

# GRANTHAM TOWN CENTRE

## SHOPPER SATISFACTION SURVEY

OCTOBER 2007

<b>1. How do you rate the physical appearance of the town centre?</b>	Excellent Acceptable Some aspects unsatisfactory Poor	3% 50% 32% 15%
<b>2. How do you rate the cleanliness of the town centre?</b>	Excellent Acceptable Some aspects unsatisfactory Poor	2% 44% 37% 17%
<b>3. How do you rate the range/variety of shops?</b>	Excellent Acceptable Some aspects unsatisfactory Poor	12% 38% 26% 24%
<b>4. How safe do you feel when you are in the town centre during the day?</b>	Very safe Safe Unsafe Very unsafe	20% 74% 5% 1%
<b>5. Do you visit the town centre after 7.00pm?</b>	Yes No	34% 66%
<b>If so how safe do you feel?</b>	Very safe Safe Unsafe Very unsafe	11% 50% 38% 1%
<b>6. What form of transport did you use to come into town today?</b>	Car Walk Public transport Cycle Motor cycle Mobility scooter	61% 29% 6% 2% 1% 1%
<b>7. What is the main purpose of your visit to town today?</b>	Shopping Leisure Work Business Other	87% 4% 3% 2% 4%
<b>8. Personal information</b>	Male Female  Employed Retired Unemployed Self employed Student	37% 63%  54% 25% 8% 7% 6%

	Under 25	14%
	25 – 44	31%
	45 – 64	36%
	65 +	19%
<b>9. What suggestions do you have for improving the town centre?</b>	Reduce traffic/pedestrianize	39
	More local specialist shops	27
	Better policing	25
	More quality shops	22
	More shops	19
	Cleaner	18
	Better parking	15
	Too many pubs, coffee bars and charity shops	11
	More toilets	9
	Fill the empty shops	8
	Business rates too high	7
	Improve the appearance of the town	5
	Better public transport	5
	Better public transport	4
	More men's shops	3
	Bigger Marks and Spencer	3
	More seating	3
	Improve road surfaces	3
	Provide somewhere for teenagers to meet	3
	Stop cycling on footpaths	2
Reduce obstructions on footpaths	2	
More litter bins	1	
Clean up drugs	1	
Improve cycle ways	1	