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

Final Report

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For Moray Council

February 2022

reference:

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Elgin In Centre Survey for Hargest Planning

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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

18 - 34

35 - 54

55 +

ABC1

Page 7

	August 2021
C2DE	

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

Male

Female

Total

Q01 Which of the following visitor category best describes you today?																
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		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 0	1.4%	1 0	1.5%	2 0	4.7%	2 0	1.4%	1 0	0.0%	0 0	3.5%	3 0	0.0%	0 0
Other (PLEASE WRITE IN) Base:	0.0%	201	0.0%	71	0.0%	130	0.0%	43	0.0%	71	0.0%	87	0.0%	85	0.0%	0 116
Q02 What is the main pu	irpose o		· trip to I		city cen		day?									
Crosser sharping	16.9%	34	9.9%	- 7	20.8%	27	11.6%	5	11.3%	0	24.1%	21	16.5%	14	17.2%	20
Grocery shopping Clothes/fashion shopping	5.5%	54 11	9.9% 7.0%	5	20.8% 4.6%	27 6	11.6%	5 5	4.2%	8 3	24.1% 3.4%	21	7.1%	14 6	4.3%	20 5
Large household items (furniture, electrical goods,	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
floor coverings etc)								_		_						
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 Health/related services visit	12.9%	26	16.9%	12 6	10.8%	14 5	16.3%	7 3	11.3% 7.0%	8 5	12.6% 3.4%	11 3	12.9% 7.1%	11	12.9%	15 5
(doctor, dentist, optician, audiologist, clinic)	5.5%	11	8.5%	0	3.8%	5	7.0%	3	7.0%	3	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,	10.9%	22	11.3%	8	10.8%	14	16.3%	7	15.5%	11	4.6%	4	10.6%	9	11.2%	13
etc) Other services (e.g. estate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
agent) Other social/leisure purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)	0.50/	17	0.00/	7	7.7%	10	4 70/	2	12 70/	0	C 00/	~	0.40/	0	7.90/	9
Browsing Catching a bus	8.5% 1.5%	17 3	9.9% 2.8%	7 2	0.8%	10 1	4.7% 0.0%	2 0	12.7% 1.4%	9 1	6.9% 2.3%	6 2	9.4% 0.0%	8 0	7.8% 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%	Ő	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 purpose	s are th								101							
	o ure un	ere to	r your tr	ip to	Elgin ci	ty cer	ntre toda	y? [N	IKJ							
Grocery shopping	9.0%	ere to 18	r your tr 9.9%	ip to 7	Elgin ci 8.5%	ty cer 11	ntre toda 2.3%	y? [№ 1	9.9%	7	11.5%	10	8.2%	7	9.5%	11
Clothes/fashion shopping	9.0% 4.0%	18 8	9.9% 2.8%	72	8.5% 4.6%	11 6	2.3% 2.3%	1	9.9% 2.8%	2	5.7%	5	7.1%	6	1.7%	2
Clothes/fashion shopping Large household items (furniture, electrical goods,	9.0%	18	9.9%	- 7	8.5%	11	2.3%	1	9.9%							
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc)	9.0% 4.0% 1.0%	18 8 2	9.9% 2.8% 2.8%	7 2 2	8.5% 4.6% 0.0%	11 6	2.3% 2.3% 0.0%	1 1 0	9.9% 2.8% 0.0%	2 0	5.7% 2.3%	5 2	7.1% 1.2%	6	1.7% 0.9%	2 1
Clothes/fashion shopping Large household items (furniture, electrical goods,	9.0% 4.0%	18 8	9.9% 2.8%	72	8.5% 4.6%	11 6 0	2.3% 2.3%	1 1 0	9.9% 2.8%	2	5.7%	5	7.1%	6 1	1.7%	2
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician,	9.0% 4.0% 1.0%	18 8 2 13	9.9% 2.8% 2.8% 7.0%	7 2 2 5	8.5% 4.6% 0.0% 6.2%	11 6 0 8	2.3% 2.3% 0.0%	1 1 0 0	9.9% 2.8% 0.0%	2 0 8	5.7% 2.3% 5.7%	5 2 5	7.1% 1.2% 7.1%	6 1 6	1.7% 0.9% 6.0%	2 1 7
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank,	9.0% 4.0% 1.0% 6.5% 21.4%	18 8 2 13 43	9.9% 2.8% 2.8% 7.0% 18.3%	7 2 2 5 13	8.5% 4.6% 0.0% 6.2% 23.1% 1.5%	11 6 0 8 30	2.3% 2.3% 0.0% 0.0% 20.9%	1 1 0 0 9	9.9% 2.8% 0.0% 11.3% 19.7%	2 0 8 14 1	5.7% 2.3% 5.7% 23.0%	5 2 5 20	7.1% 1.2% 7.1% 22.4%	6 1 6 19	1.7% 0.9% 6.0% 20.7%	2 1 7 24
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services	9.0% 4.0% 1.0% 6.5% 21.4% 1.5%	18 8 2 13 43 3	9.9% 2.8% 2.8% 7.0% 18.3% 1.4%	7 2 2 5 13 1	8.5% 4.6% 0.0% 6.2% 23.1% 1.5%	11 6 0 8 30 2	2.3% 2.3% 0.0% 0.0% 20.9% 2.3%	1 1 0 0 9 1	9.9% 2.8% 0.0% 11.3% 19.7% 1.4%	2 0 8 14 1	5.7% 2.3% 5.7% 23.0% 1.1%	5 2 5 20 1	7.1% 1.2% 7.1% 22.4% 0.0%	6 1 6 19 0	1.7% 0.9% 6.0% 20.7% 2.6%	2 1 7 24 3
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office,	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5%	18 8 2 13 43 3 17	9.9% 2.8% 2.8% 7.0% 18.3% 1.4% 5.6%	7 2 2 5 13 1 4	8.5% 4.6% 0.0% 6.2% 23.1% 1.5%	11 6 0 8 30 2 13	2.3% 2.3% 0.0% 0.0% 20.9% 2.3%	1 1 0 9 1 4	9.9% 2.8% 0.0% 11.3% 19.7% 1.4% 5.6%	2 0 8 14 1 4	5.7% 2.3% 5.7% 23.0% 1.1% 10.3%	5 2 5 20 1 9	7.1% 1.2% 7.1% 22.4% 0.0% 8.2%	6 1 6 19 0 7	1.7% 0.9% 6.0% 20.7% 2.6% 8.6%	2 1 7 24 3 10
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5%	18 8 2 13 43 3 17 7	9.9% 2.8% 2.8% 7.0% 18.3% 1.4% 5.6% 1.4%	7 2 2 5 13 1 4 1	8.5% 4.6% 0.0% 6.2% 23.1% 1.5% 10.0% 4.6%	11 6 0 8 30 2 13 6	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0%	1 1 0 9 1 4 0	9.9% 2.8% 0.0% 11.3% 19.7% 1.4% 5.6% 7.0%	2 0 8 14 1 4 5	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3%	5 2 5 20 1 9 2	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4%	6 1 19 0 7 2	1.7% 0.9% 6.0% 20.7% 2.6% 8.6% 4.3%	2 1 7 24 3 10 5
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc)	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5% 1.0%	18 8 2 13 43 3 17 7 2	9.9% 2.8% 2.8% 7.0% 18.3% 1.4% 5.6% 1.4% 0.0%	7 2 2 5 13 1 4 1 0	8.5% 4.6% 0.0% 6.2% 23.1% 1.5% 10.0% 4.6% 1.5%	11 6 0 8 30 2 13 6 2	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3%	1 1 0 9 1 4 0 1	9.9% 2.8% 0.0% 11.3% 19.7% 1.4% 5.6% 7.0% 1.4%	2 0 8 14 1 4 5 1	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0%	5 2 5 20 1 9 2 0	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2%	6 1 19 0 7 2 1	1.7% 0.9% 6.0% 20.7% 2.6% 8.6% 4.3% 0.9%	2 1 7 24 3 10 5 1
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate agent) Other social/leisure purposes	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5% 1.0% 2.5% 0.0% 2.0%	18 8 2 13 43 3 17 7 2 5	9.9% 2.8% 2.8% 7.0% 18.3% 1.4% 5.6% 1.4% 0.0% 4.2%	7 2 2 2 5 13 1 4 1 0 3	8.5% 4.6% 0.0% 6.2% 23.1% 1.5% 10.0% 4.6% 1.5%	11 6 0 8 30 2 13 6 2 2	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3% 4.7% 0.0% 2.3%	1 1 1 0 9 1 4 0 1 2	9.9% 2.8% 0.0% 11.3% 19.7% 1.4% 5.6% 7.0% 1.4% 0.0%	2 0 8 14 1 4 5 1 0	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0% 3.4%	5 2 5 20 1 9 2 0 3	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2% 2.4% 0.0% 1.2%	6 1 19 0 7 2 1 2	1.7% 0.9% 6.0% 20.7% 2.6% 8.6% 4.3% 0.9% 2.6%	2 1 7 24 3 10 5 1 3
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate agent) Other social/leisure purposes (PLEASE WRITE IN) Browsing Catching a bus	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5% 1.0% 2.5% 0.0% 2.0% 0.0%	18 8 2 13 43 3 3 17 7 2 5 0 4 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 18.3\% \\ 1.4\% \\ 5.6\% \\ 1.4\% \\ 0.0\% \\ 4.2\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \end{array}$	7 2 2 2 2 5 13 1 1 4 1 0 3 0 1 0 1 0 0	$\begin{array}{c} 8.5\% \\ 4.6\% \\ 0.0\% \\ \hline \\ 23.1\% \\ 1.5\% \\ \hline \\ 10.0\% \\ 4.6\% \\ \hline \\ 1.5\% \\ \hline \\ 1.5\% \\ \hline \\ 0.0\% \\ \hline \\ 2.3\% \\ 0.0\% \end{array}$	$ \begin{array}{c} 11 \\ 6 \\ 0 \\ 8 \\ 30 \\ 2 \\ 13 \\ 6 \\ 2 \\ 0 \\ 3 \\ 0 \\ \end{array} $	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3% 4.7% 0.0% 2.3% 0.0%	1 1 0 9 9 1 4 0 1 2 0 1 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 0.0\% \\ 11.3\% \\ 19.7\% \\ 1.4\% \\ 5.6\% \\ 7.0\% \\ 1.4\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ \end{array}$	2 0 8 14 1 4 5 1 0 0 0 1 0	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0% 3.4% 0.0%	5 2 5 20 1 9 2 0 3 0 2 0 2 0	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2% 0.0% 1.2% 0.0%	6 1 19 0 7 2 1 2 1 2 0 1 0	1.7% 0.9% 6.0% 20.7% 2.6% 4.3% 0.9% 2.6% 0.0%	$2 \\ 1 \\ 7 \\ 24 \\ 3 \\ 10 \\ 5 \\ 1 \\ 3 \\ 0 \\ 3 \\ 0 \\ 0 \\ 1 \\ 0 \\ 3 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate agent) Other social/leisure purposes (PLEASE WRITE IN) Browsing Catching a bus Just passing through	9.0% 4.0% 1.0% 21.4% 1.5% 8.5% 3.5% 1.0% 2.5% 0.0% 0.0%	18 8 2 13 43 3 3 17 7 2 5 0 4 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 18.3\% \\ 1.4\% \\ 5.6\% \\ 1.4\% \\ 0.0\% \\ 4.2\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	7 2 2 2 2 5 13 1 1 4 1 0 3 0 1 1 0 0 0 0	$\begin{array}{c} 8.5\% \\ 4.6\% \\ 0.0\% \\ \hline \\ 6.2\% \\ 23.1\% \\ 1.5\% \\ \hline \\ 10.0\% \\ 4.6\% \\ 1.5\% \\ \hline \\ 1.5\% \\ 0.0\% \\ \hline \\ 2.3\% \\ 0.0\% \\ 0.0\% \end{array}$	$ \begin{array}{c} 11 \\ 6 \\ 0 \\ 8 \\ 30 \\ 2 \\ 13 \\ 6 \\ 2 \\ 0 \\ 3 \\ 0 \\ 0 \\ 0 \end{array} $	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3% 4.7% 0.0% 2.3% 0.0% 0.0%	1 1 1 0 9 9 1 4 0 1 2 0 1 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 0.0\% \\ 11.3\% \\ 19.7\% \\ 1.4\% \\ 5.6\% \\ 7.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	2 0 8 14 1 4 5 1 0 0 0 1 0 0 0	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0% 3.4% 0.0% 2.3% 0.0% 0.0%	5 2 5 20 1 9 2 0 3 0 2 0 0 0 0	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2% 0.0% 1.2% 0.0% 0.0%	6 1 19 0 7 2 1 2 0 1 0 0	1.7% 0.9% 6.0% 20.7% 2.6% 4.3% 0.9% 2.6% 0.0% 0.0%	$ \begin{array}{c} 2 \\ 1 \\ 7 \\ 24 \\ 3 \\ 10 \\ 5 \\ 1 \\ 3 \\ 0 \\ 3 \\ 0 \\ 0 \\ 0 \\ \end{array} $
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate agent) Other social/leisure purposes (PLEASE WRITE IN) Browsing Catching a bus Just passing through Looking at history	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5% 1.0% 2.5% 0.0% 0.0% 0.0%	18 8 2 13 43 3 3 17 7 2 5 0 4 0 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 1.4\% \\ 1.4\% \\ 5.6\% \\ 1.4\% \\ 0.0\% \\ 4.2\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ \end{array}$	7 2 2 5 13 1 1 4 1 0 3 0 1 0 0 0 0	$\begin{array}{c} 8.5\% \\ 4.6\% \\ 0.0\% \\ \hline \\ 23.1\% \\ 1.5\% \\ \hline \\ 10.0\% \\ 4.6\% \\ \hline \\ 1.5\% \\ \hline \\ 0.0\% \\ \hline \\ 2.3\% \\ 0.0\% \\ 0.0\% \\ \hline \\ 0.0\% \\ \hline \\ 0.0\% \end{array}$	11 6 0 8 30 2 13 6 2 2 0 3 0 0 0 0 0	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3% 4.7% 0.0% 0.0% 0.0% 0.0%	1 1 1 0 9 1 4 0 1 2 0 1 0 0 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 0.0\% \\ 11.3\% \\ 19.7\% \\ 1.4\% \\ 5.6\% \\ 7.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	2 0 8 14 1 4 5 1 0 0 1 0 0 0 0 0	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0% 3.4% 0.0% 0.0% 0.0% 0.0%	5 2 5 20 1 9 2 0 3 0 2 0 0 0 0 0 0	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2% 2.4% 0.0% 1.2% 0.0% 0.0%	6 1 19 0 7 2 1 2 0 1 0 0 0 0 0	1.7% 0.9% 6.0% 20.7% 2.6% 4.3% 0.9% 2.6% 0.0% 0.0% 0.0%	$ \begin{array}{c} 2 \\ 1 \\ 7 \\ 24 \\ 3 \\ 10 \\ 5 \\ 1 \\ 3 \\ 0 \\ 3 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate agent) Other social/leisure purposes (PLEASE WRITE IN) Browsing Catching a bus Just passing through Looking at history Meeting friends / family	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5% 1.0% 2.5% 0.0% 0.0% 0.0% 0.0%	18 8 2 13 43 3 3 17 7 2 5 0 4 0 0 0 0 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 1.4\% \\ 1.4\% \\ 5.6\% \\ 1.4\% \\ 0.0\% \\ 4.2\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.$	$ \begin{array}{c} 7 \\ 2 \\ 2 \\ 5 \\ 13 \\ 1 \\ 4 \\ 1 \\ 0 \\ 3 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$	$\begin{array}{c} 8.5\% \\ 4.6\% \\ 0.0\% \\ \hline \\ 23.1\% \\ 1.5\% \\ \hline \\ 10.0\% \\ 4.6\% \\ \hline \\ 1.5\% \\ \hline \\ 1.5\% \\ \hline \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ \hline \end{array}$	11 6 0 8 30 2 13 6 2 2 0 3 0 0 0 0 0 0 0 0	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3% 4.7% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 1 0 9 1 4 0 1 2 0 1 0 0 0 0 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 0.0\% \\ 11.3\% \\ 19.7\% \\ 1.4\% \\ 5.6\% \\ 7.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	$ \begin{array}{c} 2 \\ 0 \\ 8 \\ 14 \\ 1 \\ 4 \\ 5 \\ 1 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0% 3.4% 0.0% 0.0% 0.0% 0.0% 0.0%	5 2 5 20 1 9 2 0 3 0 2 0 0 0 0 0 0 0 0	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2% 0.0% 1.2% 0.0% 0.0% 0.0%	6 1 19 0 7 2 1 2 0 1 0 0 0 0 0 0 0	1.7% 0.9% 6.0% 20.7% 2.6% 4.3% 0.9% 2.6% 0.0% 0.0% 0.0% 0.0%	$ \begin{array}{c} 2 \\ 1 \\ 7 \\ 24 \\ 3 \\ 10 \\ 5 \\ 1 \\ 3 \\ 0 \\ 3 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$
Clothes/fashion shopping Large household items (furniture, electrical goods, floor coverings etc) Other Shopping Eating/drinking out Health/related services visit (doctor, dentist, optician, audiologist, clinic) Financial services (bank, building society etc) Personal services (hair/beauty, laundry etc) For work (includes office, etc) Other services (e.g. estate agent) Other social/leisure purposes (PLEASE WRITE IN) Browsing Catching a bus Just passing through Looking at history	9.0% 4.0% 1.0% 6.5% 21.4% 1.5% 8.5% 3.5% 1.0% 2.5% 0.0% 0.0% 0.0%	18 8 2 13 43 3 3 17 7 2 5 0 4 0 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 2.8\% \\ 1.4\% \\ 1.4\% \\ 5.6\% \\ 1.4\% \\ 0.0\% \\ 4.2\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ \end{array}$	7 2 2 5 13 1 1 4 1 0 3 0 1 0 0 0 0	$\begin{array}{c} 8.5\% \\ 4.6\% \\ 0.0\% \\ \hline \\ 23.1\% \\ 1.5\% \\ \hline \\ 10.0\% \\ 4.6\% \\ \hline \\ 1.5\% \\ \hline \\ 0.0\% \\ \hline \\ 2.3\% \\ 0.0\% \\ 0.0\% \\ \hline \\ 0.0\% \\ \hline \\ 0.0\% \end{array}$	11 6 0 8 30 2 13 6 2 2 0 3 0 0 0 0 0	2.3% 2.3% 0.0% 20.9% 2.3% 9.3% 0.0% 2.3% 4.7% 0.0% 0.0% 0.0% 0.0%	1 1 1 0 9 1 4 0 1 2 0 1 0 0 0 0 0	$\begin{array}{c} 9.9\% \\ 2.8\% \\ 0.0\% \\ 11.3\% \\ 19.7\% \\ 1.4\% \\ 5.6\% \\ 7.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 1.4\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	2 0 8 14 1 4 5 1 0 0 0 1 0 0 0 0	5.7% 2.3% 5.7% 23.0% 1.1% 10.3% 2.3% 0.0% 3.4% 0.0% 0.0% 0.0% 0.0%	5 2 5 20 1 9 2 0 3 0 2 0 0 0 0 0 0	7.1% 1.2% 7.1% 22.4% 0.0% 8.2% 2.4% 1.2% 2.4% 0.0% 1.2% 0.0% 0.0%	6 1 19 0 7 2 1 2 0 1 0 0 0 0 0	1.7% 0.9% 6.0% 20.7% 2.6% 4.3% 0.9% 2.6% 0.0% 0.0% 0.0%	$ \begin{array}{c} 2 \\ 1 \\ 7 \\ 24 \\ 3 \\ 10 \\ 5 \\ 1 \\ 3 \\ 0 \\ 3 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$

070821

	Tota	1	Male		Femal	e	18 - 34	4	35 - 54	4	55 +		ABC	L	C2D	E
002X Any montion of 002	or 002															
Q03X Any mention at Q02	or Q03															
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	7.0%	14	4.2%	3	8.5%	11	2.3%	1	12.7%	9	4.6%	4	5.9%	5	7.8%	9
(hair/beauty, laundry etc)	7.070		1.270	5	0.070		2.370	1	12.770		1.070		5.770	5	7.070	
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	2.5%	5	4.2%	3	1.5%	2	4.7%	2	0.0%	0	3.4%	3	2.4%	2	2.6%	3
agent)																
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 re	easons	(max i	3) that y	ou ch	nose to v	visit E	Igin CC	toda	y? [MR]							
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

by demographics					-				Surve nning	-						Pa August
	Total	l	Male	•	Femal		18 - 34		35 - 54	-	55 +		ABC1	l	C2DF	
Q05 Apart from Elgin city	/ centre	wher	e else d	ο γοι	ı regular	ly un	dertake s	shop	ping (inc	ludiı	ng use o	f inte	rnet) for	:		
Clothes																
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%	Ő	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%	Ő	0.0%	Ő	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Beach Boulevard Retail	1.0%	2	0.0%	0	1.5%	2	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1
Park, Aberdeen	1.070	2	0.070	0	1.0 /0	2	2.570	•	0.070	0	1.170	-	1.270		0.770	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen	0.070	0	0.070	0	0.0%	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0
inverness Retail & Business	5.0%	10	5.6%	4	4.6%	6	4.7%	2	4.2%	3	5.7%	5	7.1%	6	3.4%	4
Park, Eastfield Way				-				_	,.	-						
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,	1.0%	2	1.4%	1	0.8%	1	0.0%	Ő	0.0%	Ő	2.3%	2	1.2%	1	0.9%	1
Aberdeen																
Edgar Road retail area	27.4%	55	25.4%	18	28.5%	37	27.9%	12	23.9%	17	29.9%	26	22.4%	19	31.0%	36
(including Springfield and	27.170	00	20.170	10	20.070	57	21.970	12	23.770	17	27.770	20	22.170	17	51.070	50
Elgin Retail Parks)																
Felford Retail Park, Telford	1.0%	2	0.0%	0	1.5%	2	0.0%	0	2.8%	2	0.0%	0	1.2%	1	0.9%	1
St, Inverness	1.070	2	0.070	0	1.570	2	0.070	0	2.070	2	0.070	0	1.270	1	0.970	1
The Inches Retail Park, Perth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rd, Inches, Inverness	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	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%	15	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	0.8%	0	2.3%	1	1.4%	1	1.1%	1	0.0%	0	2.6%	3
Halifax Town Centre	0.5%	1	4.2% 0.0%	0	0.0%	1	2.5% 0.0%	0	0.0%	0	1.1%	1	1.2%	1	2.0% 0.0%	0
sle of Lewis	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0% 1.4%	1	0.0%	0	1.2%	1	0.0%	0
Livingston Town Centre		1	0.0%	0	0.8%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
6	0.0%			0	0.0%				0.0%	0	0.0%	1			0.0%	
Loughborough Town Centre	0.5%	1	0.0%			1	0.0%	0					1.2%	1		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 Learnington 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

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							-8			8						
	Tota	1	Male		Fema	le	18 - 3	4	35 - 5	4	55 +		ABC	1	C2D	E
Groceries / fashion																
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%	Õ	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen		7		3				2	2.8%			3		3		4
Inverness Retail & Business Park, Eastfield Way	3.5%		4.2%		3.1%	4	4.7%			2	3.4%		3.5%		3.4%	
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
	2.070		2.070		1.570		2.570		0.070		5.7/0		5.570		0.770	
Base:		201		71		130		43		71		87		85		116

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Total Male Fenale 18-34 35-54 55+ ABC1 C2DE Large house/hol terms						101		- 5-5-			9						Tug
$ \begin{array}{c} \mathbf{v} & \mathbf$		Tota	ıl	Male		Fema	le	18 - 3	4	35 - 5	4	55 +		ABC	1	C2D	E
Bandf Town Centre 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% <t< th=""><th>Large household ite</th><th>ems</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></t<>	Large household ite	ems															
Bandf Town Centre 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% <t< td=""><td>Aberdeen Town Centre</td><td>3.0%</td><td>6</td><td>1.4%</td><td>1</td><td>3.8%</td><td>5</td><td>4.7%</td><td>2</td><td>2.8%</td><td>2</td><td>2.3%</td><td>2</td><td>3.5%</td><td>3</td><td>2.6%</td><td>3</td></t<>	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
Buckic Town Centre 0.5% 1 0.0% 0 0.28% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%																	
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Hunty 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>																	
Inverness Town Centre 4.5% 9 0.0% 0 6.9% 9 4.7% 2 7.0% 2 5.9% 5 3.4% 4 Invernic Town Centre 1.5% 3 2.3% 1 2.8% 2 1.2% 1 1 1.7% 2 Arim 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	e																
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	Berryden Retail Park,	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
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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 Park) 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 2.5% 5 1.4% 1 3.1% 4 0.0% 0 4.2% 3 2.3% 2 1.2% 1 3.4% 4 RL Inches Retail Park, Perth Rd, Inches, Inverness 1.0% 2 0.0% 0 0.4% 19 2.4% 18 1.2% 1 0.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	•	1 50/	2	0.00/	0	2 20/	2	0.00/	0	0.00/	0	2 40/	2	1.20/	1	1 70/	2
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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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	The Inches Retail Park, Perth	1.0%	2	0.0%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
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Loughborough Town Centre 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.1% 1 1.2% 1 0.0% 0 Norwich City Centre 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.1% 1 1.2% 1 0.0% 0 Royal Learnington Spa Town 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%																	
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Royal Learnington Spa Town 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%																	
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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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% 4 5.9% 5 4.3% 5																	
Worcester City Centre 0.5% 1 1.4% 1 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% 5.9% 5 4.3% 5		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 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% 5.9% 5 4.3% 5	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
(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			1														
Base: 201 /1 150 43 /1 8/ 85 116	Base:		201		71		130		43		71		87		85		116

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	Tota	1	Male		Femal	le	18 - 34	4	35 - 54	4	55 +		ABC	L	C2DI	Ξ
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%	Ő	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%	Õ	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%	Õ	1.4%	1	0.0%	0	0.0%	0	0.9%	1
Peterhead Town Centre	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	ŏ	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%	Ó	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%	Ő	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%	Ő	4.2%	3	3.4%	3	3.5%	3	2.6%	3
Fochabers Village Centre	0.0%	Õ	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	1.0%	2	2.8%	2	0.0%	Ő	0.0%	Ő	1.4%	1	1.1%	1	0.0%	Ő	1.7%	2
Halifax Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	Ő	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Isle of Lewis	0.5%	1	0.0%	Ő	0.8%	1	0.0%	Ő	1.4%	1	0.0%	0	1.2%	1	0.0%	ů 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%	Ő
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%	Ő	0.0%	Ő	0.0%	Ő	1.1%	1	1.2%	1	0.0%	Ő
(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
		201		71		130		43		71		87		85		116

18 - 34

35 - 54

55 +

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C2DE

ABC1

Q06 Apart from Elgin	city centre	where	e else do	o you regula	rly visit for:					
Leisure / entertair	nment activ	<i>ities</i>								
Abardaan Tayun Cantra	11 40/	22	0.00/	7 12 20/	16 22 60/	14	5 60/	4	5 70/	

Female

Male

Total

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%	23	0.0%	ó	12.5%	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%	$\frac{2}{2}$
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%	10	0.0%	0	0.8%	1	0.0%	0	4.2 <i>%</i>	0	4.0%	1	1.2%	1	4.3 <i>%</i>	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	0.0%	1
Inverness Town Centre	13.4%	27	2.8% 7.0%	5	16.9%	22	0.0%	5	18.3%	13	10.3%	9	2.4% 15.3%	13	12.1%	14
Invertie Town Centre	2.5%	5	7.0% 0.0%	0	3.8%	5	0.0%	0	5.6%	4	10.5%	9	3.5%	13	12.1%	2
		2		2						-						
Keith Town Centre	1.0%		2.8%		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	2.0%	4	2.8%	2	1.5%	2	2.3%	1	1.4%	1	2.3%	2	2.4%	2	1.7%	2
Park, Aberdeen								-								
Berryden 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
Aberdeen																
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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen																
Inverness Retail & Business	3.5%	7	2.8%	2	3.8%	5	7.0%	3	4.2%	3	1.1%	1	2.4%	2	4.3%	5
Park, Eastfield Way																
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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen																
Edgar Road retail area	9.5%	19	4.2%	3	12.3%	16	16.3%	7	7.0%	5	8.0%	7	8.2%	7	10.3%	12
(including Springfield and																
Elgin Retail Parks)																
Telford Retail Park, Telford	1.5%	3	0.0%	0	2.3%	3	0.0%	0	2.8%	2	1.1%	1	0.0%	0	2.6%	3
St, Inverness																
The Inches Retail Park, Perth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rd, Inches, Inverness																
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%	Ő	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%	Õ	0.0%	Õ	0.0%	0
Edinburgh City Centre	2.5%	5	4.2%	3	1.5%	2	0.0%	ŏ	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	0.0%	1	1.2%	1	0.0%	0
6 6		1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	1
Norwich City Centre	0.5%	1		0				0		0				1		0
Royal Learnington Spa Town	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Centre	0.50	1	1 40/	1	0.00/	0	0.00/	0	0.00/	0	1 10/	1	0.00/	0	0.00/	1
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

					for	Ha	rgest]	Pla	nning	5						August 2
	Total		Male		Femal	e	18 - 34		35 - 54		55 +		ABC1		C2DE	
Eating / drinking ou	t															
Aberdeen Town Centre	12.4%	25	12.7%	9	12.3%	16		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
nverness 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
nverurie 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%	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%		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
nverness 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
nverurie 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
Felford 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
Blasgow 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
Ialifax 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
ivingston 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
oughborough 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 Royal Leamington Spa Town Centre	0.5% 0.5%	1 1	0.0% 0.0%	0 0	0.8% 0.8%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.1% 1.1%	1 1	0.0% 1.2%	0 1	0.9% 0.0%	1 0
	0.50/	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1 10/	1	0.0%	0	0.9%	1
Stirling City Centre	0.5%	1 1	1.4% 1.4%	1 1	0.0%	0	0.0%	0	0.0%	0	1.1% 1.1%	1 1	0.0%	0	0.9%	1 0
Worcester City Centre Don't know / varies)	0.5% 2.0%	4	1.4% 4.2%	3	0.0% 0.8%	1	0.0% 2.3%	1	0.0% 1.4%	1	1.1% 2.3%	2	1.2% 3.5%	3	0.0% 0.9%	0 1
Base:		201		71		130		43		71		87		85		116

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August 2021

						101	11a	rges	l I Ia		ig						Aug
		Tota	ıl	Mal	e	Fema	ale	18 - 3	34	35 - :	54	55 -	÷	ABC	C1	C2D	ЭE
Mean se	core [£]																
Q07 How mu	uch have yo	u/do you	ı expe	ect to sp	end o	on the fo	ollowi	ng good	ds and	l servic	es tod	ay as p	art of	this tri	o?		
Groceri	ies																
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
$\pounds 101 +$		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 13.54	7.0%	5 9.69	1.5%	2 15.52	0.0%	0 11.01	2.8%	2 11.94	5.7%	5 16.20	3.5%	3 16.44	3.4%	4 11.41
<i>Mean:</i> Base:			201		9.09 71		13.52		43		71		87		85		11.41
	/faction		201		/1		150		45		/1		07		05		110
Ciotnes	s / fashion																
Nothing		73.1%	147	78.9%	56	70.0%	91	79.1%	34		54		59	71.8%	61		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 2	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%	0	1.4%	1 0	0.8%	1 0	2.3% 0.0%	1 0	1.4% 0.0%	1 0	0.0%	0	1.2% 0.0%	1	0.9%	1 0
£31 - £35 £36 - £40		0.0% 2.0%	4	0.0% 1.4%	1	0.0% 2.3%	3	0.0% 4.7%	2	1.4%	1	0.0% 1.1%	1	1.2%	1	0.0% 2.6%	3
£41 - £45		0.0%	4	0.0%	0	0.0%	0	4.7%	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	0.0%	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
$\pounds 101 +$		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	, 0	8.29		4.43
			201		71				43				87		85		116
Base:			201		/1		130		43		71		0/		00		110

August 2021 Female 18 - 34 35 - 54 55 + ABC1 C2DE Total Male Other goods 40.0% 43 5% 44 0% Nothing 43.8% 88 50.7% 36 52 51.2% 22 36.6% 26 46.0% 40 37 51 Less than £5 6.5% 13 4.2% 3 7.7% 10 2.3% 9.9% 7 5.7% 5 5.9% 5 6.9% 8 1 20.9% £6 - £10 8 15.4% 31 16.9% 12 14.6% 19 9 19.7% 14 9.2% 12.9% 11 17.2% 20 £11 - £15 6.2% 2.3% 6.0% 5.6% 4 7.0% 6.9% 7.1% 5.2% 12 8 1 5 6 6 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% 1.4% 3.8% 4.7% 2 2.8% 2 2.3% 2 2.4% 2 3.4% 1 5 4 6 0 0 0 0 £31 - £35 0.5% 1 0.0% 0.8% 1 0.0% 1.4% 1 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 2 2.0% 4 1.4% 2.3% 2.3% 0.0% 0 3.4% 3 2.4% 1.7% 2 £46 - £50 1 3 1 £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 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 0.0% 0.0% 0 0.0% 0 0.0% 0 £71 - £80 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% 0.8% 2.3% 0.0% 0 1.1% 1 1.2% 0.9% 1 1 1 1 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 8.5% 11 12 9.4% 7.8% 9 17 8.5% 6 8.5% 0.0% 0 7.0% 5 13.8% 8 (Don't know) Mean: 11.02 9.45 11.88 13.06 8.08 12.45 11.54 10.65 71 71 Base: 201 130 43 87 85 116 Eating / drinking Out Nothing 24.9% 31.0% 25.6% 18.3% 29.9% 24.7% 25.0% 50 22 21.5% 28 11 13 26 21 29 Less than £5 17.9% 36 19.7% 14 16.9% 22 14.0% 18.3% 13 19.5% 17 15.3% 13 19.8% 23 6 £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% 4.2% 3 8.5% 11 14.0% 7.0% 3.4% 4.7% 4 8.6% 10 14 6 5 3 8 £16 - £20 9.5% 19 11.3% 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 2.3% £26 - £30 8.5% 17 7.0% 5 9.2% 12 1 5.6% 4 13.8% 12 10.6% 9 6.9% 8 0.0% 0 1.1% 0.9% £31 - £35 1.0% 2.8% 2 0 0.0% 1.4% 1.2% 2 1 1 1 1 2 7 $f_{36} - f_{40}$ 3.5% 2.8% 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% 0.8% 0.0% 0 1.4% 1.2% 0.9% 1 1 1 1.1% 1 1 1 £46 - £50 2.0% 4 1.4% 1 2.3% 3 0.0% 0 4.2% 3 1.1% 2.4% 2 1.7% 2 1 £51 - £60 2.0% 0.0% 0 2.3% 2.8% 2 4.7% 0.0% 0 4 3.1% 4 1 1.1% 1 4 £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 $\pounds 101 +$ 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 2 1.4% 0.8% 0.0% 0 1.4% 1.1% 0.0% 0 1.7% 2 (Don't know) 1 1 1 1 Mean: 12.23 11.06 12.87 12.14 12.62 11.96 14.98 10.18 201 71 130 43 71 87 85 Base: 116 Leisure / entertainment 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 0.0% 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.0% 0 1.1% 1 0 0.9% 1 £6 - £10 4.5% 9 8.5% 6 2.3% 7.0% 3 4.2% 3 3.4% 3 4.7% 4 4.3% 5 3 £11 - £15 2.5% 2.3% 5 2.8% 2 3 2.3% 1 2.8% 2 2.3% 2 1.2% 1 3.4% 4 2.0% 2.3% 2.3% 2 1.7% 2 £16 - £20 4 1.4% 1 3 1.4% 1 2.3% 2.4% 2 1 £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% 0.0% 0 1.5% 0.0% 1.4% 1.2% 0.9% 2 2 0 1 1.1% 1 1 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% 0.0% 0 0.8% 2 3% 0.0% 0.0% 0 0.0% 0.9% 1 1 1 0 0 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 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 £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% 0.0% 0 0.8% 0.0% 0 1.4% 0.0% 0 0.0% 0 0.9% 1 1 1 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 1.37 1.42 2.45 Mean: 2.11 2.51 2.16 2.94 1.65 Base: 201 71 130 43 71 87 85 116

					101	па	rges		nnir	ıg							August 2
	Tota	al	Mal	le	Fem	ale	18 -	34	35 -	54	55 -	+	ABC	21	C2D	ЭE	
08 How did you travel	to Elgin	city c	entre to	oday?													
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	
ar / 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	
us	23.9%	48		17	23.8%	31		11	21.1%	15		22	12.9%	11	31.9%	37	
rain	2.0%	4	2.8%	2	1.5%	2	4.7%	2	0.0%	0	2.3%	2	2.4%	2	1.7%	2	
axi	3.0%	6	0.0%	0	4.6%	6	4.7%	2	5.6%	4	0.0%	0	2.4%	2	3.4%	4	
ycle	2.5%	5	2.8%	2	2.3%	3	4.7%	2	2.8%	2	1.1%	1	2.4%	2	2.6%	3	
alk // al	16.9%	34 0		14	15.4%	20 0	18.6% 0.0%	8 0	16.9%	12 0	16.1% 0.0%	14	11.8% 0.0%	10 0	20.7%	24 0	
Iobility scooter	0.0% 0.5%	1	0.0% 1.4%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0% 0.0%	0	1.1%	0	0.0%	0	0.0% 0.9%	1	
ase:	0.570	201	1.470	71	0.070	130	0.070	43	0.070	71	1.170	87	0.070	85	0.970	116	
09 Where did you park	-																
Those who travelled by	car at Q	08															
ldi	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	
&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	
atchen 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	
ouncil 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	
R 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	
lgin 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	
reyfriars 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	
all 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	
adyhill Road .ossie Green	0.0% 9.7%	0 10	0.0% 5.7%	$0 \\ 2$	0.0% 11.8%	0 8	0.0% 5.6%	0	0.0% 13.2%	0 5	0.0% 8.5%	$0\\4$	0.0% 10.3%	0 6	0.0% 8.9%	0 4	
ossie Wynd	9.7% 1.9%	2	2.9%	1	1.5%	8 1	0.0%	0	0.0%	0	4.3%	2	10.3%	1	2.2%	4	
Ioray 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	
lorth 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	
lorthfield 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	
In 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	
aint 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	
outh 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	
esco	11.7%	12		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	
ase:		103		35		68		18		38		47		58		45	
Mean score [Minute	es]																
10 How long did your j	ourney	take?	(in min	utes)													
5 minutes	10.4%		11.3%	8	10.0%	13	9.3%		14.1%	10	8.0%	7	11.8%	10	9.5%	11	
-10 minutes	21.4%	43		18	19.2%	25	23.3%		11.3%	8	28.7%	25	23.5%	20	19.8%	23	
1-15 minutes	20.9%		12.7%	9	25.4%	33	27.9%	12		18	13.8%	12	16.5%	14	24.1%	28	
6-20 minutes 1-25 minutes	11.9% 3.5%	24 7	11.3% 2.8%	8 2	12.3% 3.8%	16 5	4.7% 2.3%	2 1	15.5% 5.6%	11 4	12.6% 2.3%	11 2	12.9% 3.5%	11 3	11.2% 3.4%	13 4	
6-30 minutes	5.5% 10.4%	21		8	5.8% 10.0%	13	2.5% 9.3%	4	5.0% 14.1%	4 10	2.5% 8.0%	2 7	5.5% 10.6%	5 9	5.4% 10.3%	12	
1-35 minutes	10.4%	21	1.4%	o 1	0.8%	13	9.3%	4	0.0%	0	2.3%	2	1.2%	9	0.9%	12	
6-40 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	
1-45 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	
6-50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	
1-55 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	
6-60 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	
1-70 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	
1-80 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	
1-90 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	
1-100 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	
01-110 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	
11-120 minutes	1.0%	2	2.8%	2 3	0.0%	0	2.3%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1 2	
21 minutes plus	2.0%	4	4.2%		0.8%		2.3%	1	1.4%	1	2.3%	2	2.4%	2	1.7%		
lean:		24.78		28.35		22.83		25.07		22.89		26.19		25.31		24.40	
ase:		201		71		130		43		71		87		85		116	

by demographics					0		Cer rgest			•							Page 1 August 202
	Tota	ıl	Mal	le	Fema	ale	18 - 3	34	35 - 3	54	55 -	ł	ABC	21	C2D	E	
Mean score [Mu	ch better=2	, Bette	er=1, Al	bout th	ne same	e=0, W	orse=-	1, Muc	h wors	e=-2,,	(Dont k	now)=	-99]				
Q11AComparing Elgi	n city centre	e with	Invern	ess (C	ity Cen	tre and	d/or Re	tail Pa	rks), ho	w doe	es it co	npare	on the	follow	ing as	pects?	
Choice/quality of	of shops for	groce	eries														
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	
letter	3.0%	6	1.4%	1	3.8%	5	4.7%	2	2.8%	2	2.3%	2	3.5%	3	2.6%	3	
bout the same	20.4% 42.3%	41 85	23.9% 38.0%	17 27	18.5% 44.6%	24 58	18.6% 48.8%	8 21	18.3% 52.1%	13 37	23.0% 31.0%	20 27	22.4% 45.9%	19 39	19.0% 39.7%	22 46	
luch 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	
lean:		-0.63		-0.64		-0.63		-0.61		-0.75		-0.51		-0.63		-0.63	
ase:		201		71		130		43		71		87		85		116	
Choice / quality	of shops fo	r clot	hing / fa	ashion	1												
luch 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	
etter bout the same	1.5% 9.5%	3 19	1.4% 14.1%	1 10	1.5% 6.9%	2 9	0.0% 4.7%	02	0.0% 11.3%	0 8	3.4% 10.3%	3 9	0.0% 11.8%	0 10	2.6% 7.8%	3 9	
orse vorse	9.3% 60.7%	122	14.1% 53.5%	38	64.6%	9 84	4.7% 74.4%	32	62.0%	8 44		9 46	62.4%	53	7.8% 59.5%	69	
luch 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	
Oon'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	
lean:		-0.87		-0.80		-0.90		-0.97		-0.93		-0.74		-0.89		-0.84	
ase:		201		71		130		43		71		87		85		116	
Choice / quality	of other typ	es of	shop														
uch 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	
etter bout the same	2.5% 15.9%	5 32	0.0% 15.5%	0 11	3.8% 16.2%	5 21	0.0% 11.6%	0 5	4.2% 18.3%	3 13	2.3% 16.1%	2 14	1.2% 17.6%	1 15	3.4% 14.7%	4 17	
orse	52.2%	105	49.3%	35	53.8%	70	69.8%	30	52.1%	37	43.7%	38	52.9%	45	51.7%	60	
luch 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	
lean:		-0.73		-0.81		-0.69		-0.86		-0.69		-0.69 87		-0.74		-0.72	
ase:		201		71		130		43		71		8/		85		116	
Choice of leisur	e and enter	tainm	ent														
luch 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	
etter bout the same	3.0% 7.5%	6 15	0.0% 7.0%	0 5	4.6% 7.7%	6 10	2.3% 4.7%	1 2	5.6% 5.6%	4 4	1.1% 10.3%	1 9	3.5% 3.5%	3 3	2.6% 10.3%	3 12	
Vorse	54.2%	109	50.7%	36	56.2%	73	74.4%	32	60.6%	43	39.1%	34	62.4%	53	48.3%	56	
luch worse Don't know)	2.0% 33.3%	4 67	4.2% 38.0%	3 27	0.8% 30.8%	1 40	2.3% 16.3%	1 7	2.8% 25.4%	2 18	1.1% 48.3%	1 42	2.4% 28.2%	2 24	1.7% 37.1%	2 43	
,	33.3%		38.0%		30.870		10.3%		23.470		40.370		20.270		57.170		
lean: ase:		-0.83 201		-0.95 71		-0.77 130		-0.92 43		-0.81 71		-0.78 87		-0.89 85		-0.78 116	
	- 4			/1		130		43		/1		07		65		110	
Choice of place																	
uch better etter	0.0% 4.5%	0 9	0.0% 2.8%	$0 \\ 2$	0.0% 5.4%	0 7	0.0% 7.0%	0 3	0.0% 5.6%	0 4	0.0% 2.3%	$0 \\ 2$	0.0% 4.7%	0 4	0.0% 4.3%	0 5	
bout 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	
Vorse	46.3%		45.1%		46.9%	61	67.4%	29	53.5%	38		26	48.2%	41	44.8%	52	
luch worse Don't know)	0.5% 23.4%	1 47	1.4% 26.8%	1 19	0.0% 21.5%	0 28	0.0% 14.0%	0 6	1.4% 15.5%	1 11	0.0% 34.5%	0 30	1.2% 20.0%	1 17	0.0% 25.9%	0 30	
lean:		-0.56		-0.62		-0.53		-0.70		-0.60		-0.42		-0.57		-0.55	
ase:		201		-0.02		130		43		-0.00		-0.42		85		116	
As an attractive	nlace to vie			, 1		100		10		/1		51		55			
Iuch 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	
luch better etter	0.0% 12.9%	26	0.0%	0 8	0.0%	0 18	0.0% 14.0%	0 6	0.0% 15.5%	0 11	0.0%	0 9	0.0% 15.3%	0 13		0 13	
bout 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	
Vorse	33.8%		32.4%	23		45	39.5%	17		24		27	30.6%	26		42	
luch worse Don't know)	2.0% 16.9%	4 34	2.8% 19.7%	2 14	1.5% 15.4%	2 20	2.3% 9.3%	1 4	2.8% 14.1%	2 10	1.1% 23.0%	1 20	1.2% 14.1%	1 12	2.6% 19.0%	3 22	
lean:	- 0.0 / 0	-0.30		-0.33	2	-0.28		-0.33		-0.28	2.375	-0.30		-0.21		-0.37	
Base:		201		71		130		43		71		87		85		116	

August	2021
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					101	IIu	1500			1 5							A
	Tota	al	Ma	le	Fema	ale	18 - 3	34	35 - :	54	55 -	+	ABC	21	C2D	ЭE	
As an easy place i	to travel i	to															
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 Worse	41.3% 10.4%	83 21	40.8% 8.5%	29 6	41.5% 11.5%	54 15	34.9% 14.0%	15 6	39.4% 9.9%	28 7	46.0% 9.2%	40 8	50.6% 11.8%	43 10	34.5% 9.5%	40 11	
Much worse	0.0%	21	8.3% 0.0%	0	0.0%	13	0.0%	0	9.9% 0.0%	0	9.2% 0.0%	0	0.0%	10	9.5%	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	2, Bette	er=1, Al	bout tł	ne samo	e=0, W	orse=-	1, Muc	h wors	e=-2,,	(Dont k	now)=	-99]				
Q11BComparing Elgin o	ity centr	e with	Aberde	een (C	ity Cen	tre and	d/or Ret	tail Pa	rks), ho	ow doe	es it cor	mpare	on the	follow	ing as	pects?	
Choice/quality of	shops for	r groce	eries														
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 Worse	8.0% 35.8%	16 72	7.0% 32.4%	5 23	8.5% 37.7%	11 49	9.3% 51.2%	4 22	7.0% 42.3%	5 30	8.0% 23.0%	7 20	7.1% 40.0%	6 34	8.6% 32.8%	10 38	
Much worse	2.5%	5	1.4%	23	3.1%	49	0.0%	0	5.6%	4	1.1%	20	3.5%	34	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 fo	or clot	hing / fa	ashion	1												
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 Worse	3.0% 49.3%	6 99	2.8% 40.8%	2 29	3.1% 53.8%	4 70	2.3% 72.1%	1 31	4.2% 50.7%	3 36	2.3% 36.8%	2 32	3.5% 52.9%	3 45	2.6% 46.6%	3 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 ty	pes of	shop														
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 Worse	4.5% 49.8%	9 100	4.2% 43.7%	3 31	4.6% 53.1%	6 69	4.7% 65.1%	2 28	4.2% 53.5%	3 38	4.6% 39.1%	4 34	4.7% 54.1%	4 46	4.3% 46.6%	5 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 a	and enter	rtainm	ent														
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 About the same	1.5% 3.5%	3 7	1.4% 1.4%	1	1.5% 4.6%	2 6	0.0% 2.3%	0 1	1.4% 4.2%	1	2.3% 3.4%	2 3	2.4% 2.4%	2 2	0.9% 4.3%	1 5	
Worse	49.8%	100		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 t	o eat / dr	ink ou	ıt														
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 4	3.4%	3	2.4%	2	2.6%	3	
About the same Worse	6.0% 50.7%	12 102	2.8% 47.9%	2 34	7.7% 52.3%	10 68	4.7% 69.8%	2 30	5.6% 54.9%	4 39	6.9% 37.9%	6 33	5.9% 52.9%	5 45	6.0% 49.1%	7 57	
Much worse	2.0%	4	1.4%	1	2.3%	3	0.0%	0	2.8%	2	2.3%	2	3.5%	43	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	

Male Female 18 - 34 35 - 54 55 + ABC1 C2DE Total As an attractive place to visit 2.3% 2.4% 2.5% 4.2% 0.0% Much better 5 2.8% 2 3 4.7% 2 3 0 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 19.9% 40 14.1% 10 23.1% 30 20.9% 9 12.7% 9 25.3% 22 22.4% 19 18.1% 21 About the same 25.9% 29.6% 23.8% 31 34.9% 20 19.5% 17 24.7% 26.7% 31 Worse 52 21 15 28.2% 21 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 -0.08 -0.27 0.01 -0.21 0.04 -0.11 -0.13 -0.04 Mean: Base: 201 71 130 43 71 87 85 116 As an easy place to travel to Much better 8.0% 7.0% 8.5% 11 16.3% 7 8.5% 3.4% 3 7.1% 8.6% 10 16 5 6 6 25.9% 52 21.1% 15 28.5% 37 16.3% 7 35.2% 25 23.0% 20 28.2% 24 24.1% 28 Better 25.4% 27.9% 12 21.1% 15 29.9% 27.1% 23 25.9% 30 About the same 26.4% 53 28.2% 20 33 26 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% 3.4% 3 2.4% 2 1.7% 2 1 (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 0.34 0.26 0.38 0.34 0.52 0.18 0.30 0.37 Mean: 71 Base: 201 130 43 71 87 85 116

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

Q11CComparing 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

Much better Better About the same Worse Much worse (Don't know) <i>Mean:</i> Base:	0.0% 8.0% 45.8% 31.3% 1.0% 13.9%	0 16 92 63 2 28 -0.29 201	0.0% 4.2% 49.3% 23.9% 2.8% 19.7%	0 3 35 17 2 14 -0.32 71	0.0% 10.0% 43.8% 35.4% 0.0% 10.8%	0 13 57 46 0 14 -0.28 130	0.0% 9.3% 53.5% 20.9% 4.7% 11.6%	0 4 23 9 2 5 -0.24 43	0.0% 1.4% 46.5% 40.8% 0.0% 11.3%	0 1 33 29 0 8 -0.44 71	0.0% 12.6% 41.4% 28.7% 0.0% 17.2%	0 11 36 25 0 15 -0.19 87	0.0% 7.1% 54.1% 23.5% 0.0% 15.3%	0 6 46 20 0 13 -0.19 85	0.0% 8.6% 39.7% 37.1% 1.7% 12.9%	0 10 46 43 2 15 -0.37 116
Choice / quality of s	hops fo	or cloti	hing / fa	ashion												
Much better Better About the same Worse Much worse (Don't know) <i>Mean:</i> Base:	0.0% 11.4% 39.3% 36.8% 0.0% 12.4%	0 23 79 74 0 25 -0.29 201	0.0% 12.7% 45.1% 23.9% 0.0% 18.3%	0 9 32 17 0 13 -0.14 71	0.0% 10.8% 36.2% 43.8% 0.0% 9.2%	0 14 47 57 0 12 -0.36 130	0.0% 7.0% 48.8% 37.2% 0.0% 7.0%	0 3 21 16 0 3 -0.33 43	0.0% 12.7% 36.6% 40.8% 0.0% 9.9%	0 9 26 29 0 7 -0.31 71	0.0% 12.6% 36.8% 33.3% 0.0% 17.2%	0 11 32 29 0 15 -0.25 87	0.0% 10.6% 44.7% 29.4% 0.0% 15.3%	0 9 38 25 0 13 -0.22 85	0.0% 12.1% 35.3% 42.2% 0.0% 10.3%	0 14 41 49 0 12 -0.34 116
Choice / quality of c	other ty		shop	/1		150		15		/1		0,		05		110
Much better Better About the same Worse Much worse (Don't know) <i>Mean:</i> Base:	0.0% 14.4% 45.3% 27.4% 0.0% 12.9%	0 29 91 55 0 26 -0.15 201	0.0% 12.7% 47.9% 22.5% 0.0% 16.9%	0 9 34 16 0 12 -0.12 71	0.0% 15.4% 43.8% 30.0% 0.0% 10.8%	0 20 57 39 0 14 -0.16 130	0.0% 18.6% 48.8% 23.3% 0.0% 9.3%	0 8 21 10 0 4 -0.05 43	0.0% 12.7% 46.5% 29.6% 0.0% 11.3%	0 9 33 21 0 8 -0.19 71	0.0% 13.8% 42.5% 27.6% 0.0% 16.1%	0 12 37 24 0 14 -0.16 87	0.0% 17.6% 47.1% 17.6% 0.0% 17.6%	0 15 40 15 0 15 0.00 85	0.0% 12.1% 44.0% 34.5% 0.0% 9.5%	0 14 51 40 0 11 -0.25 116

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18 - 34

35 - 54

55 +

ABC1

0.0%

32.9%

0.0%

1.2%

36.5% 31

0.0%

16.5% 16

0

11 28.2%

29

13 10.6%

0

34 28.2%

87

0

33 32.9%

7 12.9%

0

0.34

87

87

-0.04

C2DE

0.0%

0.0%

0.0%

12.1%

0.0%

11.2%

0

18

47

22 0

29

-0.05

116

0

36

53

14

0

13

0.21

116

116

0

24 15.5%

28 40.5%

9 19.0%

0

24 25.0%

0.25

85

1

31 31.0%

28 45.7%

11

0

14

0.31

85

85

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Choice of leisu	ure and enter	təinm	ont								
				0	0.004		0.004	0	0.004	0	0.004
Much better	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%
About the same	37.3%	75	36.6%	26	37.7%	49	41.9%	18	39.4%	28	33.3%
Worse	15.4%	31	18.3%	13	13.8%	18	9.3%	4	19.7%	14	14.9%
Much worse	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%
Mean:		0.07		0.00		0.11		0.33		0.00	
Base:		201		71		130		43		71	
Choice of place	es to eat / dri	ink ou	t								
Much better	0.5%	1	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%
Better	33.3%	67	23.9%	17	38.5%	50	37.2%	16	28.2%	20	35.6%
About the same	40.3%	81	43.7%	31	38.5%	50	46.5%	20	39.4%	28	37.9%
Worse	12.4%	25	14.1%	10	11.5%	15	7.0%	3	21.1%	15	8.0%
Much worse	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%
Mean:		0.25		0.12		0.32		0.38		0.08	
Base:		201		71		130		43		71	
As an attractive	e place to vis	sit									
Much better	1.5%	3	0.0%	0	2.3%	3	2.3%	1	2.8%	2	0.0%

Male

Female

Total

Much better Better About the same Worse Much worse (Don't know)	1.5% 30.3% 49.8% 8.0% 0.0% 10.4%	3 61 100 16 0 21	0.0% 18.3% 56.3% 9.9% 0.0% 15.5%	0 13 40 7 0 11	2.3% 36.9% 46.2% 6.9% 0.0% 7.7%	3 48 60 9 0 10	2.3% 30.2% 60.5% 2.3% 0.0% 4.7%	1 13 26 1 0 2	2.8% 28.2% 45.1% 14.1% 0.0% 9.9%	2 20 32 10 0 7	0.0% 32.2% 48.3% 5.7% 0.0% 13.8%	0 28 42 5 0 12	$\begin{array}{c} 0.0\% \\ 40.0\% \\ 41.2\% \\ 5.9\% \\ 0.0\% \\ 12.9\% \end{array}$	0 34 35 5 0 11	2.6% 23.3% 56.0% 9.5% 0.0% 8.6%	3 27 65 11 0 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	o travel t	0														
Much better Better About the same Worse Much worse (Don't know)	2.5% 12.4% 68.2% 6.5% 0.5% 10.0%	5 25 137 13 1 20	2.8% 12.7% 63.4% 7.0% 0.0% 14.1%	2 9 45 5 0 10	2.3% 12.3% 70.8% 6.2% 0.8% 7.7%	3 16 92 8 1 10	4.7% 16.3% 67.4% 7.0% 0.0% 4.7%	2 7 29 3 0 2	2.8% 16.9% 57.7% 12.7% 0.0% 9.9%	2 12 41 9 0 7	1.1% 6.9% 77.0% 1.1% 1.1% 12.6%	1 67 1 11	2.4% 15.3% 62.4% 7.1% 0.0% 12.9%	2 13 53 6 0 11	2.6% 10.3% 72.4% 6.0% 0.9% 7.8%	3 12 84 7 1 9
Mean:		0.11		0.13		0.10		0.20		0.11		0.07		0.15		0.08

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

130

71

Q11DComparing Elgin city centre with other Moray towns (Buckie, Forres, Keith, Lossiemouth etc), how does it compare on the following aspects?

43

71

Choice/quality of shops for groceries

201

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

Base:

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					for	· Ha	rgest	t Pla	nnir	ng							A
	Tota	ıl	Mal	e	Fema	ale	18 - 3	34	35 - :	54	55 -	ŀ	ABC	21	C2D	E	
Choice / quali	ty of shops fo	or clot	hing / fa	ashion	,												
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 About the same	20.9% 39.8%	42 80	15.5% 35.2%	11 25	23.8% 42.3%	31 55	18.6% 41.9%	8 18	19.7% 45.1%	14 32	23.0% 34.5%	20 30	21.2% 42.4%	18 36	20.7% 37.9%	24 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 / quali	ty of other typ	oes of	shop														
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 Worse	43.8% 10.9%	88 22	36.6% 14.1%	26 10	47.7% 9.2%	62 12	44.2% 7.0%	19 3	42.3% 16.9%	30 12	44.8% 8.0%	39 7	45.9% 5.9%	39 5	42.2% 14.7%	49 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 leis	ure and enter	tainm	ent														
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 Much worse	9.0%	18	11.3%	8	7.7%	10	9.3%	4	12.7%	9	5.7%	5 0	5.9%	5	11.2%	13	
Much worse (Don't know)	0.0% 36.8%	0 74	0.0% 39.4%	0 28	0.0% 35.4%	0 46	0.0% 32.6%	0 14	0.0% 22.5%	0 16	0.0% 50.6%	44	0.0% 37.6%	0 32	0.0% 36.2%	0 42	
Mean:	2010/0	0.13	571170	0.12	2011/0	0.13	02.070	0.14	221070	0.13	2010/0	0.12	271070	0.28	001270	0.01	
Base:		201		71		130		43		71		87		85		116	
Choice of plac	ces to eat / dri	ink ou	ıt														
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 29	39.4%	28	51.5%	67 20	41.9%	18 7	49.3%	35	48.3%	42	50.6%	43 7	44.8% 19.0%	52 22	
Worse Much worse	14.4% 0.0%	29	12.7% 0.0%	9 0	15.4% 0.0%	20	16.3% 0.0%	0	18.3% 0.0%	13 0	10.3% 0.0%	9 0	8.2% 0.0%	0	0.0%	22	
(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	
				/1		130		43		/1		07		85		110	
As an attractiv	-		1 40/	1	0.00/	0	0.00/	0	1 40/	1	0.00/	0	1.20/	1	0.00/	0	
Much better Better	0.5% 16.4%	1 33	1.4% 16.9%	1 12	0.0% 16.2%	0 21	0.0% 18.6%	0 8	1.4% 18.3%	1 13	0.0% 13.8%	0 12	1.2% 20.0%	1 17	0.0% 13.8%	0 16	
About the same	42.8%	86		28	44.6%	58	39.5%	17	45.1%	32		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: Base:		-0.03 201		0.06 71		-0.07 130		-0.03 43		0.02 71		-0.08 87		0.09 85		-0.12 116	
				/1		150				/1		07		05		110	
As an easy pla			7.00/	5	0.80/	1	4 70/	2	4.20/	2	1 10/	1	2 40/	2	2 40/	4	
Much better Better	3.0% 19.4%	6 39	7.0% 16.9%	5 12	0.8% 20.8%	1 27	4.7% 25.6%	2 11	4.2% 19.7%	3 14	1.1% 16.1%	1 14	2.4% 17.6%	2 15	3.4% 20.7%	4 24	
About the same	51.7%	104		31	56.2%	73		20	53.5%	38		46	58.8%		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	

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					101	114	Scor	1 10		5						Aug
	Tota	1	Male		Fema	le	18 - 34	4	35 - 54	4	55 +		ABC1		C2DI	E
Q12 What do you think ar	re Elgin	City	Centre's	mos	t import	ant st	trengths	as a	place to	visit	? [MR]					
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 Convenient drop off / pick up stops for buses / good location of bus station	18.4% 9.0%	37 18	21.1% 5.6%	15 4	16.9% 10.8%	22 14	11.6% 2.3%	5 1	15.5% 2.8%	11 2	24.1% 17.2%	21 15	11.8% 7.1%	10 6	23.3% 10.3%	27 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 Presence of a large	25.4% 5.0%	51 10	23.9% 5.6%	17 4	26.2% 4.6%	34 6	23.3% 2.3%	10 1	22.5% 5.6%	16 4	28.7% 5.7%	25 5	21.2% 8.2%	18 7	28.4% 2.6%	33 3
supermarkets 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	4.5%	9	7.0%	5	3.1%	4	7.0%	3	5.6%	4	2.3%	2	8.2%	7	1.7%	2
shops Selection / choice of multiple shops (i.e. high street	3.5%	7	1.4%	1	4.6%	6	0.0%	0	4.2%	3	4.6%	4	5.9%	5	1.7%	2
chains such as Boots etc) 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
	7.5%	15	14.1%	10	3.8%	5	4.7%	2	8.5%	6	8.0%	7	4.7%	4	9.5%	11
(Nothing in particular)	1.570	15	1 1.1 /0	10	5.070	5	1.7 /0	-	0.570	0	0.070	'	1.7 /0		1.570	11

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TotalMaleClist Clist Clist ClistAbsence of play areas for children6.0%122.8%Difficulties in parking3.5%71.4%Difficulties with pushchairs, 1.0%1.0%20.0%wheelchairs, etc020.0%Dirty shopping streets20.4%4121.1%Feels unsafe / presence of groups3.5%71.4%General lack of choice of multiple shops9.0%188.5%General lack of independent /15.4%3114.1%specialist shops1.0%20.0%Inadequate range of places to facilities1.0%20.0%Inadequate range of services3.5%72.8%Inconvenient location of bus stops / bus station0.5%10.0%Lack of police presence / other security measures1.5%30.0%Lack of street furniture / Lock of street furniture /2.0%42.8%		Femal est wea 7.7% 4.6%		18 - 34 ses? [MR 9.3%]	35 - 54	l	55 +		ABC1	L	C2D	E
Absence of play areas for children6.0%122.8%Difficulties in parking3.5%71.4%Difficulties with pushchairs, wheelchairs, etc1.0%20.0%Dirty shopping streets20.4%4121.1%Feels unsafe / presence of streatening individuals / groups3.5%71.4%General lack of choice of multiple shops9.0%188.5%General lack of choice of specialist shops9.0%188.5%Inadequate range of leisure facilities5.5%112.8%Inadequate range of places to tadequate range of services3.5%72.8%Inconvenient location of bus stops / bus station0.5%10.0%Lack of police presence / the security measures1.5%30.0%Lack of street furniture /2.0%42.8%	2	7.7%											
children Difficulties in parking 3.5% 7 1.4% Difficulties with pushchairs, 1.0% 2 0.0% wheelchairs, etc Dirty shopping streets 20.4% 41 21.1% Feels unsafe / presence of 3.5% 7 1.4% threatening individuals / groups General lack of choice of 9.0% 18 8.5% multiple shops General lack of independent / 15.4% 31 14.1% specialist shops Inadequate range of leisure 5.5% 11 2.8% facilities Inadequate range of places to 1.0% 2 0.0% eat Inadequate range of services 3.5% 7 2.8% Inconvenient location of bus 0.5% 1 0.0% stops / bus station Lack of police presence / 1.5% 3 0.0% other security measures Lack of street furniture / 2.0% 4 2.8%	1		10	9.3%	4								
Difficulties in parking3.5%71.4%Difficulties with pushchairs, wheelchairs, etc1.0%20.0%Dirty shopping streets20.4%4121.1%Feels unsafe / presence of groups3.5%71.4%Hreatening individuals / groups85%7General lack of choice of multiple shops9.0%188.5%General lack of independent /15.4%3114.1%specialist shops112.8%5.5%11Inadequate range of leisure facilities5.5%112.8%Inadequate range of services3.5%72.8%Inconvenient location of bus stops / bus station0.5%10.0%Lack of police presence / other security measures1.5%30.0%Lack of street furniture /2.0%42.8%		4.6%			4	7.0%	5	3.4%	3	4.7%	4	6.9%	8
Dirty shopping streets20.4%4121.1%Feels unsafe / presence of groups3.5%71.4%threatening individuals / groups88.5%General lack of choice of multiple shops9.0%188.5%General lack of choice of pecialist shops9.0%188.5%Inadequate range of leisure facilities5.5%112.8%Inadequate range of places to eat1.0%20.0%Inadequate range of services3.5%72.8%Inconvenient location of bus stops / bus station0.5%10.0%Lack of police presence / other security measures1.5%30.0%Lack of street furniture /2.0%42.8%		1.5%	6 2	4.7% 2.3%	2 1	4.2% 1.4%	3 1	2.3% 0.0%	2 0	2.4% 2.4%	2 2	4.3% 0.0%	5 0
General lack of choice of multiple shops9.0%188.5%General lack of independent / specialist shops15.4%3114.1%Inadequate range of leisure facilities5.5%112.8%Inadequate range of places to eat1.0%20.0%Inadequate range of services3.5%72.8%Inconvenient location of bus stops / bus station0.5%10.0%Lack of police presence / other security measures1.5%30.0%Lack of street furniture /2.0%42.8%	15 1	20.0% 4.6%	26 6	18.6% 7.0%	8 3	23.9% 1.4%	17 1	18.4% 3.4%	16 3	23.5% 0.0%	20 0	18.1% 6.0%	21 7
General lack of independent /15.4%3114.1%specialist shops12.8%Inadequate range of leisure5.5%112.8%facilities1.0%20.0%eat12.8%1Inadequate range of places to1.0%20.0%eat0.5%10.0%Inconvenient location of bus0.5%10.0%stops / bus station10.5%30.0%Lack of police presence /1.5%30.0%tack of street furniture /2.0%42.8%	6	9.2%	12	2.3%	1	8.5%	6	12.6%	11	14.1%	12	5.2%	6
Inadequate range of leisure facilities5.5%112.8%Inadequate range of places to eat1.0%20.0%Inadequate range of services3.5%72.8%Inconvenient location of bus stops / bus station0.5%10.0%Lack of police presence / other security measures1.5%30.0%Lack of street furniture /2.0%42.8%	10	16.2%	21	7.0%	3	16.9%	12	18.4%	16	12.9%	11	17.2%	20
eat Inadequate range of services 3.5% 7 2.8% Inconvenient location of bus 0.5% 1 0.0% stops / bus station Lack of police presence / 1.5% 3 0.0% other security measures Lack of street furniture / 2.0% 4 2.8%	2	6.9%	9	7.0%	3	7.0%	5	3.4%	3	7.1%	6	4.3%	5
Inconvenient location of bus 0.5% 1 0.0% stops / bus station 1 0.0% Lack of police presence / other security measures 1.5% 3 0.0% Lack of street furniture / 2.0% 4 2.8%	0	1.5%	2	0.0%	0	1.4%	1	1.1%	1	1.2%	1	0.9%	1
Lack of police presence / other security measures1.5%30.0%Lack of street furniture /2.0%42.8%	2 0	3.8% 0.8%	5 1	2.3% 2.3%	1 1	1.4% 0.0%	1 0	5.7% 0.0%	5 0	3.5% 0.0%	3 0	3.4% 0.9%	4 1
Lack of street furniture / 2.0% 4 2.8%	0	2.3%	3	2.3%	1	0.0%	0	2.3%	2	1.2%	1	1.7%	2
	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 0.0% 0 0.0% Centre	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% Poor signage / routeways 1.0% 2 0.0% within centre / lack of maps of centre 1 1	0 0	0.8% 1.5%	1 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.1% 2.3%	1 2	0.0% 2.4%	0 2	0.9% 0.0%	1 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 0.0% 0 0.0% (PLEASE WRITE IN)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unsafe for pedestrians / 1.0% 2 0.0% traffic conflict	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%74.2%Base:201	3 71	3.1%	4 130	0.0%	0 43	5.6%	4 71	3.4%	3 87	3.5%	3 85	3.4%	4 116
Q14 Are you aware that the Council has been		aring thi		sterplan?									
Yes 45.3% 91 40.8%		-											
No 54.7% 110 59.2%	- 29	47.7%	62	51.2%	22	39.4%	28	47.1%	41	40.0%	34	49.1%	57
Base: 201		47.7% 52.3%	62 68	51.2% 48.8%	22 21	39.4% 60.6%	28 43	47.1% 52.9%		40.0% 60.0%	34 51		57 59

Female 18 - 34 35 - 54 55 + ABC1 C2DE Total Male Q15 What do you think should be the most important objective for this masterplan? 12.7% Fill the empty shops 16.4% 33 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 24 9 11.5% Clean up the centre 11.9% 12.7% 15 11.6% 5 12.7% 9 11.5% 10 9.4% 8 13.8% 16 3.5% 4.7% Make it more attractive 7 4.2% 3 3.1% 4 9.3% 4 1.4% 2.3% 2 2.6% 1 4 3 Attract more people to the 3.0% 6 2.8% 2 3.1% 4 2.3% 1 5.6% 4 1.1% 1 3.5% 3 2.6% 3 area Better parking 3.0% 6 2.8% 2 3.1% 4 4.7% 2 4.2% 3 1.1% 1 1.2% 4.3% 5 1 2 4 Cheaper car parking 2.5% 5 1.4% 1 3.1% 4 4.7% 1.4% 1 2.3% 2 1.2% 1 3.4% 2.5% Remove the seagulls 5 2.8% 2 2.3% 3 2.3% 1 4.2% 3 1.1% 1 3.5% 3 1.7% 2 4 3 7.0% Improved leisure facilties 2.0% 4.2% 0.8% 1 3 0.0% 0 1.1% 1 2.4% 2 1.7% 2 1.5% 2 0 2 0.9% 1 Make it more accessible 3 2.8% 0.8% 0.0% 0.0% 0 3 2.4% 1 3.4% 3 0 Keep the historic buildings 1.5% 3 4.2% 0.0% 0 0.0% 0 4.2% 3 0.0% 1.2% 1 1.7% 2 Have live music events 1.0% 2 1.4% 0.8% 0.0% 0 2.8% 2 0.0% 0 0.0% 1.7% 2 1 1 0 2 2 More floral displays 1.0% 1.4% 1 0.8% 0.0% 0 2.8% 0.0% 0 1.2% 0.9% 1 1 1 2 0 0.0% 1.0% 0.0% 0 1 5% 47% 0.0% 0.0% 0 2 4% 0 More things to do 2 2 2 2 0 Brighten up the shop fronts 1.0% 1.4% 0.8% 1 0.0% 0.0% 0 2.3% 2 1.2% 1 0.9% 1 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 0.5% 0.0% 0.8% 2.3% 0.0% 1.2% 0.0% Advertising the centre more 0 0 0.0% 0 0 1 1 1 1 More measures to stop 0.5% 1 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 anti-social behaviour Outdoor social space 0.5% 1 0.0% 0 0.8% 0.0% 0 1.4% 1 0.0% 0 1.2% 0.0% 0 1 1 1.2% 0 Prioritise pedestrians over 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 0.0% 1 1 1 1 cars 0.5% 1.4% 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.9% Regeneration 1 1 1 1 Remove drug addicts from 0.5% 1.4% 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.9% 1 1 1 1 the streets More places to eat 0.5% 1 0.0% 0 0.8% 0.0% 0 1.4% 1 0.0% 0 1.2% 0.0% 0 1 1 Stop constuction work 0.5% 0.0% 0 0.8% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1 0.5% 0 0.0% 1.2% Upgrade the buildings 1.4% 0.0% 0.0% 0 0 1.1% 0.0% 0 1 1 1 1 (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.

•	••		•				•			•						
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	4.0% 16.4%	8 33	5.6% 21.1%	4 15	3.1% 13.8%	4 18	4.7% 30.2%	2 13	2.8% 9.9%	2	4.6% 14.9%	4 13	4.7% 24.7%	4 21	3.4% 10.3%	4 12
4 5 – Most important	78.6%	158	73.2%	52	15.8% 81.5%	106	50.2% 62.8%	27	9.9% 87.3%	62	14.9% 79.3%	15 69	24.7% 69.4%	21 59	85.3%	12 99
5 - (Don't know)	0.5%	138	0.0%	0	0.8%	100	02.8%	0	87.5% 0.0%	02	1.1%	1	1.2%	39	83.5% 0.0%	99 0
· · · · · · · · · · · · · · · · · · ·	0.570	1	0.070		0.870	1	0.070		0.070		1.1 /0	•	1.270	1	0.070	
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	linkage	es to a	nd arou	ind th	e town	centre	, includ	ling to	Coope	r Park	r			
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 f	or livi	ng in th	e towi	n centre)										
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

3.82

130

Mean:

Base:

3.88

201

4.00

71

3.88

43

4.08

71

3.74

87

3.76

85

3.97

116

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	Tota	al	Mal	e	Fema	ıle	18 - 3	34	35 - 5	54	55 -	F	ABC	1	C2D	Е	
To provide supp	port to incre	ease th	he even	ing ec	onomy	(e.g. j	places f	or ent	tertainn	nent, e	ating a	nd dri	nking)				
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 4	8.5% 24.9%	17 50	7.0% 22.5%	5 16	9.2% 26.2%	12 34	14.0% 20.9%	6 9	1.4% 23.9%	1 17	11.5% 27.6%	10 24	7.1% 25.9%	6 22	9.5% 24.1%	11 28	
4 5 – Most important	62.2%	125	63.4%	45	20.2% 61.5%	54 80	20.9% 65.1%	28	23.9% 70.4%	50		24 47	23.9% 64.7%	55	60.3%	28 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 crea	ntive and cu	ltural	activitie	es in tl	he city o	centre	, includ	ling a	new Cu	ltural	Quarte	r					
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:		4.51 201		4.50 71		4.51 130		4.53 43		4.60 71		4.41 87		4.48 85		<i>4.53</i> 116	
Base:						150		43		/1		8/		85		110	
To bring vacant	shops and	sites	back in	to use	•												
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 6 – (Don't know)	93.5% 0.0%	188 0	91.5% 0.0%	65 0	94.6% 0.0%	123 0	90.7% 0.0%	39 0	93.0% 0.0%	66 0	95.4% 0.0%	83 0	90.6% 0.0%	77 0	95.7% 0.0%	111 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 e	enhance the	e appe	arance	of the	city ce	ntre											
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	

18 - 34

35 - 54

55 +

ABC1

C2DE

August 2)21	
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Q17 What do you think is the most important thing that could be done to support Elgin City Centre?

Female

Male

Total

Q17 What do you think is	s the mo	ost im	portant	thing	that co	uld be	e done to	o sup	port Elg	in Cit	y Centre	e?				
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	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	2.3%	3	4.7%	2	1.4%	1	1.1%	1	3.5%	3	0.9%	1
Pedestrianised streets	2.0%	4		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	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%	Ő	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	$1.4\% \\ 0.0\%$	1 0	0.0%	0	0.0%	0 1	0.0% 0.0%	0 0	1.1% 0.0%	1	0.0%	0	0.9% 0.0%	1 0
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:																
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
Buse.		201		71		150		10		,1		07		05		110
AGE Age Group:																
18 - 24 years	11.9%	24			13.8%		55.8%	24	0.0%	0	0.0%		16.5%	14	8.6%	10
25 - 34 years	9.5%	19		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			21.5%	28	0.0%	0	53.5%	38	0.0%	0	17.6%	15	19.8%	23
45 - 54 years	16.4%	33			15.4%	20	0.0%	0	46.5%	33	0.0%	0	15.3%	13	17.2%	20
55 - 64 years	18.4%	37			16.9%	22	0.0%	0	0.0%	0	42.5%	37		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:																
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%		24.1%	21	64.7%	55	0.0%	0
C2	21.9%	44			18.5%	24		10		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

by demographics

Elgin In Centre Survey for Hargest Planning

August 2021	August	2021
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							-			-							
	Tota	1	Male		Fema	le	18 - 3	4	35 - 54	4	55 +		ABC	1	C2D	E	
ADU Number of adults (I	ncl. resp	onde	nt):														
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 y	ears and	l unde	er:														
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 h	nouseho	ld:															
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%		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	

August 2021 Female 18 - 34 35 - 54 55 + ABC1 C2DE Total Male PC 0.0% 0.8% 0.0% 0.0% AB116 0.5% 1 0 1 0 0.0% 0 1.1% 1 1.2% 1 0 AB119 0.5% 0.0% 0 0.8% 2.3% 0.0% 0 0.0% 0 0.0% 0 0.9% 1 1 1 1 AB196 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 0.0% AB210 1.0% 1.4% 0.8% 2.3% 0.0% 0 2.4% 0 2 1 1 1 1.4% 1 2 AB217 0.5% 1 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1.2% 1 0.0% 0 1 1 AB338 0.5% 1 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 0.5% 0.0% 0 0.8% 0.0% 0.0% 1.1% 0.0% 0.9% AB35 0 0 0 1 1 1 1 0.5% AB379 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% 0.0% 0 2.8% 2 1.1% 0.0% 0 2.6% 3 1 1 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 0 AB42 3 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 1.2% 0.0% 0 1 1.4% 1 1 1 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 AB438 0.5% 0.0% 0.0% 1.2% 0.0% 1 1.4% 1 0 0 1.4% 1 0.0% 0 1 0 AB44 1 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.9% 1 1 1.4% 1 1 0.5% 0.0% 2 3% 0 0.0% 0 0.0% 0.9% AB45 1 1 1.4% 1 0 1 0.0% 0 1 AB453 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1.2% 0.0% 0 1 1 1 1 AB510 0.5% 1 0.0% 0 0.8% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 0.0% 0 1 0.5% 0.0% 0.0% 0.0% 0.0% 0.9% 0 0.8% 2.3% 0 0 0 AB517 1 1 1 1 AB52 6 1.0% 2 0.0% 0 1.5% 2 0.0% 0 2.8% 2 0.0% 0 1.2% 0.9% 1 1 2 2 AB544 1.0% 1.4% 0.8% 0.0% 0 2.8% 0.0% 0 1.2% 0.9% 1 1 1 AB547 0.5% 1 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 1 1.0% 1.4% 0 0.9% AB548 2 0.8% 0.0% 0.0% 0 2.3% 2 1.2% 1 1 1 1 AB552 0.5% 1 0.0% 0 0.8% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 AB554 0.5% 0.0% 0 0.8% 0.0% 1.4% 0.0% 0 1.2% 0.0% 1 0 1 0 1 AB55 5 2.0% 4 2.8% 2 1.5% 2 0.0% 0 1.4% 3.4% 3 2.4% 2 1.7% 2 1 0 0 0 0.5% 0.0% 0.8% 2.3% 0.0% 0 0.0% 1.2% 0.0% AB55 6 1 1 1 1 AB56 1 1.5% 3 0.0% 0 2.3% 3 2.3% 0.0% 0 2.3% 2 0.0% 2.6% 3 1 0 AB565 1.0% 2 1.4% 1 0.8% 0.0% 0 1.4% 1.1% 1 0.0% 0 1.7% 2 1 1 0.0% CV311 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1.2% 0 1 1 1 1 DD4 8 0.5% 1 1.4% 1 0.0% 0 0.0% 0 1.4% 0.0% 0 1.2% 0.0% 0 1 1 DD8 0.5% 1.4% 0.0% 0.0% 0 1.4% 0.0% 0 0.0% 0.9% 1 1 0 1 0 1 E45 9 0.5% 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 1 EH130 0.5% 1.4% 0.0% 0.0% 0 1.1% 0.0% 0.9% 1 1 0 0.0% 0 1 1 1.4% EH165 0.5% 1 1 0.0% 0 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 0.5% 0.0% 1.2% 0.0% EH22 2 0 0.8% 0.0% 0 0.0% 0 1.1% 1 0 1 1 0.0% 0 0 0.5% 0 0.8% 0.0% 0 1.4% 0.0% 1.2% 0.0% EH3 6 1 1 1 1 0.5% 0 0.0% EH320 1 1.4% 1 0.0% 0 0.0% 0 1.4% 1 0.0% 1.2% 1 0 EH48 3 0.5% 0.0% 0 0.8% 0.0% 0 1.4% 1 0.0% 0 1.2% 0.0% 0 FK13 6 0.5% 1.4% 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.9% 1 1 1 1 0.5% 0.0% 0.0% 0.9% 1.4% 2.3% 0.0% 0 0.0% 0 G134 1 1 0 1 0 1 G41 3 0.5% 1.4% 0.0% 0 0.0% 0 1.4% 0.0% 0 0.0% 0 0.9% 1 1 1 1 0.0% 0 0 0.0% 0.9% GL528 0.5% 1 1.4% 1 0 0.0% 1.4% 1 0.0% 0 1 HP2 6 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1.2% 0.0% 0 1 1 1 1 0.0% 0 0 0 0.0% 0 HS2 0 0.5% 1 0.8% 1 0.0% 1.4% 1 0.0% 1.2% 1 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 IV124 0.5% 0.0% 0.9% 1.4% 0.0% 0 0.0% 0 1.4% 0.0% 0 0 1 1 1 1 IV12.5 1.5% 1.5% 0.0% 0 1.1% 1.7% 3 1.4% 1 2 2.8% 2 1 1.2% 1 2 2 0 2 0.0% 2 IV13 6 1.0% 0.0% 1.5% 0.0% 0 1.4% 1 1.1% 1 0 1.7% IV163 0.5% 0.0% 0.8% 0.0% 1.4% 0.0% 1.2% 0.0% 1 0 1 0 1 0 0 1 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 0 0 0.0% 0.9% IV261 0.5% 1 1.4% 1 0.0% 2.3% 1 0.0% 0 0.0% 0 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 0 0.5% 0.0% 0.8% 1 0.0% 0.0% 0 1.1% 1 1.2% 0.0% 0 11.8% IV301 18.4% 37 19.7% 14 17.7% 23 7.0% 3 19.7% 14 23.0% 20 10 23.3% 27 IV304 8.0% 16 7.0% 5 8.5% 11 9.3% 4 7.0% 5 8.0% 7 7.1% 6 8.6% 10 IV305 4.2% 3 9.3% 4 2 3.4% 3 4.7% 4.3% 4.5% 9 4.6% 6 2.8% 4 5 7 IV306 11.4% 23 9.9% 12.3% 16 25.6% 11 11.3% 8 4.6% 4 8.2% 7 13.8% 16 3 2 IV308 4.5% 9 4.2% 3 4.6% 6 7.0% 3 4.2% 3 3.4% 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% 5.9% 5 2.6% 3 IV327 2.3% 2.8% 3.4% 3 1.2% 4.3% 3.0% 2.8% 2 3.1% 4 1 2 5 6 1 0 0 IV344 0.5% 0.0% 0.8% 1 0.0% 0 1.4% 1 0.0% 0.0% 0 0.9% 1 1 0.5% 0 0.8% 0.0% 0 1.2% 0.0% IV35 5 1 0.0% 1 0.0% 0 1.4% 1 1 0 IV361 1.5% 3 2.8% 2 0.8% 1 2.3% 1 1.4% 1 1.1% 1 2.4% 2 0.9% 1 IV362 2.0% 4 1.4% 1 2.3% 3 2.3% 1.4% 2.3% 2 3.5% 3 0.9% 1 1 1 IV36 6 0.8% 4.7% 0.0% 0.0% 0 2.4% 2 0.0% 1.0% 2 1.4% 2 0 0 1 1 0 IV37 0.5% 1 0.0% 0 0.8% 1 0.0% 1.4% 1 0.0% 0 0.0% 0 0.9% 1 IV387 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.9% 1 1 1 IV561 0.5% 0.0% 0 0.8% 2.3% 0.0% 0.0% 0 1.2% 0.0% 0 0 1 1 1 1 0.5% 0.0% 0 0 0.0% 0 LE679 1 0.8% 1 0.0% 0.0% 0 1.1% 1 1.2% 1 ML1 3 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 0 1.1% 1.2% 0.0% 0 1 1 1 1 0.0% 0.9% NR218 0.5% 0.0% 0 0.8% 0.0% 0.0% 1.1% 0 0 0 1 1 0.5% 0.0% 0 0.8% 0.0% 0 0.0% 1.1% 0.0% 0 PA124 0 1.2% 1 1 1 1

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	Total		Male		Femal	e	18 - 34		35 - 54		55 +		ABC1		C2DE	E
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

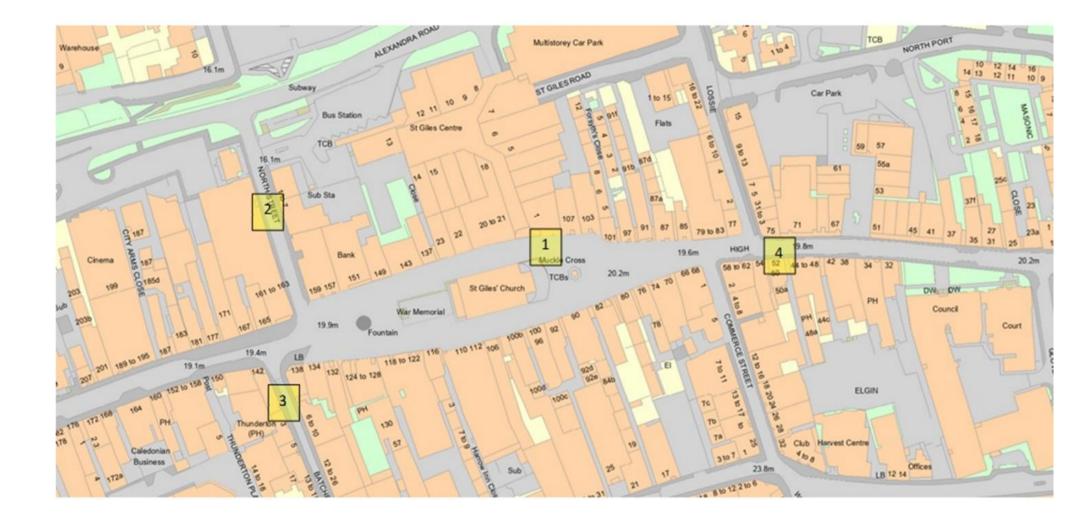
Appendix 2:

Sample Questionnaire

Appendix 3:

Interview location points

Ligin interviewing Locations



Eigin 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.