Moray Retail Study 2021

Final Report

Appendix D:
NEMS Elgin In-Centre Survey Results

For Moray Council

February 2022

Hargest Planning Ltd

Moray Retail Study 2021

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Appendix C:
NEMS Elgin In-Centre Survey Results

For Moray Council

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reference:

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Elgin In Centre Survey
for
Hargest Planning

August 2021

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Table of Contents

Introduction:

Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Elgin City Centre.

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

- To find out respondents' main purpose for visiting;
- Food shopping patterns
- To find out how respondents travel to Elgin City Centre and how long the journey takes;
- Likely expenditure in Elgin on different categories of goods
- Attitudinal questions concerning Elgin City Centre compared to other centres.
- Respondents' demographic and postcode details were also captured.

1.2 Research Methodology

A total of 201 face to face interviews were conducted. Fieldwork was carried out between Saturday 26th July and Tuesday 7th August 2021.

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 201 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%).

%age Response	95% confidence interval
10%	±4.2%.
20%	±5.0%
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

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q01 Which of the following visitor category best describes you today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Local shopper	56.7%	114	50.7%	36	60.0%	78	51.2%	22	57.7%	41	58.6%	51	45.9%	39	64.7%	75
On holiday (i.e. staying away from home)	16.4%	33	21.1%	15	13.8%	18	11.6%	5	15.5%	11	19.5%	17	22.4%	19	12.1%	14
Day tripper/visitor	15.4%	31	15.5%	11	15.4%	20	16.3%	7	12.7%	9	17.2%	15	17.6%	15	13.8%	16
Worker	10.0%	20	11.3%	8	9.2%	12	16.3%	7	12.7%	9	4.6%	4	10.6%	9	9.5%	11
Student	1.5%	3	1.4%	1	1.5%	2	4.7%	2	1.4%	1	0.0%	0	3.5%	3	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:		201		71		130		43		71		87		85		116

Q02 What is the main purpose of your trip to Elgin city centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Grocery shopping	16.9%	34	9.9%	7	20.8%	27	11.6%	5	11.3%	8	24.1%	21	16.5%	14	17.2%	20
Clothes/fashion shopping	5.5%	11	7.0%	5	4.6%	6	11.6%	5	4.2%	3	3.4%	3	7.1%	6	4.3%	5
Large household items (furniture, electrical goods, floor coverings etc)	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Other Shopping	12.4%	25	5.6%	4	16.2%	21	16.3%	7	9.9%	7	12.6%	11	10.6%	9	13.8%	16
Eating/drinking out	12.9%	26	16.9%	12	10.8%	14	16.3%	7	11.3%	8	12.6%	11	12.9%	11	12.9%	15
Health/related services visit (doctor, dentist, optician, audiologist, clinic)	5.5%	11	8.5%	6	3.8%	5	7.0%	3	7.0%	5	3.4%	3	7.1%	6	4.3%	5
Financial services (bank, building society etc)	15.4%	31	15.5%	11	15.4%	20	4.7%	2	12.7%	9	23.0%	20	11.8%	10	18.1%	21
Personal services (hair/beauty, laundry etc)	3.5%	7	2.8%	2	3.8%	5	2.3%	1	5.6%	4	2.3%	2	3.5%	3	3.4%	4
For work (includes office, etc)	10.9%	22	11.3%	8	10.8%	14	16.3%	7	15.5%	11	4.6%	4	10.6%	9	11.2%	13
Other services (e.g. estate agent)	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 social/leisure purposes (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
Browsing	8.5%	17	9.9%	7	7.7%	10	4.7%	2	12.7%	9	6.9%	6	9.4%	8	7.8%	9
Catching a bus	1.5%	3	2.8%	2	0.8%	1	0.0%	0	1.4%	1	2.3%	2	0.0%	0	2.6%	3
Just passing through	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Looking at history	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Meeting friends / family	5.5%	11	5.6%	4	5.4%	7	9.3%	4	5.6%	4	3.4%	3	8.2%	7	3.4%	4
Base:		201		71		130		43		71		87		85		116

Q03 What other purposes are there for your trip to Elgin city centre today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Grocery shopping	9.0%	18	9.9%	7	8.5%	11	2.3%	1	9.9%	7	11.5%	10	8.2%	7	9.5%	11
Clothes/fashion shopping	4.0%	8	2.8%	2	4.6%	6	2.3%	1	2.8%	2	5.7%	5	7.1%	6	1.7%	2
Large household items (furniture, electrical goods, floor coverings etc)	1.0%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
Other Shopping	6.5%	13	7.0%	5	6.2%	8	0.0%	0	11.3%	8	5.7%	5	7.1%	6	6.0%	7
Eating/drinking out	21.4%	43	18.3%	13	23.1%	30	20.9%	9	19.7%	14	23.0%	20	22.4%	19	20.7%	24
Health/related services visit (doctor, dentist, optician, audiologist, clinic)	1.5%	3	1.4%	1	1.5%	2	2.3%	1	1.4%	1	1.1%	1	0.0%	0	2.6%	3
Financial services (bank, building society etc)	8.5%	17	5.6%	4	10.0%	13	9.3%	4	5.6%	4	10.3%	9	8.2%	7	8.6%	10
Personal services (hair/beauty, laundry etc)	3.5%	7	1.4%	1	4.6%	6	0.0%	0	7.0%	5	2.3%	2	2.4%	2	4.3%	5
For work (includes office, etc)	1.0%	2	0.0%	0	1.5%	2	2.3%	1	1.4%	1	0.0%	0	1.2%	1	0.9%	1
Other services (e.g. estate agent)	2.5%	5	4.2%	3	1.5%	2	4.7%	2	0.0%	0	3.4%	3	2.4%	2	2.6%	3
Other social/leisure purposes (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
Browsing	2.0%	4	1.4%	1	2.3%	3	2.3%	1	1.4%	1	2.3%	2	1.2%	1	2.6%	3
Catching a bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just passing through	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Looking at history	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 / family	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 purpose)	41.8%	84	47.9%	34	38.5%	50	55.8%	24	40.8%	29	35.6%	31	41.2%	35	42.2%	49
Base:		201		71		130		43		71		87		85		116

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q03X Any mention at Q02 or Q03

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Grocery shopping	25.9%	52	19.7%	14	29.2%	38	14.0%	6	21.1%	15	35.6%	31	24.7%	21	26.7%	31
Clothes/fashion shopping	9.5%	19	9.9%	7	9.2%	12	14.0%	6	7.0%	5	9.2%	8	14.1%	12	6.0%	7
Large household items (furniture, electrical goods, floor coverings etc)	1.5%	3	4.2%	3	0.0%	0	0.0%	0	1.4%	1	2.3%	2	2.4%	2	0.9%	1
Other Shopping	18.9%	38	12.7%	9	22.3%	29	16.3%	7	21.1%	15	18.4%	16	17.6%	15	19.8%	23
Eating/drinking out	34.3%	69	35.2%	25	33.8%	44	37.2%	16	31.0%	22	35.6%	31	35.3%	30	33.6%	39
Health/related services visit (doctor, dentist, optician, audiologist, clinic)	7.0%	14	9.9%	7	5.4%	7	9.3%	4	8.5%	6	4.6%	4	7.1%	6	6.9%	8
Financial services (bank, building society etc)	23.9%	48	21.1%	15	25.4%	33	14.0%	6	18.3%	13	33.3%	29	20.0%	17	26.7%	31
Personal services (hair/beauty, laundry etc)	7.0%	14	4.2%	3	8.5%	11	2.3%	1	12.7%	9	4.6%	4	5.9%	5	7.8%	9
For work (includes office, etc)	11.9%	24	11.3%	8	12.3%	16	18.6%	8	16.9%	12	4.6%	4	11.8%	10	12.1%	14
Other services (e.g. estate agent)	2.5%	5	4.2%	3	1.5%	2	4.7%	2	0.0%	0	3.4%	3	2.4%	2	2.6%	3
Other social/leisure purposes (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
Browsing	10.4%	21	11.3%	8	10.0%	13	7.0%	3	14.1%	10	9.2%	8	10.6%	9	10.3%	12
Catching a bus	1.5%	3	2.8%	2	0.8%	1	0.0%	0	1.4%	1	2.3%	2	0.0%	0	2.6%	3
Just passing through	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Looking at history	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Meeting friends / family	5.5%	11	5.6%	4	5.4%	7	9.3%	4	5.6%	4	3.4%	3	8.2%	7	3.4%	4
Base:		201		71		130		43		71		87		85		116

Q04 What are the main reasons (max 3) that you chose to visit Elgin CC today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Close to home / live here	55.7%	112	53.5%	38	56.9%	74	55.8%	24	57.7%	41	54.0%	47	49.4%	42	60.3%	70
Close to work	11.9%	24	12.7%	9	11.5%	15	14.0%	6	18.3%	13	5.7%	5	10.6%	9	12.9%	15
Close to friends / relatives	13.4%	27	11.3%	8	14.6%	19	14.0%	6	14.1%	10	12.6%	11	17.6%	15	10.3%	12
Easy parking	4.0%	8	4.2%	3	3.8%	5	4.7%	2	5.6%	4	2.3%	2	8.2%	7	0.9%	1
Good public transport	6.0%	12	4.2%	3	6.9%	9	4.7%	2	1.4%	1	10.3%	9	4.7%	4	6.9%	8
Good range shops / services	15.9%	32	15.5%	11	16.2%	21	18.6%	8	15.5%	11	14.9%	13	14.1%	12	17.2%	20
Good range food and drink outlets	7.0%	14	4.2%	3	8.5%	11	9.3%	4	4.2%	3	8.0%	7	11.8%	10	3.4%	4
Attractive environment / nice place	17.9%	36	14.1%	10	20.0%	26	11.6%	5	14.1%	10	24.1%	21	18.8%	16	17.2%	20
Compact/easy to walk around	17.9%	36	14.1%	10	20.0%	26	16.3%	7	15.5%	11	20.7%	18	23.5%	20	13.8%	16
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
Good leisure facilities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
(Don't know / no particular reason)	2.0%	4	0.0%	0	3.1%	4	0.0%	0	1.4%	1	3.4%	3	3.5%	3	0.9%	1
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q05 Apart from Elgin city centre where else do you regularly undertake shopping (including use of internet) for:

Clothes

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Aberdeen Town Centre	2.5%	5	2.8%	2	2.3%	3	2.3%	1	2.8%	2	2.3%	2	4.7%	4	0.9%	1
Banff Town Centre	1.5%	3	1.4%	1	1.5%	2	4.7%	2	0.0%	0	1.1%	1	2.4%	2	0.9%	1
Buckie Town Centre	5.5%	11	2.8%	2	6.9%	9	7.0%	3	4.2%	3	5.7%	5	1.2%	1	8.6%	10
Forres Town Centre	5.0%	10	5.6%	4	4.6%	6	4.7%	2	5.6%	4	4.6%	4	8.2%	7	2.6%	3
Fraserburgh Town Centre	1.5%	3	1.4%	1	1.5%	2	0.0%	0	2.8%	2	1.1%	1	3.5%	3	0.0%	0
Huntly Town Centre	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	1.2%	1	1.7%	2
Inverness Town Centre	5.5%	11	2.8%	2	6.9%	9	2.3%	1	7.0%	5	5.7%	5	3.5%	3	6.9%	8
Inverurie Town Centre	2.5%	5	0.0%	0	3.8%	5	2.3%	1	4.2%	3	1.1%	1	2.4%	2	2.6%	3
Keith Town Centre	1.5%	3	1.4%	1	1.5%	2	2.3%	1	1.4%	1	1.1%	1	1.2%	1	1.7%	2
Nairn Town Centre	1.5%	3	4.2%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	2.6%	3
Peterhead Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Beach Boulevard Retail Park, Aberdeen	1.0%	2	0.0%	0	1.5%	2	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
Berryden Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lossiemouth	2.0%	4	0.0%	0	3.1%	4	2.3%	1	1.4%	1	2.3%	2	2.4%	2	1.7%	2
Haudagain Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness Retail & Business Park, Eastfield Way	5.0%	10	5.6%	4	4.6%	6	4.7%	2	4.2%	3	5.7%	5	7.1%	6	3.4%	4
Inverurie Retail Park	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Kittybrewster Retail Park, Aberdeen	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
Edgar Road retail area (including Springfield and Elgin Retail Parks)	27.4%	55	25.4%	18	28.5%	37	27.9%	12	23.9%	17	29.9%	26	22.4%	19	31.0%	36
Telford Retail Park, Telford St, Inverness	1.0%	2	0.0%	0	1.5%	2	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.9%	1
The Inches Retail Park, Perth Rd, Inches, Inverness	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
Online	6.5%	13	7.0%	5	6.2%	8	11.6%	5	4.2%	3	5.7%	5	5.9%	5	6.9%	8
Nowhere else	16.4%	33	18.3%	13	15.4%	20	20.9%	9	18.3%	13	12.6%	11	17.6%	15	15.5%	18
Bathgate Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Cheltenham Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Dalkeith Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Edinburgh City Centre	3.0%	6	7.0%	5	0.8%	1	0.0%	0	4.2%	3	3.4%	3	3.5%	3	2.6%	3
Fochabers Village Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Glasgow City Centre	1.5%	3	4.2%	3	0.0%	0	2.3%	1	1.4%	1	1.1%	1	0.0%	0	2.6%	3
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Isle of Lewis	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Livingston Town 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
Loughborough Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Norwich City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Royal Leamington Spa Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Stirling City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Worcester City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know / varies)	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Groceries / fashion

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Aberdeen Town Centre	11.4%	23	9.9%	7	12.3%	16	14.0%	6	12.7%	9	9.2%	8	11.8%	10	11.2%	13
Banff Town 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
Buckie Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Forres Town 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
Fraserburgh Town Centre	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	2.4%	2	0.0%	0
Huntly Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Inverness Town Centre	14.9%	30	5.6%	4	20.0%	26	14.0%	6	19.7%	14	11.5%	10	16.5%	14	13.8%	16
Inverurie Town Centre	2.5%	5	0.0%	0	3.8%	5	2.3%	1	4.2%	3	1.1%	1	1.2%	1	3.4%	4
Keith Town Centre	1.5%	3	1.4%	1	1.5%	2	0.0%	0	0.0%	0	3.4%	3	1.2%	1	1.7%	2
Nairn Town Centre	1.0%	2	2.8%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.7%	2
Peterhead Town 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
Beach Boulevard Retail Park, Aberdeen	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Berryden Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lossiemouth	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Haudagain Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness Retail & Business Park, Eastfield Way	3.5%	7	4.2%	3	3.1%	4	4.7%	2	2.8%	2	3.4%	3	3.5%	3	3.4%	4
Inverurie Retail Park	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
Kittybrewster Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road retail area (including Springfield and Elgin Retail Parks)	18.9%	38	25.4%	18	15.4%	20	23.3%	10	12.7%	9	21.8%	19	17.6%	15	19.8%	23
Telford Retail Park, Telford St, Inverness	1.5%	3	0.0%	0	2.3%	3	0.0%	0	4.2%	3	0.0%	0	1.2%	1	1.7%	2
The Inches Retail Park, Perth Rd, Inches, Inverness	2.0%	4	1.4%	1	2.3%	3	2.3%	1	1.4%	1	2.3%	2	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
Online	22.4%	45	19.7%	14	23.8%	31	30.2%	13	23.9%	17	17.2%	15	23.5%	20	21.6%	25
Nowhere else	7.0%	14	12.7%	9	3.8%	5	4.7%	2	5.6%	4	9.2%	8	3.5%	3	9.5%	11
Bathgate Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Cheltenham Town 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
Dalkeith Town 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
Edinburgh City Centre	2.5%	5	5.6%	4	0.8%	1	0.0%	0	2.8%	2	3.4%	3	2.4%	2	2.6%	3
Fochabers Village 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
Glasgow City Centre	1.5%	3	4.2%	3	0.0%	0	2.3%	1	1.4%	1	1.1%	1	0.0%	0	2.6%	3
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Isle of Lewis	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Livingston Town 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
Loughborough Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Norwich City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Royal Leamington Spa Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Stirling City 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
Worcester City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know / varies)	2.0%	4	2.8%	2	1.5%	2	2.3%	1	0.0%	0	3.4%	3	3.5%	3	0.9%	1
Base:		201		71		130		43		71		87		85		116

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Large household items

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Aberdeen Town Centre	3.0%	6	1.4%	1	3.8%	5	4.7%	2	2.8%	2	2.3%	2	3.5%	3	2.6%	3
Banff Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Buckie Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Forres Town 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
Fraserburgh Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Huntly Town 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
Inverness Town Centre	4.5%	9	0.0%	0	6.9%	9	4.7%	2	7.0%	5	2.3%	2	5.9%	5	3.4%	4
Inverurie Town Centre	2.0%	4	1.4%	1	2.3%	3	2.3%	1	2.8%	2	1.1%	1	1.2%	1	2.6%	3
Keith Town Centre	1.5%	3	2.8%	2	0.8%	1	0.0%	0	0.0%	0	3.4%	3	1.2%	1	1.7%	2
Nairn Town 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
Peterhead Town 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
Beach Boulevard Retail Park, Aberdeen	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Berryden Retail Park, Aberdeen	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Lossiemouth	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.7%	2
Haudagain Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness Retail & Business Park, Eastfield Way	4.0%	8	7.0%	5	2.3%	3	4.7%	2	5.6%	4	2.3%	2	3.5%	3	4.3%	5
Inverurie Retail Park	1.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	3.4%	3	1.2%	1	1.7%	2
Kittybrewster Retail Park, Aberdeen	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	1.2%	1	1.7%	2
Edgar Road retail area (including Springfield and Elgin Retail Parks)	22.9%	46	21.1%	15	23.8%	31	20.9%	9	22.5%	16	24.1%	21	17.6%	15	26.7%	31
Telford Retail Park, Telford St, Inverness	2.5%	5	1.4%	1	3.1%	4	0.0%	0	4.2%	3	2.3%	2	1.2%	1	3.4%	4
The Inches Retail Park, Perth Rd, Inches, Inverness	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
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
Online	25.9%	52	25.4%	18	26.2%	34	44.2%	19	25.4%	18	17.2%	15	27.1%	23	25.0%	29
Nowhere else	13.9%	28	19.7%	14	10.8%	14	14.0%	6	8.5%	6	18.4%	16	15.3%	13	12.9%	15
Bathgate Town 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
Cheltenham Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Dalkeith Town 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
Edinburgh City Centre	3.0%	6	5.6%	4	1.5%	2	0.0%	0	2.8%	2	4.6%	4	3.5%	3	2.6%	3
Fochabers Village 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
Glasgow City Centre	1.0%	2	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Isle of Lewis	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Livingston Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Loughborough Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Norwich City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Royal Leamington Spa Town 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
Stirling City 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
Worcester City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know / varies)	5.0%	10	5.6%	4	4.6%	6	4.7%	2	5.6%	4	4.6%	4	5.9%	5	4.3%	5
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Other goods																
Aberdeen Town Centre	3.0%	6	1.4%	1	3.8%	5	7.0%	3	2.8%	2	1.1%	1	5.9%	5	0.9%	1
Banff Town 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
Buckie Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Forres Town Centre	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Fraserburgh Town Centre	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	2.4%	2	0.0%	0
Huntly Town 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
Inverness Town Centre	6.0%	12	1.4%	1	8.5%	11	7.0%	3	9.9%	7	2.3%	2	4.7%	4	6.9%	8
Inverurie Town Centre	1.5%	3	0.0%	0	2.3%	3	0.0%	0	2.8%	2	1.1%	1	1.2%	1	1.7%	2
Keith Town Centre	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.7%	2
Nairn Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Peterhead Town 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
Beach Boulevard Retail Park, Aberdeen	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Berryden Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lossiemouth	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Haudagain Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness Retail & Business Park, Eastfield Way	3.5%	7	4.2%	3	3.1%	4	4.7%	2	2.8%	2	3.4%	3	4.7%	4	2.6%	3
Inverurie Retail Park	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.7%	2
Kittybrewster Retail Park, Aberdeen	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.7%	2
Edgar Road retail area (including Springfield and Elgin Retail Parks)	17.9%	36	9.9%	7	22.3%	29	14.0%	6	16.9%	12	20.7%	18	11.8%	10	22.4%	26
Telford Retail Park, Telford St, Inverness	2.0%	4	1.4%	1	2.3%	3	0.0%	0	4.2%	3	1.1%	1	1.2%	1	2.6%	3
The Inches Retail Park, Perth Rd, Inches, Inverness	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	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
Online	37.3%	75	42.3%	30	34.6%	45	60.5%	26	35.2%	25	27.6%	24	38.8%	33	36.2%	42
Nowhere else	10.4%	21	14.1%	10	8.5%	11	2.3%	1	9.9%	7	14.9%	13	11.8%	10	9.5%	11
Bathgate Town 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
Cheltenham Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Dalkeith Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Edinburgh City Centre	3.0%	6	5.6%	4	1.5%	2	0.0%	0	4.2%	3	3.4%	3	3.5%	3	2.6%	3
Fochabers Village 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
Glasgow City Centre	1.0%	2	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Isle of Lewis	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Livingston Town 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
Loughborough Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Norwich City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Royal Leamington Spa Town 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
Stirling City 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
Worcester City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know / varies)	4.0%	8	8.5%	6	1.5%	2	2.3%	1	4.2%	3	4.6%	4	4.7%	4	3.4%	4
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q06 Apart from Elgin city centre where else do you regularly visit for:

Leisure / entertainment activities

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Aberdeen Town Centre	11.4%	23	9.9%	7	12.3%	16	32.6%	14	5.6%	4	5.7%	5	16.5%	14	7.8%	9
Banff Town Centre	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
Buckie Town Centre	1.0%	2	0.0%	0	1.5%	2	2.3%	1	0.0%	0	1.1%	1	0.0%	0	1.7%	2
Forres Town Centre	5.0%	10	5.6%	4	4.6%	6	7.0%	3	4.2%	3	4.6%	4	5.9%	5	4.3%	5
Fraserburgh Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Huntly Town Centre	1.5%	3	2.8%	2	0.8%	1	0.0%	0	0.0%	0	3.4%	3	2.4%	2	0.9%	1
Inverness Town Centre	13.4%	27	7.0%	5	16.9%	22	11.6%	5	18.3%	13	10.3%	9	15.3%	13	12.1%	14
Inverurie Town Centre	2.5%	5	0.0%	0	3.8%	5	0.0%	0	5.6%	4	1.1%	1	3.5%	3	1.7%	2
Keith Town Centre	1.0%	2	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
Nairn Town Centre	2.5%	5	2.8%	2	2.3%	3	0.0%	0	5.6%	4	1.1%	1	2.4%	2	2.6%	3
Peterhead Town Centre	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	2.4%	2	0.0%	0
Beach Boulevard Retail Park, Aberdeen	2.0%	4	2.8%	2	1.5%	2	2.3%	1	1.4%	1	2.3%	2	2.4%	2	1.7%	2
Berryden Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lossiemouth	5.5%	11	2.8%	2	6.9%	9	0.0%	0	9.9%	7	4.6%	4	4.7%	4	6.0%	7
Haudagain Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness Retail & Business Park, Eastfield Way	3.5%	7	2.8%	2	3.8%	5	7.0%	3	4.2%	3	1.1%	1	2.4%	2	4.3%	5
Inverurie Retail 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
Kittybrewster Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road retail area (including Springfield and Elgin Retail Parks)	9.5%	19	4.2%	3	12.3%	16	16.3%	7	7.0%	5	8.0%	7	8.2%	7	10.3%	12
Telford Retail Park, Telford St, Inverness	1.5%	3	0.0%	0	2.3%	3	0.0%	0	2.8%	2	1.1%	1	0.0%	0	2.6%	3
The Inches Retail Park, Perth Rd, Inches, Inverness	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
Nowhere else	21.9%	44	35.2%	25	14.6%	19	14.0%	6	16.9%	12	29.9%	26	11.8%	10	29.3%	34
Cheltenham Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Dalkeith Town 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
Edinburgh City Centre	2.5%	5	4.2%	3	1.5%	2	0.0%	0	2.8%	2	3.4%	3	4.7%	4	0.9%	1
Fochabers Village Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Glasgow City Centre	1.0%	2	2.8%	2	0.0%	0	2.3%	1	0.0%	0	1.1%	1	0.0%	0	1.7%	2
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Livingston Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Loughborough Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Norwich City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Royal Leamington Spa Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Stirling City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Worcester City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know / varies)	7.5%	15	9.9%	7	6.2%	8	4.7%	2	7.0%	5	9.2%	8	9.4%	8	6.0%	7
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Eating / drinking out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Aberdeen Town Centre	12.4%	25	12.7%	9	12.3%	16	27.9%	12	11.3%	8	5.7%	5	12.9%	11	12.1%	14
Banff Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Buckie Town Centre	3.0%	6	0.0%	0	4.6%	6	4.7%	2	0.0%	0	4.6%	4	0.0%	0	5.2%	6
Forres Town Centre	4.5%	9	9.9%	7	1.5%	2	7.0%	3	1.4%	1	5.7%	5	5.9%	5	3.4%	4
Fraserburgh Town Centre	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.4%	1	1.1%	1	2.4%	2	0.0%	0
Huntly Town Centre	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
Inverness Town Centre	12.4%	25	7.0%	5	15.4%	20	9.3%	4	19.7%	14	8.0%	7	10.6%	9	13.8%	16
Inverurie Town Centre	2.5%	5	1.4%	1	3.1%	4	0.0%	0	4.2%	3	2.3%	2	3.5%	3	1.7%	2
Keith Town 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
Nairn Town Centre	2.0%	4	2.8%	2	1.5%	2	0.0%	0	4.2%	3	1.1%	1	2.4%	2	1.7%	2
Peterhead Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Beach Boulevard Retail Park, Aberdeen	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
Berryden Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lossiemouth	6.5%	13	5.6%	4	6.9%	9	2.3%	1	11.3%	8	4.6%	4	5.9%	5	6.9%	8
Haudagain Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness Retail & Business Park, Eastfield Way	3.5%	7	2.8%	2	3.8%	5	7.0%	3	2.8%	2	2.3%	2	2.4%	2	4.3%	5
Inverurie Retail Park	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Kittybrewster Retail Park, Aberdeen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road retail area (including Springfield and Elgin Retail Parks)	13.9%	28	12.7%	9	14.6%	19	11.6%	5	9.9%	7	18.4%	16	11.8%	10	15.5%	18
Telford Retail Park, Telford St, Inverness	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
The Inches Retail Park, Perth Rd, Inches, Inverness	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	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
Nowhere else	23.9%	48	23.9%	17	23.8%	31	25.6%	11	21.1%	15	25.3%	22	22.4%	19	25.0%	29
Cheltenham Town Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Dalkeith Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Edinburgh City Centre	2.0%	4	4.2%	3	0.8%	1	0.0%	0	2.8%	2	2.3%	2	3.5%	3	0.9%	1
Fochabers Village Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Glasgow City Centre	0.5%	1	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Livingston Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Loughborough Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Norwich City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Royal Leamington Spa Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Stirling City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Worcester City Centre	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know / varies)	2.0%	4	4.2%	3	0.8%	1	2.3%	1	1.4%	1	2.3%	2	3.5%	3	0.9%	1
Base:		201		71		130		43		71		87		85		116

Column %ges.

NEMS market research

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Mean score [£]

Q07 How much have you/do you expect to spend on the following goods and services today as part of this trip?

Groceries

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	38.3%	77	54.9%	39	29.2%	38	51.2%	22	38.0%	27	32.2%	28	35.3%	30	40.5%	47
Less than £5	5.0%	10	1.4%	1	6.9%	9	7.0%	3	2.8%	2	5.7%	5	7.1%	6	3.4%	4
£6 - £10	15.4%	31	9.9%	7	18.5%	24	20.9%	9	15.5%	11	12.6%	11	11.8%	10	18.1%	21
£11 - £15	10.4%	21	5.6%	4	13.1%	17	4.7%	2	12.7%	9	11.5%	10	8.2%	7	12.1%	14
£16 - £20	6.5%	13	2.8%	2	8.5%	11	0.0%	0	5.6%	4	10.3%	9	5.9%	5	6.9%	8
£21 - £25	3.5%	7	4.2%	3	3.1%	4	0.0%	0	5.6%	4	3.4%	3	3.5%	3	3.4%	4
£26 - £30	5.0%	10	4.2%	3	5.4%	7	4.7%	2	5.6%	4	4.6%	4	9.4%	8	1.7%	2
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	5.5%	11	7.0%	5	4.6%	6	7.0%	3	8.5%	6	2.3%	2	7.1%	6	4.3%	5
£41 - £45	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
£46 - £50	1.0%	2	0.0%	0	1.5%	2	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
£51 - £60	1.5%	3	1.4%	1	1.5%	2	0.0%	0	2.8%	2	1.1%	1	1.2%	1	1.7%	2
£61 - £70	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£71 - £80	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
£81 - £90	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
£91 - £100	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
£101 +	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know)	3.5%	7	7.0%	5	1.5%	2	0.0%	0	2.8%	2	5.7%	5	3.5%	3	3.4%	4
Mean:	*13.54*		*9.69*		*15.52*		*11.01*		*11.94*		*16.20*		*16.44*		*11.41*	
Base:	201		71		130		43		71		87		85		116	

Clothes / fashion

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	73.1%	147	78.9%	56	70.0%	91	79.1%	34	76.1%	54	67.8%	59	71.8%	61	74.1%	86
Less than £5	2.0%	4	1.4%	1	2.3%	3	2.3%	1	4.2%	3	0.0%	0	1.2%	1	2.6%	3
£6 - £10	2.5%	5	2.8%	2	2.3%	3	0.0%	0	1.4%	1	4.6%	4	1.2%	1	3.4%	4
£11 - £15	2.0%	4	0.0%	0	3.1%	4	2.3%	1	2.8%	2	1.1%	1	1.2%	1	2.6%	3
£16 - £20	3.0%	6	1.4%	1	3.8%	5	0.0%	0	2.8%	2	4.6%	4	2.4%	2	3.4%	4
£21 - £25	2.5%	5	0.0%	0	3.8%	5	0.0%	0	2.8%	2	3.4%	3	3.5%	3	1.7%	2
£26 - £30	1.0%	2	1.4%	1	0.8%	1	2.3%	1	1.4%	1	0.0%	0	1.2%	1	0.9%	1
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	2.0%	4	1.4%	1	2.3%	3	4.7%	2	1.4%	1	1.1%	1	1.2%	1	2.6%	3
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.5%	3	1.4%	1	1.5%	2	7.0%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0
£51 - £60	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
£61 - £70	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£71 - £80	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
£101 +	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Don't know)	8.0%	16	8.5%	6	7.7%	10	0.0%	0	7.0%	5	12.6%	11	9.4%	8	6.9%	8
Mean:	*6.04*		*4.32*		*6.97*		*7.64*		*2.87*		*7.88*		*8.29*		*4.43*	
Base:	201		71		130		43		71		87		85		116	

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Other goods

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	43.8%	88	50.7%	36	40.0%	52	51.2%	22	36.6%	26	46.0%	40	43.5%	37	44.0%	51
Less than £5	6.5%	13	4.2%	3	7.7%	10	2.3%	1	9.9%	7	5.7%	5	5.9%	5	6.9%	8
£6 - £10	15.4%	31	16.9%	12	14.6%	19	20.9%	9	19.7%	14	9.2%	8	12.9%	11	17.2%	20
£11 - £15	6.0%	12	5.6%	4	6.2%	8	2.3%	1	7.0%	5	6.9%	6	7.1%	6	5.2%	6
£16 - £20	6.5%	13	5.6%	4	6.9%	9	4.7%	2	9.9%	7	4.6%	4	8.2%	7	5.2%	6
£21 - £25	4.0%	8	1.4%	1	5.4%	7	4.7%	2	4.2%	3	3.4%	3	2.4%	2	5.2%	6
£26 - £30	3.0%	6	1.4%	1	3.8%	5	4.7%	2	2.8%	2	2.3%	2	2.4%	2	3.4%	4
£31 - £35	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	1.0%	2	1.4%	1	0.8%	1	2.3%	1	0.0%	0	1.1%	1	2.4%	2	0.0%	0
£46 - £50	2.0%	4	1.4%	1	2.3%	3	2.3%	1	0.0%	0	3.4%	3	2.4%	2	1.7%	2
£51 - £60	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	1.0%	2	1.4%	1	0.8%	1	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
£101 +	1.5%	3	1.4%	1	1.5%	2	2.3%	1	0.0%	0	2.3%	2	1.2%	1	1.7%	2
(Don't know)	8.5%	17	8.5%	6	8.5%	11	0.0%	0	7.0%	5	13.8%	12	9.4%	8	7.8%	9
Mean:	*11.02*		*9.45*		*11.88*		*13.06*		*8.08*		*12.45*		*11.54*		*10.65*	
Base:	201		71		130		43		71		87		85		116	

Eating / drinking Out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	24.9%	50	31.0%	22	21.5%	28	25.6%	11	18.3%	13	29.9%	26	24.7%	21	25.0%	29
Less than £5	17.9%	36	19.7%	14	16.9%	22	14.0%	6	18.3%	13	19.5%	17	15.3%	13	19.8%	23
£6 - £10	17.9%	36	12.7%	9	20.8%	27	16.3%	7	26.8%	19	11.5%	10	14.1%	12	20.7%	24
£11 - £15	7.0%	14	4.2%	3	8.5%	11	14.0%	6	7.0%	5	3.4%	3	4.7%	4	8.6%	10
£16 - £20	9.5%	19	11.3%	8	8.5%	11	16.3%	7	8.5%	6	6.9%	6	9.4%	8	9.5%	11
£21 - £25	3.5%	7	2.8%	2	3.8%	5	2.3%	1	2.8%	2	4.6%	4	5.9%	5	1.7%	2
£26 - £30	8.5%	17	7.0%	5	9.2%	12	2.3%	1	5.6%	4	13.8%	12	10.6%	9	6.9%	8
£31 - £35	1.0%	2	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
£36 - £40	3.5%	7	2.8%	2	3.8%	5	4.7%	2	1.4%	1	4.6%	4	5.9%	5	1.7%	2
£41 - £45	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
£46 - £50	2.0%	4	1.4%	1	2.3%	3	0.0%	0	4.2%	3	1.1%	1	2.4%	2	1.7%	2
£51 - £60	2.0%	4	0.0%	0	3.1%	4	2.3%	1	2.8%	2	1.1%	1	4.7%	4	0.0%	0
£61 - £70	0.5%	1	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £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 +	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)	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
Mean:	*12.23*		*11.06*		*12.87*		*12.14*		*12.62*		*11.96*		*14.98*		*10.18*	
Base:	201		71		130		43		71		87		85		116	

Leisure / entertainment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	83.1%	167	81.7%	58	83.8%	109	86.0%	37	80.3%	57	83.9%	73	83.5%	71	82.8%	96
Less than £5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£6 - £10	4.5%	9	8.5%	6	2.3%	3	7.0%	3	4.2%	3	3.4%	3	4.7%	4	4.3%	5
£11 - £15	2.5%	5	2.8%	2	2.3%	3	2.3%	1	2.8%	2	2.3%	2	1.2%	1	3.4%	4
£16 - £20	2.0%	4	1.4%	1	2.3%	3	2.3%	1	1.4%	1	2.3%	2	2.4%	2	1.7%	2
£21 - £25	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
£26 - £30	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £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 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £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 +	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	10	5.6%	4	4.6%	6	0.0%	0	7.0%	5	5.7%	5	5.9%	5	4.3%	5
Mean:	*2.11*		*1.37*		*2.51*		*2.16*		*2.94*		*1.42*		*1.65*		*2.45*	
Base:	201		71		130		43		71		87		85		116	

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q08 How did you travel to Elgin city centre today?

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Car / Van (as driver)	34.3%	69	33.8%	24	34.6%	45	27.9%	12	39.4%	28	33.3%	29	45.9%	39	25.9%	30
Car / Van (as passenger)	16.9%	34	15.5%	11	17.7%	23	14.0%	6	14.1%	10	20.7%	18	22.4%	19	12.9%	15
Bus	23.9%	48	23.9%	17	23.8%	31	25.6%	11	21.1%	15	25.3%	22	12.9%	11	31.9%	37
Train	2.0%	4	2.8%	2	1.5%	2	4.7%	2	0.0%	0	2.3%	2	2.4%	2	1.7%	2
Taxi	3.0%	6	0.0%	0	4.6%	6	4.7%	2	5.6%	4	0.0%	0	2.4%	2	3.4%	4
Cycle	2.5%	5	2.8%	2	2.3%	3	4.7%	2	2.8%	2	1.1%	1	2.4%	2	2.6%	3
Walk	16.9%	34	19.7%	14	15.4%	20	18.6%	8	16.9%	12	16.1%	14	11.8%	10	20.7%	24
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
Mobility scooter	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Base:		201		71		130		43		71		87		85		116

Q09 Where did you park today?
Those who travelled by car at Q08

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Aldi	3.9%	4	8.6%	3	1.5%	1	0.0%	0	7.9%	3	2.1%	1	1.7%	1	6.7%	3
Asda	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	1	0.0%	0
B&Q	2.9%	3	5.7%	2	1.5%	1	5.6%	1	2.6%	1	2.1%	1	3.4%	2	2.2%	1
Batchen Lane	1.9%	2	2.9%	1	1.5%	1	0.0%	0	2.6%	1	2.1%	1	3.4%	2	0.0%	0
Council Annexe car park	2.9%	3	0.0%	0	4.4%	3	0.0%	0	2.6%	1	4.3%	2	3.4%	2	2.2%	1
DR Grays Hospital	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Station	1.0%	1	2.9%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Greyfriars Street	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.2%	1
Hall Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladyhill Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lossie Green	9.7%	10	5.7%	2	11.8%	8	5.6%	1	13.2%	5	8.5%	4	10.3%	6	8.9%	4
Lossie Wynd	1.9%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	4.3%	2	1.7%	1	2.2%	1
Moray Street	1.9%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	4.4%	2
North Port	2.9%	3	2.9%	1	2.9%	2	0.0%	0	2.6%	1	4.3%	2	5.2%	3	0.0%	0
Northfield Terrace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On street parking	18.4%	19	20.0%	7	17.6%	12	27.8%	5	18.4%	7	14.9%	7	19.0%	11	17.8%	8
Saint Giles	28.2%	29	22.9%	8	30.9%	21	33.3%	6	26.3%	10	27.7%	13	29.3%	17	26.7%	12
South Street	7.8%	8	2.9%	1	10.3%	7	0.0%	0	13.2%	5	6.4%	3	5.2%	3	11.1%	5
Tesco	11.7%	12	17.1%	6	8.8%	6	11.1%	2	7.9%	3	14.9%	7	12.1%	7	11.1%	5
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
(Dropped off)	2.9%	3	0.0%	0	4.4%	3	11.1%	2	2.6%	1	0.0%	0	3.4%	2	2.2%	1
Base:		103		35		68		18		38		47		58		45

Mean score [Minutes]

Q10 How long did your journey take? (in minutes)

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
0-5 minutes	10.4%	21	11.3%	8	10.0%	13	9.3%	4	14.1%	10	8.0%	7	11.8%	10	9.5%	11
6-10 minutes	21.4%	43	25.4%	18	19.2%	25	23.3%	10	11.3%	8	28.7%	25	23.5%	20	19.8%	23
11-15 minutes	20.9%	42	12.7%	9	25.4%	33	27.9%	12	25.4%	18	13.8%	12	16.5%	14	24.1%	28
16-20 minutes	11.9%	24	11.3%	8	12.3%	16	4.7%	2	15.5%	11	12.6%	11	12.9%	11	11.2%	13
21-25 minutes	3.5%	7	2.8%	2	3.8%	5	2.3%	1	5.6%	4	2.3%	2	3.5%	3	3.4%	4
26-30 minutes	10.4%	21	11.3%	8	10.0%	13	9.3%	4	14.1%	10	8.0%	7	10.6%	9	10.3%	12
31-35 minutes	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
36-40 minutes	4.0%	8	5.6%	4	3.1%	4	9.3%	4	1.4%	1	3.4%	3	3.5%	3	4.3%	5
41-45 minutes	3.0%	6	2.8%	2	3.1%	4	2.3%	1	0.0%	0	5.7%	5	0.0%	0	5.2%	6
46-50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51-55 minutes	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
56-60 minutes	4.5%	9	4.2%	3	4.6%	6	4.7%	2	2.8%	2	5.7%	5	7.1%	6	2.6%	3
61-70 minutes	3.0%	6	1.4%	1	3.8%	5	0.0%	0	2.8%	2	4.6%	4	3.5%	3	2.6%	3
71-80 minutes	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
81-90 minutes	1.5%	3	0.0%	0	2.3%	3	2.3%	1	2.8%	2	0.0%	0	1.2%	1	1.7%	2
91-100 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
101-110 minutes	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
111-120 minutes	1.0%	2	2.8%	2	0.0%	0	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
121 minutes plus	2.0%	4	4.2%	3	0.8%	1	2.3%	1	1.4%	1	2.3%	2	2.4%	2	1.7%	2
Mean:	24.78		28.35		22.83		25.07		22.89		26.19		25.31		24.40	
Base:		201		71		130		43		71		87		85		116

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Mean score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2,, (Dont know)=-99]

Q11AComparing Elgin city centre with Inverness (City Centre and/or Retail Parks), how does it compare on the following aspects?

Choice/quality of shops for groceries

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	3.0%	6	1.4%	1	3.8%	5	4.7%	2	2.8%	2	2.3%	2	3.5%	3	2.6%	3
About the same	20.4%	41	23.9%	17	18.5%	24	18.6%	8	18.3%	13	23.0%	20	22.4%	19	19.0%	22
Worse	42.3%	85	38.0%	27	44.6%	58	48.8%	21	52.1%	37	31.0%	27	45.9%	39	39.7%	46
Much worse	1.5%	3	2.8%	2	0.8%	1	0.0%	0	4.2%	3	0.0%	0	2.4%	2	0.9%	1
(Don't know)	32.8%	66	33.8%	24	32.3%	42	27.9%	12	22.5%	16	43.7%	38	25.9%	22	37.9%	44
Mean:	*-0.63*		*-0.64*		*-0.63*		*-0.61*		*-0.75*		*-0.51*		*-0.63*		*-0.63*	
Base:	201		71		130		43		71		87		85		116	

Choice / quality of shops for clothing / fashion

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	1.5%	3	1.4%	1	1.5%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	2.6%	3
About the same	9.5%	19	14.1%	10	6.9%	9	4.7%	2	11.3%	8	10.3%	9	11.8%	10	7.8%	9
Worse	60.7%	122	53.5%	38	64.6%	84	74.4%	32	62.0%	44	52.9%	46	62.4%	53	59.5%	69
Much worse	2.5%	5	2.8%	2	2.3%	3	2.3%	1	5.6%	4	0.0%	0	3.5%	3	1.7%	2
(Don't know)	25.9%	52	28.2%	20	24.6%	32	18.6%	8	21.1%	15	33.3%	29	22.4%	19	28.4%	33
Mean:	*-0.87*		*-0.80*		*-0.90*		*-0.97*		*-0.93*		*-0.74*		*-0.89*		*-0.84*	
Base:	201		71		130		43		71		87		85		116	

Choice / quality of other types of shop

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	2.5%	5	0.0%	0	3.8%	5	0.0%	0	4.2%	3	2.3%	2	1.2%	1	3.4%	4
About the same	15.9%	32	15.5%	11	16.2%	21	11.6%	5	18.3%	13	16.1%	14	17.6%	15	14.7%	17
Worse	52.2%	105	49.3%	35	53.8%	70	69.8%	30	52.1%	37	43.7%	38	52.9%	45	51.7%	60
Much worse	1.5%	3	2.8%	2	0.8%	1	0.0%	0	2.8%	2	1.1%	1	1.2%	1	1.7%	2
(Don't know)	27.9%	56	32.4%	23	25.4%	33	18.6%	8	22.5%	16	36.8%	32	27.1%	23	28.4%	33
Mean:	*-0.73*		*-0.81*		*-0.69*		*-0.86*		*-0.69*		*-0.69*		*-0.74*		*-0.72*	
Base:	201		71		130		43		71		87		85		116	

Choice of leisure and entertainment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	3.0%	6	0.0%	0	4.6%	6	2.3%	1	5.6%	4	1.1%	1	3.5%	3	2.6%	3
About the same	7.5%	15	7.0%	5	7.7%	10	4.7%	2	5.6%	4	10.3%	9	3.5%	3	10.3%	12
Worse	54.2%	109	50.7%	36	56.2%	73	74.4%	32	60.6%	43	39.1%	34	62.4%	53	48.3%	56
Much worse	2.0%	4	4.2%	3	0.8%	1	2.3%	1	2.8%	2	1.1%	1	2.4%	2	1.7%	2
(Don't know)	33.3%	67	38.0%	27	30.8%	40	16.3%	7	25.4%	18	48.3%	42	28.2%	24	37.1%	43
Mean:	*-0.83*		*-0.95*		*-0.77*		*-0.92*		*-0.81*		*-0.78*		*-0.89*		*-0.78*	
Base:	201		71		130		43		71		87		85		116	

Choice of places to eat / drink out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	4.5%	9	2.8%	2	5.4%	7	7.0%	3	5.6%	4	2.3%	2	4.7%	4	4.3%	5
About the same	25.4%	51	23.9%	17	26.2%	34	11.6%	5	23.9%	17	33.3%	29	25.9%	22	25.0%	29
Worse	46.3%	93	45.1%	32	46.9%	61	67.4%	29	53.5%	38	29.9%	26	48.2%	41	44.8%	52
Much worse	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
(Don't know)	23.4%	47	26.8%	19	21.5%	28	14.0%	6	15.5%	11	34.5%	30	20.0%	17	25.9%	30
Mean:	*-0.56*		*-0.62*		*-0.53*		*-0.70*		*-0.60*		*-0.42*		*-0.57*		*-0.55*	
Base:	201		71		130		43		71		87		85		116	

As an attractive place to visit

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	12.9%	26	11.3%	8	13.8%	18	14.0%	6	15.5%	11	10.3%	9	15.3%	13	11.2%	13
About the same	34.3%	69	33.8%	24	34.6%	45	34.9%	15	33.8%	24	34.5%	30	38.8%	33	31.0%	36
Worse	33.8%	68	32.4%	23	34.6%	45	39.5%	17	33.8%	24	31.0%	27	30.6%	26	36.2%	42
Much worse	2.0%	4	2.8%	2	1.5%	2	2.3%	1	2.8%	2	1.1%	1	1.2%	1	2.6%	3
(Don't know)	16.9%	34	19.7%	14	15.4%	20	9.3%	4	14.1%	10	23.0%	20	14.1%	12	19.0%	22
Mean:	*-0.30*		*-0.33*		*-0.28*		*-0.33*		*-0.28*		*-0.30*		*-0.21*		*-0.37*	
Base:	201		71		130		43		71		87		85		116	

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

As an easy place to travel to

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	5.0%	10	1.4%	1	6.9%	9	7.0%	3	7.0%	5	2.3%	2	3.5%	3	6.0%	7
Better	28.4%	57	32.4%	23	26.2%	34	34.9%	15	29.6%	21	24.1%	21	21.2%	18	33.6%	39
About the same	41.3%	83	40.8%	29	41.5%	54	34.9%	15	39.4%	28	46.0%	40	50.6%	43	34.5%	40
Worse	10.4%	21	8.5%	6	11.5%	15	14.0%	6	9.9%	7	9.2%	8	11.8%	10	9.5%	11
Much worse	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)	14.9%	30	16.9%	12	13.8%	18	9.3%	4	14.1%	10	18.4%	16	12.9%	11	16.4%	19
Mean:	*0.33*		*0.32*		*0.33*		*0.38*		*0.39*		*0.24*		*0.19*		*0.43*	
Base:	201		71		130		43		71		87		85		116	

Mean score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2,, (Dont know)=-99]

Q11B Comparing Elgin city centre with Aberdeen (City Centre and/or Retail Parks), how does it compare on the following aspects?

Choice/quality of shops for groceries

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	3.5%	7	4.2%	3	3.1%	4	2.3%	1	5.6%	4	2.3%	2	2.4%	2	4.3%	5
About the same	8.0%	16	7.0%	5	8.5%	11	9.3%	4	7.0%	5	8.0%	7	7.1%	6	8.6%	10
Worse	35.8%	72	32.4%	23	37.7%	49	51.2%	22	42.3%	30	23.0%	20	40.0%	34	32.8%	38
Much worse	2.5%	5	1.4%	1	3.1%	4	0.0%	0	5.6%	4	1.1%	1	3.5%	3	1.7%	2
(Don't know)	50.2%	101	54.9%	39	47.7%	62	37.2%	16	39.4%	28	65.5%	57	47.1%	40	52.6%	61
Mean:	*-0.75*		*-0.69*		*-0.78*		*-0.78*		*-0.79*		*-0.67*		*-0.84*		*-0.67*	
Base:	201		71		130		43		71		87		85		116	

Choice / quality of shops for clothing / fashion

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Better	2.0%	4	2.8%	2	1.5%	2	0.0%	0	2.8%	2	2.3%	2	1.2%	1	2.6%	3
About the same	3.0%	6	2.8%	2	3.1%	4	2.3%	1	4.2%	3	2.3%	2	3.5%	3	2.6%	3
Worse	49.3%	99	40.8%	29	53.8%	70	72.1%	31	50.7%	36	36.8%	32	52.9%	45	46.6%	54
Much worse	3.5%	7	2.8%	2	3.8%	5	0.0%	0	7.0%	5	2.3%	2	4.7%	4	2.6%	3
(Don't know)	41.8%	84	50.7%	36	36.9%	48	25.6%	11	35.2%	25	55.2%	48	37.6%	32	44.8%	52
Mean:	*-0.91*		*-0.89*		*-0.93*		*-0.97*		*-0.96*		*-0.82*		*-0.98*		*-0.86*	
Base:	201		71		130		43		71		87		85		116	

Choice / quality of other types of shop

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Better	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	1.2%	1	1.7%	2
About the same	4.5%	9	4.2%	3	4.6%	6	4.7%	2	4.2%	3	4.6%	4	4.7%	4	4.3%	5
Worse	49.8%	100	43.7%	31	53.1%	69	65.1%	28	53.5%	38	39.1%	34	54.1%	46	46.6%	54
Much worse	2.5%	5	2.8%	2	2.3%	3	2.3%	1	4.2%	3	1.1%	1	2.4%	2	2.6%	3
(Don't know)	41.3%	83	47.9%	34	37.7%	49	27.9%	12	36.6%	26	51.7%	45	37.6%	32	44.0%	51
Mean:	*-0.89*		*-0.92*		*-0.88*		*-0.97*		*-0.96*		*-0.76*		*-0.92*		*-0.86*	
Base:	201		71		130		43		71		87		85		116	

Choice of leisure and entertainment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	2.4%	2	0.9%	1
About the same	3.5%	7	1.4%	1	4.6%	6	2.3%	1	4.2%	3	3.4%	3	2.4%	2	4.3%	5
Worse	49.8%	100	46.5%	33	51.5%	67	69.8%	30	54.9%	39	35.6%	31	50.6%	43	49.1%	57
Much worse	1.5%	3	2.8%	2	0.8%	1	0.0%	0	2.8%	2	1.1%	1	3.5%	3	0.0%	0
(Don't know)	43.8%	88	47.9%	34	41.5%	54	27.9%	12	36.6%	26	57.5%	50	41.2%	35	45.7%	53
Mean:	*-0.91*		*-0.97*		*-0.88*		*-0.97*		*-0.93*		*-0.84*		*-0.94*		*-0.89*	
Base:	201		71		130		43		71		87		85		116	

Choice of places to eat / drink out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	2.5%	5	1.4%	1	3.1%	4	0.0%	0	2.8%	2	3.4%	3	2.4%	2	2.6%	3
About the same	6.0%	12	2.8%	2	7.7%	10	4.7%	2	5.6%	4	6.9%	6	5.9%	5	6.0%	7
Worse	50.7%	102	47.9%	34	52.3%	68	69.8%	30	54.9%	39	37.9%	33	52.9%	45	49.1%	57
Much worse	2.0%	4	1.4%	1	2.3%	3	0.0%	0	2.8%	2	2.3%	2	3.5%	3	0.9%	1
(Don't know)	38.8%	78	46.5%	33	34.6%	45	25.6%	11	33.8%	24	49.4%	43	35.3%	30	41.4%	48
Mean:	*-0.85*		*-0.92*		*-0.82*		*-0.94*		*-0.87*		*-0.77*		*-0.89*		*-0.82*	
Base:	201		71		130		43		71		87		85		116	

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

As an attractive place to visit

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	2.5%	5	2.8%	2	2.3%	3	4.7%	2	4.2%	3	0.0%	0	2.4%	2	2.6%	3
Better	19.4%	39	12.7%	9	23.1%	30	14.0%	6	25.4%	18	17.2%	15	20.0%	17	19.0%	22
About the same	19.9%	40	14.1%	10	23.1%	30	20.9%	9	12.7%	9	25.3%	22	22.4%	19	18.1%	21
Worse	25.9%	52	29.6%	21	23.8%	31	34.9%	15	28.2%	20	19.5%	17	24.7%	21	26.7%	31
Much worse	2.0%	4	2.8%	2	1.5%	2	2.3%	1	1.4%	1	2.3%	2	4.7%	4	0.0%	0
(Don't know)	30.3%	61	38.0%	27	26.2%	34	23.3%	10	28.2%	20	35.6%	31	25.9%	22	33.6%	39
Mean:	*-0.08*		*-0.27*		*0.01*		*-0.21*		*0.04*		*-0.11*		*-0.13*		*-0.04*	
Base:		201		71		130		43		71		87		85		116

As an easy place to travel to

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	8.0%	16	7.0%	5	8.5%	11	16.3%	7	8.5%	6	3.4%	3	7.1%	6	8.6%	10
Better	25.9%	52	21.1%	15	28.5%	37	16.3%	7	35.2%	25	23.0%	20	28.2%	24	24.1%	28
About the same	26.4%	53	28.2%	20	25.4%	33	27.9%	12	21.1%	15	29.9%	26	27.1%	23	25.9%	30
Worse	12.4%	25	11.3%	8	13.1%	17	20.9%	9	9.9%	7	10.3%	9	14.1%	12	11.2%	13
Much worse	2.0%	4	2.8%	2	1.5%	2	0.0%	0	1.4%	1	3.4%	3	2.4%	2	1.7%	2
(Don't know)	25.4%	51	29.6%	21	23.1%	30	18.6%	8	23.9%	17	29.9%	26	21.2%	18	28.4%	33
Mean:	*0.34*		*0.26*		*0.38*		*0.34*		*0.52*		*0.18*		*0.30*		*0.37*	
Base:		201		71		130		43		71		87		85		116

Mean score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2,, (Dont know)=-99]

Q11C **Comparing Elgin city centre with Edgar Road shopping area (Asda, Springfield Retail Park, Elgin Retail Park), how does it compare on the following aspects?**

Choice/quality of shops for groceries

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	8.0%	16	4.2%	3	10.0%	13	9.3%	4	1.4%	1	12.6%	11	7.1%	6	8.6%	10
About the same	45.8%	92	49.3%	35	43.8%	57	53.5%	23	46.5%	33	41.4%	36	54.1%	46	39.7%	46
Worse	31.3%	63	23.9%	17	35.4%	46	20.9%	9	40.8%	29	28.7%	25	23.5%	20	37.1%	43
Much worse	1.0%	2	2.8%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
(Don't know)	13.9%	28	19.7%	14	10.8%	14	11.6%	5	11.3%	8	17.2%	15	15.3%	13	12.9%	15
Mean:	*-0.29*		*-0.32*		*-0.28*		*-0.24*		*-0.44*		*-0.19*		*-0.19*		*-0.37*	
Base:		201		71		130		43		71		87		85		116

Choice / quality of shops for clothing / fashion

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	11.4%	23	12.7%	9	10.8%	14	7.0%	3	12.7%	9	12.6%	11	10.6%	9	12.1%	14
About the same	39.3%	79	45.1%	32	36.2%	47	48.8%	21	36.6%	26	36.8%	32	44.7%	38	35.3%	41
Worse	36.8%	74	23.9%	17	43.8%	57	37.2%	16	40.8%	29	33.3%	29	29.4%	25	42.2%	49
Much worse	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)	12.4%	25	18.3%	13	9.2%	12	7.0%	3	9.9%	7	17.2%	15	15.3%	13	10.3%	12
Mean:	*-0.29*		*-0.14*		*-0.36*		*-0.33*		*-0.31*		*-0.25*		*-0.22*		*-0.34*	
Base:		201		71		130		43		71		87		85		116

Choice / quality of other types of shop

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	14.4%	29	12.7%	9	15.4%	20	18.6%	8	12.7%	9	13.8%	12	17.6%	15	12.1%	14
About the same	45.3%	91	47.9%	34	43.8%	57	48.8%	21	46.5%	33	42.5%	37	47.1%	40	44.0%	51
Worse	27.4%	55	22.5%	16	30.0%	39	23.3%	10	29.6%	21	27.6%	24	17.6%	15	34.5%	40
Much worse	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)	12.9%	26	16.9%	12	10.8%	14	9.3%	4	11.3%	8	16.1%	14	17.6%	15	9.5%	11
Mean:	*-0.15*		*-0.12*		*-0.16*		*-0.05*		*-0.19*		*-0.16*		*0.00*		*-0.25*	
Base:		201		71		130		43		71		87		85		116

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Choice of leisure and entertainment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	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	20.9%	42	18.3%	13	22.3%	29	39.5%	17	19.7%	14	12.6%	11	28.2%	24	15.5%	18
About the same	37.3%	75	36.6%	26	37.7%	49	41.9%	18	39.4%	28	33.3%	29	32.9%	28	40.5%	47
Worse	15.4%	31	18.3%	13	13.8%	18	9.3%	4	19.7%	14	14.9%	13	10.6%	9	19.0%	22
Much worse	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)	26.4%	53	26.8%	19	26.2%	34	9.3%	4	21.1%	15	39.1%	34	28.2%	24	25.0%	29
Mean:	*0.07*		*0.00*		*0.11*		*0.33*		*0.00*		*-0.04*		*0.25*		*-0.05*	
Base:	201		71		130		43		71		87		85		116	

Choice of places to eat / drink out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better	33.3%	67	23.9%	17	38.5%	50	37.2%	16	28.2%	20	35.6%	31	36.5%	31	31.0%	36
About the same	40.3%	81	43.7%	31	38.5%	50	46.5%	20	39.4%	28	37.9%	33	32.9%	28	45.7%	53
Worse	12.4%	25	14.1%	10	11.5%	15	7.0%	3	21.1%	15	8.0%	7	12.9%	11	12.1%	14
Much worse	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)	13.4%	27	18.3%	13	10.8%	14	7.0%	3	11.3%	8	18.4%	16	16.5%	14	11.2%	13
Mean:	*0.25*		*0.12*		*0.32*		*0.38*		*0.08*		*0.34*		*0.31*		*0.21*	
Base:	201		71		130		43		71		87		85		116	

As an attractive place to visit

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	1.5%	3	0.0%	0	2.3%	3	2.3%	1	2.8%	2	0.0%	0	0.0%	0	2.6%	3
Better	30.3%	61	18.3%	13	36.9%	48	30.2%	13	28.2%	20	32.2%	28	40.0%	34	23.3%	27
About the same	49.8%	100	56.3%	40	46.2%	60	60.5%	26	45.1%	32	48.3%	42	41.2%	35	56.0%	65
Worse	8.0%	16	9.9%	7	6.9%	9	2.3%	1	14.1%	10	5.7%	5	5.9%	5	9.5%	11
Much worse	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)	10.4%	21	15.5%	11	7.7%	10	4.7%	2	9.9%	7	13.8%	12	12.9%	11	8.6%	10
Mean:	*0.28*		*0.10*		*0.38*		*0.34*		*0.22*		*0.31*		*0.39*		*0.21*	
Base:	201		71		130		43		71		87		85		116	

As an easy place to travel to

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	2.5%	5	2.8%	2	2.3%	3	4.7%	2	2.8%	2	1.1%	1	2.4%	2	2.6%	3
Better	12.4%	25	12.7%	9	12.3%	16	16.3%	7	16.9%	12	6.9%	6	15.3%	13	10.3%	12
About the same	68.2%	137	63.4%	45	70.8%	92	67.4%	29	57.7%	41	77.0%	67	62.4%	53	72.4%	84
Worse	6.5%	13	7.0%	5	6.2%	8	7.0%	3	12.7%	9	1.1%	1	7.1%	6	6.0%	7
Much worse	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
(Don't know)	10.0%	20	14.1%	10	7.7%	10	4.7%	2	9.9%	7	12.6%	11	12.9%	11	7.8%	9
Mean:	*0.11*		*0.13*		*0.10*		*0.20*		*0.11*		*0.07*		*0.15*		*0.08*	
Base:	201		71		130		43		71		87		85		116	

Mean score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2,, (Dont know)=-99]

Q11D Comparing Elgin city centre with other Moray towns (Buckie, Forres, Keith, Lossiemouth etc), how does it compare on the following aspects?

Choice/quality of shops for groceries

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Better	19.4%	39	14.1%	10	22.3%	29	20.9%	9	16.9%	12	20.7%	18	21.2%	18	18.1%	21
About the same	39.3%	79	38.0%	27	40.0%	52	41.9%	18	47.9%	34	31.0%	27	42.4%	36	37.1%	43
Worse	10.4%	21	11.3%	8	10.0%	13	4.7%	2	11.3%	8	12.6%	11	4.7%	4	14.7%	17
Much worse	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)	30.3%	61	35.2%	25	27.7%	36	32.6%	14	22.5%	16	35.6%	31	30.6%	26	30.2%	35
Mean:	*0.14*		*0.09*		*0.17*		*0.24*		*0.11*		*0.13*		*0.27*		*0.05*	
Base:	201		71		130		43		71		87		85		116	

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Choice / quality of shops for clothing / fashion

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	1.5%	3	2.8%	2	0.8%	1	4.7%	2	1.4%	1	0.0%	0	2.4%	2	0.9%	1
Better	20.9%	42	15.5%	11	23.8%	31	18.6%	8	19.7%	14	23.0%	20	21.2%	18	20.7%	24
About the same	39.8%	80	35.2%	25	42.3%	55	41.9%	18	45.1%	32	34.5%	30	42.4%	36	37.9%	44
Worse	9.5%	19	11.3%	8	8.5%	11	4.7%	2	12.7%	9	9.2%	8	4.7%	4	12.9%	15
Much worse	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)	28.4%	57	35.2%	25	24.6%	32	30.2%	13	21.1%	15	33.3%	29	29.4%	25	27.6%	32
Mean:	*0.20*		*0.15*		*0.22*		*0.33*		*0.13*		*0.21*		*0.30*		*0.13*	
Base:	201		71		130		43		71		87		85		116	

Choice / quality of other types of shop

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	0.5%	1	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better	18.4%	37	15.5%	11	20.0%	26	16.3%	7	21.1%	15	17.2%	15	20.0%	17	17.2%	20
About the same	43.8%	88	36.6%	26	47.7%	62	44.2%	19	42.3%	30	44.8%	39	45.9%	39	42.2%	49
Worse	10.9%	22	14.1%	10	9.2%	12	7.0%	3	16.9%	12	8.0%	7	5.9%	5	14.7%	17
Much worse	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)	26.4%	53	32.4%	23	23.1%	30	30.2%	13	19.7%	14	29.9%	26	28.2%	24	25.0%	29
Mean:	*0.11*		*0.06*		*0.14*		*0.20*		*0.05*		*0.13*		*0.20*		*0.06*	
Base:	201		71		130		43		71		87		85		116	

Choice of leisure and entertainment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	1.5%	3	2.8%	2	0.8%	1	4.7%	2	1.4%	1	0.0%	0	2.4%	2	0.9%	1
Better	13.9%	28	12.7%	9	14.6%	19	9.3%	4	19.7%	14	11.5%	10	18.8%	16	10.3%	12
About the same	38.8%	78	33.8%	24	41.5%	54	44.2%	19	43.7%	31	32.2%	28	35.3%	30	41.4%	48
Worse	9.0%	18	11.3%	8	7.7%	10	9.3%	4	12.7%	9	5.7%	5	5.9%	5	11.2%	13
Much worse	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)	36.8%	74	39.4%	28	35.4%	46	32.6%	14	22.5%	16	50.6%	44	37.6%	32	36.2%	42
Mean:	*0.13*		*0.12*		*0.13*		*0.14*		*0.13*		*0.12*		*0.28*		*0.01*	
Base:	201		71		130		43		71		87		85		116	

Choice of places to eat / drink out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	1.0%	2	1.4%	1	0.8%	1	2.3%	1	1.4%	1	0.0%	0	2.4%	2	0.0%	0
Better	13.9%	28	16.9%	12	12.3%	16	11.6%	5	14.1%	10	14.9%	13	15.3%	13	12.9%	15
About the same	47.3%	95	39.4%	28	51.5%	67	41.9%	18	49.3%	35	48.3%	42	50.6%	43	44.8%	52
Worse	14.4%	29	12.7%	9	15.4%	20	16.3%	7	18.3%	13	10.3%	9	8.2%	7	19.0%	22
Much worse	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)	23.4%	47	29.6%	21	20.0%	26	27.9%	12	16.9%	12	26.4%	23	23.5%	20	23.3%	27
Mean:	*0.02*		*0.10*		*-0.02*		*0.00*		*-0.02*		*0.06*		*0.15*		*-0.08*	
Base:	201		71		130		43		71		87		85		116	

As an attractive place to visit

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Better	16.4%	33	16.9%	12	16.2%	21	18.6%	8	18.3%	13	13.8%	12	20.0%	17	13.8%	16
About the same	42.8%	86	39.4%	28	44.6%	58	39.5%	17	45.1%	32	42.5%	37	44.7%	38	41.4%	48
Worse	19.9%	40	15.5%	11	22.3%	29	20.9%	9	19.7%	14	19.5%	17	15.3%	13	23.3%	27
Much worse	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)	20.4%	41	26.8%	19	16.9%	22	20.9%	9	15.5%	11	24.1%	21	18.8%	16	21.6%	25
Mean:	*-0.03*		*0.06*		*-0.07*		*-0.03*		*0.02*		*-0.08*		*0.09*		*-0.12*	
Base:	201		71		130		43		71		87		85		116	

As an easy place to travel to

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Much better	3.0%	6	7.0%	5	0.8%	1	4.7%	2	4.2%	3	1.1%	1	2.4%	2	3.4%	4
Better	19.4%	39	16.9%	12	20.8%	27	25.6%	11	19.7%	14	16.1%	14	17.6%	15	20.7%	24
About the same	51.7%	104	43.7%	31	56.2%	73	46.5%	20	53.5%	38	52.9%	46	58.8%	50	46.6%	54
Worse	7.5%	15	7.0%	5	7.7%	10	7.0%	3	7.0%	5	8.0%	7	3.5%	3	10.3%	12
Much worse	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)	18.4%	37	25.4%	18	14.6%	19	16.3%	7	15.5%	11	21.8%	19	17.6%	15	19.0%	22
Mean:	*0.22*		*0.32*		*0.17*		*0.33*		*0.25*		*0.13*		*0.23*		*0.21*	
Base:	201		71		130		43		71		87		85		116	

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q12 What do you think are Elgin City Centre's most important strengths as a place to visit? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Availability of employment opportunities	3.0%	6	1.4%	1	3.8%	5	7.0%	3	2.8%	2	1.1%	1	3.5%	3	2.6%	3
Character / atmosphere	18.4%	37	21.1%	15	16.9%	22	11.6%	5	15.5%	11	24.1%	21	11.8%	10	23.3%	27
Convenient drop off / pick up stops for buses / good location of bus station	9.0%	18	5.6%	4	10.8%	14	2.3%	1	2.8%	2	17.2%	15	7.1%	6	10.3%	12
Ease of access to all (with pushchairs, wheelchairs, etc)	4.0%	8	1.4%	1	5.4%	7	2.3%	1	4.2%	3	4.6%	4	3.5%	3	4.3%	5
Feels safe / absence of threatening individuals / groups	6.5%	13	2.8%	2	8.5%	11	2.3%	1	8.5%	6	6.9%	6	10.6%	9	3.4%	4
General cleanliness of shopping streets	1.0%	2	0.0%	0	1.5%	2	2.3%	1	1.4%	1	0.0%	0	2.4%	2	0.0%	0
Good directional signs to Centre	1.5%	3	1.4%	1	1.5%	2	0.0%	0	0.0%	0	3.4%	3	2.4%	2	0.9%	1
Good public transport links	7.0%	14	8.5%	6	6.2%	8	16.3%	7	5.6%	4	3.4%	3	5.9%	5	7.8%	9
Lack of congestion on roads	4.0%	8	2.8%	2	4.6%	6	0.0%	0	4.2%	3	5.7%	5	4.7%	4	3.4%	4
Little traffic-pedestrian conflict	10.9%	22	5.6%	4	13.8%	18	9.3%	4	7.0%	5	14.9%	13	11.8%	10	10.3%	12
Nice busy feel	1.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	3.4%	3	3.5%	3	0.0%	0
Nice street furniture / floral displays	4.5%	9	5.6%	4	3.8%	5	0.0%	0	4.2%	3	6.9%	6	3.5%	3	5.2%	6
Not too crowded	24.4%	49	22.5%	16	25.4%	33	20.9%	9	25.4%	18	25.3%	22	25.9%	22	23.3%	27
Parking is cheap	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	2.4%	2	0.0%	0
Parking is easy	2.0%	4	0.0%	0	3.1%	4	2.3%	1	2.8%	2	1.1%	1	3.5%	3	0.9%	1
Pedestrianised streets	25.4%	51	23.9%	17	26.2%	34	23.3%	10	22.5%	16	28.7%	25	21.2%	18	28.4%	33
Presence of a large supermarkets	5.0%	10	5.6%	4	4.6%	6	2.3%	1	5.6%	4	5.7%	5	8.2%	7	2.6%	3
Presence of police / other security measures	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Prices are competitive in shops compared to other town/district centres	2.5%	5	1.4%	1	3.1%	4	2.3%	1	2.8%	2	2.3%	2	3.5%	3	1.7%	2
Quality of shops	3.5%	7	2.8%	2	3.8%	5	2.3%	1	5.6%	4	2.3%	2	4.7%	4	2.6%	3
Range of leisure facilities	2.0%	4	1.4%	1	2.3%	3	4.7%	2	2.8%	2	0.0%	0	0.0%	0	3.4%	4
Range of places to eat	12.9%	26	9.9%	7	14.6%	19	14.0%	6	11.3%	8	13.8%	12	10.6%	9	14.7%	17
Range of pubs / bars	4.5%	9	1.4%	1	6.2%	8	11.6%	5	5.6%	4	0.0%	0	4.7%	4	4.3%	5
Range of services (banks, insurance, hairdressers, etc)	8.0%	16	5.6%	4	9.2%	12	7.0%	3	15.5%	11	2.3%	2	10.6%	9	6.0%	7
Selection / choice of independent / specialist shops	4.5%	9	7.0%	5	3.1%	4	7.0%	3	5.6%	4	2.3%	2	8.2%	7	1.7%	2
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	3.5%	7	1.4%	1	4.6%	6	0.0%	0	4.2%	3	4.6%	4	5.9%	5	1.7%	2
Historic character and buildings	27.9%	56	21.1%	15	31.5%	41	27.9%	12	29.6%	21	26.4%	23	24.7%	21	30.2%	35
Well signposted route ways / good local maps	1.5%	3	2.8%	2	0.8%	1	2.3%	1	1.4%	1	1.1%	1	1.2%	1	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
(No opinion)	5.0%	10	9.9%	7	2.3%	3	2.3%	1	5.6%	4	5.7%	5	7.1%	6	3.4%	4
(Nothing in particular)	7.5%	15	14.1%	10	3.8%	5	4.7%	2	8.5%	6	8.0%	7	4.7%	4	9.5%	11
Base:		201		71		130		43		71		87		85		116

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q13 What do you think are Elgin City Centre's biggest weaknesses? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Absence of play areas for children	6.0%	12	2.8%	2	7.7%	10	9.3%	4	7.0%	5	3.4%	3	4.7%	4	6.9%	8
Difficulties in parking	3.5%	7	1.4%	1	4.6%	6	4.7%	2	4.2%	3	2.3%	2	2.4%	2	4.3%	5
Difficulties with pushchairs, wheelchairs, etc	1.0%	2	0.0%	0	1.5%	2	2.3%	1	1.4%	1	0.0%	0	2.4%	2	0.0%	0
Dirty shopping streets	20.4%	41	21.1%	15	20.0%	26	18.6%	8	23.9%	17	18.4%	16	23.5%	20	18.1%	21
Feels unsafe / presence of threatening individuals / groups	3.5%	7	1.4%	1	4.6%	6	7.0%	3	1.4%	1	3.4%	3	0.0%	0	6.0%	7
General lack of choice of multiple shops	9.0%	18	8.5%	6	9.2%	12	2.3%	1	8.5%	6	12.6%	11	14.1%	12	5.2%	6
General lack of independent / specialist shops	15.4%	31	14.1%	10	16.2%	21	7.0%	3	16.9%	12	18.4%	16	12.9%	11	17.2%	20
Inadequate range of leisure facilities	5.5%	11	2.8%	2	6.9%	9	7.0%	3	7.0%	5	3.4%	3	7.1%	6	4.3%	5
Inadequate range of places to eat	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
Inadequate range of services	3.5%	7	2.8%	2	3.8%	5	2.3%	1	1.4%	1	5.7%	5	3.5%	3	3.4%	4
Inconvenient location of bus stops / bus station	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lack of police presence / other security measures	1.5%	3	0.0%	0	2.3%	3	2.3%	1	0.0%	0	2.3%	2	1.2%	1	1.7%	2
Lack of street furniture / floral display	2.0%	4	2.8%	2	1.5%	2	2.3%	1	2.8%	2	1.1%	1	2.4%	2	1.7%	2
Location of parking	2.0%	4	1.4%	1	2.3%	3	2.3%	1	0.0%	0	3.4%	3	2.4%	2	1.7%	2
Not busy enough	4.0%	8	2.8%	2	4.6%	6	2.3%	1	4.2%	3	4.6%	4	3.5%	3	4.3%	5
Not enough pedestrianisation	3.0%	6	4.2%	3	2.3%	3	4.7%	2	0.0%	0	4.6%	4	2.4%	2	3.4%	4
Over-crowded	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	10.9%	22	5.6%	4	13.8%	18	7.0%	3	8.5%	6	14.9%	13	15.3%	13	7.8%	9
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 public transport links	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Poor signage / routeways within centre / lack of maps of centre	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	2.4%	2	0.0%	0
Road congestion	2.5%	5	1.4%	1	3.1%	4	2.3%	1	2.8%	2	2.3%	2	4.7%	4	0.9%	1
Shops too small	4.0%	8	1.4%	1	5.4%	7	4.7%	2	5.6%	4	2.3%	2	2.4%	2	5.2%	6
Vacant shops and buildings	68.7%	138	66.2%	47	70.0%	91	67.4%	29	63.4%	45	73.6%	64	71.8%	61	66.4%	77
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
Unsafe for pedestrians / traffic conflict	1.0%	2	0.0%	0	1.5%	2	2.3%	1	1.4%	1	0.0%	0	1.2%	1	0.9%	1
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
It's run down	4.5%	9	4.2%	3	4.6%	6	11.6%	5	4.2%	3	1.1%	1	4.7%	4	4.3%	5
Seagulls	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
(No opinion)	3.5%	7	4.2%	3	3.1%	4	0.0%	0	8.5%	6	1.1%	1	1.2%	1	5.2%	6
(Nothing in particular)	3.5%	7	4.2%	3	3.1%	4	0.0%	0	5.6%	4	3.4%	3	3.5%	3	3.4%	4
Base:		201		71		130		43		71		87		85		116

Q14 Are you aware that the Council has been preparing this Masterplan?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	45.3%	91	40.8%	29	47.7%	62	51.2%	22	39.4%	28	47.1%	41	40.0%	34	49.1%	57
No	54.7%	110	59.2%	42	52.3%	68	48.8%	21	60.6%	43	52.9%	46	60.0%	51	50.9%	59
Base:		201		71		130		43		71		87		85		116

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q15 What do you think should be the most important objective for this masterplan?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Fill the empty shops	16.4%	33	12.7%	9	18.5%	24	7.0%	3	19.7%	14	18.4%	16	11.8%	10	19.8%	23
More variety of shops	16.4%	33	9.9%	7	20.0%	26	27.9%	12	11.3%	8	14.9%	13	16.5%	14	16.4%	19
Clean up the centre	11.9%	24	12.7%	9	11.5%	15	11.6%	5	12.7%	9	11.5%	10	9.4%	8	13.8%	16
Make it more attractive	3.5%	7	4.2%	3	3.1%	4	9.3%	4	1.4%	1	2.3%	2	4.7%	4	2.6%	3
Attract more people to the area	3.0%	6	2.8%	2	3.1%	4	2.3%	1	5.6%	4	1.1%	1	3.5%	3	2.6%	3
Better parking	3.0%	6	2.8%	2	3.1%	4	4.7%	2	4.2%	3	1.1%	1	1.2%	1	4.3%	5
Cheaper car parking	2.5%	5	1.4%	1	3.1%	4	4.7%	2	1.4%	1	2.3%	2	1.2%	1	3.4%	4
Remove the seagulls	2.5%	5	2.8%	2	2.3%	3	2.3%	1	4.2%	3	1.1%	1	3.5%	3	1.7%	2
Improved leisure facilties	2.0%	4	4.2%	3	0.8%	1	7.0%	3	0.0%	0	1.1%	1	2.4%	2	1.7%	2
Make it more accessible	1.5%	3	2.8%	2	0.8%	1	0.0%	0	0.0%	0	3.4%	3	2.4%	2	0.9%	1
Keep the historic buildings	1.5%	3	4.2%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	1.2%	1	1.7%	2
Have live music events	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.7%	2
More floral displays	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.9%	1
More things to do	1.0%	2	0.0%	0	1.5%	2	4.7%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Brighten up the shop fronts	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
Make it more vibrant	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Advertising the centre more	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More measures to stop anti-social behaviour	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Outdoor social space	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Prioritise pedestrians over cars	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Regeneration	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Remove drug addicts from the streets	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
More places to eat	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Stop constuction work	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Upgrade the buildings	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
(Dont know)	28.4%	57	31.0%	22	26.9%	35	18.6%	8	26.8%	19	34.5%	30	31.8%	27	25.9%	30
Base:		201		71		130		43		71		87		85		116

Mean score [Rating as given]

Q16 Using a scale of 1 (least important) to 5 (most important) do you think the following objectives are for the long term future of the City Centre?

To protect/support town centre shops and businesses from competition from shops out of town/internet.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	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	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
3	4.0%	8	5.6%	4	3.1%	4	4.7%	2	2.8%	2	4.6%	4	4.7%	4	3.4%	4
4	16.4%	33	21.1%	15	13.8%	18	30.2%	13	9.9%	7	14.9%	13	24.7%	21	10.3%	12
5 – Most important	78.6%	158	73.2%	52	81.5%	106	62.8%	27	87.3%	62	79.3%	69	69.4%	59	85.3%	99
6 – (Don't know)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Mean:		*4.74*		*4.68*		*4.78*		*4.53*		*4.85*		*4.76*		*4.65*		*4.80*
Base:		201		71		130		43		71		87		85		116

To improve pedestrian and cycle linkages to and around the town centre, including to Cooper Park

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	5.5%	11	5.6%	4	5.4%	7	2.3%	1	2.8%	2	9.2%	8	4.7%	4	6.0%	7
2	9.5%	19	14.1%	10	6.9%	9	4.7%	2	8.5%	6	12.6%	11	9.4%	8	9.5%	11
3	16.9%	34	11.3%	8	20.0%	26	11.6%	5	15.5%	11	20.7%	18	15.3%	13	18.1%	21
4	25.9%	52	28.2%	20	24.6%	32	48.8%	21	19.7%	14	19.5%	17	36.5%	31	18.1%	21
5 – Most important	38.8%	78	35.2%	25	40.8%	53	34.9%	15	47.9%	34	33.3%	29	30.6%	26	44.8%	52
6 – (Don't know)	4.0%	8	7.0%	5	2.3%	3	0.0%	0	5.6%	4	4.6%	4	3.5%	3	4.3%	5
Mean:		*3.85*		*3.75*		*3.91*		*4.05*		*4.07*		*3.58*		*3.82*		*3.88*
Base:		201		71		130		43		71		87		85		116

To increase opportunities for living in the town centre

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	5.5%	11	2.8%	2	6.9%	9	2.3%	1	2.8%	2	9.2%	8	7.1%	6	4.3%	5
2	3.5%	7	5.6%	4	2.3%	3	7.0%	3	1.4%	1	3.4%	3	2.4%	2	4.3%	5
3	25.9%	52	21.1%	15	28.5%	37	23.3%	10	23.9%	17	28.7%	25	28.2%	24	24.1%	28
4	23.9%	48	22.5%	16	24.6%	32	32.6%	14	21.1%	15	21.8%	19	28.2%	24	20.7%	24
5 – Most important	37.8%	76	40.8%	29	36.2%	47	32.6%	14	42.3%	30	36.8%	32	30.6%	26	43.1%	50
6 – (Don't know)	3.5%	7	7.0%	5	1.5%	2	2.3%	1	8.5%	6	0.0%	0	3.5%	3	3.4%	4
Mean:		*3.88*		*4.00*		*3.82*		*3.88*		*4.08*		*3.74*		*3.76*		*3.97*
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

To provide support to increase the evening economy (e.g. places for entertainment, eating and drinking)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
2	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	2.4%	2	0.9%	1
3	8.5%	17	7.0%	5	9.2%	12	14.0%	6	1.4%	1	11.5%	10	7.1%	6	9.5%	11
4	24.9%	50	22.5%	16	26.2%	34	20.9%	9	23.9%	17	27.6%	24	25.9%	22	24.1%	28
5 – Most important	62.2%	125	63.4%	45	61.5%	80	65.1%	28	70.4%	50	54.0%	47	64.7%	55	60.3%	70
6 – (Don't know)	2.5%	5	5.6%	4	0.8%	1	0.0%	0	2.8%	2	3.4%	3	0.0%	0	4.3%	5
Mean:		*4.51*		*4.57*		*4.47*		*4.51*		*4.68*		*4.36*		*4.53*		*4.49*
Base:		201		71		130		43		71		87		85		116

To support creative and cultural activities in the city centre, including a new Cultural Quarter

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
2	2.5%	5	4.2%	3	1.5%	2	0.0%	0	2.8%	2	3.4%	3	2.4%	2	2.6%	3
3	5.5%	11	4.2%	3	6.2%	8	9.3%	4	4.2%	3	4.6%	4	5.9%	5	5.2%	6
4	28.4%	57	28.2%	20	28.5%	37	27.9%	12	22.5%	16	33.3%	29	28.2%	24	28.4%	33
5 – Most important	61.7%	124	62.0%	44	61.5%	80	62.8%	27	69.0%	49	55.2%	48	61.2%	52	62.1%	72
6 – (Don't know)	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	1.2%	1	1.7%	2
Mean:		*4.51*		*4.50*		*4.51*		*4.53*		*4.60*		*4.41*		*4.48*		*4.53*
Base:		201		71		130		43		71		87		85		116

To bring vacant shops and sites back into use

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3	1.0%	2	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.1%	1	2.4%	2	0.0%	0
4	5.0%	10	5.6%	4	4.6%	6	9.3%	4	4.2%	3	3.4%	3	5.9%	5	4.3%	5
5 – Most important	93.5%	188	91.5%	65	94.6%	123	90.7%	39	93.0%	66	95.4%	83	90.6%	77	95.7%	111
6 – (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:		*4.91*		*4.89*		*4.92*		*4.91*		*4.87*		*4.94*		*4.85*		*4.96*
Base:		201		71		130		43		71		87		85		116

To protect and enhance the appearance of the city centre

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
1 – Least important	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	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
3	2.0%	4	1.4%	1	2.3%	3	7.0%	3	0.0%	0	1.1%	1	3.5%	3	0.9%	1
4	10.0%	20	8.5%	6	10.8%	14	18.6%	8	7.0%	5	8.0%	7	11.8%	10	8.6%	10
5 – Most important	87.6%	176	90.1%	64	86.2%	112	72.1%	31	93.0%	66	90.8%	79	83.5%	71	90.5%	105
6 – (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:		*4.85*		*4.89*		*4.82*		*4.60*		*4.93*		*4.90*		*4.78*		*4.90*
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q17 What do you think is the most important thing that could be done to support Elgin City Centre?

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Better variety of shops	15.4%	31	16.9%	12	14.6%	19	16.3%	7	18.3%	13	12.6%	11	18.8%	16	12.9%	15
Fill the empty shops	14.9%	30	15.5%	11	14.6%	19	9.3%	4	12.7%	9	19.5%	17	12.9%	11	16.4%	19
Clean and tidy	13.9%	28	9.9%	7	16.2%	21	11.6%	5	14.1%	10	14.9%	13	12.9%	11	14.7%	17
Make it different	3.5%	7	0.0%	0	5.4%	7	0.0%	0	4.2%	3	4.6%	4	2.4%	2	4.3%	5
Make it appealing	2.5%	5	1.4%	1	3.1%	4	2.3%	1	4.2%	3	1.1%	1	3.5%	3	1.7%	2
More events / festivals	2.5%	5	5.6%	4	0.8%	1	7.0%	3	1.4%	1	1.1%	1	4.7%	4	0.9%	1
Easier disabled access	2.5%	5	2.8%	2	2.3%	3	0.0%	0	2.8%	2	3.4%	3	2.4%	2	2.6%	3
Encourage new business into the centre	2.5%	5	0.0%	0	3.8%	5	7.0%	3	2.8%	2	0.0%	0	1.2%	1	3.4%	4
More accessibility	2.0%	4	2.8%	2	1.5%	2	0.0%	0	1.4%	1	3.4%	3	3.5%	3	0.9%	1
Get rid of the seagulls	2.0%	4	1.4%	1	2.3%	3	4.7%	2	1.4%	1	1.1%	1	3.5%	3	0.9%	1
Pedestrianised streets	2.0%	4	2.8%	2	1.5%	2	0.0%	0	2.8%	2	2.3%	2	4.7%	4	0.0%	0
Incentives for local businesses	2.0%	4	4.2%	3	0.8%	1	4.7%	2	1.4%	1	1.1%	1	3.5%	3	0.9%	1
Attract more visitors	2.0%	4	2.8%	2	1.5%	2	0.0%	0	2.8%	2	2.3%	2	0.0%	0	3.4%	4
Create more jobs	2.0%	4	2.8%	2	1.5%	2	0.0%	0	4.2%	3	1.1%	1	1.2%	1	2.6%	3
More leisure activities	2.0%	4	1.4%	1	2.3%	3	2.3%	1	2.8%	2	1.1%	1	1.2%	1	2.6%	3
Turn empty shops into flats	1.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	2.6%	3
Cheaper car parking	1.5%	3	2.8%	2	0.8%	1	2.3%	1	1.4%	1	1.1%	1	1.2%	1	1.7%	2
More displays	1.5%	3	1.4%	1	1.5%	2	0.0%	0	1.4%	1	2.3%	2	0.0%	0	2.6%	3
More seating	1.5%	3	1.4%	1	1.5%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	2.6%	3
More places to eat	1.0%	2	2.8%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.9%	1
Bring some atmosphere to the centre	1.0%	2	1.4%	1	0.8%	1	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
Easier parking	1.0%	2	0.0%	0	1.5%	2	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
Play areas for children	1.0%	2	1.4%	1	0.8%	1	2.3%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	2
Have market days	1.0%	2	0.0%	0	1.5%	2	2.3%	1	1.4%	1	0.0%	0	1.2%	1	0.9%	1
Centres for older people	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Improve the look of the buildings	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Basic upkeep improvement	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Increased transport links	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Later opening hours	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
More plants	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Brighten the centre up	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
More events	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Free advertising for businesses	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Remove construction in the centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
(Dont know)	12.4%	25	11.3%	8	13.1%	17	20.9%	9	8.5%	6	11.5%	10	14.1%	12	11.2%	13
Base:		201		71		130		43		71		87		85		116

GEN Gender:

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
Male	35.3%	71	100.0%	71	0.0%	0	37.2%	16	32.4%	23	36.8%	32	30.6%	26	38.8%	45
Female	64.7%	130	0.0%	0	100.0%	130	62.8%	27	67.6%	48	63.2%	55	69.4%	59	61.2%	71
Base:		201		71		130		43		71		87		85		116

AGE Age Group:

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
18 - 24 years	11.9%	24	8.5%	6	13.8%	18	55.8%	24	0.0%	0	0.0%	0	16.5%	14	8.6%	10
25 - 34 years	9.5%	19	14.1%	10	6.9%	9	44.2%	19	0.0%	0	0.0%	0	9.4%	8	9.5%	11
35 - 44 years	18.9%	38	14.1%	10	21.5%	28	0.0%	0	53.5%	38	0.0%	0	17.6%	15	19.8%	23
45 - 54 years	16.4%	33	18.3%	13	15.4%	20	0.0%	0	46.5%	33	0.0%	0	15.3%	13	17.2%	20
55 - 64 years	18.4%	37	21.1%	15	16.9%	22	0.0%	0	0.0%	0	42.5%	37	28.2%	24	11.2%	13
65 + years	24.9%	50	23.9%	17	25.4%	33	0.0%	0	0.0%	0	57.5%	50	12.9%	11	33.6%	39
Base:		201		71		130		43		71		87		85		116

SEG SEG:

	Total		Male		Female		18-34		35-54		55+		ABC1		C2DE	
AB	14.9%	30	16.9%	12	13.8%	18	11.6%	5	15.5%	11	16.1%	14	35.3%	30	0.0%	0
C1	27.4%	55	19.7%	14	31.5%	41	39.5%	17	23.9%	17	24.1%	21	64.7%	55	0.0%	0
C2	21.9%	44	28.2%	20	18.5%	24	23.3%	10	28.2%	20	16.1%	14	0.0%	0	37.9%	44
DE	35.8%	72	35.2%	25	36.2%	47	25.6%	11	32.4%	23	43.7%	38	0.0%	0	62.1%	72
Base:		201		71		130		43		71		87		85		116

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

ADU Number of adults (Incl. respondent):

1 adult in hhold	29.9%	60	26.8%	19	31.5%	41	23.3%	10	15.5%	11	44.8%	39	15.3%	13	40.5%	47
2 adults in hhold	52.2%	105	53.5%	38	51.5%	67	39.5%	17	66.2%	47	47.1%	41	65.9%	56	42.2%	49
3 adults in hhold	10.9%	22	12.7%	9	10.0%	13	20.9%	9	11.3%	8	5.7%	5	12.9%	11	9.5%	11
4 or more adults in hhold	7.0%	14	7.0%	5	6.9%	9	16.3%	7	7.0%	5	2.3%	2	5.9%	5	7.8%	9
Base:		201		71		130		43		71		87		85		116

CHI No. of children 15 years and under:

No children in hhold	74.1%	149	78.9%	56	71.5%	93	69.8%	30	47.9%	34	97.7%	85	77.6%	66	71.6%	83
1 child in hhold	16.4%	33	12.7%	9	18.5%	24	23.3%	10	31.0%	22	1.1%	1	12.9%	11	19.0%	22
2 children in hhold	7.0%	14	7.0%	5	6.9%	9	2.3%	1	18.3%	13	0.0%	0	5.9%	5	7.8%	9
3 children in hhold	1.0%	2	0.0%	0	1.5%	2	0.0%	0	2.8%	2	0.0%	0	2.4%	2	0.0%	0
4 or more children in hhold	1.5%	3	1.4%	1	1.5%	2	4.7%	2	0.0%	0	1.1%	1	1.2%	1	1.7%	2
Base:		201		71		130		43		71		87		85		116

CAR Number of cars in household:

No cars in hhold	27.4%	55	29.6%	21	26.2%	34	27.9%	12	21.1%	15	32.2%	28	8.2%	7	41.4%	48
1 car in hhold	39.8%	80	38.0%	27	40.8%	53	30.2%	13	39.4%	28	44.8%	39	37.6%	32	41.4%	48
2 cars in hhold	26.4%	53	28.2%	20	25.4%	33	25.6%	11	36.6%	26	18.4%	16	42.4%	36	14.7%	17
3 cars in hhold	5.0%	10	4.2%	3	5.4%	7	11.6%	5	2.8%	2	3.4%	3	9.4%	8	1.7%	2
4 or more cars in hhold	1.5%	3	0.0%	0	2.3%	3	4.7%	2	0.0%	0	1.1%	1	2.4%	2	0.9%	1
Base:		201		71		130		43		71		87		85		116

DAY Day:

Monday	15.9%	32	16.9%	12	15.4%	20	7.0%	3	26.8%	19	11.5%	10	17.6%	15	14.7%	17
Tuesday	24.9%	50	31.0%	22	21.5%	28	23.3%	10	23.9%	17	26.4%	23	28.2%	24	22.4%	26
Wednesday	12.4%	25	11.3%	8	13.1%	17	11.6%	5	8.5%	6	16.1%	14	11.8%	10	12.9%	15
Thursday	18.9%	38	18.3%	13	19.2%	25	30.2%	13	15.5%	11	16.1%	14	18.8%	16	19.0%	22
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	27.9%	56	22.5%	16	30.8%	40	27.9%	12	25.4%	18	29.9%	26	23.5%	20	31.0%	36
Base:		201		71		130		43		71		87		85		116

LOC Location

1 – Opposite St Giles Centre	17.4%	35	15.5%	11	18.5%	24	23.3%	10	12.7%	9	18.4%	16	17.6%	15	17.2%	20
2 – North Street	17.9%	36	16.9%	12	18.5%	24	11.6%	5	18.3%	13	20.7%	18	16.5%	14	19.0%	22
3 – Batchen Street	28.9%	58	29.6%	21	28.5%	37	23.3%	10	35.2%	25	26.4%	23	31.8%	27	26.7%	31
4 – High Street	35.8%	72	38.0%	27	34.6%	45	41.9%	18	33.8%	24	34.5%	30	34.1%	29	37.1%	43
Base:		201		71		130		43		71		87		85		116

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
PC																
AB11 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
AB11 9	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
AB19 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB21 0	1.0%	2	1.4%	1	0.8%	1	2.3%	1	1.4%	1	0.0%	0	2.4%	2	0.0%	0
AB21 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
AB33 8	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB35	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB37 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB38 9	1.5%	3	2.8%	2	0.8%	1	0.0%	0	2.8%	2	1.1%	1	0.0%	0	2.6%	3
AB42 1	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB42 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
AB42 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
AB43 8	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
AB44 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
AB45 1	0.5%	1	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
AB45 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
AB51 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
AB51 7	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
AB52 6	1.0%	2	0.0%	0	1.5%	2	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.9%	1
AB54 4	1.0%	2	1.4%	1	0.8%	1	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.9%	1
AB54 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB54 8	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.9%	1
AB55 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
AB55 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
AB55 5	2.0%	4	2.8%	2	1.5%	2	0.0%	0	1.4%	1	3.4%	3	2.4%	2	1.7%	2
AB55 6	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
AB56 1	1.5%	3	0.0%	0	2.3%	3	2.3%	1	0.0%	0	2.3%	2	0.0%	0	2.6%	3
AB56 5	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
CV31 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
DD4 8	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
DD8 1	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
E45 9	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
EH13 0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
EH16 5	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
EH22 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
EH3 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
EH32 0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
EH48 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
FK13 6	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
G13 4	0.5%	1	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
G41 3	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
GL52 8	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
HP2 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
HS2 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
HX4 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
IV12 4	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
IV12 5	1.5%	3	1.4%	1	1.5%	2	0.0%	0	2.8%	2	1.1%	1	1.2%	1	1.7%	2
IV13 6	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	0.0%	0	1.7%	2
IV16 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
IV2 4	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2	2.4%	2	0.0%	0
IV26 1	0.5%	1	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
IV3 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
IV30	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
IV30 1	18.4%	37	19.7%	14	17.7%	23	7.0%	3	19.7%	14	23.0%	20	11.8%	10	23.3%	27
IV30 4	8.0%	16	7.0%	5	8.5%	11	9.3%	4	7.0%	5	8.0%	7	7.1%	6	8.6%	10
IV30 5	4.5%	9	4.2%	3	4.6%	6	9.3%	4	2.8%	2	3.4%	3	4.7%	4	4.3%	5
IV30 6	11.4%	23	9.9%	7	12.3%	16	25.6%	11	11.3%	8	4.6%	4	8.2%	7	13.8%	16
IV30 8	4.5%	9	4.2%	3	4.6%	6	7.0%	3	4.2%	3	3.4%	3	7.1%	6	2.6%	3
IV31 6	4.0%	8	5.6%	4	3.1%	4	7.0%	3	4.2%	3	2.3%	2	5.9%	5	2.6%	3
IV32 7	3.0%	6	2.8%	2	3.1%	4	2.3%	1	2.8%	2	3.4%	3	1.2%	1	4.3%	5
IV34 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
IV35 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
IV36 1	1.5%	3	2.8%	2	0.8%	1	2.3%	1	1.4%	1	1.1%	1	2.4%	2	0.9%	1
IV36 2	2.0%	4	1.4%	1	2.3%	3	2.3%	1	1.4%	1	2.3%	2	3.5%	3	0.9%	1
IV36 6	1.0%	2	1.4%	1	0.8%	1	4.7%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
IV37	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
IV38 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
IV56 1	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
LE67 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
ML1 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
NR21 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
PA12 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0

Column %ges.

Elgin In Centre Survey
for Hargest Planning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
SA8 3	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1
SE9 4	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
WA16 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
WR5 3	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
XREF	1.0%	2	1.4%	1	0.8%	1	2.3%	1	0.0%	0	1.1%	1	2.4%	2	0.0%	0
Base:		201		71		130		43		71		87		85		116

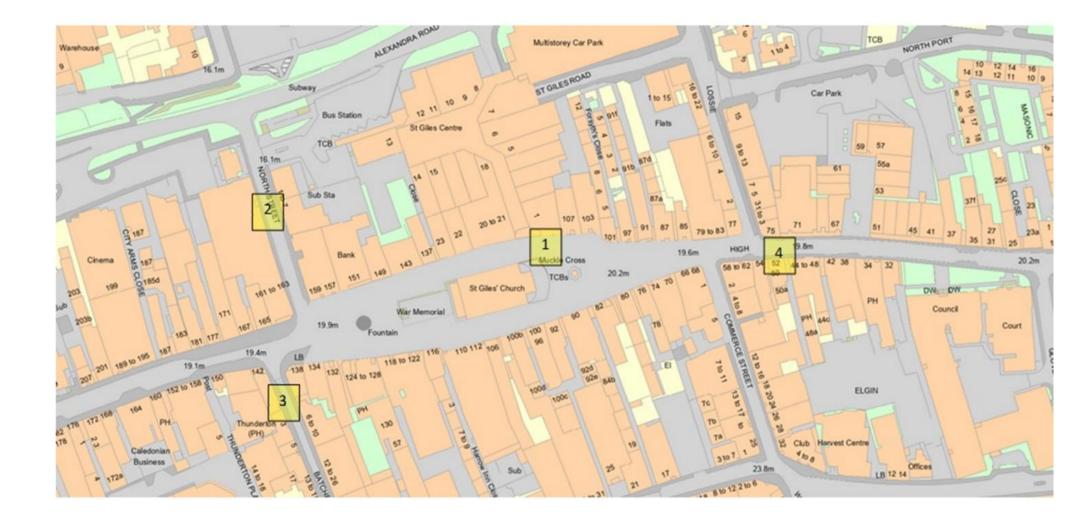**Appendix 2:**

Sample Questionnaire

Appendix 3:

Interview location points

Elgin Interviewing Locations

Site 1 is opposite the entrance to St Giles centre – the retail mall.

Site 2 is on the principal link (although there are a number) between the main high street shops and the bus station and the subway linking to the parking/shopping north of the A96.

Sites 3 & 4. These are secondary locations but have different characteristics: Batchen Street (site 3) is a more specialised retail location and can provide links to the southern part of the TC. Site 4 is just east of the main pedestrianised part and should pick up some walking to/from the Council offices – which is the largest employer in the centre.

Sites 1 to 3 will definitely have the most footfall. Don't be surprised if its busier at Site 2 than at Site 1 outside the St Giles centre.

Site 2 on North Street is currently closed to through traffic due to building works at the Poundland building. It is still very busy with pedestrians but there is a pinch point at the High Street end where everyone has to squeeze through the building site enclosure and the buildings on a narrow pavement!

Site 3 at the northern end of Batchen Street should have a good flow of people not only going up Batchen Street but also passing between the High Street and the TK Maxx on Thunderton Place. The southern end of Batchen Street would be less busy.

Site 4 is likely to be the quietest. Most likely to be busier at a lunch time when Council office workers are out picking up lunch etc.