

Tunsgate Square Shopping Centre

Results of Street Interviews April / May 06



Prepared by Prism
Limited

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Introduction

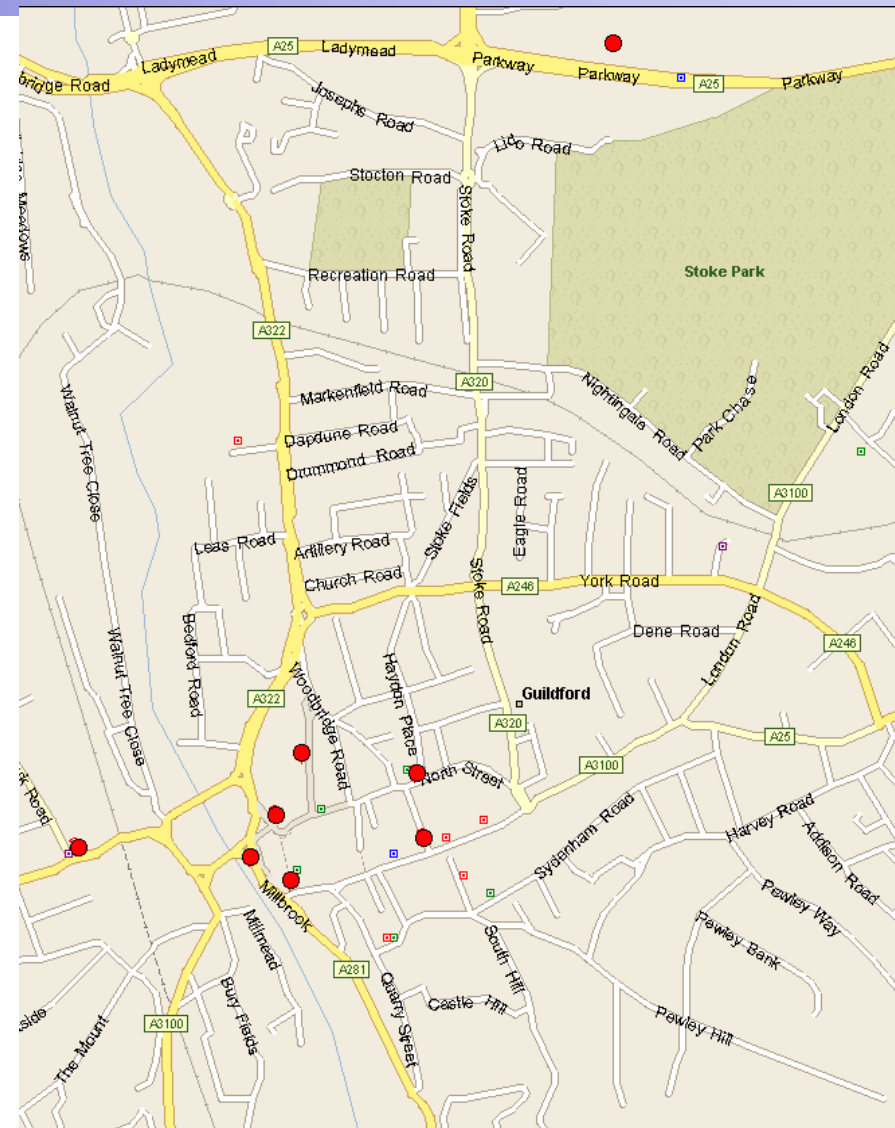
400 one-on-one interviews conducted in Guildford at the following areas:

- Guildford Station
- Outside Debenhams
- Bus Station
- Bottom of North Street near Frairy
- Middle of High Street near Guildhall and Tunsgate
- Top High Street
- North Street near Library
- Outside HSBC – top High Street
- Bottom High Street
- Near Spectrum

Dates interviews took place:

- Mon: 24 April
- Wed: 19 & 26 April
- Thurs: 27 April
- Fri: 28 April & 5 May
- Sat: 22 April
- Sun: 23 April

 = location of interview



Questions asked:

☐ Questionnaire:

| 1. How often do you come into Guildford? | |
|---|-----------------------|
| Daily (Go to Q3) | <input type="radio"/> |
| Twice a week (Go to Q3) | <input type="radio"/> |
| Once a week (Go to Q3) | <input type="radio"/> |
| Once every two weeks (Go to Q3) | <input type="radio"/> |
| Once every 3 weeks (Go to Q3) | <input type="radio"/> |
| Once a month (Go to Q3) | <input type="radio"/> |
| Less than once a month (Go to Q2) | <input type="radio"/> |
| On which day of the week – please specify below | |
| | |

| 2. Why not more often? | |
|--|-----------------------|
| Parking is difficult | <input type="radio"/> |
| Parking is expensive | <input type="radio"/> |
| Driving around Guildford is difficult | <input type="radio"/> |
| Shops aren't appealing to me | <input type="radio"/> |
| It's too far for me to travel | <input type="radio"/> |
| Poor access to good public transport links | <input type="radio"/> |
| High street has a steep hill | <input type="radio"/> |
| Other – please specify below | <input type="radio"/> |
| | |

| 3. What is your most frequent method of traveling into Guildford? | |
|---|-----------------------|
| Car | <input type="radio"/> |
| Train | <input type="radio"/> |
| Bus | <input type="radio"/> |
| Taxi | <input type="radio"/> |
| Cycle | <input type="radio"/> |
| Walk | <input type="radio"/> |
| I use a park and ride service | <input type="radio"/> |

| 4. What is your main purpose for coming to Guildford? | |
|---|-----------------------|
| Shopping | <input type="radio"/> |
| Going to the bank / post office | <input type="radio"/> |
| Work | <input type="radio"/> |
| Meeting friends / socialising | <input type="radio"/> |
| Farmer's Market | <input type="radio"/> |
| Street Market | <input type="radio"/> |
| Other - please specify below | <input type="radio"/> |
| | |

| 5. Which shopping centres are you aware of in Guildford? | |
|--|-----------------------|
| The Friary Centre | <input type="radio"/> |
| Tungate Square Shopping Centre (Go to Q7) | <input type="radio"/> |
| White Lion Walk | <input type="radio"/> |
| None | <input type="radio"/> |
| Other - Please specify below | <input type="radio"/> |
| | |

Questions asked:

6. Tunsgate Square Shopping Centre is half way up the cobbled High Street, opposite the Guildhall clock, it offers designer fashions, personal and household accessories and a café.

Are you aware of Tunsgate Square Shopping Centre?

| | |
|----------------|-----------------------|
| Yes | <input type="radio"/> |
| No (Go to Q16) | <input type="radio"/> |

7. Do you ever visit Tunsgate Square Shopping Centre?

| | |
|----------------|-----------------------|
| Yes (Go to Q8) | <input type="radio"/> |
| No (Go to Q9) | <input type="radio"/> |

8. (If Yes) Why?

| | |
|-------------------------------|-----------------------|
| I like the shops | <input type="radio"/> |
| I like the Café | <input type="radio"/> |
| It has a convenient location | <input type="radio"/> |
| I like the atmosphere | <input type="radio"/> |
| It has good disability access | <input type="radio"/> |
| It is easy to park there | <input type="radio"/> |
| Other - Please specify below | <input type="radio"/> |

9. (If Yes) How often do you visit Tunsgate Square Shopping Centre?

| | |
|------------------------|-----------------------|
| Daily | <input type="radio"/> |
| Twice a week | <input type="radio"/> |
| Once a week | <input type="radio"/> |
| Once every two weeks | <input type="radio"/> |
| Once every 3 weeks | <input type="radio"/> |
| Once a month | <input type="radio"/> |
| Less than once a month | <input type="radio"/> |

10. (If No) Why not?

| | |
|--|-----------------------|
| I don't like the shops | <input type="radio"/> |
| The shops are expensive | <input type="radio"/> |
| It has an inconvenient location | <input type="radio"/> |
| I don't like the atmosphere | <input type="radio"/> |
| It doesn't have good disability access | <input type="radio"/> |
| I don't know where it is | <input type="radio"/> |
| Other - Please specify below | <input type="radio"/> |

11. Where have you seen Tunsgate Square Shopping Centre promoted?

| | |
|------------------------------|-----------------------|
| Local press | <input type="radio"/> |
| Magazines | <input type="radio"/> |
| Bus side panels | <input type="radio"/> |
| Radio | <input type="radio"/> |
| Internet | <input type="radio"/> |
| Yvonne Arnaud Theatre | <input type="radio"/> |
| Nowhere that I can think of | <input type="radio"/> |
| Other - Please specify below | <input type="radio"/> |

12. Are you aware of any local events that have taken place in Tunsgate Square Shopping Centre?

| | |
|-----------------|-----------------------|
| Yes (Go to Q13) | <input type="radio"/> |
| No | <input type="radio"/> |

Questions asked:

| | |
|---------------------------------|-----------------------|
| 13. (If yes) Which ones? | |
| Castle 'Son et Lumiere' | <input type="radio"/> |
| Music Festival | <input type="radio"/> |
| Book Festival | <input type="radio"/> |
| Other – Please specify below | <input type="radio"/> |

| | |
|--|-----------------------|
| 14. What kind of age group do you think Tunsgate Square Shopping Centre is targeted at? You can choose more than one age group. | |
| Under 18 | <input type="radio"/> |
| 18 - 25 | <input type="radio"/> |
| 25 - 34 | <input type="radio"/> |
| 35 - 44 | <input type="radio"/> |
| 45 - 54 | <input type="radio"/> |
| 55 or over | <input type="radio"/> |
| Don't know | <input type="radio"/> |

| | | | |
|--|-----------------------|-----------------------|-----------------------|
| 15. Do you agree or disagree with the following statements about Tunsgate Square Shopping Centre? | | | |
| | Agree | Not sure | Disagree |
| It has a pleasant atmosphere | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is clean and tidy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has good disability access | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has a good selection of shops | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has a nice café | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is in a convenient location | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has a good car park | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is good for all weather | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ideal for small children | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Convenient for pushchairs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| |
|---|
| 16. Which other towns do you visit regularly for shopping? |
| |

| | |
|---|-----------------------|
| 17. What attracts you to other towns for shopping? | |
| Near where I live | <input type="radio"/> |
| Good parking | <input type="radio"/> |
| Good shops | <input type="radio"/> |
| Good shopping centre/s | <input type="radio"/> |
| Nice atmosphere | <input type="radio"/> |
| Bargain hunting opportunities | <input type="radio"/> |
| Good public transport access | <input type="radio"/> |
| Other – please specify below | <input type="radio"/> |
| | |

| | |
|---|-----------------------|
| 18. Please tell us about yourself: | |
| Male | <input type="radio"/> |
| Female | <input type="radio"/> |
| Under 18 | <input type="radio"/> |
| 18 - 25 | <input type="radio"/> |
| 26 - 34 | <input type="radio"/> |
| 35 - 44 | <input type="radio"/> |
| 45 - 54 | <input type="radio"/> |
| 55 or over | <input type="radio"/> |

| | |
|--|-----------------------|
| 19. Are you: | |
| A borough resident | <input type="radio"/> |
| A student - living here while studying | <input type="radio"/> |
| Work in area (commute on daily basis) | <input type="radio"/> |
| A visitor | <input type="radio"/> |
| Other – please specify below | <input type="radio"/> |
| | |

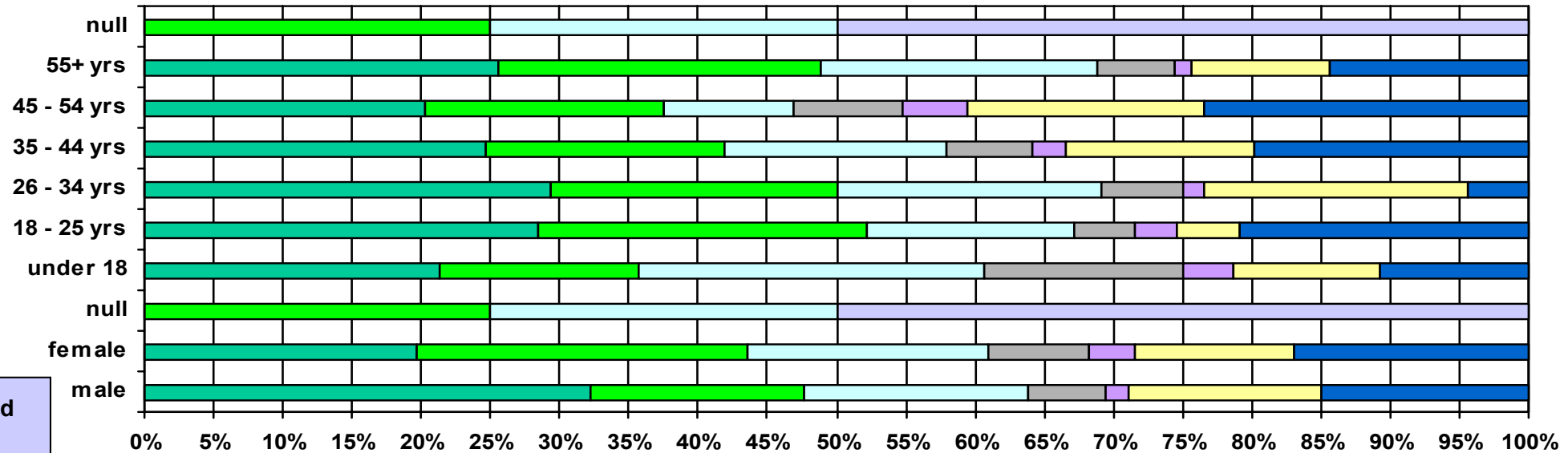
Questions asked:

| |
|--|
| 20. Please tell us the first 3 letters/numbers of your post code: |
| |

| | |
|-------------------------------|-----------------------|
| 21. Are you: | |
| Single | <input type="radio"/> |
| Married/Living with a partner | <input type="radio"/> |
| Divorced/Separated | <input type="radio"/> |
| Prefer not to answer | <input type="radio"/> |

| | | | |
|--|-----------------------|---|-----------------------|
| 22. What is your occupation? | | | |
| Manual work | <input type="radio"/> | Self employed / freelance | <input type="radio"/> |
| Retail | <input type="radio"/> | Care for home / children full time | <input type="radio"/> |
| Civil service | <input type="radio"/> | Care for relatives full time | <input type="radio"/> |
| Professional (e.g. doctor, lawyer) | <input type="radio"/> | Voluntary / charity work | <input type="radio"/> |
| Education (e.g. teacher, teaching assistant) | <input type="radio"/> | Currently unemployed | <input type="radio"/> |
| Health care | <input type="radio"/> | Unable to work due to disability / health | <input type="radio"/> |
| Clerical | <input type="radio"/> | Student | <input type="radio"/> |
| Arts / media | <input type="radio"/> | Retired | <input type="radio"/> |
| Management | <input type="radio"/> | Prefer not to answer | <input type="radio"/> |
| Company director | <input type="radio"/> | Please specify more detail below | |
| | | | |

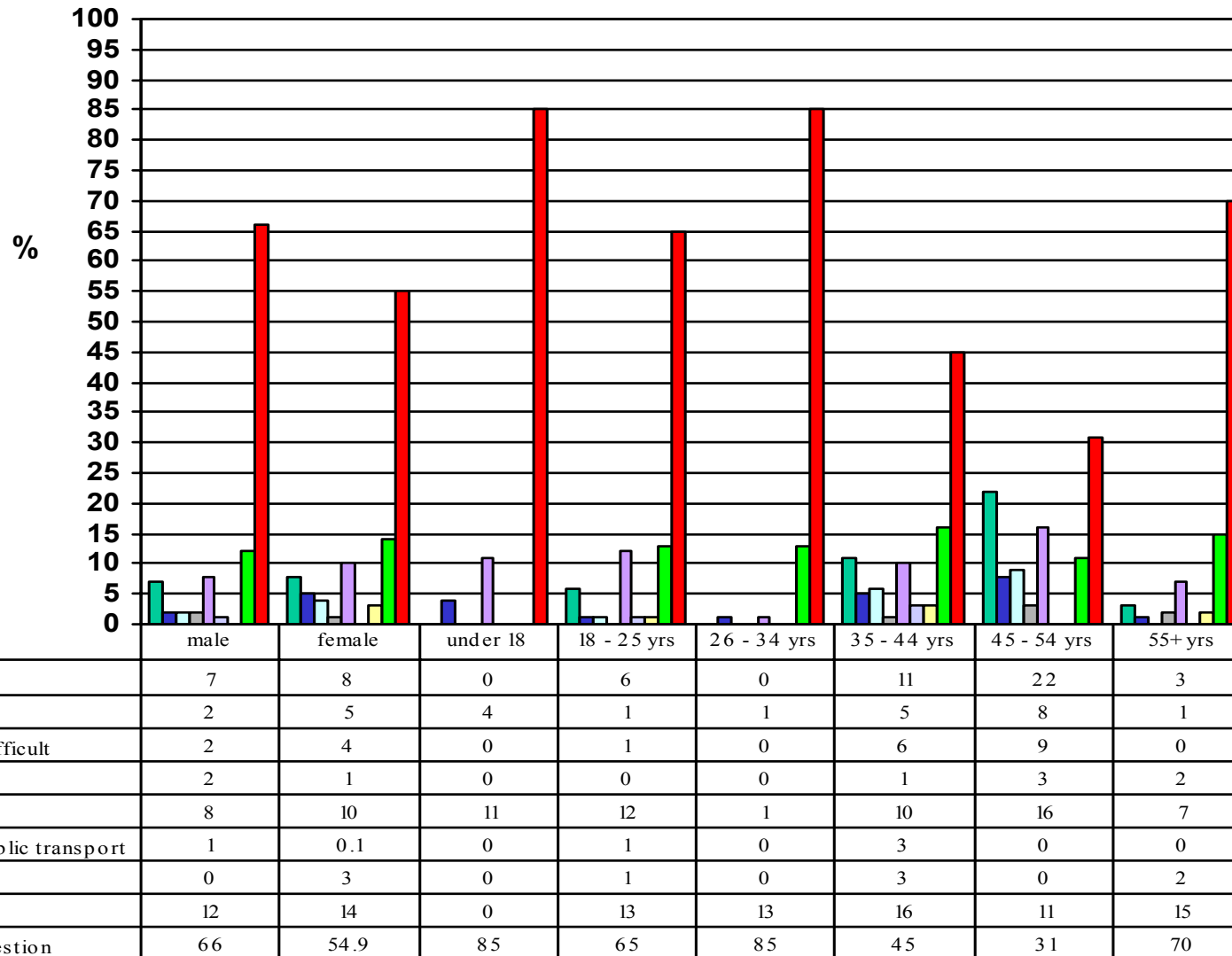
Q1:How often do you come into Guildford?



Null = started interview but did not complete

| | male | female | null | under 18 | 18 - 25 yrs | 26 - 34 yrs | 35 - 44 yrs | 45 - 54 yrs | 55+ yrs | null |
|------------------------|------|--------|------|----------|-------------|-------------|-------------|-------------|---------|------|
| Null | | | 100 | | | | | | | 100 |
| less than once a month | 15 | 17 | 0 | 10.7 | 20.9 | 4.4 | 19.8 | 23.4 | 14.4 | 0 |
| once a month | 13.9 | 11.5 | 0 | 10.7 | 4.5 | 19.1 | 13.6 | 17.2 | 10 | 0 |
| once every 3 weeks | 1.7 | 3.2 | 0 | 3.6 | 3 | 1.5 | 2.5 | 4.7 | 1.1 | 0 |
| once every 2 weeks | 5.6 | 7.3 | 0 | 14.3 | 4.5 | 5.9 | 6.2 | 7.8 | 5.6 | 0 |
| once a week | 16.1 | 17.4 | 50 | 25 | 14.9 | 19.1 | 16 | 9.4 | 20 | 50 |
| twice a week | 15.5 | 23.9 | 50 | 14.3 | 23.8 | 20.6 | 17.2 | 17.2 | 23.3 | 50 |
| daily | 32.2 | 19.7 | 0 | 21.4 | 28.4 | 29.4 | 24.7 | 20.3 | 25.6 | 0 |

Q2: Why not more often?



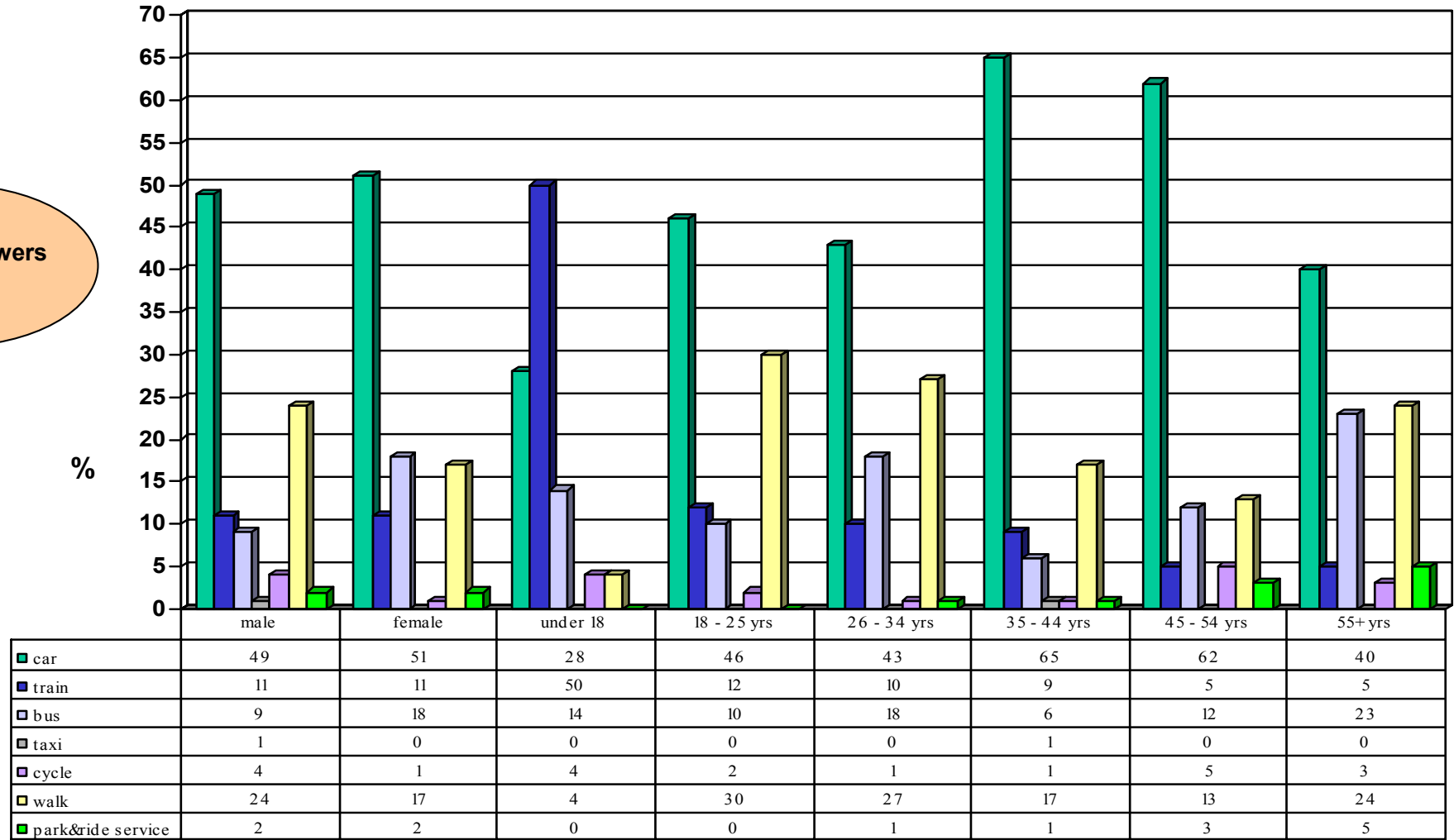
“other” mentioned:
no time / busy
no need
snooty area/shops expensive
don't live here

Multiple answers
given

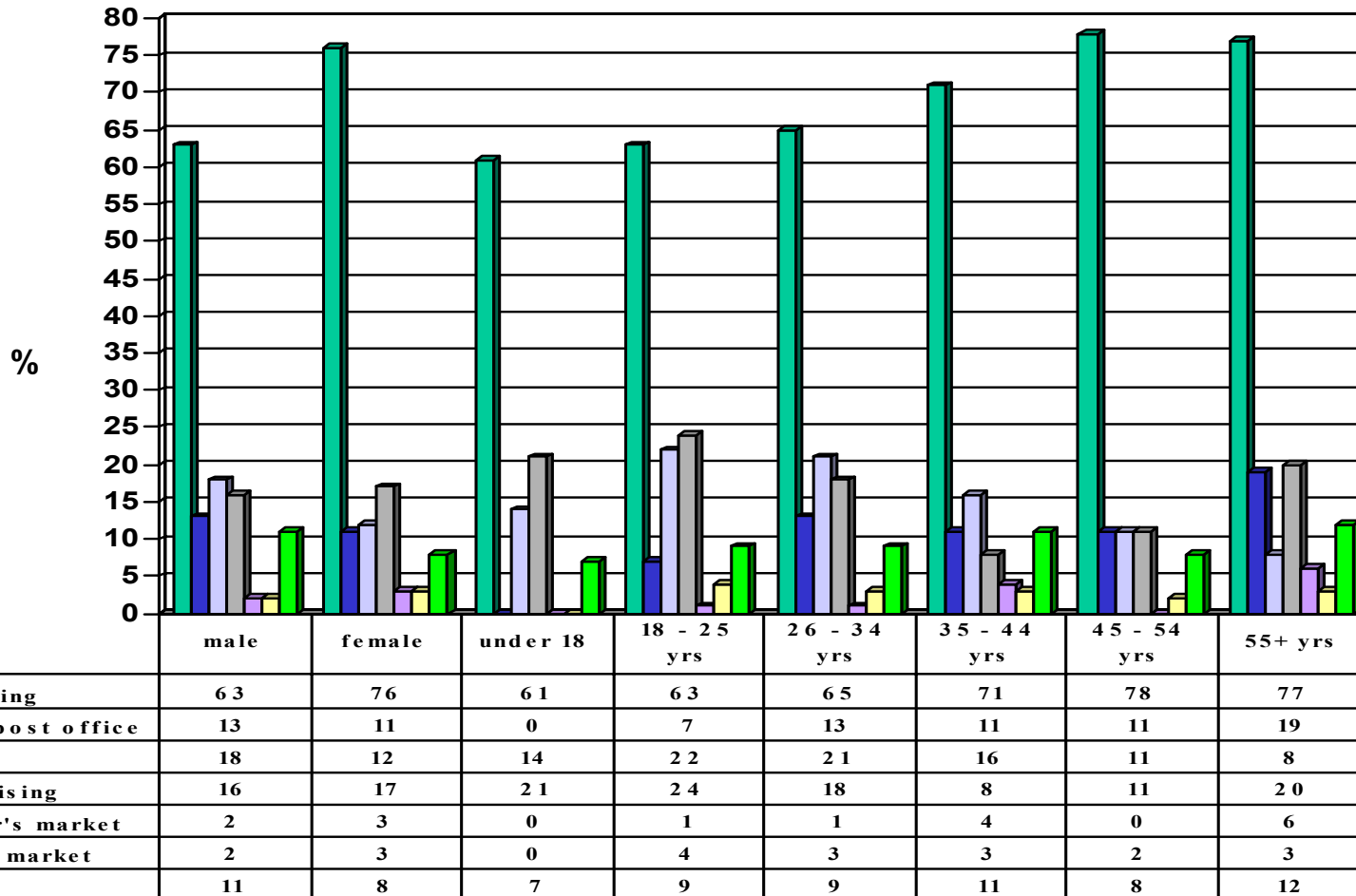
Not all asked Q2 –
Only those who answered
“Less than once a month to Q1”
asked this question.
Some interviewers
however still asked
question

Q3: What is your most frequent method of travelling?

Multiple answers given



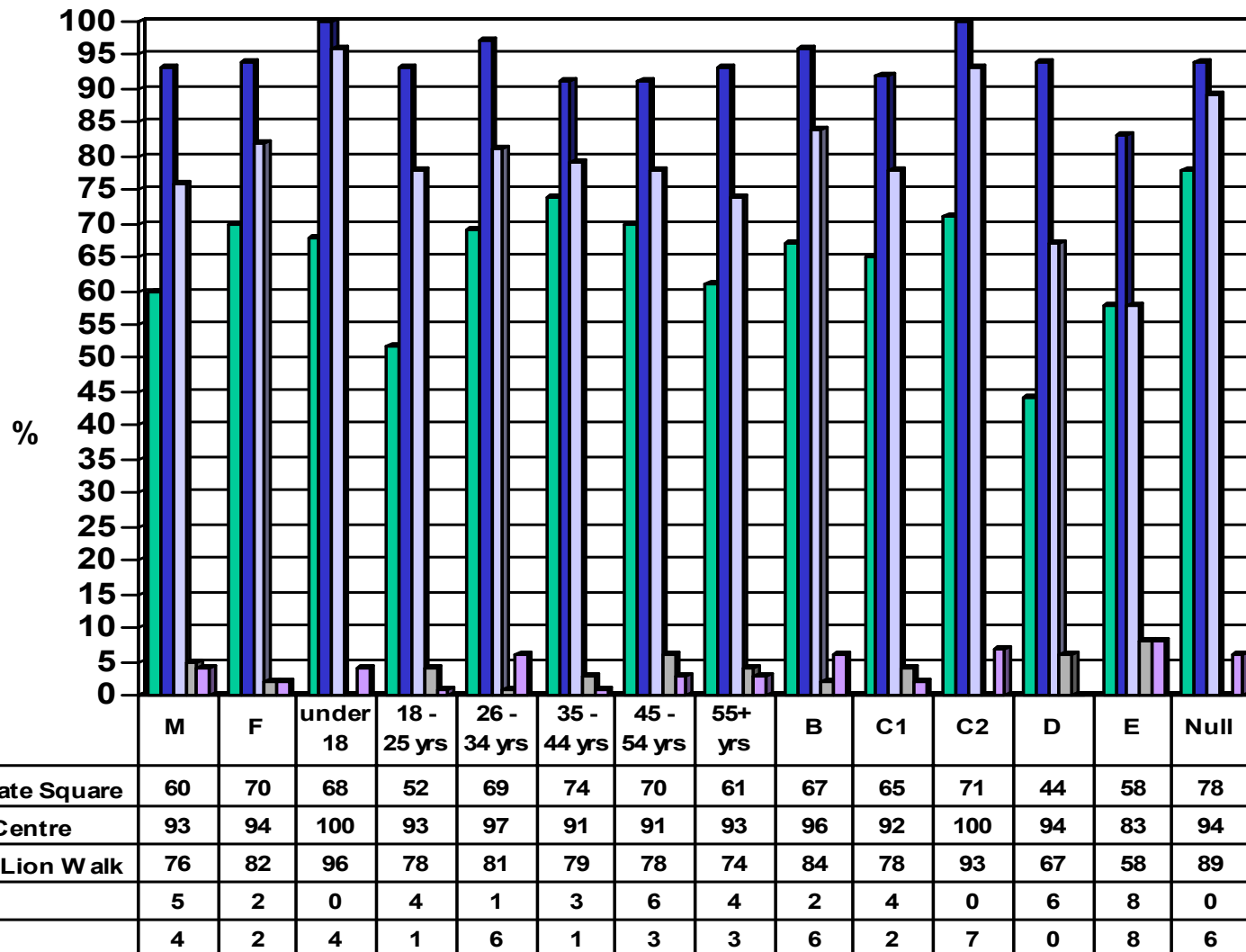
Q4: What is your main purpose for coming to Guildford?



Multiple answers given

“other”:
browsing / cinema / theatre /
sporting activities /
library / work / college /
medical / hair appointment /
visiting family member or
taking kids to school

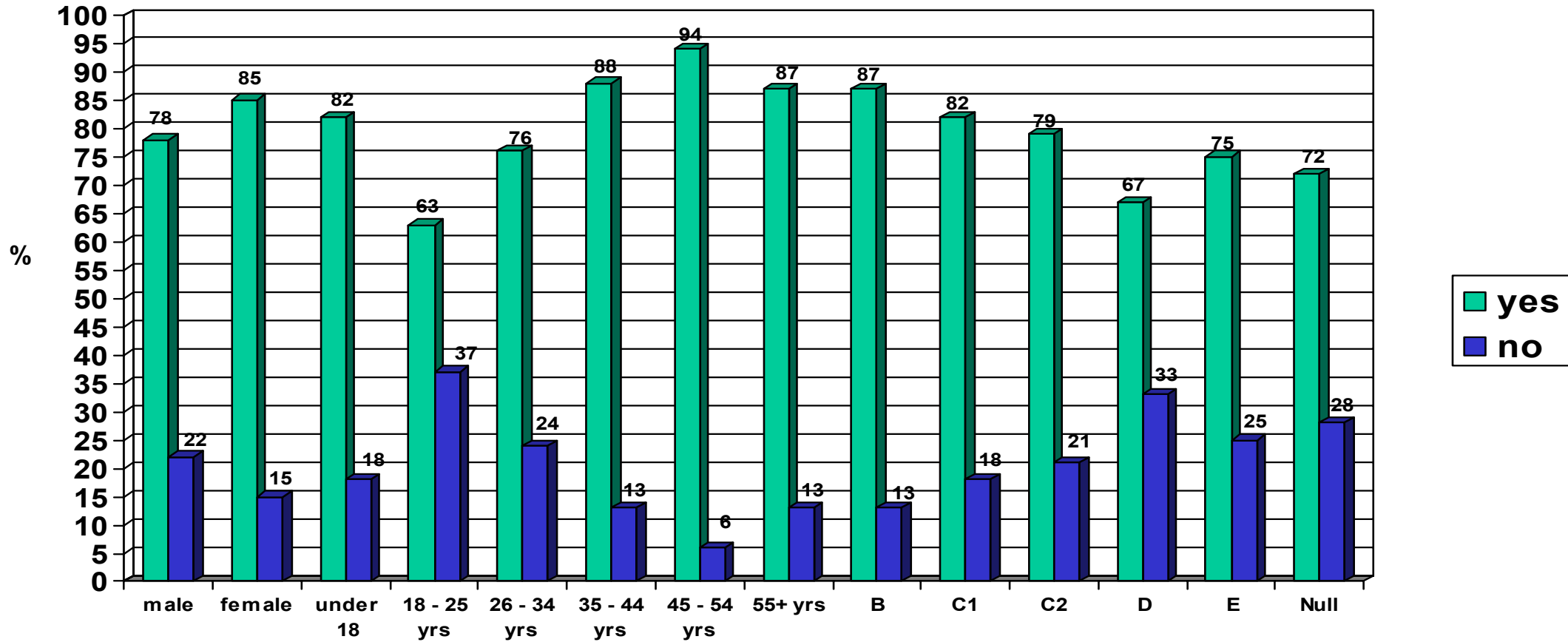
Q5: Which shopping centres are you aware of in Guildford?



If answered yes to "Tunsgate Square" then skipped to Q7

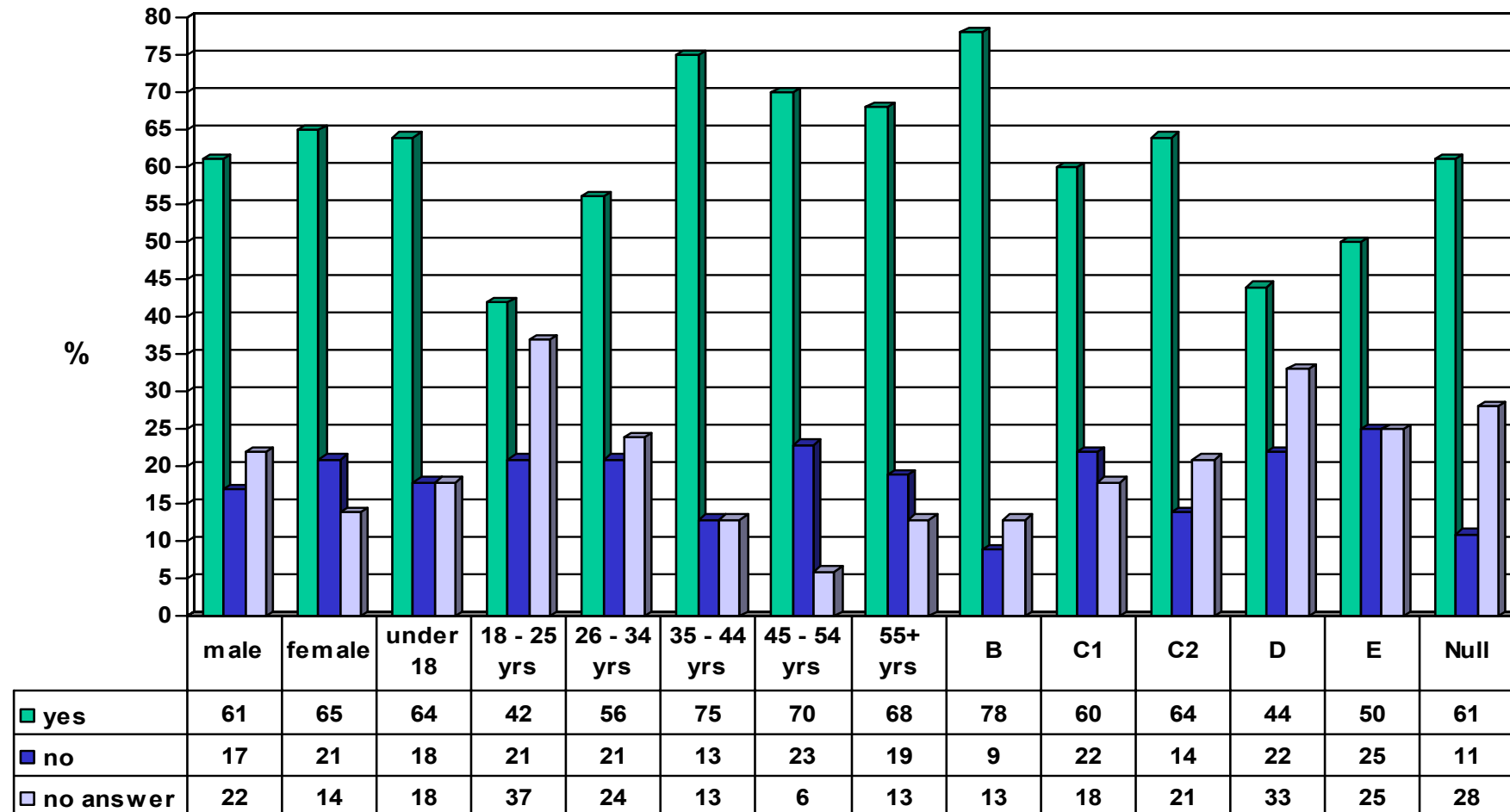
Multiple answers given

Q6:Are you aware of Tunsgate Square?



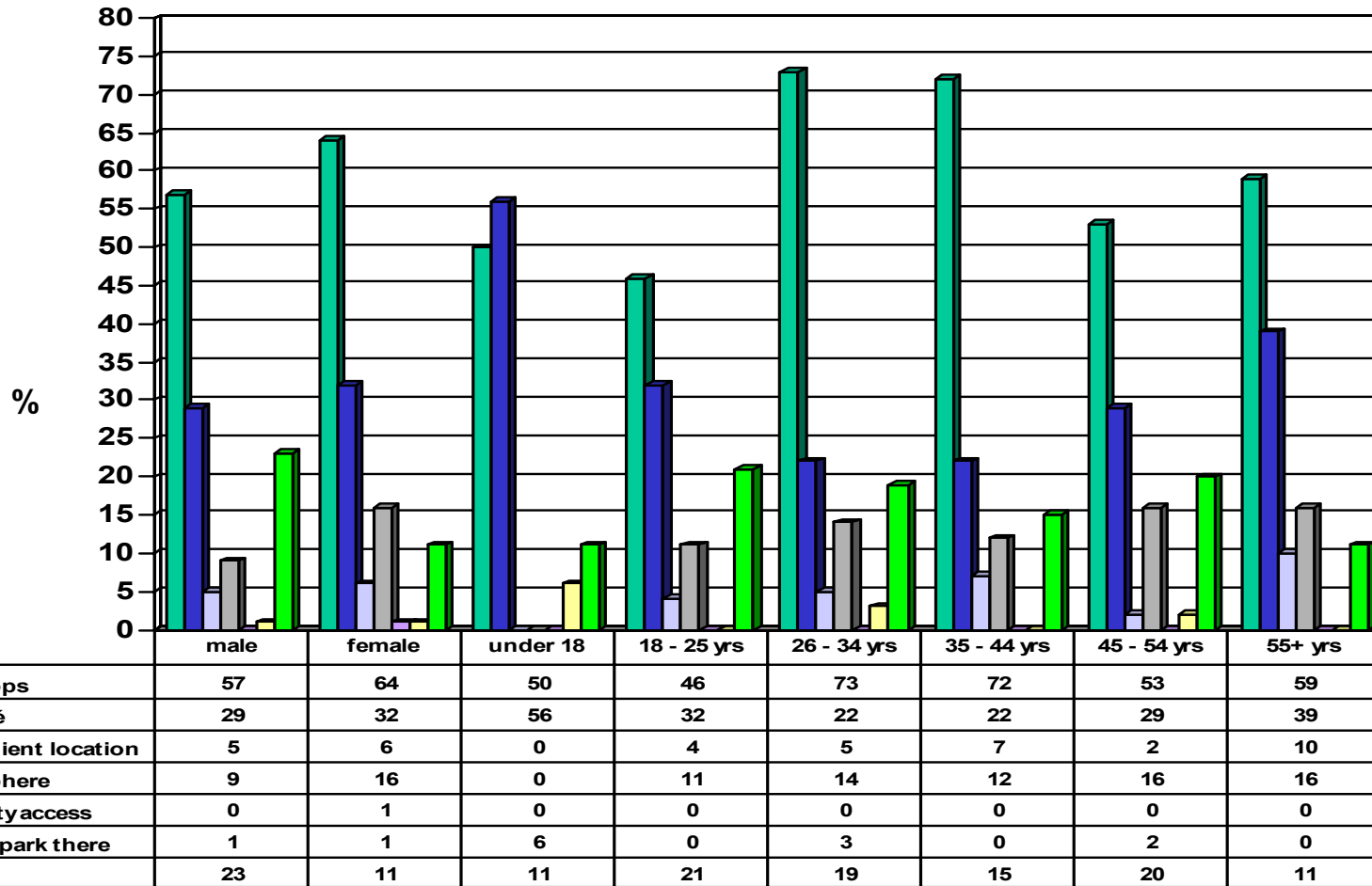
If answered "No" to this question then skipped to Q16

Q7: Do you ever visit Tunsgate Square?



If answered "No" to Q6 – this question not asked

Q8:If yes - why?

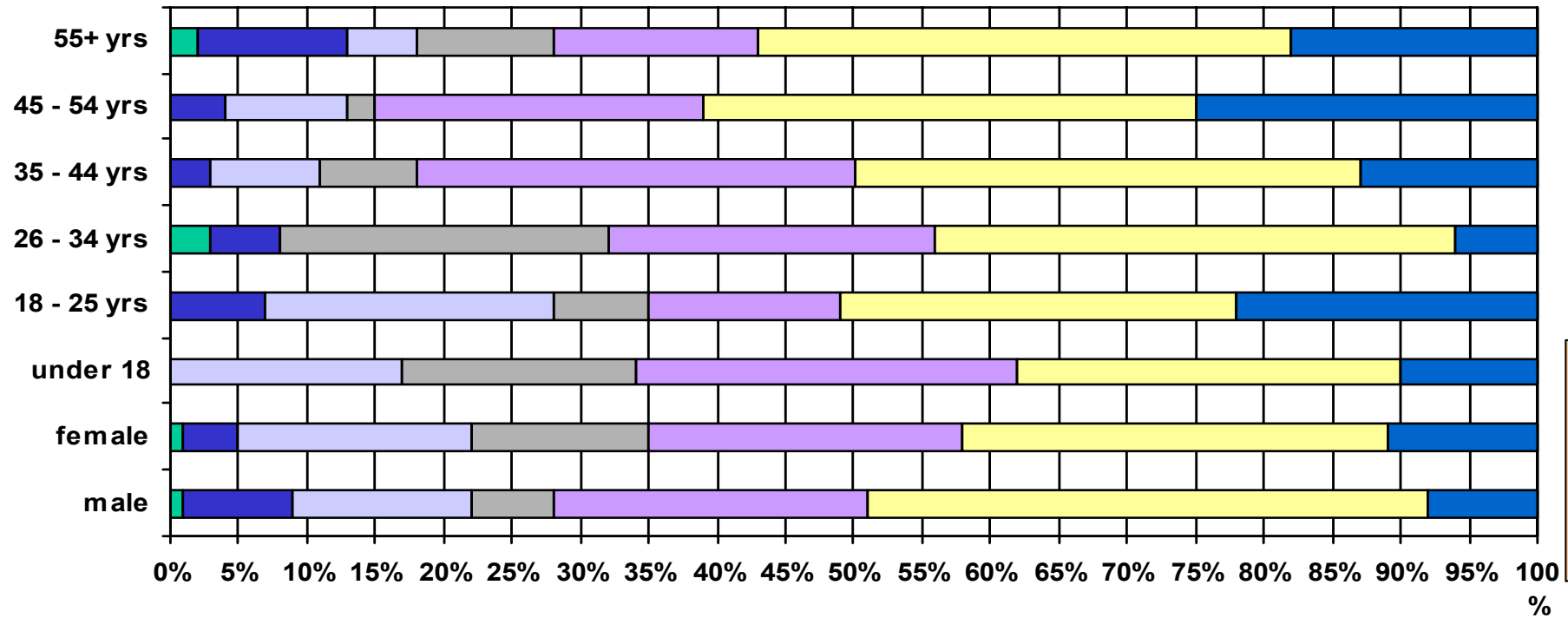


Multiple answers given

“other”:
 browsing
 camera / Sony shop
 Pier / Heals
 furniture shops
 coffee shop
 to smoke
 specific item
 walk thru

If answered “No” to Q6 – this question not asked

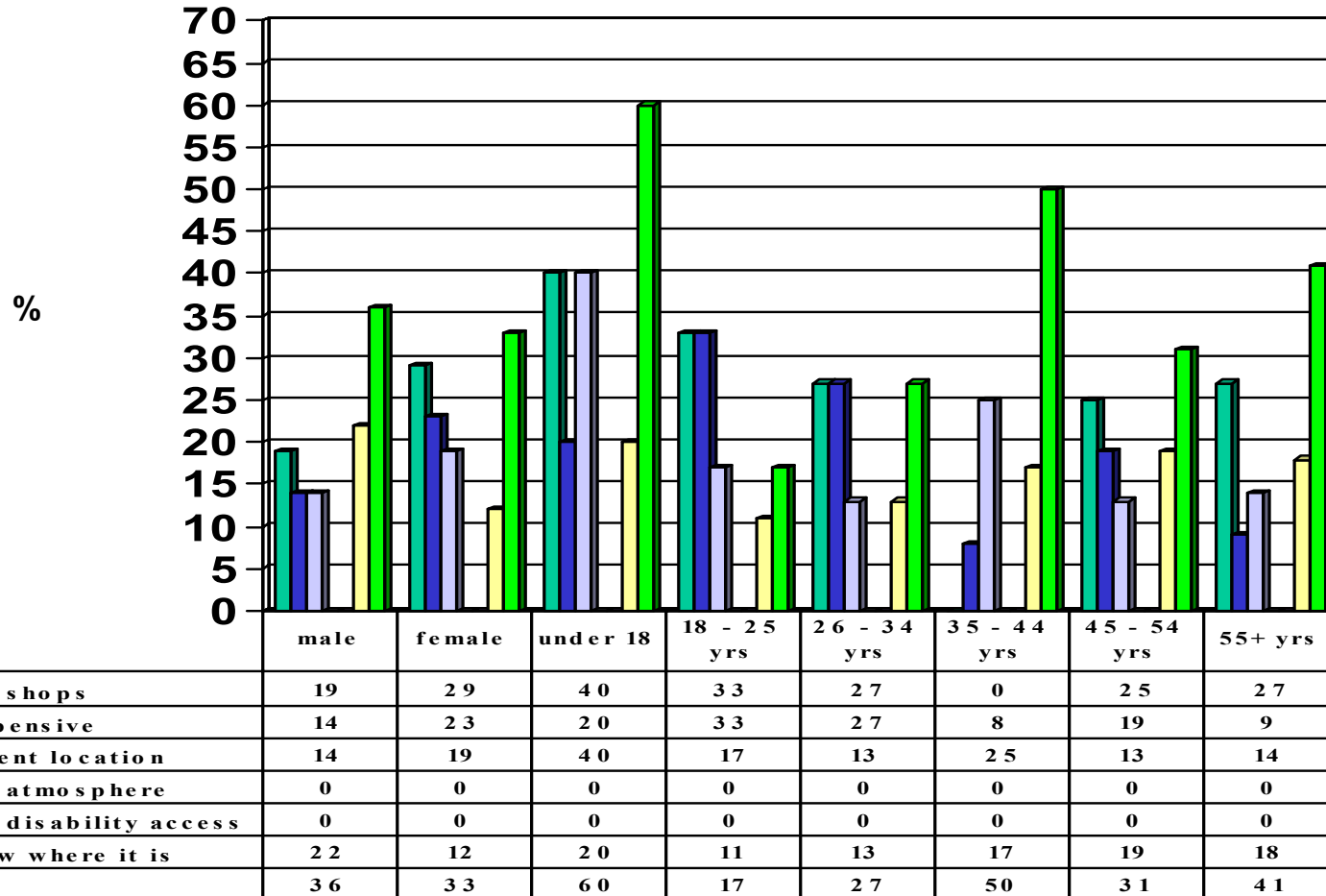
Q9:If yes - How often do you visit Tunsgate Square?



If answered "No" to Q6 – this question not asked

| | male | female | under 18 | 18 - 25 yrs | 26 - 34 yrs | 35 - 44 yrs | 45 - 54 yrs | 55+ yrs |
|------------------------|------|--------|----------|-------------|-------------|-------------|-------------|---------|
| Null | 8 | 11 | 10 | 22 | 6 | 13 | 25 | 18 |
| less than once a month | 41 | 31 | 28 | 29 | 38 | 37 | 36 | 39 |
| once a month | 23 | 23 | 28 | 14 | 24 | 32 | 24 | 15 |
| once every 3 weeks | 6 | 13 | 17 | 7 | 24 | 7 | 2 | 10 |
| once a week | 13 | 17 | 17 | 21 | 0 | 8 | 9 | 5 |
| twice a week | 8 | 4 | 0 | 7 | 5 | 3 | 4 | 11 |
| daily | 1 | 1 | 0 | 0 | 3 | 0 | 0 | 2 |

Q10: If no – why not?

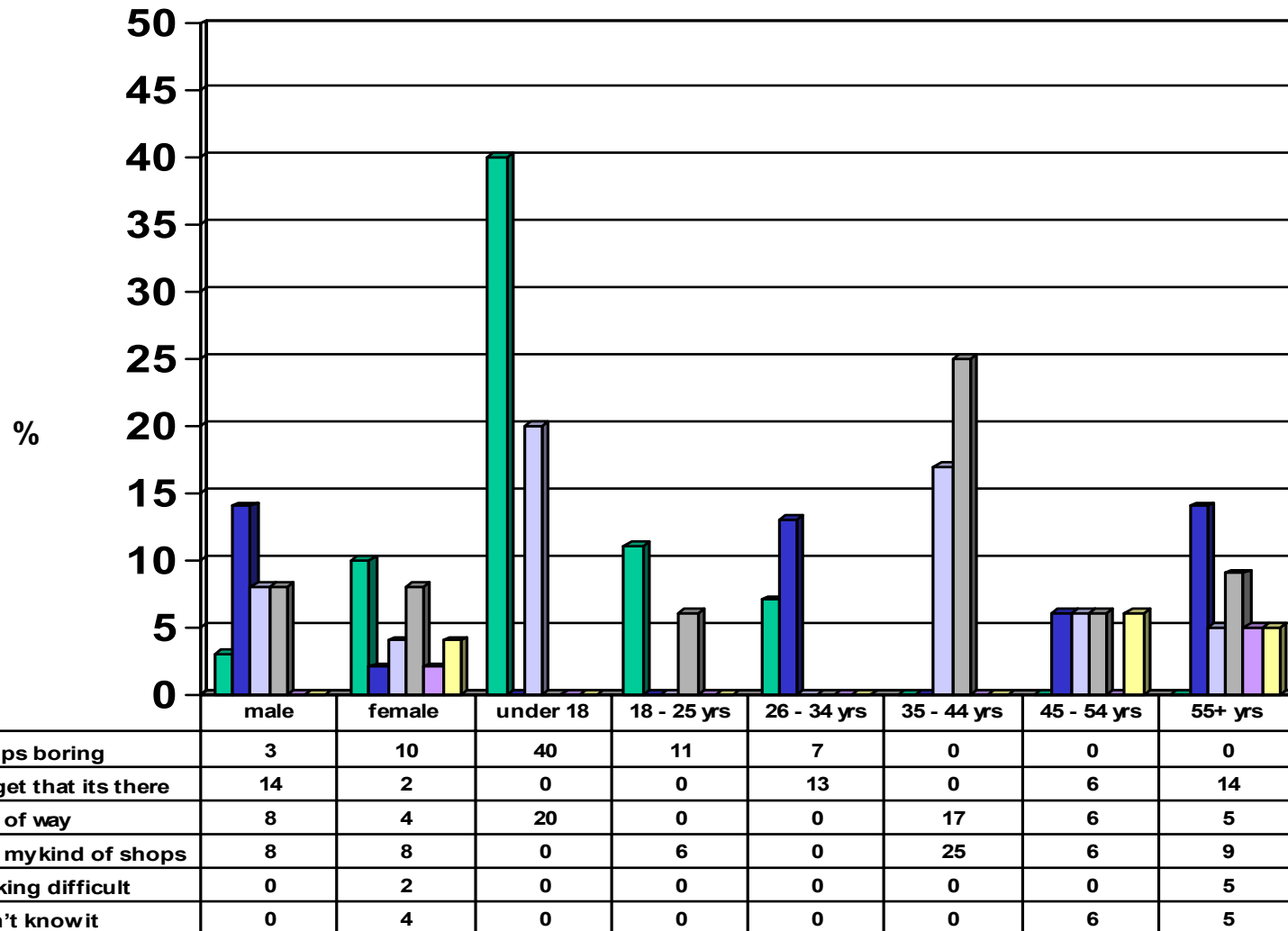


Multi answers given

“other”:
see next slide

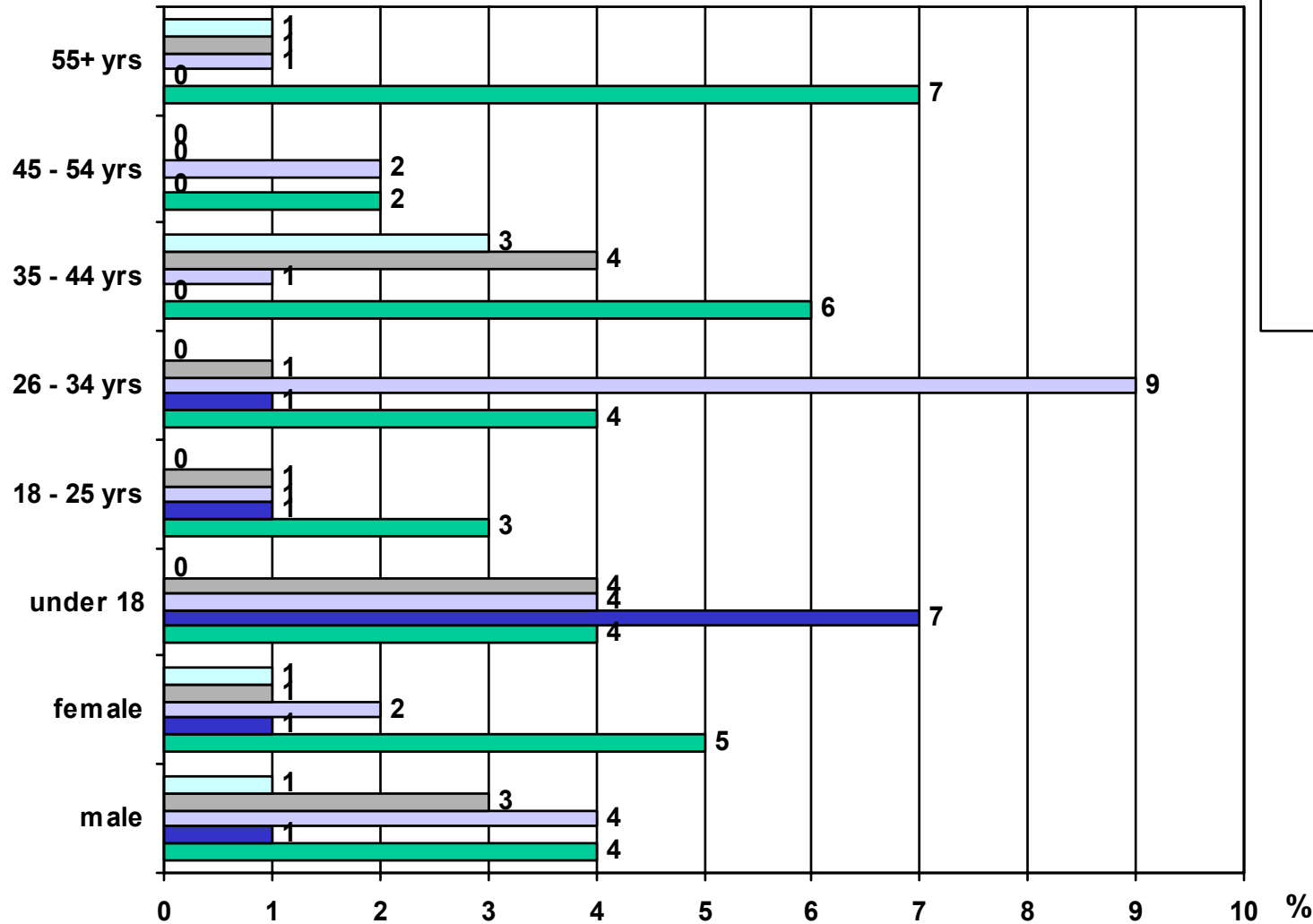
If answered “No” to Q6 – this question not asked

Q10: "other" reasons ...



If answered "No" to Q6 – this question Not asked

Q11: Where have you seen Tunsgate Square promoted?



- Other
- radio
- bus side panels
- magazines
- local press

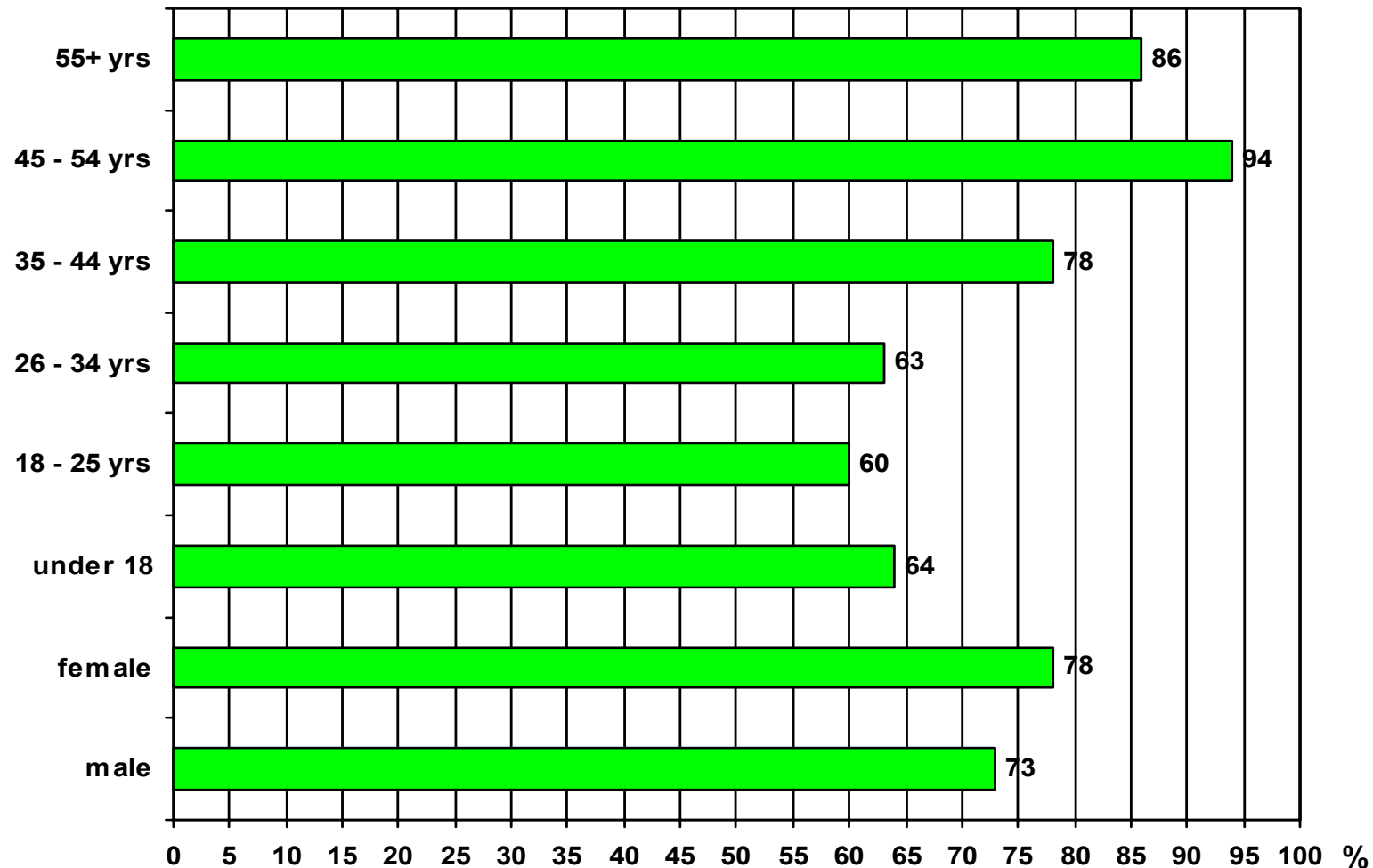
Yvonne Arnaud Theatre & Internet scored 0%

If answered "No" to Q6 – this question not asked

Multiple answers given

☐ "Nowhere I can think of" recorded on following slide.

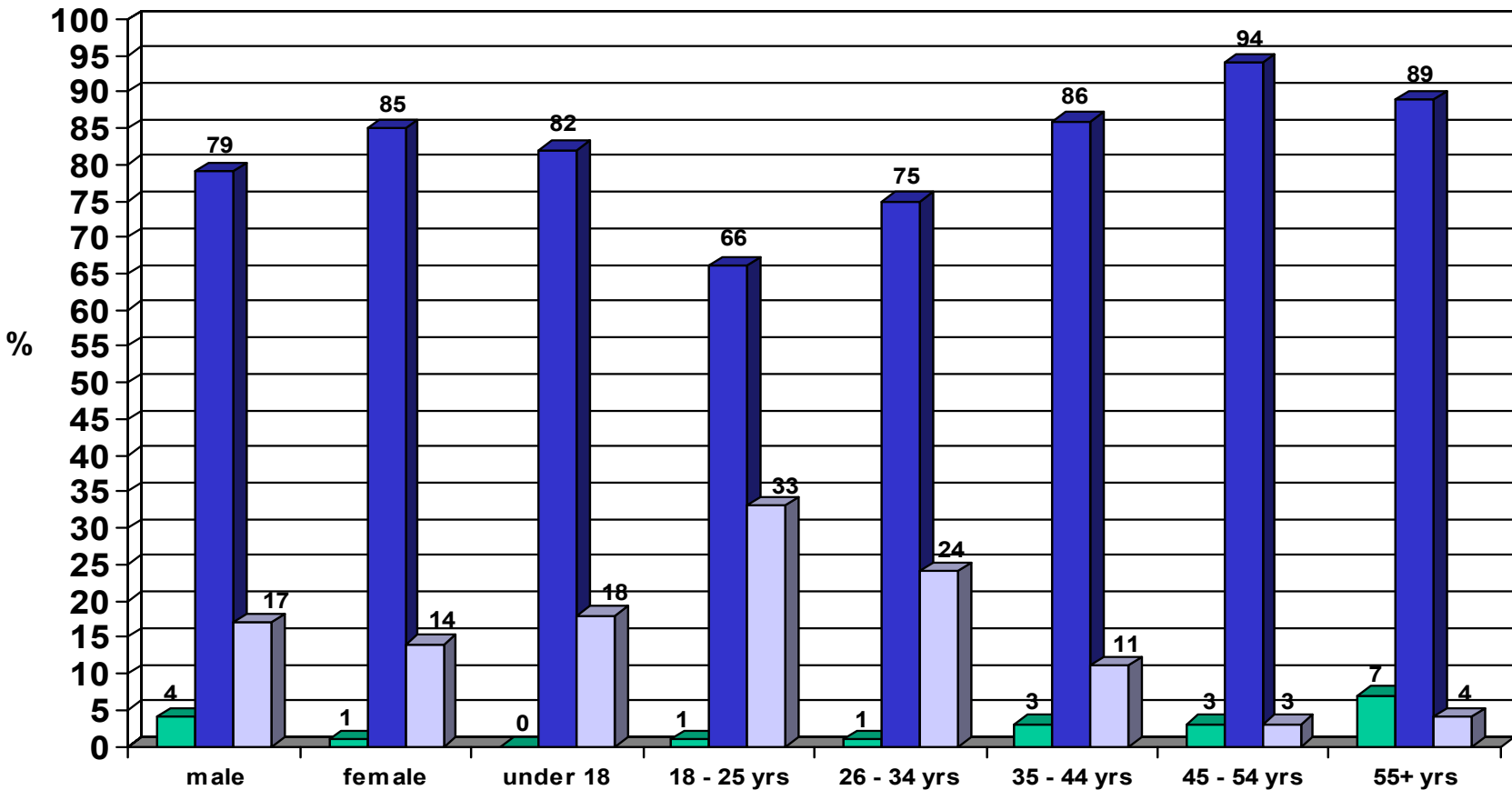
Q11: Where have you seen Tunsgate Square promoted? “Nowhere I can think of”



If answered “No” to
Question 6 –
this question not
asked

Q12: Are you aware of any local events that have taken place in Tunsgate Square?

High percentage responded "no"

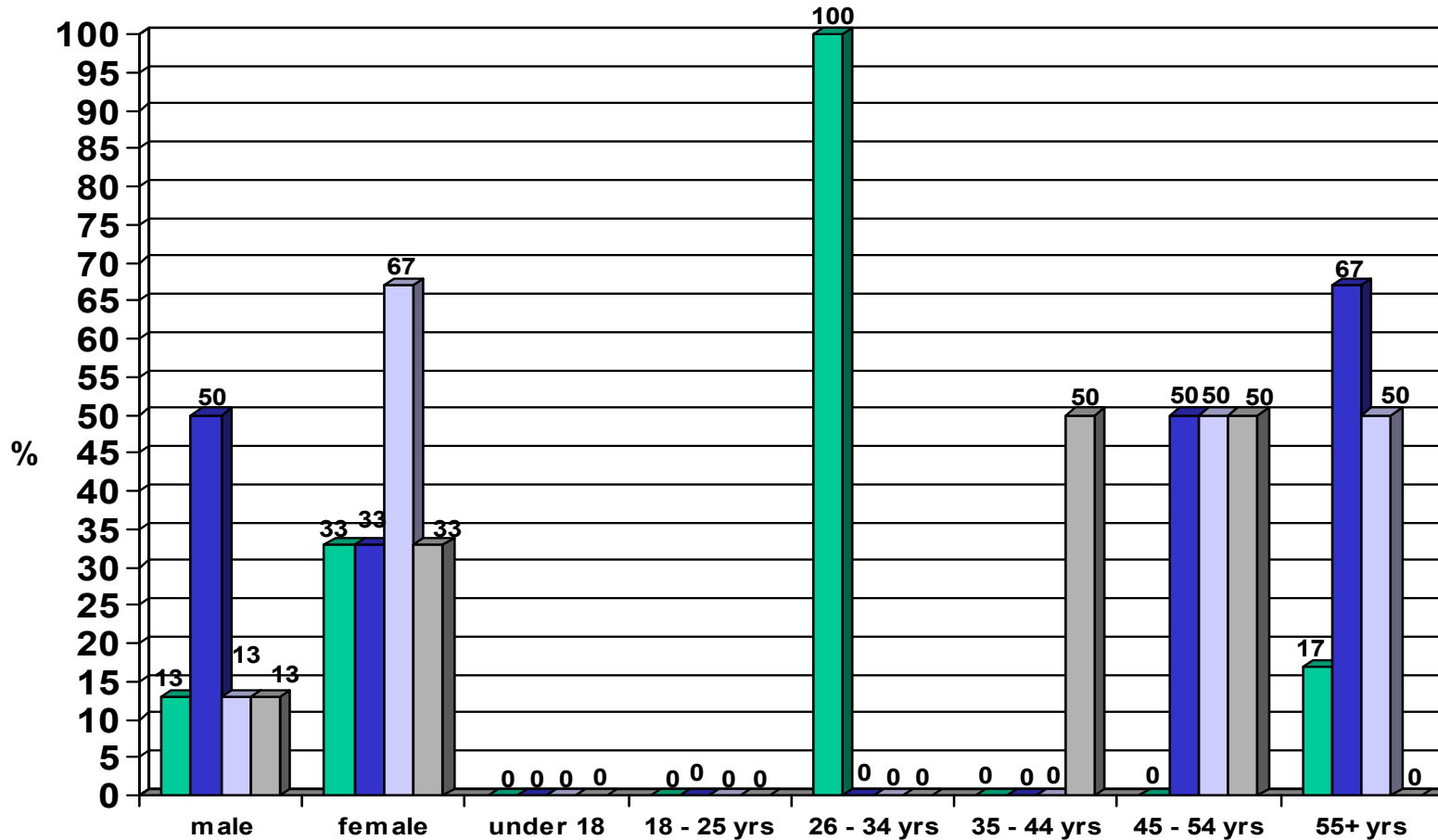


■ yes
■ no
■ no answer

If answered "No" to Q6 – this question not asked

Q13: If yes – which ones?

☐ Total that responded “yes” = 3%

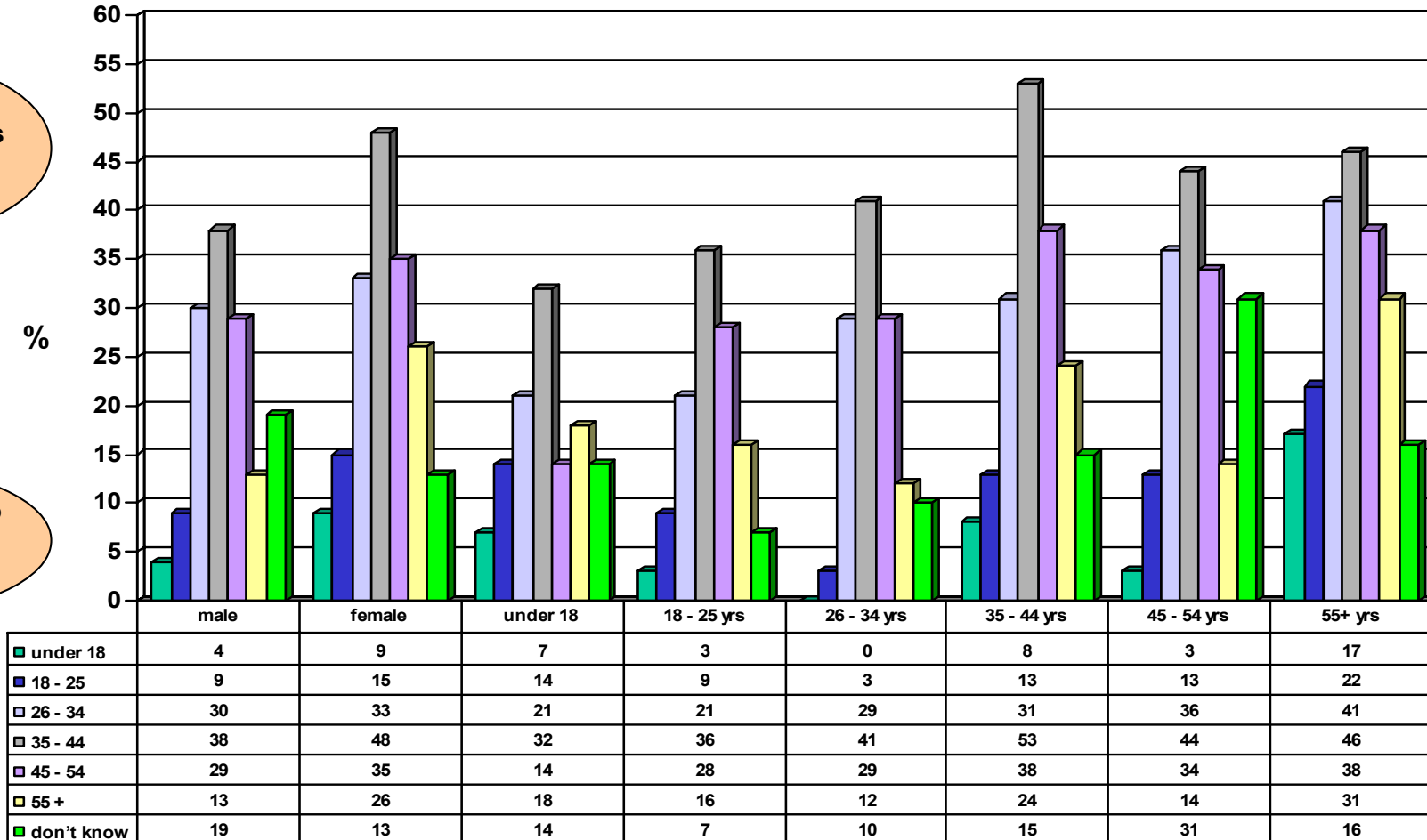


If answered “No” to Q6 – this question not asked

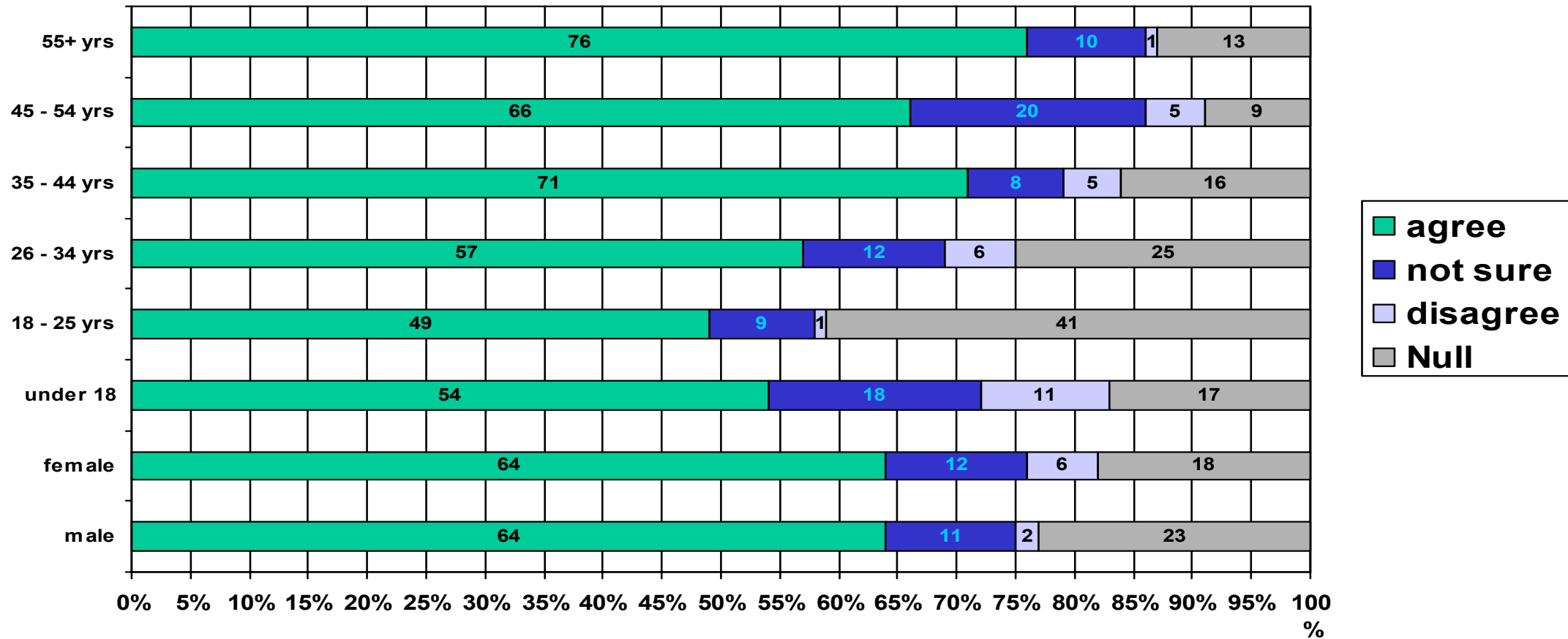
Q14: What age group do you think Tunsgate is targeted at?

Multiple answers given

If answered "No" to Q6 – this question not asked



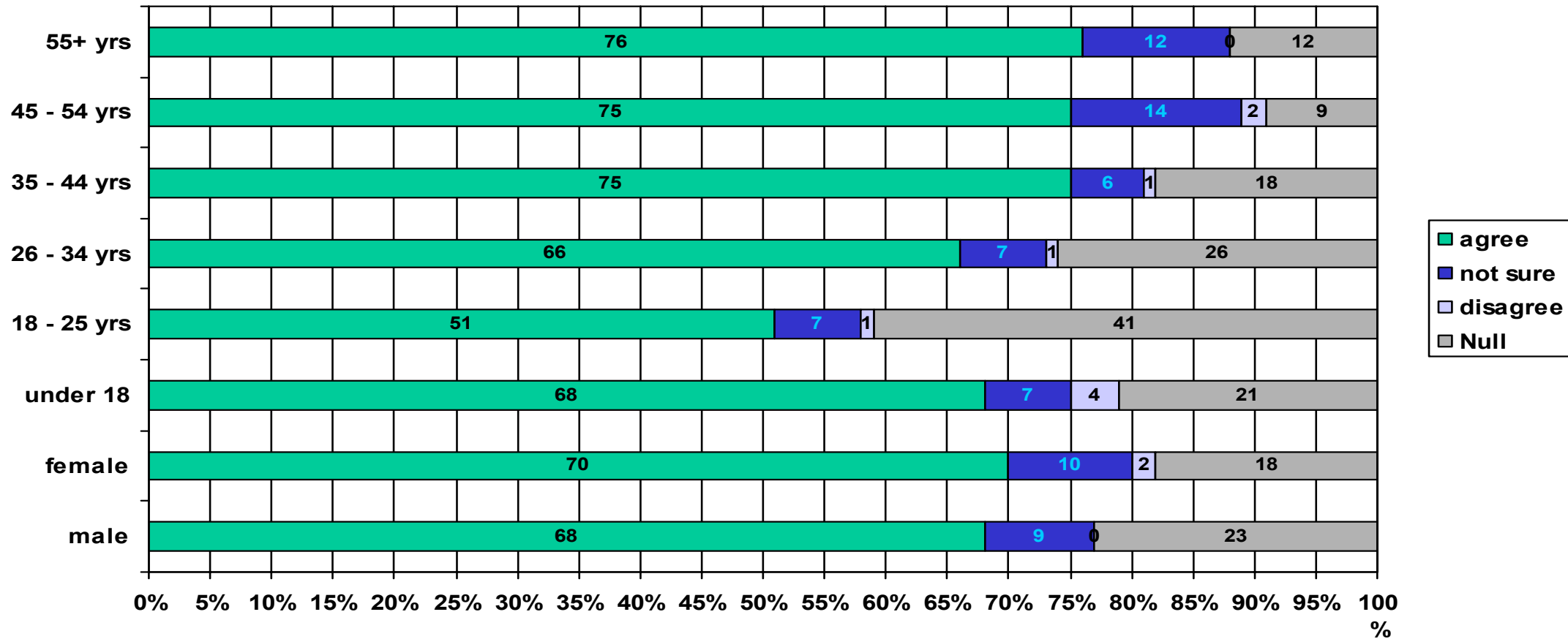
Agree/disagree statements



Q15: "It has a pleasant atmosphere"

If answered "No" to Q6 –
this question not asked

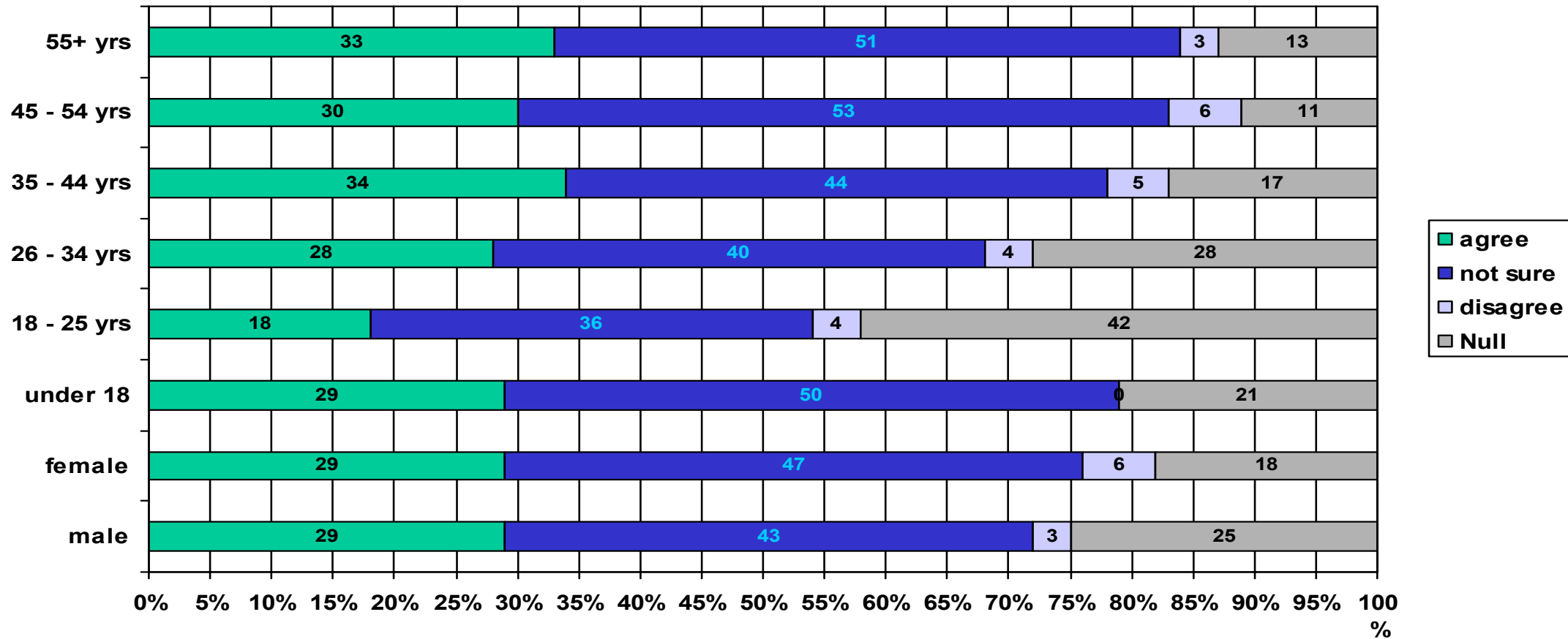
Agree/disagree statements



Q15: "It is clean and tidy"

If answered "No" to Q6 – this question not asked

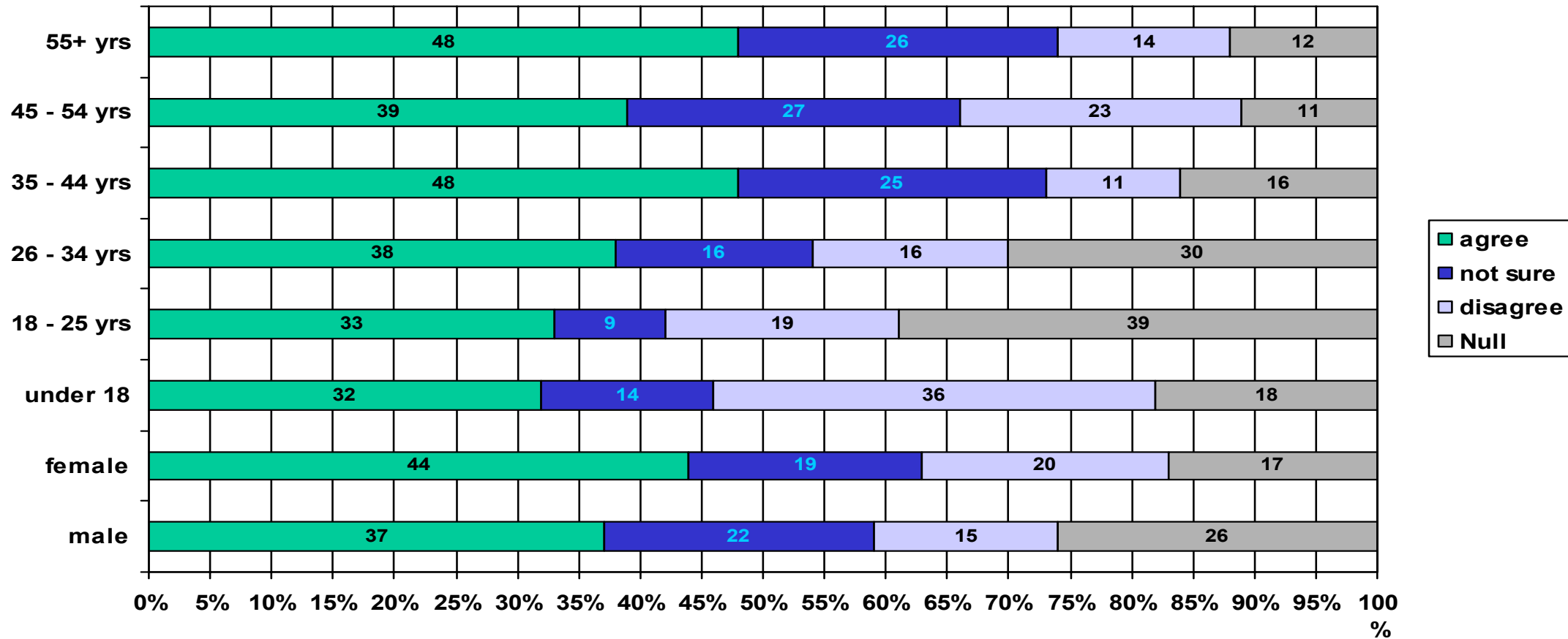
Agree/disagree statements



Q15: "It has good disability access"

If answered "No" to Q6 – this question not asked

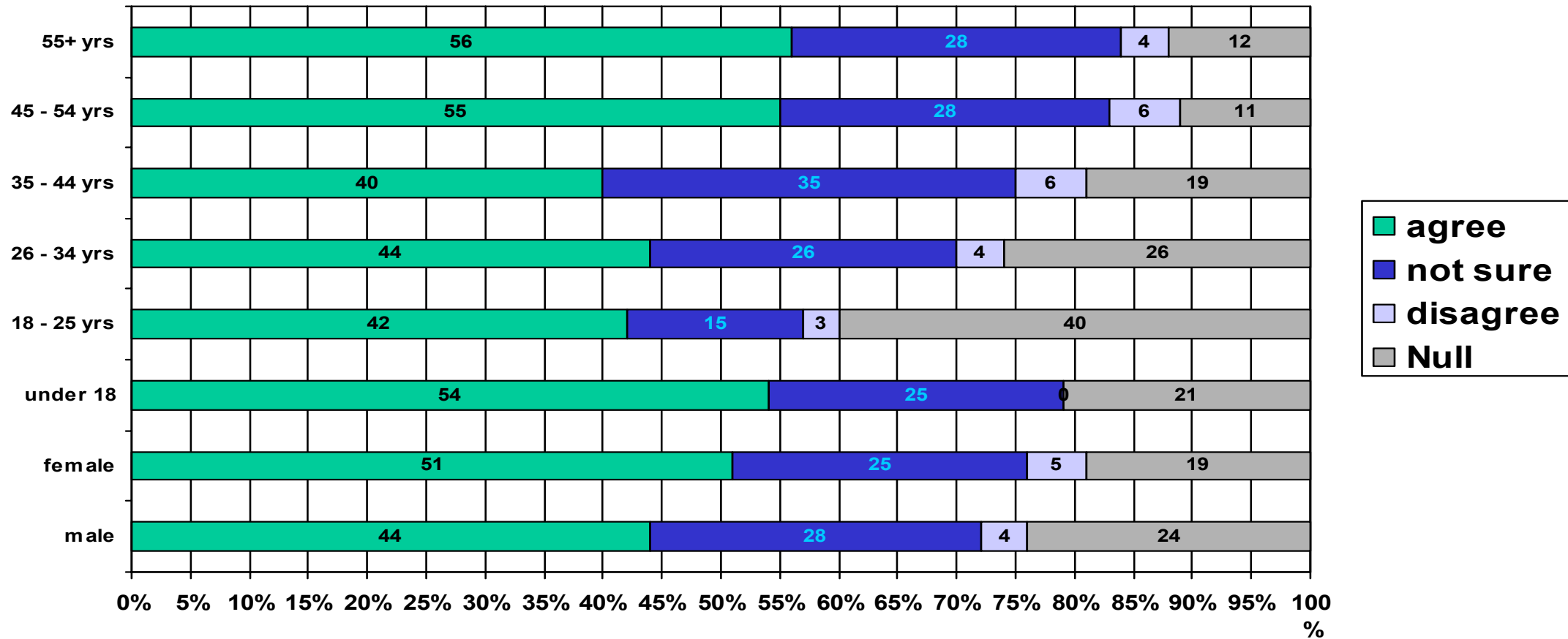
Agree/disagree statements



Q15: "It has a good selection of shops"

If answered "No" to Q6 – this question not asked

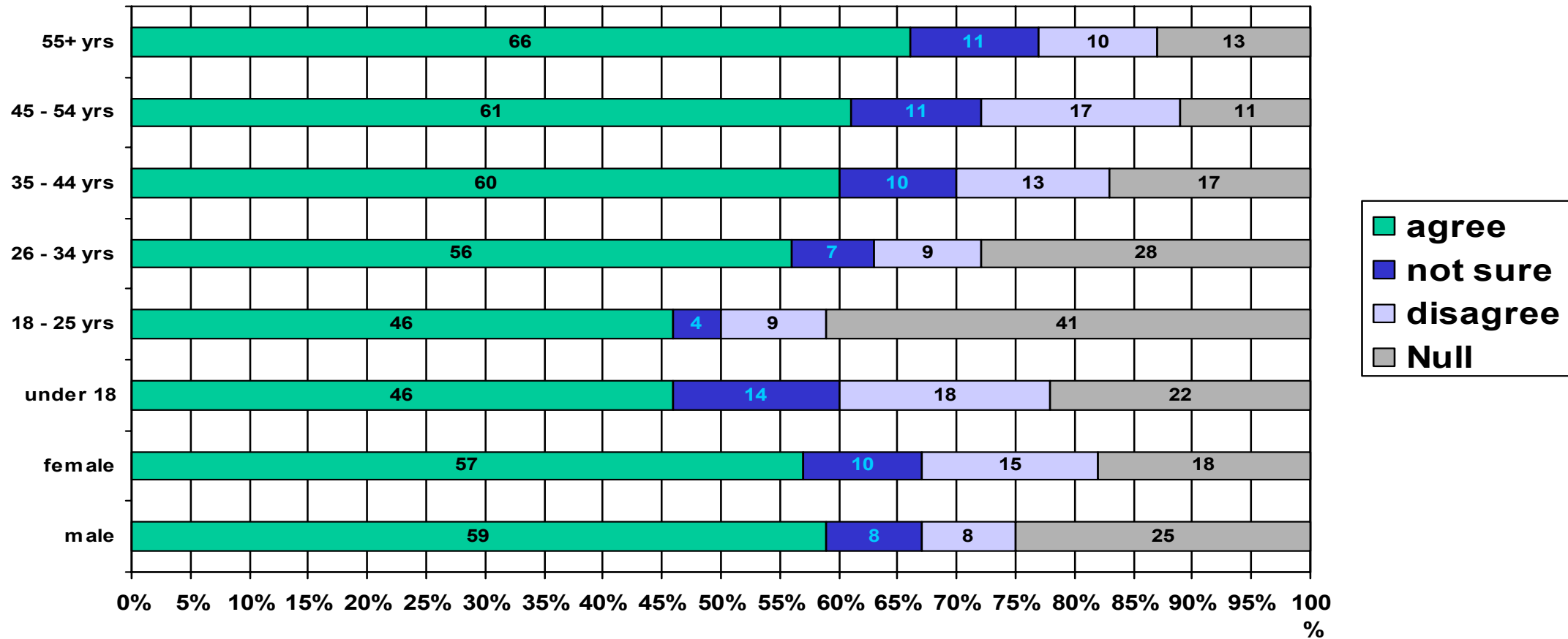
Agree/disagree statements



Q15: "It has a nice café"

If answered "No" to Q6 – this question not asked

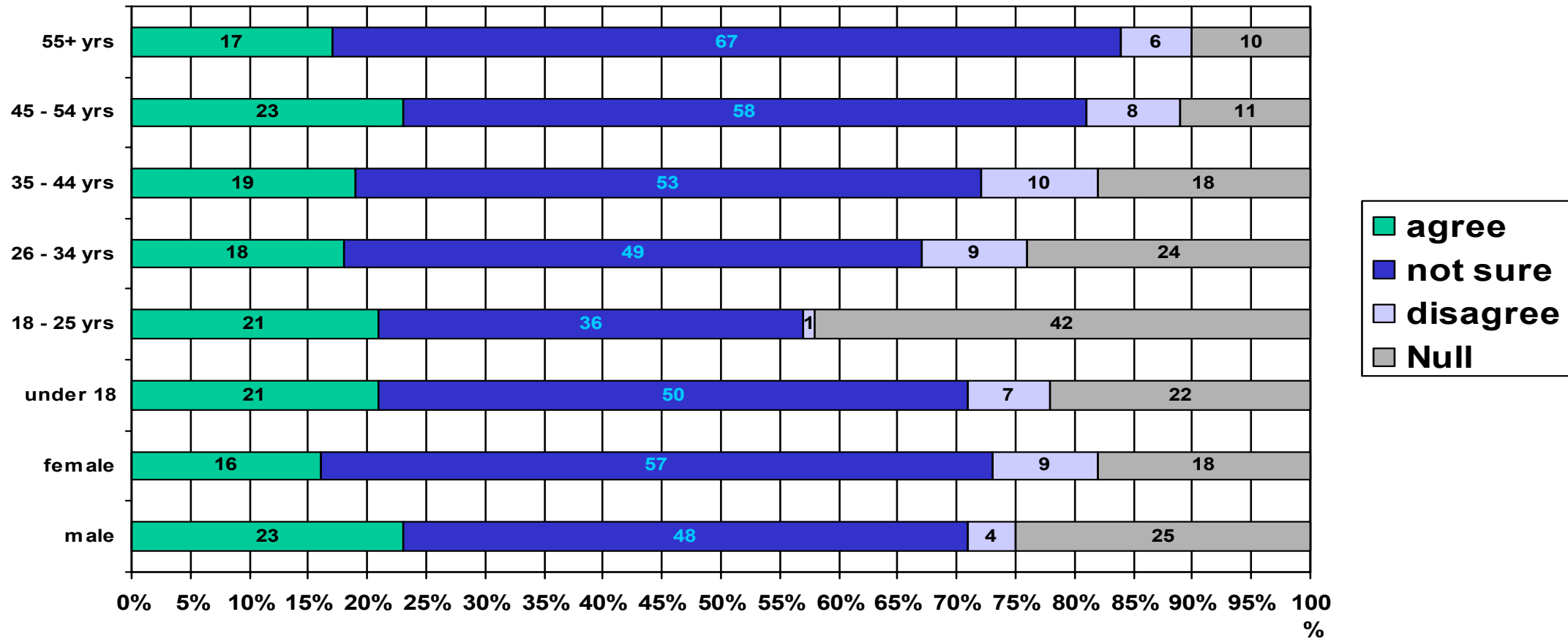
Agree/disagree statements



Q15: "It is in a convenient location"

If answered "No" to Q6 –
this question not asked

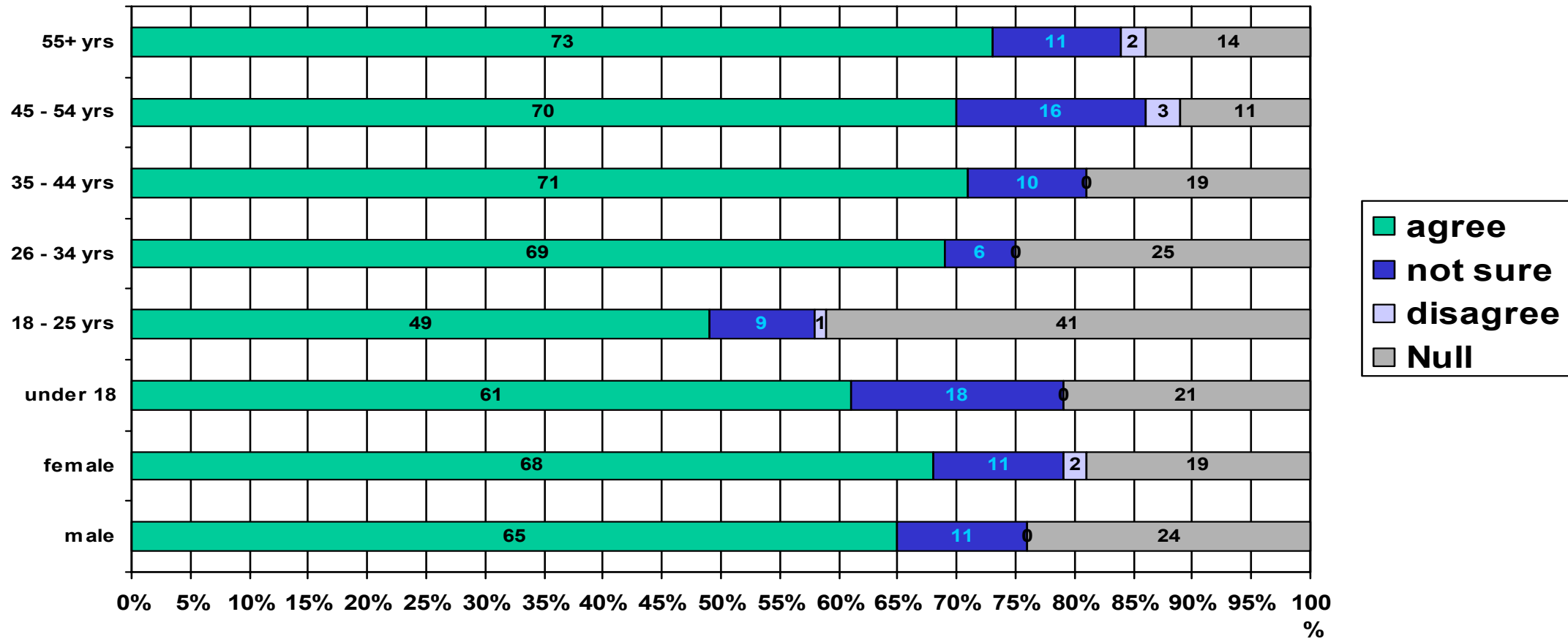
Agree/disagree statements



Q15: "It has a good car park"

If answered "No" to Q6 – This question not asked

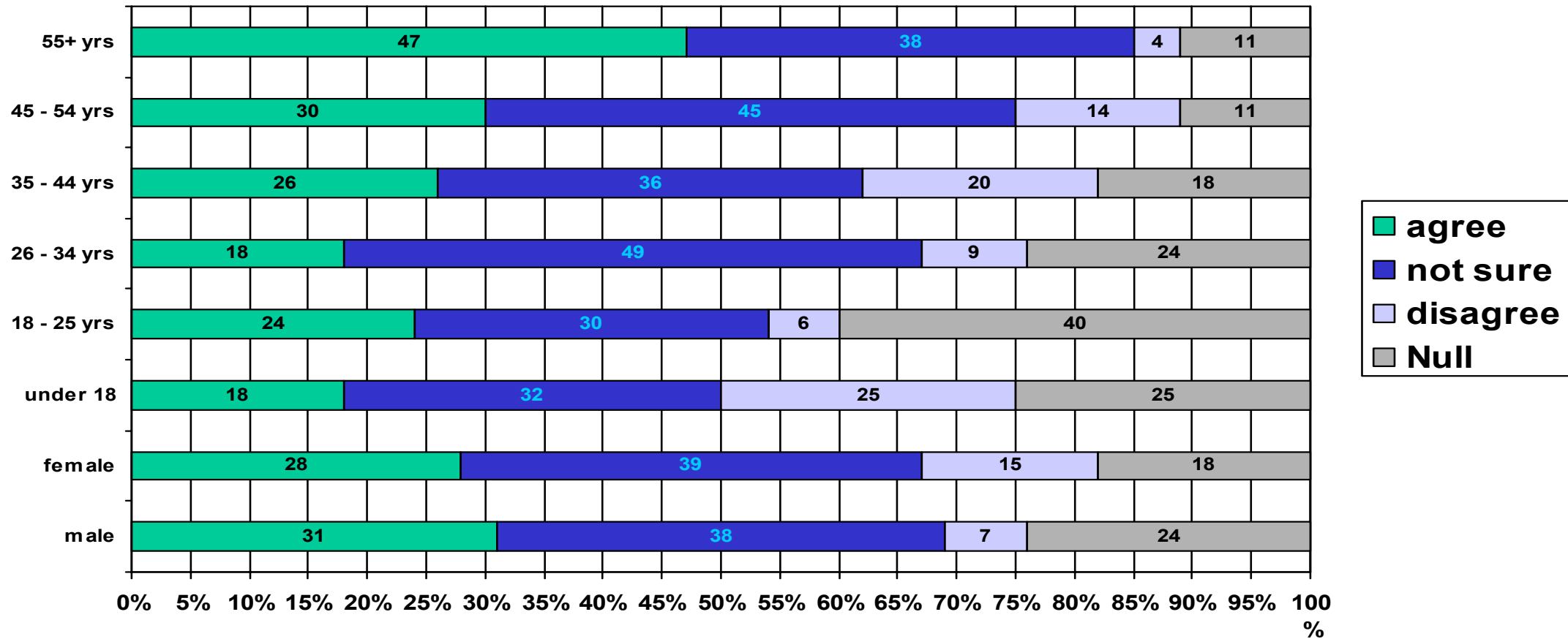
Agree/disagree statements



Q15: "It is good for all weather"

If answered "No" to Q6 –
This question not asked

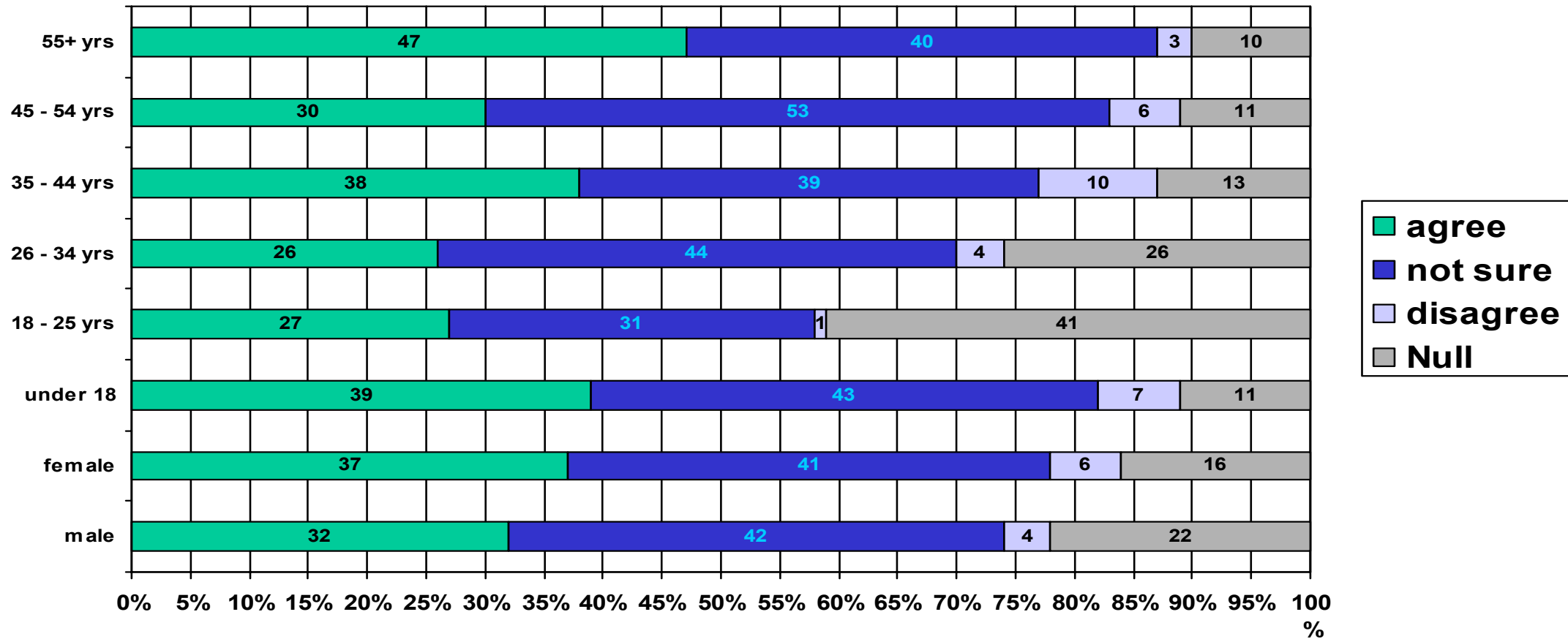
Agree/disagree statements



Q15: "Ideal for small children"

If answered "No" to Q6 – this question not asked

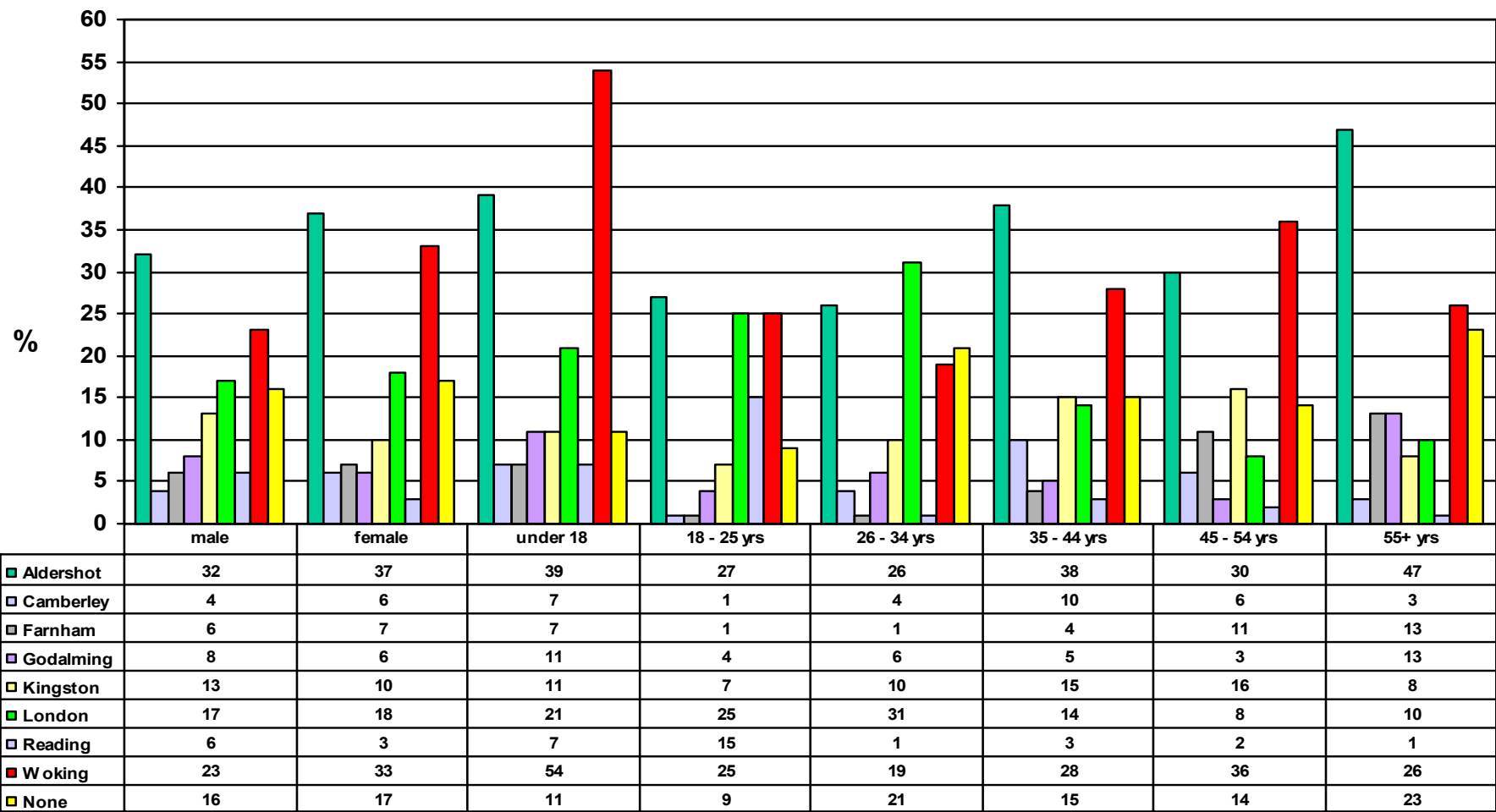
Agree/disagree statements



Q15: "Convenient for pushchairs"

If answered "No" to Q6 –
this question not asked

Q16: Other towns visited regularly



“towns” scoring less than 4% listed on following slide

“None” = only shop in Guildford

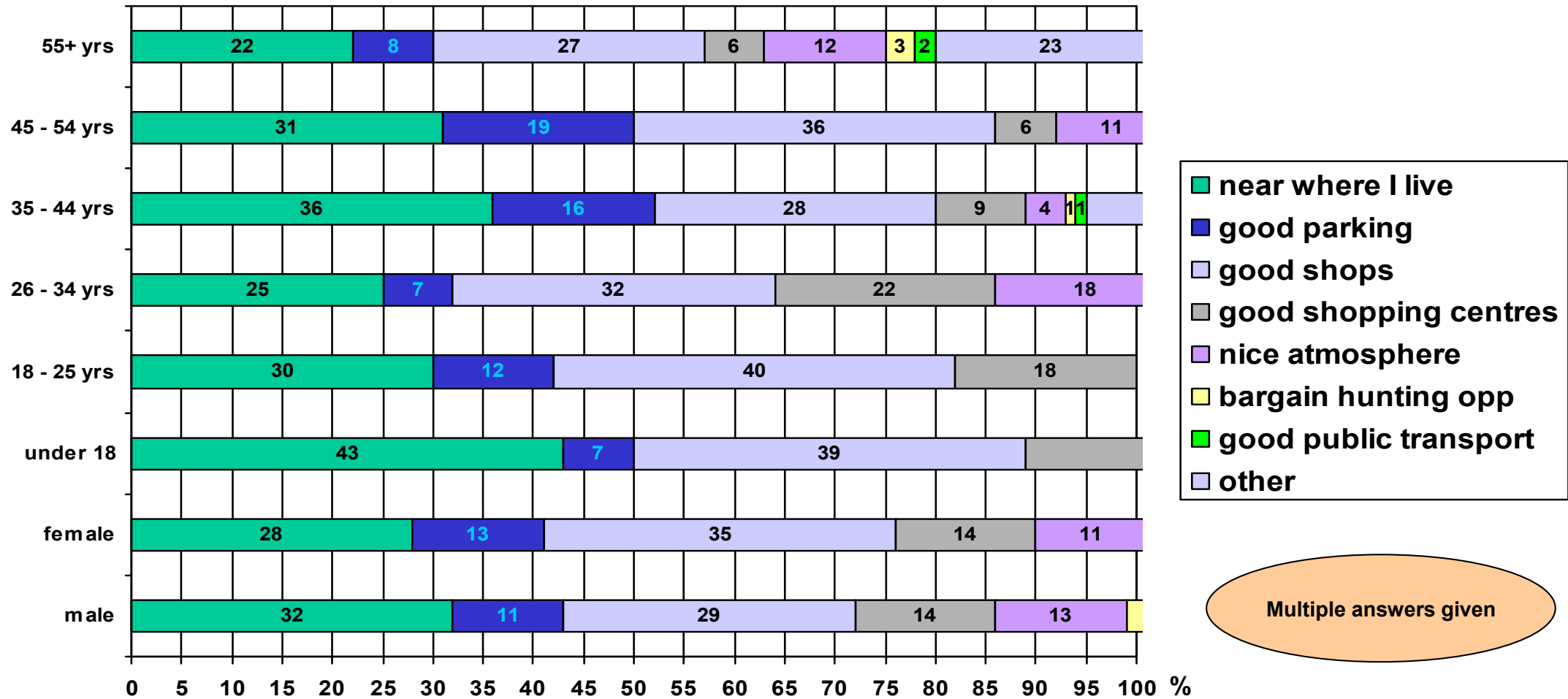
Multiple answers given

Q16: Other towns visited regularly

Other towns mentioned:

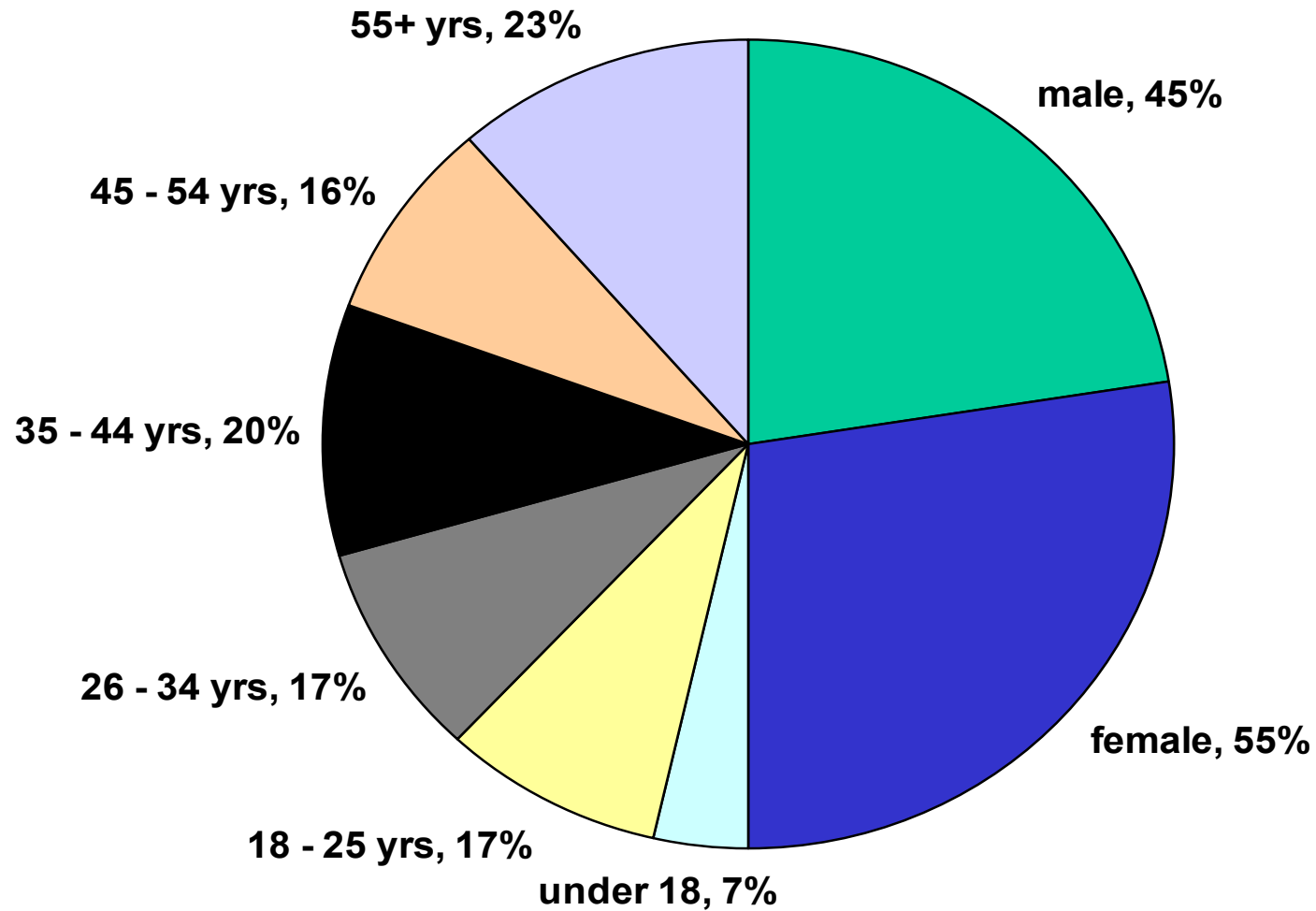
| | | | |
|--------------|----------------|--------------|------------------|
| Basingstoke | Bath | Blue Water | Bognor |
| Brighton | Bristol | Bromley | Brockham |
| Chertsey | Chichester | Cranleigh | Crawley |
| Croydon | Dorking | East Croydon | Eltham |
| Epsom | Exeter | Farnborough | Fleet |
| Frimley | Gun Wharf Quay | Haslemere | Hatfield |
| Havant | Horsham | Hounslow | Ipswich |
| Lakeside | Leatherhead | Leeds | Lewisham |
| Newbury | Norwich | Nottingham | Osnabruck |
| Peterborough | Petersfield | Portsmouth | Putney |
| Redhill | Reinsgate | Richmond | Sheffield |
| Slough | Southampton | St Albans | Stains |
| Swindon | Telford | Uxbridge | Walton-on-Thames |
| West End | Wimbledon | Winchester | Windsor |
| Woodbridge | Woodley | | |

Q17: What attracts you to other towns?

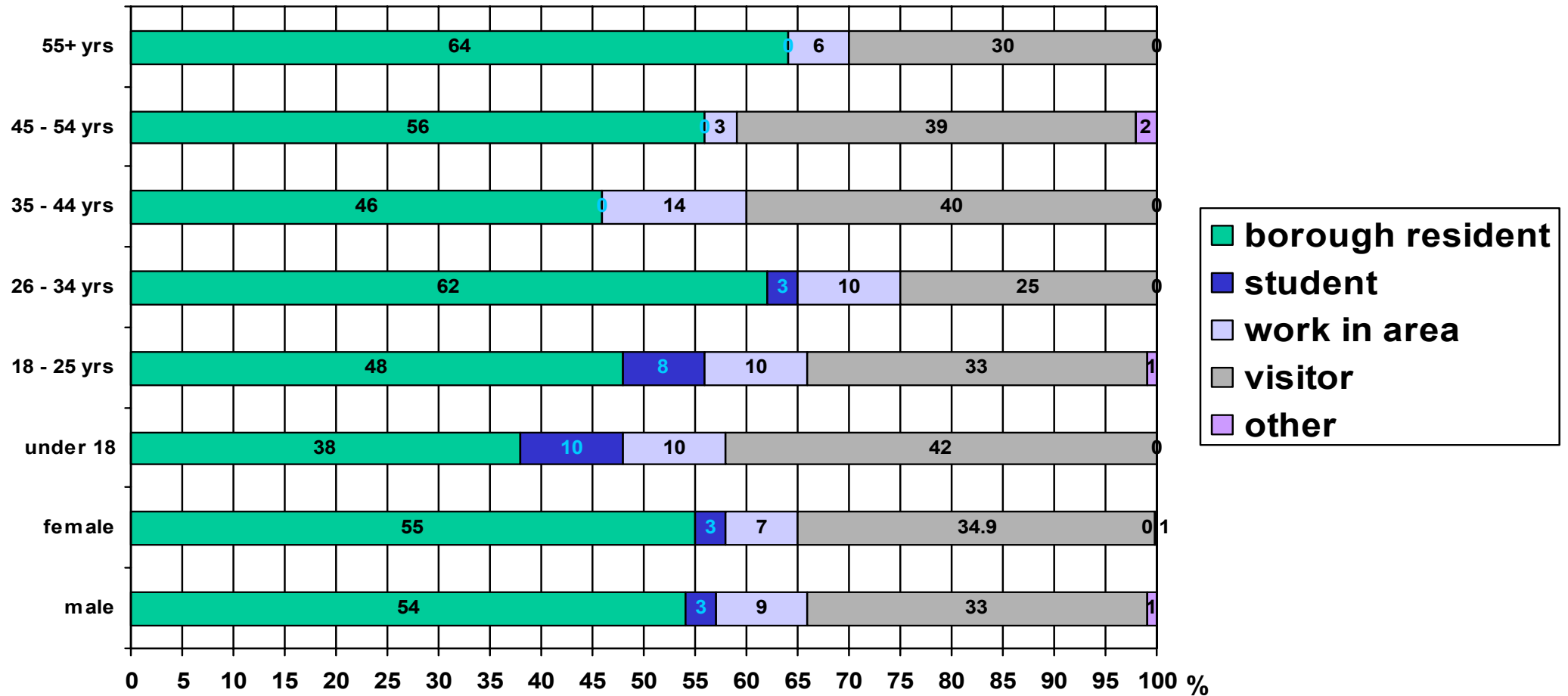


Multiple answers given

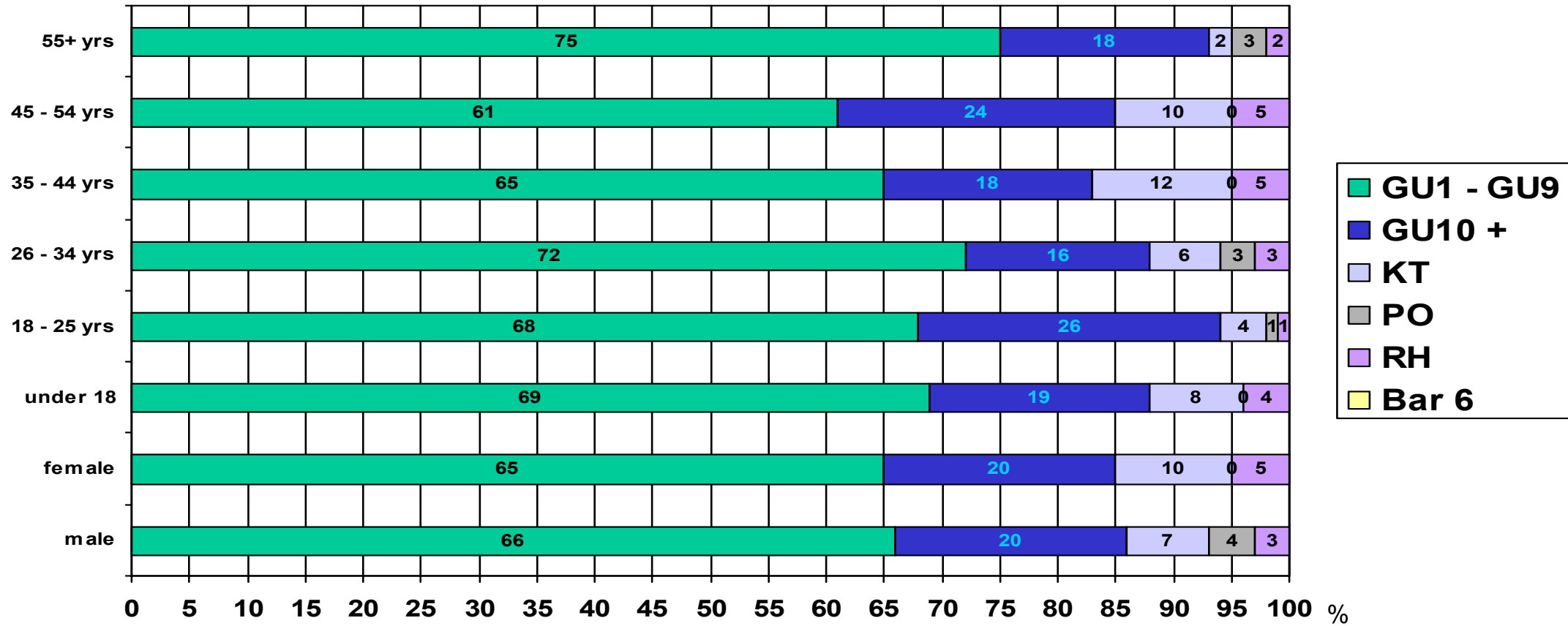
Q18: Tell us about yourself?



Q19: Reason for coming to Guildford

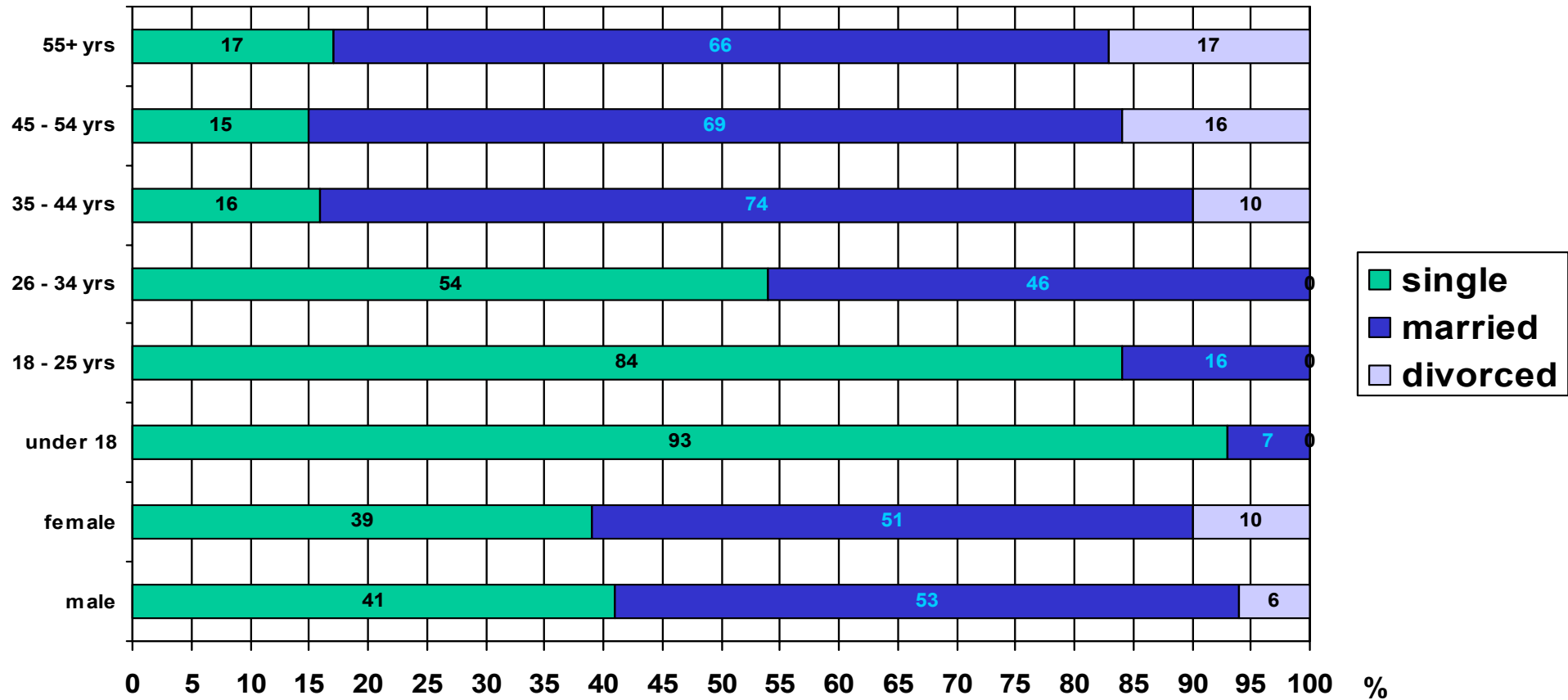


Q20:Residential postal code

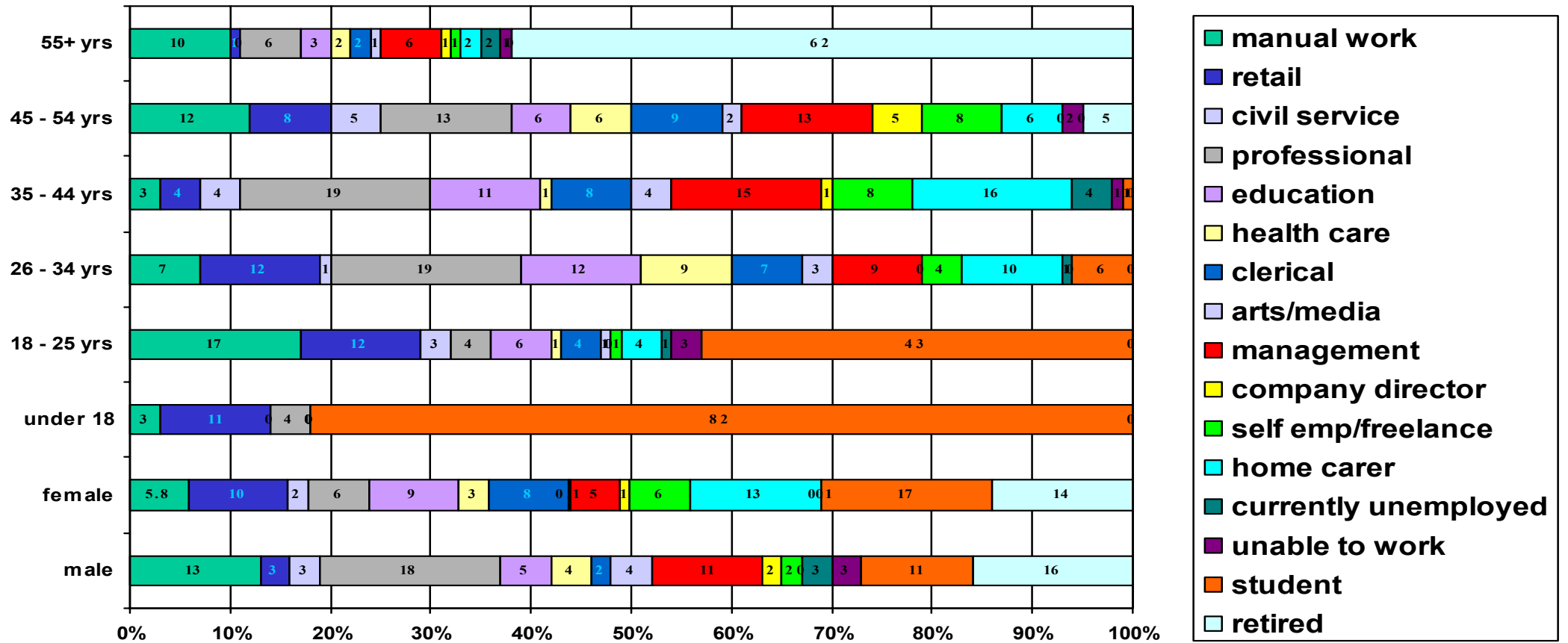


□ less than 1% response included: sw / tw / se / sl / nr / bs / cr / ba / s / ta / yo / da / pe / so / n / rg

Q21: Marital status



Q22:What is your occupation?



0% response for:
Care for relative
Voluntary / charity work