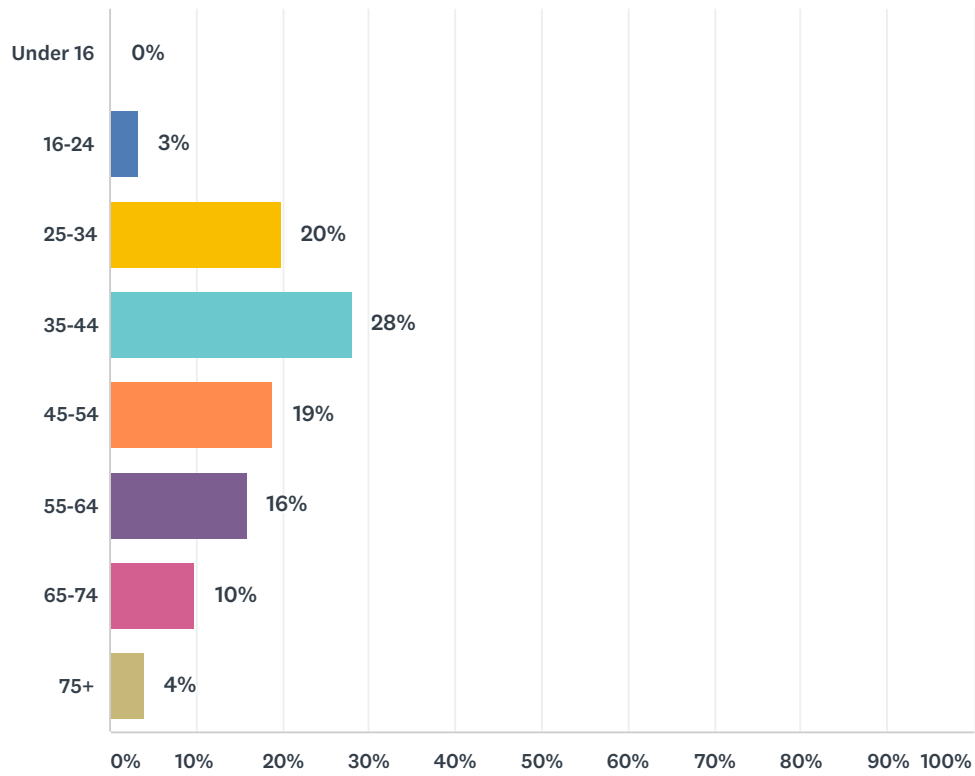


## Q1 Which age group are you in?

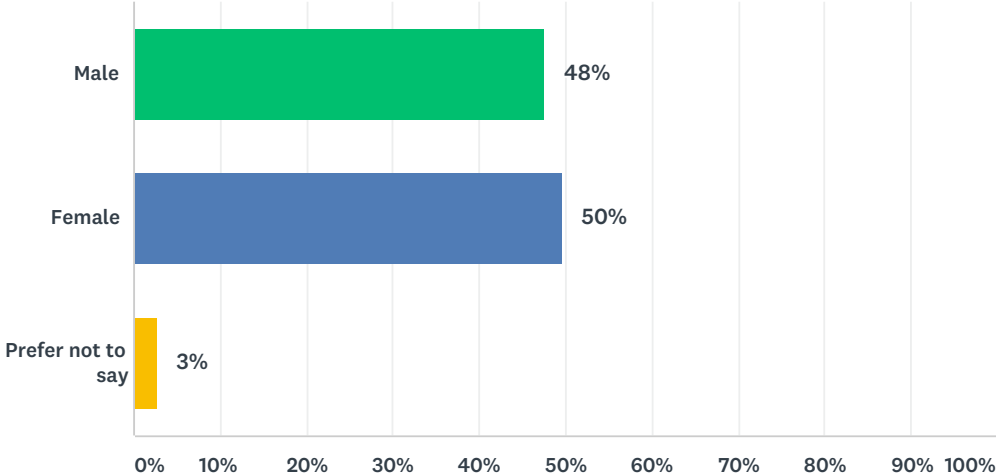
Answered: 578 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 16	0%	1
16-24	3%	19
25-34	20%	115
35-44	28%	162
45-54	19%	109
55-64	16%	92
65-74	10%	57
75+	4%	23
<b>TOTAL</b>		<b>578</b>

## Q2 What is your gender?

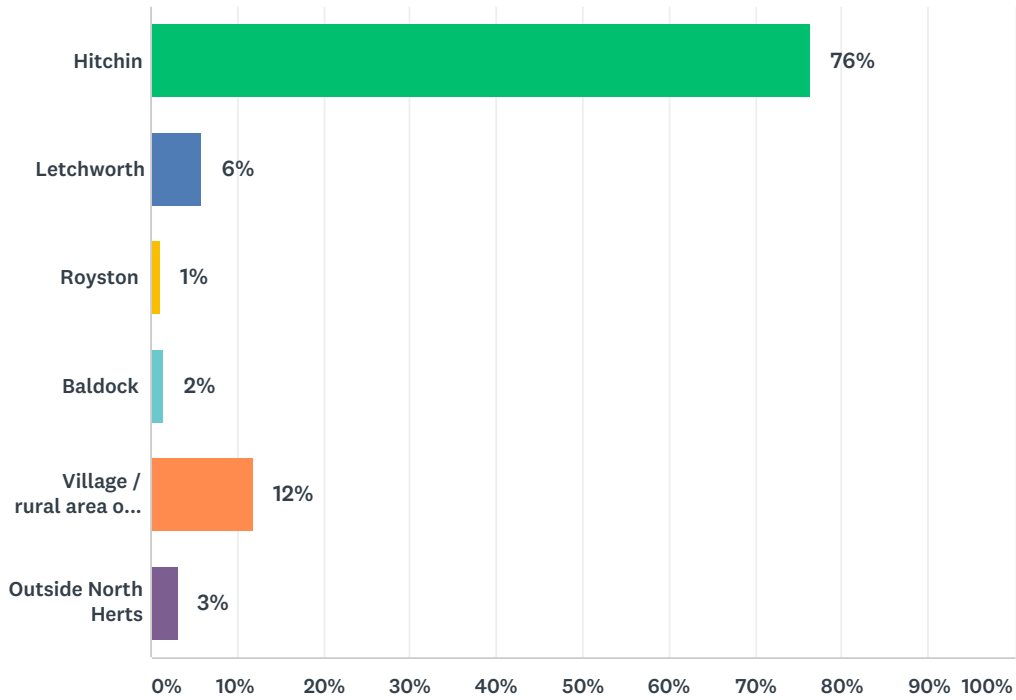
Answered: 576 Skipped: 2



ANSWER CHOICES	RESPONSES	
Male	48%	274
Female	50%	286
Prefer not to say	3%	16
TOTAL		576

### Q3 Where do you live?

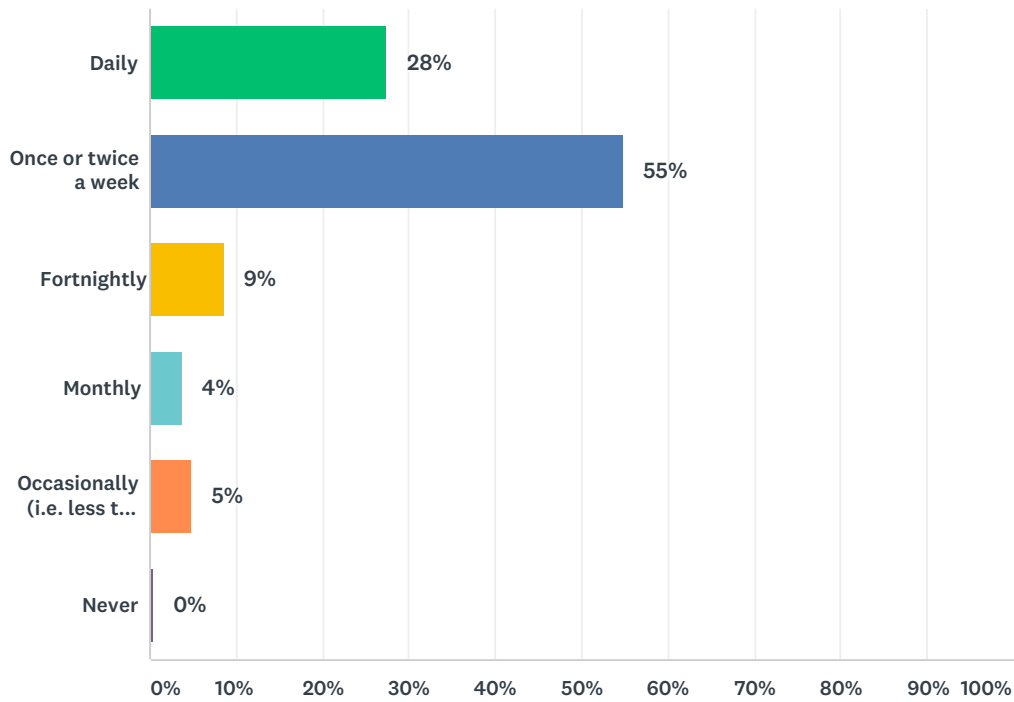
Answered: 577 Skipped: 1



ANSWER CHOICES	RESPONSES	
Hitchin	76%	441
Letchworth	6%	34
Royston	1%	6
Baldock	2%	9
Village / rural area of North Herts	12%	69
Outside North Herts	3%	18
<b>TOTAL</b>		<b>577</b>

## Q4 How frequently do you visit Hitchin town centre?

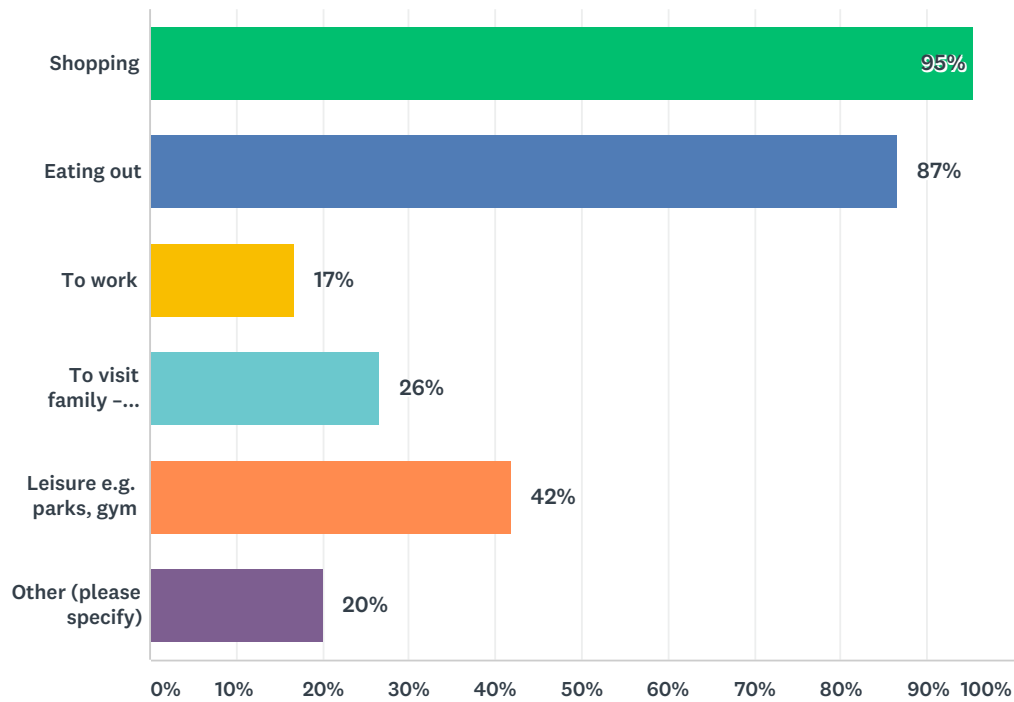
Answered: 578 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	28%	159
Once or twice a week	55%	317
Fortnightly	9%	50
Monthly	4%	22
Occasionally (i.e. less than once a month)	5%	28
Never	0%	2
<b>TOTAL</b>		<b>578</b>

## Q5 What do you visit Hitchin Town Centre for? (please tick all that apply)

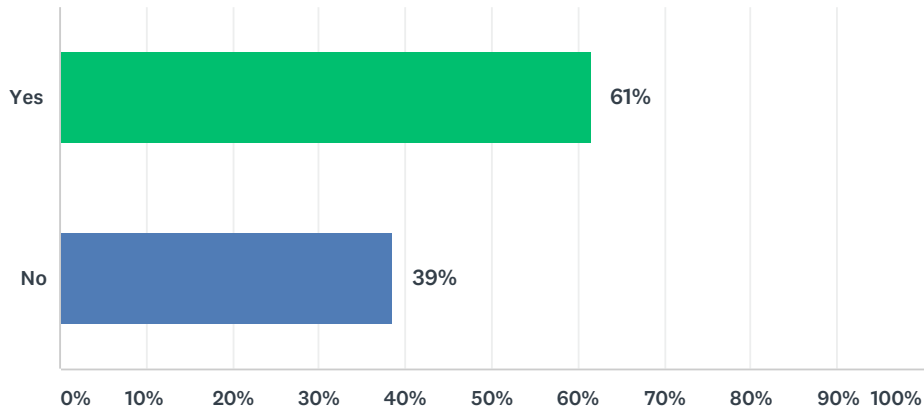
Answered: 574 Skipped: 4



ANSWER CHOICES	RESPONSES	
Shopping	95%	548
Eating out	87%	497
To work	17%	96
To visit family – friends	26%	152
Leisure e.g. parks, gym	42%	240
Other (please specify)	20%	115
Total Respondents: 574		

## Q6 When visiting Hitchin, do you currently shop in the Churchgate Centre?

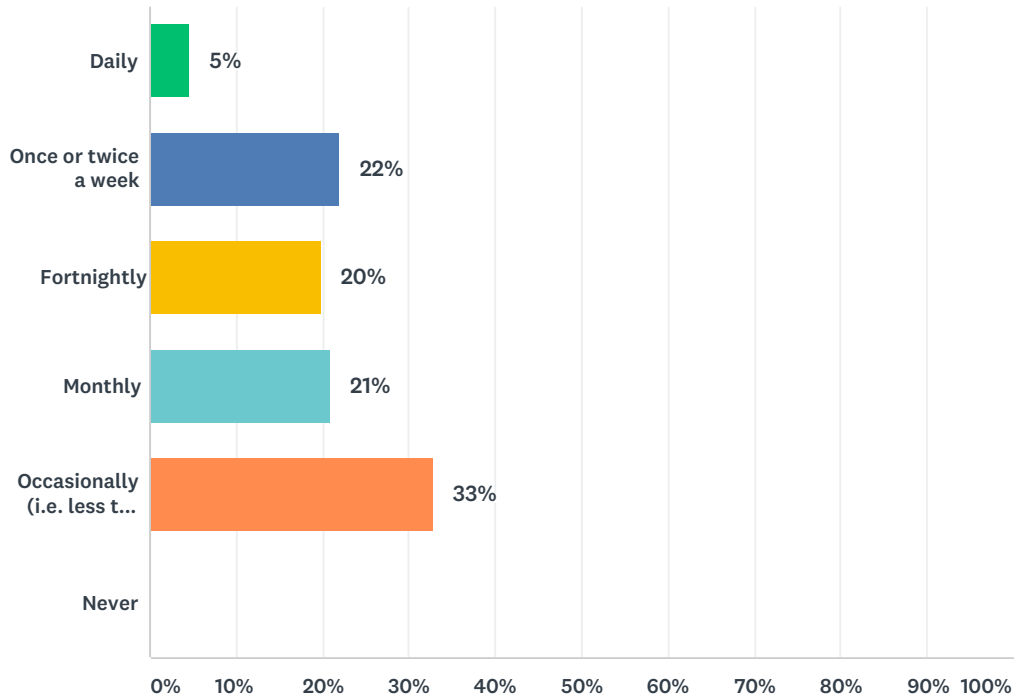
Answered: 571 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	61%	351
No	39%	220
TOTAL		571

## Q7 How frequently do you shop in the Churchgate Centre?

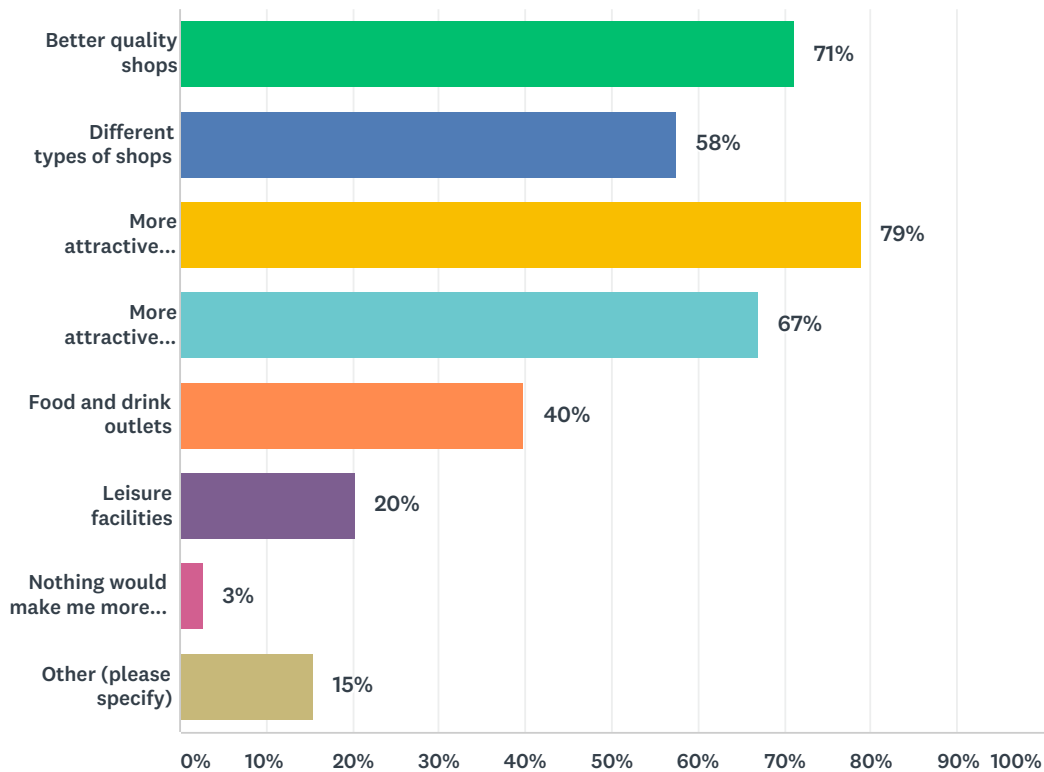
Answered: 354 Skipped: 224



ANSWER CHOICES	RESPONSES	
Daily	5%	16
Once or twice a week	22%	78
Fortnightly	20%	70
Monthly	21%	74
Occasionally (i.e. less than once a month)	33%	116
Never	0%	0
<b>TOTAL</b>		<b>354</b>

## Q8 What would make you more likely to visit the Churchgate Shopping Centre or visit more regularly? (please tick all that apply)

Answered: 408 Skipped: 170



ANSWER CHOICES	RESPONSES	
Better quality shops	71%	290
Different types of shops	58%	235
More attractive environment	79%	322
More attractive buildings/ shop fronts	67%	273
Food and drink outlets	40%	162
Leisure facilities	20%	83
Nothing would make me more likely to visit	3%	11
Other (please specify)	15%	63
Total Respondents: 408		

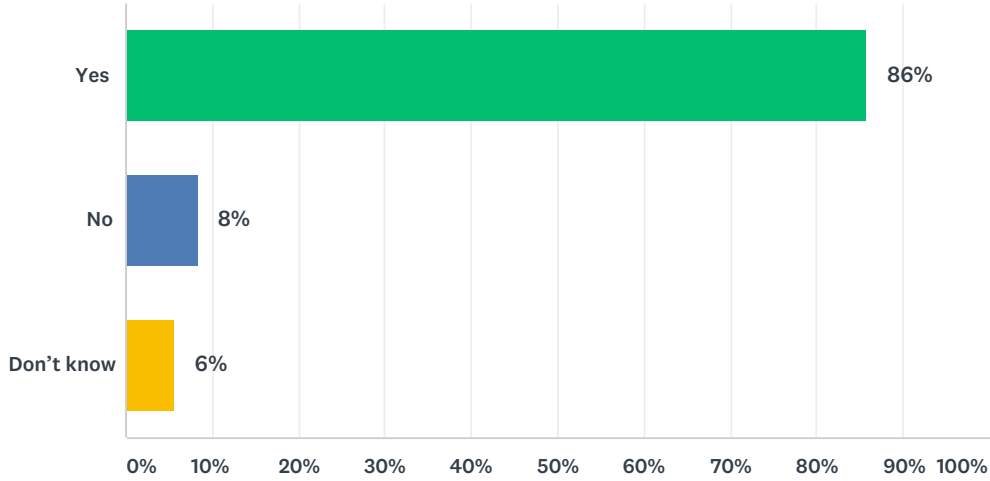


**Q9 Please add any comments on why you would not be likely to visit  
the Churchgate Centre**

Answered: 8 Skipped: 570

### Q10 Do you support the idea of regenerating the existing Churchgate Centre to provide improved shop units i.e. updating the existing buildings?

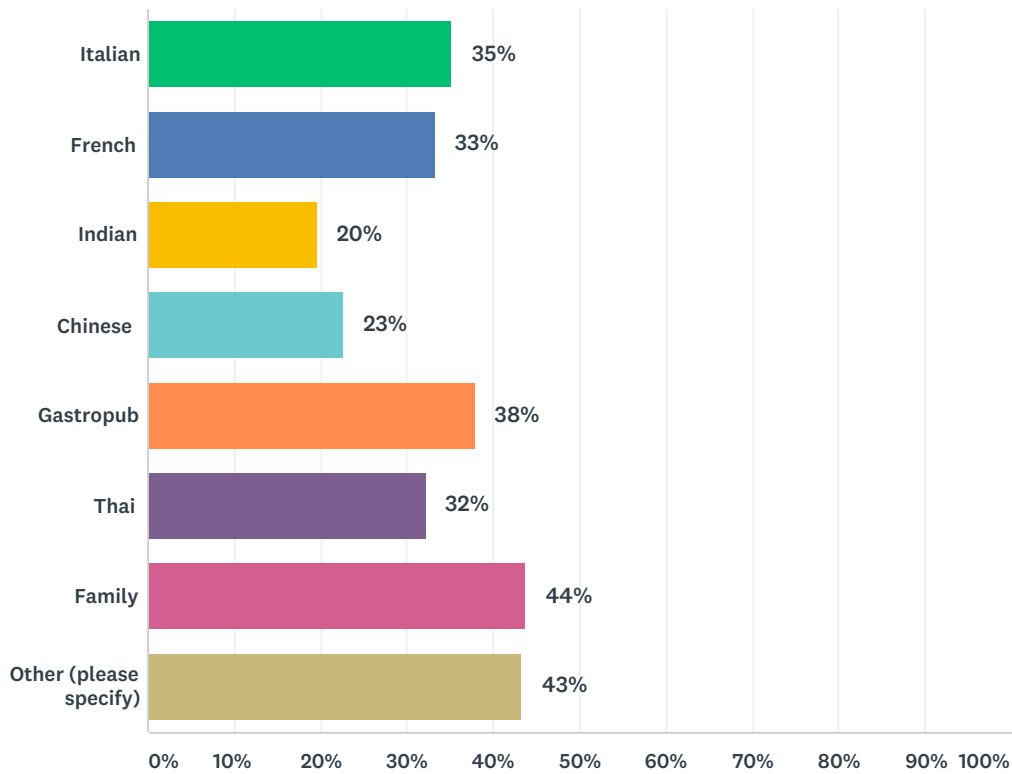
Answered: 559 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	86%	480
No	8%	47
Don't know	6%	32
<b>TOTAL</b>		<b>559</b>

### Q11 What type of food and drink outlets would you like to see in a regenerated Churchgate centre? (please tick all that apply)

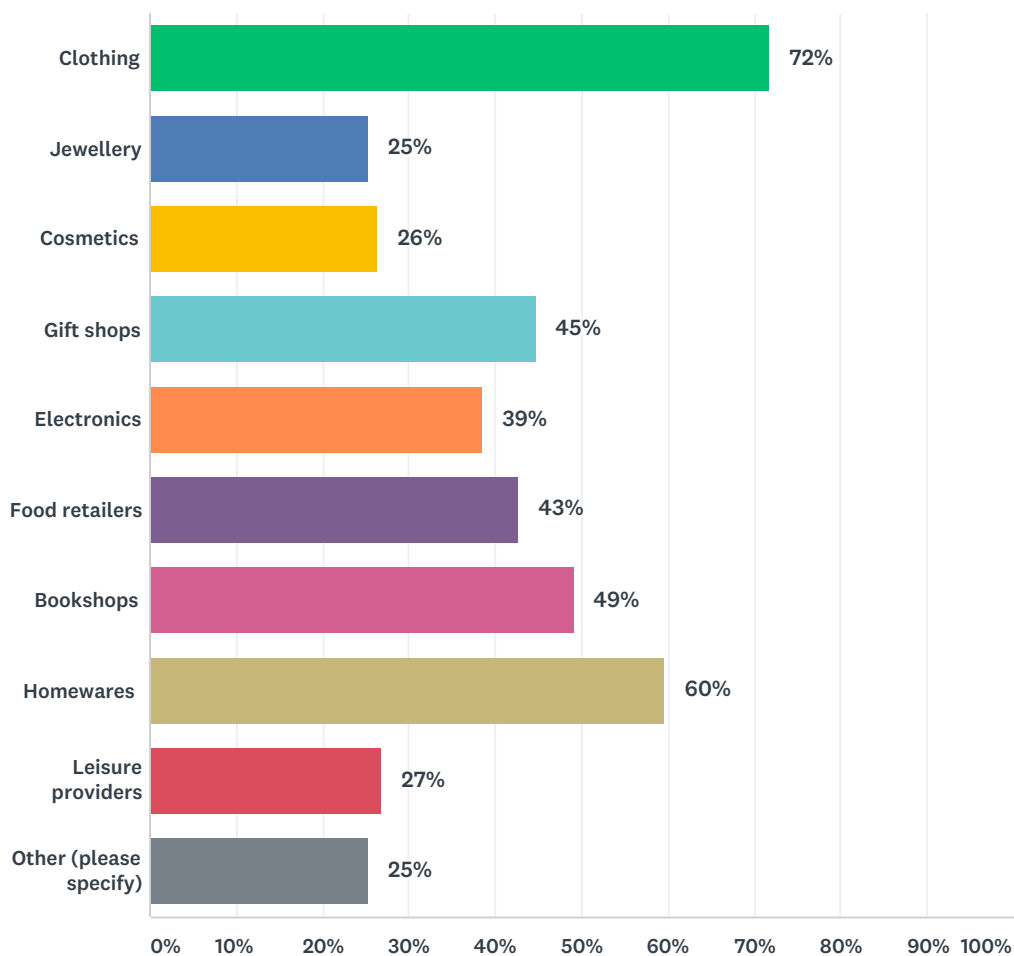
Answered: 551 Skipped: 27



ANSWER CHOICES	RESPONSES	
Italian	35%	194
French	33%	183
Indian	20%	108
Chinese	23%	124
Gastropub	38%	209
Thai	32%	178
Family	44%	241
Other (please specify)	43%	239
Total Respondents: 551		

## Q12 What sort of retailers would you like to see in a regenerated Churchgate Centre? (please tick all that apply)

Answered: 555 Skipped: 23



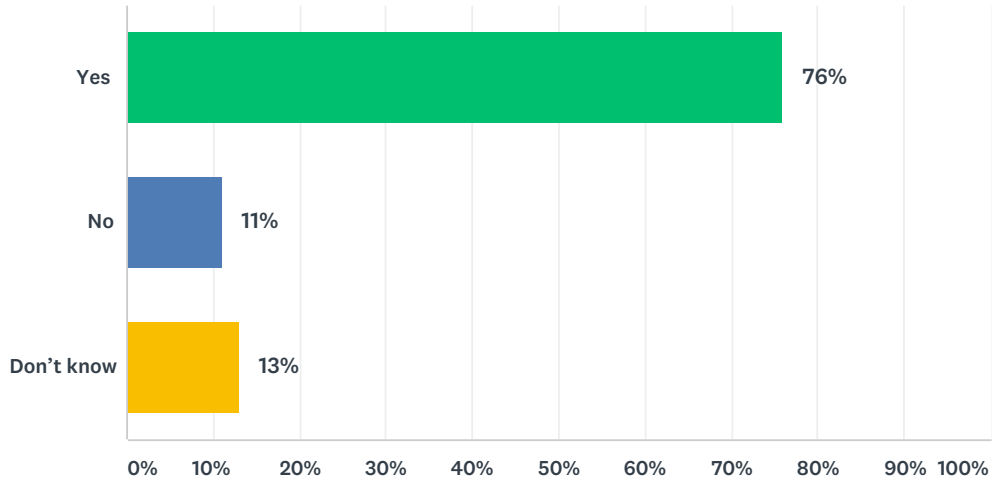
ANSWER CHOICES	RESPONSES	
Clothing	72%	398
Jewellery	25%	141
Cosmetics	26%	146
Gift shops	45%	249
Electronics	39%	214
Food retailers	43%	237
Bookshops	49%	273
Homewares	60%	331
Leisure providers	27%	149
Other (please specify)	25%	140
Total Respondents: 555		

**Q13 Are there any specific brands / retailers you would like to see in the Churchgate Centre?**

Answered: 352 Skipped: 226

### Q14 Do you support the principle of regenerating the public space to the rear of the Churchgate Centre, including opening up the views of the Church from the market?

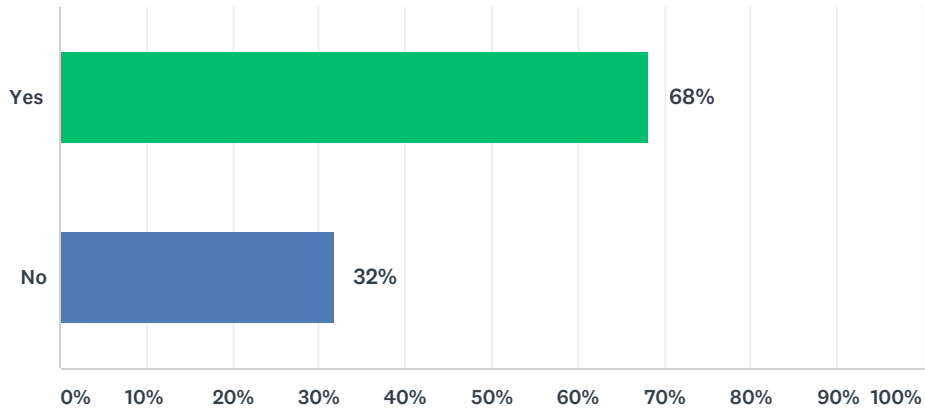
Answered: 559 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	76%	424
No	11%	62
Don't know	13%	73
<b>TOTAL</b>		<b>559</b>

### Q15 Do you currently shop at Hitchin Market?

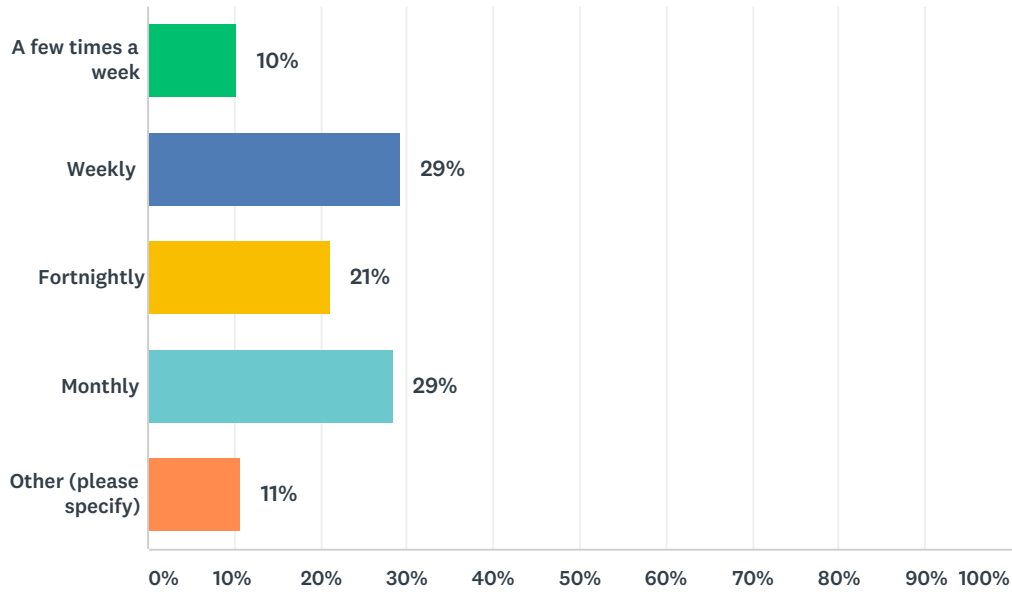
Answered: 558 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	68%	380
No	32%	178
TOTAL		558

## Q16 How frequently do you visit the market?

Answered: 382 Skipped: 196

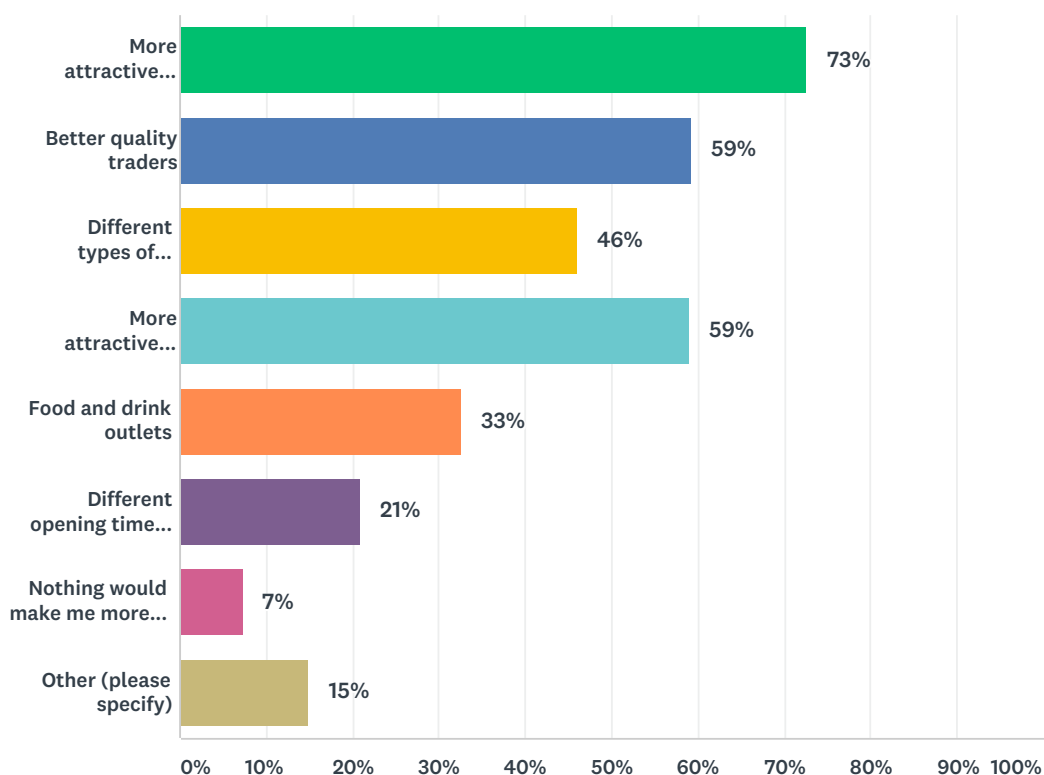


ANSWER CHOICES	RESPONSES	
A few times a week	10%	39
Weekly	29%	112
Fortnightly	21%	81
Monthly	29%	109
Other (please specify)	11%	41
<b>TOTAL</b>		<b>382</b>



## Q17 What would make you more likely to visit Hitchin market or visit more frequently? (please tick all that apply)

Answered: 324 Skipped: 254



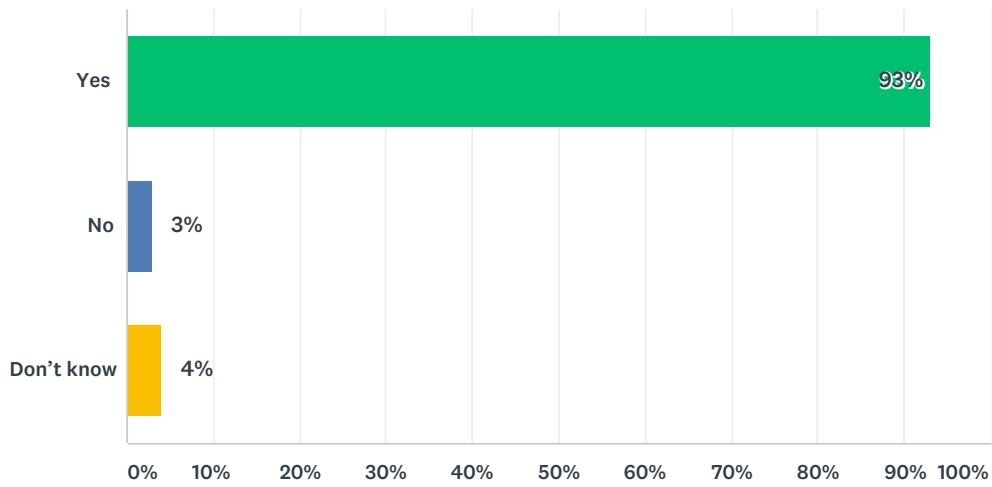
ANSWER CHOICES	RESPONSES	
More attractive environment	73%	235
Better quality traders	59%	192
Different types of traders	46%	149
More attractive stalls	59%	191
Food and drink outlets	33%	106
Different opening times / days	21%	68
Nothing would make me more likely to visit	7%	24
Other (please specify)	15%	48
Total Respondents: 324		

**Q18 Please add any comments on why you would not be likely to visit  
Hitchin Market**

Answered: 15 Skipped: 563

## Q19 Do you support the principle of investing in Hitchin’s market to ensure it is fit for the 21st century?

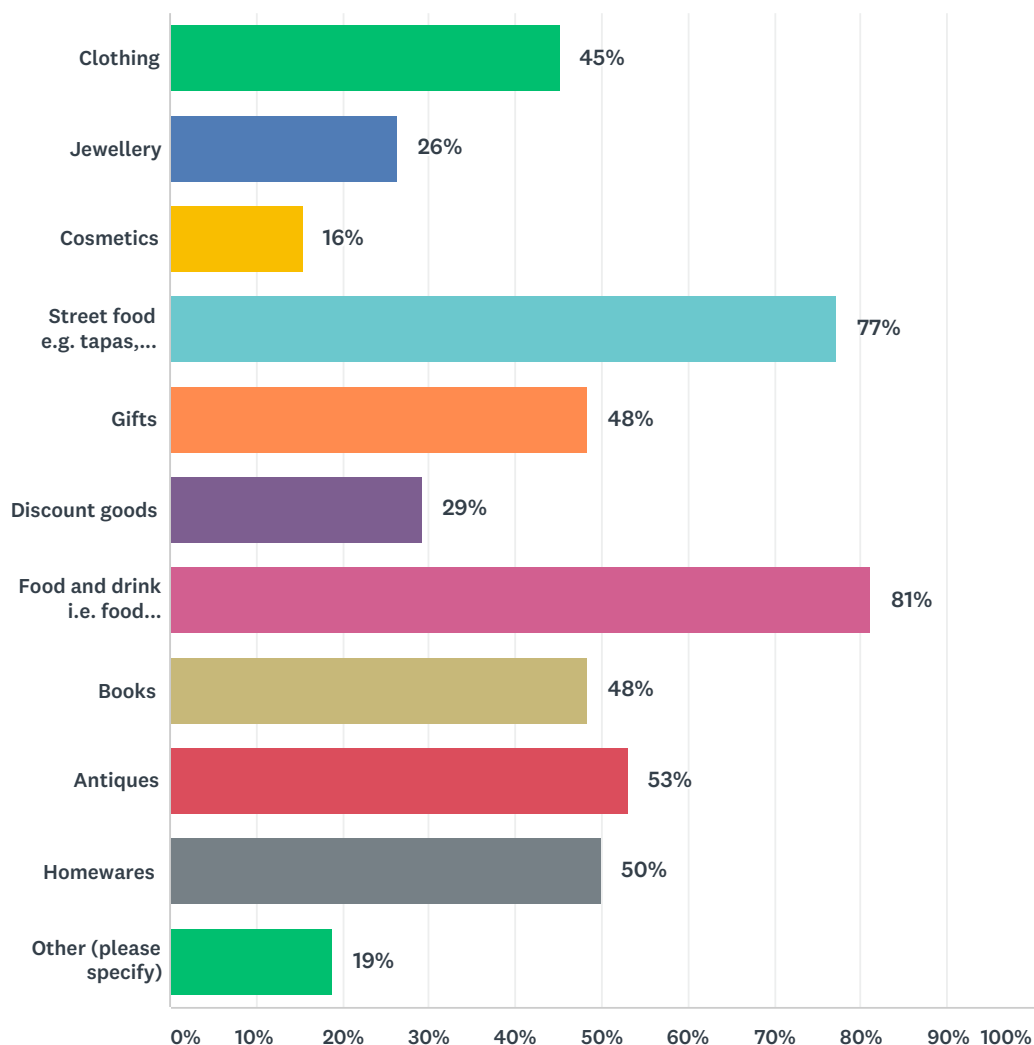
Answered: 551 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes	93%	513
No	3%	16
Don't know	4%	22
TOTAL		551

## Q20 What types of regular stalls would you like to see in an improved market? (Please tick all that apply)

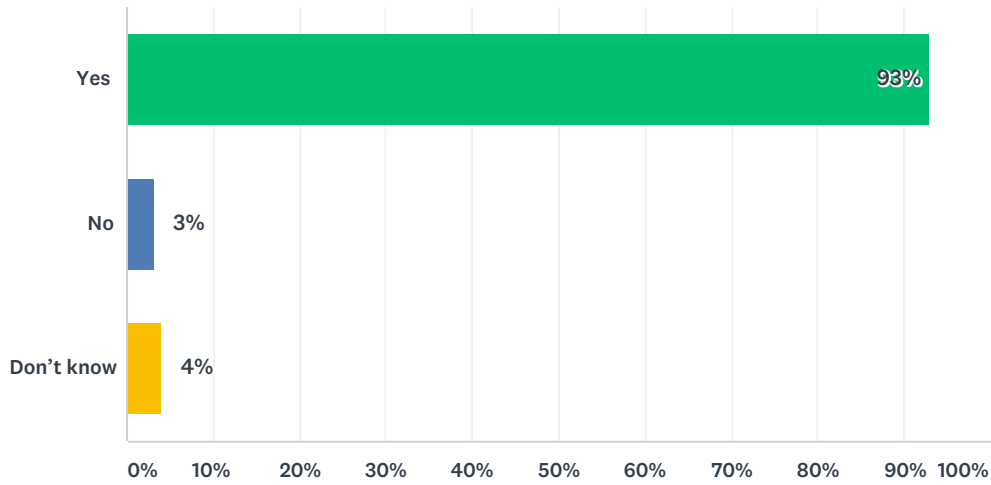
Answered: 541 Skipped: 37



ANSWER CHOICES	RESPONSES	
Clothing	45%	245
Jewellery	26%	143
Cosmetics	16%	84
Street food e.g. tapas, caribbean	77%	418
Gifts	48%	261
Discount goods	29%	158
Food and drink i.e. food consumed at home - baker, fish-monger, fruit and veg stalls etc	81%	439
Books	48%	262
Antiques	53%	288
Homewares	50%	271
Other (please specify)	19%	102
Total Respondents: 541		

## Q21 Do you support the idea of holding regular specialist markets as well as the general market?

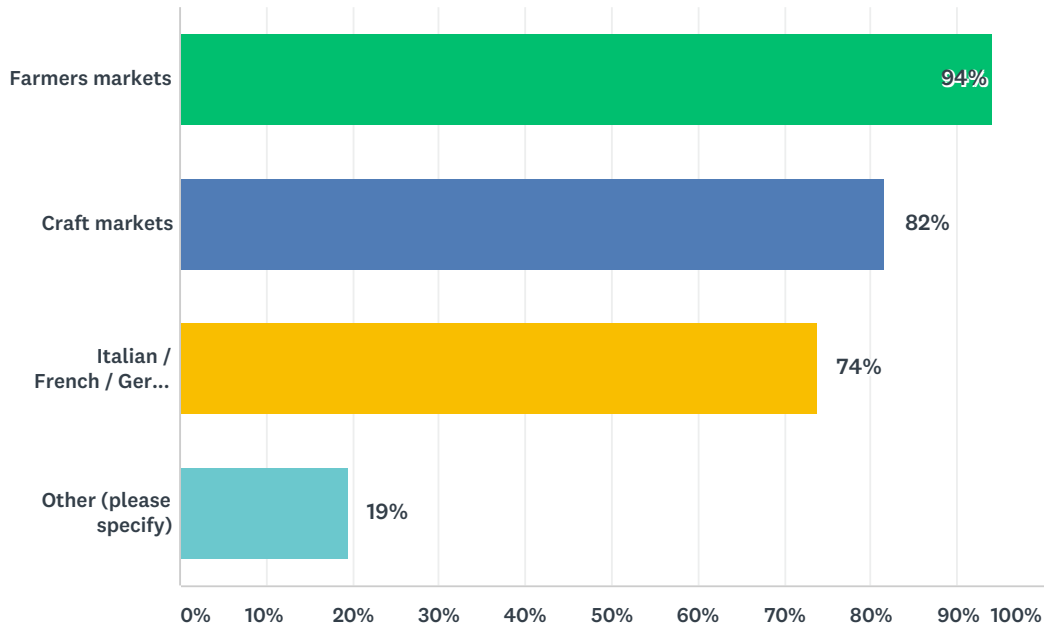
Answered: 550 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	93%	511
No	3%	17
Don't know	4%	22
TOTAL		550

## Q22 What types of speciality markets would you like to see in Hitchin? Please tick all that apply

Answered: 531 Skipped: 47



ANSWER CHOICES	RESPONSES	
Farmers markets	94%	500
Craft markets	82%	433
Italian / French / German markets	74%	392
Other (please specify)	19%	103
Total Respondents: 531		