Appendix 3 – In-Street Survey Results

Hereford In Centre Survey

for

Nexus Planning

April 2022

Job Ref: 039L22

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Introduction

1.1   Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Hereford Town Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' reason/s for visiting;
- To find out how often respondents visit the centre, length of time spent in the town centre;
- Mode of transport used to reach the centre and if they used a car where they parked;
- Likes, dislikes and suggested improvements to Hereford;
- A series of qualitative assessments regarding Hereford.

1.2   Research Methodology

A total of 150 face to face interviews were conducted. Fieldwork was carried out between Monday 4th and Saturday 9th April 2022.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 150 answers "Yes" to a question we can be 95% sure that between 42.0% and 58.0% of the population holds the same opinion (i.e. +/- 8.0%).

%age Response	95% confidence interval
10%	±4.8%.
20%	±6.4%
30%	±7.3%
40%	±7.8%
50%	±8.0%

1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Demographics

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q01 What is the main purpose of your visit to Hereford City Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Visiting non-food shops	31.3%	47	28.1%	18	33.7%	29	20.0%	9	41.0%	25	31.7%	13	34.8%	31	25.9%	15
Visiting food shops	14.7%	22	12.5%	8	16.3%	14	11.1%	5	13.1%	8	19.5%	8	15.7%	14	12.1%	7
Work here / work related	14.0%	21	20.3%	13	9.3%	8	20.0%	9	18.0%	11	2.4%	1	12.4%	11	17.2%	10
Visiting pub / café / restaurant	8.7%	13	12.5%	8	5.8%	5	17.8%	8	4.9%	3	2.4%	1	10.1%	9	6.9%	4
Visiting bank or other financial services	5.3%	8	9.4%	6	2.3%	2	4.4%	2	4.9%	3	7.3%	3	6.7%	6	3.4%	2
Browsing / enjoying the atmosphere	4.7%	7	1.6%	1	7.0%	6	2.2%	1	0.0%	0	14.6%	6	1.1%	1	8.6%	5
Visiting hairdressers or beauty salon	2.0%	3	0.0%	0	3.5%	3	2.2%	1	1.6%	1	2.4%	1	3.4%	3	0.0%	0
Sightseeing	2.0%	3	0.0%	0	3.5%	3	0.0%	0	3.3%	2	2.4%	1	1.1%	1	3.4%	2
Medical services	2.0%	3	1.6%	1	2.3%	2	0.0%	0	1.6%	1	4.9%	2	2.2%	2	1.7%	1
Meeting Friends / family	2.0%	3	1.6%	1	2.3%	2	4.4%	2	0.0%	0	2.4%	1	3.4%	3	0.0%	0
Attending an event	1.3%	2	0.0%	0	2.3%	2	2.2%	1	1.6%	1	0.0%	0	1.1%	1	1.7%	1
Education	1.3%	2	3.1%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
(Don't know)	10.7%	16	9.4%	6	11.6%	10	11.1%	5	9.8%	6	9.8%	4	7.9%	7	15.5%	9
Base:		150		64		86		45		61		41		89		58

Q02 What else, if anything, will you be doing in Hereford City Centre today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Visiting pub / café / restaurant	48.7%	73	40.6%	26	54.7%	47	26.7%	12	57.4%	35	58.5%	24	51.7%	46	43.1%	25
Visiting non-food shops	14.0%	21	10.9%	7	16.3%	14	8.9%	4	13.1%	8	22.0%	9	12.4%	11	15.5%	9
Visiting food shops	10.0%	15	7.8%	5	11.6%	10	13.3%	6	4.9%	3	12.2%	5	9.0%	8	12.1%	7
Browsing / enjoying the atmosphere	10.0%	15	6.3%	4	12.8%	11	8.9%	4	9.8%	6	12.2%	5	11.2%	10	6.9%	4
Visiting bank or other financial services	8.7%	13	9.4%	6	8.1%	7	0.0%	0	13.1%	8	12.2%	5	12.4%	11	3.4%	2
Meeting Friends / family	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Education	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(Nothing else)	26.7%	40	37.5%	24	18.6%	16	44.4%	20	24.6%	15	12.2%	5	23.6%	21	32.8%	19
Base:		150		64		86		45		61		41		89		58

Q02X Q01/Q02 Any mention [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Visiting pub / café / restaurant	57.3%	86	53.1%	34	60.5%	52	44.4%	20	62.3%	38	61.0%	25	61.8%	55	50.0%	29
Visiting non-food shops	45.3%	68	39.1%	25	50.0%	43	28.9%	13	54.1%	33	53.7%	22	47.2%	42	41.4%	24
Visiting food shops	24.7%	37	20.3%	13	27.9%	24	24.4%	11	18.0%	11	31.7%	13	24.7%	22	24.1%	14
Browsing / enjoying the atmosphere	14.7%	22	7.8%	5	19.8%	17	11.1%	5	9.8%	6	26.8%	11	12.4%	11	15.5%	9
Work here / work related	14.0%	21	20.3%	13	9.3%	8	20.0%	9	18.0%	11	2.4%	1	12.4%	11	17.2%	10
Visiting bank or other financial services	14.0%	21	18.8%	12	10.5%	9	4.4%	2	18.0%	11	19.5%	8	19.1%	17	6.9%	4
Meeting Friends / family	2.7%	4	1.6%	1	3.5%	3	6.7%	3	0.0%	0	2.4%	1	3.4%	3	1.7%	1
Visiting hairdressers or beauty salon	2.0%	3	0.0%	0	3.5%	3	2.2%	1	1.6%	1	2.4%	1	3.4%	3	0.0%	0
Education	2.0%	3	4.7%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Sightseeing	2.0%	3	0.0%	0	3.5%	3	0.0%	0	3.3%	2	2.4%	1	1.1%	1	3.4%	2
Medical services	2.0%	3	1.6%	1	2.3%	2	0.0%	0	1.6%	1	4.9%	2	2.2%	2	1.7%	1
Attending an event	1.3%	2	0.0%	0	2.3%	2	2.2%	1	1.6%	1	0.0%	0	1.1%	1	1.7%	1
Base:		150		64		86		45		61		41		89		58

    Mean Score (Hours)

Q03 How long will you spend in Hereford City Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Less than one hour	13.3%	20	17.2%	11	10.5%	9	22.2%	10	8.2%	5	12.2%	5	12.4%	11	15.5%	9
1-2 hours	35.3%	53	37.5%	24	33.7%	29	33.3%	15	37.7%	23	34.1%	14	36.0%	32	32.8%	19
2-4 hours	29.3%	44	21.9%	14	34.9%	30	26.7%	12	27.9%	17	34.1%	14	30.3%	27	29.3%	17
4-6 hours	10.0%	15	9.4%	6	10.5%	9	11.1%	5	9.8%	6	7.3%	3	9.0%	8	10.3%	6
Over 6 hours	6.0%	9	10.9%	7	2.3%	2	6.7%	3	8.2%	5	2.4%	1	4.5%	4	8.6%	5
(Don't know)	6.0%	9	3.1%	2	8.1%	7	0.0%	0	8.2%	5	9.8%	4	7.9%	7	3.4%	2
Mean:		2.61		2.73		2.52		2.50		2.82		2.39		2.52		2.75
Base:		150		64		86		45		61		41		89		58

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Mean Score (Visits per week)

Q04   How often do you visit Hereford City Centre during the day?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
More than once a week	44.0%	66	50.0%	32	39.5%	34	66.7%	30	39.3%	24	26.8%	11	42.7%	38	48.3%	28
Once a week	24.7%	37	25.0%	16	24.4%	21	17.8%	8	29.5%	18	24.4%	10	25.8%	23	24.1%	14
Once every 2-3 weeks	8.7%	13	1.6%	1	14.0%	12	2.2%	1	9.8%	6	14.6%	6	9.0%	8	6.9%	4
Monthly	6.0%	9	4.7%	3	7.0%	6	4.4%	2	4.9%	3	9.8%	4	9.0%	8	1.7%	1
Less often / not regularly	13.3%	20	17.2%	11	10.5%	9	6.7%	3	13.1%	8	19.5%	8	12.4%	11	12.1%	7
First visit today	3.3%	5	1.6%	1	4.7%	4	2.2%	1	3.3%	2	4.9%	2	1.1%	1	6.9%	4
Mean:		1.86		2.04		1.73		2.54		1.75		1.31		1.84		1.99
Base:		150		64		86		45		61		41		89		58

Mean Score (Visits per week)

Q05   How often do you visit Hereford City Centre during the evening?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
More than once a week	11.3%	17	18.8%	12	5.8%	5	24.4%	11	8.2%	5	2.4%	1	12.4%	11	10.3%	6
Once a week	10.0%	15	7.8%	5	11.6%	10	13.3%	6	11.5%	7	4.9%	2	9.0%	8	12.1%	7
Once every 2-3 weeks	11.3%	17	9.4%	6	12.8%	11	13.3%	6	13.1%	8	7.3%	3	12.4%	11	10.3%	6
Monthly	14.0%	21	12.5%	8	15.1%	13	11.1%	5	19.7%	12	7.3%	3	18.0%	16	8.6%	5
Less often / not regularly	32.0%	48	35.9%	23	29.1%	25	31.1%	14	26.2%	16	39.0%	16	31.5%	28	31.0%	18
First visit today	1.3%	2	0.0%	0	2.3%	2	0.0%	0	1.6%	1	2.4%	1	0.0%	0	3.4%	2
(Never)	20.0%	30	15.6%	10	23.3%	20	6.7%	3	19.7%	12	36.6%	15	16.9%	15	24.1%	14
Mean:		0.79		1.01		0.60		1.20		0.69		0.37		0.81		0.78
Base:		150		64		86		45		61		41		89		58

Q06   How did you travel here today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Car / Van (as driver)	37.3%	56	46.9%	30	30.2%	26	26.7%	12	44.3%	27	39.0%	16	42.7%	38	27.6%	16
Walk	26.7%	40	25.0%	16	27.9%	24	37.8%	17	21.3%	13	19.5%	8	24.7%	22	31.0%	18
Car / Van (as passenger)	14.7%	22	7.8%	5	19.8%	17	15.6%	7	13.1%	8	17.1%	7	10.1%	9	22.4%	13
Bus	10.0%	15	7.8%	5	11.6%	10	8.9%	4	9.8%	6	12.2%	5	9.0%	8	10.3%	6
Train	5.3%	8	3.1%	2	7.0%	6	4.4%	2	6.6%	4	4.9%	2	7.9%	7	1.7%	1
Cycle	4.0%	6	6.3%	4	2.3%	2	4.4%	2	3.3%	2	4.9%	2	4.5%	4	3.4%	2
Motorcycle	1.3%	2	3.1%	2	0.0%	0	2.2%	1	1.6%	1	0.0%	0	1.1%	1	1.7%	1
Coach	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
Base:		150		64		86		45		61		41		89		58

Q07   Where did you park today? [MR]
Only respondents who said Car or Motorcycle at Q06.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Old Market	15.0%	12	16.2%	6	14.0%	6	15.0%	3	16.7%	6	13.0%	3	16.7%	8	13.3%	4
Maylord Orchards	12.5%	10	13.5%	5	11.6%	5	10.0%	2	11.1%	4	17.4%	4	14.6%	7	10.0%	3
Gaol Street	7.5%	6	5.4%	2	9.3%	4	10.0%	2	11.1%	4	0.0%	0	6.3%	3	10.0%	3
Tesco car park	7.5%	6	2.7%	1	11.6%	5	15.0%	3	5.6%	2	4.3%	1	8.3%	4	6.7%	2
Bath Street	5.0%	4	0.0%	0	9.3%	4	0.0%	0	5.6%	2	8.7%	2	6.3%	3	3.3%	1
Bus Station	3.8%	3	2.7%	1	4.7%	2	5.0%	1	2.8%	1	4.3%	1	4.2%	2	3.3%	1
Morrisons car park	3.8%	3	2.7%	1	4.7%	2	5.0%	1	5.6%	2	0.0%	0	4.2%	2	3.3%	1
Waitrose car park	2.5%	2	2.7%	1	2.3%	1	0.0%	0	2.8%	1	4.3%	1	4.2%	2	0.0%	0
Leisure Center	2.5%	2	5.4%	2	0.0%	0	5.0%	1	0.0%	0	4.3%	1	2.1%	1	3.3%	1
West Street	2.5%	2	0.0%	0	4.7%	2	5.0%	1	0.0%	0	4.3%	1	2.1%	1	3.3%	1
Sainsbury's car park	1.3%	1	2.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.1%	1	0.0%	0
Eign Street	1.3%	1	2.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Welsh Club	1.3%	1	2.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Berrington Street	1.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.1%	1	0.0%	0
City Walls	1.3%	1	2.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.1%	1	0.0%	0
Walls Street	1.3%	1	2.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.1%	1	0.0%	0
Premier Inn	1.3%	1	2.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Friars Street	1.3%	1	2.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.1%	1	0.0%	0
Merton Meadow car park	1.3%	1	2.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.1%	1	0.0%	0
(Don't know / dropped off)	16.3%	13	18.9%	7	14.0%	6	5.0%	1	13.9%	5	26.1%	6	4.2%	2	33.3%	10
On-street parking, don't know name	10.0%	8	5.4%	2	14.0%	6	10.0%	2	11.1%	4	8.7%	2	10.4%	5	6.7%	2
Base:		80		37		43		20		36		23		48		30

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q08   What do you currently like about Hereford City Centre? [MR]

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Appearance or character of the centre	37.3%	56	28.1%	18	44.2%	38	26.7%	12	39.3%	24	46.3%	19	42.7%	38	29.3%	17
Range of shops or markets	32.0%	48	26.6%	17	36.0%	31	33.3%	15	31.1%	19	29.3%	12	33.7%	30	29.3%	17
Range or quality of places to eat	28.0%	42	34.4%	22	23.3%	20	33.3%	15	29.5%	18	19.5%	8	25.8%	23	31.0%	18
Range or quality of pubs or bars	17.3%	26	20.3%	13	15.1%	13	24.4%	11	18.0%	11	7.3%	3	15.7%	14	19.0%	11
Convenient to home	13.3%	20	15.6%	10	11.6%	10	17.8%	8	16.4%	10	4.9%	2	14.6%	13	12.1%	7
It is easy to walk / cycle around	10.0%	15	14.1%	9	7.0%	6	8.9%	4	14.8%	9	4.9%	2	12.4%	11	6.9%	4
Habit / always used it / familiar	8.7%	13	7.8%	5	9.3%	8	8.9%	4	9.8%	6	7.3%	3	12.4%	11	3.4%	2
Quality of shops or markets	8.0%	12	4.7%	3	10.5%	9	4.4%	2	9.8%	6	7.3%	3	9.0%	8	6.9%	4
Range or quality of leisure facilities (e.g. cinema, theatre etc.)	5.3%	8	7.8%	5	3.5%	3	6.7%	3	6.6%	4	2.4%	1	4.5%	4	6.9%	4
Convenient to work	4.7%	7	6.3%	4	3.5%	3	4.4%	2	6.6%	4	2.4%	1	4.5%	4	5.2%	3
It is easy to get to by train	3.3%	5	0.0%	0	5.8%	5	2.2%	1	4.9%	3	2.4%	1	5.6%	5	0.0%	0
It is easy to get to by bus	3.3%	5	1.6%	1	4.7%	4	4.4%	2	4.9%	3	0.0%	0	5.6%	5	0.0%	0
Range or quality of services (e.g. banks, hairdressers etc.)	2.7%	4	4.7%	3	1.2%	1	4.4%	2	1.6%	1	2.4%	1	0.0%	0	6.9%	4
Visitor accommodation or facilities	2.0%	3	3.1%	2	1.2%	1	4.4%	2	1.6%	1	0.0%	0	1.1%	1	3.4%	2
Cleanliness of the centre	2.0%	3	1.6%	1	2.3%	2	2.2%	1	3.3%	2	0.0%	0	2.2%	2	1.7%	1
Safety of the centre	2.0%	3	4.7%	3	0.0%	0	4.4%	2	1.6%	1	0.0%	0	2.2%	2	1.7%	1
General affordability	1.3%	2	1.6%	1	1.2%	1	0.0%	0	1.6%	1	2.4%	1	2.2%	2	0.0%	0
Good / cheap parking	1.3%	2	3.1%	2	0.0%	0	2.2%	1	1.6%	1	0.0%	0	1.1%	1	1.7%	1
Parks or open spaces	1.3%	2	1.6%	1	1.2%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
It is easy to use Beryl Bike scheme	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Nothing)	6.0%	9	3.1%	2	8.1%	7	2.2%	1	1.6%	1	14.6%	6	1.1%	1	10.3%	6
(Don't know)	4.0%	6	4.7%	3	3.5%	3	6.7%	3	3.3%	2	2.4%	1	3.4%	3	5.2%	3
Base:		150		64		86		45		61		41		89		58

Q09   What do you currently dislike about Hereford City Centre? [MR]

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Poor range of shops / too many empty shops	33.3%	50	35.9%	23	31.4%	27	24.4%	11	34.4%	21	43.9%	18	38.2%	34	27.6%	16
Cleanliness of the centre	8.0%	12	6.3%	4	9.3%	8	13.3%	6	8.2%	5	2.4%	1	7.9%	7	8.6%	5
Poor quality of shops	8.0%	12	7.8%	5	8.1%	7	6.7%	3	1.6%	1	19.5%	8	7.9%	7	8.6%	5
Appearance or character of the centre	6.0%	9	4.7%	3	7.0%	6	2.2%	1	9.8%	6	4.9%	2	7.9%	7	1.7%	1
Congestion	4.0%	6	6.3%	4	2.3%	2	2.2%	1	4.9%	3	4.9%	2	5.6%	5	1.7%	1
Difficult / expensive parking	3.3%	5	1.6%	1	4.7%	4	4.4%	2	3.3%	2	2.4%	1	3.4%	3	1.7%	1
It is difficult to walk / cycle around	2.7%	4	3.1%	2	2.3%	2	2.2%	1	3.3%	2	2.4%	1	1.1%	1	5.2%	3
It is difficult to get to by bus	2.7%	4	4.7%	3	1.2%	1	2.2%	1	4.9%	3	0.0%	0	2.2%	2	3.4%	2
Visitor accommodation or facilities	2.7%	4	0.0%	0	4.7%	4	2.2%	1	1.6%	1	4.9%	2	3.4%	3	0.0%	0
Antisocial behaviour	2.0%	3	1.6%	1	2.3%	2	2.2%	1	1.6%	1	2.4%	1	1.1%	1	3.4%	2
It is difficult to get to by train	2.0%	3	1.6%	1	2.3%	2	4.4%	2	1.6%	1	0.0%	0	3.4%	3	0.0%	0
Poor range of leisure facilities (e.g. cinema, theatre etc.)	1.3%	2	1.6%	1	1.2%	1	2.2%	1	1.6%	1	0.0%	0	2.2%	2	0.0%	0
Safety of the centre	1.3%	2	0.0%	0	2.3%	2	2.2%	1	1.6%	1	0.0%	0	2.2%	2	0.0%	0
(Nothing)	28.0%	42	28.1%	18	27.9%	24	35.6%	16	23.0%	14	26.8%	11	21.3%	19	36.2%	21
(Don't know)	11.3%	17	14.1%	9	9.3%	8	13.3%	6	9.8%	6	7.3%	3	10.1%	9	13.8%	8
Base:		150		64		86		45		61		41		89		58

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q10   How do you think Hereford City Centre should be improved? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Different / more or better shops or markets	39.3%	59	34.4%	22	43.0%	37	35.6%	16	34.4%	21	51.2%	21	49.4%	44	24.1%	14
Improve quality and cleanliness of public spaces	9.3%	14	6.3%	4	11.6%	10	11.1%	5	11.5%	7	4.9%	2	7.9%	7	12.1%	7
More or better parking, transport or cycle facilities	8.0%	12	10.9%	7	5.8%	5	8.9%	4	6.6%	4	7.3%	3	7.9%	7	6.9%	4
A bypass / reduce traffic	5.3%	8	7.8%	5	3.5%	3	0.0%	0	8.2%	5	7.3%	3	5.6%	5	5.2%	3
Reduce antisocial behaviour	1.3%	2	1.6%	1	1.2%	1	0.0%	0	3.3%	2	0.0%	0	2.2%	2	0.0%	0
Different or better leisure facilities	1.3%	2	3.1%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	2.2%	2	0.0%	0
Different or better places to eat or drink	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
Improved visitor information	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.7%	1
(Nothing in particular)	25.3%	38	21.9%	14	27.9%	24	31.1%	14	23.0%	14	22.0%	9	20.2%	18	31.0%	18
(Don't know)	15.3%	23	17.2%	11	14.0%	12	17.8%	8	16.4%	10	12.2%	5	10.1%	9	24.1%	14
Base:		150		64		86		45		61		41		89		58

Q11   We will now ask a series of questions relating to specific elements of Hereford city centre's offer. What changes you would like to see in terms of the shopping provision in Hereford city centre [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
More or new independent shops	24.0%	36	20.3%	13	26.7%	23	15.6%	7	26.2%	16	29.3%	12	28.1%	25	17.2%	10
More or new national retailers	23.3%	35	18.8%	12	26.7%	23	13.3%	6	24.6%	15	34.1%	14	28.1%	25	15.5%	9
Better quality shops	18.0%	27	18.8%	12	17.4%	15	15.6%	7	16.4%	10	19.5%	8	22.5%	20	10.3%	6
Larger shops / department store	10.7%	16	7.8%	5	12.8%	11	2.2%	1	13.1%	8	14.6%	6	12.4%	11	8.6%	5
More shops selling clothing / footwear	10.7%	16	10.9%	7	10.5%	9	13.3%	6	14.8%	9	2.4%	1	10.1%	9	12.1%	7
More shops selling specialist goods	6.0%	9	4.7%	3	7.0%	6	11.1%	5	3.3%	2	0.0%	0	6.7%	6	3.4%	2
More frequent markets	3.3%	5	1.6%	1	4.7%	4	0.0%	0	4.9%	3	4.9%	2	5.6%	5	0.0%	0
Different types of markets (i.e. food, craft etc)	3.3%	5	6.3%	4	1.2%	1	0.0%	0	6.6%	4	2.4%	1	3.4%	3	3.4%	2
Better quality markets	3.3%	5	3.1%	2	3.5%	3	0.0%	0	1.6%	1	7.3%	3	4.5%	4	1.7%	1
More shops selling books, CDs etc	2.0%	3	4.7%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0
More shops selling small household goods	1.3%	2	0.0%	0	2.3%	2	4.4%	2	0.0%	0	0.0%	0	1.1%	1	1.7%	1
More shops selling electrical goods	1.3%	2	1.6%	1	1.2%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
More shops selling food / drink	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
(None)	25.3%	38	29.7%	19	22.1%	19	28.9%	13	26.2%	16	22.0%	9	20.2%	18	34.5%	20
(Don't know)	8.7%	13	9.4%	6	8.1%	7	11.1%	5	4.9%	3	12.2%	5	4.5%	4	15.5%	9
Base:		150		64		86		45		61		41		89		58

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q12 What changes you would like to see in respect of Hereford's markets? [MR]

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Different types of markets (i.e. food, craft etc)	12.7%	19	17.2%	11	9.3%	8	6.7%	3	16.4%	10	12.2%	5	15.7%	14	6.9%	4
More frequent markets	7.3%	11	4.7%	3	9.3%	8	6.7%	3	9.8%	6	2.4%	1	9.0%	8	5.2%	3
More stalls selling food / drink	6.0%	9	7.8%	5	4.7%	4	8.9%	4	3.3%	2	7.3%	3	6.7%	6	5.2%	3
Better quality stalls	3.3%	5	1.6%	1	4.7%	4	4.4%	2	0.0%	0	7.3%	3	4.5%	4	1.7%	1
Larger stalls	2.7%	4	3.1%	2	2.3%	2	2.2%	1	1.6%	1	4.9%	2	3.4%	3	1.7%	1
More stalls selling small household goods	2.0%	3	1.6%	1	2.3%	2	2.2%	1	1.6%	1	2.4%	1	1.1%	1	3.4%	2
More stalls selling books, CDs etc	1.3%	2	1.6%	1	1.2%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
More stalls selling clothing / footwear	1.3%	2	1.6%	1	1.2%	1	0.0%	0	1.6%	1	2.4%	1	1.1%	1	1.7%	1
Better advertising / awareness	1.3%	2	1.6%	1	1.2%	1	0.0%	0	3.3%	2	0.0%	0	1.1%	1	1.7%	1
Better quality markets	1.3%	2	3.1%	2	0.0%	0	0.0%	0	1.6%	1	2.4%	1	1.1%	1	1.7%	1
More affordable stalls	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
More stalls selling specialist goods	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0
(None)	56.7%	85	57.8%	37	55.8%	48	68.9%	31	55.7%	34	46.3%	19	51.7%	46	63.8%	37
(Don't know)	10.7%	16	9.4%	6	11.6%	10	6.7%	3	9.8%	6	17.1%	7	11.2%	10	10.3%	6
Base:		150		64		86		45		61		41		89		58

Q13 What changes would you like to see in respect of places to eat or drink? [MR]

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Better range of restaurants or cafes	7.3%	11	4.7%	3	9.3%	8	13.3%	6	3.3%	2	7.3%	3	10.1%	9	3.4%	2
More independent restaurants or cafes	6.0%	9	7.8%	5	4.7%	4	6.7%	3	9.8%	6	0.0%	0	9.0%	8	1.7%	1
More opportunities to eat or drink outside	3.3%	5	4.7%	3	2.3%	2	2.2%	1	4.9%	3	2.4%	1	4.5%	4	1.7%	1
Better quality restaurants or cafes	2.7%	4	3.1%	2	2.3%	2	4.4%	2	0.0%	0	4.9%	2	0.0%	0	6.9%	4
More affordable restaurants or cafes	2.0%	3	1.6%	1	2.3%	2	0.0%	0	3.3%	2	2.4%	1	2.2%	2	1.7%	1
Starbucks returning	2.0%	3	1.6%	1	2.3%	2	0.0%	0	4.9%	3	0.0%	0	3.4%	3	0.0%	0
Better quality pubs and bars	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0
Better range of pubs and bars	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(None)	70.7%	106	64.1%	41	75.6%	65	68.9%	31	72.1%	44	68.3%	28	62.9%	56	81.0%	47
(Don't know)	7.3%	11	12.5%	8	3.5%	3	8.9%	4	3.3%	2	12.2%	5	6.7%	6	8.6%	5
Base:		150		64		86		45		61		41		89		58

Q14 What changes would you like to see in respect of leisure and cultural facilities? [MR]

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
More or better entertainment for children / families	7.3%	11	6.3%	4	8.1%	7	2.2%	1	13.1%	8	2.4%	1	5.6%	5	10.3%	6
More or better cultural facilities	5.3%	8	3.1%	2	7.0%	6	6.7%	3	6.6%	4	2.4%	1	4.5%	4	6.9%	4
More or better sports facilities	2.0%	3	3.1%	2	1.2%	1	2.2%	1	3.3%	2	0.0%	0	3.4%	3	0.0%	0
More or better gym and fitness facilities	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(None)	70.7%	106	71.9%	46	69.8%	60	80.0%	36	62.3%	38	73.2%	30	71.9%	64	67.2%	39
(Don't know)	14.7%	22	14.1%	9	15.1%	13	6.7%	3	16.4%	10	22.0%	9	13.5%	12	17.2%	10
Base:		150		64		86		45		61		41		89		58

Q15 What changes would you like to see in respect of service facilities? [MR]

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
More or better public services (e.g. health)	2.7%	4	3.1%	2	2.3%	2	4.4%	2	1.6%	1	2.4%	1	1.1%	1	5.2%	3
More or better banking / financial services	2.0%	3	1.6%	1	2.3%	2	2.2%	1	3.3%	2	0.0%	0	2.2%	2	1.7%	1
More or better public services (e.g. libraries)	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(None)	82.0%	123	84.4%	54	80.2%	69	86.7%	39	83.6%	51	73.2%	30	86.5%	77	74.1%	43
(Don't know)	13.3%	20	10.9%	7	15.1%	13	4.4%	2	13.1%	8	24.4%	10	10.1%	9	19.0%	11
Base:		150		64		86		45		61		41		89		58

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Q16 What changes would you like to see to help and inform visitors to Hereford town centre? [MR]																
Improved signage	14.7%	22	14.1%	9	15.1%	13	20.0%	9	9.8%	6	17.1%	7	14.6%	13	13.8%	8
Improved visitor information centre	12.0%	18	15.6%	10	9.3%	8	13.3%	6	16.4%	10	4.9%	2	14.6%	13	8.6%	5
More or better information on history / architecture	2.7%	4	4.7%	3	1.2%	1	2.2%	1	3.3%	2	2.4%	1	3.4%	3	1.7%	1
More or better information on travel options	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
More or better information on events	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(None)	54.7%	82	54.7%	35	54.7%	47	46.7%	21	55.7%	34	58.5%	24	52.8%	47	56.9%	33
(Don't know)	21.3%	32	18.8%	12	23.3%	20	24.4%	11	23.0%	14	17.1%	7	20.2%	18	24.1%	14
Base:		150		64		86		45		61		41		89		58
Q17 What changes would you like to see in respect of transport or cycle facilities? [MR]																
More frequent bus services	15.3%	23	14.1%	9	16.3%	14	13.3%	6	18.0%	11	12.2%	5	13.5%	12	17.2%	10
Cheaper car parking	10.7%	16	10.9%	7	10.5%	9	15.6%	7	11.5%	7	4.9%	2	10.1%	9	12.1%	7
Better cycle links	8.7%	13	10.9%	7	7.0%	6	13.3%	6	8.2%	5	4.9%	2	9.0%	8	6.9%	4
Improve congestion / a bypass	6.0%	9	7.8%	5	4.7%	4	2.2%	1	6.6%	4	9.8%	4	7.9%	7	3.4%	2
Improved bus station	3.3%	5	3.1%	2	3.5%	3	2.2%	1	6.6%	4	0.0%	0	4.5%	4	1.7%	1
Improved railway station	1.3%	2	1.6%	1	1.2%	1	0.0%	0	3.3%	2	0.0%	0	2.2%	2	0.0%	0
Better located bus stops	1.3%	2	1.6%	1	1.2%	1	0.0%	0	1.6%	1	2.4%	1	1.1%	1	0.0%	0
Better located cycle parking	1.3%	2	1.6%	1	1.2%	1	2.2%	1	1.6%	1	0.0%	0	0.0%	0	3.4%	2
More frequent train services	1.3%	2	1.6%	1	1.2%	1	4.4%	2	0.0%	0	0.0%	0	1.1%	1	1.7%	1
More cycle parking	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
Better quality cycle parking (e.g. more secure, covered etc.)	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
More long stay car parking	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More disabled car parking	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
Better taxi services	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
More short stay car parking	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
(None)	48.0%	72	48.4%	31	47.7%	41	42.2%	19	47.5%	29	53.7%	22	47.2%	42	48.3%	28
(Don't know)	9.3%	14	4.7%	3	12.8%	11	6.7%	3	6.6%	4	17.1%	7	7.9%	7	12.1%	7
Base:		150		64		86		45		61		41		89		58
Q18 What changes would you like to see in respect of the quality and cleanliness of public spaces? [MR]																
Cleaner streets or parks	16.0%	24	10.9%	7	19.8%	17	17.8%	8	16.4%	10	14.6%	6	9.0%	8	25.9%	15
More green spaces	10.7%	16	15.6%	10	7.0%	6	8.9%	4	9.8%	6	9.8%	4	9.0%	8	12.1%	7
Floral displays/hanging baskets/greenery	8.7%	13	7.8%	5	9.3%	8	6.7%	3	8.2%	5	9.8%	4	7.9%	7	8.6%	5
More bins	7.3%	11	4.7%	3	9.3%	8	8.9%	4	9.8%	6	2.4%	1	5.6%	5	10.3%	6
Public toilets	4.0%	6	3.1%	2	4.7%	4	4.4%	2	1.6%	1	7.3%	3	3.4%	3	5.2%	3
Public art	1.3%	2	0.0%	0	2.3%	2	0.0%	0	3.3%	2	0.0%	0	2.2%	2	0.0%	0
(None)	61.3%	92	60.9%	39	61.6%	53	60.0%	27	65.6%	40	61.0%	25	68.5%	61	51.7%	30
(Don't know)	6.7%	10	10.9%	7	3.5%	3	4.4%	2	6.6%	4	9.8%	4	10.1%	9	1.7%	1
Base:		150		64		86		45		61		41		89		58
Q19 What one thing does Hereford City Centre do better than other places that you visit?																
Architecture / environment	38.0%	57	29.7%	19	44.2%	38	22.2%	10	45.9%	28	43.9%	18	41.6%	37	32.8%	19
Food / drink	4.7%	7	4.7%	3	4.7%	4	4.4%	2	4.9%	3	2.4%	1	3.4%	3	5.2%	3
Shopping	4.7%	7	6.3%	4	3.5%	3	8.9%	4	1.6%	1	4.9%	2	3.4%	3	6.9%	4
Entertainment facilities (e.g. theatre)	2.0%	3	1.6%	1	2.3%	2	0.0%	0	3.3%	2	2.4%	1	2.2%	2	1.7%	1
Events	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.7%	1
(Nothing in particular)	26.0%	39	26.6%	17	25.6%	22	28.9%	13	21.3%	13	29.3%	12	23.6%	21	29.3%	17
(Don't know)	24.0%	36	31.3%	20	18.6%	16	35.6%	16	21.3%	13	17.1%	7	25.8%	23	22.4%	13
Base:		150		64		86		45		61		41		89		58
GEN Gender																
Male	42.7%	64	100.0%	64	0.0%	0	46.7%	21	47.5%	29	31.7%	13	42.7%	38	44.8%	26
Female	57.3%	86	0.0%	0	100.0%	86	53.3%	24	52.5%	32	68.3%	28	57.3%	51	55.2%	32
Base:		150		64		86		45		61		41		89		58

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

AGE Age Group

18 - 24 years	19.3%	29	23.4%	15	16.3%	14	64.4%	29	0.0%	0	0.0%	0	19.1%	17	20.7%	12
25 - 34 years	10.7%	16	9.4%	6	11.6%	10	35.6%	16	0.0%	0	0.0%	0	6.7%	6	17.2%	10
35 - 44 years	21.3%	32	28.1%	18	16.3%	14	0.0%	0	52.5%	32	0.0%	0	25.8%	23	15.5%	9
45 - 54 years	19.3%	29	17.2%	11	20.9%	18	0.0%	0	47.5%	29	0.0%	0	23.6%	21	13.8%	8
55 - 64 years	14.7%	22	10.9%	7	17.4%	15	0.0%	0	0.0%	0	53.7%	22	11.2%	10	19.0%	11
65 + years	12.7%	19	9.4%	6	15.1%	13	0.0%	0	0.0%	0	46.3%	19	12.4%	11	12.1%	7
(Refused)	2.0%	3	1.6%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	1
Base:		150		64		86		45		61		41		89		58

SEG Occupation of chief wage earner in household

AB	19.3%	29	23.4%	15	16.3%	14	4.4%	2	31.1%	19	19.5%	8	32.6%	29	0.0%	0
C1	40.0%	60	35.9%	23	43.0%	37	46.7%	21	41.0%	25	31.7%	13	67.4%	60	0.0%	0
C2	17.3%	26	21.9%	14	14.0%	12	15.6%	7	13.1%	8	24.4%	10	0.0%	0	44.8%	26
DE	21.3%	32	18.8%	12	23.3%	20	33.3%	15	14.8%	9	19.5%	8	0.0%	0	55.2%	32
(Refused)	2.0%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Base:		150		64		86		45		61		41		89		58

ADU Household composition: Number of Adults

1	18.0%	27	12.5%	8	22.1%	19	13.3%	6	13.1%	8	29.3%	12	16.9%	15	19.0%	11
2	57.3%	86	59.4%	38	55.8%	48	37.8%	17	68.9%	42	65.9%	27	60.7%	54	53.4%	31
3	20.0%	30	21.9%	14	18.6%	16	40.0%	18	14.8%	9	2.4%	1	20.2%	18	19.0%	11
4 or more	3.3%	5	4.7%	3	2.3%	2	8.9%	4	1.6%	1	0.0%	0	2.2%	2	5.2%	3
None	1.3%	2	1.6%	1	1.2%	1	0.0%	0	1.6%	1	2.4%	1	0.0%	0	3.4%	2
Base:		150		64		86		45		61		41		89		58

CHI Number of Children

1	15.3%	23	12.5%	8	17.4%	15	24.4%	11	19.7%	12	0.0%	0	13.5%	12	19.0%	11
2	11.3%	17	12.5%	8	10.5%	9	8.9%	4	21.3%	13	0.0%	0	13.5%	12	8.6%	5
3	5.3%	8	6.3%	4	4.7%	4	2.2%	1	9.8%	6	0.0%	0	9.0%	8	0.0%	0
4 or more	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
None	67.3%	101	68.8%	44	66.3%	57	62.2%	28	49.2%	30	100.0%	41	62.9%	56	72.4%	42
Base:		150		64		86		45		61		41		89		58

CAR Number of Cars

1	30.7%	46	26.6%	17	33.7%	29	26.7%	12	26.2%	16	43.9%	18	30.3%	27	32.8%	19
2	32.7%	49	31.3%	20	33.7%	29	26.7%	12	41.0%	25	24.4%	10	40.4%	36	19.0%	11
3	5.3%	8	10.9%	7	1.2%	1	6.7%	3	4.9%	3	4.9%	2	4.5%	4	6.9%	4
4 or more	3.3%	5	4.7%	3	2.3%	2	11.1%	5	0.0%	0	0.0%	0	4.5%	4	1.7%	1
None	28.0%	42	26.6%	17	29.1%	25	28.9%	13	27.9%	17	26.8%	11	20.2%	18	39.7%	23
Base:		150		64		86		45		61		41		89		58

DAY Day

Monday	16.7%	25	18.8%	12	15.1%	13	33.3%	15	14.8%	9	2.4%	1	15.7%	14	19.0%	11
Tuesday	16.7%	25	23.4%	15	11.6%	10	17.8%	8	14.8%	9	12.2%	5	15.7%	14	17.2%	10
Wednesday	16.7%	25	10.9%	7	20.9%	18	6.7%	3	21.3%	13	22.0%	9	21.3%	19	8.6%	5
Thursday	16.7%	25	10.9%	7	20.9%	18	15.6%	7	16.4%	10	19.5%	8	12.4%	11	24.1%	14
Friday	16.7%	25	20.3%	13	14.0%	12	8.9%	4	18.0%	11	24.4%	10	21.3%	19	8.6%	5
Saturday	16.7%	25	15.6%	10	17.4%	15	17.8%	8	14.8%	9	19.5%	8	13.5%	12	22.4%	13
Base:		150		64		86		45		61		41		89		58

LOC Location Point

Commercial Street / High Town	42.7%	64	43.8%	28	41.9%	36	48.9%	22	42.6%	26	39.0%	16	42.7%	38	44.8%	26
Widemarsh Street	8.7%	13	6.3%	4	10.5%	9	11.1%	5	6.6%	4	9.8%	4	5.6%	5	13.8%	8
Church Street	24.0%	36	21.9%	14	25.6%	22	15.6%	7	24.6%	15	34.1%	14	29.2%	26	15.5%	9
Eign Gate	12.0%	18	12.5%	8	11.6%	10	11.1%	5	16.4%	10	4.9%	2	10.1%	9	12.1%	7
Old Market	12.7%	19	15.6%	10	10.5%	9	13.3%	6	9.8%	6	12.2%	5	12.4%	11	13.8%	8
Base:		150		64		86		45		61		41		89		58

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

PC   Post Code

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
(Refused)	2.0%	3	1.6%	1	2.3%	2	0.0%	0	3.3%	2	2.4%	1	0.0%	0	5.2%	3
CF14 9	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
CF15 8	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
CF23 6	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
CF31 3	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
CF34 9	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0
CO4 5	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
DT5 2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.7%	1
HR	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR1 1	8.0%	12	4.7%	3	10.5%	9	15.6%	7	3.3%	2	7.3%	3	7.9%	7	8.6%	5
HR1 2	8.0%	12	3.1%	2	11.6%	10	4.4%	2	8.2%	5	12.2%	5	10.1%	9	5.2%	3
HR1 3	2.0%	3	1.6%	1	2.3%	2	6.7%	3	0.0%	0	0.0%	0	2.2%	2	1.7%	1
HR1 4	6.7%	10	7.8%	5	5.8%	5	6.7%	3	8.2%	5	4.9%	2	6.7%	6	6.9%	4
HR2	0.7%	1	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
HR2 0	1.3%	2	3.1%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	1.1%	1	1.7%	1
HR2 4	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR2 5	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
HR2 6	6.7%	10	6.3%	4	7.0%	6	2.2%	1	8.2%	5	9.8%	4	3.4%	3	12.1%	7
HR2 7	10.7%	16	10.9%	7	10.5%	9	22.2%	10	4.9%	3	7.3%	3	6.7%	6	15.5%	9
HR2 8	2.0%	3	1.6%	1	2.3%	2	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3
HR2 9	2.7%	4	3.1%	2	2.3%	2	0.0%	0	1.6%	1	7.3%	3	3.4%	3	1.7%	1
HR3 5	1.3%	2	1.6%	1	1.2%	1	0.0%	0	1.6%	1	2.4%	1	1.1%	1	1.7%	1
HR3 6	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR4	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR4 0	6.7%	10	4.7%	3	8.1%	7	2.2%	1	8.2%	5	7.3%	3	7.9%	7	5.2%	3
HR4 6	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR4 7	3.3%	5	4.7%	3	2.3%	2	4.4%	2	3.3%	2	0.0%	0	4.5%	4	1.7%	1
HR4 8	1.3%	2	3.1%	2	0.0%	0	0.0%	0	1.6%	1	2.4%	1	2.2%	2	0.0%	0
HR4 9	4.7%	7	4.7%	3	4.7%	4	4.4%	2	4.9%	3	4.9%	2	4.5%	4	5.2%	3
HR5 2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR6 7	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR7	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
HR7 4	2.7%	4	3.1%	2	2.3%	2	2.2%	1	4.9%	3	0.0%	0	4.5%	4	0.0%	0
HR8 1	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0
HR8 2	1.3%	2	3.1%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	1.1%	1	1.7%	1
HR9 4	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
HR9 7	1.3%	2	3.1%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.1%	1	1.7%	1
LD1 6	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LD2 3	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0
LD8 2	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.7%	1
NP13 2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
NP16 6	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
NP23 6	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
NP4 8	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
NP44 2	0.7%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.7%	1
NP7 0	1.3%	2	1.6%	1	1.2%	1	0.0%	0	1.6%	1	2.4%	1	2.2%	2	0.0%	0
NP7 1	2.0%	3	4.7%	3	0.0%	0	0.0%	0	3.3%	2	2.4%	1	3.4%	3	0.0%	0
NP7 5	1.3%	2	0.0%	0	2.3%	2	0.0%	0	1.6%	1	2.4%	1	2.2%	2	0.0%	0
NP7 6	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
NP7 9	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
SA4 4	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
SP4 6	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
TQ1 4	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0
WR6 5	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
WR6 6	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Base:		150		64		86		45		61		41		89		58

Column %ges.

Appendix 2:

Sample Questionnaire

NEMS market research
HEREFORDSHIRE RETAIL TOWN CENTRE AND ASSESSMENT IN CENTRE VISITORS SURVEY

INTRODUCTION: Good morning/afternoon, I am …… from NEMS market research, an independent market research company. We are conducting a short survey on behalf of Herefordshire Council about shopping in the local area and I wonder if I can ask you a few questions. It will take about 5 minutes.

ASK ALL:
Q.1 What is the <u>main</u> purpose of your visit to Hereford City Centre today?
DO NOT PROMPT. ONE ANSWER ONLY

ASK ALL:
Q.2 What else, if anything, will you be doing in Hereford City Centre today?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	Q.1 (1)	Q.2 (2)
Visiting food shops	1	1
Visiting non-food shops	2	2
Visiting pub / café / restaurant	3	3
Visiting bank or other financial services	4	4
Visiting hairdressers or beauty salon	5	5
Visiting an entertainment / leisure facility	6	6
Attending an event	7	7
Education	8	8
Work here	9	9
Browsing	A	A
Medical services	B	B
Other (PLEASE WRITE IN)	C	C
_____		
(Don't know)	D	D
Nothing else	-	E

ASK ALL:
Q.3 How long will you spend in Hereford City Centre today?
DO NOT PROMPT. ONE ANSWER ONLY

	(3)
Less than one hour	1
1-2 hours	2
2-4 hours	3
4-6 hours	4
Over 6 hours	5
(Don't know)	6

ASK ALL:
Q.4 How often do you visit Hereford City Centre during **the day**?
DO NOT PROMPT. ONE ANSWER ONLY

ASK ALL:
Q.5 How often do you visit Hereford City Centre during **the evening**?
DO NOT PROMPT. ONE ANSWER ONLY

	Q.4 Day (4)	Q.5 Evening (5)
More than once a week	1	1
Once a week	2	2
Once every 2-3 weeks	3	3
Monthly	4	4
Less often / not regularly	5	5
First visit today	6	6
Never	-	7

Q.6 How did you travel here today?
DO NOT PROMPT. ONE ANSWER ONLY

	(6)	
Car / Van (as driver)	1	GO TO Q.7
Car / Van (as passenger)	2	GO TO Q.7
Motorcycle	3	GO TO Q.7
Bus	4	GO TO Q.8
Coach	5	GO TO Q.8
Train	6	GO TO Q.8
Walk	7	GO TO Q.8
Hereford City Beryl Bike Share	8	GO TO Q.8
Cycle	9	GO TO Q.8
E-scooter	A	GO TO Q.8
Other (PLEASE WRITE IN)	B	GO TO Q.8

_____

ASK IF '**CAR / MOTORCYCLE**' MENTIONED AT Q.6, OTHERS GO TO Q.8

Q.7 Where did you park today?
PROBE FULLY FOR CAR PARK NAME AND / OR STREET NAME / STORE NEARBY

	(7)		(8)
ALDI car park	1	Maylord Orchards	1
Bath Street	2	Morrisons car park	2
Berrington Street	3	Old Market	3
Bus Station	4	Sainsbury's car park	4
City Walls	5	Venns Close	5
Friars Street	6	Walls Street	6
Gaol Street	7	West Street	7
Garrick House	8		
Hereford Station	9	Off-street parking (PLEASE STATE NAME)	A
Horse & Groom	A		
Kyrle Street	B	_____	
Little Berrington Street	C	On-street parking (PLEASE STATE NAME)	B
		_____	
		On-street parking, don't know name	C
		(Don't know / dropped off)	D

ASK ALL:

Q.8 What do you currently <u>like</u> about Hereford City Centre?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(9)
Appearance or character of the centre	1
Cleanliness of the centre	2
Convenient to home	3
Convenient to work	4
General affordability	5
Good / cheap parking	6
Habit / always used it / familiar	7
It is easy to walk / cycle around	8
It is easy to use Beryl Bike scheme	9
It is easy to get to by bus	A
It is easy to get to by train	B
Quality of shops or markets	C
Range of shops or markets	D
Range or quality of leisure facilities (e.g. cinema, theatre etc.)	E
Range or quality of places to eat	F
Range or quality of pubs or bars	G
Range or quality of services (e.g. banks, hairdressers etc.)	H
Visitor accommodation or facilities	I
Safety of the centre	J
Parks or open spaces	K
Other (PLEASE WRITE IN)	L

_____

Nothing	M
(Don't know)	N

Q.9 What do you currently <u>dislike</u> about Hereford City Centre?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(10)
Appearance or character of the centre	1
Cleanliness of the centre	2
Difficult / expensive parking	3
Congestion	4
General affordability	5
It is difficult to walk / cycle around	6
Poor quality of shops	7
Poor range of shops	8
Poor range of leisure facilities (e.g. cinema, theatre etc.)	9
Poor range or quality places to eat	A
Poor range or quality of pubs or bars	B
Poor range or quality of services (e.g. banks, hairdressers etc.)	C
It is difficult to get to by bus	D
It is difficult to get to by train	E
Safety of the centre	F
Parks or open spaces	G
Visitor accommodation or facilities	H
Other (PLEASE WRITE IN)	I

_____

Nothing	J
(Don't know)	K

ASK ALL:
Q.10 How do you think Hereford City Centre should be improved?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(11)
Different or better shops or markets	1
Different or better places to eat or drink	2
Different or better leisure facilities	3
Different or better service facilities	4
Improved visitor information	5
More or better parking, transport or cycle facilities	6
Improve quality and cleanliness of public spaces	7
Other (PLEASE WRITE IN)	8

_____

Nothing in particular	9
(Don't know)	A

ASK ALL
Q.11 We will now ask a series of questions relating to specific elements of Hereford city centre's offer.
What changes you would like to see in terms of the shopping provision in Hereford city centre
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(12)
Better quality shops	1
More affordable shops	2
Larger shops	3
More or new national retailers	4
More or new independent shops	5
More shops selling clothing / footwear	6
More shops selling food / drink	7
More shops selling small household goods	8
More shops selling electrical goods	9
More shops selling books, CDs etc	A
More shops selling toys or recreational goods	B
More chemists or shops selling beauty products	C
More shops selling furniture, DIY or gardening goods	D
More shops selling specialist goods	E
More frequent markets	F
Better quality markets	G
Different types of markets (i.e. food, craft etc)	H
Other (PLEASE WRITE IN)	I

_____

None	J
(Don't know)	K

Q.12 What changes you would like to see in respect of Hereford's markets?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

(13)

Better quality stalls	1
More affordable stalls	2
Larger stalls	3
More stalls selling clothing / footwear	4
More stalls selling food / drink	5
More stalls selling small household goods	6
More stalls selling electrical goods	7
More stalls selling books, CDs etc	8
More stalls selling toys or recreational goods	9
More stalls or shops selling beauty products	A
More stalls selling furniture, DIY or gardening goods	B
More stalls selling specialist goods	C
More frequent markets	D
Better quality markets	E
Different types of markets (i.e. food, craft etc)	F
Other (PLEASE WRITE IN)	G

_____

None	H
(Don't know)	I

ASK ALL

Q.13 What changes would you like to see in respect of places to eat or drink?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

(14)

Better range of restaurants or cafes	1
Better quality restaurants or cafes	2
More affordable restaurants or cafes	3
More independent restaurants or cafes	4
Better range of pubs and bars	5
Better quality pubs and bars	6
More or better nightclubs	7
More opportunities to eat or drink outside	8
Other (PLEASE WRITE IN)	9

_____

None mentioned	A
(Don't know)	B

ASK ALL

Q.14 What changes would you like to see in respect of leisure and cultural facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

(15)

More or better gym and fitness facilities	1
More or better sports facilities	2
More or better entertainment for children / families	3
More or better cultural facilities	4
Other (PLEASE WRITE IN)	5

_____

None	6
(Don't know)	7

ASK ALL

Q.15 What changes would you like to see in respect of service facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

(16)

More or better banking / financial services	1
More or better hairdressing / beauty services	2
More or better public services (e.g. libraries)	3
More or better public services (e.g. health)	4
Other (PLEASE WRITE IN)	5

_____

None	6
(Don't know)	7

Q.16 What changes would you like to see to help and inform visitors to Hereford town centre?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(17)
Improved signage	1
Improved visitor information centre	2
More or better information on events	3
More or better information on travel options	4
More or better information on history / architecture	5
Other (PLEASE WRITE IN)	6
_____	
None	7
(Don't know)	8

ASK ALL
Q.17 What changes would you like to see in respect of transport or cycle facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(18)
More long stay car parking	1
More short stay car parking	2
Better located parking	3
Cheaper car parking	4
More disabled car parking	5
More parent / child parking	6
Improved railway station	7
Improved bus station	8
More frequent train services	9
More frequent bus services	A
Better located bus stops	B
More cycle parking	C
Better located cycle parking	D
Better quality cycle parking (e.g. more secure, covered etc.)	E
Better cycle links	F
Other (PLEASE WRITE IN)	G
_____	
None	H
(Don't know)	I

ASK ALL
Q.18 What changes would you like to see in respect of the quality and cleanliness of public spaces?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(19)
Better routes / crossings for pedestrians	1
More green spaces	2
Cleaner streets or parks	3
More or better play facilities	4
Better access for disabled / elderly / pushchairs	5
More bins	6
Less traffic / congestion	7
Floral displays/hanging baskets/greenery	8
Public art	9
Other (PLEASE WRITE IN)	A
_____	
None	B
(Don't know)	C

ASK ALL:
Q.19 What one thing does Hereford City Centre do better than other places that you visit?
DO NOT PROMPT: ONE ANSWER ONLY

	(20)
Architecture / environment	1
Community facilities	2
Entertainment facilities (e.g. theatre)	3
Events	4
Food / drink	5
Nightlife	6
Shopping	7
Transport facilities	8
Other (PLEASE WRITE IN)	9
_____	
Nothing in particular	A
(Don't know)	B

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.

NAME: _____

ADDRESS: _____

TEL. NO. _____ Postcode: ☐ ☐ ☐ ☐ ☐ ■ ■

CLASSIFICATION

GENDER:	(21)	**AGE GROUP**:	(22)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		35 - 44 years	3
		45 - 54 years	4
		55 - 64 years	5
		65 + years	6

OCCUPATION OF CHIEF WAGE EARNER IN HOUSEHOLD: _____

(IF RETIRED OR UNEMPLOYED THEN ASK FOR PREVIOUS OCCUPATION: PROBE FULLY.)

	(23)
AB	1
C1	2
C2	3
DE	4

HOUSEHOLD COMPOSITION: (IF NONE PLEASE WRITE IN **0**)

Number of adults: ………. (24)

No. of children 15 years and under: ………. (25)

Number of cars in household: ………. (26)

DAY:	(27)	**LOCATION POINT:**	(28)
Monday	1	Commercial Street / High Town	1
Tuesday	2	Widemarsh Street	2
Wednesday	3	Church Street	3
Thursday	4	Eign Gate	4
Friday	5	Old Market	5
Saturday	6		

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

(29)   (30)

INTERVIEWER'S SIGNATURE: _____ **DATE**: ☐ ☐ ☐