



Western Berkshire Retail & Commercial Leisure Assessment 2016

Volume 4 — Bracknell In-
Centre Survey Results
NEMS Market Research
April 2017

GVA on behalf of [Bracknell Forest Council](#) | [Reading Borough Council](#) | [West Berkshire Council](#) | [Wokingham Borough Council](#)

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1 INTRODUCTION & KEY FINDINGS

Introduction

- 1.1 The findings of the Western Berkshire Retail & Commercial Leisure Assessment (set out in full in **Volume 1** of this study) were supported by a household telephone survey of shopping patterns. This household survey established where residents living across the survey area which we have used for the purposes of our assessment — which covers the four Western Berkshire authorities of Bracknell Forest, Reading, West Berkshire and Wokingham in their entirety, plus a wider surrounding catchment area — are undertaking their shopping and leisure visits, and what they like and dislike about the centres in Western Berkshire within which they undertake their shopping.
- 1.2 In addition to the above survey work, Bracknell Forest Council have separately commissioned an in-centre survey of users of Bracknell town centre, to gain a deeper understanding of the key reasons people use the centre, their likes and dislikes in the centre, and areas in which they consider improvements would be beneficial. Importantly, the survey also considers the extent to which the regeneration works which are currently taking place in Bracknell town centre, as a result of the construction of the Lexicon Bracknell development, are impacting on how visitors use the centre.
- 1.3 The survey work was undertaken in Bracknell town centre in April 2016 by NEMS Market Research. A total of 151 interviews were successfully completed.
- 1.4 We provide a headline summary of the key messages below; the full survey results form **Appendix A** to this volume to the study. It is recommended that further survey work is undertaken following the opening of Lexicon Bracknell (allowing for a suitable period of time for users of the centre to adjust to the new development), following the same format as the survey undertaken for this study, to ascertain how the views of users of centre have changed following the opening of the new development, and whether users consider whether there continue there to be any qualitative gaps in the offer of the centre or areas for improvement.

Reasons for visiting Bracknell town centre (Question 2)

- 1.5 The survey results identified that:
- Over 50% of respondents stated that they planned to undertake food shopping; 48% in the town centre, and 5% at the Peel Centre (where there is large Morrisons store)
 - 38% of residents stated that they planned to undertake non-food shopping, split between 34% in the town centre and 3% at the Peel Centre.

- 21% of respondents were window shopping
- 18% of respondents were visiting financial services such as banks and building societies
- 15% stated they worked in the centre.

- 1.6 Of the responses given to question 2, respondents were then invited to state the main reason for visiting Bracknell town centre:

- The main purpose of visiting the centre is for food shopping — 32% visit stores in Bracknell town centre, and 3% visit the Peel Centre (Morrisons).
- By contrast, the proportion of visitors for whom non-food shopping is the main purpose of visit is low – 11% of respondents stated they were undertaking non-food shopping in the town centre, and 2% at the Peel Centre. This confirms that, at present, non-food shopping plays an important role as a secondary/linked reason for visiting, but not as the principle reason for visiting.
- 15% of respondents stated the principle reason they were in Bracknell town centre was because of work (reflecting the figure in Question 2).

Main stores visited (Question 4)

- 1.7 When asked what main stores they were intending to visit, the following stores attracted the highest responses:

- Almost two thirds of respondents (65%) stated they planned to visit Sainsbury's, supporting the responses to question 3 that food shopping was the principle reason for many residents' visiting the centre. 13% stated they planned to visit the new Waitrose store.
- The other retailer which scored a noticeably high number of responses was Poundworld (40%)
- Bantalls Department Store (which will convert to a branch of Fenwick as part of the Lexicon Bracknell) drew 22% of responses, followed by Superdrug (19%) and Boots (11%)
- Stores which scored between 5 and 10% of responses included WH Smith, Argos, Peacocks and the market.

Mode of access (Question 5)

- 1.8 32% of visitors to the centre arrived by bus, and 24% by walking, suggesting the town centre is largely drawing from a fairly localised catchment at present. 34% of visitors arrived by car.

Parking (Questions 7 and 8)

- 1.9 Question 7 asked where visitors who arrived by car choose to park. Two car parks were by some margin the most popular responses – 26% park in the multi-storey car park adjacent to Princes Square Shopping Centre, and 23% park in Charles Square multi-storey. Other facilities achieved a response rate of under 10%.
- 1.10 74% of visitors do not have a preferred car park in the centre – but for those that do, the overwhelming majority (24%) stated they were able to park in their preferred car park.

Dwell time (Question 9)

- 1.11 Question 9 asked users of the centre how long they planned to stay in the centre:
- 30% of users of the centre planned to spend under one hour in the centre; a further 33% planned to spend between 1 and 2 hours.
 - 18% of visitors planned to spend between 2 and 5 hours in the centre
 - 3% planned to spend all day in the centre.
- 1.12 These can be considered relatively low dwell times. We would anticipate that, following the opening of Lexicon Bracknell, dwell times in the centre will increase on account of the opening of a broader range of commercial leisure facilities, such as a new cinema, and several new casual dining restaurants, which will help to increase the duration of time many users are likely to spend in the centre – as well as extending the trading hours of the centre beyond that of retailers.

Impact of redevelopment works (Questions 11 and 12)

- 1.13 Of the 151 people surveyed, only 1 person was not aware of the redevelopment works which are currently taking place. The survey asked whether the redevelopment works had changed the way in which users of Bracknell town centre visit the centre. Positively, the vast majority of users of the centre (83%) have not changed their usage of the centre as a consequence of the redevelopment works. 13% of respondents stated that they have changed how they use the centre. For 3% of respondents, it was their first visit to the centre.

Frequency of visit (Questions 13 and 14)

- 1.14 Questions 13 and 14 asked users of Bracknell town centre how often they visit in the daytime (question 13) and evening (question 14):

- Question 13 shows that the majority of users visit either once a week (30%) or 2-3 times a week (also 30%). A further 17% visit 4-6 times a week; just 5% visit daily.
- Question 14 shows that frequency of visits to Bracknell town centre in the evening is very different, and currently points to very low levels of patronage to the town centre outside retail hours. 43% of users visit the centre in the evening less than once a year; a further 13% never visit the centre in the evening. Only 13% of respondents visit the centre in the evening once a month or more.

- 1.15 Again, it would be expected that following the opening of the Lexicon Bracknell development the frequency of visits to the centre outside of retail hours will improve; currently there is little offer in the centre to attract users, and therefore the trends identified in the survey results are not particularly surprising.

Likes and dislikes about Bracknell town centre (Questions 15-17)

- 1.16 Question 15 asked users of the centre what they liked about the centre. The top five responses were as follows:
- Close to home: 27%
 - Nothing / very little: 25%
 - Good bus service / accessible public transport: 13%
 - Compact / easy to get around: 8%
 - Easily accessible by foot: 7% / close to work: 7%
- 1.17 Question 16 asked which of the various responses given to question 15 users most like about Bracknell town centre — unfortunately, the most popular response to this question was 'nothing / very little' (25%), followed by 'close to home' (20%). Other responses scored below 10%.
- 1.18 Question 17 asked users what they disliked about Bracknell town centre. The top five responses were as follows:
- Not enough choice of shops: 39%
 - Poor quality of shops: 23%
 - Too few cafes, pubs or eating places: 17%
 - Nothing / very little: 17%
 - Not enough supermarket / food shops: 14%

- 1.19 A number of respondents also identified that the current redevelopment works were impacting their enjoyment of the centre — 13% stated that they disliked the building works, and 12% stated too many shops had closed.
- 1.20 Positively, it can be seen however that most of the shortcomings in the town centre identified above will, at least in part, be rectified by the opening of the Lexicon Bracknell development (and future further development in the centre). The closure of many shops in the existing centre was required to facilitate the new development.

How Bracknell town centre could be improved (Question 19)

- 1.21 Question 19 asked how Bracknell town centre could be improved. By far the most popular responses to this question were related to improving the range/quality of the retail offer — almost two thirds of respondents wanted to see a better choice of shops, and over one third a better quality of shops:
- Better choice of shops: 63%
 - Better quality shops: 37%
 - More specialist / independent stores: 20%
 - More pubs, restaurants and cafes: 18%
 - Better facilities for older people: 17%
- 1.22 Other responses to this question which attracted over 10% of responses are:
- Improved appearance / environment: 15%
 - Better seating / toilets facilities: 12%
 - Addition of a Primark store: 12%
 - Fewer charity shops: 12%
 - Better maintenance / cleanliness: 12%

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q01 Where did you come from today before visiting Bracknell town centre?																
Home	89.4%	135	88.0%	44	90.1%	91	84.2%	32	82.9%	34	95.8%	69	82.5%	47	93.6%	88
Work	10.6%	16	12.0%	6	9.9%	10	15.8%	6	17.1%	7	4.2%	3	17.5%	10	6.4%	6
School / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping elsewhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q02 What will you be doing in Bracknell town centre today? [MR]																
Food shopping (e.g. groceries) at the PEEL CENTRE	4.6%	7	6.0%	3	4.0%	4	0.0%	0	2.4%	1	8.3%	6	0.0%	0	7.4%	7
Food shopping (e.g. groceries) in the TOWN CENTRE	48.3%	73	38.0%	19	53.5%	54	23.7%	9	46.3%	19	62.5%	45	38.6%	22	54.3%	51
Non-food shopping at the PEEL CENTRE	3.3%	5	6.0%	3	2.0%	2	5.3%	2	4.9%	2	1.4%	1	5.3%	3	2.1%	2
Non-food shopping in the TOWN CENTRE	34.4%	52	24.0%	12	39.6%	40	28.9%	11	36.6%	15	36.1%	26	40.4%	23	30.9%	29
General browsing / window shopping at the PEEL CENTRE	4.0%	6	0.0%	0	5.9%	6	0.0%	0	4.9%	2	5.6%	4	7.0%	4	2.1%	2
General browsing / window shopping in the TOWN CENTRE	20.5%	31	18.0%	9	21.8%	22	15.8%	6	22.0%	9	22.2%	16	19.3%	11	21.3%	20
Other services (e.g. travel agents, estate agents)	2.6%	4	4.0%	2	2.0%	2	2.6%	1	4.9%	2	1.4%	1	1.8%	1	3.2%	3
Personal services (e.g. hairdressers, nail bar, beauty salon)	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Council offices / DSS / etc.	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Doctor / Dentist	3.3%	5	4.0%	2	3.0%	3	2.6%	1	4.9%	2	2.8%	2	5.3%	3	2.1%	2
Financial services (e.g. banks, building societies, accountants)	18.5%	28	22.0%	11	16.8%	17	13.2%	5	24.4%	10	18.1%	13	22.8%	13	16.0%	15
Going to a café / restaurant for lunch at the PEEL CENTRE	1.3%	2	0.0%	0	2.0%	2	2.6%	1	0.0%	0	1.4%	1	1.8%	1	1.1%	1
Going to a café / restaurant for lunch in the TOWN CENTRE	6.0%	9	12.0%	6	3.0%	3	15.8%	6	2.4%	1	2.8%	2	3.5%	2	7.4%	7
Going to a café / restaurant for dinner at the PEEL CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to a café / restaurant for dinner in the TOWN CENTRE	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.8%	2	1.8%	1	1.1%	1
Going to a pub / bar for lunch	1.3%	2	2.0%	1	1.0%	1	0.0%	0	4.9%	2	0.0%	0	1.8%	1	1.1%	1
Going to a pub / bar for dinner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to the market	2.0%	3	2.0%	1	2.0%	2	2.6%	1	4.9%	2	0.0%	0	3.5%	2	1.1%	1
I live here	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I study here	2.0%	3	6.0%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
I work here	14.6%	22	10.0%	5	16.8%	17	23.7%	9	19.5%	8	6.9%	5	21.1%	12	10.6%	10
Just passing through	2.0%	3	4.0%	2	1.0%	1	0.0%	0	4.9%	2	1.4%	1	3.5%	2	1.1%	1
Meeting friends / socialising	7.3%	11	10.0%	5	5.9%	6	21.1%	8	4.9%	2	1.4%	1	12.3%	7	4.3%	4
Visiting Library	1.3%	2	2.0%	1	1.0%	1	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
Visiting leisure centre / sports facilities / gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, including other leisure activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to a coffee shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q03 And which of the responses given at Q.02 is the main purpose of your visit to Bracknell town centre today?								
Food shopping (e.g. groceries) at the PEEL CENTRE	2.6%	4	2.0%	1	3.0%	3	0.0%	0
Food shopping (e.g. groceries) in the TOWN CENTRE	31.8%	48	24.0%	12	35.6%	36	10.5%	4
Non-food shopping at the PEEL CENTRE	2.0%	3	2.0%	1	2.0%	2	5.3%	2
Non-food shopping in the TOWN CENTRE	11.3%	17	4.0%	2	14.9%	15	15.8%	6
General browsing / window shopping at the PEEL CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General browsing / window shopping in the TOWN CENTRE	6.6%	10	6.0%	3	6.9%	7	5.3%	2
Other services (e.g. travel agents, estate agents)	2.6%	4	4.0%	2	2.0%	2	2.6%	1
Personal services (e.g. hairdressers, nail bar, beauty salon)	0.7%	1	2.0%	1	0.0%	0	0.0%	0
Council offices / DSS / etc.	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor / Dentist	2.6%	4	2.0%	1	3.0%	3	2.6%	1
Financial services (e.g. banks, building societies, accountants)	11.3%	17	20.0%	10	6.9%	7	2.6%	1
Going to a café / restaurant for lunch at the PEEL CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to a café / restaurant for lunch in the TOWN CENTRE	1.3%	2	4.0%	2	0.0%	0	5.3%	2
Going to a café / restaurant for dinner at the PEEL CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to a café / restaurant for dinner in the TOWN CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to a pub / bar for lunch	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to a pub / bar for dinner	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going to the market	1.3%	2	0.0%	0	2.0%	2	2.6%	1
I live here	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I study here	2.0%	3	6.0%	3	0.0%	0	7.9%	3

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
I work here	14.6%	22 10.0%	5 16.8%	17 23.7%	9 19.5%	8 6.9%	5 21.1%	12 10.6%
Just passing through	1.3%	2 2.0%	1 1.0%	1 0.0%	0 2.4%	1 1.4%	1 1.8%	1 1.1%
Meeting friends / socialising	6.0%	9 10.0%	5 4.0%	4 15.8%	6 4.9%	2 1.4%	1 8.8%	5 4.3%
Visiting Library	1.3%	2 2.0%	1 1.0%	1 0.0%	0 2.4%	1 1.4%	1 1.8%	1 1.1%
Visiting leisure centre / sports facilities / gym	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other, including other leisure activities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Going to a coffee shop (Nothing else)	0.7%	1 0.0%	0 1.0%	1 0.0%	0 2.4%	1 0.0%	0 0.0%	0 1.1%
Base:	151	50	101	38	41	72	57	94

Q04 What are the main stores you are intending to visit, or have already visited in Bracknell town centre today? [MR]

Those who said food or non food at Q02 or Q03

Sainsbury's	64.9%	63 52.2%	12 68.9%	51 66.7%	12 60.0%	15 66.7%	36 51.4%	18 72.6%
Poundworld	40.2%	39 39.1%	9 40.5%	30 50.0%	9 28.0%	7 42.6%	23 17.1%	6 53.2%
Bentalls	21.6%	21 21.7%	5 21.6%	16 27.8%	5 32.0%	8 14.8%	8 42.9%	15 9.7%
Superdrug	19.6%	19 13.0%	3 21.6%	16 11.1%	2 20.0%	5 22.2%	12 11.4%	4 24.2%
Waitrose	13.4%	13 30.4%	7 8.1%	6 0.0%	0 16.0%	4 16.7%	9 17.1%	6 11.3%
Boots	11.3%	11 8.7%	2 12.2%	9 16.7%	3 12.0%	3 9.3%	5 14.3%	5 9.7%
WHSmith	8.2%	8 8.7%	2 8.1%	6 0.0%	0 16.0%	4 7.4%	4 11.4%	4 6.5%
Argos	6.2%	6 4.3%	1 6.8%	5 0.0%	0 8.0%	2 7.4%	4 11.4%	4 3.2%
Peacocks	6.2%	6 0.0%	0 8.1%	6 11.1%	2 4.0%	1 5.6%	3 2.9%	1 8.1%
Butchers	5.2%	5 8.7%	2 4.1%	3 0.0%	0 0.0%	0 9.3%	5 0.0%	0 8.1%
Market	5.2%	5 17.4%	4 1.4%	1 0.0%	0 8.0%	2 5.6%	3 5.7%	2 4.8%
Card Factory	4.1%	4 0.0%	0 5.4%	4 11.1%	2 4.0%	1 1.9%	1 5.7%	2 3.2%
Waterstones	3.1%	3 4.3%	1 2.7%	2 11.1%	2 0.0%	0 1.9%	1 2.9%	1 3.2%
Specsavers	2.1%	2 0.0%	0 2.7%	2 0.0%	0 4.0%	1 1.9%	1 2.9%	1 1.6%
Sports Direct	1.0%	1 4.3%	1 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Ernest Jones	1.0%	1 0.0%	0 1.4%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Dorothy Perkins	1.0%	1 0.0%	0 1.4%	1 5.6%	1 0.0%	0 0.0%	0 2.9%	1 0.0%
Shoe Zone	1.0%	1 0.0%	0 1.4%	1 5.6%	1 0.0%	0 0.0%	0 0.0%	0 1.6%
Game	1.0%	1 0.0%	0 1.4%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Next	1.0%	1 4.3%	1 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Base:	97	23	74	18	25	54	35	62

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q05 How did you travel to here today? If used multiple modes of transport (e.g. on foot and train), please record the mode used for the longest part of the journey.																
Car / van as driver	18.5%	28	14.0%	7	20.8%	21	21.1%	8	24.4%	10	13.9%	10	28.1%	16	12.8%	12
Car / van as passenger	15.9%	24	18.0%	9	14.9%	15	15.8%	6	22.0%	9	12.5%	9	24.6%	14	10.6%	10
Taxi	2.6%	4	0.0%	0	4.0%	4	0.0%	0	2.4%	1	4.2%	3	1.8%	1	3.2%	3
National Rail Train	2.0%	3	2.0%	1	2.0%	2	5.3%	2	0.0%	0	1.4%	1	5.3%	3	0.0%	0
Bus (not park & Ride)	31.8%	48	26.0%	13	34.7%	35	31.6%	12	12.2%	5	43.1%	31	8.8%	5	45.7%	43
Park & Ride	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Coach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	3.3%	5	2.0%	1	4.0%	4	0.0%	0	7.3%	3	2.8%	2	3.5%	2	3.2%	3
Walk	23.8%	36	34.0%	17	18.8%	19	26.3%	10	26.8%	11	20.8%	15	26.3%	15	22.3%	21
Motorbike	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability scooter	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Base:		151		50		101		38		41		72		57		94

Mean score [minutes]

Q06 How long did your journey take?

0 - 5 minutes	14.6%	22	12.0%	6	15.8%	16	7.9%	3	31.7%	13	8.3%	6	24.6%	14	8.5%	8
6 - 10 minutes	43.0%	65	40.0%	20	44.6%	45	39.5%	15	41.5%	17	45.8%	33	35.1%	20	47.9%	45
11 - 15 minutes	24.5%	37	26.0%	13	23.8%	24	28.9%	11	12.2%	5	29.2%	21	17.5%	10	28.7%	27
16 - 20 minutes	7.9%	12	10.0%	5	6.9%	7	10.5%	4	4.9%	2	8.3%	6	12.3%	7	5.3%	5
21 - 25 minutes	2.6%	4	2.0%	1	3.0%	3	2.6%	1	0.0%	0	4.2%	3	1.8%	1	3.2%	3
26 - 30 minutes	2.6%	4	4.0%	2	2.0%	2	5.3%	2	2.4%	1	1.4%	1	1.8%	1	3.2%	3
31 - 40 minutes	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
41 - 50 minutes	1.3%	2	2.0%	1	1.0%	1	2.6%	1	2.4%	1	0.0%	0	3.5%	2	0.0%	0
51 - 60 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over 1 hour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.6%	4	2.0%	1	3.0%	3	0.0%	0	4.9%	2	2.8%	2	3.5%	2	2.1%	2
Mean:		10.68		11.92		10.06		13.03		8.58		10.58		10.60		10.73
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q07 Where did you park today? [MR]																
<i>Those who said car, van or motorbike at Q05</i>																
Princess Square Shopping Centre Multi-storey Car Park, Bracknell	26.4%	14	11.8%	2	33.3%	12	28.6%	4	25.0%	5	26.3%	5	22.6%	7	31.8%	7
Charles Square Multi-storey Car Park, Bracknell	22.6%	12	23.5%	4	22.2%	8	21.4%	3	20.0%	4	26.3%	5	22.6%	7	22.7%	5
High Street Multi-storey Car Park, Bracknell	7.5%	4	0.0%	0	11.1%	4	0.0%	0	15.0%	3	5.3%	1	9.7%	3	4.5%	1
Waitrose - Bond Way	3.8%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	3.2%	1	4.5%	1
Bracknell Town Football Club Car park	1.9%	1	0.0%	0	2.8%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	4.5%	1
Bay Road, Bracknell	1.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	4.5%	1
The Peel Centre	1.9%	1	5.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	3.2%	1	0.0%	0
Friend / family house	1.9%	1	0.0%	0	2.8%	1	7.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Police station Car Park	1.9%	1	0.0%	0	2.8%	1	7.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Bike Park - High Street	1.9%	1	5.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	3.2%	1	0.0%	0
(Didn't park - got dropped off)	28.3%	15	41.2%	7	22.2%	8	35.7%	5	25.0%	5	26.3%	5	29.0%	9	27.3%	6
Base:		53		17		36		14		20		19		31		22

Q08 Were you able to park in your preferred / usual car park?

Those who parked at Q07

Yes - this is where I usually park	23.5%	32	20.9%	9	24.7%	23	24.2%	8	33.3%	12	17.9%	12	39.6%	19	14.8%	13
No - my preferred car park was full / too busy	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1
No - my preferred car park is too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No - other reason	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
This is my first visit	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.8%	1	0.0%	0	2.1%	1	0.0%	0
Not convenient to park in preferred car park today	1.5%	2	0.0%	0	2.2%	2	3.0%	1	2.8%	1	0.0%	0	0.0%	0	2.3%	2
Don't have a preferred car park	73.5%	100	76.7%	33	72.0%	67	72.7%	24	61.1%	22	80.6%	54	58.3%	28	81.8%	72
Base:		136		43		93		33		36		67		48		88

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Mean score [minutes]																
Q09 How long do you intend to spend in Bracknell town centre today?																
0 - 29 minutes	6.6%	10	10.0%	5	5.0%	5	10.5%	4	9.8%	4	2.8%	2	10.5%	6	4.3%	4
30 - 59 minutes	23.8%	36	26.0%	13	22.8%	23	18.4%	7	31.7%	13	22.2%	16	24.6%	14	23.4%	22
1 hour - 1 hour 59 minutes	33.1%	50	22.0%	11	38.6%	39	18.4%	7	26.8%	11	44.4%	32	21.1%	12	40.4%	38
2 hours - 2 hours 59 minutes	14.6%	22	12.0%	6	15.8%	16	15.8%	6	12.2%	5	15.3%	11	15.8%	9	13.8%	13
3 hours - 3 hours 59 minutes	2.0%	3	0.0%	0	3.0%	3	0.0%	0	2.4%	1	2.8%	2	3.5%	2	1.1%	1
4 hours - 4 hours 59 minutes	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
5 hours or more	4.6%	7	0.0%	0	6.9%	7	7.9%	3	7.3%	3	1.4%	1	7.0%	4	3.2%	3
All day	2.6%	4	4.0%	2	2.0%	2	7.9%	3	2.4%	1	0.0%	0	3.5%	2	2.1%	2
(Don't know)	11.3%	17	22.0%	11	5.9%	6	15.8%	6	7.3%	3	11.1%	8	14.0%	8	9.6%	9
<i>Mean:</i>	<i>108.13</i>	<i>97.69</i>	<i>112.42</i>	<i>141.09</i>	<i>103.82</i>	<i>94.22</i>	<i>114.49</i>	<i>104.47</i>								
Base:	151	50	101	38	41	72	57	94								

Mean score [£]**Q10 During your visit to Bracknell town centre today, how much in total has your party spent or expect to spend on the following?****Food Shopping**

Nothing	39.7%	60	48.0%	24	35.6%	36	63.2%	24	48.8%	20	22.2%	16	47.4%	27	35.1%	33
Less than £5.00	4.0%	6	6.0%	3	3.0%	3	5.3%	2	0.0%	0	5.6%	4	7.0%	4	2.1%	2
£5.01-£10.00	10.6%	16	10.0%	5	10.9%	11	5.3%	2	2.4%	1	18.1%	13	1.8%	1	16.0%	15
£10.01-£15.00	16.6%	25	10.0%	5	19.8%	20	5.3%	2	12.2%	5	25.0%	18	7.0%	4	22.3%	21
£15.01-£20.00	11.3%	17	6.0%	3	13.9%	14	10.5%	4	7.3%	3	13.9%	10	12.3%	7	10.6%	10
£20.01-£30.00	6.6%	10	4.0%	2	7.9%	8	0.0%	0	12.2%	5	6.9%	5	7.0%	4	6.4%	6
£30.01-£50.00	2.6%	4	2.0%	1	3.0%	3	0.0%	0	2.4%	1	4.2%	3	1.8%	1	3.2%	3
£50.01-£75.00	1.3%	2	2.0%	1	1.0%	1	0.0%	0	4.9%	2	0.0%	0	3.5%	2	0.0%	0
£75.01-£100.00	1.3%	2	4.0%	2	0.0%	0	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
£100.01-£200.00	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
More than £200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	8	8.0%	4	4.0%	4	10.5%	4	4.9%	2	2.8%	2	8.8%	5	3.2%	3
<i>Mean:</i>	<i>11.21</i>	<i>10.57</i>	<i>11.52</i>	<i>3.38</i>	<i>16.63</i>	<i>11.99</i>	<i>13.29</i>	<i>10.02</i>								
Base:	151	50	101	38	41	72	57	94								

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Clothing & Footwear																
Nothing	80.1%	121	86.0%	43	77.2%	78	71.1%	27	80.5%	33	84.7%	61	71.9%	41	85.1%	80
Less than £5.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01-£10.00	3.3%	5	0.0%	0	5.0%	5	2.6%	1	4.9%	2	2.8%	2	1.8%	1	4.3%	4
£10.01-£15.00	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
£15.01-£20.00	4.0%	6	0.0%	0	5.9%	6	7.9%	3	2.4%	1	2.8%	2	1.8%	1	5.3%	5
£20.01-£30.00	1.3%	2	0.0%	0	2.0%	2	5.3%	2	0.0%	0	0.0%	0	1.8%	1	1.1%	1
£30.01-£50.00	3.3%	5	4.0%	2	3.0%	3	2.6%	1	7.3%	3	1.4%	1	7.0%	4	1.1%	1
£50.01-£75.00	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
£75.01-£100.00	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
£100.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	9	10.0%	5	4.0%	4	7.9%	3	4.9%	2	5.6%	4	12.3%	7	2.1%	2
<i>Mean:</i>		3.90		1.78		4.89		6.77		3.91		2.42		6.19		2.66
Base:		151		50		101		38		41		72		57		94

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Eating / Drinking out																
Nothing	71.5%	108	70.0%	35	72.3%	73	63.2%	24	61.0%	25	81.9%	59	59.6%	34	78.7%	74
Less than £5.00	9.3%	14	6.0%	3	10.9%	11	10.5%	4	12.2%	5	6.9%	5	12.3%	7	7.4%	7
£5.01-£10.00	10.6%	16	12.0%	6	9.9%	10	21.1%	8	12.2%	5	4.2%	3	14.0%	8	8.5%	8
£10.01-£15.00	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
£15.01-£20.00	1.3%	2	4.0%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	1.8%	1	1.1%	1
£20.01-£30.00	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
£30.01-£50.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01-£75.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01-£100.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	9	8.0%	4	5.0%	5	2.6%	1	9.8%	4	5.6%	4	8.8%	5	4.3%	4
<i>Mean:</i>		1.60		1.90		1.46		2.57		2.30		0.70		2.55		1.06
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Other goods																
Nothing	53.0%	80	60.0%	30	49.5%	50	60.5%	23	58.5%	24	45.8%	33	63.2%	36	46.8%	44
Less than £5.00	17.9%	27	14.0%	7	19.8%	20	10.5%	4	12.2%	5	25.0%	18	8.8%	5	23.4%	22
£5.01-£10.00	9.3%	14	10.0%	5	8.9%	9	7.9%	3	12.2%	5	8.3%	6	10.5%	6	8.5%	8
£10.01-£15.00	3.3%	5	2.0%	1	4.0%	4	2.6%	1	2.4%	1	4.2%	3	3.5%	2	3.2%	3
£15.01-£20.00	1.3%	2	0.0%	0	2.0%	2	0.0%	0	2.4%	1	1.4%	1	0.0%	0	2.1%	2
£20.01-£30.00	3.3%	5	0.0%	0	5.0%	5	2.6%	1	4.9%	2	2.8%	2	5.3%	3	2.1%	2
£30.01-£50.00	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
£50.01-£75.00	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£75.01-£100.00	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£100.01-£200.00	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
More than £200.00	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.6%	13	8.0%	4	8.9%	9	10.5%	4	4.9%	2	9.7%	7	7.0%	4	9.6%	9
<i>Mean:</i>		7.13		6.95		7.22		6.44		4.36		9.15		5.80		7.96
Base:		151		50		101		38		41		72		57		94

Q11 Are you aware of the redevelopment works currently taking place in Bracknell town centre?

Yes	99.3%	150	98.0%	49	100.0%	101	97.4%	37	100.0%	41	100.0%	72	98.2%	56	100.0%	94
No	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Base:		151		50		101		38		41		72		57		94

Q12 Have the development works in Bracknell town centre changed how you visit in any of the following ways?

Yes, I visit more frequently	2.0%	3	4.0%	2	1.0%	1	5.3%	2	2.4%	1	0.0%	0	0.0%	0	3.2%	3
Yes, I spend more time in the town centre (i.e. duration of visit)	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Yes, I access the centre by a different means of transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, I park in a different car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, other reason	9.9%	15	10.0%	5	9.9%	10	18.4%	7	7.3%	3	6.9%	5	10.5%	6	9.6%	9
No, this is my first visit	2.6%	4	0.0%	0	4.0%	4	5.3%	2	2.4%	1	1.4%	1	7.0%	4	0.0%	0
No change	83.4%	126	84.0%	42	83.2%	84	68.4%	26	85.4%	35	90.3%	65	80.7%	46	85.1%	80
(Don't know)	1.3%	2	2.0%	1	1.0%	1	2.6%	1	2.4%	1	0.0%	0	1.8%	1	1.1%	1
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q13 How often do you visit Bracknell town centre during the daytime ?																
Everyday	4.6%	7	12.0%	6	1.0%	1	5.3%	2	4.9%	2	4.2%	3	5.3%	3	4.3%	4
4-6 times a week	16.6%	25	18.0%	9	15.8%	16	31.6%	12	22.0%	9	5.6%	4	17.5%	10	16.0%	15
2-3 times a week	29.8%	45	26.0%	13	31.7%	32	13.2%	5	22.0%	9	43.1%	31	19.3%	11	36.2%	34
Once a week	30.5%	46	26.0%	13	32.7%	33	28.9%	11	34.1%	14	29.2%	21	38.6%	22	25.5%	24
Once a fortnight ⁵	8.6%	13	6.0%	3	9.9%	10	10.5%	4	4.9%	2	9.7%	7	7.0%	4	9.6%	9
Once a month	4.6%	7	6.0%	3	4.0%	4	5.3%	2	4.9%	2	4.2%	3	3.5%	2	5.3%	5
Once every 2-3 months	1.3%	2	0.0%	0	2.0%	2	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
Once every 4-6 months	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Yearly	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less often	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
First visit today	2.0%	3	2.0%	1	2.0%	2	2.6%	1	2.4%	1	1.4%	1	5.3%	3	0.0%	0
Base:		151		50		101		38		41		72		57		94
Q14 How often do you visit Bracknell town centre during the evening ?																
Everyday	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
4-6 times a week	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
2-3 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.3%	2	2.0%	1	1.0%	1	2.6%	1	2.4%	1	0.0%	0	1.8%	1	1.1%	1
Once a fortnight ⁵	1.3%	2	2.0%	1	1.0%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Once a month	7.3%	11	2.0%	1	9.9%	10	18.4%	7	7.3%	3	1.4%	1	8.8%	5	6.4%	6
Once every 2-3 months	11.3%	17	6.0%	3	13.9%	14	2.6%	1	14.6%	6	13.9%	10	14.0%	8	9.6%	9
Once every 4-6 months	6.0%	9	0.0%	0	8.9%	9	7.9%	3	7.3%	3	4.2%	3	3.5%	2	7.4%	7
Yearly	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.1%	2
Less often	43.0%	65	54.0%	27	37.6%	38	42.1%	16	43.9%	18	43.1%	31	45.6%	26	41.5%	39
First visit today	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Never	13.2%	20	20.0%	10	9.9%	10	7.9%	3	14.6%	6	15.3%	11	15.8%	9	11.7%	11
(Don't know)	12.6%	19	8.0%	4	14.9%	15	5.3%	2	9.8%	4	18.1%	13	8.8%	5	14.9%	14
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q15 What do you like about Bracknell town centre? [MR]																
Close to home	26.5%	40	26.0%	13	26.7%	27	18.4%	7	26.8%	11	30.6%	22	26.3%	15	26.6%	25
Nothing/very little	25.2%	38	20.0%	10	27.7%	28	18.4%	7	29.3%	12	26.4%	19	21.1%	12	27.7%	26
Good bus service/accessible public transport	12.6%	19	6.0%	3	15.8%	16	10.5%	4	7.3%	3	16.7%	12	7.0%	4	16.0%	15
Compact / easy to get around	7.9%	12	14.0%	7	5.0%	5	5.3%	2	12.2%	5	6.9%	5	14.0%	8	4.3%	4
Easily accessible by foot / cycle	7.3%	11	8.0%	4	6.9%	7	5.3%	2	7.3%	3	8.3%	6	5.3%	3	8.5%	8
Close to work	7.3%	11	2.0%	1	9.9%	10	7.9%	3	12.2%	5	4.2%	3	10.5%	6	5.3%	5
Not too busy or crowded	5.3%	8	6.0%	3	5.0%	5	7.9%	3	4.9%	2	4.2%	3	5.3%	3	5.3%	5
Good range of smaller independent / specialist retailers	4.6%	7	4.0%	2	5.0%	5	5.3%	2	0.0%	0	6.9%	5	1.8%	1	6.4%	6
Attractive / pleasant environment	3.3%	5	8.0%	4	1.0%	1	10.5%	4	2.4%	1	0.0%	0	5.3%	3	2.1%	2
Good Markets	3.3%	5	4.0%	2	3.0%	3	2.6%	1	2.4%	1	4.2%	3	1.8%	1	4.3%	4
Easy to park	3.3%	5	4.0%	2	3.0%	3	2.6%	1	7.3%	3	1.4%	1	8.8%	5	0.0%	0
Good redevelopment	3.3%	5	4.0%	2	3.0%	3	7.9%	3	2.4%	1	1.4%	1	3.5%	2	3.2%	3
Everything	2.0%	3	4.0%	2	1.0%	1	0.0%	0	4.9%	2	1.4%	1	1.8%	1	2.1%	2
Good layout / shops close together	2.0%	3	4.0%	2	1.0%	1	0.0%	0	4.9%	2	1.4%	1	3.5%	2	1.1%	1
Good range of services	2.0%	3	4.0%	2	1.0%	1	2.6%	1	0.0%	0	2.8%	2	5.3%	3	0.0%	0
Good food stores	2.0%	3	6.0%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	3.5%	2	1.1%	1
Close to school / college / university	2.0%	3	4.0%	2	1.0%	1	5.3%	2	0.0%	0	1.4%	1	0.0%	0	3.2%	3
Good range of non-food stores	2.0%	3	4.0%	2	1.0%	1	0.0%	0	2.4%	1	2.8%	2	3.5%	2	1.1%	1
Feels safe / secure	2.0%	3	4.0%	2	1.0%	1	2.6%	1	0.0%	0	2.8%	2	0.0%	0	3.2%	3
Good disabled access	1.3%	2	2.0%	1	1.0%	1	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
Safe/Secure	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Pedestrianised areas	1.3%	2	2.0%	1	1.0%	1	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
Accessible by rail	1.3%	2	0.0%	0	2.0%	2	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
Good for a day out	1.3%	2	2.0%	1	1.0%	1	0.0%	0	2.4%	1	1.4%	1	0.0%	0	2.1%	2
Clean / litter-free	1.3%	2	2.0%	1	1.0%	1	5.3%	2	0.0%	0	0.0%	0	1.8%	1	1.1%	1
Good places to eat	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Good pubs / bars	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Good quality shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Waitrose	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Has everything I need	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Library	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Scooters pay an annual fee (Don't know)	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Base:	151	50	101	38	41	72	57	94								

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q16 And which of those responses given is the main thing you like about Bracknell town centre? [MR]																
Nothing/very little	24.5%	37	20.0%	10	26.7%	27	18.4%	7	29.3%	12	25.0%	18	19.3%	11	27.7%	26
Close to home	19.9%	30	20.0%	10	19.8%	20	15.8%	6	12.2%	5	26.4%	19	17.5%	10	21.3%	20
Good bus service/accessible public transport	8.6%	13	2.0%	1	11.9%	12	7.9%	3	7.3%	3	9.7%	7	7.0%	4	9.6%	9
Close to work	7.3%	11	2.0%	1	9.9%	10	7.9%	3	12.2%	5	4.2%	3	10.5%	6	5.3%	5
Compact / easy to get around	4.0%	6	6.0%	3	3.0%	3	2.6%	1	7.3%	3	2.8%	2	7.0%	4	2.1%	2
Good range of smaller independent / specialist retailers	4.0%	6	4.0%	2	4.0%	4	5.3%	2	0.0%	0	5.6%	4	1.8%	1	5.3%	5
Easily accessible by foot / cycle	3.3%	5	4.0%	2	3.0%	3	0.0%	0	4.9%	2	4.2%	3	1.8%	1	4.3%	4
Good redevelopment	3.3%	5	4.0%	2	3.0%	3	7.9%	3	2.4%	1	1.4%	1	3.5%	2	3.2%	3
Good Markets	2.6%	4	2.0%	1	3.0%	3	0.0%	0	2.4%	1	4.2%	3	1.8%	1	3.2%	3
Easy to park	1.3%	2	0.0%	0	2.0%	2	0.0%	0	4.9%	2	0.0%	0	3.5%	2	0.0%	0
Everything	1.3%	2	2.0%	1	1.0%	1	0.0%	0	4.9%	2	0.0%	0	1.8%	1	1.1%	1
Close to school / college / university	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Good range of services	1.3%	2	2.0%	1	1.0%	1	2.6%	1	0.0%	0	1.4%	1	3.5%	2	0.0%	0
Safe/Secure	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Good range of non-food stores	1.3%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.8%	1	1.1%	1
Good for a day out	1.3%	2	2.0%	1	1.0%	1	0.0%	0	2.4%	1	1.4%	1	0.0%	0	2.1%	2
Not too busy or crowded	1.3%	2	2.0%	1	1.0%	1	2.6%	1	0.0%	0	1.4%	1	1.8%	1	1.1%	1
Attractive / pleasant environment	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Good food stores	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Good places to eat	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Good pubs / bars	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Good quality shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Waitrose	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Has everything I need	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Library	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Good layout / shops close together	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Scooters pay an annual fee (Don't know)	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
	5.3%	8	4.0%	2	5.9%	6	10.5%	4	4.9%	2	2.8%	2	5.3%	3	5.3%	5
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q17 What do you dislike about Bracknell town centre? [MR]																
Nothing/very little	16.6%	25	24.0%	12	12.9%	13	21.1%	8	17.1%	7	13.9%	10	21.1%	12	13.8%	13
Everything	11.9%	18	8.0%	4	13.9%	14	10.5%	4	14.6%	6	11.1%	8	14.0%	8	10.6%	10
Centre very windy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost of parking	2.0%	3	0.0%	0	3.0%	3	2.6%	1	4.9%	2	0.0%	0	1.8%	1	2.1%	2
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Lack of cinema	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Lack of other leisure sports / cultural facilities	2.0%	3	2.0%	1	2.0%	2	2.6%	1	4.9%	2	0.0%	0	1.8%	1	2.1%	2
Lack of parking	2.0%	3	2.0%	1	2.0%	2	0.0%	0	2.4%	1	2.8%	2	1.8%	1	2.1%	2
Litter / dirty / dogs	6.6%	10	6.0%	3	6.9%	7	7.9%	3	9.8%	4	4.2%	3	10.5%	6	4.3%	4
Multi-storey awkward / difficult	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
No department store	2.0%	3	0.0%	0	3.0%	3	2.6%	1	2.4%	1	1.4%	1	1.8%	1	2.1%	2
Not enough choice of shops	39.1%	59	22.0%	11	47.5%	48	28.9%	11	43.9%	18	41.7%	30	35.1%	20	41.5%	39
Not enough clothes shops	10.6%	16	2.0%	1	14.9%	15	18.4%	7	12.2%	5	5.6%	4	8.8%	5	11.7%	11
Not enough supermarket / food shops	13.9%	21	6.0%	3	17.8%	18	7.9%	3	17.1%	7	15.3%	11	7.0%	4	18.1%	17
Poor bus service to centre	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Poor facilities (e.g. seating, toilets)	5.3%	8	2.0%	1	6.9%	7	2.6%	1	4.9%	2	6.9%	5	1.8%	1	7.4%	7
Poor quality shop	22.5%	34	12.0%	6	27.7%	28	18.4%	7	36.6%	15	16.7%	12	29.8%	17	18.1%	17
Poor signposting in centre	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Prices too high	2.6%	4	6.0%	3	1.0%	1	2.6%	1	0.0%	0	4.2%	3	0.0%	0	4.3%	4
Short opening hours / no facilities in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few cafes, pubs or eating places	16.6%	25	16.0%	8	16.8%	17	18.4%	7	19.5%	8	13.9%	10	15.8%	9	17.0%	16
Too few service businesses (e.g. banks / building societies)	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Too many shops of one type	4.6%	7	4.0%	2	5.0%	5	5.3%	2	0.0%	0	6.9%	5	5.3%	3	4.3%	4
Traffic congestion	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Unsafe / poor security / dangerous	2.6%	4	4.0%	2	2.0%	2	0.0%	0	2.4%	1	4.2%	3	1.8%	1	3.2%	3
Vandals / hooligans	2.6%	4	4.0%	2	2.0%	2	7.9%	3	0.0%	0	1.4%	1	0.0%	0	4.3%	4
Lack of a specific retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	2.6%	4	2.0%	1	3.0%	3	2.6%	1	0.0%	0	4.2%	3	0.0%	0	4.3%	4
Marks and Spencer	1.3%	2	4.0%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	1.8%	1	1.1%	1
Mothercare	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Primark	1.3%	2	0.0%	0	2.0%	2	5.3%	2	0.0%	0	0.0%	0	1.8%	1	1.1%	1
Sainsbury's	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Tesco	1.3%	2	0.0%	0	2.0%	2	0.0%	0	2.4%	1	1.4%	1	0.0%	0	2.1%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Café has gone	2.6%	4	4.0%	2	2.0%	2	0.0%	0	0.0%	0	5.6%	4	0.0%	0	4.3%	4
It's dead - nothing here	7.9%	12	6.0%	3	8.9%	9	5.3%	2	12.2%	5	6.9%	5	10.5%	6	6.4%	6
Lack of amenities	4.6%	7	4.0%	2	5.0%	5	5.3%	2	2.4%	1	5.6%	4	1.8%	1	6.4%	6
Lack of independent retailers	2.0%	3	2.0%	1	2.0%	2	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.2%	3
One way system	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Poor accessibility for scooters	1.3%	2	2.0%	1	1.0%	1	2.6%	1	0.0%	0	1.4%	1	0.0%	0	2.1%	2
The building works & mess	13.2%	20	8.0%	4	15.8%	16	7.9%	3	12.2%	5	16.7%	12	14.0%	8	12.8%	12
The Centre name	2.0%	3	2.0%	1	2.0%	2	2.6%	1	0.0%	0	2.8%	2	1.8%	1	2.1%	2
Too far to walk between shops	2.6%	4	2.0%	1	3.0%	3	0.0%	0	0.0%	0	5.6%	4	1.8%	1	3.2%	3
Too many pigeons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops have gone	11.3%	17	10.0%	5	11.9%	12	5.3%	2	9.8%	4	15.3%	11	1.8%	1	17.0%	16
Too quiet	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Unpleasant looking	4.0%	6	8.0%	4	2.0%	2	0.0%	0	2.4%	1	6.9%	5	3.5%	2	4.3%	4
Too quiet	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
(Don't know)	2.0%	3	2.0%	1	2.0%	2	2.6%	1	0.0%	0	2.8%	2	3.5%	2	1.1%	1
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q18 And which of those responses given is the main thing you dislike about Bracknell Town Centre? [MR]																
Nothing/very little	16.6%	25	24.0%	12	12.9%	13	21.1%	8	17.1%	7	13.9%	10	21.1%	12	13.8%	13
Not enough choice of shops	12.6%	19	4.0%	2	16.8%	17	7.9%	3	14.6%	6	13.9%	10	14.0%	8	11.7%	11
Everything	9.9%	15	8.0%	4	10.9%	11	10.5%	4	12.2%	5	8.3%	6	10.5%	6	9.6%	9
The building works & mess	7.9%	12	4.0%	2	9.9%	10	2.6%	1	9.8%	4	9.7%	7	8.8%	5	7.4%	7
Too few cafes, pubs or eating places	6.6%	10	12.0%	6	4.0%	4	7.9%	3	7.3%	3	5.6%	4	3.5%	2	8.5%	8
It's dead - nothing here	6.6%	10	6.0%	3	6.9%	7	5.3%	2	9.8%	4	5.6%	4	8.8%	5	5.3%	5
Too many shops have gone	6.6%	10	4.0%	2	7.9%	8	2.6%	1	7.3%	3	8.3%	6	1.8%	1	9.6%	9
Poor quality shop	3.3%	5	0.0%	0	5.0%	5	2.6%	1	4.9%	2	2.8%	2	5.3%	3	2.1%	2
Lack of amenities	3.3%	5	4.0%	2	3.0%	3	5.3%	2	0.0%	0	4.2%	3	1.8%	1	4.3%	4
Unpleasant looking	2.6%	4	6.0%	3	1.0%	1	0.0%	0	2.4%	1	4.2%	3	3.5%	2	2.1%	2
Too far to walk between shops	2.6%	4	2.0%	1	3.0%	3	0.0%	0	0.0%	0	5.6%	4	1.8%	1	3.2%	3
Not enough clothes shops	2.0%	3	0.0%	0	3.0%	3	7.9%	3	0.0%	0	0.0%	0	1.8%	1	2.1%	2
Café has gone	2.0%	3	4.0%	2	1.0%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.2%	3
Litter / dirty / dogs	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	1.8%	1	1.1%	1
Cost of parking	1.3%	2	0.0%	0	2.0%	2	2.6%	1	2.4%	1	0.0%	0	1.8%	1	1.1%	1
The Centre name	1.3%	2	2.0%	1	1.0%	1	2.6%	1	0.0%	0	1.4%	1	1.8%	1	1.1%	1
Poor accessibility for scooters	1.3%	2	2.0%	1	1.0%	1	2.6%	1	0.0%	0	1.4%	1	0.0%	0	2.1%	2
Vandals / hooligans	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
One way system	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Primark	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Not enough supermarket / food shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Lack of parking	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Iceland	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Too many shops of one type	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Marks and Spencer	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Mothercare	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Lack of independent retailers	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Lack of other leisure sports / cultural facilities	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Poor facilities (e.g. seating, toilets)	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Tesco	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Prices too high	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Unsafe / poor security / dangerous	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
(Don't know)	2.0%	3	2.0%	1	2.0%	2	2.6%	1	0.0%	0	2.8%	2	3.5%	2	1.1%	1
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q19 How do you think this centre should be improved? [MR]																
Better choice of shops	62.3%	94	38.0%	19	74.3%	75	65.8%	25	63.4%	26	59.7%	43	59.6%	34	63.8%	60
Better quality shops	37.1%	56	38.0%	19	36.6%	37	39.5%	15	46.3%	19	30.6%	22	50.9%	29	28.7%	27
More specialist / independent stores	19.9%	30	20.0%	10	19.8%	20	10.5%	4	34.1%	14	16.7%	12	28.1%	16	14.9%	14
More pubs, restaurants, cafés	17.9%	27	28.0%	14	12.9%	13	28.9%	11	22.0%	9	9.7%	7	21.1%	12	16.0%	15
Better facilities for older people	17.2%	26	20.0%	10	15.8%	16	5.3%	2	0.0%	0	33.3%	24	1.8%	1	26.6%	25
Improve appearance / environment	14.6%	22	16.0%	8	13.9%	14	15.8%	6	17.1%	7	12.5%	9	24.6%	14	8.5%	8
More / better seating, toilets	11.9%	18	10.0%	5	12.9%	13	2.6%	1	7.3%	3	19.4%	14	3.5%	2	17.0%	16
Primark	11.9%	18	2.0%	1	16.8%	17	23.7%	9	14.6%	6	4.2%	3	12.3%	7	11.7%	11
Charity shops	11.9%	18	6.0%	3	14.9%	15	5.3%	2	7.3%	3	18.1%	13	7.0%	4	14.9%	14
Better maintenance / cleanliness	11.3%	17	4.0%	2	14.9%	15	7.9%	3	9.8%	4	13.9%	10	10.5%	6	11.7%	11
Nothing in particular	11.3%	17	14.0%	7	9.9%	10	10.5%	4	14.6%	6	9.7%	7	8.8%	5	12.8%	12
Iceland	9.9%	15	4.0%	2	12.9%	13	7.9%	3	9.8%	4	11.1%	8	5.3%	3	12.8%	12
Better facilities for youth	6.6%	10	8.0%	4	5.9%	6	21.1%	8	4.9%	2	0.0%	0	7.0%	4	6.4%	6
Finish the building works ASAP	4.6%	7	4.0%	2	5.0%	5	2.6%	1	4.9%	2	5.6%	4	3.5%	2	5.3%	5
More banks / building societies	4.0%	6	4.0%	2	4.0%	4	0.0%	0	2.4%	1	6.9%	5	1.8%	1	5.3%	5
More car parking	4.0%	6	4.0%	2	4.0%	4	5.3%	2	2.4%	1	4.2%	3	7.0%	4	2.1%	2
Cheaper parking	4.0%	6	4.0%	2	4.0%	4	2.6%	1	7.3%	3	2.8%	2	3.5%	2	4.3%	4
More large shops/department stores	4.0%	6	4.0%	2	4.0%	4	2.6%	1	4.9%	2	4.2%	3	7.0%	4	2.1%	2
Marks and Spencer	3.3%	5	0.0%	0	5.0%	5	0.0%	0	4.9%	2	4.2%	3	7.0%	4	1.1%	1
More supermarkets/food shops	3.3%	5	2.0%	1	4.0%	4	0.0%	0	2.4%	1	5.6%	4	0.0%	0	5.3%	5
Improve security, including CCTV	2.6%	4	2.0%	1	3.0%	3	5.3%	2	2.4%	1	1.4%	1	1.8%	1	3.2%	3
Tesco	2.0%	3	0.0%	0	3.0%	3	2.6%	1	2.4%	1	1.4%	1	0.0%	0	3.2%	3
More entertainment	2.0%	3	2.0%	1	2.0%	2	2.6%	1	2.4%	1	1.4%	1	1.8%	1	2.1%	2
H and M	2.0%	3	0.0%	0	3.0%	3	7.9%	3	0.0%	0	0.0%	0	3.5%	2	1.1%	1
Better cinema facilities	2.0%	3	2.0%	1	2.0%	2	5.3%	2	2.4%	1	0.0%	0	3.5%	2	1.1%	1
Toy shops	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.2%	3
Better facilities for pedestrian (including pedestrian crossing)	2.0%	3	0.0%	0	3.0%	3	0.0%	0	7.3%	3	0.0%	0	3.5%	2	1.1%	1
Drop in café	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.2%	3
Improve bus services / access	2.0%	3	2.0%	1	2.0%	2	0.0%	0	2.4%	1	2.8%	2	0.0%	0	3.2%	3
Better other leisure sports / cultural facilities	2.0%	3	2.0%	1	2.0%	2	5.3%	2	2.4%	1	0.0%	0	3.5%	2	1.1%	1
Improved car access	1.3%	2	0.0%	0	2.0%	2	2.6%	1	0.0%	0	1.4%	1	1.8%	1	1.1%	1
Wool shop	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.1%	2
No need to improve	1.3%	2	4.0%	2	0.0%	0	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Mothercare	1.3%	2	0.0%	0	2.0%	2	5.3%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Less takeaway shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
More shops in general	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Matalan	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Bookshops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
HMV	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Cheaper shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
John Lewis	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Improve signposting in centre	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Improved facilities for wheelchair users	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
(Don't know)	2.6%	4	6.0%	3	1.0%	1	5.3%	2	2.4%	1	1.4%	1	3.5%	2	2.1%	2
Base:	151	50	101	38	41	72	57	94								
GEN Gender:																
Male	33.1%	50	100.0%	50	0.0%	0	39.5%	15	29.3%	12	31.9%	23	35.1%	20	31.9%	30
Female	66.9%	101	0.0%	0	100.0%	101	60.5%	23	70.7%	29	68.1%	49	64.9%	37	68.1%	64
Base:	151	50	101	38	41	72	57	94								
AGE Age Group:																
18 - 24 years	10.6%	16	10.0%	5	10.9%	11	42.1%	16	0.0%	0	0.0%	0	14.0%	8	8.5%	8
25 - 34 years	14.6%	22	20.0%	10	11.9%	12	57.9%	22	0.0%	0	0.0%	0	15.8%	9	13.8%	13
35 - 44 years	13.9%	21	12.0%	6	14.9%	15	0.0%	0	51.2%	21	0.0%	0	15.8%	9	12.8%	12
45 - 54 years	13.2%	20	12.0%	6	13.9%	14	0.0%	0	48.8%	20	0.0%	0	21.1%	12	8.5%	8
55 - 64 years	15.9%	24	10.0%	5	18.8%	19	0.0%	0	0.0%	0	33.3%	24	21.1%	12	12.8%	12
65+ years	31.8%	48	36.0%	18	29.7%	30	0.0%	0	0.0%	0	66.7%	48	12.3%	7	43.6%	41
Base:	151	50	101	38	41	72	57	94								
SEG SEG:																
AB	16.6%	25	22.0%	11	13.9%	14	18.4%	7	17.1%	7	15.3%	11	43.9%	25	0.0%	0
C1	21.2%	32	18.0%	9	22.8%	23	26.3%	10	34.1%	14	11.1%	8	56.1%	32	0.0%	0
C2	15.9%	24	10.0%	5	18.8%	19	15.8%	6	19.5%	8	13.9%	10	0.0%	0	25.5%	24
DE	46.4%	70	50.0%	25	44.6%	45	39.5%	15	29.3%	12	59.7%	43	0.0%	0	74.5%	70
Base:	151	50	101	38	41	72	57	94								

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
ADU Number of adults incl Resp: [MR]																
1 adult in hhold	29.1%	44	30.0%	15	28.7%	29	18.4%	7	12.2%	5	44.4%	32	12.3%	7	39.4%	37
2 adults in hhold	46.4%	70	44.0%	22	47.5%	48	42.1%	16	61.0%	25	40.3%	29	57.9%	33	39.4%	37
3 adults in hhold	15.2%	23	14.0%	7	15.8%	16	23.7%	9	17.1%	7	9.7%	7	19.3%	11	12.8%	12
4 or more adults in hhold	9.3%	14	12.0%	6	7.9%	8	15.8%	6	9.8%	4	5.6%	4	10.5%	6	8.5%	8
Base:		151		50		101		38		41		72		57		94
CHI No. of children 15 years and under: [MR]																
No children in hhold	74.2%	112	80.0%	40	71.3%	72	55.3%	21	51.2%	21	97.2%	70	70.2%	40	76.6%	72
1 child in hhold	14.6%	22	14.0%	7	14.9%	15	23.7%	9	29.3%	12	1.4%	1	17.5%	10	12.8%	12
2 children in hhold	9.3%	14	6.0%	3	10.9%	11	18.4%	7	14.6%	6	1.4%	1	10.5%	6	8.5%	8
3 children in hhold	1.3%	2	0.0%	0	2.0%	2	2.6%	1	2.4%	1	0.0%	0	1.8%	1	1.1%	1
4 or more children in hhold	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
Base:		151		50		101		38		41		72		57		94
CARS Number of cars in household: [MR]																
No cars in hhold	37.1%	56	30.0%	15	40.6%	41	21.1%	8	29.3%	12	50.0%	36	8.8%	5	54.3%	51
1 car in hhold	31.1%	47	32.0%	16	30.7%	31	34.2%	13	34.1%	14	27.8%	20	33.3%	19	29.8%	28
2 cars in hhold	29.1%	44	34.0%	17	26.7%	27	44.7%	17	31.7%	13	19.4%	14	50.9%	29	16.0%	15
3 cars in hhold	1.3%	2	2.0%	1	1.0%	1	0.0%	0	4.9%	2	0.0%	0	3.5%	2	0.0%	0
4 or more cars in hhold	1.3%	2	2.0%	1	1.0%	1	0.0%	0	0.0%	0	2.8%	2	3.5%	2	0.0%	0
Base:		151		50		101		38		41		72		57		94
DAY Day of Interview:																
Thursday	33.1%	50	34.0%	17	32.7%	33	31.6%	12	36.6%	15	31.9%	23	28.1%	16	36.2%	34
Friday	33.1%	50	30.0%	15	34.7%	35	28.9%	11	24.4%	10	40.3%	29	33.3%	19	33.0%	31
Saturday	33.8%	51	36.0%	18	32.7%	33	39.5%	15	39.0%	16	27.8%	20	38.6%	22	30.9%	29
Base:		151		50		101		38		41		72		57		94
LOC Location:																
Stairs, Elevated walkway	36.4%	55	36.0%	18	36.6%	37	36.8%	14	31.7%	13	38.9%	28	42.1%	24	33.0%	31
Charles Square	35.8%	54	44.0%	22	31.7%	32	42.1%	16	41.5%	17	29.2%	21	36.8%	21	35.1%	33
Near the church	27.8%	42	20.0%	10	31.7%	32	21.1%	8	26.8%	11	31.9%	23	21.1%	12	31.9%	30
Base:		151		50		101		38		41		72		57		94

Bracknell Visitors Survey for Bilfinger GVA

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
TIME Time of interview:																
09.00-10.00	7.3%	11	4.0%	2	8.9%	9	10.5%	4	7.3%	3	5.6%	4	15.8%	9	2.1%	2
10.01-11.00	17.9%	27	20.0%	10	16.8%	17	15.8%	6	14.6%	6	20.8%	15	17.5%	10	18.1%	17
11.01-12.00	25.2%	38	30.0%	15	22.8%	23	15.8%	6	31.7%	13	26.4%	19	26.3%	15	24.5%	23
12.01-13.00	20.5%	31	14.0%	7	23.8%	24	18.4%	7	19.5%	8	22.2%	16	19.3%	11	21.3%	20
13.01-14.00	11.9%	18	18.0%	9	8.9%	9	15.8%	6	9.8%	4	11.1%	8	10.5%	6	12.8%	12
14.01-15.00	11.9%	18	10.0%	5	12.9%	13	21.1%	8	7.3%	3	9.7%	7	3.5%	2	17.0%	16
15.01-16.00	3.3%	5	0.0%	0	5.0%	5	2.6%	1	4.9%	2	2.8%	2	3.5%	2	3.2%	3
16.01-17.00	2.0%	3	4.0%	2	1.0%	1	0.0%	0	4.9%	2	1.4%	1	3.5%	2	1.1%	1
Base:		151		50		101		38		41		72		57		94

PC																
GU15 2	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
GU47 0	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
GU6 7	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
RG12	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
RG12 0	7.9%	12	12.0%	6	5.9%	6	2.6%	1	9.8%	4	9.7%	7	8.8%	5	7.4%	7
RG12 1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
RG12 2	14.6%	22	12.0%	6	15.8%	16	7.9%	3	19.5%	8	15.3%	11	15.8%	9	13.8%	13
RG12 7	17.2%	26	14.0%	7	18.8%	19	15.8%	6	19.5%	8	16.7%	12	17.5%	10	17.0%	16
RG12 8	22.5%	34	12.0%	6	27.7%	28	36.8%	14	17.1%	7	18.1%	13	17.5%	10	25.5%	24
RG12 9	12.6%	19	18.0%	9	9.9%	10	10.5%	4	14.6%	6	12.5%	9	15.8%	9	10.6%	10
RG2 9	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
RG31 4	0.7%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1
RG40	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
RG40 3	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
RG41 1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
RG42 1	2.6%	4	2.0%	1	3.0%	3	2.6%	1	2.4%	1	2.8%	2	0.0%	0	4.3%	4
RG42 2	6.0%	9	8.0%	4	5.0%	5	2.6%	1	2.4%	1	9.7%	7	1.8%	1	8.5%	8
RG42 4	1.3%	2	4.0%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
RG42 7	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
SL3 8	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
SL4 3	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0
SL4 4	2.0%	3	2.0%	1	2.0%	2	2.6%	1	0.0%	0	2.8%	2	3.5%	2	1.1%	1
SL5 7	1.3%	2	2.0%	1	1.0%	1	0.0%	0	2.4%	1	1.4%	1	1.8%	1	1.1%	1
SL5 8	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0
SL5 9	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.8%	2	3.5%	2	0.0%	0
UB4 0	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
UB7 9	0.7%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Base:		151		50		101		38		41		72		57		94