

Dacorum Retail Study

ON-STREET INTERVIEW SURVEY OF SHOPPERS AND OTHER TOWN CENTRE USERS IN HEMEL HEMPSTEAD

Good morning/afternoon. I am carrying out a survey of how people are using Hemel Hempstead town centre and I wonder whether you would mind answering a few questions. The interview will only take a few minutes.

1. What is the postcode of your home address?

Write in: _____

FIRST, SOME QUESTIONS ON SHOPPING AND LEISURE IN HEMEL HEMPSTEAD TOWN CENTRE

2. What is the main purpose of your visit to the town centre today?

UNPROMPTED - Main answer only

- Food Shopping (in shops)
- Non-food shopping (in shops)
- Shopping in the market
- Using financial services, e.g. banks, building societies
- Using other services e.g. hairdressers, travel agents or opticians
- Visiting restaurant, cafe, or public house
- Work in or near the town centre
- Tourism or sight seeing
- Visiting the Civic Centre
- Visiting the Library
- Meeting friends or family
- Other social or leisure reasons
- Business
- Education
- Access to transport services (i.e. en route to somewhere else)
- Other (please specify)

3. What else, if anything, will you be doing in the town centre today?

UNPROMPTED – More than one answer permitted

- Food Shopping (in shops)
- Non-food shopping (in shops)
- Shopping in the market
- Using financial services, e.g. banks, building societies ____
- Using other services e.g. hairdressers, travel agents or opticians
- Visiting restaurant, cafe, or public house
- Work in or near the town centre
- Tourism or sight seeing
- Visiting the Civic Centre
- Visiting the Library
- Meeting friends or family
- Other social or leisure reasons
- Business
- Education
- Access to transport services (i.e. en route to somewhere else)
- Other (please specify)

4. Why did you choose to come here for shopping or services today?

UNPROMPTED – Single answer only.

- Close to home/live here
- Close to work
- Close to friends or relatives
- Good food stores
- Good range of non-food shops/shops which I like
- To visit Marlowes Shopping Centre
- To visit a particular shop or service (please specify which)
- Market day/to visit the market
- Easy to get to by car
- Easy/good car parking
- Easy to get to by public transport
- Attractive environment/nice place
- Visiting Hemel Hempstead as a tourist
- Other (please specify)

5. What have you bought or do you expect to buy in the town centre today?

SHOW CARD A

More than one answer permitted

- Food/groceries
- Confectionery/tobacco/ newspapers and magazines
- Clothes and shoes
- Household textiles and soft furnishings
- Furniture, carpets and other floorcoverings
- Household appliances, eg fridges, washing machines, kettles, hairdryers
- Audio-visual equipment, eg Telephones, Radio, TV, HiFi, Cameras, Computers
- Hardware, DIY goods and decorating supplies, tools, and garden products
- Chemists and medical goods, cosmetics and beauty products
- Leisure and luxury goods eg books/CDs, sports goods, jewellery, toys and gifts
- Financial Services
- Personal Services, eg hairdresser, travel agent, dry cleaner
- Other (please specify)
- Nothing

6. About how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants, etc)?

Please specify _____

7. About how much have you spent or do you expect to spend on non food goods in the town centre today?

Please specify _____

8. How often do you visit Hemel Hempstead town centre for each of these reasons (one response per category)

a) Food shopping

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

b) Non food shopping

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

c) Services (e.g. hairdresser, bank or building society, dry cleaners)

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

d) Leisure facilities, eg. Leisure centre or Health & Fitness club

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

e) Pubs, cafes, restaurants, nightclubs

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

9. What do you like about Hemel Hempstead town centre for shopping or services?

UNPROMPTED – More than one answer permitted

Good food shops
Good non-food shops
Good market
Good range of financial or personal services
Good cafes, restaurants or public houses
Particular shops or services (please specify which)
Marlowes Shopping Centre
Attractive environment/nice place
Traffic free pedestrian areas
Clean streets
Well maintained streets
Easy to park the car
Good public transport
Easy to get to from home
Easy to get to from work
Good safety/security
Nothing or very little
Other (please specify)

10. What do you dislike about Hemel Hempstead town centre for shopping or services?

UNPROMPTED – More than one answer permitted.

Too busy/crowded
Traffic congestion makes it difficult to get to by car
Poor range of shops
Particular shops or services not in Hemel Hempstead (please specify which)
Poor range of services
Poor market
Danger from vehicles in some streets/not fully pedestrianised
Difficult to park near shops
Car parking too expensive
Streets dirty
Streets badly maintained
Unattractive environment/not a very nice place
Not enough seats/litter bins/public telephones/public toilets
Poor access for the disabled
Nothing/very little
Other (please specify)

NOW SOME QUESTIONS ABOUT USE OF THE TOWN CENTRE IN THE EVENING

11. How often do you visit Hemel Hempstead town centre in the evening?

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

12. What are your main reasons for visiting the town centre in the evening?

UNPROMPTED – More than one answer permitted

Pubs/bars
Cafes/restaurants
Nightclub
Church
Library
Health and fitness centre
Don't visit in the evening
Other (please specify)

13. What do you like about the town centre in the evening?

UNPROMPTED – More than one answer permitted

Good cafes, restaurants or bars
Good leisure, entertainment or cultural facilities
Attractive environment/nice place
Easy to get to by car
Good car parking
Easy to get to by public transport
Clean streets
Good street lighting
Good safety/security
Don't visit the town centre in the evening
Nothing/very little
Other (please specify)

14. What do you dislike about the town centre in the evening?

UNPROMPTED – More than one answer permitted

No cinema
No health and fitness centre
Difficult to park
Poor public transport
Feels unsafe
Poor street lighting
Poor cafes, restaurants or bars
Poor leisure, entertainment or cultural facilities
Streets dirty
Vandalism
Graffiti
Don't visit the town centre in the evening
Nothing/very little
Other (please specify)

15. When you come to the town centre during the day, how do you rate the following:

Describe the ratings, and read out list

	Very good	Good	Adequate	Poor	Very Poor	Don't know
Car parking						
Bus services						
Safety and security						
Range of shops						
The market						
Range of services						
Cleanliness of streets						
Attractiveness of the town centre						

16. When you come to the town centre in the evening, how do you rate the following:

Describe the ratings, and read out list

	Very good	Good	Adequate	Poor	Very Poor	Don't know
Car Parking						
Bus services						
Safety and security						
Range of evening attractions						
Quality of evening attractions						
Cleanliness of streets						
Attractiveness of the town centre						

17. How did you travel here today?

Car
Bus
Train
Taxi
Walk
Cycle
Motorcycle
Other

THE FOLLOWING QUESTIONS ARE FOR SURVEY CONTROL PURPOSES ONLY, AND WILL NEVER BE REVEALED IN CONNECTION WITH YOUR NAME AND ADDRESS

18. What of the following age bands are you in?

(Read out)

0 – 17 years
18 – 24 years
25 – 34 years
35 – 44 years
45 – 54 years
55 – 64 years
65 years or above
Refused

19. Occupation of the head of your household (if retired, please specify previous occupation)

Write in: _____

SEG (Record from answer to Question 19)

- A/B
- C1
- C2
- D/E
- Refused

20. How many people (men and women) between 16-64 are there in your household who are:

- In part-time employment (up to 29 hours per week)
- In full-time employment (30 or more hours per week)___
- Unemployed but available for or seeking employment __

21. How many cars do you have in your household?
(including light vans, pick-ups, landrovers, etc.)

- None
- One
- Two
- Three or more

Thank and close interview

22. Gender of respondent (record by observation)

- Male
- Female

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Donaldsons
March 2005

Dacorum Retail Study

ON-STREET INTERVIEW SURVEY OF SHOPPERS AND OTHER TOWN CENTRE USERS IN BERKHAMSTED

Good morning/afternoon. I am carrying out a survey of how people are using Berkhamsted town centre and I wonder whether you would mind answering a few questions. The interview will only take a few minutes.

1. What is the postcode of your home address?

Write in: _____

FIRST, SOME QUESTIONS ON SHOPPING AND LEISURE IN BERKHAMSTED TOWN CENTRE

2. What is the main purpose of your visit to the town centre today?

UNPROMPTED - Main answer only

- Food Shopping (in shops)
- Non-food shopping (in shops)
- Shopping in the market
- Using financial services, e.g. banks, building societies
- Using other services e.g. hairdressers, travel agents or opticians
- Visiting restaurant, cafe, or public house
- Work in or near the town centre
- Tourism or sight seeing
- Visiting Council Offices
- Visiting the Library
- Visiting Berkhamsted School
- Meeting friends or family
- Other social or leisure reasons
- Business
- Education
- Access to transport services (i.e. en route to somewhere else)
- Other (please specify)

3. What else, if anything, will you be doing in the town centre today?

UNPROMPTED – More than one answer permitted

- Food Shopping (in shops)
- Non-food shopping (in shops)
- Shopping in the market
- Using financial services, e.g. banks, building societies ____
- Using other services e.g. hairdressers, travel agents or opticians
- Visiting restaurant, cafe, or public house
- Work in or near the town centre
- Tourism or sight seeing
- Visiting Council Offices
- Visiting the Library
- Visiting Berkhamsted School
- Meeting friends or family
- Other social or leisure reasons
- Business
- Education

Berkhamsted On-Street Interview Survey Questionnaire

Access to transport services (i.e. en route to somewhere else)
Other (please specify)

4. Why did you choose to come here for shopping or services today?

UNPROMPTED – Single answer only.

Close to home/live here
Close to work
Close to friends or relatives
Good food stores
Good range of non-food shops/shops which I like
To visit Waitrose
To visit another particular shop or service (please specify which)
Market day/to visit the market
Easy to get to by car
Easy/good car parking
Easy to get to by public transport
Attractive environment/nice place
Visiting Berkhamsted as a tourist
Other (please specify)

5. What have you bought or do you expect to buy in the town centre today?

SHOW CARD A

More than one answer permitted

Food/groceries
Confectionery/tobacco/ newspapers and magazines
Clothes and shoes
Household textiles and soft furnishings
Furniture, carpets and other floorcoverings
Household appliances, eg fridges, washing machines, kettles, hairdryers
Audio-visual equipment, eg Telephones, Radio, TV, HiFi, Cameras, Computers
Hardware, DIY goods and decorating supplies, tools, and garden products
Chemists and medical goods, cosmetics and beauty products
Leisure and luxury goods eg books/CDs, sports goods, jewellery, toys and gifts
Financial Services
Personal Services, eg hairdresser, travel agent, dry cleaner
Other (please specify)
Nothing

6. About how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants, etc)?

Please specify _____

7. About how much have you spent or do you expect to spend on non food goods in the town centre today?

Please specify _____

8. How often do you visit Berkhamsted town centre for each of these reasons (one response per category)

a) Food shopping

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

b) Non food shopping

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

c) Services (e.g. hairdresser, bank or building society, dry cleaners)

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

d) Leisure facilities, eg. Leisure centre or Health & Fitness club

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

e) Pubs, cafes, restaurants, nightclubs

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

9. What do you like about Berkhamsted town centre for shopping or services?

UNPROMPTED – More than one answer permitted

Good food shops
Good non-food shops
Good market
Good range of financial or personal services
Good cafes, restaurants or public houses
Waitrose store
Other particular shops or services (please specify which)
Attractive environment/nice place
Traffic free pedestrian areas
Clean streets
Well maintained streets
Easy to park the car
Good public transport
Easy to get to from home
Easy to get to from work
Good safety/security
Nothing or very little
Other (please specify)

10. What do you dislike about Berkhamsted town centre for shopping or services?

UNPROMPTED – More than one answer permitted.

Too busy/crowded
Traffic congestion makes it difficult to get to by car
Poor range of shops
Particular shops or services not in Berkhamsted (please specify which)
Poor range of services
Poor market
Danger from vehicles in some streets/not fully pedestrianised
Difficult to park near shops
Car parking too expensive
Streets dirty
Streets badly maintained
Unattractive environment/not a very nice place
Not enough seats/litter bins/public telephones/public toilets
Poor access for the disabled
Nothing/very little
Other (please specify)

NOW SOME QUESTIONS ABOUT USE OF THE TOWN CENTRE IN THE EVENING

11. How often do you visit Berkhamsted town centre in the evening?

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

12. What are your main reasons for visiting the town centre in the evening?

UNPROMPTED – More than one answer permitted

Pubs/bars
Cafes/restaurants
Nightclub
Church
Library
Health and fitness centre
Don't visit in the evening
Other (please specify)

13. What do you like about the town centre in the evening?

UNPROMPTED – More than one answer permitted

Good cafes, restaurants or bars
Good leisure, entertainment or cultural facilities
Attractive environment/nice place
Easy to get to by car
Good car parking
Easy to get to by public transport
Clean streets
Good street lighting
Good safety/security
Don't visit the town centre in the evening
Nothing/very little
Other (please specify)

14. What do you dislike about the town centre in the evening?

UNPROMPTED – More than one answer permitted

Difficult to park
Poor public transport
Feels unsafe
Poor street lighting
Poor cafes, restaurants or bars
Poor leisure, entertainment or cultural facilities
Streets dirty
Vandalism
Graffiti
Don't visit the town centre in the evening
Nothing/very little
Other (please specify)

15. When you come to the town centre during the day, how do you rate the following:

Describe the ratings, and read out list

	Very good	Good	Adequate	Poor	Very Poor	Don't know
Car parking						
Bus services						
Safety and security						
Range of shops						
The market						
Range of services						
Cleanliness of streets						
Attractiveness of the town centre						

16. When you come to the town centre in the evening, how do you rate the following:

Describe the ratings, and read out list

	Very good	Good	Adequate	Poor	Very Poor	Don't know
Car Parking						
Bus services						
Safety and security						
Range of evening attractions						
Quality of evening attractions						
Cleanliness of streets						
Attractiveness of the town centre						

17. How did you travel here today?

Car
Bus
Train
Taxi
Walk
Cycle
Motorcycle
Other

THE FOLLOWING QUESTIONS ARE FOR SURVEY CONTROL PURPOSES ONLY, AND WILL NEVER BE REVEALED IN CONNECTION WITH YOUR NAME AND ADDRESS

18. What of the following age bands are you in?

(Read out)

0 – 17 years
18 – 24 years
25 – 34 years
35 – 44 years
45 – 54 years
55 – 64 years
65 years or above
Refused

19. Occupation of the head of your household (if retired, please specify previous occupation)

Write in: _____

SEG (Record from answer to Question 19)

- A/B
- C1
- C2
- D/E
- Refused

20. How many people (men and women) between 16-64 are there in your household who are:

- In part-time employment (up to 29 hours per week)
- In full-time employment (30 or more hours per week)___
- Unemployed but available for or seeking employment __

21. How many cars do you have in your household?
(including light vans, pick-ups, landrovers, etc.)

- None
- One
- Two
- Three or more

Thank and close interview

22. Gender of respondent (record by observation)

- Male
- Female

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Donaldsons
March 2005

Dacorum Retail Study

ON-STREET INTERVIEW SURVEY OF SHOPPERS AND OTHER TOWN CENTRE USERS IN TRING

Good morning/afternoon. I am carrying out a survey of how people are using Tring town centre and I wonder whether you would mind answering a few questions. The interview will only take a few minutes.

1. What is the postcode of your home address?

Write in: _____

FIRST, SOME QUESTIONS ON SHOPPING AND LEISURE IN TRING TOWN CENTRE

2. What is the main purpose of your visit to the town centre today?

UNPROMPTED - Main answer only

- Food Shopping (in shops)
- Non-food shopping (in shops)
- Shopping in the market
- Using financial services, e.g. banks, building societies
- Using other services e.g. hairdressers, travel agents or opticians
- Visiting restaurant, cafe, or public house
- Work in or near the town centre
- Tourism or sight seeing
- Visiting Council Offices
- Visiting the Library
- Visiting the Zoological Museum
- Meeting friends or family
- Other social or leisure reasons
- Business
- Education
- Access to transport services (i.e. en route to somewhere else)
- Other (please specify)

3. What else, if anything, will you be doing in the town centre today?

UNPROMPTED – More than one answer permitted

- Food Shopping (in shops)
- Non-food shopping (in shops)
- Shopping in the market
- Using financial services, e.g. banks, building societies ____
- Using other services e.g. hairdressers, travel agents or opticians
- Visiting restaurant, cafe, or public house
- Work in or near the town centre
- Tourism or sight seeing
- Visiting Council Offices
- Visiting the Library
- Visiting the Zoological Museum
- Meeting friends or family
- Other social or leisure reasons
- Business
- Education

Tring On-Street Interview Survey Questionnaire

Access to transport services (i.e. en route to somewhere else)
Other (please specify)

4. Why did you choose to come here for shopping or services today?

UNPROMPTED – Single answer only.

Close to home/live here
Close to work
Close to friends or relatives
Good food stores
Good range of non-food shops/shops which I like
To visit a particular shop or service (please specify which)
Market day/to visit the market
Easy to get to by car
Easy/good car parking
Easy to get to by public transport
Attractive environment/nice place
Visiting Tring as a tourist
Other (please specify)

5. What have you bought or do you expect to buy in the town centre today?

SHOW CARD A

More than one answer permitted

Food/groceries
Confectionery/tobacco/ newspapers and magazines
Clothes and shoes
Household textiles and soft furnishings
Furniture, carpets and other floorcoverings
Household appliances, eg fridges, washing machines, kettles, hairdryers
Audio-visual equipment, eg Telephones, Radio, TV, HiFi, Cameras, Computers
Hardware, DIY goods and decorating supplies, tools, and garden products
Chemists and medical goods, cosmetics and beauty products
Leisure and luxury goods eg books/CDs, sports goods, jewellery, toys and gifts
Financial Services
Personal Services, eg hairdresser, travel agent, dry cleaner
Other (please specify)
Nothing

6. About how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants, etc)?

Please specify _____

7. About how much have you spent or do you expect to spend on non food goods in the town centre today?

Please specify _____

8. How often do you visit Tring town centre for each of these reasons (one response per category)

a) Food shopping

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

b) Non food shopping

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

c) Services (e.g. hairdresser, bank or building society, dry cleaners)

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

d) Leisure facilities, eg. Leisure centre or Health & Fitness club

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

e) Pubs, cafes, restaurants, nightclubs

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

9. What do you like about Tring town centre for shopping or services?

UNPROMPTED – More than one answer permitted

Good food shops
Good non-food shops
Good market
Good range of financial or personal services
Good cafes, restaurants or public houses
Particular shops or services (please specify which)
Attractive environment/nice place
Traffic free pedestrian areas
Clean streets
Well maintained streets
Easy to park the car
Good public transport
Easy to get to from home
Easy to get to from work
Good safety/security
Nothing or very little
Other (please specify)

10. What do you dislike about Tring town centre for shopping or services?

UNPROMPTED – More than one answer permitted.

Too busy/crowded
Traffic congestion makes it difficult to get to by car
Poor range of shops
Particular shops or services not in Tring (please specify which)
Poor range of services
Poor market
Danger from vehicles in some streets/not fully pedestrianised
Difficult to park near shops
Car parking too expensive
Streets dirty
Streets badly maintained
Unattractive environment/not a very nice place
Not enough seats/litter bins/public telephones/public toilets
Poor access for the disabled
Nothing/very little
Other (please specify)

NOW SOME QUESTIONS ABOUT USE OF THE TOWN CENTRE IN THE EVENING

11. How often do you visit Tring town centre in the evening?

Everyday/most days
2-3 times a week
Once a week
Once a fortnight
Once a month
Less often
Never
Don't know

12. What are your main reasons for visiting the town centre in the evening?

UNPROMPTED – More than one answer permitted

Pubs/bars
Cafes/restaurants
Nightclub
Church
Library
Health and fitness centre
Don't visit in the evening
Other (please specify)

13. What do you like about the town centre in the evening?

UNPROMPTED – More than one answer permitted

Good cafes, restaurants or bars
Good leisure, entertainment or cultural facilities
Attractive environment/nice place
Easy to get to by car
Good car parking
Easy to get to by public transport
Clean streets
Good street lighting
Good safety/security
Don't visit the town centre in the evening
Nothing/very little
Other (please specify)

14. What do you dislike about the town centre in the evening?

UNPROMPTED – More than one answer permitted

Difficult to park
Poor public transport
Feels unsafe
Poor street lighting
Poor cafes, restaurants or bars
Poor leisure, entertainment or cultural facilities
Streets dirty
Vandalism
Graffiti
Don't visit the town centre in the evening
Nothing/very little
Other (please specify)

15. When you come to the town centre during the day, how do you rate the following:

Describe the ratings, and read out list

	Very good	Good	Adequate	Poor	Very Poor	Don't know
Car parking						
Bus services						
Safety and security						
Range of shops						
The market						
Range of services						
Cleanliness of streets						
Attractiveness of the town centre						

16. When you come to the town centre in the evening, how do you rate the following:

Describe the ratings, and read out list

	Very good	Good	Adequate	Poor	Very Poor	Don't know
Car Parking						
Bus services						
Safety and security						
Range of evening attractions						
Quality of evening attractions						
Cleanliness of streets						
Attractiveness of the town centre						

17. How did you travel here today?

Car
Bus
Train
Taxi
Walk
Cycle
Motorcycle
Other

THE FOLLOWING QUESTIONS ARE FOR SURVEY CONTROL PURPOSES ONLY, AND WILL NEVER BE REVEALED IN CONNECTION WITH YOUR NAME AND ADDRESS

18. What of the following age bands are you in?

(Read out)

0 – 17 years
18 – 24 years
25 – 34 years
35 – 44 years
45 – 54 years
55 – 64 years
65 years or above
Refused

19. Occupation of the head of your household (if retired, please specify previous occupation)

Write in: _____

SEG (Record from answer to Question 19)

- A/B
- C1
- C2
- D/E
- Refused

20. How many people (men and women) between 16-64 are there in your household who are:

- In part-time employment (up to 29 hours per week)
- In full-time employment (30 or more hours per week)___
- Unemployed but available for or seeking employment __

21. How many cars do you have in your household?
(including light vans, pick-ups, landrovers, etc.)

- None
- One
- Two
- Three or more

Thank and close interview

22. Gender of respondent (record by observation)

- Male
- Female

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Donaldsons
March 2005

Day of Interview

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%
Thursday	194	24.1%	75	18.6%	93	37.2%	26	17.1%
Friday	213	26.4%	104	25.7%	57	22.8%	52	34.2%
Saturday	399	49.5%	225	55.7%	100	40.0%	74	48.7%

Time of Interview

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%
9.00am - 10.00am	48	6.0%	24	5.9%	14	5.6%	10	6.6%
10.00am - 11.00am	129	16.0%	51	12.6%	52	20.8%	26	17.1%
11.00am - 12.00pm	147	18.2%	73	18.1%	51	20.4%	23	15.1%
12.00pm - 1.00pm	131	16.3%	68	16.8%	39	15.6%	24	15.8%
1.00pm - 2.00pm	128	15.9%	71	17.6%	35	14.0%	22	14.5%
2.00pm - 3.00pm	90	11.2%	39	9.7%	31	12.4%	20	13.2%
3.00pm - 4.00pm	71	8.8%	36	8.9%	21	8.4%	14	9.2%
4.00pm - 5.00pm	34	4.2%	20	5.0%	7	2.8%	7	4.6%
5.00pm - 6.00pm	28	3.5%	22	5.4%			6	3.9%

Q2. How did you travel here today?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%	
Car	454	56.3%	249	61.6%	136	54.4%	69	45.4%	
Walk	244	30.3%	72	17.8%	96	38.4%	76	50.0%	
Bus	82	10.2%	66	16.3%	12	4.8%	4	2.6%	
Taxi	9	1.1%	8	2.0%	1	.4%			
Cycle	8	1.0%	3	.7%	2	.8%	3	2.0%	
Train	5	.6%	3	.7%	2	.8%			
Motorcycle	1	.1%	1	.2%					
Other	Park & ride	1	.1%	1	.2%				
	Mobility scooter	1	.1%			1	.4%		

Q3. What is the main purpose of your visit to the town centre today?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%	
Non-food shopping	260	32.3%	179	44.3%	54	21.6%	27	17.8%	
Food shopping	169	21.0%	53	13.1%	80	32.0%	36	23.7%	
Work in or near the town centre	74	9.2%	38	9.4%	17	6.8%	19	12.5%	
Using financial services	72	8.9%	37	9.2%	21	8.4%	14	9.2%	
Other social or leisure reasons	52	6.5%	23	5.7%	13	5.2%	16	10.5%	
Using other services	42	5.2%	14	3.5%	17	6.8%	11	7.2%	
Meeting friends or family	35	4.3%	20	5.0%	7	2.8%	8	5.3%	
Business	21	2.6%	6	1.5%	10	4.0%	5	3.3%	
Visiting restaurant, cafe or public house	17	2.1%	5	1.2%	8	3.2%	4	2.6%	
Shopping in the market	15	1.9%	6	1.5%	7	2.8%	2	1.3%	
Tourism or sightseeing	8	1.0%	3	.7%	2	.8%	3	2.0%	
Education	8	1.0%	3	.7%	2	.8%	3	2.0%	
Access to transport services	5	.6%	1	.2%	3	1.2%	1	.7%	
Visiting the library	4	.5%			3	1.2%	1	.7%	
Other	Medical appointment	10	1.2%	7	1.7%	3	1.2%		
	Going to church	4	.5%	3	.7%			1	.7%
	Job hunting	3	.4%	2	.5%	1	.4%		
	Sports/ fitness centre	2	.2%			2	.8%		
	Visit Council offices	1	.1%	1	.2%				
	Looking for accomodation	1	.1%	1	.2%				
	Car service/ repair	1	.1%	1	.2%				
	Collecting/ exchanging/ returning goods	1	.1%	1	.2%				
	Auction	1	.1%					1	.7%

Q4. What else, if anything, will you be doing in the town centre today?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%	
FOOD SHOPPING	129	16.0%	60	14.9%	42	16.8%	27	17.8%	
NON-FOOD SHOPPING	180	22.3%	102	25.2%	48	19.2%	30	19.7%	
SHOPPING IN THE MARKET	37	4.6%	12	3.0%	14	5.6%	11	7.2%	
USING FINANCIAL SERVICES	50	6.2%	26	6.4%	14	5.6%	10	6.6%	
USING OTHER SERVICES	24	3.0%	11	2.7%	9	3.6%	4	2.6%	
VISITING RESTAURANT, CAFE OR PUBLIC HOUSE	46	5.7%	21	5.2%	12	4.8%	13	8.6%	
WORK IN OR NEAR TOWN CENTRE	8	1.0%	1	.2%	6	2.4%	1	.7%	
TOURISM OR SIGHTSEEING	3	.4%			1	.4%	2	1.3%	
VISITING THE CIVIC CENTRE									
VISITING COUNCIL OFFICES									
VISITING THE ZOOLOGICAL MUSEUM	1	.1%					1	.7%	
VISITING THE LIBRARY	14	1.7%	2	.5%	8	3.2%	4	2.6%	
VISITING BERKHAMSTEAD SCHOOL	1	.1%			1	.4%			
MEETING FRIENDS OR FAMILY	19	2.4%	7	1.7%	6	2.4%	6	3.9%	
OTHER SOCIAL OR LEISURE REASONS	26	3.2%	14	3.5%	10	4.0%	2	1.3%	
BUSINESS	11	1.4%	9	2.2%	2	.8%			
EDUCATION									
ACCESS TO TRANSPORT SERVICES	3	.4%	1	.2%			2	1.3%	
Other	Nothing else	354	43.9%	186	46.0%	102	40.8%	66	43.4%
	Medical appointment	2	.2%	2	.5%				
	Job hunting	2	.2%	2	.5%				
	Going to church	1	.1%					1	.7%
	Collecting/ exchanging/ returning goods	1	.1%	1	.2%				

Q5. Why did you choose to come here for shopping or services today?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%	
Close to home/ live here	513	63.6%	249	61.6%	166	66.4%	98	64.5%	
Close to work	85	10.5%	41	10.1%	22	8.8%	22	14.5%	
To visit a particular shop or service	49	6.1%	25	6.2%	17	6.8%	7	4.6%	
Close to friends or relatives	42	5.2%	20	5.0%	13	5.2%	9	5.9%	
Good range of non-food shops/ shops that I like	16	2.0%	9	2.2%	6	2.4%	1	.7%	
Market day/ to visit the market	12	1.5%	7	1.7%	2	.8%	3	2.0%	
Easy to get to by car	12	1.5%	9	2.2%	1	.4%	2	1.3%	
Good food stores	8	1.0%	5	1.2%	2	.8%	1	.7%	
Easy to get to by public transport	8	1.0%	8	2.0%					
Attractive environment/ nice place	8	1.0%	5	1.2%	1	.4%	2	1.3%	
Visiting as a tourist	6	.7%			1	.4%	5	3.3%	
To visit Waitrose	4	.5%	1	.2%	3	1.2%			
To visit Marlowes Shopping Centre	3	.4%	3	.7%					
Easy/ good car parking	3	.4%	3	.7%					
Other	Visiting on business	10	1.2%	2	.5%	8	3.2%		
	For a change/ day out	10	1.2%	9	2.2%	1	.4%		
	Child escort	8	1.0%	3	.7%	3	1.2%	2	1.3%
	Take/ collect car from garage	2	.2%	1	.2%	1	.4%		
	Free parking in Asda	2	.2%	1	.2%	1	.4%		
	Prefer it to where I live	2	.2%	2	.5%				
	Cheaper to shop here than where I live	1	.1%	1	.2%				
	Come to see music group	1	.1%			1	.4%		
	Various	1	.1%			1	.4%		

Q5. Which particular shop/service did you visit/use?

	Base: Those choosing a particular shop/service		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: Those choosing a particular shop/service	49	100.0%	25	100.0%	17	100.0%	7	100.0%
Visit bank/ building society	12	24.5%	3	12.0%	8	47.1%	1	14.3%
Various	9	18.4%	4	16.0%	2	11.8%	3	42.9%
Medical appointment	5	10.2%	4	16.0%	1	5.9%		
Visit hairdresser	3	6.1%	1	4.0%	2	11.8%		
Church	3	6.1%	2	8.0%			1	14.3%
Visit patchwork shop	2	4.1%	2	8.0%				
Primark	2	4.1%	2	8.0%				
Tesco	2	4.1%	1	4.0%	1	5.9%		
Visit takeaway	1	2.0%	1	4.0%				
Martins (arts & crafts)	1	2.0%					1	14.3%
Thomas Cook	1	2.0%					1	14.3%
Poundland	1	2.0%	1	4.0%				
Post Office	1	2.0%	1	4.0%				
O2 phone shop	1	2.0%	1	4.0%				
Ann Harvey	1	2.0%	1	4.0%				
Shopmobility service	1	2.0%	1	4.0%				
Kodak	1	2.0%			1	5.9%		
Boots	1	2.0%			1	5.9%		
Vogue	1	2.0%			1	5.9%		

Q6. What else, if anything, will you be doing in the town centre today?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%	
FOOD/ GROCERIES	366	45.4%	147	36.4%	147	58.8%	72	47.4%	
CONFECTIONERY/ TOBACCO/ NEWSPAPERS	130	16.1%	63	15.6%	43	17.2%	24	15.8%	
CLOTHES AND SHOES	180	22.3%	158	39.1%	20	8.0%	2	1.3%	
HOUSEHOLD TEXTILES AND SOFT FURNISHINGS	44	5.5%	39	9.7%	2	.8%	3	2.0%	
FURNITURE, CARPETS AND FLOOR COVERINGS	7	.9%	6	1.5%			1	.7%	
HOUSEHOLD APPLIANCES eg FRIDGES, KETTLES	11	1.4%	6	1.5%			5	3.3%	
AUDIO-VISUAL EQUIPMENT eg TVs. HIFI, RADIOS	23	2.9%	14	3.5%	8	3.2%	1	.7%	
HARDWARE, DIY GOODS, GARDEN PRODUCTS	61	7.6%	38	9.4%	8	3.2%	15	9.9%	
CHEMISTS AND MEDICAL GOODS, COSMETICS	105	13.0%	66	16.3%	33	13.2%	6	3.9%	
LEISURE AND LUXURY GOODS eg BOOKS/ CDs	98	12.2%	59	14.6%	30	12.0%	9	5.9%	
FINANCIAL SERVICES	62	7.7%	28	6.9%	26	10.4%	8	5.3%	
PERSONAL SERVICES eg HAIRDRESSER, etc	54	6.7%	17	4.2%	26	10.4%	11	7.2%	
NOTHING	94	11.7%	36	8.9%	30	12.0%	28	18.4%	
Other	Stationery	13	1.6%	4	1.0%	3	1.2%	6	3.9%
	Eating/ drinking out	9	1.1%	4	1.0%	3	1.2%	2	1.3%
	Flowers	8	1.0%	2	.5%	4	1.6%	2	1.3%
	Photo processing	4	.5%	2	.5%	2	.8%		
	Household goods/ kitchen supplies	3	.4%	2	.5%			1	.7%
	Arts & crafts	3	.4%	1	.2%			2	1.3%
	Pet food	2	.2%	2	.5%				
Gift vouchers	1	.1%	1	.2%					

Q7. About how much have you spent, or do you expect to spend on FOOD in the town centre today?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		806	100.0%	404	100.0%	250	100.0%	152	100.0%
	0	422	52.4%	246	60.9%	102	40.8%	74	48.7%
	1	23	2.9%	6	1.5%	8	3.2%	9	5.9%
	2	24	3.0%	8	2.0%	8	3.2%	8	5.3%
	3	21	2.6%	14	3.5%	4	1.6%	3	2.0%
	4	11	1.4%	7	1.7%	4	1.6%		
	5	49	6.1%	20	5.0%	17	6.8%	12	7.9%
	6	7	.9%	3	.7%	2	.8%	2	1.3%
	7	5	.6%	1	.2%	1	.4%	3	2.0%
	8	13	1.6%	5	1.2%	5	2.0%	3	2.0%
	9	2	.2%			1	.4%	1	.7%
	10	61	7.6%	25	6.2%	23	9.2%	13	8.6%
	11	1	.1%	1	.2%				
	12	8	1.0%	2	.5%	5	2.0%	1	.7%
	13	5	.6%	2	.5%	2	.8%	1	.7%
	14	3	.4%	1	.2%	1	.4%	1	.7%
	15	15	1.9%	8	2.0%	4	1.6%	3	2.0%
	17	2	.2%			1	.4%	1	.7%
	20	36	4.5%	16	4.0%	13	5.2%	7	4.6%
	23	1	.1%	1	.2%				
	24	1	.1%			1	.4%		
	25	8	1.0%	1	.2%	6	2.4%	1	.7%
	27	1	.1%			1	.4%		
	28	1	.1%			1	.4%		
	30	22	2.7%	10	2.5%	11	4.4%	1	.7%
	35	2	.2%			1	.4%	1	.7%
	40	12	1.5%	3	.7%	8	3.2%	1	.7%
	45	1	.1%			1	.4%		
	46	1	.1%			1	.4%		
	47	2	.2%	2	.5%				
	50	14	1.7%	4	1.0%	9	3.6%	1	.7%
	55	1	.1%					1	.7%
	60	8	1.0%	5	1.2%	1	.4%	2	1.3%
	65	1	.1%	1	.2%				
	70	6	.7%	3	.7%	3	1.2%		
	80	4	.5%	2	.5%	1	.4%	1	.7%
	90	1	.1%	1	.2%				
	100	4	.5%	3	.7%	1	.4%		
	110	1	.1%			1	.4%		

(cont.)

Q7. About how much have you spent, or do you expect to spend on FOOD in the town centre today?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Amount in £	120	3	.4%			2	.8%	1	.7%
	300	1	.1%	1	.2%				
	Don't know yet	2	.2%	2	.5%				

Q7 Average spent on food items in town centre

	Base: Those buying food items in the town centre	Hemel Hempstead	Berkhamstead	Tring
Base: Those buying food items in the town centre	382	156	148	78
Mean	19.43	20.57	21.13	13.92

Q8. About how much have you spent, or do you expect to spend on NON-FOOD in the town centre today?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		806	100.0%	404	100.0%	250	100.0%	152	100.0%
Amount in £	0	258	32.0%	87	21.5%	95	38.0%	76	50.0%
	1	33	4.1%	12	3.0%	11	4.4%	10	6.6%
	2	23	2.9%	12	3.0%	6	2.4%	5	3.3%
	3	18	2.2%	9	2.2%	5	2.0%	4	2.6%
	4	20	2.5%	10	2.5%	8	3.2%	2	1.3%
	5	43	5.3%	16	4.0%	17	6.8%	10	6.6%
	6	6	.7%			5	2.0%	1	.7%
	7	12	1.5%	3	.7%	4	1.6%	5	3.3%
	8	2	.2%	1	.2%			1	.7%
	9	1	.1%					1	.7%
	10	74	9.2%	35	8.7%	24	9.6%	15	9.9%
	11	1	.1%					1	.7%
	12	4	.5%	2	.5%			2	1.3%
	13	4	.5%	4	1.0%				
14	3	.4%	3	.7%					

(cont.)

Q8. About how much have you spent, or do you expect to spend on NON-FOOD in the town centre today?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Amount in £	15	19	2.4%	7	1.7%	11	4.4%	1	.7%
	16	4	.5%	2	.5%	2	.8%		
	17	2	.2%	1	.2%			1	.7%
	20	58	7.2%	35	8.7%	16	6.4%	7	4.6%
	25	12	1.5%	7	1.7%	4	1.6%	1	.7%
	26	1	.1%	1	.2%				
	27	1	.1%	1	.2%				
	28	1	.1%			1	.4%		
	30	39	4.8%	27	6.7%	9	3.6%	3	2.0%
	33	1	.1%	1	.2%				
	35	4	.5%	4	1.0%				
	36	1	.1%			1	.4%		
	40	29	3.6%	20	5.0%	9	3.6%		
	45	3	.4%	2	.5%	1	.4%		
	46	1	.1%	1	.2%				
	50	47	5.8%	36	8.9%	8	3.2%	3	2.0%
	60	10	1.2%	8	2.0%	1	.4%	1	.7%
	65	1	.1%	1	.2%				
	70	8	1.0%	6	1.5%	2	.8%		
	75	1	.1%	1	.2%				
	80	8	1.0%	5	1.2%	2	.8%	1	.7%
	88	1	.1%			1	.4%		
	90	2	.2%	2	.5%				
	100	18	2.2%	18	4.5%				
	105	1	.1%			1	.4%		
	120	1	.1%	1	.2%				
	125	1	.1%	1	.2%				
	140	1	.1%	1	.2%				
	150	3	.4%	3	.7%				
	172	1	.1%	1	.2%				
	174	1	.1%					1	.7%
	180	1	.1%			1	.4%		
	200	3	.4%	2	.5%	1	.4%		
250	1	.1%	1	.2%					
300	1	.1%			1	.4%			
350	1	.1%	1	.2%					
400	3	.4%	2	.5%	1	.4%			
800	1	.1%	1	.2%					

(cont.)

Q8. About how much have you spent, or do you expect to spend on NON-FOOD in the town centre today?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Amount in £	1100	1	.1%	1	.2%				
	Don't know yet	11	1.4%	9	2.2%	2	.8%		

Q8 Average spent on non-food items in town centre

	Base: Those buying non-food items in the town centre	Hemel Hempstead	Berkhamstead	Tring
Base: Those buying non-food items in the town centre	537	308	153	76
Mean	34.51	44.18	25.11	14.26

Q9. How often do you visit the town centre for each of these reasons?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		806	100.0%	404	100.0%	250	100.0%	152	100.0%
FOOD SHOPPING	Every day/ most days	77	9.6%	20	5.0%	44	17.6%	13	8.6%
	2-3 times a week	171	21.2%	42	10.4%	83	33.2%	46	30.3%
	Once a week	200	24.8%	98	24.3%	61	24.4%	41	27.0%
	Once a fortnight	22	2.7%	14	3.5%	4	1.6%	4	2.6%
	Once a month	32	4.0%	19	4.7%	7	2.8%	6	3.9%
	Less often	62	7.7%	28	6.9%	17	6.8%	17	11.2%
	Never	241	29.9%	183	45.3%	34	13.6%	24	15.8%
	Don't know	1	.1%					1	.7%
NON-FOOD SHOPPING	Every day/ most days	56	6.9%	25	6.2%	20	8.0%	11	7.2%
	2-3 times a week	162	20.1%	70	17.3%	63	25.2%	29	19.1%
	Once a week	261	32.4%	125	30.9%	84	33.6%	52	34.2%
	Once a fortnight	88	10.9%	65	16.1%	10	4.0%	13	8.6%
	Once a month	80	9.9%	48	11.9%	19	7.6%	13	8.6%
	Less often	98	12.2%	46	11.4%	34	13.6%	18	11.8%
	Never	57	7.1%	24	5.9%	18	7.2%	15	9.9%
	Don't know	4	.5%	1	.2%	2	.8%	1	.7%

(cont.)

Q9. How often do you visit the town centre for each of these reasons?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
FINANCIAL OR PERSONAL SERVICES	Every day/ most days	18	2.2%	8	2.0%	7	2.8%	3	2.0%
	2-3 times a week	87	10.8%	29	7.2%	33	13.2%	25	16.4%
	Once a week	239	29.7%	107	26.5%	76	30.4%	56	36.8%
	Once a fortnight	74	9.2%	42	10.4%	19	7.6%	13	8.6%
	Once a month	91	11.3%	51	12.6%	22	8.8%	18	11.8%
	Less often	91	11.3%	42	10.4%	30	12.0%	19	12.5%
	Never	201	24.9%	125	30.9%	59	23.6%	17	11.2%
	Don't know	5	.6%			4	1.6%	1	.7%
LEISURE FACILITIES	Every day/ most days	14	1.7%	3	.7%	7	2.8%	4	2.6%
	2-3 times a week	44	5.5%	9	2.2%	28	11.2%	7	4.6%
	Once a week	73	9.1%	22	5.4%	28	11.2%	23	15.1%
	Once a fortnight	30	3.7%	6	1.5%	12	4.8%	12	7.9%
	Once a month	29	3.6%	11	2.7%	10	4.0%	8	5.3%
	Less often	68	8.4%	34	8.4%	21	8.4%	13	8.6%
	Never	541	67.1%	317	78.5%	142	56.8%	82	53.9%
	Don't know	7	.9%	2	.5%	2	.8%	3	2.0%
PUBS, CAFES, RESTAURANTS, NIGHTCLUBS	Every day/ most days	18	2.2%	5	1.2%	7	2.8%	6	3.9%
	2-3 times a week	68	8.4%	23	5.7%	33	13.2%	12	7.9%
	Once a week	108	13.4%	43	10.6%	45	18.0%	20	13.2%
	Once a fortnight	63	7.8%	24	5.9%	28	11.2%	11	7.2%
	Once a month	93	11.5%	37	9.2%	31	12.4%	25	16.4%
	Less often	94	11.7%	33	8.2%	35	14.0%	26	17.1%
	Never	357	44.3%	236	58.4%	70	28.0%	51	33.6%
	Don't know	5	.6%	3	.7%	1	.4%	1	.7%

Q10. What do you like about the town centre for shopping and services?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		806	100.0%	404	100.0%	250	100.0%	152	100.0%
GOOD FOOD SHOPS		104	12.9%	20	5.0%	67	26.8%	17	11.2%
GOOD NON-FOOD SHOPS		142	17.6%	76	18.8%	47	18.8%	19	12.5%
GOOD MARKET		72	8.9%	15	3.7%	44	17.6%	13	8.6%
GOOD RANGE OF FINANCIAL OR PERSONAL SERVICES		50	6.2%	16	4.0%	16	6.4%	18	11.8%
GOOD CAFES, RESTAURANTS OR PUBLIC HOUSES		81	10.0%	18	4.5%	47	18.8%	16	10.5%
PARTICULAR SHOPS OR SERVICES		33	4.1%	15	3.7%	8	3.2%	10	6.6%
MARLOWES SHOPPING CENTRE		43	5.3%	43	10.6%				
WAITROSE CENTRE		51	6.3%			51	20.4%		
ATTRACTIVE ENVIRONMENT/ NICE PLACE		142	17.6%	29	7.2%	70	28.0%	43	28.3%
TRAFFIC FREE PEDESTRIAN AREAS		70	8.7%	68	16.8%	1	.4%	1	.7%
CLEAN STREETS		59	7.3%	33	8.2%	11	4.4%	15	9.9%
WELL MAINTAINED STREETS		22	2.7%	17	4.2%	3	1.2%	2	1.3%
EASY TO PARK THE CAR		77	9.6%	38	9.4%	18	7.2%	21	13.8%
GOOD PUBLIC TRANSPORT		17	2.1%	9	2.2%	5	2.0%	3	2.0%
EASY TO GET TO FROM HOME		230	28.5%	124	30.7%	53	21.2%	53	34.9%
EASY TO GET TO FROM WORK		38	4.7%	19	4.7%	8	3.2%	11	7.2%
GOOD SAFETY/ SECURITY		25	3.1%	18	4.5%	4	1.6%	3	2.0%
NOTHING OR VERY LITTLE		137	17.0%	97	24.0%	27	10.8%	13	8.6%
Other	Compact town centre	48	6.0%	24	5.9%	19	7.6%	5	3.3%
	Friendly town	27	3.3%	3	.7%	10	4.0%	14	9.2%
	Not too busy/ crowded	19	2.4%	9	2.2%	4	1.6%	6	3.9%
	Good atmosphere/ market town/ traditional	15	1.9%	4	1.0%	7	2.8%	4	2.6%
	Wide pavements/ spacious	10	1.2%	8	2.0%	2	.8%		
	Small independent non-food shops	7	.9%	1	.2%	4	1.6%	2	1.3%
	Familiarity/ born here	6	.7%	1	.2%	4	1.6%	1	.7%
	Undercover shopping	4	.5%	4	1.0%				
	Greenery/ gardens/ park	3	.4%	3	.7%				
	Cheap parking	2	.2%	2	.5%				
	The Water Gardens	1	.1%	1	.2%				
	Availability of organic produce	1	.1%			1	.4%		
	Close to friends/ relatives	1	.1%					1	.7%
	Childrens' play area	1	.1%	1	.2%				
Lots of seating	1	.1%	1	.2%					

Q10. Which particular shop/service do you like?

	Base: Those who liked a shop/service in the town centre		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: Those who liked a shop/service in the town centre	33	100.0%	15	100.0%	8	100.0%	10	100.0%
Various	6	18.2%	3	20.0%	2	25.0%	1	10.0%
Hardware store	5	15.2%					5	50.0%
Pound shop	4	12.1%	4	26.7%				
Primark	4	12.1%	3	20.0%	1	12.5%		
Marks & Spencer	3	9.1%	3	20.0%				
New Debenhams	1	3.0%	1	6.7%				
New book shops	1	3.0%			1	12.5%		
W H Smiths	1	3.0%			1	12.5%		
Individual food shops - butchers/greengrocers	1	3.0%					1	10.0%
Almar (printers)	1	3.0%					1	10.0%
Museum	1	3.0%					1	10.0%
Metcalfes	1	3.0%					1	10.0%
Boots	1	3.0%			1	12.5%		
Ann Harvey	1	3.0%	1	6.7%				
Ottakars Bookshop	1	3.0%			1	12.5%		
Cook's Delight	1	3.0%			1	12.5%		

Q11. What do you dislike about the town centre for shopping and services?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%
TOO BUSY/ CROWDED	21	2.6%	13	3.2%	7	2.8%	1	.7%
TRAFFIC CONGESTION/ DIFFICULT TO GET TO BY CAR	65	8.1%	11	2.7%	36	14.4%	18	11.8%
POOR RANGE OF SHOPS	144	17.9%	91	22.5%	26	10.4%	27	17.8%
PARTICULAR SHOPS OR SERVICES NOT IN HEDEL HEMPSTEAD	40	5.0%	40	9.9%				
PARTICULAR SHOPS OR SERVICES NOT IN BERKHAMSTEAD	10	1.2%			10	4.0%		
PARTICULAR SHOPS OR SERVICES NOT IN TRING	9	1.1%	1	.2%			8	5.3%
POOR RANGE OF SERVICES	25	3.1%	18	4.5%	1	.4%	6	3.9%

(cont.)

Q11. What do you dislike about the town centre for shopping and services?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
POOR MARKET	76	9.4%	71	17.6%	1	.4%	4	2.6%
DANGER FROM VEHICLES/ NOT FULLY PEDESTRIANISED	19	2.4%	4	1.0%	6	2.4%	9	5.9%
DIFFICULT TO PARK NEAR SHOPS	73	9.1%	29	7.2%	42	16.8%	2	1.3%
CAR PARKING TOO EXPENSIVE	95	11.8%	51	12.6%	30	12.0%	14	9.2%
STREETS DIRTY	51	6.3%	40	9.9%	8	3.2%	3	2.0%
STREET BADLY MAINTAINED	42	5.2%	28	6.9%	9	3.6%	5	3.3%
UNATTRACTIVE ENVIRONMENT/ NOT A VERY NICE PLACE	41	5.1%	38	9.4%	1	.4%	2	1.3%
NOT ENOUGH SEATS/ LITTER BINS/ PUBLIC TOILETS	15	1.9%	10	2.5%	3	1.2%	2	1.3%
POOR ACCESS FOR THE DISABLED	10	1.2%	8	2.0%			2	1.3%
NOTHING OR VERY LITTLE	269	33.4%	108	26.7%	96	38.4%	65	42.8%

(cont.)

Q11. What do you dislike about the town centre for shopping and services?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Other	Dangerous, uneven pavements/ difficult kerbs	21	2.6%	11	2.7%	9	3.6%	1	.7%
	Rundown shops/ lack of quality shops	14	1.7%	14	3.5%				
	People not very friendly	10	1.2%	6	1.5%	4	1.6%		
	Empty shops	10	1.2%	7	1.7%	3	1.2%		
	Too many estate agents/ building societies	10	1.2%	2	.5%	6	2.4%	2	1.3%
	Poor/ expensive public transport	7	.9%	4	1.0%	1	.4%	2	1.3%
	Lack of large department store	6	.7%	5	1.2%	1	.4%		
	Town has been spoilt/ destruction of old buildings	6	.7%	6	1.5%				
	High prices	6	.7%	2	.5%	2	.8%	2	1.3%
	Lack of leisure facilities/ not a lot to do	6	.7%	2	.5%	2	.8%	2	1.3%
	Too much building work	5	.6%	3	.7%	2	.8%		
	Not enough cafes	5	.6%	2	.5%	1	.4%	2	1.3%
	Too small/ quiet	5	.6%	1	.2%	2	.8%	2	1.3%
	Lack of large supermarkets	4	.5%	4	1.0%				
	Dislike pedestrian precinct	4	.5%	4	1.0%				
	Anti-social behaviour/ crime	4	.5%	2	.5%	1	.4%	1	.7%
	Traffic pollution/ noise	4	.5%	1	.2%	2	.8%	1	.7%
	Skateboarding/ bike riding on pavements	3	.4%	2	.5%			1	.7%
	Gangs of youths hanging round	3	.4%	2	.5%	1	.4%		
	Lack of things for children to do	3	.4%	3	.7%				
	General lack of parking/ all day parking	3	.4%			3	1.2%		
	Not enough ladies fashion shops	2	.2%	2	.5%				
	Too many take-aways	2	.2%	2	.5%				
	Pigeons	2	.2%	2	.5%				
	Lack of green grocers	2	.2%	1	.2%			1	.7%
	Lack of mens' clothing stores	2	.2%			2	.8%		
	Lack of disabled parking	2	.2%	1	.2%	1	.4%		
	Lack of police presence	2	.2%	2	.5%				
	1960s buildings	2	.2%	1	.2%	1	.4%		
	Big Issue sellers/ homeless	2	.2%	1	.2%	1	.4%		
Need Marks & Spencer/ M&S not large enough	1	.1%	1	.2%					
Lack of pubs/ bars	1	.1%	1	.2%					
Lack of shoe shops	1	.1%	1	.2%					

(cont.)

Q11. What do you dislike about the town centre for shopping and services?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Other	Lack of nightclubs	1	.1%	1	.2%				
	Lack of good restaurants	1	.1%					1	.7%
	Narrow pavements	1	.1%					1	.7%
	Lack of gift shops	1	.1%					1	.7%
	Need more childrens' clothing shops	1	.1%			1	.4%		
	Shops don't cater for older ladies	1	.1%	1	.2%				
	Poor layout - ribbon development	1	.1%	1	.2%				
	Shops close too early	1	.1%	1	.2%				

Q11. Which particular shop/service would you like in Hemel Hempstead?

	Base: Those selecting a shop/service not available		Hemel Hempstead	
	Num	%	Num	%
Base: Those selecting a shop/service not available	40	100.0%	40	100.0%
A large department store	6	15.0%	6	15.0%
Various	5	12.5%	5	12.5%
Need a BHS	4	10.0%	4	10.0%
Music shops	4	10.0%	4	10.0%
Sainsbury's	3	7.5%	3	7.5%
Shoe shops	2	5.0%	2	5.0%
Need a John Lewis	2	5.0%	2	5.0%
Large supermarkets	1	2.5%	1	2.5%
Need Marks & Spencer	1	2.5%	1	2.5%
Ladies fashion shops	1	2.5%	1	2.5%
There is a lack of quality shops	1	2.5%	1	2.5%
Faith	1	2.5%	1	2.5%
Less take-aways	1	2.5%	1	2.5%
Kitchen shops/ crockery store	1	2.5%	1	2.5%
T K Maxx	1	2.5%	1	2.5%
A fresh fish store	1	2.5%	1	2.5%
A mens' clothing store	1	2.5%	1	2.5%
Gift shops	1	2.5%	1	2.5%
Need more childrens' clothing shops	1	2.5%	1	2.5%
Need a Zara	1	2.5%	1	2.5%

Q11. Which particular shop/service would you like in Berkhamstead?

	Base: Those selecting a shop/service not available		Berkhamstead	
	Num	%	Num	%
Base: Those selecting a shop/service not available	10	100.0%	10	100.0%
Need Marks & Spencer/ M&S not large enough	2	20.0%	2	20.0%
Ladies fashion shops	2	20.0%	2	20.0%
Shoe shops	1	10.0%	1	10.0%
Woolworths	1	10.0%	1	10.0%
Electrical shops	1	10.0%	1	10.0%
A fresh fish store	1	10.0%	1	10.0%
A mens' clothing stores	1	10.0%	1	10.0%
Need a John Lewis	1	10.0%	1	10.0%

Q11. Which particular shop/service would you like in Tring?

	Base: Those selecting a shop/service not available		Hemel Hempstead		Tring	
	Num	%	Num	%	Num	%
Base: Those selecting a shop/service not available	9	100.0%	1	100.0%	8	100.0%
Sainsbury's	1	11.1%	1	100.0%		
Ladies fashion shops	1	11.1%			1	12.5%
Woolworths	1	11.1%			1	12.5%
Need more independent food shops	1	11.1%			1	12.5%
A fresh fish store	1	11.1%			1	12.5%
Tesco	1	11.1%			1	12.5%
A mens' clothing store	1	11.1%			1	12.5%
A better post office	1	11.1%			1	12.5%
Various	1	11.1%			1	12.5%

Q12. When you come to the town centre during the day, how do you rate the following?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		806	100.0%	404	100.0%	250	100.0%	152	100.0%
CAR PARKING	Very good	43	5.3%	31	7.7%	2	.8%	10	6.6%
	Good	268	33.3%	142	35.1%	62	24.8%	64	42.1%
	Neither good nor poor	116	14.4%	49	12.1%	47	18.8%	20	13.2%
	Poor	117	14.5%	51	12.6%	51	20.4%	15	9.9%
	Very poor	63	7.8%	38	9.4%	20	8.0%	5	3.3%
	Don't know	199	24.7%	93	23.0%	68	27.2%	38	25.0%
BUS SERVICES	Very good	33	4.1%	19	4.7%	9	3.6%	5	3.3%
	Good	198	24.6%	106	26.2%	52	20.8%	40	26.3%
	Neither good nor poor	52	6.5%	24	5.9%	18	7.2%	10	6.6%
	Poor	53	6.6%	33	8.2%	14	5.6%	6	3.9%
	Very poor	27	3.3%	13	3.2%	7	2.8%	7	4.6%
	Don't know	443	55.0%	209	51.7%	150	60.0%	84	55.3%
SAFETY AND SECURITY	Very good	164	20.3%	31	7.7%	85	34.0%	48	31.6%
	Good	424	52.6%	221	54.7%	121	48.4%	82	53.9%
	Neither good nor poor	120	14.9%	82	20.3%	27	10.8%	11	7.2%
	Poor	43	5.3%	29	7.2%	8	3.2%	6	3.9%
	Very poor	5	.6%	5	1.2%				
	Don't know	50	6.2%	36	8.9%	9	3.6%	5	3.3%
RANGE OF SHOPS	Very good	48	6.0%	36	8.9%	8	3.2%	4	2.6%
	Good	339	42.1%	155	38.4%	131	52.4%	53	34.9%
	Neither good nor poor	177	22.0%	71	17.6%	54	21.6%	52	34.2%
	Poor	190	23.6%	115	28.5%	44	17.6%	31	20.4%
	Very poor	37	4.6%	24	5.9%	7	2.8%	6	3.9%
	Don't know	15	1.9%	3	.7%	6	2.4%	6	3.9%
THE MARKET	Very good	45	5.6%	14	3.5%	24	9.6%	7	4.6%
	Good	233	28.9%	58	14.4%	108	43.2%	67	44.1%
	Neither good nor poor	103	12.8%	35	8.7%	41	16.4%	27	17.8%
	Poor	128	15.9%	102	25.2%	13	5.2%	13	8.6%
	Very poor	111	13.8%	108	26.7%	2	.8%	1	.7%
	Don't know	186	23.1%	87	21.5%	62	24.8%	37	24.3%
RANGE OF SERVICES	Very good	37	4.6%	20	5.0%	13	5.2%	4	2.6%
	Good	428	53.1%	185	45.8%	148	59.2%	95	62.5%
	Neither good nor poor	166	20.6%	87	21.5%	43	17.2%	36	23.7%
	Poor	54	6.7%	32	7.9%	16	6.4%	6	3.9%
	Very poor	19	2.4%	17	4.2%	2	.8%		
	Don't know	102	12.7%	63	15.6%	28	11.2%	11	7.2%

(cont.)

Q12. When you come to the town centre during the day, how do you rate the following?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
CLEANLINESS OF STREETS	Very good	64	7.9%	29	7.2%	24	9.6%	11	7.2%
	Good	460	57.1%	187	46.3%	166	66.4%	107	70.4%
	Neither good nor poor	138	17.1%	77	19.1%	39	15.6%	22	14.5%
	Poor	101	12.5%	78	19.3%	16	6.4%	7	4.6%
	Very poor	42	5.2%	32	7.9%	5	2.0%	5	3.3%
	Don't know	1	.1%	1	.2%				
ATTRACTIVENESS OF THE TOWN CENTRE	Very good	116	14.4%	22	5.4%	62	24.8%	32	21.1%
	Good	384	47.6%	132	32.7%	158	63.2%	94	61.8%
	Neither good nor poor	151	18.7%	115	28.5%	22	8.8%	14	9.2%
	Poor	103	12.8%	84	20.8%	8	3.2%	11	7.2%
	Very poor	48	6.0%	48	11.9%				
	Don't know	4	.5%	3	.7%			1	.7%

Q13. How often do you visit the town centre in the evening?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%
Never	506	62.8%	298	73.8%	121	48.4%	87	57.2%
Less often	72	8.9%	29	7.2%	21	8.4%	22	14.5%
Once a month	59	7.3%	22	5.4%	29	11.6%	8	5.3%
Once a week	55	6.8%	20	5.0%	23	9.2%	12	7.9%
2-3 times a week	53	6.6%	17	4.2%	25	10.0%	11	7.2%
Once a fortnight	46	5.7%	13	3.2%	26	10.4%	7	4.6%
Every day/ most days	12	1.5%	2	.5%	5	2.0%	5	3.3%
Don't know	3	.4%	3	.7%				

Q14. What are your main reasons for visiting the town centre in the evening?

	Base: Those visiting town centre in the evening		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting town centre in the evening	300	100.0%	106	100.0%	129	100.0%	65	100.0%	
PUBS/ BARS	137	45.7%	59	55.7%	53	41.1%	25	38.5%	
CAFES/ RESTAURANTS	165	55.0%	40	37.7%	86	66.7%	39	60.0%	
NIGHTCLUB	13	4.3%	12	11.3%	1	.8%			
PLACE OF WORSHIP	3	1.0%					3	4.6%	
LIBRARY	3	1.0%	2	1.9%			1	1.5%	
SPORTS CENTRE	7	2.3%	2	1.9%	5	3.9%			
OTHER HEALTH AND FITNESS CENTRE	8	2.7%	1	.9%	6	4.7%	1	1.5%	
Other	Cinema	20	6.7%		20	15.5%			
	Meeting friends	5	1.7%	2	1.9%	3	2.3%		
	Walking	2	.7%			2	1.6%		
	Meetings/ community hall	4	1.3%				4	6.2%	
	Working	4	1.3%	2	1.9%	1	.8%	1	1.5%
	Shopping	5	1.7%	4	3.8%			1	1.5%
	Cash point	1	.3%	1	.9%				
	Theatre	1	.3%			1	.8%		
Choir practice	1	.3%			1	.8%			

Q15. What do you like about the town centre in the evening?

	Base: Those visiting town centre in the evening		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting town centre in the evening	300	100.0%	106	100.0%	129	100.0%	65	100.0%	
GOOD CAFES, RESTAURANTS OR BARS	173	57.7%	46	43.4%	92	71.3%	35	53.8%	
GOOD LEISURE/ ENTERTAINMENT/ CULTURAL FACILITIES	16	5.3%	5	4.7%	7	5.4%	4	6.2%	
ATTRACTIVE ENVIRONMENT/ NICE PLACE	27	9.0%	2	1.9%	19	14.7%	6	9.2%	
EASY TO GET TO BY CAR	34	11.3%	12	11.3%	13	10.1%	9	13.8%	
GOOD CAR PARKING	27	9.0%	9	8.5%	10	7.8%	8	12.3%	
EASY TO GET TO BY PUBLIC TRANSPORT	5	1.7%	5	4.7%					
CLEAN STREETS	10	3.3%	1	.9%	4	3.1%	5	7.7%	
GOOD STREET LIGHTING	20	6.7%	6	5.7%	11	8.5%	3	4.6%	
GOOD SAFETY/ SECURITY	32	10.7%	6	5.7%	14	10.9%	12	18.5%	
NOTHING/ VERY LITTLE	44	14.7%	26	24.5%	8	6.2%	10	15.4%	
Other	The cinema	11	3.7%			11	8.5%		
	Quiet/ not too busy	9	3.0%	4	3.8%	3	2.3%	2	3.1%
	Good atmosphere	5	1.7%	3	2.8%	2	1.6%		
	Easy to get to on foot	5	1.7%	2	1.9%	3	2.3%		
	Good variety of restaurants	2	.7%			2	1.6%		
	Not too expensive	2	.7%	2	1.9%				
	Easy to get taxis	2	.7%	2	1.9%				
	Close to friends	2	.7%	2	1.9%				
	Good shops	1	.3%	1	.9%				
Theatre	1	.3%			1	.8%			

Q16. What do you dislike about the town centre in the evening?

	Base: Those visiting town centre in the evening		Hemel Hempstead		Berkhamstead		Tring		
	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting town centre in the evening	300	100.0%	106	100.0%	129	100.0%	65	100.0%	
NO CINEMA	13	4.3%	13	12.3%					
NO HEALTH AND FITNESS									
DIFFICULT TO PARK	3	1.0%			3	2.3%			
POOR PUBLIC TRANSPORT	7	2.3%	3	2.8%	1	.8%	3	4.6%	
FEELS UNSAFE	34	11.3%	24	22.6%	8	6.2%	2	3.1%	
POOR STREET LIGHTING	2	.7%			1	.8%	1	1.5%	
POOR CAFES, RESTAURANTS AND BARS	17	5.7%	12	11.3%	2	1.6%	3	4.6%	
POOR LEISURE/ ENTERTAINMENT/ CULTURAL FACILITIES	28	9.3%	11	10.4%	7	5.4%	10	15.4%	
DIRTY STREETS	11	3.7%	6	5.7%	3	2.3%	2	3.1%	
VANDLISM	26	8.7%	11	10.4%	8	6.2%	7	10.8%	
GRAFFITI	13	4.3%	9	8.5%	2	1.6%	2	3.1%	
NOTHING/ VERY LITTLE	149	49.7%	39	36.8%	76	58.9%	34	52.3%	
Other	Young people drinking in the street	22	7.3%	4	3.8%	16	12.4%	2	3.1%
	Too quiet/ closes too early	11	3.7%	8	7.5%	2	1.6%	1	1.5%
	Anti-social behaviour	4	1.3%			3	2.3%	1	1.5%
	Lack of quality restaurants	4	1.3%	1	.9%	2	1.6%	1	1.5%
	Not enough police on the street	3	1.0%			2	1.6%	1	1.5%
	Too crowded	2	.7%	1	.9%	1	.8%		
	Broken glass on pavements	1	.3%	1	.9%				
	Cars speeding through town centre	1	.3%			1	.8%		
	Lack of car park security	1	.3%			1	.8%		
	Lack of local cinema	1	.3%					1	1.5%
	Needs more nightclubs	1	.3%	1	.9%				
	Not enough taxis	1	.3%			1	.8%		

Q17. When you come to the town centre in the evening, how do you rate the following?

		Base: Those visiting town centre in the evening		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: Those visiting town centre in the evening		300	100.0%	106	100.0%	129	100.0%	65	100.0%
CAR PARKING	Very good	54	18.0%	12	11.3%	20	15.5%	22	33.8%
	Good	129	43.0%	41	38.7%	60	46.5%	28	43.1%
	Neither good nor poor	21	7.0%	11	10.4%	8	6.2%	2	3.1%
	Poor	14	4.7%	9	8.5%	5	3.9%		
	Very poor	3	1.0%	2	1.9%	1	.8%		
	Don't know	79	26.3%	31	29.2%	35	27.1%	13	20.0%
BUS SERVICES	Very good	3	1.0%	2	1.9%			1	1.5%
	Good	35	11.7%	23	21.7%	9	7.0%	3	4.6%
	Neither good nor poor	17	5.7%	8	7.5%	5	3.9%	4	6.2%
	Poor	26	8.7%	11	10.4%	9	7.0%	6	9.2%
	Very poor	16	5.3%	8	7.5%	4	3.1%	4	6.2%
	Don't know	203	67.7%	54	50.9%	102	79.1%	47	72.3%
SAFETY AND SECURITY	Very good	21	7.0%	3	2.8%	12	9.3%	6	9.2%
	Good	164	54.7%	37	34.9%	82	63.6%	45	69.2%
	Neither good nor poor	53	17.7%	20	18.9%	23	17.8%	10	15.4%
	Poor	43	14.3%	32	30.2%	9	7.0%	2	3.1%
	Very poor	6	2.0%	4	3.8%	1	.8%	1	1.5%
	Don't know	13	4.3%	10	9.4%	2	1.6%	1	1.5%
RANGE OF EVENING ATTRACTIONS	Very good	3	1.0%			2	1.6%	1	1.5%
	Good	101	33.7%	18	17.0%	65	50.4%	18	27.7%
	Neither good nor poor	95	31.7%	33	31.1%	35	27.1%	27	41.5%
	Poor	71	23.7%	34	32.1%	22	17.1%	15	23.1%
	Very poor	15	5.0%	12	11.3%			3	4.6%
	Don't know	15	5.0%	9	8.5%	5	3.9%	1	1.5%
QUALITY OF EVENING ATTRACTIONS	Very good	6	2.0%			4	3.1%	2	3.1%
	Good	130	43.3%	23	21.7%	84	65.1%	23	35.4%
	Neither good nor poor	74	24.7%	34	32.1%	17	13.2%	23	35.4%
	Poor	57	19.0%	31	29.2%	16	12.4%	10	15.4%
	Very poor	13	4.3%	8	7.5%	1	.8%	4	6.2%
	Don't know	20	6.7%	10	9.4%	7	5.4%	3	4.6%
CLEANLINESS OF STREETS	Very good	17	5.7%	3	2.8%	6	4.7%	8	12.3%
	Good	168	56.0%	35	33.0%	92	71.3%	41	63.1%
	Neither good nor poor	58	19.3%	30	28.3%	20	15.5%	8	12.3%
	Poor	33	11.0%	21	19.8%	7	5.4%	5	7.7%
	Very poor	8	2.7%	7	6.6%			1	1.5%
	Don't know	16	5.3%	10	9.4%	4	3.1%	2	3.1%

(cont.)

Q17. When you come to the town centre in the evening, how do you rate the following?

		Base: Those visiting town centre in the evening		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
ATTRACTIVENESS OF THE TOWN CENTRE	Very good	19	6.3%			11	8.5%	8	12.3%
	Good	179	59.7%	30	28.3%	106	82.2%	43	66.2%
	Neither good nor poor	63	21.0%	40	37.7%	11	8.5%	12	18.5%
	Poor	22	7.3%	19	17.9%	1	.8%	2	3.1%
	Very poor	11	3.7%	11	10.4%				
	Don't know	6	2.0%	6	5.7%				

Q18. Which of the following age bands do you fall into?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%
0 - 18 years	44	5.5%	22	5.4%	14	5.6%	8	5.3%
19 - 25 years	74	9.2%	42	10.4%	18	7.2%	14	9.2%
26 - 35 years	125	15.5%	69	17.1%	35	14.0%	21	13.8%
36 - 45 years	158	19.6%	77	19.1%	54	21.6%	27	17.8%
46 - 55 years	151	18.7%	75	18.6%	47	18.8%	29	19.1%
56 - 65 years	127	15.8%	66	16.3%	44	17.6%	17	11.2%
65 years or more	127	15.8%	53	13.1%	38	15.2%	36	23.7%

Q20. How many people between 16-64 are there in your household who are?

		Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		806	100.0%	404	100.0%	250	100.0%	152	100.0%
IN PART-TIME EMPLOYMENT (UP TO 29 HRS PER WEEK)	0	577	71.6%	284	70.3%	187	74.8%	106	69.7%
	1	201	24.9%	101	25.0%	57	22.8%	43	28.3%
	2	23	2.9%	15	3.7%	5	2.0%	3	2.0%
	3	3	.4%	3	.7%				
	4	1	.1%			1	.4%		
	8	1	.1%	1	.2%				
IN FULL-TIME EMPLOYMENT (30 OR MORE HRS PER WEEK)	0	250	31.0%	121	30.0%	69	27.6%	60	39.5%
	1	306	38.0%	158	39.1%	96	38.4%	52	34.2%
	2	191	23.7%	93	23.0%	69	27.6%	29	19.1%
	3	44	5.5%	21	5.2%	14	5.6%	9	5.9%
	4	14	1.7%	10	2.5%	2	.8%	2	1.3%
	5	1	.1%	1	.2%				
UNEMPLOYED BUT AVAILABLE/ SEEKING EMPLOYMENT	0	732	90.8%	349	86.4%	236	94.4%	147	96.7%
	1	67	8.3%	49	12.1%	13	5.2%	5	3.3%
	2	6	.7%	5	1.2%	1	.4%		
	5	1	.1%	1	.2%				

Q21. How many cars do you have in your household?

	Base: All respondents		Hemel Hempstead		Berkhamstead		Tring	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	806	100.0%	404	100.0%	250	100.0%	152	100.0%
One	299	37.1%	168	41.6%	74	29.6%	57	37.5%
Two	277	34.4%	114	28.2%	112	44.8%	51	33.6%
None	139	17.2%	76	18.8%	38	15.2%	25	16.4%
Three or more	89	11.0%	44	10.9%	26	10.4%	19	12.5%
Refused	2	.2%	2	.5%				