

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 1

**Q.1 Please can you tell me whether you are aware or unaware of proposals to redevelop Kirkby Town Centre?****Base: All respondents**

|                 | Gender |      |        | Age   |       |       |     | Work Status                  |                              |                     | Tenure                |                             |                                | SEG |     |     |     | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |
|-----------------|--------|------|--------|-------|-------|-------|-----|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----|-----|-----|-----|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|
|                 | Total  | Male | Female | 18-34 | 35-54 | 55-64 | 65+ | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB  | C1  | C2  | DE  | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other |
| Unweighted base | 503    | 222  | 281    | 146   | 185   | 58    | 114 | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114 | 80  | 88  | 202 | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |
| Weighted base   | 503    | 235  | 268    | 156   | 195   | 56    | 96  | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110 | 80  | 86  | 208 | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |
| Aware           | 424    | 199  | 225    | 129   | 166   | 48    | 81  | 193                          | 48                           | 183                 | 262                   | 134                         | 28                             | 94  | 68  | 74  | 178 | 424             | -            | 52              | 67   | 64              | 69             | 72               | 72                     | 28    |
|                 | 84%    | 84%  | 84%    | 83%   | 85%   | 85%   | 84% | 89%                          | 79%                          | 81%                 | 89%                   | 78%                         | 75%                            | 85% | 86% | 86% | 85% | 100%            | -            | 88%             | 92%  | 89%             | 88%            | 89%              | 94%                    | 45%   |
| Unaware         | 67     | 29   | 38     | 23    | 25    | 5     | 13  | 22                           | 10                           | 35                  | 29                    | 32                          | 6                              | 16  | 9   | 8   | 29  | -               | 67           | 7               | 5    | 4               | 10             | 8                | 5                      | 29    |
|                 | 13%    | 13%  | 14%    | 15%   | 13%   | 9%    | 14% | 10%                          | 16%                          | 16%                 | 10%                   | 18%                         | 17%                            | 14% | 11% | 9%  | 14% | -               | 100%         | 12%             | 7%   | 6%              | 12%            | 10%              | 6%                     | 47%   |
| Don't know      | 12     | 7    | 5      | 3     | 4     | 3     | 2   | 3                            | 3                            | 6                   | 2                     | 6                           | 3                              | 1   | 3   | 4   | 2   | -               | -            | -               | 1    | 4               | -              | 2                | -                      | 5     |
|                 | 2%     | 3%   | 2%     | 2%    | 2%    | 6%    | 2%  | 1%                           | 4%                           | 3%                  | 1%                    | 4%                          | 9%                             | 1%  | 3%  | 4%  | 1%  | -               | -            | -               | 1%   | 6%              | -              | 2%               | -                      | 8%    |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 2

**Q.2 Are you aware or unaware that the proposals include plans to...?****Base: All respondents**

|   | Gender |      |        | Age   |       |       |     | Work Status                  |                              |                     | Tenure                |                             |                                | SEG |     |     |     | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |  |
|---|--------|------|--------|-------|-------|-------|-----|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----|-----|-----|-----|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|--|
|   | Total  | Male | Female | 18-34 | 35-54 | 55-64 | 65+ | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB  | C1  | C2  | DE  | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other |  |
| Unweighted base   | 503    | 222  | 281    | 146   | 185   | 58    | 114 | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114 | 80  | 88  | 202 | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |  |
| Weighted base   | 503    | 235  | 268    | 156   | 195   | 56    | 96  | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110 | 80  | 86  | 208 | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |  |
| <b><u>Build a new stadium for Everton Football Club</u></b> |        |      |        |       |       |       |     |                              |                              |                     |                       |                             |                                |     |     |     |     |                 |              |                 |      |                 |                |                  |                        |       |  |
| Yes   | 482    | 228  | 255    | 151   | 191   | 53    | 87  | 214                          | 58                           | 210                 | 287                   | 158                         | 37                             | 109 | 79  | 82  | 197 | 421             | 53           | 57              | 68   | 72              | 75             | 80               | 76                     | 54    |  |
|   | 96%    | 97%  | 95%    | 97%   | 98%   | 95%   | 91% | 98%                          | 97%                          | 93%                 | 98%                   | 92%                         | 97%                            | 99% | 99% | 95% | 95% | 99%             | 79%          | 97%             | 93%  | 100%            | 95%            | 99%              | 100%                   | 87%   |  |
| No  | 19     | 7    | 13     | 5     | 3     | 3     | 9   | 3                            | 2                            | 14                  | 5                     | 13                          | 1                              | 1   | 1   | 3   | 11  | 3               | 14           | 2               | 5    | -               | 4              | 1                | -                      | 7     |  |
|   | 4%     | 3%   | 5%     | 3%    | 1%    | 5%    | 9%  | 1%                           | 3%                           | 6%                  | 2%                    | 8%                          | 3%                             | 1%  | 1%  | 3%  | 5%  | 1%              | 21%          | 3%              | 7%   | -               | 5%             | 1%               | -                      | 11%   |  |
| Don't know  | 1      | 1    | *      | -     | 1     | -     | *   | 1                            | -                            | *                   | 1                     | -                           | -                              | -   | -   | 1   | *   | *               | -            | -               | -    | -               | -              | -                | *                      | 1     |  |
|   | *      | *    | *      | -     | 1%    | -     | *   | *                            | -                            | *                   | *                     | -                           | -                              | -   | -   | 1%  | *   | *               | -            | -               | -    | -               | -              | -                | *                      | 2%    |  |
| <b><u>Build a new Tesco supermarket</u></b>                 |        |      |        |       |       |       |     |                              |                              |                     |                       |                             |                                |     |     |     |     |                 |              |                 |      |                 |                |                  |                        |       |  |
| Yes   | 449    | 209  | 239    | 136   | 174   | 52    | 86  | 201                          | 53                           | 194                 | 272                   | 144                         | 32                             | 104 | 70  | 71  | 191 | 412             | 31           | 57              | 67   | 71              | 70             | 78               | 76                     | 29    |  |
|   | 89%    | 89%  | 89%    | 87%   | 89%   | 94%   | 90% | 92%                          | 88%                          | 87%                 | 93%                   | 84%                         | 84%                            | 94% | 88% | 83% | 92% | 97%             | 46%          | 97%             | 92%  | 99%             | 89%            | 95%              | 100%                   | 47%   |  |
| No  | 52     | 25   | 27     | 20    | 20    | 2     | 10  | 16                           | 7                            | 29                  | 20                    | 26                          | 6                              | 7   | 10  | 13  | 18  | 12              | 36           | 2               | 6    | 1               | 9              | 4                | *                      | 30    |  |
|   | 10%    | 11%  | 10%    | 13%   | 10%   | 4%    | 10% | 7%                           | 12%                          | 13%                 | 7%                    | 15%                         | 16%                            | 6%  | 12% | 15% | 8%  | 3%              | 54%          | 3%              | 8%   | 1%              | 11%            | 5%               | *                      | 49%   |  |
| Don't know  | 2      | 1    | 1      | -     | 1     | 1     | -   | 1                            | -                            | 1                   | 1                     | 1                           | -                              | -   | -   | 1   | -   | -               | -            | -               | -    | -               | -              | -                | -                      | 2     |  |
|   | *      | *    | *      | -     | 1%    | 2%    | -   | *                            | -                            | 1%                  | *                     | 1%                          | -                              | -   | -   | 1%  | -   | -               | -            | -               | -    | -               | -              | -                | -                      | 4%    |  |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 3

**Q.3 As far as you are concerned, would you support or oppose proposals to build a new stadium for Everton Football Club in Kirkby Town Centre?**

**Base: All respondents**

|                            | Gender   |      |        | Age   |       |       |      | Work Status                  |                              |                     | Tenure                |                             |                                | SEG  |      |      |      | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |
|----------------------------|----------|------|--------|-------|-------|-------|------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|------|------|------|------|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|
|                            | Total    | Male | Female | 18-34 | 35-54 | 55-64 | 65+  | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB   | C1   | C2   | DE   | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cent-<br>ral | Other |
| Unweighted base            | 503      | 222  | 281    | 146   | 185   | 58    | 114  | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114  | 80   | 88   | 202  | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |
| Weighted base              | 503      | 235  | 268    | 156   | 195   | 56    | 96   | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110  | 80   | 86   | 208  | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |
| NET: Support               | 254      | 122  | 132    | 82    | 95    | 31    | 45   | 104                          | 33                           | 118                 | 138                   | 93                          | 23                             | 54   | 44   | 44   | 105  | 212             | 36           | 29              | 35   | 32              | 43             | 32               | 48                     | 35    |
|                            | 51%      | 52%  | 49%    | 53%   | 49%   | 56%   | 47%  | 48%                          | 54%                          | 52%                 | 47%                   | 54%                         | 61%                            | 49%  | 55%  | 52%  | 50%  | 50%             | 54%          | 50%             | 48%  | 45%             | 55%            | 39%              | 62%                    | 56%   |
| Strongly support           | (+2) 196 | 98   | 98     | 61    | 74    | 26    | 35   | 79                           | 26                           | 91                  | 103                   | 75                          | 18                             | 44   | 30   | 33   | 84   | 167             | 25           | 20              | 29   | 25              | 35             | 24               | 38                     | 25    |
|                            | 39%      | 42%  | 36%    | 39%   | 38%   | 46%   | 36%  | 36%                          | 43%                          | 40%                 | 35%                   | 44%                         | 48%                            | 40%  | 38%  | 39%  | 40%  | 39%             | 38%          | 34%             | 39%  | 34%             | 44%            | 29%              | 50%                    | 40%   |
| Tend to support            | (+1) 58  | 24   | 34     | 21    | 21    | 6     | 11   | 25                           | 7                            | 27                  | 35                    | 18                          | 5                              | 11   | 14   | 11   | 21   | 45              | 11           | 9               | 6    | 7               | 8              | 8                | 9                      | 10    |
|                            | 12%      | 10%  | 13%    | 14%   | 11%   | 10%   | 11%  | 11%                          | 11%                          | 12%                 | 12%                   | 11%                         | 13%                            | 10%  | 18%  | 13%  | 10%  | 11%             | 16%          | 15%             | 9%   | 10%             | 10%            | 10%              | 12%                    | 16%   |
| Neither support nor oppose | (0) 74   | 35   | 39     | 22    | 34    | 9     | 9    | 35                           | 12                           | 27                  | 44                    | 25                          | 5                              | 19   | 9    | 13   | 28   | 52              | 19           | 10              | 9    | 2               | 15             | 13               | 7                      | 17    |
|                            | 15%      | 15%  | 14%    | 14%   | 18%   | 16%   | 9%   | 16%                          | 19%                          | 12%                 | 15%                   | 15%                         | 14%                            | 17%  | 12%  | 15%  | 13%  | 12%             | 29%          | 18%             | 13%  | 3%              | 19%            | 16%              | 9%                     | 27%   |
| Tend to oppose             | (-1) 18  | 5    | 13     | 10    | 4     | 1     | 3    | 8                            | 3                            | 6                   | 12                    | 5                           | 1                              | 3    | 6    | 3    | 5    | 12              | 4            | 1               | 5    | 1               | 2              | 3                | 2                      | 5     |
|                            | 4%       | 2%   | 5%     | 6%    | 2%    | 1%    | 3%   | 4%                           | 5%                           | 3%                  | 4%                    | 3%                          | 2%                             | 3%   | 8%   | 4%   | 2%   | 3%              | 6%           | 2%              | 6%   | 1%              | 2%             | 3%               | 3%                     | 7%    |
| Strongly oppose            | (-2) 147 | 71   | 76     | 42    | 57    | 13    | 35   | 67                           | 11                           | 68                  | 93                    | 45                          | 9                              | 32   | 20   | 25   | 63   | 138             | 8            | 18              | 21   | 37              | 17             | 29               | 19                     | 5     |
|                            | 29%      | 30%  | 28%    | 27%   | 29%   | 23%   | 36%  | 31%                          | 18%                          | 30%                 | 32%                   | 26%                         | 23%                            | 29%  | 25%  | 29%  | 30%  | 33%             | 12%          | 31%             | 28%  | 52%             | 22%            | 36%              | 25%                    | 8%    |
| NET: Oppose                | 165      | 76   | 89     | 52    | 62    | 14    | 38   | 76                           | 14                           | 75                  | 105                   | 50                          | 9                              | 35   | 27   | 28   | 68   | 150             | 12           | 19              | 25   | 38              | 19             | 32               | 21                     | 10    |
|                            | 33%      | 32%  | 33%    | 33%   | 32%   | 24%   | 39%  | 35%                          | 23%                          | 33%                 | 36%                   | 29%                         | 25%                            | 32%  | 33%  | 33%  | 33%  | 35%             | 18%          | 32%             | 35%  | 52%             | 24%            | 39%              | 28%                    | 16%   |
| Don't know                 | 10       | 2    | 8      | -     | 4     | 2     | 4    | 3                            | 2                            | 5                   | 7                     | 3                           | -                              | 2    | -    | -    | 7    | 10              | -            | -               | 3    | -               | 1              | 4                | *                      | 1     |
|                            | 2%       | 1%   | 3%     | -     | 2%    | 4%    | 4%   | 1%                           | 4%                           | 2%                  | 3%                    | 2%                          | -                              | 2%   | -    | -    | 3%   | 2%              | -            | -               | 4%   | -               | 2%             | 5%               | *                      | 1%    |
| Mean                       | 0.28     | 0.32 | 0.25   | 0.32  | 0.26  | 0.57  | 0.08 | 0.18                         | 0.59                         | 0.30                | 0.15                  | 0.43                        | 0.61                           | 0.29 | 0.34 | 0.28 | 0.28 | 0.22            | 0.62         | 0.21            | 0.25 | -0.25           | 0.53           | -0.07            | 0.60                   | 0.73  |
| Standard error             | 0.08     | 0.12 | 0.10   | 0.14  | 0.13  | 0.22  | 0.17 | 0.12                         | 0.20                         | 0.12                | 0.09                  | 0.16                        | 0.23                           | 0.16 | 0.18 | 0.18 | 0.12 | 0.09            | 0.17         | 0.23            | 0.22 | 0.23            | 0.18           | 0.20             | 0.17                   | 0.17  |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents/row percents

Table 4

**Q.3 As far as you are concerned, would you support or oppose proposals to build a new stadium for Everton Football Club in Kirkby Town Centre?**

**Base: All respondents**

|                               |                 | Q.4 Would you support or oppose proposals to build a new Tesco supermarket in Kirkby Town Centre? |                   |                  |                               |                 |                  |                  |                 |
|-------------------------------|-----------------|---|-------------------|------------------|-------------------------------|-----------------|------------------|------------------|-----------------|
|                               |                 | NET: Support  | Strongly support  | Tend to support  | Neither support<br>nor oppose | Tend to oppose  | Strongly oppose  | NET: Oppose      | Don't know      |
| Unweighted base               | 503             | 382<br>76%  | 293<br>58%        | 89<br>18%        | 47<br>9%                      | 12<br>2%        | 59<br>12%        | 71<br>14%        | 3<br>1%         |
| Weighted base                 | 503             | 379<br>75%  | 292<br>58%        | 87<br>17%        | 51<br>10%                     | 13<br>3%        | 57<br>11%        | 71<br>14%        | 2<br>*          |
| NET: Support                  | 254<br>51%      | 241<br>64%<br>95%   | 209<br>72%<br>82% | 32<br>37%<br>13% | 7<br>15%<br>3%                | 2<br>18%<br>1%  | 3<br>5%<br>1%    | 5<br>7%<br>2%    | -<br>-<br>-     |
| Strongly support              | (+2) 196<br>39% | 189<br>50%<br>96%   | 177<br>61%<br>91% | 11<br>13%<br>6%  | 3<br>6%<br>2%                 | 1<br>9%<br>1%   | 3<br>5%<br>1%    | 4<br>6%<br>2%    | -<br>-<br>-     |
| Tend to support               | (+1) 58<br>12%  | 53<br>14%<br>90%  | 32<br>11%<br>54%  | 21<br>24%<br>36% | 4<br>9%<br>8%                 | 1<br>8%<br>2%   | -<br>-<br>-      | 1<br>2%<br>2%    | -<br>-<br>-     |
| Neither support nor<br>oppose | (0) 74<br>15%   | 45<br>12%<br>61%  | 26<br>9%<br>36%   | 19<br>22%<br>25% | 25<br>49%<br>34%              | 2<br>11%<br>2%  | 1<br>3%<br>2%    | 3<br>4%<br>4%    | 1<br>27%<br>1%  |
| Tend to oppose                | (-1) 18<br>4%   | 12<br>3%<br>67%   | 9<br>3%<br>49%    | 3<br>4%<br>17%   | 4<br>8%<br>24%                | 1<br>7%<br>5%   | 1<br>1%<br>4%    | 2<br>2%<br>9%    | -<br>-<br>-     |
| Strongly oppose               | (-2) 147<br>29% | 74<br>20%<br>50%  | 44<br>15%<br>30%  | 30<br>35%<br>21% | 14<br>28%<br>10%              | 7<br>55%<br>5%  | 51<br>90%<br>35% | 59<br>83%<br>40% | -<br>-<br>-     |
| NET: Oppose                   | 165<br>33%      | 86<br>23%<br>52%  | 53<br>18%<br>32%  | 33<br>38%<br>20% | 18<br>36%<br>11%              | 8<br>62%<br>5%  | 52<br>91%<br>32% | 60<br>85%<br>37% | -<br>-<br>-     |
| Don't know                    | 10<br>2%        | 7<br>2%<br>65%  | 4<br>1%<br>39%    | 3<br>3%<br>25%   | -<br>-<br>-                   | 1<br>10%<br>12% | 1<br>2%<br>9%    | 2<br>3%<br>21%   | 1<br>73%<br>14% |
| Mean                          | 0.28            | 0.73  | 1.01              | -0.24            | -0.43                         | -0.99           | -1.74            | -1.61            | 0.00            |
| Standard error                | 0.08            | 0.08  | 0.09              | 0.16             | 0.17                          | 0.45            | 0.12             | 0.13             | -               |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 5

**Q.4 Would you support or oppose proposals to build a new Tesco supermarket in Kirkby Town Centre?****Base: All respondents**

|                            | Gender   |      |        | Age   |       |       |      | Work Status                  |                              |                     | Tenure                |                             |                                | SEG  |      |      |      | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |
|----------------------------|----------|------|--------|-------|-------|-------|------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|------|------|------|------|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|
|                            | Total    | Male | Female | 18-34 | 35-54 | 55-64 | 65+  | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB   | C1   | C2   | DE   | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cent-<br>ral | Other |
| Unweighted base            | 503      | 222  | 281    | 146   | 185   | 58    | 114  | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114  | 80   | 88   | 202  | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |
| Weighted base              | 503      | 235  | 268    | 156   | 195   | 56    | 96   | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110  | 80   | 86   | 208  | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |
| NET: Support               | 379      | 170  | 209    | 119   | 148   | 47    | 66   | 168                          | 47                           | 164                 | 216                   | 130                         | 33                             | 80   | 59   | 71   | 160  | 324             | 47           | 43              | 60   | 54              | 62             | 57               | 58                     | 45    |
|                            | 75%      | 72%  | 78%    | 76%   | 76%   | 84%   | 68%  | 77%                          | 78%                          | 73%                 | 74%                   | 76%                         | 87%                            | 73%  | 74%  | 83%  | 77%  | 76%             | 70%          | 72%             | 82%  | 76%             | 79%            | 69%              | 76%                    | 73%   |
| Strongly support           | (+2) 292 | 127  | 165    | 84    | 116   | 40    | 52   | 122                          | 36                           | 134                 | 159                   | 106                         | 27                             | 58   | 49   | 48   | 129  | 255             | 29           | 30              | 49   | 42              | 57             | 37               | 48                     | 28    |
|                            | 58%      | 54%  | 62%    | 54%   | 59%   | 71%   | 54%  | 56%                          | 60%                          | 60%                 | 54%                   | 62%                         | 71%                            | 53%  | 61%  | 56%  | 62%  | 60%             | 44%          | 51%             | 67%  | 59%             | 73%            | 46%              | 63%                    | 45%   |
| Tend to support            | (+1) 87  | 42   | 45     | 34    | 32    | 7     | 14   | 46                           | 11                           | 30                  | 57                    | 24                          | 6                              | 22   | 11   | 22   | 31   | 69              | 18           | 12              | 11   | 12              | 5              | 19               | 10                     | 17    |
|                            | 17%      | 18%  | 17%    | 22%   | 16%   | 13%   | 14%  | 21%                          | 18%                          | 14%                 | 20%                   | 14%                         | 16%                            | 20%  | 13%  | 26%  | 15%  | 16%             | 26%          | 21%             | 15%  | 17%             | 6%             | 24%              | 13%                    | 28%   |
| Neither support nor oppose | (0) 51   | 33   | 18     | 18    | 22    | 4     | 8    | 25                           | 6                            | 21                  | 31                    | 19                          | 1                              | 14   | 11   | 9    | 13   | 36              | 13           | 10              | 3    | 4               | 7              | 9                | 7                      | 12    |
|                            | 10%      | 14%  | 7%     | 11%   | 11%   | 6%    | 8%   | 11%                          | 9%                           | 9%                  | 11%                   | 11%                         | 4%                             | 13%  | 14%  | 10%  | 6%   | 9%              | 20%          | 17%             | 4%   | 5%              | 9%             | 11%              | 9%                     | 19%   |
| Tend to oppose             | (-1) 13  | 7    | 7      | 5     | 5     | 1     | 3    | 5                            | -                            | 8                   | 8                     | 5                           | -                              | 2    | 2    | 1    | 7    | 12              | 1            | 2               | 2    | 2               | 3              | 1                | 1                      | 2     |
|                            | 3%       | 3%   | 3%     | 3%    | 2%    | 1%    | 3%   | 2%                           | -                            | 4%                  | 3%                    | 3%                          | -                              | 2%   | 3%   | 1%   | 3%   | 3%              | 1%           | 3%              | 3%   | 3%              | 4%             | 1%               | 1%                     | 3%    |
| Strongly oppose            | (-2) 57  | 26   | 31     | 14    | 20    | 4     | 19   | 21                           | 8                            | 29                  | 36                    | 18                          | 3                              | 13   | 7    | 5    | 26   | 50              | 6            | 5               | 7    | 12              | 7              | 14               | 10                     | 3     |
|                            | 11%      | 11%  | 12%    | 9%    | 10%   | 7%    | 20%  | 9%                           | 13%                          | 13%                 | 12%                   | 10%                         | 9%                             | 12%  | 9%   | 6%   | 13%  | 12%             | 9%           | 8%              | 10%  | 16%             | 8%             | 18%              | 13%                    | 5%    |
| NET: Oppose                | 71       | 32   | 38     | 20    | 25    | 4     | 22   | 26                           | 8                            | 37                  | 44                    | 23                          | 3                              | 15   | 9    | 6    | 33   | 62              | 7            | 6               | 9    | 14              | 10             | 16               | 11                     | 5     |
|                            | 14%      | 14%  | 14%    | 13%   | 13%   | 8%    | 23%  | 12%                          | 13%                          | 17%                 | 15%                   | 13%                         | 9%                             | 14%  | 12%  | 7%   | 16%  | 15%             | 10%          | 11%             | 12%  | 19%             | 13%            | 19%              | 14%                    | 8%    |
| Don't know                 | 2        | -    | 2      | -     | -     | 1     | 1    | -                            | -                            | 2                   | 2                     | -                           | -                              | -    | -    | -    | 1    | 2               | -            | 1               | 1    | -               | -              | -                | *                      | -     |
|                            | *        | -    | 1%     | -     | -     | 2%    | 1%   | -                            | -                            | 1%                  | 1%                    | -                           | -                              | -    | -    | -    | 1%   | *               | -            | 1%              | 1%   | -               | -              | -                | *                      | -     |
| Mean                       | 1.08     | 1.02 | 1.15   | 1.08  | 1.12  | 1.43  | 0.81 | 1.11                         | 1.13                         | 1.04                | 1.01                  | 1.14                        | 1.40                           | 1.00 | 1.14 | 1.26 | 1.11 | 1.10            | 0.95         | 1.06            | 1.29 | 0.99            | 1.31           | 0.79             | 1.13                   | 1.04  |
| Standard error             | 0.06     | 0.09 | 0.08   | 0.11  | 0.10  | 0.15  | 0.15 | 0.09                         | 0.17                         | 0.10                | 0.08                  | 0.12                        | 0.17                           | 0.13 | 0.15 | 0.12 | 0.10 | 0.07            | 0.16         | 0.17            | 0.16 | 0.18            | 0.14           | 0.17             | 0.14                   | 0.14  |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 6  
Q.3/4 Summary of Support  
Base: All respondents

|   | Gender     |            | Age        |           |           |           | Work Status |                              |                              | Tenure              |                       |                             | SEG                            |           |           |           | Aware Proposals |            | Ward         |                 |           |                 |                |                  |                        |           |
|---|------------|------------|------------|-----------|-----------|-----------|-------------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|-----------|-----------|-----------------|------------|--------------|-----------------|-----------|-----------------|----------------|------------------|------------------------|-----------|
|   | Total      | Male       | Female     | 18-34     | 35-54     | 55-64     | 65+         | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB        | C1        | C2        | DE              | Aware      | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other     |
| Unweighted base                                   | 503        | 222        | 281        | 146       | 185       | 58        | 114         | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80        | 88        | 202             | 432        | 61           | 54              | 66        | 67              | 80             | 75               | 99                     | 62        |
| Weighted base                                     | 503        | 235        | 268        | 156       | 195       | 56        | 96          | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80        | 86        | 208             | 424        | 67           | 59              | 73        | 72              | 79             | 82               | 77                     | 62        |
| Support stadium AND<br>Tesco superstore           | 241<br>48% | 113<br>48% | 129<br>48% | 79<br>51% | 89<br>46% | 31<br>56% | 42<br>44%   | 101<br>46%                   | 32<br>53%                    | 109<br>49%          | 133<br>45%            | 86<br>50%                   | 23<br>61%                      | 53<br>48% | 40<br>50% | 43<br>50% | 100<br>48%      | 205<br>48% | 30<br>45%    | 27<br>46%       | 35<br>48% | 32<br>45%       | 39<br>50%      | 32<br>39%        | 47<br>61%              | 29<br>47% |
| Support stadium but<br>oppose Tesco superstore    | 5<br>1%    | 4<br>2%    | 1<br>*     | 1<br>1%   | 3<br>1%   | -<br>-    | 1<br>1%     | 2<br>1%                      | -<br>-                       | 3<br>1%             | 2<br>1%               | 3<br>2%                     | -<br>-                         | 1<br>1%   | -<br>-    | 1<br>1%   | 1<br>1%         | 4<br>1%    | 2<br>2%      | -<br>-          | -<br>-    | -<br>-          | 4<br>5%        | -<br>-           | -<br>-                 | 1<br>2%   |
| Support Tesco<br>superstore but oppose<br>stadium | 86<br>17%  | 38<br>16%  | 48<br>18%  | 27<br>18% | 35<br>18% | 7<br>13%  | 16<br>17%   | 45<br>20%                    | 7<br>12%                     | 33<br>15%           | 54<br>19%             | 25<br>15%                   | 6<br>16%                       | 19<br>17% | 13<br>16% | 18<br>22% | 35<br>17%       | 80<br>19%  | 6<br>8%      | 12<br>20%       | 16<br>21% | 21<br>29%       | 13<br>17%      | 11<br>14%        | 9<br>12%               | 5<br>7%   |
| Oppose BOTH stadium and<br>superstore             | 60<br>12%  | 26<br>11%  | 34<br>13%  | 17<br>11% | 21<br>11% | 4<br>7%   | 19<br>19%   | 22<br>10%                    | 6<br>9%                      | 33<br>15%           | 39<br>13%             | 19<br>11%                   | 2<br>6%                        | 12<br>11% | 9<br>12%  | 5<br>6%   | 30<br>14%       | 54<br>13%  | 5<br>8%      | 6<br>11%        | 8<br>11%  | 13<br>19%       | 3<br>4%        | 16<br>19%        | 11<br>14%              | 3<br>5%   |
| Neither support nor<br>oppose one or other        | 99<br>20%  | 52<br>22%  | 47<br>18%  | 32<br>20% | 43<br>22% | 11<br>20% | 14<br>15%   | 45<br>21%                    | 13<br>22%                    | 41<br>18%           | 57<br>20%             | 36<br>21%                   | 6<br>16%                       | 23<br>21% | 17<br>22% | 18<br>21% | 35<br>17%       | 70<br>17%  | 25<br>37%    | 13<br>23%       | 11<br>15% | 6<br>8%         | 18<br>23%      | 18<br>23%        | 10<br>13%              | 23<br>37% |
| Don't know  | 11<br>2%   | 2<br>1%    | 9<br>3%    | -<br>-    | 4<br>2%   | 2<br>4%   | 4<br>4%     | 3<br>1%                      | 2<br>4%                      | 5<br>2%             | 8<br>3%               | 3<br>2%                     | -<br>-                         | 2<br>2%   | -<br>-    | -<br>-    | 7<br>3%         | 11<br>3%   | -<br>-       | 1<br>1%         | 3<br>4%   | -<br>-          | 1<br>2%        | 4<br>5%          | *<br>*                 | 1<br>1%   |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 7

**Q.5 I would now like to read out some statements about the proposed development of Kirkby Town Centre. For each one, please tell me whether you agree strongly, tend to agree, neither agree nor disagree, tend to disagree, or disagree strongly?**

**Once built, the new development will improve my quality of life**

**Base: All respondents**

|                            | Gender   |      |        | Age   |       |       |      | Work Status                  |                              |                     | Tenure                |                             |                                | SEG  |      |      |      | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |
|----------------------------|----------|------|--------|-------|-------|-------|------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|------|------|------|------|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|
|                            | Total    | Male | Female | 18-34 | 35-54 | 55-64 | 65+  | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB   | C1   | C2   | DE   | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other |
| Unweighted base            | 503      | 222  | 281    | 146   | 185   | 58    | 114  | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114  | 80   | 88   | 202  | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |
| Weighted base              | 503      | 235  | 268    | 156   | 195   | 56    | 96   | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110  | 80   | 86   | 208  | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |
| NET: Agree                 | 274      | 125  | 149    | 88    | 97    | 32    | 57   | 107                          | 31                           | 136                 | 148                   | 103                         | 23                             | 48   | 45   | 47   | 126  | 228             | 38           | 31              | 49   | 34              | 43             | 35               | 49                     | 33    |
|                            | 54%      | 53%  | 56%    | 57%   | 49%   | 57%   | 59%  | 49%                          | 51%                          | 60%                 | 50%                   | 60%                         | 61%                            | 44%  | 56%  | 54%  | 60%  | 54%             | 56%          | 52%             | 67%  | 47%             | 55%            | 43%              | 64%                    | 53%   |
| Strongly agree             | (+2) 156 | 75   | 81     | 44    | 53    | 24    | 35   | 54                           | 17                           | 85                  | 76                    | 65                          | 15                             | 26   | 22   | 24   | 76   | 131             | 20           | 14              | 22   | 22              | 27             | 20               | 33                     | 19    |
|                            | 31%      | 32%  | 30%    | 28%   | 27%   | 43%   | 36%  | 25%                          | 28%                          | 38%                 | 26%                   | 38%                         | 39%                            | 24%  | 28%  | 28%  | 36%  | 31%             | 30%          | 23%             | 29%  | 30%             | 34%            | 25%              | 43%                    | 30%   |
| Tend to agree              | (+1) 118 | 49   | 68     | 44    | 44    | 8     | 22   | 53                           | 14                           | 50                  | 72                    | 38                          | 8                              | 22   | 23   | 23   | 50   | 97              | 18           | 17              | 27   | 12              | 16             | 15               | 16                     | 14    |
|                            | 23%      | 21%  | 26%    | 28%   | 22%   | 14%   | 23%  | 24%                          | 24%                          | 22%                 | 24%                   | 22%                         | 22%                            | 20%  | 28%  | 27%  | 24%  | 23%             | 27%          | 29%             | 37%  | 17%             | 21%            | 18%              | 21%                    | 23%   |
| Neither agree nor disagree | (0) 88   | 40   | 48     | 29    | 43    | 8     | 7    | 41                           | 18                           | 29                  | 48                    | 34                          | 6                              | 32   | 17   | 14   | 23   | 68              | 18           | 12              | 9    | 13              | 12             | 12               | 9                      | 20    |
|                            | 18%      | 17%  | 18%    | 19%   | 22%   | 15%   | 8%   | 19%                          | 30%                          | 13%                 | 16%                   | 20%                         | 17%                            | 29%  | 21%  | 16%  | 11%  | 16%             | 26%          | 21%             | 13%  | 18%             | 16%            | 14%              | 12%                    | 32%   |
| Tend to disagree           | (-1) 50  | 22   | 28     | 14    | 19    | 7     | 10   | 26                           | 5                            | 19                  | 38                    | 10                          | 2                              | 11   | 10   | 8    | 20   | 47              | 2            | 3               | 5    | 9               | 10             | 16               | 6                      | 1     |
|                            | 10%      | 9%   | 11%    | 9%    | 10%   | 12%   | 10%  | 12%                          | 8%                           | 8%                  | 13%                   | 6%                          | 6%                             | 10%  | 12%  | 10%  | 10%  | 11%             | 4%           | 5%              | 7%   | 12%             | 12%            | 20%              | 8%                     | 1%    |
| Strongly disagree          | (-2) 86  | 46   | 40     | 23    | 34    | 8     | 21   | 42                           | 5                            | 39                  | 56                    | 25                          | 5                              | 18   | 8    | 17   | 37   | 76              | 9            | 11              | 8    | 16              | 14             | 18               | 11                     | 8     |
|                            | 17%      | 20%  | 15%    | 15%   | 17%   | 14%   | 22%  | 19%                          | 8%                           | 17%                 | 19%                   | 15%                         | 14%                            | 17%  | 10%  | 20%  | 18%  | 18%             | 14%          | 15%             | 11%  | 22%             | 17%            | 22%              | 15%                    | 13%   |
| NET: Disagree              | 136      | 68   | 68     | 37    | 53    | 15    | 31   | 68                           | 9                            | 58                  | 94                    | 35                          | 8                              | 29   | 18   | 25   | 57   | 124             | 12           | 14              | 13   | 25              | 23             | 34               | 17                     | 9     |
|                            | 27%      | 29%  | 25%    | 24%   | 27%   | 27%   | 32%  | 31%                          | 16%                          | 26%                 | 32%                   | 20%                         | 20%                            | 26%  | 23%  | 29%  | 27%  | 29%             | 17%          | 25%             | 18%  | 34%             | 30%            | 42%              | 22%                    | 15%   |
| Don't know                 | 5        | 2    | 3      | 1     | 2     | 1     | 1    | 1                            | 2                            | 2                   | 4                     | -                           | 1                              | 1    | -    | -    | 3    | 4               | -            | 1               | 2    | -               | -              | 1                | 1                      | -     |
|                            | 1%       | 1%   | 1%     | 1%    | 1%    | 2%    | 1%   | 1%                           | 3%                           | 1%                  | 1%                    | -                           | 3%                             | 1%   | -    | -    | 1%   | 1%              | -            | 2%              | 3%   | -               | -              | 1%               | 2%                     | -     |
| Mean                       | 0.42     | 0.37 | 0.46   | 0.47  | 0.32  | 0.60  | 0.42 | 0.23                         | 0.58                         | 0.56                | 0.26                  | 0.63                        | 0.66                           | 0.25 | 0.51 | 0.33 | 0.52 | 0.38            | 0.55         | 0.32            | 0.69 | 0.21            | 0.42           | 0.04             | 0.72                   | 0.56  |
| Standard error             | 0.07     | 0.10 | 0.08   | 0.11  | 0.11  | 0.20  | 0.15 | 0.10                         | 0.16                         | 0.10                | 0.08                  | 0.13                        | 0.20                           | 0.13 | 0.15 | 0.16 | 0.11 | 0.07            | 0.17         | 0.19            | 0.16 | 0.19            | 0.17           | 0.18             | 0.15                   | 0.17  |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 8

**Q.5 I would now like to read out some statements about the proposed development of Kirkby Town Centre. For each one, please tell me whether you agree strongly, tend to agree, neither agree nor disagree, tend to disagree, or disagree strongly?**

**Once built, the new development will reduce the quality of life in Kirkby as a whole**

**Base: All respondents**

|                                | Gender     |            |            | Age       |            |           |           | Work Status                  |                              |                     | Tenure                |                             |                                | SEG       |           |           |            | Aware Proposals |              | Ward            |           |                 |                |                  |                        |           |
|--------------------------------|------------|------------|------------|-----------|------------|-----------|-----------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|-----------|-----------|------------|-----------------|--------------|-----------------|-----------|-----------------|----------------|------------------|------------------------|-----------|
|                                | Total      | Male       | Female     | 18-34     | 35-54      | 55-64     | 65+       | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB        | C1        | C2        | DE         | Aware           | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other     |
| Unweighted base                | 503        | 222        | 281        | 146       | 185        | 58        | 114       | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80        | 88        | 202        | 432             | 61           | 54              | 66        | 67              | 80             | 75               | 99                     | 62        |
| Weighted base                  | 503        | 235        | 268        | 156       | 195        | 56        | 96        | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80        | 86        | 208        | 424             | 67           | 59              | 73        | 72              | 79             | 82               | 77                     | 62        |
| NET: Agree                     | 196<br>39% | 101<br>43% | 95<br>35%  | 72<br>46% | 59<br>30%  | 18<br>33% | 47<br>49% | 82<br>38%                    | 15<br>26%                    | 98<br>44%           | 120<br>41%            | 62<br>36%                   | 14<br>37%                      | 35<br>31% | 28<br>35% | 37<br>43% | 88<br>42%  | 168<br>40%      | 23<br>35%    | 17<br>29%       | 31<br>42% | 38<br>53%       | 21<br>27%      | 37<br>46%        | 32<br>42%              | 20<br>32% |
| Strongly agree (+2)            | 133<br>27% | 75<br>32%  | 59<br>22%  | 46<br>30% | 40<br>20%  | 12<br>22% | 35<br>37% | 57<br>26%                    | 7<br>11%                     | 69<br>31%           | 79<br>27%             | 43<br>25%                   | 11<br>30%                      | 23<br>21% | 20<br>25% | 24<br>28% | 61<br>29%  | 117<br>28%      | 13<br>19%    | 13<br>21%       | 18<br>25% | 30<br>41%       | 14<br>17%      | 29<br>35%        | 22<br>29%              | 8<br>13%  |
| Tend to agree (+1)             | 63<br>13%  | 27<br>11%  | 36<br>14%  | 26<br>17% | 19<br>10%  | 6<br>11%  | 12<br>12% | 25<br>12%                    | 9<br>14%                     | 29<br>13%           | 41<br>14%             | 20<br>11%                   | 3<br>7%                        | 12<br>11% | 8<br>11%  | 13<br>15% | 27<br>13%  | 51<br>12%       | 11<br>16%    | 5<br>8%         | 12<br>17% | 8<br>12%        | 8<br>10%       | 9<br>11%         | 10<br>13%              | 11<br>19% |
| Neither agree nor disagree (0) | 44<br>9%   | 17<br>7%   | 26<br>10%  | 10<br>6%  | 23<br>12%  | 3<br>5%   | 7<br>8%   | 20<br>9%                     | 10<br>16%                    | 14<br>6%            | 22<br>7%              | 20<br>12%                   | 2<br>4%                        | 14<br>13% | 8<br>11%  | 6<br>7%   | 13<br>6%   | 34<br>8%        | 6<br>9%      | 8<br>14%        | 8<br>12%  | 6<br>9%         | 6<br>8%        | 4<br>5%          | *<br>1%                | 10<br>16% |
| Tend to disagree (-1)          | 103<br>20% | 38<br>16%  | 64<br>24%  | 34<br>22% | 41<br>21%  | 11<br>21% | 16<br>17% | 47<br>22%                    | 14<br>24%                    | 41<br>18%           | 67<br>23%             | 29<br>17%                   | 7<br>17%                       | 26<br>24% | 19<br>24% | 16<br>19% | 41<br>20%  | 82<br>19%       | 18<br>26%    | 15<br>25%       | 9<br>12%  | 10<br>14%       | 21<br>27%      | 25<br>31%        | 10<br>14%              | 13<br>21% |
| Strongly disagree (-2)         | 154<br>31% | 76<br>32%  | 78<br>29%  | 40<br>26% | 70<br>36%  | 22<br>39% | 22<br>23% | 68<br>31%                    | 20<br>34%                    | 66<br>29%           | 83<br>28%             | 57<br>33%                   | 14<br>37%                      | 35<br>32% | 24<br>30% | 25<br>30% | 62<br>30%  | 135<br>32%      | 18<br>27%    | 19<br>32%       | 25<br>35% | 18<br>25%       | 26<br>33%      | 15<br>18%        | 32<br>42%              | 19<br>30% |
| NET: Disagree                  | 256<br>51% | 114<br>48% | 143<br>53% | 74<br>48% | 111<br>57% | 33<br>60% | 38<br>39% | 115<br>53%                   | 35<br>58%                    | 107<br>48%          | 150<br>51%            | 86<br>50%                   | 21<br>55%                      | 61<br>56% | 43<br>54% | 42<br>49% | 103<br>50% | 217<br>51%      | 36<br>53%    | 34<br>57%       | 34<br>47% | 28<br>39%       | 47<br>60%      | 40<br>49%        | 43<br>56%              | 32<br>51% |
| Don't know                     | 7<br>1%    | 3<br>1%    | 4<br>1%    | -<br>-    | 1<br>1%    | 1<br>2%   | 4<br>4%   | 1<br>1%                      | -<br>-                       | 5<br>2%             | 3<br>1%               | 3<br>2%                     | 1<br>3%                        | -<br>-    | -<br>-    | 1<br>1%   | 3<br>2%    | 5<br>1%         | 2<br>3%      | -<br>-          | -<br>-    | -<br>-          | 4<br>5%        | 1<br>1%          | 2<br>2%                | 1<br>1%   |
| Mean                           | -0.16      | -0.06      | -0.25      | 0.02      | -0.42      | -0.45     | 0.24      | -0.20                        | -0.55                        | -0.02               | -0.12                 | -0.22                       | -0.26                          | -0.35     | -0.25     | -0.08     | -0.08      | -0.16           | -0.27        | -0.38           | -0.15     | 0.31            | -0.51          | 0.14             | -0.27                  | -0.37     |
| Standard error                 | 0.07       | 0.11       | 0.09       | 0.13      | 0.11       | 0.22      | 0.16      | 0.11                         | 0.18                         | 0.11                | 0.09                  | 0.15                        | 0.25                           | 0.14      | 0.18      | 0.18      | 0.12       | 0.08            | 0.20         | 0.21            | 0.20      | 0.21            | 0.17           | 0.19             | 0.18                   | 0.18      |



## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 9

**Q.5 I would now like to read out some statements about the proposed development of Kirkby Town Centre. For each one, please tell me whether you agree strongly, tend to agree, neither agree nor disagree, tend to disagree, or disagree strongly?**

**The development will bring jobs and prosperity to Kirkby**

**Base: All respondents**

|                            | Gender             |            |            | Age        |            |           |           | Work Status                  |                              |                     | Tenure                |                             |                                | SEG       |           |           |            | Aware Proposals |              | Ward            |           |                 |                |                  |                        |           |
|----------------------------|--------------------|------------|------------|------------|------------|-----------|-----------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|-----------|-----------|------------|-----------------|--------------|-----------------|-----------|-----------------|----------------|------------------|------------------------|-----------|
|                            | Total              | Male       | Female     | 18-34      | 35-54      | 55-64     | 65+       | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB        | C1        | C2        | DE         | Aware           | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other     |
| Unweighted base            | 503                | 222        | 281        | 146        | 185        | 58        | 114       | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80        | 88        | 202        | 432             | 61           | 54              | 66        | 67              | 80             | 75               | 99                     | 62        |
| Weighted base              | 503                | 235        | 268        | 156        | 195        | 56        | 96        | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80        | 86        | 208        | 424             | 67           | 59              | 73        | 72              | 79             | 82               | 77                     | 62        |
| NET: Agree                 | 408<br>81%         | 191<br>81% | 217<br>81% | 131<br>84% | 162<br>83% | 44<br>80% | 70<br>73% | 180<br>82%                   | 52<br>87%                    | 176<br>79%          | 234<br>80%            | 144<br>84%                  | 30<br>79%                      | 91<br>83% | 66<br>83% | 71<br>83% | 168<br>81% | 337<br>79%      | 60<br>90%    | 48<br>81%       | 58<br>79% | 50<br>70%       | 67<br>85%      | 63<br>78%        | 61<br>80%              | 61<br>98% |
| Strongly agree             | (+2)<br>297<br>59% | 143<br>61% | 154<br>58% | 88<br>56%  | 121<br>62% | 36<br>65% | 52<br>55% | 124<br>57%                   | 36<br>60%                    | 137<br>61%          | 160<br>54%            | 111<br>65%                  | 26<br>70%                      | 59<br>54% | 41<br>51% | 55<br>64% | 132<br>63% | 248<br>58%      | 42<br>62%    | 31<br>53%       | 47<br>65% | 38<br>52%       | 54<br>69%      | 38<br>47%        | 47<br>62%              | 41<br>67% |
| Tend to agree              | (+1)<br>111<br>22% | 49<br>21%  | 63<br>23%  | 43<br>28%  | 41<br>21%  | 8<br>15%  | 18<br>19% | 56<br>26%                    | 16<br>27%                    | 39<br>17%           | 74<br>25%             | 34<br>20%                   | 3<br>9%                        | 32<br>29% | 26<br>32% | 16<br>19% | 37<br>18%  | 89<br>21%       | 18<br>28%    | 17<br>28%       | 11<br>15% | 13<br>18%       | 13<br>17%      | 25<br>31%        | 14<br>18%              | 19<br>31% |
| Neither agree nor disagree | (0)<br>15<br>3%    | 8<br>3%    | 7<br>3%    | 3<br>2%    | 7<br>3%    | 1<br>2%   | 3<br>4%   | 6<br>3%                      | 3<br>5%                      | 6<br>3%             | 9<br>3%               | 3<br>2%                     | 2<br>5%                        | 4<br>4%   | 1<br>1%   | 3<br>3%   | 6<br>3%    | 15<br>3%        | -<br>-       | 4<br>6%         | 3<br>4%   | 2<br>3%         | 3<br>3%        | 3<br>3%          | -<br>-                 | 1<br>1%   |
| Tend to disagree           | (-1)<br>25<br>5%   | 10<br>4%   | 15<br>6%   | 8<br>5%    | 10<br>5%   | 3<br>6%   | 3<br>4%   | 14<br>6%                     | -<br>-                       | 11<br>5%            | 21<br>7%              | 4<br>2%                     | -<br>-                         | 6<br>6%   | 6<br>7%   | 5<br>6%   | 7<br>3%    | 24<br>6%        | 1<br>1%      | 3<br>6%         | 2<br>3%   | 7<br>9%         | 2<br>3%        | 8<br>10%         | 2<br>2%                | 1<br>1%   |
| Strongly disagree          | (-2)<br>51<br>10%  | 26<br>11%  | 26<br>10%  | 13<br>9%   | 14<br>7%   | 6<br>11%  | 17<br>18% | 19<br>9%                     | 3<br>5%                      | 29<br>13%           | 28<br>9%              | 18<br>11%                   | 5<br>14%                       | 9<br>8%   | 6<br>8%   | 6<br>7%   | 25<br>12%  | 45<br>11%       | 5<br>8%      | 4<br>8%         | 10<br>14% | 11<br>15%       | 6<br>8%        | 6<br>8%          | 14<br>18%              | -<br>-    |
| NET: Disagree              | 76<br>15%          | 36<br>15%  | 41<br>15%  | 22<br>14%  | 24<br>13%  | 10<br>17% | 21<br>22% | 32<br>15%                    | 3<br>5%                      | 40<br>18%           | 49<br>17%             | 22<br>13%                   | 5<br>14%                       | 15<br>13% | 12<br>15% | 11<br>13% | 32<br>15%  | 69<br>16%       | 6<br>9%      | 8<br>13%        | 12<br>17% | 17<br>24%       | 8<br>10%       | 15<br>18%        | 15<br>20%              | 1<br>1%   |
| Don't know                 | 4<br>1%            | 1<br>*     | 3<br>1%    | -<br>-     | 2<br>1%    | 1<br>1%   | 1<br>2%   | -<br>-                       | 2<br>3%                      | 2<br>1%             | 1<br>1%               | 2<br>1%                     | 1<br>2%                        | -<br>-    | 1<br>1%   | *<br>*    | 2<br>1%    | 3<br>1%         | 1<br>1%      | -<br>-          | -<br>-    | 2<br>3%         | 1<br>1%        | 1<br>1%          | *<br>*                 | -<br>-    |
| Mean                       | 1.16               | 1.16       | 1.15       | 1.18       | 1.26       | 1.17      | 0.90      | 1.16                         | 1.40                         | 1.10                | 1.08                  | 1.27                        | 1.24                           | 1.15      | 1.12      | 1.27      | 1.18       | 1.12            | 1.36         | 1.13            | 1.13      | 0.86            | 1.38           | 0.99             | 1.04                   | 1.64      |
| Standard error             | 0.06               | 0.09       | 0.08       | 0.10       | 0.09       | 0.18      | 0.15      | 0.09                         | 0.13                         | 0.10                | 0.07                  | 0.12                        | 0.20                           | 0.11      | 0.14      | 0.13      | 0.10       | 0.07            | 0.15         | 0.17            | 0.18      | 0.19            | 0.13           | 0.15             | 0.15                   | 0.07      |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 10

**Q.6 You may have seen or heard suggestions that the proposals should include plans to build a new tramlink to the town centre. To what extent do you think such a tramlink would minimise disruption to Kirkby on match days?**

**Base: All respondents**

|                 | Gender |      |        | Age   |       |       |     | Work Status                  |                              |                     | Tenure                |                             |                                | SEG |     |     |     | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |
|-----------------|--------|------|--------|-------|-------|-------|-----|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----|-----|-----|-----|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|
|                 | Total  | Male | Female | 18-34 | 35-54 | 55-64 | 65+ | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB  | C1  | C2  | DE  | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other |
| Unweighted base | 503    | 222  | 281    | 146   | 185   | 58    | 114 | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114 | 80  | 88  | 202 | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |
| Weighted base   | 503    | 235  | 268    | 156   | 195   | 56    | 96  | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110 | 80  | 86  | 208 | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |
| NET: At all     | 333    | 154  | 179    | 105   | 132   | 37    | 59  | 149                          | 42                           | 141                 | 196                   | 110                         | 27                             | 73  | 57  | 59  | 137 | 284             | 42           | 32              | 46   | 41              | 53             | 63               | 47                     | 50    |
|                 | 66%    | 66%  | 67%    | 67%   | 68%   | 65%   | 62% | 68%                          | 71%                          | 63%                 | 67%                   | 64%                         | 72%                            | 66% | 71% | 69% | 66% | 67%             | 63%          | 54%             | 63%  | 57%             | 68%            | 77%              | 62%                    | 80%   |
| A lot           | 199    | 88   | 111    | 54    | 75    | 28    | 41  | 82                           | 24                           | 93                  | 115                   | 69                          | 15                             | 40  | 32  | 30  | 92  | 175             | 20           | 14              | 28   | 28              | 34             | 42               | 28                     | 26    |
|                 | 39%    | 37%  | 41%    | 35%   | 39%   | 51%   | 42% | 38%                          | 39%                          | 42%                 | 39%                   | 40%                         | 38%                            | 36% | 40% | 35% | 44% | 41%             | 29%          | 23%             | 38%  | 39%             | 43%            | 52%              | 36%                    | 41%   |
| A little        | 134    | 66   | 68     | 51    | 57    | 8     | 19  | 68                           | 19                           | 48                  | 81                    | 41                          | 13                             | 33  | 25  | 30  | 45  | 109             | 23           | 18              | 18   | 13              | 20             | 21               | 20                     | 24    |
|                 | 27%    | 28%  | 25%    | 33%   | 29%   | 14%   | 20% | 31%                          | 31%                          | 21%                 | 27%                   | 24%                         | 34%                            | 30% | 31% | 35% | 21% | 26%             | 34%          | 31%             | 25%  | 18%             | 25%            | 26%              | 26%                    | 39%   |
| Not at all      | 128    | 67   | 61     | 41    | 49    | 14    | 25  | 58                           | 16                           | 53                  | 79                    | 42                          | 8                              | 30  | 20  | 24  | 45  | 109             | 14           | 23              | 22   | 23              | 15             | 14               | 21                     | 10    |
|                 | 25%    | 29%  | 23%    | 26%   | 25%   | 25%   | 26% | 27%                          | 26%                          | 24%                 | 27%                   | 24%                         | 20%                            | 27% | 25% | 28% | 22% | 26%             | 21%          | 39%             | 30%  | 32%             | 19%            | 17%              | 27%                    | 15%   |
| Don't know      | 42     | 14   | 28     | 10    | 15    | 5     | 12  | 10                           | 2                            | 30                  | 19                    | 20                          | 3                              | 7   | 3   | 2   | 26  | 31              | 11           | 4               | 5    | 7               | 10             | 5                | 9                      | 3     |
|                 | 8%     | 6%   | 11%    | 6%    | 7%    | 9%    | 12% | 5%                           | 3%                           | 13%                 | 7%                    | 11%                         | 7%                             | 7%  | 3%  | 2%  | 13% | 7%              | 16%          | 7%              | 6%   | 10%             | 13%            | 6%               | 11%                    | 4%    |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 11

**Q.7 Do you think that your local council has consulted local people a lot, a little or not at all on the development proposals?**

**Base: All respondents**

|                 | Gender |      |        | Age   |       |       |     | Work Status                  |                              |                     | Tenure                |                             |                                | SEG |     |     |     | Aware Proposals |              | Ward            |      |                 |                |                  |                        |       |
|-----------------|--------|------|--------|-------|-------|-------|-----|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----|-----|-----|-----|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|------------------------|-------|
|                 | Total  | Male | Female | 18-34 | 35-54 | 55-64 | 65+ | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB  | C1  | C2  | DE  | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other |
| Unweighted base | 503    | 222  | 281    | 146   | 185   | 58    | 114 | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114 | 80  | 88  | 202 | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                     | 62    |
| Weighted base   | 503    | 235  | 268    | 156   | 195   | 56    | 96  | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110 | 80  | 86  | 208 | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                     | 62    |
| NET: At all     | 366    | 163  | 203    | 116   | 140   | 45    | 65  | 161                          | 44                           | 161                 | 215                   | 127                         | 24                             | 79  | 57  | 70  | 152 | 324             | 35           | 42              | 54   | 54              | 54             | 60               | 67                     | 35    |
|                 | 73%    | 69%  | 76%    | 74%   | 72%   | 80%   | 68% | 74%                          | 73%                          | 72%                 | 73%                   | 74%                         | 64%                            | 72% | 72% | 81% | 73% | 76%             | 52%          | 71%             | 74%  | 75%             | 69%            | 73%              | 88%                    | 56%   |
| A lot           | 164    | 62   | 103    | 37    | 66    | 22    | 39  | 56                           | 24                           | 84                  | 84                    | 70                          | 10                             | 28  | 30  | 22  | 80  | 149             | 11           | 18              | 31   | 20              | 29             | 22               | 39                     | 6     |
|                 | 33%    | 26%  | 38%    | 24%   | 34%   | 40%   | 40% | 26%                          | 40%                          | 37%                 | 28%                   | 41%                         | 28%                            | 26% | 38% | 25% | 38% | 35%             | 16%          | 30%             | 43%  | 27%             | 36%            | 27%              | 51%                    | 10%   |
| A little        | 202    | 101  | 101    | 79    | 74    | 22    | 26  | 105                          | 20                           | 77                  | 131                   | 57                          | 14                             | 51  | 27  | 48  | 72  | 175             | 24           | 24              | 23   | 34              | 26             | 38               | 28                     | 29    |
|                 | 40%    | 43%  | 38%    | 51%   | 38%   | 40%   | 27% | 48%                          | 33%                          | 34%                 | 45%                   | 33%                         | 36%                            | 46% | 34% | 56% | 34% | 41%             | 36%          | 41%             | 31%  | 48%             | 33%            | 46%              | 37%                    | 46%   |
| Not at all      | 119    | 64   | 55     | 33    | 53    | 8     | 26  | 51                           | 15                           | 53                  | 74                    | 34                          | 11                             | 30  | 19  | 15  | 47  | 90              | 28           | 17              | 16   | 17              | 19             | 20               | 8                      | 22    |
|                 | 24%    | 27%  | 21%    | 21%   | 27%   | 15%   | 27% | 23%                          | 25%                          | 23%                 | 25%                   | 20%                         | 30%                            | 28% | 24% | 18% | 23% | 21%             | 41%          | 29%             | 22%  | 24%             | 24%            | 24%              | 11%                    | 35%   |
| Don't know      | 17     | 8    | 9      | 7     | 2     | 3     | 5   | 6                            | 1                            | 11                  | 5                     | 10                          | 2                              | 1   | 3   | 1   | 9   | 10              | 5            | -               | 3    | 1               | 5              | 2                | 1                      | 5     |
|                 | 3%     | 3%   | 3%     | 5%    | 1%    | 5%    | 5%  | 3%                           | 2%                           | 5%                  | 2%                    | 6%                          | 6%                             | 1%  | 4%  | 1%  | 5%  | 2%              | 7%           | -               | 4%   | 1%              | 7%             | 2%               | 2%                     | 9%    |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 12

**Q.8 Do you agree or disagree with the statement that "the council has listened to my views and to people like me during the consultation process"?**

**Base: All respondents**

|                            | Gender |       |        | Age   |       |       |      | Work Status                  |                              |                     | Tenure                |                             |                                | SEG   |       |      |       | Aware Proposals |              |                 | Ward  |                 |                |                  |                        |       |       |
|----------------------------|--------|-------|--------|-------|-------|-------|------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-------|-------|------|-------|-----------------|--------------|-----------------|-------|-----------------|----------------|------------------|------------------------|-------|-------|
|                            | Total  | Male  | Female | 18-34 | 35-54 | 55-64 | 65+  | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB    | C1    | C2   | DE    | Aware           | Un-<br>aware | Shev-<br>ington | Park  | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other |       |
| Unweighted base            | 503    | 222   | 281    | 146   | 185   | 58    | 114  | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114   | 80    | 88   | 202   | 432             | 61           | 54              | 66    | 67              | 80             | 75               | 99                     | 62    |       |
| Weighted base              | 503    | 235   | 268    | 156   | 195   | 56    | 96   | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110   | 80    | 86   | 208   | 424             | 67           | 59              | 73    | 72              | 79             | 82               | 77                     | 62    |       |
| NET: Agree                 | 223    | 94    | 130    | 69    | 76    | 32    | 47   | 89                           | 23                           | 111                 | 123                   | 86                          | 15                             | 45    | 40    | 31   | 100   | 189             | 25           | 24              | 36    | 27              | 33             | 38               | 43                     | 23    |       |
|                            | 44%    | 40%   | 48%    | 44%   | 39%   | 57%   | 49%  | 41%                          | 39%                          | 49%                 | 42%                   | 50%                         | 40%                            | 41%   | 50%   | 36%  | 48%   | 45%             | 38%          | 40%             | 50%   | 37%             | 42%            | 46%              | 56%                    | 37%   |       |
| Strongly agree             | (+2)   | 96    | 42     | 53    | 25    | 28    | 17   | 26                           | 35                           | 8                   | 53                    | 50                          | 4                              | 17    | 17    | 12   | 48    | 85              | 8            | 10              | 14    | 14              | 16             | 15               | 21                     | 5     |       |
|                            |        | 19%   | 18%    | 20%   | 16%   | 15%   | 30%  | 27%                          | 16%                          | 13%                 | 24%                   | 17%                         | 24%                            | 11%   | 15%   | 21%  | 14%   | 23%             | 20%          | 11%             | 17%   | 20%             | 19%            | 20%              | 18%                    | 28%   | 9%    |
| Tend to agree              | (+1)   | 127   | 51     | 76    | 44    | 48    | 15   | 21                           | 54                           | 16                  | 57                    | 73                          | 44                             | 11    | 28    | 23   | 20    | 52              | 104          | 18              | 14    | 22              | 13             | 17               | 23                     | 21    | 17    |
|                            |        | 25%   | 22%    | 28%   | 28%   | 24%   | 27%  | 22%                          | 25%                          | 26%                 | 26%                   | 25%                         | 26%                            | 28%   | 26%   | 29%  | 23%   | 25%             | 25%          | 26%             | 23%   | 30%             | 18%            | 22%              | 28%                    | 28%   | 28%   |
| Neither agree nor disagree | (0)    | 55    | 24     | 31    | 23    | 23    | 5    | 5                            | 26                           | 12                  | 17                    | 38                          | 14                             | 4     | 10    | 11   | 17    | 15              | 46           | 8               | 9     | 6               | 6              | 11               | 11                     | 7     | 5     |
|                            |        | 11%   | 10%    | 12%   | 15%   | 12%   | 9%   | 5%                           | 12%                          | 20%                 | 8%                    | 13%                         | 8%                             | 10%   | 9%    | 13%  | 20%   | 7%              | 11%          | 13%             | 15%   | 8%              | 9%             | 13%              | 13%                    | 10%   | 8%    |
| Tend to disagree           | (-1)   | 46    | 23     | 24    | 16    | 18    | 5    | 7                            | 21                           | 7                   | 18                    | 25                          | 18                             | 3     | 12    | 5    | 9     | 20              | 40           | 6               | 2     | 6               | 8              | 13               | 4                      | 6     | 8     |
|                            |        | 9%    | 10%    | 9%    | 10%   | 9%    | 9%   | 7%                           | 10%                          | 12%                 | 8%                    | 9%                          | 10%                            | 9%    | 11%   | 6%   | 10%   | 10%             | 9%           | 9%              | 3%    | 8%              | 12%            | 17%              | 5%                     | 8%    | 12%   |
| Strongly disagree          | (-2)   | 141   | 80     | 62    | 33    | 65    | 11   | 32                           | 68                           | 12                  | 61                    | 86                          | 42                             | 13    | 33    | 18   | 26    | 56              | 119          | 22              | 20    | 17              | 28             | 18               | 25                     | 13    | 21    |
|                            |        | 28%   | 34%    | 23%   | 21%   | 33%   | 20%  | 33%                          | 31%                          | 20%                 | 27%                   | 29%                         | 25%                            | 35%   | 30%   | 23%  | 31%   | 27%             | 28%          | 33%             | 33%   | 24%             | 39%            | 23%              | 30%                    | 17%   | 33%   |
| NET: Disagree              |        | 188   | 102    | 85    | 49    | 83    | 16   | 39                           | 88                           | 20                  | 79                    | 111                         | 60                             | 17    | 45    | 23   | 35    | 76              | 159          | 29              | 21    | 23              | 36             | 31               | 29                     | 19    | 28    |
|                            |        | 37%   | 44%    | 32%   | 31%   | 43%   | 30%  | 40%                          | 41%                          | 33%                 | 35%                   | 38%                         | 35%                            | 44%   | 41%   | 29%  | 41%   | 36%             | 38%          | 42%             | 36%   | 31%             | 51%            | 40%              | 35%                    | 25%   | 45%   |
| Don't know                 |        | 37    | 15     | 22    | 15    | 13    | 2    | 6                            | 14                           | 5                   | 17                    | 23                          | 12                             | 2     | 10    | 6    | 2     | 18              | 29           | 5               | 5     | 8               | 2              | 3                | 5                      | 8     | 6     |
|                            |        | 7%    | 6%     | 8%    | 10%   | 7%    | 4%   | 6%                           | 7%                           | 8%                  | 8%                    | 8%                          | 7%                             | 6%    | 9%    | 7%   | 3%    | 9%              | 7%           | 7%              | 8%    | 10%             | 3%             | 4%               | 6%                     | 10%   | 10%   |
| Mean                       |        | -0.02 | -0.21  | 0.15  | 0.08  | -0.24 | 0.39 | 0.02                         | -0.16                        | -0.02               | 0.12                  | -0.09                       | 0.16                           | -0.30 | -0.16 | 0.20 | -0.23 | 0.09            | -0.01        | -0.29           | -0.13 | 0.16            | -0.34          | *                | -0.01                  | 0.46  | -0.37 |
| Standard error             |        | 0.07  | 0.11   | 0.09  | 0.13  | 0.12  | 0.21 | 0.17                         | 0.11                         | 0.19                | 0.11                  | 0.09                        | 0.15                           | 0.22  | 0.15  | 0.17 | 0.16  | 0.12            | 0.08         | 0.20            | 0.23  | 0.20            | 0.20           | 0.17             | 0.19                   | 0.16  | 0.20  |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 13  
**Gender**  
**Base: All respondents**

|                 | Gender |      |        | Age   |       |       |     | Work Status                  |                              |                     | Tenure                |                             |                                | SEG |     |     |     | Aware Proposals |              | Ward            |      |                 |                |                  |                   |       |
|-----------------|--------|------|--------|-------|-------|-------|-----|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----|-----|-----|-----|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|-------------------|-------|
|                 | Total  | Male | Female | 18-34 | 35-54 | 55-64 | 65+ | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB  | C1  | C2  | DE  | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Central | Other |
| Unweighted base | 503    | 222  | 281    | 146   | 185   | 58    | 114 | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114 | 80  | 88  | 202 | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                | 62    |
| Weighted base   | 503    | 235  | 268    | 156   | 195   | 56    | 96  | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110 | 80  | 86  | 208 | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                | 62    |
| Male            | 235    | 235  | -      | 83    | 92    | 27    | 34  | 133                          | 9                            | 93                  | 140                   | 75                          | 20                             | 59  | 34  | 54  | 78  | 199             | 29           | 31              | 37   | 36              | 33             | 32               | 35                | 32    |
|                 | 47%    | 100% | -      | 53%   | 47%   | 48%   | 35% | 61%                          | 16%                          | 42%                 | 48%                   | 44%                         | 54%                            | 54% | 42% | 63% | 37% | 47%             | 44%          | 52%             | 51%  | 50%             | 42%            | 39%              | 45%               | 52%   |
| Female          | 268    | -    | 268    | 73    | 103   | 29    | 62  | 85                           | 51                           | 131                 | 154                   | 96                          | 17                             | 51  | 46  | 31  | 131 | 225             | 38           | 28              | 36   | 36              | 46             | 50               | 42                | 30    |
|                 | 53%    | -    | 100%   | 47%   | 53%   | 52%   | 65% | 39%                          | 84%                          | 58%                 | 52%                   | 56%                         | 46%                            | 46% | 58% | 37% | 63% | 53%             | 56%          | 48%             | 49%  | 50%             | 58%            | 61%              | 55%               | 48%   |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 14  
Which of the following age groups do you fall into?  
Base: All respondents

|                 | Gender     |           |           | Age       |            |            |           | Work Status                  |                              |                     | Tenure                |                             |                                | SEG       |           |           |           | Aware Proposals |              | Ward            |           |                 |                |                  |                        |           |
|-----------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|-----------|-----------|-----------|-----------------|--------------|-----------------|-----------|-----------------|----------------|------------------|------------------------|-----------|
|                 | Total      | Male      | Female    | 18-34     | 35-54      | 55-64      | 65+       | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB        | C1        | C2        | DE        | Aware           | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cent-<br>ral | Other     |
| Unweighted base | 503        | 222       | 281       | 146       | 185        | 58         | 114       | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80        | 88        | 202       | 432             | 61           | 54              | 66        | 67              | 80             | 75               | 99                     | 62        |
| Weighted base   | 503        | 235       | 268       | 156       | 195        | 56         | 96        | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80        | 86        | 208       | 424             | 67           | 59              | 73        | 72              | 79             | 82               | 77                     | 62        |
| 18-24           | 62<br>12%  | 36<br>16% | 25<br>9%  | 62<br>40% | -<br>-     | -<br>-     | -<br>-    | 29<br>13%                    | 12<br>20%                    | 21<br>9%            | 29<br>10%             | 17<br>10%                   | 15<br>40%                      | 13<br>12% | 15<br>19% | 12<br>14% | 17<br>8%  | 45<br>11%       | 15<br>23%    | 5<br>9%         | 14<br>20% | 6<br>9%         | 10<br>13%      | 4<br>5%          | 10<br>14%              | 11<br>18% |
| 25-34           | 94<br>19%  | 46<br>20% | 48<br>18% | 94<br>60% | -<br>-     | -<br>-     | -<br>-    | 59<br>27%                    | 11<br>19%                    | 24<br>11%           | 67<br>23%             | 23<br>13%                   | 4<br>9%                        | 30<br>27% | 19<br>24% | 18<br>21% | 27<br>13% | 84<br>20%       | 8<br>12%     | 22<br>37%       | 9<br>12%  | 9<br>13%        | 15<br>19%      | 15<br>19%        | 14<br>18%              | 10<br>16% |
| 35-44           | 102<br>20% | 46<br>19% | 57<br>21% | -<br>-    | 102<br>52% | -<br>-     | -<br>-    | 61<br>28%                    | 19<br>31%                    | 23<br>10%           | 61<br>21%             | 32<br>18%                   | 9<br>25%                       | 32<br>29% | 19<br>24% | 24<br>28% | 23<br>11% | 81<br>19%       | 19<br>28%    | 10<br>16%       | 14<br>19% | 16<br>23%       | 14<br>18%      | 14<br>18%        | 15<br>20%              | 19<br>31% |
| 45-54           | 93<br>19%  | 47<br>20% | 46<br>17% | -<br>-    | 93<br>48%  | -<br>-     | -<br>-    | 51<br>24%                    | 14<br>24%                    | 27<br>12%           | 69<br>23%             | 21<br>13%                   | 3<br>7%                        | 23<br>21% | 15<br>19% | 16<br>18% | 37<br>18% | 85<br>20%       | 7<br>10%     | 11<br>18%       | 17<br>23% | 15<br>21%       | 13<br>16%      | 16<br>19%        | 12<br>15%              | 10<br>16% |
| 55-64           | 56<br>11%  | 27<br>11% | 29<br>11% | -<br>-    | -<br>-     | 56<br>100% | -<br>-    | 14<br>6%                     | 4<br>6%                      | 38<br>17%           | 26<br>9%              | 27<br>16%                   | 3<br>7%                        | 5<br>5%   | 6<br>7%   | 11<br>13% | 30<br>15% | 48<br>11%       | 5<br>8%      | 5<br>8%         | 7<br>9%   | 7<br>10%        | 11<br>14%      | 12<br>15%        | 9<br>12%               | 5<br>8%   |
| 65-74           | 44<br>9%   | 18<br>7%  | 27<br>10% | -<br>-    | -<br>-     | -<br>-     | 44<br>46% | 3<br>2%                      | *<br>1%                      | 40<br>18%           | 24<br>8%              | 18<br>11%                   | 2<br>5%                        | 3<br>2%   | 2<br>3%   | 2<br>3%   | 34<br>16% | 36<br>9%        | 8<br>12%     | 4<br>7%         | 8<br>10%  | 6<br>9%         | 6<br>8%        | 9<br>11%         | 7<br>9%                | 4<br>7%   |
| 75+             | 52<br>10%  | 16<br>7%  | 36<br>13% | -<br>-    | -<br>-     | -<br>-     | 52<br>54% | 1<br>*                       | -<br>-                       | 51<br>23%           | 16<br>6%              | 33<br>19%                   | 3<br>8%                        | 4<br>4%   | 3<br>4%   | 3<br>3%   | 41<br>19% | 45<br>11%       | 5<br>8%      | 3<br>5%         | 5<br>6%   | 11<br>16%       | 10<br>13%      | 11<br>13%        | 10<br>12%              | 3<br>4%   |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 15  
**Work Status**  
**Base: All respondents**

|                                       | Gender     |            |           | Age       |            |           |           | Work Status                  |                              |                     | Tenure                |                             |                                | SEG       |           |           |           | Aware Proposals |              | Ward            |           |                 |                |                  |                        |           |
|---------------------------------------|------------|------------|-----------|-----------|------------|-----------|-----------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|-----------|-----------|-----------|-----------------|--------------|-----------------|-----------|-----------------|----------------|------------------|------------------------|-----------|
|                                       | Total      | Male       | Female    | 18-34     | 35-54      | 55-64     | 65+       | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Priv-<br>ate<br>rent/<br>other | AB        | C1        | C2        | DE        | Aware           | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cent-<br>ral | Other     |
| Unweighted base                       | 503        | 222        | 281       | 146       | 185        | 58        | 114       | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80        | 88        | 202       | 432             | 61           | 54              | 66        | 67              | 80             | 75               | 99                     | 62        |
| Weighted base                         | 503        | 235        | 268       | 156       | 195        | 56        | 96        | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80        | 86        | 208       | 424             | 67           | 59              | 73        | 72              | 79             | 82               | 77                     | 62        |
| Working full time (30+ hrs per week)  | 218<br>43% | 133<br>56% | 85<br>32% | 88<br>56% | 112<br>57% | 14<br>25% | 4<br>4%   | 218<br>100%                  | -                            | -                   | 173<br>59%            | 29<br>17%                   | 17<br>44%                      | 81<br>74% | 50<br>63% | 52<br>60% | 34<br>17% | 193<br>46%      | 22<br>33%    | 37<br>63%       | 33<br>45% | 22<br>30%       | 36<br>45%      | 37<br>45%        | 29<br>37%              | 25<br>40% |
| Working part time (1-29 hrs per week) | 60<br>12%  | 9<br>4%    | 51<br>19% | 23<br>15% | 33<br>17%  | 4<br>7%   | *<br>*    | -                            | 60<br>100%                   | -                   | 38<br>13%             | 15<br>9%                    | 7<br>17%                       | 12<br>11% | 13<br>16% | 14<br>16% | 17<br>8%  | 48<br>11%       | 10<br>15%    | 5<br>9%         | 6<br>8%   | 11<br>16%       | 6<br>7%        | 6<br>8%          | 13<br>17%              | 13<br>20% |
| Unemployed, seeking work              | 23<br>5%   | 19<br>8%   | 5<br>2%   | 16<br>10% | 6<br>3%    | 2<br>3%   | -         | -                            | -                            | 23<br>10%           | 6<br>2%               | 16<br>10%                   | 1<br>3%                        | 2<br>2%   | 5<br>6%   | 6<br>7%   | 10<br>5%  | 18<br>4%        | 2<br>3%      | 2<br>3%         | 7<br>9%   | 4<br>5%         | 1<br>2%        | 1<br>1%          | 3<br>4%                | 5<br>9%   |
| Unemployed, not seeking work          | 17<br>3%   | 2<br>1%    | 14<br>5%  | 4<br>3%   | 9<br>5%    | 4<br>6%   | -         | -                            | -                            | 17<br>7%            | 6<br>2%               | 10<br>6%                    | 1<br>2%                        | 2<br>2%   | -         | 1<br>1%   | 13<br>6%  | 9<br>2%         | 7<br>11%     | 2<br>3%         | 2<br>3%   | 3<br>4%         | 3<br>4%        | 6<br>7%          | -                      | 1<br>2%   |
| Retired                               | 121<br>24% | 45<br>19%  | 76<br>29% | 3<br>2%   | 3<br>1%    | 25<br>44% | 91<br>95% | -                            | -                            | 121<br>54%          | 48<br>16%             | 68<br>40%                   | 5<br>13%                       | 8<br>7%   | 4<br>5%   | 8<br>9%   | 91<br>44% | 104<br>25%      | 14<br>21%    | 8<br>13%        | 17<br>24% | 20<br>28%       | 23<br>30%      | 23<br>29%        | 20<br>26%              | 9<br>15%  |
| Not working - disabled                | 26<br>5%   | 20<br>8%   | 6<br>2%   | 4<br>3%   | 14<br>7%   | 7<br>13%  | *<br>*    | -                            | -                            | 26<br>12%           | 6<br>2%               | 17<br>10%                   | 2<br>6%                        | 1<br>1%   | 2<br>2%   | 3<br>4%   | 17<br>8%  | 21<br>5%        | 5<br>7%      | 1<br>1%         | 4<br>6%   | 4<br>6%         | 5<br>7%        | 2<br>2%          | 7<br>9%                | 3<br>5%   |
| Working - disabled                    | 6<br>1%    | 3<br>1%    | 3<br>1%   | 3<br>2%   | 2<br>1%    | 1<br>2%   | -         | -                            | -                            | 6<br>3%             | 1<br>*                | 4<br>2%                     | 1<br>3%                        | -         | *         | -         | 5<br>2%   | 5<br>1%         | 1<br>1%      | -               | -         | 3<br>4%         | 1<br>1%        | 2<br>2%          | *<br>1%                | -         |
| Student                               | 8<br>2%    | 2<br>1%    | 6<br>2%   | 8<br>5%   | *<br>*     | -         | -         | -                            | -                            | 8<br>4%             | 6<br>2%               | -                           | 2<br>6%                        | 2<br>2%   | 4<br>5%   | 1<br>1%   | 1<br>*    | 5<br>1%         | 3<br>4%      | 1<br>2%         | 1<br>2%   | 1<br>1%         | 1<br>1%        | -                | 1<br>1%                | 3<br>5%   |
| Looking after house/ children         | 20<br>4%   | 2<br>1%    | 18<br>7%  | 7<br>5%   | 13<br>6%   | -         | -         | -                            | -                            | 20<br>9%            | 6<br>2%               | 12<br>7%                    | 2<br>6%                        | 1<br>1%   | 1<br>1%   | 1<br>1%   | 17<br>8%  | 16<br>4%        | 4<br>5%      | 3<br>6%         | 3<br>4%   | 3<br>5%         | 3<br>3%        | 3<br>3%          | 2<br>3%                | 2<br>4%   |
| Other                                 | 3<br>1%    | 1<br>*     | 2<br>1%   | -         | 3<br>2%    | -         | -         | -                            | -                            | 3<br>2%             | 3<br>1%               | -                           | -                              | -         | -         | -         | 3<br>2%   | 3<br>1%         | -            | -               | -         | 1<br>2%         | -              | 1<br>2%          | 1<br>1%                | -         |
| Refused                               | 1<br>*     | -          | 1<br>*    | -         | 1<br>*     | -         | -         | -                            | -                            | -                   | 1<br>*                | -                           | -                              | -         | -         | -         | -         | 1<br>*          | -            | 1<br>1%         | -         | -               | -              | -                | -                      | -         |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 16  
**Tenure**  
**Base: All respondents**

|                                       | Gender     |            | Age        |           |            |           | Work Status |                              |                              | Tenure              |                       | SEG                         |                                |           |           | Aware Proposals |            | Ward       |              |                 |           |                 |                |                  |                        |           |
|---------------------------------------|------------|------------|------------|-----------|------------|-----------|-------------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|-----------|-----------------|------------|------------|--------------|-----------------|-----------|-----------------|----------------|------------------|------------------------|-----------|
|                                       | Total      | Male       | Female     | 18-34     | 35-54      | 55-64     | 65+         | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Priv-<br>ate<br>rent/<br>other | AB        | C1        | C2              | DE         | Aware      | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Cen-<br>tral | Other     |
| Unweighted base                       | 503        | 222        | 281        | 146       | 185        | 58        | 114         | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80        | 88              | 202        | 432        | 61           | 54              | 66        | 67              | 80             | 75               | 99                     | 62        |
| Weighted base                         | 503        | 235        | 268        | 156       | 195        | 56        | 96          | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80        | 86              | 208        | 424        | 67           | 59              | 73        | 72              | 79             | 82               | 77                     | 62        |
| Own a property outright               | 72<br>14%  | 36<br>15%  | 37<br>14%  | 10<br>6%  | 20<br>10%  | 12<br>21% | 30<br>32%   | 24<br>11%                    | 4<br>7%                      | 43<br>19%           | 72<br>25%             | -<br>-                      | -<br>-                         | 17<br>15% | 9<br>12%  | 13<br>15%       | 30<br>14%  | 68<br>16%  | 4<br>6%      | 9<br>14%        | 12<br>17% | 13<br>18%       | 7<br>9%        | 12<br>15%        | 14<br>18%              | 5<br>8%   |
| Own with a mortgage                   | 222<br>44% | 104<br>44% | 117<br>44% | 87<br>56% | 110<br>56% | 14<br>26% | 10<br>10%   | 149<br>68%                   | 34<br>56%                    | 39<br>17%           | 222<br>75%            | -<br>-                      | -<br>-                         | 72<br>65% | 49<br>62% | 51<br>59%       | 48<br>23%  | 194<br>46% | 25<br>38%    | 38<br>64%       | 31<br>42% | 25<br>34%       | 29<br>37%      | 45<br>55%        | 24<br>31%              | 30<br>49% |
| Council rent/housing association rent | 171<br>34% | 75<br>32%  | 96<br>36%  | 41<br>26% | 53<br>27%  | 27<br>48% | 51<br>53%   | 29<br>13%                    | 15<br>26%                    | 127<br>57%          | -<br>-                | 171<br>100%                 | -<br>-                         | 12<br>11% | 15<br>19% | 17<br>20%       | 117<br>56% | 134<br>32% | 32<br>47%    | 12<br>20%       | 26<br>35% | 27<br>38%       | 34<br>43%      | 17<br>21%        | 35<br>46%              | 21<br>33% |
| Private rent                          | 21<br>4%   | 9<br>4%    | 11<br>4%   | 7<br>5%   | 9<br>5%    | 1<br>2%   | 3<br>3%     | 9<br>4%                      | 3<br>4%                      | 9<br>4%             | -<br>-                | -<br>-                      | 21<br>55%                      | 6<br>5%   | 4<br>5%   | 2<br>2%         | 9<br>4%    | 15<br>3%   | 5<br>8%      | 1<br>1%         | -<br>-    | 2<br>3%         | 4<br>5%        | 7<br>8%          | 2<br>3%                | 5<br>8%   |
| Other                                 | 17<br>3%   | 11<br>5%   | 6<br>2%    | 11<br>7%  | 2<br>1%    | 1<br>3%   | 2<br>2%     | 8<br>4%                      | 4<br>7%                      | 5<br>2%             | -<br>-                | -<br>-                      | 17<br>45%                      | 3<br>3%   | 2<br>3%   | 3<br>4%         | 5<br>2%    | 13<br>3%   | 1<br>1%      | -<br>-          | 5<br>6%   | 4<br>6%         | 5<br>6%        | 1<br>1%          | 2<br>2%                | 1<br>1%   |



## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 17

**SEG****Base: All respondents**

|                 | Gender     |           |           | Age       |           |           |           | Work Status                  |                              |                     | Tenure                |                             |                                | SEG       |            |            |            | Aware Proposals |              | Ward            |           |                 |                |                  |                   |           |
|-----------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----------|------------|------------|------------|-----------------|--------------|-----------------|-----------|-----------------|----------------|------------------|-------------------|-----------|
|                 | Total      | Male      | Female    | 18-34     | 35-54     | 55-64     | 65+       | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB        | C1         | C2         | DE         | Aware           | Un-<br>aware | Shev-<br>ington | Park      | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Central | Other     |
| Unweighted base | 503        | 222       | 281       | 146       | 185       | 58        | 114       | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114       | 80         | 88         | 202        | 432             | 61           | 54              | 66        | 67              | 80             | 75               | 99                | 62        |
| Weighted base   | 503        | 235       | 268       | 156       | 195       | 56        | 96        | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110       | 80         | 86         | 208        | 424             | 67           | 59              | 73        | 72              | 79             | 82               | 77                | 62        |
| A               | 37<br>7%   | 20<br>9%  | 17<br>6%  | 15<br>10% | 19<br>10% | 1<br>2%   | 3<br>3%   | 27<br>12%                    | 3<br>4%                      | 8<br>3%             | 27<br>9%              | 6<br>3%                     | 5<br>12%                       | 37<br>34% | -          | -          | -          | 30<br>7%        | 6<br>9%      | 10<br>16%       | 6<br>8%   | 5<br>7%         | 4<br>5%        | 6<br>8%          | 4<br>5%           | 3<br>6%   |
| B               | 73<br>14%  | 39<br>17% | 34<br>13% | 28<br>18% | 36<br>19% | 4<br>8%   | 4<br>4%   | 54<br>25%                    | 10<br>16%                    | 9<br>4%             | 61<br>21%             | 7<br>4%                     | 5<br>13%                       | 73<br>66% | -          | -          | -          | 63<br>15%       | 9<br>14%     | 17<br>29%       | 8<br>11%  | 7<br>10%        | 8<br>10%       | 14<br>18%        | 8<br>11%          | 11<br>17% |
| C1              | 80<br>16%  | 34<br>14% | 46<br>17% | 34<br>22% | 34<br>18% | 6<br>11%  | 5<br>5%   | 50<br>23%                    | 13<br>22%                    | 16<br>7%            | 59<br>20%             | 15<br>9%                    | 6<br>16%                       | -         | 80<br>100% | -          | -          | 68<br>16%       | 9<br>13%     | 6<br>10%        | 13<br>18% | 13<br>19%       | 10<br>12%      | 14<br>17%        | 11<br>14%         | 12<br>19% |
| C2              | 86<br>17%  | 54<br>23% | 31<br>12% | 30<br>19% | 40<br>20% | 11<br>19% | 5<br>5%   | 52<br>24%                    | 14<br>23%                    | 20<br>9%            | 64<br>22%             | 17<br>10%                   | 5<br>13%                       | -         | -          | 86<br>100% | -          | 74<br>17%       | 8<br>12%     | 12<br>21%       | 12<br>16% | 10<br>14%       | 11<br>14%      | 12<br>14%        | 13<br>17%         | 16<br>25% |
| D               | 79<br>16%  | 33<br>14% | 46<br>17% | 31<br>20% | 33<br>17% | 4<br>8%   | 11<br>11% | 34<br>16%                    | 16<br>27%                    | 29<br>13%           | 46<br>16%             | 27<br>16%                   | 6<br>16%                       | -         | -          | -          | 79<br>38%  | 73<br>17%       | 7<br>10%     | 5<br>8%         | 10<br>14% | 11<br>15%       | 20<br>25%      | 11<br>14%        | 14<br>18%         | 9<br>15%  |
| E               | 129<br>26% | 44<br>19% | 85<br>32% | 12<br>8%  | 27<br>14% | 26<br>47% | 64<br>66% | -                            | 1<br>1%                      | 128<br>57%          | 32<br>11%             | 90<br>53%                   | 7<br>19%                       | -         | -          | -          | 129<br>62% | 105<br>25%      | 22<br>33%    | 8<br>14%        | 21<br>29% | 24<br>34%       | 21<br>26%      | 22<br>26%        | 24<br>31%         | 10<br>16% |
| Refused         | 19<br>4%   | 11<br>4%  | 9<br>3%   | 5<br>3%   | 6<br>3%   | 3<br>6%   | 5<br>5%   | 1<br>*                       | 4<br>7%                      | 14<br>6%            | 5<br>2%               | 10<br>6%                    | 4<br>11%                       | -         | -          | -          | -          | 10<br>2%        | 6<br>9%      | 1<br>2%         | 4<br>5%   | 2<br>2%         | 6<br>8%        | 2<br>3%          | 3<br>4%           | 1<br>2%   |

## Kirkby Town Centre Development Survey

### Fieldwork Dates:- 23rd-25th July 2007

Absolutes/col percents

Table 18

Ward

Base: All respondents

|                 | Gender |      |        | Age   |       |       |     | Work Status                  |                              |                     | Tenure                |                             |                                | SEG |     |     |     | Aware Proposals |              | Ward            |      |                 |                |                  |                   |       |
|-----------------|--------|------|--------|-------|-------|-------|-----|------------------------------|------------------------------|---------------------|-----------------------|-----------------------------|--------------------------------|-----|-----|-----|-----|-----------------|--------------|-----------------|------|-----------------|----------------|------------------|-------------------|-------|
|                 | Total  | Male | Female | 18-34 | 35-54 | 55-64 | 65+ | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | Not<br>work-<br>ing | Own/<br>mort-<br>gage | Coun-<br>cil<br>rent/<br>HA | Pri-<br>vate<br>rent/<br>other | AB  | C1  | C2  | DE  | Aware           | Un-<br>aware | Shev-<br>ington | Park | White-<br>field | North-<br>wood | Cherr-<br>yfield | Kirkby<br>Central | Other |
| Unweighted base | 503    | 222  | 281    | 146   | 185   | 58    | 114 | 216                          | 61                           | 225                 | 336                   | 116                         | 51                             | 114 | 80  | 88  | 202 | 432             | 61           | 54              | 66   | 67              | 80             | 75               | 99                | 62    |
| Weighted base   | 503    | 235  | 268    | 156   | 195   | 56    | 96  | 218                          | 60                           | 224                 | 294                   | 171                         | 38                             | 110 | 80  | 86  | 208 | 424             | 67           | 59              | 73   | 72              | 79             | 82               | 77                | 62    |
| Shevington      | 59     | 31   | 28     | 27    | 20    | 5     | 7   | 37                           | 5                            | 16                  | 46                    | 12                          | 1                              | 27  | 6   | 12  | 13  | 52              | 7            | 59              | -    | -               | -              | -                | -                 | -     |
|                 | 12%    | 13%  | 11%    | 17%   | 10%   | 9%    | 8%  | 17%                          | 8%                           | 7%                  | 16%                   | 7%                          | 2%                             | 24% | 8%  | 14% | 6%  | 12%             | 11%          | 100%            | -    | -               | -              | -                | -                 | -     |
| Park            | 73     | 37   | 36     | 24    | 31    | 7     | 12  | 33                           | 6                            | 35                  | 43                    | 26                          | 5                              | 14  | 13  | 12  | 31  | 67              | 5            | -               | 73   | -               | -              | -                | -                 | -     |
|                 | 15%    | 16%  | 13%    | 15%   | 16%   | 12%   | 13% | 15%                          | 9%                           | 15%                 | 15%                   | 15%                         | 12%                            | 12% | 17% | 14% | 15% | 16%             | 7%           | -               | 100% | -               | -              | -                | -                 | -     |
| Whitefield      | 72     | 36   | 36     | 16    | 31    | 7     | 17  | 22                           | 11                           | 39                  | 38                    | 27                          | 7                              | 12  | 13  | 10  | 35  | 64              | 4            | -               | -    | 72              | -              | -                | -                 | -     |
|                 | 14%    | 15%  | 13%    | 10%   | 16%   | 13%   | 18% | 10%                          | 19%                          | 17%                 | 13%                   | 16%                         | 18%                            | 11% | 17% | 12% | 17% | 15%             | 6%           | -               | -    | 100%            | -              | -                | -                 | -     |
| Northwood       | 79     | 33   | 46     | 25    | 27    | 11    | 16  | 36                           | 6                            | 37                  | 36                    | 34                          | 9                              | 11  | 10  | 11  | 41  | 69              | 10           | -               | -    | -               | 79             | -                | -                 |       |
|                 | 16%    | 14%  | 17%    | 16%   | 14%   | 19%   | 17% | 16%                          | 10%                          | 17%                 | 12%                   | 20%                         | 23%                            | 10% | 12% | 13% | 19% | 16%             | 14%          | -               | -    | -               | 100%           | -                | -                 | -     |
| Cherryfield     | 82     | 32   | 50     | 20    | 30    | 12    | 20  | 37                           | 6                            | 38                  | 57                    | 17                          | 8                              | 21  | 14  | 12  | 33  | 72              | 8            | -               | -    | -               | -              | 82               | -                 |       |
|                 | 16%    | 13%  | 19%    | 13%   | 15%   | 22%   | 20% | 17%                          | 11%                          | 17%                 | 19%                   | 10%                         | 20%                            | 19% | 18% | 14% | 16% | 17%             | 12%          | -               | -    | -               | -              | 100%             | -                 | -     |
| Kirkby Central  | 77     | 35   | 42     | 24    | 27    | 9     | 17  | 29                           | 13                           | 35                  | 38                    | 35                          | 4                              | 12  | 11  | 13  | 38  | 72              | 5            | -               | -    | -               | -              | -                | 77                | -     |
|                 | 15%    | 15%  | 16%    | 16%   | 14%   | 16%   | 17% | 13%                          | 22%                          | 16%                 | 13%                   | 20%                         | 10%                            | 11% | 14% | 16% | 18% | 17%             | 7%           | -               | -    | -               | -              | -                | 100%              | -     |
| Other           | 62     | 32   | 30     | 21    | 29    | 5     | 7   | 25                           | 13                           | 24                  | 36                    | 21                          | 6                              | 14  | 12  | 16  | 19  | 28              | 29           | -               | -    | -               | -              | -                | -                 | 62    |
|                 | 12%    | 14%  | 11%    | 13%   | 15%   | 9%    | 7%  | 12%                          | 21%                          | 11%                 | 12%                   | 12%                         | 15%                            | 13% | 15% | 18% | 9%  | 7%              | 43%          | -               | -    | -               | -              | -                | -                 | 100%  |