
APPENDIX 8

CAMBRIDGE IN-CENTRE SURVEY RESULTS

Day of Interview

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Wednesday	129	25.3%	22	27.5%	21	23.6%	19	23.8%	21	25.0%	24	27.6%	22	24.4%
Thursday	128	25.1%	13	16.3%	29	32.6%	21	26.3%	22	26.2%	21	24.1%	22	24.4%
Friday	127	24.9%	23	28.8%	19	21.3%	19	23.8%	20	23.8%	21	24.1%	25	27.8%
Saturday	126	24.7%	22	27.5%	20	22.5%	21	26.3%	21	25.0%	21	24.1%	21	23.3%

Time of Interview

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
10am - 12pm	171	33.5%	18	22.5%	49	55.1%	33	41.3%	33	39.3%	22	25.3%	16	17.8%
12pm - 2pm	203	39.8%	34	42.5%	25	28.1%	30	37.5%	44	52.4%	38	43.7%	32	35.6%
2pm - 4pm	136	26.7%	28	35.0%	15	16.9%	17	21.3%	7	8.3%	27	31.0%	42	46.7%

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Refused	19	3.7%	4	5.0%	3	3.4%	2	2.5%	1	1.2%	5	5.7%	4	4.4%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
BD18 4RL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
BD2 1PP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
BN16 1JZ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
C09 4EE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 1BN	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
CB1 1DF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 1DZ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 1EL	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 1EQ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 1HD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 1HX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 1JR	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 1LS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 1PL	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 1PT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 1QQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 2AY	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 2DZ	2	.4%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 2EA	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 2HA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 2HF	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 2LD	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 2LF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 2LG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 2LY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB1 2PD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 2PH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 2PU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 2TX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 2XU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3AP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 3AW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 3DN	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3HG	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3JW	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3JZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3LQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3LR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3LW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 3NA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 3NY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3PR	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 3QD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 3QN	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3QT	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3RY	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3SB	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 3SL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3ST	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 4ES	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 4LD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

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	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB1 4UR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 7BB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 7SZ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 7TG	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 7UG	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 8BL	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 8NJ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 8NU	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 8QL	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 8QY	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 8RD	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 8RG	4	.8%	0	.0%	2	2.2%	0	.0%	1	1.2%	1	1.1%	0	.0%
CB1 9AX	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 9GE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 9JX	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB1 9PD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 9SB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 9XJ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 9YF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 1TP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB1 3NZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 3PG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 3SQ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB1 3TN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB1 8DS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB1 9EH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB1 9XN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB10 1FJ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB10 1NU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB10 1QA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB10 2DW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB10 2NA	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB11 3QB	2	.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
CB11 3UL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB11 4EA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB2 0QS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 0SJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB2 1DQ	2	.4%	1	1.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB2 1LR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 1ND	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 1PG	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 1PP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB2 1RF	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 1RH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 1RS	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 1ST	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB2 1TA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 1TJ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 1TL	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 1TP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 1TQ	2	.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 2RX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

F1. Postcode

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	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB2 2TS	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 3AP	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 3BU	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
CB2 3HU	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%
CB2 7DG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 7TY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 8AL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 8AW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB2 8ES	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 8NY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB2 8PB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB2 8PH	2	.4%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 8QE	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 9HS	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 9JT	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB2 9JW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB2 9NE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB2 3HU	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB21 4DW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB21 4HD	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB21 4NN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB21 5HX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB21 5JD	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
CB21 5JQ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB21 6BE	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB21 6FB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

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	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB22 3BW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB22 3DS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB22 3JR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB22 4LZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB22 4RD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB22 5AG	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB22 5AN	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB22 5BJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB22 5BT	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB22 5BX	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB22 5BZ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB22 5JS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB22 5LU	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB22 5UD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB22 6SJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB22 6SZ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB22 7PA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
CB23 1HE	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 1JN	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 1LP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB23 2RW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB23 2SH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB23 3GT	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB23 3LF	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 5EJ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB23 6GA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 6GP	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 6TN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB23 7DB	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB23 7XN	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB23 8AF	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 8SX	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB23 8TA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB23 8TW	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB23 9EA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 3GS	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 3GZ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 4SH	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 5HD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB24 5JE	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
CB24 5PL	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB24 5QA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB24 6BS	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
CB24 6DG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB24 6DT	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 6YZ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB24 6ZG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB24 6ZN	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 6ZR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB24 8QZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB24 8RF	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB24 8XZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB24 9DH	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 9JN	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 9JS	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB24 9XR	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB24 9YG	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB25 0DL	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB25 0DQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB25 0LG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB25 0YL	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB25 8QU	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB25 9BE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB25 9EP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB25 9EU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB25 9HT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB25 9HW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB25 9PQ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB3	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0BZ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 0DF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0DG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB3 0DS	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0EA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB3 0GL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 0HF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB3 0HY	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB3 0JG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0JW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0LG	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 0LS	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 0NS	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 0PG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB3 0PH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0PN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 0PS	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 1JP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB3 1RF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB3 9AL	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB3 9DA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 9DF	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 9DH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB3 9DQ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 9EL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 9ET	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 9JA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB3 9JG	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 9JH	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB3 9JL	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 9LA	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB3 9LN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB3 9LT	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB37 ORS	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB4	4	.8%	0	.0%	0	.0%	1	1.3%	1	1.2%	1	1.1%	1	1.1%
CB4 1DA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 1FT	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
CB4 1FY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 1HN	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 1HS	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 1JJ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 1JW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 1JX	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 1LR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB4 1LT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 1LW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 1LX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 1NX	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB4 1PA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 1PG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 1SJ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 1TT	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB4 1UG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 1XE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 1XZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2AW	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 2BG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 2BN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2DF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 2GP	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB4 2HT	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2JA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2JT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 2LJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 2NT	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2PD	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 2PP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 2QB	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2TY	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 2UE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2WP	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 3AA	2	.4%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 3AQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB4 3BZ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 3EL	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB4 3HL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3HQ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB4 3HR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB4 3LA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3NA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3PA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3PR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3QB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3QF	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 3RR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3XL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB4 3XP	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB4 6BL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 1FE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 1NP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2AB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 2ER	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB4 2SN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB4 3BY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB5	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB5 8AL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB5 8AP	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB5 8BL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB5 8BS	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB5 8HH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB5 8HQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB5 8HT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB5 8LF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB5 8PN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB5 8QF	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB5 8RG	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB5 8RQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB5 8SP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB5 8TT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB5 8UB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB5 8UL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB5 8UQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB5 9ND	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB5 7UB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB5 8PA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB5 8QQ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB6	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB6 1DT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB6 1NA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB6 2AP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB6 2EL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB6 3JT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB6 3JU	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB6 3TN	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB6 3TZ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB6 3WY	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB7 4YL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB7 5DJ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB7 5DL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB7 5GQ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB7 5HH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB7 5ND	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB7 5YL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB7 5YP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB8 0AH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB8 7HQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB8 7LX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB8 8BY	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
CB8 9XA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB9 0JT	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB9 7FE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
CB9 7GE	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CB9 7HX	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB9 7UD	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CB9 8EA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB9 8EL	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB9 8LH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB9 9DZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
CB9 9VP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CB9 OHS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB9 OJJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CB9 8HP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CM1 3LJ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CM23 1AR	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CM23 2AA	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CM6 1LD	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CM6 3PV	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CO10 2TB	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
CO10 8NU	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
CO23 5EL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CO9 1RD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CO9 2NG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
CO9 3LD	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
CT4 8ED	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
DE4 2JX	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DT13 8RG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
E2 6HN	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
FE1 1DT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
GL53 0HA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
GL6 9LP	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
GY1 1BD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
H19 5JF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
HD7 4RA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
IP24 3EL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
IP26 5LA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
IP27 9EA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
IP28 7HB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
IP28 7PD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
IP31 2RP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
IP32 7HQ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
IP33 1EH	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
IP33 3DX	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
KA7 4DB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
LA12 9GN	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LE3 0UD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
LL30 3AT	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
LS17 8TT	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
MG4 6XA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
MK14 5QB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
MK44 2BP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
NE26 2PQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
NG15 7JH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
NR18	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NR18 0JL	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NR33 7BB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
NW1 5DP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
OL39 4HX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
OX15 5RT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
OX3 0AP	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
OX3 7LT	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE13 2BT	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
PE16 6RT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE18 7QD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE19 2HQ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE19 2JB	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE19 5NY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
PE19 6TF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
PE19 7AL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE19 8GX	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE19 8HE	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE19 8NJ	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE19 8PJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE2 5TS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE22 3DP	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE26 1EL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE27	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
PE27 3FL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE27 5EY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
PE27 5QP	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE27 6UE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE28 2ER	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE28 3	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
PE28 3NZ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE28 9DB	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE28 9QE	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
PE29 1LG	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
PE29 2NS	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PE29 4HX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE29 6TJ	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
PE29 6UZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE38 9QH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
PE4 7UR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
RG4 6LE	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
RG42 4HH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
RM17 5EU	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
S59 5NX	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
S7 1RQ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
S97 6PE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
SG1 5DX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
SG14 3ES	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
SG14 7UU	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SG17 5HD	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

F1. Postcode

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
SG19 1HP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
SG19 2NE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
SG19 3LG	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SG6 6BA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
SG7 5LU	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
SG8 0TP	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SG8 5LW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
SG8 6HU	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SG8 7AE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
SG8 7LE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
SG8 7RF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
SG8 8EE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
SG8 8QJ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
SG8 9BH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
SG9 0DL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
SK8 6NN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
SP10 3TF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
TA11 6SN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
TW2 6AE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
UB10 9EL	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

F2. Where do you live?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Cambridge	266	52.2%	41	51.3%	46	51.7%	32	40.0%	50	59.5%	52	59.8%	45	50.0%

(cont.)

F2. Where do you live?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Other	Abroad	13	2.5%	2	2.5%	1	1.1%	2	2.5%	1	1.2%	5	5.7%	2	2.2%
	Haverhill	13	2.5%	2	2.5%	1	1.1%	5	6.3%	1	1.2%	1	1.1%	3	3.3%
	St Ives	9	1.8%	1	1.3%	3	3.4%	1	1.3%	0	.0%	2	2.3%	2	2.2%
	Ely	8	1.6%	0	.0%	2	2.2%	1	1.3%	4	4.8%	0	.0%	1	1.1%
	Royston	8	1.6%	1	1.3%	0	.0%	1	1.3%	3	3.6%	1	1.1%	2	2.2%
	St Neots	8	1.6%	4	5.0%	1	1.1%	0	.0%	2	2.4%	0	.0%	1	1.1%
	Milton	7	1.4%	0	.0%	1	1.1%	2	2.5%	3	3.6%	1	1.1%	0	.0%
	Soham	5	1.0%	0	.0%	1	1.1%	3	3.8%	0	.0%	1	1.1%	0	.0%
	Shefford	5	1.0%	0	.0%	2	2.2%	1	1.3%	1	1.2%	0	.0%	1	1.1%
	Sawston	5	1.0%	2	2.5%	0	.0%	1	1.3%	1	1.2%	1	1.1%	0	.0%
	Girton	5	1.0%	2	2.5%	2	2.2%	0	.0%	0	.0%	0	.0%	1	1.1%
	Huntingdon	4	.8%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	3	3.3%
	Halstead	4	.8%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.3%
	Barr Hill	4	.8%	0	.0%	2	2.2%	1	1.3%	0	.0%	1	1.1%	0	.0%
	Newmarket	4	.8%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	3	3.3%
	Saffron Walden	4	.8%	1	1.3%	0	.0%	1	1.3%	1	1.2%	0	.0%	1	1.1%
	Cambourne	4	.8%	0	.0%	3	3.4%	0	.0%	0	.0%	1	1.1%	0	.0%
	Bury St Edmunds	4	.8%	2	2.5%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
	Peterborough	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	1	1.1%
	Willingham	3	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	2	2.2%
	Haslingfield	3	.6%	0	.0%	2	2.2%	0	.0%	0	.0%	1	1.1%	0	.0%
	Oxford	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
	Burwell	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
	Bishops Stortford	3	.6%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	1	1.1%
	Stapleford	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
	Thetford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%

(cont.)

F2. Where do you live?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Other	Haddenham	2	.4%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	Bassingburn	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Papworth Everard	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Mildenhall	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
	Sandy	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
	Chesterton	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
	Godmanchester	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Histon	2	.4%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Newport	2	.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
	Dunmow	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Great Wilbraham	2	.4%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
	Sunbury	2	.4%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
	Over	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
	Great Chesterford	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
	Abingdon	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	London	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
	Waterbeach	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
	Lode	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
	Kimbolton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Ayr	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	
Hardwicke	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	
Foxton	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	
Reading	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Gamlingay	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Oakington	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

F2. Where do you live?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Other	Ashwell	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Elitisle	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Wisbech	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Leicester	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Downham Market	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Milton keynes	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Stratford upon Avon	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Lowestoft	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Newcastle	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Ulverston	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southend	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mincinghampton	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Little Eversdon	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Fen Drayton	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Arbury	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Mephal	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Somerton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Baldock	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Ireland	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Bottisham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Andover	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	
Guernsey	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	
Grantchester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	
Stockport	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	
Saltaire	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	
Twickenham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	

(cont.)

F2. Where do you live?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Other	Llandudno	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Sheffield	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Chatteris	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Lakenheath	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Impington	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Toft	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Hillingdon	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Madingley	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Whittlesford	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hucknall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Littleport	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Worthing	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chelmsford	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matlock	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chatham	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Elsworthy	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Huddersfield	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Fenstanton	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Grays	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	
Norwich	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cottenham	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ramsey	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	
Cheltenham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	
Wyndham	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

F2. Where do you live?

		Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Canterbury	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Leek	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Leeds	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Linton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Balsham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Chinnor	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Bourn	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Bracknell	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Dundee	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

Q1a. What is the main purpose of your visit here today?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Food shopping	48	9.4%	11	13.8%	9	10.1%	4	5.0%	6	7.1%	11	12.6%	7	7.8%
Non-food shopping	203	39.8%	31	38.8%	41	46.1%	28	35.0%	37	44.0%	26	29.9%	40	44.4%
Visiting the market	4	.8%	1	1.3%	1	1.1%	1	1.3%	0	.0%	1	1.1%	0	.0%
Window shopping	26	5.1%	3	3.8%	1	1.1%	3	3.8%	3	3.6%	6	6.9%	10	11.1%
Financial services	17	3.3%	0	.0%	4	4.5%	1	1.3%	5	6.0%	5	5.7%	2	2.2%
Personal services	16	3.1%	0	.0%	2	2.2%	7	8.8%	2	2.4%	2	2.3%	3	3.3%
Other services	7	1.4%	1	1.3%	0	.0%	1	1.3%	4	4.8%	1	1.1%	0	.0%
Eating/drinking out	13	2.5%	1	1.3%	1	1.1%	4	5.0%	0	.0%	5	5.7%	2	2.2%
Work/business	60	11.8%	9	11.3%	12	13.5%	11	13.8%	9	10.7%	11	12.6%	8	8.9%
Tourism/sightseeing (on holiday)	11	2.2%	3	3.8%	0	.0%	3	3.8%	2	2.4%	3	3.4%	0	.0%
Tourism/sightseeing (on a day trip)	13	2.5%	2	2.5%	1	1.1%	2	2.5%	4	4.8%	1	1.1%	3	3.3%
Socialising	30	5.9%	8	10.0%	2	2.2%	6	7.5%	3	3.6%	5	5.7%	6	6.7%
Education	38	7.5%	8	10.0%	8	9.0%	4	5.0%	5	6.0%	7	8.0%	6	6.7%
Cinema	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Theatre	3	.6%	0	.0%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Library	2	.4%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
Don't know/no particular purpose	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Other														
Medical appointment	5	1.0%	1	1.3%	1	1.1%	0	.0%	1	1.2%	2	2.3%	0	.0%
Job hunting/ interview	4	.8%	1	1.3%	1	1.1%	1	1.3%	0	.0%	0	.0%	1	1.1%
Jessops	3	.6%	0	.0%	1	1.1%	2	2.5%	0	.0%	0	.0%	0	.0%
John Lewis	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
Apple store	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Visit local council office	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

Q1b. What else, if anything, will you be doing in the town centre today?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Food shopping	95	18.6%	20	25.0%	19	21.3%	12	15.0%	8	9.5%	22	25.3%	14	15.6%
Non-food shopping	104	20.4%	20	25.0%	17	19.1%	16	20.0%	13	15.5%	21	24.1%	17	18.9%
Visiting the market	33	6.5%	11	13.8%	15	16.9%	1	1.3%	1	1.2%	2	2.3%	3	3.3%
Window shopping	57	11.2%	3	3.8%	7	7.9%	14	17.5%	11	13.1%	5	5.7%	17	18.9%
Financial services	16	3.1%	3	3.8%	1	1.1%	3	3.8%	4	4.8%	3	3.4%	2	2.2%
Personal services	5	1.0%	1	1.3%	2	2.2%	0	.0%	1	1.2%	1	1.1%	0	.0%
Other services	4	.8%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%	2	2.2%
Eating/ drinking out	51	10.0%	9	11.3%	12	13.5%	7	8.8%	6	7.1%	5	5.7%	12	13.3%
Work/ business	5	1.0%	0	.0%	0	.0%	2	2.5%	2	2.4%	1	1.1%	0	.0%
Tourism/ sightseeing (on holiday)	2	.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
Tourism/ sightseeing (on a day trip)	4	.8%	0	.0%	0	.0%	0	.0%	2	2.4%	1	1.1%	1	1.1%
Socialising	19	3.7%	0	.0%	1	1.1%	5	6.3%	2	2.4%	4	4.6%	7	7.8%
Education	4	.8%	0	.0%	0	.0%	2	2.5%	1	1.2%	0	.0%	1	1.1%
Cinema	4	.8%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	3	3.3%
Theatre	3	.6%	1	1.3%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%
Swimming pool	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Library	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Bingo	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Health & fitness/ gym	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
Don't know/ no particular reason	3	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	1	1.1%

(cont.)

Q1b. What else, if anything, will you be doing in the town centre today?

		Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	1	1.1%
	Medical appointment	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Connecting with transport	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
	John Lewis	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Boots	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Marks & Spencer	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Visit New Arcade	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Church	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Museum	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

Q2. What have you bought or do you expect to buy here today?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%	
Clothes/ shoes	196	38.4%	30	37.5%	31	34.8%	35	43.8%	29	34.5%	23	26.4%	48	53.3%	
Furniture/ furnishings	13	2.5%	0	.0%	3	3.4%	1	1.3%	5	6.0%	0	.0%	4	4.4%	
Hardware/ DIY	11	2.2%	2	2.5%	4	4.5%	0	.0%	1	1.2%	3	3.4%	1	1.1%	
Gifts/ jewellery/ glass/ watches	42	8.2%	9	11.3%	6	6.7%	6	7.5%	8	9.5%	9	10.3%	4	4.4%	
Medical goods/ other pharmaceutical goods	39	7.6%	4	5.0%	12	13.5%	1	1.3%	4	4.8%	10	11.5%	8	8.9%	
Electrical/ other household appliances	20	3.9%	3	3.8%	4	4.5%	2	2.5%	4	4.8%	6	6.9%	1	1.1%	
Audio visual/ photographic information processing equipment	11	2.2%	3	3.8%	2	2.2%	4	5.0%	1	1.2%	1	1.1%	0	.0%	
Games/ toys/ hobbies/ sport/ camping/ musical instruments/ books	50	9.8%	17	21.3%	11	12.4%	4	5.0%	4	4.8%	10	11.5%	4	4.4%	
Pets/ related products	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Food/ groceries/ off licence/ confectionery/ tobacco/ newspapers	157	30.8%	35	43.8%	34	38.2%	16	20.0%	16	19.0%	39	44.8%	17	18.9%	
Personal services - hairdressers/ drycleaners	14	2.7%	0	.0%	2	2.2%	1	1.3%	3	3.6%	1	1.1%	7	7.8%	
Food/ drink at restaurants/ bars/ pubs	67	13.1%	17	21.3%	15	16.9%	7	8.8%	6	7.1%	13	14.9%	9	10.0%	
Don't know/ refused	40	7.8%	3	3.8%	4	4.5%	11	13.8%	11	13.1%	6	6.9%	5	5.6%	
Nothing	50	9.8%	4	5.0%	10	11.2%	9	11.3%	10	11.9%	5	5.7%	12	13.3%	
Other															
			Baby clothes/ equipment	2	.4%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
			Antiques	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
			Flowers	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
			Toys	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
			Kitchenware/ household	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
			Wool/ yarn	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

Q3. Approximately how much have you spent or do you expect to spend in the city centre shops today on food/ grocery items and newsagents goods?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Nothing	165	32.4%	19	23.8%	32	36.0%	27	33.8%	38	45.2%	20	23.0%	29	32.2%
Less than £5	129	25.3%	34	42.5%	22	24.7%	16	20.0%	15	17.9%	30	34.5%	12	13.3%
£6 - £10	67	13.1%	11	13.8%	15	16.9%	11	13.8%	6	7.1%	10	11.5%	14	15.6%
£11 - £20	60	11.8%	8	10.0%	7	7.9%	6	7.5%	7	8.3%	19	21.8%	13	14.4%
£21 - £30	15	2.9%	1	1.3%	4	4.5%	1	1.3%	2	2.4%	1	1.1%	6	6.7%
£31 - £40	9	1.8%	1	1.3%	3	3.4%	1	1.3%	2	2.4%	1	1.1%	1	1.1%
£41 - £50	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
£51 - £75	6	1.2%	0	.0%	1	1.1%	1	1.3%	0	.0%	1	1.1%	3	3.3%
£76 - £100	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	2	2.2%
£101 - £150	3	.6%	1	1.3%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
£151 - £200	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
£201 - £300	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
£301 - £400	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Don't know/ varies	45	8.8%	4	5.0%	4	4.5%	13	16.3%	13	15.5%	4	4.6%	7	7.8%
Refused	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

Q4. Approximately how much have you spent or do you expect to spend in the city centre shops today on non-food items such as clothing and footwear, household and electrical goods, leisure goods and gifts?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Nothing	86	16.9%	14	17.5%	17	19.1%	12	15.0%	13	15.5%	13	14.9%	17	18.9%
Less than £5	80	15.7%	18	22.5%	12	13.5%	11	13.8%	12	14.3%	22	25.3%	5	5.6%
£6 - £10	36	7.1%	5	6.3%	9	10.1%	5	6.3%	2	2.4%	8	9.2%	7	7.8%
£11 - £20	37	7.3%	7	8.8%	8	9.0%	2	2.5%	6	7.1%	8	9.2%	6	6.7%
£21 - £30	40	7.8%	7	8.8%	3	3.4%	6	7.5%	10	11.9%	4	4.6%	10	11.1%
£31 - £40	25	4.9%	2	2.5%	6	6.7%	5	6.3%	3	3.6%	4	4.6%	5	5.6%
£41 - £50	35	6.9%	6	7.5%	3	3.4%	8	10.0%	3	3.6%	9	10.3%	6	6.7%
£51 - £75	34	6.7%	6	7.5%	5	5.6%	4	5.0%	4	4.8%	7	8.0%	8	8.9%
£76 - £100	27	5.3%	3	3.8%	6	6.7%	3	3.8%	8	9.5%	2	2.3%	5	5.6%
£101 - £150	14	2.7%	2	2.5%	2	2.2%	4	5.0%	2	2.4%	2	2.3%	2	2.2%
£151 - £200	15	2.9%	3	3.8%	3	3.4%	2	2.5%	5	6.0%	0	.0%	2	2.2%
£201 - £300	9	1.8%	0	.0%	1	1.1%	3	3.8%	2	2.4%	0	.0%	3	3.3%
£301 - £400	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%
£401 - £500	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Don't know/ varies	65	12.7%	6	7.5%	13	14.6%	14	17.5%	13	15.5%	5	5.7%	14	15.6%
Refused	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%

Q5. What is the main reason why you chose to come here for shopping or services today rather than other centres?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Close to home/ live here	227	44.5%	31	38.8%	45	50.6%	32	40.0%	39	46.4%	46	52.9%	34	37.8%
Good range of shops/ services	67	13.1%	12	15.0%	15	16.9%	14	17.5%	2	2.4%	6	6.9%	18	20.0%
Close to work	55	10.8%	10	12.5%	8	9.0%	10	12.5%	9	10.7%	13	14.9%	5	5.6%
Close to friends or relatives	25	4.9%	3	3.8%	1	1.1%	6	7.5%	4	4.8%	3	3.4%	8	8.9%
Visiting as a tourist	19	3.7%	7	8.8%	0	.0%	2	2.5%	5	6.0%	4	4.6%	1	1.1%
Attractive place/ nice environment	19	3.7%	0	.0%	2	2.2%	5	6.3%	5	6.0%	3	3.4%	4	4.4%
Don't know/ no reason	10	2.0%	0	.0%	2	2.2%	2	2.5%	4	4.8%	1	1.1%	1	1.1%
Good range of food and drink outlets	4	.8%	1	1.3%	0	.0%	0	.0%	1	1.2%	1	1.1%	1	1.1%
Market	3	.6%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Easy parking	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.3%
Good public transport	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%

(cont.)

Q5. What is the main reason why you chose to come here for shopping or services today rather than other centres?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Education/ near college	14	2.7%	2	2.5%	4	4.5%	2	2.5%	2	2.4%	1	1.1%	3	3.3%
John Lewis	7	1.4%	1	1.3%	1	1.1%	1	1.3%	3	3.6%	0	.0%	1	1.1%
Medical appointment	7	1.4%	2	2.5%	1	1.1%	0	.0%	1	1.2%	1	1.1%	2	2.2%
Meeting friends	7	1.4%	2	2.5%	0	.0%	1	1.3%	2	2.4%	0	.0%	2	2.2%
Marks & Spencer	6	1.2%	1	1.3%	3	3.4%	1	1.3%	1	1.2%	0	.0%	0	.0%
Job hunting/ interview	4	.8%	1	1.3%	1	1.1%	1	1.3%	1	1.2%	0	.0%	0	.0%
Giving lift	4	.8%	2	2.5%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
Visiting on business	3	.6%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%	1	1.1%
Browse in new arcade	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Jessops	2	.4%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
Car service/ repair	2	.4%	1	1.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Woodwind & Reed	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Looking for accommodation	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Bank	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Wine tasting event	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Driving lessons	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Transport office	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Post Office	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Boots	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Early Learning Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
DZ Sports	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Undercover shopping	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Arts cinema	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Teachers protest	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Next	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Optical Express	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. What is the main reason why you chose to come here for shopping or services today rather than other centres?

		Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Past Times	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Rymans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	British Red Cross shop	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q6. How long do you intend to spend here today?

		Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Less than 10 minutes		8	1.6%	4	5.0%	0	.0%	0	.0%	1	1.2%	2	2.3%	1	1.1%
11 - 20 minutes		9	1.8%	3	3.8%	0	.0%	1	1.3%	4	4.8%	1	1.1%	0	.0%
21 - 30 minutes		27	5.3%	5	6.3%	3	3.4%	3	3.8%	5	6.0%	8	9.2%	3	3.3%
31 - 40 minutes		5	1.0%	0	.0%	2	2.2%	0	.0%	0	.0%	2	2.3%	1	1.1%
41 - 50 minutes		8	1.6%	0	.0%	1	1.1%	2	2.5%	1	1.2%	3	3.4%	1	1.1%
51 - 60 minutes		41	8.0%	4	5.0%	5	5.6%	8	10.0%	7	8.3%	4	4.6%	13	14.4%
Over 1 hour - 1.5 hours		46	9.0%	8	10.0%	14	15.7%	4	5.0%	8	9.5%	4	4.6%	8	8.9%
Over 1.5 - 2 hours		116	22.7%	16	20.0%	19	21.3%	15	18.8%	25	29.8%	25	28.7%	16	17.8%
Over 2 - 3 hours		98	19.2%	17	21.3%	25	28.1%	12	15.0%	13	15.5%	9	10.3%	22	24.4%
Over 3 - 4 hours		62	12.2%	7	8.8%	8	9.0%	13	16.3%	9	10.7%	11	12.6%	14	15.6%
Over 4 - 5 hours		24	4.7%	4	5.0%	5	5.6%	3	3.8%	4	4.8%	3	3.4%	5	5.6%
Over 5 hours		60	11.8%	11	13.8%	7	7.9%	18	22.5%	6	7.1%	13	14.9%	5	5.6%
Don't know		6	1.2%	1	1.3%	0	.0%	1	1.3%	1	1.2%	2	2.3%	1	1.1%

Q7. How long did your journey take to get here today?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Less than 10 minutes	119	23.3%	27	33.8%	22	24.7%	15	18.8%	11	13.1%	23	26.4%	21	23.3%
11 - 20 minutes	152	29.8%	18	22.5%	30	33.7%	17	21.3%	31	36.9%	32	36.8%	24	26.7%
21 - 30 minutes	110	21.6%	19	23.8%	19	21.3%	17	21.3%	21	25.0%	13	14.9%	21	23.3%
31 - 40 minutes	34	6.7%	6	7.5%	4	4.5%	10	12.5%	4	4.8%	3	3.4%	7	7.8%
41 - 50 minutes	35	6.9%	3	3.8%	6	6.7%	6	7.5%	7	8.3%	5	5.7%	8	8.9%
51 - 60 minutes	32	6.3%	3	3.8%	7	7.9%	8	10.0%	2	2.4%	5	5.7%	7	7.8%
Over 1 hour - 1.5 hours	8	1.6%	1	1.3%	1	1.1%	1	1.3%	2	2.4%	1	1.1%	2	2.2%
Over 1.5 - 2 hours	7	1.4%	1	1.3%	0	.0%	1	1.3%	1	1.2%	4	4.6%	0	.0%
Over 2 - 3 hours	6	1.2%	2	2.5%	0	.0%	2	2.5%	2	2.4%	0	.0%	0	.0%
Over 3 - 4 hours	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Over 4 - 5 hours	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Don't know	5	1.0%	0	.0%	0	.0%	2	2.5%	3	3.6%	0	.0%	0	.0%

Q8. How did you travel here today?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%	
Bus	115	22.5%	13	16.3%	20	22.5%	21	26.3%	22	26.2%	17	19.5%	22	24.4%	
Walk	111	21.8%	32	40.0%	9	10.1%	17	21.3%	16	19.0%	24	27.6%	13	14.4%	
Car (as driver)	97	19.0%	13	16.3%	25	28.1%	10	12.5%	13	15.5%	12	13.8%	24	26.7%	
Park and ride	60	11.8%	9	11.3%	7	7.9%	15	18.8%	15	17.9%	5	5.7%	9	10.0%	
Car (as passenger)	48	9.4%	7	8.8%	7	7.9%	6	7.5%	6	7.1%	10	11.5%	12	13.3%	
Cycle	48	9.4%	3	3.8%	15	16.9%	7	8.8%	5	6.0%	13	14.9%	5	5.6%	
Train	23	4.5%	3	3.8%	5	5.6%	2	2.5%	6	7.1%	3	3.4%	4	4.4%	
Taxi	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%	
Moped/ Motorcycle	2	.4%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%	0	.0%	
Other	Chartered coach	3	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	2	2.3%	0	.0%
	Plane	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q9. Where did you park today?

	Base: Those travelling by car/ motorbike		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car/ motorbike	147	100.0%	20	100.0%	33	100.0%	16	100.0%	20	100.0%	22	100.0%	36	100.0%
Lion Yard/ Grand Arcade Multi-Storey	32	21.8%	3	15.0%	17	51.5%	0	.0%	6	30.0%	6	27.3%	0	.0%
Don't know/ dropped off	28	19.0%	5	25.0%	4	12.1%	4	25.0%	3	15.0%	6	27.3%	6	16.7%
Grafton East Multi-Storey	26	17.7%	1	5.0%	1	3.0%	4	25.0%	0	.0%	1	4.5%	19	52.8%
Grafton West Level-2 Car Park	8	5.4%	0	.0%	0	.0%	3	18.8%	0	.0%	1	4.5%	4	11.1%

(cont.)

Q9. Where did you park today?

	Base: Those travelling by car/ motorbike		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Park Street Multi-Storey	6	4.1%	3	15.0%	0	.0%	1	6.3%	1	5.0%	1	4.5%	0	.0%
Queen Anne Terrace Multi-Storey	5	3.4%	1	5.0%	1	3.0%	0	.0%	2	10.0%	0	.0%	1	2.8%
Castle Hill Car Park	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%
Private parking	21	14.3%	4	20.0%	2	6.1%	3	18.8%	5	25.0%	5	22.7%	2	5.6%
Grafton Street	2	1.4%	0	.0%	1	3.0%	0	.0%	1	5.0%	0	.0%	0	.0%
Chesterton Road	2	1.4%	1	5.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%
Bike Park, King Street	1	.7%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	0	.0%
Carlyle Road	1	.7%	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Church car park	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Road	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sedgwick Avenue	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Swimming pool	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%
Other	1	.7%	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside	1	.7%	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
John Lewis	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Queen Street	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%
Cranmer Road	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lammas Land Park	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pretoria Road	1	.7%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brunswick Gardens	1	.7%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%
Beehive Centre	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%
Prospect Place	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%
University car park	1	.7%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	0	.0%

Q10. How would you describe the parking facilities here?

	Base: Exc those dropped off		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc those dropped off	119	100.0%	15	100.0%	29	100.0%	12	100.0%	17	100.0%	16	100.0%	30	100.0%
Reasonably priced and accessible	15	12.6%	4	26.7%	3	10.3%	1	8.3%	0	.0%	1	6.3%	6	20.0%
Reasonably priced but poorly accessible	1	.8%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Expensive but easily accessible	66	55.5%	5	33.3%	13	44.8%	8	66.7%	11	64.7%	10	62.5%	19	63.3%
Expensive and poorly accessible	19	16.0%	3	20.0%	8	27.6%	0	.0%	3	17.6%	3	18.8%	2	6.7%
Don't know/ can't comment	14	11.8%	3	20.0%	2	6.9%	3	25.0%	2	11.8%	2	12.5%	2	6.7%
Other	4	3.4%	0	.0%	2	6.9%	0	.0%	1	5.9%	0	.0%	1	3.3%

Q11. Which Park & Ride site did you use?

	Base: Those using park and ride		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using park and ride	60	100.0%	9	100.0%	7	100.0%	15	100.0%	15	100.0%	5	100.0%	9	100.0%
Trumpington	16	26.7%	2	22.2%	2	28.6%	3	20.0%	6	40.0%	1	20.0%	2	22.2%
Madingley Road	14	23.3%	2	22.2%	2	28.6%	4	26.7%	3	20.0%	1	20.0%	2	22.2%
Cowley Park	11	18.3%	1	11.1%	1	14.3%	3	20.0%	4	26.7%	2	40.0%	0	.0%
Newmarket Road	10	16.7%	2	22.2%	1	14.3%	2	13.3%	2	13.3%	1	20.0%	2	22.2%
Babraham Road	9	15.0%	2	22.2%	1	14.3%	3	20.0%	0	.0%	0	.0%	3	33.3%
Other	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12a. Was the bike stored in a rack (on-street/ public space)?

	Base: Those cycling parked on street		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those cycling parked on street	43	100.0%	3	100.0%	15	100.0%	7	100.0%	2	100.0%	11	100.0%	5	100.0%
Yes	20	46.5%	1	33.3%	7	46.7%	3	42.9%	1	50.0%	4	36.4%	4	80.0%
No	23	53.5%	2	66.7%	8	53.3%	4	57.1%	1	50.0%	7	63.6%	1	20.0%

Q12a. Where did you park (on-street/ public storage)?

	Base: Those cycling parked on street		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those cycling parked on street	43	100.0%	3	100.0%	15	100.0%	7	100.0%	2	100.0%	11	100.0%	5	100.0%
Green Street	12	27.9%	2	66.7%	1	6.7%	0	.0%	0	.0%	7	63.6%	2	40.0%
Market Square	8	18.6%	0	.0%	3	20.0%	2	28.6%	1	50.0%	1	9.1%	1	20.0%
Sidney Street	5	11.6%	0	.0%	2	13.3%	2	28.6%	0	.0%	1	9.1%	0	.0%
Centre entrance	4	9.3%	0	.0%	1	6.7%	2	28.6%	0	.0%	0	.0%	1	20.0%
St Andrew Street	3	7.0%	1	33.3%	1	6.7%	0	.0%	1	50.0%	0	.0%	0	.0%
Quayside	2	4.7%	0	.0%	1	6.7%	0	.0%	0	.0%	1	9.1%	0	.0%
Trumpington Street	2	4.7%	0	.0%	2	13.3%	0	.0%	0	.0%	0	.0%	0	.0%
Trinity Street	1	2.3%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
Petty Cury	1	2.3%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
Fitzroy Street	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
Parkside Lane	1	2.3%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
Guildhall	1	2.3%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
Hobson Street	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%
Parkers Piece	1	2.3%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%

Q12b. Where did you park (off-street/ private storage)?

	Base: Those cycling parked off street		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street	
	Num	%	Num	%	Num	%
Base: Those cycling parked off street	5	100.0%	3	100.0%	2	100.0%
Place of employment	1	20.0%	1	33.3%	0	.0%
Trinity Street	1	20.0%	0	.0%	1	50.0%
St Andrew Street	1	20.0%	0	.0%	1	50.0%
Downing Street	1	20.0%	1	33.3%	0	.0%
Back of Marks and Spencer	1	20.0%	1	33.3%	0	.0%

Q13. How often do you visit Cambridge for the following reasons - SHOPPING?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Everyday	35	6.9%	11	13.8%	3	3.4%	9	11.3%	3	3.6%	7	8.0%	2	2.2%
2 - 3 times a week	117	22.9%	24	30.0%	16	18.0%	13	16.3%	14	16.7%	22	25.3%	28	31.1%
Once a week	101	19.8%	16	20.0%	23	25.8%	11	13.8%	16	19.0%	21	24.1%	14	15.6%
Once a fortnight	62	12.2%	5	6.3%	14	15.7%	11	13.8%	13	15.5%	9	10.3%	10	11.1%
Once a month	75	14.7%	8	10.0%	15	16.9%	14	17.5%	17	20.2%	9	10.3%	12	13.3%
Once every 3 months	39	7.6%	5	6.3%	9	10.1%	9	11.3%	5	6.0%	3	3.4%	8	8.9%
Once every 6 months	20	3.9%	2	2.5%	3	3.4%	3	3.8%	3	3.6%	5	5.7%	4	4.4%
Once a year	11	2.2%	2	2.5%	0	.0%	1	1.3%	2	2.4%	4	4.6%	2	2.2%
Less often	25	4.9%	5	6.3%	1	1.1%	5	6.3%	3	3.6%	5	5.7%	6	6.7%
Don't know/ varies	7	1.4%	0	.0%	1	1.1%	0	.0%	4	4.8%	1	1.1%	1	1.1%
Never	18	3.5%	2	2.5%	4	4.5%	4	5.0%	4	4.8%	1	1.1%	3	3.3%

Q13. How often do you visit Cambridge for the following reasons - LATE NIGHT SHOPPING?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
2 - 3 times a week	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Once a week	14	2.7%	3	3.8%	0	.0%	2	2.5%	1	1.2%	1	1.1%	7	7.8%
Once a fortnight	15	2.9%	2	2.5%	2	2.2%	4	5.0%	0	.0%	4	4.6%	3	3.3%
Once a month	15	2.9%	0	.0%	5	5.6%	2	2.5%	3	3.6%	4	4.6%	1	1.1%
Once every 3 months	10	2.0%	0	.0%	3	3.4%	2	2.5%	0	.0%	1	1.1%	4	4.4%
Once every 6 months	14	2.7%	2	2.5%	2	2.2%	3	3.8%	1	1.2%	1	1.1%	5	5.6%
Once a year	16	3.1%	2	2.5%	8	9.0%	1	1.3%	3	3.6%	1	1.1%	1	1.1%
Less often	42	8.2%	9	11.3%	6	6.7%	5	6.3%	1	1.2%	8	9.2%	13	14.4%
Don't know/ varies	15	2.9%	0	.0%	0	.0%	6	7.5%	6	7.1%	1	1.1%	2	2.2%
Never	367	72.0%	61	76.3%	63	70.8%	55	68.8%	69	82.1%	65	74.7%	54	60.0%

Q13. How often do you visit Cambridge for the following reasons - FINANCIAL SERVICES?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Everyday	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
2 - 3 times a week	38	7.5%	7	8.8%	1	1.1%	6	7.5%	7	8.3%	6	6.9%	11	12.2%
Once a week	86	16.9%	15	18.8%	20	22.5%	12	15.0%	7	8.3%	17	19.5%	15	16.7%
Once a fortnight	42	8.2%	9	11.3%	8	9.0%	5	6.3%	4	4.8%	10	11.5%	6	6.7%
Once a month	71	13.9%	13	16.3%	20	22.5%	10	12.5%	5	6.0%	16	18.4%	7	7.8%
Once every 3 months	18	3.5%	3	3.8%	6	6.7%	0	.0%	5	6.0%	1	1.1%	3	3.3%
Once every 6 months	14	2.7%	1	1.3%	2	2.2%	2	2.5%	4	4.8%	2	2.3%	3	3.3%
Once a year	7	1.4%	3	3.8%	0	.0%	2	2.5%	1	1.2%	0	.0%	1	1.1%
Less often	22	4.3%	4	5.0%	4	4.5%	3	3.8%	4	4.8%	4	4.6%	3	3.3%
Don't know/ varies	6	1.2%	0	.0%	0	.0%	1	1.3%	1	1.2%	2	2.3%	2	2.2%
Never	203	39.8%	24	30.0%	27	30.3%	39	48.8%	46	54.8%	29	33.3%	38	42.2%

Q13. How often do you visit Cambridge for the following reasons - PERSONAL SERVICES?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Everyday	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
2 - 3 times a week	38	7.5%	7	8.8%	1	1.1%	6	7.5%	7	8.3%	6	6.9%	11	12.2%
Once a week	86	16.9%	15	18.8%	20	22.5%	12	15.0%	7	8.3%	17	19.5%	15	16.7%
Once a fortnight	42	8.2%	9	11.3%	8	9.0%	5	6.3%	4	4.8%	10	11.5%	6	6.7%
Once a month	71	13.9%	13	16.3%	20	22.5%	10	12.5%	5	6.0%	16	18.4%	7	7.8%
Once every 3 months	18	3.5%	3	3.8%	6	6.7%	0	.0%	5	6.0%	1	1.1%	3	3.3%
Once every 6 months	14	2.7%	1	1.3%	2	2.2%	2	2.5%	4	4.8%	2	2.3%	3	3.3%
Once a year	7	1.4%	3	3.8%	0	.0%	2	2.5%	1	1.2%	0	.0%	1	1.1%
Less often	22	4.3%	4	5.0%	4	4.5%	3	3.8%	4	4.8%	4	4.6%	3	3.3%
Don't know/ varies	6	1.2%	0	.0%	0	.0%	1	1.3%	1	1.2%	2	2.3%	2	2.2%
Never	203	39.8%	24	30.0%	27	30.3%	39	48.8%	46	54.8%	29	33.3%	38	42.2%

Q14a. How often do you visit Cambridge during the daytime and/ or evening for EATING/ DRINKING?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%	
Daytime	Everyday	13	2.5%	2	2.5%	0	.0%	6	7.5%	0	.0%	1	1.1%	4	4.4%
	2 - 3 times a week	47	9.2%	10	12.5%	7	7.9%	5	6.3%	4	4.8%	13	14.9%	8	8.9%
	Once a week	53	10.4%	6	7.5%	13	14.6%	6	7.5%	10	11.9%	7	8.0%	11	12.2%
	Once a fortnight	43	8.4%	5	6.3%	9	10.1%	9	11.3%	10	11.9%	4	4.6%	6	6.7%
	Once a month	65	12.7%	7	8.8%	12	13.5%	10	12.5%	13	15.5%	13	14.9%	10	11.1%
	Once every 3 months	31	6.1%	7	8.8%	3	3.4%	5	6.3%	6	7.1%	2	2.3%	8	8.9%
	Once every 6 months	19	3.7%	5	6.3%	4	4.5%	1	1.3%	0	.0%	9	10.3%	0	.0%
	Once a year	11	2.2%	4	5.0%	3	3.4%	1	1.3%	1	1.2%	0	.0%	2	2.2%
	Less often	55	10.8%	17	21.3%	6	6.7%	7	8.8%	4	4.8%	11	12.6%	10	11.1%
	Don't know/ varies	22	4.3%	0	.0%	1	1.1%	3	3.8%	8	9.5%	1	1.1%	9	10.0%
	Never	151	29.6%	17	21.3%	31	34.8%	27	33.8%	28	33.3%	26	29.9%	22	24.4%
Evening	Everyday	3	.6%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	1	1.1%
	2 - 3 times a week	27	5.3%	7	8.8%	3	3.4%	1	1.3%	3	3.6%	5	5.7%	8	8.9%
	Once a week	49	9.6%	6	7.5%	9	10.1%	8	10.0%	5	6.0%	12	13.8%	9	10.0%
	Once a fortnight	39	7.6%	8	10.0%	4	4.5%	8	10.0%	6	7.1%	5	5.7%	8	8.9%
	Once a month	58	11.4%	16	20.0%	9	10.1%	7	8.8%	9	10.7%	10	11.5%	7	7.8%
	Once every 3 months	46	9.0%	5	6.3%	7	7.9%	9	11.3%	11	13.1%	7	8.0%	7	7.8%
	Once every 6 months	23	4.5%	1	1.3%	9	10.1%	2	2.5%	4	4.8%	4	4.6%	3	3.3%
	Once a year	13	2.5%	2	2.5%	2	2.2%	1	1.3%	3	3.6%	2	2.3%	3	3.3%
	Less often	43	8.4%	10	12.5%	7	7.9%	6	7.5%	3	3.6%	11	12.6%	6	6.7%
	Don't know/ varies	18	3.5%	0	.0%	0	.0%	3	3.8%	7	8.3%	3	3.4%	5	5.6%
	Never	191	37.5%	25	31.3%	39	43.8%	33	41.3%	33	39.3%	28	32.2%	33	36.7%

Q14b. How often do you visit Cambridge during the daytime and/ or evening for LEISURE?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%	
Daytime	Everyday	4	.8%	1	1.3%	1	1.1%	2	2.5%	0	.0%	0	.0%	0	.0%
	2 - 3 times a week	13	2.5%	2	2.5%	1	1.1%	3	3.8%	1	1.2%	5	5.7%	1	1.1%
	Once a week	7	1.4%	0	.0%	0	.0%	1	1.3%	2	2.4%	1	1.1%	3	3.3%
	Once a fortnight	8	1.6%	0	.0%	4	4.5%	2	2.5%	0	.0%	1	1.1%	1	1.1%
	Once a month	19	3.7%	1	1.3%	7	7.9%	4	5.0%	2	2.4%	2	2.3%	3	3.3%
	Once every 3 months	13	2.5%	1	1.3%	0	.0%	3	3.8%	3	3.6%	2	2.3%	4	4.4%
	Once every 6 months	13	2.5%	2	2.5%	4	4.5%	1	1.3%	2	2.4%	2	2.3%	2	2.2%
	Once a year	6	1.2%	2	2.5%	0	.0%	1	1.3%	1	1.2%	1	1.1%	1	1.1%
	Less often	35	6.9%	7	8.8%	7	7.9%	3	3.8%	4	4.8%	6	6.9%	8	8.9%
	Don't know/ varies	20	3.9%	1	1.3%	1	1.1%	4	5.0%	3	3.6%	6	6.9%	5	5.6%
Evening	Never	372	72.9%	63	78.8%	64	71.9%	56	70.0%	66	78.6%	61	70.1%	62	68.9%
	Everyday	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	2 - 3 times a week	8	1.6%	1	1.3%	0	.0%	4	5.0%	2	2.4%	1	1.1%	0	.0%
	Once a week	19	3.7%	2	2.5%	2	2.2%	2	2.5%	3	3.6%	5	5.7%	5	5.6%
	Once a fortnight	21	4.1%	5	6.3%	5	5.6%	4	5.0%	0	.0%	3	3.4%	4	4.4%
	Once a month	33	6.5%	6	7.5%	10	11.2%	4	5.0%	3	3.6%	6	6.9%	4	4.4%
	Once every 3 months	26	5.1%	8	10.0%	5	5.6%	5	6.3%	4	4.8%	1	1.1%	3	3.3%
	Once every 6 months	15	2.9%	3	3.8%	5	5.6%	3	3.8%	0	.0%	2	2.3%	2	2.2%
	Once a year	9	1.8%	3	3.8%	2	2.2%	1	1.3%	1	1.2%	2	2.3%	0	.0%
	Less often	33	6.5%	6	7.5%	7	7.9%	4	5.0%	4	4.8%	6	6.9%	6	6.7%
Don't know/ varies	21	4.1%	1	1.3%	1	1.1%	4	5.0%	3	3.6%	6	6.9%	6	6.7%	
Never	323	63.3%	44	55.0%	52	58.4%	49	61.3%	64	76.2%	55	63.2%	59	65.6%	

Q14c. How often do you visit Cambridge during the daytime and/ or evening for the CINEMA?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%	
Daytime	Everyday	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	2 - 3 times a week	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
	Once a week	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
	Once a fortnight	12	2.4%	1	1.3%	2	2.2%	3	3.8%	3	3.6%	1	1.1%	2	2.2%
	Once a month	21	4.1%	3	3.8%	3	3.4%	2	2.5%	6	7.1%	4	4.6%	3	3.3%
	Once every 3 months	29	5.7%	2	2.5%	3	3.4%	8	10.0%	6	7.1%	5	5.7%	5	5.6%
	Once every 6 months	18	3.5%	3	3.8%	4	4.5%	5	6.3%	2	2.4%	3	3.4%	1	1.1%
	Once a year	9	1.8%	1	1.3%	1	1.1%	0	.0%	3	3.6%	1	1.1%	3	3.3%
	Less often	42	8.2%	11	13.8%	8	9.0%	6	7.5%	5	6.0%	8	9.2%	4	4.4%
	Don't know/ varies	17	3.3%	0	.0%	2	2.2%	4	5.0%	2	2.4%	4	4.6%	5	5.6%
	Never	356	69.8%	58	72.5%	66	74.2%	50	62.5%	56	66.7%	61	70.1%	65	72.2%
Evening	Everyday	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	2 - 3 times a week	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
	Once a week	15	2.9%	3	3.8%	1	1.1%	2	2.5%	3	3.6%	3	3.4%	3	3.3%
	Once a fortnight	40	7.8%	7	8.8%	8	9.0%	5	6.3%	6	7.1%	5	5.7%	9	10.0%
	Once a month	84	16.5%	15	18.8%	13	14.6%	13	16.3%	13	15.5%	16	18.4%	14	15.6%
	Once every 3 months	38	7.5%	8	10.0%	5	5.6%	9	11.3%	7	8.3%	4	4.6%	5	5.6%
	Once every 6 months	23	4.5%	3	3.8%	5	5.6%	3	3.8%	3	3.6%	3	3.4%	6	6.7%
	Once a year	15	2.9%	2	2.5%	3	3.4%	2	2.5%	2	2.4%	5	5.7%	1	1.1%
	Less often	26	5.1%	5	6.3%	6	6.7%	3	3.8%	4	4.8%	4	4.6%	4	4.4%
	Don't know/ varies	15	2.9%	0	.0%	2	2.2%	3	3.8%	2	2.4%	6	6.9%	2	2.2%
	Never	251	49.2%	37	46.3%	46	51.7%	39	48.8%	43	51.2%	41	47.1%	45	50.0%

Q14d. How often do you visit Cambridge during the daytime and/ or evening for CULTURAL ACTIVITIES?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%	
Daytime	Everyday	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	2 - 3 times a week	3	.6%	0	.0%	1	1.1%	0	.0%	1	1.2%	1	1.1%	0	.0%
	Once a week	12	2.4%	3	3.8%	0	.0%	2	2.5%	2	2.4%	5	5.7%	0	.0%
	Once a fortnight	20	3.9%	4	5.0%	2	2.2%	5	6.3%	3	3.6%	3	3.4%	3	3.3%
	Once a month	49	9.6%	10	12.5%	12	13.5%	6	7.5%	6	7.1%	11	12.6%	4	4.4%
	Once every 3 months	57	11.2%	8	10.0%	16	18.0%	10	12.5%	6	7.1%	8	9.2%	9	10.0%
	Once every 6 months	39	7.6%	6	7.5%	10	11.2%	6	7.5%	8	9.5%	5	5.7%	4	4.4%
	Once a year	19	3.7%	4	5.0%	5	5.6%	1	1.3%	4	4.8%	3	3.4%	2	2.2%
	Less often	55	10.8%	11	13.8%	11	12.4%	8	10.0%	4	4.8%	12	13.8%	9	10.0%
	Don't know/ varies	17	3.3%	0	.0%	2	2.2%	3	3.8%	3	3.6%	6	6.9%	3	3.3%
Evening	Never	237	46.5%	33	41.3%	30	33.7%	38	47.5%	47	56.0%	33	37.9%	56	62.2%
	Everyday	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	2 - 3 times a week	4	.8%	0	.0%	1	1.1%	0	.0%	2	2.4%	1	1.1%	0	.0%
	Once a week	6	1.2%	0	.0%	1	1.1%	2	2.5%	2	2.4%	0	.0%	1	1.1%
	Once a fortnight	6	1.2%	0	.0%	0	.0%	4	5.0%	0	.0%	1	1.1%	1	1.1%
	Once a month	14	2.7%	1	1.3%	4	4.5%	1	1.3%	4	4.8%	3	3.4%	1	1.1%
	Once every 3 months	19	3.7%	3	3.8%	3	3.4%	6	7.5%	3	3.6%	1	1.1%	3	3.3%
	Once every 6 months	9	1.8%	1	1.3%	2	2.2%	1	1.3%	4	4.8%	1	1.1%	0	.0%
	Once a year	5	1.0%	0	.0%	0	.0%	1	1.3%	3	3.6%	0	.0%	1	1.1%
	Less often	53	10.4%	11	13.8%	9	10.1%	7	8.8%	4	4.8%	14	16.1%	8	8.9%
Don't know/ varies	22	4.3%	3	3.8%	4	4.5%	3	3.8%	2	2.4%	4	4.6%	6	6.7%	
Never	370	72.5%	60	75.0%	65	73.0%	54	67.5%	60	71.4%	62	71.3%	69	76.7%	

Q15. Are there any factors which discourage you from visiting Cambridge in the evening?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Lack of pubs/ bars/ clubs	6	1.2%	0	.0%	1	1.1%	1	1.3%	1	1.2%	2	2.3%	1	1.1%
Lack of restaurants	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Lack of late night shopping	8	1.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	4	4.6%	2	2.2%
Feels unsafe	55	10.8%	7	8.8%	13	14.6%	12	15.0%	5	6.0%	6	6.9%	12	13.3%
Lack of public transport	49	9.6%	5	6.3%	11	12.4%	12	15.0%	5	6.0%	10	11.5%	6	6.7%
Difficult to park	16	3.1%	4	5.0%	3	3.4%	3	3.8%	1	1.2%	4	4.6%	1	1.1%
Lack of leisure facilities	3	.6%	0	.0%	2	2.2%	1	1.3%	0	.0%	0	.0%	0	.0%
Don't know	18	3.5%	2	2.5%	1	1.1%	2	2.5%	5	6.0%	2	2.3%	6	6.7%
Nothing	305	59.8%	50	62.5%	54	60.7%	39	48.8%	55	65.5%	49	56.3%	58	64.4%
Other														
Drunken/ rowdy youths	16	3.1%	2	2.5%	3	3.4%	6	7.5%	3	3.6%	1	1.1%	1	1.1%
Young children/ lack of time/ work	13	2.5%	3	3.8%	1	1.1%	0	.0%	5	6.0%	0	.0%	4	4.4%
Too far	10	2.0%	2	2.5%	1	1.1%	0	.0%	3	3.6%	3	3.4%	1	1.1%
Too many people	5	1.0%	0	.0%	1	1.1%	1	1.3%	1	1.2%	1	1.1%	1	1.1%
Cost of parking	5	1.0%	1	1.3%	1	1.1%	1	1.3%	0	.0%	1	1.1%	1	1.1%
Unpleasant when pubs close	4	.8%	1	1.3%	1	1.1%	0	.0%	0	.0%	2	2.3%	0	.0%
Everything closes too early	4	.8%	1	1.3%	1	1.1%	2	2.5%	0	.0%	0	.0%	0	.0%
Traffic too busy	3	.6%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Pubs/ clubs chavvy and expensive	2	.4%	1	1.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Lack of street lighting	2	.4%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Lack of cultural facilities	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Insecure parking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
High prices	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Pubs and clubs too noisy	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q16. What do you like about Cambridge (first response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Attractive environment/ nice place	124	24.3%	26	32.5%	27	30.3%	9	11.3%	21	25.0%	26	29.9%	15	16.7%
Good shops	119	23.3%	14	17.5%	18	20.2%	25	31.3%	21	25.0%	15	17.2%	26	28.9%
Easily accessible from home	37	7.3%	5	6.3%	3	3.4%	4	5.0%	8	9.5%	4	4.6%	13	14.4%
Good range of services	23	4.5%	1	1.3%	2	2.2%	7	8.8%	6	7.1%	1	1.1%	6	6.7%
Nothing/ very little	23	4.5%	1	1.3%	8	9.0%	3	3.8%	3	3.6%	5	5.7%	3	3.3%
Don't know	18	3.5%	0	.0%	2	2.2%	4	5.0%	7	8.3%	1	1.1%	4	4.4%
Markets	12	2.4%	2	2.5%	2	2.2%	2	2.5%	2	2.4%	2	2.3%	2	2.2%
Good range of eating and drinking establishments	10	2.0%	1	1.3%	2	2.2%	1	1.3%	0	.0%	3	3.4%	3	3.3%
Easily accessible from work	8	1.6%	1	1.3%	1	1.1%	2	2.5%	1	1.2%	0	.0%	3	3.3%
Good range of department stores	6	1.2%	0	.0%	3	3.4%	1	1.3%	1	1.2%	0	.0%	1	1.1%
Good range of smaller independent stores	6	1.2%	1	1.3%	1	1.1%	3	3.8%	0	.0%	0	.0%	1	1.1%
Clean/ well maintained streets	6	1.2%	0	.0%	1	1.1%	1	1.3%	1	1.2%	2	2.3%	1	1.1%
Good range of specialist retailers	4	.8%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	2	2.2%
Easy to park	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Good safety/ security	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Linked trips to cinema	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

(cont.)

Q16. What do you like about Cambridge (first response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other														
Heritage/ history	19	3.7%	5	6.3%	3	3.4%	2	2.5%	3	3.6%	3	3.4%	3	3.3%
Compact	17	3.3%	5	6.3%	4	4.5%	3	3.8%	1	1.2%	3	3.4%	1	1.1%
The colleges	13	2.5%	2	2.5%	3	3.4%	4	5.0%	1	1.2%	2	2.3%	1	1.1%
Architecture	11	2.2%	3	3.8%	2	2.2%	2	2.5%	1	1.2%	3	3.4%	0	.0%
Nice atmosphere	9	1.8%	4	5.0%	1	1.1%	0	.0%	0	.0%	4	4.6%	0	.0%
Familiarity	8	1.6%	2	2.5%	1	1.1%	1	1.3%	1	1.2%	2	2.3%	1	1.1%
Friendly people	5	1.0%	0	.0%	0	.0%	1	1.3%	0	.0%	2	2.3%	2	2.2%
Cosmopolitan/ lively	5	1.0%	1	1.3%	1	1.1%	1	1.3%	1	1.2%	1	1.1%	0	.0%
Peaceful during the week	4	.8%	1	1.3%	0	.0%	1	1.3%	0	.0%	2	2.3%	0	.0%
Centre pedestrianised	4	.8%	2	2.5%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Green spaces	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	1	1.1%	0	.0%
John Lewis	3	.6%	0	.0%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%
River/ river activities	2	.4%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Culture	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Flat for cycling/ cycling ways	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Like the Grafton Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Borders	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q16. What do you like about Cambridge (second response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Attractive environment/ nice place	78	15.3%	12	15.0%	15	16.9%	15	18.8%	9	10.7%	12	13.8%	15	16.7%
Good shops	37	7.3%	2	2.5%	6	6.7%	6	7.5%	5	6.0%	9	10.3%	9	10.0%
Easily accessible from home	35	6.9%	5	6.3%	6	6.7%	3	3.8%	11	13.1%	4	4.6%	6	6.7%
Good range of services	31	6.1%	2	2.5%	5	5.6%	8	10.0%	1	1.2%	10	11.5%	5	5.6%
Good range of eating and drinking establishments	22	4.3%	2	2.5%	1	1.1%	5	6.3%	9	10.7%	2	2.3%	3	3.3%
Good range of department stores	16	3.1%	2	2.5%	4	4.5%	2	2.5%	4	4.8%	0	.0%	4	4.4%
Clean/ well maintained streets	15	2.9%	2	2.5%	2	2.2%	6	7.5%	1	1.2%	1	1.1%	3	3.3%
Markets	12	2.4%	1	1.3%	3	3.4%	1	1.3%	3	3.6%	1	1.1%	3	3.3%
Good range of smaller independent stores	8	1.6%	3	3.8%	3	3.4%	0	.0%	0	.0%	0	.0%	2	2.2%
Easily accessible from work	7	1.4%	0	.0%	0	.0%	0	.0%	2	2.4%	2	2.3%	3	3.3%
Good range of specialist retailers	6	1.2%	0	.0%	0	.0%	2	2.5%	2	2.4%	1	1.1%	1	1.1%
Easy to park	5	1.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	3	3.3%
Linked trips to cinema	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
Good range of discounted rate/ cheaper goods/ bargains	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Good value for money	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Good safety/ security	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Don't know	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Nothing/ very little	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

Q16. What do you like about Cambridge (second response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other														
Compact	12	2.4%	1	1.3%	1	1.1%	2	2.5%	3	3.6%	4	4.6%	1	1.1%
Architecture	9	1.8%	2	2.5%	2	2.2%	2	2.5%	0	.0%	3	3.4%	0	.0%
Green spaces	9	1.8%	0	.0%	1	1.1%	4	5.0%	0	.0%	4	4.6%	0	.0%
The colleges	9	1.8%	1	1.3%	0	.0%	1	1.3%	3	3.6%	2	2.3%	2	2.2%
Culture	9	1.8%	2	2.5%	1	1.1%	0	.0%	2	2.4%	4	4.6%	0	.0%
Heritage/ history	7	1.4%	2	2.5%	0	.0%	1	1.3%	0	.0%	3	3.4%	1	1.1%
Familiarity	4	.8%	1	1.3%	0	.0%	1	1.3%	1	1.2%	0	.0%	1	1.1%
Centre pedestrianised	4	.8%	1	1.3%	0	.0%	2	2.5%	0	.0%	0	.0%	1	1.1%
Friendly people	3	.6%	0	.0%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Nice atmosphere	3	.6%	2	2.5%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Its size	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Peaceful during the week	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Buses affordable	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coffee shops	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Cosmopolitan/ lively	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Outside shopping - not in a mall/ precinct	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q17. What do you dislike about Cambridge?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Poor range of comparison retailers	22	4.3%	1	1.3%	3	3.4%	1	1.3%	4	4.8%	5	5.7%	8	8.9%
Poor range of food stores	13	2.5%	0	.0%	0	.0%	2	2.5%	2	2.4%	5	5.7%	4	4.4%
Poor department store offer	2	.4%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%	0	.0%
Lack of culture	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Lack of atmosphere	4	.8%	0	.0%	1	1.1%	0	.0%	1	1.2%	1	1.1%	1	1.1%
Poor range of restaurants/ cafes	8	1.6%	0	.0%	2	2.2%	2	2.5%	1	1.2%	0	.0%	3	3.3%
Difficult to park near shops	15	2.9%	4	5.0%	1	1.1%	3	3.8%	5	6.0%	0	.0%	2	2.2%
Poor public transport	22	4.3%	2	2.5%	5	5.6%	2	2.5%	4	4.8%	6	6.9%	3	3.3%
Too busy/ crowded/ too many tourists	59	11.6%	10	12.5%	14	15.7%	14	17.5%	5	6.0%	9	10.3%	7	7.8%
Traffic congestion makes it difficult to get there by car	64	12.5%	12	15.0%	8	9.0%	8	10.0%	17	20.2%	11	12.6%	8	8.9%
Danger from vehicles in some streets/ not pedestrianised	7	1.4%	0	.0%	0	.0%	2	2.5%	3	3.6%	2	2.3%	0	.0%
Cost of parking	61	12.0%	10	12.5%	10	11.2%	9	11.3%	11	13.1%	8	9.2%	13	14.4%
Streets dirty or badly maintained/ in poor condition	15	2.9%	2	2.5%	4	4.5%	2	2.5%	0	.0%	3	3.4%	4	4.4%
Feels unsafe/ poor security/ crime	15	2.9%	2	2.5%	4	4.5%	3	3.8%	4	4.8%	0	.0%	2	2.2%
Don't know	20	3.9%	1	1.3%	2	2.2%	4	5.0%	5	6.0%	2	2.3%	6	6.7%
Nothing/ very little	183	35.9%	35	43.8%	28	31.5%	26	32.5%	37	44.0%	31	35.6%	26	28.9%

(cont.)

Q17. What do you dislike about Cambridge?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
High prices	22	4.3%	2	2.5%	9	10.1%	2	2.5%	2	2.4%	4	4.6%	3	3.3%
Too many cyclists	10	2.0%	2	2.5%	2	2.2%	0	.0%	1	1.2%	2	2.3%	3	3.3%
New development	9	1.8%	2	2.5%	2	2.2%	2	2.5%	1	1.2%	1	1.1%	1	1.1%
Town split between centre and Grafton Centre	7	1.4%	1	1.3%	0	.0%	2	2.5%	0	.0%	1	1.1%	3	3.3%
Loss of independent shops to high street chains	6	1.2%	0	.0%	0	.0%	0	.0%	3	3.6%	0	.0%	3	3.3%
Drunks/ rowdiness	6	1.2%	0	.0%	2	2.2%	1	1.3%	2	2.4%	0	.0%	1	1.1%
Poor choice of pubs/ clubs	5	1.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.3%
Losing its character	4	.8%	1	1.3%	0	.0%	2	2.5%	0	.0%	1	1.1%	0	.0%
Too few park & ride spaces	4	.8%	0	.0%	1	1.1%	1	1.3%	0	.0%	2	2.3%	0	.0%
Begging on streets	4	.8%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	3	3.3%
Grand Arcade	4	.8%	2	2.5%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
Unfriendly people	3	.6%	0	.0%	1	1.1%	2	2.5%	0	.0%	0	.0%	0	.0%
Heavy traffic makes cycling difficult	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%
Shops close too early	2	.4%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
Lack of quality shops for older people	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Lack of hardware shops	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Central Library is closed	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Smells from sewers	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Difficult street signs/ lack of uniformity	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Rising bollards	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Too few value stores	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Lack of facilities for children	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Loud music from shops	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. What type of improvements would persuade your household to visit Cambridge more often (first response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Improve cycle parking facilities	8	1.6%	0	.0%	2	2.2%	2	2.5%	1	1.2%	3	3.4%	0	.0%
Attract fewer people/ relieve over-crowding	6	1.2%	1	1.3%	1	1.1%	1	1.3%	1	1.2%	0	.0%	2	2.2%
Other transport factor	6	1.2%	1	1.3%	0	.0%	0	.0%	1	1.2%	3	3.4%	1	1.1%
Clean shopping street	5	1.0%	1	1.3%	0	.0%	0	.0%	0	.0%	3	3.4%	1	1.1%
New shop	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.4%	1	1.1%
Improve play areas for children	4	.8%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	2	2.2%
Improve safety for cyclists	4	.8%	0	.0%	2	2.2%	1	1.3%	0	.0%	1	1.1%	0	.0%
More cafes/ restaurants	3	.6%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.2%
Less aggressive begging	3	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
More parking spaces - short stay	3	.6%	1	1.3%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Other environmental factor	3	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	2	2.2%
Create more open stores	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Improve policing other security measures	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Increase in police/ uniform presence	2	.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces - type unspecified	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
Improve cycle routes to the centre	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Improve mobility access	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
Create more shelters to protect from the weather	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Cleaner streets at night	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Improved toilet facilities in the evening	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve layout of car parks	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. What type of improvements would persuade your household to visit Cambridge more often (first response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other														
More late night shopping	6	1.2%	0	.0%	2	2.2%	1	1.3%	0	.0%	2	2.3%	1	1.1%
Better range of pubs/ clubs	4	.8%	2	2.5%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
Better night life	4	.8%	1	1.3%	1	1.1%	0	.0%	2	2.4%	0	.0%	0	.0%
Need ordinary affordable clothes stores	4	.8%	1	1.3%	1	1.1%	0	.0%	0	.0%	2	2.3%	0	.0%
More seating areas	3	.6%	1	1.3%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Improved signposting	3	.6%	1	1.3%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
Ban cycling around Market Square/ pedestrianised areas	3	.6%	2	2.5%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Improved park & ride	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
Open Central Library	2	.4%	0	.0%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
More parks/ open spaces	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Improved road surface for cyclists	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Ice skating facilities	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Re-open Culpeppers	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More men's clothing shops	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More sports shops	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More child friendly/ pushchair access	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
More street lighting	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More late night parking	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Repair damaged paving	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Improve Market Square	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Wider pavements	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Complete roadworks - long overdue	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More theatres	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More food stores	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q18. What type of improvements would persuade your household to visit Cambridge more often (second response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Reduce cost of parking	17	3.3%	1	1.3%	2	2.2%	5	6.3%	2	2.4%	2	2.3%	5	5.6%
Reduce road congestion	17	3.3%	2	2.5%	1	1.1%	5	6.3%	4	4.8%	1	1.1%	4	4.4%
Improve range of independent/ specialist shops	14	2.7%	2	2.5%	2	2.2%	2	2.5%	2	2.4%	3	3.4%	3	3.3%
Encourage reduced shop prices	9	1.8%	0	.0%	2	2.2%	2	2.5%	1	1.2%	0	.0%	4	4.4%
More parking spaces - short stay	9	1.8%	5	6.3%	1	1.1%	0	.0%	0	.0%	2	2.3%	1	1.1%
Improve public transport links	7	1.4%	0	.0%	1	1.1%	1	1.3%	1	1.2%	3	3.4%	1	1.1%
New shop	6	1.2%	0	.0%	0	.0%	2	2.5%	0	.0%	1	1.1%	3	3.3%
Improve night-time public transport	6	1.2%	1	1.3%	0	.0%	3	3.8%	1	1.2%	0	.0%	1	1.1%
Cleaner streets at night	5	1.0%	2	2.5%	1	1.1%	0	.0%	0	.0%	2	2.3%	0	.0%
No improvements needed	5	1.0%	0	.0%	0	.0%	3	3.8%	1	1.2%	1	1.1%	0	.0%
More cafes/ restaurants	4	.8%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	2	2.2%
Increase frequency of public transport in the evenings	4	.8%	0	.0%	1	1.1%	0	.0%	1	1.2%	2	2.3%	0	.0%
Increase in police/ uniform presence	4	.8%	0	.0%	1	1.1%	3	3.8%	0	.0%	0	.0%	0	.0%
Less aggressive begging	4	.8%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	2	2.2%
Improve safety for cyclists	4	.8%	0	.0%	0	.0%	1	1.3%	1	1.2%	2	2.3%	0	.0%
Attract larger retailers	3	.6%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	1	1.1%
Improve safety of pedestrians	3	.6%	1	1.3%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Improve policing other security measures	3	.6%	2	2.5%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Less anti-social behaviour	3	.6%	2	2.5%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Improved toilet facilities in the evening	3	.6%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	1	1.1%
Attract fewer people/ relieve over-crowding	2	.4%	1	1.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Clean shopping street	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

Q18. What type of improvements would persuade your household to visit Cambridge more often (second response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
More parking spaces - type unspecified	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
Improve cycle parking facilities	2	.4%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Improve cycle routes to the centre	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
Other environmental factor	2	.4%	1	1.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Create more open stores	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Improve play areas for children	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
More parking spaces - long stay	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Other transport factor	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. What type of improvements would persuade your household to visit Cambridge more often (second response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other														
Better range of pubs/ clubs	4	.8%	0	.0%	2	2.2%	0	.0%	1	1.2%	0	.0%	1	1.1%
More parks/ open spaces	3	.6%	1	1.3%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
More men's clothing shops	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Woolworth	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Primark	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
Improved road surface for cyclists	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
More seating areas	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Lower taxi fares	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Improved signposting	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
More family orientated facilities	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More child friendly/ pushchair access	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Better nightlife	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Art galleries	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Cleaner streets	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
More street lighting	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Ban loud music in shops	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
More food stores	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
More clothes/ fashions for older/ larger people	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Bon Marche	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q18. What type of improvements would persuade your household to visit Cambridge more often (third response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Encourage reduced shop prices	5	1.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	3	3.3%
Improve range of independent/ specialist shops	5	1.0%	0	.0%	1	1.1%	2	2.5%	0	.0%	0	.0%	2	2.2%
No improvements needed	5	1.0%	0	.0%	0	.0%	3	3.8%	1	1.2%	1	1.1%	0	.0%
Increase in police/ uniform presence	4	.8%	1	1.3%	1	1.1%	0	.0%	1	1.2%	0	.0%	1	1.1%
Increase frequency of public transport in the evenings	3	.6%	1	1.3%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
More parking spaces - type unspecified	3	.6%	0	.0%	0	.0%	2	2.5%	1	1.2%	0	.0%	0	.0%
Reduce cost of parking	3	.6%	1	1.3%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Improve cycle routes to the centre	3	.6%	0	.0%	2	2.2%	0	.0%	0	.0%	1	1.1%	0	.0%
Reduce road congestion	3	.6%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	1	1.1%
Attract larger retailers	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Attract fewer people/ relieve over-crowding	2	.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
Create more open stores	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%
More cafes/ restaurants	2	.4%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%	0	.0%
Less aggressive begging	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
Less anti-social behaviour	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Cleaner streets at night	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
More parking spaces - short stay	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
Improve safety for cyclists	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
Create more shelters to protect from the weather	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
New shop	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Improve public transport links	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Improve play areas for children	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

(cont.)

Q18. What type of improvements would persuade your household to visit Cambridge more often (third response)?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Improve policing other security measures	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Improved toilet facilities in the evening	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Improve night-time public transport	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces - long stay	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Improve cycle parking facilities	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Other environmental factor	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Other transport factor	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ unsure	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Other														
More late night shopping	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
More parks/ open spaces	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
More family orientated facilities	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
More specialist cycle shops	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Complete roadworks - long overdue	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Need furniture store	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q19. Could you tell me the name of a specific retailer or food/ drink operator that you would like to see here?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Don't know/ not answered	242	47.5%	52	65.0%	48	53.9%	24	30.0%	40	47.6%	43	49.4%	35	38.9%
None needed	124	24.3%	14	17.5%	15	16.9%	28	35.0%	22	26.2%	23	26.4%	22	24.4%

(cont.)

Q19. Could you tell me the name of a specific retailer or food/ drink operator that you would like to see here?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Woolworth	54	10.6%	5	6.3%	16	18.0%	8	10.0%	8	9.5%	10	11.5%	7	7.8%
Primark	38	7.5%	6	7.5%	2	2.2%	11	13.8%	6	7.1%	5	5.7%	8	8.9%
Ikea	4	.8%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%	2	2.2%
Specialist food stores	4	.8%	0	.0%	0	.0%	1	1.3%	2	2.4%	1	1.1%	0	.0%
House of Fraser	4	.8%	1	1.3%	1	1.1%	1	1.3%	1	1.2%	0	.0%	0	.0%
Improved Marks & Spencer	3	.6%	0	.0%	1	1.1%	2	2.5%	0	.0%	0	.0%	0	.0%
Wilkinsons	3	.6%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	2	2.2%
A Sainsbury's at the north end	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Planet Organic	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Designer shops	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Pizza Express	2	.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.1%
Morrisons	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Matalan	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
L K Bennett	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Burger King	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Cath Kidston	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Fishing Tackle	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Berni Inn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Holland & Barratt	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Game	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
USC Mens Clothing	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Health food restaurant	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Bakers Oven	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Shellys Shoes	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Pakamama	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Top Man	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

Q19. Could you tell me the name of a specific retailer or food/ drink operator that you would like to see here?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Selfridges	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Next	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Rainbow	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Anne Furbank	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Frankie & Bennys	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Acorn	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Larger Jack Willis	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peacocks	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
The Sweater Shop	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q20. When using the Grafton Centre, do you also visit the rest of Cambridge City Centre?

	Base: Those interviewed in Grafton Centre		Inside the Grafton Centre	
	Num	%	Num	%
Base: Those interviewed in Grafton Centre	90	100.0%	90	100.0%
Always	35	38.9%	35	38.9%
Sometimes	43	47.8%	43	47.8%
Never	12	13.3%	12	13.3%

Q21. When using the historic Centre, do you also visit the Grafton Centre?

	Base: Those interviewed in Historic City Centre		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those interviewed in Historic City Centre	420	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%
Always	70	16.7%	18	22.5%	17	19.1%	15	18.8%	7	8.3%	13	14.9%
Sometimes	250	59.5%	38	47.5%	51	57.3%	48	60.0%	62	73.8%	51	58.6%
Never	100	23.8%	24	30.0%	21	23.6%	17	21.3%	15	17.9%	23	26.4%

Q22. Have you visited the Grand Arcade Shopping Centre today?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Yes	246	48.2%	42	52.5%	49	55.1%	43	53.8%	46	54.8%	31	35.6%	35	38.9%
No	264	51.8%	38	47.5%	40	44.9%	37	46.3%	38	45.2%	56	64.4%	55	61.1%

Q23. Will the Grand Arcade Shopping Centre make you visit Cambridge City Centre for shopping more often?

	Base: Those who have visited Grand Arcade		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who have visited Grand Arcade	246	100.0%	42	100.0%	49	100.0%	43	100.0%	46	100.0%	31	100.0%	35	100.0%
Yes	103	41.9%	20	47.6%	12	24.5%	22	51.2%	21	45.7%	13	41.9%	15	42.9%
No	143	58.1%	22	52.4%	37	75.5%	21	48.8%	25	54.3%	18	58.1%	20	57.1%

Q24. SEG

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
A	31	6.1%	5	6.3%	8	9.0%	4	5.0%	5	6.0%	7	8.0%	2	2.2%
B	165	32.4%	30	37.5%	31	34.8%	20	25.0%	36	42.9%	30	34.5%	18	20.0%
C1	192	37.6%	33	41.3%	35	39.3%	35	43.8%	25	29.8%	32	36.8%	32	35.6%
C2	67	13.1%	6	7.5%	7	7.9%	11	13.8%	7	8.3%	11	12.6%	25	27.8%
D/E	50	9.8%	6	7.5%	8	9.0%	10	12.5%	7	8.3%	6	6.9%	13	14.4%
Refused	5	1.0%	0	.0%	0	.0%	0	.0%	4	4.8%	1	1.1%	0	.0%

Q25. Employment status of respondent

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Working full-time	207	40.6%	32	40.0%	37	41.6%	30	37.5%	33	39.3%	37	42.5%	38	42.2%
Retired	106	20.8%	17	21.3%	23	25.8%	13	16.3%	22	26.2%	12	13.8%	19	21.1%
Student	77	15.1%	13	16.3%	9	10.1%	14	17.5%	9	10.7%	20	23.0%	12	13.3%
Working part-time	71	13.9%	10	12.5%	11	12.4%	14	17.5%	13	15.5%	12	13.8%	11	12.2%
A housewife/ husband	38	7.5%	6	7.5%	7	7.9%	6	7.5%	6	7.1%	4	4.6%	9	10.0%
Unemployed	8	1.6%	2	2.5%	1	1.1%	3	3.8%	0	.0%	1	1.1%	1	1.1%
Refused	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Other Disability	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%

Q26. Age band of respondent

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
18 - 24 years	104	20.4%	21	26.3%	13	14.6%	18	22.5%	12	14.3%	19	21.8%	21	23.3%
25 - 34 years	83	16.3%	11	13.8%	17	19.1%	6	7.5%	10	11.9%	21	24.1%	18	20.0%
35 - 44 years	89	17.5%	13	16.3%	14	15.7%	17	21.3%	21	25.0%	12	13.8%	12	13.3%
45 - 54 years	77	15.1%	9	11.3%	14	15.7%	15	18.8%	12	14.3%	16	18.4%	11	12.2%
55 - 64 years	76	14.9%	11	13.8%	13	14.6%	16	20.0%	17	20.2%	9	10.3%	10	11.1%
65 years or above	79	15.5%	14	17.5%	18	20.2%	7	8.8%	12	14.3%	10	11.5%	18	20.0%
Refused	2	.4%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

Q27. Household's income

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Under £15,000	70	13.7%	17	21.3%	12	13.5%	9	11.3%	5	6.0%	18	20.7%	9	10.0%
£15,000 - £20,000	31	6.1%	2	2.5%	4	4.5%	6	7.5%	7	8.3%	4	4.6%	8	8.9%
£20,001 - £30,000	38	7.5%	6	7.5%	9	10.1%	4	5.0%	4	4.8%	8	9.2%	7	7.8%
£30,001 - £40,000	24	4.7%	6	7.5%	3	3.4%	4	5.0%	2	2.4%	8	9.2%	1	1.1%
£40,001 - £50,000	25	4.9%	4	5.0%	3	3.4%	8	10.0%	1	1.2%	5	5.7%	4	4.4%
£50,001 - £60,000	20	3.9%	1	1.3%	8	9.0%	2	2.5%	5	6.0%	4	4.6%	0	.0%
£60,001 - £70,000	6	1.2%	1	1.3%	1	1.1%	1	1.3%	0	.0%	3	3.4%	0	.0%
£70,001 - £80,000	11	2.2%	4	5.0%	2	2.2%	1	1.3%	1	1.2%	1	1.1%	2	2.2%
£80,001 - £90,000	5	1.0%	1	1.3%	0	.0%	0	.0%	1	1.2%	2	2.3%	1	1.1%
£90,001 - £100,000	12	2.4%	4	5.0%	1	1.1%	1	1.3%	4	4.8%	0	.0%	2	2.2%
£100,001 - £150,000	10	2.0%	1	1.3%	4	4.5%	1	1.3%	2	2.4%	2	2.3%	0	.0%
£150,000+	4	.8%	1	1.3%	1	1.1%	0	.0%	1	1.2%	1	1.1%	0	.0%
Don't know	55	10.8%	5	6.3%	3	3.4%	11	13.8%	11	13.1%	7	8.0%	18	20.0%
Refused	199	39.0%	27	33.8%	38	42.7%	32	40.0%	40	47.6%	24	27.6%	38	42.2%

Q28. Ethnic origin of respondent

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
White British	450	88.2%	74	92.5%	81	91.0%	68	85.0%	77	91.7%	73	83.9%	77	85.6%
White Irish	7	1.4%	0	.0%	0	.0%	3	3.8%	2	2.4%	0	.0%	2	2.2%

(cont.)

Q28. Ethnic origin of respondent

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Chinese	4	.8%	0	.0%	1	1.1%	1	1.3%	0	.0%	2	2.3%	0	.0%
Indian	3	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.1%	1	1.1%
African	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
White and Black Caribbean	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
White and Black African	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Caribbean	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

(cont.)

Q28. Ethnic origin of respondent

		Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	American	7	1.4%	3	3.8%	0	.0%	3	3.8%	0	.0%	0	.0%	1	1.1%
	Italian	5	1.0%	0	.0%	2	2.2%	0	.0%	0	.0%	1	1.1%	2	2.2%
	Australian	4	.8%	1	1.3%	0	.0%	1	1.3%	1	1.2%	0	.0%	1	1.1%
	Russian	3	.6%	1	1.3%	1	1.1%	1	1.3%	0	.0%	0	.0%	0	.0%
	Canadian	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
	Polish	2	.4%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Arabic	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%
	Spanish	2	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	German	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
	French	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
	Philippino	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Austrian	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Portuguese	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	New Zealander	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Slovakian	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Vietnamese	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Czech	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Sri Lankan	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Dutch	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cypriot	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Brazilian	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	

Q29. Number of cars in household

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
None	117	22.9%	22	27.5%	19	21.3%	21	26.3%	13	15.5%	25	28.7%	17	18.9%
One	206	40.4%	31	38.8%	35	39.3%	28	35.0%	39	46.4%	31	35.6%	42	46.7%
Two	151	29.6%	24	30.0%	31	34.8%	22	27.5%	27	32.1%	22	25.3%	25	27.8%
Three or more	31	6.1%	3	3.8%	4	4.5%	8	10.0%	3	3.6%	7	8.0%	6	6.7%
Refused	5	1.0%	0	.0%	0	.0%	1	1.3%	2	2.4%	2	2.3%	0	.0%

Q30. Do you have any long term illness, health problems or disability which limits your daily activities or the work that you do?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Yes	35	6.9%	4	5.0%	6	6.7%	7	8.8%	7	8.3%	5	5.7%	6	6.7%
No	472	92.5%	76	95.0%	83	93.3%	72	90.0%	75	89.3%	82	94.3%	84	93.3%
Refused	3	.6%	0	.0%	0	.0%	1	1.3%	2	2.4%	0	.0%	0	.0%

Q31. Sexual orientation of respondent

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Heterosexual	429	84.1%	56	70.0%	69	77.5%	73	91.3%	79	94.0%	82	94.3%	70	77.8%
Homosexual	2	.4%	0	.0%	0	.0%	1	1.3%	1	1.2%	0	.0%	0	.0%
Asexual	2	.4%	1	1.3%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Bisexual	5	1.0%	5	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	72	14.1%	18	22.5%	19	21.3%	6	7.5%	4	4.8%	5	5.7%	20	22.2%

Q32. Gender of respondent

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Male	153	30.0%	27	33.8%	31	34.8%	14	17.5%	22	26.2%	25	28.7%	34	37.8%
Female	357	70.0%	53	66.3%	58	65.2%	66	82.5%	62	73.8%	62	71.3%	56	62.2%

Q33. Would you be willing to be recontacted as part of our quality procedures?

	Base: All respondents		Outside Phase Eight, corner Green St/ Trinity St		Between Marks & Spencer, Market Hill and Lions Yard		Next cut through from St Andrews Street to Grafton Centre		Outside John Lewis, St Andrews Street		Outside Sainsbury's, Sydney Street		Inside the Grafton Centre	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	510	100.0%	80	100.0%	89	100.0%	80	100.0%	84	100.0%	87	100.0%	90	100.0%
Yes	210	41.2%	57	71.3%	46	51.7%	21	26.3%	16	19.0%	42	48.3%	28	31.1%
No	300	58.8%	23	28.8%	43	48.3%	59	73.8%	68	81.0%	45	51.7%	62	68.9%