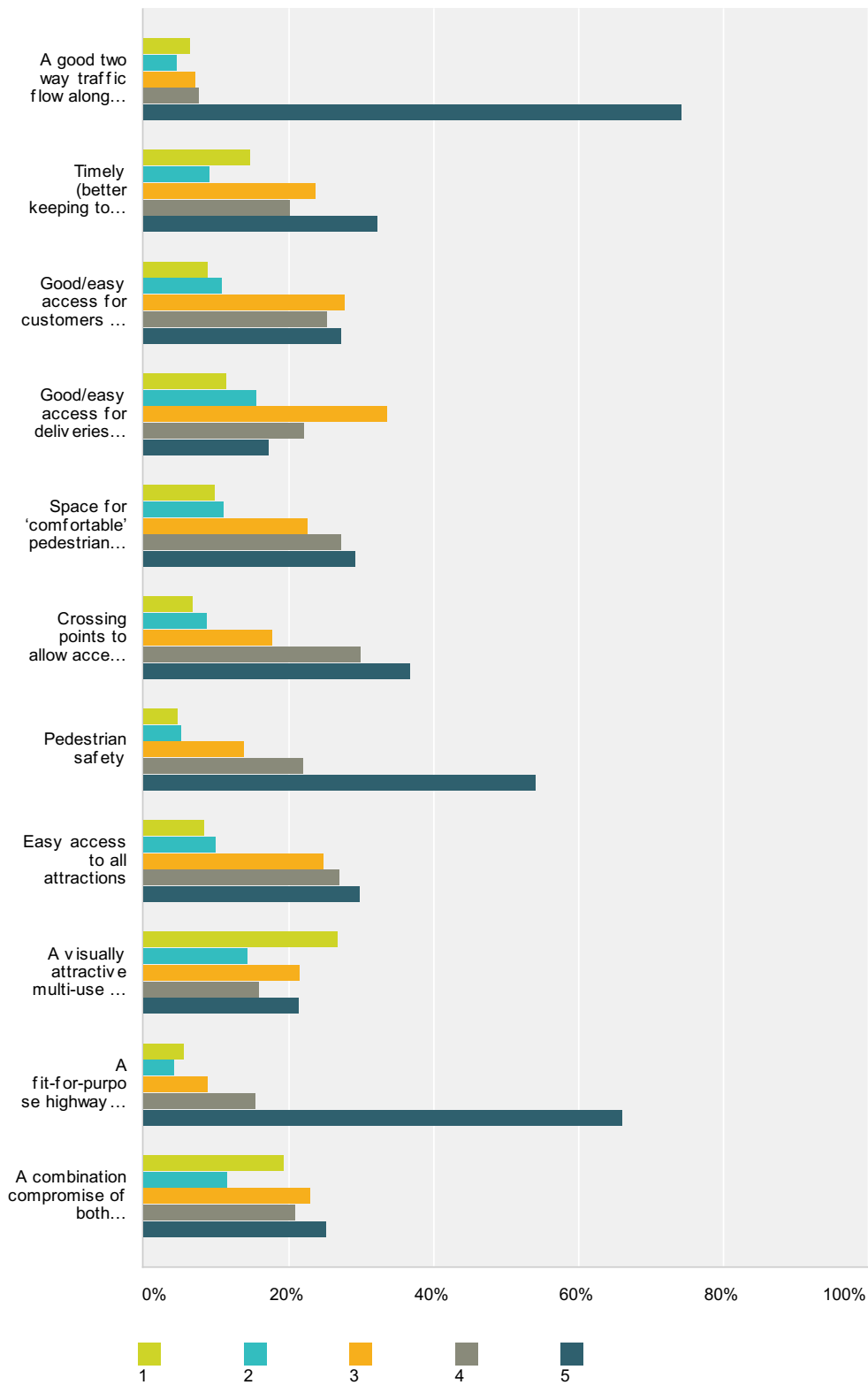


Q1 Please score the following in order of importance to you using a scale of 1-5 where 1 represents 'Not important', 3 represents 'Neither important or not important' and 5 represents 'Very important' What is of importance, to you, that the chosen Promenade option should provide?

Answered: 739 Skipped: 0

Promenade consultation



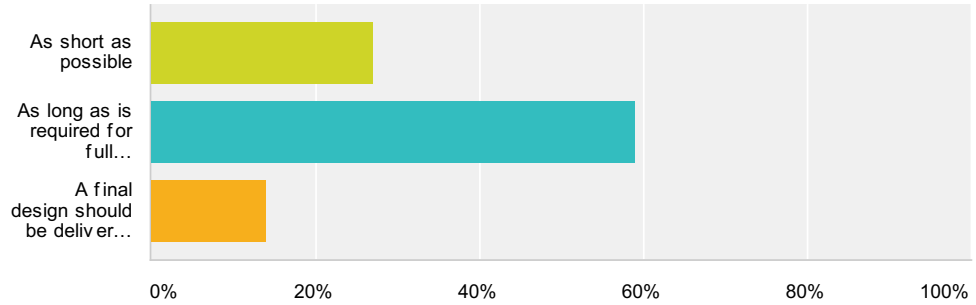
| | 1 | 2 | 3 | 4 | 5 | Total |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|-------|
| A good two way traffic flow along the promenade | 6.44% 47 | 4.52% 33 | 7.12% 52 | 7.67% 56 | 74.25% 542 | 730 |
| Timely (better keeping to timetable) bus scheduling | 14.74% 107 | 9.09% 66 | 23.69% 172 | 20.25% 147 | 32.23% 234 | 726 |
| Good/easy access for customers to promenade adjoining business | 8.89% 64 | 10.83% 78 | 27.78% 200 | 25.28% 182 | 27.22% 196 | 720 |
| Good/easy access for deliveries to promenade adjoining business | 11.40% 82 | 15.58% 112 | 33.66% 242 | 22.11% 159 | 17.25% 124 | 719 |

Promenade consultation

| | | | | | | |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|-----|
| Space for 'comfortable' pedestrian flows | 9.82% 71 | 11.07% 80 | 22.68% 164 | 27.25% 197 | 29.18% 211 | 723 |
| Crossing points to allow access to the tramway and seafront | 6.76% 49 | 8.69% 63 | 17.79% 129 | 29.93% 217 | 36.83% 267 | 725 |
| Pedestrian safety | 4.68% 34 | 5.23% 38 | 13.91% 101 | 22.04% 160 | 54.13% 393 | 726 |
| Easy access to all attractions | 8.32% 60 | 9.99% 72 | 24.83% 179 | 27.05% 195 | 29.82% 215 | 721 |
| A visually attractive multi-use and multi-surfaced space | 26.79% 195 | 14.29% 104 | 21.57% 157 | 15.93% 116 | 21.43% 156 | 728 |
| A fit-for-purpose highway space | 5.49% 40 | 4.26% 31 | 8.79% 64 | 15.38% 112 | 66.07% 481 | 728 |
| A combination compromise of both attractive surfacing and highway dedicated space | 19.39% 141 | 11.55% 84 | 22.97% 167 | 20.91% 152 | 25.17% 183 | 727 |

Q2 Constructing Options 2,3 & 4 will all require the Promenade to be completely closed to through vehicular traffic at some time and for varying lengths of time. Do you prefer the closures to be?

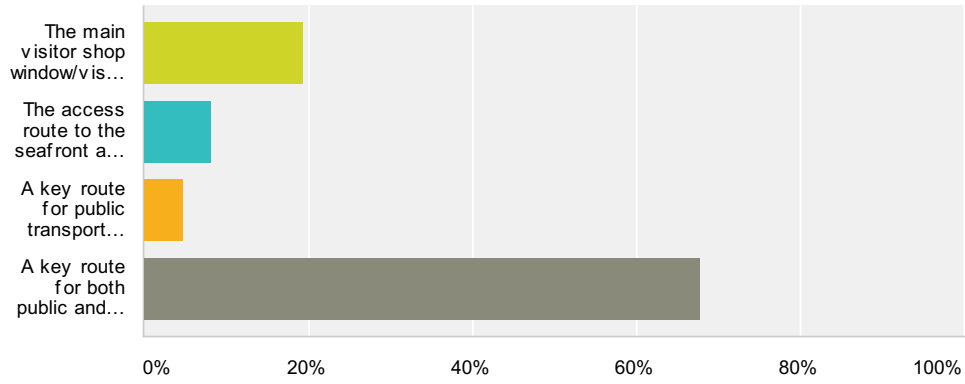
Answered: 739 Skipped: 0



| Answer Choices | Responses |
|---|-------------------|
| As short as possible | 27.06% 200 |
| As long as is required for full implementation of the scheme | 59.00% 436 |
| A final design should be delivered with no Promenade traffic closures at all | 13.94% 103 |
| Total | 739 |

Q3 What do you consider should be the future main purpose for the Promenade?

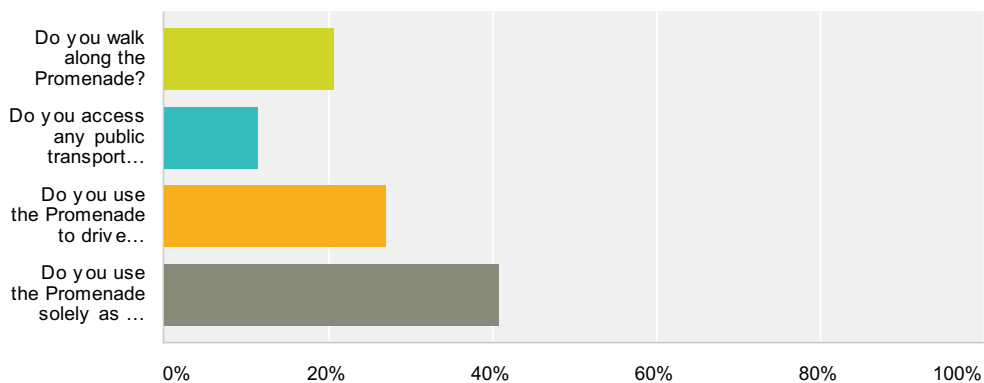
Answered: 739 Skipped: 0



| Answer Choices | Responses | |
|--|---------------|-----|
| The main visitor shop window/visitor and resident recreational activity area for the town | 19.35% | 143 |
| The access route to the seafront and associated attraction activity | 8.12% | 60 |
| A key route for public transport only to move to, within and pass through Blackpool town centre | 4.74% | 35 |
| A key route for both public and private transport to move to, within and pass through Blackpool town centre | 67.79% | 501 |
| Total | | 739 |

Q4 How do you mainly view or use the Promenade?

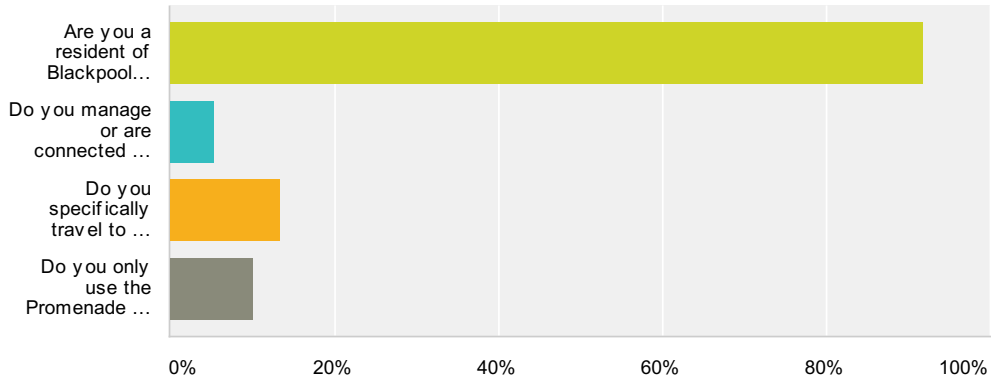
Answered: 739 Skipped: 0



| Answer Choices | Responses | |
|---|-----------|-----|
| Do you walk along the Promenade? | 20.70% | 153 |
| Do you access any public transport running along the Promenade? | 11.37% | 84 |
| Do you use the Promenade to drive into, deliver to or park in the town centre? | 27.06% | 200 |
| Do you use the Promenade solely as a highway to drive by and beyond the town centre area? | 40.87% | 302 |
| Total | | 739 |

Q5 Please tick the following that apply to you

Answered: 739 Skipped: 0



| Answer Choices | Responses |
|---|----------------------|
| Are you a resident of Blackpool (Fylde coast)? | 91.88% 679 |
| Do you manage or are connected to an adjoining Promenade business that is reliant upon potential customer flows walking along the promenade space? | 5.28% 39 |
| Do you specifically travel to or deliver goods to a Promenade business or otherwise need access to the Promenade for business uses? | 13.40% 99 |
| Do you only use the Promenade for holiday or recreational visits? | 10.01% 74 |
| Total Respondents: 739 | |