

## YouGov Survey Results

Sample Size: 378

Fieldwork: 10th - 16th October 2012

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Thinking about Croydon town centre...  
If you had to choose, which ONE of the following would you prefer to have?

	Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
A town centre made up of a network of shopping streets and public spaces	75%	80%	71%	60%	71%	75%	77%	79%	78%	70%	
A town centre with a single, large shopping centre	21%	16%	26%	36%	22%	23%	20%	17%	18%	28%	
Don't know	4%	4%	3%	4%	6%	1%	3%	4%	4%	3%	

If you had to choose, would you prefer the proposed redevelopment of the Whitgift Centre to be a separate standalone shopping centre or a development designed to join the Whitgift and Centrale centres together?

	Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
A separate standalone shopping centre	31%	32%	30%	16%	32%	22%	41%	34%	32%	29%	
A development designed to join the Whitgift and Centrale centres together	58%	58%	58%	68%	52%	64%	53%	58%	59%	57%	
Don't know	11%	10%	11%	16%	16%	14%	6%	8%	9%	15%	

How important, if at all, is it to you that the 'Whitgift' name is retained once the redevelopment has been completed in Croydon town centre?

	Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
Very important	28%	29%	28%	20%	24%	21%	22%	38%	30%	23%	
Fairly important	33%	29%	37%	48%	30%	35%	33%	31%	33%	33%	
Not very important	20%	18%	22%	16%	27%	26%	20%	15%	20%	21%	
Not at all important	17%	22%	12%	16%	16%	16%	25%	15%	16%	19%	
Don't know	2%	2%	1%	-	3%	3%	-	1%	1%	3%	

Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Assuming that as part of the redevelopment of the town centre new homes need to be created...  
If you had to choose, which ONE of the following would you prefer?

Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
All the new homes in one area of the town centre	30%	22%	38%	36%	32%	32%	25%	30%	27%	37%
Homes integrated throughout the town centre	58%	68%	47%	44%	51%	58%	64%	60%	60%	51%
Don't know	12%	10%	15%	20%	17%	9%	11%	11%	12%	12%

As part of the redevelopment of the Whitgift Centre, do you think that the buildings that face onto Wellesley Road should be a mix of offices, residential, retail units, hotel and student accommodation or residential only, if you had to choose?

Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
A mix of offices, residential, retail units, hotel and student accommodation	82%	85%	79%	76%	78%	81%	84%	85%	84%	78%
Residential only	8%	6%	10%	12%	10%	9%	5%	7%	6%	11%
Don't know	10%	9%	11%	12%	13%	10%	11%	8%	10%	10%

Overall, how important, if at all, is it to you that a redeveloped town centre links to London Road, George Street, Crown Hill and the High Street?

Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
Very important	41%	45%	37%	40%	41%	36%	47%	40%	41%	40%
Fairly important	40%	38%	42%	44%	43%	40%	36%	40%	42%	37%
Not very important	10%	9%	11%	-	8%	13%	6%	12%	9%	11%
Not at all important	2%	2%	2%	4%	-	3%	3%	2%	2%	3%
Don't know	7%	6%	8%	12%	8%	8%	8%	5%	6%	10%

How important, if at all, do you think North End is as a pedestrian thoroughfare in Croydon?

Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
Very important	54%	53%	55%	56%	43%	49%	50%	62%	52%	58%
Fairly important	31%	31%	32%	24%	46%	32%	31%	26%	32%	30%
Not very important	9%	11%	7%	4%	6%	10%	13%	9%	11%	6%
Not at all important	2%	2%	2%	4%	-	1%	3%	1%	2%	2%
Don't know	4%	4%	5%	12%	5%	6%	3%	2%	5%	3%

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

How important, if at all, do you think a substantial upgrading of North End is for the future of Croydon town centre?

Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
Very important	46%	48%	44%	40%	38%	53%	42%	48%	48%	43%
Fairly important	37%	34%	39%	32%	44%	35%	38%	35%	35%	40%
Not very important	10%	9%	11%	20%	8%	6%	9%	11%	11%	8%
Not at all important	2%	1%	2%	-	2%	-	5%	1%	1%	3%
Don't know	6%	7%	4%	8%	8%	5%	6%	4%	5%	7%

Approximately how often, if at all, do you visit Croydon town centre for any reason (e.g. shopping, entertainment etc.)?

Base: Croydon residents	378	186	192	25	63	77	64	149	263	115
Daily	6%	6%	7%	4%	10%	1%	11%	6%	6%	8%
A few times a week	21%	20%	22%	20%	16%	23%	22%	22%	23%	17%
Once a week	23%	24%	22%	28%	25%	23%	16%	23%	22%	24%
Once every 2 weeks	16%	13%	20%	24%	14%	17%	22%	13%	16%	18%
Once a month	15%	16%	14%	12%	14%	17%	16%	14%	16%	12%
Once every 2 to 3 months	8%	10%	6%	8%	11%	6%	9%	7%	8%	9%
Less often than once every 2 to 3 months	8%	10%	7%	4%	8%	6%	3%	13%	9%	8%
Never	2%	2%	3%	-	2%	5%	2%	1%	2%	3%