.3%   | 21   | 19.2% | 10   | 27.5%     | 14         | 18.0% | 9  | 66.0% | 33 | 0.0%  | 0   | 16.7% | 17  | 31.4%  | 16 |
| C2                     | 26.1% | 40   | 26.3%  | 10      | 26.1%   | 30   | 23.1% | 12   | 31.4%     | 16         | 24.0% | 12 | 0.0%  | 0  | 38.8% | 40  | 29.4% | 30  | 19.6%  | 10 |
| DE                     | 41.2% | 63   | 31.6%  | 12      | 44.3%   | 51   | 51.9% | 27   | 27.5%     | 14         | 44.0% | 22 | 0.0%  | 0  | 61.2% | 63  | 37.3% | 38  | 49.0%  | 25 |
| Base:                  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |        | 51 |
| <b>ETH Eth:</b>        |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |       |     |        |    |
| White                  | 98.0% | 150  | 97.4%  | 37      | 98.3%   | 113  | 98.1% | 51   | 98.0%     | 50         | 98.0% | 49 | 98.0% | 49 | 98.1% | 101 | 97.1% | 99  | 100.0% | 51 |
| Indian                 | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  |
| 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                | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 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       | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  |
| (Refused)              | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 2.0%  | 1  | 2.0%  | 1  | 1.9%  | 2   | 2.9%  | 3   | 0.0%   | 0  |
| Base:                  |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |       | 102 |        | 51 |

## St Helens & Earlestown In Centre Survey for WYG

|                  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |        |     |        |    |
|------------------|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|--------|-----|--------|----|
| <b>DAY Day:</b>  |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |        |     |        |    |
| Monday           | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%      | 0          |       |    |       |    |       |     |        |     |        |    |
| Tuesday          | 11.1% | 17   | 13.2%  | 5       | 10.4%   | 12   | 1.9%  | 1    | 17.6%     | 9          | 14.0% | 7  | 8.0%  | 4  | 12.6% | 13  | 16.7%  | 17  | 0.0%   | 0  |
| Wednesday        | 11.1% | 17   | 13.2%  | 5       | 10.4%   | 12   | 9.6%  | 5    | 15.7%     | 8          | 8.0%  | 4  | 6.0%  | 3  | 13.6% | 14  | 16.7%  | 17  | 0.0%   | 0  |
| Thursday         | 22.2% | 34   | 21.1%  | 8       | 22.6%   | 26   | 30.8% | 16   | 19.6%     | 10         | 16.0% | 8  | 18.0% | 9  | 24.3% | 25  | 16.7%  | 17  | 33.3%  | 17 |
| Friday           | 22.2% | 34   | 18.4%  | 7       | 23.5%   | 27   | 28.8% | 15   | 17.6%     | 9          | 20.0% | 10 | 22.0% | 11 | 22.3% | 23  | 16.7%  | 17  | 33.3%  | 17 |
| Saturday         | 33.3% | 51   | 34.2%  | 13      | 33.0%   | 38   | 28.8% | 15   | 29.4%     | 15         | 42.0% | 21 | 46.0% | 23 | 27.2% | 28  | 33.3%  | 34  | 33.3%  | 17 |
| Base:            |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |        | 102 |        | 51 |
| <b>TIME Time</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |        |     |        |    |
| 09.00 – 12.00    | 44.4% | 68   | 52.6%  | 20      | 41.7%   | 48   | 42.3% | 22   | 39.2%     | 20         | 52.0% | 26 | 46.0% | 23 | 43.7% | 45  | 49.0%  | 50  | 35.3%  | 18 |
| 12.01 – 14.00    | 36.6% | 56   | 28.9%  | 11      | 39.1%   | 45   | 46.2% | 24   | 35.3%     | 18         | 28.0% | 14 | 32.0% | 16 | 38.8% | 40  | 35.3%  | 36  | 39.2%  | 20 |
| 14.01 – 17.00    | 19.0% | 29   | 18.4%  | 7       | 19.1%   | 22   | 11.5% | 6    | 25.5%     | 13         | 20.0% | 10 | 22.0% | 11 | 17.5% | 18  | 15.7%  | 16  | 25.5%  | 13 |
| Base:            |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |        | 102 |        | 51 |
| <b>TOWN Town</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |        |     |        |    |
| St Helens        | 66.7% | 102  | 73.7%  | 28      | 64.3%   | 74   | 53.8% | 28   | 66.7%     | 34         | 80.0% | 40 | 68.0% | 34 | 66.0% | 68  | 100.0% | 102 | 0.0%   | 0  |
| Earlestown       | 33.3% | 51   | 26.3%  | 10      | 35.7%   | 41   | 46.2% | 24   | 33.3%     | 17         | 20.0% | 10 | 32.0% | 16 | 34.0% | 35  | 0.0%   | 0   | 100.0% | 51 |
| Base:            |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |        | 102 |        | 51 |



## St Helens & Earlestown In Centre Survey for WYG

|           | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | St Helens | Earlestown |       |    |       |    |       |     |      |     |       |    |
|-----------|-------|------|--------|---------|---------|------|-------|------|-----------|------------|-------|----|-------|----|-------|-----|------|-----|-------|----|
| <b>PC</b> |       |      |        |         |         |      |       |      |           |            |       |    |       |    |       |     |      |     |       |    |
| L11 5     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 2.0%  | 1  | 0.0%  | 0   | 1.0% | 1   | 0.0%  | 0  |
| L34 2     | 2.0%  | 3    | 2.6%   | 1       | 1.7%    | 2    | 0.0%  | 0    | 3.9%      | 2          | 2.0%  | 1  | 4.0%  | 2  | 1.0%  | 1   | 2.9% | 3   | 0.0%  | 0  |
| L34 5     | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.0% | 1   | 0.0%  | 0  |
| L35 0     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0% | 1   | 0.0%  | 0  |
| L35 2     | 0.7%  | 1    | 2.6%   | 1       | 0.0%    | 0    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0% | 1   | 0.0%  | 0  |
| L35 4     | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 2.0%  | 1  | 4.0%  | 2  | 0.0%  | 0   | 2.0% | 2   | 0.0%  | 0  |
| L35 5     | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 3.8%  | 2    | 0.0%      | 0          | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 2.0% | 2   | 0.0%  | 0  |
| L35 7     | 1.3%  | 2    | 2.6%   | 1       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 2.0%  | 1  | 4.0%  | 2  | 0.0%  | 0   | 2.0% | 2   | 0.0%  | 0  |
| L36 0     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 1.9%  | 1    | 0.0%      | 0          | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.0% | 1   | 0.0%  | 0  |
| WA10 1    | 2.6%  | 4    | 5.3%   | 2       | 1.7%    | 2    | 1.9%  | 1    | 3.9%      | 2          | 2.0%  | 1  | 2.0%  | 1  | 2.9%  | 3   | 3.9% | 4   | 0.0%  | 0  |
| WA10 2    | 6.5%  | 10   | 15.8%  | 6       | 3.5%    | 4    | 7.7%  | 4    | 3.9%      | 2          | 8.0%  | 4  | 6.0%  | 3  | 6.8%  | 7   | 9.8% | 10  | 0.0%  | 0  |
| WA10 3    | 3.9%  | 6    | 2.6%   | 1       | 4.3%    | 5    | 3.8%  | 2    | 5.9%      | 3          | 2.0%  | 1  | 6.0%  | 3  | 2.9%  | 3   | 5.9% | 6   | 0.0%  | 0  |
| WA10 4    | 3.3%  | 5    | 0.0%   | 0       | 4.3%    | 5    | 3.8%  | 2    | 0.0%      | 0          | 6.0%  | 3  | 2.0%  | 1  | 3.9%  | 4   | 4.9% | 5   | 0.0%  | 0  |
| WA10 5    | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 1.0% | 1   | 0.0%  | 0  |
| WA10 6    | 3.3%  | 5    | 5.3%   | 2       | 2.6%    | 3    | 3.8%  | 2    | 5.9%      | 3          | 0.0%  | 0  | 4.0%  | 2  | 2.9%  | 3   | 4.9% | 5   | 0.0%  | 0  |
| WA11 0    | 2.0%  | 3    | 5.3%   | 2       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 6.0%  | 3  | 2.0%  | 1  | 1.9%  | 2   | 2.9% | 3   | 0.0%  | 0  |
| WA11 7    | 2.0%  | 3    | 0.0%   | 0       | 2.6%    | 3    | 0.0%  | 0    | 2.0%      | 1          | 4.0%  | 2  | 2.0%  | 1  | 1.9%  | 2   | 2.9% | 3   | 0.0%  | 0  |
| WA11 9    | 3.9%  | 6    | 2.6%   | 1       | 4.3%    | 5    | 0.0%  | 0    | 5.9%      | 3          | 6.0%  | 3  | 2.0%  | 1  | 4.9%  | 5   | 4.9% | 5   | 2.0%  | 1  |
| WA12 0    | 3.9%  | 6    | 5.3%   | 2       | 3.5%    | 4    | 3.8%  | 2    | 3.9%      | 2          | 4.0%  | 2  | 6.0%  | 3  | 2.9%  | 3   | 1.0% | 1   | 9.8%  | 5  |
| WA12 8    | 8.5%  | 13   | 5.3%   | 2       | 9.6%    | 11   | 11.5% | 6    | 9.8%      | 5          | 4.0%  | 2  | 8.0%  | 4  | 8.7%  | 9   | 1.0% | 1   | 23.5% | 12 |
| WA12 9    | 17.0% | 26   | 13.2%  | 5       | 18.3%   | 21   | 30.8% | 16   | 11.8%     | 6          | 8.0%  | 4  | 14.0% | 7  | 18.4% | 19  | 0.0% | 0   | 51.0% | 26 |
| WA3 3     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0% | 0   | 2.0%  | 1  |
| WA8 5     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 0.0% | 0   | 2.0%  | 1  |
| WA9 1     | 3.9%  | 6    | 5.3%   | 2       | 3.5%    | 4    | 5.8%  | 3    | 3.9%      | 2          | 2.0%  | 1  | 2.0%  | 1  | 4.9%  | 5   | 5.9% | 6   | 0.0%  | 0  |
| WA9 2     | 4.6%  | 7    | 10.5%  | 4       | 2.6%    | 3    | 5.8%  | 3    | 5.9%      | 3          | 2.0%  | 1  | 0.0%  | 0  | 6.8%  | 7   | 6.9% | 7   | 0.0%  | 0  |
| WA9 3     | 6.5%  | 10   | 5.3%   | 2       | 7.0%    | 8    | 3.8%  | 2    | 9.8%      | 5          | 6.0%  | 3  | 2.0%  | 1  | 8.7%  | 9   | 9.8% | 10  | 0.0%  | 0  |
| WA9 4     | 5.9%  | 9    | 2.6%   | 1       | 7.0%    | 8    | 1.9%  | 1    | 5.9%      | 3          | 10.0% | 5  | 6.0%  | 3  | 5.8%  | 6   | 6.9% | 7   | 3.9%  | 2  |
| WA9 5     | 4.6%  | 7    | 2.6%   | 1       | 5.2%    | 6    | 1.9%  | 1    | 3.9%      | 2          | 8.0%  | 4  | 8.0%  | 4  | 2.9%  | 3   | 5.9% | 6   | 2.0%  | 1  |
| WN2 3     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 0.0%      | 0          | 2.0%  | 1  | 0.0%  | 0  | 1.0%  | 1   | 0.0% | 0   | 2.0%  | 1  |
| WN4 0     | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 2.0% | 2   | 0.0%  | 0  |
| WN5 7     | 2.6%  | 4    | 0.0%   | 0       | 3.5%    | 4    | 0.0%  | 0    | 0.0%      | 0          | 8.0%  | 4  | 4.0%  | 2  | 1.9%  | 2   | 3.9% | 4   | 0.0%  | 0  |
| WN5 8     | 1.3%  | 2    | 0.0%   | 0       | 1.7%    | 2    | 1.9%  | 1    | 2.0%      | 1          | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 1.0% | 1   | 2.0%  | 1  |
| WN8 0     | 0.7%  | 1    | 0.0%   | 0       | 0.9%    | 1    | 0.0%  | 0    | 2.0%      | 1          | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.0% | 1   | 0.0%  | 0  |
| Base:     |       | 153  |        | 38      |         | 115  |       | 52   |           | 51         |       | 50 |       | 50 |       | 103 |      | 102 |       | 51 |