

## Appendix 4: In Street Survey Results



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**Derby In-Centre Survey  
for  
Nexus Planning**

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# Introduction

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## 1.1 Research Background & Objectives

To conduct an independent face to face survey across 5 locations in Derby City Centre.

The main aims and objectives of the study were as follows:

- To find out respondents main and other reasons for visiting Derby City Centre,
- To determine respondents likes and dislikes about Derby City Centre;
- To ascertain which improvements The Council should make as priority to the Market Hall.

## 1.2 Research Methodology

A total of 200 face to face interviews were conducted. Fieldwork was carried out between Friday 23rd February 2018 and Saturday 10th March 2018.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

### 1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

*For example, if 50% of a sample of 200 answers “Yes” to a question we can be 95% sure that between 43.1% and 56.9% of the population holds the same opinion (i.e. +/- 6.9%).*

<b>%ge Response</b>	<b>95% confidence interval</b>
10%	±4.2%
20%	±5.5%
30%	±6.4%
40%	±6.8%
50%	±6.9%

## 1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## Appendix 1:

Data Tabulations  
By Demographics

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Q01 How did you travel to Derby city centre today ?</b>																
Private car / van - driver	37.5%	75	46.6%	34	32.3%	41	7.1%	2	51.9%	40	41.3%	31	42.9%	36	33.6%	39
Private car / van - passenger	11.5%	23	4.1%	3	15.7%	20	3.6%	1	10.4%	8	16.0%	12	11.9%	10	11.2%	13
Bus, minibus or coach	36.0%	72	30.1%	22	39.4%	50	42.9%	12	24.7%	19	37.3%	28	23.8%	20	44.8%	52
Bicycle	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	2	0.0%	0	1.6%	2	3.6%	1	0.0%	0	1.3%	1	2.4%	2	0.0%	0
On foot	13.0%	26	16.4%	12	11.0%	14	42.9%	12	10.4%	8	4.0%	3	19.0%	16	8.6%	10
Motorcycle, scooter or moped	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Combined (PLEASE WRITE IN)	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 (PLEASE WRITE IN)	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:		200		73		127		28		77		75		84		116
<b>Q02 Where did you park today?</b>																
<i>Those who said by car / van at Q01</i>																
Assembly Rooms multi-storey	5.1%	5	0.0%	0	8.2%	5	0.0%	0	4.2%	2	7.0%	3	8.7%	4	1.9%	1
Chapel Street multi-storey	2.0%	2	0.0%	0	3.3%	2	0.0%	0	2.1%	1	2.3%	1	4.3%	2	0.0%	0
Council House surface 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
Parksafe Bold Lane multi-storey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ford Street surface car park	2.0%	2	2.7%	1	1.6%	1	0.0%	0	4.2%	2	0.0%	0	4.3%	2	0.0%	0
Little City surface car park	1.0%	1	2.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.9%	1
Sovereign surface 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
Wilmot Street surface 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
Abbey Street surface car park	4.1%	4	5.4%	2	3.3%	2	0.0%	0	6.3%	3	2.3%	1	8.7%	4	0.0%	0
Abbey Street East surface car park	2.0%	2	2.7%	1	1.6%	1	0.0%	0	2.1%	1	2.3%	1	2.2%	1	1.9%	1
Drewry Lane surface 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
Darwin Place surface car park	3.1%	3	0.0%	0	4.9%	3	0.0%	0	4.2%	2	2.3%	1	4.3%	2	1.9%	1
On-street	26.5%	26	48.6%	18	13.1%	8	33.3%	1	22.9%	11	30.2%	13	15.2%	7	36.5%	19
Dropped off	13.3%	13	8.1%	3	16.4%	10	0.0%	0	6.3%	3	20.9%	9	10.9%	5	15.4%	8
Park and ride	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Full Street	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Intu Derby - Basement car park	5.1%	5	5.4%	2	4.9%	3	0.0%	0	6.3%	3	4.7%	2	4.3%	2	5.8%	3
Intu Riverside car park	30.6%	30	18.9%	7	37.7%	23	33.3%	1	35.4%	17	25.6%	11	30.4%	14	30.8%	16
Matalan	3.1%	3	2.7%	1	3.3%	2	33.3%	1	4.2%	2	0.0%	0	2.2%	1	3.8%	2
Sadler Gate	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0
Base:		98		37		61		3		48		43		46		52
<b>Q03 Did you have any difficulties obtaining a car parking space today?</b>																
<i>Those who said car park or street space at Q02</i>																
Yes	8.2%	7	8.8%	3	7.8%	4	0.0%	0	11.1%	5	5.9%	2	7.3%	3	9.1%	4
No	91.8%	78	91.2%	31	92.2%	47	100.0%	3	88.9%	40	94.1%	32	92.7%	38	90.9%	40
Base:		85		34		51		3		45		34		41		44

# Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Meanscore: [Visits per week]</b>																
<b>Q04 How often do you do the following in Derby city centre (including Sunday)?</b>																
<b>Food &amp; Groceries shopping</b>																
Everyday	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
4 to 6 days 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
2 to 3 days a week	3.0%	6	1.4%	1	3.9%	5	14.3%	4	2.6%	2	0.0%	0	4.8%	4	1.7%	2
1 day a week	16.0%	32	13.7%	10	17.3%	22	35.7%	10	9.1%	7	16.0%	12	20.2%	17	12.9%	15
Once every 2 weeks	12.0%	24	11.0%	8	12.6%	16	14.3%	4	10.4%	8	10.7%	8	8.3%	7	14.7%	17
Once every month	16.5%	33	17.8%	13	15.7%	20	14.3%	4	18.2%	14	12.0%	9	14.3%	12	18.1%	21
Once a quarter	6.5%	13	9.6%	7	4.7%	6	7.1%	2	6.5%	5	8.0%	6	7.1%	6	6.0%	7
Less often than once a quarter	6.0%	12	9.6%	7	3.9%	5	0.0%	0	5.2%	4	10.7%	8	7.1%	6	5.2%	6
First time today	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Never	39.0%	78	37.0%	27	40.2%	51	10.7%	3	46.8%	36	42.7%	32	36.9%	31	40.5%	47
<i>Mean:</i>		<i>0.65</i>		<i>0.47</i>		<i>0.75</i>		<i>1.22</i>		<i>0.53</i>		<i>0.47</i>		<i>0.80</i>		<i>0.53</i>
<i>Base:</i>		200		73		127		28		77		75		84		116
<b>Non-food (ie Clothes, shoes Electrical Goods etc)</b>																
Everyday	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	1.2%	1	0.9%	1
4 to 6 days 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
2 to 3 days a week	4.0%	8	1.4%	1	5.5%	7	0.0%	0	6.5%	5	4.0%	3	3.6%	3	4.3%	5
1 day a week	23.0%	46	17.8%	13	26.0%	33	25.0%	7	18.2%	14	30.7%	23	23.8%	20	22.4%	26
Once every 2 weeks	37.0%	74	32.9%	24	39.4%	50	71.4%	20	35.1%	27	29.3%	22	39.3%	33	35.3%	41
Once every month	29.5%	59	35.6%	26	26.0%	33	0.0%	0	32.5%	25	30.7%	23	27.4%	23	31.0%	36
Once a quarter	3.0%	6	6.8%	5	0.8%	1	0.0%	0	3.9%	3	2.7%	2	2.4%	2	3.4%	4
Less often than once a quarter	2.5%	5	4.1%	3	1.6%	2	3.6%	1	1.3%	1	2.7%	2	2.4%	2	2.6%	3
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	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>Mean:</i>		<i>0.68</i>		<i>0.59</i>		<i>0.73</i>		<i>0.61</i>		<i>0.80</i>		<i>0.65</i>		<i>0.69</i>		<i>0.67</i>
<i>Base:</i>		200		73		127		28		77		75		84		116
<b>Drinking / Eating Out</b>																
Everyday	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	1.2%	1	0.9%	1
4 to 6 days a week	1.5%	3	2.7%	2	0.8%	1	0.0%	0	1.3%	1	2.7%	2	1.2%	1	1.7%	2
2 to 3 days a week	6.5%	13	6.8%	5	6.3%	8	28.6%	8	2.6%	2	4.0%	3	10.7%	9	3.4%	4
1 day a week	18.5%	37	19.2%	14	18.1%	23	28.6%	8	19.5%	15	17.3%	13	19.0%	16	18.1%	21
Once every 2 weeks	16.5%	33	13.7%	10	18.1%	23	17.9%	5	22.1%	17	12.0%	9	13.1%	11	19.0%	22
Once every month	25.0%	50	27.4%	20	23.6%	30	7.1%	2	31.2%	24	26.7%	20	27.4%	23	23.3%	27
Once a quarter	8.0%	16	6.8%	5	8.7%	11	3.6%	1	5.2%	4	12.0%	9	7.1%	6	8.6%	10
Less often than once a quarter	11.5%	23	12.3%	9	11.0%	14	7.1%	2	7.8%	6	13.3%	10	11.9%	10	11.2%	13
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	11.5%	23	9.6%	7	12.6%	16	7.1%	2	7.8%	6	12.0%	9	8.3%	7	13.8%	16
<i>Mean:</i>		<i>0.76</i>		<i>0.85</i>		<i>0.70</i>		<i>1.21</i>		<i>0.78</i>		<i>0.65</i>		<i>0.84</i>		<i>0.69</i>
<i>Base:</i>		200		73		127		28		77		75		84		116
<b>Private &amp; Public Services (Bank/Solicitor/ Council Offices / Library, etc)</b>																
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 to 6 days 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
2 to 3 days a week	3.5%	7	4.1%	3	3.2%	4	3.6%	1	3.9%	3	4.0%	3	1.2%	1	5.2%	6
1 day a week	23.0%	46	19.2%	14	25.2%	32	32.1%	9	16.9%	13	28.0%	21	26.2%	22	20.7%	24
Once every 2 weeks	15.5%	31	9.6%	7	18.9%	24	17.9%	5	19.5%	15	13.3%	10	11.9%	10	18.1%	21
Once every month	37.0%	74	43.8%	32	33.1%	42	28.6%	8	39.0%	30	33.3%	25	35.7%	30	37.9%	44
Once a quarter	12.5%	25	13.7%	10	11.8%	15	14.3%	4	11.7%	9	12.0%	9	19.0%	16	7.8%	9
Less often than once a quarter	6.0%	12	6.8%	5	5.5%	7	0.0%	0	5.2%	4	8.0%	6	2.4%	2	8.6%	10
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	2.5%	5	2.7%	2	2.4%	3	3.6%	1	3.9%	3	1.3%	1	3.6%	3	1.7%	2
<i>Mean:</i>		<i>0.54</i>		<i>0.51</i>		<i>0.55</i>		<i>0.62</i>		<i>0.52</i>		<i>0.57</i>		<i>0.50</i>		<i>0.57</i>
<i>Base:</i>		200		73		127		28		77		75		84		116

# Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Commercial Leisure Facilities (Casino, Gym, Bingo, etc)</b>																
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
4 to 6 days 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%	
2 to 3 days 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%	
1 day 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%	
Once every 2 weeks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Once every month	1.5%	3	2.7%	2	0.8%	1	3.6%	1	2.6%	2	0.0%	0	2.4%	2	0.9%	
Once a quarter	2.0%	4	2.7%	2	1.6%	2	10.7%	3	1.3%	1	0.0%	0	3.6%	3	0.9%	
Less often than once a quarter	20.0%	40	24.7%	18	17.3%	22	32.1%	9	22.1%	17	17.3%	13	22.6%	19	18.1%	
First time today	1.5%	3	2.7%	2	0.8%	1	0.0%	0	2.6%	2	1.3%	1	2.4%	2	0.9%	
Never	75.0%	150	67.1%	49	79.5%	101	53.6%	15	71.4%	55	81.3%	61	69.0%	58	79.3%	
Mean:		0.11		0.12		0.11		0.12		0.12		0.10		0.12		0.11
Base:		200		73		127		28		77		75		84		116
<b>Q05 What is the main reason for your visit here today ?</b>																
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	7.5%	15	6.8%	5	7.9%	10	7.1%	2	6.5%	5	4.0%	3	7.1%	6	7.8%	9
To buy non-food goods (e.g. shoes, clothes, jewellery)	36.5%	73	34.2%	25	37.8%	48	25.0%	7	48.1%	37	32.0%	24	39.3%	33	34.5%	40
To visit the market	9.5%	19	4.1%	3	12.6%	16	7.1%	2	5.2%	4	13.3%	10	8.3%	7	10.3%	12
For personal services (e.g. bank, hairdresser, solicitor etc)	17.5%	35	20.5%	15	15.7%	20	7.1%	2	16.9%	13	22.7%	17	16.7%	14	18.1%	21
To visit a commercial leisure facility (casino, theatre, gym, bingo, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out / drinking (e.g. restaurant / pub / bar)	1.0%	2	2.7%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.7%	2
Work	4.5%	9	4.1%	3	4.7%	6	7.1%	2	5.2%	4	4.0%	3	4.8%	4	4.3%	5
To attend college / university	1.0%	2	0.0%	0	1.6%	2	7.1%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
To meet someone	17.5%	35	21.9%	16	15.0%	19	17.9%	5	14.3%	11	21.3%	16	16.7%	14	18.1%	21
To visit the Council's offices	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other public services (library, museum, etc.)	2.5%	5	1.4%	1	3.2%	4	14.3%	4	0.0%	0	1.3%	1	3.6%	3	1.7%	2
For a medical appointment (doctor, dentist, etc.)	1.0%	2	1.4%	1	0.8%	1	3.6%	1	1.3%	1	0.0%	0	1.2%	1	0.9%	1
No particular reason	1.0%	2	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	2
Other (PLEASE WRITE IN)	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:		200		73		127		28		77		75		84		116
<b>Q06 Is there a secondary reason for your visit ?</b>																
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	2.5%	5	0.0%	0	3.9%	5	3.6%	1	3.9%	3	1.3%	1	2.4%	2	2.6%	3
To buy non-food goods (e.g. shoes, clothes, jewellery)	12.0%	24	5.5%	4	15.7%	20	3.6%	1	11.7%	9	13.3%	10	11.9%	10	12.1%	14
To visit the market	5.5%	11	2.7%	2	7.1%	9	0.0%	0	7.8%	6	5.3%	4	4.8%	4	6.0%	7
For personal services (e.g. bank, hairdresser, solicitor etc)	5.5%	11	1.4%	1	7.9%	10	0.0%	0	6.5%	5	8.0%	6	4.8%	4	6.0%	7
To visit a commercial leisure facility (casino, theatre, gym, bingo, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out / drinking (e.g. restaurant / pub / bar)	8.5%	17	13.7%	10	5.5%	7	17.9%	5	3.9%	3	9.3%	7	9.5%	8	7.8%	9
Work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To attend 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
To meet someone	7.0%	14	2.7%	2	9.4%	12	14.3%	4	7.8%	6	4.0%	3	8.3%	7	6.0%	7
To visit the Council's offices	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Other public services (library, museum, etc.)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
For a medical appointment (doctor, dentist, etc.)	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 to visit	58.0%	116	72.6%	53	49.6%	63	60.7%	17	55.8%	43	58.7%	44	58.3%	49	57.8%	67
Other (PLEASE WRITE IN)	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:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE								
<b>Q06X Any mention at Q05 &amp; Q06 [MR]</b>																
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	10.0%	20	6.8%	5	11.8%	15	10.7%	3	10.4%	8	5.3%	4	9.5%	8	10.3%	12
To buy non-food goods (e.g. shoes, clothes, jewellery)	48.5%	97	39.7%	29	53.5%	68	28.6%	8	59.7%	46	45.3%	34	51.2%	43	46.6%	54
To visit the market	15.0%	30	6.8%	5	19.7%	25	7.1%	2	13.0%	10	18.7%	14	13.1%	11	16.4%	19
For personal services (e.g. bank, hairdresser, solicitor etc)	23.0%	46	21.9%	16	23.6%	30	7.1%	2	23.4%	18	30.7%	23	21.4%	18	24.1%	28
To visit a commercial leisure facility (casino, theatre, gym, bingo, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out / drinking (e.g. restaurant / pub / bar)	9.5%	19	16.4%	12	5.5%	7	17.9%	5	5.2%	4	10.7%	8	9.5%	8	9.5%	11
Work	4.5%	9	4.1%	3	4.7%	6	7.1%	2	5.2%	4	4.0%	3	4.8%	4	4.3%	5
To attend college / university	1.0%	2	0.0%	0	1.6%	2	7.1%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
To meet someone	24.5%	49	24.7%	18	24.4%	31	32.1%	9	22.1%	17	25.3%	19	25.0%	21	24.1%	28
To visit the Council's offices	1.0%	2	1.4%	1	0.8%	1	3.6%	1	1.3%	1	0.0%	0	0.0%	0	1.7%	2
Other public services (library, museum, etc.)	3.0%	6	1.4%	1	3.9%	5	14.3%	4	1.3%	1	1.3%	1	3.6%	3	2.6%	3
For a medical appointment (doctor, dentist, etc.)	1.0%	2	1.4%	1	0.8%	1	3.6%	1	1.3%	1	0.0%	0	1.2%	1	0.9%	1
No other reason to visit	58.0%	116	72.6%	53	49.6%	63	60.7%	17	55.8%	43	58.7%	44	58.3%	49	57.8%	67
Other (PLEASE WRITE IN)	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:		200		73		127		28		77		75		84		116

**Meanscore: [Minutes]****Q07 How long will you stay in the city centre on this visit?**

Less than 1 hour	14.5%	29	26.0%	19	7.9%	10	28.6%	8	11.7%	9	10.7%	8	9.5%	8	18.1%	21
Between 1 and 2 hours	27.5%	55	23.3%	17	29.9%	38	28.6%	8	20.8%	16	28.0%	21	26.2%	22	28.4%	33
Between 2 and 3 hours	32.5%	65	34.2%	25	31.5%	40	25.0%	7	36.4%	28	32.0%	24	28.6%	24	35.3%	41
Between 3 and 4 hours	16.5%	33	11.0%	8	19.7%	25	14.3%	4	18.2%	14	20.0%	15	22.6%	19	12.1%	14
Between 4 and 6 hours	6.0%	12	4.1%	3	7.1%	9	0.0%	0	9.1%	7	6.7%	5	9.5%	8	3.4%	4
Between 6 and 8 hours	3.0%	6	1.4%	1	3.9%	5	3.6%	1	3.9%	3	2.7%	2	3.6%	3	2.6%	3
Between 8 and 10 hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Between 10 and 12 hours	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 12 hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																
Mean:		141.30		120.00		153.54		116.79		155.84		147.60		157.50		129.57
Base:		200		73		127		28		77		75		84		116

**Q08 Which of the following areas of Derby City Centre, if any, do you intend to visit or have visited today? [MR]**

Intu	48.5%	97	35.6%	26	55.9%	71	17.9%	5	62.3%	48	49.3%	37	58.3%	49	41.4%	48
St Peters Quarter	75.5%	151	72.6%	53	77.2%	98	67.9%	19	81.8%	63	68.0%	51	70.2%	59	79.3%	92
Cathedral Quarter	36.0%	72	27.4%	20	40.9%	52	28.6%	8	42.9%	33	38.7%	29	48.8%	41	26.7%	31
Eagle Market	37.5%	75	26.0%	19	44.1%	56	7.1%	2	44.2%	34	45.3%	34	38.1%	32	37.1%	43
Market Hall	40.5%	81	30.1%	22	46.5%	59	10.7%	3	44.2%	34	49.3%	37	41.7%	35	39.7%	46
None of these	1.0%	2	0.0%	0	1.6%	2	3.6%	1	1.3%	1	0.0%	0	2.4%	2	0.0%	0
(Don't know / haven't decided yet)	5.0%	10	5.5%	4	4.7%	6	10.7%	3	3.9%	3	5.3%	4	4.8%	4	5.2%	6
Base:		200		73		127		28		77		75		84		116

# Derby In Centre Survey for Nexus Planning

	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE								
<b>Meanscore: [£]</b>																
<b>Q09 During your visit to Derby City Centre today, how much in total do you intend to spend on the following items?</b>																
<b>Clothing &amp; Footwear</b>																
Nothing	52.0%	104	67.1%	49	43.3%	55	71.4%	20	42.9%	33	49.3%	37	46.4%	39	56.0%	65
£5 or less	1.5%	3	2.7%	2	0.8%	1	0.0%	0	2.6%	2	1.3%	1	0.0%	0	2.6%	3
£6-£10	3.5%	7	1.4%	1	4.7%	6	3.6%	1	2.6%	2	4.0%	3	3.6%	3	3.4%	4
£11-£15	2.5%	5	2.7%	2	2.4%	3	0.0%	0	2.6%	2	1.3%	1	0.0%	0	4.3%	5
£16-£20	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	2
£21-£30	8.5%	17	6.8%	5	9.4%	12	3.6%	1	11.7%	9	9.3%	7	9.5%	8	7.8%	9
£31-£50	4.5%	9	4.1%	3	4.7%	6	3.6%	1	6.5%	5	4.0%	3	3.6%	3	5.2%	6
£51-£75	4.5%	9	4.1%	3	4.7%	6	3.6%	1	9.1%	7	1.3%	1	6.0%	5	3.4%	4
£76-£100	5.0%	10	4.1%	3	5.5%	7	0.0%	0	5.2%	4	8.0%	6	9.5%	8	1.7%	2
£101-£200	2.0%	4	1.4%	1	2.4%	3	0.0%	0	3.9%	3	1.3%	1	3.6%	3	0.9%	1
£200+	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)	15.0%	30	4.1%	3	21.3%	27	14.3%	4	13.0%	10	18.7%	14	17.9%	15	12.9%	15
Mean:		17.52		12.84		20.80		5.58		25.45		17.83		26.19		11.60
Base:		200		73		127		28		77		75		84		116
<b>Other non-food goods</b>																
Nothing	27.5%	55	38.4%	28	21.3%	27	42.9%	12	23.4%	18	24.0%	18	21.4%	18	31.9%	37
£5 or less	8.5%	17	12.3%	9	6.3%	8	14.3%	4	9.1%	7	6.7%	5	9.5%	8	7.8%	9
£6-£10	18.0%	36	19.2%	14	17.3%	22	17.9%	5	15.6%	12	16.0%	12	13.1%	11	21.6%	25
£11-£15	14.0%	28	13.7%	10	14.2%	18	7.1%	2	18.2%	14	13.3%	10	13.1%	11	14.7%	17
£16-£20	7.5%	15	8.2%	6	7.1%	9	0.0%	0	9.1%	7	9.3%	7	8.3%	7	6.9%	8
£21-£30	7.0%	14	0.0%	0	11.0%	14	0.0%	0	9.1%	7	8.0%	6	9.5%	8	5.2%	6
£31-£50	3.5%	7	0.0%	0	5.5%	7	0.0%	0	2.6%	2	6.7%	5	7.1%	6	0.9%	1
£51-£75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200+	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)	14.0%	28	8.2%	6	17.3%	22	17.9%	5	13.0%	10	16.0%	12	17.9%	15	11.2%	13
Mean:		9.19		5.56		11.50		3.30		10.04		11.18		11.67		7.53
Base:		200		73		127		28		77		75		84		116
<b>Food shopping</b>																
Nothing	72.0%	144	80.8%	59	66.9%	85	57.1%	16	76.6%	59	77.3%	58	66.7%	56	75.9%	88
£5 or less	7.5%	15	5.5%	4	8.7%	11	17.9%	5	7.8%	6	4.0%	3	8.3%	7	6.9%	8
£6-£10	9.0%	18	2.7%	2	12.6%	16	10.7%	3	3.9%	3	9.3%	7	11.9%	10	6.9%	8
£11-£15	5.0%	10	5.5%	4	4.7%	6	7.1%	2	0.0%	0	6.7%	5	4.8%	4	5.2%	6
£16-£20	2.0%	4	0.0%	0	3.2%	4	0.0%	0	5.2%	4	0.0%	0	3.6%	3	0.9%	1
£21-£30	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
£31-£50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51-£75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200+	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)	4.0%	8	5.5%	4	3.2%	4	7.1%	2	5.2%	4	2.7%	2	3.6%	3	4.3%	5
Mean:		2.13		1.13		2.69		2.40		1.86		1.76		2.82		1.62
Base:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE								
<b>Restaurants / cafes</b>																
Nothing	51.0%	102	52.1%	38	50.4%	64	60.7%	17	49.4%	38	45.3%	34	45.2%	38	55.2%	64
£5 or less	16.0%	32	5.5%	4	22.0%	28	17.9%	5	15.6%	12	14.7%	11	19.0%	16	13.8%	16
£6-£10	14.0%	28	15.1%	11	13.4%	17	10.7%	3	15.6%	12	16.0%	12	15.5%	13	12.9%	15
£11-£15	8.5%	17	15.1%	11	4.7%	6	3.6%	1	6.5%	5	12.0%	9	7.1%	6	9.5%	11
£16-£20	4.0%	8	8.2%	6	1.6%	2	3.6%	1	5.2%	4	4.0%	3	3.6%	3	4.3%	5
£21-£30	2.0%	4	1.4%	1	2.4%	3	0.0%	0	2.6%	2	2.7%	2	4.8%	4	0.0%	0
£31-£50	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
£51-£75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200+	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)	4.0%	8	2.7%	2	4.7%	6	3.6%	1	3.9%	3	5.3%	4	3.6%	3	4.3%	5
Mean:		4.20		5.27		3.58		2.50		4.74		4.85		5.11		3.54
Base:		200		73		127		28		77		75		84		116

### Q10A Including yourself, how many adults are in your party visiting Derby City Centre today?

1 adult in hhold	72.0%	144	72.6%	53	71.7%	91	82.1%	23	68.8%	53	69.3%	52	69.0%	58	74.1%	86
2 adults in hhold	27.5%	55	27.4%	20	27.6%	35	17.9%	5	29.9%	23	30.7%	23	31.0%	26	25.0%	29
3 adults in hhold	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
4 or more adults in hhold	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:		200		73		127		28		77		75		84		116

### Q10B How many children are in your party visiting Derby City Centre today?

No children in hhold	90.0%	180	95.9%	70	86.6%	110	100.0%	28	80.5%	62	94.7%	71	85.7%	72	93.1%	108
1 child in hhold	9.0%	18	4.1%	3	11.8%	15	0.0%	0	16.9%	13	5.3%	4	14.3%	12	5.2%	6
2 children in hhold	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
3 children in hhold	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
4 or more children in hhold	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:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE								
<b>Q11 What do you LIKE most about Derby city centre? [MR]</b>																
Near to home / convenient	30.0%	60	27.4%	20	31.5%	40	46.4%	13	26.0%	20	34.7%	26	35.7%	30	25.9%	30
Close to work	2.0%	4	1.4%	1	2.4%	3	0.0%	0	1.3%	1	4.0%	3	3.6%	3	0.9%	1
Good public transport links generally	11.5%	23	11.0%	8	11.8%	15	7.1%	2	9.1%	7	10.7%	8	10.7%	9	12.1%	14
Convenient location of Derby rail station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses	6.5%	13	2.7%	2	8.7%	11	7.1%	2	6.5%	5	4.0%	3	3.6%	3	8.6%	10
Parking is easy	14.5%	29	26.0%	19	7.9%	10	0.0%	0	18.2%	14	18.7%	14	15.5%	13	13.8%	16
Parking is cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	6.0%	12	4.1%	3	7.1%	9	3.6%	1	9.1%	7	4.0%	3	7.1%	6	5.2%	6
Little traffic-pedestrian conflict	2.5%	5	2.7%	2	2.4%	3	0.0%	0	2.6%	2	4.0%	3	6.0%	5	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to the 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
Well signposted route ways within the centre	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	1.2%	1	0.9%	1
General cleanliness of shopping streets	8.0%	16	2.7%	2	11.0%	14	0.0%	0	11.7%	9	8.0%	6	10.7%	9	6.0%	7
Feels safe / absence of threatening individuals / groups	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.7%	2
Presence of police / other security measures (e.g. CCTV)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green space/area	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Nice busy feel	4.0%	8	2.7%	2	4.7%	6	3.6%	1	5.2%	4	2.7%	2	4.8%	4	3.4%	4
Not too crowded	6.5%	13	8.2%	6	5.5%	7	3.6%	1	5.2%	4	9.3%	7	7.1%	6	6.0%	7
Not too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Character / atmosphere	12.0%	24	13.7%	10	11.0%	14	21.4%	6	7.8%	6	9.3%	7	17.9%	15	7.8%	9
Historic buildings	4.5%	9	5.5%	4	3.9%	5	7.1%	2	2.6%	2	2.7%	2	2.4%	2	6.0%	7
Selection / choice of independent / specialist shops	6.5%	13	6.8%	5	6.3%	8	3.6%	1	9.1%	7	5.3%	4	9.5%	8	4.3%	5
Selection / choice of non-food multiple shops (i.e. high street chains such as Next, Boots etc)	5.0%	10	9.6%	7	2.4%	3	0.0%	0	5.2%	4	8.0%	6	2.4%	2	6.9%	8
Quality of supermarket(s)	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
The Market	12.5%	25	4.1%	3	17.3%	22	10.7%	3	6.5%	5	13.3%	10	9.5%	8	14.7%	17
Quality of the shops in general	26.0%	52	12.3%	9	33.9%	43	46.4%	13	20.8%	16	25.3%	19	29.8%	25	23.3%	27
Compact centre (i.e. shops close together)	23.0%	46	24.7%	18	22.0%	28	53.6%	15	16.9%	13	17.3%	13	22.6%	19	23.3%	27
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town / district centres	2.0%	4	2.7%	2	1.6%	2	0.0%	0	2.6%	2	2.7%	2	3.6%	3	0.9%	1
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat	5.5%	11	6.8%	5	4.7%	6	3.6%	1	5.2%	4	6.7%	5	6.0%	5	5.2%	6
Range of pubs / bars	5.5%	11	11.0%	8	2.4%	3	14.3%	4	6.5%	5	1.3%	1	4.8%	4	6.0%	7
Range of private services (banks, hairdressers, solicitors and so on)	2.0%	4	1.4%	1	2.4%	3	0.0%	0	1.3%	1	4.0%	3	2.4%	2	1.7%	2
Range of public services (ie Council, library, health services, and so on)	1.0%	2	0.0%	0	1.6%	2	7.1%	2	0.0%	0	0.0%	0	1.2%	1	0.9%	1
Range of leisure facilities	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 (PLEASE WRITE IN)	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 like everything about Derby city centre	15.0%	30	17.8%	13	13.4%	17	3.6%	1	15.6%	12	20.0%	15	14.3%	12	15.5%	18
(No opinion)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby	1.5%	3	0.0%	0	2.4%	3	0.0%	0	1.3%	1	1.3%	1	3.6%	3	0.0%	0
(Nothing in particular)	9.0%	18	8.2%	6	9.4%	12	7.1%	2	13.0%	10	6.7%	5	2.4%	2	13.8%	16
(Don't know)	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1

# Derby In Centre Survey for Nexus Planning

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	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE
Base:	200	73	127	28	77	75	84	116

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Q12 What do you DISLIKE most about Derby city centre? [MR]</b>																
Unsafe for pedestrians / traffic conflict	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Not enough pedestrianisation	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Shortage of parking spaces for visitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortage of parking for residents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	7.0%	14	9.6%	7	5.5%	7	0.0%	0	9.1%	7	9.3%	7	8.3%	7	6.0%	7
Parking is not secure / car break-ins	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
Poor public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road congestion / too much traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor directional signs to 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
Poor signage / routeways within centre / lack of maps of 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
Inconvenient location of Derby rail station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets / litter	12.0%	24	9.6%	7	13.4%	17	17.9%	5	11.7%	9	12.0%	9	13.1%	11	11.2%	13
Run down appearance of town centre / boarded up premises	27.0%	54	31.5%	23	24.4%	31	35.7%	10	22.1%	17	20.0%	15	25.0%	21	28.4%	33
Feels unsafe / presence of threatening individuals / groups / gangs	4.0%	8	2.7%	2	4.7%	6	3.6%	1	7.8%	6	1.3%	1	7.1%	6	1.7%	2
Mere presence of 'undesirable' individuals (ie beggars, 'down & outs' and so on)	27.5%	55	13.7%	10	35.4%	45	17.9%	5	28.6%	22	29.3%	22	33.3%	28	23.3%	27
Soliciting of prostitutes	3.0%	6	0.0%	0	4.7%	6	3.6%	1	3.9%	3	2.7%	2	4.8%	4	1.7%	2
Drunken / drug-related / anti-social behaviour	18.5%	37	16.4%	12	19.7%	25	21.4%	6	19.5%	15	16.0%	12	20.2%	17	17.2%	20
Lack of police presence / other security measures (e.g. CCTV)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Lack of street furniture / floral displays	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Not busy enough	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-crowded	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of character / atmosphere	1.0%	2	0.0%	0	1.6%	2	3.6%	1	1.3%	1	0.0%	0	0.0%	0	1.7%	2
Vandalism	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insufficient or poor quality open space and green areas	2.0%	4	4.1%	3	0.8%	1	3.6%	1	0.0%	0	4.0%	3	3.6%	3	0.9%	1
Lack of choice of national multiple (high street chain) shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice of independent / specialist shops	2.5%	5	1.4%	1	3.2%	4	0.0%	0	5.2%	4	1.3%	1	3.6%	3	1.7%	2
Quality of shops is inadequate	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Shops too small	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Lack of a larger supermarket	1.5%	3	2.7%	2	0.8%	1	0.0%	0	1.3%	1	2.7%	2	1.2%	1	1.7%	2
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops spread over too wide an area (i.e. not a compact centre)	3.5%	7	1.4%	1	4.7%	6	0.0%	0	3.9%	3	1.3%	1	4.8%	4	2.6%	3
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat and drink	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 pubs / clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of services (banks, hairdressers, dry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
cleaners and so on)																
Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Absence of play areas for children	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
Lack of clean / secure toilets	2.0%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	4.0%	3	1.2%	1	2.6%	3
Other (PLEASE WRITE IN)	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 dislike everything about Derby city centre	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	2
(No opinion)	2.5%	5	2.7%	2	2.4%	3	0.0%	0	2.6%	2	2.7%	2	2.4%	2	2.6%	3
Charity workers	2.0%	4	0.0%	0	3.2%	4	0.0%	0	1.3%	1	2.7%	2	3.6%	3	0.9%	1
Cyclists in pedestrian area	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Poor market	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	2
Roadworks in the centre	1.5%	3	2.7%	2	0.8%	1	0.0%	0	2.6%	2	0.0%	0	2.4%	2	0.9%	1
(Nothing in particular)	27.0%	54	31.5%	23	24.4%	31	28.6%	8	27.3%	21	30.7%	23	21.4%	18	31.0%	36
(Don't know)	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.3%	1	1.3%	1	1.2%	1	0.9%	1
Base:		200		73		127		28		77		75		84		116

**Meanscore [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]**

### Q13 How satisfied are you with the overall range and quality of shops in Derby city centre?

Very satisfied	10.5%	21	1.4%	1	15.7%	20	0.0%	0	11.7%	9	13.3%	10	13.1%	11	8.6%	10
Satisfied	72.0%	144	78.1%	57	68.5%	87	85.7%	24	71.4%	55	72.0%	54	77.4%	65	68.1%	79
Neutral	16.5%	33	19.2%	14	15.0%	19	14.3%	4	16.9%	13	14.7%	11	8.3%	7	22.4%	26
Dissatisfied	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Very dissatisfied	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 opinion)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mean:		0.93		0.79		1.01		0.86		0.95		0.99		1.02		0.86
Base:		200		73		127		28		77		75		84		116

**Meanscore: [Visits per week]**

### Q14 How often do you visit Derby city centre in the evenings?

Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 to 6 days a week	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	2
2 to 3 days a week	3.0%	6	4.1%	3	2.4%	3	10.7%	3	2.6%	2	1.3%	1	3.6%	3	2.6%	3
1 day a week	8.5%	17	9.6%	7	7.9%	10	39.3%	11	3.9%	3	4.0%	3	10.7%	9	6.9%	8
Once every 2 weeks	7.5%	15	12.3%	9	4.7%	6	17.9%	5	11.7%	9	1.3%	1	7.1%	6	7.8%	9
Once every month	18.0%	36	19.2%	14	17.3%	22	3.6%	1	26.0%	20	20.0%	15	19.0%	16	17.2%	20
Once a quarter	11.0%	22	13.7%	10	9.4%	12	10.7%	3	11.7%	9	13.3%	10	13.1%	11	9.5%	11
Less often than once a quarter	17.5%	35	17.8%	13	17.3%	22	14.3%	4	10.4%	8	18.7%	14	13.1%	11	20.7%	24
Never	33.0%	66	21.9%	16	39.4%	50	3.6%	1	31.2%	24	41.3%	31	32.1%	27	33.6%	39
(Don't know)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
Mean:		0.50		0.54		0.47		0.81		0.48		0.29		0.47		0.51
Base:		200		73		127		28		77		75		84		116

### Q15 What is the main purpose of your evening visits?

*Those who visit once a quarter or more at Q14*

Bars / pubs	56.1%	55	68.2%	30	46.3%	25	87.0%	20	56.8%	25	33.3%	10	51.1%	23	60.4%	32
Eating out	28.6%	28	22.7%	10	33.3%	18	8.7%	2	27.3%	12	46.7%	14	42.2%	19	17.0%	9
Night Clubs	1.0%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.9%	1
Theatre	3.1%	3	2.3%	1	3.7%	2	0.0%	0	0.0%	0	10.0%	3	2.2%	1	3.8%	2
Concerts	1.0%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.9%	1
Gym / Health & fitness club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo / Casino	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meeting friends	4.1%	4	2.3%	1	5.6%	3	4.3%	1	2.3%	1	3.3%	1	4.4%	2	3.8%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	1.0%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.9%	1
(No main purpose)	5.1%	5	4.5%	2	5.6%	3	0.0%	0	6.8%	3	6.7%	2	0.0%	0	9.4%	5
Base:		98		44		54		23		44		30		45		53

# Derby In Centre Survey for Nexus Planning

Total      Male      Female      18 - 34      35 - 59      60 +      ABC1      C2DE

**Meanscore [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]**

**Q16 How satisfied are you with Derby city centre's performance as a location for evening entertainment ?**

*Those who visit once a quarter or more at Q14*

Very satisfied	3.1%	3	2.3%	1	3.7%	2	0.0%	0	6.8%	3	0.0%	0	4.4%	2	1.9%	1
Satisfied	77.6%	76	75.0%	33	79.6%	43	82.6%	19	79.5%	35	73.3%	22	86.7%	39	69.8%	37
Neutral	11.2%	11	18.2%	8	5.6%	3	17.4%	4	4.5%	2	16.7%	5	6.7%	3	15.1%	8
Dissatisfied	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very dissatisfied	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 opinion)	7.1%	7	4.5%	2	9.3%	5	0.0%	0	6.8%	3	10.0%	3	0.0%	0	13.2%	7
(Don't know)	1.0%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1	0.0%	0	2.2%	1	0.0%	0
Mean:		0.91		0.83		0.98		0.83		1.03		0.81		0.98		0.85
Base:		98		44		54		23		44		30		45		53

**Meanscore [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]**

**Q17 How satisfied are you with Derby city centre's overall cultural offer – that is, its package of theatre / museum / art gallery / places of interest and so on?**

Very satisfied	7.0%	14	11.0%	8	4.7%	6	7.1%	2	2.6%	2	10.7%	8	7.1%	6	6.9%	8
Satisfied	51.0%	102	46.6%	34	53.5%	68	60.7%	17	54.5%	42	45.3%	34	58.3%	49	45.7%	53
Neutral	37.0%	74	35.6%	26	37.8%	48	25.0%	7	36.4%	28	41.3%	31	29.8%	25	42.2%	49
Dissatisfied	0.5%	1	1.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Very dissatisfied	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 opinion)	2.0%	4	2.7%	2	1.6%	2	0.0%	0	2.6%	2	1.3%	1	2.4%	2	1.7%	2
(Don't know)	2.5%	5	2.7%	2	2.4%	3	3.6%	1	3.9%	3	1.3%	1	2.4%	2	2.6%	3
Mean:		0.68		0.71		0.66		0.74		0.64		0.68		0.76		0.61
Base:		200		73		127		28		77		75		84		116

**Meanscore [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]**

**Q18 How satisfied are you with Derby city centre's overall family entertainment offer?**

Very satisfied	1.0%	2	2.7%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.7%	2
Satisfied	31.5%	63	34.2%	25	29.9%	38	7.1%	2	41.6%	32	34.7%	26	36.9%	31	27.6%	32
Neutral	39.5%	79	38.4%	28	40.2%	51	21.4%	6	33.8%	26	50.7%	38	36.9%	31	41.4%	48
Dissatisfied	4.5%	9	1.4%	1	6.3%	8	7.1%	2	5.2%	4	4.0%	3	4.8%	4	4.3%	5
Very dissatisfied	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(No opinion)	5.0%	10	2.7%	2	6.3%	8	3.6%	1	5.2%	4	4.0%	3	7.1%	6	3.4%	4
(Don't know)	18.0%	36	20.5%	15	16.5%	21	57.1%	16	11.7%	9	6.7%	5	14.3%	12	20.7%	24
Mean:		0.36		0.50		0.29		-0.18		0.50		0.34		0.41		0.33
Base:		200		73		127		28		77		75		84		116

**Meanscore [Very good=2, Good=1, Satisfactory=0, Poor=-1, Very poor=-2]**

**Q19 Could you please provide your assessment of the environmental quality of Derby city centre in terms of the following factors ?**

**Cleanliness of shopping streets**

Very good	3.5%	7	2.7%	2	3.9%	5	0.0%	0	3.9%	3	5.3%	4	4.8%	4	2.6%	3
Good	36.0%	72	32.9%	24	37.8%	48	14.3%	4	45.5%	35	40.0%	30	32.1%	27	38.8%	45
Satisfactory	39.0%	78	43.8%	32	36.2%	46	60.7%	17	32.5%	25	36.0%	27	39.3%	33	38.8%	45
Poor	21.5%	43	20.5%	15	22.0%	28	25.0%	7	18.2%	14	18.7%	14	23.8%	20	19.8%	23
Very poor	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.22		0.18		0.24		-0.11		0.35		0.32		0.18		0.24
Base:		200		73		127		28		77		75		84		116

**Personal Safety / lighting / policing issues**

Very good	8.5%	17	5.5%	4	10.2%	13	0.0%	0	14.3%	11	8.0%	6	10.7%	9	6.9%	8
Good	36.5%	73	34.2%	25	37.8%	48	21.4%	6	40.3%	31	42.7%	32	33.3%	28	38.8%	45
Satisfactory	52.0%	104	56.2%	41	49.6%	63	75.0%	21	42.9%	33	46.7%	35	52.4%	44	51.7%	60
Poor	2.5%	5	4.1%	3	1.6%	2	3.6%	1	2.6%	2	1.3%	1	3.6%	3	1.7%	2
Very poor	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)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
Mean:		0.51		0.41		0.57		0.18		0.66		0.58		0.51		0.51
Base:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Quality of buildings / townscape</b>																
Very good	7.5%	15	6.8%	5	7.9%	10	3.6%	1	7.8%	6	9.3%	7	8.3%	7	6.9%	8
Good	56.0%	112	53.4%	39	57.5%	73	46.4%	13	55.8%	43	58.7%	44	54.8%	46	56.9%	66
Satisfactory	36.0%	72	38.4%	28	34.6%	44	50.0%	14	36.4%	28	30.7%	23	35.7%	30	36.2%	42
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	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)	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Mean:		0.71		0.68		0.73		0.54		0.71		0.78		0.72		0.71
Base:		200		73		127		28		77		75		84		116
<b>Shelter from weather</b>																
Very good	5.5%	11	5.5%	4	5.5%	7	3.6%	1	5.2%	4	8.0%	6	4.8%	4	6.0%	7
Good	37.5%	75	34.2%	25	39.4%	50	14.3%	4	46.8%	36	41.3%	31	38.1%	32	37.1%	43
Satisfactory	39.5%	79	43.8%	32	37.0%	47	57.1%	16	29.9%	23	36.0%	27	39.3%	33	39.7%	46
Poor	15.0%	30	12.3%	9	16.5%	21	21.4%	6	14.3%	11	13.3%	10	16.7%	14	13.8%	16
Very poor	2.5%	5	4.1%	3	1.6%	2	3.6%	1	3.9%	3	1.3%	1	1.2%	1	3.4%	4
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.29		0.25		0.31		-0.07		0.35		0.41		0.29		0.28
Base:		200		73		127		28		77		75		84		116
<b>Pedestrian/Vehicular safety issues</b>																
Very good	3.0%	6	2.7%	2	3.2%	4	0.0%	0	3.9%	3	4.0%	3	1.2%	1	4.3%	5
Good	43.5%	87	39.7%	29	45.7%	58	25.0%	7	49.4%	38	49.3%	37	42.9%	36	44.0%	51
Satisfactory	52.0%	104	56.2%	41	49.6%	63	71.4%	20	45.5%	35	46.7%	35	56.0%	47	49.1%	57
Poor	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	2
Very poor	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)	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mean:		0.49		0.44		0.52		0.26		0.56		0.57		0.45		0.51
Base:		200		73		127		28		77		75		84		116
<b>Meanscore [Very good=2, Good=1, Satisfactory=0, Poor=-1, Very poor=-2]</b>																
<b>Q20 Could you please provide your assessment of the ease of access to Derby city centre in terms of the following factors ?</b>																
<b>Location of car parks</b>																
Very good	4.0%	8	2.7%	2	4.7%	6	0.0%	0	5.2%	4	4.0%	3	4.8%	4	3.4%	4
Good	30.5%	61	34.2%	25	28.3%	36	3.6%	1	39.0%	30	40.0%	30	39.3%	33	24.1%	28
Satisfactory	48.5%	97	47.9%	35	48.8%	62	67.9%	19	45.5%	35	41.3%	31	39.3%	33	55.2%	64
Poor	0.5%	1	1.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Very poor	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)	16.5%	33	13.7%	10	18.1%	23	25.0%	7	10.4%	8	14.7%	11	16.7%	14	16.4%	19
Mean:		0.46		0.44		0.46		0.00		0.55		0.56		0.59		0.36
Base:		200		73		127		28		77		75		84		116
<b>Security of car parks</b>																
Very good	9.0%	18	8.2%	6	9.4%	12	0.0%	0	10.4%	8	12.0%	9	15.5%	13	4.3%	5
Good	25.0%	50	30.1%	22	22.0%	28	3.6%	1	35.1%	27	29.3%	22	28.6%	24	22.4%	26
Satisfactory	40.5%	81	35.6%	26	43.3%	55	46.4%	13	39.0%	30	40.0%	30	33.3%	28	45.7%	53
Poor	0.5%	1	1.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Very poor	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)	25.0%	50	24.7%	18	25.2%	32	46.4%	13	15.6%	12	18.7%	14	22.6%	19	26.7%	31
Mean:		0.57		0.60		0.55		0.00		0.66		0.66		0.77		0.41
Base:		200		73		127		28		77		75		84		116
<b>Location of bus stops/interchanges</b>																
Very good	1.5%	3	0.0%	0	2.4%	3	0.0%	0	2.6%	2	0.0%	0	1.2%	1	1.7%	2
Good	48.0%	96	52.1%	38	45.7%	58	50.0%	14	40.3%	31	53.3%	40	52.4%	44	44.8%	52
Satisfactory	42.0%	84	38.4%	28	44.1%	56	46.4%	13	48.1%	37	37.3%	28	34.5%	29	47.4%	55
Poor	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Very poor	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)	8.0%	16	8.2%	6	7.9%	10	3.6%	1	9.1%	7	9.3%	7	11.9%	10	5.2%	6
Mean:		0.55		0.55		0.55		0.52		0.50		0.59		0.62		0.50
Base:		200		73		127		28		77		75		84		116

# Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Location of Derby rail station</b>																
Very good	2.0%	4	4.1%	3	0.8%	1	0.0%	0	2.6%	2	2.7%	2	2.4%	2	1.7%	2
Good	29.5%	59	30.1%	22	29.1%	37	42.9%	12	26.0%	20	29.3%	22	31.0%	26	28.4%	33
Satisfactory	58.0%	116	57.5%	42	58.3%	74	53.6%	15	59.7%	46	57.3%	43	53.6%	45	61.2%	71
Poor	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.3%	1	1.3%	1	1.2%	1	1.7%	2
Very poor	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)	9.0%	18	6.8%	5	10.2%	13	3.6%	1	10.4%	8	9.3%	7	11.9%	10	6.9%	8
Mean:		0.35		0.40		0.32		0.44		0.33		0.37		0.39		0.32
Base:		200		73		127		28		77		75		84		116
<b>Quality &amp; security of bus stops/interchanges</b>																
Very good	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.3%	1	1.3%	1	2.4%	2	0.0%	0
Good	38.0%	76	41.1%	30	36.2%	46	42.9%	12	29.9%	23	45.3%	34	39.3%	33	37.1%	43
Satisfactory	53.5%	107	49.3%	36	55.9%	71	53.6%	15	59.7%	46	46.7%	35	50.0%	42	56.0%	65
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	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)	7.5%	15	8.2%	6	7.1%	9	3.6%	1	9.1%	7	6.7%	5	8.3%	7	6.9%	8
Mean:		0.43		0.48		0.41		0.44		0.36		0.51		0.48		0.40
Base:		200		73		127		28		77		75		84		116
<b>Quality &amp; security of Derby rail station</b>																
Very good	2.5%	5	5.5%	4	0.8%	1	0.0%	0	2.6%	2	4.0%	3	1.2%	1	3.4%	4
Good	30.5%	61	34.2%	25	28.3%	36	39.3%	11	31.2%	24	29.3%	22	32.1%	27	29.3%	34
Satisfactory	55.0%	110	47.9%	35	59.1%	75	57.1%	16	57.1%	44	50.7%	38	53.6%	45	56.0%	65
Poor	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.9%	1
Very poor	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)	11.0%	22	11.0%	8	11.0%	14	3.6%	1	9.1%	7	14.7%	11	11.9%	10	10.3%	12
Mean:		0.39		0.49		0.33		0.41		0.40		0.42		0.38		0.39
Base:		200		73		127		28		77		75		84		116
<b>Location of Tourist Information Centre</b>																
Very good	2.0%	4	2.7%	2	1.6%	2	0.0%	0	5.2%	4	0.0%	0	3.6%	3	0.9%	1
Good	21.5%	43	24.7%	18	19.7%	25	14.3%	4	15.6%	12	28.0%	21	21.4%	18	21.6%	25
Satisfactory	47.5%	95	38.4%	28	52.8%	67	64.3%	18	45.5%	35	46.7%	35	52.4%	44	44.0%	51
Poor	1.5%	3	1.4%	1	1.6%	2	0.0%	0	2.6%	2	1.3%	1	1.2%	1	1.7%	2
Very poor	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)	27.5%	55	32.9%	24	24.4%	31	21.4%	6	31.2%	24	24.0%	18	21.4%	18	31.9%	37
Mean:		0.33		0.43		0.28		0.18		0.34		0.35		0.35		0.32
Base:		200		73		127		28		77		75		84		116
<b>Ease of cycling access</b>																
Very good	1.0%	2	2.7%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.2%	1	0.9%	1
Good	19.0%	38	23.3%	17	16.5%	21	17.9%	5	20.8%	16	20.0%	15	22.6%	19	16.4%	19
Satisfactory	33.0%	66	28.8%	21	35.4%	45	46.4%	13	32.5%	25	32.0%	24	38.1%	32	29.3%	34
Poor	4.0%	8	0.0%	0	6.3%	8	0.0%	0	9.1%	7	1.3%	1	2.4%	2	5.2%	6
Very poor	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)	43.0%	86	45.2%	33	41.7%	53	35.7%	10	35.1%	27	46.7%	35	35.7%	30	48.3%	56
Mean:		0.30		0.53		0.18		0.28		0.26		0.35		0.35		0.25
Base:		200		73		127		28		77		75		84		116
<b>Ease of movement around the centre on foot</b>																
Very good	2.0%	4	1.4%	1	2.4%	3	0.0%	0	2.6%	2	2.7%	2	3.6%	3	0.9%	1
Good	53.0%	106	58.9%	43	49.6%	63	25.0%	7	51.9%	40	61.3%	46	54.8%	46	51.7%	60
Satisfactory	44.5%	89	39.7%	29	47.2%	60	75.0%	21	44.2%	34	36.0%	27	40.5%	34	47.4%	55
Poor	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
Very poor	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.57		0.62		0.54		0.25		0.56		0.67		0.61		0.53
Base:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Access for people with mobility / hearing / sighting disability</b>																
Very good	2.0%	4	1.4%	1	2.4%	3	0.0%	0	3.9%	3	1.3%	1	4.8%	4	0.0%	0
Good	38.0%	76	32.9%	24	40.9%	52	7.1%	2	41.6%	32	42.7%	32	40.5%	34	36.2%	42
Satisfactory	41.5%	83	39.7%	29	42.5%	54	53.6%	15	39.0%	30	41.3%	31	40.5%	34	42.2%	49
Poor	1.0%	2	0.0%	0	1.6%	2	3.6%	1	1.3%	1	0.0%	0	1.2%	1	0.9%	1
Very poor	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)	17.5%	35	26.0%	19	12.6%	16	35.7%	10	14.3%	11	14.7%	11	13.1%	11	20.7%	24
<i>Mean:</i>		<i>0.50</i>		<i>0.48</i>		<i>0.50</i>		<i>0.06</i>		<i>0.56</i>		<i>0.53</i>		<i>0.56</i>		<i>0.45</i>
Base:		200		73		127		28		77		75		84		116

# Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Q21 How could Derby city centre best be improved? [MR]</b>																
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cheaper parking	12.5%	25	13.7%	10	11.8%	15	10.7%	3	13.0%	10	14.7%	11	10.7%	9	13.8%	
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More frequent bus services to the centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	
More reliable / comfortable bus services	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	
New / relocated bus stops	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Improved access to Derby city centre from Derby rail station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better signposting within the Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cleaner Streets / removal of litter	21.0%	42	19.2%	14	22.0%	28	14.3%	4	27.3%	21	22.7%	17	22.6%	19	19.8%	
More shelter from wind / rain	1.5%	3	2.7%	2	0.8%	1	3.6%	1	2.6%	2	0.0%	0	2.4%	2	0.9%	
Improve appearance / environment of centre	17.5%	35	21.9%	16	15.0%	19	21.4%	6	15.6%	12	16.0%	12	13.1%	11	20.7%	
Improved security measures / more CCTV / more police	3.0%	6	0.0%	0	4.7%	6	3.6%	1	3.9%	3	2.7%	2	4.8%	4	1.7%	
More control on alcohol / drinkers / drug users	7.5%	15	5.5%	4	8.7%	11	10.7%	3	9.1%	7	5.3%	4	8.3%	7	6.9%	
More control on other anti-social behaviour – begging, drunkenness & so on	23.0%	46	20.5%	15	24.4%	31	32.1%	9	22.1%	17	20.0%	15	22.6%	19	23.3%	
Better street furniture / floral displays	5.0%	10	4.1%	3	5.5%	7	3.6%	1	6.5%	5	4.0%	3	3.6%	3	6.0%	
More green spaces / areas	2.0%	4	4.1%	3	0.8%	1	3.6%	1	2.6%	2	1.3%	1	4.8%	4	0.0%	
More national multiple (high street chain) retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bigger/better supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More independent shops	4.0%	8	4.1%	3	3.9%	5	7.1%	2	6.5%	5	1.3%	1	2.4%	2	5.2%	
Better choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Improvement to the market	4.0%	8	4.1%	3	3.9%	5	0.0%	0	5.2%	4	4.0%	3	3.6%	3	4.3%	
More / better pubs / night-life	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fewer bars / nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More / better leisure facilities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	
More family oriented facilities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	
More secure children's play areas	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Expand the town centre's colleges / expand university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other (PLEASE WRITE IN)	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)	16.0%	32	19.2%	14	14.2%	18	14.3%	4	13.0%	10	16.0%	12	14.3%	12	17.2%	
(None mentioned)	20.0%	40	16.4%	12	22.0%	28	28.6%	8	11.7%	9	25.3%	19	22.6%	19	18.1%	
Base:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE							
<b>Q22 How could INTU best be improved? [MR]</b>															
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper parking	8.5%	17	8.2%	6	8.7%	11	7.1%	2	7.8%	6	10.7%	8	7.1%	6	9.5%
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More frequent bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved access to Derby city centre from Derby rail station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signposting within the Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleaner Streets / removal of litter	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve appearance / environment of centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%
Improved security measures / more CCTV / more police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More control on alcohol / drinkers / drug users	0.5%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
More control on other anti-social behaviour - begging, drunkenness & so on	2.0%	4	1.4%	1	2.4%	3	0.0%	0	2.6%	2	2.7%	2	2.4%	2	1.7%
Better street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More green spaces / areas	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.3%	1	2.7%	2	3.6%	3	0.0%
More national multiple (high street chain) retailers	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Bigger/better supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More independent shops	7.5%	15	12.3%	9	4.7%	6	14.3%	4	10.4%	8	4.0%	3	6.0%	5	8.6%
Better choice of shops in general	1.0%	2	0.0%	0	1.6%	2	7.1%	2	0.0%	0	0.0%	0	1.2%	1	0.9%
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvement to the market	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
More / better pubs / night-life	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer bars / nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More family oriented facilities	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.7%
More secure children's play areas	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Expand the town centre's colleges / expand university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	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)	35.5%	71	35.6%	26	35.4%	45	21.4%	6	39.0%	30	34.7%	26	32.1%	27	37.9%
(None mentioned)	42.0%	84	38.4%	28	44.1%	56	46.4%	13	39.0%	30	44.0%	33	45.2%	38	39.7%
Base:	200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Q23 How could St Peter's Quarter best be improved? [MR]</b>																
More parking	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 secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	3.0%	6	5.5%	4	1.6%	2	0.0%	0	6.5%	5	1.3%	1	2.4%	2	3.4%	4
More accessible car parking	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 frequent bus services to the 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
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	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 frequent train services	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 reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access to Derby city centre from Derby rail station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the 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
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner Streets / removal of litter	18.5%	37	20.5%	15	17.3%	22	7.1%	2	19.5%	15	16.0%	12	15.5%	13	20.7%	24
More shelter from wind / rain	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Improve appearance / environment of centre	17.0%	34	15.1%	11	18.1%	23	25.0%	7	14.3%	11	17.3%	13	20.2%	17	14.7%	17
Improved security measures / more CCTV / more police	2.5%	5	0.0%	0	3.9%	5	3.6%	1	2.6%	2	1.3%	1	1.2%	1	3.4%	4
More control on alcohol / drinkers / drug users	9.0%	18	5.5%	4	11.0%	14	7.1%	2	13.0%	10	5.3%	4	10.7%	9	7.8%	9
More control on other anti-social behaviour - begging, drunkenness & so on	23.5%	47	15.1%	11	28.3%	36	28.6%	8	24.7%	19	20.0%	15	29.8%	25	19.0%	22
Better street furniture / floral displays	6.0%	12	4.1%	3	7.1%	9	3.6%	1	5.2%	4	8.0%	6	7.1%	6	5.2%	6
More green spaces / areas	2.0%	4	1.4%	1	2.4%	3	3.6%	1	1.3%	1	2.7%	2	3.6%	3	0.9%	1
More national multiple (high street chain) retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger/better supermarket	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 independent shops	4.5%	9	2.7%	2	5.5%	7	21.4%	6	3.9%	3	0.0%	0	6.0%	5	3.4%	4
Better choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Improvement to the market	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
More / better pubs / night-life	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 / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	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 / better leisure facilities	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 family oriented facilities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More secure children's play 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
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand 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
Other (PLEASE WRITE IN)	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)	19.5%	39	26.0%	19	15.7%	20	25.0%	7	18.2%	14	20.0%	15	11.9%	10	25.0%	29
(None mentioned)	23.5%	47	21.9%	16	24.4%	31	3.6%	1	23.4%	18	32.0%	24	23.8%	20	23.3%	27
Base:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Q24 How could Cathedral Quarter best be improved? [MR]</b>																
More parking	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 secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	3.0%	6	5.5%	4	1.6%	2	0.0%	0	6.5%	5	1.3%	1	2.4%	2	3.4%	4
More accessible car parking	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 frequent bus services to the 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
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	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 frequent train services	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 reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access to Derby city centre from Derby rail station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner Streets / removal of litter	11.5%	23	8.2%	6	13.4%	17	10.7%	3	7.8%	6	8.0%	6	11.9%	10	11.2%	13
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	12.0%	24	12.3%	9	11.8%	15	7.1%	2	11.7%	9	14.7%	11	14.3%	12	10.3%	12
Improved security measures / more CCTV / more police	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.3%	1	1.3%	1	1.2%	1	0.9%	1
More control on alcohol / drinkers / drug users	2.5%	5	1.4%	1	3.2%	4	7.1%	2	2.6%	2	1.3%	1	3.6%	3	1.7%	2
More control on other anti-social behaviour – begging, drunkenness & so on	16.5%	33	13.7%	10	18.1%	23	28.6%	8	11.7%	9	14.7%	11	17.9%	15	15.5%	18
Better street furniture / floral displays	6.0%	12	5.5%	4	6.3%	8	7.1%	2	6.5%	5	6.7%	5	7.1%	6	5.2%	6
More green spaces / areas	1.5%	3	1.4%	1	1.6%	2	3.6%	1	1.3%	1	1.3%	1	3.6%	3	0.0%	0
More national multiple (high street chain) retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger/better supermarket	0.5%	1	1.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More independent shops	1.5%	3	1.4%	1	1.6%	2	3.6%	1	2.6%	2	0.0%	0	2.4%	2	0.9%	1
Better choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	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 / better pubs / night-life	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 / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	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 / better leisure facilities	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 family oriented facilities	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
More secure children's play 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
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand 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
Other (PLEASE WRITE IN)	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)	24.0%	48	27.4%	20	22.0%	28	32.1%	9	23.4%	18	21.3%	16	16.7%	14	29.3%	34
(None mentioned)	33.0%	66	26.0%	19	37.0%	47	10.7%	3	33.8%	26	42.7%	32	36.9%	31	30.2%	35
Base:		200		73		127		28		77		75		84		116

# Derby In Centre Survey for Nexus Planning

	Total	Male	Female	18 - 34	35 - 59	60 +	ABC1	C2DE								
<b>Q25 The Council is planning on making significant improvements to the Market Hall. Which of the following do you think should be the priority for an improved market ?</b>																
Improved clothing offer	3.0%	6	2.7%	2	3.2%	4	3.6%	1	2.6%	2	2.7%	2	3.6%	3	2.6%	3
Improved food produce offer (to consume off site)	5.0%	10	4.1%	3	5.5%	7	3.6%	1	7.8%	6	1.3%	1	6.0%	5	4.3%	5
Improved food and drink offer (to consume on site)	7.5%	15	8.2%	6	7.1%	9	25.0%	7	7.8%	6	2.7%	2	10.7%	9	5.2%	6
Improved haberdashery/fabric retailing offer	4.0%	8	0.0%	0	6.3%	8	7.1%	2	1.3%	1	5.3%	4	3.6%	3	4.3%	5
More speciality retailers	20.5%	41	20.5%	15	20.5%	26	14.3%	4	27.3%	21	16.0%	12	17.9%	15	22.4%	26
Better signage outside and within the building	4.5%	9	5.5%	4	3.9%	5	7.1%	2	3.9%	3	5.3%	4	8.3%	7	1.7%	2
Better accessibility to the balcony	3.0%	6	4.1%	3	2.4%	3	7.1%	2	1.3%	1	4.0%	3	2.4%	2	3.4%	4
Improved heating / ventilation	14.0%	28	13.7%	10	14.2%	18	0.0%	0	10.4%	8	20.0%	15	14.3%	12	13.8%	16
Reconfiguration of stalls to make it more welcoming	9.0%	18	5.5%	4	11.0%	14	14.3%	4	5.2%	4	10.7%	8	8.3%	7	9.5%	11
Improving the public realm such as paving and open spaces around the building	3.5%	7	8.2%	6	0.8%	1	3.6%	1	2.6%	2	4.0%	3	1.2%	1	5.2%	6
Other (PLEASE WRITE IN)	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 stalls	12.0%	24	8.2%	6	14.2%	18	0.0%	0	13.0%	10	16.0%	12	13.1%	11	11.2%	13
Only have 1 market with all stalls combined	1.5%	3	2.7%	2	0.8%	1	0.0%	0	1.3%	1	1.3%	1	3.6%	3	0.0%	0
(Don't know)	12.5%	25	16.4%	12	10.2%	13	14.3%	4	15.6%	12	10.7%	8	7.1%	6	16.4%	19
Base:		200		73		127		28		77		75		84		116
<b>Q26 Do you work in Derby city centre?</b>																
Yes	8.0%	16	4.1%	3	10.2%	13	7.1%	2	14.3%	11	4.0%	3	9.5%	8	6.9%	8
No	92.0%	184	95.9%	70	89.8%	114	92.9%	26	85.7%	66	96.0%	72	90.5%	76	93.1%	108
Base:		200		73		127		28		77		75		84		116
<b>Q27 Do you go to college / university in Derby city centre?</b>																
Yes	7.5%	15	5.5%	4	8.7%	11	53.6%	15	0.0%	0	0.0%	0	16.7%	14	0.9%	1
No	92.5%	185	94.5%	69	91.3%	116	46.4%	13	100.0%	77	100.0%	75	83.3%	70	99.1%	115
Base:		200		73		127		28		77		75		84		116
<b>GEN Gender:</b>																
Male	36.5%	73	100.0%	73	0.0%	0	28.6%	8	32.5%	25	40.0%	30	23.8%	20	45.7%	53
Female	63.5%	127	0.0%	0	100.0%	127	71.4%	20	67.5%	52	60.0%	45	76.2%	64	54.3%	63
Base:		200		73		127		28		77		75		84		116
<b>AGE Age Group:</b>																
Up to 18 years	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18-24	14.0%	28	11.0%	8	15.7%	20	100.0%	28	0.0%	0	0.0%	0	19.0%	16	10.3%	12
25-34	15.0%	30	15.1%	11	15.0%	19	0.0%	0	39.0%	30	0.0%	0	9.5%	8	19.0%	22
35-49	23.5%	47	19.2%	14	26.0%	33	0.0%	0	61.0%	47	0.0%	0	27.4%	23	20.7%	24
50-59	23.5%	47	26.0%	19	22.0%	28	0.0%	0	0.0%	0	62.7%	47	25.0%	21	22.4%	26
60-69	14.0%	28	15.1%	11	13.4%	17	0.0%	0	0.0%	0	37.3%	28	13.1%	11	14.7%	17
70-79	9.0%	18	11.0%	8	7.9%	10	0.0%	0	0.0%	0	0.0%	0	4.8%	4	12.1%	14
80 years or above	1.0%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1
Base:		200		73		127		28		77		75		84		116
<b>SEG SEG</b>																
AB	7.0%	14	9.6%	7	5.5%	7	0.0%	0	6.5%	5	9.3%	7	16.7%	14	0.0%	0
C1	35.0%	70	17.8%	13	44.9%	57	57.1%	16	33.8%	26	33.3%	25	83.3%	70	0.0%	0
C2	16.5%	33	27.4%	20	10.2%	13	3.6%	1	15.6%	12	20.0%	15	0.0%	0	28.4%	33
DE	41.5%	83	45.2%	33	39.4%	50	39.3%	11	44.2%	34	37.3%	28	0.0%	0	71.6%	83
Base:		200		73		127		28		77		75		84		116

# Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>Q28 Do you consider yourself to have a disability which impairs your ability to move around the built environment ?</b>																
Yes	6.5%	13	6.8%	5	6.3%	8	0.0%	0	5.2%	4	1.3%	1	4.8%	4	7.8%	9
No	93.5%	187	93.2%	68	93.7%	119	100.0%	28	94.8%	73	98.7%	74	95.2%	80	92.2%	107
Base:		200		73		127		28		77		75		84		116

**Q29 Is the disability mobility, hearing and / or sighting impairment ?**
*Those who have a disability at Q28*

Mobility	76.9%	10	100.0%	5	62.5%	5	0.0%	0	50.0%	2	100.0%	1	50.0%	2	88.9%	8
Hearing	15.4%	2	0.0%	0	25.0%	2	0.0%	0	25.0%	1	0.0%	0	25.0%	1	11.1%	1
Sighting	7.7%	1	0.0%	0	12.5%	1	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0
Base:		13		5		8		0		4		1		4		9

**CARS Number of cars in Household**

No cars in hhold	26.0%	52	21.9%	16	28.3%	36	78.6%	22	13.0%	10	10.7%	8	25.0%	21	26.7%	31
1 car in hhold	34.5%	69	38.4%	28	32.3%	41	3.6%	1	37.7%	29	44.0%	33	20.2%	17	44.8%	52
2 cars in hhold	25.0%	50	27.4%	20	23.6%	30	3.6%	1	29.9%	23	32.0%	24	38.1%	32	15.5%	18
3 cars in hhold	8.0%	16	6.8%	5	8.7%	11	3.6%	1	11.7%	9	8.0%	6	9.5%	8	6.9%	8
4 or more cars in hhold	6.5%	13	5.5%	4	7.1%	9	10.7%	3	7.8%	6	5.3%	4	7.1%	6	6.0%	7
Base:		200		73		127		28		77		75		84		116

**DAY Day:**

Monday	12.5%	25	15.1%	11	11.0%	14	7.1%	2	13.0%	10	12.0%	9	7.1%	6	16.4%	19
Tuesday	12.5%	25	13.7%	10	11.8%	15	28.6%	8	6.5%	5	10.7%	8	19.0%	16	7.8%	9
Wednesday	12.5%	25	13.7%	10	11.8%	15	10.7%	3	13.0%	10	12.0%	9	8.3%	7	15.5%	18
Thursday	12.5%	25	6.8%	5	15.7%	20	0.0%	0	13.0%	10	20.0%	15	10.7%	9	13.8%	16
Friday	25.0%	50	21.9%	16	26.8%	34	32.1%	9	29.9%	23	17.3%	13	26.2%	22	24.1%	28
Saturday	25.0%	50	28.8%	21	22.8%	29	21.4%	6	24.7%	19	28.0%	21	28.6%	24	22.4%	26
Base:		200		73		127		28		77		75		84		116

**LOC Locations:**

Location 1 – Victoria Street	19.5%	39	20.5%	15	18.9%	24	10.7%	3	16.9%	13	26.7%	20	21.4%	18	18.1%	21
Location 2 – Market Place / Sadler Gate	20.5%	41	17.8%	13	22.0%	28	35.7%	10	19.5%	15	17.3%	13	17.9%	15	22.4%	26
Location 3 – Osnabruck Square / Exchange Street	20.0%	40	23.3%	17	18.1%	23	17.9%	5	19.5%	15	21.3%	16	17.9%	15	21.6%	25
Location 4 – St Peter's Street	21.0%	42	16.4%	12	23.6%	30	25.0%	7	24.7%	19	14.7%	11	23.8%	20	19.0%	22
Location 5 – Osmaston Road	19.0%	38	21.9%	16	17.3%	22	10.7%	3	19.5%	15	20.0%	15	19.0%	16	19.0%	22
Base:		200		73		127		28		77		75		84		116

## Derby In Centre Survey for Nexus Planning

	Total	Male		Female		18 - 34		35 - 59		60 +		ABC1		C2DE		
<b>PC</b>																
DE1 1	2.5%	5	1.4%	1	3.2%	4	10.7%	3	1.3%	1	1.3%	1	4.8%	4	0.9%	1
DE1 2	2.0%	4	5.5%	4	0.0%	0	0.0%	0	3.9%	3	1.3%	1	1.2%	1	2.6%	3
DE1 3	5.5%	11	2.7%	2	7.1%	9	25.0%	7	1.3%	1	4.0%	3	9.5%	8	2.6%	3
DE11 0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
DE14 2	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.7%	2
DE15 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
DE15 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
DE21	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.7%	2
DE21 2	4.0%	8	4.1%	3	3.9%	5	3.6%	1	6.5%	5	1.3%	1	4.8%	4	3.4%	4
DE21 4	4.0%	8	2.7%	2	4.7%	6	3.6%	1	1.3%	1	8.0%	6	4.8%	4	3.4%	4
DE21 5	1.5%	3	0.0%	0	2.4%	3	0.0%	0	2.6%	2	1.3%	1	2.4%	2	0.9%	1
DE21 6	9.5%	19	11.0%	8	8.7%	11	7.1%	2	9.1%	7	8.0%	6	9.5%	8	9.5%	11
DE21 7	2.5%	5	4.1%	3	1.6%	2	0.0%	0	2.6%	2	4.0%	3	2.4%	2	2.6%	3
DE22 1	3.5%	7	4.1%	3	3.2%	4	3.6%	1	3.9%	3	1.3%	1	2.4%	2	4.3%	5
DE22 2	2.0%	4	2.7%	2	1.6%	2	0.0%	0	2.6%	2	1.3%	1	1.2%	1	2.6%	3
DE22 3	12.0%	24	12.3%	9	11.8%	15	3.6%	1	13.0%	10	12.0%	9	9.5%	8	13.8%	16
DE22 4	4.0%	8	2.7%	2	4.7%	6	3.6%	1	2.6%	2	4.0%	3	6.0%	5	2.6%	3
DE23 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
DE23 1	4.0%	8	2.7%	2	4.7%	6	7.1%	2	3.9%	3	2.7%	2	2.4%	2	5.2%	6
DE23 2	2.0%	4	1.4%	1	2.4%	3	3.6%	1	2.6%	2	1.3%	1	3.6%	3	0.9%	1
DE23 4	2.5%	5	4.1%	3	1.6%	2	0.0%	0	3.9%	3	1.3%	1	1.2%	1	3.4%	4
DE23 6	2.0%	4	4.1%	3	0.8%	1	0.0%	0	0.0%	0	5.3%	4	1.2%	1	2.6%	3
DE23 8	5.0%	10	4.1%	3	5.5%	7	3.6%	1	5.2%	4	5.3%	4	2.4%	2	6.9%	8
DE24	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
DE24 0	1.5%	3	2.7%	2	0.8%	1	3.6%	1	1.3%	1	1.3%	1	0.0%	0	2.6%	3
DE24 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
DE24 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
DE24 8	4.5%	9	4.1%	3	4.7%	6	7.1%	2	5.2%	4	4.0%	3	3.6%	3	5.2%	6
DE24 9	7.0%	14	8.2%	6	6.3%	8	14.3%	4	5.2%	4	6.7%	5	9.5%	8	5.2%	6
DE3 0	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	1.2%	1	0.9%	1
DE3 9	4.5%	9	2.7%	2	5.5%	7	0.0%	0	5.2%	4	5.3%	4	3.6%	3	5.2%	6
DE55 1	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.7%	2
DE56 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
DE6 2	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
DE65 5	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
DE7 6	2.5%	5	0.0%	0	3.9%	5	0.0%	0	3.9%	3	2.7%	2	4.8%	4	0.9%	1
GL52 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
LE23 3	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
NG16 6	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
NG9 7	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1
Refused	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Base:		200		73		127		28		77		75		84		116

## Appendix 2:

### Sample Questionnaire

**NEMS market research  
DERBY IN CENTRE SURVEY**

**Introduction:** Good morning/afternoon, I am .... from **NEMS market research**, an independent market research company. We are conducting a short survey among people visiting Derby city centre, on behalf of the City Council, to help plan the future of the city centre; establish where gaps in shopping provision may be, and how the Council can address this. I wonder if you can spare a few minutes.

Q.A First of all, can I ask you do you work in any of the following:  
Market Research or Retail ?  
If 'YES' – CLOSE INTERVIEW. DO NOT COUNT AS INTERVIEW  
If 'NONE OF THESE' - GO TO Q.B

ASK ALL:

Q.B. Could you tell me your **home postcode** ?  
**INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.**

Home Postcode:

ASK ALL:

Q.1 How did you travel to Derby city centre today ?

ONE ANSWER ONLY

- |                               |       |                  |
|-------------------------------|-------|------------------|
|                               | ( 1 ) |                  |
| Private car / van - driver    | 1     | <b>GO TO Q.2</b> |
| Private car / van - passenger | 2     | <b>GO TO Q.2</b> |
| Bus, minibus or coach         | 3     | <b>GO TO Q.4</b> |
| Bicycle                       | 4     | <b>GO TO Q.4</b> |
| Rail                          | 5     | <b>GO TO Q.4</b> |
| Taxi                          | 6     | <b>GO TO Q.4</b> |
| On foot                       | 7     | <b>GO TO Q.4</b> |
| Motorcycle, scooter or moped  | 8     | <b>GO TO Q.4</b> |
| Combined (PLEASE WRITE IN)    | 9     | <b>GO TO Q.4</b> |

Other (PLEASE WRITE IN) A GO TO Q.4

ASK THOSE WHO SAID 'BY PRIVATE CAR / VAN' AT Q.1. OTHERS GO TO Q.4:

Q.2 Where did you park today?  
DO NOT PROMPT. ONE ANSWER ONLY.

- |                                    |       |
|------------------------------------|-------|
|                                    | ( 2 ) |
| Assembly Rooms multi-storey        | 1     |
| Chapel Street multi-storey         | 2     |
| Council House surface car park     | 3     |
| Parksafe Bold Lane multi-storey    | 4     |
| Ford Street surface car park       | 5     |
| Little City surface car park       | 6     |
| Sovereign surface car park         | 7     |
| Wilmot Street surface car park     | 8     |
| Abbey Street surface car park      | 9     |
| Abbey Street East surface car park | A     |
| Drewry Lane surface car park       | B     |
| Darwin Place surface car park      | C     |
| On-street                          | D     |
| Dropped off                        | E     |
| Park and ride                      | F     |
| Other (PLEASE WRITE IN)            | G     |

ASK IF CAR PARK OR 'ON STREET SPACE' MENTIONED AT Q.2. OTHERS GO TO Q.4:

Q.3 Did you have any difficulties obtaining a car parking space today?  
DO NOT PROMPT. ONE ANSWER ONLY.

- |     |       |
|-----|-------|
|     | ( 3 ) |
| Yes | 1     |
| No  | 2     |

ASK ALL: SHOWCARD 'A'

Q.4 How often do you do the following in Derby city centre (including Sunday)?

READ OUT ACTIVITIES. ONE ANSWER ONLY PER COLUMN

	<b>Food &amp; Groceries Shopping</b>	<b>Non-food Shopping (ie Clothes, shoes Electrical Goods etc)</b>	<b>Drinking / Eating Out</b>	<b>Private &amp; Public Services (Bank/Solicitor/ Council Offices/ Library, etc)</b>	<b>Commercial Leisure Facilities (Casino, Gym, Bingo, etc)</b>
	( 4 )	( 5 )	( 6 )	( 7 )	( 8 )
Everyday	1	1	1	1	1
4 to 6 days a week	2	2	2	2	2
2 to 3 days a week	3	3	3	3	3
1 day a week	4	4	4	4	4
Once every 2 weeks	5	5	5	5	5
<u>Once every month</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Once a quarter	7	7	7	7	7
Less often than once a quarter	8	8	8	8	8
<u>First time today</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
Never	A	A	A	A	A
(Don't know)	B	B	B	B	B

ASK ALL:

Q.5 What is the **main** reason for your visit here today ?

ONE ANSWER ONLY

	( 9 )
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
<u>To visit the market</u>	<u>3</u>
For personal services (e.g. bank, hairdresser, solicitor etc)	4
To visit a commercial leisure facility (casino, theatre, gym, bingo, etc)	5
Eat out / drinking (e.g. restaurant / pub / bar)	6
<u>Work</u>	<u>7</u>
To attend college / university	8
To meet someone	9
<u>To visit the Council's offices</u>	<u>A</u>
Other public services (library, museum, etc.)	B
For a medical appointment (doctor, dentist, etc.)	C
<u>No particular reason</u>	<u>D</u>
Other (PLEASE WRITE IN)	E

GO TO Q.7

ASK ALL:

Q.6 Is there a **secondary** reason for your visit ?

ONE ANSWER ONLY

	( 10 )
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
<u>To visit the market</u>	<u>3</u>
For personal services (e.g. bank, hairdresser, solicitor etc)	4
To visit a commercial leisure facility (casino, theatre, gym, bingo, etc)	5
Eat out / drinking (e.g. restaurant / pub / bar)	6
<u>Work</u>	<u>7</u>
To attend college / university	8
To meet someone	9
<u>To visit the Council's offices</u>	<u>A</u>
Other public services (library, museum, etc.)	B
For a medical appointment (doctor, dentist, etc.)	C
No other reason to visit	D
Other (PLEASE WRITE IN)	E

ASK ALL:

Q.7 How long will you stay in the city centre on this visit?  
ONE ANSWER ONLY

	( 11 )
Less than 1 hour	1
Between 1 and 2 hours	2
Between 2 and 3 hours	3
Between 3 and 4 hours	4
Between 4 and 6 hours	5
Between 6 and 8 hours	6
Between 8 and 10 hours	7
Between 10 and 12 hours	8
More than 12 hours (PLEASE WRITE IN)	9
<hr/>	
(Don't know / not sure)	A

ASK ALL:

Q.8 Which of the following areas of Derby City Centre, if any, do you intend to visit or have visited today?  
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY.

	( 12 )
Intu	1
St Peters Quarter	2
Cathedral Quarter	3
Eagle Market	4
Market Hall	5
None of these	6
(Don't know / haven't decided yet)	7

ASK ALL:

Q.9 During your visit to Derby City Centre today, how much in total do you intend to spend on the following items?  
DO NOT PROMPT ONE ANSWER PER COLUMN

	<b>Clothing &amp; Footwear</b> ( 13 )	<b>Other non-food goods</b> ( 14 )	<b>Food shopping</b> ( 15 )	<b>Restaurants / cafes</b> ( 16 )
Nothing	1	1	1	1
£5 or less	2	2	2	2
£6-£10	3	3	3	3
£11-£15	4	4	4	4
£16-£20	5	5	5	5
£21-£30	6	6	6	6
£31-£50	7	7	7	7
£51-£75	8	8	8	8
£76-£100	9	9	9	9
£101-£200	A	A	A	A
£200+	B	B	B	B
(Don't know)	C	C	C	C

ASK ALL:

Q.10 Including yourself, what is the composition of your party size visiting Derby City Centre today?  
DO NOT PROMPT.

No. of adults (incl Resp) ..... ( 17 )

No. of children (15 years & below): ..... ( 18 )

ASK ALL:

Q.11 What do you **LIKE** most about Derby city centre?

**DO NOT PROMPT CIRCLE UP TO 5 RESPONSES (I.E. 5 RESPONSES IN TOTAL ACROSS THE THREE SETS OF FACTORS BELOW)**

<b>ACCESS AND TRANSPORT FACTORS</b>	( 19 )
Near to home / convenient	1
Close to work	2
<u>Good public transport links generally</u>	3
Convenient location of Derby rail station	4
Convenient drop off / pick up stops for buses	5
<u>Parking is easy</u>	6
Parking is cheap	7
Lack of congestion on roads	8
<u>Pedestrianised streets</u>	9
Little traffic-pedestrian conflict	A
Ease of access to all (with pushchairs, wheelchairs, etc)	B
<u>Good directional signs to the Centre</u>	C
Well signposted route ways <u>within</u> the centre	D
<b>ENVIRONMENTAL FACTORS</b>	( 20 )
General cleanliness of shopping streets	1
Feels safe / absence of threatening individuals / groups	2
<u>Presence of police / other security measures (e.g. CCTV)</u>	3
Nice street furniture / floral displays	4
Green space/area	5
<u>Nice busy feel</u>	6
Not too crowded	7
Not too noisy	8
<u>Character / atmosphere</u>	9
Historic buildings	A
<b>ATTRACTIONS – RETAIL / LEISURE / SERVICES OFFER FACTORS</b>	( 21 )
Selection / choice of independent / specialist shops	1
Selection / choice of non-food multiple shops (i.e. high street chains such as Next, Boots etc)	2
<u>Quality of supermarket(s)</u>	3
The Market	4
Quality of the shops in general	5
<u>Compact centre (i.e. shops close together)</u>	6
Specified shops (PLEASE WRITE IN)	7
Prices are competitive in shops compared to other town / district centres	8
<u>Play area for children</u>	9
Range of places to eat	A
Range of pubs / bars	B
<u>Range of private services (banks, hairdressers, solicitors and so on)</u>	C
Range of public services (ie Council, library, health services, and so on)	D
Range of leisure facilities	E
Other (PLEASE WRITE IN)	F
I like everything about Derby city centre	G
(No opinion)	H
<u>(Nothing in particular)</u>	I
(Don't know)	J

**ASK ALL:**

Q.12 What do you **DISLIKE** most about Derby city centre?

**DO NOT PROMPT CIRCLE UP TO 5 RESPONSES (I.E. 5 RESPONSES IN TOTAL ACROSS THE THREE SETS OF FACTORS BELOW)**

<b>ACCESS AND TRANSPORT FACTORS</b>	( 22 )
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Shortage of parking spaces for visitors</u>	3
Shortage of parking for residents	4
Parking is expensive	5
<u>Parking is not secure / car break-ins</u>	6
Poor public transport links	7
Road congestion / too much traffic	8
<u>Poor directional signs to centre</u>	9
Poor signage / routeways <b>within</b> centre / lack of maps of centre	A
Inconvenient location of Derby rail station	B
<u>Inconvenient location of bus stops</u>	C
Difficulties with pushchairs, wheelchairs, etc	D
<b>ENVIRONMENTAL FACTORS</b>	( 23 )
Dirty shopping streets / litter	1
Run down appearance of town centre / boarded up premises	2
<u>Feels unsafe / presence of threatening individuals / groups / gangs</u>	3
Mere presence of 'undesirable' individuals (ie beggars, 'down & outs' and so on)	4
Soliciting of prostitutes	5
<u>Drunken / drug-related / anti-social behaviour</u>	6
Lack of police presence / other security measures (e.g. CCTV)	7
Lack of street furniture / floral displays	8
<u>Not busy enough</u>	9
Over-crowded	A
Too noisy	B
<u>Lack of character / atmosphere</u>	C
Vandalism	D
Insufficient or poor quality open space and green areas	E
<b>ATTRACTIONS – RETAIL / LEISURE / SERVICES OFFER FACTORS</b>	( 24 )
Lack of choice of national multiple (high street chain) shops	1
Lack of choice of independent / specialist shops	2
<u>Quality of shops is inadequate</u>	3
Shops too small	4
Lack of a larger supermarket	5
<u>Prices too high</u>	6
Shops spread over too wide an area (i.e. not a compact centre)	7
Specified shops absent (PLEASE WRITE IN)	8
<hr/>	
Inadequate range of places to eat and drink	9
Too many pubs / clubs	A
Inadequate range of services (banks, hairdressers, dry cleaners and so on)	B
<u>Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)</u>	C
Absence of play areas for children	D
Lack of clean / secure toilets	E
Other (PLEASE WRITE IN)	F
<hr/>	
I dislike everything about Derby city centre	G
(No opinion)	H
<u>(Nothing in particular)</u>	I
(Don't know)	J

ASK ALL: SHOWCARD 'B'

- Q.13 How satisfied are you with the overall range and quality of shops in Derby city centre?  
ONE ANSWER ONLY

	( 25 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

---

ASK ALL:

- Q.14 How often do you visit Derby city centre in the evenings?  
DO NOT PROMPT. ONE ANSWER ONLY

	( 26 )	
Everyday	1	GO TO Q.17
4 to 6 days a week	2	GO TO Q.17
<u>2 to 3 days a week</u>	<u>3</u>	GO TO Q.17
1 day a week	4	GO TO Q.17
Once every 2 weeks	5	GO TO Q.17
<u>Once every month</u>	<u>6</u>	GO TO Q.17
Once a quarter	7	GO TO Q.17
Less often than once a quarter	8	<b>GO TO Q.14</b>
<u>Never</u>	<u>9</u>	<b>GO TO Q.14</b>
(Don't know)	A	<b>GO TO Q.14</b>

---

THOSE WHO GO 'ONCE A QUARTER OR MORE' AT Q.14. OTHERS GO TO Q.17:

- Q.15 What is the main purpose of your evening visits?  
DO NOT PROMPT. ONE ANSWER ONLY

	( 27 )
Bars / pubs	1
Eating out	2
<u>Night Clubs</u>	<u>3</u>
Theatre	4
Concerts	5
<u>Gym / Health &amp; fitness club</u>	<u>6</u>
Bingo / Casino	7
Shopping	8
<u>Meeting friends</u>	<u>9</u>
Other (PLEASE WRITE IN)	A
<hr/>	
(No main purpose)	B

---

THOSE WHO GO 'ONCE A QUARTER OR MORE' AT Q.14. OTHERS GO TO Q.17: SHOWCARD 'B'

- Q.16 How satisfied are you with Derby city centre's performance as a location for evening entertainment ?  
ONE ANSWER ONLY

	( 28 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

---

ASK ALL: SHOWCARD 'B'

- Q.17 How satisfied are you with Derby city centre's overall cultural offer – that is, its package of theatre / museum / art gallery / places of interest and so on?  
ONE ANSWER ONLY

	( 29 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

ASK ALL: SHOWCARD 'B'

Q.18 How satisfied are you with Derby city centre's overall family entertainment offer?

ONE ANSWER ONLY

	( 30 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

ASK ALL: SHOWCARD 'C'

Q.19 Could you please provide your assessment of the environmental quality of Derby city centre in terms of the following factors ?

READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	<b>Very good</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>	<b>Very poor</b>	<b>(Don't know)</b>
	( 31 )	( 32 )	( 33 )	( 34 )	( 35 )	( 36 )
Cleanliness of shopping streets	1	1	1	1	1	1
Personal Safety / lighting / policing issues	2	2	2	2	2	2
<u>Quality of buildings / townscape</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Shelter from weather	4	4	4	4	4	4
Pedestrian/Vehicular safety issues	5	5	5	5	5	5

ASK ALL: SHOWCARD 'C'

Q.20 Could you please provide your assessment of the ease of access to Derby city centre in terms of the following factors ?

READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW

	<b>Very good</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>	<b>Very poor</b>	<b>(Don't know)</b>
	( 37 )	( 38 )	( 39 )	( 40 )	( 41 )	( 42 )
Location of car parks	1	1	1	1	1	1
Security of car parks	2	2	2	2	2	2
<u>Location of bus stops/interchanges</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Location of Derby rail station	4	4	4	4	4	4
Quality & security of bus stops/interchanges	5	5	5	5	5	5
<u>Quality &amp; security of Derby rail station</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Location of Tourist Information Centre	7	7	7	7	7	7
Ease of cycling access	8	8	8	8	8	8
Ease of movement around the centre on foot	9	9	9	9	9	9
Access for people with mobility / hearing A / sighting disability		A	A	A	A	A

ASK ALL:

- Q.21 How could Derby city centre best be improved?  
DO NOT PROMPT – CIRCLE UPTO FIVE RESPONSES
- Q.22 How could INTU best be improved?  
DO NOT PROMPT – CIRCLE UPTO FIVE RESPONSES
- Q.23 How could St Peter's Quarter best be improved?  
DO NOT PROMPT – CIRCLE UPTO FIVE RESPONSES
- Q.24 How could Cathedral Quarter best be improved?  
DO NOT PROMPT – CIRCLE UPTO FIVE RESPONSES

	<b>Q.21 DERBY</b>	<b>Q.22 INTU</b>	<b>Q.23 ST PETER'S QUARTER</b>	<b>Q.24 CATHEDRAL QUARTER</b>
<b>ACCESS AND TRANSPORT FACTORS</b>	( 43 )	( 44 )	( 45 )	( 46 )
More parking	1	1	1	1
More secure parking	2	2	2	2
<u>Cheaper parking</u>	3	3	3	3
More accessible car parking	4	4	4	4
More frequent bus services to the centre	5	5	5	5
<u>More reliable / comfortable bus services</u>	6	6	6	6
New / relocated bus stops	7	7	7	7
More frequent train services	8	8	8	8
<u>More reliable train services</u>	9	9	9	9
Improved access to Derby city centre from Derby rail station	A	A	A	A
Better signposting within the Centre	B	B	B	B
More priority for pedestrians	C	C	C	C
Improved access for wheelchair and pushchair users	D	D	D	D
<b>ENVIRONMENTAL FACTORS</b>	( 47 )	( 48 )	( 49 )	( 50 )
Cleaner Streets / removal of litter	1	1	1	1
More shelter from wind / rain	2	2	2	2
<u>Improve appearance / environment of centre</u>	3	3	3	3
Improved security measures / more CCTV / more police	4	4	4	4
More control on alcohol / drinkers / drug users	5	5	5	5
More control on other anti-social behaviour – begging, drunkenness & so on	6	6	6	6
Better street furniture / floral displays	7	7	7	7
More green spaces / areas	8	8	8	8
<b>ATTRACTIONS</b>				
<b>– RETAIL / LEISURE / SERVICES OFFER FACTORS</b>	( 51 )	( 52 )	( 53 )	( 54 )
More national multiple (high street chain) retailers	1	1	1	1
Bigger/better supermarket	2	2	2	2
<u>More independent shops</u>	3	3	3	3
Better choice of shops in general	4	4	4	4
Specified new shop (PLEASE WRITE IN)	5	5	5	5
<u>Better quality of shops</u>	6	6	6	6
Improvement to the market	7	7	7	7
More / better pubs / night-life	8	8	8	8
<u>More / better eating places</u>	9	9	9	9
Fewer bars / nightclubs	A	A	A	A
More / better leisure facilities	B	B	B	B
<u>More family oriented facilities</u>	C	C	C	C
More secure children's play areas	D	D	D	D
Better crèche facilities	E	E	E	E
<u>Provision of more residential accommodation</u>	F	F	F	F
Expand the town centre's colleges / expand university	G	G	G	G
Other (PLEASE WRITE IN)	H	H	H	H
<u>(Don't know)</u>	I	I	I	I
<u>(None mentioned)</u>	J	J	J	J

ASK ALL: SHOWCARD 'D'

Q.25 The Council is planning on making significant improvements to the Market Hall. Which of the following do you think should be the priority for an improved market ?

ONE ANSWER ONLY

	( 55 )
Improved clothing offer	1
Improved food produce offer (to consume off site)	2
<u>Improved food and drink offer (to consume on site)</u>	3
Improved haberdashery/fabric retailing offer	4
More speciality retailers	5
<u>Better signage outside and within the building</u>	6
Better accessibility to the balcony	7
Improved heating / ventilation	8
<u>Reconfiguration of stalls to make it more welcoming</u>	9
Improving the public realm such as paving and open spaces around the building	A
Other (PLEASE WRITE IN)	B
_____	
(Don't know)	C

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ASK ALL:

Q.26 Do you work in Derby city centre?

ONE ANSWER ONLY

	( 56 )
Yes	1
No	2
(Refused)	3

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ASK ALL:

Q.27 Do you go to college / university in Derby city centre?

ONE ANSWER ONLY

	( 57 )
Yes	1
No	2
(Refused)	3

**CLASSIFICATION**

GENDER:	( 58 )	AGE GROUP:	( 59 )
Male	1	Up to 18 years	1
Female	2	18-24	2
		<u>25-34</u>	<u>3</u>
		35-49	4
		50-59	5
		<u>60-69</u>	<u>6</u>
		70-79	7
		80 years or above	8

OCCUPATION OF RESPONDENT: \_\_\_\_\_

(IF RETIRED, ASK FOR PREVIOUS OCCUPATION) ( 60 )

AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

Q.28 Do you consider yourself to have a disability which impairs your ability to move around the built environment ? ( 61 )

Yes	1	<b>GO TO Q.29</b>
No	2	<b>GO TO HOUSEHOLD COMP</b>

Q.29 Is the disability mobility, hearing and / or sighting impairment ? ( 62 )

Mobility	1
Hearing	2
Sighting	3

HOUSEHOLD COMPOSITION:	DAY OF INTERVIEW:	( 63 )
Number of cars in Household ..... ( 64 )	Monday	1
	Tuesday	2
	<u>Wednesday</u>	<u>3</u>
	Thursday	4
	Friday	5
	Saturday	6

**LOCATIONS:** ( 65 )

Location 1 – Victoria Street	1
Location 2 – Market Place / Sadler Gate	2
<u>Location 3 – Osnabruck Square / Exchange Street</u>	<u>3</u>
Location 4 – St Peter’s Street	4
Location 5 – Osmaston Road	5

**DECLARATION:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

( 66 )      ( 67 )

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INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE:

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**RESPONDENT DETAILS**

**FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE**

**INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

POST CODE:     -

TEL. NO. \_\_\_\_\_