

Day of Interview

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
Thursday	148	29.6%	51	31.5%	47	32.2%	50	26.0%
Friday	142	28.4%	66	40.7%	26	17.8%	50	26.0%
Saturday	210	42.0%	45	27.8%	73	50.0%	92	47.9%

Time of Interview

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
9.00am - 10.00am	26	5.2%	11	6.8%	9	6.2%	6	3.1%
10.00am - 11.00am	80	16.0%	23	14.2%	24	16.4%	33	17.2%
11.00am - 12.00pm	99	19.8%	29	17.9%	36	24.7%	34	17.7%
12.00pm - 1.00pm	78	15.6%	24	14.8%	25	17.1%	29	15.1%
1.00pm - 2.00pm	87	17.4%	24	14.8%	29	19.9%	34	17.7%
2.00pm - 3.00pm	72	14.4%	22	13.6%	14	9.6%	36	18.8%
3.00pm - 4.00pm	42	8.4%	17	10.5%	9	6.2%	16	8.3%
4.00pm - 5.00pm	12	2.4%	8	4.9%			4	2.1%
5.00pm - 6.00pm	4	.8%	4	2.5%				

Q2. How did you travel here today?

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
Car	257	51.4%	85	52.5%	79	54.1%	93	48.4%
Walk	111	22.2%	40	24.7%	29	19.9%	42	21.9%
Bus	95	19.0%	29	17.9%	25	17.1%	41	21.4%
Train	24	4.8%	6	3.7%	7	4.8%	11	5.7%
Taxi	8	1.6%	1	.6%	3	2.1%	4	2.1%
Cycle	4	.8%	1	.6%	2	1.4%	1	.5%
Motorcycle	1	.2%			1	.7%		

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

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
Food shopping (in shops)	152	30.4%	43	26.5%	54	37.0%	55	28.6%	
Non-food shopping (in shops)	94	18.8%	29	17.9%	30	20.5%	35	18.2%	
Using financial services	81	16.2%	22	13.6%	21	14.4%	38	19.8%	
Meeting friends or family	41	8.2%	18	11.1%	9	6.2%	14	7.3%	
Work in or near the town centre	36	7.2%	14	8.6%	8	5.5%	14	7.3%	
Shopping in the market	26	5.2%	5	3.1%	9	6.2%	12	6.3%	
Using other services	19	3.8%	7	4.3%	4	2.7%	8	4.2%	
Other social or leisure reasons	15	3.0%	7	4.3%	3	2.1%	5	2.6%	
Business	9	1.8%	4	2.5%	2	1.4%	3	1.6%	
Visiting the library	7	1.4%	3	1.9%	2	1.4%	2	1.0%	
Visting restaurant, cafe, bar or public house	5	1.0%	4	2.5%			1	.5%	
Tourism or sight seeing	2	.4%			2	1.4%			
Visiting the Town Hall	1	.2%	1	.6%					
Education	1	.2%	1	.6%					
Access to transport services	1	.2%					1	.5%	
Other	Job Centre/ job hunting	5	1.0%	1	.6%	1	.7%	3	1.6%
	Window shopping/ browsing	2	.4%	2	1.2%				
	Court appointment	2	.4%					2	1.0%
	Exchanging/ collecting goods	1	.2%	1	.6%				
	Medical appointment	1	.2%			1	.7%		

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

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
NON-FOOD SHOPPING (IN SHOPS)	147	29.4%	49	30.2%	48	32.9%	50	26.0%	
FOOD SHOPPING (IN SHOPS)	96	19.2%	41	25.3%	19	13.0%	36	18.8%	
USING FINANCIAL SERVICES	53	10.6%	15	9.3%	13	8.9%	25	13.0%	
SHOPPING IN THE MARKET	41	8.2%	13	8.0%	14	9.6%	14	7.3%	
USING OTHER SERVICES	18	3.6%	8	4.9%	1	.7%	9	4.7%	
MEETING FRIENDS OR FAMILY	11	2.2%	2	1.2%	4	2.7%	5	2.6%	
VISITING RESTAURANT, CAFE, BAR OR PUBLIC HOUSE	9	1.8%	2	1.2%	4	2.7%	3	1.6%	
WORK IN OR NEAR THE TOWN CENTRE	5	1.0%	1	.6%	2	1.4%	2	1.0%	
VISITING THE LIBRARY	5	1.0%			2	1.4%	3	1.6%	
OTHER SOCIAL OR LEISURE REASONS	4	.8%	1	.6%	2	1.4%	1	.5%	
BUSINESS	2	.4%	1	.6%	1	.7%			
TOURISM OR SIGHT SEEING									
VISITING THE TOWN HALL									
VISITING SPORTS CENTRE									
EDUCATION									
ACCESS TO TRANSPORT									
Other	Window shopping/ browsing	3	.6%	3	1.9%				
	Prayer meeting/ church	2	.4%					2	1.0%
	Exchanging/ collecting goods	2	.4%	1	.6%	1	.7%		

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

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
Close to home/ where I live	296	59.2%	94	58.0%	86	58.9%	116	60.4%	
Close to work	42	8.4%	12	7.4%	12	8.2%	18	9.4%	
Close to friends or relatives	33	6.6%	5	3.1%	9	6.2%	19	9.9%	
Market day/ to visit the market	22	4.4%	5	3.1%	9	6.2%	8	4.2%	
To visit a particular shop or service which I like	17	3.4%	5	3.1%	4	2.7%	8	4.2%	
Good range of non-food shops/ shops that I like	12	2.4%	4	2.5%	5	3.4%	3	1.6%	
Easy to get to by car	11	2.2%	6	3.7%	2	1.4%	3	1.6%	
Good food stores	7	1.4%	2	1.2%	4	2.7%	1	.5%	
Easy to get to by public transport	6	1.2%	1	.6%			5	2.6%	
Attractive environment/ nice place	6	1.2%	2	1.2%	2	1.4%	2	1.0%	
To visit the Orchard Shopping Centre	4	.8%	3	1.9%	1	.7%			
To visit the Priory Shopping Centre	3	.6%			2	1.4%	1	.5%	
Easy/ good car parking	2	.4%	1	.6%	1	.7%			
Visiting Dartford as a tourist	1	.2%			1	.7%			
Other	In transit/ passing through	1	.2%					1	.5%
	Less busy than Bluewater	1	.2%	1	.6%				
	Manicurist	1	.2%	1	.6%				
	Exchanging goods	1	.2%	1	.6%				
	Change/ day out	1	.2%			1	.7%		
	Compact/ easy to get around	1	.2%					1	.5%
	Near child's school	1	.2%	1	.6%				

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

	Base: Those choosing a particular shop/service		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: Those choosing a particular shop/service	17	100.0%	5	100.0%	4	100.0%	8	100.0%
Various	4	23.5%	2	40.0%	1	25.0%	1	12.5%
Lloyds Bank	3	17.6%					3	37.5%
Post Office	2	11.8%	1	20.0%	1	25.0%		
Matalan	2	11.8%	1	20.0%			1	12.5%
B&Q	1	5.9%					1	12.5%
Job Centre	1	5.9%			1	25.0%		
Travel agent	1	5.9%					1	12.5%
Manicurist	1	5.9%					1	12.5%
Natwest Bank	1	5.9%	1	20.0%				
Waitrose	1	5.9%			1	25.0%		

Q6. What have you bought or do you expect to buy in Dartford town today?

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priors Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
FOOD/ GROCERIES	244	48.8%	78	48.1%	70	47.9%	96	50.0%	
CLOTHES AND SHOES	117	23.4%	40	24.7%	38	26.0%	39	20.3%	
CONFECTIONERY/ TOBACCO/ NEWSPAPERS AND MAGAZINES	66	13.2%	26	16.0%	23	15.8%	17	8.9%	
NOTHING	48	9.6%	8	4.9%	11	7.5%	29	15.1%	
FINANCIAL SERVICES	42	8.4%	15	9.3%	15	10.3%	12	6.3%	
CHEMISTS AND MEDICAL GOODS, COSMETICS AND BEAUTY PRODUCTS	34	6.8%	11	6.8%	7	4.8%	16	8.3%	
HOUSEHOLD TEXTILES AND SOFT FURNISHINGS	32	6.4%	11	6.8%	14	9.6%	7	3.6%	
LEISURE AND LUXURY GOODS e.g. BOOKS/ CDs, SPORTS GOODS, TOYS	32	6.4%	10	6.2%	7	4.8%	15	7.8%	
HARDWARE, DIY GOODS, TOOLS AND GARDEN PRODUCTS	21	4.2%	7	4.3%	9	6.2%	5	2.6%	
PERSONAL SERVICES e.g. HAIRDRESSER, TRAVEL AGENT	17	3.4%	12	7.4%	2	1.4%	3	1.6%	
AUDIO-VISUAL EQUIPMENT e.g. TELEPHONES, TVs, HI-FI, COMPUTERS	14	2.8%	3	1.9%	4	2.7%	7	3.6%	
HOUSEHOLD APPLIANCES e.g. FRIDGES, WASHING MACHINES, KETTLES	13	2.6%	8	4.9%	3	2.1%	2	1.0%	
FURNITURE, CARPETS AND OTHER FLOOR COVERINGS	11	2.2%	3	1.9%	5	3.4%	3	1.6%	
Other	Stationery/ cards	5	1.0%	3	1.9%	1	.7%	1	.5%
	Flowers	2	.4%			2	1.4%		
	Crafts/ hobbies	1	.2%	1	.6%				
	Pet food/ goods	1	.2%					1	.5%

Q7. How often do you visit Dartford town centre for each of these reasons?

		Base: All respondents		LOCATION OF INTERVIEW					
		Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
				Num	%	Num	%	Num	%
Base: All respondents		500	100.0%	162	100.0%	146	100.0%	192	100.0%
FOOD SHOPPING	Everyday/ most days	29	5.8%	12	7.4%	7	4.8%	10	5.2%
	2-3 times a week	93	18.6%	32	19.8%	24	16.4%	37	19.3%
	Once a week	132	26.4%	33	20.4%	49	33.6%	50	26.0%
	Once a fortnight	35	7.0%	11	6.8%	10	6.8%	14	7.3%
	Once a month	30	6.0%	11	6.8%	9	6.2%	10	5.2%
	Less often	60	12.0%	18	11.1%	26	17.8%	16	8.3%
	Never	121	24.2%	45	27.8%	21	14.4%	55	28.6%
NON-FOOD SHOPPING	Everyday/ most days	29	5.8%	13	8.0%	8	5.5%	8	4.2%
	2-3 times a week	79	15.8%	22	13.6%	18	12.3%	39	20.3%
	Once a week	150	30.0%	44	27.2%	52	35.6%	54	28.1%
	Once a fortnight	76	15.2%	26	16.0%	23	15.8%	27	14.1%
	Once a month	44	8.8%	19	11.7%	7	4.8%	18	9.4%
	Less often	78	15.6%	27	16.7%	27	18.5%	24	12.5%
	Never	42	8.4%	11	6.8%	10	6.8%	21	10.9%
Don't know	2	.4%			1	.7%	1	.5%	
FINANCIAL OR PERSONAL SERVICES	Everyday/ most days	8	1.6%	3	1.9%	4	2.7%	1	.5%
	2-3 times a week	55	11.0%	19	11.7%	9	6.2%	27	14.1%
	Once a week	151	30.2%	45	27.8%	51	34.9%	55	28.6%
	Once a fortnight	51	10.2%	15	9.3%	21	14.4%	15	7.8%
	Once a month	71	14.2%	32	19.8%	11	7.5%	28	14.6%
	Less often	52	10.4%	15	9.3%	17	11.6%	20	10.4%
	Never	110	22.0%	33	20.4%	32	21.9%	45	23.4%
Don't know	2	.4%			1	.7%	1	.5%	
LEISURE FACILITIES	Everyday/ most days	6	1.2%	3	1.9%	1	.7%	2	1.0%
	2-3 times a week	28	5.6%	10	6.2%	4	2.7%	14	7.3%
	Once a week	33	6.6%	12	7.4%	8	5.5%	13	6.8%
	Once a fortnight	26	5.2%	13	8.0%	5	3.4%	8	4.2%
	Once a month	31	6.2%	12	7.4%	7	4.8%	12	6.3%
	Less often	69	13.8%	19	11.7%	28	19.2%	22	11.5%
	Never	306	61.2%	93	57.4%	92	63.0%	121	63.0%
Don't know	1	.2%			1	.7%			
PUBS, CAFES, RESTAURANTS, NIGHTCLUBS	Everyday/ most days	19	3.8%	8	4.9%	6	4.1%	5	2.6%
	2-3 times a week	47	9.4%	16	9.9%	10	6.8%	21	10.9%
	Once a week	66	13.2%	21	13.0%	19	13.0%	26	13.5%
	Once a fortnight	43	8.6%	14	8.6%	8	5.5%	21	10.9%
	Once a month	44	8.8%	20	12.3%	8	5.5%	16	8.3%
	Less often	69	13.8%	23	14.2%	19	13.0%	27	14.1%
	Never	211	42.2%	60	37.0%	75	51.4%	76	39.6%
Don't know	1	.2%			1	.7%			

Q8. What do you like about Dartford town centre for shopping and services?

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
NOTHING OR VERY LITTLE	157	31.4%	65	40.1%	36	24.7%	56	29.2%	
EASY TO GET TO FROM HOME	107	21.4%	39	24.1%	30	20.5%	38	19.8%	
GOOD MARKET	104	20.8%	28	17.3%	31	21.2%	45	23.4%	
GOOD FOOD SHOPS	85	17.0%	13	8.0%	37	25.3%	35	18.2%	
GOOD NON-FOOD SHOPS	71	14.2%	19	11.7%	31	21.2%	21	10.9%	
THE ORCHARD SHOPPING CENTRE	44	8.8%	12	7.4%	7	4.8%	25	13.0%	
THE PRIORY SHOPPING CENTRE	43	8.6%	13	8.0%	8	5.5%	22	11.5%	
GOOD CAFES, RESTAURANTS OR PUBLIC HOUSES	28	5.6%	11	6.8%	6	4.1%	11	5.7%	
ATTRACTIVE ENVIRONMENT/ NICE PLACE	26	5.2%	6	3.7%	10	6.8%	10	5.2%	
TRAFFIC-FREE PEDEDESTRIAN AREAS	26	5.2%	6	3.7%	8	5.5%	12	6.3%	
GOOD RANGE OF FINANCIAL OR PERSONAL SERVICES	20	4.0%	3	1.9%	9	6.2%	8	4.2%	
EASY TO GET TO FROM WORK	20	4.0%	8	4.9%	7	4.8%	5	2.6%	
GOOD PUBLIC TRANSPORT	19	3.8%	6	3.7%	4	2.7%	9	4.7%	
EASY TO PARK THE CAR	18	3.6%	9	5.6%	5	3.4%	4	2.1%	
PARTICULAR SHOPS OR SERVICES	10	2.0%	4	2.5%	5	3.4%	1	.5%	
CLEAN STREETS	9	1.8%	3	1.9%	1	.7%	5	2.6%	
GOOD SAFETY/ SECURITY	2	.4%			1	.7%	1	.5%	
WELL MAINTAINED STREETS	2	.4%					2	1.0%	
Other	Compact/ easy access	13	2.6%	3	1.9%	5	3.4%	5	2.6%
	Inexpensive shops	4	.8%			1	.7%	3	1.6%
	Not too busy	3	.6%			2	1.4%	1	.5%
	Friendly atmosphere/ familiarity	3	.6%	2	1.2%	1	.7%		
	Traditional family butcher	1	.2%			1	.7%		
	Small, individual shops	1	.2%			1	.7%		
Cheap parking	1	.2%			1	.7%			

Q8. Which particular shop/service do you like?

	Base: Those who liked a shop/service in the town centre		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: Those who liked a shop/service in the town centre	10	100.0%	4	100.0%	5	100.0%	1	100.0%
New Look	2	20.0%	1	25.0%	1	20.0%		
Sainsbury's	2	20.0%			2	40.0%		
Various	2	20.0%	2	50.0%				
Health food shop	1	10.0%					1	100.0%
Primark	1	10.0%	1	25.0%				
Library	1	10.0%			1	20.0%		
Wilkinson	1	10.0%			1	20.0%		

Q9. What do you dislike about Dartford town centre for shopping and services?

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
POOR RANGE OF SHOPS	183	36.6%	65	40.1%	59	40.4%	59	30.7%	
NOTHING OR VERY LITTLE STREETS DIRTY	161	32.2%	49	30.2%	51	34.9%	61	31.8%	
UNATTRACTIVE ENVIRONMENT/ NOT A VERY NICE PLACE	63	12.6%	25	15.4%	19	13.0%	19	9.9%	
TOO BUSY/ CROWDED	48	9.6%	18	11.1%	13	8.9%	17	8.9%	
TRAFFIC CONGESTION MAKES IT DIFFICULT TO GET TO BY CAR	33	6.6%	9	5.6%	7	4.8%	17	8.9%	
PARTICULAR SHOPS OR SERVICES NOT IN DARTFORD	33	6.6%	13	8.0%	12	8.2%	8	4.2%	
STREETS BADLY MAINTAINED	22	4.4%	8	4.9%	7	4.8%	7	3.6%	
DIFFICULT TO PARK NEAR SHOPS	22	4.4%	13	8.0%	6	4.1%	3	1.6%	
POOR MARKET	20	4.0%	5	3.1%	6	4.1%	9	4.7%	
POOR RANGE OF SERVICES	20	4.0%	7	4.3%	6	4.1%	7	3.6%	
NOT ENOUGH SEATS/ LITTER BINS/ PUBLIC TELEPHONES/ TOILETS	17	3.4%	6	3.7%	8	5.5%	3	1.6%	
CAR PARKING TOO EXPENSIVE	18	3.6%	6	3.7%	5	3.4%	7	3.6%	
DANGER FROM VEHICLES IN SOME STREETS/ DIFFICULT TO CROSS ROAD	16	3.2%	7	4.3%	6	4.1%	3	1.6%	
POOR ACCESS FOR THE DISABLED	9	1.8%	4	2.5%	3	2.1%	2	1.0%	
Other	Too many empty shops/ shops closing	5	1.0%	2	1.2%	2	1.4%	1	.5%
	Too many cheap shops/ pound shops	10	2.0%	3	1.9%	1	.7%	6	3.1%
	Too many charity shops	7	1.4%	1	.6%	3	2.1%	3	1.6%
	Dislike one-way system	5	1.0%	2	1.2%	2	1.4%	1	.5%
	Crime/ gangs of youths	5	1.0%	2	1.2%	2	1.4%	1	.5%
	Lack of department stores	4	.8%	1	.6%	3	2.1%		
	Unsafe at night	4	.8%			2	1.4%	2	1.0%
	Lack of small, individual shops	3	.6%	2	1.2%			1	.5%
	Difficult to get to by bus	2	.4%					2	1.0%
	Shops close too early/ no 24 hour shopping	2	.4%	1	.6%			1	.5%
	Too many banks/ estate agents etc.	2	.4%			2	1.4%		
	Poor/ inefficient service in shops	1	.2%	1	.6%				
	Lack of clothes shops for older/ larger people	1	.2%			1	.7%		
	Lack of fruit & veg shops	1	.2%	1	.6%				
	Roadworks	1	.2%					1	.5%
	Lack of leisure facilities	1	.2%	1	.6%				
	Station too far from shopping centre	1	.2%	1	.6%				
	Lack of electrical shops	1	.2%			1	.7%		
	Vandalism	1	.2%			1	.7%		
	Too many vagrants	1	.2%			1	.7%		

Q9. Which particular shop/service would you like in Dartford town centre?

	Base: Those selecting a shop/service not available		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priors Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: Those selecting a shop/service not available	22	100.0%	8	100.0%	7	100.0%	7	100.0%
Marks & Spencer	16	72.7%	4	50.0%	5	71.4%	7	100.0%
Top Shop	3	13.6%	3	37.5%				
Woolworths	3	13.6%	1	12.5%	2	28.6%		

Q10. What improvements, if any, would make you shop or use services in the town centre more often?

	Base: All respondents		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%	
MORE/ BETTER SHOPS	222	44.4%	79	48.8%	66	45.2%	77	40.1%	
NO IMPROVEMENTS	102	20.4%	33	20.4%	32	21.9%	37	19.3%	
PARTICULAR SHOP OR SHOPS	80	16.0%	28	17.3%	24	16.4%	28	14.6%	
CLEANER STREETS	72	14.4%	24	14.8%	24	16.4%	24	12.5%	
MORE/ BETTER CAR PARKING	35	7.0%	12	7.4%	10	6.8%	13	6.8%	
MORE/ BETTER LEISURE, ENTERTAINMENT OR CULTURAL FACILITIES	25	5.0%	10	6.2%	6	4.1%	9	4.7%	
LOWER CAR PARK CHARGES	24	4.8%	8	4.9%	6	4.1%	10	5.2%	
BETTER PUBLIC TRANSPORT	24	4.8%	3	1.9%	8	5.5%	13	6.8%	
MORE/ BETTER CAFES, RESTAURANTS OR PUBLIC HOUSES	18	3.6%	8	4.9%	5	3.4%	5	2.6%	
SHOPS OR SERVICES OPEN ON SUNDAYS	18	3.6%	6	3.7%	5	3.4%	7	3.6%	
MORE SHOPS AND SERVICES OPEN ON SUNDAYS	17	3.4%	6	3.7%	3	2.1%	8	4.2%	
MORE TRAFFIC-FREE PEDESTRIAN STREETS	14	2.8%	1	.6%	5	3.4%	8	4.2%	
MORE/ BETTER SEATS OR FLORAL DISPLAYS	9	1.8%	3	1.9%	2	1.4%	4	2.1%	
BETTER SIGNPOSTING	7	1.4%	4	2.5%	1	.7%	2	1.0%	
BETTER DISABLED ACCESS	6	1.2%	4	2.5%			2	1.0%	
FEWER TRAFFIC-FREE PEDESTRIAN STREETS	6	1.2%	1	.6%	3	2.1%	2	1.0%	
MORE/ BETTER FINANCIAL OR PERSONAL SERVICES	5	1.0%	2	1.2%	1	.7%	2	1.0%	
Other	More police presence to deter crime/ vandalism	14	2.8%	3	1.9%	5	3.4%	6	3.1%
	Needs a face lift/ smartening up	12	2.4%	5	3.1%	3	2.1%	4	2.1%
	Improve congested one-way system	4	.8%	2	1.2%	1	.7%	1	.5%
	More clothes shops for mature ladies	4	.8%	2	1.2%	1	.7%	1	.5%
	Fill empty shops	4	.8%	3	1.9%			1	.5%
	Fewer cheap shops/ pound shops	4	.8%	1	.6%	2	1.4%	1	.5%
	Cinema	4	.8%			1	.7%	3	1.6%
	More/ better public toilets	3	.6%			1	.7%	2	1.0%
	More small, individual	2	.4%			1	.7%	1	.5%
	Longer opening hours	2	.4%			2	1.4%		
	More department stores	2	.4%	1	.6%	1	.7%		
	Fewer large chain stores	1	.2%					1	.5%
	Free parking	1	.2%	1	.6%				
	Preserve central park without a road through it	1	.2%	1	.6%				
	More arts & crafts shops	1	.2%					1	.5%
	Discourage beggars/ vagrants	1	.2%					1	.5%
Need more shops selling electrical goods	1	.2%			1	.7%			
Individual food shops - fish/ veg	1	.2%			1	.7%			

Q10. Which particular shop would encourage you to use the shops and services in the town centre more often?

	Base: Those who specified a shop/service		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priors Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: Those who specified a shop/service	80	100.0%	28	100.0%	24	100.0%	28	100.0%
Marks & Spencer	33	41.3%	7	25.0%	9	37.5%	17	60.7%
Woolworths	20	25.0%	11	39.3%	5	20.8%	4	14.3%
BHS	8	10.0%	4	14.3%	2	8.3%	2	7.1%
Clarks	5	6.3%	1	3.6%	4	16.7%		
Debenhams	3	3.8%	1	3.6%	1	4.2%	1	3.6%
John Lewis	2	2.5%	1	3.6%			1	3.6%
Next	1	1.3%					1	3.6%
African Shops	1	1.3%	1	3.6%				
Tesco	1	1.3%			1	4.2%		
Sabadoz	1	1.3%	1	3.6%				
Fabric Shop	1	1.3%	1	3.6%				
Novelty/Gadget shop	1	1.3%			1	4.2%		
Aldi	1	1.3%			1	4.2%		
Asda	1	1.3%					1	3.6%
Sainsbury's	1	1.3%					1	3.6%

Q11. When you come to the town centre during the day, how do you rate the following?

		Base: All respondents		LOCATION OF INTERVIEW					
		Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
				Num	%	Num	%	Num	%
Base: All respondents		500	100.0%	162	100.0%	146	100.0%	192	100.0%
CAR PARKING	Very good	32	6.4%	17	10.5%	10	6.8%	5	2.6%
	Good	208	41.6%	66	40.7%	64	43.8%	78	40.6%
	Neither good nor poor	70	14.0%	19	11.7%	15	10.3%	36	18.8%
	Poor	40	8.0%	10	6.2%	17	11.6%	13	6.8%
	Very poor	22	4.4%	4	2.5%	6	4.1%	12	6.3%
	Don't know	128	25.6%	46	28.4%	34	23.3%	48	25.0%
BUS SERVICES	Very good	27	5.4%	5	3.1%	11	7.5%	11	5.7%
	Good	205	41.0%	73	45.1%	49	33.6%	83	43.2%
	Neither good nor poor	44	8.8%	9	5.6%	17	11.6%	18	9.4%
	Poor	40	8.0%	5	3.1%	22	15.1%	13	6.8%
	Very poor	13	2.6%	6	3.7%	2	1.4%	5	2.6%
SAFETY AND SECURITY	Don't know	171	34.2%	64	39.5%	45	30.8%	62	32.3%
	Very good	12	2.4%	6	3.7%	2	1.4%	4	2.1%
	Good	232	46.4%	81	50.0%	60	41.1%	91	47.4%
	Neither good nor poor	110	22.0%	31	19.1%	28	19.2%	51	26.6%
	Poor	91	18.2%	24	14.8%	34	23.3%	33	17.2%
RANGE OF SHOPS	Very poor	22	4.4%	5	3.1%	10	6.8%	7	3.6%
	Don't know	33	6.6%	15	9.3%	12	8.2%	6	3.1%
	Very good	23	4.6%	6	3.7%	12	8.2%	5	2.6%
	Good	139	27.8%	42	25.9%	35	24.0%	62	32.3%
	Neither good nor poor	99	19.8%	31	19.1%	29	19.9%	39	20.3%
THE MARKET	Poor	176	35.2%	55	34.0%	53	36.3%	68	35.4%
	Very poor	55	11.0%	25	15.4%	15	10.3%	15	7.8%
	Don't know	8	1.6%	3	1.9%	2	1.4%	3	1.6%
	Very good	36	7.2%	13	8.0%	8	5.5%	15	7.8%
	Good	255	51.0%	77	47.5%	67	45.9%	111	57.8%
RANGE OF SERVICES	Neither good nor poor	68	13.6%	25	15.4%	18	12.3%	25	13.0%
	Poor	54	10.8%	18	11.1%	24	16.4%	12	6.3%
	Very poor	18	3.6%	6	3.7%	7	4.8%	5	2.6%
	Don't know	69	13.8%	23	14.2%	22	15.1%	24	12.5%
	Very good	15	3.0%	5	3.1%	2	1.4%	8	4.2%
CLEANLINESS OF STREETS	Good	251	50.2%	84	51.9%	67	45.9%	100	52.1%
	Neither good nor poor	113	22.6%	30	18.5%	39	26.7%	44	22.9%
	Poor	73	14.6%	25	15.4%	23	15.8%	25	13.0%
	Very poor	13	2.6%	5	3.1%	5	3.4%	3	1.6%
	Don't know	35	7.0%	13	8.0%	10	6.8%	12	6.3%
ATTRACTIVENESS OF THE TOWN CENTRE	Very good	6	1.2%	2	1.2%	1	.7%	3	1.6%
	Good	171	34.2%	49	30.2%	57	39.0%	65	33.9%
	Neither good nor poor	122	24.4%	46	28.4%	24	16.4%	52	27.1%
	Poor	133	26.6%	42	25.9%	41	28.1%	50	26.0%
	Very poor	64	12.8%	21	13.0%	22	15.1%	21	10.9%
ATTRACTIVENESS OF THE TOWN CENTRE	Don't know	4	.8%	2	1.2%	1	.7%	1	.5%
	Very good	7	1.4%	2	1.2%	4	2.7%	1	.5%
	Good	129	25.8%	33	20.4%	43	29.5%	53	27.6%
	Neither good nor poor	149	29.8%	58	35.8%	32	21.9%	59	30.7%
	Poor	147	29.4%	49	30.2%	45	30.8%	53	27.6%
ATTRACTIVENESS OF THE TOWN CENTRE	Very poor	58	11.6%	16	9.9%	20	13.7%	22	11.5%
	Don't know	10	2.0%	4	2.5%	2	1.4%	4	2.1%

Q12. What other places have you frequently visited for shopping in the last three months?

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
BEXLEY	45	9.0%	22	13.6%	8	5.5%	15	7.8%
BEXLEYHEATH	267	53.4%	81	50.0%	77	52.7%	109	56.8%
BROMLEY	79	15.8%	24	14.8%	18	12.3%	37	19.3%
CHATHAM	30	6.0%	11	6.8%	7	4.8%	12	6.3%
CRAYFORD	88	17.6%	29	17.9%	29	19.9%	30	15.6%
CROYDON	17	3.4%	6	3.7%	3	2.1%	8	4.2%
ERITH	65	13.0%	18	11.1%	21	14.4%	26	13.5%
GILLINGHAM	8	1.6%	3	1.9%	1	.7%	4	2.1%
GRAVESEND	139	27.8%	49	30.2%	42	28.8%	48	25.0%
GREENHITHE	116	23.2%	46	28.4%	40	27.4%	30	15.6%
HEMPSTEAD VALLEY	11	2.2%	6	3.7%	4	2.7%	1	.5%
MAIDSTONE	28	5.6%	13	8.0%	8	5.5%	7	3.6%
NORTHFLEET	13	2.6%	6	3.7%	2	1.4%	5	2.6%
ORPINGTON	29	5.8%	15	9.3%	6	4.1%	8	4.2%
ROCHESTER	16	3.2%	7	4.3%	4	2.7%	5	2.6%
SEVENOAKS	15	3.0%	7	4.3%	2	1.4%	6	3.1%
STROOD	8	1.6%	5	3.1%	1	.7%	2	1.0%
SWANSCOMBE	16	3.2%	10	6.2%	1	.7%	5	2.6%
SWANLEY	42	8.4%	19	11.7%	11	7.5%	12	6.3%

Q13. How often do you visit Dartford in the evening?

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
Never	342	68.4%	102	63.0%	108	74.0%	132	68.8%
Once a week	40	8.0%	16	9.9%	13	8.9%	11	5.7%
Less often	30	6.0%	16	9.9%	3	2.1%	11	5.7%
2-3 times a week	29	5.8%	10	6.2%	6	4.1%	13	6.8%
Once a fortnight	27	5.4%	9	5.6%	6	4.1%	12	6.3%
Once a month	23	4.6%	5	3.1%	6	4.1%	12	6.3%
Everyday/ most days	9	1.8%	4	2.5%	4	2.7%	1	.5%

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

	Base: Those visiting town centre in the evening		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: Those visiting town centre in the evening	158	100.0%	60	100.0%	38	100.0%	60	100.0%	
PUBS/ BARS	83	52.5%	35	58.3%	18	47.4%	30	50.0%	
CAFES/ RESTAURANTS	68	43.0%	20	33.3%	19	50.0%	29	48.3%	
NIGHTCLUBS	21	13.3%	7	11.7%	5	13.2%	9	15.0%	
CHURCH	3	1.9%	1	1.7%	1	2.6%	1	1.7%	
OTHER HEALTH AND FITNESS CENTRE	2	1.3%	2	3.3%					
LIBRARY	1	.6%			1	2.6%			
SPORTS CENTRE									
Other	Theatre	11	7.0%	5	8.3%	3	7.9%	3	5.0%
	Shopping	2	1.3%	1	1.7%			1	1.7%
	Work	2	1.3%	1	1.7%	1	2.6%		
	Swimming pool	1	.6%	1	1.7%				
	Social club	1	.6%					1	1.7%
	Bingo	1	.6%	1	1.7%				
	Visiting friends/ family	1	.6%			1	2.6%		

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

	Base: Those visiting town centre in the evening		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: Those visiting town centre in the evening	158	100.0%	60	100.0%	38	100.0%	60	100.0%	
GOOD CAFES, RESTAURANTS OR BARS	63	39.9%	26	43.3%	15	39.5%	22	36.7%	
NOTHING/ VERY LITTLE	49	31.0%	15	25.0%	11	28.9%	23	38.3%	
GOOD LEISURE, ENTERTAINMENT OR CULTURAL FACILITIES	19	12.0%	9	15.0%	5	13.2%	5	8.3%	
EASY TO GET TO BY CAR	12	7.6%	5	8.3%	2	5.3%	5	8.3%	
GOOD CAR PARKING	7	4.4%	2	3.3%	1	2.6%	4	6.7%	
EASY TO GET TO BY PUBLIC TRANSPORT	7	4.4%	3	5.0%	2	5.3%	2	3.3%	
GOOD STREET LIGHTING	7	4.4%	2	3.3%	3	7.9%	2	3.3%	
ATTRACTIVE ENVIRONMENT/ NICE PLACE	6	3.8%	2	3.3%	3	7.9%	1	1.7%	
GOOD SAFETY/ SECURITY	3	1.9%	2	3.3%			1	1.7%	
CLEAN STREETS	1	.6%	1	1.7%					
Other	Atmosphere	3	1.9%	2	3.3%			1	1.7%
	Theatre	3	1.9%	1	1.7%	1	2.6%	1	1.7%
	Close to home/ in walking distance	2	1.3%	2	3.3%				

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

	Base: Those visiting town centre in the evening		LOCATION OF INTERVIEW						
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street		
			Num	%	Num	%	Num	%	
Base: Those visiting town centre in the evening	158	100.0%	60	100.0%	38	100.0%	60	100.0%	
FEELS UNSAFE	75	47.5%	23	38.3%	20	52.6%	32	53.3%	
NOTHING/ VERY LITTLE	45	28.5%	21	35.0%	10	26.3%	14	23.3%	
VANDALISM	22	13.9%	4	6.7%	12	31.6%	6	10.0%	
DIRTY STREETS	14	8.9%	4	6.7%	6	15.8%	4	6.7%	
GRAFFITI	9	5.7%	1	1.7%	6	15.8%	2	3.3%	
POOR PUBLIC TRANSPORT	5	3.2%	1	1.7%	2	5.3%	2	3.3%	
POOR STREET LIGHTING	5	3.2%	2	3.3%	1	2.6%	2	3.3%	
POOR CAFES, RESTAURANTS OR BARS	3	1.9%	1	1.7%	1	2.6%	1	1.7%	
POOR LEISURE, ENTERTAINMENT OR CULTURAL FACILITIES	3	1.9%	3	5.0%					
NO HEALTH OR FITNESS CENTRE	1	.6%			1	2.6%			
DIFFICULT TO PARK									
Other	Too many gangs of youths	10	6.3%	9	15.0%			1	1.7%
	Drunks/ fights	6	3.8%	3	5.0%			3	5.0%
	Too much parking in centre	1	.6%					1	1.7%
	Too crowded	1	.6%	1	1.7%				
	Rowdiness/ noise	1	.6%	1	1.7%				
	Lack of police presence	1	.6%					1	1.7%

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		LOCATION OF INTERVIEW					
		Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
				Num	%	Num	%	Num	%
Base: Those visiting town centre in the evening		158	100.0%	60	100.0%	38	100.0%	60	100.0%
CAR PARKING	Very good	7	4.4%	2	3.3%	1	2.6%	4	6.7%
	Good	77	48.7%	26	43.3%	18	47.4%	33	55.0%
	Neither good nor poor	12	7.6%	6	10.0%	1	2.6%	5	8.3%
	Poor	8	5.1%	3	5.0%	2	5.3%	3	5.0%
	Very poor	3	1.9%			2	5.3%	1	1.7%
	Don't know	51	32.3%	23	38.3%	14	36.8%	14	23.3%
BUS SERVICES	Very good	4	2.5%			1	2.6%	3	5.0%
	Good	68	43.0%	27	45.0%	12	31.6%	29	48.3%
	Neither good nor poor	14	8.9%	8	13.3%	3	7.9%	3	5.0%
	Poor	13	8.2%	5	8.3%	7	18.4%	1	1.7%
	Very poor	12	7.6%	4	6.7%	2	5.3%	6	10.0%
	Don't know	47	29.7%	16	26.7%	13	34.2%	18	30.0%
SAFETY AND SECURITY	Very good	3	1.9%	1	1.7%	1	2.6%	1	1.7%
	Good	30	19.0%	16	26.7%	4	10.5%	10	16.7%
	Neither good nor poor	34	21.5%	14	23.3%	8	21.1%	12	20.0%
	Poor	63	39.9%	16	26.7%	19	50.0%	28	46.7%
	Very poor	21	13.3%	8	13.3%	6	15.8%	7	11.7%
	Don't know	7	4.4%	5	8.3%			2	3.3%
RANGE OF EVENING ATTRACTIONS	Very good	2	1.3%			2	5.3%		
	Good	54	34.2%	20	33.3%	13	34.2%	21	35.0%
	Neither good nor poor	36	22.8%	15	25.0%	10	26.3%	11	18.3%
	Poor	48	30.4%	15	25.0%	11	28.9%	22	36.7%
	Very poor	10	6.3%	3	5.0%	2	5.3%	5	8.3%
	Don't know	8	5.1%	7	11.7%			1	1.7%
QUALITY OF EVENING ATTRACTIONS	Very good	5	3.2%	1	1.7%	3	7.9%	1	1.7%
	Good	59	37.3%	21	35.0%	16	42.1%	22	36.7%
	Neither good nor poor	40	25.3%	18	30.0%	8	21.1%	14	23.3%
	Poor	34	21.5%	9	15.0%	9	23.7%	16	26.7%
	Very poor	10	6.3%	2	3.3%	2	5.3%	6	10.0%
	Don't know	10	6.3%	9	15.0%			1	1.7%
CLEANLINESS OF STREETS	Very good	1	.6%					1	1.7%
	Good	46	29.1%	18	30.0%	9	23.7%	19	31.7%
	Neither good nor poor	28	17.7%	10	16.7%	7	18.4%	11	18.3%
	Poor	49	31.0%	14	23.3%	12	31.6%	23	38.3%
	Very poor	24	15.2%	10	16.7%	9	23.7%	5	8.3%
	Don't know	10	6.3%	8	13.3%	1	2.6%	1	1.7%
ATTRACTIVENESS OF TOWN CENTRE	Good	35	22.2%	15	25.0%	7	18.4%	13	21.7%
	Neither good nor poor	52	32.9%	24	40.0%	11	28.9%	17	28.3%
	Poor	45	28.5%	10	16.7%	14	36.8%	21	35.0%
	Very poor	19	12.0%	6	10.0%	5	13.2%	8	13.3%
	Don't know	7	4.4%	5	8.3%	1	2.6%	1	1.7%

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

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
18 - 24 years	120	24.0%	41	25.3%	31	21.2%	48	25.0%
25 - 34 years	81	16.2%	29	17.9%	29	19.9%	23	12.0%
35 - 44 years	85	17.0%	30	18.5%	20	13.7%	35	18.2%
45 - 54 years	77	15.4%	18	11.1%	26	17.8%	33	17.2%
55 - 64 years	69	13.8%	18	11.1%	24	16.4%	27	14.1%
65 years or above	68	13.6%	26	16.0%	16	11.0%	26	13.5%

Q19. SEG

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
A/B	54	10.8%	18	11.1%	17	11.6%	19	9.9%
C1	195	39.0%	71	43.8%	49	33.6%	75	39.1%
C2	123	24.6%	36	22.2%	44	30.1%	43	22.4%
D/E	126	25.2%	37	22.8%	34	23.3%	55	28.6%
Refused	2	.4%			2	1.4%		

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

		Base: All respondents		LOCATION OF INTERVIEW					
		Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
				Num	%	Num	%	Num	%
Base: All respondents		500	100.0%	162	100.0%	146	100.0%	192	100.0%
IN PART-TIME EMPLOYMENT (UP TO 29 HOURS PER WEEK)	0	333	66.6%	117	72.2%	106	72.6%	110	57.3%
	1	125	25.0%	38	23.5%	34	23.3%	53	27.6%
	2	14	2.8%	4	2.5%	3	2.1%	7	3.6%
	3	4	.8%	2	1.2%	1	.7%	1	.5%
IN FULL-TIME EMPLOYMENT (30 OR MORE HOURS PER WEEK)	0	133	26.6%	42	25.9%	42	28.8%	49	25.5%
	1	214	42.8%	79	48.8%	58	39.7%	77	40.1%
	2	115	23.0%	33	20.4%	38	26.0%	44	22.9%
	3	21	4.2%	6	3.7%	7	4.8%	8	4.2%
	4	6	1.2%	1	.6%	1	.7%	4	2.1%
	5	1	.2%					1	.5%
UNEMPLOYED BUT NOT AVAILABLE FOR OR SEEKING EMPLOYMENT	0	337	67.4%	95	58.6%	125	85.6%	117	60.9%
	1	113	22.6%	48	29.6%	16	11.0%	49	25.5%
	2	30	6.0%	13	8.0%	4	2.7%	13	6.8%
	3	1	.2%	1	.6%				
	4	4	.8%	3	1.9%			1	.5%

Q22. How many cars (including light vans, pick-ups, landrovers, etc) do you have in your household?

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
One	210	42.0%	64	39.5%	68	46.6%	78	40.6%
Two	132	26.4%	43	26.5%	37	25.3%	52	27.1%
None	122	24.4%	44	27.2%	32	21.9%	46	24.0%
Three or more	36	7.2%	11	6.8%	9	6.2%	16	8.3%

Q21. Ethnicity

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
British	455	91.0%	142	87.7%	132	90.4%	181	94.3%
African	12	2.4%	4	2.5%	2	1.4%	6	3.1%
Any other white background	10	2.0%	5	3.1%	3	2.1%	2	1.0%
Caribbean	7	1.4%	6	3.7%	1	.7%		
Irish	3	.6%			3	2.1%		
Indian	3	.6%			1	.7%	2	1.0%
Bangladeshi	3	.6%	1	.6%	1	.7%	1	.5%
Refused	3	.6%	2	1.2%	1	.7%		
White and Black Caribbean	2	.4%	2	1.2%				
Any other Asian mixed background	1	.2%			1	.7%		
Any other Asian background	1	.2%			1	.7%		

Q23. Gender of respondent

	Base: All respondents		LOCATION OF INTERVIEW					
	Num	%	Outside Orchards Shopping Centre along High Street		Outside Priory Centre on Spital Street		Along Hythe Street	
			Num	%	Num	%	Num	%
Base: All respondents	500	100.0%	162	100.0%	146	100.0%	192	100.0%
Female	352	70.4%	112	69.1%	112	76.7%	128	66.7%
Male	148	29.6%	50	30.9%	34	23.3%	64	33.3%