

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q4. How often do you travel outside Kirkham and Wesham to do your food shopping?

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Twice or more per week	N	129	67	62	28	59	41	26	55	48	129	0	86	21	10	12
	%	26%	30%	22%	23%	29%	25%	21%	25%	30%	43%	0%	25%	29%	22%	33%
About once per week	N	174	64	110	45	77	50	33	83	58	174	0	123	24	16	11
	%	35%	29%	39%	36%	37%	30%	27%	38%	36%	57%	0%	35%	33%	36%	31%
About once per fortnight	N	54	22	32	13	18	23	17	21	16	0	54	40	6	3	5
	%	11%	10%	11%	10%	9%	14%	14%	10%	10%	0%	27%	11%	8%	7%	14%
About once per month	N	47	20	27	14	17	15	15	24	8	0	47	30	10	5	2
	%	9%	9%	10%	11%	8%	9%	12%	11%	5%	0%	24%	9%	14%	11%	6%
Hardly ever	N	97	48	49	24	35	38	31	36	30	0	97	69	11	11	6
	%	19%	22%	18%	19%	17%	23%	25%	16%	19%	0%	49%	20%	15%	24%	17%

Q5. Would you visit an Aldi store if there was one in Kirkham?

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes I would	N	383	174	209	91	161	130	95	172	116	239	144	306	26	25	26
	%	76%	79%	75%	73%	78%	78%	78%	79%	73%	79%	73%	88%	36%	56%	72%
I might do	N	66	30	36	17	25	23	17	28	21	35	31	33	17	12	4
	%	13%	14%	13%	14%	12%	14%	14%	13%	13%	12%	16%	9%	24%	27%	11%
No, I wouldn't visit	N	52	17	35	16	20	14	10	19	23	29	23	9	29	8	6
	%	10%	8%	13%	13%	10%	8%	8%	9%	14%	10%	12%	3%	40%	18%	17%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q6. Would you welcome a new petrol station, restaurant, or hotel in Kirkham?

Base: All respondents

	N	TOTAL	GENDER			AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A new petrol station	N	101	45	56	23	45	32	23	47	31	61	40	73	9	9	10	
	%	20%	20%	20%	19%	22%	19%	19%	21%	19%	20%	20%	21%	13%	20%	28%	
A new hotel	N	33	12	21	4	21	8	8	13	12	20	13	21	6	4	2	
	%	7%	5%	8%	3%	10%	5%	7%	6%	8%	7%	7%	6%	8%	9%	6%	
A new restaurant	N	74	37	37	21	36	16	15	33	26	46	28	52	7	9	6	
	%	15%	17%	13%	17%	17%	10%	12%	15%	16%	15%	14%	15%	10%	20%	17%	
I would welcome all (of the above)	N	290	124	166	71	128	90	82	121	87	186	104	248	6	21	15	
	%	58%	56%	59%	57%	62%	54%	67%	55%	54%	61%	53%	71%	8%	47%	42%	
I wouldn't welcome any (of the above)	N	93	40	53	22	30	39	16	41	36	51	42	20	53	13	7	
	%	19%	18%	19%	18%	15%	23%	13%	19%	23%	17%	21%	6%	74%	29%	19%	

Q7a. Do you think there are enough quality sports facilities, for example football and hockey pitches, for the community in Kirkham?

Base: All respondents

	N	TOTAL	GENDER			AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes, there are enough facilities already	N	90	41	49	26	35	26	20	40	30	55	35	27	37	14	12	
	%	18%	19%	18%	21%	17%	16%	16%	18%	19%	18%	18%	8%	51%	31%	33%	
I'm not sure	N	76	27	49	15	31	29	14	31	31	45	31	39	18	11	8	
	%	15%	12%	18%	12%	15%	17%	11%	14%	19%	15%	16%	11%	25%	24%	22%	
No, there are not enough	N	335	153	182	83	140	112	88	148	99	203	132	282	17	20	16	
	%	67%	69%	65%	67%	68%	67%	72%	68%	62%	67%	67%	81%	24%	44%	44%	

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q7b. Would you welcome new sports provisions locally?

Base: All who do not think that there are enough quality sports facilities for the community in Kirkham

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N %	411 100%	180 100%	231 100%	98 100%	171 100%	141 100%	102 100%	179 100%	130 100%	248 100%	163 100%	321 100%	35 100%	31 100%	24 100%
Yes, I think it would be a good idea	N %	371 90%	160 89%	211 91%	94 96%	152 89%	124 88%	94 92%	159 89%	118 91%	226 91%	145 89%	312 97%	15 43%	22 71%	22 92%
I'm not sure	N %	20 5%	9 5%	11 5%	1 1%	10 6%	9 6%	7 7%	10 6%	3 2%	9 4%	11 7%	8 2%	7 20%	5 16%	0 0%
No, I don't think sports provision should be developed	N %	20 5%	11 6%	9 4%	3 3%	9 5%	8 6%	1 1%	10 6%	9 7%	13 5%	7 4%	1 0%	13 37%	4 13%	2 8%

Q8a. Are you aware of AFC Fylde and the work the club does to provide sports sessions for primary schools and local children?

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N %	501 100%	221 100%	280 100%	124 100%	206 100%	167 100%	122 100%	219 100%	160 100%	303 100%	198 100%	348 100%	72 100%	45 100%	36 100%
Yes, I am familiar with AFC Fylde	N %	370 74%	164 74%	206 74%	95 77%	155 75%	118 71%	99 81%	158 72%	113 71%	224 74%	146 74%	274 79%	49 68%	30 67%	17 47%
I have heard a bit about the club	N %	52 10%	28 13%	24 9%	11 9%	26 13%	13 8%	9 7%	22 10%	21 13%	32 11%	20 10%	36 10%	6 8%	7 16%	3 8%
I don't know anything about AFC Fylde	N %	79 16%	29 13%	50 18%	18 15%	25 12%	36 22%	14 11%	39 18%	26 16%	47 16%	32 16%	38 11%	17 24%	8 18%	16 44%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q8b. Would you support AFC Fylde in expanding?

Base: All aware of AFC Fylde

		TOTAL	GENDER			AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Total	N	422	192	230	106	181	131	108	180	134	256	166	310	55	37	20	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes, I think it would be good	N	335	153	182	88	139	107	89	141	105	204	131	293	8	19	15	
	%	79%	80%	79%	83%	77%	82%	82%	78%	78%	80%	79%	95%	15%	51%	75%	
I'm not sure	N	34	15	19	5	15	14	10	16	8	24	10	13	10	11	0	
	%	8%	8%	8%	5%	8%	11%	9%	9%	6%	9%	6%	4%	18%	30%	0%	
No, I don't think they should expand	N	53	24	29	13	27	10	9	23	21	28	25	4	37	7	5	
	%	13%	13%	13%	12%	15%	8%	8%	13%	16%	11%	15%	1%	67%	19%	25%	

Q9a. Are you aware of plans to develop the Mill Farm Sports Village to the north of Kirkham?

Base: All respondents

		TOTAL	GENDER			AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes, I know about the project	N	428	201	227	102	185	138	103	187	138	261	167	323	63	39	3	
	%	85%	91%	81%	82%	90%	83%	84%	85%	86%	86%	84%	93%	88%	87%	8%	
I have heard a bit about the scheme	N	40	11	29	11	12	17	7	18	15	21	19	25	9	6	0	
	%	8%	5%	10%	9%	6%	10%	6%	8%	9%	7%	10%	7%	13%	13%	0%	
I haven't heard about the project	N	33	9	24	11	9	12	12	14	7	21	12	0	0	0	33	
	%	7%	4%	9%	9%	4%	7%	10%	6%	4%	7%	6%	0%	0%	0%	92%	

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q9b. Would you like contact details for how to find out more about the plans?

Base: All who have not heard about the project

	N	TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total		33	9	24	11	9	12	12	14	7	21	12	0	0	0	33
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	0%	0%	100%
Yes		11	2	9	3	4	4	7	3	1	6	5	0	0	0	11
	%	33%	22%	38%	27%	44%	33%	58%	21%	14%	29%	42%	0%	0%	0%	33%
No		22	7	15	8	5	8	5	11	6	15	7	0	0	0	22
	%	67%	78%	63%	73%	56%	67%	42%	79%	86%	71%	58%	0%	0%	0%	67%

Q10. Are you in favour of or against the plans?

Base: All who have heard about the plans to develop the Mill Farm Sports Village

	N	TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total		468	212	256	113	197	155	110	205	153	282	186	348	72	45	3
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly in favour		225	102	123	52	97	75	57	92	76	143	82	225	0	0	0
	%	48%	48%	48%	46%	49%	48%	52%	45%	50%	51%	44%	65%	0%	0%	0%
Generally in favour		123	60	63	37	44	42	34	53	36	66	57	123	0	0	0
	%	26%	28%	25%	33%	22%	27%	31%	26%	24%	23%	31%	35%	0%	0%	0%
Undecided/ Neither for or against		45	20	25	5	23	17	8	23	14	26	19	0	0	45	0
	%	10%	9%	10%	4%	12%	11%	7%	11%	9%	9%	10%	0%	0%	100%	0%
Generally against		27	11	16	4	14	9	3	15	9	21	6	0	27	0	0
	%	6%	5%	6%	4%	7%	6%	3%	7%	6%	7%	3%	0%	38%	0%	0%
Strongly against		45	19	26	14	19	10	6	21	18	24	21	0	45	0	0
	%	10%	9%	10%	12%	10%	6%	5%	10%	12%	9%	11%	0%	63%	0%	0%
Don't know/ Don't know enough to comment		3	0	3	1	0	2	2	1	0	2	1	0	0	0	3
	%	1%	0%	1%	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	0%	100%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q11. Please could you tell me how important each of the following reasons for not supporting the project is to you? No need for more retail provision

Base: All who have heard about the plans to develop the Mill Farm Sports Village, but are against those plans

	N	TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N	72	30	42	18	33	19	9	36	27	45	27	0	72	0	0
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	0%	0%
5 = Very important	N	40	18	22	10	20	8	6	17	17	22	18	0	40	0	0
	%	56%	60%	52%	56%	61%	42%	67%	47%	63%	49%	67%	0%	56%	0%	0%
4	N	10	4	6	3	6	1	1	5	4	8	2	0	10	0	0
	%	14%	13%	14%	17%	18%	5%	11%	14%	15%	18%	7%	0%	14%	0%	0%
3	N	12	4	8	3	5	4	2	8	2	7	5	0	12	0	0
	%	17%	13%	19%	17%	15%	21%	22%	22%	7%	16%	19%	0%	17%	0%	0%
2	N	3	0	3	0	0	3	0	2	1	3	0	0	3	0	0
	%	4%	0%	7%	0%	0%	16%	0%	6%	4%	7%	0%	0%	4%	0%	0%
1 = Not at all important	N	4	3	1	2	2	0	0	3	1	4	0	0	4	0	0
	%	6%	10%	2%	11%	6%	0%	0%	8%	4%	9%	0%	0%	6%	0%	0%
Don't know	N	3	1	2	0	0	3	0	1	2	1	2	0	3	0	0
	%	4%	3%	5%	0%	0%	16%	0%	3%	7%	2%	7%	0%	4%	0%	0%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q11. Please could you tell me how important each of the following reasons for not supporting the project is to you? Traffic/ Access to the site

		Base: All who have heard about the plans to develop the Mill Farm Sports Village, but are <u>against</u> those plans															
		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT				
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware	
Total	N %	72 100%	30 100%	42 100%	18 100%	33 100%	19 100%	9 100%	36 100%	27 100%	45 100%	27 100%	0 0%	72 100%	0 0%	0 0%	
5 = Very important	N %	68 94%	28 93%	40 95%	17 94%	31 94%	18 95%	8 89%	34 94%	26 96%	43 96%	25 93%	0 0%	68 94%	0 0%	0 0%	
4	N %	3 4%	2 7%	1 2%	1 6%	2 6%	0 0%	1 11%	1 3%	1 4%	1 2%	2 7%	0 0%	3 4%	0 0%	0 0%	
3	N %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
2	N %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
1 = Not at all important	N %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Don't know	N %	1 1%	0 0%	1 2%	0 0%	0 0%	1 5%	0 0%	1 3%	0 0%	1 2%	0 0%	0 0%	1 1%	0 0%	0 0%	

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q11. Please could you tell me how important each of the following reasons for not supporting the project is to you? Design of the proposal

Base: All who have heard about the plans to develop the Mill Farm Sports Village, but are against those plans

	N	TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N	72	30	42	18	33	19	9	36	27	45	27	0	72	0	0
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	0%	0%
5 = Very important	N	24	8	16	6	11	6	5	10	9	12	12	0	24	0	0
	%	33%	27%	38%	33%	33%	32%	56%	28%	33%	27%	44%	0%	33%	0%	0%
4	N	9	3	6	2	6	0	1	4	4	4	5	0	9	0	0
	%	13%	10%	14%	11%	18%	0%	11%	11%	15%	9%	19%	0%	13%	0%	0%
3	N	11	3	8	4	3	4	1	7	3	9	2	0	11	0	0
	%	15%	10%	19%	22%	9%	21%	11%	19%	11%	20%	7%	0%	15%	0%	0%
2	N	2	2	0	1	1	0	0	0	2	1	1	0	2	0	0
	%	3%	7%	0%	6%	3%	0%	0%	0%	7%	2%	4%	0%	3%	0%	0%
1 = Not at all important	N	9	6	3	4	4	1	0	7	2	6	3	0	9	0	0
	%	13%	20%	7%	22%	12%	5%	0%	19%	7%	13%	11%	0%	13%	0%	0%
Don't know	N	17	8	9	1	8	8	2	8	7	13	4	0	17	0	0
	%	24%	27%	21%	6%	24%	42%	22%	22%	26%	29%	15%	0%	24%	0%	0%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

		Q11. Please could you tell me how important each of the following reasons for not supporting the project is to you? The proposed nature of the development														
<i>Base: All who have heard about the plans to develop the Mill Farm Sports Village, but are <u>against</u> those plans</i>		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
	N %		Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N %	72 100%	30 100%	42 100%	18 100%	33 100%	19 100%	9 100%	36 100%	27 100%	45 100%	27 100%	0 0%	72 100%	0 0%	0 0%
5 = Very important	N %	43 60%	17 57%	26 62%	12 67%	18 55%	12 63%	7 78%	20 56%	16 59%	23 51%	20 74%	0 0%	43 60%	0 0%	0 0%
4	N %	8 11%	3 10%	5 12%	1 6%	5 15%	1 5%	0 0%	3 8%	5 19%	7 16%	1 4%	0 0%	8 11%	0 0%	0 0%
3	N %	10 14%	4 13%	6 14%	2 11%	5 15%	3 16%	1 11%	7 19%	2 7%	6 13%	4 15%	0 0%	10 14%	0 0%	0 0%
2	N %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
1 = Not at all important	N %	7 10%	4 13%	3 7%	3 17%	3 9%	1 5%	1 11%	3 8%	3 11%	5 11%	2 7%	0 0%	7 10%	0 0%	0 0%
Don't know	N %	4 6%	2 7%	2 5%	0 0%	2 6%	2 11%	0 0%	3 8%	1 4%	4 9%	0 0%	0 0%	4 6%	0 0%	0 0%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q12. How do you rate each of these current provisions in Kirkham and the surrounding area? Range of food retailers

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
			%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5 = Excellent	N	46	25	21	5	15	25	10	25	11	23	23	17	19	7	3
	%	9%	11%	8%	4%	7%	15%	8%	11%	7%	8%	12%	5%	26%	16%	8%
4	N	93	42	51	25	34	33	20	47	26	45	48	51	26	10	6
	%	19%	19%	18%	20%	17%	20%	16%	21%	16%	15%	24%	15%	36%	22%	17%
3	N	190	84	106	46	79	64	47	77	66	116	74	145	18	16	11
	%	38%	38%	38%	37%	38%	38%	39%	35%	41%	38%	37%	42%	25%	36%	31%
2	N	112	51	61	37	50	25	25	49	38	77	35	88	5	8	11
	%	22%	23%	22%	30%	24%	15%	20%	22%	24%	25%	18%	25%	7%	18%	31%
1 = Not good at all	N	57	18	39	11	27	18	19	20	18	39	18	46	2	4	5
	%	11%	8%	14%	9%	13%	11%	16%	9%	11%	13%	9%	13%	3%	9%	14%
Don't know	N	3	1	2	0	1	2	1	1	1	3	0	1	2	0	0
	%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	3%	0%	0%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q12. How do you rate each of these current provisions in Kirkham and the surrounding area? Range of community sports facilities

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
			%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5 = Excellent	N	26	10	16	3	10	13	6	12	8	15	11	9	11	1	5
	%	5%	5%	6%	2%	5%	8%	5%	5%	5%	5%	6%	3%	15%	2%	14%
4	N	54	28	26	14	17	23	13	24	17	29	25	24	17	8	5
	%	11%	13%	9%	11%	8%	14%	11%	11%	11%	10%	13%	7%	24%	18%	14%
3	N	135	48	87	42	56	35	36	57	42	82	53	93	21	14	7
	%	27%	22%	31%	34%	27%	21%	30%	26%	26%	27%	27%	27%	29%	31%	19%
2	N	149	78	71	36	70	43	41	63	45	95	54	126	4	10	9
	%	30%	35%	25%	29%	34%	26%	34%	29%	28%	31%	27%	36%	6%	22%	25%
1 = Not good at all	N	95	44	51	25	43	27	22	41	32	61	34	79	6	6	4
	%	19%	20%	18%	20%	21%	16%	18%	19%	20%	20%	17%	23%	8%	13%	11%
Don't know	N	42	13	29	4	10	26	4	22	16	21	21	17	13	6	6
	%	8%	6%	10%	3%	5%	16%	3%	10%	10%	7%	11%	5%	18%	13%	17%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q12. How do you rate each of these current provisions in Kirkham and the surrounding area? Employment opportunities

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
			%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5 = Excellent	N	18	6	12	4	6	8	2	8	8	9	9	6	9	1	2
	%	4%	3%	4%	3%	3%	5%	2%	4%	5%	3%	5%	2%	13%	2%	6%
4	N	47	20	27	10	20	16	14	19	14	25	22	28	15	2	2
	%	9%	9%	10%	8%	10%	10%	11%	9%	9%	8%	11%	8%	21%	4%	6%
3	N	133	54	79	43	54	34	34	60	39	82	51	91	21	13	8
	%	27%	24%	28%	35%	26%	20%	28%	27%	24%	27%	26%	26%	29%	29%	22%
2	N	127	61	66	30	56	41	28	60	39	84	43	108	4	7	8
	%	25%	28%	24%	24%	27%	25%	23%	27%	24%	28%	22%	31%	6%	16%	22%
1 = Not good at all	N	110	53	57	31	48	30	32	39	39	71	39	79	9	11	11
	%	22%	24%	20%	25%	23%	18%	26%	18%	24%	23%	20%	23%	13%	24%	31%
Don't know	N	66	27	39	6	22	38	12	33	21	32	34	36	14	11	5
	%	13%	12%	14%	5%	11%	23%	10%	15%	13%	11%	17%	10%	19%	24%	14%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q12. How do you rate each of these current provisions in Kirkham and the surrounding area? Overnight accommodation, such as hotels

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
			%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>Total</i>	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5 = Excellent	N	30	7	23	12	8	10	8	14	8	18	12	3	24	1	2
	%	6%	3%	8%	10%	4%	6%	7%	6%	5%	6%	6%	1%	33%	2%	6%
4	N	64	28	36	14	26	21	11	31	22	36	28	35	20	6	3
	%	13%	13%	13%	11%	13%	13%	9%	14%	14%	12%	14%	10%	28%	13%	8%
3	N	101	44	57	28	47	25	29	44	28	67	34	76	12	7	6
	%	20%	20%	20%	23%	23%	15%	24%	20%	18%	22%	17%	22%	17%	16%	17%
2	N	129	54	75	30	54	45	34	54	41	84	45	96	5	16	12
	%	26%	24%	27%	24%	26%	27%	28%	25%	26%	28%	23%	28%	7%	36%	33%
1 = Not good at all	N	153	77	76	36	63	54	35	67	51	88	65	126	6	11	10
	%	31%	35%	27%	29%	31%	32%	29%	31%	32%	29%	33%	36%	8%	24%	28%
Don't know	N	24	11	13	4	8	12	5	9	10	10	14	12	5	4	3
	%	5%	5%	5%	3%	4%	7%	4%	4%	6%	3%	7%	3%	7%	9%	8%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q12. How do you rate each of these current provisions in Kirkham and the surrounding area? Locations of petrol stations

Base: All respondents

	N	TOTAL	GENDER			AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
5 = Excellent	N	43	22	21	9	18	14	6	17	20	30	13	9	27	5	2	
	%	9%	10%	8%	7%	9%	8%	5%	8%	13%	10%	7%	3%	38%	11%	6%	
4	N	40	18	22	17	12	10	4	23	13	21	19	13	16	4	7	
	%	8%	8%	8%	14%	6%	6%	3%	11%	8%	7%	10%	4%	22%	9%	19%	
3	N	78	34	44	26	30	21	22	30	26	49	29	53	13	8	4	
	%	16%	15%	16%	21%	15%	13%	18%	14%	16%	16%	15%	15%	18%	18%	11%	
2	N	109	50	59	19	64	26	31	51	27	60	49	88	7	8	6	
	%	22%	23%	21%	15%	31%	16%	25%	23%	17%	20%	25%	25%	10%	18%	17%	
1 = Not good at all	N	212	94	118	50	78	84	54	89	69	136	76	175	8	15	14	
	%	42%	43%	42%	40%	38%	50%	44%	41%	43%	45%	38%	50%	11%	33%	39%	
Don't know	N	19	3	16	3	4	12	5	9	5	7	12	10	1	5	3	
	%	4%	1%	6%	2%	2%	7%	4%	4%	3%	2%	6%	3%	1%	11%	8%	

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q13a. GENDER

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
			%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	N	221	221	0	51	91	79	38	110	73	131	90	162	30	20	9
	%	44%	100%	0%	41%	44%	47%	31%	50%	46%	43%	45%	47%	42%	44%	25%
Female	N	280	0	280	73	115	88	84	109	87	172	108	186	42	25	27
	%	56%	0%	100%	59%	56%	53%	69%	50%	54%	57%	55%	53%	58%	56%	75%

Q13b. Please could you tell me which of these age bands you're in?

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
			%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
16-24	N	19	7	12	19	0	0	5	6	8	10	9	14	0	1	4
	%	4%	3%	4%	15%	0%	0%	4%	3%	5%	3%	5%	4%	0%	2%	11%
25-34	N	28	12	16	28	0	0	9	7	12	14	14	22	2	1	3
	%	6%	5%	6%	23%	0%	0%	7%	3%	8%	5%	7%	6%	3%	2%	8%
35-44	N	77	32	45	77	0	0	13	35	29	49	28	53	16	3	5
	%	15%	14%	16%	62%	0%	0%	11%	16%	18%	16%	14%	15%	22%	7%	14%
45-54	N	99	43	56	0	99	0	24	45	30	72	27	61	18	14	6
	%	20%	19%	20%	0%	48%	0%	20%	21%	19%	24%	14%	18%	25%	31%	17%
55-64	N	107	48	59	0	107	0	19	47	41	64	43	80	15	9	3
	%	21%	22%	21%	0%	52%	0%	16%	21%	26%	21%	22%	23%	21%	20%	8%
65 or older	N	167	79	88	0	0	167	51	77	39	91	76	117	19	17	14
	%	33%	36%	31%	0%	0%	100%	42%	35%	24%	30%	38%	34%	26%	38%	39%
Refused	N	4	0	4	0	0	0	1	2	1	3	1	1	2	0	1
	%	1%	0%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	3%	0%	3%

PPS002 - Survey of residents of Kirkham & Wesham regarding the Mill Farm development proposals
 Telephone survey conducted by Marketing Means, 11th-23rd April 2014

Q14. Please could you confirm your working status?

Base: All respondents

		TOTAL	GENDER		AGE BAND			WARD			HOW OFTEN GO FOOD SHOPPING OUTSIDE KIRKHAM		OPINION OF PROPOSED DEVELOPMENT			
			Male	Female	16 to 44	45 to 64	65 or older	Kirkham South	Kirkham North	Medlar with Wesham	At least once a week	Less often than once a week	In favour	Against	Undecided	Don't know/ Not aware
Total	N	501	221	280	124	206	167	122	219	160	303	198	348	72	45	36
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Full-time paid employment	N	184	97	87	78	102	4	41	75	68	116	68	125	32	13	14
	%	37%	44%	31%	63%	50%	2%	34%	34%	43%	38%	34%	36%	44%	29%	39%
Part-time paid employment	N	63	12	51	17	37	7	13	29	21	46	17	44	9	8	2
	%	13%	5%	18%	14%	18%	4%	11%	13%	13%	15%	9%	13%	13%	18%	6%
Student	N	10	2	8	10	0	0	2	5	3	6	4	6	0	1	3
	%	2%	1%	3%	8%	0%	0%	2%	2%	2%	2%	2%	2%	0%	2%	8%
Retired	N	207	96	111	2	51	153	56	97	54	117	90	149	26	19	13
	%	41%	43%	40%	2%	25%	92%	46%	44%	34%	39%	45%	43%	36%	42%	36%
Unemployed	N	19	9	10	11	7	1	5	7	7	9	10	13	1	1	4
	%	4%	4%	4%	9%	3%	1%	4%	3%	4%	3%	5%	4%	1%	2%	11%
Looking after the home	N	8	2	6	3	4	1	0	3	5	4	4	6	1	1	0
	%	2%	1%	2%	2%	2%	1%	0%	1%	3%	1%	2%	2%	1%	2%	0%
Carer	N	3	2	1	0	3	0	1	2	0	3	0	1	1	1	0
	%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	2%	0%
Other	N	5	1	4	3	1	1	3	1	1	1	4	3	1	1	0
	%	1%	0%	1%	2%	0%	1%	2%	0%	1%	0%	2%	1%	1%	2%	0%
Refused	N	2	0	2	0	1	0	1	0	1	1	1	1	1	0	0
	%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%