

# Final Results

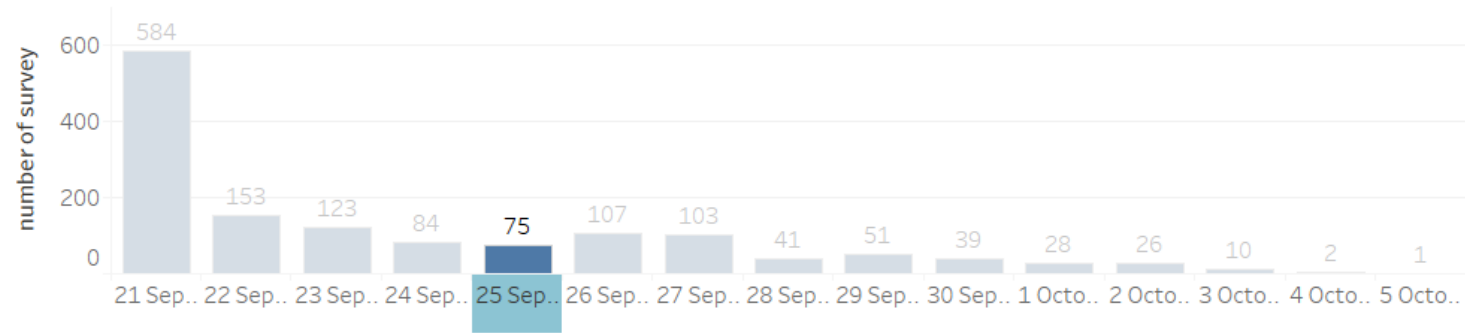
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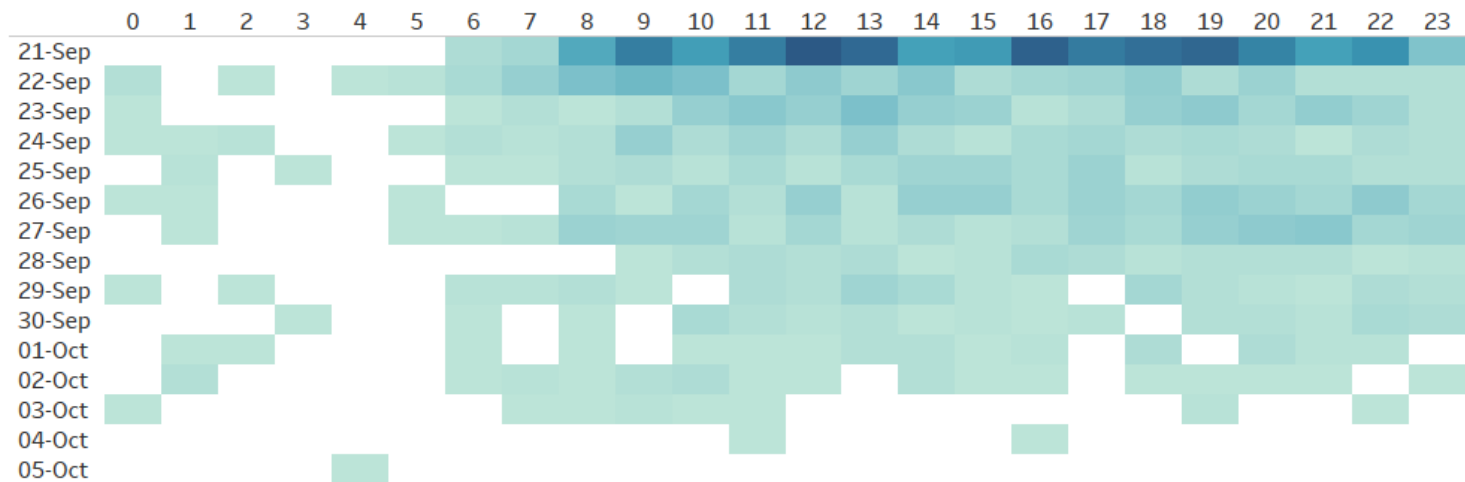
Total survey	Age and sex	Employment status	Location and visit frequency	Length of Visit	Where do you eat out	Eating out in Harrog..
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Total survey completed: 1,427 as of **05/10/2020**

### Daily survey completed



### Completion time

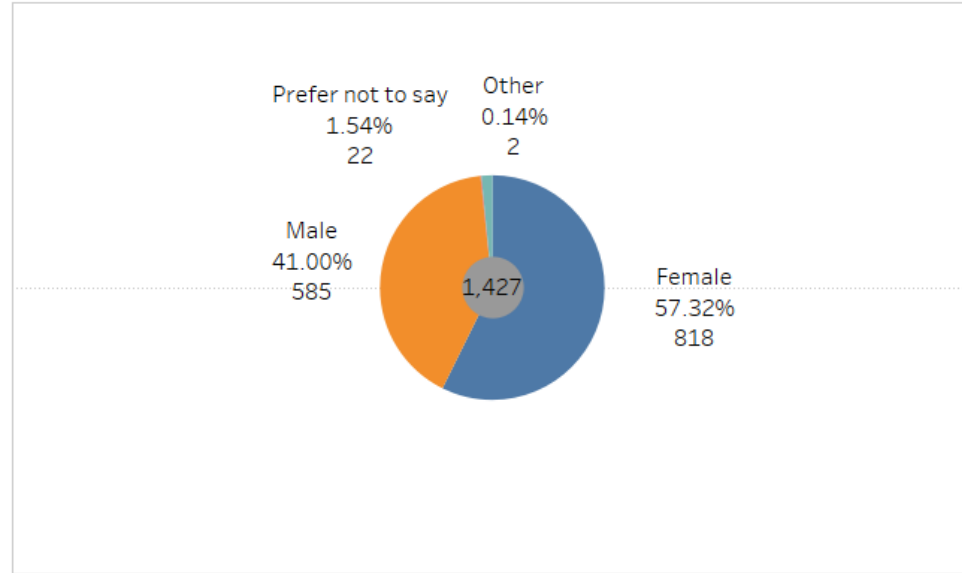


Total survey	Age and sex	Employment status	Location and visit frequency	Length of Visit	Spending	Where do you eat o..
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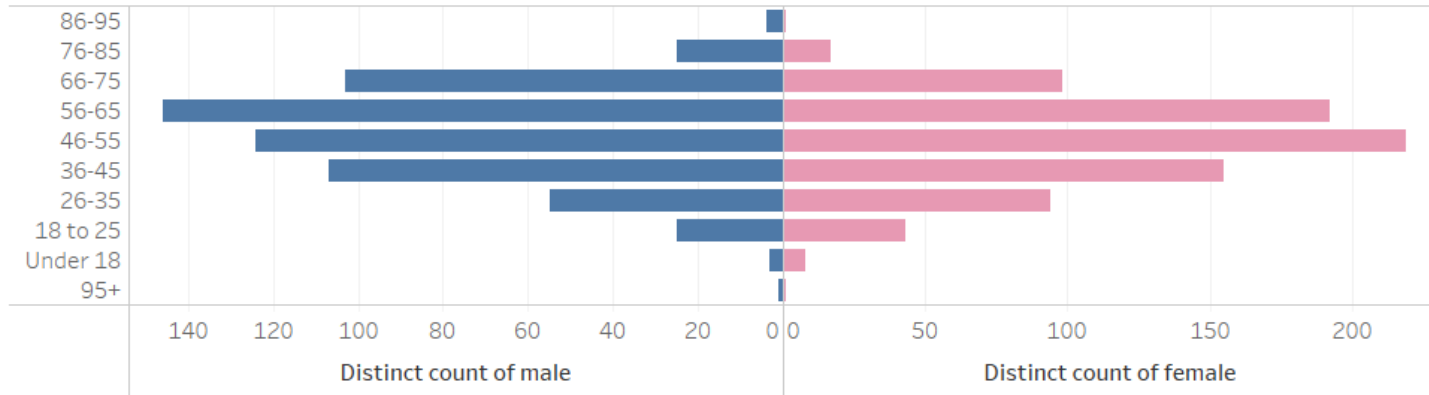
### What age group do you fit in?

Under 18	9
18 to 25	66
26-35	153
36-45	266
46-55	346
56-65	339
66-75	202
76-85	41
86-95	4
95+	1

### How do you describe yourself?



### Age/sex



Total survey	Age and sex	Employment status	Location and visit frequency	Length of Visit	Where do you eat out	Eating out in Harrog..
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## Please state your employment status

I am working full time	35%	493
I am retired	24%	336
I am self-employed	14%	205
I am working part time	14%	200
I am a homemaker	4%	50
I am unemployed having worked before	2%	25
I prefer not to say	2%	25
I am a student	2%	24
I am unemployed as a result of Covid-19	1%	17
I am furloughed and am not sure about the future	1%	15
I am furloughed but expect to return to work	1%	15
I am working on a fixed term contract	1%	13
I am at school	0%	6
I am looking for my first job	0%	2
I am serving an apprenticeship or as an intern	0%	1

## Employment extra information

None of the above but I live in Harrogate	79%	1,125
None of the above but I visit Harrogate	9%	128
a business owner outside Harrogate Town Centre	6%	85
a business owner in Harrogate Town Centre	3%	48
a shop owner or manager in Harrogate Town Centre	1%	17
a shop owner or manager outside Harrogate Town Centre	0%	7
a member of the Harrogate BID - (Business Improvement District)	0%	6
a restaurant or pub owner or manager outside Harrogate Town Centre	0%	6
a restaurant or pub owner or manager in Harrogate Town Centre	0%	5



Total survey	Age and sex	Employment status	Location and visit frequency	Length of Visit	Where do you eat out	Eating out in Harrogate
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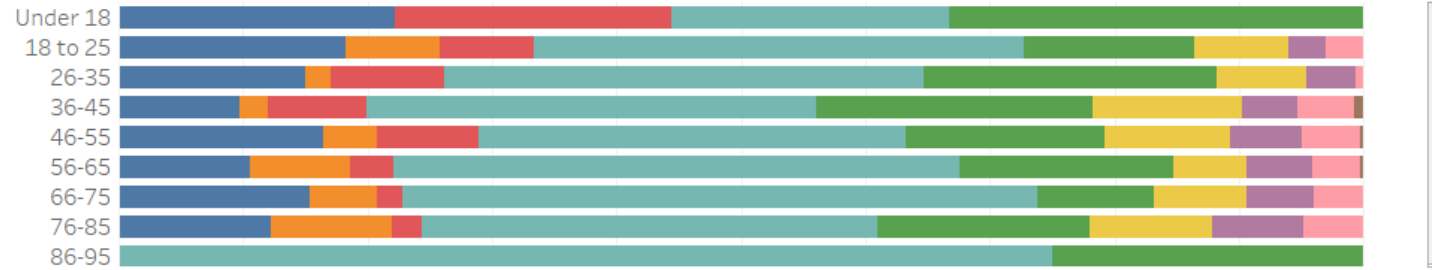
### How close do you live to the Harrogate town centre

Within 1 mile	37%	529
1 to 2 miles	33%	471
2 to 3 miles	10%	142
3 to 4 miles	6%	83
More than 4 miles	14%	202

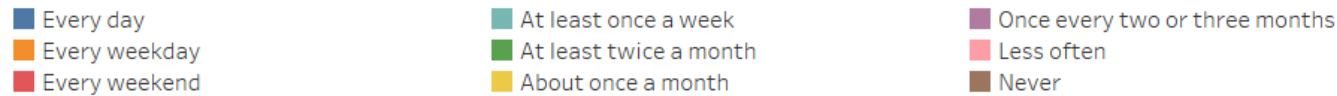
### How often do you visit harrogate town centre?

Every day	13%	192
Every weekday	5%	71
Every weekend	6%	87
At least once a week	40%	577
At least twice a month	17%	247
About once a month	9%	122
Once every two or three months	5%	73
Less often	4%	54
Never	0%	4

### How often do you visit harrogate town centre?



### How often do you visit harrogate town centre?

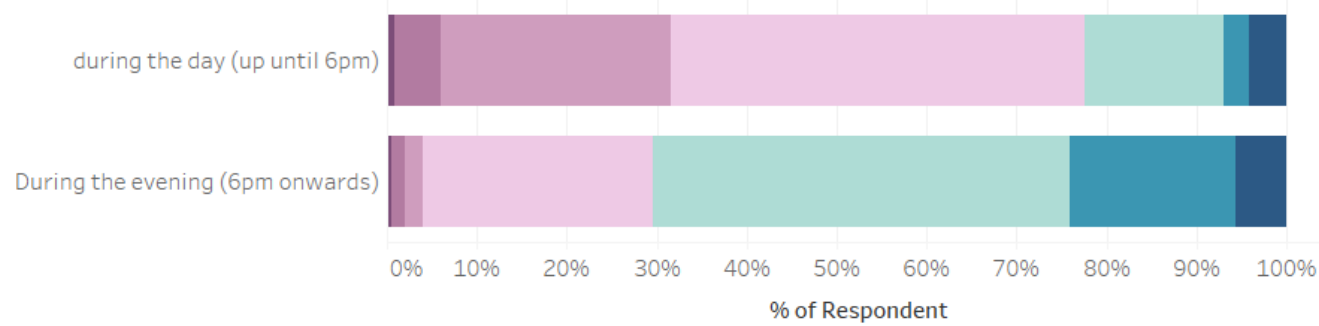


Age and sex	Employment status	Location and visit frequency	Length of Visit	Where do you eat out	Eating out in Harrogate	Reason of visit
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### When do you typically visit Harrogate town centre?

Comment	%	Count
During the daytime (up until 6pm)	94%	1,316
In the evening (6pm onwards)	26%	359
Grand Total	100%	1,401

### When you visit Harrogate , how long do you normally spend in the town centre?



Question Answer Value

- Less than 15 minutes
- 15 minutes to half an hour
- half an hour to an hour
- An hour to two hours
- Two to three hours
- Three to four hours
- More than four hours

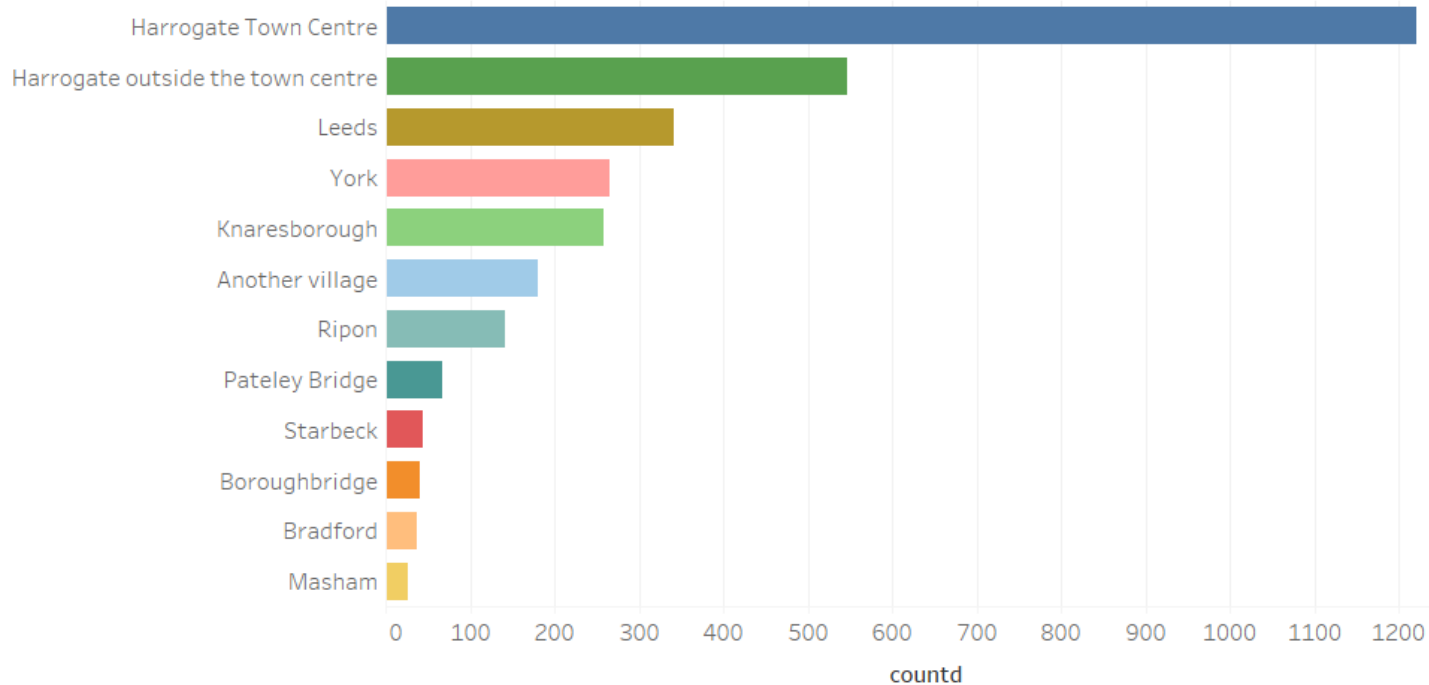


Employment status	Location and visit frequency	Length of Visit	Where do you eat out	Eating out in Harrogate	Reason of visit	Frustration
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How often do you go out (eating or entertaining) in Harrogate or elsewhere?

	Under 18	18 to 25	26-35	36-45	46-55	56-65	66-75	76-85	86-95	Grand Total
More than once a week		12%	7%	9%	8%	11%	11%	2%	25%	9%
Once a week	22%	33%	28%	21%	25%	23%	22%	22%	25%	24%
Once every month	56%	32%	37%	36%	32%	31%	32%	37%	25%	33%
Once every two to three months	22%	20%	24%	30%	27%	27%	29%	29%	25%	27%
Less than once a year		3%	5%	5%	8%	8%	6%	10%		7%

Where do you go out for eating or entertainment?



Location and visit frequen..	Length of Visit	Where do you eat out	Eating out in Harrogate	Reason of visit	Frustration	Premises
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How often do you go out (eating or entertaining) specifically in Harrogate?

More than once a week	5.68%	81.0
Once a week	19.69%	281.0
Once every month	29.15%	416.0
Once every two to three months	33.78%	482.0
Less than once a year	11.70%	167.0

Should the relaxed "al fresco" / street dining rules become permanent in Harrogate?

	No	Yes	Not sure	No	Yes	Not sure
Under 18	22.22%	55.56%	22.22%	2	5	2
18 to 25	7.58%	80.30%	12.12%	5	53	8
26-35	7.84%	79.74%	12.42%	12	122	19
36-45	4.14%	84.59%	11.28%	11	225	30
46-55	8.67%	80.92%	10.40%	30	280	36
56-65	7.37%	77.29%	15.34%	25	262	52
66-75	16.34%	67.33%	16.34%	33	136	33
76-85	29.27%	48.78%	21.95%	12	20	9
86-95	25.00%	25.00%	50.00%	1	1	2
95+	100.00%			1		
Grand To..	9.25%	77.37%	13.38%	132	1,104	191





Length of Visit	Where do you eat out	Eating out in Harrogate	Reason of visit	Frustration	Premises	Transport to town
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## For what reason do you visit the town centre?

Comment	Female	Male	Other	Female	Male	Other
Clothes shopping	65%	47%	50%	532	272	1
Commercial services	9%	14%		74	79	
Drinks and nibbles	36%	46%	50%	298	269	1
Eating out in restaurants	55%	61%	50%	453	355	1
General shopping (eg Stationery, electrical appliances)	51%	52%	100%	420	300	2
Grocery shopping (Food and drink)	43%	42%	50%	354	246	1
Health and beauty	46%	11%	50%	373	65	1
I work in town	8%	8%		63	49	
Premium shopping (eg Jewellery, luxury goods, TV's, computers)	10%	14%		78	83	
Take away	9%	16%		76	96	
Transport - to travel further afield	13%	19%	50%	108	109	1
Use leisure facilities - The Stray, cinemas etc	34%	37%	50%	281	215	1
Use public services (council, job centre, library)	12%	10%		94	60	

## For what reason do you visit the town centre? (select all applicable)

Comment	Under..	18 to ..	26-35	36-45	46-55	56-65	66-75	76-85	86-95
Clothes shopping	89%	50%	56%	54%	57%	61%	58%	60%	50%
Commercial services	11%	2%	5%	6%	12%	16%	14%	18%	
Drinks and nibbles	78%	48%	50%	44%	45%	35%	31%	28%	
Eating out in restaurants	78%	64%	70%	61%	58%	53%	52%	45%	75%
General shopping (eg Stationery, electrical appliances)	89%	38%	48%	51%	49%	53%	58%	58%	75%
Grocery shopping (Food and drink)	56%	33%	35%	37%	41%	47%	47%	73%	50%
Health and beauty	56%	38%	31%	34%	31%	33%	24%	20%	
I work in town	11%	21%	14%	7%	10%	6%	2%		
Premium shopping (eg Jewellery, luxury goods, TV's, c..		8%	7%	9%	11%	15%	15%	8%	25%
Take away	33%	17%	20%	16%	15%	8%	4%	3%	25%
Transport - to travel further afield	33%	29%	21%	11%	13%	15%	14%	35%	25%
Use leisure facilities - The Stray, cinemas etc	44%	41%	44%	42%	33%	34%	27%	28%	50%
Use public services (council, job centre, library)	33%	8%	10%	10%	7%	13%	13%	25%	25%

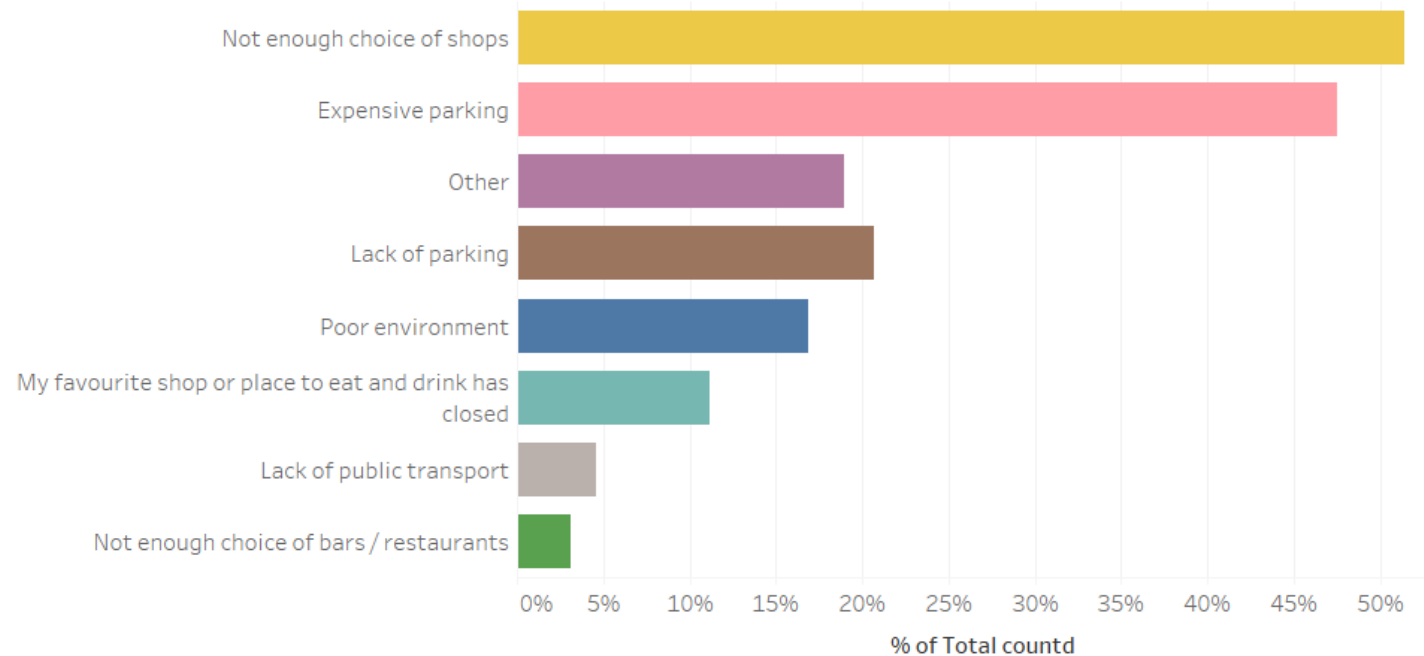


Where do you eat out	Eating out in Harrogate	Reason of visit	<b>Frustration</b>	Premises	Transport to town	Opinion on transport
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## biggest frustration

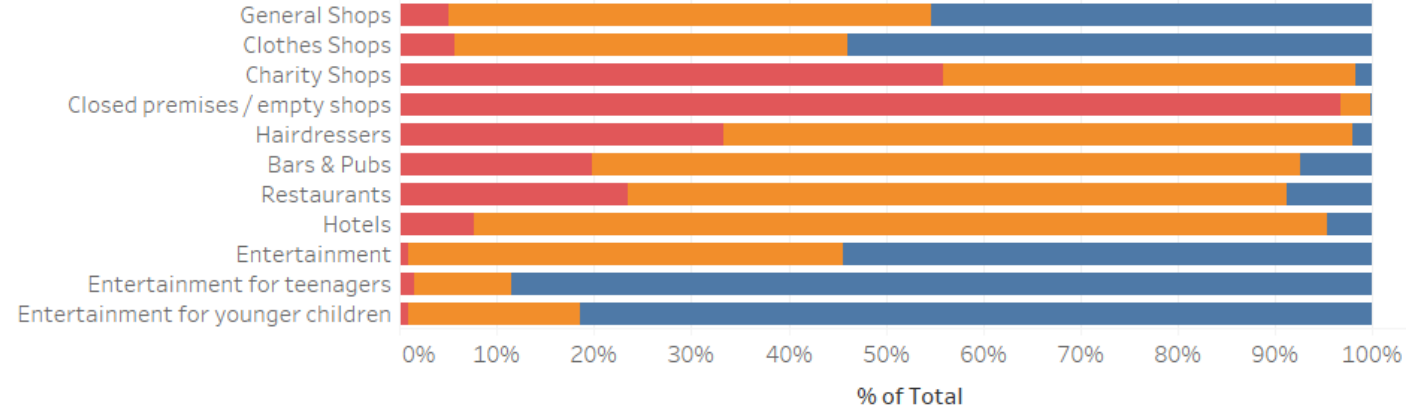
Comment	%	Count
Expensive parking	48%	678
Lack of parking	21%	295
Lack of public transport	5%	66
My favourite shop or place to eat and drink has closed	11%	159
Not enough choice of bars / restaurants	3%	44
Not enough choice of shops	51%	734
Other	19%	270
Poor environment	17%	241
Grand Total	100%	1,427

## what are your biggest frustrations with Harrogate town centre?



Eating out in Harrogate	Reason of visit	Frustration	Premises	Transport to town	Opinion on transport	Parking
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## Premises



■ Too many   
 ■ About Right   
 ■ Not enough

	Female			Male		
	Not enough	About Right	Too many	Not enough	About Right	Too many
General Shops	51.07%	43.91%	5.02%	37.23%	57.45%	5.32%
Clothes Shops	64.34%	32.42%	3.24%	38.94%	51.92%	9.14%
Charity Shops	2.20%	46.05%	51.75%	1.28%	37.70%	61.02%
Closed premises / empty shops	0.13%	2.53%	97.35%	0.18%	4.16%	95.66%
Hairdressers	2.70%	67.61%	29.69%	0.88%	60.00%	39.12%
Bars & Pubs	4.40%	73.96%	21.63%	11.59%	71.48%	16.93%
Restaurants	8.06%	67.25%	24.69%	9.55%	68.58%	21.88%
Hotels	4.00%	89.48%	6.52%	5.34%	85.42%	9.24%
Entertainment	56.77%	42.44%	0.79%	51.45%	47.45%	1.09%
Entertainment for teenagers	92.67%	6.39%	0.94%	82.34%	15.49%	2.17%
Entertainment for younger children	82.82%	16.41%	0.76%	79.25%	19.95%	0.81%



Reason of visit	Frustration	Premises	Transport to town	Opinion on transport	Parking	Opinion about premises
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## Where do you work ?

A village	4.56%	65
Bradford	0.84%	12
Further afield	7.08%	101
Harrogate - currently working from home because of Covid-19	10.37%	148
Harrogate - normally work from home	13.38%	191
Harrogate Town Centre / suburbs	25.72%	367
Leeds	7.50%	107
York	1.19%	17
Not working	29.36%	419

## How do you get into town for:

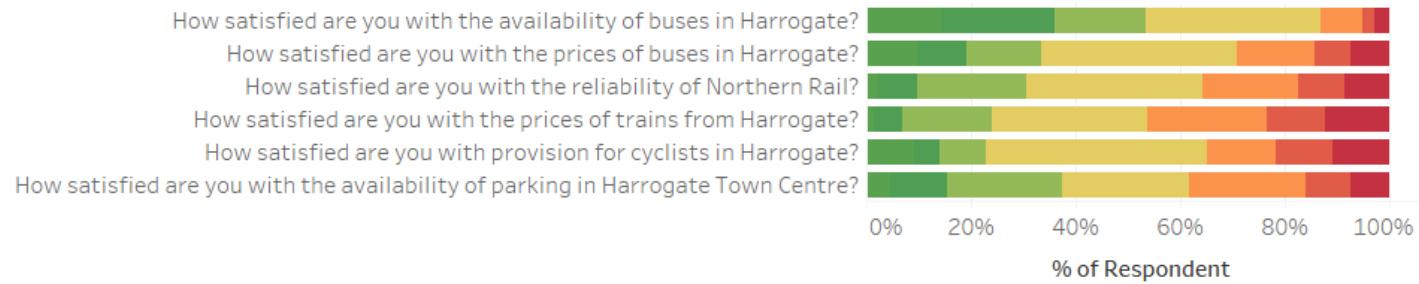
	for work	For leisure activity
I cycle	8.73%	4.70%
I drive a car or van	57.74%	41.35%
I get a lift	2.68%	
I rarely go out	6.55%	4.06%
I ride a motorbike or scooter	0.69%	0.14%
I use public transport	9.92%	18.08%
I use taxis	2.28%	16.61%
I walk	34.82%	47.79%



Frustration	Premises	Transport to town	Opinion on transport	Parking	Opinion about premises	Opinion about the appearance
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## Transport

	Completely Satisfied	Very Satisfied	Somewhat Satisfied	Neither Satisfied or Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	Completely Dissatisfied
How satisfied are you with the availability of buses in Harrogate?	14%	22%	17%	33%	8%	2%	3%
How satisfied are you with the prices of buses in Harrogate?	10%	10%	14%	37%	15%	7%	7%
How satisfied are you with the reliability of Northern Rail?	2%	8%	21%	34%	18%	9%	9%
How satisfied are you with the prices of trains from Harrogate?	2%	5%	17%	30%	23%	11%	12%
How satisfied are you with provision for cyclists in Harrogate?	9%	5%	9%	42%	13%	11%	11%
How satisfied are you with the availability of parking in Harrogate Town Centre?	5%	11%	22%	24%	22%	8%	8%



Question Answer Value  
■ Completely Satisfied  
■ Very Satisfied

■ Somewhat Satisfied

■ Neither Satisfied or Dissatisf..

■ Somewhat Dissatisfied

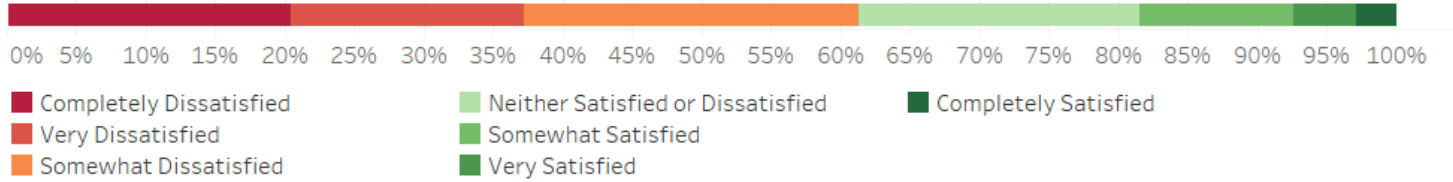
■ Very Dissatisfied

■ Completely Dissatisfied



Premises	Transport to town	Opinion on transport	<b>Parking</b>	Opinion about premises	Opinion about the appearance	Pedestrianisation of James S...
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## Opinion about parking?



## Where do you normally park?

A bit further outside the centre	101	17%
Disk parking to avoid parking charges	317	54%
Pay and display multi-story	146	25%
Pay and display on the street	215	36%
Private parking	44	7%

## How do you pay for parking?

Apple Pay or Google Pay	21	7%
Card	156	54%
Cash	136	47%
Using the AppyParking app	56	19%

## Where do you normally park?

	18 to 25	26-35	36-45	46-55	56-65	66-75	76-85	86-95
A bit further outside the centre	31%	18%	17%	15%	19%	11%	22%	
Disk parking to avoid parking charges	59%	59%	43%	44%	58%	62%	74%	75%
Pay and display multi-story	19%	31%	33%	26%	27%	16%	7%	25%
Pay and display on the street	19%	33%	45%	39%	33%	39%	26%	50%
Private parking	22%	14%	3%	10%	4%	4%	11%	

## How do you pay for parking?

	18 to ..	26-35	36-45	46-55	56-65	66-75	76-85	86-95
Cash	33%	17%	28%	48%	54%	65%	89%	67%
Card	67%	70%	55%	58%	62%	28%	33%	33%
Using the AppyParki..	11%	30%	25%	20%	15%	20%		
Apple Pay or Google ..	33%	9%	13%	9%	3%			

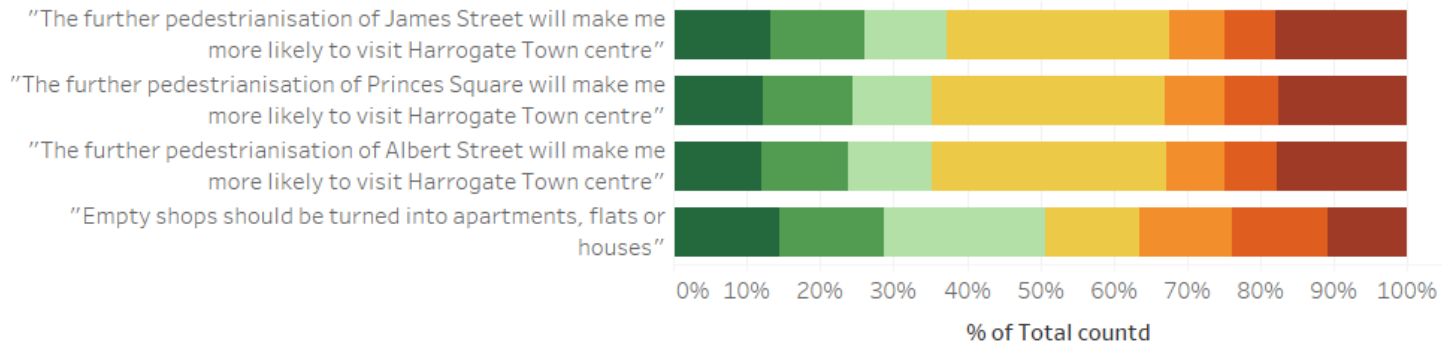


Transport to town	Opinion on transport	Parking	Opinion about premises	Opinion about the appearance	Pedestrianisation of James Street	Pedestrianisation of Princes..
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## Opinion about premises

	Completely Agree	Agree	Somewhat Agree	Neither Disagree or Agree	Disagree	Somewhat Disagree	Completely Disagree
"The further pedestrianisation of James Street will make me more likely to visit Harrogate Town centre"	190	181	160	432	109	98	257
"The further pedestrianisation of Princes Square will make me more likely to visit Harrogate Town centre"	173	175	155	452	116	105	251
"The further pedestrianisation of Albert Street will make me more likely to visit Harrogate Town centre"	172	167	163	457	113	100	255
"Empty shops should be turned into apartments, flats or houses"	205	205	313	184	180	184	156

## Opinion about premises



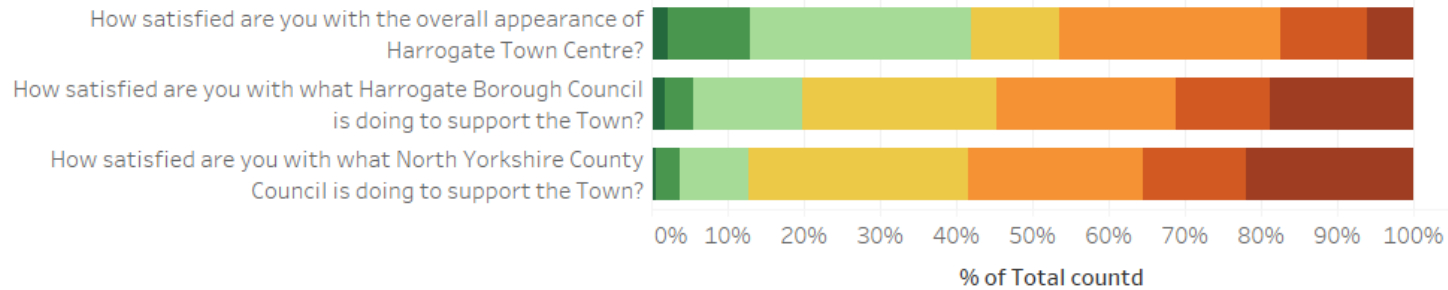
Comment

- Completely Agree
- Agree
- Somewhat Agree
- Neither Disagree or Agree
- Disagree
- Somewhat Disagree
- Completely Disagree



Opinion on transport	Parking	Opinion about premises	Opinion about the appearance	Pedestrianisation of James Street	Pedestrianisation of Princes Square	Pedestrianisation of Albert ..
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	Completely Satisfied	Very Satisfied	Somewhat Satisfied	Neither Satisfied or Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	Completely Dissatisfied
How satisfied are you with the overall appearance of Harrogate Town Centre?	2%	11%	29%	12%	29%	11%	6%
How satisfied are you with what Harrogate Borough Council is doing to support the Town?	2%	4%	14%	26%	23%	12%	19%
How satisfied are you with what North Yorkshire County Council is doing to support the Town?	1%	3%	9%	29%	23%	13%	22%



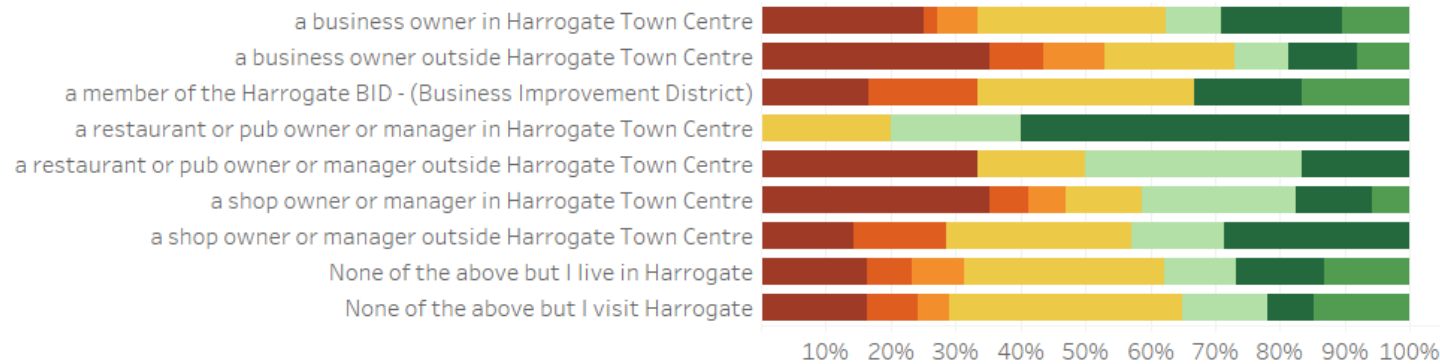
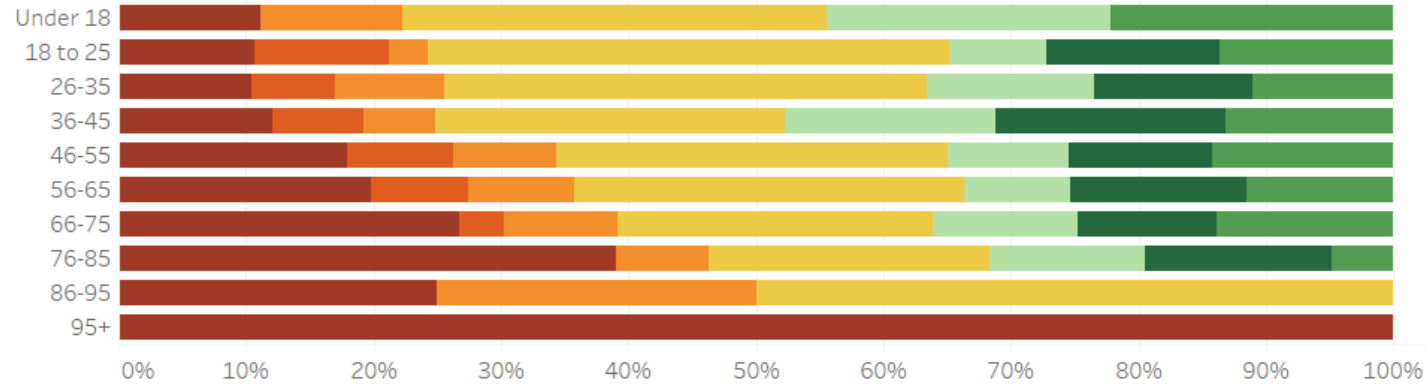
Comment

- Completely Satisfied
- Very Satisfied
- Somewhat Satisfied
- Neither Satisfied or Dissat..
- Somewhat Dissatisfied
- Very Dissatisfied
- Completely Dissatisfied





“The further pedestrianisation of James Street will make me more likely to visit Harrogate Town centre”

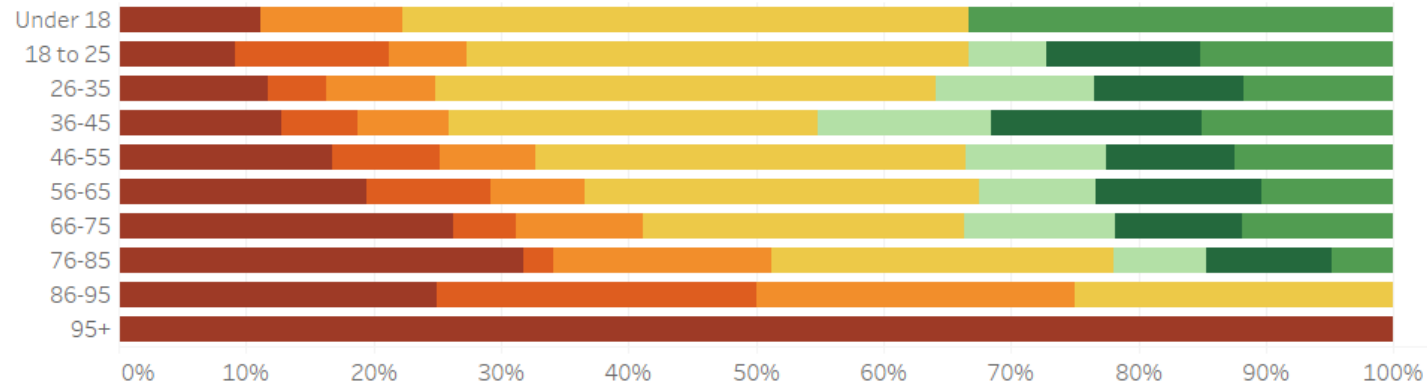


Comment

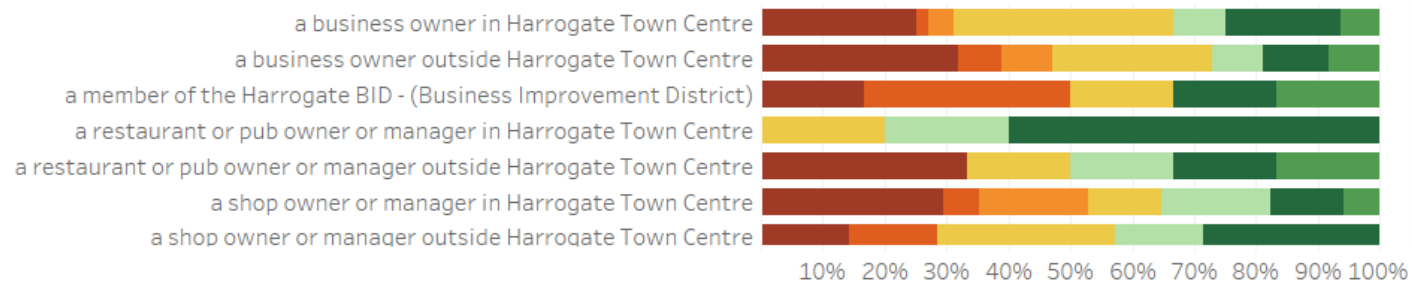
<span style="color: #8B4513;">■</span> Completely Disagree	<span style="color: #FF8C00;">■</span> Disagree	<span style="color: #90EE90;">■</span> Somewhat Agree	<span style="color: #006400;">■</span> Agree
<span style="color: #FF4500;">■</span> Somewhat Disagree	<span style="color: #FFD700;">■</span> Neither Disagree or Agree	<span style="color: #006400;">■</span> Completely Agree	



“The further pedestrianisation of Princes Square will make me more likely to visit Harrogate Town centre”



“The further pedestrianisation of James Street will make me more likely to visit Harrogate Town centre”

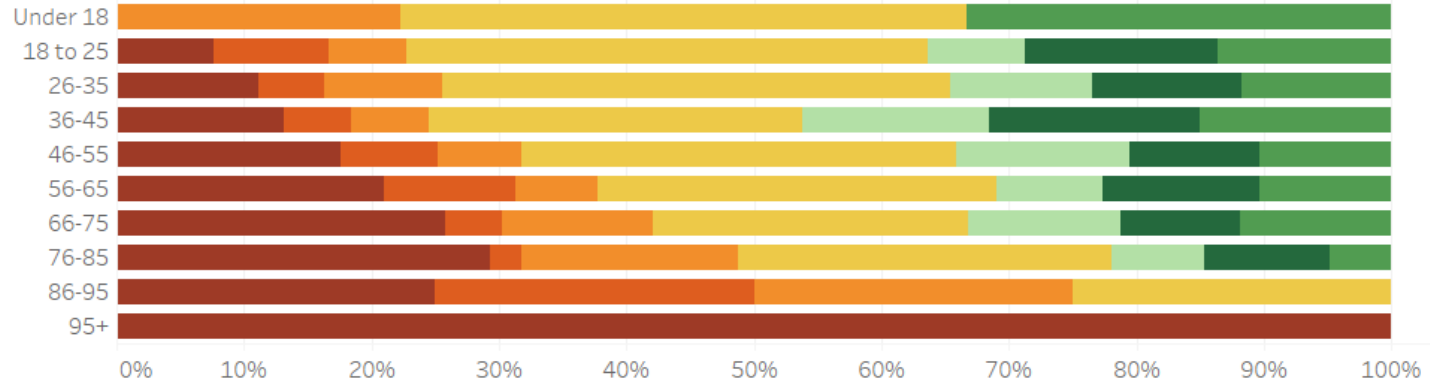


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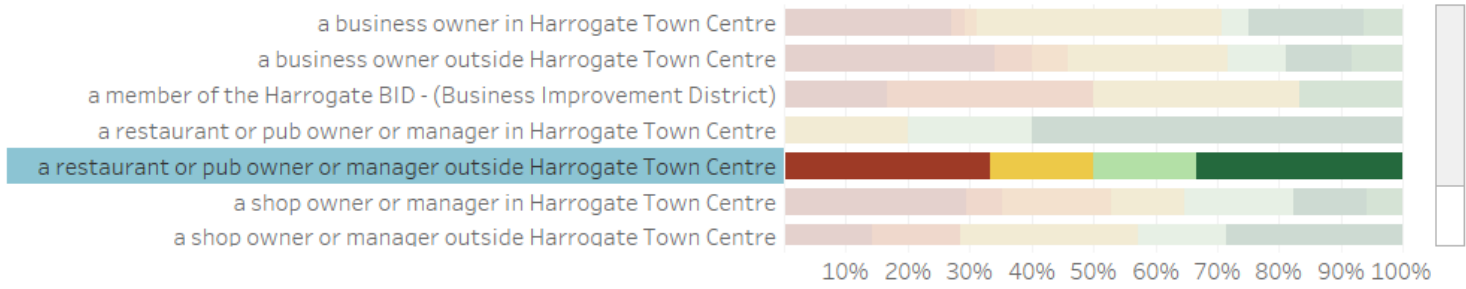
<span style="color: #8B4513;">■</span> Completely Disagree	<span style="color: #FF8C00;">■</span> Disagree	<span style="color: #90EE90;">■</span> Somewhat Agree	<span style="color: #008000;">■</span> Agree
<span style="color: #FF4500;">■</span> Somewhat Disagree	<span style="color: #FFD700;">■</span> Neither Disagree or Agree	<span style="color: #006400;">■</span> Completely Agree	



“The further pedestrianisation of Albert Street will make me more likely to visit Harrogate Town centre”



“The further pedestrianisation of James Street will make me more likely to visit Harrogate Town centre”

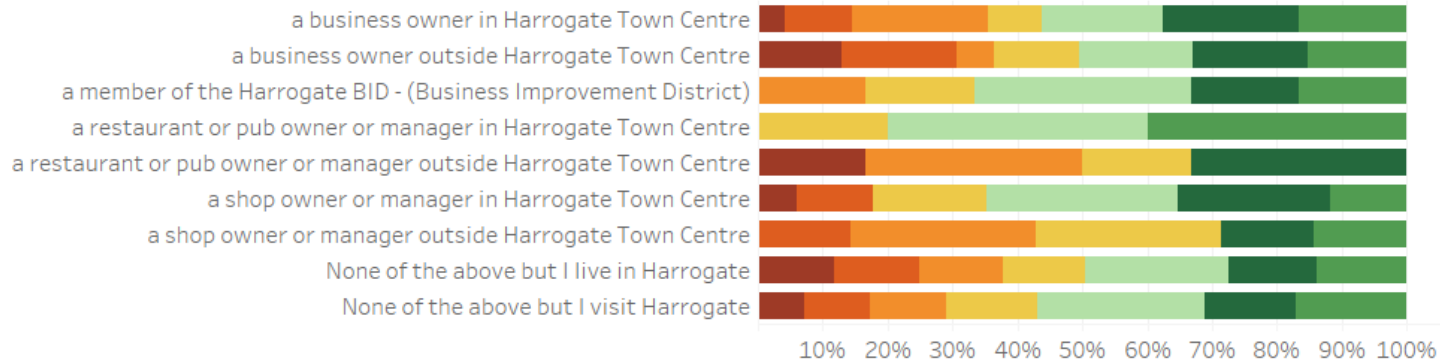
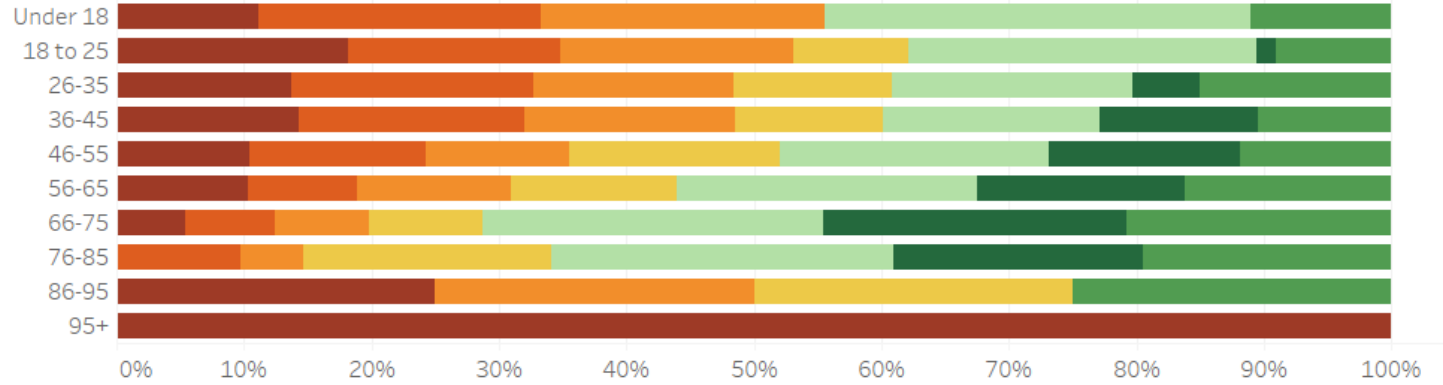


Comment

- Completely Disagree
- Disagree
- Somewhat Agree
- Agree
- Somewhat Disagree
- Neither Disagree or Agree
- Completely Agree



### "Empty shops should be turned into apartments, flats or houses"

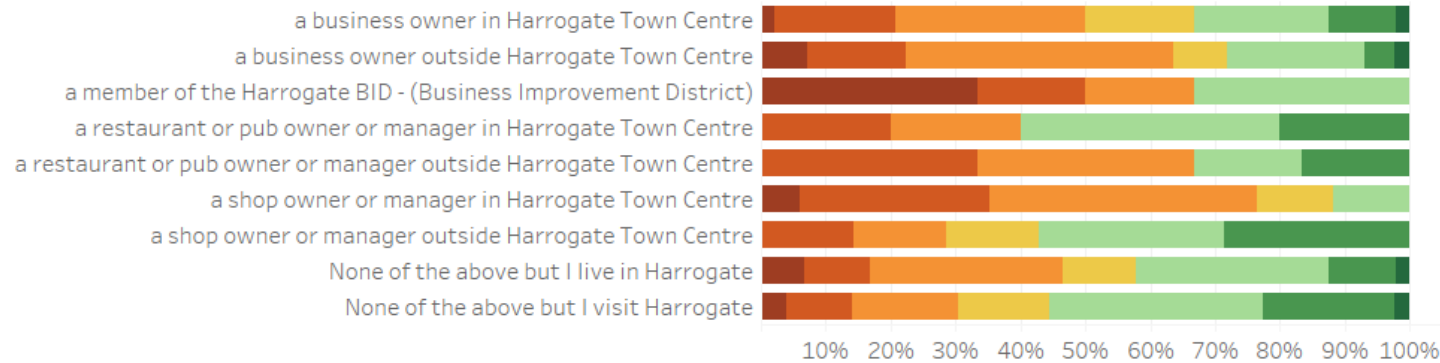
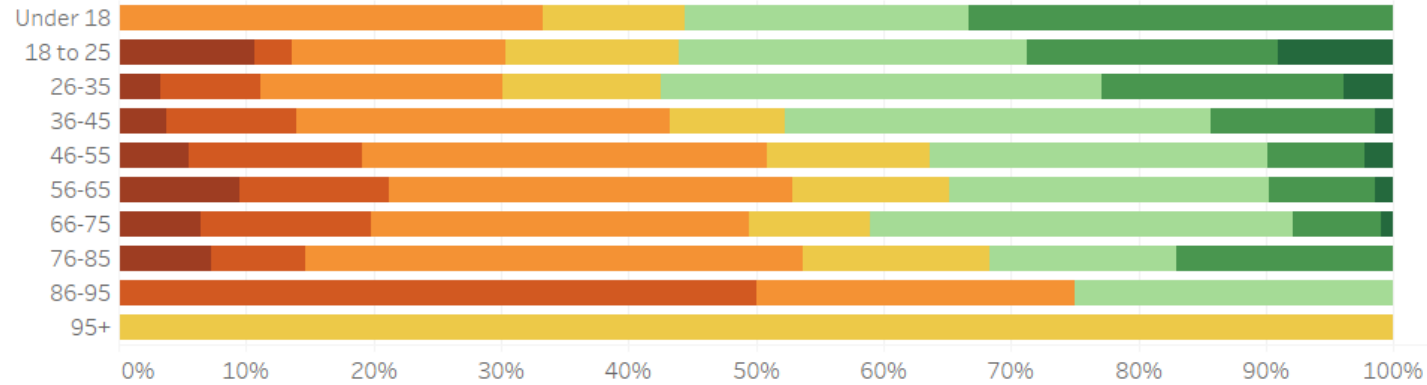


Comment

- Completely Disagree
- Disagree
- Somewhat Agree
- Agree
- Neither Disagree or Agree
- Completely Agree



### How satisfied are you with the overall appearance of Harrogate Town Centre?

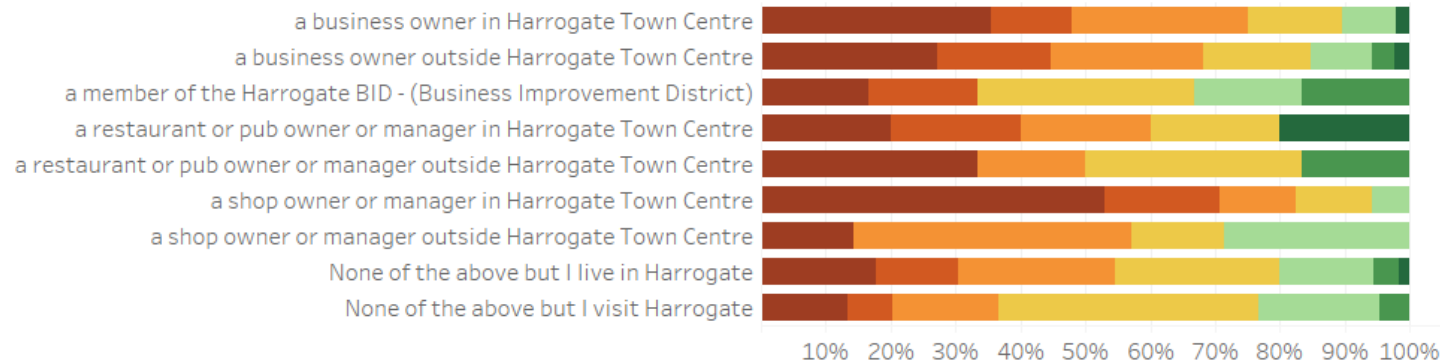
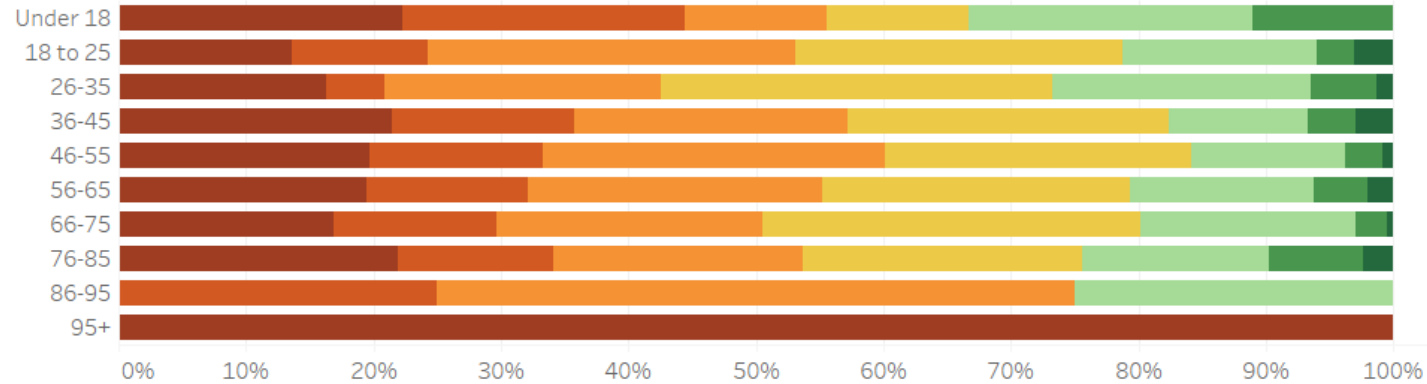


Comment

<span style="color: #8B4513;">■</span> Completely Dissatisfied	<span style="color: #FF8C00;">■</span> Somewhat Dissatisfied	<span style="color: #90EE90;">■</span> Somewhat Satisfied	<span style="color: #006400;">■</span> Completely Satisfied
<span style="color: #FF4500;">■</span> Very Dissatisfied	<span style="color: #FFD700;">■</span> Neither Satisfied or Dissatisfied	<span style="color: #008000;">■</span> Very Satisfied	



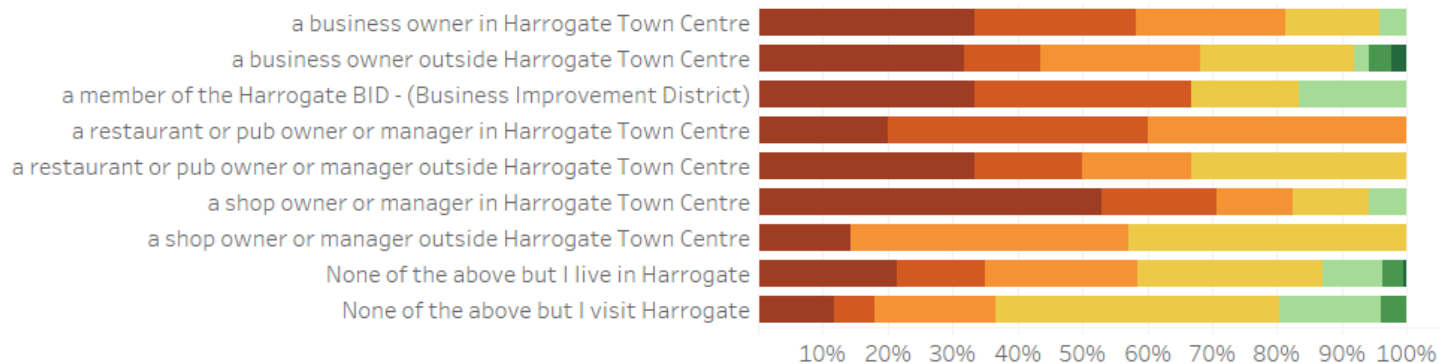
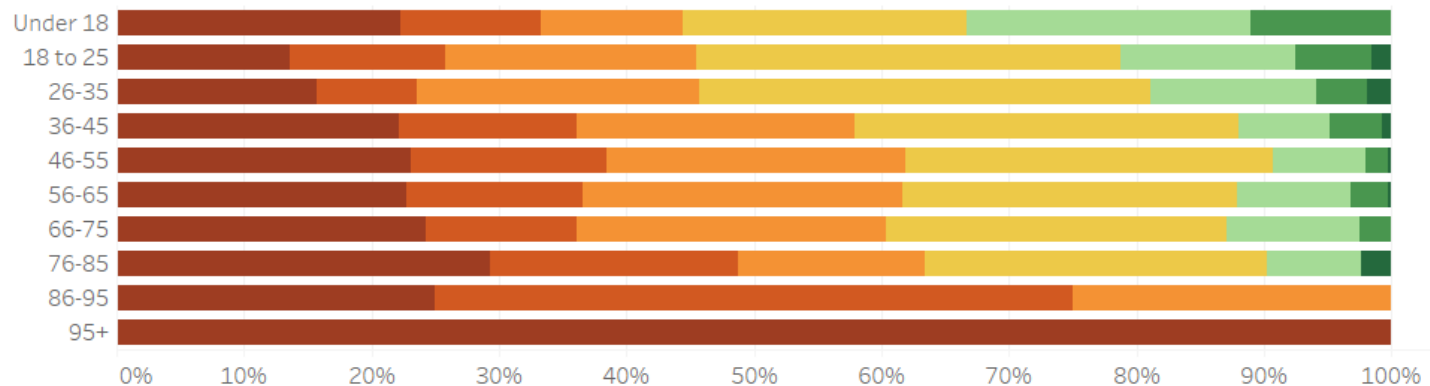
### How satisfied are you with what Harrogate Borough Council is doing to support the Town?



**Comment**  
■ Completely Dissatisfied   
 ■ Very Dissatisfied   
 ■ Somewhat Dissatisfied   
 ■ Neither Satisfied or Dissatisf..   
 ■ Somewhat Satisfied   
 ■ Completely Satisfied   
 ■ Very Satisfied



How satisfied are you with what North Yorkshire County Council is doing to support the Town?



Comment  
 Completely Dissatisfied    Very Dissatisfied    Somewhat Dissatisfied    Neither Satisfied or Dissatisf..    Somewhat Satisfied    Completely Satisfied    Very Satisfied



Pedestrian isation of ..	Empty Shops	Overall appearance	Harrogate Borough Council ..	North Yorkshire County Council	What Else?	Yourpoll
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Finally, what other areas do you think are of interest or concern to you as a local resident?

Comment	%	Count
Roads	68%	976
Housing development	44%	626
The local economy	41%	582
The Stray	41%	579
Policing	39%	560
Leisure services	35%	494
Environment & Green policies	33%	473
Covid-19	30%	424
Cycling	29%	411
The Harrogate International (Conference) Centre	27%	386
Schools	26%	371
Public Transport	24%	339
North Yorkshire Devolution	23%	329
The Yorkshire Showground	16%	233
Harrogate Council Offices	15%	220
Harrogate Town FC	13%	186

Comment	Under..	18 to ..	26-35	36-45	46-55	56-65	66-75	76-85	86-95	95+
Roads	44%	50%	62%	65%	68%	72%	76%	78%	75%	100%
Housing development	22%	35%	39%	43%	44%	46%	49%	44%	50%	
The local economy	33%	27%	39%	31%	43%	46%	46%	44%	50%	
The Stray	44%	33%	34%	33%	38%	45%	48%	66%	75%	100%
Policing	22%	14%	32%	29%	38%	46%	53%	59%	50%	100%
Leisure services	33%	35%	41%	42%	38%	29%	26%	22%	25%	
Environment & Green policies	22%	32%	31%	33%	33%	34%	37%	29%		
Covid-19	22%	33%	34%	33%	27%	27%	31%	27%	50%	100%
Cycling	33%	21%	21%	31%	32%	30%	27%	32%		
The Harrogate International (Conference) Centre	11%	3%	14%	24%	31%	33%	31%	41%		
Schools	56%	18%	24%	41%	29%	19%	21%	12%		
Public Transport	44%	27%	25%	17%	21%	25%	27%	41%	75%	100%
North Yorkshire Devolution		5%	14%	15%	21%	29%	36%	41%	75%	
The Yorkshire Showground	33%	15%	13%	11%	18%	18%	18%	27%	25%	
Harrogate Council Offices			9%	12%	16%	18%	21%	37%	25%	
Harrogate Town FC	11%	14%	13%	12%	12%	14%	14%	17%		





# Want a survey of your own?

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