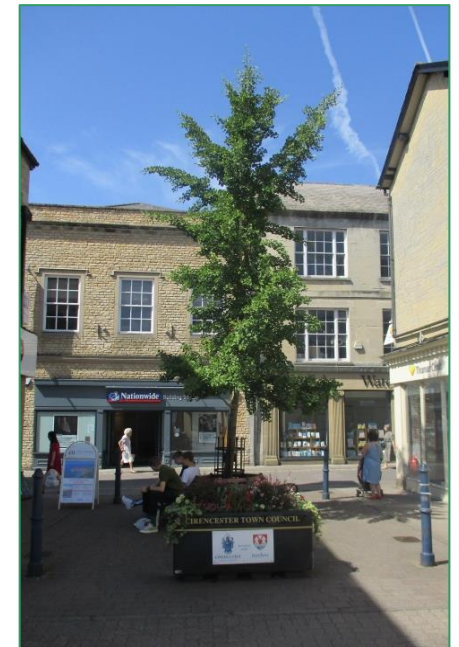


CIRENCESTER TOWN CENTRE HEALTH CHECK



November 2018

EXECUTIVE SUMMARY

Cirencester town centre was in good health in November 2018. It remains in the top 200 retail centres in the UK and continues to be the principal shopping and leisure destination in Cotswold District. The town centre has a wide retail catchment area and competes with the larger centres in the sub-region. It is also a significant tourist destination.

Cirencester has some of the best architecture of any town centre in the country, particularly within and around the main shopping streets including Market Place and Cricklade Street. The town centre also has several popular mews and passageways, which add character and variety. The shopping environment has been greatly enhanced by recent public realm improvements within and around Market Place.

The town centre has a bustling daytime atmosphere. There is a good diversity of uses with particularly strong comparison goods, retail service and financial and business service offers. The shop vacancy rate is well below the national average. There is also a strong representation of national retailers, which are complemented by an array of independently-run shops and several regular markets.

Whilst careful consideration is needed to protect the assets that make Cirencester a healthy town centre, there are some aspects of the town centre that could be improved. There are also changes afoot that are affecting high streets across the country, for which Cirencester needs to be prepared (e.g. increased internet shopping;

the changing role of high streets; the decline of several national retailers; the potential impact of Brexit; and increased competition from competing centres).

Following detailed appraisal of the town centre's health against indicators recommended by the Government's Planning Practice Guidance (Ensuring the Vitality of Town Centres), this health check provides a summary of the town centre's strengths, weaknesses, opportunities and threats.

A summary of the health check's key findings is provided below.

Diversity of uses

In 2018, the town centre had 349 units and 51,185sq.m of floorspace. There has been year-on-year growth since 2012, which in combination totals a net increase of 23 units and over 1,600sq.m of floorspace. Despite the town centre's proportion of convenience goods units (6% of the total number of units) being below the national average of 9%, there is a good range of convenience goods on offer, including several speciality shops and supermarkets. Conversely, the proportion of comparison goods units (41% of units) is significantly higher than the national average of 31%. The comparison goods offer includes a large proportion of high-end, niche shops, particularly those selling ladies wear and accessories; furniture; and crafts, gifts, china & glass.

The town centre has a strong and growing retail service offer (17% of units), which is 3% higher than the national average. This includes a very high proportion of health and beauty providers.

Surprisingly for a tourist destination, Cirencester's leisure service offer (15% of units) is below the national average of 24%, although there are some further leisure facilities nearby, including Cotswold Leisure and Cirencester Lido Open Air Swimming Pool. The town's financial service and business service offer (13% of units) is higher than the national average of 10% and includes many banks, building societies and estate agents.

Regular markets are held in Market Place, including a twice-weekly Charter Market, a bi-weekly Farmers' Market, and a monthly Arts and Crafts Market. The Corn Hall has further indoor markets on most days of the week. Other events are also held in Market Place, which attract visitors and add vibrancy to the town centre.

The town centre also contains many non-retail uses, such as offices, homes and community services (e.g. the library, medical services, the police station and the C-Hub charity and community resource centre). Cirencester is therefore not only a retail destination but also an important community hub where people live, work and spend leisure time.

Proportion of vacant street-level property

Cirencester's vacancy rate has increased from 5% in 2012 to 8% in 2018, including more vacant units in prime locations than in previous years and further vacancies expected in the near future. However, the present vacancy rate remains below the national average of 11%. The increase is largely due to the managed decline of units to the north of the Brewery car park, which are set to make way for a mixed use development, including a cinema. However, these units have now been empty for some time, which gives the false impression that the town centre is in decline. The town centre has historically had strong demand and vacant units

have been re-let quickly. An update of this situation will be included in the District Council's Local Plan annual monitoring report to identify whether an intervention is needed.

Retailer representation and intentions to change representation

Despite a lack of large and modern retail accommodation and a national trend of some multiple retailers falling into decline, Cirencester maintains a high representation of national retailers for a centre of its size. The town centre is set to lose House of Fraser, East and Bensons for Beds but conversations with local retailers and the landlords indicate that these units are likely to be re-let quickly (e.g. Joules are set to expand into the Bensons for Beds unit).

Cirencester has several development opportunities in the pipeline. These include a scheme for a four screen cinema, student accommodation, restaurants and cafes, shops, and a multi-purpose arts facility to the north of the Brewery car park. A decked car park is proposed at The Waterloo. The Local Plan strategy for the town centre also supports a new public transport interchange in the Forum / South Way area; 400sq.m of convenience goods floorspace and 2,100sq.m of comparison goods floorspace; and further homes and office floorspace.

Commercial rents

Cirencester's commercial rents have remained reasonably stable in the past five years. However, more incentives now need to be offered to let properties than previously. Rents vary considerably across the town centre with properties around Market Place commanding the highest rents. Properties are generally let in a reasonable amount of time and long-term vacancy is not an issue.

However, the add-ons that occur on top of rents (such as business rates), are said by property agents to be an issue that prevents many operators from setting up in the town centre.

Pedestrian flows

Pedestrian activity is generally high throughout the town centre, peaking around lunchtime, with morning hours being busier than afternoons. The level of activity is lower than may be expected after 6pm. The busiest areas are around Market Place and the northern end of Cricklade Street. The markets and events in the Market Place help to boost visitor numbers. Footfall through the town centre, based on the Local Information Centre at Bingham House, has seen a year-on-year increase from 6,105 visits in 2013 rising incrementally to 11,336 in 2017; as at August 2018 footfall is on a par with the previous year.

Accessibility

The town centre has good accessibility to people travelling by car, although some car parks operate at capacity during peak hours. Whilst the town centre regeneration scheme has deterred through traffic by making Castle Street one way, current highway arrangements continue to provide a shortcut for some traffic through Market Place. There are also several other highway-related problems, including illegal vehicle movements during pedestrianised hours along the Cricklade Street.

Cirencester's public transport is in need of improvement. The nearest railway station is at Kemble (over 4 miles) and connecting bus services to the station are limited. Moreover, bus services to/from the town centre have decreased greatly since 2014 and the remaining services now operate at times that are largely unsuitable for commuting or visiting the town centre later in the day. The

passenger waiting facilities could also generally be improved, as could the connectivity between national coach services and local bus services, which currently board at different locations. The proposed public transport interchange at the Forum / South Way area would greatly improve this situation. A feasibility study for a light rail link between Cirencester and Kemble has also been proposed and is supported by various local stakeholders.

The town centre is flat and the width of pedestrian areas has been greatly increased in several areas. This gives the town centre reasonably good pedestrian and elderly/disabled accessibility. A traffic regulation order review is being led by the County Council, in partnership with the Town Council, to address concerns relating to blue badge parking and vehicular access via Cricklade Street. As part of the scheme, road safety audits have been carried out and remedial safety works are due to be completed in 2018/19.

Despite having several cycle routes to surrounding residential areas, some routes are indirect and/or have poor road surfacing in places. There are also very few paths designated specifically to cycling and further secure cycle parking facilities are needed.

Perception of safety and occurrence of crime

Cirencester generally provides a safe and secure shopping environment. The main shopping areas are well-overlooked, well-lit, and have high levels of pedestrian activity. This, together with the generally high quality town centre environment, help to create a good general sense of safety.

State of town centre environmental quality

Cirencester has good overall environmental quality, particularly in and around Market Place. The collective architectural and historic

value of the town centre's buildings creates a unified and exceptionally attractive townscape. Several phases of public realm improvements in recent years have also greatly improved the town's character with the Town Council publishing a Town Centre Public Realm Design Code to inform and guide future public realm improvements.

The town centre is surrounded by high quality green infrastructure, although there is an opportunity to provide some further improvements within the shopping areas (e.g. Green Flag style planting and more trees in keeping with 'urban greening and small scale interventions' such as FitzPark www.arup.com/projects/fitzpark).

The town has some lesser quality areas of backland development that would benefit from regeneration or refurbishment, particularly surrounding some of the car parks. Some of the shopping streets would also benefit from environmental improvement, notably Cricklade Street where public realm improvements similar to Market Place would greatly improve the environment. Some shop fascia boards could also be more sympathetic towards the town's historic character, which is another particular issue on Cricklade Street.

Digital Health

Although not yet recommended as a national indicator of vitality and viability, an assessment has also been made of the digital health of the town centre. This found that several websites publicise the town centre. However, some improvements could be made to provide more effective promotion of the town centre's retail and service facilities, events and the wider offer. The town centre is well-publicised on social media, which again may benefit from more

consistent promotion across all forms of social media and accompanied by an active campaign to increase the following.

Wi-Fi coverage throughout the town centre is generally good and many operators are already making progress with adapting to digital media (e.g. stores having their own website, offering click and collect, contactless or chip-and-pin payment systems). A campaign to increase awareness and take-up of digital retailing would improve the vitality and viability of the town centre.

Survey of Businesses

The full results of the Business Survey, undertaken during October 2018, are included at Appendix 1. The main points that arose from the survey are summarised on pages 22 and 23.

Customers' views and behaviour

The full results of the In-Centre Survey, undertaken during October 2018, are included at Appendix 2. The main points that arose from the survey are summarised on pages 23 and 24.

Recommendations

Although Cirencester is currently in good health, the town centre should not sit still. It is clear that the world around it is changing and the town centre will need to respond and adapt if it is to retain its competitiveness and attraction.

There are many opportunities for relatively small refinements that would, collectively, have a significant beneficial impact on the town's vitality and viability. There are also several larger development opportunities in the immediate and mid-term, which also have potential to bring about individual benefits.

Cirencester has huge potential as the 'Capital of the Cotswolds', not least the possibility of developing and promoting the town's brand as a traditional Cotswold market town and Britain's second largest Roman settlement, as well as having a rich medieval history, which are attractive to tourists. This type of promotion has been particularly successful in places like Stratford-upon-Avon, which capitalises on its association with William Shakespeare, and both Chester and York, which attract many visitors to their Roman heritage.

Cirencester will need to distinguish itself in future from its competing destinations and other forms of shopping. It is vitally important that an holistic approach is taken to guide future decisions and to avoid piecemeal developments and missed opportunities. This should:

- understand and build upon the town centre's unique selling points, taking consideration of how these will be relevant in future;
- identify and seek to remedy any weaknesses that detract from the town centre's vitality and viability;
- protect the town centre's strengths against potential threats; and
- maximise the long-term value and impact of opportunities.

In seeking to achieve these goals, it is a realistic aspiration for Cirencester to aim to be one of the best town centres of its size in the UK.

CIRENCESTER TOWN CENTRE VITALITY & VIABILITY ASSESSMENT – NOVEMBER 2018

Introduction

Cirencester town centre is the largest retail centre and the principal destination for shopping and leisure in Cotswold District. The town centre functions as a key provider of employment services both in the private and public sectors. As a traditional Cotswold market town, Cirencester also attracts many tourists.

The town centre is listed amongst the top 200 retail destinations in the UK. In terms of retail, its main competitors are Cheltenham (14 miles to the north), Gloucester (18 miles to the north-west), Swindon (19 miles to the south-east) and out-of-centre retail in Cirencester.

The town centre is formed around an ancient crossroads and is characterised by historic buildings, including the iconic Parish Church. Nowadays, the A429 by-passes the town and traffic levels in the town centre are significantly lower than they once were.

The shopping areas are located mainly around Black Jack Street; Castle Street; Cricklade Street; Dyer Street; Gosditch Street; Market Place; Silver Street; and West Market Place. The town also has several mews, which provide further shopping facilities.

The last health check of Cirencester town centre was undertaken in 2016. This concluded that Cirencester was the best placed in the District for providing additional retail floorspace to attract both local independent and national multiple traders. Cirencester has since been the subject of significant change and investment.

The £1.3 million Market Place regeneration scheme was completed in early 2017. This has been designed to reduce traffic passing through the town centre, whilst retaining vehicular access, and making the town centre more pedestrian-friendly.

Nevertheless, other external issues are impacting on town centres nationwide, notably the rise of internet shopping; the changing role of the high street; the decline of several national retailers; and the anticipated impact of Brexit. The anticipated A417 'Missing Link' project may also change shopping behaviour within and around Cirencester.

The planning policy position has also changed. The Cotswold District Local Plan (2011-2031) was adopted on 3 August 2018. This contains a strategy and policies that will guide development in the town centre and the wider District area up to 2031.

Local Plan Policy EC7 identifies Cirencester as a 'Town Centre', the highest order centre in the retail hierarchy. The policy requires 400sqm (net) of convenience goods retail floorspace and 2,100sqm (net) of comparison goods retail floorspace in Cirencester by 2031. Policy EC8 sets out the sequential approach for where new main town centre uses should be delivered.

Policy S1 allocates four mixed use town centre sites for retail, office, residential and other potential uses. The Waterloo car park is allocated solely for decked car parking.

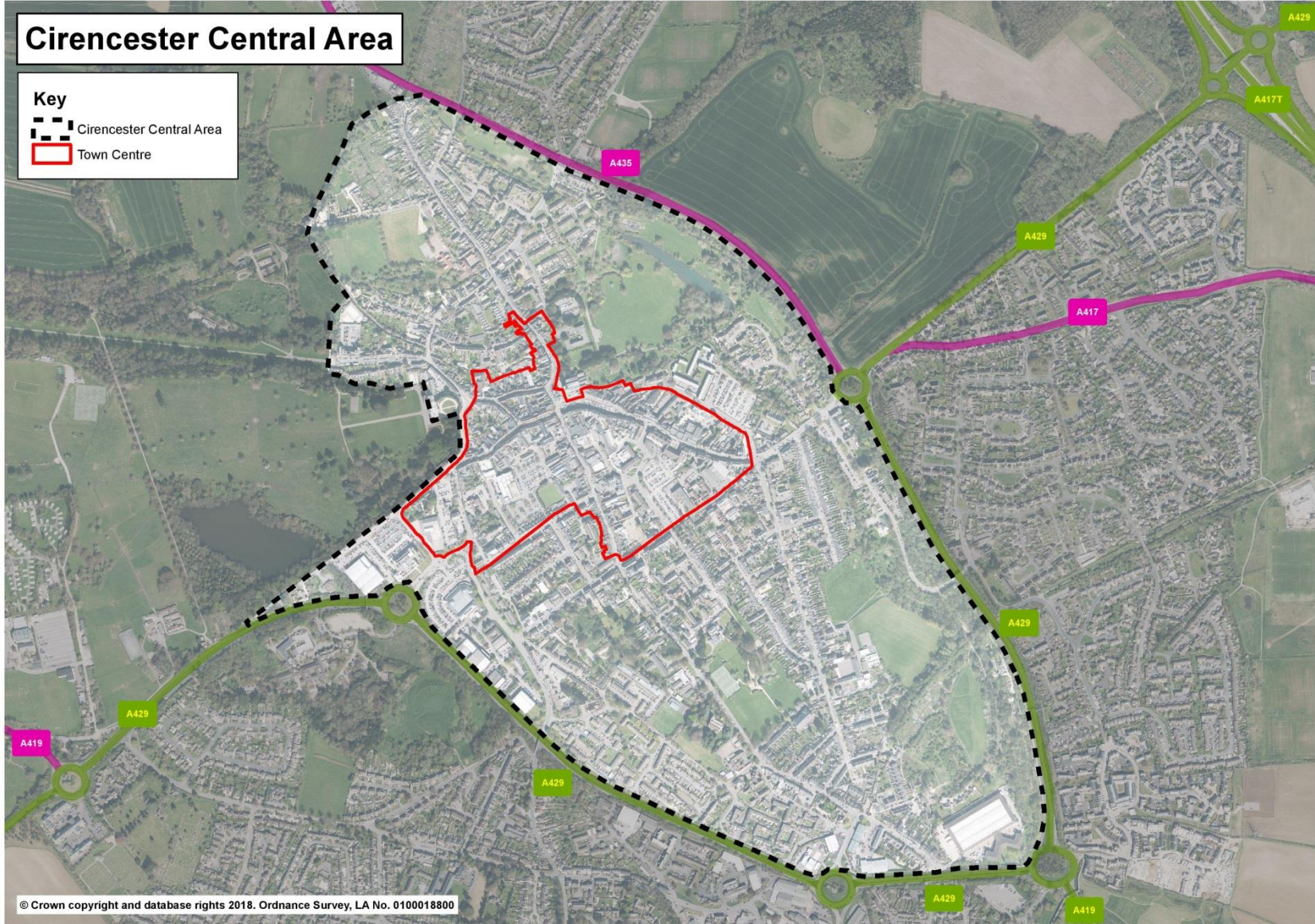
Policy S3 provides a strategy for the Cirencester Central Area, which incorporates the town centre. This explains that "Any comprehensive redevelopment of key sites [in the Central Area] should be guided by a master plan prepared by Cotswold District Council as a supplementary planning document". The Strategy also aims to protect and enhance retailing and other main town centre uses. It covers issues including car parking; the historic environment; transport, parking and access; vitality and viability; and environmental quality. In so doing, the Strategy seeks to provide at least 350 additional car parking spaces whilst also reducing congestion and pollution.

A map showing the extent of the Cirencester Central Area is provided at page 3 and further map at page 4 shows the town centre, including its allocated development sites and retail designations.

The revised National Planning Policy Framework (NPPF) was published in July 2018. Section 7 requires planning policies and decisions to support the role that town centres play at the heart of local communities by taking a positive approach to their growth, management and adaptation.

NPPF paragraph 85 identifies six measures that should be included in planning policies to achieve this objective. These are addressed in the Local Plan policies but, amongst others, include:

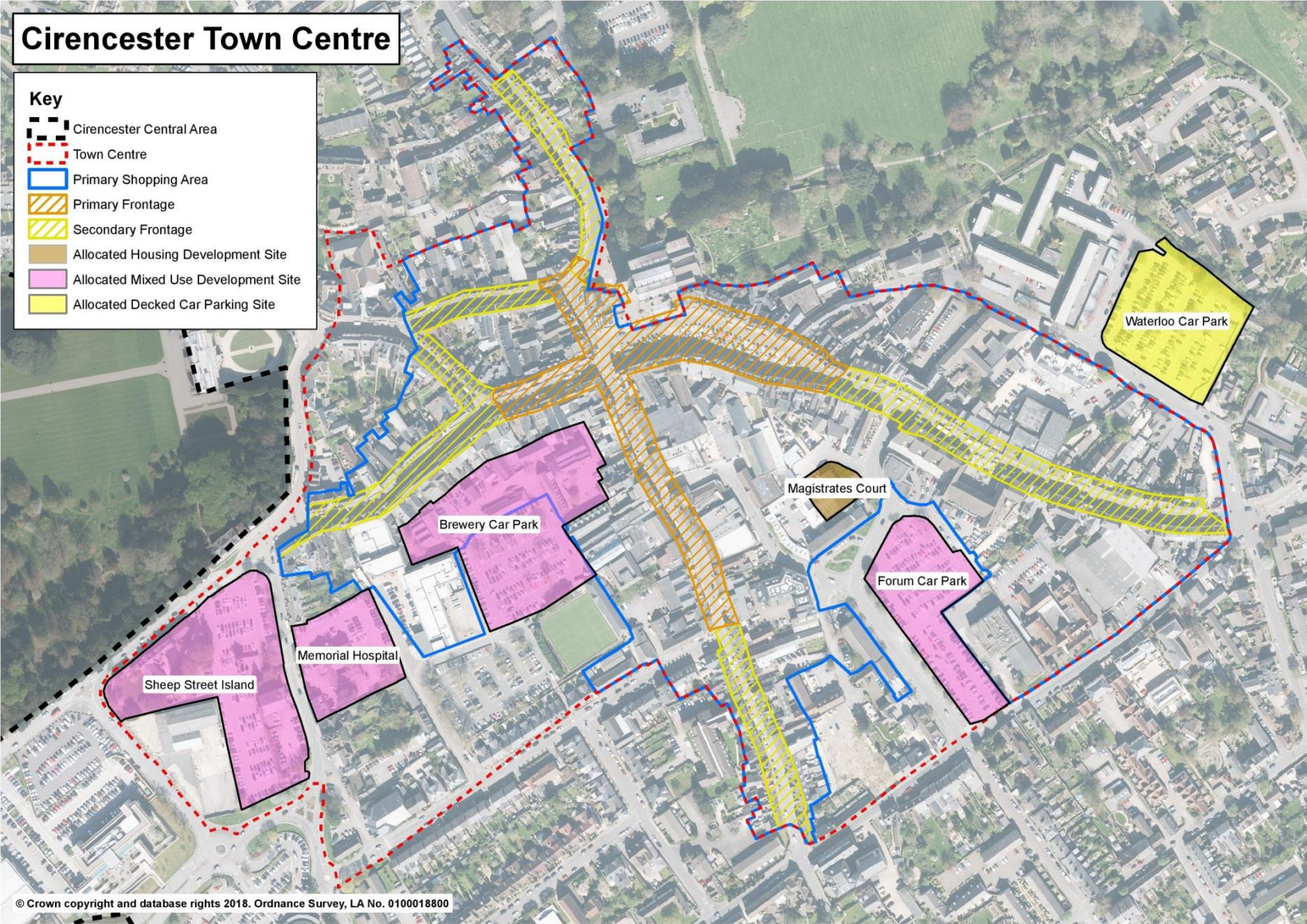
- Promoting long-term vitality and viability by allowing town centres to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries; allows a suitable mix of uses (including housing); and reflects their distinctive characters.
- Retaining and enhancing existing markets.
- Recognising that residential development often plays an important role in ensuring the vitality of centres. Residential development on appropriate sites is also encouraged.



Cirencester Town Centre

Key

- Cirencester Central Area
- Town Centre
- Primary Shopping Area
- Primary Frontage
- Secondary Frontage
- Allocated Housing Development Site
- Allocated Mixed Use Development Site
- Allocated Decked Car Parking Site



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This health check assessment aims to understand Cirencester town centre's vitality and viability in 2018. The health check identifies specific issues with the town centre and suggests some potential solutions as to how issues might be resolved. In so doing, this health check will inform the forthcoming review of the Cirencester Town Centre Supplementary Planning Document.

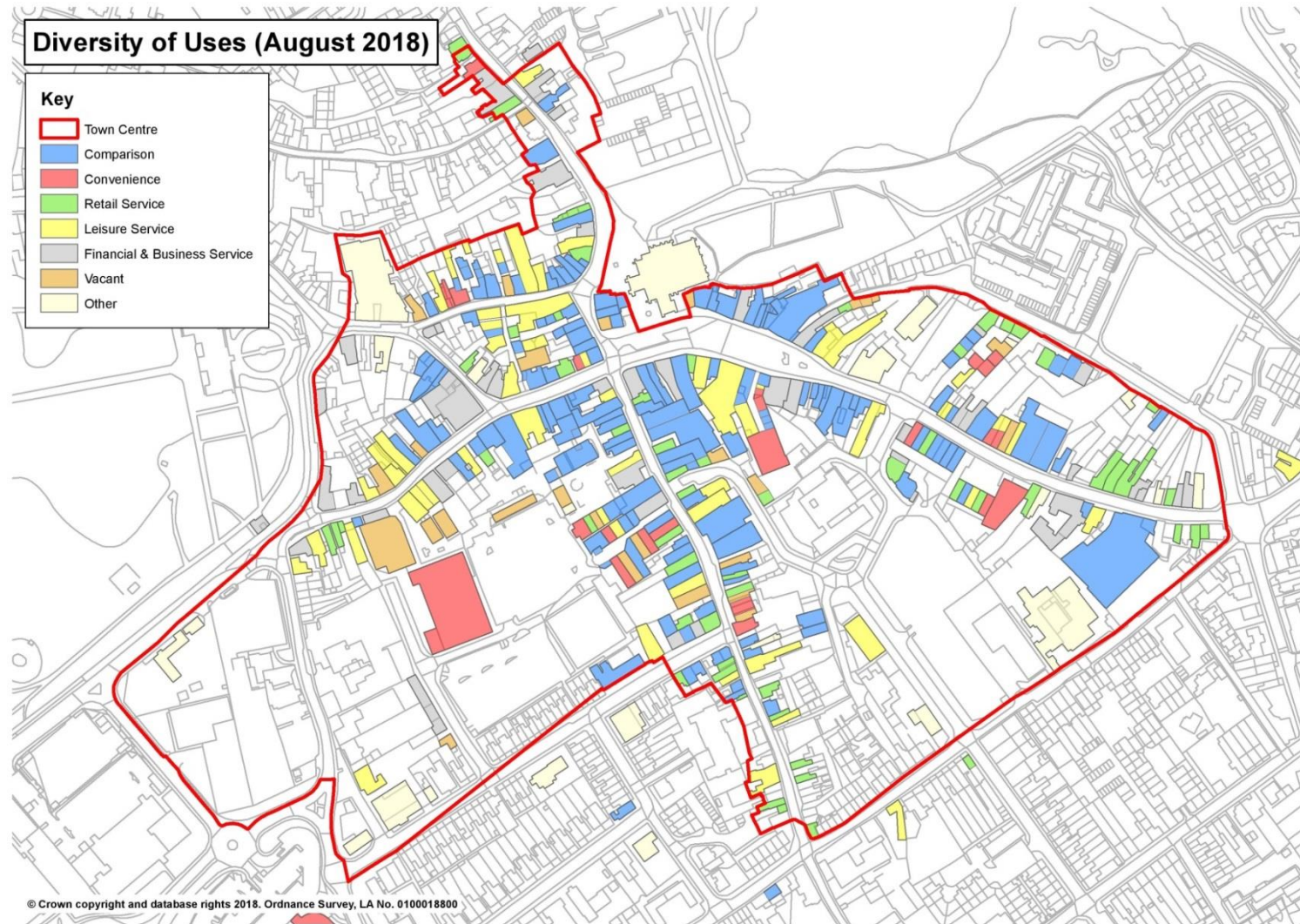
Whilst the NPPF does not provide a list of indicators to be used to assess the health of a centre, such criteria has been published in the Government's Planning Practice Guidance: Ensuring the vitality of town centres. Indicators which should be monitored on a regular basis to judge the health of a centre and its performance over time include the following:

- **Diversity of uses** – Data on the diversity of uses in the town centre was collated during the Council's surveys undertaken in Cirencester in 2012, 2014, 2016¹ and August 2018.
- **Proportion of vacant street level property** – Vacant properties were identified during the undertaking of the Council's surveys.
- **Customers' views and behaviour** – Information on customers' views is based on In-Centre surveys undertaken during October 2018.
- **Retailer representation and intentions to change representation** – Information on the current strength of the town centre; retailer representation; and retailer requirements has been derived from Goad's list of top retailers, analysis of independent retailers, and the In-Centre Survey and Business Survey results.

¹ 2016 survey provided by GVA Bilfinger

- **Commercial rents** – Questions in the Business Survey have been included on commercial rents. Discussions have also been undertaken with Local Property agents on the rental incomes in the town centre and any recent issues that have been encountered.
- **Pedestrian flows** – General footfall and pedestrian flows were observed during the undertaking of the surveys. Pedestrian activity has also been informed by questions in the Business Survey and visitor numbers to the Local Information Centre at Bingham House.
- **Accessibility** – Consideration of access to and around the town centre is informed by the Council's surveys.
- **Perception of safety and occurrence of crime** – Indications of anti-social behaviour were recorded during the town centre survey. Reported incidents on the www.police.uk website have also been analysed.
- **State of town centre environmental quality** – Consideration of the quality of the buildings and public realm in the town centre has also been informed by the Council's 'on the ground' observations.

Diversity of Uses



Number of units

Table 1 identifies a year-on-year net increase in units in Cirencester town centre, increasing by 23 units between 2012 and 2018. The current net total of 349 units takes account of units that have been lost, including several units that have been converted to non-retail

uses, especially in more peripheral parts of the town centre.

Overall, however, the town centre has become marginally more consolidated around its retail core with several schemes having created new units, including the subdivision of the former Sports Direct store in Cricklade Street (from one to four units) and four new units created at The Waterloo.

Table 1: Number of units in Cirencester Town Centre

	2012		2014		2016		2018	
	Cirencester (units)	UK	Cirencester (units)	UK	Cirencester (units)	UK	Cirencester (units)	UK
Convenience	25 (8%)	8%	22 (7%)	8%	23 (7%)	9%	20 (6%)	9%
Comparison	153 (47%)	33%	152 (45%)	33%	143 (42%)	32%	144 (41%)	31%
Retail Service	43 (13%)	13%	49 (15%)	14%	60 (18%)	14%	59 (17%)	14%
Leisure service	50 (15%)	22%	55 (16%)	24%	54 (16%)	24%	53 (15%)	24%
Financial & business service	40 (12%)	11%	45 (13%)	11%	43 (13%)	11%	45 (13%)	10%
Vacant	15 (5%)	12%	14 (4%)	11%	19 (6%)	11%	28 (8%)	11%
Total	326		337		342		349	

Figures include ground level units within the Local Plan (2011-31) Town Centre Boundary. Table uses Experian Goad Category classification system.

Unit sizes and floorspace

Table 2 shows how the town centre's floorspace total has also increased year-on-year between 2012 and 2018. The 2018 total of 51,185sq.m represents growth of over 1,600sq.m since 2012.

The 2012 health check discussed how property agents had reported that the town centre's units were too small and generally the wrong shape for multiples. This was due to many of the units being listed buildings and/or having no space to expand. This issue persists in 2018, although the town's lack of large and modern retail accommodation has, to some extent, been alleviated by the out-of-

centre Cirencester Retail Park development at Love Lane, which was completed in 2017.

The small units, however, have some positive attributes. Apart from contributing towards the town centre's distinctive character and tourist appeal, they also provide small and medium sized businesses with a choice of formats, locations, leases and rents. Furthermore, many town centres now have sizeable gaps in their high street frontages resulting from the loss of large national retailers such as BHS, Marks & Spencer and Woolworths, Cirencester's smaller units have helped to mitigate this problem.

Table 2: Floorspace in Cirencester Town Centre

	2012		2014		2016		2018	
	Cirencester (sq.m)	UK	Cirencester (sq.m)	UK	Cirencester (sq.m)	UK	Cirencester (sq.m)	UK
Convenience	5,144 (10%)	14%	4,859 (10%)	15%	4,886 (10%)	15%	4,757 (9%)	15%
Comparison	23,190 (47%)	37%	23,046 (46%)	36%	21,758 (43%)	36%	21,372 (42%)	35%
Retail service	4,238 (9%)	7%	4,718 (9%)	7%	5,362 (11%)	7%	4,831 (9%)	7%
Leisure service	8,363 (17%)	23%	8,696 (17%)	23%	8,888 (18%)	25%	9,215 (18%)	25%
Financial & business service	6,793 (14%)	8%	7,079 (14%)	8%	7,029 (14%)	8%	7,428 (15%)	8%
Vacant	1,800 (4%)	10%	2,002 (4%)	9%	2,569 (5%)	9%	3,582 (7%)	10%
Total	49,528		50,400		50,472		51,185	

Figures include ground level floorspace within the Local Plan (2011-31) Town Centre Boundary. Table uses Experian Goad Category classification system.

Convenience goods

Cirencester's convenience goods offer has declined since 2012, reducing from 25 units in 2012 (8% of the town centre's total number of units) to 20 in 2018 (6%). This decline is contrary to the national trend where the proportion has increased from 8% in 2012 to 9% in 2018. The town centre's convenience goods floorspace has also declined from 5,144sq.m in 2012 to 4,757sq.m in 2018, which again is contrary to the national trend.

The main losses have been four grocers and delicatessens; including the loss of a cheesemonger and several sweet/chocolate shops. Two off licences and a greengrocer have also been lost.

The decline may have been caused by several issues. For example, there is growing competition from out-of-centre convenience facilities, including a new Aldi supermarket on Cricklade Road; a new Home Bargains at Cirencester Retail Park; and an extension to Tesco Extra at Cricklade Road to provide for their home delivery service. The provision of offering home delivery and click and collect services by some of the town's other supermarkets have also increased competition.

Despite this decline, the town centre retains a reasonably wide convenience goods offer. The town centre has representation from each of Goad's conveniences goods types. There are also two supermarkets: a Tesco Metro at the Brewery Car Park and a small-format M&S Simply Food at Dyer Street (374sq.m net). A Waitrose supermarket (2,440sq.m net) is also located at the edge of the town centre at Sheep Street².

² Given that the Waitrose store is not located in the town centre, it is not included in the Table 1 and Table 2 figures.

Convenience Goods Types	2012	2014	2016	2018
Bakers & Confectioners	3	3	3	3
Butchers	2	2	2	3
Confectionery, Tobacco & News	0	0	1	1
Convenience Stores	1	1	1	1
Fishmongers	1	1	1	1
Frozen Foods	0	0	0	1
Greengrocers	2	2	1	1
Grocers & Delicatessens	5	5	4	1
Health Foods	2	2	3	2
Markets (buildings)	1	1	1	1
Off Licences	3	1	2	1
Shoe Repairs Etc.	3	2	2	2
Supermarkets	2	2	2	2

Comparison goods

Cirencester had 144 comparison goods units in 2018, which make up 41% of the total number of units. This is 10% higher than the national average of 31%.

The town centre has a wide comparison goods offer. The Diversity of Use plan shows that the comparison goods units are mostly concentrated around the north of Cricklade Street, Castle Street, Market Place and West Market Place. Many shops specialise in higher end goods and there is a particularly good representation of ladies wear; home furnishing; and jewellery, watch and silver shops. The town centre also has 15 charity shops. Both the charity and high end shops are locally renowned and attract different types of visitor to the town centre.

The number of comparison goods units decreased by nine since 2012. Although the proportion of comparison goods units has decreased nationally by 2% between 2012 and 2018, Cirencester's comparison goods offer has reduced by 5% over the same time-period. The town centre has over 21,000sq.m of comparison goods floorspace, which is 42% of the total floorspace. This is 7% higher than the national average of 35%.

Amongst other goods, the comparison offer includes; 29 units selling ladies and menswear and accessories; 11 jewellery, watch and silver shops; 11 shops selling crafts, gifts, china and glass; five art dealers; two antiques shops; and six telephone and accessory shops.

Comparison Goods Types	2012	2014	2016	2018
Antique Shops	2	2	2	2
Art & Art Dealers	3	3	5	5
Booksellers	3	4	2	2
Carpets & Flooring	3	4	5	5
Catalogue Showrooms	1	1	1	1
Charity Shops	13	14	14	15
Chemist & Drugstores	2	2	2	2
Children & Infant Wear	1	2	1	1
Clothing General	3	2	2	2
Crafts, Gifts, China & Glass	14	17	12	11
Cycles & Accessories	2	3	3	3
Department & Variety Stores	3	3	2	2
DIY & Home Improvement	0	0	0	1
Electrical & Other Durable Goods	3	3	2	1
Florists	2	2	2	2
Footwear	3	2	5	4
Furniture Fitted	0	1	1	1
Furniture General	11	9	10	9*

Gardens & Equipment	2	1	1	1
Greeting Cards	2	1	1	1
Hardware & Household Goods	3	3	3	4
Jewellery, Watches & Silver	7	7	8	11
Ladies & Mens Wear & Accessories	7	9	6	6
Ladies Wear & Accessories	33	26	25	23
Leather & Travel Goods	1	1	1	1
Menswear & Accessories	4	3	5	3
Music & Musical Instruments	0	1	0	0
Music & Video Recordings	0	0	0	0
Newsagents & Stationers	1	1	1	1
Office Supplies	2	2	2	2
Other Comparison Goods	3	3	2	2
Photographic & Optical	2	1	1	1
Second-hand Goods, Books, etc.	0	0	0	0
Sports, Camping & Leisure Goods	4	4	2	2
Telephones & Accessories	5	6	5	6
Textiles & Soft Furnishings	3	4	5	5
Toiletries, Cosmetics & Beauty Products	1	1	1	2
Toys, Games & Hobbies	3	3	3	4
Vehicle & Motorcycle Sales	0	0	0	0
Vehicle Accessories	1	1	0	0

Retail service

The town centre has gained 18 retail service units between 2012 and 2018 and the total now stands at 60 units. This represents a 4% increase since 2012, which is higher than the 1% national increase over that time-frame. Retail service units account for 17% total number of units, which is above the national average of 14%.

At over 4,900sq.m, the retail service floorspace accounts for 10% of the town centre's total floorspace, which again is above the national average of 7%. The retail service offer is dominated by health and beauty providers, which contribute 35 units. There are also seven opticians; four dry cleaners / launderettes; four units offering repairs, alterations and restorations; three travel agents; a photograph processor; a Post Office; and five units offering other retail services.

Retail Service Types	2012	2014	2016	2018
Clothing & Fancy Dress Hire	0	1	0	0**
Dry Cleaners & Launderettes	4	4	4	4
Filling Stations	0	0	0	0
Health & Beauty	23	24	36	35*
Opticians	7	7	7	7
Other Retail Services	2	2	4	4
Photo Processing	0	0	0	1
Photo Studio	0	1	0	0
Post Offices	1	1	1	1
Repairs, Alterations & Restoration	1	4	4	4
Travel Agents	3	4	3	3*
TV, Cable & Video Rental	0	0	0	0
Vehicle Rental	0	0	0	0
Vehicle Repairs & Services	0	0	0	0
Video Tape Rental	1	1	1	0
* indicates a further first floor unit not shown in the figures				
** indicates two further first floor units not shown in the figures				

Leisure service

Surprisingly for such a notable tourist destination, the town centre's leisure services account for only 15% of its total number of units in

2018. This is 9% lower than the national average of 24%. The proportion of leisure service units has remained reasonably constant since 2012. At over 9,300sq.m, leisure service floorspace accounts for 18% of the total amount of floorspace, which is also below the national average of 25%. Notwithstanding this, some good additional leisure services are located a short walk from the town centre, including a leisure centre and an open air swimming pool.

The leisure service offer comprises 15 cafes; 17 restaurants; 10 bars and wine bars; four fast food and take away units; three hotels / guest houses; two betting offices; two sports and leisure facilities; and a social club (further leisure services on upper floors are discussed below).

Leisure Service Types	2012	2014	2016	2018
Bars & Wine Bars	3	3	2	3*
Bingo & Amusements	0	0	0	0
Cafés	15	18	16	15*
Casinos & Betting Offices	2	2	2	2
Cinemas, Theatres & Concert Halls	1	1	1	1
Clubs	1	1	1	1
Disco, Dance & Nightclubs	0	0	0	0*
Fast Food & Take Away	4	4	3	3
Hotels & Guest Houses	2	2	2	2
Public Houses	9	7	9	8
Restaurants	13	16	16	16
Sports & Leisure Facilities	0	1	2	2*
* indicates a further first floor unit not shown in the figures				

Financial and business services

Cirencester is an important financial service centre, which is reflected in 44 (13%) of the town centre's units offering financial and business services in 2018. This is higher than the national average of 10%. The proportion of this type of unit has remained reasonably constant since 2012. Financial and business service units accounted for over 7,300sq.m of the town centre's floorspace in 2018, which at 14% of all town centre floorspace is above the national average of 8%.

The financial and business service offer includes; 17 property service units, such as estate agents; nine banks and building societies; four financial service providers; three legal service providers; two printing and copying units; an employment and careers unit; and eight units offering other business services.

Financial & Business Service Types	2012	2014	2016	2018
Building Societies	3	3	2	2
Building Supplies & Services	0	0	0	0
Business Goods & Services	0	0	0	0
Employment & Careers	1	1	0	1
Financial Services	4	7	7	4*
Legal Services	7	6	2	3
Other Business Services	2	2	4	8**
Printing & Copying	2	2	3	3*
Property Services	15	18	18	17
Retail Banks	6	6	7	7

* indicates a further first floor unit not shown in the figures

** indicates two further first floor units not shown in the figures

Upper floor uses

The town centre has some further units located on the first and second floors of buildings. These were not surveyed in previous years and, to enable like-for-like comparisons with previous survey years, these units have not been included in unit and floorspace analysis. However, there are approximately 14 further units; comprising one further comparison goods unit; four each of retail service, leisure service and financial and business service units; and one vacant unit. The first floor units add a further diversity of uses, including some uses not represented elsewhere in the town, such as a nightclub and a late opening wine bar.

Other non-retail uses

Cirencester town centre also contains many other non-retail uses; including a library; several places of worship; dental /doctors surgeries; two veterinary surgeries; a nursery; a Police Station, local information centre, charity and community resource hub and advice centre. There are also numerous offices (St James's Place is on the edge of the town centre and is one of the District's largest employers) and a growing number of houses, several of which are recently completed or under construction. These contribute greatly towards the town centre's role as a community hub, as well as its overall vitality and viability. Indeed, the In-Centre Survey recorded that 20% of visitors to the town centre were there because of work, school or college; 5% were visiting a doctor or dentist; and 2% were visiting a church, a park, a public office or a library.

In terms of its land mass, four surface level car parks account for a considerable area of the town centre. Four further surface level car parks are located on the edge of the town centre.

Markets

Cirencester hosts several regular markets. Outdoor Charter Markets are held in the Market Place, which have nearly 20 stalls on a Monday and 60 stalls on a Friday. The Market Place also hosts an outdoor Farmer's Market on the second and fourth Saturdays of each month, which has over 30 stalls. An Arts and Crafts Market takes place on the first Saturday of each month, which has between 40-45 stalls.

The Corn Hall offers several further indoor markets, including a Home, Fashion & Garden Bazaar from Monday to Thursday each week; an Antiques & Collectables Market every Friday; the Cotswold Craft Market on the second and fourth Saturdays of each month; and a seasonal Christmas market.

The markets have a number of important functions. They add variety to the town centre's offer: the majority of stalls are local businesses selling goods not available elsewhere in the town centre; they are an attraction in their own right; they provide a space for emerging businesses to set up, some of which will grow to take on shop units elsewhere in the town centre; they act as a community hub; and they add to the overall vibrancy and vitality of the town centre.

A partnership between the Town Council, Cotswold Markets Ltd., and the Corn Hall promotes a wide range of markets and events throughout the year in the 'Town Centre Markets and Events' programme. Anecdotal evidence indicates that the markets have grown and become considerably more popular in recent years, particularly since the Market Place scheme was completed and the Corn Hall was taken into new ownership.

Out-of-centre retail

Cirencester has several out-of-centre convenience goods facilities, including Tesco Extra at Kings Meadow, Cricklade Road (4,407sq.m net); Waitrose at Sheep Street (2,440sq.m net), Lidl at Love Lane (1,416sq.m net), Aldi at Cricklade Road (1,006sq.m net) and Tesco Express at Chesterton Lane (132sq.m net).

Cirencester Retail Park at Love Lane opened in 2015 and is Cirencester's only retail park. This contains Home Bargains, Peacocks, Pets at Home, Sports Direct, Dominoes and KFC. Despite being in a prominent location at the entrance to the retail park and being marketed for several months, the former Poundland unit (750sq.m) remains vacant.

Other large out-of-centre facilities include Wickes and various trade counters at Love Lane, Dobbies Garden Centre on the A419 Swindon Road and Laura Ashley and Majestic Wines on Querns Lane.

Proportion of Vacant Street Level Property

Any healthy town centre contains some vacant units as this allows new operators to start-up or existing operators to expand into new premises. However, an above average vacancy rate can indicate poor health. Similarly, poor health can be indicated by: a high proportion of vacant units of a particular size or type; a proliferation of vacant units in a particular part of a town centre; or vacant units failing to be re-let.

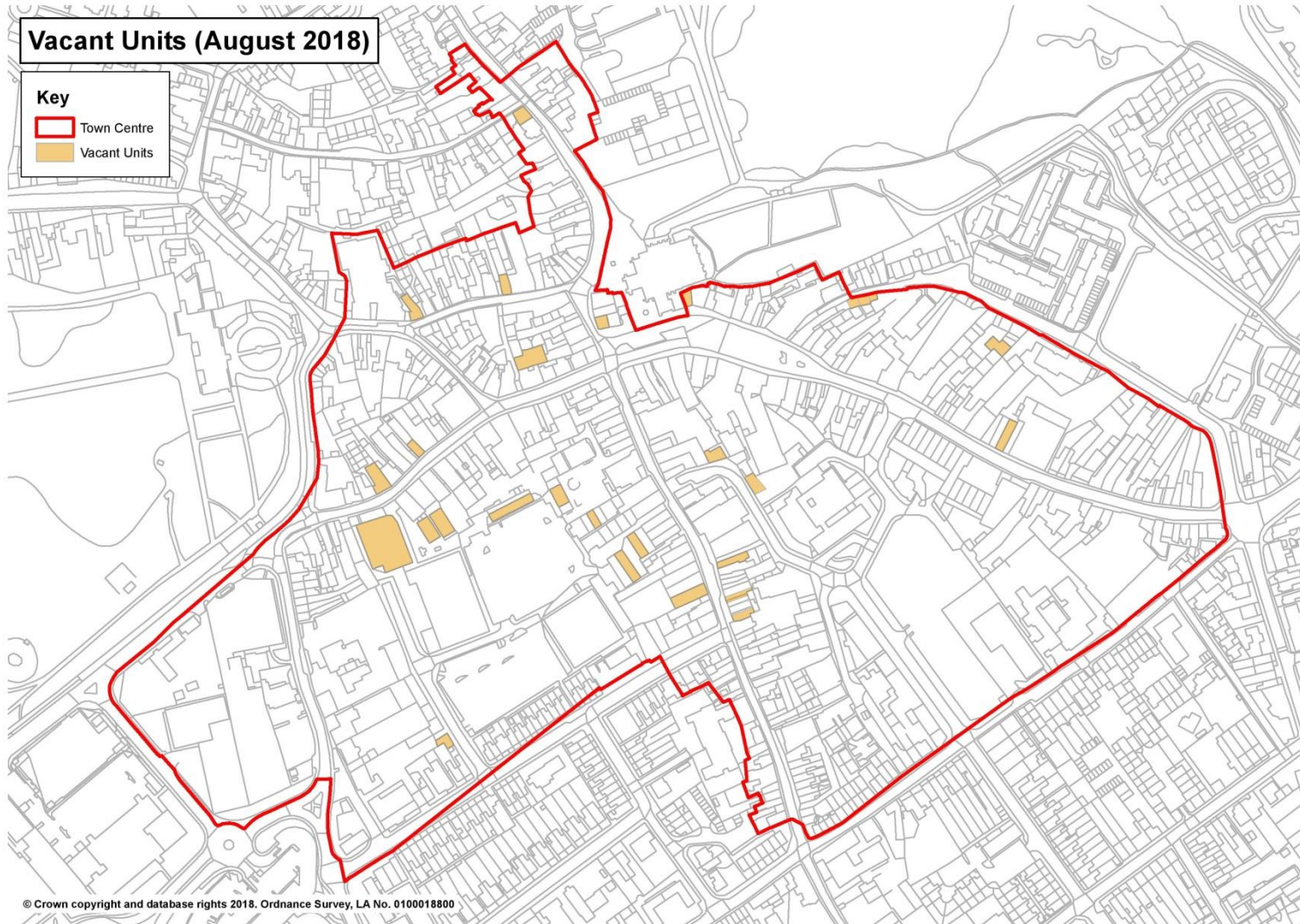
Cirencester has historically maintained a vacancy rate significantly below the national average. In 2012, the vacancy rate was 5% and comprised 15 vacant units, which was 7% below the national average of 12%. In 2014, the vacancy rate was 4% (14 units), which was also 7% lower than the national average of 11%.

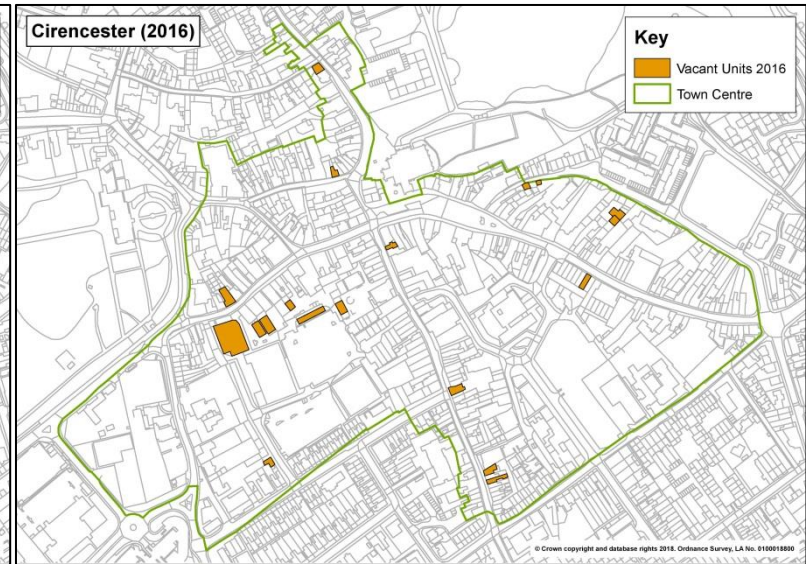
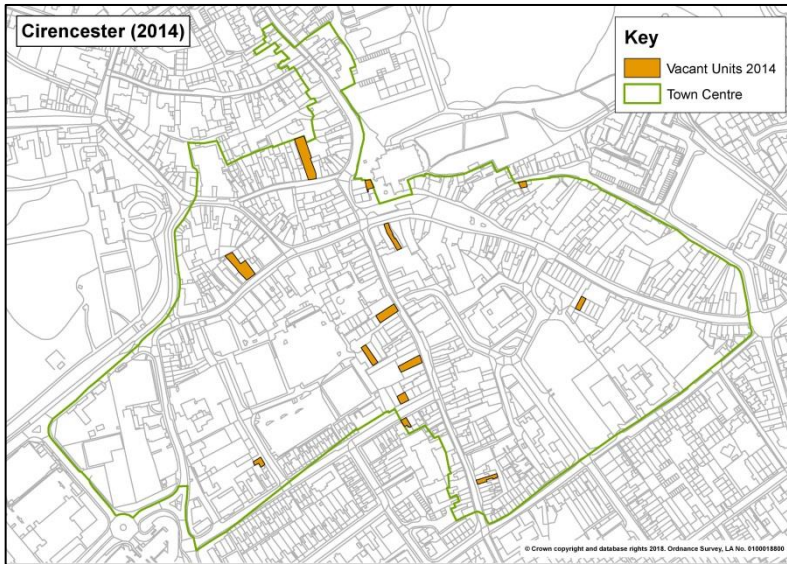
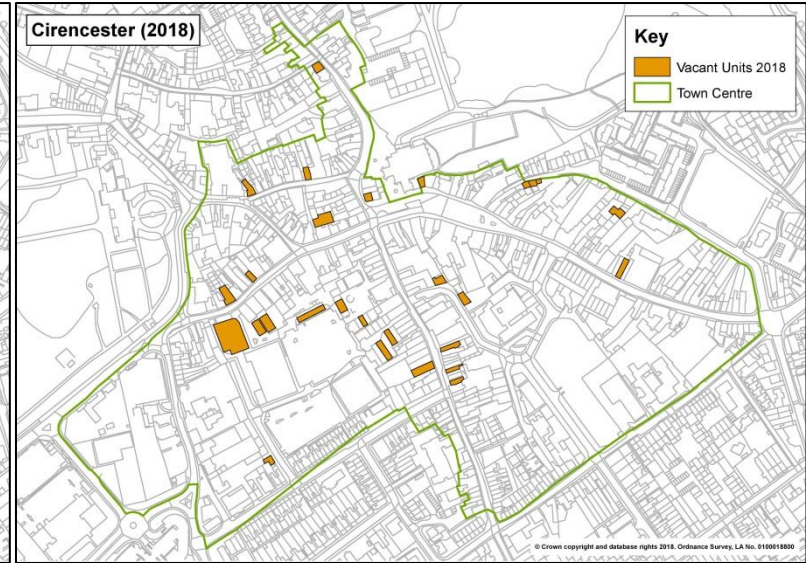
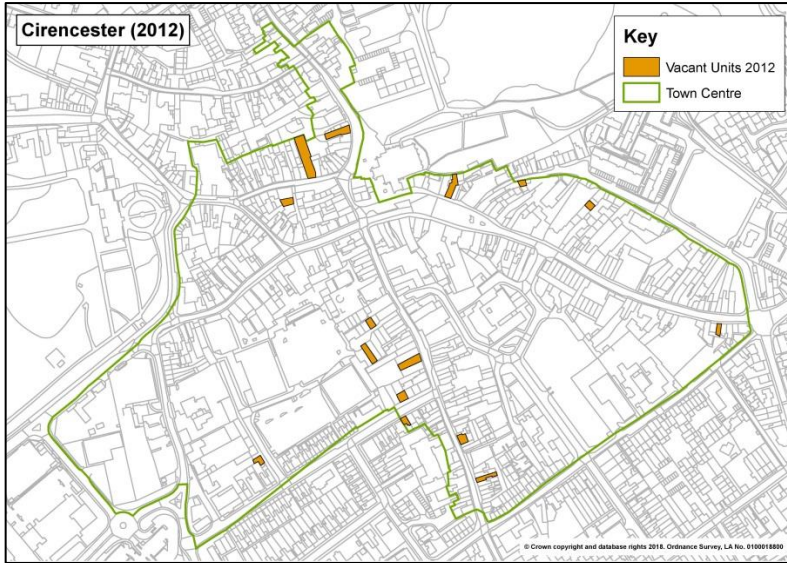
In more recent years, Cirencester's vacancy rate has increased to 6% in 2016 and 8% in 2018, although it remains below the national average of 11% for both years. As at August 2018 there were 28 vacant units, which was nearly twice the number than in 2012. The sharp rise in vacant units has partly been caused by the managed decline of five units to the north of the Brewery car park. These units are to be demolished to accommodate the proposed Brewery cinema and leisure complex, which is discussed further in the *'Retailer representation and intentions to change representation'* section. A new unit was recently completed on West Way but has yet to be tenanted, which further artificially inflates the vacancy rate. Excluding these units, the vacancy rate reduces to 6% (22 units).

Although the vacant units around Brewery car park are deliberately empty, they have been so for several years. Some measures have been made to reduce their impact, such as putting images in the shop windows. However, the empty units give a false impression that the town centre is in decline. Close by, the former MacKenzies café bar on Castle Street has also remained vacant for some time.

The vacancy plan shows that the vacant units in 2018 are reasonably well distributed within different parts of the centre, although there is a higher concentration along Cricklade Street than in previous years. The vacant units vary in size between approximately 50sq.m and 200sq.m allowing some choice of locations and rental values to potential new operators. However, the small vacant unit sizes epitomise the lack of available large format accommodation in the town centre.

The survey noted that East and Bensons for Beds had closing down sales and House of Fraser has announced its intention to close its Cirencester branch. Cirencester has historically re-let units quickly and conversations with operators and landlords found that plans are already in place to the re-letting of these units. However, this situation should be carefully monitored, as it may be an early indication of a wider issue at play.





Business Survey Results

The main points that arose from the survey of businesses, undertaken during October 2018, are:

- Over last 12 months, 72% of retailers' said their turnover had been static or decreasing
- Conversely, over the same period, 78% of professional/financial services reported that their turnover had not decreased.
- 56% of town centre businesses have traded from their current premises for over ten years.
- 80% of retailers and 96% of professional/ financial services stated they were satisfied with their current business premises.
- 67% of businesses stated that they intend remaining in their existing unit.
- The main drawbacks identified by town centre businesses with their current premises were low footfall and poor parking.
- 43% of businesses (32% of retailers) expect their business to grow over the next three years.
- When considering how Cirencester compared with competing towns, businesses responded as follows:
 - 78% considered independent shops in Cirencester to be at least 'fairly good'.
 - Views were mixed regarding chain stores and, more generally, the range of shops.
 - Access by car and parking are at least 'fairly poor' (61% and 76% respectively).
 - Conversely, the following all rated at least 'fairly good':
 - access by bicycle (44%);
 - moving around on foot (78%);
 - leisure/ recreational facilities (71%);
 - appearance/ character (81%);
 - availability of public seating, open space and parks (69%);
 - safety (43%; and
 - cleanliness (53%).
 - 46% rated public toilet facilities to be at least 'fairly poor'.
- Of all the suggestions as to how the town could be made a better place in which to shop and do business, 'more parking spaces' (48%) was overwhelming the main choice.
- Cinema (20%), affordable clothing shops (17%) and more independent shops (16%) stood out as the most popular choices of shops, leisure and/or recreation facilities for Cirencester in the future.

The full results of the businesses survey are included at Appendix 1.

Customers' Views and Behaviour

Cirencester has a large and wealthy rural catchment area with 'spending power', which has, historically, looked towards Cirencester for services and facilities.

The main points that arose from the In-Centre Survey, undertaken during October 2018, are:

- 44% had walked into town compared with 47% travelling by car/ van as a driver or passenger.
- The Brewery car park (34%) was, by far, the most used car park – followed by The Forum car park and on-street parking (both 11.3%).
- 23% said that they had experienced difficulties obtaining a parking space.
- In choosing to visit the town centre, 53% said they did so because of its close proximity to home or work. Other main reasons were: meeting friends (13%); provision of services (12%); choice of shops selling non-food goods (12%); quality of shops selling food goods (11%); and choice of independent/ specialist shops (9%).
- The main reasons for visiting the town centre were: browsing (23%); work/ school/ college (21%); bank/ building society/ post office (18%) and café/ restaurant/ pub (18%). Retailing scored very modestly.
- 86% said they were not undertaking their main food and grocery shop whilst in the town centre. The places where respondents did their last main food/ grocery shop were: Cirencester Tesco Extra (23%); Cirencester Waitrose (18%); and Cirencester Tesco Metro (16%).
- The centres most visited for previous non-food shopping were: Cirencester town centre (28%); Cheltenham (22%) and Swindon (17%).
- The main reasons why respondents chose to do their non-food shopping elsewhere were: choice of shops (45%); nearer to home (22%); and quality of shops (11%).
- 49% felt the town would benefit from less through traffic.
- The main reasons for visiting the town centre in the evening were to: eat out (41%) and visit a bar or pub (31%).
- When comparing Cirencester town centre with other surrounding centres (e.g. Cheltenham, Swindon or Gloucester), the main comments were:
 - Worse choice of shops (38%)
 - About the same or worse range of goods/ services on offer (65%)
 - Better or about the same choice of independent/ specialist shops (60%)
 - About the same quality of shops (51%)
 - About the same range of financial services (46%)
 - About the same or worse range and choice of pubs/ restaurants (57%)
 - Better town centre environment (38%)

- Better or much better cleanliness (57%)
- Much worse or worse car parking provision/ availability (53%)
- About the same car parking prices (35%)
- About the same or better walking accessibility (64%)
- About the same Public information and facilities (49%)
- Worse or about the same entertainment/ events (55%)
- About the same tourist facilities/ hotels (32%)
- Better, about the same or much better daytime safety (84%)
- Better, about the same or much better evening/ night safety (67%)
- About the same or better layout (71%)
- Better or about the same public art (56%)
- Better or about the same general environment (72%)
- The type of shops or services that respondents would like to see more of in Cirencester town centre are clothing stores (38%) and independent/ specialist shops (24%)
- A cinema (54%) was the leisure facility that respondents would most like to see.
- The measures identified that would most improve the town centre were: fill empty shops (25%); more parking (19%); a general facelift (13%); and more pedestrianisation (12%).
- The biggest weaknesses identified were: lack/ availability of parking (43%) empty shops (25%); and price of parking (15%).

The full results of the In-Centre Survey are included at Appendix 2.

Retailer Representation and Intentions to Change Representation

Major Retailers

Major retailers are an attraction to town centres and their representation is an indicator of town centre health. For example, whether major retailers locate or vacate can demonstrate growth or decline or operator-confidence in a centre. Analysis of major retailer representation can also help target retailers that could be accommodated within future development opportunities.

Experian Goad produce a long-running list of the 31 top 'major retailers' found in town centres. Table 3 shows that, in 2018, Cirencester had 16 of the major retailers listed. This is a reasonably high representation for a town centre of its size. Key major retailers include Tesco Metro and Waitrose³, as well as Argos and House of Fraser.

There is a concentration of major retailers at the north of Cricklade Street which make up the town centre's retail core. Some major retailers shown in Table 3 that are not represented in the town centre may be realistic targets that could be attracted to the town, especially as part of further redevelopment opportunities.

Between 2012 and 2018, the town centre lost two major retailers: Clintons Cards and Phones 4U. No new major retailers moved into the town centre within that period. In June 2018, House of Fraser announced it will also be closing their Cirencester branch, which will

result in the loss of a further major retailer; albeit not directly reflective of the state of economy in Cirencester.

The loss of major retailers is a pattern seen nationally. Woolworths (formerly located on Cricklade Street) were previously on the list but ceased trading in 2010. In 2014, Phones 4U went into administration. Marks & Spencer has also closed numerous stores in the last two years. The Cirencester House of Fraser store closure is one of 31 stores scheduled to close nationwide, including their flagship Oxford Street store. However, House of Fraser has been taken over by Mike Ashley, the owner of Sports Direct, which may provide their Cirencester store with a reprieve.

³ Waitrose is located on the edge of the town centre

Table 3: Major Retailers

	2012	2014	2016	2018
Argos	Yes	Yes	Yes	Yes
BHS	–	–	–	–
Boots	Yes	Yes	Yes	Yes
Burton	Yes	Yes	Yes	Yes
Carphone Warehouse	Yes	Yes	Yes	Yes
Clarks	Yes	Yes	Yes	Yes
 Clintons	Yes	–	–	–
Debenhams	–	–	–	–
Dorothy Perkins	Yes	Yes	Yes	Yes
H&M	–	–	–	–
HMV	–	–	–	–
House of Fraser	Yes	Yes	Yes	Yes
John Lewis	–	–	–	–
Marks & Spencer	Yes*	Yes*	Yes*	Yes*
New Look	Yes	Yes	Yes	Yes
Next	–	–	–	–
O2	Yes	Yes	Yes	Yes
Phones 4U	Yes	Yes	–	–
Primark	–	–	–	–
River Island	–	–	–	–
Sainsburys	–	–	–	–
Superdrug	Yes	Yes	Yes	Yes
TK Maxx	–	–	–	–
Tesco	Yes	Yes	Yes	Yes
Topman	–	–	–	–
Topshop	–	–	–	–
Vodafone	Yes	Yes	Yes	Yes
Waitrose	Yes**	Yes**	Yes**	Yes**
Waterstones	Yes	Yes	Yes	Yes
WHSmith	Yes	Yes	Yes	Yes
Wilkinsons	–	–	–	–

Yes* - M&S Simply Food only; Yes** - Located on edge of town centre

Other changes to retail representation

In addition to major retailers, two other notable national brands are leaving the town centre in 2018. Bensons for Beds and East, which are both also located around Market Place, had closing down sales during the surveys.

Despite this, Cirencester has historically bounced back quickly from the loss of retailers, including through the recession when many competing town centres were less fortunate. The continual churn of town centre operators provides opportunities for existing retailers to expand or new retailers to establish themselves. Units in Cirencester tend to be re-let quickly, indicating a good level of demand. For example, the former Cargo unit has since been occupied by Habitat, Bensons for Beds and it is now understood that Joules, who are already present in the town centre, will be expanding into this unit.

The town centre has a wide offer, which is not solely reliant on key anchor stores. However, despite Cirencester's good historic record, the loss of several key retailers recently and the national declining retail trend requires a cautious approach to managing the town centre. A clear vision is needed for the future role of the town centre and how development opportunities will contribute towards this.

Independent retailers

Cirencester has a high proportion of independent retail and service providers, which occupy the majority of the town's retail units. The independents are found throughout the town centre, particularly in more peripheral locations.

Independent retailers offer a different experience to national retailers, as they tend to provide a greater level of personal service and interaction. They also:

- provide a diverse range of 'niche' goods and services, many of which are only found locally and/or are not available online;
- are agile, flexible, and react quickly to rapid changes in the market;
- adapt well to the town centre's units, which are often of limited size and/or are irregularly shaped;
- add to the town's tourist appeal; and
- attract shoppers who come expressly to visit this type of shop.

It is widely reported that shopping patterns are changing and high streets need to adapt to this. The types of operator that are on the increase nationally include health and beauty salons; barbers; cafes, and nail salons⁴, which are mostly run by independent operators.

A considerably higher proportion of respondents to the In-Centre Survey answered that Cirencester's independent specialist shops are either better/much better than worse/much worse when compared to competing centres such as Cheltenham and Swindon. A similar response pattern was given when asked about the quality of shops compared to competing centres. Cirencester's high proportion of independents is a unique selling point for the town and bodes well for the future. They offer something that is not available

⁴ Local Data Company statistics published in Planning News Update (July 2018) in the article 'Centre Saver's'

in other town centres or online and are something that the town centre can build upon in future.

Town centre developments

The town centre has several development projects in the pipeline and a number of further opportunities.

Part of the Brewery car park has extant planning permission for a mixed use development including a four screen cinema, student accommodation, restaurants and cafes, shops, a multi-purpose arts facility and refurbished public realm” (ref: 13/01304/FUL). This was granted on 10 January 2014 and development commenced in early 2018 with the demolition of a shop.

The Cirencester Parking Project aims to provide nearly 350 additional car parking spaces to serve the town centre. £15 million has been set aside for a decked car park at the Waterloo, which is at the planning application stage. Planning permission is also being sought for further parking at Cirencester Rugby Club, as well as further ‘short-term’ wins to alleviate the parking issue.

The Local Plan proposes 400sq.m of convenience goods floorspace and 2,100sq.m of comparison goods floorspace in Cirencester town centre by 2031. A further 64,626sq.m of office floorspace is proposed in the District between 2016 and 2031, much of which is expected to be delivered in Cirencester.

To accommodate this growth, the Local Plan allocates four sites, currently used as car parks, for mixed-use development:

- Memorial Hospital (9 dwellings net) – residential-led development
- Sheep Street Island (0.96 ha)

- Forum Car Park (0.54 ha) – retail-led development
- Brewery Car Park (1.08 ha) – retail-led development

The development of these sites is dependent on replacement car parking being provided elsewhere, which will be identified and delivered through the town centre masterplan/neighbourhood plan process. Furthermore, the listed Brunel station building effectively stymies opportunities to improve/ redevelop the Sheep Street island site unless a decision is taken to either: (i) move the building to another location suited to its former use; or (ii) accept that redevelopment would further compromise the building’s integrity.

The former Magistrate’s Court and the Police Station (now in single ownership) provide a further development opportunity in association with the adjacent Forum car park and South Way. The Cirencester Central Area Strategy proposed a much improved public transport interchange in this area.

The provision of additional suitable and available sites is integral to the town centre’s long-term vitality and viability. These sites enable any arising commercial opportunities to be captured. They may also help to redirect further potential out-of-centre retail developments to sequentially potentially preferable central locations. Such developments would, otherwise, have a negative impact on the town centre’s vitality and viability.

The Chesterton strategic site development will also benefit the town centre through s106 contributions, including £500,000 towards improved car parking; £100,00 towards improved public realm; and cycle parking improvements. A Traffic Regulation Order review is also being undertaken by Gloucestershire County Council on Cricklade Street.

Commercial Rents

Cotswold District Council undertook a telephone survey of Cirencester's property agents to gain an understanding of commercial rents in the town centre.

Rental values can vary considerably in different parts of the town centre and also within different buildings in the same location (e.g. rents per sq.m can vary depending on unit sizes, formats and condition). Market Place generally achieves the highest rental incomes. Rents typically decrease moving further away from Market Place.

Cirencester's commercial rents have generally remained static over the past five years. Demand for units remains high. However, it is currently more difficult to let units and incentives are often required to attract new operators into the town centre (e.g. the first three months of the tenancy being offered for free).

When asked whether asking rents is an issue that is preventing new operators coming to Cirencester or relocating elsewhere within the town centre, agents reported that the issue isn't so much rents. It's more the costs that go along side rents (e.g. high business rates). Most landlords are prepared to be flexible with lease terms to strike a deal.

Respondents said that the hidden costs put people off from setting up in the town centre. This impacts on independents in particular, as they can have comparatively high overheads. If there was some business rate relief, it would enable more properties to be let.

A reduction in business rates were also cited in the Business Survey as the second most frequently suggested idea to make the

town centre a better place in which to shop and do business – second only to resolving parking issues.

When asked how long commercial properties typically stay on the market for, respondents explained that the commercial property market is unlike the residential market. Much more time and effort is needed to let properties. The rental market in Cirencester is also comparatively good compared to some parts of the UK and the South West region, where properties cannot be let at all and stay vacant for extended periods of time.

The survey also asked agents whether there any properties or parts of the town centre where units have struggled to be let or sold. Some respondents reported that Cricklade Street has struggled in recent years due to decreasing footfall. Some units in Brewery Court have also become less desirable as the surrounding properties in the location of the proposed cinema have remained vacant for some time and the area now feels rundown.

Regarding the future rental market, respondents cautioned that it is difficult to make predictions as there is currently so much uncertainty (e.g. Brexit, internet shopping and changing shopper patterns). However, rents are not expected to increase significantly in the next 3-5 years. Indeed, the town centre will have done well to maintain the status quo. In the next 5-15 years, it is hoped that there will be more market certainty and economic growth, which could allow increases to rents once more. However, this will depend on many variables, including changing shopping patterns and the future role of the high street generally.

Pedestrian Flows

Daytime pedestrian activity

Pedestrian activity was generally high throughout the town centre on each survey day. The busiest areas were around Market Place and the northern end of Cricklade Street. Bishops Walk, which connects the Brewery Car Park with Cricklade Street, is also a busy thoroughfare. Pedestrian activity was higher on market days. Events are also held in the Market Place, which further help to boost visitor numbers.

The shopping areas are frequented by workers from many of the surrounding businesses, and pedestrian activity was noted to peak around lunchtime. Morning hours were observed to be busier than afternoons, although the free car parking initiative after 3pm at the Brewery and Forum car parks has helped to attract more afternoon visitors.

Many town centres experience low pedestrian flows in some areas, which can lead to vacancies. However, even the less busy parts of Cirencester receive relatively high levels of pedestrian activity, which helps to maintain high occupancy rates.

When asked which statement best describes how frequently respondents to the In-Centre Survey visited Cirencester now, compared to before the Market Place development was completed in 2017, 5% said much more frequently; 5% said more frequently than before; 63% said about the same; 6% said less frequently; and 3% much less frequently; and 11% said that they did not visit before.

Pedestrian activity in Cirencester is likely to increase as a result of some developments, notably the 2,350 dwelling Chesterton strategic site. The Town Centre Masterplan Framework also aims to optimise the development of several town centre sites and this is likely to increase the numbers of people shopping, working and living in the town centre.

Evening economy

Although lower levels of pedestrian activity can be expected during evening hours, Cirencester's pedestrian activity after 6pm is lower than may be expected and this could be improved. When asked how often they visited the town centre in the evening, 65% of respondents to the In-Centre Survey said that they visit the town centre and 30% visit once a week or more often.

Analysis has been undertaken of the town centre's evening economy below, including some figures taken from the In-Centre Survey. The times that operators typically close for business are provided in brackets, although some operators extend their opening hours at weekends, while others do not open during the week.

- People mainly come to Cirencester in the evening for leisure activities: 45% to eat out; 28% to visit a bar or pub; 4% to go to a concert/gig; 4% to go to a takeaway; and 3% to visit a museum or theatre.
- The evening leisure offer comprises 17 restaurants (most until 11-11.30pm); 10 pubs / bars, several also offering hotel accommodation (11pm-12am); two betting shops (10pm); four food takeaways (varying between 9pm and 12am); two

gyms (8-9pm); and two late-night bars/clubs (2.30am to 3.30am at weekends).

- There are a limited number of convenience goods units, including; Tesco Metro (10pm); M&S Food (8pm); and McColls (11pm). However, only 2% of respondents to the In-Centre Survey visited Cirencester in the evening for food shopping.
- Several health and beauty salons and launderettes, providing retail services until the early evening up to around 7pm.

The town centre is not a venue for evening comparison goods shopping with most retailers normally closing between 5.30-6pm.

Although this is quite normal, some town centres and retail parks, including Cirencester Retail Park, have shops open up to 7-8pm. Late-night Christmas shopping is another feature, which may be an opportunity for Cirencester to expand in the future.

The proposed cinema and leisure development at the Brewery car park would generate additional trips to the town centre with associated linked trips to other evening uses, thereby improving the town centre's evening economy (this is discussed in more detail in the Retailer Representation and Intentions to Change Representation section).

Accessibility

Road

Because of its large rural catchment area and limited public transport services, many who visit the town centre rely on private cars. It is therefore important that the town centre has good accessibility and that visitors can park within a reasonable distance of their chosen destination. In so doing, a balance must also be struck that encourages the use of more sustainable modes of travel, creates an attractive shopping environment, and maintains the overall vitality and viability of the town centre.

Cirencester is particularly well linked to Swindon (A419T); Gloucester (A419T); Cheltenham (A435), Stroud (A419); and Chippenham (A429), but also to many other places including Bristol, Bath and Oxford. Traffic circulating around the town centre on the ring road is reasonably free flowing. However, some tributary roads into the town centre can become congested during rush hours, notably London Road and Sheep Street.

The In-Centre Survey found that 37% of visitors to the town centre arrived as the driver in a car and a further 10% were a passenger in a car.

The town centre has many traffic restrictions, which greatly improve the public realm environment for visitors and reduce through traffic. Several streets are one-way only or have restrictions preventing

cars turning into them. Vehicles are prohibited on Black Jack Street except for access and Cricklade Street is pedestrianised between 9.30am and 4.30pm from Monday to Saturday except for loading access. Whilst the Market Place and Castle Street regeneration scheme has introduced further traffic restrictions, vehicular access to this area has not been prohibited. These restrictions, notably the one-way regime along Castle Street, have helped to redirect through traffic away from the main shopping streets.

Several traffic-related issues/opportunities were observed from the surveys:

- The current highway arrangements continue to provide a shortcut for traffic through Market Place, travelling from Castle Street into the Market Place.
- Dyer Street suffers from sporadic congestion, particularly when vehicles undertake parking manoeuvres and when vehicles are parked on the north side of the street.
- Several illegal vehicle movements were observed on Cricklade Street, possibly resulting from the appearance of the signage at the Cricklade Street / Market Place junction, which may not be readily apparent to drivers.
- The highway restrictions, in general, make it difficult and confusing for some visitors to manoeuvre around the town centre, especially if they are unfamiliar with Cirencester.



Car parking

The town centre is served by eight off-street public car parks⁵. These have a combined capacity of over 1,300 spaces and provide a mixture of short and longer-stay parking. A restricted parking zone operates throughout the town centre but further on-street car parking spaces are provided in designated sections of Castle Street, Cricklade Street, Dyer Street, and Market Place. Some of these are pay and display; others are free/ time-restricted.

The town centre has a good distribution of car parking, which enable people to park close to their shopping destination. However,

⁵ Brewery (298 spaces); Waterloo (233 spaces); Forum (191 spaces); Station / Sheep Street 'island' (149 spaces); Beeches Road (144 spaces); Leisure Centre (122 spaces); Abbey Grounds (97 spaces); and Memorial Hospital (77 spaces).



monthly car park counts undertaken for the Cirencester Parking Project show that several of the town centre's car parks are currently at capacity at certain periods. Moreover, the Local Plan confirms that about 350 additional off-street car parking spaces are needed by 2031. The lack of car parking availability hampers the town centre's vitality and viability, as it could deter potential visitors from choosing Cirencester as a shopping or leisure trip destination.

Progress is being made towards increasing off-street car parking capacity through the development of a decked car park at the Waterloo. Additional options are also being considered, including creating new car parks (such as at the Rugby Club); introducing more long and short-term parking options; establishing park and stride schemes; and encouraging the public to use healthy alternative transport options such as walking and cycling. Two off-street car parks also offer free parking after 3pm. This encourages

visitors at less busy times of day; alleviates the parking pressure; and benefits retailers.

The surveys noted that on-street car parking facilities at Castle Street and Market Place have two hour limited time waiting restrictions. Although these spaces are pay and display, they have very limited parking availability. From a retail perspective, these spaces would benefit from shorter waiting restrictions to allow a greater turnover of customers in the most central locations. Furthermore, the waiting restrictions on Dyer Street and the non-pedestrianised part of Cricklade Street are one hour maximum. Visitors are therefore allowed to park for longer in the retail core than in more peripheral locations, which is different to the arrangements in most town centres.

Public transport

Cirencester's railway stations closed in the 1960s. The nearest railway station is now located over four miles driving distance to the south-west at Kemble and can be accessed from the town centre by a bus service, which runs every two hours. A feasibility study for a light rail link between Cirencester and Kemble has also been proposed and is supported by various local stakeholders.

The town centre's bus facilities should be improved. Bus stops are located in several locations, with South Way providing the main bus pick-up / drop-off point. There is no real-time bus information and some bus stops would benefit from printed timetable information. The stops at Sheep Street and South Way have shelters. However, the standard of facilities at South Way does not reflect this location's role as Cirencester's current, principal, public transport hub.

The town's bus services have suffered in recent years; notably the loss of the 58/9 'town' service in 2014 and a reduced 51A service in 2018. There are now no services before 9am (previously 6am) and from town after 2.30pm (previously 7pm). However, a 52 service was created between Stroud, Cirencester and Swindon.

Usage of the 51A service is said to have reduced by 15-25% at the Cirencester town centre boarding stage over the past three years. The Market Place works are reported to have contributed greatly towards this, in part due to initial confusion about where buses were departing but also the lack of shelter and the "*greater distance*" from the town centre⁶.

The In-Centre Survey found that 5% of respondents arrived at the town centre by a bus, minibus or coach. This is considered to be a low proportion that could be improved in future.

National coach services currently stop at London Road, which is located at the northern edge of the town centre boundary. This location has limited amenity value and offers a poor first impression to visitors arriving by coach. Whilst London Road is accessible by car and the coach stop also receives some local bus services, passengers have to negotiate the busy five ways junction to reach the town centre or connect with other bus services at South Way.

The Cirencester Central Area Strategy in the Local Plan promotes an improved public transport interchange in the South Way – Forum area. This would provide an opportunity to create a high profile destination that offers comfortable and convenient public transport access to and from the town centre. The interchange could beneficially accommodate coach and taxi provision, freeing space

⁶ Correspondence with Stagecoach South West in August 2018

in the Market Place for other uses. Cycle parking and repair facilities are also often provided at public transport hubs.

Pedestrian accessibility

Cirencester town centre has reasonably good pedestrian accessibility. Indeed, 79% of respondents to the Business Survey rate moving around the town centre as either fairly good or good compared to other competing towns. Furthermore, 44% of respondents to the In-Centre Survey travelled to the town centre on foot, which is a considerably high proportion.

The town centre is flat and the shopping facilities are reasonably compact. Cricklade Street is pedestrianised during certain hours and Market Place, West Market Place and part of Castle Street are based on the shared space concept, albeit pedestrian and vehicle areas are separate. Traffic in the town centre is generally slow-moving and the main shopping areas are reasonably pedestrian-friendly.

Within the A429 Cirencester ring-road, the walking routes to/from the town centre are generally attractive and direct. There is also a good provision of controlled crossing points, which reduces the impact that roads might otherwise have. The ring-road, however, severs the town and is a barrier to movement. It often requires pedestrians to take indirect and unattractive journeys.

Although the pedestrian environment is generally good, some issues were noted:

- Through traffic creates pedestrian/vehicle conflict.

- The shared surfacing contains two zebra crossing points, which was a requirement of the mobility audit. However, this implies that vehicles have priority over pedestrians, which is contrary to the ethos of shared space.
- Although pedestrian permeability throughout the centre is generally quite good, certain linkages are poor in design quality, not signposted and/or indiscernible as pedestrian routes. This does not help newcomers to navigate their way from car parks to other parts of the town centre.
- The Woolmarket, which acts as a through route between the Waterloo and the town centre, closes after 6pm.
- The decking of the Waterloo car park and consequential changes to other cars parks will present an opportunity to alter the traffic management regime throughout Cirencester, including restricting unnecessary through traffic, making better use of the ring-road and enhancing sustainable transport modes (notably cycling).

Cycle

The town centre is served by several cycle routes to the surrounding residential areas. Two national cycling routes pass through the centre⁷. Further shared pedestrian / cycle routes are also provided to Kingshill/ Beeches to the east, Stratton to the north and Chesterton to the south. However, once outside the town centre, some cycle routes become indirect and poor road surfacing

⁷ Route 48 exits the town centre northwards via Gosditch Street and Dollar Street to Baunton, Calmsden, Fosse Cross, Coln Rogers, and Northleach. Route 45 exits the town centre south-easterly via Sheep Street and Somerford Road to Ewen, Kemble, Tarlton and Rodmarton; and south-westerly via Cricklade Street and Watermoor Road to Siddington, the Duke of Gloucester Barracks and South Cerney.

is an issue in places. There are also very few paths designated specifically to cycling.

The town centre has only limited cycle parking provision with cycle racks provided at Market Place and the Brewery and Forum car parks. Despite this, the town centre attracts many cyclists. The In-Centre survey identified that 2% of town centre users travelled by bike. Furthermore, numerous bikes were observed attached to railings, sign posts and benches throughout the town centre, which further indicates the lack of formal cycle parking spaces.

Elderly / disabled

Cirencester has reasonably good accessibility for elderly and disabled people. Disabled car parking spaces are provided in various locations throughout the town centre⁸, albeit Market Place would benefit from some disabled car parking. Public seating is provided at regular intervals throughout the town centre.

A Shopmobility service is available near the Forum car park, where people can hire a wheelchair or electric buggy to assist their shopping trips. The majority of shops are also wheelchair friendly, although there are a few notable exceptions. Indeed, the In-Centre Survey found that 1% of visitors to the town centre arrived using a mobility scooter.

Notwithstanding this, the shared space in the Market Place scheme has been criticised by some groups. Shared surface can be difficult for some people to negotiate, particularly the blind and partially-

sighted. Elderly and disabled people sometimes need 'safe spaces' that are segregated from traffic to get around town centres.

However, by their very nature, shared spaces do not provide this. The Market Place scheme has addressed these issues by ensuring that vehicles and pedestrians are segregated. Concerns from campaigners and access groups were responded to by incorporating formal crossing points and use of low kerbs for the blind and visually impaired. Some people have tripped over the low kerbs but no issues have been identified through the road safety audits and reports of trips and falls have reduced significantly since the completion of the scheme.

⁸ Abbey Grounds car park (two spaces), Brewery car park (six spaces), Forum car park (12 spaces), Old Station car park (two spaces), Sheep Street / Memorial Hospital car park (two spaces), Waterloo car park (two spaces); Park Street (two spaces).

Perception of Safety and Occurrence of Crime

Cirencester town centre generally provides a safe and secure shopping environment. The main shopping areas are well-overlooked, well-lit, and have high levels of pedestrian activity. This, together with the generally good quality of buildings and public realm, helps to create a sense of safety.

Few obvious signs of crime or anti-social behaviour were observed. For example, there was no graffiti, excessive security features on buildings or other signs of vandalism. There are some parts of the town centre that are less overlooked, such as the Tesco Metro forecourt that is now surrounded by vacant buildings and the pedestrian 'tunnel' to the side of Argos, but these areas do not detract greatly from the town's sense of safety.

The town centre is observed 24-hours a day by 19 CCTV cameras, which help to deter crime. The cameras provide real-time information to the Police, which has sped-up response times and improved conviction rates. The Cirencester BoBs (Behave or be Banned) Pubwatch scheme also allows online messaging and data sharing between the town centre's pubs and nightclubs, which further helps to tackle crime and anti-social behaviour.

Cirencester also has Street Pastors that operate every Saturday night / Sunday between 10pm and 3.30am. The Street Pastors are

trained volunteers from local churches. They help care for and listen to people in the town centre, and they help to give the town centre a greater sense of safety and security.

Discussion with the District Council's Community Safety Officer confirms that crime and antisocial behaviour are low compared with most town centres and that crime rates have improved over the past decade.

The Business Survey found that only 5% of respondents answered that Cirencester's safety was poor compared to other competing centres, and 16% answered that it was fairly poor. This demonstrates that, although there is always room for improvement, the town centre is perceived as a safe place by most people.

Consideration is currently being given to relocating Cirencester Police Station (currently located at South Way) to a new 'blue light hub' facility incorporating the Fire Station. Whilst this would remove the Police Station from the town centre, it would provide a modern Police Station that meets the present and future needs of the town and enable better Policing.

State of Town Centre Environmental Quality

Cirencester has good overall environmental quality. The Local Plan highlights how most of the buildings in the Primary Shopping Area are statutorily listed for their architectural and historic importance. In addition to each building's individual merits, their collective value creates a unified and exceptionally attractive historic townscape.

Environmental improvements to Park Lane, Park Street, Silver Street, and (more recently) Black Jack Street, Castle Street, Gosditch Street /West Market Place and Market Place have greatly enhanced the quality of these areas. The materials used complement the town's historic character; add to the sense vitality; and Cirencester's tourist appeal.

The town centre is surrounded by some excellent green infrastructure (e.g. Abbey Grounds; Cirencester Park; Hare Bushes; City Bank, which is now a Local Nature Reserve; the Amphitheatre and St. Michael's Park which was recently awarded Green Flag status), some of which connect directly to the main shopping areas. There may be an opportunity to provide additional green infrastructure within and around the shopping areas, notably on Cricklade Street, with additional seasonal planting and trees.

The controlled parking zone⁹ and surface level car parks help to direct parked vehicles away from the shopping streets, which

⁹ A Controlled Parking Zone (CPZ) is a restriction to a group of roads within the zone. CPZs reduce street clutter that can arise from erecting several signs that would otherwise convey the same information, such as a time restriction sign adjacent to all the single yellow lines in the zone. A sign indicating the start of a CPZ typically states that there are parking, loading, weight or other restrictions between certain hours of operation.

creates an open environment that is largely free of street clutter where visitors can enjoy views of the buildings. Notwithstanding this, the off-street car parks have limited environmental quality. The proposed decking of the Waterloo car park should help to relocate car parking from central areas, including perhaps existing car parks, and provide opportunities to improve the environmental quality.

Several parts of the town centre are of lesser quality, including some individual buildings and areas of backland development. Particular examples include areas surrounding the Brewery, Forum and Waterloo car parks, and some parts of Cricklade Street and Dyer Street. These areas are often linked to the main shopping areas via unattractive alleyways. These backland areas are often important gateways into the town centre and create people's first impression of the town.

Cricklade Street would benefit from similar public realm improvements to those that have occurred at Market Place. In particular, the surface material and street furniture would benefit from improvement. Some of the shop fascia boards could also be more sympathetic towards the town's historic character – this being an issue that is not exclusive to Cricklade Street.

As discussed earlier, through traffic detracts from the environmental quality of the main shopping areas. However, very little litter was observed during the surveys and the centre is generally well-maintained, though there is arguably too much street clutter.

The CPZ applies to all parking within the zone and within the zone there should be no other road markings.

Unnecessary signage is far less than it was, but there is scope for further rationalisation. For example, the town centre and its surrounds contain numerous 'No waiting at any time' signs, which are no longer needed to enforce double yellow line waiting restrictions.



Overall, however, the town centre's environmental quality is well regarded by respondents to the Business Survey, with 81% of respondents saying it is either good or fairly good when compared to other competing towns.



Digital Health of the Town Centre

Internet promotion of the town centre

The town centre is publicised by several websites. The Town Council's website (www.cirencester.gov.uk) is the first Google hit for 'Cirencester town centre'. This website provides information about Cirencester as a whole but has sub-pages providing high level visitor information about the town centre, including where to shop, the markets, accommodation, and eating out. Two other websites provide visitor information about the town centre, www.cirencester.co.uk and www.cirencestershopping.co.uk; although these contain numerous adverts, some of which are unrelated to the town centre.

Some retail destinations have specific websites dedicated to vigorously promoting their services and facilities. For example, the website for the Highcross Shopping Centre in Leicester (www.highcrossleicester.com) contains an index of the shops and services on offer categorised by both the operator's name and by the type of shopping visit (e.g. fashion, home, food and drink, health and beauty, etc.). It also has a high-quality map showing the locations of shops, car parks and other facilities. Events, news and offers are also well-promoted.

Whilst this type of website has associated costs and would require regular maintenance, this sleek and modern style of promotion may be one area in which Cirencester could increase visitor numbers and improve the long-term vitality and viability of the town centre.

Cirencester has some good visitor attractions (e.g. the Parish Church, archaeology, amphitheatre, Corinium Museum, leisure

centre, the lido, Cecily Hill, etc.). However, better coordination, marketing, exhibiting, and signposting would be beneficial and much of this could be done through the town's website.

Social media

Cirencester Town Council publicise the town centre and the town as a whole on social media via Facebook, Instagram, LinkedIn and Twitter.

- The Facebook page has 1,459 followers and has almost daily posts. These include news updates, information on upcoming events, and photos and videos. People can also comment on and like the posts, which further distributes the information.
- The Instagram page has 574 followers and monthly posts. People can again comment on and like the posts.
- The LinkedIn page has 21 followers and irregular updates.
- The Twitter page has 1,255 followers and has several posts a week, which are similar to the Facebook posts. People can re-tweet posts, comment on posts and like them, which again helps to distribute the information.

The social media coverage is generally good but there is potential for this to be expanded to further publicise the town centre.

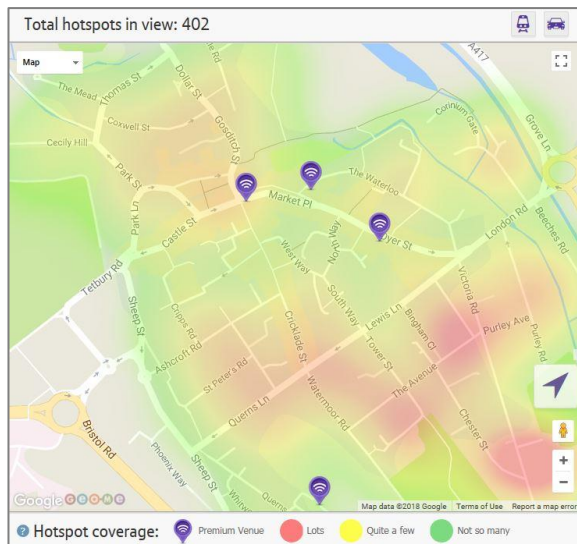
Access and Infrastructure – fixed broadband coverage, mobile data coverage, and public access

Access to the internet is becoming increasingly important to town centres for both retailers and customers. The maps below show that Cirencester's broadband coverage is reasonably good, although coverage is patchy in places. There are also several public access Wi-Fi spots, including three 'Premium [BT] Venues' and two further

Cloud Hotspots. Mobile data coverage also seems to be generally good in the shopping streets, although the predominantly stone buildings reduce in-store coverage.

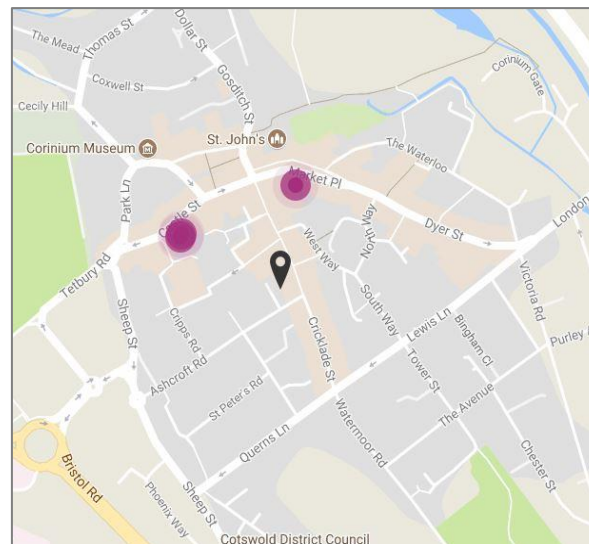
General parcel collection services are available in two locations. McColl's offers Amazon Locker and Collect Plus facilities and the Post Office has further Amazon Lockers. These facilities help to draw people into the town centre and encourage linked shopping trips.

BT Hotspots and Wifi Coverage



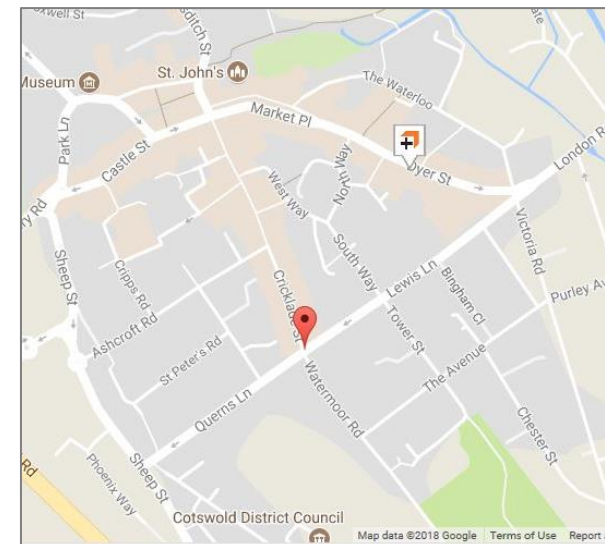
Source: www.btwifi.com

Cloud Hotspots



Source: www.skywifi.cloud/hotspot-finder

Collect+ Stores



Source: www.collectplus.co.uk/store-locator

Basic Digital Skills – Percentage of consumers and SMEs/Charities that have basic digital skills

Shops with contactless payment systems reportedly have up to 30% increased spending to cash only. They improve the convenience and speed of transactions for both customers and operators and their increased provision is something that can boost the vitality and viability of a centre. The Business Survey found that 54% of respondents (85% of retailers) offer contactless payment, which is a reasonably high proportion.

Website trading and click and collect are also becoming increasingly popular and convenient ways to shop. The Business Survey indicates that only 37% of respondents (40% of retailers) sell goods through the internet and that 62% of these traders have seen an increase in sales through the internet in the last three years. 38% of respondents (69% of retailers) also offer click and collect for products they sell.

The Business Survey demonstrates that many town centre operators are already well on the way to adapting to digital forms of shopping. However, there are still further advancements that can be made in this area to improve the town centre's viability.

Recommendations

Diversity of uses	
Strengths / Weaknesses / Opportunities / Threats	Ideas / Recommendations
<p>Strength: 349 town centre units with a wide variety and depth of shops and services on offer. National multiples complement a strong representation of niche independent shops.</p> <p>Strength: Good provision of markets (Monday and Friday Charter Market; Farmers Market; Arts & Crafts Market; the Corn Hall, Christmas Market, etc.).</p> <p>Strength: Good retail service and financial and business service offers.</p> <p>Strength: Grown by 23 units and over 1,600sq.m between 2012 and 2018 and has become slightly more consolidated around its core.</p> <p>Strength: Very strong comparison goods offer, significantly above the national average.</p> <p>Strength: Within the top 200 UK retail centres. Cirencester has remained comparatively buoyant in recent years, particularly during the economic recession.</p> <p>Threat: Competition from other town / city centres and out-of-centre shopping facilities (e.g. for funding, competition from Cirencester Retail Park, continuing threat of changes of use at Love Lane, etc.).</p> <p>Weakness/strength: Limited leisure service offer, including no cinema, although additional sport and leisure facilities close to the town centre (e.g. Cotswold Leisure Centre, the open air swimming pool (lido), Abbey Grounds and Cecily Hill Parks).</p> <p>Weakness/strength: Lower than average proportion of convenience goods operators but a good range of convenience goods on offer, including several supermarkets (e.g. Tesco Metro, Waitrose, and M&S Food) and specialist food shops.</p>	<ul style="list-style-type: none"> • Ensure that further growth is sustainable and is able to adapt to changes in the market. • Understand why the town centre has done well in recent years and use these attributes to grow. • Understand the competition elsewhere and the gaps in the market that Cirencester can fill. • Continue to provide policy protection for existing retailers from edge-of-centre/out-of-centre developments. • Seek to provide the Local Plan retail requirement for 400sq.m of new convenience goods floorspace and 2,100sq.m of comparison goods floorspace within the town centre. • Provide deliverable sites within and around the town centre to fight off less sequentially preferable developments. • Support operators to establish themselves in the town centre or existing operators to grow. • Better coordination and promotion of all of the town's leisure facilities, both within and near the town centre (e.g. website promotion, leaflets, etc.). • Improved and consistent signposting to key shopping areas, leisure and recreation facilities. • Continued support of the delivery of the cinema scheme. • Seek to improve the town centre's evening leisure economy uses (e.g. restaurants in association with the cinema) • Continue to promote and support the markets.

Proportion of vacant street level property	
Strengths / Weaknesses / Opportunities / Threats	Ideas / Recommendations
<p>Strength: Currently no large gaps in the high street where large national retailers once were (e.g. some town centres have holes in their high street where stores such as BHS or M&S once operated).</p> <p>Strength: Historically high demand for units, which tend to be re-let quickly.</p> <p>Strength: Lower than average shop vacancy rate.</p> <p>Strength: Several units under alteration and will open again soon.</p> <p>Threat: Several retailers in prime locations are also set to leave the town centre (e.g. House of Fraser and East) and the potential impact on the 'critical mass' of the town centre, although conversations with landlords and retailers finds these units are likely to be re-let quickly.</p> <p>Threat: Trend of increasing shop vacancy rate.</p> <p>Weakness: Limited amount of available units for new operators, particularly larger modern accommodation, which limits opportunities for new operators to establish in the town centre.</p> <p>Weakness: Vacant units to the north of the Brewery car park give the false impression that the town centre is in decline.</p>	<ul style="list-style-type: none"> • Careful monitoring to ensure clusters of vacant units do not develop or that the overall vacancy rate increases further. Feedback information into the preparation of the master plan framework / SPD. • New developments should align the stock of available units with operator needs. • Actively target operators not yet represented in the town centre. • Incorporate measures to reduce the impact of vacant units awaiting redevelopment (e.g. vibrant images in empty shop windows). • Coordinated promotion of empty units and upcoming opportunities (e.g. through a single website, brochures, etc.). • Support landlords and tenants to ensure empty units are re-let quickly (e.g. with planning applications). Continue to support the development of the cinema scheme.
Customers' views and behaviour	
Strengths / Weaknesses / Opportunities / Threats	Ideas / Recommendations
<p>Strength: People visit for a 'shopping experience', particularly high end fashion, household goods, and gifts. Visits are often linked with other activities, such as visiting a café or restaurant.</p> <p>Strength: The town has a large and wealthy rural catchment area with 'spending power', which has, historically, looked towards Cirencester for services and facilities.</p> <p>Strength: A large proportion of visitors walk to the town centre.</p> <p>Opportunity: People predominantly visit the town centre for browsing; work/school or college; to visit a bank or building society; or to visit a café pub</p>	<ul style="list-style-type: none"> • Look to grow the brand and the quality of Cirencester's 'shopping experience'. • Build upon the strengths of the main reasons why people visit Cirencester. • Help to facilitate more walking into the town centre. • Seek to resolve parking shortage issues. • Help to promote the town centre and the range of existing shops that are on offer.

<p>or restaurant. A comparatively modest proportion visit for retailing.</p> <p>Opportunity: 49% of town centre visitors feel the town centre would benefit from less through-traffic.</p> <p>Strength: Compared to its competing centres, visitors to Cirencester think it has more high quality shops and independent stores; better town centre environment and better cleanliness; and better safety.</p> <p>Weakness: Compared to its competing centres, visitors to Cirencester think the town centre has much worse car parking and a worse range of shops.</p>	
<p>Retailer representation and intentions to change representation</p>	
<p>Strengths / Weaknesses / Opportunities / Threats</p>	<p>Ideas / Recommendations</p>
<p>Opportunity/threat: Proposed new Blue Light Centre in Cirencester would: provide a new and modern emergency service facility; create a development opportunity where the police station is currently located; lose a valued community facility from close to the main shopping area.</p> <p>Opportunity: Deckerd Waterloo car park would unlock the development potential of other town centre sites.</p> <p>Opportunity: General prevailing change in the role of the town centres away from retailing/ banking, etc., towards community/ leisure/ recreational/ cultural combined with traditional town centre functions. Opportunities to adapt.</p> <p>Opportunity: Identified need in Cirencester for:</p> <ul style="list-style-type: none"> - 2,100sqm of comparison goods floorspace; - 400sqm of convenience goods floorspace; and - a significant proportion of the District's 64,626sq.m B1 office floorspace requirement. <p>Opportunity: Medium to large businesses are seeking to expand, which would have a beneficial impact on town centre footfall.</p> <p>Opportunity: New public transport interchange around the South Way / Forum area.</p> <p>Opportunity: Proposed cinema, retail units, student accommodation scheme to the north of the Brewery car park will attract new and additional visitors to the town centre; provide the local community with a much needed facility;</p>	<ul style="list-style-type: none"> • Target national retailers not yet represented in the town centre. • Support and promote the town centre's independent retailers (e.g. through coordinated website promotion). • Broaden the town centre offer so that it is less reliant on large national retailers, including further commercial and community uses. • Aim to deliver the retail floorspace requirements in locations that complement the existing balance of the town centre. • Provide a deckerd car park at The Waterloo that is able to meet current and future car parking demands and enable the development potential of other sites to be unlocked. • Provide a suitable site within or close to the town centre to enable medium to large businesses to grow. • Create design briefs for the four Local Plan site allocations within the Cirencester Town Centre SPD / master plan framework. • Either (i) seek to relocate the listed Brunel station building or (ii) provide guidance on the types of development that would make effective use of this site. • To improve tourism through marketing of the 'Cotswold market town' brand (e.g. improve coordination between promoting existing tourist facilities (e.g. the Parish Church, archaeology, amphitheatre, Corinium Museum, leisure centre, the lido, Cecily Hill, surrounding countryside,

remedy an area of poor quality backland development; and will improve vitality, particularly in the evening.

Opportunity: s106 funding from developments could help to deliver improved town centre services and facilities.

Opportunity: Some good visitor attractions and proposed new cinema scheme. Opportunity to create a cultural hub.

Opportunity: The four mixed use Local Plan site allocations and other non-allocated sites could potentially contribute towards meeting Cirencester's identified needs.

Strength: Particularly strong representation of independent retailers – many types of independents are predicted to do well with the changing role of the high street, which is good for Cirencester.

Strength: Roman heritage attracts many visitors, particularly to the Corinium Museum and the amphitheatre.

Strength: Wide retail catchment area and many national retailers, including several normally found in larger centres.

Threat: Ad hoc planning applications that cannot be refused but which may compromise/ be incompatible with the Central Area Strategy.

Threat: Changes to the healthy balance of the town centre (e.g. resulting from the redevelopment of sites; clusters of vacant units appearing; loss of major retailers).

Threat: Changing fortunes of national retailers, which threatens retail and services (e.g. potential loss of East, House of Fraser, New Look, retail banks).

Threat: Potential economic downturn following Brexit.

Threat: Unknown archaeology could limit / prevent the development of opportunity sites.

Weakness: Small format shops, many of which are listed, present challenges for intensification and redevelopment when seeking to meet modern retail requirements.

Weakness: The listed Brunel station building effectively stymies opportunities to improve/ redevelop the Sheep Street island site unless a decision is taken to either: (i) move the building to another location suited to its former use; or

etc.).

- Ensure the Town Centre SPD defines the needs for services and facilities to enable contributions from planning applications to be sought.

(ii) accept that redevelopment would further compromise the building's integrity.	
Commercial rents	
Strengths / weaknesses / threats	Ideas / recommendations / opportunities
<p>Strength: Cirencester's commercial rents have remained reasonably stable in the past five years, despite rents in other town centres across the country decreasing.</p> <p>Strength: Properties are generally let in a reasonable amount of time and long-term vacancy is not an issue.</p> <p>Weakness: More incentives now need to be offered to let properties than previously.</p> <p>Weakness: Add-ons on top of rents (such as business rates) are said by property agents to be an issue that prevents many operators from setting up in the town centre.</p> <p>Threat: Uncertainty of Brexit, internet shopping, etc. are having an impact on local businesses and rents.</p>	<ul style="list-style-type: none"> • Opportunities from Brexit and internet shopping. • Static rents could make Cirencester more attractive and competitive to operators in the short-medium term. • Offer exciting incentives to attract new operators to the town or existing operators to stay.
Pedestrian flows	
Strengths / weaknesses / threats	Ideas / recommendations / opportunities
<p>Opportunity: Potential to increase day-time and evening pedestrian activity resulting from:</p> <ul style="list-style-type: none"> - development at Chesterton and other sites around Cirencester; - further homes within the town centre; - other planned town centre developments. - proposed cinema scheme; and - provision of additional office uses; <p>Opportunity: To increase visitor numbers through improved coordination,</p>	<ul style="list-style-type: none"> • Better link the town centre with its unique history and green infrastructure through initiatives such as walking audio or map-based tours; increased promotion of events and the town centre generally, particularly to London and overseas markets. • Provide for the delivery of further town centre office and residential uses in the Town Centre SPD / master plan framework. • Shop opening hours could be extended to allow some evening economy uses, particularly at Christmas and if/when the decking of the Waterloo car park and the cinema schemes are completed.

<p>marketing, exhibiting, and signposting of Cirencester's tourist attractions.</p> <p>Strength: High levels of day-time pedestrian activity.</p> <p>Strength: Markets and events bring additional visitors to the town centre.</p> <p>Weakness: Limited evening economy, particularly on week days.</p>	<ul style="list-style-type: none"> • Boost the 5-7pm retail offer by encouraging later shoppers who stay for evening economy. • Establish a circular walking route which incorporates all the main shopping areas (i.e. from the Woolmarket, round the Forum, Cricklade Street, Brewery Court, Castle Street/Black Jack Street, West Market Place, Market Place, Dyer Street).
<p>Accessibility</p>	
<p>Strengths / Weaknesses / Opportunities / Threats</p>	<p>Ideas / Recommendations</p>
<p>Opportunity: Changing the off-street parking regime will present opportunities to alter traffic management throughout Cirencester, including restricting unnecessary through traffic in the centre; making better use of the inner bypass; enhancing sustainable transport modes (notably cycling), etc.</p> <p>Opportunity: Opportunity to increase connectivity with surrounding areas (e.g. Chesterton, Royal Agricultural College, Stratton, Siddington, etc.). Better pedestrian and cycle connectivity?</p> <p>Opportunity: Requirement for 350 additional car parking spaces by 2031. Waterloo decked parking would help to meet the requirement.</p> <p>Strength: Cirencester is a major road network hub giving it good strategic transport connectivity. Particularly well linked to Swindon (A419T); Gloucester (A417T); Cheltenham (A435); Stroud (A419); and Chippenham (A429), but also many other places including Bristol, Bath and Oxford. Threat: A417 Missing Link completion could make it easier to travel and shop at competitor destinations.</p> <p>Strength: Good long-distance coach linkages, including to London.</p> <p>Strength: Many people work within walking distance of the town centre, including: the (recently extended) St. James's Place headquarters; Cotswold District Council; and established employment areas at the Querns Business Centre, and Phoenix Way.</p> <p>Strength: Off-street car parks are well located in relation to the Primary Shopping Area, with opportunity for substantial intensification (i.e. decking) on at least one of them.</p>	<ul style="list-style-type: none"> • Encourage potential passing visitors to break their journey in Cirencester town centre or visit on another occasion. • Promote Cirencester's good strategic access to help attract national businesses to Cirencester. • Compare map of Cirencester retail catchment area against before/after traffic modelling from the A417 Missing Link scheme to understand the potential impact. • Review of town centre traffic management options as part of the Town Centre SPD / master plan framework. • Enable space currently occupied by traffic to be used by uses that are more beneficial to Cirencester's vitality and viability, such as expanding the town's café and restaurant culture further into the streets; and/or providing more space for events and art / historical installations; etc. • Pursue improvements to bus and cycle links to Kemble station. • Reinforcing the (currently ineffective) traffic restrictions in Cricklade Street would produce a safer and enhanced experience for pedestrians, especially if accompanied by enhancements to the street scene. • Divert through traffic away from the town centre to the inner and outer bypasses. • Improved out-of-centre signage and information directing traffic to the various car parks. • Eliminate the 'rat run' between Tetbury Road and Spitalgate Lane

Strength: Relatively compact Primary Shopping Area, which is good for walking and elderly/disabled accessibility.

Threat: Additional land uses from town centre developments may increase parking pressure.

Threat: Growing traffic levels could potentially lead to congested inner bypass with knock-on effects in the central area.

Weakness: Although pedestrian permeability throughout the centre is generally quite good, certain linkages are poor in design quality, not signposted and/or indiscernible as pedestrian routes. This does not help newcomers to the town navigate their way from car parks to other parts of the town centre.

Weakness: Disconnected pedestrian connectivity between the Central Area and outside areas, often involving crossing the ring road and via underpasses.

Weakness: Generally poor cycle routes into and throughout the centre, which are all too often subservient to the motor car.

Weakness: Lack of parking availability at certain periods of the day.

Weakness: Limited local public transport connectivity with the surrounding areas. Bus services have declined in recent years.

Weakness: Motorists regularly ignore the traffic restrictions in Cricklade Street, thus devaluing the 'pedestrian priority' that the restrictions were designed to impose.

Weakness: No railway station and limited connectivity to Kemble station (4 miles away).

Weakness: Signposting and street furniture throughout the centre is inconsistent in style and quality.

Weakness: The coach pick up / drop off point is located in a separate part of town the many connecting bus services.

Weakness: There is a 'rat run' of traffic between Tetbury Road and Spitalgate Lane.

Weakness: Through traffic remains an issue despite there being a bypass (although far less than it was before the Castle Street one-way restriction).

- diverting through traffic onto the bypass.
- Seek to improve public transport services and facilities by providing a high quality public transport interchange.
- Provide more secure cycle storage facilities in the town centre.

Perception of safety and occurrence of crime

Strengths, weaknesses, opportunities and threats	Ideas / recommendations
<p>Opportunity: For new, modern, Blue Light Centre in Cirencester, which can improve enable better policing.</p> <p>Strength: Decreasing trend of crime and anti-social behaviour incidences.</p> <p>Strength: Few signs of crime or anti-social behaviour.</p> <p>Strength: Good CCTV coverage, which is not too visually intrusive.</p> <p>Strength: Good general sense of safety – well-overlooked and well-lit shopping areas with high levels of pedestrian activity.</p> <p>Strength: The Cirencester BoBs scheme is a good system that helps to prevent crime.</p> <p>Threat: Potential loss of the police station from the town centre.</p> <p>Weakness: Vacant buildings around Brewery Court are a detractor and create an area that is less well-overlooked.</p>	<ul style="list-style-type: none"> • Continue to improve the town centre environment and redevelopment of unsightly areas, which will help to reduce crime and anti-social behaviour. • Ensure any new developments are designed to minimise the potential for crime. • Do not become complacent – continue to monitor the town centre through CCTV and prevent crime through schemes like Cirencester BoBs. • Support the delivery of the cinema project.
State of town centre environmental quality	
Strengths / Weaknesses / Opportunities / Threats	Ideas / Recommendations
<p>Strength/weakness: The general perception of town centre environmental quality is reasonably good.</p> <p>Strength: Excellent heritage/ townscape and good design quality in the town centre’s historic core. Conservation area has many listed buildings including the outstanding Parish Church, pleasant alleyways and mews (Swan Yard, Corn Hall, etc.).</p> <p>Strength: Environmental improvements to Park Lane, Park Street, Silver street, and (more recently) Market Place, West Market Place/ Gosditch Street, Castle Street and Black Jack Street, have created high quality public realm thereby adding to the general attractiveness of the town centre.</p> <p>Strength: Market Place now has a sizable, traffic-free, public space for markets, civic events, etc.</p> <p>Strength: Excellent green infrastructure close to the town centre (e.g. Abbey Grounds, Cirencester Park, Hare Bushes, St Michael’s Park, etc.).</p>	<ul style="list-style-type: none"> • Redevelopment, refurbishments or public realm improvements in targeted locations. • Additional seasonal planting (e.g. Britain in Bloom style planting). • Review the traffic management to reduce through traffic. • Provide consistent pedestrian signage throughout the town centre. Rationalise unnecessary signage further where possible (e.g. remove all ‘No waiting at any time signs’). • Provide a planning policy to improve the quality of shop fascia boards so that they complement the town’s heritage and the Conservation Area. • Work with property owners and traders to improve the appearance of buildings (e.g. Tesco and BT Exchange buildings). • Cricklade Street would benefit from similar public realm improvements to those that have occurred at Market Place. In particular, the surface

<p>Weakness: Low building design quality in some areas (notably parts of Dyer Street, Cricklade Street and backland parts of the town centre), which detract from the town's image.</p> <p>Weakness: The motor car is too dominant in certain areas. The 'rat run' between Tetbury Road and Spitalgate Lane – through some of the town's narrower and most historic streets – continues to blight Park Lane, Park Street and Thomas Street. Market Place continues to receive through traffic.</p> <p>Strength: The streets are generally clean and tidy and free of clutter.</p> <p>Opportunity: Unnecessary signage is far less than it was, but there is scope for further rationalisation.</p> <p>Opportunity: Cirencester is ideally located as the 'capital' of the Cotswolds – an internationally famous brand that could be exploited further in association with its Roman and medieval heritage.</p>	<p>material and street furniture would benefit from improvement.</p>
<p>Digital health of the town centre</p>	
<p>Strengths / Weaknesses / Opportunities / Threats</p>	<p>Ideas / Recommendations</p>
<p>Opportunity: Regular posts about the town centre are made on Facebook and Twitter, although Instagram and LinkedIn have irregular posts. Updates are inconsistent across the different platforms.</p> <p>Opportunity: Some centres have more coordinated and higher specification promotion on their websites. There is potential for further improvements to Cirencester's website promotion.</p> <p>Strength: Reasonably good Wi-Fi coverage across the town centre.</p> <p>Strength: Several Amazon lockers and Collect Plus facilities in the town centre, which draw people into the town centre.</p> <p>Strength: The Town Council promote Cirencester on Facebook (nearly 1,500 followers); Instagram (nearly 600 followers); LinkedIn (21 followers); and Twitter (over 1,250 followers).</p> <p>Strength: Town centre is publicised on several websites – the Town Council's is the number one Google hit for 'Cirencester town centre'.</p> <p>Threat: Growth of internet commerce, which threatens retail and services.</p> <p>Weakness: Publicising the town centre on several websites dilutes the marketing of the town centre.</p>	<ul style="list-style-type: none"> • Review good examples of websites of other shopping destinations to identify good points. Incorporate these into the part of the Town Council's website that promotes Cirencester town centre. • Encourage retailers to gain basic digital skills, potentially through digital training (e.g. setting up and maintaining websites, click and collect, protection against fraud, etc.). • Encourage retailers to offer something that cannot be gained online – e.g. 'the shopping experience'; high quality service; convenience; collective promotion of different shops; etc. • Undertake a campaign to grow the Town Council's social media following. • Provide consistent and regular updates on each social media platform of upcoming events, news, etc. • Encourage take-up of contactless and chip-and-pin payment systems. • Digital High Street 2020 Report (Digital High Street Advisory Board, March 2015) recommends that by 2020:

	<ul style="list-style-type: none">- Raise infrastructure and connectivity standards, including i) universal fixed connectivity of not less than 24 Mbps, with 75% of businesses having access to fixed broadband speeds of 100 Mbps, ii) high speed mobile data coverage with 4G available, from multiple operators, to 98% of the population across both indoor and outdoor geographies, and iii) clear public access WiFi standards for consumer experiences, to ensure non-disruptive handoffs as consumers move among venues and providers and to encourage broader deployment.- Provide a centralised 'High Street Digital Lab' to high street businesses and charities, containing available technologies, digital applications, tools, and training programmes.- Understand the key measures of economic value creation from digital developments and inspire private enterprises to make positive change.
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APPENDIX 1 – BUSINESS OCCUPIER SURVEY

Q02 Taking into account both sales area and ancillary space, into which size band do you estimate your premises fall?

	Total	Retailer	Restaurant	Café / Coffee Shop	Take Away	Pub / Wine Bar	Professional / Financial Services	Other								
Up to 500 sq ft (46 sq.m) overall floor area	18.3%	17	17.5%	7	0.0%	0	0.0%	0	33.3%	1	100.0%	1	14.8%	4	23.5%	4
501-1,000 sq ft (47-93 sq.m) overall floor area	32.3%	30	35.0%	14	25.0%	1	100.0%	1	33.3%	1	0.0%	0	33.3%	9	23.5%	4
1,001-1,500 sq ft (93-139 sq.m) overall floor area	15.1%	14	10.0%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	22.2%	6	17.6%	3
1,501-2,000 sq ft (139-186 sq.m) overall floor area	11.8%	11	10.0%	4	25.0%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	4	11.8%	2
2,001-3,000 sq ft (186-279 sq.m) overall floor area	7.5%	7	2.5%	1	50.0%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.8%	2
3,001-4,000 sq ft (279-372 sq.m) overall floor area	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
4,001-5,000 sq ft (372-465 sq.m) overall floor area	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
5,001 sq ft (465 sq.m) and over	4.3%	4	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
(Not answered)	5.4%	5	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Mean:		122.12	126.90	174.00	69.00	69.33	23.00	109.00	137.76							
Base:		93	40	4	1	3	1	27	17							

Q03 How would you describe your business?

Retailer	43.0%	40	100.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurant	4.3%	4	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Café / coffee shop	1.1%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Take Away	3.2%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
Pub / Wine bar	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Professional / Financial services	29.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	27	0.0%	0
Other (PLEASE SPECIFY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Architects	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Barbers / Hairdressers	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Beauty salon	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Commodity trader	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Dental practice	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Education	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Estate agents	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Games company	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Gym	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
IT	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Medical centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Menswear hire shop	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Museum	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Printworks	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Software developer	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Base:		93	40	4	1	3	1	27	17							

Q04 What are the main ranges of goods that you sell?

If retailer at Q03

Homeware	15.0%	6	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing	15.0%	6	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food	10.0%	4	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookware	7.5%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Confectionery	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cards	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Photographic	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kitchens	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antiques	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	5.0%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Books	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's clothing	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AGA cookers	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedrooms	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coffee	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystals	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cut wood flooring	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmetics	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dress making	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artificial grass	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist goods	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing accessories	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chocolate	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alterations	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bathrooms	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haberdashery	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeopathy remedies	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bric a brac	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice-cream	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Candles	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lighting	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor clothing and equipment	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perfumes	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picture frames	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School uniform	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Second hand goods	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports equipment	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suppliments	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vinyl flooring	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall & floor tiles	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedding dresses	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worktops	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Equestrian goods	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.5%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Base: 40 40 0 0 0 0 0 0

Mean score [Increasing=1, Static=0, Decreasing=-1]

Q05 Over the last 12 months has your turnover been:

Increasing	25.8%	24	27.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	9	23.5%	4
Static	37.6%	35	27.5%	11	50.0%	2	0.0%	0	66.7%	2	0.0%	0	44.4%	12	47.1%	8
Decreasing	35.5%	33	45.0%	18	50.0%	2	100.0%	1	33.3%	1	100.0%	1	18.5%	5	29.4%	5
(Not answered)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0

Mean: -0.10 -0.18 -0.50 -1.00 -0.33 -1.00 0.15 -0.06

Base: 93 40 4 1 3 1 27 17

Q06 Is your business a part of a:

International or national multiple chain	12.9%	12	17.5%	7	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.8%	2
Part of a regional multiple chain	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Franchise	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
An independent / individual business	81.7%	76	80.0%	32	75.0%	3	100.0%	1	100.0%	3	100.0%	1	81.5%	22	82.4%	14
Base:		93		40		4		1		3		1		27		17

Mean score [Above average=1, Average=0, Below average=-1]

Q07 Is your turnover:

If part of a chain at Q06

Above average for similar stores	6.7%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average for similar stores	46.7%	7	62.5%	5	100.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Below average for similar stores	13.3%	2	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Don't know	26.7%	4	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	50.0%	1
(Not answered)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Mean:		-0.07		0.00		0.00		0.00		0.00		0.00		-0.25		0.00
Base:		15		8		1		0		0		0		4		2

Q08 How long has your business traded from your current premises?

Less than one years	4.3%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	5.9%	1
One year to five years	19.4%	18	15.0%	6	50.0%	2	0.0%	0	33.3%	1	0.0%	0	14.8%	4	29.4%	5
Six years to ten years	20.4%	19	27.5%	11	0.0%	0	100.0%	1	33.3%	1	100.0%	1	11.1%	3	11.8%	2
Over ten years	55.9%	52	55.0%	22	50.0%	2	0.0%	0	33.3%	1	0.0%	0	66.7%	18	52.9%	9
Base:		93		40		4		1		3		1		27		17

Mean score [% out of 100]

Q09A Approximately how much of your turnover is generated by Local residents?

Those who gave a turnover figure at Q09

0	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	5	20.0%	3
1 to 10%	4.7%	4	2.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
11 to 20%	4.7%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0
21 to 30%	7.0%	6	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.7%	1
31 to 40%	3.5%	3	2.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
41 to 50%	16.3%	14	31.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.7%	1
51 to 60%	9.3%	8	10.5%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	1	4.2%	1	13.3%	2
61 to 70%	12.8%	11	13.2%	5	0.0%	0	100.0%	1	0.0%	0	0.0%	0	16.7%	4	6.7%	1
71 to 80%	17.4%	15	13.2%	5	25.0%	1	0.0%	0	66.7%	2	0.0%	0	16.7%	4	20.0%	3
81 to 90%	8.1%	7	5.3%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	3	6.7%	1
91 to 99%	4.7%	4	7.9%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
100%	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.7%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		60.56		58.37		53.25		70.00		86.00		60.00		62.42		59.92
Base:		86		38		4		1		3		1		24		15

Mean score [% out of 100]

Q09B Approximately how much of your turnover is generated by people working in the town centre?

Those who gave a turnover figure at Q09

0	31.4%	27	13.2%	5	25.0%	1	0.0%	0	33.3%	1	100.0%	1	45.8%	11	53.3%	8
1 to 10%	24.4%	21	36.8%	14	25.0%	1	0.0%	0	33.3%	1	0.0%	0	16.7%	4	6.7%	1
11 to 20%	23.3%	20	23.7%	9	0.0%	0	100.0%	1	33.3%	1	0.0%	0	20.8%	5	26.7%	4
21 to 30%	12.8%	11	15.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	13.3%	2
31 to 40%	7.0%	6	10.5%	4	25.0%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
41 to 50%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 to 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 70%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 to 80%	1.2%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 to 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 to 99%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
100%	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 / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		19.03		17.24		39.33		15.00		12.50		0.00		19.85		19.71
Base:		86		38		4		1		3		1		24		15

Mean score [% out of 100]

Q09C Approximately how much of your turnover is generated by Other physical customers (e.g. visitors / tourists)

Those who gave a turnover figure at Q09

0	29.1%	25	15.8%	6	0.0%	0	0.0%	0	33.3%	1	0.0%	0	50.0%	12	40.0%	6
1 to 10%	26.7%	23	23.7%	9	50.0%	2	0.0%	0	66.7%	2	0.0%	0	16.7%	4	40.0%	6
11 to 20%	11.6%	10	18.4%	7	25.0%	1	100.0%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
21 to 30%	10.5%	9	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0
31 to 40%	9.3%	8	13.2%	5	25.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	6.7%	1
41 to 50%	4.7%	4	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
51 to 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 70%	3.5%	3	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
71 to 80%	1.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 to 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 to 99%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
100%	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	6.7%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		26.67		26.69		17.25		15.00		7.50		40.00		32.58		27.00
Base:		86		38		4		1		3		1		24		15

Mean score [% out of 100]

Q09D Approximately how much of your turnover is generated by Online / postal?

Those who gave a turnover figure at Q09

0	68.6%	59	65.8%	25	100.0%	4	100.0%	1	100.0%	3	100.0%	1	58.3%	14	73.3%	11
1 to 10%	14.0%	12	23.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0
11 to 20%	5.8%	5	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.7%	1
21 to 30%	1.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31 to 40%	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
41 to 50%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 to 60%	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
61 to 70%	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
71 to 80%	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
81 to 90%	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
91 to 99%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
100%	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	13.3%	2
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		34.37		10.23		0.00		0.00		0.00		0.00		48.50		77.50
Base:		86		38		4		1		3		1		24		15

Q10 Are you satisfied with your current business premises?

Satisfied	78.5%	73	80.0%	32	50.0%	2	0.0%	0	66.7%	2	100.0%	1	96.3%	26	58.8%	10
Dissatisfied	20.4%	19	20.0%	8	50.0%	2	100.0%	1	33.3%	1	0.0%	0	0.0%	0	41.2%	7
(Not answered)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		93		40		4		1		3		1		27		17

Q11 Why are you dissatisfied with your current business premises? [MR]

If dissatisfied at Q10

Too large	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Too small	21.1%	4	25.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1
In a poor condition	26.3%	5	25.0%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	28.6%	2
Lacking adequate access (e.g. for deliveries)	26.3%	5	37.5%	3	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Poor internet access	21.1%	4	12.5%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2
Low footfall	57.9%	11	75.0%	6	50.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	42.9%	3
Poor heating	31.6%	6	50.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Poor amenities	5.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor parking	52.6%	10	50.0%	4	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	57.1%	4
Other (PLEASE SPECIFY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The town is ruined	5.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	5.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Base:		19		8		2		1		1		0		0		7

Mean score [sq.m]

Q12 How much more space do you need?

If 'too small' at Q11

100-250 sq ft (9-23 sq.m)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
251-500 sq ft (23-46 sq.m)	25.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
501-1000 sq ft (46-93 sq.m)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1,001 sq ft (93 sq.m) or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No response	75.0%	3	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Mean:		34.50		0.00		0.00		34.50		0.00		0.00		0.00		0.00
Base:		4		2		0		1		0		0		0		1

Q13 Does the building you are located in have upper floors?

Yes	80.6%	75	80.0%	32	75.0%	3	100.0%	1	33.3%	1	100.0%	1	92.6%	25	70.6%	12
No	16.1%	15	17.5%	7	25.0%	1	0.0%	0	66.7%	2	0.0%	0	3.7%	1	23.5%	4
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Base:		93		40		4		1		3		1		27		17

Q14 Are those upper floors:

If have upper floors at Q13

Used	88.0%	66	93.8%	30	100.0%	3	100.0%	1	100.0%	1	100.0%	1	80.0%	20	83.3%	10
Vacant	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Some are both used and vacant	10.7%	8	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	8.3%	1
Base:		75		32		3		1		1		1		25		12

Q15 For what purpose are the upper floors used?

If upper floors are used at Q14

Offices	41.9%	31	21.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.0%	17	63.6%	7
Retail	12.2%	9	25.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Sales	2.7%	2	3.1%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storage	16.2%	12	28.1%	9	33.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	9.1%	1
Residential	28.4%	21	28.1%	9	33.3%	1	0.0%	0	100.0%	1	100.0%	1	24.0%	6	27.3%	3
Don't know	2.7%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
(Not answered)	8.1%	6	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	9.1%	1
Base:		74		32		3		1		1		1		25		11

Q16 Are the upper floors occupied by you?

If upper floors are used at Q14

Yes	54.1%	40	53.1%	17	66.7%	2	0.0%	0	100.0%	1	100.0%	1	52.0%	13	54.5%	6
No	33.8%	25	37.5%	12	33.3%	1	100.0%	1	0.0%	0	0.0%	0	36.0%	9	18.2%	2
Partly	9.5%	7	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	18.2%	2
(Not answered)	2.7%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Base:		74		32		3		1		1		1		25		11

Q17 Is your business:

An owner occupier	17.2%	16	12.5%	5	25.0%	1	0.0%	0	33.3%	1	100.0%	1	25.9%	7	5.9%	1
A tenant / lessee	79.6%	74	82.5%	33	75.0%	3	100.0%	1	66.7%	2	0.0%	0	74.1%	20	88.2%	15
(Not answered)	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Base:		93		40		4		1		3		1		27		17

Q18 Thinking about the future do you intend to:

Remain in your existing unit	66.7%	62	62.5%	25	50.0%	2	100.0%	1	66.7%	2	0.0%	0	77.8%	21	64.7%	11
Relocate elsewhere within the town	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Relocate to a nearby town / village	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	5.9%	1
Relocate elsewhere	5.4%	5	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Sell the business	4.3%	4	5.0%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Cease trading	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	15.1%	14	15.0%	6	25.0%	1	0.0%	0	33.3%	1	100.0%	1	7.4%	2	17.6%	3
(Not answered)	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Base:		93		40		4		1		3		1		27		17

Q19 You've mentioned you intend to relocate, what are the main reasons for this?

If intend to relocate at Q18

Inadequate parking	33.3%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	50.0%	1
Too many of the same type of shop i.e. charity shops, coffee shops	22.2%	2	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adding more houses will close the town	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Customer feedback re poor parking	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decline in trade in Cirencester	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downsizing	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Behind with rent	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business was lost when the Square was done	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate shops in Cirencester	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of co-ordination between traders and council	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terrible internet speed	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
High business rates	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rates increasing	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Require larger premises with more parking	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Shops closing down	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking charges are too high	11.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
We need to expand	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Base:		9		4		0		0		0		0		3		2

Q20 Over the next three years do you expect your business to:

Grow	43.0%	40	32.5%	13	50.0%	2	0.0%	0	33.3%	1	0.0%	0	59.3%	16	47.1%	8
Contract	11.8%	11	17.5%	7	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	5.9%	1
Stay the same	19.4%	18	17.5%	7	25.0%	1	0.0%	0	0.0%	0	0.0%	0	22.2%	6	23.5%	4
Don't know	23.7%	22	30.0%	12	25.0%	1	100.0%	1	33.3%	1	100.0%	1	7.4%	2	23.5%	4
(Not answered)	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		93		40		4		1		3		1		27		17

Q21 As a business do you offer any of the following: [MR]

Cash payment	57.0%	53	80.0%	32	50.0%	2	100.0%	1	100.0%	3	100.0%	1	29.6%	8	35.3%	6
Chip and pin payment	64.5%	60	97.5%	39	100.0%	4	100.0%	1	66.7%	2	100.0%	1	22.2%	6	41.2%	7
Contactless payment	53.8%	50	85.0%	34	100.0%	4	100.0%	1	66.7%	2	100.0%	1	11.1%	3	29.4%	5
Other type of payment (PLEASE SPECIFY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple Pay	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
BACS	14.0%	13	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	8	11.8%	2
Bank transfer	7.5%	7	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	5.9%	1
Cheque	11.8%	11	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	7	5.9%	1
Direct Debit	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Gift vouchers	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Invoicing	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Paypal	2.2%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standing order	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
World Pay	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	12.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	7	29.4%	5
Base:		93		40		4		1		3		1		27		17

Q22 Do you sell your products / services through the internet?

Yes	36.6%	34	40.0%	16	75.0%	3	0.0%	0	0.0%	0	0.0%	0	37.0%	10	29.4%	5
No	62.4%	58	60.0%	24	25.0%	1	100.0%	1	100.0%	3	100.0%	1	63.0%	17	64.7%	11
(Not answered)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Base:		93		40		4		1		3		1		27		17

Q23 Do you offer click and collect?

If sell via internet at Q22

Yes	38.2%	13	68.8%	11	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No / Not applicable	58.8%	20	31.3%	5	33.3%	1	0.0%	0	0.0%	0	0.0%	0	90.0%	9	100.0%	5
(Not answered)	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		34		16		3		0		0		0		10		5

Q24 What percentage of your business's total sales are made through the internet? [MR]

If sell via internet at Q22

Nothing	23.5%	8	31.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
1%	5.9%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5%	8.8%	3	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
10%	17.6%	6	18.8%	3	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
15%	2.9%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20%	2.9%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25%	5.9%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
30%	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	20.0%	1
50%	11.8%	4	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
75%	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
95%	5.9%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
100%	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	40.0%	2
Base:		34		16		3		0		0		0		10		5

Mean score [Increased=1, Stayed the same=0, Decreased=-1]

Q25 In the last three years have your internet sales:

If sell via internet at Q22

Increased	61.8%	21	56.3%	9	66.7%	2	0.0%	0	0.0%	0	0.0%	0	90.0%	9	20.0%	1
Stayed the same	26.5%	9	31.3%	5	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.0%	3
Decreased	5.9%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
(Not answered)	5.9%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Mean:		0.56		0.50		0.67		0.00		0.00		0.00		0.90		0.00
Base:		34		16		3		0		0		0		10		5

Mean score [Employees]

Q27A Including yourself, how many full-time staff (30 hours +) do you currently employ?

1	18.3%	17	27.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	17.6%	3
2 to 5	43.0%	40	47.5%	19	50.0%	2	100.0%	1	66.7%	2	100.0%	1	40.7%	11	23.5%	4
6 to 10	14.0%	13	5.0%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	22.2%	6	23.5%	4
11 to 20	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
21 to 60	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
None	19.4%	18	15.0%	6	25.0%	1	0.0%	0	33.3%	1	0.0%	0	18.5%	5	29.4%	5
Mean:		4.69		3.73		4.50		4.00		1.67		3.00		7.04		3.94
Base:		93		40		4		1		3		1		27		17

Mean score [Employees]

Q27B Including yourself, how many part-time staff (less than 30 hours) do you currently employ?

1	21.5%	20	27.5%	11	25.0%	1	0.0%	0	0.0%	0	100.0%	1	18.5%	5	11.8%	2
2 to 5	41.9%	39	42.5%	17	25.0%	1	100.0%	1	66.7%	2	0.0%	0	44.4%	12	35.3%	6
6 to 10	6.5%	6	5.0%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	11.8%	2
11 to 20	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 to 60	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	28.0%	26	22.5%	9	0.0%	0	0.0%	0	33.3%	1	0.0%	0	33.3%	9	41.2%	7
Mean:		2.44		2.80		7.00		2.00		2.33		1.00		1.78		1.71
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28A How do you rate the Multiple (chain) stores within the town, compared with competing towns?

Good	6.5%	6	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	5.9%	1
Fairly good	29.0%	27	35.0%	14	0.0%	0	0.0%	0	33.3%	1	0.0%	0	37.0%	10	11.8%	2
Neither	17.2%	16	15.0%	6	25.0%	1	0.0%	0	33.3%	1	0.0%	0	14.8%	4	23.5%	4
Fairly poor	30.1%	28	35.0%	14	75.0%	3	0.0%	0	0.0%	0	0.0%	0	29.6%	8	17.6%	3
Poor	9.7%	9	2.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	11.1%	3	23.5%	4
(Not answered)	7.5%	7	7.5%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	17.6%	3
Mean:		-0.08		0.05		-0.75		-2.00		1.00		0.00		0.00		-0.41
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28B How do you rate the Independent shops within the town, compared with competing towns?

Good	30.1%	28	35.0%	14	25.0%	1	0.0%	0	33.3%	1	0.0%	0	22.2%	6	35.3%	6
Fairly good	48.4%	45	45.0%	18	50.0%	2	0.0%	0	0.0%	0	100.0%	1	66.7%	18	35.3%	6
Neither	7.5%	7	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	11.8%	2
Fairly poor	8.6%	8	12.5%	5	25.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	5.9%	1
Poor	2.2%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.96		1.03		0.75		-2.00		0.33		1.00		1.04		1.00
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28C How do you rate the Specialist shops within the town, compared with competing towns?

Good	16.1%	15	20.0%	8	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	3	17.6%	3
Fairly good	39.8%	37	37.5%	15	50.0%	2	0.0%	0	0.0%	0	100.0%	1	51.9%	14	29.4%	5
Neither	25.8%	24	25.0%	10	50.0%	2	0.0%	0	0.0%	0	0.0%	0	22.2%	6	35.3%	6
Fairly poor	11.8%	11	12.5%	5	0.0%	0	100.0%	1	66.7%	2	0.0%	0	11.1%	3	0.0%	0
Poor	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.54		0.60		0.50		-1.00		0.00		1.00		0.56		0.53
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28D How do you rate the Clothes/fashion shops within the town, compared with competing towns?

Good	4.3%	4	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.7%	1	5.9%	1
Fairly good	33.3%	31	40.0%	16	25.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	9	29.4%	5
Neither	17.2%	16	20.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	5	17.6%	3
Fairly poor	31.2%	29	27.5%	11	75.0%	3	0.0%	0	66.7%	2	100.0%	1	29.6%	8	23.5%	4
Poor	9.7%	9	7.5%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	14.8%	4	5.9%	1
(Not answered)	4.3%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Mean:		-0.09	0.03	-0.50	-2.00	0.00	-1.00	-0.19	0.06							
Base:		93	40	4	1	3	1	27	17							

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28E How do you rate the range of shops within the town, compared with competing towns?

Good	4.3%	4	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.7%	1	0.0%	0
Fairly good	35.5%	33	40.0%	16	25.0%	1	0.0%	0	0.0%	0	100.0%	1	40.7%	11	23.5%	4
Neither	22.6%	21	20.0%	8	0.0%	0	0.0%	0	66.7%	2	0.0%	0	25.9%	7	23.5%	4
Fairly poor	24.7%	23	22.5%	9	50.0%	2	0.0%	0	0.0%	0	0.0%	0	22.2%	6	35.3%	6
Poor	7.5%	7	5.0%	2	25.0%	1	100.0%	1	0.0%	0	0.0%	0	7.4%	2	5.9%	1
(Not answered)	5.4%	5	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.04	0.18	-0.75	-2.00	0.67	1.00	0.11	-0.24							
Base:		93	40	4	1	3	1	27	17							

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28F How do you rate the prices within the town, compared with competing towns?

Good	2.2%	2	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairly good	29.0%	27	22.5%	9	25.0%	1	0.0%	0	0.0%	0	0.0%	0	44.4%	12	29.4%	5
Neither	45.2%	42	52.5%	21	25.0%	1	100.0%	1	66.7%	2	0.0%	0	44.4%	12	29.4%	5
Fairly poor	15.1%	14	12.5%	5	50.0%	2	0.0%	0	0.0%	0	100.0%	1	7.4%	2	23.5%	4
Poor	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
(Not answered)	6.5%	6	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.14	0.15	-0.25	0.00	0.67	-1.00	0.30	-0.06							
Base:		93	40	4	1	3	1	27	17							

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28G How do you rate the access by car within the town, compared with competing towns?

Good	3.2%	3	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	0.0%	0
Fairly good	22.6%	21	22.5%	9	25.0%	1	0.0%	0	0.0%	0	0.0%	0	37.0%	10	5.9%	1
Neither	8.6%	8	5.0%	2	25.0%	1	0.0%	0	66.7%	2	0.0%	0	11.1%	3	0.0%	0
Fairly poor	21.5%	20	25.0%	10	0.0%	0	0.0%	0	0.0%	0	100.0%	1	18.5%	5	23.5%	4
Poor	39.8%	37	42.5%	17	50.0%	2	100.0%	1	0.0%	0	0.0%	0	25.9%	7	58.8%	10
(Not answered)	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		-0.72	-0.88	-0.75	-2.00	0.67	-1.00	-0.19	-1.35							
Base:		93	40	4	1	3	1	27	17							

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28H How do you rate the car parking within the town, compared with competing towns?

Good	2.2%	2	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0
Fairly good	6.5%	6	2.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0
Neither	10.8%	10	7.5%	3	25.0%	1	0.0%	0	33.3%	1	0.0%	0	11.1%	3	11.8%	2
Fairly poor	16.1%	15	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	5	17.6%	3
Poor	60.2%	56	67.5%	27	50.0%	2	100.0%	1	0.0%	0	100.0%	1	55.6%	15	58.8%	10
(Not answered)	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		-1.26	-1.50	-0.75	-2.00	1.33	-2.00	-1.15	-1.35							
Base:		93	40	4	1	3	1	27	17							

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28I How do you rate the access by public transport within the town, compared with competing towns?

Good	2.2%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.7%	1	0.0%	0
Fairly good	15.1%	14	17.5%	7	25.0%	1	0.0%	0	0.0%	0	0.0%	0	18.5%	5	5.9%	1
Neither	34.4%	32	37.5%	15	0.0%	0	0.0%	0	66.7%	2	0.0%	0	33.3%	9	35.3%	6
Fairly poor	22.6%	21	25.0%	10	50.0%	2	0.0%	0	0.0%	0	100.0%	1	18.5%	5	17.6%	3
Poor	21.5%	20	15.0%	6	25.0%	1	100.0%	1	0.0%	0	0.0%	0	25.9%	7	29.4%	5
(Not answered)	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		-0.46		-0.38		-0.75		-2.00		0.67		-1.00		-0.44		-0.71
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28J How do you rate the access by bicycle within the town, compared with competing towns?

Good	7.5%	7	5.0%	2	25.0%	1	0.0%	0	66.7%	2	0.0%	0	3.7%	1	5.9%	1
Fairly good	36.6%	34	37.5%	15	50.0%	2	100.0%	1	0.0%	0	100.0%	1	33.3%	9	35.3%	6
Neither	30.1%	28	37.5%	15	25.0%	1	0.0%	0	33.3%	1	0.0%	0	25.9%	7	23.5%	4
Fairly poor	15.1%	14	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	7	11.8%	2
Poor	6.5%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	11.8%	2
(Not answered)	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.24		0.30		1.00		1.00		1.33		1.00		-0.07		0.12
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28K How do you rate the secure parking for bicycles within the town, compared with competing towns?

Good	3.2%	3	2.5%	1	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0
Fairly good	14.0%	13	10.0%	4	50.0%	2	0.0%	0	0.0%	0	0.0%	0	18.5%	5	11.8%	2
Neither	46.2%	43	57.5%	23	50.0%	2	0.0%	0	33.3%	1	0.0%	0	33.3%	9	47.1%	8
Fairly poor	16.1%	15	12.5%	5	0.0%	0	100.0%	1	0.0%	0	0.0%	0	22.2%	6	17.6%	3
Poor	16.1%	15	12.5%	5	0.0%	0	0.0%	0	0.0%	0	100.0%	1	25.9%	7	11.8%	2
(Not answered)	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		-0.28		-0.23		0.50		-1.00		1.33		-2.00		-0.56		-0.29
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28L How do you rate the signage for facilities and parking within the town, compared with competing towns?

Good	5.4%	5	2.5%	1	25.0%	1	0.0%	0	33.3%	1	0.0%	0	3.7%	1	5.9%	1
Fairly good	22.6%	21	22.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	11	5.9%	1
Neither	21.5%	20	25.0%	10	0.0%	0	0.0%	0	0.0%	0	100.0%	1	18.5%	5	23.5%	4
Fairly poor	28.0%	26	30.0%	12	75.0%	3	100.0%	1	33.3%	1	0.0%	0	11.1%	3	35.3%	6
Poor	17.2%	16	15.0%	6	0.0%	0	0.0%	0	33.3%	1	0.0%	0	22.2%	6	17.6%	3
(Not answered)	5.4%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	11.8%	2
Mean:		-0.29		-0.33		-0.25		-1.00		-0.33		0.00		-0.07		-0.53
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28M How do you rate the leisure / recreational facilities (inc. restaurants / cafes / takeaways) within the town, compared with competing towns?

Good	19.4%	18	25.0%	10	50.0%	2	0.0%	0	33.3%	1	0.0%	0	11.1%	3	11.8%	2
Fairly good	51.6%	48	47.5%	19	0.0%	0	100.0%	1	66.7%	2	100.0%	1	74.1%	20	29.4%	5
Neither	12.9%	12	15.0%	6	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	17.6%	3
Fairly poor	9.7%	9	5.0%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	23.5%	4
Poor	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.74		0.83		0.75		1.00		1.33		1.00		0.89		0.18
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28N How do you rate moving around on foot within the town, compared with competing towns?

Good	20.4%	19	15.0%	6	0.0%	0	100.0%	1	33.3%	1	0.0%	0	29.6%	8	17.6%	3
Fairly good	58.1%	54	60.0%	24	75.0%	3	0.0%	0	33.3%	1	100.0%	1	51.9%	14	64.7%	11
Neither	8.6%	8	15.0%	6	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.7%	1	0.0%	0
Fairly poor	8.6%	8	7.5%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.8%	2
Poor	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Mean:		0.88		0.83		0.50		2.00		1.00		1.00		0.96		0.88
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28O How do you rate the appearance / character (e.g buildings, open space & landscaping) within the town, compared with competing towns?

Good	32.3%	30	35.0%	14	0.0%	0	0.0%	0	33.3%	1	0.0%	0	44.4%	12	17.6%	3
Fairly good	48.4%	45	37.5%	15	75.0%	3	100.0%	1	33.3%	1	100.0%	1	55.6%	15	52.9%	9
Neither	7.5%	7	12.5%	5	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	5.9%	1
Fairly poor	7.5%	7	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Poor	2.2%	2	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
(Not answered)	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Mean:		1.01		0.95		0.25		1.00		1.00		1.00		1.44		0.65
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28P How do you rate the availability of public seating, open space & parks) within the town, compared with competing towns?

Good	26.9%	25	32.5%	13	0.0%	0	0.0%	0	33.3%	1	0.0%	0	33.3%	9	11.8%	2
Fairly good	41.9%	39	32.5%	13	100.0%	4	100.0%	1	0.0%	0	100.0%	1	48.1%	13	41.2%	7
Neither	17.2%	16	15.0%	6	0.0%	0	0.0%	0	66.7%	2	0.0%	0	11.1%	3	29.4%	5
Fairly poor	9.7%	9	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.8%	2
Poor	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Mean:		0.84		0.80		1.00		1.00		0.67		1.00		1.07		0.53
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28Q How do you rate the town centre management within the town, compared with competing towns?

Good	7.5%	7	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	14.8%	4	0.0%	0
Fairly good	25.8%	24	25.0%	10	75.0%	3	0.0%	0	0.0%	0	0.0%	0	25.9%	7	23.5%	4
Neither	32.3%	30	27.5%	11	25.0%	1	0.0%	0	66.7%	2	0.0%	0	40.7%	11	29.4%	5
Fairly poor	16.1%	15	22.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	17.6%	3
Poor	16.1%	15	17.5%	7	0.0%	0	100.0%	1	0.0%	0	100.0%	1	7.4%	2	23.5%	4
(Not answered)	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Mean:		-0.08		-0.23		0.75		-2.00		0.67		-2.00		0.30		-0.41
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28R How do you rate the communication between retailers within the town, compared with competing towns?

Good	3.2%	3	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.7%	1	0.0%	0
Fairly good	17.2%	16	22.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	4	17.6%	3
Neither	46.2%	43	42.5%	17	25.0%	1	0.0%	0	66.7%	2	0.0%	0	55.6%	15	47.1%	8
Fairly poor	19.4%	18	22.5%	9	50.0%	2	100.0%	1	0.0%	0	0.0%	0	14.8%	4	11.8%	2
Poor	8.6%	8	7.5%	3	25.0%	1	0.0%	0	0.0%	0	100.0%	1	7.4%	2	5.9%	1
(Not answered)	5.4%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	17.6%	3
Mean:		-0.13		-0.10		-1.00		-1.00		0.67		-2.00		-0.07		-0.06
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28S How do you rate the marketing of the town, compared with competing towns?

Good	3.2%	3	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.7%	1	5.9%	1
Fairly good	15.1%	14	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	4	17.6%	3
Neither	46.2%	43	42.5%	17	75.0%	3	0.0%	0	33.3%	1	0.0%	0	59.3%	16	35.3%	6
Fairly poor	19.4%	18	20.0%	8	25.0%	1	100.0%	1	33.3%	1	0.0%	0	14.8%	4	17.6%	3
Poor	12.9%	12	17.5%	7	0.0%	0	0.0%	0	0.0%	0	100.0%	1	7.4%	2	11.8%	2
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		-0.24		-0.38		-0.25		-1.00		0.33		-2.00		-0.07		-0.12
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28T How do you rate the provision of broadband within the town, compared with competing towns?

Good	3.2%	3	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairly good	28.0%	26	20.0%	8	25.0%	1	0.0%	0	0.0%	0	0.0%	0	37.0%	10	41.2%	7
Neither	32.3%	30	30.0%	12	50.0%	2	100.0%	1	66.7%	2	0.0%	0	29.6%	8	29.4%	5
Fairly poor	20.4%	19	35.0%	14	25.0%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0
Poor	12.9%	12	5.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	18.5%	5	23.5%	4
(Not answered)	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Mean:		-0.12		-0.15		0.00		0.00		0.67		-2.00		-0.15		-0.06
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28U How do you rate the publicly accessible WI-FI within the town, compared with competing towns?

Good	2.2%	2	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairly good	14.0%	13	7.5%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	18.5%	5	23.5%	4
Neither	40.9%	38	42.5%	17	0.0%	0	0.0%	0	66.7%	2	0.0%	0	51.9%	14	29.4%	5
Fairly poor	25.8%	24	32.5%	13	75.0%	3	100.0%	1	0.0%	0	0.0%	0	14.8%	4	17.6%	3
Poor	14.0%	13	10.0%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	1	14.8%	4	23.5%	4
(Not answered)	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Mean:		-0.35		-0.40		-0.50		-1.00		0.67		-2.00		-0.26		-0.41
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28V How do you rate the safety within the town, compared with competing towns?

Good	8.6%	8	10.0%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	5.9%	1
Fairly good	34.4%	32	22.5%	9	25.0%	1	0.0%	0	33.3%	1	0.0%	0	51.9%	14	41.2%	7
Neither	31.2%	29	32.5%	13	75.0%	3	100.0%	1	0.0%	0	0.0%	0	29.6%	8	23.5%	4
Fairly poor	16.1%	15	25.0%	10	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	11.8%	2
Poor	5.4%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	3.7%	1	5.9%	1
(Not answered)	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		0.25		0.08		0.25		0.00		0.67		-2.00		0.52		0.29
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28W How do you rate the public toilet facilities within the town, compared with competing towns?

Good	4.3%	4	2.5%	1	25.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	5.9%	1
Fairly good	21.5%	20	25.0%	10	0.0%	0	0.0%	0	33.3%	1	0.0%	0	29.6%	8	5.9%	1
Neither	24.7%	23	20.0%	8	75.0%	3	0.0%	0	33.3%	1	0.0%	0	22.2%	6	29.4%	5
Fairly poor	33.3%	31	37.5%	15	0.0%	0	100.0%	1	0.0%	0	0.0%	0	33.3%	9	35.3%	6
Poor	12.9%	12	12.5%	5	0.0%	0	0.0%	0	0.0%	0	100.0%	1	14.8%	4	11.8%	2
(Not answered)	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Mean:		-0.29		-0.33		0.50		-1.00		1.00		-2.00		-0.33		-0.41
Base:		93		40		4		1		3		1		27		17

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q28X How do you rate the cleanliness (e.g.grafiti, fly posting, litter) within the town, compared with competing towns?

Good	14.0%	13	12.5%	5	25.0%	1	0.0%	0	33.3%	1	0.0%	0	22.2%	6	0.0%	0
Fairly good	38.7%	36	45.0%	18	50.0%	2	100.0%	1	33.3%	1	0.0%	0	37.0%	10	23.5%	4
Neither	28.0%	26	27.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	8	41.2%	7
Fairly poor	9.7%	9	7.5%	3	25.0%	1	0.0%	0	33.3%	1	0.0%	0	7.4%	2	11.8%	2
Poor	5.4%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	3.7%	1	5.9%	1
(Not answered)	4.3%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3

Mean: 0.46 0.53 0.75 1.00 0.67 -2.00 0.67 0.00

Base: 93 40 4 1 3 1 27 17

Q29 Do you have any suggestions as to how the town can be made a better place in which to shop and do business?

More parking spaces	48.4%	45	55.0%	22	25.0%	1	100.0%	1	33.3%	1	100.0%	1	40.7%	11	47.1%	8
Free parking	11.8%	11	12.5%	5	0.0%	0	100.0%	1	0.0%	0	0.0%	0	18.5%	5	0.0%	0
Reduce business rates	10.8%	10	10.0%	4	25.0%	1	100.0%	1	0.0%	0	0.0%	0	11.1%	3	5.9%	1
Improve the new town centre system for road users as it's not working as it is	6.5%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	7.4%	2	11.8%	2
Fill the empty units	4.3%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	5.9%	1
More and cheaper parking for workers	4.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Pedestrian crossing on Dyer Street	4.3%	4	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Lower parking charges	4.3%	4	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Bring back the two way system in town	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
More events in the Square	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Clearer signage	3.2%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Council need to promote the town	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
More independent shops	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Improve broadband speeds	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Resurface Cricklade Street	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
A cinema	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Improve the surfaces of pavements	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Make Castle Street two way	2.2%	2	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Park & Ride service	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Improved public transport	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Too many coffee shops	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Late night opening	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities for tourists and locals	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Reduce the amount of vehicle traffic	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
CCTV on Post Office passageway	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access from the Ring Road	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial help to businesses	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety of shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
No more pedestrianisation	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring in more known retailers	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Install electric car charging points	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
More signage and policing for the road restrictions.	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Redevelop Tesco area and M Booth development as a coherent whole	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
All car parks should charge the same	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
The town should be a one way system from Marks & Spencer to Lloyds Bank	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Reduce the number of new home developments	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Pedestrianise Cricklade Street	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop cyclists riding on the pavement	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop traffic on Cricklade Street in peak times	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't sell the Forum	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
(Not answered)	20.4%	19	22.5%	9	0.0%	0	0.0%	0	66.7%	2	0.0%	0	11.1%	3	29.4%	5
Base:		93		40		4		1		3		1		27		17

Q30 What type of shops, leisure and recreation facilities would you like to see in Cirencester in the future?

Cinema	20.4%	19	17.5%	7	50.0%	2	0.0%	0	0.0%	0	0.0%	0	22.2%	6	23.5%	4
Affordable clothing shops	17.2%	16	22.5%	9	50.0%	2	100.0%	1	0.0%	0	100.0%	1	7.4%	2	5.9%	1
More independent shops	16.1%	15	20.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	5	11.8%	2
Bowling	5.4%	5	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	3	0.0%	0
More chain stores	5.4%	5	5.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	3.7%	1	5.9%	1
More parking spaces	4.3%	4	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
General High Street shops	4.3%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	5.9%	1
Food shops	3.2%	3	2.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Department store	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
More for children / teens to do	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Mid range High Street shops	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Delicatessen	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Physical activities	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Gift shops	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
More local brands	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Sports shop	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Hardware shop	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
B&M	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public toilets	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Fast food eateries	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Art & Craft stores	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
More events	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A mix of A3, A4, A2 and B1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Guided tours for tourists	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Child friendly cafes	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality restaurants	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
More specialist markets	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety of shops	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening entertainment	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Railway station	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Bakery	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Theatre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Wilko	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Younger fashion shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Iceland	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	29.0%	27	30.0%	12	0.0%	0	0.0%	0	66.7%	2	0.0%	0	22.2%	6	41.2%	7

Base: 93 40 4 1 3 1 27 17

Q31 In what ways do you promote your business (e.g. social media)?

Facebook	28.0%	26	40.0%	16	50.0%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	3	29.4%	5
Website	28.0%	26	22.5%	9	25.0%	1	0.0%	0	0.0%	0	0.0%	0	44.4%	12	23.5%	4
Social media	18.3%	17	15.0%	6	0.0%	0	0.0%	0	33.3%	1	0.0%	0	18.5%	5	29.4%	5
Instagram	12.9%	12	17.5%	7	25.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	17.6%	3
Twitter	10.8%	10	12.5%	5	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.8%	2
Word of mouth	7.5%	7	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	5.9%	1
Sponsoring local charities	6.5%	6	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0
Any way I can	5.4%	5	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Events	5.4%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	5.9%	1
Newspapers	5.4%	5	7.5%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Leaflet distribution	5.4%	5	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	7.4%	2	5.9%	1
Magazine inserts	5.4%	5	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Adwords	4.3%	4	2.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Email shots to customers	4.3%	4	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window boards	3.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Adverts in local directories	3.2%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Local press	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
In store promotions	2.2%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loyalty card	2.2%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tripadvisor	2.2%	2	0.0%	0	25.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Local directories	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Branded bags	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branded flyers	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester scene magazine	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Signs	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
O2 Priority	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist media	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Gift tokens	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telemarketing	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Google	1.1%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Posters	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radio advertising	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Right Move	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Local and national advertising	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yell.com	1.1%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zoopla	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Advertising in Cotswold Life	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	19.4%	18	17.5%	7	25.0%	1	0.0%	0	33.3%	1	0.0%	0	14.8%	4	29.4%	5

Base: 93 40 4 1 3 1 27 17

Q32 And in what ways, if any, do you promote Cirencester?

Social Media	11.8%	11	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	11.8%	2
I don't	9.7%	9	10.0%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	3	5.9%	1
Actively converse with customers	9.7%	9	10.0%	4	25.0%	1	100.0%	1	0.0%	0	0.0%	0	7.4%	2	5.9%	1
Supporting local charities	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0
By providing an independent business	2.2%	2	2.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By selling Cirencester as the place to live	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Word of mouth	2.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Any way I can	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare trail	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free support group	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Promoting local attractions / Events	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Community service	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Buddy stores in other towns advertise Cirencester	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock maps of the town	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Signs	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Chamber of Commerce	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Through sales particulars	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Tripadvisor	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Website	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Suggest customers stay for the weekend and explore the town	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In store promotions of Cirencester in other stores	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	49.5%	46	47.5%	19	50.0%	2	0.0%	0	66.7%	2	0.0%	0	48.1%	13	58.8%	10

Base: 93 40 4 1 3 1 27 17

Q33 Do you attend or participate in any local retail or business forums / groups (e.g. Chamber of Commerce)?

Yes	25.8%	24	25.0%	10	25.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	9	23.5%	4
No	72.0%	67	70.0%	28	75.0%	3	100.0%	1	100.0%	3	100.0%	1	66.7%	18	76.5%	13
(Not answered)	2.2%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Base: 93 40 4 1 3 1 27 17

Q34 Which local retail or business forums / groups do you attend or participate in? [MR]

Association of Gloucestershire Business Groups	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
BNI Gloucestershire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Circle2Success	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Cirencester Breakfast Business Networking	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Business Club	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.9%	1
Cirencester Chamber of Commerce	17.2%	16	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	7	17.6%	3
Cirencester Growth Hub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Round Table	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CIM South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Federation of Small Businesses (Gloucestershire & West England)	7.5%	7	2.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	4	5.9%	1
Forum for Private Business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GFirst LEP	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	11.8%	2
GIN - Gloucestershire Independent Network	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GlosBiz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glos.Info Events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucestershire Business Show	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucestershire Chamber of Commerce	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Gloucestershire Forwards	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucestershire Independent Network (GIN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Love Lane Business Group	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Networking Women North Cotswolds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Punchline What's On	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Sterling Integrity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talk Business	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Women in Business Network (WIBN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Women in Rural Enterprise (WIRE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE SPECIFY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobs	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retailer Forum	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Council meetings	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	74.2%	69	80.0%	32	75.0%	3	100.0%	1	100.0%	3	100.0%	1	63.0%	17	70.6%	12
Base:		93		40		4		1		3		1		27		17

APPENDIX 2 – IN-CENTRE SURVEY

Q1 How did you travel to Cirencester Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Car / van (as driver)	36.67%	110	38.10%	40	35.90%	70	31.51%	23	38.64%	34	38.13%	53	39.00%	78	32.00%	32	34.57%	28	37.78%	17	35.65%	41	40.68%	24
Car / van (as passenger)	10.33%	31	6.67%	7	12.31%	24	17.81%	13	7.96%	7	7.91%	11	12.50%	25	6.00%	6	3.70%	3	11.11%	5	13.04%	15	13.56%	8
Bus, minibus or coach	5.00%	15	4.76%	5	5.13%	10	9.59%	7	3.41%	3	3.60%	5	5.00%	10	5.00%	5	4.94%	4	6.67%	3	4.35%	5	5.09%	3
Motorcycle, scooter or moped	0.67%	2	1.91%	2	0.00%	0	1.37%	1	1.14%	1	0.00%	0	0.00%	0	2.00%	2	0.00%	0	2.22%	1	0.00%	0	1.70%	1
Walk	43.67%	131	41.91%	44	44.62%	87	36.99%	27	45.46%	40	46.04%	64	41.50%	83	48.00%	48	49.38%	40	35.56%	16	45.22%	52	38.98%	23
Taxi / minicab	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	0.50%	1	1.00%	1	1.24%	1	2.22%	1	0.00%	0	0.00%	0
Bicycle	2.00%	6	2.86%	3	1.54%	3	2.74%	2	1.14%	1	2.16%	3	1.50%	3	3.00%	3	2.47%	2	4.44%	2	1.74%	2	0.00%	0
Combined (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mobility scooter	1.00%	3	2.86%	3	0.00%	0	0.00%	0	1.14%	1	1.44%	2	0.00%	0	3.00%	3	3.70%	3	0.00%	0	0.00%	0	0.00%	0

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q2 Where did you park today? Those who said car / van at Q01

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place												
Abbey Grounds car park	7.80%	11	4.26%	2	9.57%	9	11.11%	4	2.44%	1	9.38%	6	5.83%	6	13.16%	5	6.45%	2	13.64%	3	3.57%	2	12.50%	4
Beeches car park	4.97%	7	6.38%	3	4.26%	4	5.56%	2	0.00%	0	7.81%	5	4.85%	5	5.26%	2	3.23%	1	4.55%	1	3.57%	2	9.38%	3
Brewery car park	34.04%	48	29.79%	14	36.17%	34	41.67%	15	34.15%	14	29.69%	19	39.81%	41	18.42%	7	48.39%	15	27.27%	6	42.86%	24	9.38%	3
Forum car park	11.35%	16	14.89%	7	9.57%	9	8.33%	3	12.20%	5	12.50%	8	11.65%	12	10.53%	4	9.68%	3	13.64%	3	10.71%	6	12.50%	4
Leisure Centre car park	2.13%	3	4.26%	2	1.06%	1	0.00%	0	4.88%	2	1.56%	1	2.91%	3	0.00%	0	0.00%	0	4.55%	1	1.79%	1	3.13%	1
Memorial Hospital, Sheep Street	1.42%	2	0.00%	0	2.13%	2	2.78%	1	2.44%	1	0.00%	0	1.94%	2	0.00%	0	3.23%	1	0.00%	0	1.79%	1	0.00%	0
Station / Sheep Street Island car park	0.71%	1	0.00%	0	1.06%	1	0.00%	0	0.00%	0	1.56%	1	0.97%	1	0.00%	0	0.00%	0	0.00%	0	1.79%	1	0.00%	0
Waterloo car park	7.80%	11	8.51%	4	7.45%	7	0.00%	0	9.76%	4	10.94%	7	6.80%	7	10.53%	4	3.23%	1	9.09%	2	7.14%	4	12.50%	4
Waitrose	3.55%	5	4.26%	2	3.19%	3	5.56%	2	4.88%	2	1.56%	1	3.88%	4	2.63%	1	0.00%	0	9.09%	2	3.57%	2	3.13%	1
On street	11.35%	16	12.77%	6	10.64%	10	5.56%	2	7.32%	3	17.19%	11	8.74%	9	18.42%	7	16.13%	5	13.64%	3	10.71%	6	6.25%	2
Other (PLEASE WRITE IN CAR PARK ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Dropped off)	2.84%	4	4.26%	2	2.13%	2	2.78%	1	2.44%	1	3.13%	2	2.91%	3	2.63%	1	0.00%	0	0.00%	0	1.79%	1	9.38%	3
Argos, Cirencester	0.71%	1	0.00%	0	1.06%	1	0.00%	0	0.00%	0	1.56%	1	0.97%	1	0.00%	0	0.00%	0	0.00%	0	1.79%	1	0.00%	0
Cirencester Castle	0.71%	1	2.13%	1	0.00%	0	0.00%	0	2.44%	1	0.00%	0	0.97%	1	0.00%	0	3.23%	1	0.00%	0	0.00%	0	0.00%	0
Cirencester College	0.71%	1	2.13%	1	0.00%	0	0.00%	0	2.44%	1	0.00%	0	0.97%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.13%	1
Family / friends house	0.71%	1	0.00%	0	1.06%	1	0.00%	0	2.44%	1	0.00%	0	0.97%	1	0.00%	0	3.23%	1	0.00%	0	0.00%	0	0.00%	0
Lewis Lane	0.71%	1	0.00%	0	1.06%	1	2.78%	1	0.00%	0	0.00%	0	0.00%	0	2.63%	1	0.00%	0	0.00%	0	0.00%	0	3.13%	1
Market Place	1.42%	2	4.26%	2	0.00%	0	2.78%	1	2.44%	1	0.00%	0	0.97%	1	2.63%	1	0.00%	0	0.00%	0	1.79%	1	3.13%	1
Office car park	2.13%	3	0.00%	0	3.19%	3	2.78%	1	0.00%	0	3.13%	2	0.00%	0	7.90%	3	0.00%	0	4.55%	1	3.57%	2	0.00%	0
Park Street	1.42%	2	0.00%	0	2.13%	2	0.00%	0	4.88%	2	0.00%	0	1.94%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.25%	2
St James's Place	0.71%	1	0.00%	0	1.06%	1	0.00%	0	2.44%	1	0.00%	0	0.97%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.13%	1
(Don't know/can't remember)	2.84%	4	2.13%	1	3.19%	3	8.33%	3	2.44%	1	0.00%	0	1.94%	2	5.26%	2	3.23%	1	0.00%	0	3.57%	2	3.13%	1

Base: 141 47 94 36 41 64 103 38 31 22 56 32

Q03 Did you have any difficulties obtaining a car parking space today? Those who mentioned a car park at Q02

Yes	22.56%	30	22.73%	10	22.47%	20	31.25%	10	20.51%	8	19.36%	12	18.37%	18	34.29%	12	10.00%	3	27.27%	6	22.64%	12	32.14%	9
No	77.44%	103	77.27%	34	77.53%	69	68.75%	22	79.49%	31	80.65%	50	81.63%	80	65.71%	23	90.00%	27	72.73%	16	77.36%	41	67.86%	19

Base: 133 44 89 32 39 62 98 35 30 22 53 28

Mean Score

[Minutes]

Q04 How long did your journey to Cirencester Town Centre take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
0-5 minutes	21.00%	63	19.05%	20	22.05%	43	30.14%	22	25.00%	22	13.67%	19	20.00%	40	23.00%	23	17.28%	14	15.56%	7	22.61%	26	27.12%	16
6-10 minutes	26.00%	78	23.81%	25	27.18%	53	23.29%	17	26.14%	23	27.34%	38	24.00%	48	30.00%	30	29.63%	24	31.11%	14	26.09%	30	16.95%	10
11-15 minutes	18.33%	55	21.91%	23	16.41%	32	20.55%	15	21.59%	19	15.11%	21	18.50%	37	18.00%	18	16.05%	13	15.56%	7	19.13%	22	22.03%	13
16-20 minutes	15.33%	46	17.14%	18	14.36%	28	9.59%	7	12.50%	11	20.14%	28	14.50%	29	17.00%	17	16.05%	13	22.22%	10	13.91%	16	11.86%	7
21-30 minutes	10.67%	32	8.57%	9	11.80%	23	6.85%	5	10.23%	9	12.95%	18	14.00%	28	4.00%	4	11.11%	9	6.67%	3	9.57%	11	15.25%	9
31-60 minutes	7.67%	23	8.57%	9	7.18%	14	9.59%	7	2.27%	2	10.07%	14	8.00%	16	7.00%	7	7.41%	6	8.89%	4	7.83%	9	6.78%	4
Over 60 minutes	1.00%	3	0.95%	1	1.03%	2	0.00%	0	2.27%	2	0.72%	1	1.00%	2	1.00%	1	2.47%	2	0.00%	0	0.87%	1	0.00%	0

Mean: 14 15 14 13 13 16 15 13 15 14 14 14

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q05 Did you travel to Cirencester Town Centre directly from home, work or elsewhere?

College	2.33%	7	2.86%	3	2.05%	4	6.85%	5	2.27%	2	0.00%	0	2.50%	5	2.00%	2	3.70%	3	0.00%	0	0.87%	1	5.09%	3
Family member's home	3.00%	9	3.81%	4	2.56%	5	1.37%	1	3.41%	3	3.60%	5	3.00%	6	3.00%	3	2.47%	2	2.22%	1	1.74%	2	6.78%	4
Friend's home	3.33%	10	0.95%	1	4.62%	9	8.22%	6	2.27%	2	1.44%	2	3.00%	6	4.00%	4	2.47%	2	2.22%	1	4.35%	5	3.39%	2
Home	78.00%	234	80.95%	85	76.41%	149	68.49%	50	71.59%	63	87.05%	121	75.00%	150	84.00%	84	80.25%	65	84.44%	38	80.00%	92	66.10%	39
Hospital appointment	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
On holiday	3.00%	9	3.81%	4	2.56%	5	1.37%	1	5.68%	5	2.16%	3	3.00%	6	3.00%	3	0.00%	0	6.67%	3	2.61%	3	5.09%	3
Other medical appointment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Royal Agricultural University	2.00%	6	0.95%	1	2.56%	5	8.22%	6	0.00%	0	0.00%	0	2.50%	5	1.00%	1	1.24%	1	0.00%	0	1.74%	2	5.09%	3
Work	6.33%	19	3.81%	4	7.69%	15	4.11%	3	10.23%	9	5.04%	7	8.50%	17	2.00%	2	8.64%	7	0.00%	0	6.09%	7	8.48%	5
Elsewhere (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Caravan	0.67%	2	1.91%	2	0.00%	0	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	2.22%	1	0.00%	0	0.00%	0
Cotswold Water Park	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Mother and toddler group	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Restaurant	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q06 In terms of your visit to Cirencester Town Centre , do you live in Cirencester Town Centre, work in Cirencester Town Centre, or are you a visitor to the area? [MR]

Live in the centre	26.67%	80	26.67%	28	26.67%	52	28.77%	21	23.86%	21	27.34%	38	25.00%	50	30.00%	30	25.93%	21	31.11%	14	24.35%	28	28.81%	17
Work in the centre	17.00%	51	21.91%	23	14.36%	28	24.66%	18	25.00%	22	7.91%	11	19.50%	39	12.00%	12	18.52%	15	11.11%	5	20.00%	23	13.56%	8
Visitor to the centre	68.00%	204	63.81%	67	70.26%	137	58.90%	43	71.59%	63	70.50%	98	68.50%	137	67.00%	67	74.07%	60	57.78%	26	71.30%	82	61.02%	36

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q07 Why do you choose to shop in / visit Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Accessibility by public transport	1.00%	3	0.95%	1	1.03%	2	4.11%	3	0.00%	0	0.00%	0	1.50%	3	0.00%	0	0.00%	0	2.22%	1	1.74%	2	0.00%	0
Accessibility to Cirencester	8.00%	24	12.38%	13	5.64%	11	13.70%	10	6.82%	6	5.76%	8	8.50%	17	7.00%	7	6.17%	5	11.11%	5	4.35%	5	15.25%	9
Car parking prices	0.67%	2	0.95%	1	0.51%	1	1.37%	1	0.00%	0	0.72%	1	1.00%	2	0.00%	0	0.00%	0	2.22%	1	0.87%	1	0.00%	0
Car parking provision	1.33%	4	0.95%	1	1.54%	3	0.00%	0	1.14%	1	2.16%	3	2.00%	4	0.00%	0	1.24%	1	2.22%	1	1.74%	2	0.00%	0
Choice of High Street retailers	4.33%	13	2.86%	3	5.13%	10	2.74%	2	2.27%	2	6.48%	9	6.00%	12	1.00%	1	1.24%	1	8.89%	4	4.35%	5	5.09%	3
Choice of independent / specialist shops	9.00%	27	6.67%	7	10.26%	20	8.22%	6	7.96%	7	10.07%	14	11.50%	23	4.00%	4	11.11%	9	15.56%	7	5.22%	6	8.48%	5
Choice of shops selling non-food goods	11.67%	35	14.29%	15	10.26%	20	12.33%	9	11.36%	10	11.51%	16	13.50%	27	8.00%	8	12.35%	10	4.44%	2	16.52%	19	6.78%	4
Cleanliness	1.33%	4	1.91%	2	1.03%	2	0.00%	0	1.14%	1	2.16%	3	2.00%	4	0.00%	0	1.24%	1	4.44%	2	0.00%	0	1.70%	1
Close to friends / family	5.67%	17	5.71%	6	5.64%	11	6.85%	5	5.68%	5	5.04%	7	5.50%	11	6.00%	6	0.00%	0	13.33%	6	4.35%	5	10.17%	6
Close to home	37.00%	111	31.43%	33	40.00%	78	32.88%	24	43.18%	38	35.25%	49	35.50%	71	40.00%	40	32.10%	26	35.56%	16	42.61%	49	33.90%	20
Close to work	15.67%	47	15.24%	16	15.90%	31	27.40%	20	17.05%	15	8.63%	12	16.50%	33	14.00%	14	14.82%	12	15.56%	7	17.39%	20	13.56%	8
Close to school / college	7.00%	21	4.76%	5	8.21%	16	23.29%	17	4.55%	4	0.00%	0	9.50%	19	2.00%	2	7.41%	6	4.44%	2	7.83%	9	6.78%	4
Entertainment / events	2.00%	6	3.81%	4	1.03%	2	0.00%	0	2.27%	2	2.88%	4	1.50%	3	3.00%	3	2.47%	2	2.22%	1	0.87%	1	3.39%	2
Habit	2.33%	7	4.76%	5	1.03%	2	2.74%	2	1.14%	1	2.88%	4	1.50%	3	4.00%	4	0.00%	0	11.11%	5	1.74%	2	0.00%	0
Provision of leisure services	2.67%	8	3.81%	4	2.05%	4	1.37%	1	5.68%	5	1.44%	2	4.00%	8	0.00%	0	1.24%	1	2.22%	1	3.48%	4	3.39%	2
Provision of services (e.g. banks / financial services)	11.67%	35	14.29%	15	10.26%	20	6.85%	5	15.91%	14	11.51%	16	10.50%	21	14.00%	14	19.75%	16	4.44%	2	13.91%	16	1.70%	1
Public information, signposts, public facilities	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Quality of shops selling food goods	11.33%	34	7.62%	8	13.33%	26	6.85%	5	10.23%	9	14.39%	20	9.50%	19	15.00%	15	18.52%	15	2.22%	1	14.78%	17	1.70%	1
Safety (during the day)	1.67%	5	3.81%	4	0.51%	1	0.00%	0	2.27%	2	2.16%	3	1.50%	3	2.00%	2	2.47%	2	2.22%	1	1.74%	2	0.00%	0
Safety (during the night)	1.00%	3	1.91%	2	0.51%	1	0.00%	0	2.27%	2	0.72%	1	1.00%	2	1.00%	1	1.24%	1	0.00%	0	1.74%	2	0.00%	0
Shopping environment	9.33%	28	11.43%	12	8.21%	16	4.11%	3	10.23%	9	11.51%	16	11.00%	22	6.00%	6	12.35%	10	11.11%	5	6.09%	7	10.17%	6

The market	3.00%	9	1.91%	2	3.59%	7	1.37%	1	4.55%	4	2.88%	4	4.00%	8	1.00%	1	2.47%	2	4.44%	2	1.74%	2	5.09%	3
Value for money	1.33%	4	0.95%	1	1.54%	3	1.37%	1	1.14%	1	1.44%	2	1.00%	2	2.00%	2	1.24%	1	4.44%	2	0.87%	1	0.00%	0
Free parking	2.33%	7	1.91%	2	2.56%	5	6.85%	5	1.14%	1	0.72%	1	3.50%	7	0.00%	0	1.24%	1	2.22%	1	3.48%	4	1.70%	1
I meet friends here	13.33%	40	14.29%	15	12.82%	25	12.33%	9	17.05%	15	11.51%	16	14.50%	29	11.00%	11	13.58%	11	13.33%	6	9.57%	11	20.34%	12
It's quiet	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Just for a change	1.67%	5	0.95%	1	2.05%	4	0.00%	0	3.41%	3	1.44%	2	2.00%	4	1.00%	1	1.24%	1	0.00%	0	2.61%	3	1.70%	1
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Activities for children	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Ambience	1.00%	3	0.00%	0	1.54%	3	0.00%	0	0.00%	0	2.16%	3	1.00%	2	1.00%	1	1.24%	1	0.00%	0	0.87%	1	1.70%	1
Attending medical appointment	1.67%	5	1.91%	2	1.54%	3	0.00%	0	1.14%	1	2.88%	4	1.00%	2	3.00%	3	1.24%	1	2.22%	1	2.61%	3	0.00%	0
Choice of shops selling food goods	1.00%	3	1.91%	2	0.51%	1	1.37%	1	2.27%	2	0.00%	0	1.50%	3	0.00%	0	2.47%	2	0.00%	0	0.00%	0	1.70%	1
Close to church	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Friendly	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
On holiday	1.33%	4	0.95%	1	1.54%	3	1.37%	1	2.27%	2	0.72%	1	1.50%	3	1.00%	1	0.00%	0	4.44%	2	0.87%	1	1.70%	1
Part of a day trip	1.67%	5	2.86%	3	1.03%	2	1.37%	1	1.14%	1	2.16%	3	2.50%	5	0.00%	0	1.24%	1	2.22%	1	1.74%	2	1.70%	1
Personal services	0.67%	2	0.00%	0	1.03%	2	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Provision of places to eat / drink	1.00%	3	0.95%	1	1.03%	2	0.00%	0	1.14%	1	1.44%	2	1.50%	3	0.00%	0	0.00%	0	0.00%	0	2.61%	3	0.00%	0
Range of shops in general	1.00%	3	0.95%	1	1.03%	2	0.00%	0	0.00%	0	2.16%	3	1.00%	2	1.00%	1	0.00%	0	2.22%	1	0.87%	1	1.70%	1
Taking part in educational activities	0.67%	2	0.00%	0	1.03%	2	1.37%	1	0.00%	0	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
To support local business	1.00%	3	1.91%	2	0.51%	1	0.00%	0	2.27%	2	0.72%	1	1.50%	3	0.00%	0	1.24%	1	0.00%	0	0.87%	1	1.70%	1
Walking the dog	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.00%	0	1.70%	1
(Don't know / no reason)	1.00%	3	2.86%	3	0.00%	0	0.00%	0	1.14%	1	1.44%	2	1.00%	2	1.00%	1	3.70%	3	0.00%	0	0.00%	0	0.00%	0

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q08 What is the main reason why you are in Cirencester Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bank / building society / Post Office	12.33%	37	13.33%	14	11.80%	23	10.96%	8	11.36%	10	13.67%	19	10.50%	21	16.00%	16	18.52%	15	13.33%	6	13.04%	15	1.70%	1
Browsing	15.33%	46	16.19%	17	14.87%	29	9.59%	7	13.64%	12	19.42%	27	13.00%	26	20.00%	20	8.64%	7	22.22%	10	14.78%	17	20.34%	12
Café / restaurant / pub (food and beverage)	6.00%	18	9.52%	10	4.10%	8	8.22%	6	4.55%	4	5.76%	8	6.50%	13	5.00%	5	7.41%	6	6.67%	3	3.48%	4	8.48%	5
Charity shops	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chemist	3.33%	10	1.91%	2	4.10%	8	4.11%	3	3.41%	3	2.88%	4	2.50%	5	5.00%	5	0.00%	0	8.89%	4	1.74%	2	6.78%	4
Clothes / shoes shopping	3.67%	11	0.95%	1	5.13%	10	2.74%	2	2.27%	2	5.04%	7	4.00%	8	3.00%	3	3.70%	3	0.00%	0	4.35%	5	5.09%	3
Doctor / dentist / other medical service	5.00%	15	6.67%	7	4.10%	8	4.11%	3	4.55%	4	5.76%	8	4.50%	9	6.00%	6	4.94%	4	4.44%	2	6.96%	8	1.70%	1
Electrical goods shopping	1.67%	5	2.86%	3	1.03%	2	1.37%	1	1.14%	1	2.16%	3	1.50%	3	2.00%	2	2.47%	2	2.22%	1	1.74%	2	0.00%	0
Furniture / carpet	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Garden items shopping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Jewellery / gift shops	2.67%	8	0.95%	1	3.59%	7	1.37%	1	1.14%	1	4.32%	6	3.00%	6	2.00%	2	1.24%	1	2.22%	1	2.61%	3	5.09%	3
Job hunting	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Library	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Market	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Pet good shopping	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	0.50%	1	1.00%	1	0.00%	0	2.22%	1	0.00%	0	1.70%	1
Public offices	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Services (e.g. hairdressers, launderette)	5.00%	15	3.81%	4	5.64%	11	2.74%	2	4.55%	4	6.48%	9	6.50%	13	2.00%	2	7.41%	6	4.44%	2	4.35%	5	3.39%	2
Social / leisure activities	5.67%	17	3.81%	4	6.67%	13	4.11%	3	4.55%	4	7.19%	10	5.50%	11	6.00%	6	4.94%	4	4.44%	2	6.09%	7	6.78%	4
Stationers / newsagents	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Taking a walk	2.67%	8	1.91%	2	3.08%	6	1.37%	1	6.82%	6	0.72%	1	3.00%	6	2.00%	2	3.70%	3	0.00%	0	1.74%	2	5.09%	3
Tesco Metro Cirencester	5.00%	15	3.81%	4	5.64%	11	5.48%	4	3.41%	3	5.76%	8	3.50%	7	8.00%	8	8.64%	7	2.22%	1	4.35%	5	3.39%	2
Visit a park	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Visit specialist shops	1.33%	4	0.95%	1	1.54%	3	1.37%	1	0.00%	0	2.16%	3	1.50%	3	1.00%	1	0.00%	0	0.00%	0	1.74%	2	3.39%	2

Visit a tourist attraction	1.33%	4	0.95%	1	1.54%	3	1.37%	1	1.14%	1	1.44%	2	1.00%	2	2.00%	2	0.00%	0	4.44%	2	0.87%	1	1.70%	1
Waitrose Cirencester	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.87%	1	1.70%	1
Work / school / college	19.67%	59	22.86%	24	17.95%	35	35.62%	26	23.86%	21	8.63%	12	22.50%	45	14.00%	14	18.52%	15	22.22%	10	20.87%	24	16.95%	10
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Childrens activities	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Church	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Education classes	1.00%	3	0.00%	0	1.54%	3	1.37%	1	1.14%	1	0.72%	1	1.50%	3	0.00%	0	1.24%	1	0.00%	0	1.74%	2	0.00%	0
Health & Beauty items	0.67%	2	0.00%	0	1.03%	2	1.37%	1	1.14%	1	0.00%	0	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Marks & Spencer Simply Food, Dyer Street, Cirencester	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Non-food shopping	2.00%	6	1.91%	2	2.05%	4	1.37%	1	5.68%	5	0.00%	0	2.00%	4	2.00%	2	1.24%	1	0.00%	0	2.61%	3	3.39%	2
Photographic activities	0.67%	2	1.91%	2	0.00%	0	1.37%	1	0.00%	0	0.72%	1	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.87%	1	1.70%	1
Poundland, Cricklade Street, Cirencester	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
The Market Garden, Dyer Street, Cirencester	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q09 What else do you intend to do whilst in Cirencester Town Centre today? [MR]

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place												
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0												
Bank / building society / Post Office	6.00%	18	5.71%	6	6.15%	12	4.11%	3	7.96%	7	5.76%	8	6.50%	13	5.00%	5	6.17%	5	4.44%	2	5.22%	6	8.48%	5
Browsing	8.00%	24	4.76%	5	9.74%	19	9.59%	7	6.82%	6	7.91%	11	7.50%	15	9.00%	9	6.17%	5	11.11%	5	9.57%	11	5.09%	3
Café / restaurant / pub (food and beverage)	11.67%	35	11.43%	12	11.80%	23	19.18%	14	5.68%	5	11.51%	16	12.00%	24	11.00%	11	11.11%	9	11.11%	5	15.65%	18	5.09%	3
Charity shops	1.33%	4	0.95%	1	1.54%	3	2.74%	2	1.14%	1	0.72%	1	0.50%	1	3.00%	3	2.47%	2	2.22%	1	0.87%	1	0.00%	0
Chemist	4.00%	12	1.91%	2	5.13%	10	2.74%	2	3.41%	3	5.04%	7	5.00%	10	2.00%	2	6.17%	5	0.00%	0	5.22%	6	1.70%	1
Clothes / shoes shopping	3.33%	10	1.91%	2	4.10%	8	4.11%	3	3.41%	3	2.88%	4	3.00%	6	4.00%	4	4.94%	4	4.44%	2	1.74%	2	3.39%	2
Doctor / dentist / other medical service	1.00%	3	0.95%	1	1.03%	2	1.37%	1	1.14%	1	0.72%	1	1.00%	2	1.00%	1	1.24%	1	0.00%	0	1.74%	2	0.00%	0
Electrical goods shopping	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Furniture / carpet	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Garden items shopping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Jewellery / gift shops	2.00%	6	0.95%	1	2.56%	5	1.37%	1	4.55%	4	0.72%	1	2.00%	4	2.00%	2	2.47%	2	2.22%	1	0.00%	0	5.09%	3
Job hunting	0.67%	2	1.91%	2	0.00%	0	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Library	1.00%	3	0.00%	0	1.54%	3	0.00%	0	2.27%	2	0.72%	1	1.50%	3	0.00%	0	0.00%	0	0.00%	0	2.61%	3	0.00%	0
Market	1.00%	3	0.95%	1	1.03%	2	0.00%	0	3.41%	3	0.00%	0	0.00%	0	3.00%	3	0.00%	0	2.22%	1	0.87%	1	1.70%	1
Pet good shopping	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	4.44%	2	0.00%	0	0.00%	0
Public offices	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Services (e.g. hairdressers, launderette)	3.00%	9	1.91%	2	3.59%	7	2.74%	2	3.41%	3	2.88%	4	3.50%	7	2.00%	2	4.94%	4	0.00%	0	4.35%	5	0.00%	0
Social / leisure activities	7.00%	21	8.57%	9	6.15%	12	4.11%	3	11.36%	10	5.76%	8	7.50%	15	6.00%	6	11.11%	9	2.22%	1	4.35%	5	10.17%	6
Stationers / newsagents	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	0.00%	0	1.74%	2	0.00%	0
Taking a walk	3.33%	10	3.81%	4	3.08%	6	5.48%	4	2.27%	2	2.88%	4	3.00%	6	4.00%	4	3.70%	3	8.89%	4	1.74%	2	1.70%	1
Tesco Metro Cirencester	8.67%	26	6.67%	7	9.74%	19	13.70%	10	10.23%	9	5.04%	7	8.50%	17	9.00%	9	13.58%	11	0.00%	0	11.30%	13	3.39%	2
Visit a park	0.67%	2	0.00%	0	1.03%	2	1.37%	1	1.14%	1	0.00%	0	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Visit specialist shops	1.67%	5	1.91%	2	1.54%	3	1.37%	1	2.27%	2	1.44%	2	2.00%	4	1.00%	1	2.47%	2	2.22%	1	0.87%	1	1.70%	1

Visit a tourist attraction	2.00%	6	3.81%	4	1.03%	2	1.37%	1	4.55%	4	0.72%	1	2.50%	5	1.00%	1	3.70%	3	4.44%	2	0.00%	0	1.70%	1
Waitrose Cirencester	4.00%	12	6.67%	7	2.56%	5	2.74%	2	0.00%	0	7.19%	10	5.50%	11	1.00%	1	4.94%	4	8.89%	4	2.61%	3	1.70%	1
Work / school / college	1.33%	4	0.00%	0	2.05%	4	1.37%	1	2.27%	2	0.72%	1	1.00%	2	2.00%	2	2.47%	2	0.00%	0	0.87%	1	1.70%	1
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Betting shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Book shop	2.00%	6	1.91%	2	2.05%	4	1.37%	1	1.14%	1	2.88%	4	2.50%	5	1.00%	1	1.24%	1	2.22%	1	2.61%	3	1.70%	1
Camping shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Hardware shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Health & Beauty items	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Marks & Spencer Simply Food, Dyer Street, Cirencester	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Non-food shopping	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	2.22%	1	0.87%	1	0.00%	0
Poundland, Cricklade Street, Cirencester	1.67%	5	1.91%	2	1.54%	3	0.00%	0	3.41%	3	1.44%	2	1.00%	2	3.00%	3	2.47%	2	0.00%	0	2.61%	3	0.00%	0
The Market Garden, Dyer Street, Cirencester	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Whiddetts Bakery, Dollar Street, Cirencester	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
(No reason / no other reason)	39.00%	117	43.81%	46	36.41%	71	28.77%	21	35.23%	31	46.76%	65	37.50%	75	42.00%	42	33.33%	27	44.44%	20	33.04%	38	54.24%	32

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q09X Any mention at Q08 & Q09 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bank / building society / Post Office	18.33%	55	19.05%	20	17.95%	35	15.07%	11	19.32%	17	19.42%	27	17.00%	34	21.00%	21	24.69%	20	17.78%	8	18.26%	21	10.17%	6
Browsing	23.33%	70	20.95%	22	24.62%	48	19.18%	14	20.46%	18	27.34%	38	20.50%	41	29.00%	29	14.82%	12	33.33%	15	24.35%	28	25.42%	15
Café / restaurant / pub (food and beverage)	17.67%	53	20.95%	22	15.90%	31	27.40%	20	10.23%	9	17.27%	24	18.50%	37	16.00%	16	18.52%	15	17.78%	8	19.13%	22	13.56%	8
Charity shops	1.33%	4	0.95%	1	1.54%	3	2.74%	2	1.14%	1	0.72%	1	0.50%	1	3.00%	3	2.47%	2	2.22%	1	0.87%	1	0.00%	0
Chemist	7.33%	22	3.81%	4	9.23%	18	6.85%	5	6.82%	6	7.91%	11	7.50%	15	7.00%	7	6.17%	5	8.89%	4	6.96%	8	8.48%	5
Clothes / shoes shopping	7.00%	21	2.86%	3	9.23%	18	6.85%	5	5.68%	5	7.91%	11	7.00%	14	7.00%	7	8.64%	7	4.44%	2	6.09%	7	8.48%	5
Doctor / dentist / other medical service	6.00%	18	7.62%	8	5.13%	10	5.48%	4	5.68%	5	6.48%	9	5.50%	11	7.00%	7	6.17%	5	4.44%	2	8.70%	10	1.70%	1
Electrical goods shopping	2.00%	6	3.81%	4	1.03%	2	2.74%	2	1.14%	1	2.16%	3	2.00%	4	2.00%	2	2.47%	2	2.22%	1	2.61%	3	0.00%	0
Furniture / carpet	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Garden items shopping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Jewellery / gift shops	4.67%	14	1.91%	2	6.15%	12	2.74%	2	5.68%	5	5.04%	7	5.00%	10	4.00%	4	3.70%	3	4.44%	2	2.61%	3	10.17%	6
Job hunting	0.67%	2	1.91%	2	0.00%	0	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Library	1.33%	4	0.00%	0	2.05%	4	0.00%	0	3.41%	3	0.72%	1	2.00%	4	0.00%	0	0.00%	0	0.00%	0	3.48%	4	0.00%	0
Market	1.00%	3	0.95%	1	1.03%	2	0.00%	0	3.41%	3	0.00%	0	0.00%	0	3.00%	3	0.00%	0	2.22%	1	0.87%	1	1.70%	1
Pet good shopping	1.33%	4	1.91%	2	1.03%	2	0.00%	0	0.00%	0	2.88%	4	1.50%	3	1.00%	1	0.00%	0	6.67%	3	0.00%	0	1.70%	1
Public offices	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Services (e.g. hairdressers, launderette)	8.00%	24	5.71%	6	9.23%	18	5.48%	4	7.96%	7	9.35%	13	10.00%	20	4.00%	4	12.35%	10	4.44%	2	8.70%	10	3.39%	2
Social / leisure activities	12.67%	38	12.38%	13	12.82%	25	8.22%	6	15.91%	14	12.95%	18	13.00%	26	12.00%	12	16.05%	13	6.67%	3	10.44%	12	16.95%	10
Stationers / newsagents	1.33%	4	0.00%	0	2.05%	4	0.00%	0	2.27%	2	1.44%	2	2.00%	4	0.00%	0	2.47%	2	0.00%	0	1.74%	2	0.00%	0
Taking a walk	6.00%	18	5.71%	6	6.15%	12	6.85%	5	9.09%	8	3.60%	5	6.00%	12	6.00%	6	7.41%	6	8.89%	4	3.48%	4	6.78%	4
Tesco Metro Cirencester	13.67%	41	10.48%	11	15.39%	30	19.18%	14	13.64%	12	10.79%	15	12.00%	24	17.00%	17	22.22%	18	2.22%	1	15.65%	18	6.78%	4
Visit a park	1.00%	3	0.95%	1	1.03%	2	1.37%	1	2.27%	2	0.00%	0	1.00%	2	1.00%	1	1.24%	1	0.00%	0	1.74%	2	0.00%	0
Visit specialist shops	3.00%	9	2.86%	3	3.08%	6	2.74%	2	2.27%	2	3.60%	5	3.50%	7	2.00%	2	2.47%	2	2.22%	1	2.61%	3	5.09%	3

Visit a tourist attraction	3.33%	10	4.76%	5	2.56%	5	2.74%	2	5.68%	5	2.16%	3	3.50%	7	3.00%	3	3.70%	3	8.89%	4	0.87%	1	3.39%	2
Waitrose Cirencester	4.67%	14	7.62%	8	3.08%	6	2.74%	2	1.14%	1	7.91%	11	6.50%	13	1.00%	1	4.94%	4	8.89%	4	3.48%	4	3.39%	2
Work / school / college	21.00%	63	22.86%	24	20.00%	39	36.99%	27	26.14%	23	9.35%	13	23.50%	47	16.00%	16	20.99%	17	22.22%	10	21.74%	25	18.64%	11
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(No reason / no other reason)	39.00%	117	43.81%	46	36.41%	71	28.77%	21	35.23%	31	46.76%	65	37.50%	75	42.00%	42	33.33%	27	44.44%	20	33.04%	38	54.24%	32
Betting shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Book shop	2.00%	6	1.91%	2	2.05%	4	1.37%	1	1.14%	1	2.88%	4	2.50%	5	1.00%	1	1.24%	1	2.22%	1	2.61%	3	1.70%	1
Camping shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Hardware shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Health & Beauty items	1.00%	3	0.00%	0	1.54%	3	2.74%	2	1.14%	1	0.00%	0	0.50%	1	2.00%	2	2.47%	2	0.00%	0	0.87%	1	0.00%	0
Marks & Spencer Simply Food, Dyer Street, Cirencester	0.67%	2	0.00%	0	1.03%	2	0.00%	0	0.00%	0	1.44%	2	0.50%	1	1.00%	1	0.00%	0	0.00%	0	0.87%	1	1.70%	1
Non-food shopping	2.67%	8	2.86%	3	2.56%	5	1.37%	1	5.68%	5	1.44%	2	3.00%	6	2.00%	2	1.24%	1	2.22%	1	3.48%	4	3.39%	2
Poundland, Cricklade Street, Cirencester	2.00%	6	1.91%	2	2.05%	4	0.00%	0	4.55%	4	1.44%	2	1.00%	2	4.00%	4	2.47%	2	0.00%	0	3.48%	4	0.00%	0
The Market Garden, Dyer Street, Cirencester	0.67%	2	1.91%	2	0.00%	0	0.00%	0	0.00%	0	1.44%	2	0.50%	1	1.00%	1	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Whiddetts Bakery, Dollar Street, Cirencester	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0

Base:

300

105

195

73

88

139

200

100

81

45

115

59

Mean Score

[Minutes]

Q10 How long do you think you will stay in Cirencester Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Less than 30 minutes	10.00%	30	8.57%	9	10.77%	21	9.59%	7	13.64%	12	7.91%	11	10.00%	20	10.00%	10	6.17%	5	11.11%	5	12.17%	14	10.17%	6
30-59 minutes	26.00%	78	25.71%	27	26.15%	51	28.77%	21	30.68%	27	21.58%	30	26.00%	52	26.00%	26	28.40%	23	15.56%	7	26.09%	30	30.51%	18
1hr -1 hr 29 min	23.33%	70	22.86%	24	23.59%	46	19.18%	14	18.18%	16	28.78%	40	21.00%	42	28.00%	28	28.40%	23	31.11%	14	21.74%	25	13.56%	8
1hr 30 mins - 1 hr 59 min	13.33%	40	13.33%	14	13.33%	26	10.96%	8	15.91%	14	12.95%	18	13.00%	26	14.00%	14	16.05%	13	11.11%	5	13.04%	15	11.86%	7
Half the day (between 2 and 4 hours)	14.33%	43	11.43%	12	15.90%	31	8.22%	6	12.50%	11	18.71%	26	14.50%	29	14.00%	14	8.64%	7	11.11%	5	14.78%	17	23.73%	14
All day (4 hours or more)	12.33%	37	17.14%	18	9.74%	19	20.55%	15	9.09%	8	10.07%	14	15.00%	30	7.00%	7	12.35%	10	17.78%	8	11.30%	13	10.17%	6
(Don't know)	0.67%	2	0.95%	1	0.51%	1	2.74%	2	0.00%	0	0.00%	0	0.50%	1	1.00%	1	0.00%	0	2.22%	1	0.87%	1	0.00%	0
<i>Mean:</i>		105		112		101		114		93		107		110		94		101		114		102		108
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Q11 Will you undertake your main food and grocery shop, whilst in Cirencester Town Centre today?

Yes	12.67%	38	17.14%	18	10.26%	20	13.70%	10	12.50%	11	12.23%	17	13.00%	26	12.00%	12	16.05%	13	20.00%	9	4.35%	5	18.64%	11
No	86.33%	259	82.86%	87	88.21%	172	84.93%	62	87.50%	77	86.33%	120	86.00%	172	87.00%	87	81.48%	66	77.78%	35	95.65%	110	81.36%	48
(Don't know)	1.00%	3	0.00%	0	1.54%	3	1.37%	1	0.00%	0	1.44%	2	1.00%	2	1.00%	1	2.47%	2	2.22%	1	0.00%	0	0.00%	0
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Q12 Which centre or store did you LAST visit for your main food and grocery shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Aldi, Cricklade Road, Cirencester	9.00%	27	7.62%	8	9.74%	19	16.44%	12	10.23%	9	4.32%	6	9.00%	18	9.00%	9	7.41%	6	8.89%	4	9.57%	11	10.17%	6
Cirencester Retail Park (includes Home Bargains)	0.67%	2	1.91%	2	0.00%	0	1.37%	1	1.14%	1	0.00%	0	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Cirencester town centre (other shops)	1.00%	3	0.95%	1	1.03%	2	0.00%	0	1.14%	1	1.44%	2	1.00%	2	1.00%	1	1.24%	1	0.00%	0	0.87%	1	1.70%	1
Lidl, Cirencester	4.33%	13	5.71%	6	3.59%	7	5.48%	4	6.82%	6	2.16%	3	5.50%	11	2.00%	2	2.47%	2	2.22%	1	6.09%	7	5.09%	3
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	4.33%	13	3.81%	4	4.62%	9	0.00%	0	2.27%	2	7.91%	11	2.50%	5	8.00%	8	2.47%	2	13.33%	6	2.61%	3	3.39%	2
Tesco Express, Chesterton Lane, Cirencester	3.67%	11	4.76%	5	3.08%	6	5.48%	4	4.55%	4	2.16%	3	2.50%	5	6.00%	6	1.24%	1	6.67%	3	2.61%	3	6.78%	4
Tesco Extra, Cricklade Road, Cirencester	22.67%	68	20.00%	21	24.10%	47	27.40%	20	25.00%	22	18.71%	26	22.50%	45	23.00%	23	19.75%	16	13.33%	6	29.57%	34	20.34%	12
Tesco Metro, Farrell Close, Cirencester (Town Centre)	15.67%	47	14.29%	15	16.41%	32	17.81%	13	21.59%	19	10.79%	15	12.00%	24	23.00%	23	22.22%	18	11.11%	5	13.91%	16	13.56%	8
Waitrose, Sheep Street, Cirencester	18.33%	55	18.10%	19	18.46%	36	6.85%	5	7.96%	7	30.94%	43	22.50%	45	10.00%	10	19.75%	16	24.44%	11	15.65%	18	16.95%	10
Other store in Cirencester (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-on-the-Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol, Cribbs Causeway	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheltenham	1.00%	3	1.91%	2	0.51%	1	0.00%	0	2.27%	2	0.72%	1	1.00%	2	1.00%	1	0.00%	0	2.22%	1	0.00%	0	3.39%	2
Cricklade	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Fairford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Lechlade-on-Thames	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury	1.00%	3	0.95%	1	1.03%	2	0.00%	0	1.14%	1	1.44%	2	1.50%	3	0.00%	0	2.47%	2	0.00%	0	0.87%	1	0.00%	0
Moreton-in-Marsh	0.67%	2	1.91%	2	0.00%	0	1.37%	1	0.00%	0	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Royal Wootton Bassett	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	2.22%	1	0.00%	0	0.00%	0
South Cerney	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1

Stow-on-the-Wold	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stroud	2.33%	7	1.91%	2	2.56%	5	0.00%	0	2.27%	2	3.60%	5	3.00%	6	1.00%	1	2.47%	2	0.00%	0	2.61%	3	3.39%	2
Swindon	5.00%	15	5.71%	6	4.62%	9	9.59%	7	2.27%	2	4.32%	6	4.00%	8	7.00%	7	6.17%	5	4.44%	2	5.22%	6	3.39%	2
Tetbury	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Tewkesbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other Centre (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alton	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Calne	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Coventry	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Derby	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Dursley	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Faringdon	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Maidstone	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Nailsworth	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Online	0.67%	2	0.95%	1	0.51%	1	1.37%	1	1.14%	1	0.00%	0	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.87%	1	1.70%	1
Poole	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Portishead	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Sheffield	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Thornbury	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
(Don't know / can't remember)	3.67%	11	2.86%	3	4.10%	8	4.11%	3	3.41%	3	3.60%	5	3.50%	7	4.00%	4	2.47%	2	11.11%	5	2.61%	3	1.70%	1
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q13 Which other centre or store did you LAST visit for your main food and grocery shopping? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Aldi, Cricklade Road, Cirencester	9.00%	27	6.67%	7	10.26%	20	10.96%	8	13.64%	12	5.04%	7	9.00%	18	9.00%	9	13.58%	11	4.44%	2	11.30%	13	1.70%	1
Cirencester Retail Park (includes Home Bargains)	0.67%	2	0.00%	0	1.03%	2	2.74%	2	0.00%	0	0.00%	0	1.00%	2	0.00%	0	0.00%	0	0.00%	0	1.74%	2	0.00%	0
Cirencester town centre (other shops)	2.00%	6	1.91%	2	2.05%	4	2.74%	2	3.41%	3	0.72%	1	3.00%	6	0.00%	0	0.00%	0	2.22%	1	2.61%	3	3.39%	2
Lidl, Cirencester	10.33%	31	8.57%	9	11.28%	22	12.33%	9	11.36%	10	8.63%	12	11.50%	23	8.00%	8	16.05%	13	4.44%	2	12.17%	14	3.39%	2
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	9.67%	29	10.48%	11	9.23%	18	4.11%	3	13.64%	12	10.07%	14	10.00%	20	9.00%	9	13.58%	11	4.44%	2	9.57%	11	8.48%	5
Tesco Express, Chesterton Lane, Cirencester	2.67%	8	1.91%	2	3.08%	6	1.37%	1	2.27%	2	3.60%	5	3.50%	7	1.00%	1	2.47%	2	2.22%	1	2.61%	3	3.39%	2
Tesco Extra, Cricklade Road, Cirencester	11.00%	33	7.62%	8	12.82%	25	16.44%	12	12.50%	11	7.19%	10	10.00%	20	13.00%	13	11.11%	9	4.44%	2	14.78%	17	8.48%	5
Tesco Metro, Farrell Close, Cirencester (Town Centre)	11.33%	34	17.14%	18	8.21%	16	17.81%	13	10.23%	9	8.63%	12	12.50%	25	9.00%	9	11.11%	9	8.89%	4	13.04%	15	10.17%	6
Waitrose, Sheep Street, Cirencester	13.33%	40	16.19%	17	11.80%	23	13.70%	10	17.05%	15	10.79%	15	16.00%	32	8.00%	8	16.05%	13	8.89%	4	14.78%	17	10.17%	6
Other store in Cirencester (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-on-the-Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Bristol, Cribbs Causeway	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Cheltenham	2.33%	7	1.91%	2	2.56%	5	1.37%	1	1.14%	1	3.60%	5	2.50%	5	2.00%	2	1.24%	1	2.22%	1	0.87%	1	6.78%	4
Cricklade	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Fairford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.39%	2
Lechlade-on-Thames	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury	1.00%	3	1.91%	2	0.51%	1	1.37%	1	0.00%	0	1.44%	2	1.50%	3	0.00%	0	1.24%	1	2.22%	1	0.87%	1	0.00%	0
Moreton-in-Marsh	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	4.44%	2	0.00%	0	0.00%	0
Royal Wootton Bassett	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Stow-on-the-Wold	0.67%	2	1.91%	2	0.00%	0	2.74%	2	0.00%	0	0.00%	0	0.50%	1	1.00%	1	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Stroud	1.67%	5	2.86%	3	1.03%	2	1.37%	1	1.14%	1	2.16%	3	2.00%	4	1.00%	1	1.24%	1	2.22%	1	1.74%	2	1.70%	1
Swindon	1.33%	4	1.91%	2	1.03%	2	1.37%	1	1.14%	1	1.44%	2	2.00%	4	0.00%	0	1.24%	1	4.44%	2	0.00%	0	1.70%	1
Tetbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tewkesbury	1.00%	3	1.91%	2	0.51%	1	1.37%	1	1.14%	1	0.72%	1	1.50%	3	0.00%	0	1.24%	1	4.44%	2	0.00%	0	0.00%	0
Other Centre (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cardigan	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Chippenham	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Derby	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Nailsworth	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Oxford	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Penzance	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
The Market Garden, Dyer Street, Cirencester	1.00%	3	0.95%	1	1.03%	2	0.00%	0	2.27%	2	0.72%	1	1.00%	2	1.00%	1	0.00%	0	0.00%	0	0.87%	1	3.39%	2
(Don't know / can't remember)	43.00%	129	38.10%	40	45.64%	89	36.99%	27	35.23%	31	51.08%	71	37.50%	75	54.00%	54	33.33%	27	55.56%	25	41.74%	48	49.15%	29

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q13X Any mention at Q12 & Q13 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Aldi, Cricklade Road, Cirencester	17.67%	53	14.29%	15	19.49%	38	26.03%	19	23.86%	21	9.35%	13	17.50%	35	18.00%	18	20.99%	17	13.33%	6	20.00%	23	11.86%	7
Cirencester Retail Park (includes Home Bargains)	1.33%	4	1.91%	2	1.03%	2	4.11%	3	1.14%	1	0.00%	0	2.00%	4	0.00%	0	1.24%	1	0.00%	0	2.61%	3	0.00%	0
Cirencester town centre (other shops)	3.00%	9	2.86%	3	3.08%	6	2.74%	2	4.55%	4	2.16%	3	4.00%	8	1.00%	1	1.24%	1	2.22%	1	3.48%	4	5.09%	3
Lidl, Cirencester	14.67%	44	14.29%	15	14.87%	29	17.81%	13	18.18%	16	10.79%	15	17.00%	34	10.00%	10	18.52%	15	6.67%	3	18.26%	21	8.48%	5
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	14.00%	42	14.29%	15	13.85%	27	4.11%	3	15.91%	14	17.99%	25	12.50%	25	17.00%	17	16.05%	13	17.78%	8	12.17%	14	11.86%	7
Tesco Express, Chesterton Lane, Cirencester	6.33%	19	6.67%	7	6.15%	12	6.85%	5	6.82%	6	5.76%	8	6.00%	12	7.00%	7	3.70%	3	8.89%	4	5.22%	6	10.17%	6
Tesco Extra, Cricklade Road, Cirencester	33.67%	101	27.62%	29	36.92%	72	43.84%	32	37.50%	33	25.90%	36	32.50%	65	36.00%	36	30.86%	25	17.78%	8	44.35%	51	28.81%	17
Tesco Metro, Farrell Close, Cirencester (Town Centre)	27.00%	81	31.43%	33	24.62%	48	35.62%	26	31.82%	28	19.42%	27	24.50%	49	32.00%	32	33.33%	27	20.00%	9	26.96%	31	23.73%	14
Waitrose, Sheep Street, Cirencester	31.67%	95	34.29%	36	30.26%	59	20.55%	15	25.00%	22	41.73%	58	38.50%	77	18.00%	18	35.80%	29	33.33%	15	30.44%	35	27.12%	16
Other store in Cirencester (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bourton-on-the-Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Bristol, Cribbs Causeway	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Cheltenham	3.33%	10	3.81%	4	3.08%	6	1.37%	1	3.41%	3	4.32%	6	3.50%	7	3.00%	3	1.24%	1	4.44%	2	0.87%	1	10.17%	6
Cricklade	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Fairford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester	1.00%	3	0.00%	0	1.54%	3	1.37%	1	1.14%	1	0.72%	1	1.00%	2	1.00%	1	0.00%	0	0.00%	0	0.00%	0	5.09%	3
Lechlade-on-Thames	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Malmesbury	2.00%	6	2.86%	3	1.54%	3	1.37%	1	1.14%	1	2.88%	4	3.00%	6	0.00%	0	3.70%	3	2.22%	1	1.74%	2	0.00%	0
Moreton-in-Marsh	1.33%	4	2.86%	3	0.51%	1	1.37%	1	0.00%	0	2.16%	3	2.00%	4	0.00%	0	1.24%	1	4.44%	2	0.87%	1	0.00%	0
Royal Wootton Bassett	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	2.22%	1	0.00%	0	0.00%	0
South Cerney	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1

Stow-on-the-Wold	0.67%	2	1.91%	2	0.00%	0	2.74%	2	0.00%	0	0.00%	0	0.50%	1	1.00%	1	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Stroud	4.00%	12	4.76%	5	3.59%	7	1.37%	1	3.41%	3	5.76%	8	5.00%	10	2.00%	2	3.70%	3	2.22%	1	4.35%	5	5.09%	3
Swindon	6.33%	19	7.62%	8	5.64%	11	10.96%	8	3.41%	3	5.76%	8	6.00%	12	7.00%	7	7.41%	6	8.89%	4	5.22%	6	5.09%	3
Tetbury	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Tewkesbury	1.00%	3	1.91%	2	0.51%	1	1.37%	1	1.14%	1	0.72%	1	1.50%	3	0.00%	0	1.24%	1	4.44%	2	0.00%	0	0.00%	0
Other Centre (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	43.67%	131	39.05%	41	46.15%	90	38.36%	28	35.23%	31	51.80%	72	38.50%	77	54.00%	54	34.57%	28	55.56%	25	41.74%	48	50.85%	30
Alton	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Calne	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Cardigan	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Chippenham	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Coventry	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Derby	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Dursley	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Faringdon	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Maidstone	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Nailsworth	1.00%	3	0.95%	1	1.03%	2	0.00%	0	1.14%	1	1.44%	2	1.50%	3	0.00%	0	2.47%	2	0.00%	0	0.87%	1	0.00%	0
Online	0.67%	2	0.95%	1	0.51%	1	1.37%	1	1.14%	1	0.00%	0	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.87%	1	1.70%	1
Oxford	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Penzance	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Poole	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Portishead	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Sheffield	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
The Market Garden, Dyer Street, Cirencester	1.00%	3	0.95%	1	1.03%	2	0.00%	0	2.27%	2	0.72%	1	1.00%	2	1.00%	1	0.00%	0	0.00%	0	0.87%	1	3.39%	2
Thornbury	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q14 Why do you choose to do your main food shop at (LOCATION AT Q.12 / Q.13) rather than Cirencester? [MR] Those who didn't mention a Cirencester location at Q12 or Q13

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Accessibility by bus	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Accessibility by train	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Car parking prices	1.96%	1	5.26%	1	0.00%	0	0.00%	0	0.00%	0	4.00%	1	0.00%	0	5.88%	1	0.00%	0	11.11%	1	0.00%	0	0.00%	0
Car parking provision	3.92%	2	5.26%	1	3.13%	1	0.00%	0	0.00%	0	8.00%	2	2.94%	1	5.88%	1	14.29%	2	0.00%	0	0.00%	0	0.00%	0
Choice of food goods available	1.96%	1	5.26%	1	0.00%	0	0.00%	0	0.00%	0	4.00%	1	2.94%	1	0.00%	0	0.00%	0	0.00%	0	5.88%	1	0.00%	0
Choice of shops nearby selling non-food goods	1.96%	1	5.26%	1	0.00%	0	0.00%	0	6.67%	1	0.00%	0	0.00%	0	5.88%	1	7.14%	1	0.00%	0	0.00%	0	0.00%	0
Choice of shops selling food goods	1.96%	1	0.00%	0	3.13%	1	9.09%	1	0.00%	0	0.00%	0	0.00%	0	5.88%	1	0.00%	0	0.00%	0	5.88%	1	0.00%	0
Cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Entertainment / events	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nearer to home	56.86%	29	52.63%	10	59.38%	19	54.55%	6	66.67%	10	52.00%	13	67.65%	23	35.29%	6	57.14%	8	22.22%	2	64.71%	11	72.73%	8
Nearer to work	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other stores are too busy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Provision of leisure services nearby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Provision of services (e.g. banks / financial services)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Public information, signposts, public facilities	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food goods available	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of non-food goods available	1.96%	1	0.00%	0	3.13%	1	9.09%	1	0.00%	0	0.00%	0	2.94%	1	0.00%	0	7.14%	1	0.00%	0	0.00%	0	0.00%	0
Quality of shops selling food goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of shops selling non-food goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Safety (during the day)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Safety (during the night)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Shopping environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Good offers in store	3.92%	2	0.00%	0	6.25%	2	9.09%	1	0.00%	0	4.00%	1	2.94%	1	5.88%	1	7.14%	1	11.11%	1	0.00%	0	0.00%	0
Habit	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Online shop	5.88%	3	5.26%	1	6.25%	2	18.18%	2	6.67%	1	0.00%	0	5.88%	2	5.88%	1	0.00%	0	11.11%	1	5.88%	1	9.09%	1
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Closer to holiday accommodation	5.88%	3	10.53%	2	3.13%	1	0.00%	0	6.67%	1	8.00%	2	8.82%	3	0.00%	0	0.00%	0	11.11%	1	5.88%	1	9.09%	1
Lower prices	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / no reason)	17.65%	9	10.53%	2	21.88%	7	9.09%	1	13.33%	2	24.00%	6	8.82%	3	35.29%	6	14.29%	2	44.44%	4	11.77%	2	9.09%	1

Base: 51 19 32 11 15 25 34 17 14 9 17 11

Q15 Before today, which centre did you LAST visit for your non-food goods?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Bourton-on-the-Water	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bristol	2.33%	7	2.86%	3	2.05%	4	5.48%	4	1.14%	1	1.44%	2	3.00%	6	1.00%	1	3.70%	3	2.22%	1	0.87%	1	3.39%	2
Bristol, Cribbs Causeway	2.33%	7	3.81%	4	1.54%	3	0.00%	0	2.27%	2	3.60%	5	2.50%	5	2.00%	2	4.94%	4	0.00%	0	1.74%	2	1.70%	1
Cheltenham	21.67%	65	20.00%	21	22.56%	44	16.44%	12	17.05%	15	27.34%	38	22.50%	45	20.00%	20	19.75%	16	17.78%	8	28.70%	33	13.56%	8
Cirencester Retail Park (includes Home Bargains)	4.33%	13	6.67%	7	3.08%	6	4.11%	3	4.55%	4	4.32%	6	4.00%	8	5.00%	5	4.94%	4	2.22%	1	3.48%	4	6.78%	4
Cirencester town centre (other shops)	27.67%	83	22.86%	24	30.26%	59	27.40%	20	30.68%	27	25.90%	36	27.50%	55	28.00%	28	22.22%	18	35.56%	16	28.70%	33	27.12%	16
Cricklade	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Fairford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gloucester	3.67%	11	5.71%	6	2.56%	5	5.48%	4	1.14%	1	4.32%	6	2.00%	4	7.00%	7	4.94%	4	4.44%	2	2.61%	3	3.39%	2
Lechlade-on-Thames	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Malmesbury	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	2.22%	1	0.87%	1	0.00%	0
Moreton-in-Marsh	0.67%	2	1.91%	2	0.00%	0	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Royal Wootton Bassett	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
South Cerney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stow-on-the-Wold	1.00%	3	0.95%	1	1.03%	2	4.11%	3	0.00%	0	0.00%	0	1.00%	2	1.00%	1	1.24%	1	2.22%	1	0.87%	1	0.00%	0
Stroud	1.33%	4	2.86%	3	0.51%	1	0.00%	0	3.41%	3	0.72%	1	1.00%	2	2.00%	2	1.24%	1	0.00%	0	0.87%	1	3.39%	2
Swindon	17.00%	51	19.05%	20	15.90%	31	21.92%	16	23.86%	21	10.07%	14	14.50%	29	22.00%	22	18.52%	15	13.33%	6	16.52%	19	18.64%	11
Tetbury	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Tewkesbury	0.67%	2	0.95%	1	0.51%	1	1.37%	1	1.14%	1	0.00%	0	1.00%	2	0.00%	0	1.24%	1	2.22%	1	0.00%	0	0.00%	0
Witney	0.67%	2	0.00%	0	1.03%	2	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	4.44%	2	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Alton	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Bath	0.67%	2	0.00%	0	1.03%	2	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Burford	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Calne	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Cambridge	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Chippenham	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Coventry	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
High Wycombe	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Lichfield	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
London	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Maidstone	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0

Marlborough	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Nailsworth	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Newcastle Upon Tyne	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Nottingham	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Online	1.33%	4	0.00%	0	2.05%	4	1.37%	1	0.00%	0	2.16%	3	1.00%	2	2.00%	2	0.00%	0	2.22%	1	2.61%	3	0.00%	0
Oxford	1.33%	4	0.95%	1	1.54%	3	1.37%	1	0.00%	0	2.16%	3	1.00%	2	2.00%	2	1.24%	1	0.00%	0	1.74%	2	1.70%	1
Plymouth	0.67%	2	0.00%	0	1.03%	2	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	0.00%	0	0.00%	0	1.74%	2	0.00%	0
Poole	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Portsmouth	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Redditch	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Sheffield	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Southampton	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Stratford-Upon-Avon	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Yate	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
(Don't know / can't remember)	4.00%	12	2.86%	3	4.62%	9	5.48%	4	2.27%	2	4.32%	6	3.50%	7	5.00%	5	2.47%	2	6.67%	3	3.48%	4	5.09%	3

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q16 Why do you choose to do your non-food goods at (LOCATION AT Q.15) rather than Cirencester Town Centre? [MR] Those who didnt mention Cirencester Town Centre at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Accessibility by bus	0.92%	2	1.24%	1	0.74%	1	1.89%	1	0.00%	0	0.97%	1	1.38%	2	0.00%	0	1.59%	1	0.00%	0	1.22%	1	0.00%	0
Accessibility by train	0.46%	1	1.24%	1	0.00%	0	1.89%	1	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0	3.45%	1	0.00%	0	0.00%	0
Car parking prices	1.38%	3	1.24%	1	1.47%	2	1.89%	1	0.00%	0	1.94%	2	2.07%	3	0.00%	0	1.59%	1	0.00%	0	1.22%	1	2.33%	1
Car parking provision	4.61%	10	3.70%	3	5.15%	7	0.00%	0	1.64%	1	8.74%	9	4.14%	6	5.56%	4	6.35%	4	6.90%	2	3.66%	3	2.33%	1
Choice of food goods available	1.84%	4	2.47%	2	1.47%	2	5.66%	3	0.00%	0	0.97%	1	2.07%	3	1.39%	1	1.59%	1	0.00%	0	1.22%	1	4.65%	2
Choice of shops nearby selling non-food goods	44.70%	97	39.51%	32	47.79%	65	33.96%	18	55.74%	34	43.69%	45	42.07%	61	50.00%	36	53.97%	34	24.14%	7	52.44%	43	30.23%	13
Choice of shops selling food goods	1.84%	4	1.24%	1	2.21%	3	1.89%	1	1.64%	1	1.94%	2	1.38%	2	2.78%	2	1.59%	1	0.00%	0	3.66%	3	0.00%	0
Cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Entertainment / events	0.46%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0	0.97%	1	0.69%	1	0.00%	0	0.00%	0	0.00%	0	1.22%	1	0.00%	0
Nearer to home	22.12%	48	25.93%	21	19.85%	27	22.64%	12	29.51%	18	17.48%	18	24.83%	36	16.67%	12	23.81%	15	17.24%	5	13.42%	11	39.54%	17
Nearer to work	4.61%	10	3.70%	3	5.15%	7	3.77%	2	1.64%	1	6.80%	7	5.52%	8	2.78%	2	1.59%	1	10.35%	3	6.10%	5	2.33%	1
Other stores are too busy	0.46%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0	0.97%	1	0.69%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	0.00%	0
Poor accessibility to Cirencester	0.46%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0	0.97%	1	0.69%	1	0.00%	0	0.00%	0	0.00%	0	1.22%	1	0.00%	0
Provision of leisure services nearby	2.77%	6	1.24%	1	3.68%	5	7.55%	4	0.00%	0	1.94%	2	2.07%	3	4.17%	3	7.94%	5	0.00%	0	0.00%	0	2.33%	1
Provision of services (e.g. banks / financial services)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Public information, signposts, public facilities	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food goods available	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of non-food goods available	7.83%	17	8.64%	7	7.35%	10	3.77%	2	9.84%	6	8.74%	9	8.97%	13	5.56%	4	4.76%	3	0.00%	0	14.63%	12	4.65%	2
Quality of shops selling food goods	0.92%	2	2.47%	2	0.00%	0	0.00%	0	1.64%	1	0.97%	1	0.69%	1	1.39%	1	1.59%	1	0.00%	0	1.22%	1	0.00%	0
Quality of shops selling non-food goods	11.06%	24	8.64%	7	12.50%	17	18.87%	10	4.92%	3	10.68%	11	11.72%	17	9.72%	7	12.70%	8	13.79%	4	13.42%	11	2.33%	1
Safety (during the day)	0.46%	1	1.24%	1	0.00%	0	0.00%	0	1.64%	1	0.00%	0	0.69%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	0.00%	0
Safety (during the night)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Shopping environment	4.15%	9	3.70%	3	4.41%	6	3.77%	2	3.28%	2	4.85%	5	4.14%	6	4.17%	3	3.18%	2	6.90%	2	6.10%	5	0.00%	0
It's undercover	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Just for a change	3.23%	7	3.70%	3	2.94%	4	5.66%	3	1.64%	1	2.91%	3	3.45%	5	2.78%	2	3.18%	2	0.00%	0	4.88%	4	2.33%	1
Online is easier	1.84%	4	1.24%	1	2.21%	3	1.89%	1	1.64%	1	1.94%	2	1.38%	2	2.78%	2	1.59%	1	3.45%	1	2.44%	2	0.00%	0
Upmarket town	2.30%	5	3.70%	3	1.47%	2	3.77%	2	0.00%	0	2.91%	3	2.76%	4	1.39%	1	3.18%	2	6.90%	2	0.00%	0	2.33%	1
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheaper prices	5.07%	11	6.17%	5	4.41%	6	1.89%	1	13.12%	8	1.94%	2	3.45%	5	8.33%	6	3.18%	2	3.45%	1	6.10%	5	6.98%	3
Easier access	0.46%	1	0.00%	0	0.74%	1	0.00%	0	0.00%	0	0.97%	1	0.00%	0	1.39%	1	0.00%	0	0.00%	0	1.22%	1	0.00%	0
Familiarity	1.84%	4	2.47%	2	1.47%	2	3.77%	2	0.00%	0	1.94%	2	2.07%	3	1.39%	1	3.18%	2	3.45%	1	1.22%	1	0.00%	0
Free parking	1.38%	3	2.47%	2	0.74%	1	0.00%	0	3.28%	2	0.97%	1	2.07%	3	0.00%	0	4.76%	3	0.00%	0	0.00%	0	0.00%	0
On holiday	1.38%	3	1.24%	1	1.47%	2	0.00%	0	0.00%	0	2.91%	3	2.07%	3	0.00%	0	1.59%	1	0.00%	0	2.44%	2	0.00%	0
The market	0.46%	1	1.24%	1	0.00%	0	0.00%	0	1.64%	1	0.00%	0	0.00%	0	1.39%	1	0.00%	0	0.00%	0	1.22%	1	0.00%	0
Tie in with other appointments in the area	0.92%	2	0.00%	0	1.47%	2	1.89%	1	0.00%	0	0.97%	1	0.69%	1	1.39%	1	1.59%	1	0.00%	0	1.22%	1	0.00%	0
(Don't know / no reason)	13.83%	30	11.11%	9	15.44%	21	18.87%	10	4.92%	3	16.51%	17	11.72%	17	18.06%	13	9.52%	6	31.03%	9	8.54%	7	18.61%	8
Base:		217		81		136		53		61		103		145		72		63		29		82		43

Q17 Which of these statements best describes how frequently you currently visit Cirencester town centre, compared to before the Market Place redevelopment was completed in 2017?

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place												
Much more frequently than before	5.00%	15	6.67%	7	4.10%	8	6.85%	5	2.27%	2	5.76%	8	4.00%	8	7.00%	7	4.94%	4	6.67%	3	4.35%	5	5.09%	3
More frequently than before	4.67%	14	8.57%	9	2.56%	5	4.11%	3	5.68%	5	4.32%	6	3.50%	7	7.00%	7	4.94%	4	8.89%	4	1.74%	2	6.78%	4
About as frequently	63.33%	190	63.81%	67	63.08%	123	47.95%	35	67.05%	59	69.07%	96	64.00%	128	62.00%	62	70.37%	57	55.56%	25	63.48%	73	59.32%	35
Less frequently than before	6.33%	19	5.71%	6	6.67%	13	5.48%	4	5.68%	5	7.19%	10	7.00%	14	5.00%	5	6.17%	5	4.44%	2	5.22%	6	10.17%	6
Much less frequently than before	2.67%	8	1.91%	2	3.08%	6	0.00%	0	4.55%	4	2.88%	4	1.50%	3	5.00%	5	2.47%	2	0.00%	0	4.35%	5	1.70%	1
Didn't visit before 2017	10.67%	32	6.67%	7	12.82%	25	21.92%	16	10.23%	9	5.04%	7	11.00%	22	10.00%	10	7.41%	6	11.11%	5	13.91%	16	8.48%	5
This is my first visit	4.33%	13	3.81%	4	4.62%	9	5.48%	4	3.41%	3	4.32%	6	5.00%	10	3.00%	3	1.24%	1	11.11%	5	3.48%	4	5.09%	3
(Don't know / can't remember)	3.00%	9	2.86%	3	3.08%	6	8.22%	6	1.14%	1	1.44%	2	4.00%	8	1.00%	1	2.47%	2	2.22%	1	3.48%	4	3.39%	2

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q18 Do you think the town would benefit from:

More through traffic	13.67%	41	14.29%	15	13.33%	26	21.92%	16	10.23%	9	11.51%	16	14.00%	28	13.00%	13	14.82%	12	13.33%	6	11.30%	13	16.95%	10
The same amount of through traffic	31.33%	94	37.14%	39	28.21%	55	30.14%	22	35.23%	31	29.50%	41	35.50%	71	23.00%	23	29.63%	24	40.00%	18	32.17%	37	25.42%	15
Less through traffic	49.00%	147	41.91%	44	52.82%	103	36.99%	27	50.00%	44	54.68%	76	45.00%	90	57.00%	57	46.91%	38	44.44%	20	51.30%	59	50.85%	30
(Don't know)	6.00%	18	6.67%	7	5.64%	11	10.96%	8	4.55%	4	4.32%	6	5.50%	11	7.00%	7	8.64%	7	2.22%	1	5.22%	6	6.78%	4

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q19 If/when the multi-storey car park at Waterloo becomes operational, would you prefer:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Full pedestrianisation in and around Market Place (delivery vehicles would still have access)	40.33%	121	34.29%	36	43.59%	85	26.03%	19	42.05%	37	46.76%	65	37.00%	74	47.00%	47	40.74%	33	44.44%	20	40.00%	46	37.29%	22
Partial pedestrianisation in and around Market Place (e.g. except for buses, taxis and delivery vehicles); or	15.33%	46	13.33%	14	16.41%	32	21.92%	16	10.23%	9	15.11%	21	16.00%	32	14.00%	14	11.11%	9	13.33%	6	16.52%	19	20.34%	12
The continuation of the existing arrangements in and around Market Place	36.67%	110	44.76%	47	32.31%	63	45.21%	33	38.64%	34	30.94%	43	41.50%	83	27.00%	27	39.51%	32	31.11%	14	39.13%	45	32.20%	19
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know)	7.67%	23	7.62%	8	7.69%	15	6.85%	5	9.09%	8	7.19%	10	5.50%	11	12.00%	12	8.64%	7	11.11%	5	4.35%	5	10.17%	6
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Mean Score: [Number of visits per week]

Q20 How often do you visit Cirencester Town Centre in the evening? [MR]

Everyday	3.33%	10	6.67%	7	1.54%	3	6.85%	5	4.55%	4	0.72%	1	3.50%	7	3.00%	3	2.47%	2	6.67%	3	0.87%	1	6.78%	4
2-3 times a week	16.00%	48	17.14%	18	15.39%	30	34.25%	25	13.64%	12	7.91%	11	19.00%	38	10.00%	10	12.35%	10	15.56%	7	19.13%	22	15.25%	9
Once a week	10.33%	31	9.52%	10	10.77%	21	9.59%	7	14.77%	13	7.91%	11	12.00%	24	7.00%	7	11.11%	9	11.11%	5	11.30%	13	6.78%	4
Once a fortnight	6.67%	20	6.67%	7	6.67%	13	9.59%	7	4.55%	4	6.48%	9	7.00%	14	6.00%	6	6.17%	5	4.44%	2	7.83%	9	6.78%	4
Once a month	13.00%	39	12.38%	13	13.33%	26	9.59%	7	12.50%	11	15.11%	21	13.00%	26	13.00%	13	19.75%	16	11.11%	5	11.30%	13	8.48%	5
Less than once a month	15.00%	45	14.29%	15	15.39%	30	9.59%	7	20.46%	18	14.39%	20	14.00%	28	17.00%	17	18.52%	15	8.89%	4	13.04%	15	18.64%	11
First time today	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Never	35.00%	105	33.33%	35	35.90%	70	19.18%	14	29.55%	26	46.76%	65	31.00%	62	43.00%	43	29.63%	24	40.00%	18	36.52%	42	35.59%	21
(Don't know/varies)	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Mean:		0.8		1.1		0.7		1.5		0.9		0.4		0.9		0.6		0.7		1.1		0.7		1
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q21 What is the main reason you visit Cirencester Town Centre in the evening? Those who visit in the evening at Q20

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evening non-food shopping	2.06%	4	1.43%	1	2.42%	3	3.39%	2	1.61%	1	1.37%	1	2.19%	3	1.75%	1	3.51%	2	0.00%	0	2.74%	2	0.00%	0
Eat out	45.36%	88	40.00%	28	48.39%	60	27.12%	16	38.71%	24	65.75%	48	49.64%	68	35.09%	20	47.37%	27	38.46%	10	43.84%	32	50.00%	19
Go to a concert/gig	3.61%	7	2.86%	2	4.03%	5	0.00%	0	3.23%	2	6.85%	5	4.38%	6	1.75%	1	1.75%	1	7.69%	2	2.74%	2	5.26%	2
Go to the gym	1.55%	3	1.43%	1	1.61%	2	0.00%	0	4.84%	3	0.00%	0	2.19%	3	0.00%	0	1.75%	1	0.00%	0	2.74%	2	0.00%	0
Pick up a takeaway	3.61%	7	5.71%	4	2.42%	3	3.39%	2	6.45%	4	1.37%	1	2.19%	3	7.02%	4	0.00%	0	7.69%	2	1.37%	1	10.53%	4
Visit a bar / pub for a drink	28.35%	55	34.29%	24	25.00%	31	47.46%	28	30.65%	19	10.96%	8	24.09%	33	38.60%	22	35.09%	20	30.77%	8	26.03%	19	21.05%	8
Visit a nightclub	2.58%	5	0.00%	0	4.03%	5	8.48%	5	0.00%	0	0.00%	0	2.92%	4	1.75%	1	0.00%	0	0.00%	0	4.11%	3	5.26%	2
Use a cashpoint	0.52%	1	1.43%	1	0.00%	0	1.70%	1	0.00%	0	0.00%	0	0.73%	1	0.00%	0	0.00%	0	0.00%	0	1.37%	1	0.00%	0
Work / School / College	2.06%	4	1.43%	1	2.42%	3	5.09%	3	0.00%	0	1.37%	1	2.92%	4	0.00%	0	0.00%	0	0.00%	0	5.48%	4	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Attending events	1.03%	2	0.00%	0	1.61%	2	0.00%	0	3.23%	2	0.00%	0	0.73%	1	1.75%	1	1.75%	1	0.00%	0	1.37%	1	0.00%	0
Church	1.55%	3	2.86%	2	0.81%	1	0.00%	0	0.00%	0	4.11%	3	1.46%	2	1.75%	1	1.75%	1	3.85%	1	1.37%	1	0.00%	0
For a walk	2.06%	4	1.43%	1	2.42%	3	0.00%	0	3.23%	2	2.74%	2	1.46%	2	3.51%	2	1.75%	1	3.85%	1	0.00%	0	5.26%	2
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	0.52%	1	1.43%	1	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%	0	1.75%	1	1.75%	1	0.00%	0	0.00%	0	0.00%	0
Tesco Metro, Farrell Close, Cirencester (Town Centre)	1.55%	3	1.43%	1	1.61%	2	1.70%	1	3.23%	2	0.00%	0	0.73%	1	3.51%	2	1.75%	1	0.00%	0	2.74%	2	0.00%	0
Visit the museum	1.03%	2	2.86%	2	0.00%	0	0.00%	0	0.00%	0	2.74%	2	1.46%	2	0.00%	0	0.00%	0	0.00%	0	2.74%	2	0.00%	0
Visit the theatre	1.55%	3	1.43%	1	1.61%	2	0.00%	0	1.61%	1	2.74%	2	1.46%	2	1.75%	1	1.75%	1	3.85%	1	1.37%	1	0.00%	0
Visiting friends / family	1.03%	2	0.00%	0	1.61%	2	1.70%	1	1.61%	1	0.00%	0	1.46%	2	0.00%	0	0.00%	0	3.85%	1	0.00%	0	2.63%	1

Base: 194 70 124 59 62 73 137 57 57 26 73 38

Q22 What else do you tend to do whilst visiting Cirencester Town Centre in the evening? [MR] Those who visit in the evening at Q20

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Evening non-food shopping	2.58%	5	1.43%	1	3.23%	4	6.78%	4	1.61%	1	0.00%	0	3.65%	5	0.00%	0	0.00%	0	3.85%	1	4.11%	3	2.63%	1
Eat out	18.56%	36	18.57%	13	18.55%	23	27.12%	16	17.74%	11	12.33%	9	21.17%	29	12.28%	7	21.05%	12	26.92%	7	19.18%	14	7.90%	3
Go to a concert/gig	6.19%	12	5.71%	4	6.45%	8	5.09%	3	0.00%	0	12.33%	9	7.30%	10	3.51%	2	7.02%	4	11.54%	3	5.48%	4	2.63%	1
Go to the gym	3.61%	7	7.14%	5	1.61%	2	3.39%	2	6.45%	4	1.37%	1	4.38%	6	1.75%	1	1.75%	1	0.00%	0	5.48%	4	5.26%	2
Pick up a takeaway	6.70%	13	7.14%	5	6.45%	8	11.86%	7	6.45%	4	2.74%	2	8.03%	11	3.51%	2	8.77%	5	3.85%	1	6.85%	5	5.26%	2
Visit a bar / pub for a drink	20.10%	39	21.43%	15	19.36%	24	28.81%	17	20.97%	13	12.33%	9	22.63%	31	14.04%	8	12.28%	7	19.23%	5	24.66%	18	23.68%	9
Visit a nightclub	4.12%	8	1.43%	1	5.65%	7	13.56%	8	0.00%	0	0.00%	0	5.11%	7	1.75%	1	1.75%	1	7.69%	2	6.85%	5	0.00%	0
Use a cashpoint	3.61%	7	4.29%	3	3.23%	4	6.78%	4	4.84%	3	0.00%	0	4.38%	6	1.75%	1	1.75%	1	7.69%	2	1.37%	1	7.90%	3
Work / School / College	3.09%	6	4.29%	3	2.42%	3	3.39%	2	3.23%	2	2.74%	2	4.38%	6	0.00%	0	0.00%	0	7.69%	2	2.74%	2	5.26%	2
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Attending events	1.03%	2	0.00%	0	1.61%	2	0.00%	0	3.23%	2	0.00%	0	0.73%	1	1.75%	1	1.75%	1	0.00%	0	1.37%	1	0.00%	0
Christmas fair	0.52%	1	0.00%	0	0.81%	1	0.00%	0	1.61%	1	0.00%	0	0.00%	0	1.75%	1	1.75%	1	0.00%	0	0.00%	0	0.00%	0
Church	0.52%	1	1.43%	1	0.00%	0	0.00%	0	0.00%	0	1.37%	1	0.73%	1	0.00%	0	0.00%	0	0.00%	0	1.37%	1	0.00%	0
For a walk	2.06%	4	0.00%	0	3.23%	4	0.00%	0	3.23%	2	2.74%	2	2.19%	3	1.75%	1	0.00%	0	0.00%	0	2.74%	2	5.26%	2
Tesco Metro, Farrell Close, Cirencester (Town Centre)	1.55%	3	1.43%	1	1.61%	2	1.70%	1	3.23%	2	0.00%	0	1.46%	2	1.75%	1	0.00%	0	3.85%	1	2.74%	2	0.00%	0
Visit the theatre	1.55%	3	2.86%	2	0.81%	1	0.00%	0	0.00%	0	4.11%	3	2.19%	3	0.00%	0	3.51%	2	0.00%	0	1.37%	1	0.00%	0
Visiting friends / family	3.09%	6	2.86%	2	3.23%	4	3.39%	2	3.23%	2	2.74%	2	2.19%	3	5.26%	3	3.51%	2	0.00%	0	2.74%	2	5.26%	2
(No reason / no other reason)	40.72%	79	34.29%	24	44.36%	55	32.20%	19	35.48%	22	52.06%	38	35.77%	49	52.63%	30	47.37%	27	38.46%	10	32.88%	24	47.37%	18

Base: 194 70 124 59 62 73 137 57 57 26 73 38

Q22X Any mention at Q21 & Q22 [MR]

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place												
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0												
Evening non-food shopping	2.67%	8	1.91%	2	3.08%	6	6.85%	5	2.27%	2	0.72%	1	3.50%	7	1.00%	1	2.47%	2	2.22%	1	3.48%	4	1.70%	1
Eat out	41.33%	124	39.05%	41	42.56%	83	43.84%	32	39.77%	35	41.01%	57	48.50%	97	27.00%	27	48.15%	39	37.78%	17	40.00%	46	37.29%	22
Go to a concert/gig	6.33%	19	5.71%	6	6.67%	13	4.11%	3	2.27%	2	10.07%	14	8.00%	16	3.00%	3	6.17%	5	11.11%	5	5.22%	6	5.09%	3
Go to the gym	3.33%	10	5.71%	6	2.05%	4	2.74%	2	7.96%	7	0.72%	1	4.50%	9	1.00%	1	2.47%	2	0.00%	0	5.22%	6	3.39%	2
Pick up a takeaway	6.67%	20	8.57%	9	5.64%	11	12.33%	9	9.09%	8	2.16%	3	7.00%	14	6.00%	6	6.17%	5	6.67%	3	5.22%	6	10.17%	6
Visit a bar / pub for a drink	31.33%	94	37.14%	39	28.21%	55	61.64%	45	36.36%	32	12.23%	17	32.00%	64	30.00%	30	33.33%	27	28.89%	13	32.17%	37	28.81%	17
Visit a nightclub	4.33%	13	0.95%	1	6.15%	12	17.81%	13	0.00%	0	0.00%	0	5.50%	11	2.00%	2	1.24%	1	4.44%	2	6.96%	8	3.39%	2
Use a cashpoint	2.67%	8	3.81%	4	2.05%	4	6.85%	5	3.41%	3	0.00%	0	3.50%	7	1.00%	1	1.24%	1	4.44%	2	1.74%	2	5.09%	3
Work / School / College	3.33%	10	3.81%	4	3.08%	6	6.85%	5	2.27%	2	2.16%	3	5.00%	10	0.00%	0	0.00%	0	4.44%	2	5.22%	6	3.39%	2
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Attending events	1.33%	4	0.00%	0	2.05%	4	0.00%	0	4.55%	4	0.00%	0	1.00%	2	2.00%	2	2.47%	2	0.00%	0	1.74%	2	0.00%	0
Christmas fair	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Church	1.33%	4	2.86%	3	0.51%	1	0.00%	0	0.00%	0	2.88%	4	1.50%	3	1.00%	1	1.24%	1	2.22%	1	1.74%	2	0.00%	0
For a walk	2.67%	8	0.95%	1	3.59%	7	0.00%	0	4.55%	4	2.88%	4	2.50%	5	3.00%	3	1.24%	1	2.22%	1	1.74%	2	6.78%	4
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Tesco Metro, Farrell Close, Cirencester (Town Centre)	2.00%	6	1.91%	2	2.05%	4	2.74%	2	4.55%	4	0.00%	0	1.50%	3	3.00%	3	1.24%	1	2.22%	1	3.48%	4	0.00%	0
Visit the museum	0.67%	2	1.91%	2	0.00%	0	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	0.00%	0	1.74%	2	0.00%	0
Visit the theatre	2.00%	6	2.86%	3	1.54%	3	0.00%	0	1.14%	1	3.60%	5	2.50%	5	1.00%	1	3.70%	3	2.22%	1	1.74%	2	0.00%	0
Visiting friends / family	2.67%	8	1.91%	2	3.08%	6	4.11%	3	3.41%	3	1.44%	2	2.50%	5	3.00%	3	2.47%	2	2.22%	1	1.74%	2	5.09%	3

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Mean Score

[Minutes]

Q23 How long do you typically spend in Cirencester Town Centre during the evening / night? Those who visit in the evening at Q20

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place												
Less than 1 hour	6.70%	13	5.71%	4	7.26%	9	6.78%	4	9.68%	6	4.11%	3	4.38%	6	12.28%	7	5.26%	3	7.69%	2	4.11%	3	13.16%	5
Between 1 and 2 hours	25.77%	50	30.00%	21	23.39%	29	16.95%	10	29.03%	18	30.14%	22	27.74%	38	21.05%	12	26.32%	15	23.08%	6	26.03%	19	26.32%	10
Between 2 and 3 hours	41.75%	81	32.86%	23	46.77%	58	42.37%	25	35.48%	22	46.58%	34	42.34%	58	40.35%	23	40.35%	23	50.00%	13	41.10%	30	39.47%	15
Between 3 and 4 hours	15.98%	31	22.86%	16	12.10%	15	15.25%	9	19.36%	12	13.70%	10	16.79%	23	14.04%	8	19.30%	11	7.69%	2	15.07%	11	18.42%	7
Over 4 hours	7.22%	14	5.71%	4	8.07%	10	16.95%	10	3.23%	2	2.74%	2	5.84%	8	10.53%	6	8.77%	5	7.69%	2	8.22%	6	2.63%	1
Don't visit in the evening	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	2.58%	5	2.86%	2	2.42%	3	1.70%	1	3.23%	2	2.74%	2	2.92%	4	1.75%	1	0.00%	0	3.85%	1	5.48%	4	0.00%	0
Mean:		145		146		144		161		136		138		145		144		150		140		148		133
Base:		194		70		124		59		62		73		137		57		57		26		73		38

Mean Score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2]

Q24 Comparing Cirencester Town Centre with other surrounding centres, (e.g. Cheltenham, Gloucester, or Swindon) how does it compare on the following aspects?

Choice of shops

Much better	1.00%	3	1.91%	2	0.51%	1	0.00%	0	1.14%	1	1.44%	2	1.00%	2	1.00%	1	2.47%	2	0.00%	0	0.00%	0	1.70%	1
Better	10.00%	30	12.38%	13	8.72%	17	5.48%	4	13.64%	12	10.07%	14	10.00%	20	10.00%	10	11.11%	9	15.56%	7	3.48%	4	16.95%	10
About the same	20.67%	62	25.71%	27	17.95%	35	19.18%	14	18.18%	16	23.02%	32	24.00%	48	14.00%	14	23.46%	19	26.67%	12	20.00%	23	13.56%	8
Worse	38.00%	114	36.19%	38	38.97%	76	42.47%	31	35.23%	31	37.41%	52	35.50%	71	43.00%	43	32.10%	26	42.22%	19	43.48%	50	32.20%	19
Much worse	15.33%	46	9.52%	10	18.46%	36	21.92%	16	13.64%	12	12.95%	18	12.00%	24	22.00%	22	19.75%	16	4.44%	2	21.74%	25	5.09%	3
(Don't know)	15.00%	45	14.29%	15	15.39%	30	10.96%	8	18.18%	16	15.11%	21	17.50%	35	10.00%	10	11.11%	9	11.11%	5	11.30%	13	30.51%	18
Mean:		0.7		0.5		0.8		0.9		0.6		0.6		0.6		0.8		0.6		0.4		0.9		0.3
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Range of goods / services on offer

Much better	2.00%	6	3.81%	4	1.03%	2	0.00%	0	1.14%	1	3.60%	5	2.00%	4	2.00%	2	3.70%	3	4.44%	2	0.00%	0	1.70%	1
Better	9.67%	29	9.52%	10	9.74%	19	9.59%	7	11.36%	10	8.63%	12	10.00%	20	9.00%	9	9.88%	8	13.33%	6	6.96%	8	11.86%	7
About the same	31.67%	95	36.19%	38	29.23%	57	28.77%	21	35.23%	31	30.94%	43	34.00%	68	27.00%	27	37.04%	30	22.22%	10	30.44%	35	33.90%	20
Worse	33.00%	99	30.48%	32	34.36%	67	42.47%	31	27.27%	24	31.66%	44	33.50%	67	32.00%	32	25.93%	21	42.22%	19	38.26%	44	25.42%	15
Much worse	9.00%	27	5.71%	6	10.77%	21	8.22%	6	7.96%	7	10.07%	14	3.50%	7	20.00%	20	12.35%	10	4.44%	2	13.04%	15	0.00%	0
(Don't know)	14.67%	44	14.29%	15	14.87%	29	10.96%	8	17.05%	15	15.11%	21	17.00%	34	10.00%	10	11.11%	9	13.33%	6	11.30%	13	27.12%	16
Mean:		0.4		0.3		0.5		0.6		0.4		0.4		0.3		0.7		0.4		0.3		0.7		0.1
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Choice of independent specialist shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Much better	6.00%	18	8.57%	9	4.62%	9	6.85%	5	3.41%	3	7.19%	10	7.00%	14	4.00%	4	6.17%	5	4.44%	2	6.09%	7	6.78%	4
Better	31.67%	95	30.48%	32	32.31%	63	38.36%	28	34.09%	30	26.62%	37	35.00%	70	25.00%	25	34.57%	28	33.33%	15	28.70%	33	32.20%	19
About the same	28.67%	86	31.43%	33	27.18%	53	28.77%	21	34.09%	30	25.18%	35	28.00%	56	30.00%	30	28.40%	23	28.89%	13	31.30%	36	23.73%	14
Worse	15.33%	46	12.38%	13	16.92%	33	12.33%	9	9.09%	8	20.86%	29	11.50%	23	23.00%	23	16.05%	13	24.44%	11	13.91%	16	10.17%	6
Much worse	4.00%	12	2.86%	3	4.62%	9	1.37%	1	4.55%	4	5.04%	7	2.00%	4	8.00%	8	3.70%	3	2.22%	1	6.96%	8	0.00%	0
(Don't know)	14.33%	43	14.29%	15	14.36%	28	12.33%	9	14.77%	13	15.11%	21	16.50%	33	10.00%	10	11.11%	9	6.67%	3	13.04%	15	27.12%	16
Mean:		0.2		0.3		0.2		0.4		0.3		0.1		0.4		0.1		0.3		0.1		0.2		0.5
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Quality of shops

Much better	4.33%	13	6.67%	7	3.08%	6	8.22%	6	3.41%	3	2.88%	4	4.00%	8	5.00%	5	7.41%	6	2.22%	1	2.61%	3	5.09%	3
Better	15.67%	47	16.19%	17	15.39%	30	13.70%	10	17.05%	15	15.83%	22	19.00%	38	9.00%	9	11.11%	9	24.44%	11	16.52%	19	13.56%	8
About the same	50.67%	152	53.33%	56	49.23%	96	50.69%	37	53.41%	47	48.92%	68	49.50%	99	53.00%	53	59.26%	48	51.11%	23	49.57%	57	40.68%	24
Worse	10.00%	30	5.71%	6	12.31%	24	12.33%	9	5.68%	5	11.51%	16	9.00%	18	12.00%	12	6.17%	5	8.89%	4	13.91%	16	8.48%	5
Much worse	3.33%	10	2.86%	3	3.59%	7	1.37%	1	1.14%	1	5.76%	8	1.50%	3	7.00%	7	2.47%	2	2.22%	1	6.09%	7	0.00%	0
(Don't know)	16.00%	48	15.24%	16	16.41%	32	13.70%	10	19.32%	17	15.11%	21	17.00%	34	14.00%	14	13.58%	11	11.11%	5	11.30%	13	32.20%	19
Mean:		0.1		0.2		0		0.2		0.2		-0		0.2		0.1		0.2		0.2		0.1		0.2
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Range of services such as banks and other financial services

Much better	3.67%	11	5.71%	6	2.56%	5	4.11%	3	3.41%	3	3.60%	5	3.50%	7	4.00%	4	6.17%	5	4.44%	2	2.61%	3	1.70%	1
Better	18.67%	56	20.95%	22	17.44%	34	34.25%	25	12.50%	11	14.39%	20	19.00%	38	18.00%	18	18.52%	15	24.44%	11	15.65%	18	20.34%	12
About the same	46.00%	138	43.81%	46	47.18%	92	41.10%	30	53.41%	47	43.89%	61	45.00%	90	48.00%	48	48.15%	39	42.22%	19	49.57%	57	38.98%	23
Worse	11.67%	35	12.38%	13	11.28%	22	8.22%	6	7.96%	7	15.83%	22	12.50%	25	10.00%	10	13.58%	11	13.33%	6	12.17%	14	6.78%	4
Much worse	2.33%	7	1.91%	2	2.56%	5	0.00%	0	1.14%	1	4.32%	6	1.00%	2	5.00%	5	1.24%	1	2.22%	1	4.35%	5	0.00%	0
(Don't know)	17.67%	53	15.24%	16	18.97%	37	12.33%	9	21.59%	19	17.99%	25	19.00%	38	15.00%	15	12.35%	10	13.33%	6	15.65%	18	32.20%	19
Mean:		0.1		0.2		0.1		0.4		0.1		-0		0.1		0.1		0.2		0.2		0		0.3
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Range and choice of pubs / restaurants

Much better	2.33%	7	4.76%	5	1.03%	2	0.00%	0	2.27%	2	3.60%	5	1.50%	3	4.00%	4	6.17%	5	2.22%	1	0.00%	0	1.70%	1
Better	12.67%	38	12.38%	13	12.82%	25	9.59%	7	11.36%	10	15.11%	21	12.50%	25	13.00%	13	13.58%	11	13.33%	6	11.30%	13	13.56%	8
About the same	35.33%	106	33.33%	35	36.41%	71	41.10%	30	34.09%	30	33.09%	46	37.00%	74	32.00%	32	43.21%	35	33.33%	15	35.65%	41	25.42%	15
Worse	21.33%	64	20.95%	22	21.54%	42	21.92%	16	23.86%	21	19.42%	27	18.50%	37	27.00%	27	19.75%	16	26.67%	12	23.48%	27	15.25%	9
Much worse	4.00%	12	2.86%	3	4.62%	9	4.11%	3	2.27%	2	5.04%	7	2.50%	5	7.00%	7	1.24%	1	2.22%	1	6.09%	7	5.09%	3
(Don't know)	24.33%	73	25.71%	27	23.59%	46	23.29%	17	26.14%	23	23.74%	33	28.00%	56	17.00%	17	16.05%	13	22.22%	10	23.48%	27	38.98%	23
Mean:		0.2		0.1		0.2		0.3		0.2		0.1		0.1		0.2		0		0.2		0.3		0.1
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Leisure facilities

Much better	1.33%	4	3.81%	4	0.00%	0	1.37%	1	2.27%	2	0.72%	1	1.00%	2	2.00%	2	3.70%	3	0.00%	0	0.87%	1	0.00%	0
Better	10.67%	32	13.33%	14	9.23%	18	15.07%	11	9.09%	8	9.35%	13	12.50%	25	7.00%	7	11.11%	9	22.22%	10	6.96%	8	8.48%	5
About the same	28.00%	84	26.67%	28	28.72%	56	23.29%	17	25.00%	22	32.37%	45	29.00%	58	26.00%	26	34.57%	28	22.22%	10	27.83%	32	23.73%	14
Worse	23.00%	69	21.91%	23	23.59%	46	35.62%	26	26.14%	23	14.39%	20	22.00%	44	25.00%	25	24.69%	20	24.44%	11	23.48%	27	18.64%	11
Much worse	5.33%	16	4.76%	5	5.64%	11	4.11%	3	4.55%	4	6.48%	9	3.50%	7	9.00%	9	2.47%	2	4.44%	2	8.70%	10	3.39%	2
(Don't know)	31.67%	95	29.52%	31	32.82%	64	20.55%	15	32.96%	29	36.69%	51	32.00%	64	31.00%	31	23.46%	19	26.67%	12	32.17%	37	45.76%	27
Mean:		-		-		-		-		-		-		-		-		-		-		-		-
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Mean Score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2]

Q25 Comparing Cirencester Town Centre with other surrounding centres, how does it compare on the following aspects?

Town Centre environment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Much better	14.67%	44	14.29%	15	14.87%	29	16.44%	12	19.32%	17	10.79%	15	16.50%	33	11.00%	11	11.11%	9	15.56%	7	17.39%	20	13.56%	8
Better	38.00%	114	41.91%	44	35.90%	70	34.25%	25	40.91%	36	38.13%	53	42.00%	84	30.00%	30	40.74%	33	37.78%	17	31.30%	36	47.46%	28
About the same	23.67%	71	24.76%	26	23.08%	45	23.29%	17	18.18%	16	27.34%	38	22.00%	44	27.00%	27	24.69%	20	24.44%	11	27.83%	32	13.56%	8
Worse	13.67%	41	12.38%	13	14.36%	28	13.70%	10	11.36%	10	15.11%	21	10.50%	21	20.00%	20	16.05%	13	13.33%	6	13.91%	16	10.17%	6
Much worse	1.67%	5	1.91%	2	1.54%	3	1.37%	1	2.27%	2	1.44%	2	1.00%	2	3.00%	3	1.24%	1	2.22%	1	1.74%	2	1.70%	1
(Don't know)	8.33%	25	4.76%	5	10.26%	20	10.96%	8	7.96%	7	7.19%	10	8.00%	16	9.00%	9	6.17%	5	6.67%	3	7.83%	9	13.56%	8
Mean:		0.6		0.6		0.5		0.6		0.7		0.5		0.7		0.3		0.5		0.6		0.5		0.7
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Cleanliness

Much better	13.00%	39	14.29%	15	12.31%	24	20.55%	15	19.32%	17	5.04%	7	12.50%	25	14.00%	14	12.35%	10	11.11%	5	13.04%	15	15.25%	9
Better	44.00%	132	43.81%	46	44.10%	86	43.84%	32	44.32%	39	43.89%	61	47.50%	95	37.00%	37	46.91%	38	44.44%	20	39.13%	45	49.15%	29
About the same	30.67%	92	30.48%	32	30.77%	60	23.29%	17	27.27%	24	36.69%	51	29.50%	59	33.00%	33	28.40%	23	31.11%	14	35.65%	41	23.73%	14
Worse	4.33%	13	4.76%	5	4.10%	8	4.11%	3	1.14%	1	6.48%	9	3.50%	7	6.00%	6	6.17%	5	6.67%	3	3.48%	4	1.70%	1
Much worse	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	0.00%	0	2.00%	2	1.24%	1	0.00%	0	0.87%	1	0.00%	0
(Don't know)	7.33%	22	5.71%	6	8.21%	16	8.22%	6	6.82%	6	7.19%	10	7.00%	14	8.00%	8	4.94%	4	6.67%	3	7.83%	9	10.17%	6
Mean:		0.7		0.7		0.7		0.9		0.9		0.5		0.7		0.6		0.7		0.6		0.7		0.9
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Car parking provision / availability

Much better	0.67%	2	0.00%	0	1.03%	2	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	0.00%	0	0.00%	0	1.74%	2	0.00%	0
Better	6.67%	20	5.71%	6	7.18%	14	6.85%	5	6.82%	6	6.48%	9	8.50%	17	3.00%	3	6.17%	5	6.67%	3	7.83%	9	5.09%	3
About the same	22.67%	68	28.57%	30	19.49%	38	13.70%	10	29.55%	26	23.02%	32	22.50%	45	23.00%	23	24.69%	20	28.89%	13	17.39%	20	25.42%	15
Worse	35.00%	105	36.19%	38	34.36%	67	36.99%	27	34.09%	30	34.53%	48	37.50%	75	30.00%	30	32.10%	26	37.78%	17	36.52%	42	33.90%	20
Much worse	17.67%	53	17.14%	18	17.95%	35	20.55%	15	9.09%	8	21.58%	30	17.50%	35	18.00%	18	14.82%	12	8.89%	4	22.61%	26	18.64%	11
(Don't know)	17.33%	52	12.38%	13	20.00%	39	20.55%	15	20.46%	18	13.67%	19	13.50%	27	25.00%	25	22.22%	18	17.78%	8	13.91%	16	16.95%	10
Mean:		-		-		-		-		-		-		-		-		-		-		-		-
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Car parking prices

Much better	0.67%	2	0.00%	0	1.03%	2	1.37%	1	1.14%	1	0.00%	0	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Better	12.67%	38	7.62%	8	15.39%	30	16.44%	12	11.36%	10	11.51%	16	14.50%	29	9.00%	9	12.35%	10	6.67%	3	12.17%	14	18.64%	11
About the same	35.00%	105	42.86%	45	30.77%	60	28.77%	21	36.36%	32	37.41%	52	37.00%	74	31.00%	31	33.33%	27	31.11%	14	35.65%	41	38.98%	23
Worse	15.67%	47	14.29%	15	16.41%	32	16.44%	12	13.64%	12	16.55%	23	16.50%	33	14.00%	14	14.82%	12	20.00%	9	16.52%	19	11.86%	7
Much worse	10.33%	31	10.48%	11	10.26%	20	9.59%	7	10.23%	9	10.79%	15	8.50%	17	14.00%	14	11.11%	9	6.67%	3	11.30%	13	10.17%	6
(Don't know)	25.67%	77	24.76%	26	26.15%	51	27.40%	20	27.27%	24	23.74%	33	22.50%	45	32.00%	32	27.16%	22	35.56%	16	23.48%	27	20.34%	12
Mean:	-	0.3	-	0.4	-	0.3	-	0.2	-	0.3	-	0.4	-	0.2	-	0.5	-	0.3	-	0.4	-	0.3	-	0.2
Base:	-	300	-	105	-	195	-	73	-	88	-	139	-	200	-	100	-	81	-	45	-	115	-	59

Accessibility by bus

Much better	0.67%	2	0.00%	0	1.03%	2	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	1.24%	1	2.22%	1	0.00%	0	0.00%	0
Better	5.33%	16	3.81%	4	6.15%	12	8.22%	6	1.14%	1	6.48%	9	6.50%	13	3.00%	3	4.94%	4	4.44%	2	3.48%	4	10.17%	6
About the same	26.33%	79	33.33%	35	22.56%	44	27.40%	20	23.86%	21	27.34%	38	24.00%	48	31.00%	31	32.10%	26	22.22%	10	23.48%	27	27.12%	16
Worse	19.67%	59	17.14%	18	21.03%	41	19.18%	14	20.46%	18	19.42%	27	16.00%	32	27.00%	27	20.99%	17	28.89%	13	17.39%	20	15.25%	9
Much worse	7.33%	22	8.57%	9	6.67%	13	8.22%	6	10.23%	9	5.04%	7	8.00%	16	6.00%	6	7.41%	6	0.00%	0	9.57%	11	8.48%	5
(Don't know)	40.67%	122	37.14%	39	42.56%	83	35.62%	26	44.32%	39	41.01%	57	45.00%	90	32.00%	32	33.33%	27	42.22%	19	46.09%	53	38.98%	23
Mean:	-	0.5	-	0.5	-	0.5	-	0.4	-	0.7	-	0.4	-	0.5	-	0.5	-	0.4	-	0.4	-	0.6	-	0.4
Base:	-	300	-	105	-	195	-	73	-	88	-	139	-	200	-	100	-	81	-	45	-	115	-	59

Accessibility by cycling

Much better	1.00%	3	1.91%	2	0.51%	1	0.00%	0	2.27%	2	0.72%	1	1.00%	2	1.00%	1	0.00%	0	4.44%	2	0.00%	0	1.70%	1
Better	10.33%	31	12.38%	13	9.23%	18	19.18%	14	12.50%	11	4.32%	6	12.00%	24	7.00%	7	8.64%	7	13.33%	6	9.57%	11	11.86%	7
About the same	19.33%	58	20.95%	22	18.46%	36	21.92%	16	18.18%	16	18.71%	26	17.50%	35	23.00%	23	20.99%	17	8.89%	4	23.48%	27	16.95%	10
Worse	6.67%	20	6.67%	7	6.67%	13	5.48%	4	9.09%	8	5.76%	8	6.50%	13	7.00%	7	6.17%	5	6.67%	3	7.83%	9	5.09%	3
Much worse	5.67%	17	7.62%	8	4.62%	9	6.85%	5	6.82%	6	4.32%	6	6.00%	12	5.00%	5	4.94%	4	4.44%	2	4.35%	5	10.17%	6
(Don't know)	57.00%	171	50.48%	53	60.51%	118	46.58%	34	51.14%	45	66.19%	92	57.00%	114	57.00%	57	59.26%	48	62.22%	28	54.78%	63	54.24%	32
Mean:	-	0.1	-	0.1	-	0.1	-	0	-	0.1	-	0.3	-	0.1	-	0.2	-	0.2	-	0.2	-	0.2	-	0.2
Base:	-	300	-	105	-	195	-	73	-	88	-	139	-	200	-	100	-	81	-	45	-	115	-	59

Walking accessibility

Much better	8.00%	24	7.62%	8	8.21%	16	9.59%	7	9.09%	8	6.48%	9	7.50%	15	9.00%	9	9.88%	8	8.89%	4	7.83%	9	5.09%	3
Better	25.33%	76	26.67%	28	24.62%	48	26.03%	19	23.86%	21	25.90%	36	27.50%	55	21.00%	21	32.10%	26	22.22%	10	26.09%	30	16.95%	10
About the same	38.33%	115	44.76%	47	34.87%	68	35.62%	26	39.77%	35	38.85%	54	35.50%	71	44.00%	44	43.21%	35	31.11%	14	40.87%	47	32.20%	19
Worse	3.67%	11	1.91%	2	4.62%	9	4.11%	3	5.68%	5	2.16%	3	3.00%	6	5.00%	5	6.17%	5	6.67%	3	1.74%	2	1.70%	1
Much worse	3.00%	9	4.76%	5	2.05%	4	2.74%	2	5.68%	5	1.44%	2	3.50%	7	2.00%	2	0.00%	0	2.22%	1	2.61%	3	8.48%	5
(Don't know)	21.67%	65	14.29%	15	25.64%	50	21.92%	16	15.91%	14	25.18%	35	23.00%	46	19.00%	19	8.64%	7	28.89%	13	20.87%	24	35.59%	21
Mean:	-	0.4	-	0.4	-	0.4	-	0.5	-	0.3	-	0.5	-	0.4	-	0.4	-	0.5	-	0.4	-	0.4	-	0.1
Base:	-	300	-	105	-	195	-	73	-	88	-	139	-	200	-	100	-	81	-	45	-	115	-	59

Public information / signposts / public facilities

Much better	1.33%	4	0.95%	1	1.54%	3	2.74%	2	1.14%	1	0.72%	1	1.00%	2	2.00%	2	1.24%	1	0.00%	0	1.74%	2	1.70%	1
Better	11.67%	35	13.33%	14	10.77%	21	16.44%	12	9.09%	8	10.79%	15	13.00%	26	9.00%	9	14.82%	12	8.89%	4	9.57%	11	13.56%	8
About the same	48.67%	146	51.43%	54	47.18%	92	41.10%	30	54.55%	48	48.92%	68	48.50%	97	49.00%	49	54.32%	44	57.78%	26	42.61%	49	45.76%	27
Worse	13.00%	39	8.57%	9	15.39%	30	17.81%	13	11.36%	10	11.51%	16	10.00%	20	19.00%	19	9.88%	8	11.11%	5	18.26%	21	8.48%	5
Much worse	3.00%	9	2.86%	3	3.08%	6	1.37%	1	4.55%	4	2.88%	4	3.50%	7	2.00%	2	2.47%	2	0.00%	0	1.74%	2	8.48%	5
(Don't know)	22.33%	67	22.86%	24	22.05%	43	20.55%	15	19.32%	17	25.18%	35	24.00%	48	19.00%	19	17.28%	14	22.22%	10	26.09%	30	22.03%	13
<i>Mean:</i>		-		0		-		0		-		-		-		-		0		-		-		-
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Mean Score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2]

Q26 Comparing Cirencester Town Centre with other surrounding centres, how does it compare on the following aspects?

Entertainment / events / performances

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Much better	2.33%	7	2.86%	3	2.05%	4	2.74%	2	3.41%	3	1.44%	2	3.00%	6	1.00%	1	3.70%	3	0.00%	0	0.87%	1	5.09%	3
Better	11.00%	33	15.24%	16	8.72%	17	6.85%	5	10.23%	9	13.67%	19	10.50%	21	12.00%	12	8.64%	7	20.00%	9	8.70%	10	11.86%	7
About the same	22.67%	68	25.71%	27	21.03%	41	13.70%	10	23.86%	21	26.62%	37	21.00%	42	26.00%	26	25.93%	21	24.44%	11	17.39%	20	27.12%	16
Worse	32.33%	97	28.57%	30	34.36%	67	39.73%	29	30.68%	27	29.50%	41	33.50%	67	30.00%	30	28.40%	23	33.33%	15	37.39%	43	27.12%	16
Much worse	10.33%	31	7.62%	8	11.80%	23	17.81%	13	9.09%	8	7.19%	10	11.00%	22	9.00%	9	12.35%	10	2.22%	1	15.65%	18	3.39%	2
(Don't know)	21.33%	64	20.00%	21	22.05%	43	19.18%	14	22.73%	20	21.58%	30	21.00%	42	22.00%	22	20.99%	17	20.00%	9	20.00%	23	25.42%	15
<i>Mean:</i>		-		-		-		-		-		-		-		-		-		-		-		-
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Tourist facilities / hotels

Much better	2.00%	6	3.81%	4	1.03%	2	4.11%	3	2.27%	2	0.72%	1	3.00%	6	0.00%	0	1.24%	1	2.22%	1	1.74%	2	3.39%	2
Better	16.67%	50	21.91%	23	13.85%	27	12.33%	9	18.18%	16	17.99%	25	15.50%	31	19.00%	19	16.05%	13	17.78%	8	13.91%	16	22.03%	13
About the same	32.00%	96	35.24%	37	30.26%	59	32.88%	24	39.77%	35	26.62%	37	32.00%	64	32.00%	32	34.57%	28	28.89%	13	36.52%	42	22.03%	13
Worse	20.00%	60	13.33%	14	23.59%	46	19.18%	14	11.36%	10	25.90%	36	20.50%	41	19.00%	19	14.82%	12	26.67%	12	21.74%	25	18.64%	11
Much worse	2.00%	6	1.91%	2	2.05%	4	1.37%	1	2.27%	2	2.16%	3	2.00%	4	2.00%	2	3.70%	3	2.22%	1	0.87%	1	1.70%	1
(Don't know)	27.33%	82	23.81%	25	29.23%	57	30.14%	22	26.14%	23	26.62%	37	27.00%	54	28.00%	28	29.63%	24	22.22%	10	25.22%	29	32.20%	19
<i>Mean:</i>		-		0.2		-		-		0.1		-		-		-		-		0.1		0.1		0.1
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Day time safety

Much better	13.67%	41	14.29%	15	13.33%	26	19.18%	14	17.05%	15	8.63%	12	13.00%	26	15.00%	15	9.88%	8	15.56%	7	17.39%	20	10.17%	6
Better	40.67%	122	44.76%	47	38.46%	75	35.62%	26	45.46%	40	40.29%	56	42.00%	84	38.00%	38	48.15%	39	31.11%	14	37.39%	43	44.07%	26
About the same	29.33%	88	27.62%	29	30.26%	59	26.03%	19	26.14%	23	33.09%	46	31.50%	63	25.00%	25	30.86%	25	37.78%	17	28.70%	33	22.03%	13
Worse	4.00%	12	2.86%	3	4.62%	9	5.48%	4	2.27%	2	4.32%	6	2.00%	4	8.00%	8	4.94%	4	2.22%	1	3.48%	4	5.09%	3
Much worse	0.67%	2	1.91%	2	0.00%	0	0.00%	0	0.00%	0	1.44%	2	0.00%	0	2.00%	2	0.00%	0	2.22%	1	0.87%	1	0.00%	0
(Don't know)	11.67%	35	8.57%	9	13.33%	26	13.70%	10	9.09%	8	12.23%	17	11.50%	23	12.00%	12	6.17%	5	11.11%	5	12.17%	14	18.64%	11
<i>Mean:</i>		0.7		0.7		0.7		0.8		0.9		0.6		0.8		0.6		0.7		0.6		0.8		0.7
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Evening/night safety

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Much better	13.33%	40	13.33%	14	13.33%	26	16.44%	12	20.46%	18	7.19%	10	15.00%	30	10.00%	10	11.11%	9	17.78%	8	12.17%	14	15.25%	9
Better	32.33%	97	34.29%	36	31.28%	61	32.88%	24	34.09%	30	30.94%	43	32.50%	65	32.00%	32	30.86%	25	31.11%	14	33.04%	38	33.90%	20
About the same	21.67%	65	20.00%	21	22.56%	44	24.66%	18	21.59%	19	20.14%	28	21.50%	43	22.00%	22	27.16%	22	22.22%	10	17.39%	20	22.03%	13
Worse	6.33%	19	6.67%	7	6.15%	12	9.59%	7	4.55%	4	5.76%	8	5.50%	11	8.00%	8	6.17%	5	0.00%	0	8.70%	10	6.78%	4
Much worse	0.67%	2	1.91%	2	0.00%	0	0.00%	0	1.14%	1	0.72%	1	0.00%	0	2.00%	2	0.00%	0	2.22%	1	0.87%	1	0.00%	0
(Don't know)	25.67%	77	23.81%	25	26.67%	52	16.44%	12	18.18%	16	35.25%	49	25.50%	51	26.00%	26	24.69%	20	26.67%	12	27.83%	32	22.03%	13
<i>Mean:</i>		0.7		0.7		0.7		0.7		0.8		0.6		0.8		0.5		0.6		0.9		0.7		0.7
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Layout

Much better	4.00%	12	3.81%	4	4.10%	8	2.74%	2	6.82%	6	2.88%	4	4.50%	9	3.00%	3	6.17%	5	0.00%	0	2.61%	3	6.78%	4
Better	31.67%	95	37.14%	39	28.72%	56	27.40%	20	36.36%	32	30.94%	43	35.50%	71	24.00%	24	28.40%	23	22.22%	10	35.65%	41	35.59%	21
About the same	39.67%	119	38.10%	40	40.51%	79	43.84%	32	35.23%	31	40.29%	56	40.50%	81	38.00%	38	43.21%	35	53.33%	24	39.13%	45	25.42%	15
Worse	11.00%	33	11.43%	12	10.77%	21	9.59%	7	11.36%	10	11.51%	16	8.00%	16	17.00%	17	12.35%	10	13.33%	6	13.04%	15	3.39%	2
Much worse	2.67%	8	1.91%	2	3.08%	6	4.11%	3	2.27%	2	2.16%	3	2.50%	5	3.00%	3	1.24%	1	2.22%	1	1.74%	2	6.78%	4
(Don't know)	11.00%	33	7.62%	8	12.82%	25	12.33%	9	7.96%	7	12.23%	17	9.00%	18	15.00%	15	8.64%	7	8.89%	4	7.83%	9	22.03%	13
<i>Mean:</i>		0.3		0.3		0.2		0.2		0.4		0.2		0.4		0.1		0.3		0.1		0.3		0.4
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Public art

Much better	3.67%	11	3.81%	4	3.59%	7	6.85%	5	3.41%	3	2.16%	3	4.50%	9	2.00%	2	6.17%	5	0.00%	0	3.48%	4	3.39%	2
Better	29.00%	87	32.38%	34	27.18%	53	26.03%	19	34.09%	30	27.34%	38	31.50%	63	24.00%	24	37.04%	30	20.00%	9	31.30%	36	20.34%	12
About the same	27.33%	82	24.76%	26	28.72%	56	27.40%	20	26.14%	23	28.06%	39	27.50%	55	27.00%	27	22.22%	18	31.11%	14	28.70%	33	28.81%	17
Worse	15.00%	45	17.14%	18	13.85%	27	15.07%	11	11.36%	10	17.27%	24	15.50%	31	14.00%	14	9.88%	8	24.44%	11	13.91%	16	16.95%	10
Much worse	1.67%	5	0.95%	1	2.05%	4	2.74%	2	0.00%	0	2.16%	3	1.50%	3	2.00%	2	2.47%	2	2.22%	1	0.87%	1	1.70%	1
(Don't know)	23.33%	70	20.95%	22	24.62%	48	21.92%	16	25.00%	22	23.02%	32	19.50%	39	31.00%	31	22.22%	18	22.22%	10	21.74%	25	28.81%	17
<i>Mean:</i>		0.2		0.3		0.2		0.3		0.4		0.1		0.3		0.1		0.4		-		0.3		0.1
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

General environment

Much better	8.33%	25	8.57%	9	8.21%	16	12.33%	9	11.36%	10	4.32%	6	10.00%	20	5.00%	5	9.88%	8	4.44%	2	8.70%	10	8.48%	5
Better	40.33%	121	45.71%	48	37.44%	73	32.88%	24	45.46%	40	41.01%	57	43.00%	86	35.00%	35	45.68%	37	31.11%	14	43.48%	50	33.90%	20
About the same	32.00%	96	27.62%	29	34.36%	67	39.73%	29	29.55%	26	29.50%	41	31.50%	63	33.00%	33	27.16%	22	44.44%	20	29.57%	34	33.90%	20
Worse	7.00%	21	5.71%	6	7.69%	15	1.37%	1	5.68%	5	10.79%	15	5.50%	11	10.00%	10	6.17%	5	6.67%	3	9.57%	11	3.39%	2
Much worse	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
(Don't know)	12.00%	36	11.43%	12	12.31%	24	12.33%	9	7.96%	7	14.39%	20	9.50%	19	17.00%	17	11.11%	9	13.33%	6	8.70%	10	18.64%	11
<i>Mean:</i>		0.6		0.6		0.5		0.6		0.7		0.5		0.6		0.4		0.7		0.4		0.6		0.5
<i>Base:</i>		300		105		195		73		88		139		200		100		81		45		115		59

Q27 What type of shops or services would you like to see more of in Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Banks	2.00%	6	1.91%	2	2.05%	4	0.00%	0	2.27%	2	2.88%	4	2.50%	5	1.00%	1	3.70%	3	0.00%	0	2.61%	3	0.00%	0
Better leisure facility provision	6.00%	18	4.76%	5	6.67%	13	8.22%	6	10.23%	9	2.16%	3	6.50%	13	5.00%	5	4.94%	4	4.44%	2	7.83%	9	5.09%	3
Better retail provision for children and babies	10.00%	30	6.67%	7	11.80%	23	6.85%	5	17.05%	15	7.19%	10	8.50%	17	13.00%	13	11.11%	9	2.22%	1	13.91%	16	6.78%	4
Book shop	2.33%	7	1.91%	2	2.56%	5	2.74%	2	4.55%	4	0.72%	1	3.00%	6	1.00%	1	0.00%	0	2.22%	1	4.35%	5	1.70%	1
Building society	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Card shop	1.33%	4	0.00%	0	2.05%	4	2.74%	2	0.00%	0	1.44%	2	1.50%	3	1.00%	1	0.00%	0	0.00%	0	1.74%	2	3.39%	2
Click and collect facilities	2.00%	6	1.91%	2	2.05%	4	6.85%	5	0.00%	0	0.72%	1	3.00%	6	0.00%	0	0.00%	0	2.22%	1	1.74%	2	5.09%	3
Clothing stores	38.00%	114	29.52%	31	42.56%	83	45.21%	33	39.77%	35	33.09%	46	34.00%	68	46.00%	46	37.04%	30	33.33%	15	44.35%	51	30.51%	18
Department stores / retailers	15.00%	45	7.62%	8	18.97%	37	17.81%	13	9.09%	8	17.27%	24	16.00%	32	13.00%	13	13.58%	11	11.11%	5	16.52%	19	16.95%	10
Drinking establishments	2.67%	8	0.95%	1	3.59%	7	9.59%	7	0.00%	0	0.72%	1	4.00%	8	0.00%	0	1.24%	1	0.00%	0	5.22%	6	1.70%	1
Electrical goods	4.00%	12	5.71%	6	3.08%	6	6.85%	5	2.27%	2	3.60%	5	4.00%	8	4.00%	4	2.47%	2	2.22%	1	6.09%	7	3.39%	2
Footwear stores	8.33%	25	8.57%	9	8.21%	16	13.70%	10	5.68%	5	7.19%	10	8.00%	16	9.00%	9	6.17%	5	8.89%	4	10.44%	12	6.78%	4
Health food shop	2.33%	7	1.91%	2	2.56%	5	4.11%	3	2.27%	2	1.44%	2	3.00%	6	1.00%	1	2.47%	2	2.22%	1	3.48%	4	0.00%	0
High Street names	12.33%	37	4.76%	5	16.41%	32	21.92%	16	9.09%	8	9.35%	13	13.00%	26	11.00%	11	7.41%	6	6.67%	3	19.13%	22	10.17%	6
Household goods stores	5.33%	16	1.91%	2	7.18%	14	6.85%	5	4.55%	4	5.04%	7	5.50%	11	5.00%	5	3.70%	3	11.11%	5	6.09%	7	1.70%	1
Independent / specialist shops	24.00%	72	27.62%	29	22.05%	43	16.44%	12	25.00%	22	27.34%	38	24.00%	48	24.00%	24	27.16%	22	28.89%	13	21.74%	25	20.34%	12
Large supermarkets	2.00%	6	0.95%	1	2.56%	5	4.11%	3	1.14%	1	1.44%	2	2.00%	4	2.00%	2	1.24%	1	2.22%	1	0.87%	1	5.09%	3
Larger sizes clothing store	4.00%	12	2.86%	3	4.62%	9	5.48%	4	1.14%	1	5.04%	7	3.50%	7	5.00%	5	6.17%	5	6.67%	3	2.61%	3	1.70%	1
Markets	2.67%	8	2.86%	3	2.56%	5	0.00%	0	4.55%	4	2.88%	4	3.00%	6	2.00%	2	2.47%	2	4.44%	2	2.61%	3	1.70%	1
Pharmacies	0.67%	2	0.95%	1	0.51%	1	2.74%	2	0.00%	0	0.00%	0	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Public amenities (e.g benches, sign posts, toilets)	4.33%	13	2.86%	3	5.13%	10	8.22%	6	2.27%	2	3.60%	5	5.00%	10	3.00%	3	7.41%	6	2.22%	1	3.48%	4	3.39%	2
Public transport facilities	5.00%	15	3.81%	4	5.64%	11	5.48%	4	4.55%	4	5.04%	7	4.50%	9	6.00%	6	3.70%	3	2.22%	1	5.22%	6	8.48%	5
Public transport services	5.67%	17	3.81%	4	6.67%	13	8.22%	6	3.41%	3	5.76%	8	7.00%	14	3.00%	3	7.41%	6	4.44%	2	6.96%	8	1.70%	1
Restaurants / cafes	5.33%	16	4.76%	5	5.64%	11	12.33%	9	3.41%	3	2.88%	4	6.50%	13	3.00%	3	6.17%	5	4.44%	2	5.22%	6	5.09%	3
Solicitors	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Specialist food stores	4.33%	13	4.76%	5	4.10%	8	5.48%	4	3.41%	3	4.32%	6	5.50%	11	2.00%	2	4.94%	4	4.44%	2	5.22%	6	1.70%	1
Sports shop	7.00%	21	8.57%	9	6.15%	12	15.07%	11	7.96%	7	2.16%	3	8.50%	17	4.00%	4	4.94%	4	8.89%	4	6.09%	7	10.17%	6

Street market stalls	2.67%	8	0.95%	1	3.59%	7	4.11%	3	2.27%	2	2.16%	3	3.50%	7	1.00%	1	0.00%	0	2.22%	1	3.48%	4	5.09%	3
Toy shops	6.00%	18	3.81%	4	7.18%	14	8.22%	6	9.09%	8	2.88%	4	5.00%	10	8.00%	8	6.17%	5	2.22%	1	9.57%	11	1.70%	1
Trade in shop	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
None mentioned	13.33%	40	17.14%	18	11.28%	22	8.22%	6	15.91%	14	14.39%	20	18.00%	36	4.00%	4	11.11%	9	15.56%	7	10.44%	12	20.34%	12
Affordable shops	4.67%	14	3.81%	4	5.13%	10	4.11%	3	10.23%	9	1.44%	2	3.00%	6	8.00%	8	11.11%	9	0.00%	0	2.61%	3	3.39%	2
Antique shop	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Art shop	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Bakery	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	0.00%	0	2.00%	2	0.00%	0	2.22%	1	0.00%	0	1.70%	1
Bravissimo	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Computer shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Delicatessen	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Ethnic food shop	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Hardware shop	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Iceland	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer clothing outlet	1.00%	3	0.95%	1	1.03%	2	0.00%	0	0.00%	0	2.16%	3	1.50%	3	0.00%	0	2.47%	2	0.00%	0	0.87%	1	0.00%	0
Music shop	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Office	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Organic shop	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Post Office	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Primark	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Shoe shop	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Zara	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
(Don't know)	8.00%	24	9.52%	10	7.18%	14	13.70%	10	5.68%	5	6.48%	9	6.50%	13	11.00%	11	7.41%	6	8.89%	4	7.83%	9	8.48%	5

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q28 What type of leisure facilities would you like to see more of in Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Art galleries	4.67%	14	3.81%	4	5.13%	10	2.74%	2	4.55%	4	5.76%	8	6.00%	12	2.00%	2	4.94%	4	4.44%	2	4.35%	5	5.09%	3
Bingo	2.67%	8	2.86%	3	2.56%	5	1.37%	1	5.68%	5	1.44%	2	2.00%	4	4.00%	4	2.47%	2	2.22%	1	2.61%	3	3.39%	2
Bowling alley	11.00%	33	8.57%	9	12.31%	24	17.81%	13	14.77%	13	5.04%	7	10.00%	20	13.00%	13	11.11%	9	4.44%	2	10.44%	12	16.95%	10
Children's activity centre	6.33%	19	0.00%	0	9.74%	19	5.48%	4	10.23%	9	4.32%	6	5.50%	11	8.00%	8	4.94%	4	6.67%	3	7.83%	9	5.09%	3
Cinema	54.00%	162	50.48%	53	55.90%	109	65.75%	48	60.23%	53	43.89%	61	53.50%	107	55.00%	55	53.09%	43	51.11%	23	59.13%	68	47.46%	28
Civic Hall / Civic spaces	0.67%	2	1.91%	2	0.00%	0	0.00%	0	1.14%	1	0.72%	1	0.50%	1	1.00%	1	0.00%	0	2.22%	1	0.87%	1	0.00%	0
Community centre	2.67%	8	4.76%	5	1.54%	3	1.37%	1	4.55%	4	2.16%	3	2.00%	4	4.00%	4	1.24%	1	4.44%	2	0.87%	1	6.78%	4
Entertainment / activities for young people	14.00%	42	8.57%	9	16.92%	33	15.07%	11	19.32%	17	10.07%	14	11.00%	22	20.00%	20	12.35%	10	13.33%	6	19.13%	22	6.78%	4
Go-karting	5.33%	16	7.62%	8	4.10%	8	12.33%	9	6.82%	6	0.72%	1	5.50%	11	5.00%	5	4.94%	4	6.67%	3	5.22%	6	5.09%	3
Golf amenities	2.00%	6	1.91%	2	2.05%	4	5.48%	4	1.14%	1	0.72%	1	3.00%	6	0.00%	0	1.24%	1	2.22%	1	0.00%	0	6.78%	4
Guided tours / audio tours	2.67%	8	2.86%	3	2.56%	5	2.74%	2	5.68%	5	0.72%	1	3.50%	7	1.00%	1	2.47%	2	6.67%	3	0.00%	0	5.09%	3
Health and fitness	3.67%	11	3.81%	4	3.59%	7	9.59%	7	4.55%	4	0.00%	0	5.00%	10	1.00%	1	2.47%	2	0.00%	0	4.35%	5	6.78%	4
Hotels	2.00%	6	0.00%	0	3.08%	6	4.11%	3	0.00%	0	2.16%	3	2.00%	4	2.00%	2	1.24%	1	4.44%	2	1.74%	2	1.70%	1
Ice rink	7.33%	22	5.71%	6	8.21%	16	16.44%	12	9.09%	8	1.44%	2	7.50%	15	7.00%	7	8.64%	7	11.11%	5	4.35%	5	8.48%	5
More exhibition / info of archaeology	3.67%	11	4.76%	5	3.08%	6	2.74%	2	6.82%	6	2.16%	3	3.50%	7	4.00%	4	4.94%	4	4.44%	2	2.61%	3	3.39%	2
Museums	3.00%	9	4.76%	5	2.05%	4	2.74%	2	3.41%	3	2.88%	4	3.50%	7	2.00%	2	9.88%	8	0.00%	0	0.00%	0	1.70%	1
Music events	15.00%	45	14.29%	15	15.39%	30	27.40%	20	14.77%	13	8.63%	12	16.50%	33	12.00%	12	18.52%	15	11.11%	5	13.04%	15	16.95%	10
Parks / gardens	3.00%	9	2.86%	3	3.08%	6	8.22%	6	1.14%	1	1.44%	2	4.00%	8	1.00%	1	1.24%	1	8.89%	4	2.61%	3	1.70%	1
Restaurants / cafes	2.67%	8	3.81%	4	2.05%	4	5.48%	4	1.14%	1	2.16%	3	4.00%	8	0.00%	0	3.70%	3	4.44%	2	0.87%	1	3.39%	2
Sports pitches	2.33%	7	0.95%	1	3.08%	6	8.22%	6	0.00%	0	0.72%	1	3.00%	6	1.00%	1	3.70%	3	0.00%	0	1.74%	2	3.39%	2
Swimming pool	5.00%	15	5.71%	6	4.62%	9	9.59%	7	4.55%	4	2.88%	4	6.00%	12	3.00%	3	4.94%	4	2.22%	1	3.48%	4	10.17%	6
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
None mentioned	21.33%	64	22.86%	24	20.51%	40	8.22%	6	17.05%	15	30.94%	43	21.50%	43	21.00%	21	25.93%	21	22.22%	10	17.39%	20	22.03%	13
Bowling alley	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Cricket	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Cycle provision	1.00%	3	0.00%	0	1.54%	3	0.00%	0	0.00%	0	2.16%	3	1.00%	2	1.00%	1	0.00%	0	0.00%	0	2.61%	3	0.00%	0
Driving range	0.67%	2	0.00%	0	1.03%	2	2.74%	2	0.00%	0	0.00%	0	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.39%	2
Ice skating	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Large leisure centre	0.67%	2	1.91%	2	0.00%	0	0.00%	0	0.00%	0	1.44%	2	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
More events	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Plays at the theatre	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Skate park	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0

Snooker hall	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Theatre	1.00%	3	0.00%	0	1.54%	3	1.37%	1	0.00%	0	1.44%	2	1.00%	2	1.00%	1	2.47%	2	0.00%	0	0.87%	1	0.00%	0
Trampoline park	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Youth Club	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
(Don't know)	7.67%	23	5.71%	6	8.72%	17	5.48%	4	6.82%	6	9.35%	13	6.50%	13	10.00%	10	2.47%	2	11.11%	5	6.96%	8	13.56%	8
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q29 What measures do you think would improve Cirencester Town Centre and make it more attractive? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Better accessibility by private car	4.00%	12	1.91%	2	5.13%	10	5.48%	4	6.82%	6	1.44%	2	5.00%	10	2.00%	2	1.24%	1	6.67%	3	4.35%	5	5.09%	3
Better foodstore provision	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cheaper parking	16.67%	50	13.33%	14	18.46%	36	24.66%	18	20.46%	18	10.07%	14	17.50%	35	15.00%	15	19.75%	16	11.11%	5	19.13%	22	11.86%	7
Expansion of the centre	3.33%	10	0.95%	1	4.62%	9	9.59%	7	3.41%	3	0.00%	0	3.50%	7	3.00%	3	2.47%	2	0.00%	0	4.35%	5	5.09%	3
Improve the quality of the shops	8.33%	25	5.71%	6	9.74%	19	12.33%	9	7.96%	7	6.48%	9	7.00%	14	11.00%	11	7.41%	6	6.67%	3	13.04%	15	1.70%	1
Fill the empty shops	25.00%	75	18.10%	19	28.72%	56	28.77%	21	26.14%	23	22.30%	31	23.50%	47	28.00%	28	24.69%	20	24.44%	11	25.22%	29	25.42%	15
Flexible parking	6.00%	18	5.71%	6	6.15%	12	6.85%	5	9.09%	8	3.60%	5	6.50%	13	5.00%	5	2.47%	2	4.44%	2	6.09%	7	11.86%	7
Give it a general face lift (Flowers, painting etc.)	13.33%	40	11.43%	12	14.36%	28	9.59%	7	13.64%	12	15.11%	21	15.50%	31	9.00%	9	9.88%	8	13.33%	6	13.04%	15	18.64%	11
Greater promotion / marketing of the centre	2.33%	7	2.86%	3	2.05%	4	4.11%	3	2.27%	2	1.44%	2	2.50%	5	2.00%	2	1.24%	1	0.00%	0	4.35%	5	1.70%	1
Interactive information points	2.00%	6	2.86%	3	1.54%	3	4.11%	3	2.27%	2	0.72%	1	3.00%	6	0.00%	0	0.00%	0	4.44%	2	2.61%	3	1.70%	1
Improved bus services	10.67%	32	8.57%	9	11.80%	23	15.07%	11	10.23%	9	8.63%	12	10.00%	20	12.00%	12	8.64%	7	2.22%	1	11.30%	13	18.64%	11
Improved cleanliness	2.33%	7	3.81%	4	1.54%	3	2.74%	2	0.00%	0	3.60%	5	2.50%	5	2.00%	2	3.70%	3	2.22%	1	2.61%	3	0.00%	0
Improved cultural facilities	2.00%	6	3.81%	4	1.03%	2	4.11%	3	1.14%	1	1.44%	2	2.50%	5	1.00%	1	2.47%	2	2.22%	1	1.74%	2	1.70%	1
Improved market provision	2.00%	6	0.95%	1	2.56%	5	1.37%	1	2.27%	2	2.16%	3	1.50%	3	3.00%	3	0.00%	0	2.22%	1	3.48%	4	1.70%	1
Improved security / CCTV	3.33%	10	2.86%	3	3.59%	7	5.48%	4	3.41%	3	2.16%	3	3.00%	6	4.00%	4	0.00%	0	2.22%	1	7.83%	9	0.00%	0
Improved signage / information	2.67%	8	0.95%	1	3.59%	7	2.74%	2	2.27%	2	2.88%	4	3.50%	7	1.00%	1	2.47%	2	4.44%	2	3.48%	4	0.00%	0
Improved street paving	10.33%	31	10.48%	11	10.26%	20	5.48%	4	10.23%	9	12.95%	18	10.00%	20	11.00%	11	11.11%	9	8.89%	4	8.70%	10	13.56%	8
Improved connectivity to train services / a railway station	5.67%	17	4.76%	5	6.15%	12	9.59%	7	6.82%	6	2.88%	4	7.00%	14	3.00%	3	6.17%	5	4.44%	2	6.09%	7	5.09%	3
Increased choice / range of shops	6.33%	19	4.76%	5	7.18%	14	12.33%	9	4.55%	4	4.32%	6	4.50%	9	10.00%	10	6.17%	5	2.22%	1	7.83%	9	6.78%	4
Increased office development	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0

Less traffic in the town centre	6.33%	19	5.71%	6	6.67%	13	4.11%	3	4.55%	4	8.63%	12	5.00%	10	9.00%	9	4.94%	4	2.22%	1	8.70%	10	6.78%	4
Less charity shops	8.67%	26	4.76%	5	10.77%	21	6.85%	5	10.23%	9	8.63%	12	6.50%	13	13.00%	13	9.88%	8	4.44%	2	11.30%	13	5.09%	3
More charity shops	3.00%	9	4.76%	5	2.05%	4	4.11%	3	1.14%	1	3.60%	5	2.00%	4	5.00%	5	1.24%	1	2.22%	1	0.87%	1	10.17%	6
More cafes / events in the street	2.67%	8	0.00%	0	4.10%	8	6.85%	5	1.14%	1	1.44%	2	3.00%	6	2.00%	2	1.24%	1	4.44%	2	1.74%	2	5.09%	3
More cultural facilities	3.33%	10	2.86%	3	3.59%	7	4.11%	3	4.55%	4	2.16%	3	3.00%	6	4.00%	4	3.70%	3	2.22%	1	2.61%	3	5.09%	3
More entertainment / leisure facilities	11.33%	34	12.38%	13	10.77%	21	24.66%	18	11.36%	10	4.32%	6	10.50%	21	13.00%	13	12.35%	10	11.11%	5	11.30%	13	10.17%	6
More evening activities	8.00%	24	4.76%	5	9.74%	19	17.81%	13	7.96%	7	2.88%	4	10.50%	21	3.00%	3	7.41%	6	13.33%	6	8.70%	10	3.39%	2
More housing / town centre flats	1.67%	5	0.95%	1	2.05%	4	1.37%	1	1.14%	1	2.16%	3	1.50%	3	2.00%	2	1.24%	1	2.22%	1	1.74%	2	1.70%	1
More national multiples / retailers	1.33%	4	0.00%	0	2.05%	4	4.11%	3	0.00%	0	0.72%	1	1.50%	3	1.00%	1	0.00%	0	0.00%	0	1.74%	2	3.39%	2
More non-food stores	3.67%	11	4.76%	5	3.08%	6	6.85%	5	3.41%	3	2.16%	3	3.50%	7	4.00%	4	3.70%	3	0.00%	0	6.09%	7	1.70%	1
More organised events (e.g. music events)	5.67%	17	6.67%	7	5.13%	10	8.22%	6	4.55%	4	5.04%	7	7.50%	15	2.00%	2	7.41%	6	2.22%	1	6.96%	8	3.39%	2
More parks, green spaces or seasonal planted areas	7.67%	23	7.62%	8	7.69%	15	8.22%	6	3.41%	3	10.07%	14	9.00%	18	5.00%	5	6.17%	5	6.67%	3	9.57%	11	6.78%	4
More parking	19.00%	57	15.24%	16	21.03%	41	20.55%	15	13.64%	12	21.58%	30	23.00%	46	11.00%	11	20.99%	17	17.78%	8	22.61%	26	10.17%	6
More pedestrianisation	11.67%	35	12.38%	13	11.28%	22	4.11%	3	13.64%	12	14.39%	20	9.50%	19	16.00%	16	11.11%	9	11.11%	5	15.65%	18	5.09%	3
More food and beverage facilities (pubs / restaurants)	2.33%	7	1.91%	2	2.56%	5	8.22%	6	1.14%	1	0.00%	0	3.00%	6	1.00%	1	2.47%	2	0.00%	0	1.74%	2	5.09%	3
More speciality shops	3.00%	9	4.76%	5	2.05%	4	2.74%	2	4.55%	4	2.16%	3	2.00%	4	5.00%	5	3.70%	3	0.00%	0	3.48%	4	3.39%	2
More tourist facilities	1.67%	5	0.95%	1	2.05%	4	0.00%	0	2.27%	2	2.16%	3	1.50%	3	2.00%	2	1.24%	1	0.00%	0	1.74%	2	3.39%	2
Pay on exit parking	6.33%	19	6.67%	7	6.15%	12	6.85%	5	10.23%	9	3.60%	5	8.00%	16	3.00%	3	1.24%	1	11.11%	5	7.83%	9	6.78%	4
Improved public toilet provision	7.67%	23	8.57%	9	7.18%	14	5.48%	4	11.36%	10	6.48%	9	6.00%	12	11.00%	11	13.58%	11	0.00%	0	6.09%	7	8.48%	5
Real time traffic or public transport information	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	0.00%	0	1.74%	2	0.00%	0
Reduce traffic congestion	5.00%	15	5.71%	6	4.62%	9	5.48%	4	2.27%	2	6.48%	9	5.00%	10	5.00%	5	4.94%	4	6.67%	3	5.22%	6	3.39%	2
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Affordable shops	2.33%	7	0.95%	1	3.08%	6	1.37%	1	3.41%	3	2.16%	3	1.00%	2	5.00%	5	4.94%	4	0.00%	0	0.87%	1	3.39%	2
Better accessibility for disabled	0.67%	2	0.95%	1	0.51%	1	0.00%	0	2.27%	2	0.00%	0	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Fix the roads	0.67%	2	1.91%	2	0.00%	0	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	0.00%	0	2.22%	1	0.87%	1	0.00%	0
Free parking	1.00%	3	1.91%	2	0.51%	1	0.00%	0	2.27%	2	0.72%	1	0.50%	1	2.00%	2	0.00%	0	2.22%	1	0.87%	1	1.70%	1

Improved bus station	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Later opening hours	0.67%	2	1.91%	2	0.00%	0	2.74%	2	0.00%	0	0.00%	0	0.50%	1	1.00%	1	0.00%	0	4.44%	2	0.00%	0	0.00%	0
Less coffee shops	2.00%	6	0.95%	1	2.56%	5	2.74%	2	0.00%	0	2.88%	4	1.50%	3	3.00%	3	0.00%	0	2.22%	1	2.61%	3	3.39%	2
Live music	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	2.22%	1	0.00%	0	0.00%	0
More bars	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
More cycle provision	0.67%	2	1.91%	2	0.00%	0	0.00%	0	1.14%	1	0.72%	1	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
More events	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
More for young people	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	0.50%	1	1.00%	1	2.47%	2	0.00%	0	0.00%	0	0.00%	0
More long stay parking	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
More public art	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
More seating	1.00%	3	0.00%	0	1.54%	3	0.00%	0	0.00%	0	2.16%	3	1.00%	2	1.00%	1	1.24%	1	0.00%	0	1.74%	2	0.00%	0
More specialist markets	0.67%	2	0.95%	1	0.51%	1	1.37%	1	0.00%	0	0.72%	1	0.00%	0	2.00%	2	0.00%	0	2.22%	1	0.00%	0	1.70%	1
Redevelop Brewery car park	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Redevelop Cricklade Street	1.00%	3	1.91%	2	0.51%	1	0.00%	0	1.14%	1	1.44%	2	1.50%	3	0.00%	0	0.00%	0	2.22%	1	0.87%	1	1.70%	1
Remove the one way system	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Resident only parking	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Sunday opening	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Click and collect facilities	1.67%	5	0.95%	1	2.05%	4	4.11%	3	1.14%	1	0.72%	1	2.00%	4	1.00%	1	1.24%	1	2.22%	1	1.74%	2	1.70%	1
Fewer low quality shops (take-away, pound shops)	2.00%	6	0.95%	1	2.56%	5	2.74%	2	1.14%	1	2.16%	3	2.00%	4	2.00%	2	1.24%	1	0.00%	0	2.61%	3	3.39%	2
None mentioned	11.00%	33	12.38%	13	10.26%	20	6.85%	5	14.77%	13	10.79%	15	10.00%	20	13.00%	13	14.82%	12	13.33%	6	6.96%	8	11.86%	7
(Don't know)	2.33%	7	2.86%	3	2.05%	4	4.11%	3	2.27%	2	1.44%	2	1.50%	3	4.00%	4	0.00%	0	2.22%	1	3.48%	4	3.39%	2

Base: 300 105 195 73 88 139 200 100 81 45 115 59

Q30 What do you think are the biggest weaknesses of Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Accessibility by cycling and by foot	3.67%	11	2.86%	3	4.10%	8	2.74%	2	4.55%	4	3.60%	5	3.50%	7	4.00%	4	3.70%	3	2.22%	1	4.35%	5	3.39%	2
Accessibility by private car	5.00%	15	2.86%	3	6.15%	12	5.48%	4	5.68%	5	4.32%	6	4.00%	8	7.00%	7	1.24%	1	4.44%	2	6.09%	7	8.48%	5
Accessibility by bus	14.00%	42	8.57%	9	16.92%	33	13.70%	10	15.91%	14	12.95%	18	13.00%	26	16.00%	16	14.82%	12	6.67%	3	14.78%	17	16.95%	10
Accessibility by train	9.00%	27	8.57%	9	9.23%	18	13.70%	10	12.50%	11	4.32%	6	8.00%	16	11.00%	11	8.64%	7	6.67%	3	9.57%	11	10.17%	6
Anti-social behaviour	1.67%	5	3.81%	4	0.51%	1	2.74%	2	1.14%	1	1.44%	2	1.50%	3	2.00%	2	1.24%	1	4.44%	2	1.74%	2	0.00%	0
Availability of car parking	20.67%	62	19.05%	20	21.54%	42	17.81%	13	17.05%	15	24.46%	34	25.00%	50	12.00%	12	24.69%	20	8.89%	4	24.35%	28	16.95%	10
Choice / range of non-food shops	13.33%	40	8.57%	9	15.90%	31	13.70%	10	19.32%	17	9.35%	13	7.50%	15	25.00%	25	18.52%	15	8.89%	4	15.65%	18	5.09%	3
Empty shops	25.33%	76	13.33%	14	31.80%	62	16.44%	12	30.68%	27	26.62%	37	19.50%	39	37.00%	37	25.93%	21	17.78%	8	25.22%	29	30.51%	18
Lack of cultural facilities	4.67%	14	2.86%	3	5.64%	11	5.48%	4	5.68%	5	3.60%	5	5.00%	10	4.00%	4	4.94%	4	0.00%	0	6.09%	7	5.09%	3
Lack of foodstore provision	1.33%	4	0.00%	0	2.05%	4	1.37%	1	1.14%	1	1.44%	2	0.50%	1	3.00%	3	0.00%	0	0.00%	0	1.74%	2	3.39%	2
Lack of leisure facilities	9.00%	27	7.62%	8	9.74%	19	13.70%	10	11.36%	10	5.04%	7	9.00%	18	9.00%	9	8.64%	7	8.89%	4	12.17%	14	3.39%	2
Lack of market facilities	1.33%	4	0.95%	1	1.54%	3	1.37%	1	1.14%	1	1.44%	2	0.50%	1	3.00%	3	0.00%	0	2.22%	1	2.61%	3	0.00%	0
Lack of non-retail provision (e.g. banks, estate agents etc)	1.33%	4	1.91%	2	1.03%	2	1.37%	1	0.00%	0	2.16%	3	1.50%	3	1.00%	1	0.00%	0	2.22%	1	1.74%	2	1.70%	1
Lack of public amenities	4.33%	13	5.71%	6	3.59%	7	2.74%	2	4.55%	4	5.04%	7	3.50%	7	6.00%	6	2.47%	2	8.89%	4	2.61%	3	6.78%	4
Poor marketing of the town	7.00%	21	8.57%	9	6.15%	12	2.74%	2	9.09%	8	7.91%	11	6.00%	12	9.00%	9	7.41%	6	6.67%	3	6.96%	8	6.78%	4
Price of car parking	14.67%	44	13.33%	14	15.39%	30	15.07%	11	13.64%	12	15.11%	21	15.50%	31	13.00%	13	14.82%	12	6.67%	3	16.52%	19	16.95%	10
Public information / events	1.33%	4	0.00%	0	2.05%	4	1.37%	1	1.14%	1	1.44%	2	1.50%	3	1.00%	1	0.00%	0	4.44%	2	1.74%	2	0.00%	0
Quantity of takeaways / charity shops	1.33%	4	0.95%	1	1.54%	3	1.37%	1	2.27%	2	0.72%	1	0.50%	1	3.00%	3	0.00%	0	2.22%	1	2.61%	3	0.00%	0
Range food and beverage facilities (pubs / restaurants)	1.33%	4	1.91%	2	1.03%	2	1.37%	1	1.14%	1	1.44%	2	1.00%	2	2.00%	2	4.94%	4	0.00%	0	0.00%	0	0.00%	0
Range of specialist / independent retailers	1.67%	5	1.91%	2	1.54%	3	0.00%	0	1.14%	1	2.88%	4	2.50%	5	0.00%	0	0.00%	0	2.22%	1	2.61%	3	1.70%	1
Security / safety	2.33%	7	3.81%	4	1.54%	3	4.11%	3	2.27%	2	1.44%	2	3.00%	6	1.00%	1	0.00%	0	0.00%	0	4.35%	5	3.39%	2
Tourism facilities	3.33%	10	2.86%	3	3.59%	7	1.37%	1	3.41%	3	4.32%	6	2.00%	4	6.00%	6	6.17%	5	0.00%	0	2.61%	3	3.39%	2

Town centre environment	2.67%	8	3.81%	4	2.05%	4	1.37%	1	1.14%	1	4.32%	6	2.50%	5	3.00%	3	1.24%	1	4.44%	2	2.61%	3	3.39%	2
Type / quality of retail provisions	2.67%	8	2.86%	3	2.56%	5	2.74%	2	4.55%	4	1.44%	2	1.50%	3	5.00%	5	2.47%	2	2.22%	1	4.35%	5	0.00%	0
High street is rundown	4.33%	13	1.91%	2	5.64%	11	2.74%	2	2.27%	2	6.48%	9	2.50%	5	8.00%	8	6.17%	5	6.67%	3	3.48%	4	1.70%	1
Lack of parking	22.33%	67	20.00%	21	23.59%	46	20.55%	15	20.46%	18	24.46%	34	25.50%	51	16.00%	16	24.69%	20	20.00%	9	26.96%	31	11.86%	7
Too many charity shops	4.00%	12	3.81%	4	4.10%	8	2.74%	2	6.82%	6	2.88%	4	1.00%	2	10.00%	10	4.94%	4	4.44%	2	4.35%	5	1.70%	1
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
None mentioned	11.67%	35	15.24%	16	9.74%	19	13.70%	10	10.23%	9	11.51%	16	13.00%	26	9.00%	9	12.35%	10	13.33%	6	10.44%	12	11.86%	7
Confusing road layout	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
Lack of activities / events	0.67%	2	0.95%	1	0.51%	1	0.00%	0	2.27%	2	0.00%	0	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Lack of affordable shops	1.00%	3	0.00%	0	1.54%	3	1.37%	1	1.14%	1	0.72%	1	1.50%	3	0.00%	0	1.24%	1	0.00%	0	1.74%	2	0.00%	0
Lack of cleanliness	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
Lack of greenery	0.67%	2	1.91%	2	0.00%	0	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	2.22%	1	0.87%	1	0.00%	0
Lack of healthcare	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Lack of positivity	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Lack of resident parking	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
No live music	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
No park and ride	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
Nothing for younger people	1.33%	4	1.91%	2	1.03%	2	2.74%	2	1.14%	1	0.72%	1	1.50%	3	1.00%	1	0.00%	0	0.00%	0	1.74%	2	3.39%	2
Over pedestrianised	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
Poor disabled provision	1.00%	3	1.91%	2	0.51%	1	0.00%	0	1.14%	1	1.44%	2	0.50%	1	2.00%	2	3.70%	3	0.00%	0	0.00%	0	0.00%	0
Toilet charges	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
Too many coffee shops	1.00%	3	0.95%	1	1.03%	2	0.00%	0	3.41%	3	0.00%	0	0.50%	1	2.00%	2	2.47%	2	0.00%	0	0.87%	1	0.00%	0
Too many estate agents	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
(Don't know)	3.67%	11	2.86%	3	4.10%	8	5.48%	4	5.68%	5	1.44%	2	3.00%	6	5.00%	5	0.00%	0	4.44%	2	2.61%	3	10.17%	6
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q31A Have you attended Monday Charter Market in the last month?

Yes in the last month	30.33%	91	26.67%	28	32.31%	63	17.81%	13	21.59%	19	42.45%	59	25.00%	50	41.00%	41	39.51%	32	37.78%	17	24.35%	28	23.73%	14
No, not in the last month	19.33%	58	18.10%	19	20.00%	39	16.44%	12	27.27%	24	15.83%	22	19.50%	39	19.00%	19	25.93%	21	4.44%	2	24.35%	28	11.86%	7
Never	50.33%	151	55.24%	58	47.69%	93	65.75%	48	51.14%	45	41.73%	58	55.50%	111	40.00%	40	34.57%	28	57.78%	26	51.30%	59	64.41%	38
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q31B Have you attended Friday Charter Market in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Yes in the last month	35.67%	107	30.48%	32	38.46%	75	19.18%	14	27.27%	24	49.64%	69	33.50%	67	40.00%	40	38.27%	31	46.67%	21	38.26%	44	18.64%	11
No, not in the last month	19.00%	57	20.95%	22	17.95%	35	16.44%	12	25.00%	22	16.55%	23	17.50%	35	22.00%	22	25.93%	21	8.89%	4	20.00%	23	15.25%	9
Never	45.33%	136	48.57%	51	43.59%	85	64.38%	47	47.73%	42	33.81%	47	49.00%	98	38.00%	38	35.80%	29	44.44%	20	41.74%	48	66.10%	39
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q31C Have you attended Farmers Market in the last month?

Yes in the last month	30.67%	92	29.52%	31	31.28%	61	19.18%	14	23.86%	21	41.01%	57	33.00%	66	26.00%	26	28.40%	23	37.78%	17	30.44%	35	28.81%	17
No, not in the last month	17.00%	51	17.14%	18	16.92%	33	15.07%	11	22.73%	20	14.39%	20	17.50%	35	16.00%	16	23.46%	19	4.44%	2	20.87%	24	10.17%	6
Never	52.33%	157	53.33%	56	51.80%	101	65.75%	48	53.41%	47	44.60%	62	49.50%	99	58.00%	58	48.15%	39	57.78%	26	48.70%	56	61.02%	36
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q31D Have you attended Arts & Crafts Market in the last month?

Yes in the last month	20.00%	60	16.19%	17	22.05%	43	12.33%	9	19.32%	17	24.46%	34	20.50%	41	19.00%	19	24.69%	20	17.78%	8	23.48%	27	8.48%	5
No, not in the last month	20.00%	60	21.91%	23	18.97%	37	15.07%	11	25.00%	22	19.42%	27	21.00%	42	18.00%	18	29.63%	24	13.33%	6	20.00%	23	11.86%	7
Never	60.00%	180	61.91%	65	58.97%	115	72.60%	53	55.68%	49	56.12%	78	58.50%	117	63.00%	63	45.68%	37	68.89%	31	56.52%	65	79.66%	47
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q31E Have you attended Corn Hall Market in the last month?

Yes in the last month	31.33%	94	26.67%	28	33.85%	66	21.92%	16	25.00%	22	40.29%	56	32.00%	64	30.00%	30	32.10%	26	44.44%	20	31.30%	36	20.34%	12
No, not in the last month	21.00%	63	23.81%	25	19.49%	38	16.44%	12	22.73%	20	22.30%	31	23.50%	47	16.00%	16	29.63%	24	11.11%	5	22.61%	26	13.56%	8
Never	47.67%	143	49.52%	52	46.67%	91	61.64%	45	52.27%	46	37.41%	52	44.50%	89	54.00%	54	38.27%	31	44.44%	20	46.09%	53	66.10%	39
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q31F Have you attended Other market or event in the last month?

Yes in the last month	15.00%	45	12.38%	13	16.41%	32	6.85%	5	18.18%	16	17.27%	24	12.50%	25	20.00%	20	11.11%	9	20.00%	9	18.26%	21	10.17%	6
No, not in the last month	17.00%	51	14.29%	15	18.46%	36	15.07%	11	20.46%	18	15.83%	22	19.50%	39	12.00%	12	23.46%	19	8.89%	4	18.26%	21	11.86%	7
Never	68.00%	204	73.33%	77	65.13%	127	78.08%	57	61.36%	54	66.91%	93	68.00%	136	68.00%	68	65.43%	53	71.11%	32	63.48%	73	77.97%	46
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Q32A What one thing do you particularly like about Monday Charter Market? Those who visited Monday Charter Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
All on one level	3.30%	3	7.14%	2	1.59%	1	7.69%	1	0.00%	0	3.39%	2	4.00%	2	2.44%	1	3.13%	1	0.00%	0	3.57%	1	7.14%	1
Availability of local produce	6.59%	6	7.14%	2	6.35%	4	7.69%	1	5.26%	1	6.78%	4	10.00%	5	2.44%	1	6.25%	2	5.88%	1	7.14%	2	7.14%	1
Compact / easy to get around	3.30%	3	3.57%	1	3.18%	2	0.00%	0	0.00%	0	5.09%	3	2.00%	1	4.88%	2	6.25%	2	0.00%	0	0.00%	0	7.14%	1
Ease of parking	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Easy to get to	10.99%	10	7.14%	2	12.70%	8	7.69%	1	15.79%	3	10.17%	6	10.00%	5	12.20%	5	9.38%	3	5.88%	1	17.86%	5	7.14%	1
Everything	5.50%	5	10.71%	3	3.18%	2	0.00%	0	0.00%	0	8.48%	5	6.00%	3	4.88%	2	0.00%	0	17.65%	3	0.00%	0	14.29%	2
Freshness of food	3.30%	3	3.57%	1	3.18%	2	0.00%	0	5.26%	1	3.39%	2	4.00%	2	2.44%	1	3.13%	1	5.88%	1	0.00%	0	7.14%	1
Friendly atmosphere	12.09%	11	10.71%	3	12.70%	8	38.46%	5	15.79%	3	5.09%	3	16.00%	8	7.32%	3	21.88%	7	0.00%	0	10.71%	3	7.14%	1
Good service	1.10%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	1.70%	1	0.00%	0	2.44%	1	0.00%	0	5.88%	1	0.00%	0	0.00%	0
Not too many children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Presence of on-site security	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Proximity of bus station	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food	7.69%	7	10.71%	3	6.35%	4	7.69%	1	5.26%	1	8.48%	5	8.00%	4	7.32%	3	6.25%	2	5.88%	1	7.14%	2	14.29%	2
Quality of non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Range of food	3.30%	3	3.57%	1	3.18%	2	0.00%	0	5.26%	1	3.39%	2	4.00%	2	2.44%	1	9.38%	3	0.00%	0	0.00%	0	0.00%	0
Range of non-food items	5.50%	5	10.71%	3	3.18%	2	0.00%	0	5.26%	1	6.78%	4	4.00%	2	7.32%	3	0.00%	0	5.88%	1	10.71%	3	7.14%	1
Specialist ethnic goods	1.10%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	1.70%	1	2.00%	1	0.00%	0	0.00%	0	5.88%	1	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The opportunity to support local businesses	6.59%	6	3.57%	1	7.94%	5	7.69%	1	10.53%	2	5.09%	3	8.00%	4	4.88%	2	6.25%	2	5.88%	1	7.14%	2	7.14%	1
The variety	5.50%	5	3.57%	1	6.35%	4	0.00%	0	21.05%	4	1.70%	1	4.00%	2	7.32%	3	6.25%	2	5.88%	1	7.14%	2	0.00%	0
Traditional values	2.20%	2	0.00%	0	3.18%	2	0.00%	0	0.00%	0	3.39%	2	0.00%	0	4.88%	2	3.13%	1	0.00%	0	3.57%	1	0.00%	0
Value for money	2.20%	2	3.57%	1	1.59%	1	0.00%	0	5.26%	1	1.70%	1	2.00%	1	2.44%	1	3.13%	1	5.88%	1	0.00%	0	0.00%	0
The day of the week the market is held	1.10%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	1.70%	1	2.00%	1	0.00%	0	3.13%	1	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	5.50%	5	3.57%	1	6.35%	4	0.00%	0	5.26%	1	6.78%	4	2.00%	1	9.76%	4	6.25%	2	0.00%	0	3.57%	1	14.29%	2
(Don't know)	13.19%	12	10.71%	3	14.29%	9	23.08%	3	0.00%	0	15.25%	9	12.00%	6	14.63%	6	6.25%	2	23.53%	4	21.43%	6	0.00%	0

Base: 91 28 63 13 19 59 50 41 32 17 28 14

Q32B What one thing do you particularly like about Friday Charter Market? Those who visited Friday Charter Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
All on one level	0.94%	1	3.13%	1	0.00%	0	0.00%	0	0.00%	0	1.45%	1	0.00%	0	2.50%	1	3.23%	1	0.00%	0	0.00%	0	0.00%	0
Availability of local produce	9.35%	10	12.50%	4	8.00%	6	14.29%	2	4.17%	1	10.15%	7	11.94%	8	5.00%	2	6.45%	2	14.29%	3	9.09%	4	9.09%	1
Compact / easy to get around	1.87%	2	6.25%	2	0.00%	0	0.00%	0	0.00%	0	2.90%	2	1.49%	1	2.50%	1	3.23%	1	0.00%	0	2.27%	1	0.00%	0
Ease of parking	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Easy to get to	5.61%	6	6.25%	2	5.33%	4	7.14%	1	12.50%	3	2.90%	2	5.97%	4	5.00%	2	6.45%	2	0.00%	0	6.82%	3	9.09%	1
Everything	1.87%	2	6.25%	2	0.00%	0	0.00%	0	0.00%	0	2.90%	2	2.99%	2	0.00%	0	0.00%	0	4.76%	1	0.00%	0	9.09%	1
Freshness of food	6.54%	7	3.13%	1	8.00%	6	7.14%	1	0.00%	0	8.70%	6	4.48%	3	10.00%	4	0.00%	0	9.52%	2	6.82%	3	18.18%	2
Friendly atmosphere	11.22%	12	9.38%	3	12.00%	9	21.43%	3	16.67%	4	7.25%	5	13.43%	9	7.50%	3	22.58%	7	4.76%	1	9.09%	4	0.00%	0
Good service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not too many children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Presence of on-site security	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Proximity of bus station	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food	8.41%	9	9.38%	3	8.00%	6	14.29%	2	4.17%	1	8.70%	6	7.46%	5	10.00%	4	6.45%	2	4.76%	1	11.36%	5	9.09%	1
Quality of non-food items	0.94%	1	0.00%	0	1.33%	1	7.14%	1	0.00%	0	0.00%	0	1.49%	1	0.00%	0	0.00%	0	4.76%	1	0.00%	0	0.00%	0
Range of food	5.61%	6	3.13%	1	6.67%	5	0.00%	0	8.33%	2	5.80%	4	4.48%	3	7.50%	3	9.68%	3	0.00%	0	6.82%	3	0.00%	0
Range of non-food items	3.74%	4	6.25%	2	2.67%	2	0.00%	0	8.33%	2	2.90%	2	2.99%	2	5.00%	2	0.00%	0	0.00%	0	9.09%	4	0.00%	0
Specialist ethnic goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The opportunity to support local businesses	5.61%	6	3.13%	1	6.67%	5	0.00%	0	16.67%	4	2.90%	2	7.46%	5	2.50%	1	3.23%	1	9.52%	2	4.55%	2	9.09%	1
The variety	11.22%	12	15.63%	5	9.33%	7	7.14%	1	16.67%	4	10.15%	7	11.94%	8	10.00%	4	9.68%	3	9.52%	2	13.64%	6	9.09%	1
Traditional values	1.87%	2	0.00%	0	2.67%	2	0.00%	0	0.00%	0	2.90%	2	0.00%	0	5.00%	2	3.23%	1	0.00%	0	2.27%	1	0.00%	0
Value for money	1.87%	2	0.00%	0	2.67%	2	0.00%	0	4.17%	1	1.45%	1	2.99%	2	0.00%	0	3.23%	1	0.00%	0	2.27%	1	0.00%	0
The day of the week the market is held	2.80%	3	3.13%	1	2.67%	2	0.00%	0	0.00%	0	4.35%	3	2.99%	2	2.50%	1	6.45%	2	4.76%	1	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	5.61%	6	6.25%	2	5.33%	4	0.00%	0	0.00%	0	8.70%	6	2.99%	2	10.00%	4	3.23%	1	4.76%	1	6.82%	3	9.09%	1
(Don't know)	14.95%	16	6.25%	2	18.67%	14	21.43%	3	8.33%	2	15.94%	11	14.93%	10	15.00%	6	12.90%	4	28.57%	6	9.09%	4	18.18%	2

Base: 107 32 75 14 24 69 67 40 31 21 44 11

Q32C What one thing do you particularly like about Farmers Market? Those who visited Farmers Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
All on one level	1.09%	1	3.23%	1	0.00%	0	0.00%	0	0.00%	0	1.75%	1	0.00%	0	3.85%	1	4.35%	1	0.00%	0	0.00%	0	0.00%	0
Availability of local produce	15.22%	14	16.13%	5	14.75%	9	14.29%	2	14.29%	3	15.79%	9	16.67%	11	11.54%	3	17.39%	4	17.65%	3	14.29%	5	11.77%	2
Compact / easy to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ease of parking	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Easy to get to	1.09%	1	0.00%	0	1.64%	1	0.00%	0	0.00%	0	1.75%	1	1.52%	1	0.00%	0	4.35%	1	0.00%	0	0.00%	0	0.00%	0
Everything	3.26%	3	3.23%	1	3.28%	2	7.14%	1	0.00%	0	3.51%	2	4.55%	3	0.00%	0	4.35%	1	11.77%	2	0.00%	0	0.00%	0
Freshness of food	14.13%	13	19.36%	6	11.48%	7	7.14%	1	19.05%	4	14.04%	8	13.64%	9	15.39%	4	8.70%	2	23.53%	4	11.43%	4	17.65%	3
Friendly atmosphere	10.87%	10	3.23%	1	14.75%	9	7.14%	1	9.52%	2	12.28%	7	12.12%	8	7.69%	2	17.39%	4	0.00%	0	17.14%	6	0.00%	0
Good service	1.09%	1	3.23%	1	0.00%	0	7.14%	1	0.00%	0	0.00%	0	1.52%	1	0.00%	0	4.35%	1	0.00%	0	0.00%	0	0.00%	0
Not too many children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Presence of on-site security	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Proximity of bus station	1.09%	1	0.00%	0	1.64%	1	7.14%	1	0.00%	0	0.00%	0	1.52%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.88%	1
Quality of food	13.04%	12	12.90%	4	13.12%	8	7.14%	1	4.76%	1	17.54%	10	13.64%	9	11.54%	3	8.70%	2	23.53%	4	14.29%	5	5.88%	1
Quality of non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Range of food	13.04%	12	12.90%	4	13.12%	8	7.14%	1	19.05%	4	12.28%	7	10.61%	7	19.23%	5	13.04%	3	0.00%	0	11.43%	4	29.41%	5
Range of non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Specialist ethnic goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The opportunity to support local businesses	9.78%	9	9.68%	3	9.84%	6	7.14%	1	14.29%	3	8.77%	5	12.12%	8	3.85%	1	13.04%	3	0.00%	0	14.29%	5	5.88%	1
The variety	3.26%	3	6.45%	2	1.64%	1	0.00%	0	4.76%	1	3.51%	2	3.03%	2	3.85%	1	0.00%	0	5.88%	1	5.71%	2	0.00%	0
Traditional values	2.17%	2	0.00%	0	3.28%	2	0.00%	0	4.76%	1	1.75%	1	1.52%	1	3.85%	1	0.00%	0	0.00%	0	5.71%	2	0.00%	0
Value for money	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	2.17%	2	3.23%	1	1.64%	1	14.29%	2	0.00%	0	0.00%	0	0.00%	0	7.69%	2	0.00%	0	0.00%	0	2.86%	1	5.88%	1
(Don't know)	8.70%	8	6.45%	2	9.84%	6	14.29%	2	9.52%	2	7.02%	4	7.58%	5	11.54%	3	4.35%	1	17.65%	3	2.86%	1	17.65%	3

Base: 92 31 61 14 21 57 66 26 23 17 35 17

Q32D What one thing do you particularly like about Arts & Crafts Market? Those who visited Arts & Craft in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
All on one level	1.67%	1	5.88%	1	0.00%	0	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	5.00%	1	0.00%	0	0.00%	0	0.00%	0
Availability of local produce	5.00%	3	0.00%	0	6.98%	3	0.00%	0	5.88%	1	5.88%	2	4.88%	2	5.26%	1	0.00%	0	12.50%	1	3.70%	1	20.00%	1
Compact / easy to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ease of parking	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Easy to get to	10.00%	6	17.65%	3	6.98%	3	0.00%	0	11.77%	2	11.77%	4	4.88%	2	21.05%	4	10.00%	2	12.50%	1	11.11%	3	0.00%	0
Everything	3.33%	2	5.88%	1	2.33%	1	0.00%	0	0.00%	0	5.88%	2	4.88%	2	0.00%	0	5.00%	1	12.50%	1	0.00%	0	0.00%	0
Freshness of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Friendly atmosphere	20.00%	12	5.88%	1	25.58%	11	22.22%	2	29.41%	5	14.71%	5	26.83%	11	5.26%	1	30.00%	6	12.50%	1	18.52%	5	0.00%	0
Good service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not too many children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Presence of on-site security	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Proximity of bus station	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food	1.67%	1	0.00%	0	2.33%	1	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	5.00%	1	0.00%	0	0.00%	0	0.00%	0
Quality of non-food items	1.67%	1	5.88%	1	0.00%	0	0.00%	0	5.88%	1	0.00%	0	0.00%	0	5.26%	1	0.00%	0	0.00%	0	0.00%	0	20.00%	1
Range of food	1.67%	1	5.88%	1	0.00%	0	11.11%	1	0.00%	0	0.00%	0	2.44%	1	0.00%	0	0.00%	0	0.00%	0	3.70%	1	0.00%	0
Range of non-food items	13.33%	8	17.65%	3	11.63%	5	11.11%	1	17.65%	3	11.77%	4	12.20%	5	15.79%	3	15.00%	3	12.50%	1	11.11%	3	20.00%	1
Specialist ethnic goods	6.67%	4	0.00%	0	9.30%	4	11.11%	1	5.88%	1	5.88%	2	4.88%	2	10.53%	2	5.00%	1	0.00%	0	11.11%	3	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The opportunity to support local businesses	6.67%	4	5.88%	1	6.98%	3	11.11%	1	0.00%	0	8.82%	3	7.32%	3	5.26%	1	5.00%	1	0.00%	0	7.41%	2	20.00%	1
The variety	8.33%	5	5.88%	1	9.30%	4	0.00%	0	11.77%	2	8.82%	3	12.20%	5	0.00%	0	5.00%	1	0.00%	0	14.82%	4	0.00%	0
Traditional values	1.67%	1	0.00%	0	2.33%	1	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	0.00%	0	0.00%	0	3.70%	1	0.00%	0
Value for money	1.67%	1	0.00%	0	2.33%	1	0.00%	0	5.88%	1	0.00%	0	2.44%	1	0.00%	0	0.00%	0	0.00%	0	3.70%	1	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	1.67%	1	5.88%	1	0.00%	0	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	5.00%	1	0.00%	0	0.00%	0	0.00%	0
(Don't know)	15.00%	9	17.65%	3	13.95%	6	33.33%	3	5.88%	1	14.71%	5	17.07%	7	10.53%	2	10.00%	2	37.50%	3	11.11%	3	20.00%	1

Base: 60 17 43 9 17 34 41 19 20 8 27 5

Q32E What one thing do you particularly like about Corn Hall Market? Those who visited Corn Hall Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
All on one level	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Availability of local produce	4.26%	4	0.00%	0	6.06%	4	0.00%	0	0.00%	0	7.14%	4	3.13%	2	6.67%	2	0.00%	0	10.00%	2	5.56%	2	0.00%	0
Compact / easy to get around	1.06%	1	3.57%	1	0.00%	0	0.00%	0	4.55%	1	0.00%	0	1.56%	1	0.00%	0	3.85%	1	0.00%	0	0.00%	0	0.00%	0
Ease of parking	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Easy to get to	7.45%	7	7.14%	2	7.58%	5	0.00%	0	13.64%	3	7.14%	4	3.13%	2	16.67%	5	11.54%	3	0.00%	0	11.11%	4	0.00%	0
Everything	5.32%	5	7.14%	2	4.55%	3	6.25%	1	0.00%	0	7.14%	4	6.25%	4	3.33%	1	3.85%	1	15.00%	3	0.00%	0	8.33%	1
Freshness of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Friendly atmosphere	11.70%	11	10.71%	3	12.12%	8	12.50%	2	22.73%	5	7.14%	4	14.06%	9	6.67%	2	19.23%	5	5.00%	1	11.11%	4	8.33%	1
Good service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not too many children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Presence of on-site security	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Proximity of bus station	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of non-food items	2.13%	2	3.57%	1	1.52%	1	6.25%	1	0.00%	0	1.79%	1	3.13%	2	0.00%	0	0.00%	0	0.00%	0	2.78%	1	8.33%	1
Range of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Range of non-food items	17.02%	16	28.57%	8	12.12%	8	43.75%	7	9.09%	2	12.50%	7	18.75%	12	13.33%	4	15.39%	4	10.00%	2	25.00%	9	8.33%	1
Specialist ethnic goods	6.38%	6	0.00%	0	9.09%	6	0.00%	0	4.55%	1	8.93%	5	4.69%	3	10.00%	3	0.00%	0	15.00%	3	8.33%	3	0.00%	0
The café	5.32%	5	3.57%	1	6.06%	4	6.25%	1	9.09%	2	3.57%	2	4.69%	3	6.67%	2	11.54%	3	0.00%	0	0.00%	0	16.67%	2
The opportunity to support local businesses	12.77%	12	21.43%	6	9.09%	6	12.50%	2	9.09%	2	14.29%	8	9.38%	6	20.00%	6	15.39%	4	15.00%	3	8.33%	3	16.67%	2
The variety	9.57%	9	3.57%	1	12.12%	8	6.25%	1	9.09%	2	10.71%	6	14.06%	9	0.00%	0	7.69%	2	5.00%	1	13.89%	5	8.33%	1
Traditional values	2.13%	2	0.00%	0	3.03%	2	0.00%	0	4.55%	1	1.79%	1	1.56%	1	3.33%	1	0.00%	0	0.00%	0	5.56%	2	0.00%	0
Value for money	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	4.26%	4	3.57%	1	4.55%	3	0.00%	0	9.09%	2	3.57%	2	3.13%	2	6.67%	2	3.85%	1	10.00%	2	0.00%	0	8.33%	1
(Don't know)	10.64%	10	7.14%	2	12.12%	8	6.25%	1	4.55%	1	14.29%	8	12.50%	8	6.67%	2	7.69%	2	15.00%	3	8.33%	3	16.67%	2

Base: 94 28 66 16 22 56 64 30 26 20 36 12

Q32F What one thing do you particularly like about Other market or event? Those who visited Other Market or event in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
All on one level	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Availability of local produce	4.44%	2	0.00%	0	6.25%	2	0.00%	0	0.00%	0	8.33%	2	4.00%	1	5.00%	1	0.00%	0	11.11%	1	4.76%	1	0.00%	0
Compact / easy to get around	2.22%	1	0.00%	0	3.13%	1	0.00%	0	0.00%	0	4.17%	1	4.00%	1	0.00%	0	0.00%	0	0.00%	0	4.76%	1	0.00%	0
Ease of parking	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Easy to get to	4.44%	2	0.00%	0	6.25%	2	0.00%	0	12.50%	2	0.00%	0	4.00%	1	5.00%	1	11.11%	1	0.00%	0	4.76%	1	0.00%	0
Everything	4.44%	2	15.39%	2	0.00%	0	0.00%	0	0.00%	0	8.33%	2	8.00%	2	0.00%	0	0.00%	0	11.11%	1	0.00%	0	16.67%	1
Freshness of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Friendly atmosphere	11.11%	5	0.00%	0	15.63%	5	20.00%	1	12.50%	2	8.33%	2	16.00%	4	5.00%	1	11.11%	1	0.00%	0	14.29%	3	16.67%	1
Good service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not too many children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Presence of on-site security	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Proximity of bus station	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Quality of food	2.22%	1	7.69%	1	0.00%	0	0.00%	0	0.00%	0	4.17%	1	4.00%	1	0.00%	0	0.00%	0	11.11%	1	0.00%	0	0.00%	0
Quality of non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Range of food	4.44%	2	7.69%	1	3.13%	1	20.00%	1	0.00%	0	4.17%	1	4.00%	1	5.00%	1	0.00%	0	0.00%	0	4.76%	1	16.67%	1
Range of non-food items	8.89%	4	7.69%	1	9.38%	3	20.00%	1	0.00%	0	12.50%	3	12.00%	3	5.00%	1	11.11%	1	0.00%	0	9.52%	2	16.67%	1
Specialist ethnic goods	2.22%	1	7.69%	1	0.00%	0	0.00%	0	0.00%	0	4.17%	1	0.00%	0	5.00%	1	0.00%	0	11.11%	1	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The opportunity to support local businesses	6.67%	3	0.00%	0	9.38%	3	0.00%	0	6.25%	1	8.33%	2	8.00%	2	5.00%	1	11.11%	1	0.00%	0	9.52%	2	0.00%	0
The variety	11.11%	5	23.08%	3	6.25%	2	0.00%	0	18.75%	3	8.33%	2	8.00%	2	15.00%	3	11.11%	1	11.11%	1	14.29%	3	0.00%	0
Traditional values	6.67%	3	15.39%	2	3.13%	1	0.00%	0	12.50%	2	4.17%	1	0.00%	0	15.00%	3	11.11%	1	0.00%	0	9.52%	2	0.00%	0
Value for money	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	4.44%	2	0.00%	0	6.25%	2	0.00%	0	6.25%	1	4.17%	1	4.00%	1	5.00%	1	0.00%	0	11.11%	1	0.00%	0	16.67%	1
(Don't know)	26.67%	12	15.39%	2	31.25%	10	40.00%	2	31.25%	5	20.83%	5	24.00%	6	30.00%	6	33.33%	3	33.33%	3	23.81%	5	16.67%	1

Base: 45 13 32 5 16 24 25 20 9 9 21 6

Q33A What one thing do you particularly dislike about Monday Charter Market? Those who visited Monday Charter Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Crime	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to find particular stalls	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to park nearby	3.30%	3	3.57%	1	3.18%	2	7.69%	1	5.26%	1	1.70%	1	6.00%	3	0.00%	0	6.25%	2	0.00%	0	0.00%	0	7.14%	1
Empty stalls / stalls closing down	2.20%	2	0.00%	0	3.18%	2	0.00%	0	0.00%	0	3.39%	2	0.00%	0	4.88%	2	3.13%	1	5.88%	1	0.00%	0	0.00%	0
Inability to pay by credit card	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not covered	1.10%	1	0.00%	0	1.59%	1	0.00%	0	5.26%	1	0.00%	0	0.00%	0	2.44%	1	0.00%	0	5.88%	1	0.00%	0	0.00%	0
It is not heated	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lack of cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Litter	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not big enough	7.69%	7	10.71%	3	6.35%	4	0.00%	0	15.79%	3	6.78%	4	6.00%	3	9.76%	4	12.50%	4	0.00%	0	3.57%	1	14.29%	2
Not enough stalls	3.30%	3	0.00%	0	4.76%	3	0.00%	0	0.00%	0	5.09%	3	0.00%	0	7.32%	3	3.13%	1	0.00%	0	7.14%	2	0.00%	0
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor facilities e.g toilets, seating	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor range of food	1.10%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	1.70%	1	2.00%	1	0.00%	0	0.00%	0	5.88%	1	0.00%	0	0.00%	0
Poor service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor value for money	2.20%	2	3.57%	1	1.59%	1	0.00%	0	0.00%	0	3.39%	2	0.00%	0	4.88%	2	6.25%	2	0.00%	0	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many stalls selling the same goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many young children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too noisy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (PLEASE WRITE IN)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	63.74%	58	67.86%	19	61.91%	39	69.23%	9	63.16%	12	62.71%	37	74.00%	37	51.22%	21	62.50%	20	58.82%	10	75.00%	21	50.00%	7
(Don't know)	15.39%	14	14.29%	4	15.87%	10	23.08%	3	10.53%	2	15.25%	9	12.00%	6	19.51%	8	6.25%	2	23.53%	4	14.29%	4	28.57%	4

Base: 91 28 63 13 19 59 50 41 32 17 28 14

Q33B What one thing do you particularly dislike about Friday Charter Market? Those who visited Friday Charter Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Crime	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to find particular stalls	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to park nearby	0.94%	1	3.13%	1	0.00%	0	0.00%	0	0.00%	0	1.45%	1	1.49%	1	0.00%	0	3.23%	1	0.00%	0	0.00%	0	0.00%	0
Empty stalls / stalls closing down	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Inability to pay by credit card	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not covered	0.94%	1	0.00%	0	1.33%	1	0.00%	0	4.17%	1	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0	2.27%	1	0.00%	0
It is not heated	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lack of cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Litter	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not big enough	5.61%	6	9.38%	3	4.00%	3	0.00%	0	12.50%	3	4.35%	3	2.99%	2	10.00%	4	12.90%	4	0.00%	0	2.27%	1	9.09%	1
Not enough stalls	6.54%	7	6.25%	2	6.67%	5	14.29%	2	0.00%	0	7.25%	5	4.48%	3	10.00%	4	0.00%	0	9.52%	2	9.09%	4	9.09%	1
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor facilities e.g toilets, seating	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor range of food	1.87%	2	0.00%	0	2.67%	2	0.00%	0	4.17%	1	1.45%	1	2.99%	2	0.00%	0	0.00%	0	4.76%	1	2.27%	1	0.00%	0
Poor service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor value for money	1.87%	2	3.13%	1	1.33%	1	0.00%	0	0.00%	0	2.90%	2	0.00%	0	5.00%	2	6.45%	2	0.00%	0	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many stalls selling the same goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many young children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too noisy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	68.22%	73	71.88%	23	66.67%	50	71.43%	10	70.83%	17	66.67%	46	74.63%	50	57.50%	23	77.42%	24	57.14%	12	72.73%	32	45.46%	5
(Don't know)	14.02%	15	6.25%	2	17.33%	13	14.29%	2	8.33%	2	15.94%	11	13.43%	9	15.00%	6	0.00%	0	28.57%	6	11.36%	5	36.36%	4

Base: 107 32 75 14 24 69 67 40 31 21 44 11

Q33C What one thing do you particularly dislike about Farmers Market? Those who visited Farmers Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Crime	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to find particular stalls	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to park nearby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Empty stalls / stalls closing down	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Inability to pay by credit card	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not covered	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not heated	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lack of cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Litter	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not big enough	4.35%	4	9.68%	3	1.64%	1	0.00%	0	4.76%	1	5.26%	3	1.52%	1	11.54%	3	8.70%	2	5.88%	1	0.00%	0	5.88%	1
Not enough stalls	4.35%	4	3.23%	1	4.92%	3	7.14%	1	4.76%	1	3.51%	2	4.55%	3	3.85%	1	0.00%	0	5.88%	1	5.71%	2	5.88%	1
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor facilities e.g toilets, seating	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor range of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor value for money	2.17%	2	0.00%	0	3.28%	2	7.14%	1	0.00%	0	1.75%	1	0.00%	0	7.69%	2	4.35%	1	0.00%	0	2.86%	1	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many stalls selling the same goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many young children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too noisy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	75.00%	69	74.19%	23	75.41%	46	64.29%	9	85.71%	18	73.68%	42	80.30%	53	61.54%	16	86.96%	20	70.59%	12	74.29%	26	64.71%	11
(Don't know)	14.13%	13	12.90%	4	14.75%	9	21.43%	3	4.76%	1	15.79%	9	13.64%	9	15.39%	4	0.00%	0	17.65%	3	17.14%	6	23.53%	4

Base: 92 31 61 14 21 57 66 26 23 17 35 17

Q33D What one thing do you particularly dislike about Arts & Crafts Market? Those who visited Arts & Craft in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Crime	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to find particular stalls	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to park nearby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Empty stalls / stalls closing down	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Inability to pay by credit card	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not covered	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not heated	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lack of cleanliness	1.67%	1	5.88%	1	0.00%	0	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	0.00%	0	12.50%	1	0.00%	0	0.00%	0
Litter	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not big enough	1.67%	1	5.88%	1	0.00%	0	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	5.00%	1	0.00%	0	0.00%	0	0.00%	0
Not enough stalls	1.67%	1	0.00%	0	2.33%	1	0.00%	0	0.00%	0	2.94%	1	0.00%	0	5.26%	1	0.00%	0	0.00%	0	3.70%	1	0.00%	0
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor facilities e.g toilets, seating	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality non-food items	3.33%	2	5.88%	1	2.33%	1	11.11%	1	5.88%	1	0.00%	0	4.88%	2	0.00%	0	0.00%	0	0.00%	0	7.41%	2	0.00%	0
Poor range of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor value for money	1.67%	1	0.00%	0	2.33%	1	0.00%	0	0.00%	0	2.94%	1	2.44%	1	0.00%	0	0.00%	0	0.00%	0	3.70%	1	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many stalls selling the same goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many young children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too noisy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	78.33%	47	76.47%	13	79.07%	34	66.67%	6	94.12%	16	73.53%	25	80.49%	33	73.68%	14	90.00%	18	62.50%	5	70.37%	19	100.00%	5
(Don't know)	11.67%	7	5.88%	1	13.95%	6	22.22%	2	0.00%	0	14.71%	5	12.20%	5	10.53%	2	5.00%	1	25.00%	2	14.82%	4	0.00%	0
Base:		60		17		43		9		17		34		41		19		20		8		27		5

Q33E What one thing do you particularly dislike about Corn Hall Market? Those who visited Corn Hall Market in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Crime	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to find particular stalls	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to park nearby	1.06%	1	0.00%	0	1.52%	1	0.00%	0	0.00%	0	1.79%	1	1.56%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.33%	1
Empty stalls / stalls closing down	1.06%	1	0.00%	0	1.52%	1	6.25%	1	0.00%	0	0.00%	0	1.56%	1	0.00%	0	0.00%	0	5.00%	1	0.00%	0	0.00%	0
Inability to pay by credit card	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not covered	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not heated	1.06%	1	0.00%	0	1.52%	1	0.00%	0	0.00%	0	1.79%	1	0.00%	0	3.33%	1	3.85%	1	0.00%	0	0.00%	0	0.00%	0
Lack of cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Litter	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Not big enough	4.26%	4	7.14%	2	3.03%	2	0.00%	0	13.64%	3	1.79%	1	1.56%	1	10.00%	3	7.69%	2	5.00%	1	0.00%	0	8.33%	1
Not enough stalls	5.32%	5	3.57%	1	6.06%	4	6.25%	1	4.55%	1	5.36%	3	4.69%	3	6.67%	2	0.00%	0	15.00%	3	5.56%	2	0.00%	0
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor facilities e.g toilets, seating	1.06%	1	0.00%	0	1.52%	1	6.25%	1	0.00%	0	0.00%	0	1.56%	1	0.00%	0	3.85%	1	0.00%	0	0.00%	0	0.00%	0
Poor quality environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality non-food items	1.06%	1	3.57%	1	0.00%	0	6.25%	1	0.00%	0	0.00%	0	1.56%	1	0.00%	0	0.00%	0	0.00%	0	2.78%	1	0.00%	0
Poor range of food	1.06%	1	0.00%	0	1.52%	1	0.00%	0	0.00%	0	1.79%	1	1.56%	1	0.00%	0	0.00%	0	5.00%	1	0.00%	0	0.00%	0
Poor service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor value for money	1.06%	1	3.57%	1	0.00%	0	0.00%	0	4.55%	1	0.00%	0	1.56%	1	0.00%	0	3.85%	1	0.00%	0	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many stalls selling the same goods	1.06%	1	0.00%	0	1.52%	1	0.00%	0	4.55%	1	0.00%	0	1.56%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.33%	1
Too many young children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too noisy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	65.96%	62	71.43%	20	63.64%	42	62.50%	10	63.64%	14	67.86%	38	65.63%	42	66.67%	20	76.92%	20	50.00%	10	75.00%	27	41.67%	5
(Don't know)	15.96%	15	10.71%	3	18.18%	12	12.50%	2	9.09%	2	19.64%	11	17.19%	11	13.33%	4	3.85%	1	20.00%	4	16.67%	6	33.33%	4

Base: 94 28 66 16 22 56 64 30 26 20 36 12

Q33F What one thing do you particularly dislike about Other market or event? Those who visited Other Market or event in the last month

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Crime	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to find particular stalls	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to get around	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Difficult to park nearby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Empty stalls / stalls closing down	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Inability to pay by credit card	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
It is not covered	4.44%	2	0.00%	0	6.25%	2	0.00%	0	12.50%	2	0.00%	0	0.00%	0	10.00%	2	0.00%	0	11.11%	1	4.76%	1	0.00%	0
It is not heated	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lack of cleanliness	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Litter	2.22%	1	7.69%	1	0.00%	0	0.00%	0	6.25%	1	0.00%	0	4.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	16.67%	1
Not big enough	6.67%	3	15.39%	2	3.13%	1	0.00%	0	12.50%	2	4.17%	1	4.00%	1	10.00%	2	22.22%	2	0.00%	0	0.00%	0	16.67%	1
Not enough stalls	4.44%	2	0.00%	0	6.25%	2	0.00%	0	0.00%	0	8.33%	2	0.00%	0	10.00%	2	11.11%	1	0.00%	0	4.76%	1	0.00%	0
Poor accessibility to Cirencester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor facilities e.g toilets, seating	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality environment	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor quality non-food items	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor range of food	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor service	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor value for money	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The café	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many stalls selling the same goods	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too many young children	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Too noisy	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The day of the week the market is held	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nothing	68.89%	31	76.92%	10	65.63%	21	80.00%	4	62.50%	10	70.83%	17	72.00%	18	65.00%	13	66.67%	6	66.67%	6	76.19%	16	50.00%	3
(Don't know)	13.33%	6	0.00%	0	18.75%	6	20.00%	1	6.25%	1	16.67%	4	20.00%	5	5.00%	1	0.00%	0	22.22%	2	14.29%	3	16.67%	1

Base: 45 13 32 5 16 24 25 20 9 9 21 6

Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Male	35.00%	105	100.00%	105	0.00%	0	34.25%	25	40.91%	36	31.66%	44	36.00%	72	33.00%	33	41.98%	34	35.56%	16	29.57%	34	35.59%	21
Female	65.00%	195	0.00%	0	100.00%	195	65.75%	48	59.09%	52	68.35%	95	64.00%	128	67.00%	67	58.03%	47	64.44%	29	70.44%	81	64.41%	38
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Age Group:

18 - 24 years	14.33%	43	13.33%	14	14.87%	29	58.90%	43	0.00%	0	0.00%	0	16.50%	33	10.00%	10	12.35%	10	20.00%	9	14.78%	17	11.86%	7
25 - 34 years	10.00%	30	10.48%	11	9.74%	19	41.10%	30	0.00%	0	0.00%	0	8.50%	17	13.00%	13	4.94%	4	2.22%	1	16.52%	19	10.17%	6
35 - 44 years	15.00%	45	16.19%	17	14.36%	28	0.00%	0	51.14%	45	0.00%	0	15.00%	30	15.00%	15	16.05%	13	6.67%	3	15.65%	18	18.64%	11
45 - 54 years	14.33%	43	18.10%	19	12.31%	24	0.00%	0	48.86%	43	0.00%	0	14.50%	29	14.00%	14	19.75%	16	8.89%	4	11.30%	13	16.95%	10
55 - 64 years	17.00%	51	14.29%	15	18.46%	36	0.00%	0	0.00%	0	36.69%	51	15.50%	31	20.00%	20	13.58%	11	22.22%	10	17.39%	20	16.95%	10
65+ years	29.33%	88	27.62%	29	30.26%	59	0.00%	0	0.00%	0	63.31%	88	30.00%	60	28.00%	28	33.33%	27	40.00%	18	24.35%	28	25.42%	15
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Occupation of Chief Wage Earner in HHold:

AB	36.33%	109	35.24%	37	36.92%	72	17.81%	13	40.91%	36	43.17%	60	54.50%	109	0.00%	0	37.04%	30	26.67%	12	45.22%	52	25.42%	15
C1	30.33%	91	33.33%	35	28.72%	56	50.69%	37	26.14%	23	22.30%	31	45.50%	91	0.00%	0	27.16%	22	37.78%	17	25.22%	29	38.98%	23
C2	18.67%	56	20.95%	22	17.44%	34	24.66%	18	17.05%	15	16.55%	23	0.00%	0	56.00%	56	17.28%	14	15.56%	7	18.26%	21	23.73%	14
DE	14.67%	44	10.48%	11	16.92%	33	6.85%	5	15.91%	14	17.99%	25	0.00%	0	44.00%	44	18.52%	15	20.00%	9	11.30%	13	11.86%	7
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Day of interview:

Monday	17.33%	52	15.24%	16	18.46%	36	9.59%	7	14.77%	13	23.02%	32	15.00%	30	22.00%	22	17.28%	14	22.22%	10	13.91%	16	20.34%	12
Tuesday	30.00%	90	27.62%	29	31.28%	61	32.88%	24	25.00%	22	31.66%	44	28.50%	57	33.00%	33	37.04%	30	24.44%	11	27.83%	32	28.81%	17
Wednesday	13.67%	41	16.19%	17	12.31%	24	17.81%	13	15.91%	14	10.07%	14	16.50%	33	8.00%	8	13.58%	11	11.11%	5	13.04%	15	16.95%	10
Thursday	24.00%	72	26.67%	28	22.56%	44	26.03%	19	26.14%	23	21.58%	30	25.00%	50	22.00%	22	22.22%	18	26.67%	12	29.57%	34	13.56%	8
Friday	3.00%	9	2.86%	3	3.08%	6	5.48%	4	3.41%	3	1.44%	2	2.50%	5	4.00%	4	2.47%	2	6.67%	3	2.61%	3	1.70%	1
Saturday	12.00%	36	11.43%	12	12.31%	24	8.22%	6	14.77%	13	12.23%	17	12.50%	25	11.00%	11	7.41%	6	8.89%	4	13.04%	15	18.64%	11
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Time of Interview:

09.00 – 12.00	34.67%	104	36.19%	38	33.85%	66	13.70%	10	39.77%	35	42.45%	59	33.00%	66	38.00%	38	46.91%	38	33.33%	15	29.57%	34	28.81%	17
12.01 – 14.00	35.00%	105	31.43%	33	36.92%	72	46.58%	34	27.27%	24	33.81%	47	33.50%	67	38.00%	38	27.16%	22	37.78%	17	39.13%	45	35.59%	21
14.01 – 17.00	30.33%	91	32.38%	34	29.23%	57	39.73%	29	32.96%	29	23.74%	33	33.50%	67	24.00%	24	25.93%	21	28.89%	13	31.30%	36	35.59%	21
Base:		300		105		195		73		88		139		200		100		81		45		115		59

Location:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place	
Castle Street	27.00%	81	32.38%	34	24.10%	47	19.18%	14	32.96%	29	27.34%	38	26.00%	52	29.00%	29	100.00%	81	0.00%	0	0.00%	0	0.00%	0
Dyer Street	15.00%	45	15.24%	16	14.87%	29	13.70%	10	7.96%	7	20.14%	28	14.50%	29	16.00%	16	0.00%	0	100.00%	45	0.00%	0	0.00%	0
Cricklade Street	38.33%	115	32.38%	34	41.54%	81	49.32%	36	35.23%	31	34.53%	48	40.50%	81	34.00%	34	0.00%	0	0.00%	0	100.00%	115	0.00%	0
Market Place / West Market Place	19.67%	59	20.00%	21	19.49%	38	17.81%	13	23.86%	21	17.99%	25	19.00%	38	21.00%	21	0.00%	0	0.00%	0	0.00%	0	100.00%	59

Base: 300 105 195 73 88 139 200 100 81 45 115 59

PC

B43 7	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
BH16 5	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
BS20 8	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	1.24%	1	0.00%	0	0.00%	0	0.00%	0
BS39 5	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
CB22 3	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
CF31 2	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
CH3 8	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	2.22%	1	0.00%	0	0.00%	0
CV36 5	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
CV6 2	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
DE72 2	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GL11 5	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GL12 7	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.87%	1	1.70%	1
GL20 8	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
GL4 4	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
GL4 5	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
GL4 9	0.67%	2	0.95%	1	0.51%	1	1.37%	1	0.00%	0	0.72%	1	1.00%	2	0.00%	0	0.00%	0	4.44%	2	0.00%	0	0.00%	0
GL5	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
GL5 2	1.33%	4	1.91%	2	1.03%	2	0.00%	0	2.27%	2	1.44%	2	1.00%	2	2.00%	2	0.00%	0	0.00%	0	0.87%	1	5.09%	3
GL5 4	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
GL51 3	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
GL52	0.33%	1	0.95%	1	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
GL53 9	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
GL54 2	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GL54 3	0.67%	2	1.91%	2	0.00%	0	0.00%	0	2.27%	2	0.00%	0	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.00%	0	1.70%	1
GL54 4	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	2.22%	1	0.00%	0	0.00%	0
GL56 0	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GL6 0	0.67%	2	0.00%	0	1.03%	2	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
GL6 8	1.00%	3	1.91%	2	0.51%	1	1.37%	1	1.14%	1	0.72%	1	1.50%	3	0.00%	0	1.24%	1	0.00%	0	1.74%	2	0.00%	0
GL6 9	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	0.00%	0	1.74%	2	0.00%	0
GL67 1	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
GL7	3.00%	9	1.91%	2	3.59%	7	9.59%	7	1.14%	1	0.72%	1	4.00%	8	1.00%	1	2.47%	2	2.22%	1	3.48%	4	3.39%	2
GL7 1	32.00%	96	27.62%	29	34.36%	67	30.14%	22	39.77%	35	28.06%	39	28.50%	57	39.00%	39	28.40%	23	26.67%	12	40.00%	46	25.42%	15

GL7 2	16.33%	49	19.05%	20	14.87%	29	9.59%	7	15.91%	14	20.14%	28	15.00%	30	19.00%	19	18.52%	15	15.56%	7	17.39%	20	11.86%	7
GL7 3	0.67%	2	0.00%	0	1.03%	2	0.00%	0	0.00%	0	1.44%	2	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.00%	0	1.70%	1
GL7 4	1.67%	5	0.00%	0	2.56%	5	1.37%	1	1.14%	1	2.16%	3	1.50%	3	2.00%	2	0.00%	0	4.44%	2	1.74%	2	1.70%	1
GL7 5	2.33%	7	0.95%	1	3.08%	6	2.74%	2	1.14%	1	2.88%	4	3.50%	7	0.00%	0	0.00%	0	2.22%	1	1.74%	2	6.78%	4
GL7 6	4.67%	14	6.67%	7	3.59%	7	2.74%	2	5.68%	5	5.04%	7	6.00%	12	2.00%	2	6.17%	5	6.67%	3	3.48%	4	3.39%	2
GL7 7	2.67%	8	2.86%	3	2.56%	5	1.37%	1	2.27%	2	3.60%	5	3.00%	6	2.00%	2	3.70%	3	0.00%	0	3.48%	4	1.70%	1
GL71	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
GL71 5	2.00%	6	2.86%	3	1.54%	3	2.74%	2	2.27%	2	1.44%	2	0.50%	1	5.00%	5	3.70%	3	2.22%	1	0.87%	1	1.70%	1
GL72	0.67%	2	1.91%	2	0.00%	0	1.37%	1	0.00%	0	0.72%	1	0.50%	1	1.00%	1	1.24%	1	0.00%	0	0.87%	1	0.00%	0
GL75	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GL75 5	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GL8 8	1.00%	3	0.95%	1	1.03%	2	0.00%	0	1.14%	1	1.44%	2	1.50%	3	0.00%	0	3.70%	3	0.00%	0	0.00%	0	0.00%	0
GL9 1	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GU34 1	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
GU35 9	0.33%	1	0.95%	1	0.00%	0	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
MK44 2	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
OX18 3	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
OX2	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	2.22%	1	0.00%	0	0.00%	0
OX28 4	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
SA70 7	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
SN1 3	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
SN15 1	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
SN15 3	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
SN16 0	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
SN16 9	1.67%	5	0.95%	1	2.05%	4	2.74%	2	0.00%	0	2.16%	3	2.50%	5	0.00%	0	2.47%	2	4.44%	2	0.87%	1	0.00%	0
SN23 4	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.00%	0	1.70%	1
SN25 2	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	1
SN25 4	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	2.22%	1	0.00%	0	0.00%	0
SN25 6	0.33%	1	0.00%	0	0.51%	1	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
SN26 7	0.33%	1	0.00%	0	0.51%	1	0.00%	0	0.00%	0	0.72%	1	0.00%	0	1.00%	1	0.00%	0	2.22%	1	0.00%	0	0.00%	0
SN3 4	0.67%	2	0.00%	0	1.03%	2	1.37%	1	0.00%	0	0.72%	1	1.00%	2	0.00%	0	1.24%	1	0.00%	0	0.87%	1	0.00%	0
SN4 8	0.67%	2	0.95%	1	0.51%	1	0.00%	0	1.14%	1	0.72%	1	1.00%	2	0.00%	0	2.47%	2	0.00%	0	0.00%	0	0.00%	0
SN5 5	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.87%	1	0.00%	0
SN6 6	2.67%	8	0.95%	1	3.59%	7	2.74%	2	2.27%	2	2.88%	4	3.00%	6	2.00%	2	2.47%	2	2.22%	1	3.48%	4	1.70%	1
SN6 7	0.67%	2	0.95%	1	0.51%	1	0.00%	0	0.00%	0	1.44%	2	1.00%	2	0.00%	0	0.00%	0	0.00%	0	0.87%	1	1.70%	1
SN6 8	0.67%	2	0.95%	1	0.51%	1	0.00%	0	2.27%	2	0.00%	0	0.50%	1	1.00%	1	1.24%	1	2.22%	1	0.00%	0	0.00%	0
SP11 0	0.33%	1	0.95%	1	0.00%	0	1.37%	1	0.00%	0	0.00%	0	0.50%	1	0.00%	0	0.00%	0	0.00%	0	0.87%	1	0.00%	0
TR18 2	0.33%	1	0.00%	0	0.51%	1	0.00%	0	1.14%	1	0.00%	0	0.50%	1	0.00%	0	1.24%	1	0.00%	0	0.00%	0	0.00%	0
Refused	4.67%	14	4.76%	5	4.62%	9	8.22%	6	2.27%	2	4.32%	6	4.50%	9	5.00%	5	6.17%	5	6.67%	3	0.87%	1	8.48%	5

Base: 300 105 195 73 88 139 200 100 81 45 115 59