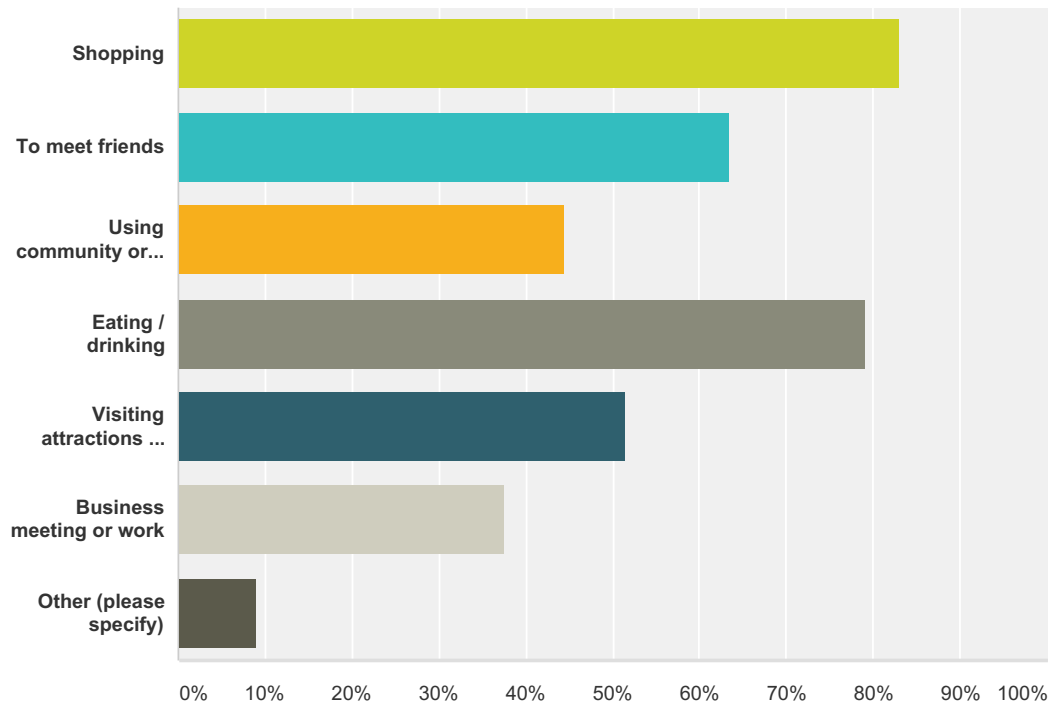


Q1 What are your reasons for visiting Windsor's Town Centre? Please tick as many answers as applicable.

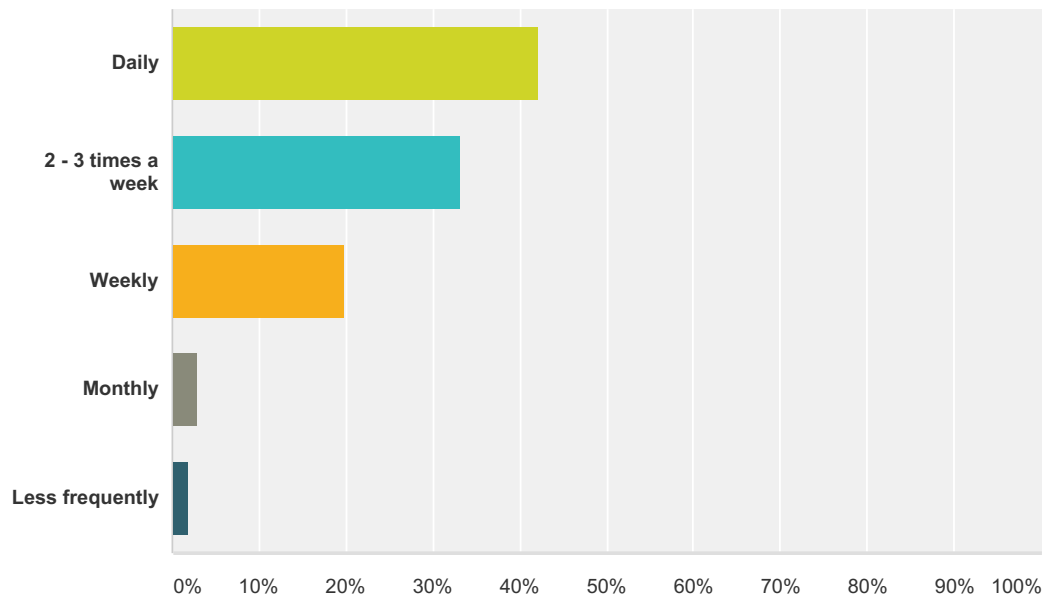
Answered: 202 Skipped: 0



Answer Choices	Responses
Shopping	83.17% 168
To meet friends	63.37% 128
Using community or leisure facilities	44.55% 90
Eating / drinking	79.21% 160
Visiting attractions or just for a wander	51.49% 104
Business meeting or work	37.62% 76
Other (please specify)	8.91% 18
Total Respondents: 202	

Q2 How often do you typically visit Windsor Town Centre?

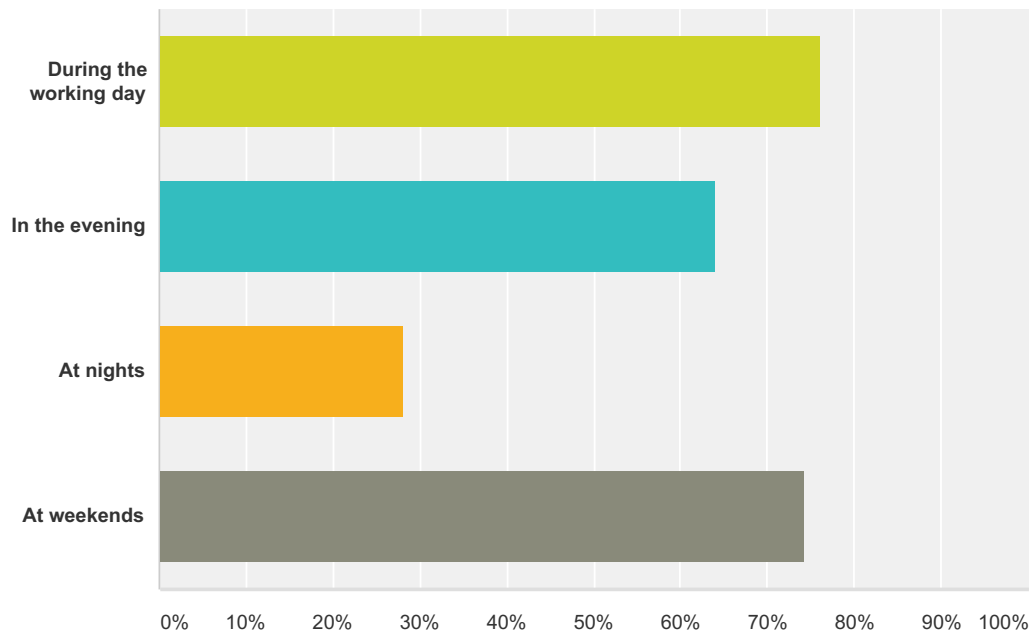
Answered: 202 Skipped: 0



Answer Choices	Responses	Count
Daily	42.08%	85
2 - 3 times a week	33.17%	67
Weekly	19.80%	40
Monthly	2.97%	6
Less frequently	1.98%	4
Total		202

Q3 When do you normally visit Windsor (tick all that apply)?

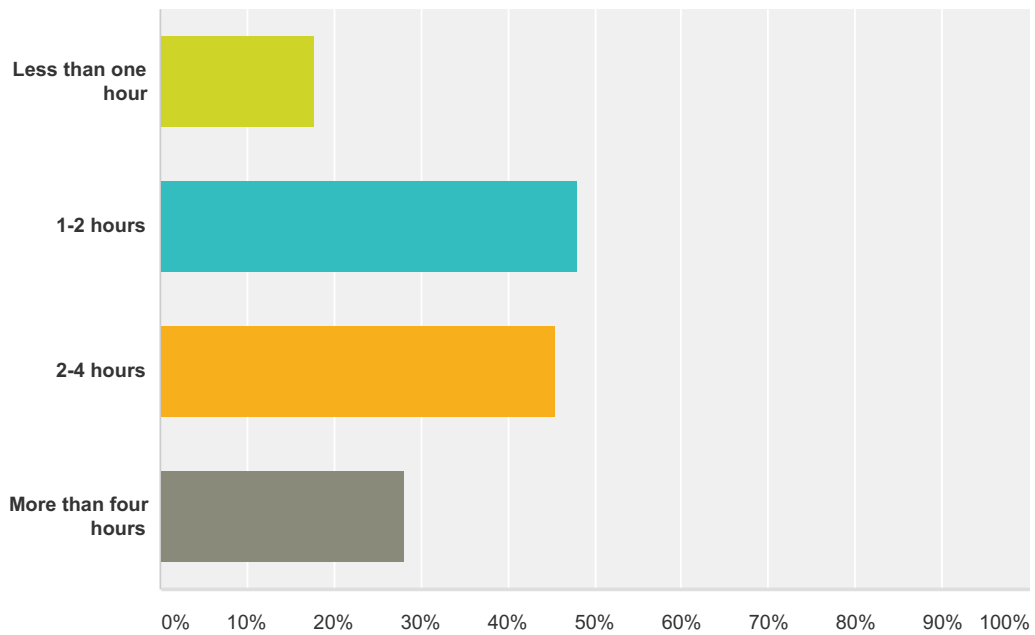
Answered: 198 Skipped: 4



Answer Choices	Responses	Count
During the working day	76.26%	151
In the evening	64.14%	127
At nights	28.28%	56
At weekends	74.24%	147
Total Respondents: 198		

Q4 How long do you typically stay in the town centre (tick all that apply)?

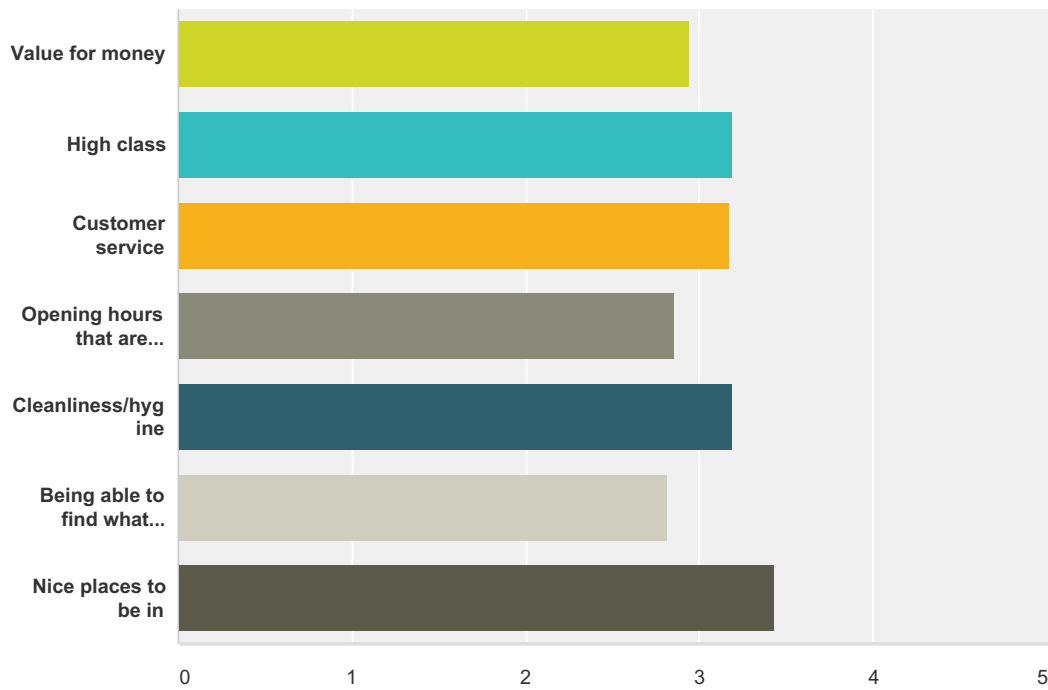
Answered: 198 Skipped: 4



Answer Choices	Responses	
Less than one hour	17.68%	35
1-2 hours	47.98%	95
2-4 hours	45.45%	90
More than four hours	28.28%	56
Total Respondents: 198		

Q5 How would you rate the shops and venues in Windsor for the following?

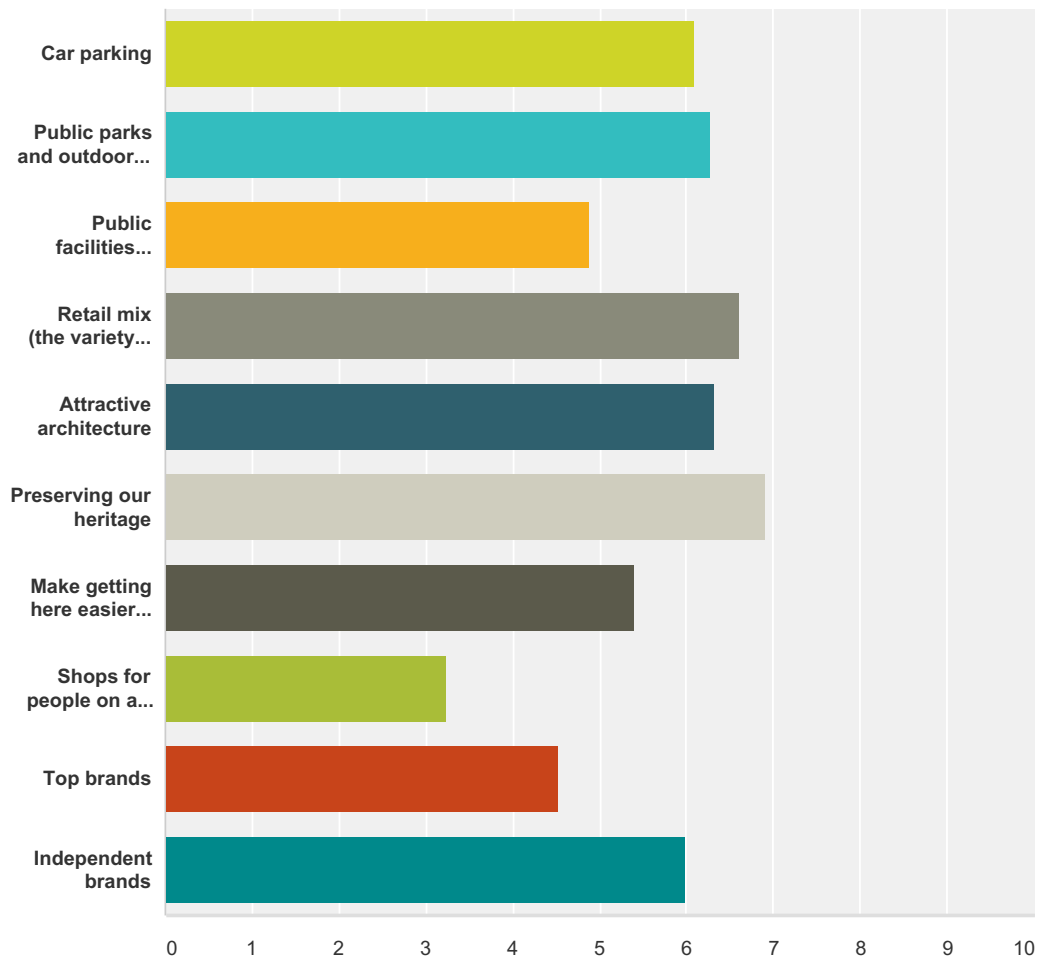
Answered: 192 Skipped: 10



	Very poor	Poor	Good	Very good	Don't know	Total	Weighted Average
Value for money	1.05% 2	14.66% 28	72.25% 138	10.47% 20	1.57% 3	191	2.94
High class	0.00% 0	14.21% 27	51.58% 98	32.63% 62	1.58% 3	190	3.19
Customer service	1.60% 3	8.51% 16	60.64% 114	28.19% 53	1.06% 2	188	3.17
Opening hours that are convenient for me	4.21% 8	27.37% 52	45.79% 87	21.58% 41	1.05% 2	190	2.86
Cleanliness/hygiene	0.52% 1	10.99% 21	56.02% 107	30.37% 58	2.09% 4	191	3.19
Being able to find what you're looking for/having the right stock	0.53% 1	30.53% 58	53.16% 101	14.21% 27	1.58% 3	190	2.82
Nice places to be in	0.00% 0	3.72% 7	48.40% 91	46.28% 87	1.60% 3	188	3.43

Q6 Please place the following in order of priority for improvement. Do this by selecting a number against each item. 1 = highest priority and larger numbers have lower priority. Note the list will auto-update as you rank. When you're satisfied with the ranking displayed enter anything else you think should be priority in the box below and then click next.

Answered: 190 Skipped: 12



	1	2	3	4	5	6	7	8	9	10	Total	Score
Car parking	24.48% 35	8.39% 12	6.99% 10	9.09% 13	4.20% 6	9.09% 13	8.39% 12	11.89% 17	11.89% 17	5.59% 8	143	6.09
Public parks and outdoor areas	7.37% 14	12.11% 23	14.21% 27	17.89% 34	14.74% 28	12.11% 23	6.32% 12	4.74% 9	7.37% 14	3.16% 6	190	6.28

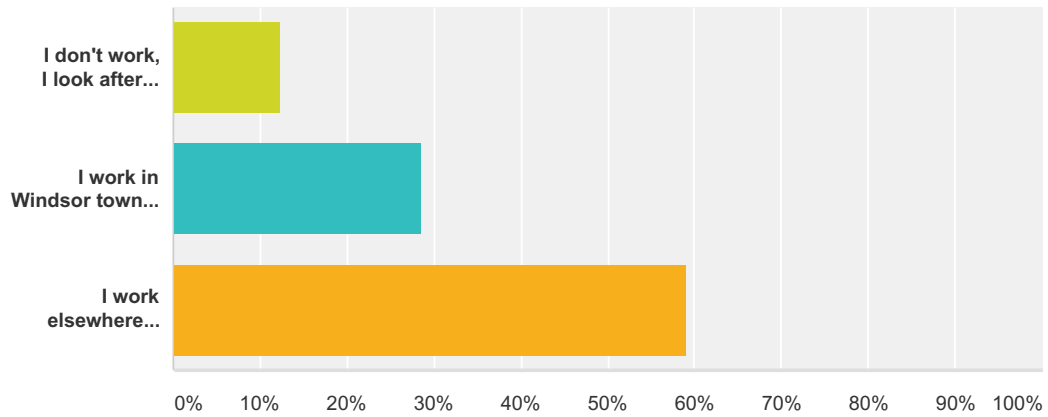
Public facilities (e.g. toilets, libraries, council offices etc)	1.58% 3	4.74% 9	13.16% 25	11.05% 21	10.00% 19	11.05% 21	14.21% 27	13.16% 25	15.26% 29	5.79% 11	190	4.89
Retail mix (the variety of shops)	15.26% 29	10.53% 20	12.63% 24	15.26% 29	13.16% 25	12.63% 24	10.00% 19	4.21% 8	4.74% 9	1.58% 3	190	6.61
Attractive architecture	5.79% 11	16.84% 32	15.79% 30	12.11% 23	14.74% 28	10.53% 20	10.00% 19	5.26% 10	5.26% 10	3.68% 7	190	6.32
Preserving our heritage	23.68% 45	17.89% 34	8.42% 16	7.37% 14	11.58% 22	8.95% 17	5.26% 10	8.95% 17	4.74% 9	3.16% 6	190	6.92
Make getting here easier (e.g. better trains, buses, roads)	11.58% 22	11.05% 21	8.95% 17	6.32% 12	10.00% 19	7.89% 15	8.42% 16	14.21% 27	12.11% 23	9.47% 18	190	5.41
Shops for people on a budget	1.58% 3	3.16% 6	3.16% 6	3.68% 7	3.68% 7	7.89% 15	16.32% 31	9.47% 18	22.11% 42	28.95% 55	190	3.24
Top brands	4.74% 9	5.79% 11	6.32% 12	8.42% 16	8.42% 16	11.05% 21	10.53% 20	17.37% 33	15.79% 30	11.58% 22	190	4.52
Independent brands	10.00% 19	11.58% 22	12.11% 23	11.05% 21	10.53% 20	11.05% 21	12.63% 24	13.68% 26	3.68% 7	3.68% 7	190	5.99

Q7 Is there anything else that should be a priority for improvement?

Answered: 109 Skipped: 93

Q8 Where do you work?

Answered: 178 Skipped: 24



Answer Choices	Responses
I don't work, I look after my family or I am retired	12.36% 22
I work in Windsor town centre	28.65% 51
I work elsewhere (enter town or postcode if you know it)	58.99% 105
Total	178

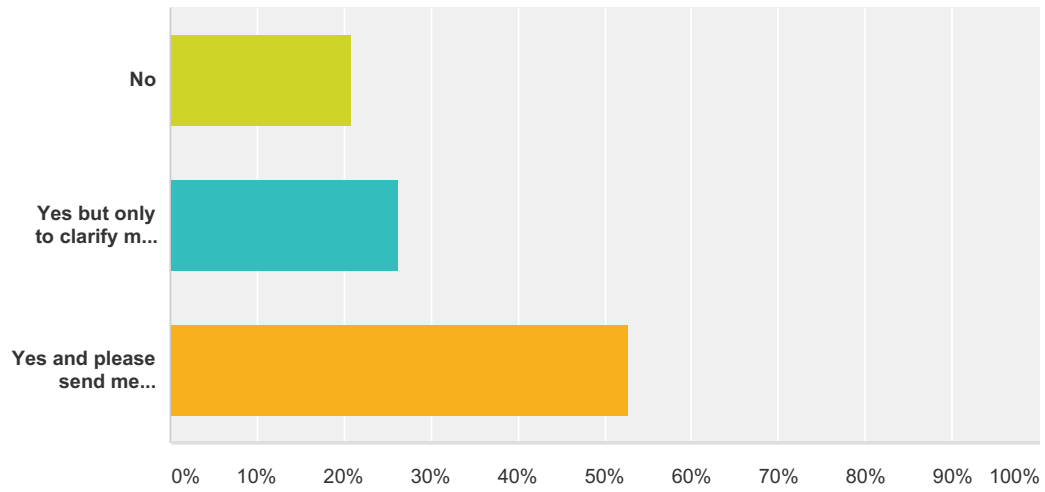
Q9 Please help us with some details about where you live. Your postcode is required so we can see if people's answers change depending on where they live. An email address is required if you want to enter the prize draw.

Answered: 178 Skipped: 24

Answer Choices	Responses	
Name	85.96%	153
Company (if you work locally)	0.00%	0
Address	79.78%	142
Address line 2	23.03%	41
City/Town	78.65%	140
State/Province	0.00%	0
Postcode	100.00%	178
Country	0.00%	0
Email Address	83.15%	148
Phone Number	0.00%	0

Q10 May we contact you?

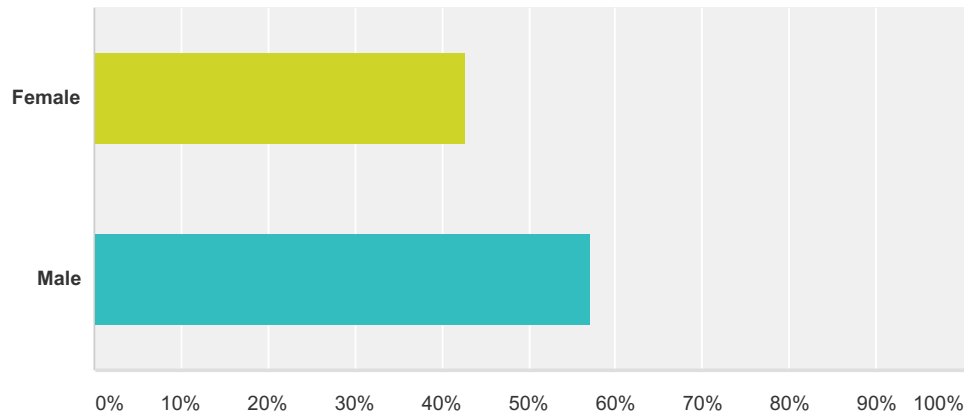
Answered: 178 Skipped: 24



Answer Choices	Responses
No	20.79% 37
Yes but only to clarify my answers to these questions	26.40% 47
Yes and please send me occasional updates	52.81% 94
Total	178

Q11 What is your gender?

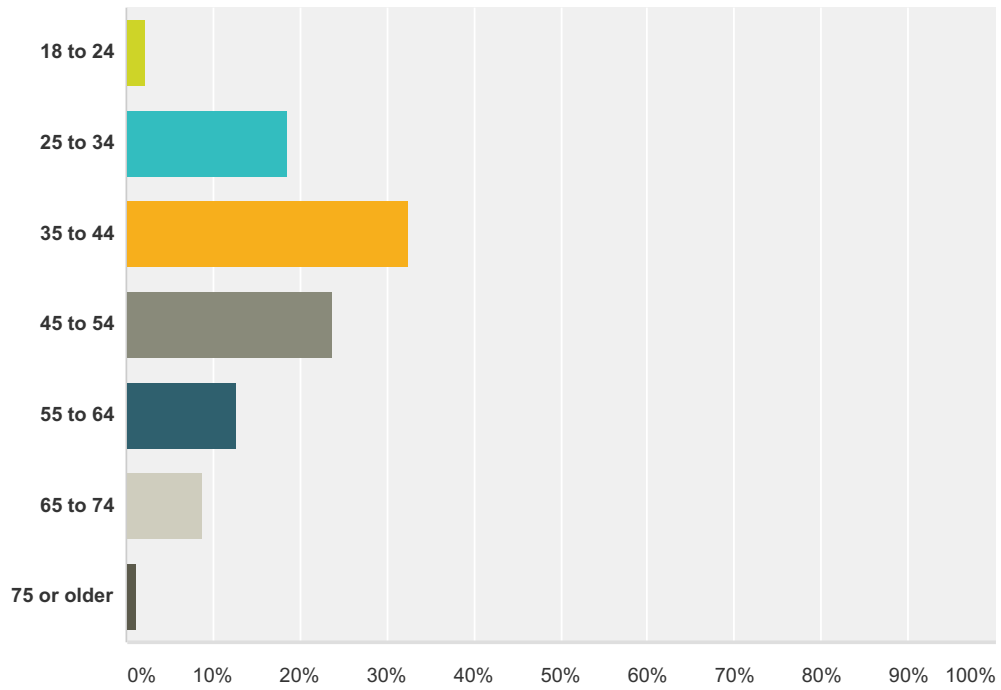
Answered: 173 Skipped: 29



Answer Choices	Responses
Female	42.77% 74
Male	57.23% 99
Total	173

Q12 What is your age?

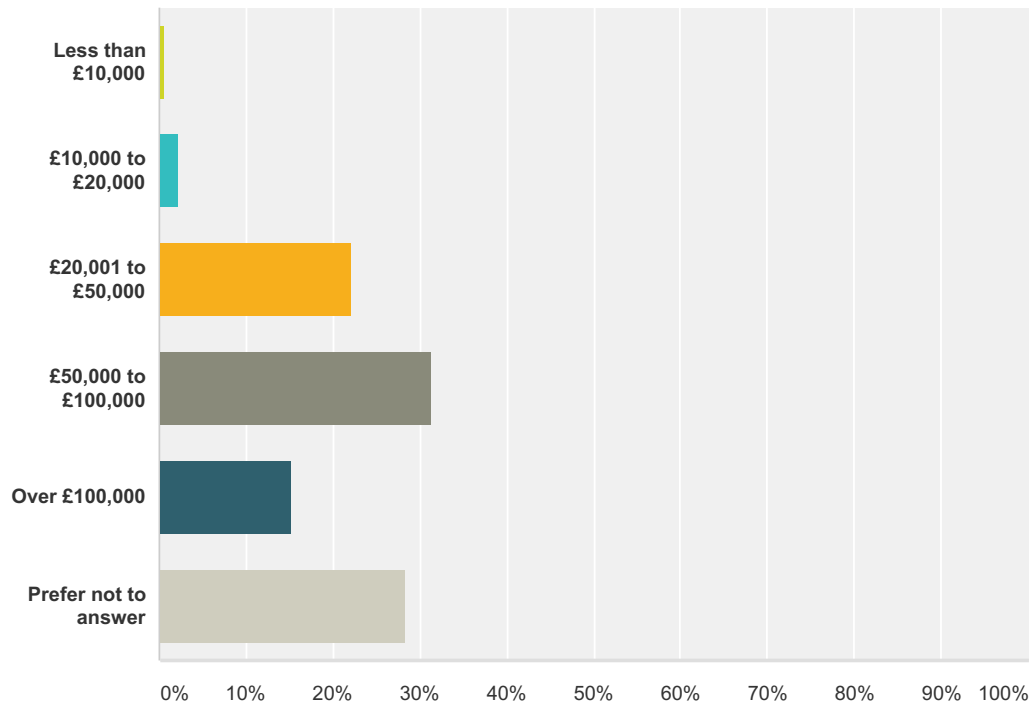
Answered: 172 Skipped: 30



Answer Choices	Responses
18 to 24	2.33% 4
25 to 34	18.60% 32
35 to 44	32.56% 56
45 to 54	23.84% 41
55 to 64	12.79% 22
65 to 74	8.72% 15
75 or older	1.16% 2
Total	172

Q13 How much total combined money did all members of your HOUSEHOLD earn last year?

Answered: 176 Skipped: 26



Answer Choices	Responses
Less than £10,000	0.57% 1
£10,000 to £20,000	2.27% 4
£20,001 to £50,000	22.16% 39
£50,000 to £100,000	31.25% 55
Over £100,000	15.34% 27
Prefer not to answer	28.41% 50
Total	176