Libraries Connected - High Street Polling Survey

ONLINE Fieldwork: 28th to 29th October 2026

Absolutes/col percents

Table 1

Q1a. Which, if any, of the following do you think should be on an ideal high street?

Base: All respondents

		Gender		Age									Region										Do you have any children aged 18 or under? If so, how old are they?								Which of the following best describes where you live?						
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	No children aged 18 or under	NET: Yes aged 18 or under	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2116	991	1112	32	205	316	309	333	369	552	301	251	171	93	267	182	176	164	113	205	203	276	201	65	1585	522	460	429	179	231	214	109	1704	897	807	412	361	51
Weighted base	2116	1029	1075	38	237	347	336	345	330	483	260	224	176	85	233	174	186	154	99	199	275	292	184	59	1534	574	512	467	199	254	237	116	1724	939	785	392	347	45
Cafes / restaurants	1867	867	987	34	189	294	290	310	299	452	246	205	163	73	204	156	162	138	84	175	229	267	166	51	1384	476	421	393	163	200	209	106	1508	813	695	359	316	43
	88%	84%	92%	89%	80%	85%	86%	90%	91%	93%	95%	92%	93%	86%	88%	90%	87%	89%	85%	88%	83%	91%	90%	87%	90%	83%	82%	84%	82%	79%	88%	91%	87%	87%	88%	92%	91%	95%
Post office	1784	838	935	27	152	262	278	301	306	457	246	211	153	68	192	144	159	134	78	167	215	264	157	52	1340	437	384	356	148	180	189	96	1443	765	678	341	298	43
	84%	81%	87%	71%	64%	75%	83%	87%	93%	95%	95%	95%	87%	80%	82%	83%	85%	87%	79%	84%	78%	90%	86%	88%	87%	76%	75%	76%	75%	71%	80%	83%	84%	81%	86%	87%	86%	95%
Banks and building societies	1719	798	910	20	129	244	256	308	299	464	250	214	147	74	179	147	149	129	82	169	190	248	157	48	1301	413	358	345	138	177	180	94	1380	730	650	339	298	41
	81%	78%	85%	52%	55%	70%	76%	89%	91%	96%	96%	96%	84%	87%	77%	85%	80%	84%	82%	85%	69%	85%	85%	82%	85%	72%	70%	74%	69%	70%	76%	81%	80%	78%	83%	87%	86%	92%
Clothing shops	1682	766	905	30	170	252	256	287	276	412	224	188	142	66	180	137	146	132	77	162	196	242	154	49	1240	434	379	351	142	173	188	99	1365	725	639	317	276	42
	79%	74%	84%	79%	72%	73%	76%	83%	84%	85%	86%	84%	81%	78%	77%	79%	78%	85%	78%	81%	71%	83%	83%	83%	81%	76%	74%	75%	71%	68%	79%	85%	79%	77%	81%	81%	80%	93%
Butcher or bakery	1680	779	891	25	130	239	252	294	294	445	242	203	147	70	179	139	138	118	82	167	184	255	151	51	1268	408	359	332	134	169	180	89	1343	692	650	338	295	43
	79%	76%	83%	67%	55%	69%	75%	85%	89%	92%	93%	91%	84%	82%	77%	80%	74%	77%	83%	84%	67%	87%	82%	85%	83%	71%	70%	71%	68%	66%	76%	76%	78%	74%	83%	86%	85%	96%
Supermarkets/grocery shops	1632	769	854	29	165	240	252	269	274	402	213	188	132	63	160	131	153	116	67	161	221	236	145	48	1220	406	360	328	141	174	168	91	1336	739	598	295	263	32
	77%	75%	79%	77%	70%	69%	75%	78%	83%	83%	82%	84%	75%	74%	69%	76%	82%	75%	67%	81%	80%	81%	79%	81%	80%	71%	70%	70%	71%	69%	71%	78%	77%	79%	76%	75%	76%	72%
Hairdressers & barbers	1414	635	771	24	127	221	228	243	230	342	186	156	124	52	139	115	121	107	53	138	173	213	136	45	1058	352	303	294	124	151	148	90	1131	607	524	283	251	32
	67%	62%	72%	63%	54%	64%	68%	70%	70%	71%	72%	70%	70%	62%	60%	66%	65%	69%	54%	69%	63%	73%	74%	75%	69%	61%	59%	63%	62%	59%	63%	77%	66%	65%	67%	72%	72%	72%
Pubs / bars	1369	710	654	15	138	230	221	226	229	311	173	138	134	53	139	110	120	114	62	126	157	195	118	43	1019	345	307	274	121	141	152	72	1103	580	522	267	233	33
	65%	69%	61%	40%	58%	66%	66%	65%	69%	64%	67%	62%	76%	62%	60%	63%	64%	74%	62%	63%	57%	67%	64%	72%	66%	60%	60%	59%	61%	55%	64%	62%	64%	62%	66%	68%	67%	74%
Library	1234	535	688	26	118	196	209	205	205	275	149	126	105	43	135	106	109	93	49	124	159	177	99	36	923	306	266	254	99	131	130	73	1019	563	457	215	182	33
	58%	52%	64%	70%	50%	56%	62%	59%	62%	57%	57%	56%	60%	50%	58%	61%	59%	60%	49%	62%	58%	61%	54%	61%	60%	53%	52%	54%	50%	51%	55%	63%	59%	60%	58%	55%	52%	73%
Charity shops	1216	523	683	19	129	207	203	204	188	266	143	123	102	47	116	90	104	87	48	123	153	194	112	40	897	315	269	258	105	127	129	77	976	519	457	240	206	34
	57%	51%	64%	51%	55%	60%	60%	59%	57%	55%	55%	55%	58%	55%	50%	52%	56%	57%	48%	62%	56%	66%	61%	67%	58%	55%	53%	55%	53%	50%	54%	66%	57%	55%	58%	61%	60%	76%
Pop up market stalls	950	428	515	21	83	166	163	148	156	214	127	86	75	39	86	82	77	72	39	100	110	160	86	24	695	249	216	204	83	105	106	58	768	402	366	182	158	23
	45%	42%	48%	55%	35%	48%	48%	43%	47%	44%	49%	39%	43%	46%	37%	48%	41%	46%	39%	50%	40%	55%	47%	40%	45%	43%	42%	44%	42%	41%	45%	50%	45%	43%	47%	46%	46%	52%
Permanent market	889	412	469	10	79	132	152	138	155	223	116	108	74	34	103	78	90	66	54	78	108	106	73	26	659	226	195	188	74	95	93	58	721	390	330	168	147	21
	42%	40%	44%	28%	33%	38%	45%	40%	47%	46%	45%	48%	42%	40%	44%	45%	48%	43%	54%	39%	39%	36%	40%	43%	43%	39%	38%	40%	37%	37%	39%	50%	42%	42%	42%	43%	42%	47%
Cinema	800	380	414	21	108	156	153	125	108	130	68	62	78	35	84	59	54	53	36	81	128	99	75	20	581	214	189	175	78	92	92	46	668	392	276	132	114	17
	38%	37%	38%	55%	46%	45%	45%	36%	33%	27%	26%	28%	44%	41%	36%	34%	29%	34%	36%	41%	46%	34%	41%	34%	38%	37%	37%	38%	39%	36%	39%	40%	39%	42%	35%	34%	33%	39%
Museum / gallery	617	280	331	10	75	116	123	90	85	118	68	49	67	27	69	54	47	45	28	50	75	80	59	17	446	169	150	134	65	73	71	33	508	309	199	109	94	16
	29%	27%	31%	26%	32%	33%	37%	26%	26%	24%	26%	22%	38%	32%	30%	31%	25%	29%	28%	25%	27%	27%	32%	28%	29%	29%	29%	29%	33%	29%	30%	28%	29%	33%	25%	28%	27%	35%
Nail salons / spas	605	225	380	18	92	125	111	89	81	89	50	39	48	24	64	45	50	51	23	54	90	81	56	18	424	177	159	137	71	71	76	39	488	271	217	117	102	15
	29%	22%	35%	48%	39%	36%	33%	26%	24%	18%	19%	18%	28%	29%	27%	26%	27%	33%	23%	27%	33%	28%	31%	30%	28%	31%	31%	29%	36%	28%	32%	34%	28%	29%	28%	30%	30%	33%
Gym	575	287	286	21	128	150	117	80	46	33	16	17	47	22	60	36	51	40	22	50	124	62	49	13	376	193	173	150	83	92	62	34	498	321	177	77	68	9
	27%	28%	27%	56%	54%	43%	35%	23%	14%	7%	6%	8%	27%	26%	26%	20%	28%	26%	22%	25%	45%	21%	27%	21%	25%	34%	34%	32%	42%	36%	26%	29%	29%	34%	23%	20%	20%	20%
Theatre	562	262	295	9	54	102	117	87	80	112	60	52	53	26	65	49	45	40	24	52	69	66	54	19	409	149	133	118	60	67	64	30	458	269	190	104	92	12
	27%	25%	27%	25%	23%	30%	35%	25%	24%	23%	23%	23%	30%	30%	28%	28%	24%	26%	24%	26%	25%	23%	29%	32%	27%	26%	26%	25%	30%	27%	27%	26%	27%	29%	24%	27%	27%	26%

Prepared by Yonder

YONDER

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Table 1

Q1a. Which, if any, of the following do you think should be on an ideal high street?
Base: All respondents

		Gender		Age									Region												Do you have any children aged 18 or under? If so, how old are they?								Which of the following best describes where you live?					
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	No children aged 18 or under	NET: Yes aged 18 or under	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Weighted base	2116	1029	1075	38	237	347	336	345	330	483	260	224	176	85	233	174	186	154	99	199	275	292	184	59	1534	574	512	467	199	254	237	116	1724	939	785	392	347	45
Music venue	472	247	222	8	64	92	98	78	71	59	41	18	53	14	64	39	35	24	26	39	53	67	44	13	348	120	107	95	44	52	49	27	399	223	176	73	64	9
	22%	24%	21%	22%	27%	27%	29%	23%	22%	12%	16%	8%	30%	17%	28%	23%	19%	16%	26%	19%	19%	23%	24%	23%	23%	21%	21%	20%	22%	21%	21%	23%	23%	24%	22%	19%	18%	20%
Betting shops	226	158	66	-	28	27	46	48	36	41	21	20	28	11	20	14	26	17	12	18	30	26	15	8	148	77	66	60	28	37	29	17	194	116	77	32	27	4
	11%	15%	6%	-	12%	8%	14%	14%	11%	9%	8%	9%	16%	14%	9%	8%	14%	11%	12%	9%	11%	9%	8%	14%	10%	13%	13%	13%	14%	15%	12%	15%	11%	12%	10%	8%	8%	10%
Vape shops	142	76	66	3	39	26	29	24	12	10	7	3	14	7	9	9	20	12	6	11	28	13	8	4	85	57	50	43	20	28	17	9	116	78	38	26	25	1
	7%	7%	6%	7%	16%	7%	9%	7%	4%	2%	3%	1%	8%	8%	4%	5%	11%	8%	6%	6%	10%	5%	4%	7%	6%	10%	10%	9%	10%	11%	7%	8%	7%	8%	5%	7%	7%	2%
Other	30	10	20	1	1	1	3	5	10	9	4	5	5	-	3	4	2	2	1	5	1	6	3	-	22	8	6	7	4	3	3	3	23	8	15	7	6	1
	1%	1%	2%	3%	*	*	1%	1%	3%	2%	2%	2%	3%	-	1%	2%	1%	1%	1%	2%	1%	2%	2%	-	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%	2%	2%	3%

Prepared by Yonder

.YONDER

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Absolutes/col percents

Table 2

Q1a. Which, if any, of the following do you think should be on an ideal high street?

Base: All respondents

		Which of the following best describes your current working status?									What is the highest educational level that you have achieved to date?						Q5. Local Public Library		Q6. Used Library				
	Total	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working not seeking work	Retired state pension only	Retired private pension	House person	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	Yes	No/Don't know	In person ONLY	Online/ digital ONLY	In person AND online/ digital	NET: Yes	No/Don't know
Unweighted base	2116	1201	845	356	915	84	192	137	408	94	11	5	1083	669	316	25	1357	759	658	114	182	954	1162
Weighted base	2116	1210	861	349	906	99	224	127	355	101	10	5	1091	665	307	29	1362	754	671	115	182	968	1148
Cafes / restaurants	1867	1038	725	313	829	87	193	116	338	96	7	4	974	587	264	28	1209	657	587	86	158	832	1034
	88%	86%	84%	90%	92%	88%	86%	91%	95%	95%	64%	82%	89%	88%	86%	94%	89%	87%	88%	75%	87%	86%	90%
Post office	1784	976	679	297	808	89	170	116	341	91	5	3	938	571	240	20	1167	617	554	77	152	782	1001
	84%	81%	79%	85%	89%	90%	76%	91%	96%	91	50%	56%	86%	86%	78%	69%	86%	82%	83%	66%	83%	81%	87%
Banks and building societies	1719	939	659	280	780	85	140	119	342	95	9	4	913	535	231	20	1088	632	532	71	145	749	970
	81%	78%	77%	80%	86%	86%	63%	93%	96%	94%	82%	80%	84%	80%	75%	69%	80%	84%	79%	62%	80%	77%	85%
Clothing shops	1682	926	649	277	756	75	177	103	311	90	9	3	881	532	230	22	1086	597	534	73	158	765	917
	79%	77%	75%	79%	83%	76%	79%	81%	88%	89%	83%	62%	81%	80%	75%	76%	80%	79%	80%	64%	86%	79%	80%
Butcher or bakery	1680	913	636	277	767	81	155	117	325	89	10	3	903	520	219	19	1074	606	521	62	139	722	958
	79%	75%	74%	79%	85%	82%	69%	92%	91%	88%	100%	62%	83%	78%	71%	66%	79%	80%	78%	53%	76%	75%	84%
Supermarkets/grocery shops	1632	891	622	269	741	80	174	106	296	84	5	4	845	527	222	24	1061	570	516	74	139	729	902
	77%	74%	72%	77%	82%	81%	78%	84%	83%	83%	43%	80%	77%	79%	72%	80%	78%	76%	77%	64%	76%	75%	79%
Hairdressers & barbers	1414	781	553	229	633	69	137	87	258	81	3	3	747	443	195	18	913	501	441	66	117	624	790
	67%	65%	64%	66%	70%	70%	61%	68%	73%	80%	32%	62%	68%	67%	63%	61%	67%	66%	66%	58%	64%	64%	69%
Pubs / bars	1369	807	591	216	562	67	127	71	246	51	2	3	710	444	194	14	880	490	426	63	126	616	753
	65%	67%	69%	62%	62%	68%	57%	56%	69%	51%	18%	62%	65%	67%	63%	47%	65%	65%	64%	55%	69%	64%	66%
Library	1234	687	479	208	546	65	132	77	203	70	2	4	618	408	187	12	839	395	448	66	130	644	590
	58%	57%	56%	60%	60%	66%	59%	60%	57%	69%	19%	80%	57%	61%	61%	39%	62%	52%	67%	58%	71%	66%	51%
Charity shops	1216	702	485	217	515	65	119	75	198	57	4	3	624	390	174	19	811	406	410	58	102	570	646
	57%	58%	56%	62%	57%	66%	53%	59%	56%	56%	38%	62%	57%	59%	57%	63%	60%	54%	61%	51%	56%	59%	56%
Pop up market stalls	950	546	383	163	403	46	99	58	152	47	4	-	496	303	130	13	622	328	301	45	96	442	507
	45%	45%	44%	47%	45%	47%	44%	46%	43%	47%	37%	-	45%	46%	43%	45%	46%	43%	45%	39%	53%	46%	44%
Permanent market	889	487	334	153	401	47	90	60	158	45	2	2	479	264	126	12	568	320	280	39	72	391	498
	42%	40%	39%	44%	44%	48%	40%	48%	45%	44%	17%	42%	44%	40%	41%	41%	42%	42%	42%	34%	39%	40%	43%
Cinema	800	479	346	132	321	50	103	41	96	32	-	2	382	250	148	18	523	277	285	51	80	417	383
	38%	40%	40%	38%	35%	51%	46%	32%	27%	31%	-	48%	35%	38%	48%	62%	38%	37%	43%	44%	44%	43%	33%
Museum / gallery	617	367	258	109	251	40	75	27	88	21	1	1	263	204	132	12	390	227	208	44	79	331	286
	29%	30%	30%	31%	28%	40%	34%	21%	25%	21%	10%	24%	24%	31%	43%	42%	29%	30%	31%	38%	43%	34%	25%
Nail salons / spas	605	376	263	113	229	29	78	17	72	32	-	1	320	188	84	8	401	204	208	34	50	292	313
	29%	31%	31%	32%	25%	30%	35%	14%	20%	32%	-	24%	29%	28%	27%	27%	29%	27%	31%	30%	27%	30%	27%
Gym	575	399	295	104	176	31	90	12	27	17	1	1	262	181	112	17	383	193	210	49	50	309	267
	27%	33%	34%	30%	19%	31%	40%	9%	8%	16%	7%	24%	24%	27%	36%	59%	28%	26%	31%	42%	27%	32%	23%

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Table 2

Q1a. Which, if any, of the following do you think should be on an ideal high street?

Base: All respondents

		Which of the following best describes your current working status?									What is the highest educational level that you have achieved to date?						Q5. Local Public Library		Q6. Used Library				
	Total	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working not seeking work	Retired state pension only	Retired private pension	House person	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	Yes	No/Don't know	In person ONLY	Online/ digital ONLY	In person AND online/ digital	NET: Yes	No/Don't know
Weighted base	2116	1210	861	349	906	99	224	127	355	101	10	5	1091	665	307	29	1362	754	671	115	182	968	1148
Theatre	562	332	234	98	230	37	59	27	84	23	1	2	243	188	117	10	356	206	188	34	70	292	270
	27%	27%	27%	28%	25%	37%	26%	21%	24%	23%	10%	48%	22%	28%	38%	36%	26%	27%	28%	29%	38%	30%	24%
Music venue	472	297	211	86	175	30	61	13	51	20	1	1	211	167	81	9	308	163	157	31	49	237	235
	22%	24%	24%	25%	19%	30%	27%	10%	14%	20%	10%	24%	19%	25%	26%	31%	23%	22%	23%	27%	27%	24%	20%
Betting shops	226	148	107	41	78	9	18	9	33	9	1	1	141	51	30	1	152	74	92	12	21	126	100
	11%	12%	12%	12%	9%	9%	8%	7%	9%	9%	9%	24%	13%	8%	10%	5%	11%	10%	14%	10%	12%	13%	9%
Vape shops	142	96	69	27	46	12	15	3	9	7	-	1	92	29	18	1	97	45	59	10	20	89	54
	7%	8%	8%	8%	5%	12%	7%	2%	3%	7%	-	24%	8%	4%	6%	5%	7%	6%	9%	8%	11%	9%	5%
Other	30	8	4	4	22	3	7	3	5	3	-	-	14	12	2	2	22	8	12	2	3	17	13
	1%	1%	*	1%	2%	3%	3%	3%	2%	3%	-	-	1%	2%	1%	7%	2%	1%	2%	2%	2%	2%	1%

Libraries Connected - High Street Polling Survey

ONLINE Fieldwork: 28th to 29th October 2026

Absolutes/col percents

Table 3

Q1b. And which of the things you selected, would you say are the most important for an ideal high street? Please select up to 5.
Base: All respondents

		Gender		Age									Region											Do you have any children aged 18 or under? If so, how old are they?								Which of the following best describes where you live?						
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	No children aged 18 or under	NET: Yes aged 18 or under	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base	2116	991	1112	32	205	316	309	333	369	552	301	251	171	93	267	182	176	164	113	205	203	276	201	65	1585	522	460	429	179	231	214	109	1704	897	807	412	361	51
Weighted base	2116	1029	1075	38	237	347	336	345	330	483	260	224	176	85	233	174	186	154	99	199	275	292	184	59	1534	574	512	467	199	254	237	116	1724	939	785	392	347	45
Cafes / restaurants	1310	606	695	24	148	237	200	206	190	305	168	137	121	45	143	111	108	93	61	133	161	182	119	33	960	345	305	286	114	142	156	74	1072	584	488	239	212	27
	62%	59%	65%	64%	62%	68%	59%	60%	58%	63%	65%	61%	69%	54%	61%	64%	58%	60%	61%	67%	59%	62%	64%	55%	63%	60%	60%	61%	57%	56%	66%	64%	62%	62%	62%	61%	61%	59%
Post office	1254	592	656	16	79	155	176	229	236	363	184	179	93	46	136	103	117	82	60	123	152	188	122	31	979	272	235	226	84	110	122	66	1009	524	485	245	208	37
	59%	58%	61%	42%	33%	45%	52%	66%	72%	75%	71%	80%	53%	55%	59%	60%	63%	53%	60%	62%	55%	65%	66%	52%	64%	47%	46%	49%	42%	43%	51%	57%	58%	56%	62%	63%	60%	83%
Banks and building societies	1231	555	669	9	79	155	164	222	239	364	186	177	98	56	129	106	104	88	61	125	135	179	114	35	949	278	236	237	94	118	122	66	988	504	484	243	208	35
	58%	54%	62%	24%	33%	45%	49%	64%	72%	75%	72%	79%	56%	66%	56%	61%	56%	57%	61%	63%	49%	61%	62%	60%	62%	48%	46%	51%	47%	47%	51%	57%	57%	54%	62%	62%	60%	79%
Supermarkets/grocery shops	1218	579	632	22	128	180	182	198	208	302	158	144	88	49	121	102	115	79	48	123	182	173	102	35	911	303	271	251	101	133	126	67	1013	567	446	206	185	21
	58%	56%	59%	58%	54%	52%	54%	57%	63%	62%	61%	64%	50%	58%	52%	59%	62%	51%	48%	62%	66%	59%	56%	59%	59%	53%	53%	54%	51%	52%	53%	58%	59%	60%	57%	53%	53%	46%
Butcher or bakery	975	460	509	12	52	130	132	177	189	284	155	129	91	43	100	85	77	81	53	88	87	149	86	36	740	235	209	194	69	103	109	48	762	364	398	214	182	31
	46%	45%	47%	31%	22%	37%	39%	51%	57%	59%	60%	58%	52%	51%	43%	49%	41%	52%	53%	44%	32%	51%	47%	61%	48%	41%	41%	42%	35%	41%	46%	42%	44%	39%	51%	55%	53%	69%
Clothing shops	834	356	474	22	110	143	137	132	120	169	85	84	64	28	95	58	67	70	36	91	96	113	90	26	583	246	214	196	83	94	104	60	673	360	312	161	144	17
	39%	35%	44%	58%	47%	41%	41%	38%	36%	35%	33%	38%	36%	33%	41%	34%	36%	45%	36%	46%	35%	39%	49%	44%	38%	43%	42%	42%	42%	37%	44%	52%	39%	38%	40%	41%	42%	39%
Pubs / bars	582	359	221	5	73	107	100	81	99	115	77	39	67	24	66	51	49	40	31	55	60	70	47	23	433	147	132	108	62	62	52	24	480	264	216	102	89	13
	27%	35%	21%	15%	31%	31%	30%	23%	30%	24%	30%	17%	38%	28%	28%	30%	26%	26%	31%	28%	22%	24%	25%	39%	28%	26%	26%	23%	31%	25%	22%	21%	28%	28%	27%	26%	26%	29%
Library	419	173	240	13	37	77	84	69	71	67	35	32	26	15	48	39	32	26	12	48	70	57	34	11	300	116	105	95	42	57	48	23	355	193	162	63	53	10
	20%	17%	22%	35%	16%	22%	25%	20%	22%	14%	13%	14%	15%	18%	21%	22%	17%	17%	12%	24%	26%	20%	19%	19%	20%	20%	20%	20%	21%	23%	20%	19%	21%	21%	21%	16%	15%	23%
Hairdressers & barbers	330	160	169	6	43	50	60	59	47	65	37	28	35	14	30	24	38	26	9	24	37	54	33	6	234	96	85	81	31	46	39	22	265	136	129	64	61	3
	16%	16%	16%	17%	18%	15%	18%	17%	14%	13%	14%	13%	20%	17%	13%	14%	20%	17%	9%	12%	13%	19%	18%	10%	15%	17%	17%	17%	16%	18%	17%	19%	15%	14%	16%	16%	18%	7%
Charity shops	301	123	175	7	55	57	60	47	31	44	24	20	25	7	31	25	25	23	10	27	50	51	23	5	205	94	83	75	30	36	44	23	244	132	112	57	53	4
	14%	12%	16%	19%	23%	16%	18%	14%	9%	9%	9%	9%	14%	9%	13%	14%	13%	15%	10%	13%	18%	17%	12%	9%	13%	16%	16%	16%	15%	14%	18%	20%	14%	14%	14%	15%	15%	10%
Permanent market	274	137	133	1	24	42	44	43	55	66	32	33	22	7	38	20	28	18	25	19	34	32	22	10	194	79	63	69	23	35	31	25	224	123	101	49	43	6
	13%	13%	12%	2%	10%	12%	13%	12%	17%	14%	12%	15%	12%	8%	16%	11%	15%	12%	25%	9%	12%	11%	12%	18%	13%	14%	12%	15%	11%	14%	13%	22%	13%	13%	13%	13%	12%	14%
Pop up market stalls	185	85	99	6	17	35	39	33	24	33	19	14	11	7	18	16	15	16	9	21	15	45	10	3	112	72	66	56	20	27	32	13	142	78	63	44	41	3
	9%	8%	9%	15%	7%	10%	11%	10%	7%	7%	7%	6%	6%	8%	8%	9%	8%	10%	9%	10%	5%	15%	5%	6%	7%	13%	13%	12%	10%	11%	14%	11%	8%	8%	8%	11%	12%	7%
Gym	161	101	59	10	52	52	32	8	2	4	-	4	9	7	19	6	20	18	4	9	44	14	6	4	95	61	57	46	32	30	15	7	138	94	44	23	21	1
	8%	10%	6%	27%	22%	15%	10%	2%	1%	1%	-	2%	5%	8%	8%	3%	11%	12%	4%	5%	16%	5%	3%	7%	6%	11%	11%	10%	16%	12%	6%	6%	8%	10%	6%	6%	6%	3%
Cinema	157	88	66	8	46	33	30	23	9	9	5	4	16	9	20	9	13	11	8	10	37	15	10	1	105	51	45	43	17	25	19	11	141	96	45	16	16	-
	7%	9%	6%	22%	19%	9%	9%	7%	3%	2%	2%	2%	9%	10%	8%	5%	7%	7%	8%	5%	13%	5%	5%	2%	7%	9%	9%	9%	9%	10%	8%	9%	8%	10%	6%	4%	5%	-
Museum / gallery	101	51	48	2	20	23	26	16	6	8	4	4	10	8	12	9	8	7	5	4	19	10	7	2	66	35	30	27	17	19	7	5	93	67	26	8	7	1
	5%	5%	4%	6%	8%	7%	8%	5%	2%	2%	2%	2%	6%	10%	5%	5%	4%	4%	5%	2%	7%	4%	4%	3%	4%	6%	6%	6%	9%	8%	3%	5%	5%	7%	3%	2%	2%	3%
Music venue	86	60	27	-	25	18	19	15	6	3	3	-	11	-	15	7	8	6	4	5	11	12	8	1	63	24	22	16	11	12	6	4	76	42	34	11	11	-
	4%	6%	2%	-	10%	5%	6%	4%	2%	1%	1%	-	7%	-	6%	4%	4%	4%	4%	3%	4%	4%	4%	1%	4%	4%	4%	4%	6%	5%	2%	4%	4%	4%	4%	3%	3%	-
Theatre	66	38	28	1	8	18	16	11	3	11	6	5	5	7	12	6	8	4	3	4	9	5	5	1	47	20	20	16	10	12	9	3	55	36	19	11	11	-
	3%	4%	3%	3%	3%	5%	5%	3%	1%	2%	2%	2%	3%	8%	5%	3%	4%	3%	3%	2%	3%	2%	3%	1%	3%	3%	4%	3%	5%	5%	4%	2%	3%	4%	2%	3%	3%	-

Prepared by Yonder

.YONDER

Libraries Connected - High Street Polling Survey

ONLINE Fieldwork: 28th to 29th October 2026

Absolutes/col percents

Table 3

Q1b. And which of the things you selected, would you say are the most important for an ideal high street? Please select up to 5.
Base: All respondents

		Gender		Age								Region											Do you have any children aged 18 or under? If so, how old are they?								Which of the following best describes where you live?					
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	No children aged 18 or under	NET: Yes aged 18 or under	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Weighted base	2116	1029	1075	38	237	347	336	345	330	483	260	224	176	85	233	174	186	154	99	199	275	292	184	59	1534	574	512	467	199	254	237	116	1724	939	785	392	347	45
Nail salons / spas	54	14	40	2	14	24	6	5	2	2	2	-	5	2	5	4	4	8	1	5	8	11	2	-	34	18	18	16	6	10	10	5	40	21	19	14	12	2
	3%	1%	4%	5%	6%	7%	2%	1%	*	*	1%	-	3%	2%	2%	2%	2%	5%	1%	2%	3%	4%	1%	-	2%	3%	3%	4%	3%	4%	4%	4%	2%	2%	2%	4%	3%	5%
Betting shops	35	31	5	-	10	9	8	2	5	3	3	-	3	5	2	1	4	2	1	5	7	3	2	-	19	16	16	12	6	12	5	1	34	24	9	1	1	-
	2%	3%	*	-	4%	2%	2%	1%	1%	1%	1%	-	2%	6%	1%	*	2%	1%	1%	2%	2%	1%	1%	-	1%	3%	3%	3%	3%	5%	2%	1%	2%	3%	1%	*	*	-
Vape shops	32	20	12	1	13	12	6	1	1	-	-	-	2	3	1	1	7	4	-	3	8	2	2	-	15	17	16	12	6	11	1	1	26	19	6	7	7	-
	2%	2%	1%	2%	5%	3%	2%	*	*	-	-	-	1%	3%	*	*	4%	3%	-	1%	3%	1%	1%	-	1%	3%	3%	3%	3%	4%	*	1%	2%	2%	1%	2%	2%	-
Other	17	6	11	-	1	1	1	2	8	3	1	2	2	-	2	4	2	1	-	3	-	2	1	-	11	6	5	4	3	1	2	2	13	5	9	4	2	1
	1%	1%	1%	-	*	*	*	1%	2%	1%	1%	1%	1%	-	1%	2%	1%	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	3%

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Absolutes/col percents

Table 4

Q1b. And which of the things you selected, would you say are the most important for an ideal high street? Please select up to 5.
Base: All respondents

		Which of the following best describes your current working status?									What is the highest educational level that you have achieved to date?						Q5. Local Public Library		Q6. Used Library				
	Total	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working not seeking work	Retired state pension only	Retired private pension	House person	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	Yes	No/Don't know	In person ONLY	Online/ digital ONLY	In person AND online/ digital	NET: Yes	No/Don't know
Unweighted base	2116	1201	845	356	915	84	192	137	408	94	11	5	1083	669	316	25	1357	759	658	114	182	954	1162
Weighted base	2116	1210	861	349	906	99	224	127	355	101	10	5	1091	665	307	29	1362	754	671	115	182	968	1148
Cafes / restaurants	1310	754	541	213	556	57	144	69	223	63	4	3	659	424	197	23	828	482	397	62	118	577	733
	62%	62%	63%	61%	61%	57%	64%	55%	63%	62%	38%	58%	60%	64%	64%	80%	61%	64%	59%	54%	65%	60%	64%
Post office	1254	649	436	213	605	61	112	95	271	67	5	3	670	399	160	10	817	437	393	52	100	545	709
	59%	54%	51%	61%	67%	61%	50%	75%	76%	66%	50%	56%	61%	60%	52%	34%	60%	58%	59%	45%	55%	56%	62%
Banks and building societies	1231	638	434	204	593	62	93	100	271	67	9	3	663	382	153	16	773	458	388	47	89	523	708
	58%	53%	50%	58%	65%	63%	42%	79%	76%	66%	82%	56%	61%	57%	50%	54%	57%	61%	58%	40%	49%	54%	62%
Supermarkets/grocery shops	1218	664	465	199	554	60	129	75	226	64	4	3	648	376	163	19	810	408	389	58	96	543	675
	58%	55%	54%	57%	61%	61%	58%	59%	64%	63%	34%	56%	59%	57%	53%	66%	60%	54%	58%	51%	53%	56%	59%
Butcher or bakery	975	529	371	159	446	41	77	76	202	49	9	2	554	298	101	9	609	367	285	29	71	386	590
	46%	44%	43%	45%	49%	42%	34%	60%	57%	49%	82%	38%	51%	45%	33%	31%	45%	49%	43%	26%	39%	40%	51%
Clothing shops	834	483	333	150	351	36	101	44	125	45	6	2	437	270	100	14	494	340	265	33	69	367	467
	39%	40%	39%	43%	39%	37%	45%	34%	35%	45%	58%	48%	40%	41%	33%	49%	36%	45%	40%	28%	38%	38%	41%
Pubs / bars	582	370	288	82	211	27	57	24	87	16	-	1	305	177	91	6	376	206	177	27	50	254	328
	27%	31%	33%	24%	23%	27%	25%	19%	25%	16%	-	24%	28%	27%	30%	20%	28%	27%	26%	23%	28%	26%	29%
Library	419	254	171	83	165	29	38	21	56	21	2	1	177	156	79	3	307	111	183	22	75	280	139
	20%	21%	20%	24%	18%	30%	17%	16%	16%	21%	19%	18%	16%	24%	26%	11%	23%	15%	27%	19%	41%	29%	12%
Hairdressers & barbers	330	197	146	51	133	10	36	16	47	25	2	-	183	92	49	2	213	117	94	23	21	137	192
	16%	16%	17%	15%	15%	10%	16%	13%	13%	24%	16%	-	17%	14%	16%	8%	16%	15%	14%	20%	12%	14%	17%
Charity shops	301	186	129	57	115	16	42	20	23	13	3	1	164	82	42	8	209	92	106	23	31	160	141
	14%	15%	15%	16%	13%	16%	19%	16%	7%	13%	29%	24%	15%	12%	14%	29%	15%	12%	16%	20%	17%	16%	12%
Permanent market	274	155	100	54	119	18	19	18	47	16	1	2	149	84	35	1	176	98	90	19	25	134	140
	13%	13%	12%	16%	13%	18%	9%	14%	13%	16%	8%	42%	14%	13%	11%	3%	13%	13%	13%	17%	14%	14%	12%
Pop up market stalls	185	121	92	28	64	4	20	9	25	7	2	-	91	69	19	1	127	59	59	10	14	83	102
	9%	10%	11%	8%	7%	4%	9%	7%	7%	7%	19%	-	8%	10%	6%	5%	9%	8%	9%	9%	8%	9%	9%
Gym	161	114	91	23	46	5	34	2	2	3	1	-	67	42	43	7	108	53	63	27	9	99	62
	8%	9%	11%	7%	5%	6%	15%	2%	*	3%	7%	-	6%	6%	14%	25%	8%	7%	9%	23%	5%	10%	5%
Cinema	157	97	67	30	60	4	39	4	8	5	-	-	75	47	30	6	102	55	61	24	13	99	58
	7%	8%	8%	8%	7%	4%	17%	4%	2%	5%	-	-	7%	7%	10%	19%	7%	7%	9%	21%	7%	10%	5%
Museum / gallery	101	61	47	14	40	8	20	4	5	3	-	-	44	23	34	1	69	32	36	13	12	61	41
	5%	5%	6%	4%	4%	8%	9%	3%	1%	3%	-	-	4%	3%	11%	3%	5%	4%	5%	12%	6%	6%	4%
Music venue	86	64	45	18	23	3	12	2	3	3	1	-	31	37	15	1	57	29	30	10	12	51	35
	4%	5%	5%	5%	2%	3%	5%	1%	1%	3%	10%	-	3%	6%	5%	4%	4%	4%	4%	8%	6%	5%	3%

Libraries Connected - High Street Polling Survey

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Absolutes/col percents

Table 4

Q1b. And which of the things you selected, would you say are the most important for an ideal high street? Please select up to 5.
Base: All respondents

		Which of the following best describes your current working status?									What is the highest educational level that you have achieved to date?						Q5. Local Public Library		Q6. Used Library				
	Total	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working not seeking work	Retired state pension only	Retired private pension	House person	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	Yes	No/Don't know	In person ONLY	Online/ digital ONLY	In person AND online/ digital	NET: Yes	No/Don't know
Weighted base	2116	1210	861	349	906	99	224	127	355	101	10	5	1091	665	307	29	1362	754	671	115	182	968	1148
Theatre	66	41	28	13	25	4	7	3	8	3	1	-	18	20	27	-	45	21	20	6	9	35	31
	3%	3%	3%	4%	3%	4%	3%	3%	2%	3%	10%	-	2%	3%	9%	-	3%	3%	3%	5%	5%	4%	3%
Nail salons / spas	54	43	38	5	11	2	8	-	1	-	-	-	30	13	11	-	35	19	22	3	4	30	24
	3%	4%	4%	1%	1%	2%	4%	-	*	-	-	-	3%	2%	4%	-	3%	2%	3%	3%	2%	3%	2%
Betting shops	35	26	22	5	9	1	5	1	2	-	-	-	16	10	10	-	23	12	16	6	6	28	7
	2%	2%	3%	1%	1%	1%	2%	1%	*	-	-	-	1%	1%	3%	-	2%	2%	2%	5%	3%	3%	1%
Vape shops	32	26	22	4	6	3	3	-	-	-	-	-	16	11	5	-	22	10	11	5	9	24	8
	2%	2%	3%	1%	1%	3%	1%	-	-	-	-	-	1%	2%	2%	-	2%	1%	2%	4%	5%	3%	1%
Other	17	6	3	3	11	1	4	1	3	1	-	-	8	5	2	1	11	5	5	1	2	8	9
	1%	*	*	1%	1%	1%	2%	1%	1%	1%	-	-	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%