
**rTown: a project in the Innovate UK SBRI competition,
“Re-Imagining the High Street”**

Town centre user survey

Analysis of free text into categories

Melvin Reynolds, Melvin@rTown.org.uk: 2014-10-14

General Notes

The two separate data collection methods resulted in 33 face-to-face responses and 212 web responses; a total of 245 responses.

The face-to-face surveys were undertaken on market and non-market days in August 2014. The web survey was available for completion from August 1 to 29, 2014.

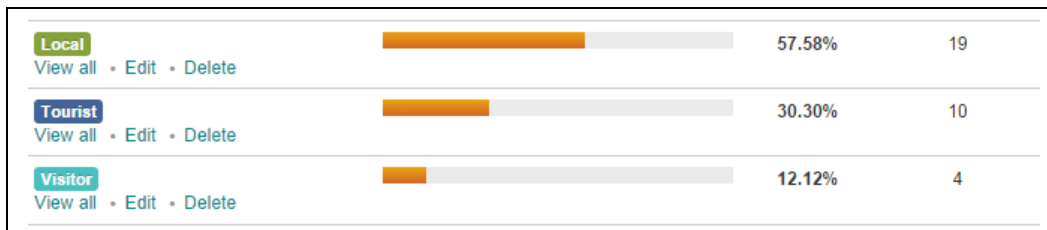
Important Note

In order to avoid misunderstanding of this data it is important to read it alongside the PowerPoint files exported direct from the survey tool. Those files provide the numeric detail which alone can put these analyses of the free text comments into context. For example, where there seems to be a preponderance of negative responses it could be that those are associated with a minority of negative responses amongst an overwhelmingly positive (but uncommented) response to the structured question to which the comments relate.

Q3: Origin of visitor

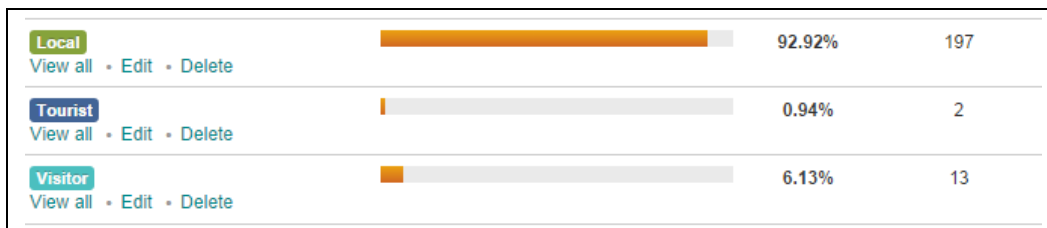
Face to face results

Answered, 33; skipped, 0.



Web results

Answered, 212; skipped, 0.



Q5: How did you travel into the town centre today?

Face to face results

Answered, 33; skipped, 0. No comments to categorise.

Web results

Answered, 212; skipped, 0. 2 comments, both categorised as “on foot all the way”:

Q6: If the car driver, how did you select your parking place on your most recent visit?

Face to face results

Answered, 33; skipped, 0. No comments to categorise.

Web results

Answered 120; Skipped, 92. 9 comments categorised as follows:

| | | | |
|--|--|--------|---|
| Preferred, disabled space View all • Edit • Delete | | 22.22% | 2 |
| Preferred, Morrisons View all • Edit • Delete | | 33.33% | 3 |
| Preferred, private View all • Edit • Delete | | 44.44% | 4 |

Q9: If the car driver, where did you actually park?

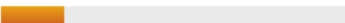
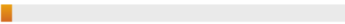
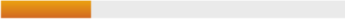
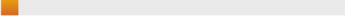
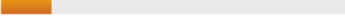
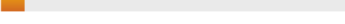
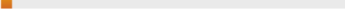
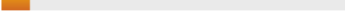
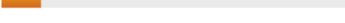
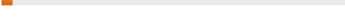
Face to face results

Answered 16; Skipped, 17. 12 'on street/ private' comments categorised as follows:

| | | | |
|--|--|--------|---|
| Broad St. View all • Edit • Delete | | 8.33% | 1 |
| Brookend View all • Edit • Delete | | 8.33% | 1 |
| Gloucester Rd. View all • Edit • Delete | | 25% | 3 |
| N peripheral View all • Edit • Delete | | 33.33% | 4 |
| NW central View all • Edit • Delete | | 8.33% | 1 |
| Old Gloucester Road View all • Edit • Delete | | 0% | 0 |
| S peripheral View all • Edit • Delete | | 8.33% | 1 |
| SW central View all • Edit • Delete | | 8.33% | 1 |

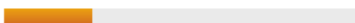
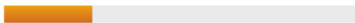

Web results

Answered 117; Skipped, 95. 61 'on street/ private' comments categorised as follows:

| | | | |
|--|---|--------|----|
| Broad St. View all • Edit • Delete |  | 18.03% | 11 |
| Brookend View all • Edit • Delete |  | 3.28% | 2 |
| Gloucester Rd View all • Edit • Delete |  | 26.23% | 16 |
| N peripheral View all • Edit • Delete |  | 4.92% | 3 |
| NE central View all • Edit • Delete |  | 14.75% | 9 |
| NW central View all • Edit • Delete |  | 6.56% | 4 |
| Old Gloucester Rd View all • Edit • Delete |  | 3.28% | 2 |
| S peripheral View all • Edit • Delete |  | 8.20% | 5 |
| SW central View all • Edit • Delete |  | 11.48% | 7 |
| Uncategorized View all |  | 3.28% | 2 |

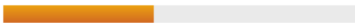
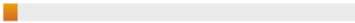

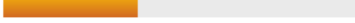
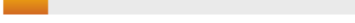
Q10: What was the main purpose of your most recent visit to the town centre?

Face to face results

| | | | |
|---|--|-----|---|
| Access service View all • Edit • Delete |  | 25% | 1 |
| Leisure View all • Edit • Delete |  | 25% | 1 |
| Live / work View all • Edit • Delete |  | 50% | 2 |

Web results

Answered 200; Skipped, 12. 24 comments categorised as follows:

| | | | |
|---|--|--------|----|
| Access service View all • Edit • Delete |  | 41.67% | 10 |
| Comparison shopping View all • Edit • Delete |  | 4.17% | 1 |
| Convenience shopping View all • Edit • Delete |  | 12.50% | 3 |
| Leisure View all • Edit • Delete |  | 37.50% | 9 |
| Live / work View all • Edit • Delete |  | 12.50% | 3 |

Q14: Is / Was the time you spent in the town centre limited?

Face to face results

Answered 33; Skipped, 0. 9 comments categorised as follows:

| | | | |
|--|--|--------|---|
| Personal commitment View all • Edit • Delete | | 22.22% | 2 |
| Transport scheduled View all • Edit • Delete | | 11.11% | 1 |
| Touring View all • Edit • Delete | | 44.44% | 4 |
| Weather View all • Edit • Delete | | 11.11% | 1 |
| Work in town View all • Edit • Delete | | 11.11% | 1 |

Web results

Answered 200; Skipped, 12. 22 comments categorised as follows:

| | | | |
|--|--|--------|----|
| Dislike of town View all • Edit • Delete | | 4.55% | 1 |
| Error - bus time View all • Edit • Delete | | 4.55% | 1 |
| Parking uncertainty View all • Edit • Delete | | 4.55% | 1 |
| Personal commitment View all • Edit • Delete | | 54.55% | 12 |
| Poor retail View all • Edit • Delete | | 4.55% | 1 |
| Transport scheduled View all • Edit • Delete | | 4.55% | 1 |
| Work in town View all • Edit • Delete | | 22.73% | 5 |

Q15: How do you rate the following aspects of the town centre?

Face to face results

Answered 33; Skipped, 0. 8 comments categorised as follows:

| | | | |
|---|--|--------|---|
| Lacks substance View all • Edit • Delete | | 25% | 2 |
| Poor ambience View all • Edit • Delete | | 25% | 2 |
| Poor parking View all • Edit • Delete | | 12.50% | 1 |
| Poor pedestrian access View all • Edit • Delete | | 37.50% | 3 |
| Poor retail View all • Edit • Delete | | 25% | 2 |
| Poor transport View all • Edit • Delete | | 12.50% | 1 |
| Traffic management View all • Edit • Delete | | 25% | 2 |

Web results

Answered 192; Skipped, 20. 46 comments categorised as follows:

| | | | |
|---|--|--------|----|
| Good retail View all • Edit • Delete | | 6.52% | 3 |
| Lacks substance View all • Edit • Delete | | 8.70% | 4 |
| Poor ambience View all • Edit • Delete | | 8.70% | 4 |
| Poor maintenance View all • Edit • Delete | | 19.57% | 9 |
| Poor parking View all • Edit • Delete | | 32.61% | 15 |
| Poor pedestrian access View all • Edit • Delete | | 23.91% | 11 |
| Poor retail View all • Edit • Delete | | 23.91% | 11 |
| Poor transport View all • Edit • Delete | | 4.35% | 2 |
| Traffic management View all • Edit • Delete | | 19.57% | 9 |

Q16: Would you recommend a visit to the town centre?

Face to face results

Yes, 94% (33); No, 6% (2). 3 comments categorised as follows:

| | | | |
|---|--|--------|---|
| Good ambience View all • Edit • Delete | | 0% | 0 |
| Good retail View all • Edit • Delete | | 0% | 0 |
| Historic scenic town View all • Edit • Delete | | 0% | 0 |
| Lacks substance View all • Edit • Delete | | 0% | 0 |
| Needs support View all • Edit • Delete | | 0% | 0 |
| No view View all • Edit • Delete | | 33.33% | 1 |
| Poor ambience View all • Edit • Delete | | 33.33% | 1 |
| Poor parking View all • Edit • Delete | | 33.33% | 1 |
| Poor retail View all • Edit • Delete | | 33.33% | 1 |

Web results

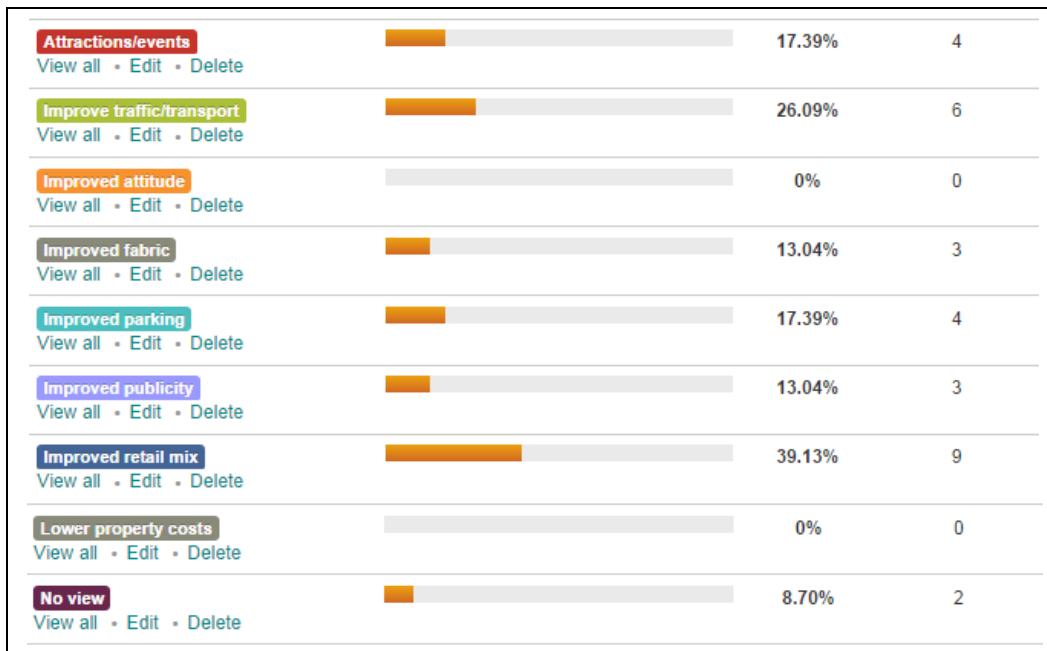
Yes, 74% (143); No, 26% (49). 120 comments categorised as follows:

| | | | |
|---|--|--------|----|
| Good ambience View all • Edit • Delete | | 20.83% | 25 |
| Good retail View all • Edit • Delete | | 25% | 30 |
| Historic scenic town View all • Edit • Delete | | 24.17% | 29 |
| Lacks substance View all • Edit • Delete | | 16.67% | 20 |
| Needs support View all • Edit • Delete | | 3.33% | 4 |
| No view View all • Edit • Delete | | 0.83% | 1 |
| Poor ambience View all • Edit • Delete | | 11.67% | 14 |
| Poor parking View all • Edit • Delete | | 7.50% | 9 |
| Poor retail View all • Edit • Delete | | 30% | 36 |

Q17: One improvement to persuade you to visit the town centre more often, or stay longer?

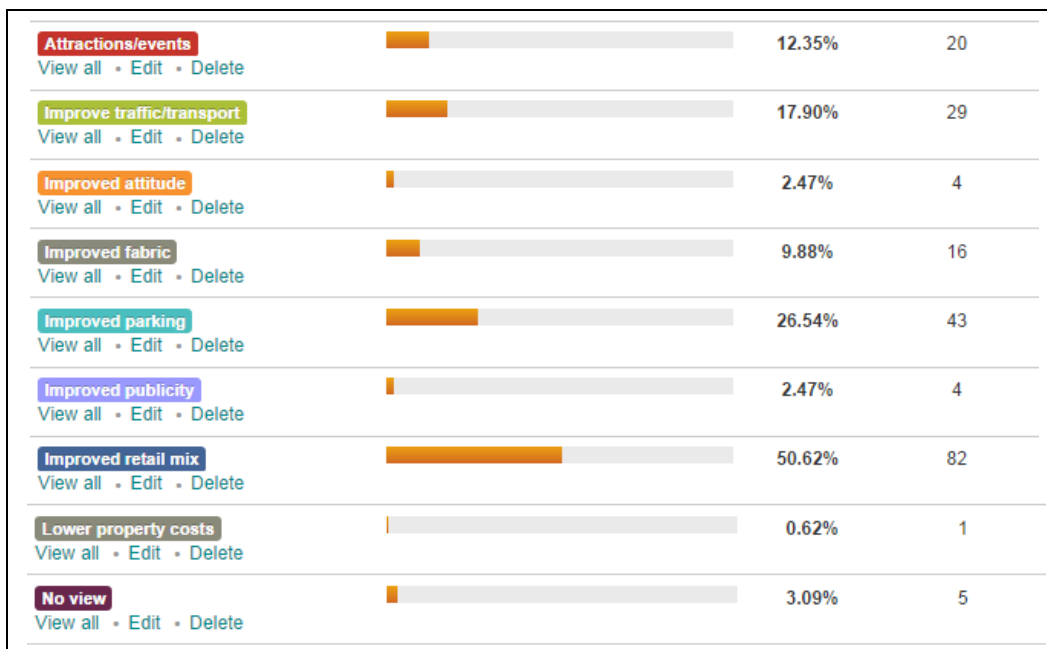
Face to face results

Answered, 23; Skipped 10. 23 comments categorised as follows:



Web results



Answered, 162; Skipped 50. 162 comments categorised as follows:



Q19: Please choose no more than the four most attractive incentives:



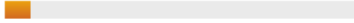
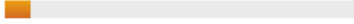
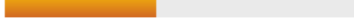
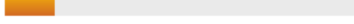
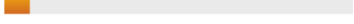
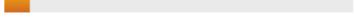
Face to face results

Answered, 8; Skipped 25. 2 comments categorised as follows:

| | | | |
|---|--|-----|---|
| (Free) parking View all • Edit • Delete |  | 50% | 1 |
| Not sure View all • Edit • Delete |  | 50% | 1 |

Web results

Answered, 98; Skipped 114. 14 comments categorised as follows:

| | | | |
|---|---|--------|---|
| Better infrastructure View all • Edit • Delete |  | 21.43% | 3 |
| Draw promotions View all • Edit • Delete |  | 7.14% | 1 |
| Entertainment (voucher?) View all • Edit • Delete |  | 7.14% | 1 |
| Home delivery View all • Edit • Delete |  | 7.14% | 1 |
| Loyalty scheme View all • Edit • Delete |  | 42.86% | 6 |
| None of options View all • Edit • Delete |  | 14.29% | 2 |
| Retail mix View all • Edit • Delete |  | 7.14% | 1 |
| Singles offers View all • Edit • Delete |  | 7.14% | 1 |

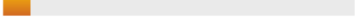
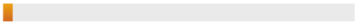
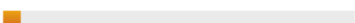






Q20: Would you use internet shopping to 'click & collect' if town traders were to offer it?

Face to face results

Answered, 33; Skipped 0. 1 comment categorised as 'not liked'.

Web results

Answered, 187; Skipped 25. 39 comments categorised as follows:

| | | | |
|---|--|--------|----|
| If collection convenient View all • Edit • Delete |  | 7.69% | 3 |
| Keep trade local? View all • Edit • Delete |  | 2.56% | 1 |
| Limited use View all • Edit • Delete |  | 5.13% | 2 |
| Not liked View all • Edit • Delete |  | 28.21% | 11 |
| Not understood View all • Edit • Delete |  | 5.13% | 2 |
| Possibly View all • Edit • Delete |  | 10.26% | 4 |
| Use delivery service now View all • Edit • Delete |  | 2.56% | 1 |
| Use for non-Ross buying View all • Edit • Delete |  | 15.38% | 6 |
| Use in Ross already View all • Edit • Delete |  | 25.64% | 10 |

Q21: Would you use phone shopping to 'shop & collect' if town traders were to offer it?

Face to face results

Answered, 33; Skipped 0. No comments to categorise.

Web results

Answered, 187; Skipped 25. 21 comments categorised as follows:

| | | | |
|---|--|--------|---|
| If collection convenient View all • Edit • Delete | | 4.76% | 1 |
| Keep trade local? View all • Edit • Delete | | 4.76% | 1 |
| Limited use View all • Edit • Delete | | 14.29% | 3 |
| Much liked View all • Edit • Delete | | 4.76% | 1 |
| Not liked View all • Edit • Delete | | 42.86% | 9 |
| Not understood View all • Edit • Delete | | 4.76% | 1 |
| Prefer internet View all • Edit • Delete | | 4.76% | 1 |
| Some already offer View all • Edit • Delete | | 14.29% | 3 |
| Use for non-Ross buying View all • Edit • Delete | | 4.76% | 1 |

Q22: Would you use timed local delivery if town traders were to offer it?

Face to face results

Answered, 33; Skipped 0. 1 comment categorised as 'not liked'.

Web results

Answered, 187; Skipped 25. 15 comments categorised as follows:

| | | | |
|---|--|--------|---|
| If collection convenient View all • Edit • Delete | | 13.33% | 2 |
| Limited use View all • Edit • Delete | | 26.67% | 4 |
| Not liked View all • Edit • Delete | | 33.33% | 5 |
| Not understood View all • Edit • Delete | | 20% | 3 |
| Some already offer View all • Edit • Delete | | 13.33% | 2 |

Q23: Would you use timed local delivery if town traders were to offer it?

Face to face results

Answered, 33; Skipped 0. No comments to categorise.

Web results

Answered, 187; Skipped 25. 19 comments categorised as follows:

| | | | |
|---|--|--------|---|
| Use for non-Ross buying View all • Edit • Delete | | 15.79% | 3 |
| If single timed delivery View all • Edit • Delete | | 15.79% | 3 |
| If incapacitated View all • Edit • Delete | | 10.53% | 2 |
| Limited use View all • Edit • Delete | | 21.05% | 4 |
| Not liked View all • Edit • Delete | | 15.79% | 3 |
| To reduce car use View all • Edit • Delete | | 10.53% | 2 |
| To keep trade local View all • Edit • Delete | | 5.26% | 1 |
| If competitive on price View all • Edit • Delete | | 15.79% | 3 |

Q25: What service do you use to find out about accommodation, outlets, services and promotions?

Face to face results

Answered, 3; Skipped 30. 3 comments categorised as follows:

| | | | |
|---|--|--------|---|
| Not understood View all · Edit · Delete | | 33.33% | 1 |
| Personal enquiry View all · Edit · Delete | | 66.67% | 2 |
| Print / paper View all · Edit · Delete | | 66.67% | 2 |

Web results

Answered, 10; Skipped 202. 10 comments categorised as follows:

| | | | |
|--|--|-----|---|
| Email View all · Edit · Delete | | 0% | 0 |
| News media View all · Edit · Delete | | 20% | 2 |
| Personal enquiry View all · Edit · Delete | | 30% | 3 |
| Print / paper View all · Edit · Delete | | 10% | 1 |
| Telephone enquiry View all · Edit · Delete | | 0% | 0 |
| Web, ad hoc View all · Edit · Delete | | 70% | 7 |
| Web, structured View all · Edit · Delete | | 10% | 1 |
| Word of mouth View all · Edit · Delete | | 10% | 1 |

Q28: What service do you already use to report problems with aspects of the town?

Face to face results

Answered, 1; Skipped 32. 1 comment categorised as 'word of mouth'.

Web results

Answered, 3; Skipped 209. 3 comments categorised as follows:

| | | | |
|--|--|--------|---|
| Email, town council View all · Edit · Delete | | 33.33% | 1 |
| News media View all · Edit · Delete | | 0% | 0 |
| Telephone View all · Edit · Delete | | 33.33% | 1 |
| Print / paper View all · Edit · Delete | | 0% | 0 |
| Web, ad hoc View all · Edit · Delete | | 33.33% | 1 |
| Web, structured View all · Edit · Delete | | 0% | 0 |