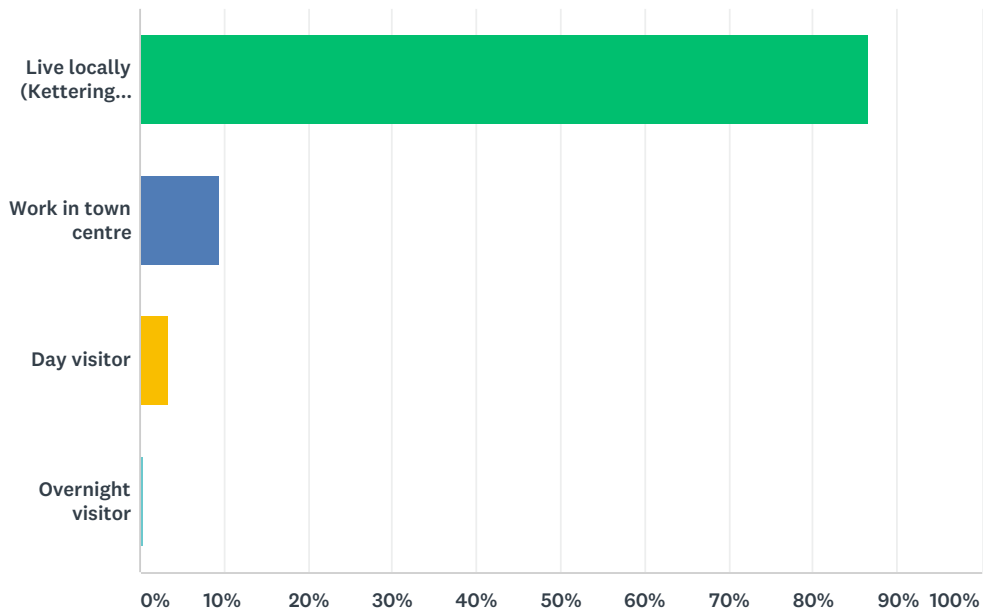


Q1 Which type of visitor to Kettering town centre best describes you?

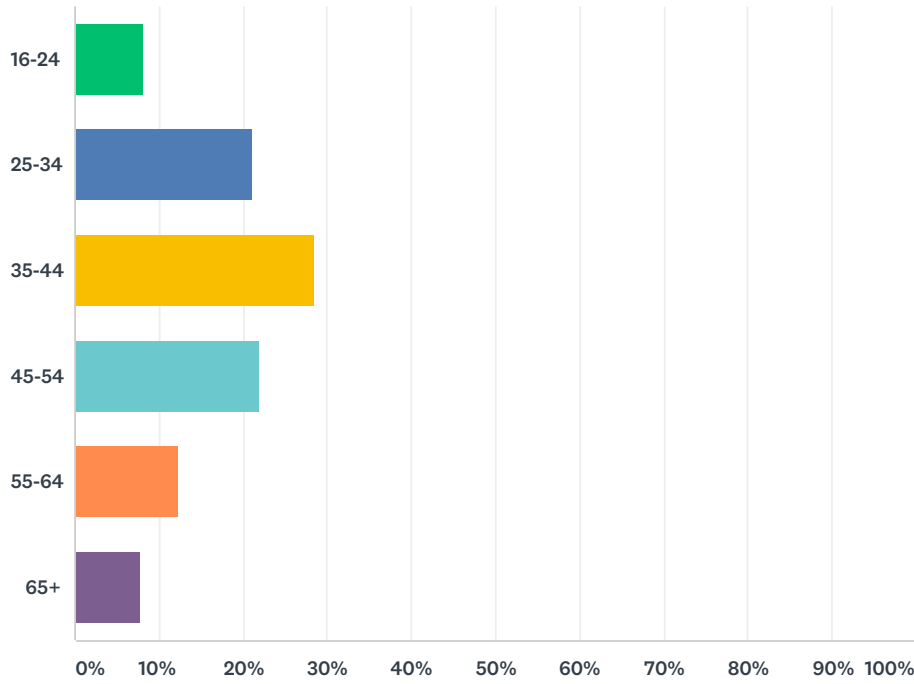
Answered: 765 Skipped: 1



ANSWER CHOICES	RESPONSES	
Live locally (Kettering Borough)	86.67%	663
Work in town centre	9.41%	72
Day visitor	3.40%	26
Overnight visitor	0.52%	4
TOTAL		765

Q2 How old are you?

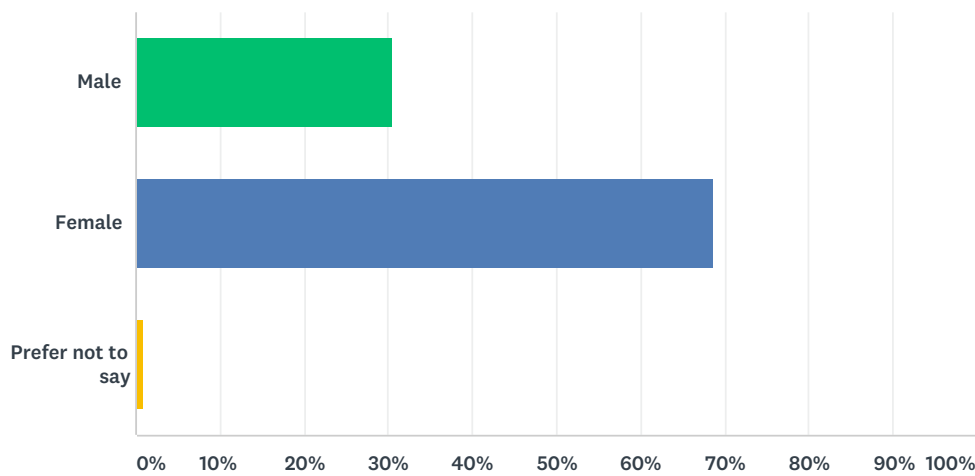
Answered: 765 Skipped: 1



ANSWER CHOICES	RESPONSES
16-24	8.24% 63
25-34	21.18% 162
35-44	28.50% 218
45-54	21.96% 168
55-64	12.29% 94
65+	7.84% 60
TOTAL	765

Q3 What is your gender?

Answered: 766 Skipped: 0

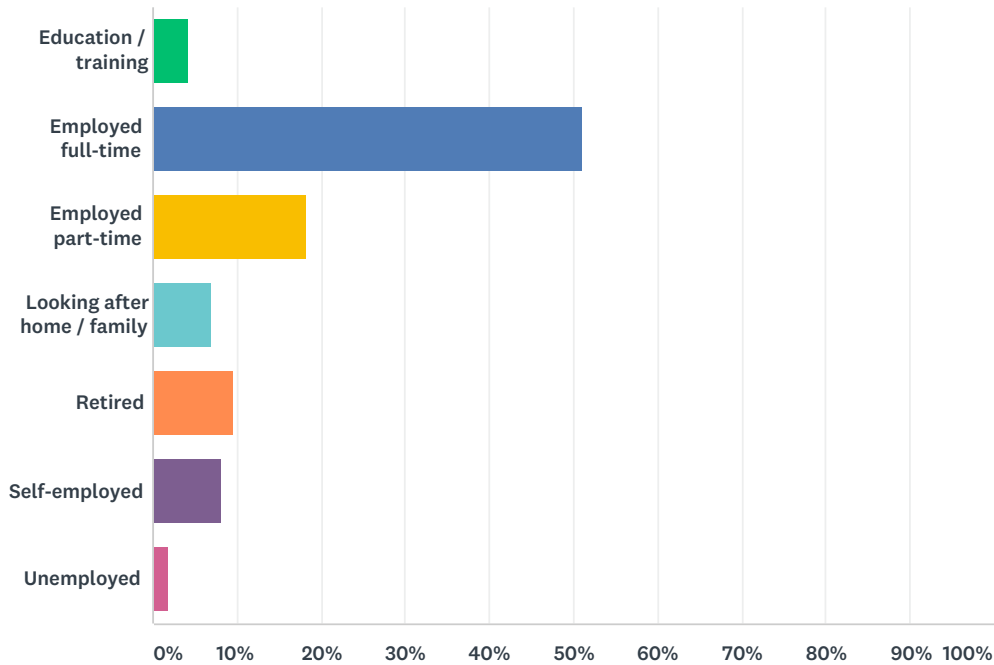


ANSWER CHOICES	RESPONSES
Male	30.55% 234
Female	68.67% 526

Prefer not to say	0.78%	6
TOTAL		766

Q4 Which best describes your current occupational status?

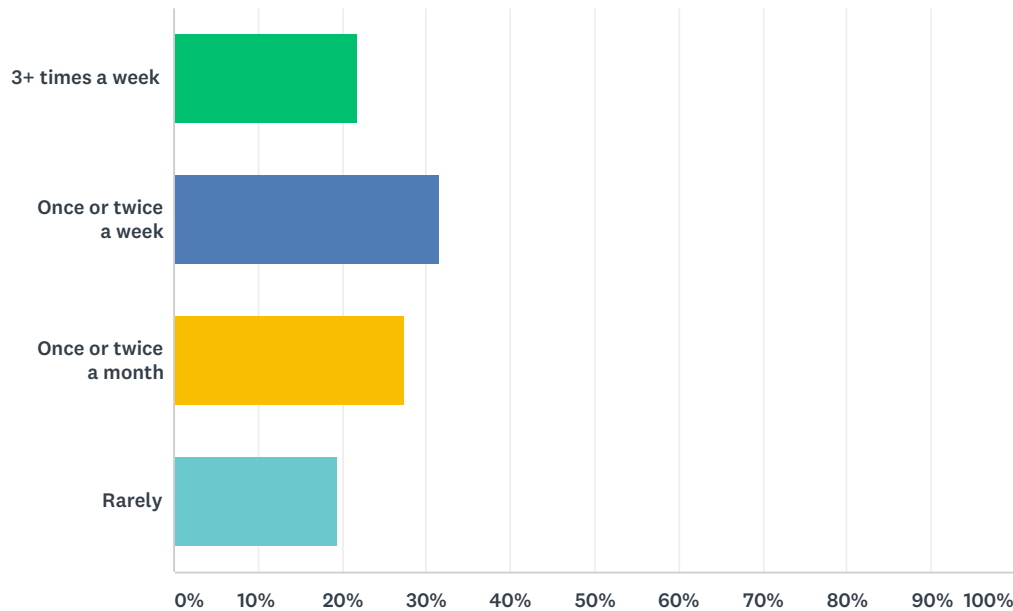
Answered: 765 Skipped: 1



ANSWER CHOICES	RESPONSES	
Education / training	4.18%	32
Employed full-time	50.98%	390
Employed part-time	18.30%	140
Looking after home / family	6.93%	53
Retired	9.67%	74
Self-employed	8.10%	62
Unemployed	1.83%	14
TOTAL		765

Q5 How often do you visit Kettering town centre?

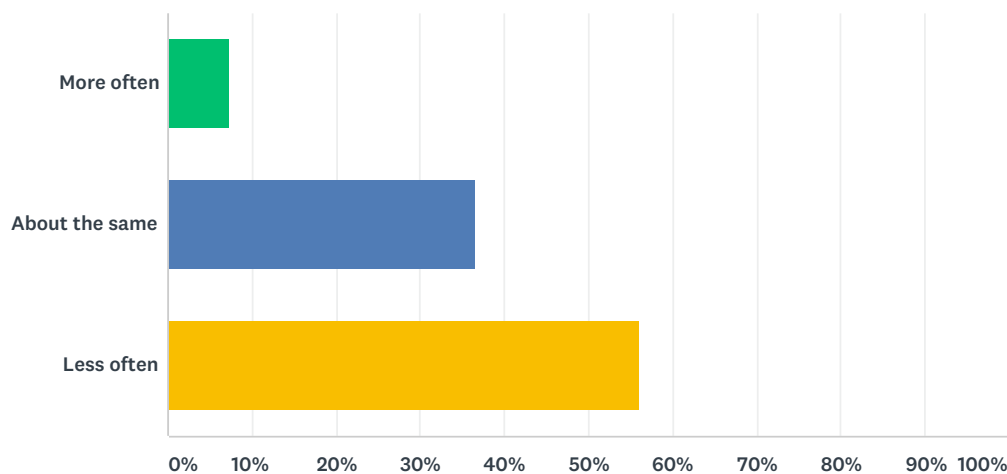
Answered: 764 Skipped: 2



ANSWER CHOICES	RESPONSES	
3+ times a week	21.73%	166
Once or twice a week	31.54%	241
Once or twice a month	27.36%	209
Rarely	19.37%	148
TOTAL		764

Q6 How has your frequency of visiting Kettering town centre changed over the last year?

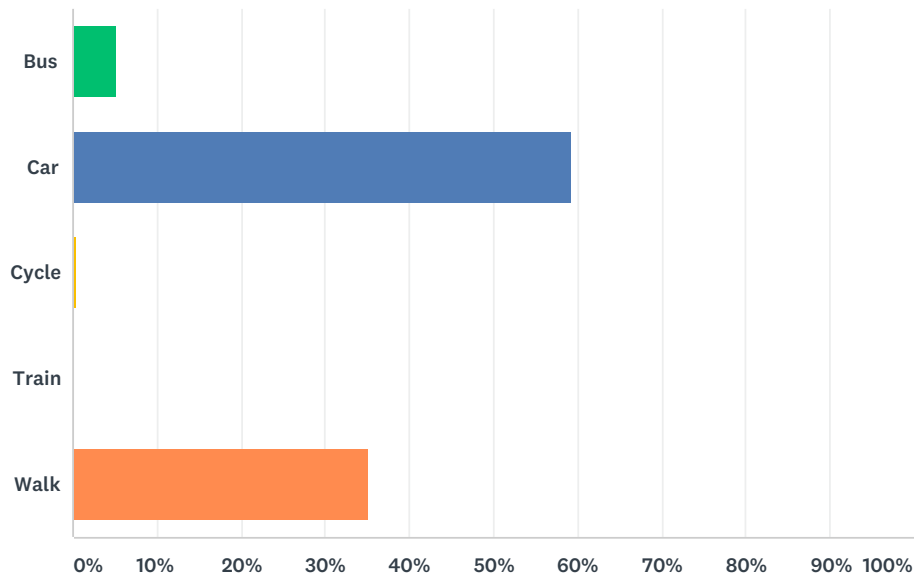
Answered: 764 Skipped: 2



ANSWER CHOICES	RESPONSES	
More often	7.33%	56
About the same	36.52%	279
Less often	56.15%	429
TOTAL		764

Q7 How do you normally travel to Kettering town centre?

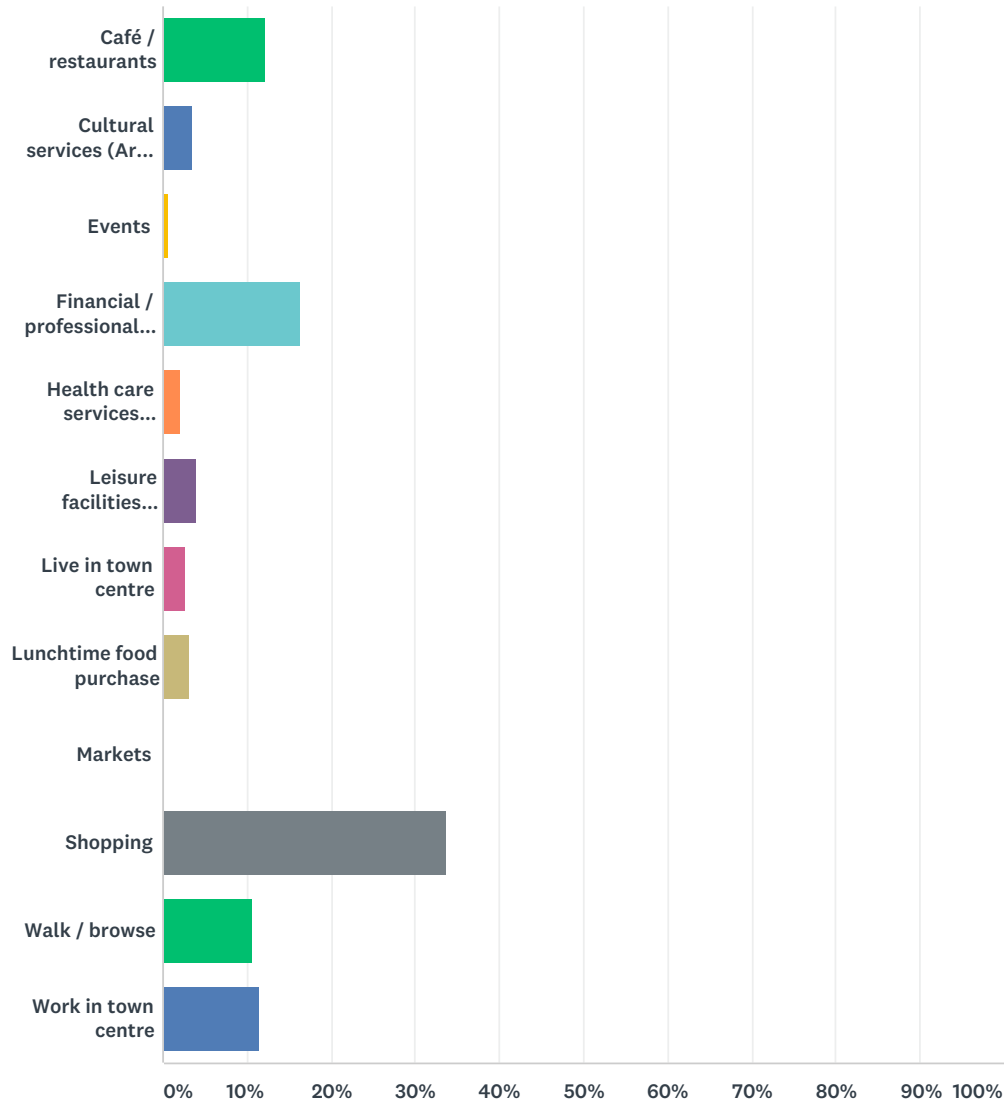
Answered: 763 Skipped: 3



ANSWER CHOICES	RESPONSES
Bus	5.24% 40
Car	59.11% 451
Cycle	0.39% 3
Train	0.13% 1
Walk	35.12% 268
TOTAL	763

Q8 What is your MAIN reason for visiting Kettering town centre?

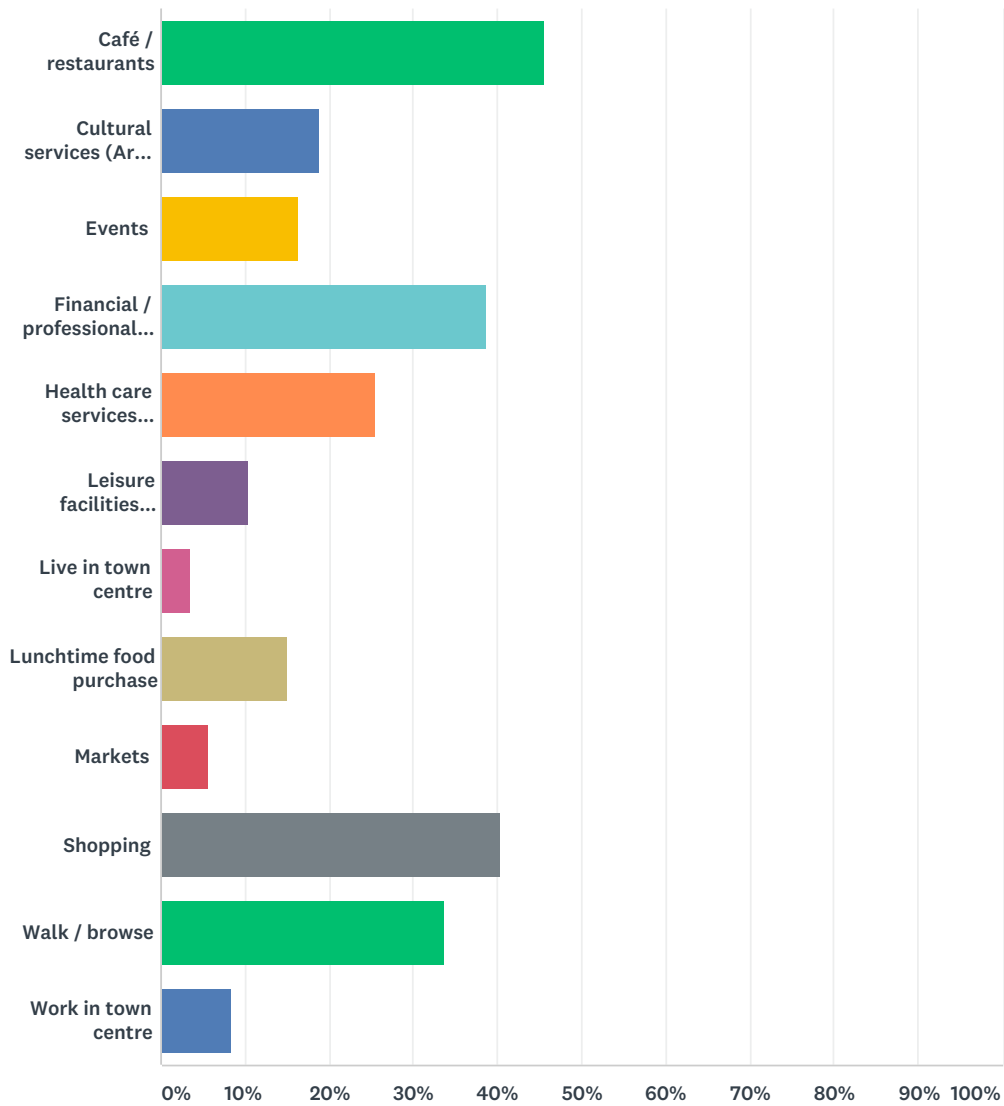
Answered: 723 Skipped: 43



ANSWER CHOICES	RESPONSES	
Café / restaurants	12.03%	87
Cultural services (Art Gallery, Library, Museum)	3.46%	25
Events	0.55%	4
Financial / professional services (bank, Post Office, council services)	16.32%	118
Health care services (doctors, dentist, blood test)	2.07%	15
Leisure facilities (gym, swimming pool, dance/exercise class, park)	3.87%	28
Live in town centre	2.63%	19
Lunchtime food purchase	3.04%	22
Markets	0.28%	2
Shopping	33.61%	243
Walk / browse	10.65%	77
Work in town centre	11.48%	83
TOTAL		723

Q9 What other reasons do you visit Kettering town centre for? (please tick all applicable to you)

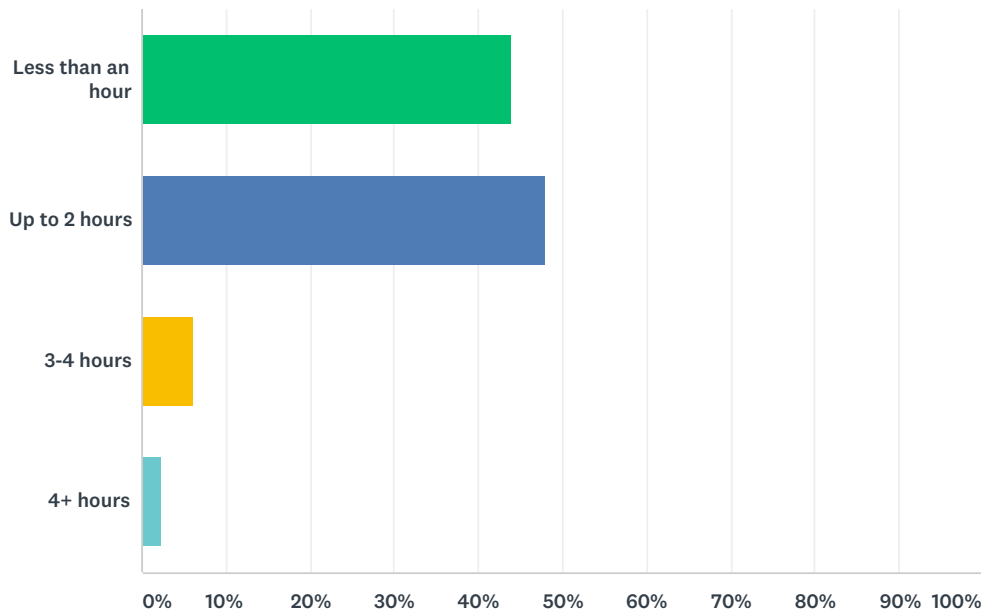
Answered: 719 Skipped: 47



ANSWER CHOICES	RESPONSES	
Café / restaurants	45.62%	328
Cultural services (Art Gallery, Library, Museum)	18.92%	136
Events	16.27%	117
Financial / professional services (bank, Post Office, council services)	38.80%	279
Health care services (doctors, dentist, blood test)	25.59%	184
Leisure facilities (gym, swimming pool, dance/exercise class, park)	10.43%	75
Live in town centre	3.48%	25
Lunchtime food purchase	15.02%	108
Markets	5.70%	41
Shopping	40.47%	291
Walk / browse	33.66%	242
Work in town centre	8.34%	60
Total Respondents: 719		

Q10 How long do you spend (on average) when visiting Kettering town centre?

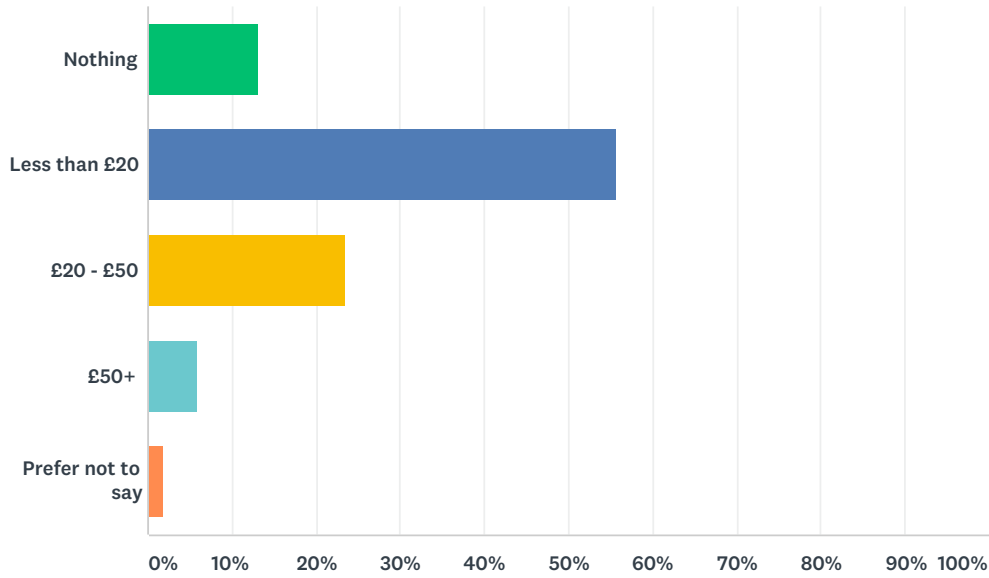
Answered: 764 Skipped: 2



ANSWER CHOICES	RESPONSES
Less than an hour	43.85% 335
Up to 2 hours	47.91% 366
3-4 hours	6.02% 46
4+ hours	2.23% 17
TOTAL	764

Q11 How much did you spend on your last visit to Kettering town centre?

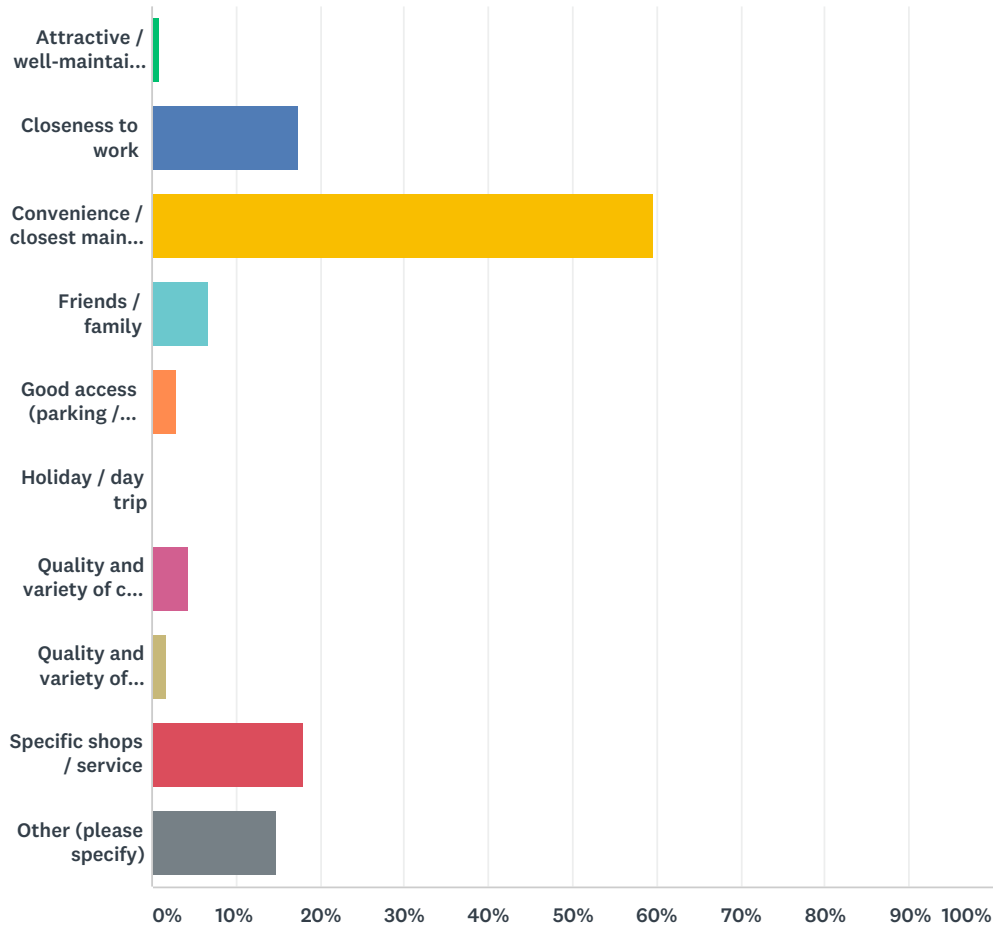
Answered: 765 Skipped: 1



ANSWER CHOICES	RESPONSES	
Nothing	13.20%	101
Less than £20	55.56%	425
£20 - £50	23.40%	179
£50+	5.88%	45
Prefer not to say	1.96%	15
TOTAL		765

Q12 Why do you use the shops/services in Kettering town centre as opposed to going somewhere else?

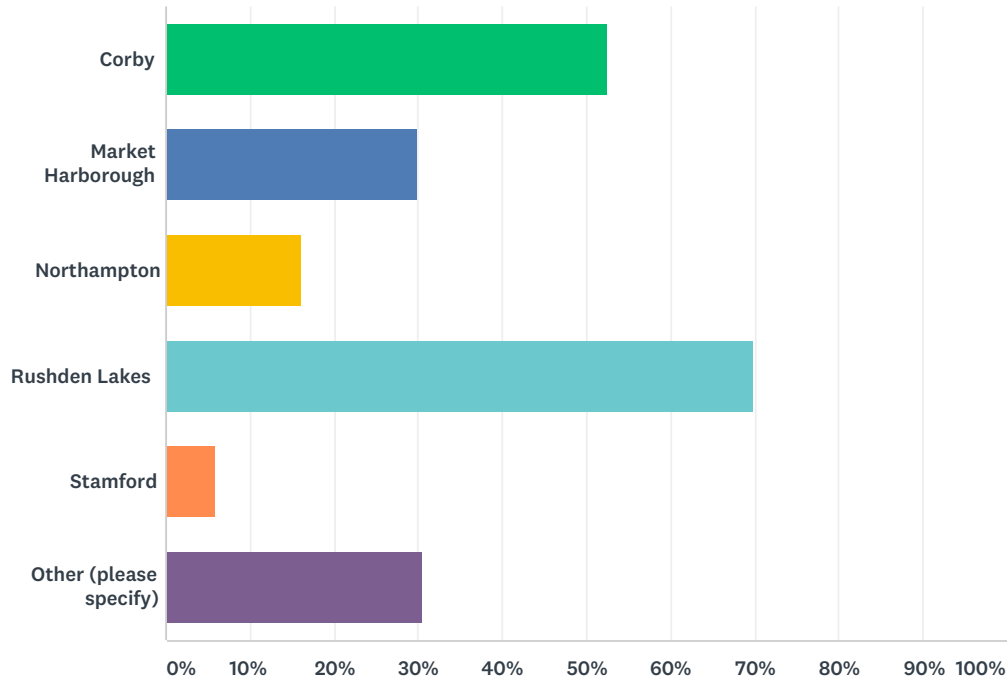
Answered: 762 Skipped: 4



ANSWER CHOICES	RESPONSES	
Attractive / well-maintained town centre	0.79%	6
Closeness to work	17.45%	133
Convenience / closest main shopping area	59.58%	454
Friends / family	6.69%	51
Good access (parking / public transport)	2.89%	22
Holiday / day trip	0.13%	1
Quality and variety of café / restaurants	4.46%	34
Quality and variety of shops / services	1.71%	13
Specific shops / service	17.98%	137
Other (please specify)	14.83%	113
Total Respondents: 762		

Q13 Where else do you shop / access services?

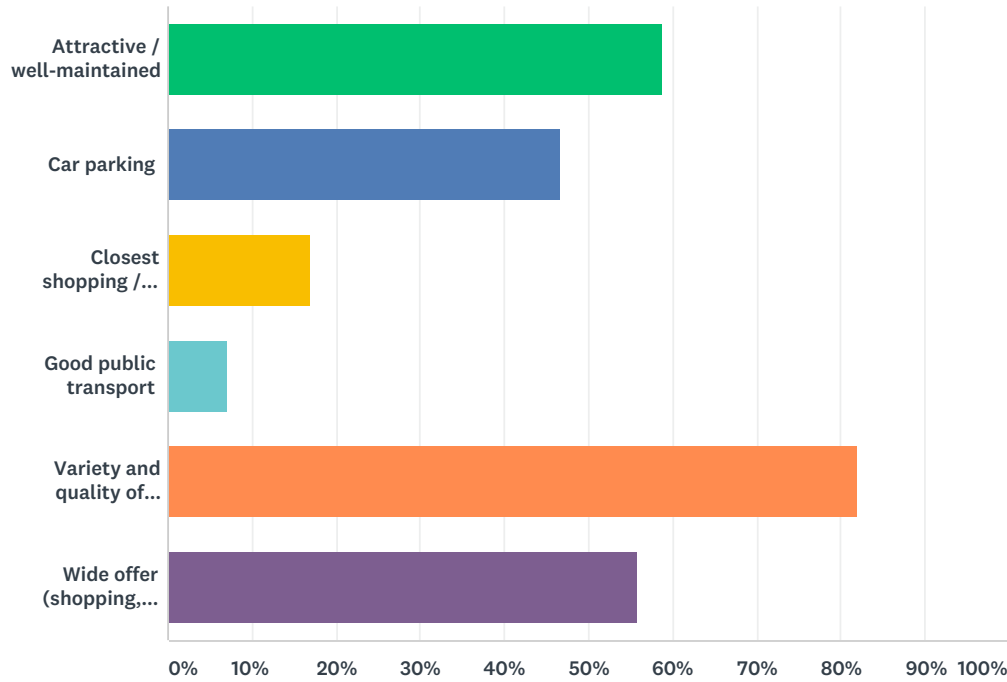
Answered: 755 Skipped: 11



ANSWER CHOICES	RESPONSES	
Corby	52.45%	396
Market Harborough	29.93%	226
Northampton	16.16%	122
Rushden Lakes	69.93%	528
Stamford	5.83%	44
Other (please specify)	30.46%	230
Total Respondents: 755		

Q14 Reason for using other places?

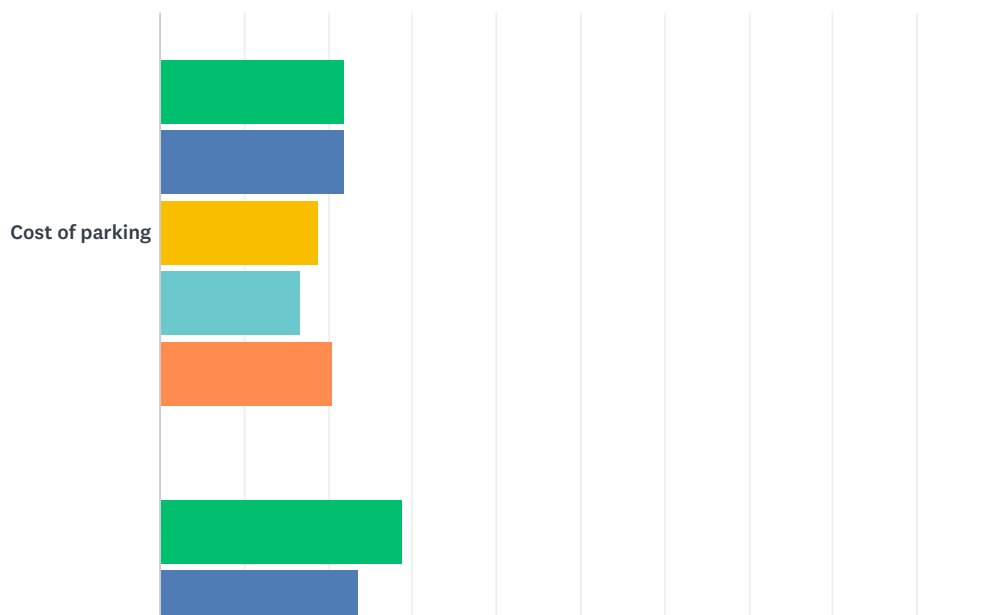
Answered: 721 Skipped: 45

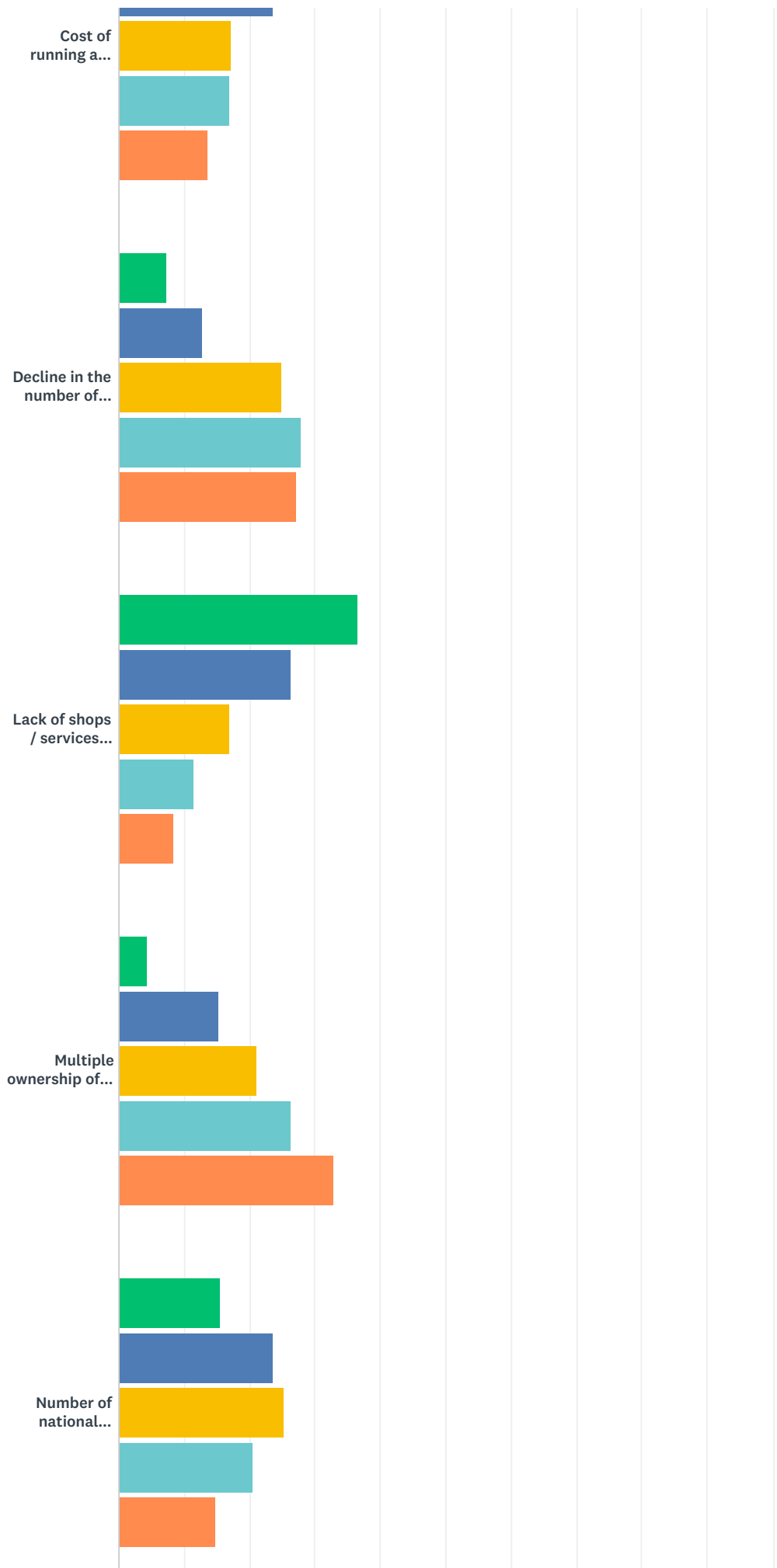


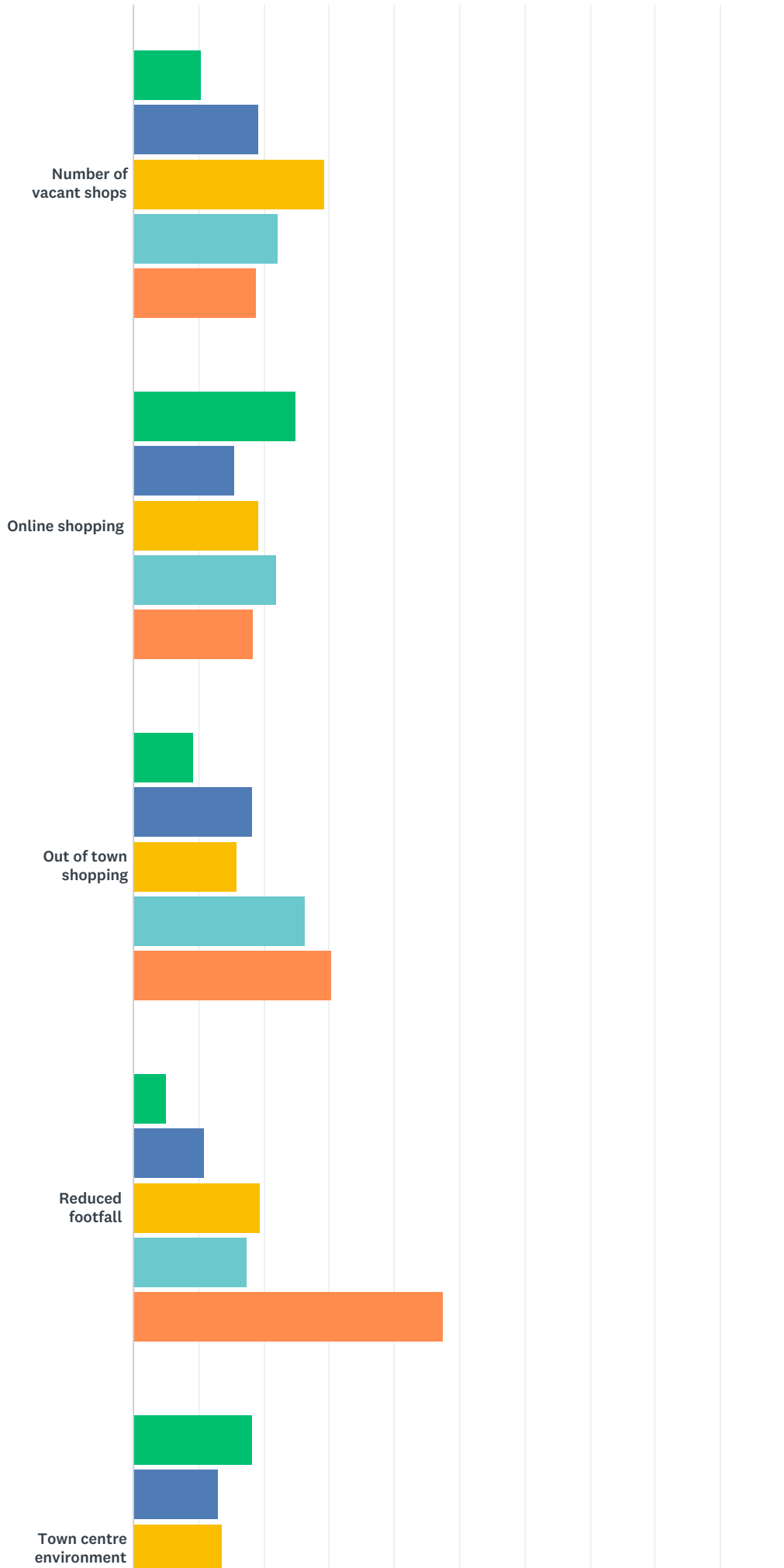
ANSWER CHOICES	RESPONSES
Attractive / well-maintained	58.81% 424
Car parking	46.74% 337
Closest shopping / service centre to home	16.92% 122
Good public transport	7.07% 51
Variety and quality of shopping	81.97% 591
Wide offer (shopping, leisure, entertainment)	55.89% 403
Total Respondents: 721	

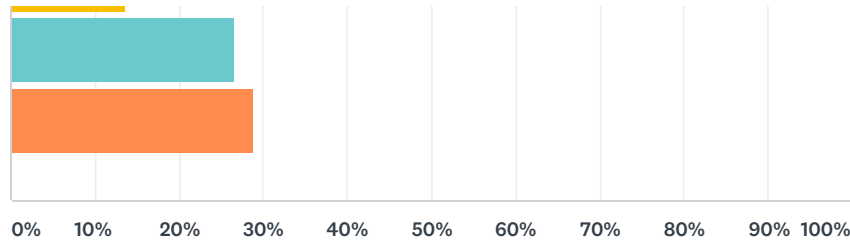
Q15 What do you think are the greatest challenges facing Kettering town centre today? Please pick 5 and rank them (1 being the biggest challenge)

Answered: 766 Skipped: 0







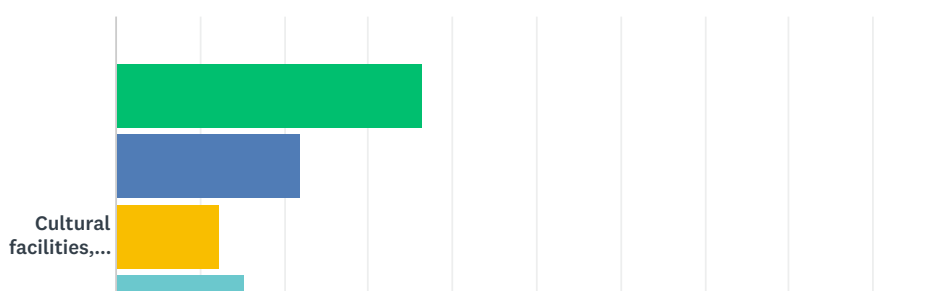


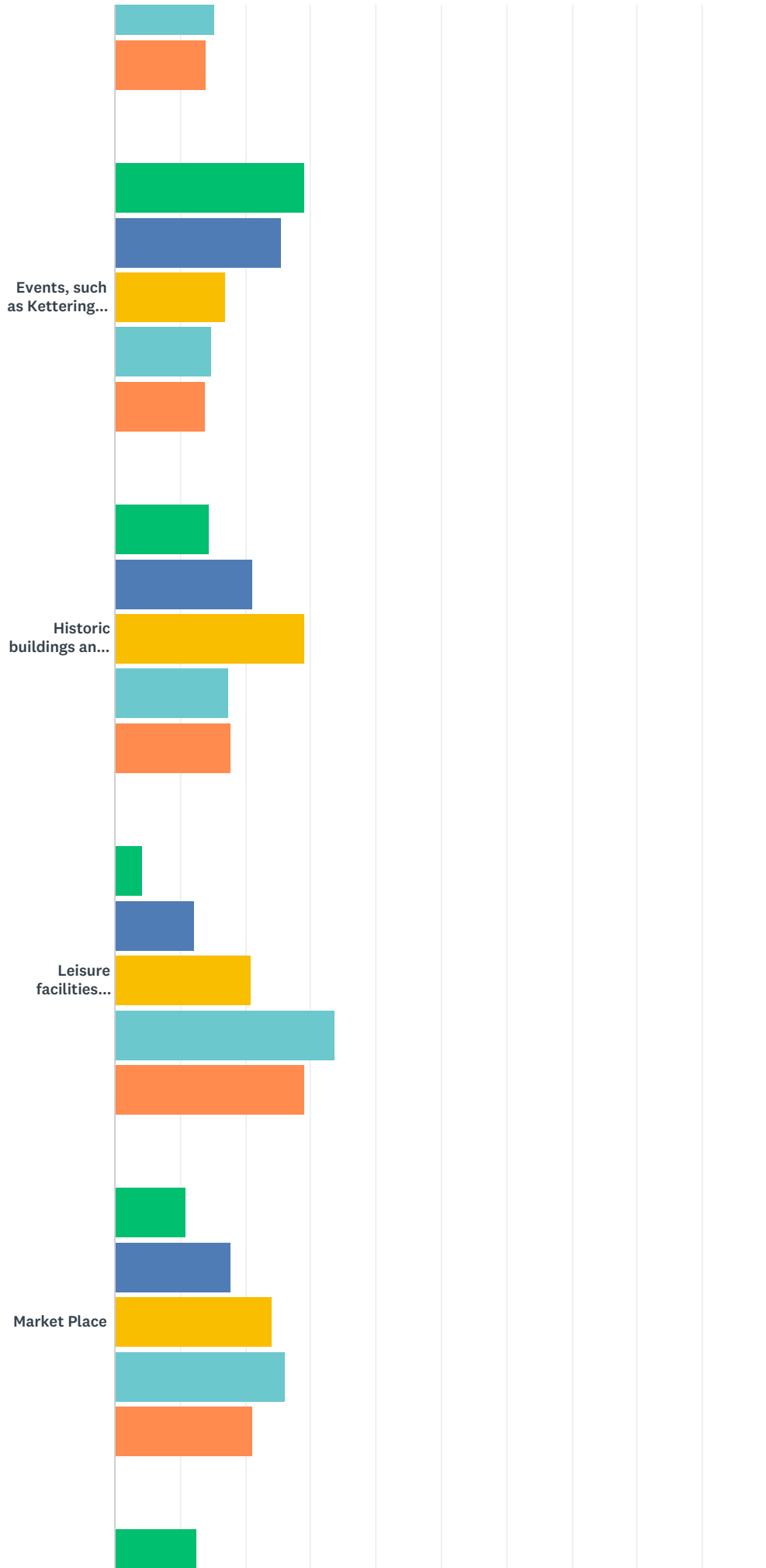
■ Biggest Challenge
 ■ 2nd Biggest Challenge
 ■ 3rd Biggest Challenge
■ 4th Biggest Challenge
 ■ 5th Biggest Challenge

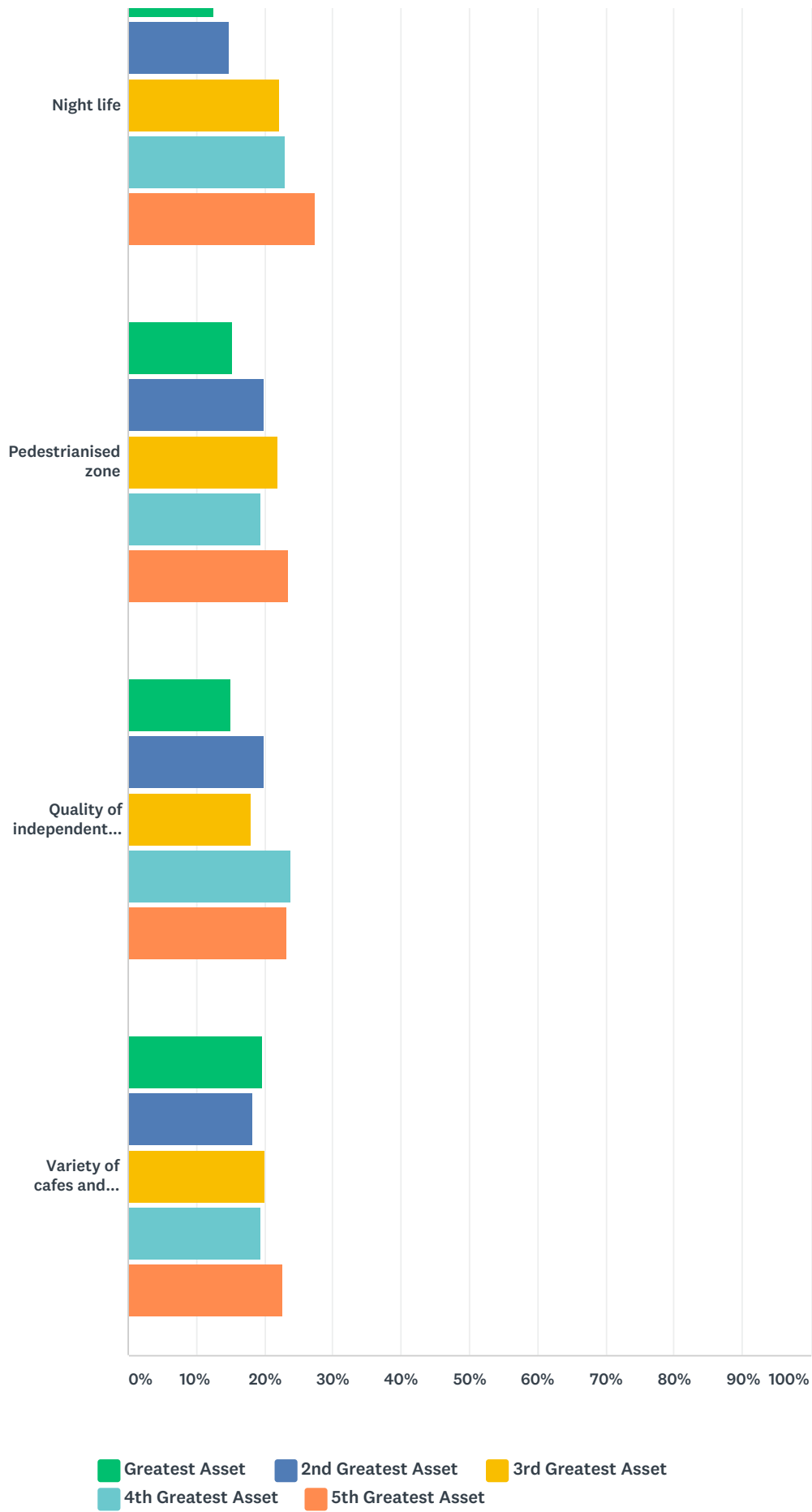
	BIGGEST CHALLENGE	2ND BIGGEST CHALLENGE	3RD BIGGEST CHALLENGE	4TH BIGGEST CHALLENGE	5TH BIGGEST CHALLENGE	TOTAL	WEIGHTED AVERAGE
Cost of parking	21.96% 92	21.96% 92	18.85% 79	16.71% 70	20.53% 86	419	3.08
Cost of running a business in the town centre e.g. rents and business rates	28.92% 120	23.61% 98	17.11% 71	16.87% 70	13.49% 56	415	3.38
Decline in the number of market stalls	7.22% 13	12.78% 23	25.00% 45	27.78% 50	27.22% 49	180	2.45
Lack of shops / services offering what you want	36.56% 234	26.41% 169	17.03% 109	11.56% 74	8.44% 54	640	3.71
Multiple ownership of town centre units and absent landlords	4.38% 6	15.33% 21	21.17% 29	26.28% 36	32.85% 45	137	2.32
Number of national retailers closing down	15.56% 75	23.65% 114	25.31% 122	20.54% 99	14.94% 72	482	3.04
Number of vacant shops	10.47% 45	19.30% 83	29.30% 126	22.09% 95	18.84% 81	430	2.80
Online shopping	24.92% 76	15.41% 47	19.34% 59	21.97% 67	18.36% 56	305	3.07
Out of town shopping	9.28% 27	18.21% 53	15.81% 46	26.46% 77	30.24% 88	291	2.50
Reduced footfall	5.04% 7	10.79% 15	19.42% 27	17.27% 24	47.48% 66	139	2.09
Town centre environment	18.11% 71	13.01% 51	13.52% 53	26.53% 104	28.83% 113	392	2.65

Q16 What do you think are Kettering town centre's greatest assets? Please pick 5 and rank them (1 being the greatest asset)

Answered: 766 Skipped: 0





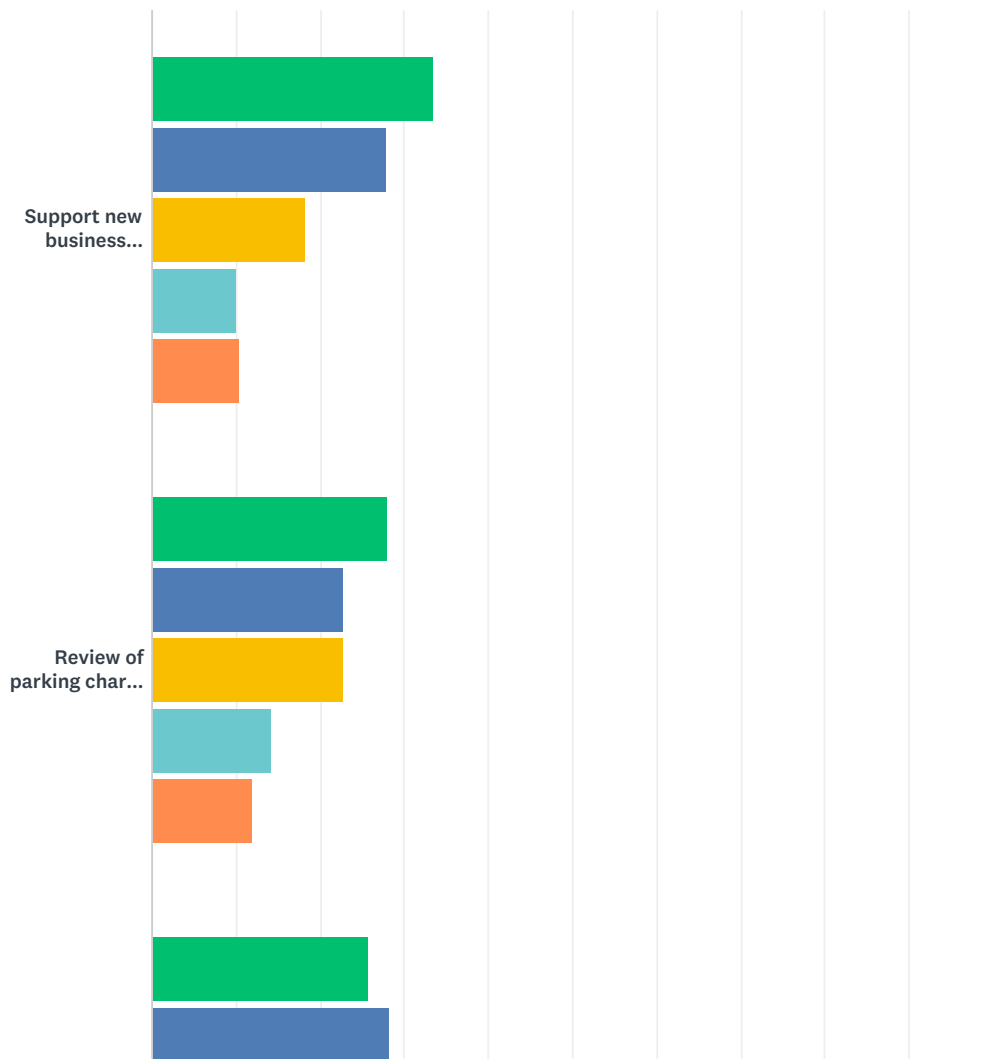


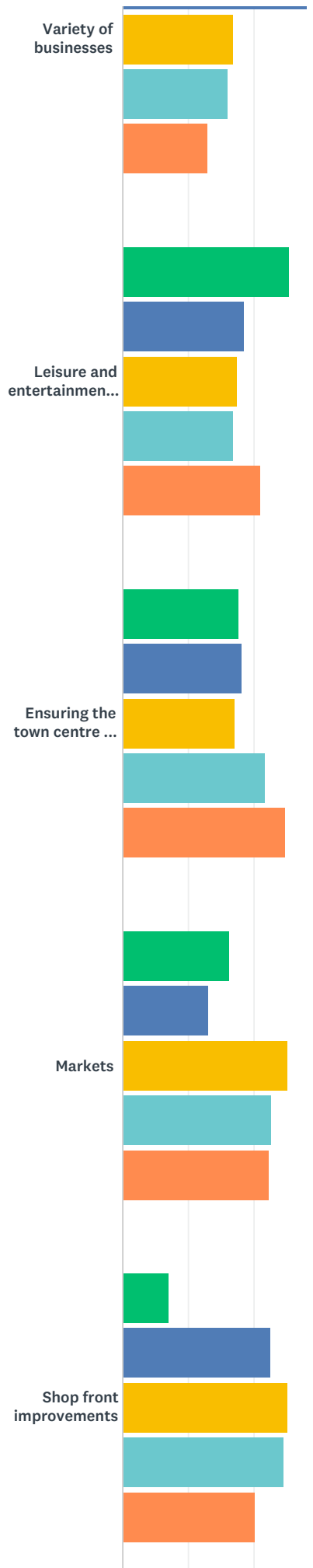
	GREATEST ASSET	2ND GREATEST ASSET	3RD GREATEST ASSET	4TH GREATEST ASSET	5TH GREATEST ASSET	TOTAL	WEIGHTED AVERAGE
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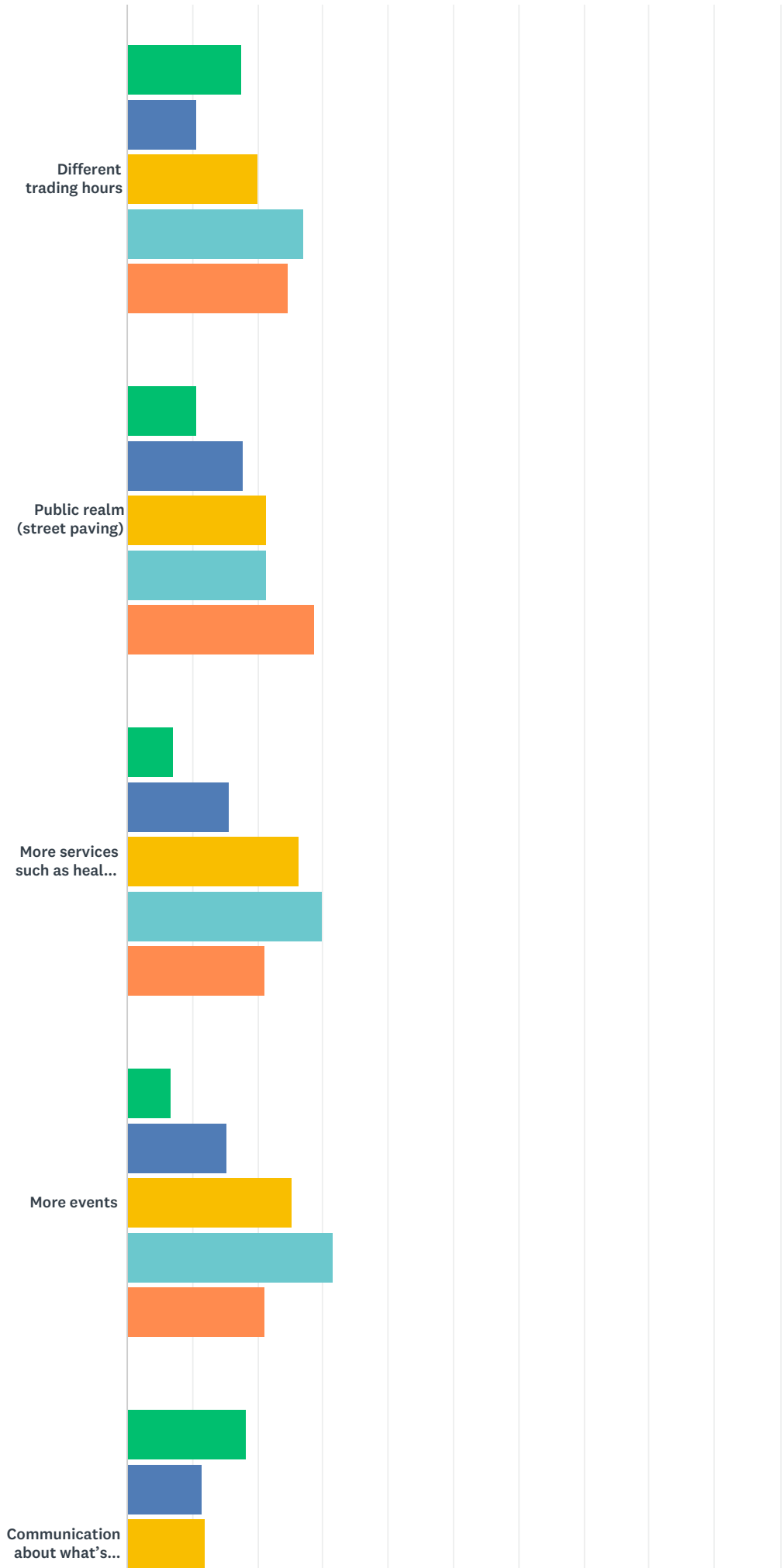
Cultural facilities, such as the Art Gallery, Library and Museum	36.33% 226	22.03% 137	12.38% 77	15.27% 95	13.99% 87	622	3.51
Events, such as Kettering By The Sea and community led events such as Kettfest	29.01% 170	25.43% 149	16.89% 99	14.85% 87	13.82% 81	586	3.41
Historic buildings and surroundings	14.50% 69	21.22% 101	28.99% 138	17.44% 83	17.86% 85	476	2.97
Leisure facilities (swimming pool, parks, gym)	4.20% 11	12.21% 32	20.99% 55	33.59% 88	29.01% 76	262	2.29
Market Place	10.98% 37	17.80% 60	24.04% 81	26.11% 88	21.07% 71	337	2.72
Night life	12.61% 29	14.78% 34	22.17% 51	23.04% 53	27.39% 63	230	2.62
Pedestrianised zone	15.21% 61	19.95% 80	21.95% 88	19.45% 78	23.44% 94	401	2.84
Quality of independent shops	14.96% 54	19.94% 72	18.01% 65	23.82% 86	23.27% 84	361	2.80
Variety of cafes and restaurants	19.64% 109	18.20% 101	20.18% 112	19.46% 108	22.52% 125	555	2.93

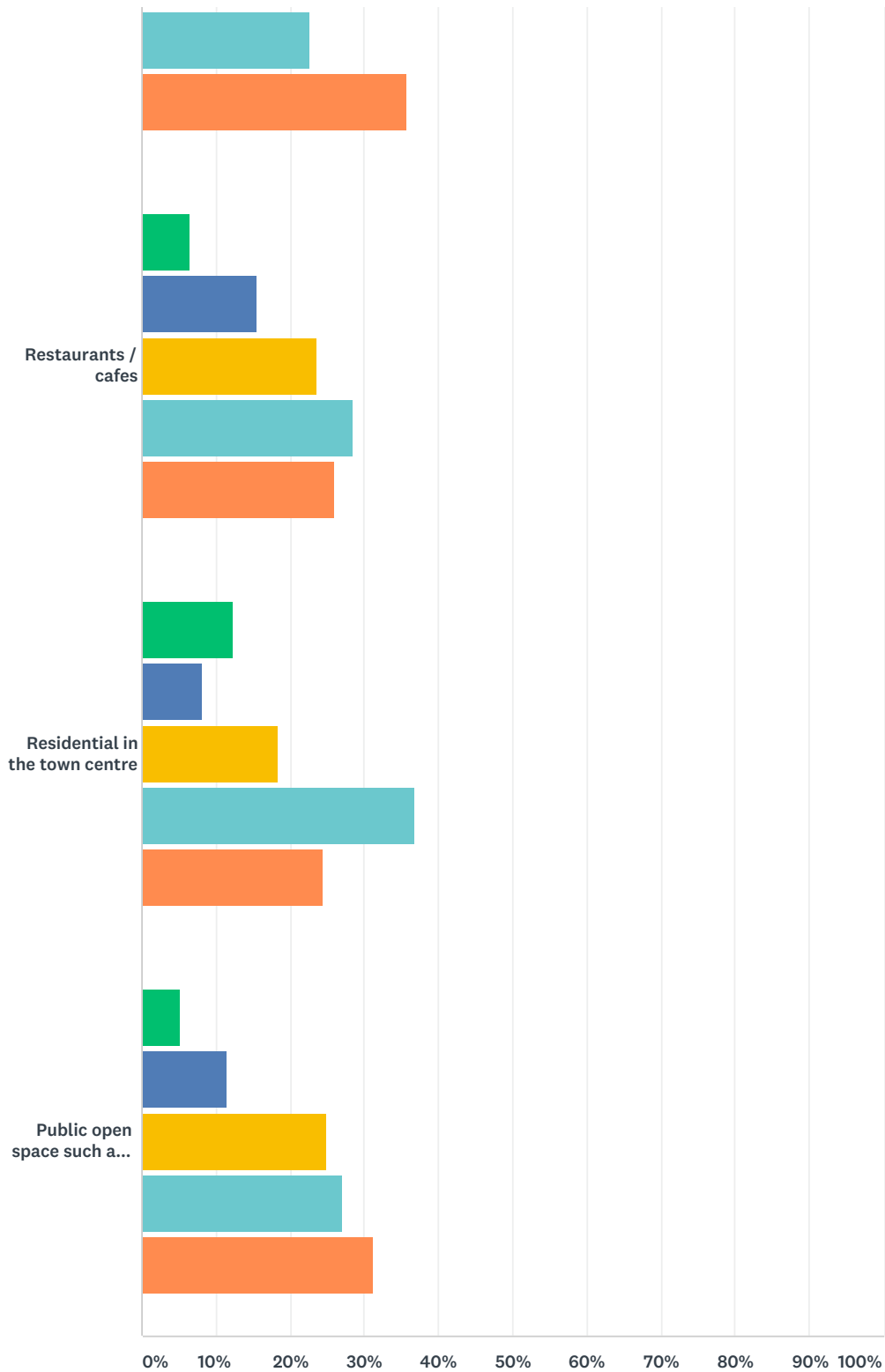
Q17 What do you think are the key opportunities which could help the town centre evolve? Please pick 5 and rank them (1 being the most important)

Answered: 766 Skipped: 0









■ Most Important Opportunity
 ■ 2nd Most Important Opportunity
■ 3rd Most Important Opportunity
 ■ 4th Most Important Opportunity
■ 5th Most Important Opportunity

	MOST IMPORTANT OPPORTUNITY	2ND MOST IMPORTANT OPPORTUNITY	3RD MOST IMPORTANT OPPORTUNITY	4TH MOST IMPORTANT OPPORTUNITY	5TH MOST IMPORTANT OPPORTUNITY	TOTAL	WEIGHTED AVERAGE

Support new business start-ups with business rates discounts	33.40% 169	27.87% 141	18.18% 92	10.08% 51	10.47% 53	506	3.64
Review of parking charges and ways to pay	28.05% 124	22.85% 101	22.85% 101	14.25% 63	11.99% 53	442	3.41
Variety of businesses	25.72% 134	28.21% 147	16.89% 88	16.12% 84	13.05% 68	521	3.37
Leisure and entertainment facilities	25.55% 93	18.68% 68	17.58% 64	17.03% 62	21.15% 77	364	3.10
Ensuring the town centre is clean and tidy	17.82% 77	18.29% 79	17.13% 74	21.76% 94	25.00% 108	432	2.82
Markets	16.36% 35	13.08% 28	25.23% 54	22.90% 49	22.43% 48	214	2.78
Shop front improvements	7.14% 18	22.62% 57	25.40% 64	24.60% 62	20.24% 51	252	2.72
Different trading hours	17.65% 15	10.59% 9	20.00% 17	27.06% 23	24.71% 21	85	2.69
Public realm (street paving)	10.71% 6	17.86% 10	21.43% 12	21.43% 12	28.57% 16	56	2.61
More services such as health care	7.02% 4	15.79% 9	26.32% 15	29.82% 17	21.05% 12	57	2.58
More events	6.76% 15	15.32% 34	25.23% 56	31.53% 70	21.17% 47	222	2.55
Communication about what's on and happening / marketing	18.22% 49	11.52% 31	11.90% 32	22.68% 61	35.69% 96	269	2.54
Restaurants / cafes	6.51% 11	15.38% 26	23.67% 40	28.40% 48	26.04% 44	169	2.48
Residential in the town centre	12.24% 6	8.16% 4	18.37% 9	36.73% 18	24.49% 12	49	2.47
Public open space such as seating	5.21% 10	11.46% 22	25.00% 48	27.08% 52	31.25% 60	192	2.32

Q18 Any further comments?

Answered: 327 Skipped: 439