

This survey is based on the findings of a YouGov poll conducted in 2018. It asked people to rate different shops and services according to how desirable they are in a High Street setting. The results of that survey can be found [here](#).

Shop / Service	Weighting (W)	Observed frequency (tally) (F)	Total score (W x F)
Bank	+ 5		
Post Office	+ 5		
Pharmacy	+ 5		
Restaurants / Café	+ 5		
Clothes shop	+ 4		
Newsagent	+ 4		
Homeware store	+ 4		
Barbers / Hairdressers	+ 4		
Book store	+ 4		
Coffee shop	+ 3		
Department store	+ 3		
Supermarket	+ 3		
Electronic goods store	+ 3		
Pub	+ 3		
Cinema	+ 2		
Fast food restaurants / takeaways	+ 2		
Music / movies / video games store	+ 2		
Charity shop	+ 2		
Travel agent	+ 1		
Mobile phone store	+ 1		
Beauty salon	-1		
Off-license	-1		
Laundrette / dry cleaners	-1		
Estate agent	-1		
Petrol station	-1		
Bookmakers	- 4		
TOTAL			