

# High Street Survey Report

## Main results.

The survey is based on 2332 answers. These were collected across a range of sources including direct email, social media and existing databases in councils and Business Improvement Districts. Each collector was given a unique code. There were six codes used.

The results were collated over a 2 week period with over 50% of the results between April 17<sup>th</sup> and 20<sup>th</sup>.

Over the period of the survey the range of results in the surveys were consistent. This demonstrates that with each collector there were no large variations.

## Question 1

Respondents were asked to rank the answers with the factor they missed most at the top.

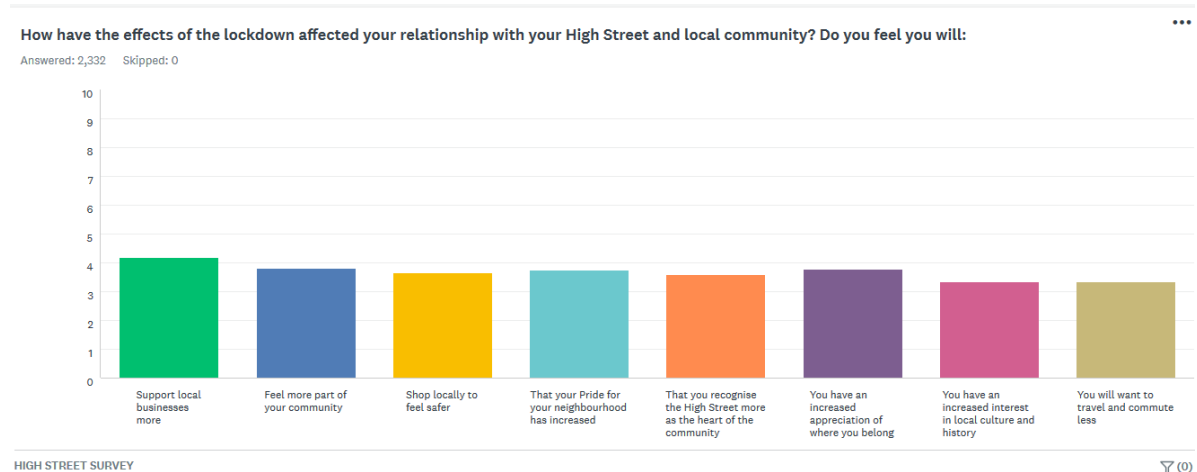


56% of respondents marked going out to a restaurant as what they missed most about not being able to visit the High Street.

The top three responses predicated seeing friends. If you include trips to the cinema then there is a 70% weight in favour of activities that include friends. This demonstrates that High Streets are perceived as social places. As retail destinations clothes and jewellery count for more than more essential products.

## Question 2

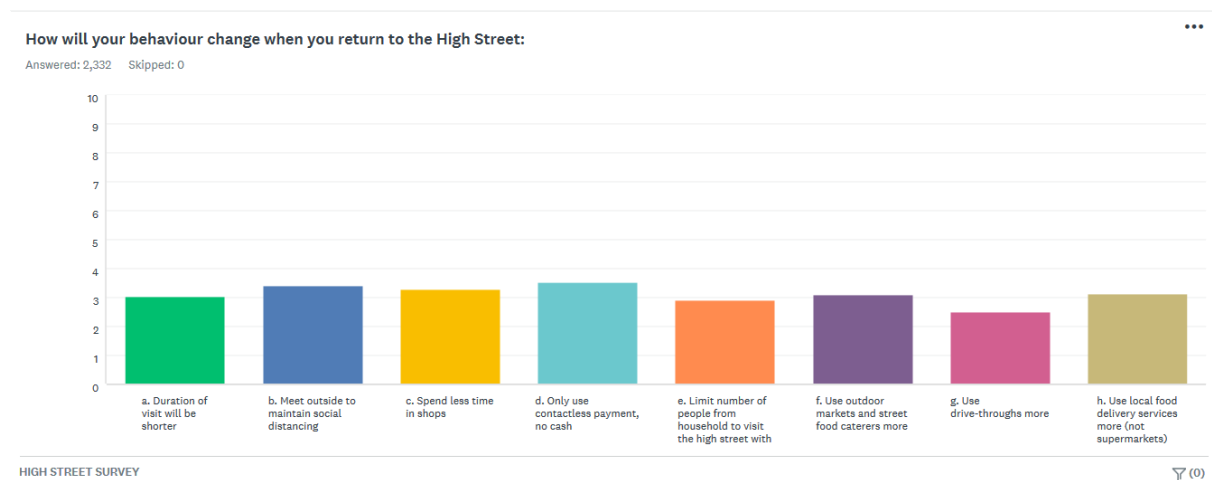
This is a behavioural question that looks at change of habits and asks respondents to rank their respondents as per the Likert scale. (Strongly disagree to strongly agree)



By ranking the responses then the public agree that an increase in support for local businesses will be the biggest change. As this is a Likert scale then ranking does not show the whole picture, more interesting is the general support for all the statements, some of the changes highlighted are more unusual. 68% of respondents feel more part of their community, 65% of respondents confirmed that pride in their community had increased and 66% an increased appreciation of where they live. This increase in place attachment is a core challenge to support communities. Just under 50% confirm they will travel less and 68% will shop locally to feel safer. In all an endorsement for local communities and high streets.

## Question 3

This questions delves further into people's behaviour, if as per question 2 there is an increase in support for a local High Street then how will people behave when they visit? The question was also asked using the Likert scale so not ranked.



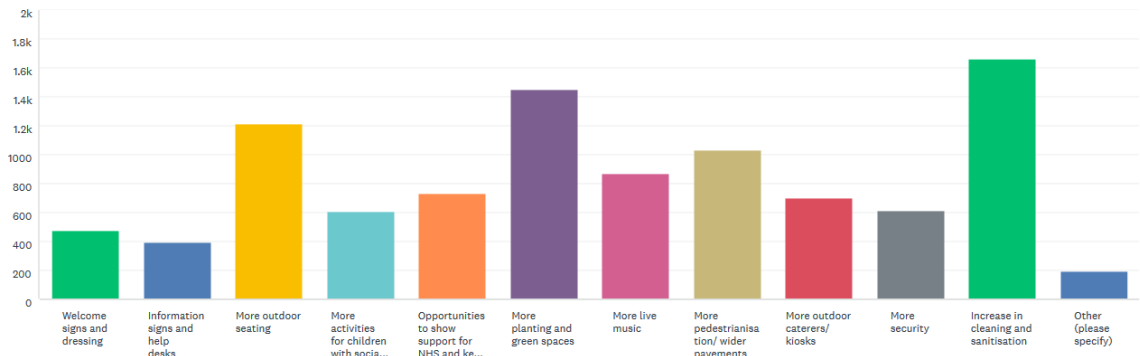
Looking at the data there is general support for all the statements. To evaluate how much support then the percentage of respondents who strongly agree with a statement sheds more light. Nearly 60% strongly agree that they will use more contactless payment, so less cash. 50% that they will spend less times in shops and 52% that they will meet outside to maintain social distancing. The sentiment for these statements is very high. Conversely only 18% strongly agree that they will use drive throughs more whilst 41% will use local delivery services more, shying away from supermarkets. So this gives a glimpse of a society trying to remain healthy and shows how important health is. (Maslow pyramid of needs).

#### Question 4

This question is more direct. It is asking what as place managers we should be looking at. This asked respondents to tick all the boxes that were relevant so gives a more comparative view.

What changes do you want to see on your High Street

Answered: 2,332 Skipped: 0

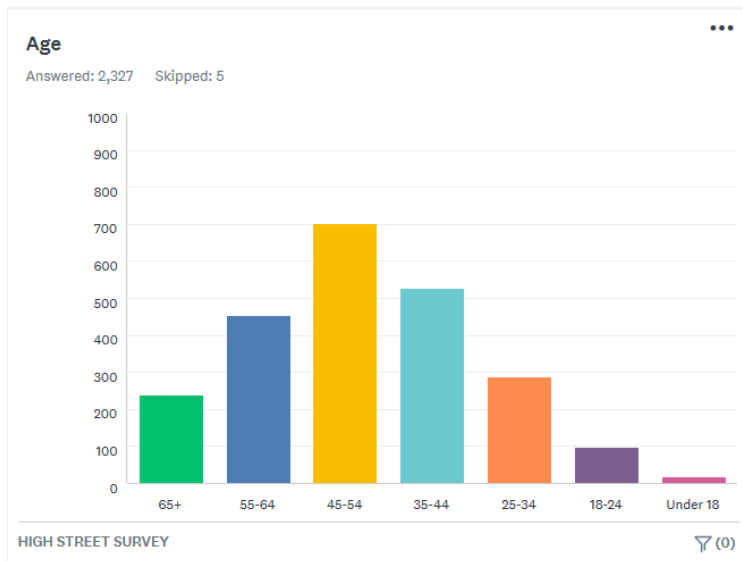


HIGH STREET SURVEY

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The answers follow the theme of Question 3 with health at the top of the agenda. 72% of respondents' ticked increase in cleaning whilst combined all respondents want more outdoor seating and more greening. Over third wanted more opportunities to show support for the NHS and the same wanted more outdoor kiosks. Conversely only 26% wanted more security and more activities for children (though this does change when looking at specific age groups).

## Question 5 - Age



The age summary is skewed towards the older age group but bar under 18's still represents all age groups. A follow up survey could concentrate more on a specific age group. Please see later for a comparisons between age groups.

## Summary

According to this data we have missed our friends more than the ability to shop. We have a greater affection for our local area and want to support local business more, but we are very concerned about health and will spend less time in shops but more time outside. To cater for this we want a cleaner, greener outdoor environment with more outdoor seating.

# Age analysis.

Comparing the data with specific age groups highlights a couple of interesting areas.

Looking at under 24, over 55 compared with the average shows the following results.

Under 24

Over 55

All ages



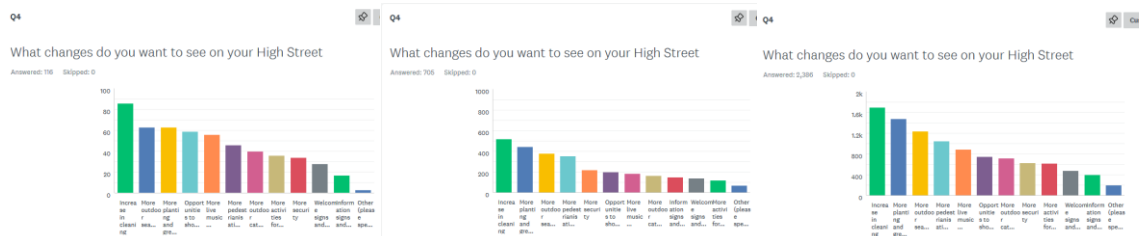
For the under 24 meeting friends proves more popular, whilst visiting the local market and trips to the hairdressers for the older age group takes more precedent.



These three sets of data are very consistent. Amongst the younger age group using drive throughs is more popular.



Similarly this data is consistent. The older age group relatively feel more part of their community and will shop locally more but by quite small margins.



Here there is a marked difference. Probably against expectation it is the younger age group that is demanding a cleaner environment, more outdoor seating and more greening. The older age group want more security and more pedestrianised zones.

If you want to download the images from the survey please see:

<https://www.surveymonkey.com/stories/SM-NQ8XHHP9/>

We can provide any tailored breakdown by location and more specific age group comparison. Please confirm. Below is a word cloud of the locations that took part. A big thank you to all the councils and BIDs that promoted the survey.



City Dressing will be publishing their response to the survey with a list of measures the company can provide. If you would like to receive this please confirm.

Finally if you want to conduct the survey in your local area please confirm and I will send a dedicated link.

Thank you for your support.

Jeremy

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