



# **Canterbury City survey Report 2019**

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<b>Fieldwork dates:</b>	<b>19<sup>th</sup> June – 23<sup>rd</sup> June 2019</b>
<b>Report date:</b>	<b>1<sup>st</sup> July 2019</b>



# Background and Methodology

Latimer Appleby was commissioned by Canterbury Connected Business Improvement District (BID) to conduct research in the central area of Canterbury, in order to help better understand the behaviours of current users of the city.

The research took the form of an on-street survey, using electronic data collection devices to explore topics such as demographics, travel time and mode, visit motivation, dwell time, and visit frequency, as well as quantifying shopping spends. The research also gave an opportunity to assess the city centre on a series on more qualitative aspects using a series of ratings questions. Five locations were selected for sampling: St Peter's/High Street, St Margaret's, St Dunstan, King's Mile and Burgate, to allow for comparative analysis. One party in three was approached as a form of random sampling, and no demographic quotas were used in the interviewing process.

Where relevant comparisons are made in the report to a previous study which was carried out at a similar time of year in 2017, 2015, 2013 and 2011, using the same methodology and approach.

Fieldwork took place between 19<sup>th</sup> and 23<sup>rd</sup> June 2019, to achieve a total sample of 348 interviews across the five sampling point locations.



# Key Findings

1. In its totality the 2019 sample again shows a typical female skew (55%). We know this is less accentuated than we would expect from a typical 'shopper' survey, it is however most consistent with previous surveys here in Canterbury.
2. In age terms, the latest profile peaks at the "extremes", with over 65s making up 29% and those aged under 24 accounting for 19% of our respondents this year. The most significant variance from typical survey results is the lower proportion of those aged 55-64, but this helps offset the older bias, so all-in-all we have a similar profile to previous waves.
3. Social grade is also interesting in that we have a larger number of both ABs and DEs. Overall however the number of ABC1 respondents was 66%, slightly below previous years, and likely to be influenced by the higher number of economically in-actives e.g. over 65s in this sample.
4. Party size (1.5) was unchanged from last time and clearly down from the peak we saw in 2011 of 1.8.
5. Looking at the demographics across the five sampling points, we can see that in 2019 the gender profile does again show some variances, with more males in Burgate (54%) and King's Mile (49%), and with more females being interviewed in St Dunstan's.
6. The age profiles once again do show variances between the different locations, with more under 25s being found in St Dunstan's (31%) and in Burgate (24%) whilst the over 65s peak in St Peter's/High Street (34%) and to a lesser degree in King's Mile. However, as before, we have a good spread of ages in all locations.



# Key Findings

7. In social grade terms it is interesting that whilst King's Mile does have the highest ABC1 profile the numbers of ABs is actually below that of most other locations. Otherwise once again we can see a good mix in SEGs across all the interviewing locations.
8. Across the total sample our 'locals' (56%) again made up the largest segment, but this is the smallest proportion we've seen across all our surveys and this, along with the higher number of over 65s, may help to explain some of the results we have generated this time. Our next biggest group was the 'day trippers/visitors' (20%), up on 2017 whilst the 'tourists/holidaymakers' made up 15% - taking these two groups together gives us as much as 35% of the total sample this year.
9. We interviewed more 'locals' relative to the other groups in St Margaret's (66%) whilst only 46% were 'locals' in Burgate and 52% in St Peter's/High Street. 'Day trippers' peaked in Burgate and were more likely to be found in St Peter's/High Street, which also had a high proportion of 'tourists' compared to other sample points.
10. Overall 37% were 'employed full time', the smallest number we've seen across our surveys (38% in 2013) and those 'retired', made up 30%, again the largest we've seen since we started this research in 2011 (29% in 2013). This can be seen as quite logical with the shifts we see in age, and in SEG this time. St Peter's/High Street had both the lowest proportion of those 'working full time' and at the same time the highest proportion of 'retired'. Burgate (44%) had a higher proportion of 'full time workers' than other locations, with King's Mile (43%) very close behind, whilst 'full time students' (24%) stood out in St Dunstan's.



# Key Findings

11. Those who were 'alone' on the day of their interview (57%) made up a smaller proportion than in 2017, however this result is well within the range of our past results (note: the low of 49% in 2013), whilst 22% were 'with their partners'. Those who were on their own were to be found in highest numbers this year in King's Mile (71%) and their numbers were lowest this time in Burgate (just 51%). There was relatively little variance in the percentage visiting 'with their partners' – a high of 25% in St Peter's/High Street down to a low of 19% in Burgate. Those who were 'with friends' were more often to be found in Burgate (27%) than the other areas with a low of just 6% in King's Mile.
12. Average travel time (35 minutes) rose quite sharply this year vs. 2017 and is actually the highest we've seen to date. We know that Canterbury has a large catchment anyway but this increase is likely to be impacted with the change in the sample make up this year – i.e. with fewer locals than we've seen before.
13. In travel mode terms, those 'walking' were once more our biggest group (38%), and similar to other years. However those travelling by 'car', although the second biggest group this year, made up just 26% of our sample – significantly lower than previous years and continuing the downward trend we have previously noted. As many as 20% travelled by 'bus', this is the largest proportion we've seen and double the number in 2015. 'Train' users also hit 10% for the first time.



# Key Findings

14. Despite the shifts in our sample make up, 77% of respondents were actually shopping on the day they were interviewed, higher than in 2017 and identical to 2013. This increase vs. 2017 was quite consistent across our sampling points, and the highest numbers of shoppers were to be found in two locations – St Margaret's and St Peter's/High Street.
15. For those shopping on the day of their interview, the average time spent shopping (136 minutes) increased sharply after the low figure we saw last time, to give a much more typical dwell time this year. (We noted the high temperatures during the fieldwork in 2017 which we felt impacted shopping dwell time, the weather this year was more typical and other than rain on the first day of the fieldwork there was nothing worthy of note in 2019).
16. Despite the more typical shopping time this year, the proportion who said that they ever shop for non-foods in Canterbury fell below 90% for the first time, down to 85%. This pattern was evident across all interviewing locations but with the numbers being particularly low in King's Mile and St Peter's/High Street. The change in sample make up with fewer locals must once again help explain these shifts this year.
17. The proportion who claim they ever shop for groceries in Canterbury city centre (53%) also fell to its lowest level (although it had been at 56% in 2015). The results by location show little variance between each point, however we did measure minor growth over 2017 in Burgate.



## Key Findings

18. The story is actually consistent again for the numbers who say they ever visit Canterbury for entertainment reasons. Just 77% said they did so in this survey (79% in 2015), but well down vs. 2017. Again, these shifts may be explained by the difference in sample make up this year.
19. However, despite the fall in the proportion who ever shop for non-foods, the average visit frequency for those that actually do shop (51 visits p.a.) shows a small increase over 2017, and is very close to the high we measured in 2015. Growth was clear in four of the five locations, the one exception being St Dunstan's.
20. The average visit frequency for grocery shopping in the city (77 times p.a.) fell slightly vs. last time but again is within the range of results we've seen. Results across the locations do however show both rises and falls.
21. The average visit frequency for entertainment in the city shows a decline to 37 trips per annum. Although this is a fall from 2017 it is actually at a higher level than either 2013 or 2015. The pattern appears quite mixed across the locations however we should be mindful of the relatively small samples we have in each sample point here on these questions.
22. We again explored the main reason for visiting Canterbury on the day of the interview, and again we can see some movements in the results this year compared to last time. Just 10% were 'non-food shopping' in 2019, the lowest proportion we've seen and half the number we found in 2017. These 'non-food shoppers' were more prevalent in St Margaret's (14%) than elsewhere, whilst there were a lot fewer in St Dunstan's and none at all in Burgate.





# Key Findings

- 23. Those 'just browsing' actually made up our biggest group (23% of all respondents) and they were more concentrated in King's Mile and St Peter's/High Street than other locations. 14% were 'meeting friends' with the highest proportion of these being found in St Dunstan's (24%), while the next biggest group were those 'using a service' (9%), with the highest concentration of these to be found in St Dunstan's.
- 24. Exploring purchases by category, non-food conversion (45%) fell after last year's growth and is lower than we've seen before – but not significantly so. Again, the pattern varied by sample point, with St Margaret's performing weakest relative to the others.
- 25. Grocery conversion (25%) also fell vs. last time but is above previous survey results. The fewest number of grocery shoppers could be found in St Peter's/High Street (just 17%) with the highest being found in King's Mile (33%) and St Dunstan's (30%).
- 26. Entertainment conversion (note: here compared with catering conversion in 2011) was at 25%, also down vs. 2017 but actually identical to the 2013 wave's result.
- 27. Average party spends which would not have been helped by the smaller party size this year were down consistently across all categories compared with 2017. Again, the declines in conversion would suggest we'd see a similar fall in spend, which we do. Although the fall in non-food spend from 2017 is quite modest, the grocery spend fall is more significant. These changes will be influenced by the changes we've already noted in the make up of the sample, i.e. fewer locals, more older, more retired, and less car users.





# Key Findings

28. Once more we explored where shoppers would have made their purchases today if they had not made them in Canterbury. Less than half (47%) claim to only shop in Canterbury – the lowest we've seen across all our surveys, and again indicating the lower proportion of locals in our sample this year. Not surprisingly as many as 29% said they would have used their 'local town' the highest number since 2013. No single named location achieved more than 4% share.
29. As in previous research we looked at ratings for the city across a number of criteria and this year added in three new ones. The highest scores were achieved for 'pleasant atmosphere' 91% (very good/quite good), and 'choice of restaurants and cafés (89%) – broadly consistent with last time. Next was the newly added 'parks and gardens' (88%) at a similar rating level to both 'service in the shops' and 'ease of access'. 'Signposting' and 'cleanliness' scored slightly weaker (both under 80%) however the poorest scores were for the other two new categories – 'mobile phone coverage' and 'Wi-Fi connectivity'.
30. This year we also had some specific questions about the impact that the Wi-Fi connectivity and phone coverage had on their visit to Canterbury. We looked at five factors: visit frequency, length of stay, purchasing decisions, city exploration and parking location. It was clear that although they had rated the phone and Wi-Fi network coverage quite poorly, more than three-quarters felt it actually had no real material impact on their visits to the city.



# Key Findings

31. As in previous waves we also looked at several ratings specifically at the five sample points.
- 'Choice of shops' scored 70% overall (very good/quite good) which was sharply up vs. last time. Highest scoring areas this year were St Margaret's and Burgate, with this year King's Mile scoring relatively poorly.
  - 'Safety/security' (84%) was little changed again compared to recent surveys but also weaker than 2013. This year King's Mile was weakest with St Margaret's scoring strongest.
  - 'Cleanliness' (79%) was up on 2017, with a relatively small range of individual scores from Burgate (85%) down to King's Mile (73%).
  - 'Service in the shops' (87%) again shows no real movement from recent waves. Once more the range of scores was quite narrow, and only the lower rated St Dunstan's stands out from the other areas.
  - 'Signposting' (76%) showed another improvement wave-on-wave. The low was again St Dunstan's and the highest scorer this time was actually St Peter's/High Street.
32. As previously we also asked questions about the market, and as before, the higher scores were achieved for 'friendly service' (75%) and 'location' (78%), albeit down on last time, whilst 'range of products' and 'choice of stalls' did show improvements.



## Key Findings

- 33. Our overall satisfaction score was 91%, or in other words, very close to previous findings. Again, the range of results across the sampling points was quite narrow, but the best scoring locations this year were St Dunstan's and St Peter's/High Street (96% and 93% respectively).
- 34. The desire for changes in the retail mix again shows little major change across the surveys, however the most popular demand this time is for 'more homeware shops' which has shown steady growth across each wave. The next strongest demand was for 'more menswear' (15%), ahead of 'more ladieswear' (14%). Amongst those who would like to see changes the most common theme within 'other' changes (58%) was yet again 'more independent shops'.
- 35. Service-related changes showed a similar pattern to previous surveys. The strongest demand was once again for 'cheaper parking' (18%), although this was down from 2017, no doubt reflecting the fewer people in this survey who had used their cars compared to previous surveys. The next most popular request was for 'more entertainment' (14%), whilst no other topics generated responses above 10%.
- 36. We again retained those questions added in 2015 about My Canterbury. Awareness of MyCanterbury was 24% in total (down 4 percentage points), we would suggest again reflecting the higher numbers of 'non-locals' in our sample this time.
- 37. For those aware of My Canterbury the most important means of communication this year were 'social media' (22%) ahead of 'someone I know' (20%). These results are actually similar to previous surveys however 'magazines' do seem to have been more a factor this year along with 'leaflets, flyers or posters'.



# Gender & Age profiles

(n = all respondents)

	Spring 11	Spring 13	Spring 15	Spring 17	Spring 19	GB popn.
Male	43%	45%	44%	46%	45%	48%
Female	57%	55%	56%	54%	55%	52%
18-24 years	20%	18%	21%	19%	19%	14%
25-34 years	16%	13%	15%	11%	12%	20%
35-44 years	8%	9%	10%	9%	11%	18%
45-54 years	19%	15%	15%	17%	13%	16%
55-64 years	19%	19%	20%	21%	15%	12%
65 years+	18%	26%	17%	24%	29%	20%



# Social Grade profile and Average Party Size

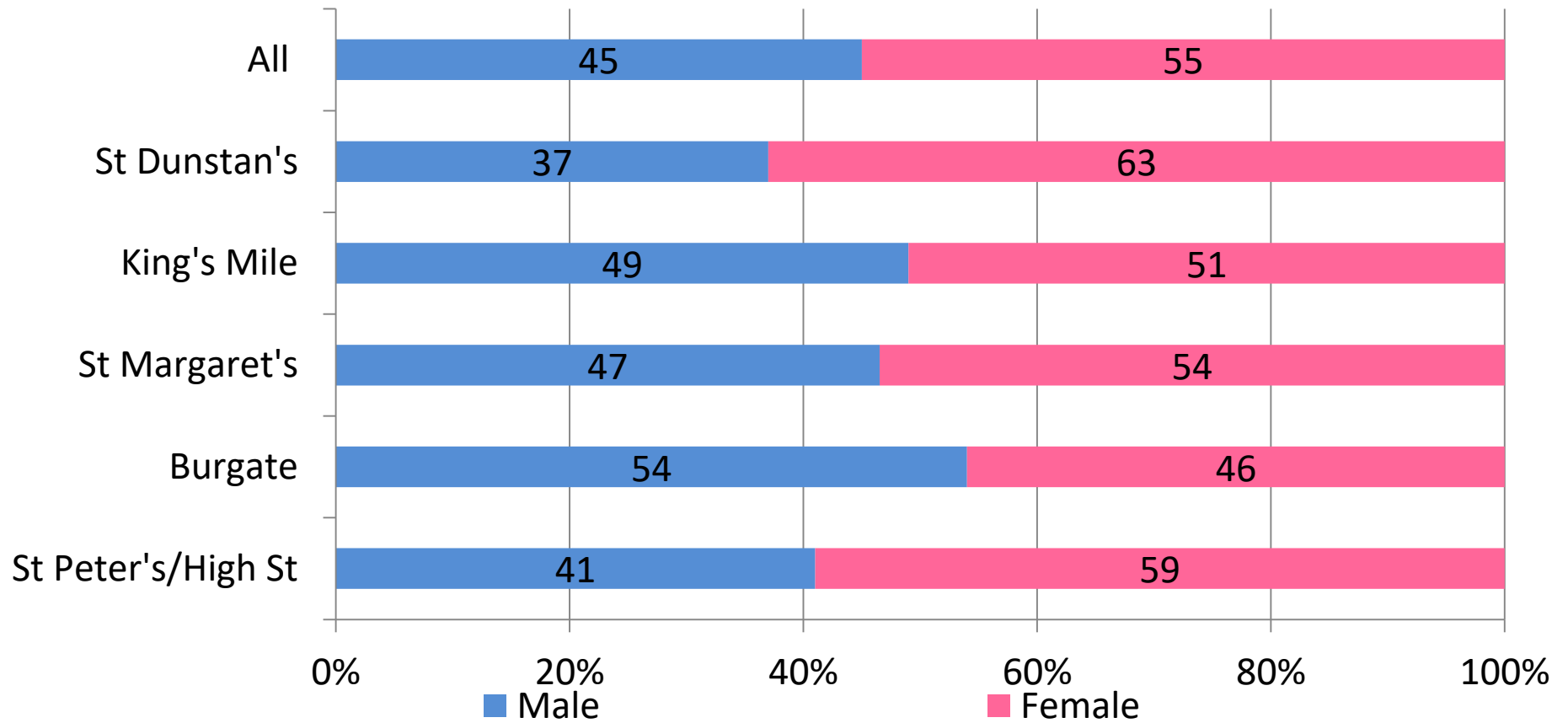
(n = all respondents)

	Spring 11	Spring 13	Spring 15	Spring 17	Spring 19	GB popn.
AB	36%	36%	25%	44%	51%	21%
C1	42%	42%	53%	34%	15%	28%
C2	12%	10%	14%	11%	11%	22%
DE	10%	12%	8%	11%	23%	29%
Party size	1.8	1.6	1.6	1.5	1.5	-



# Gender profile (Spring 19)

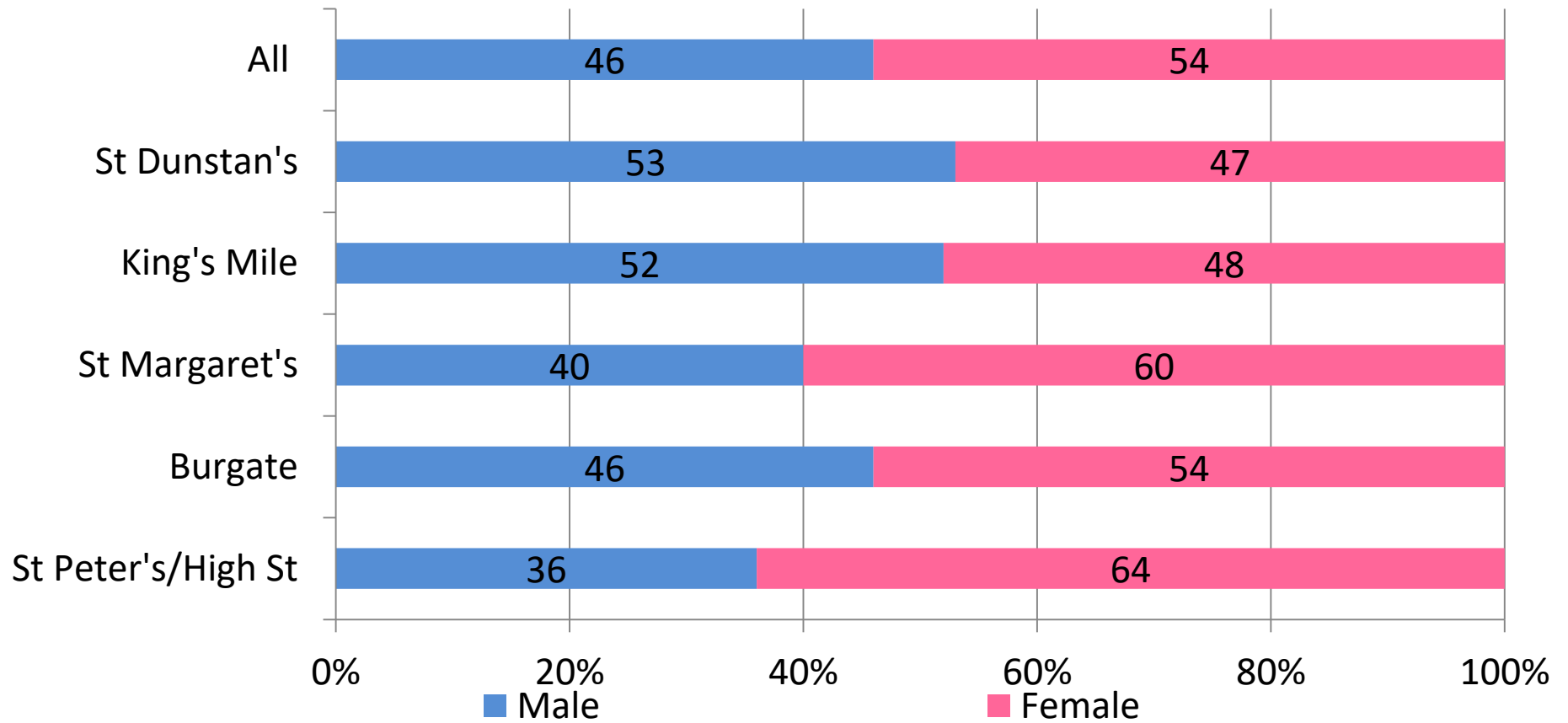
Respondents by gender  
(n = all respondents)





# Gender profile (Spring 17)

Respondents by gender  
(n = all respondents)

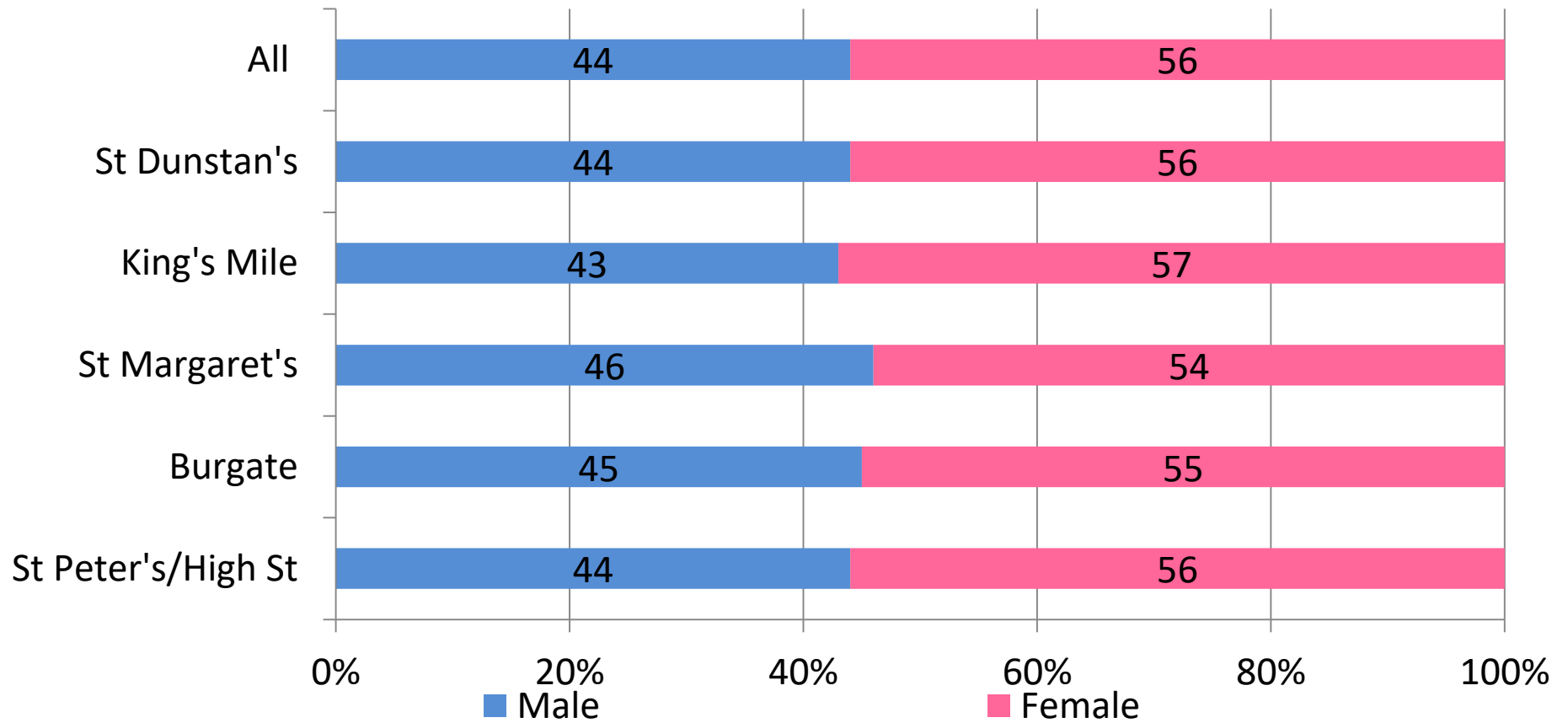






# Gender profile (Spring 15)

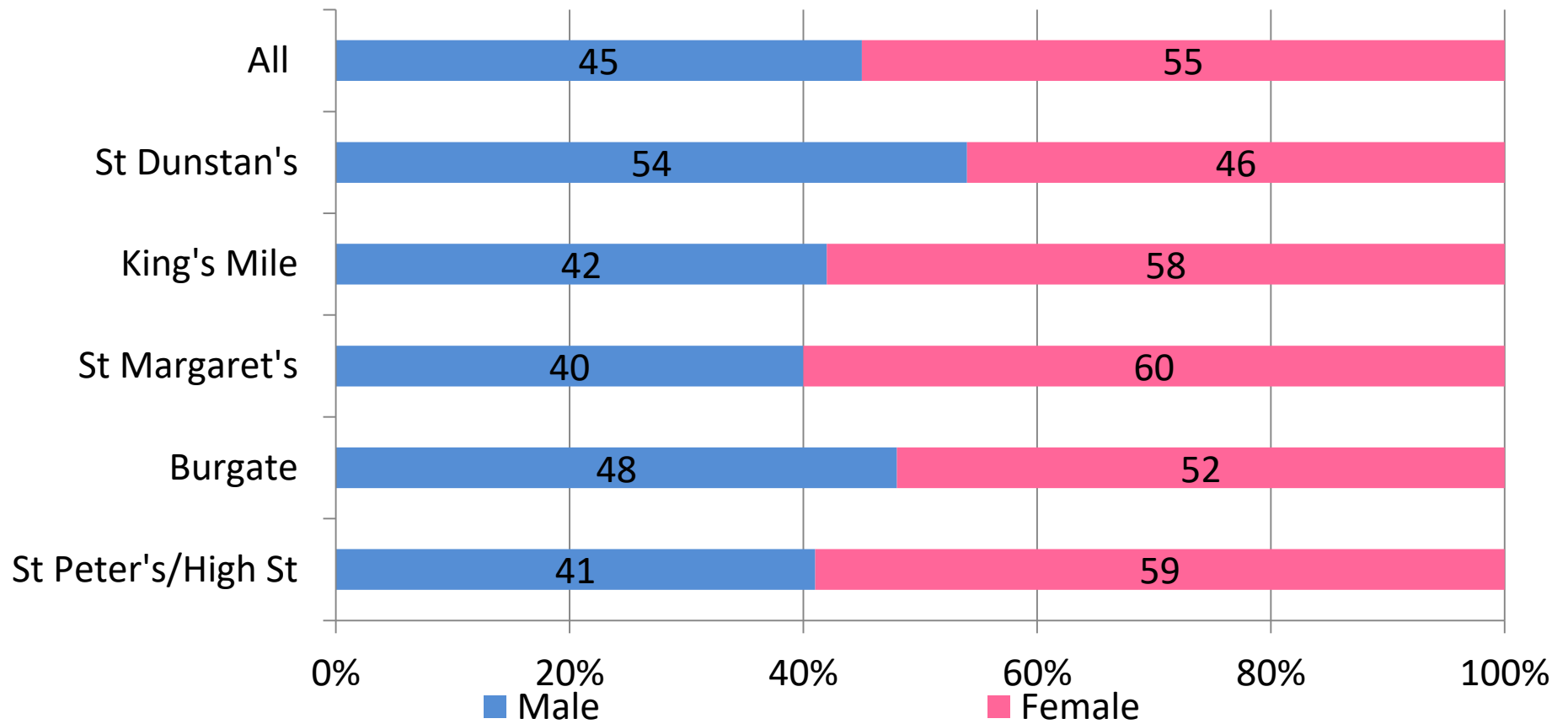
Respondents by gender  
(n = all respondents)





# Gender profile (Spring 13)

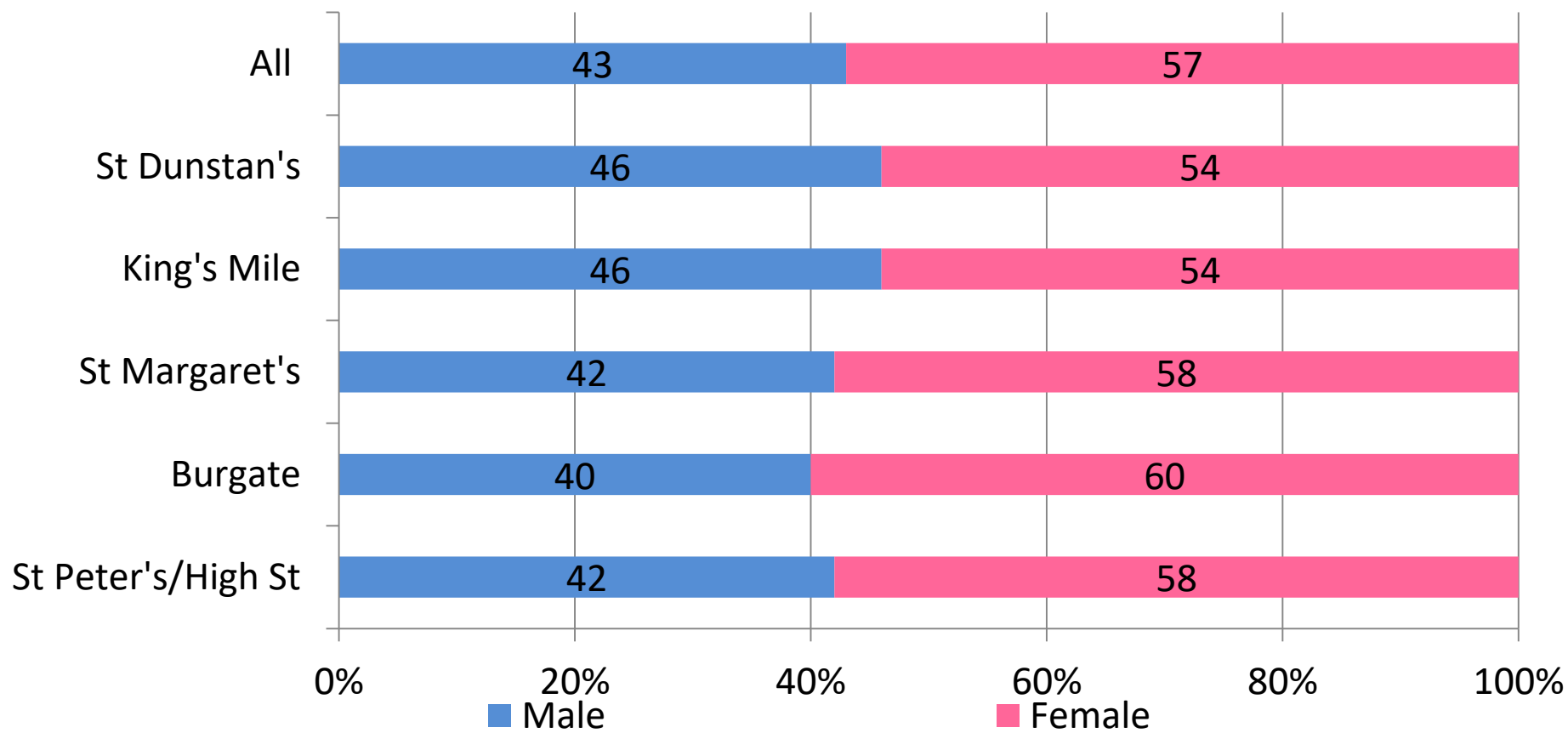
Respondents by gender  
(n = all respondents)





# Gender profile (Spring 11)

Respondents by gender  
(n = all respondents)

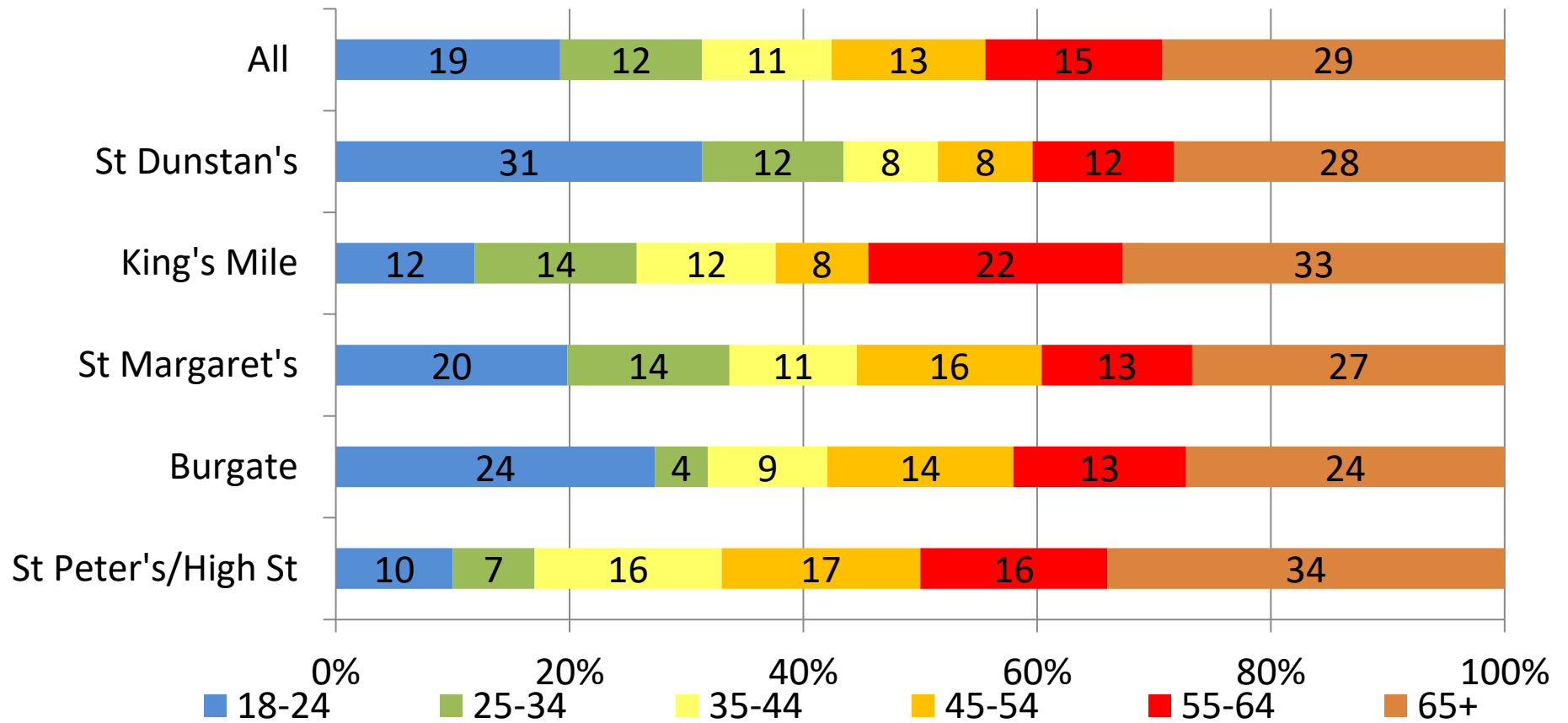




# Age profile (Spring 19)

Please tell me your age?

(n = all respondents)

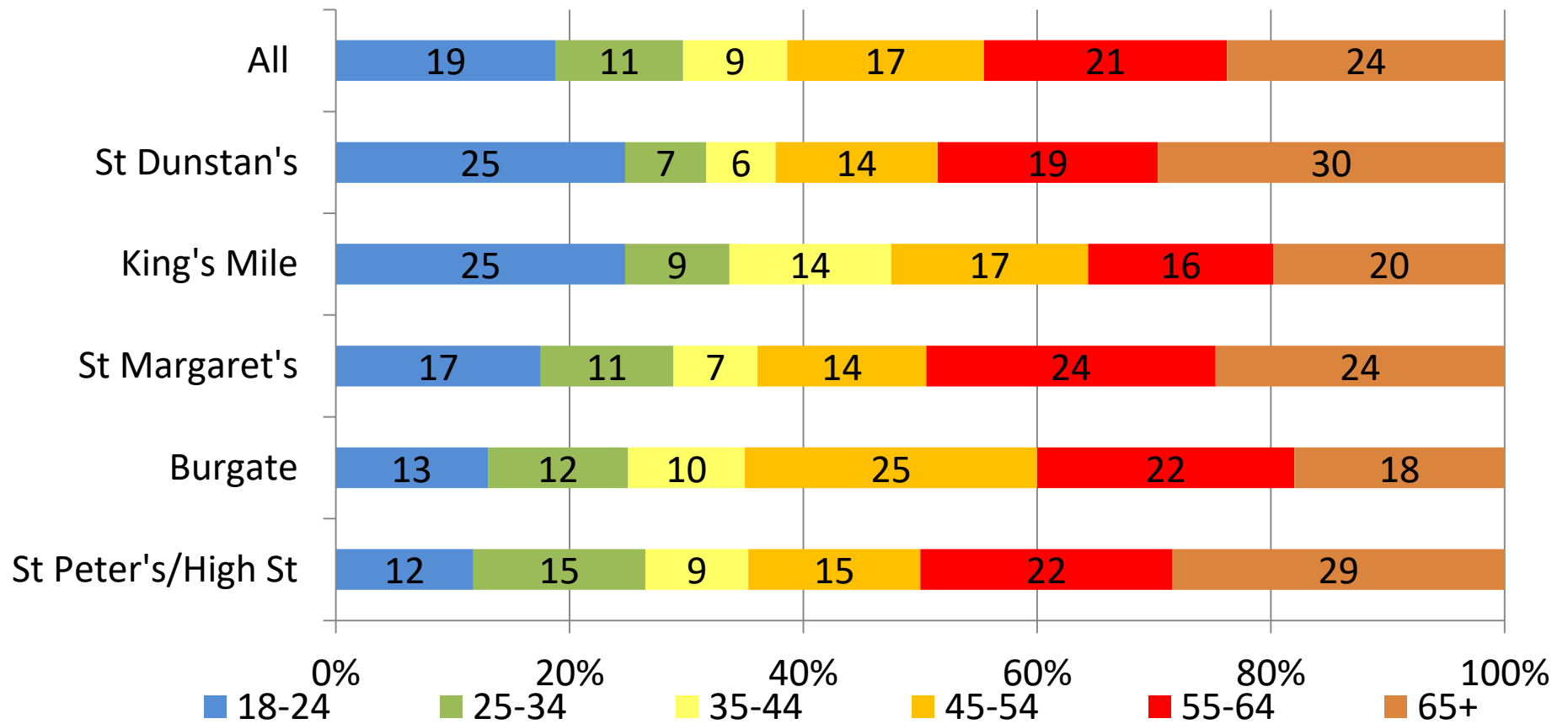




# Age profile (Spring 17)

Please tell me your age?

(n = all respondents)

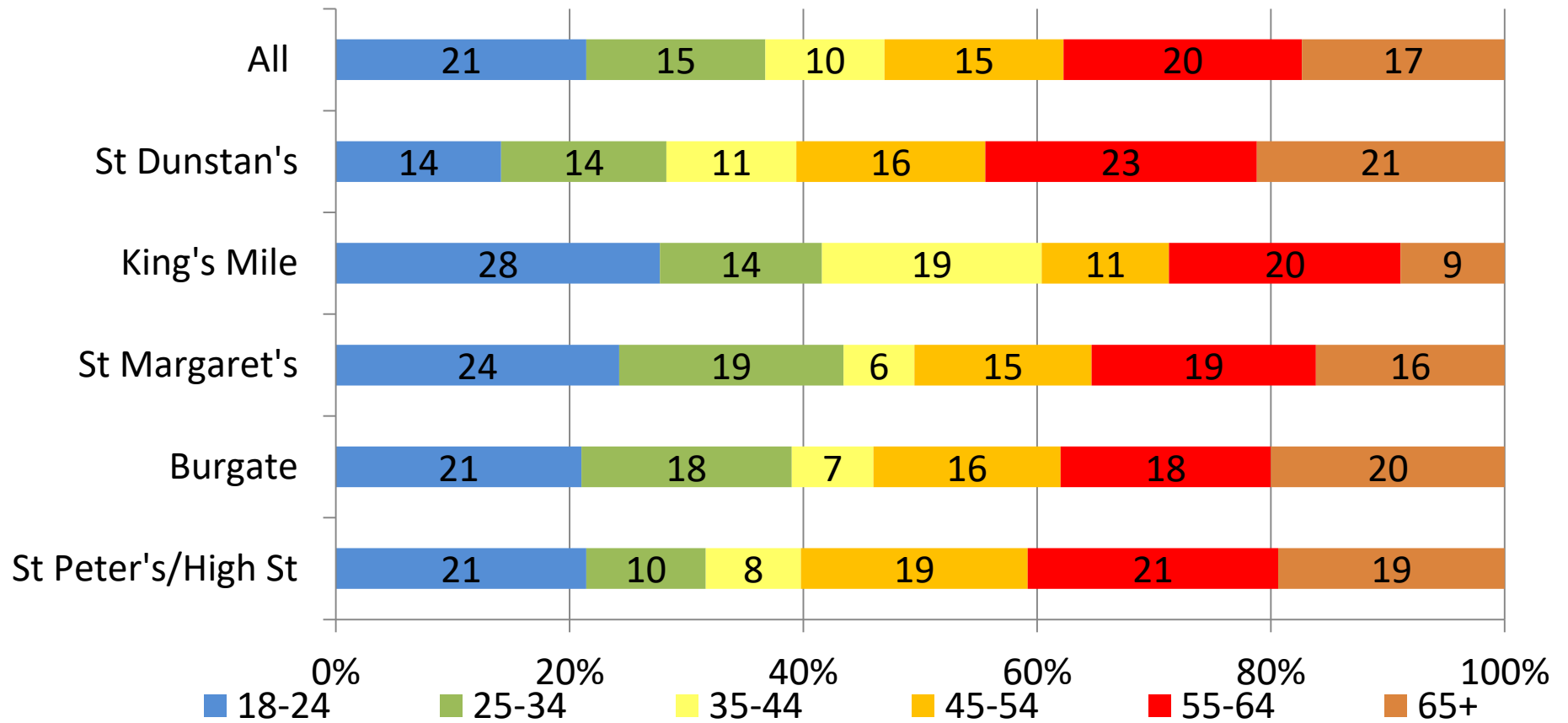




# Age profile (Spring 15)

Please tell me your age?

(n = all respondents)

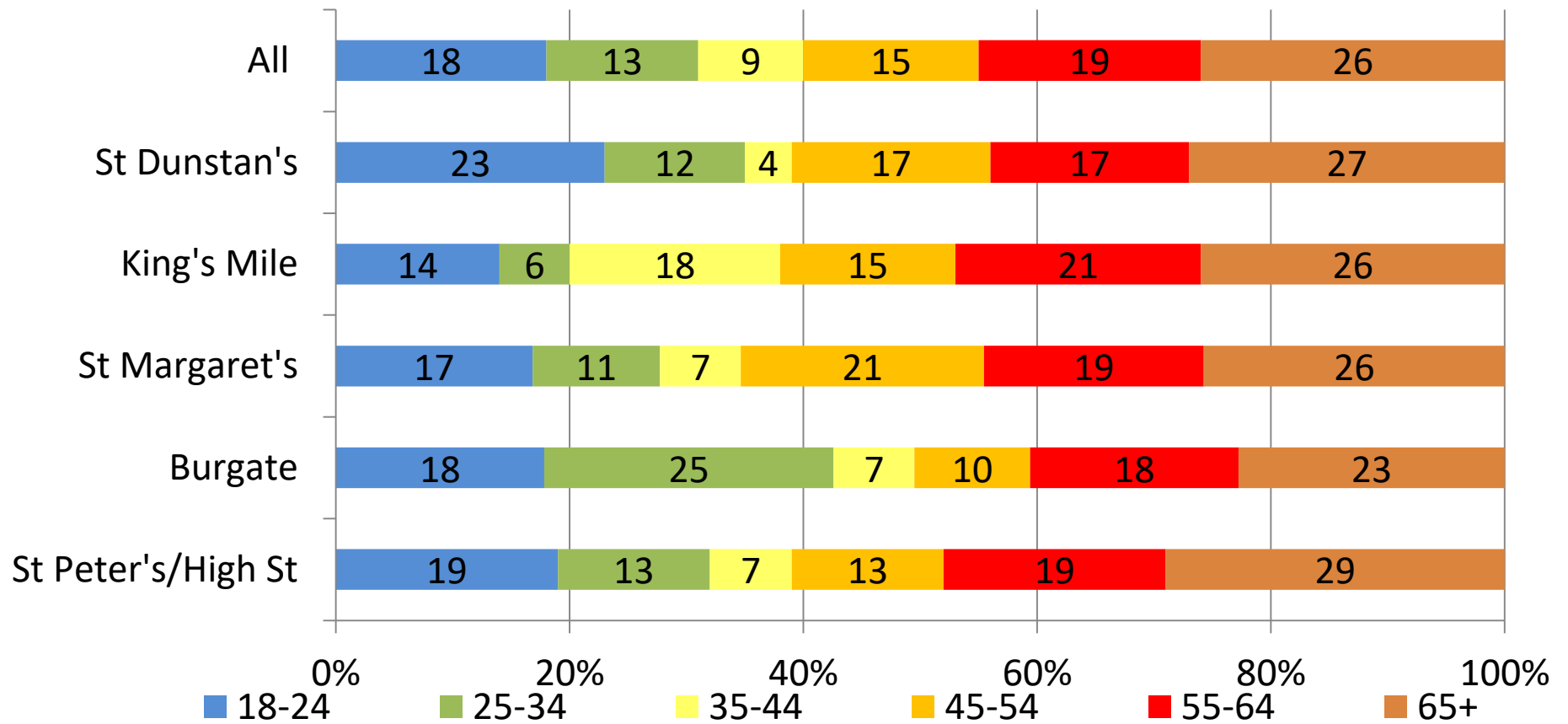




# Age profile (Spring 13)

Please tell me your age?

(n = all respondents)



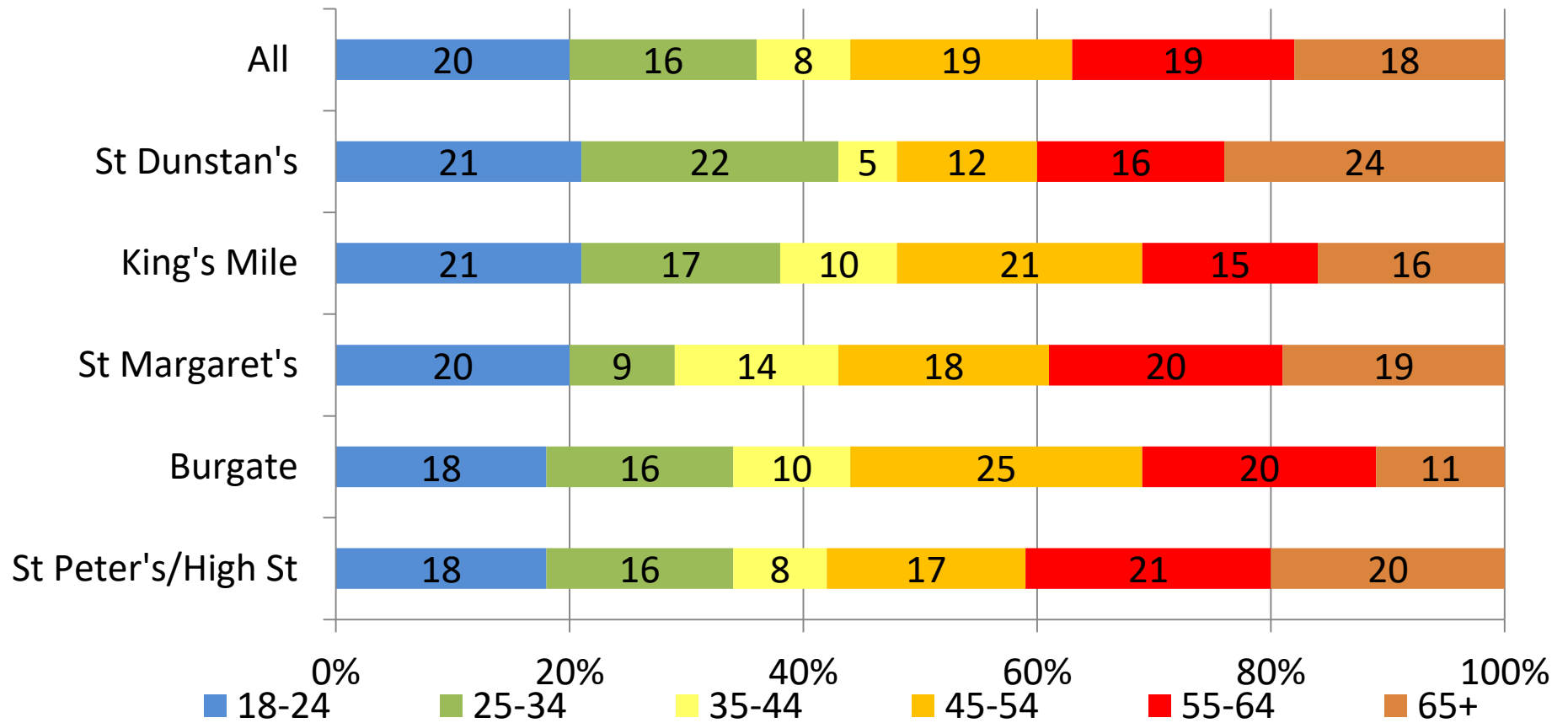




# Age profile (Spring 11)

Please tell me your age?

(n = all respondents)

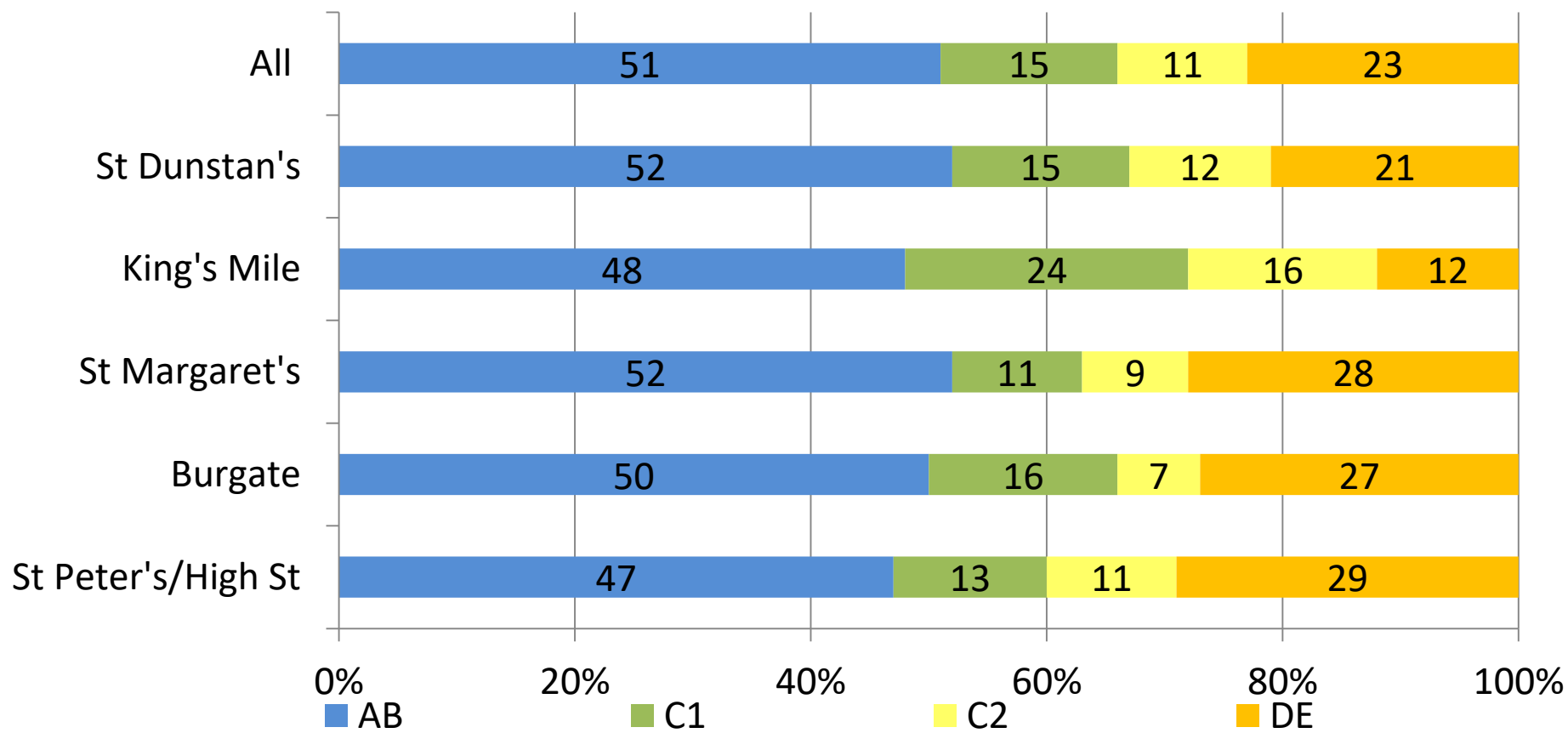




# Social grade (Spring 19)

Respondents by SEG profile

(n = all respondents)

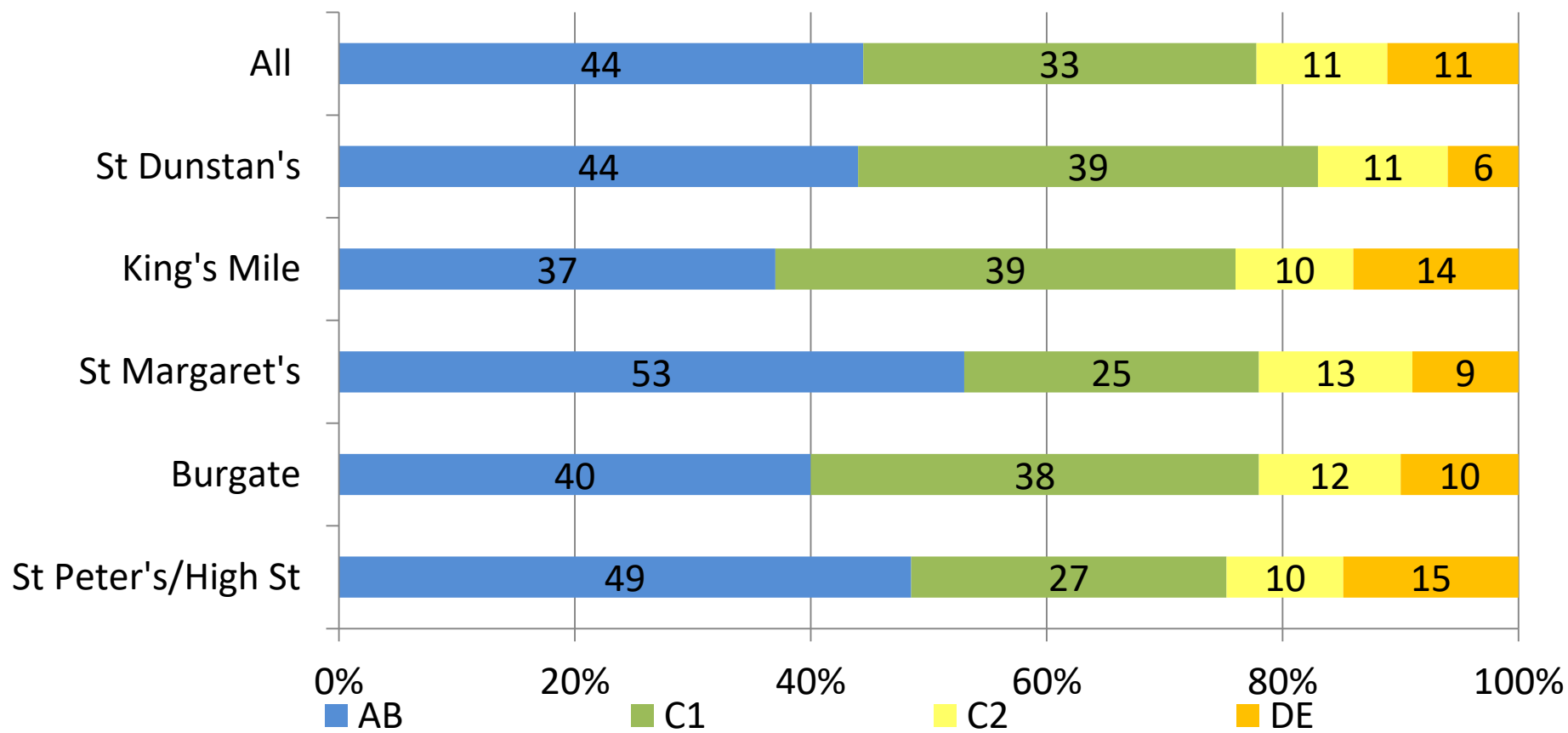




# Social grade (Spring 17)

Respondents by SEG profile

(n = all respondents)

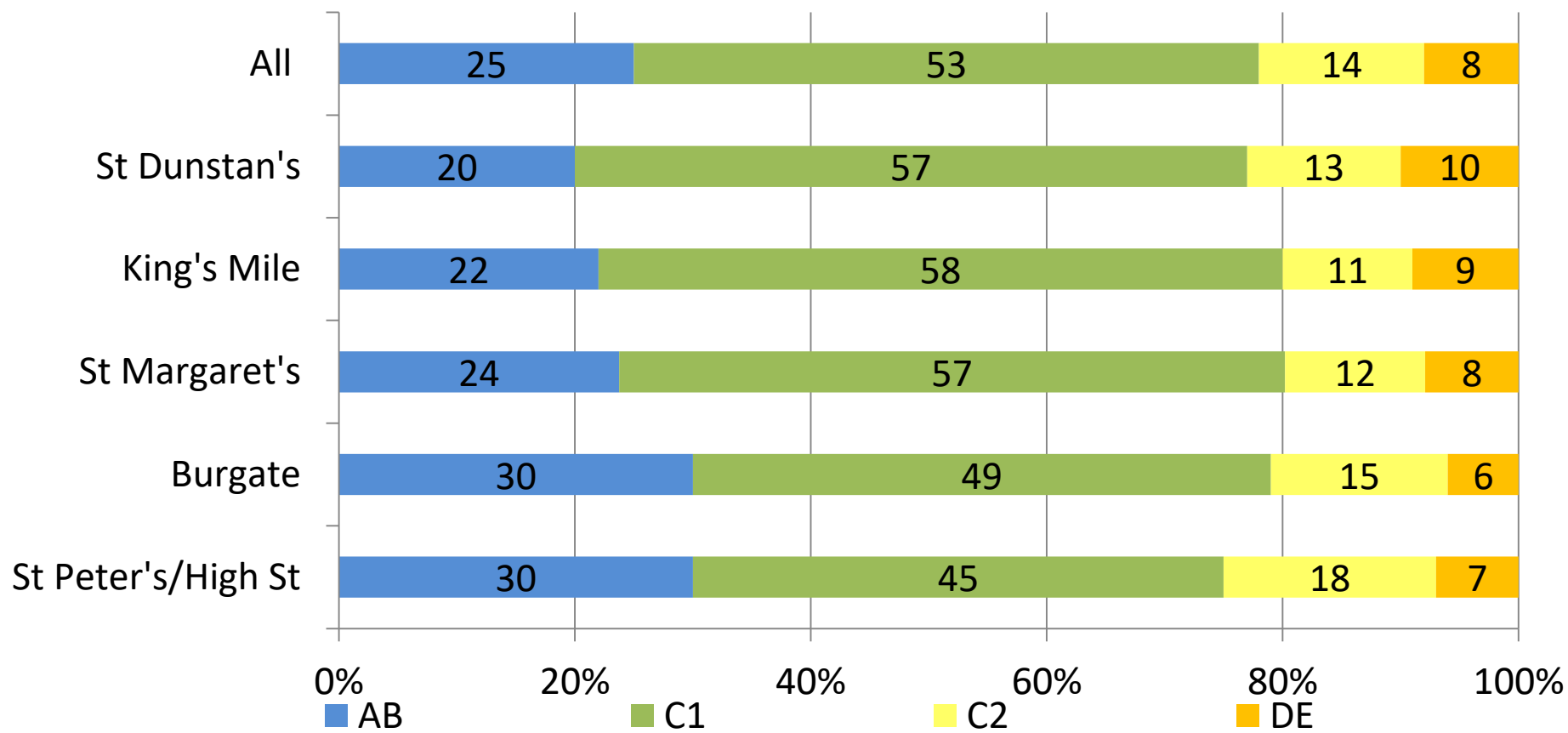




# Social grade (Spring 15)

Respondents by SEG profile

(n = all respondents)

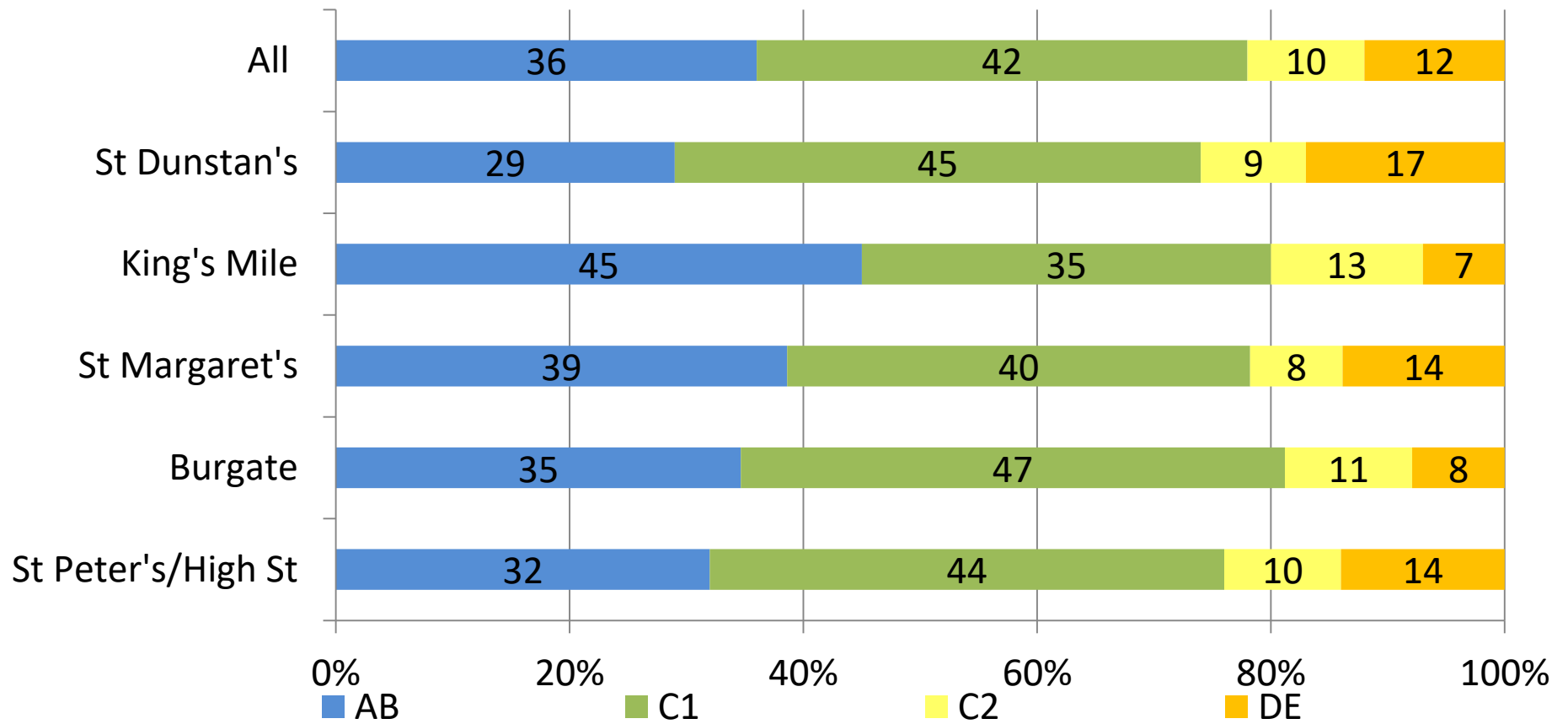




# Social grade (Spring 13)

Respondents by SEG profile

(n = all respondents)

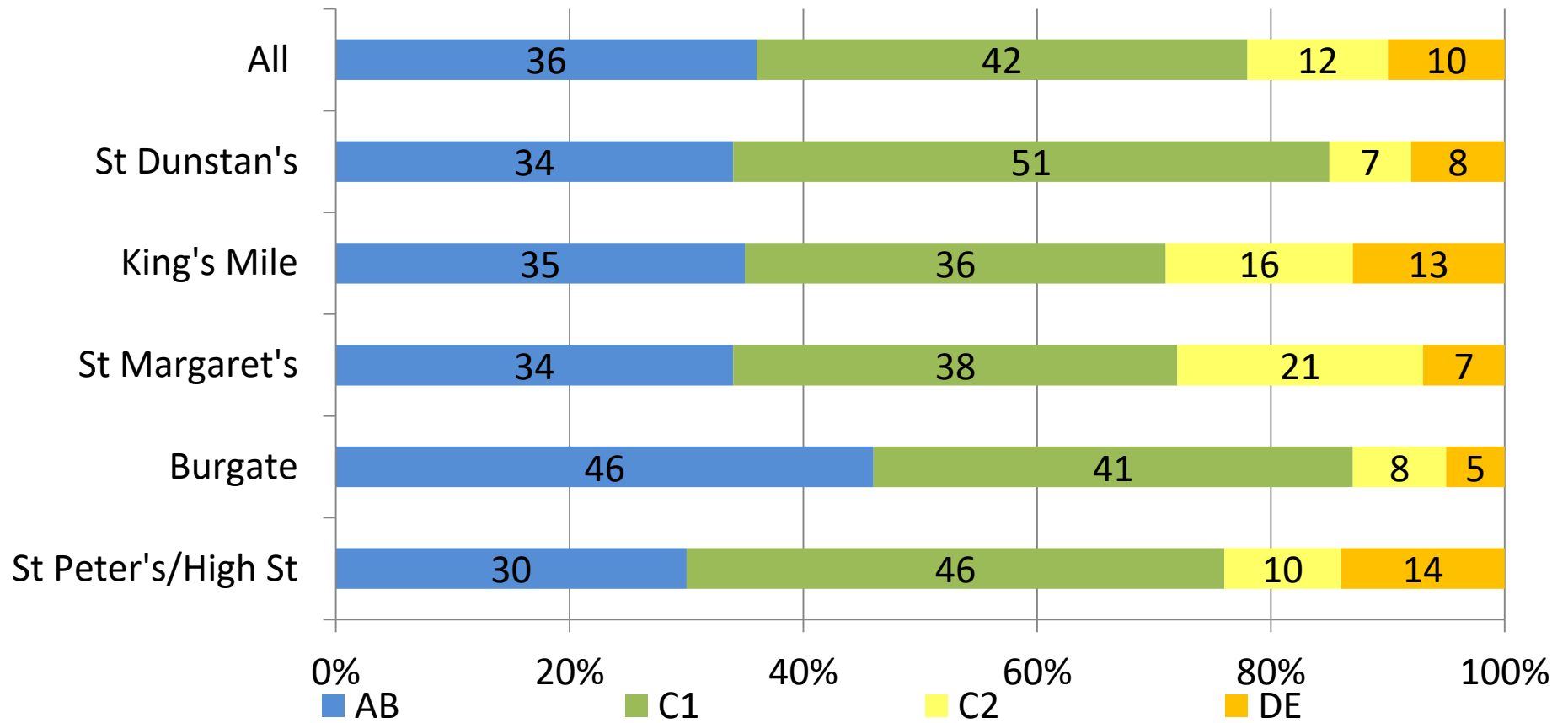




# Social grade (Spring 11)

Respondents by SEG profile

(n = all respondents)

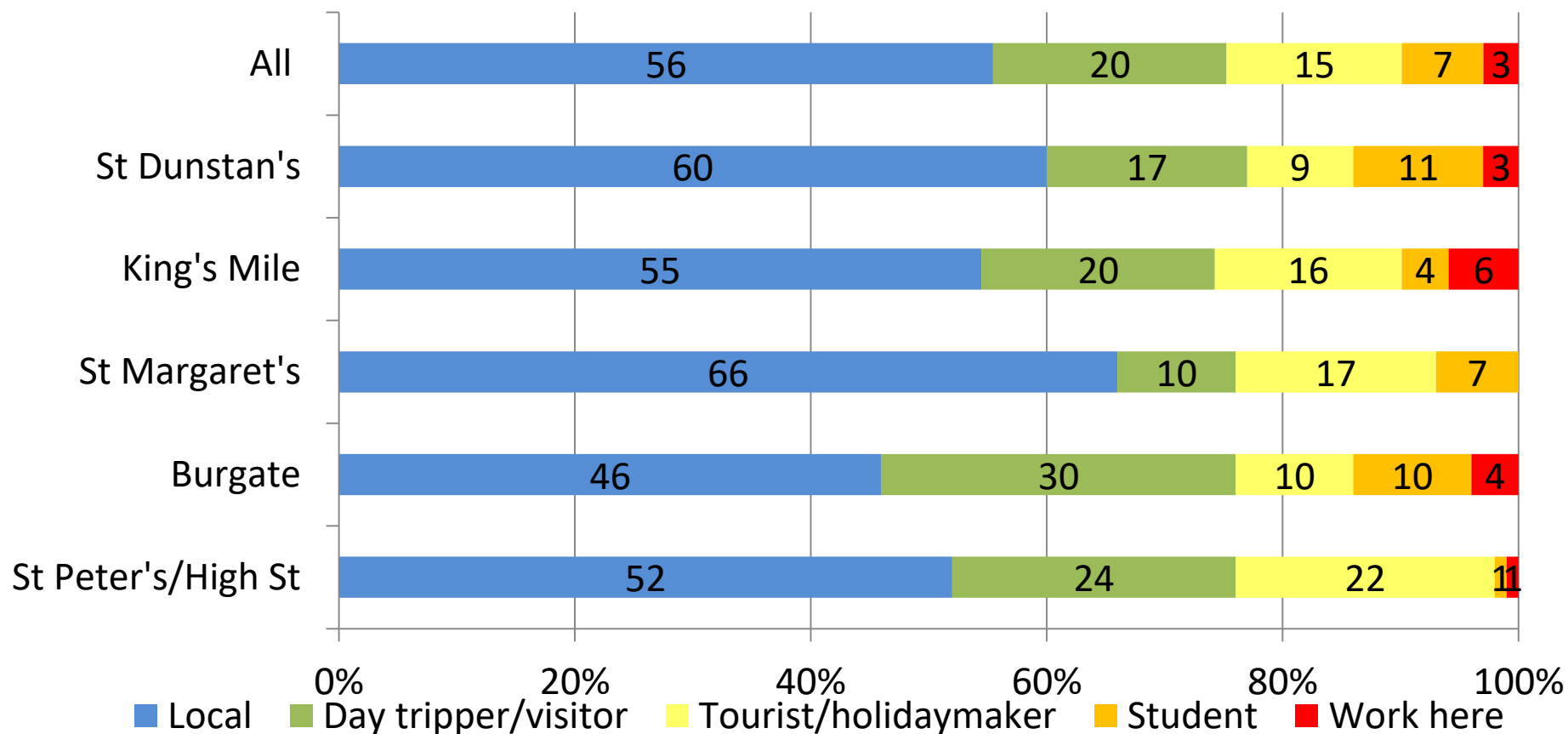




# Respondent Description (Spring 19)

Which of these best describes you?

(n = all respondents)



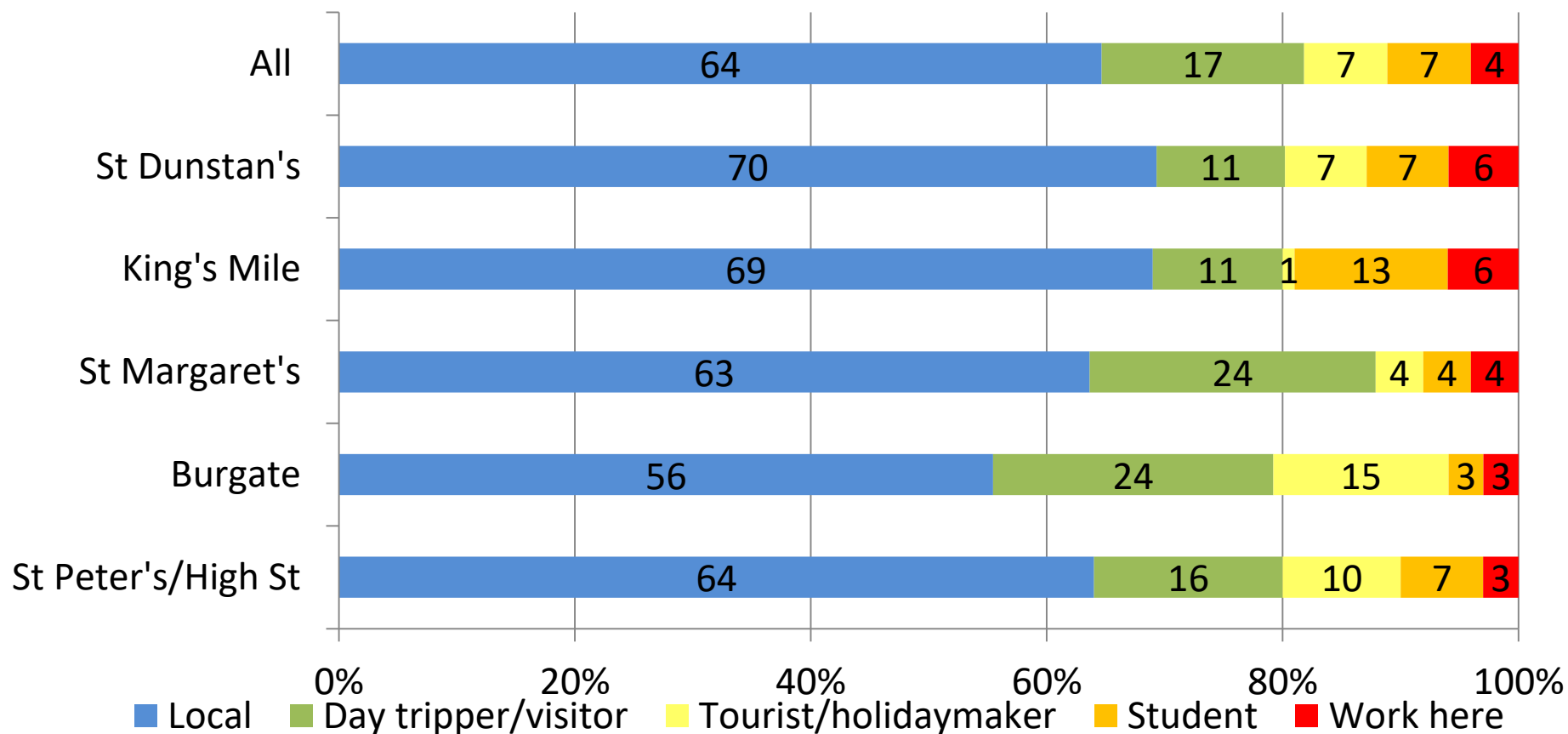




# Respondent Description (Spring 17)

Which of these best describes you?

(n = all respondents)

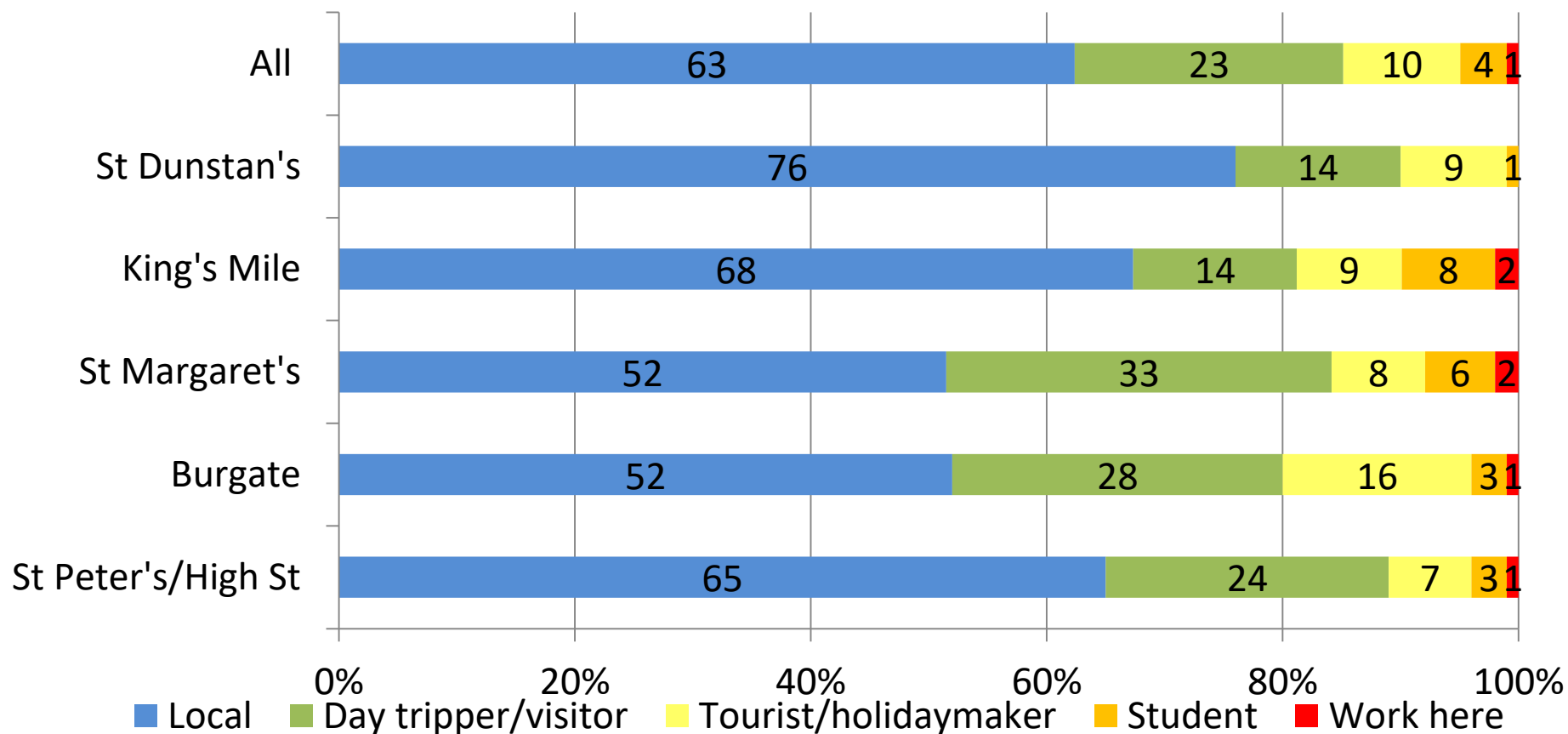




# Respondent Description (Spring 15)

Which of these best describes you?

(n = all respondents)

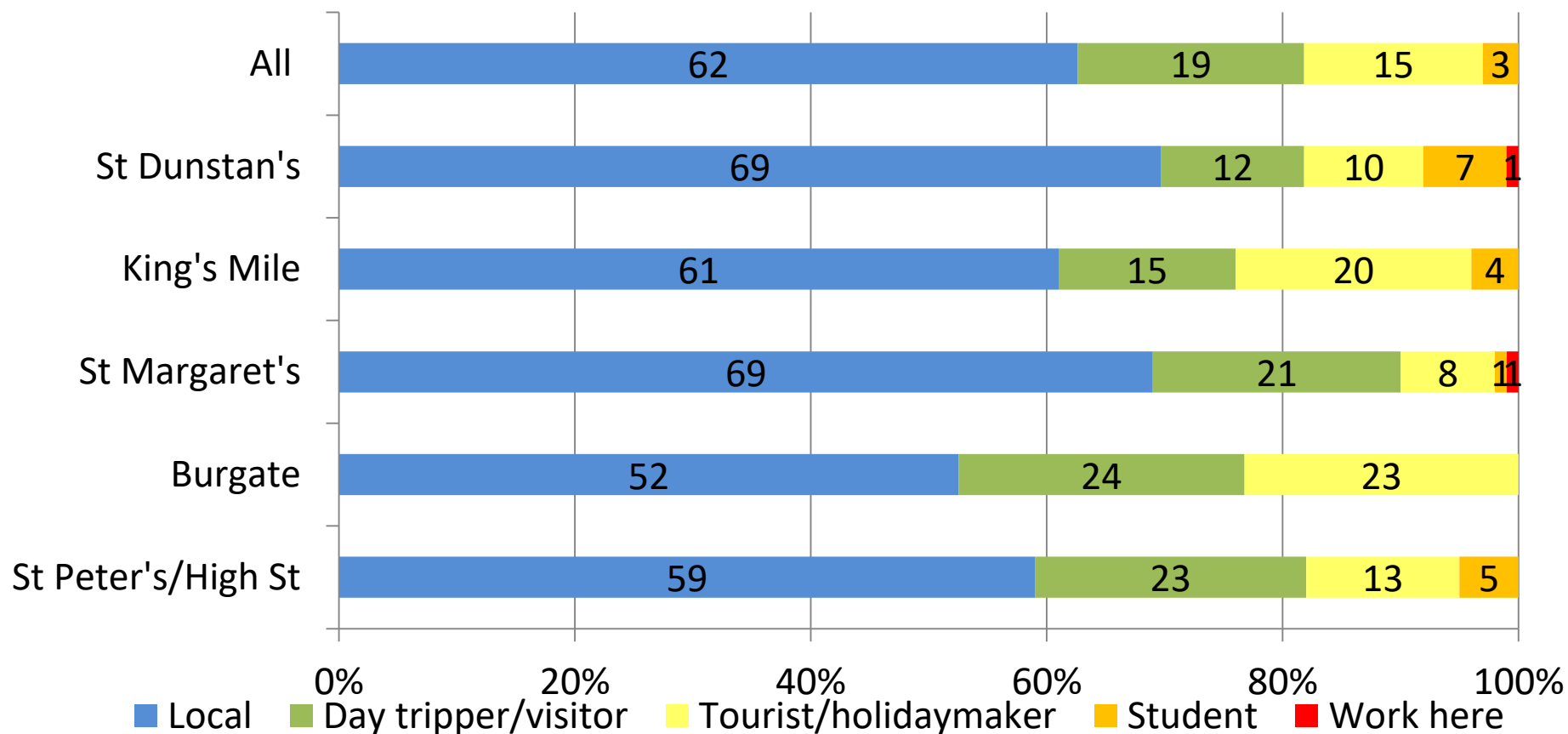




# Respondent Description (Spring 13)

Which of these best describes you?

(n = all respondents)

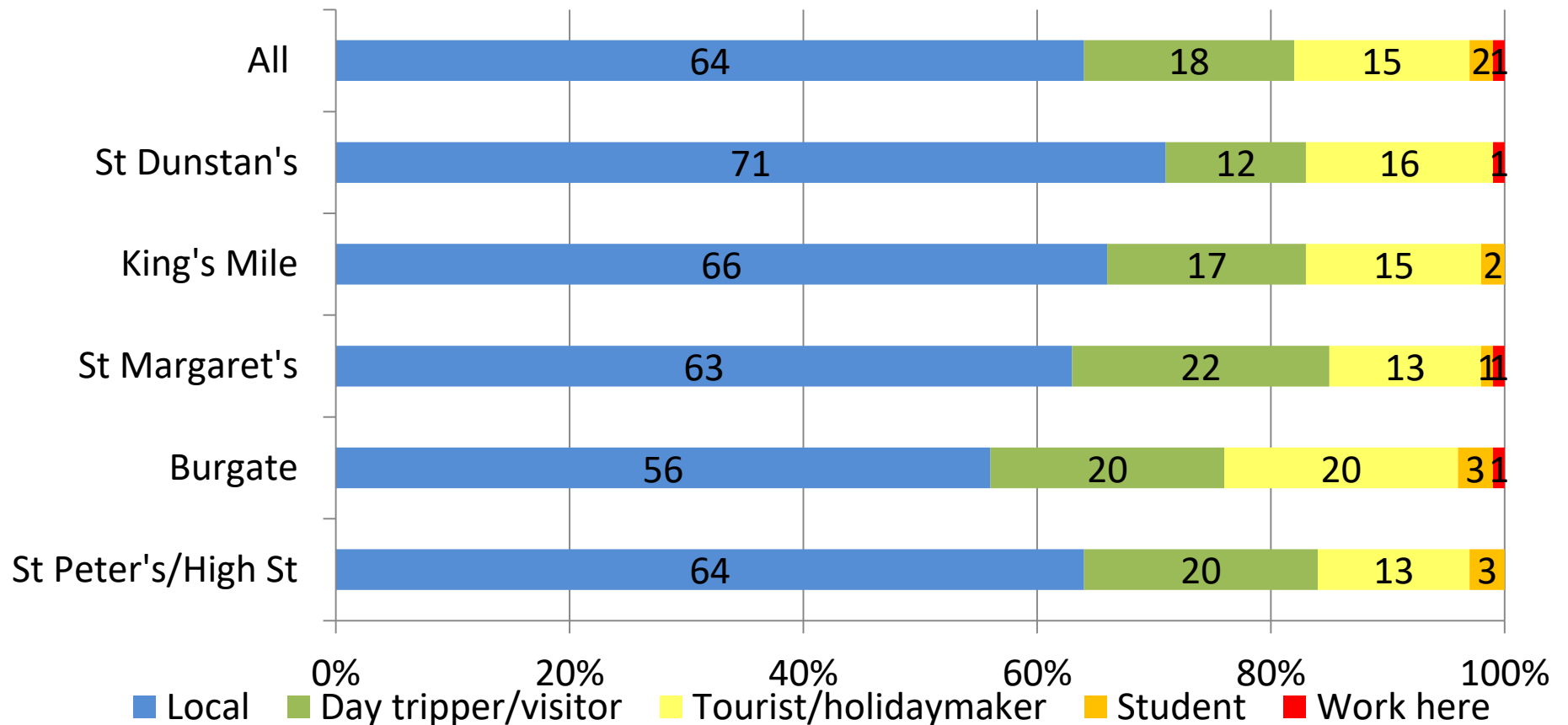




# Respondent Description (Spring 11)

Which of these best describes you?

(n = all respondents)

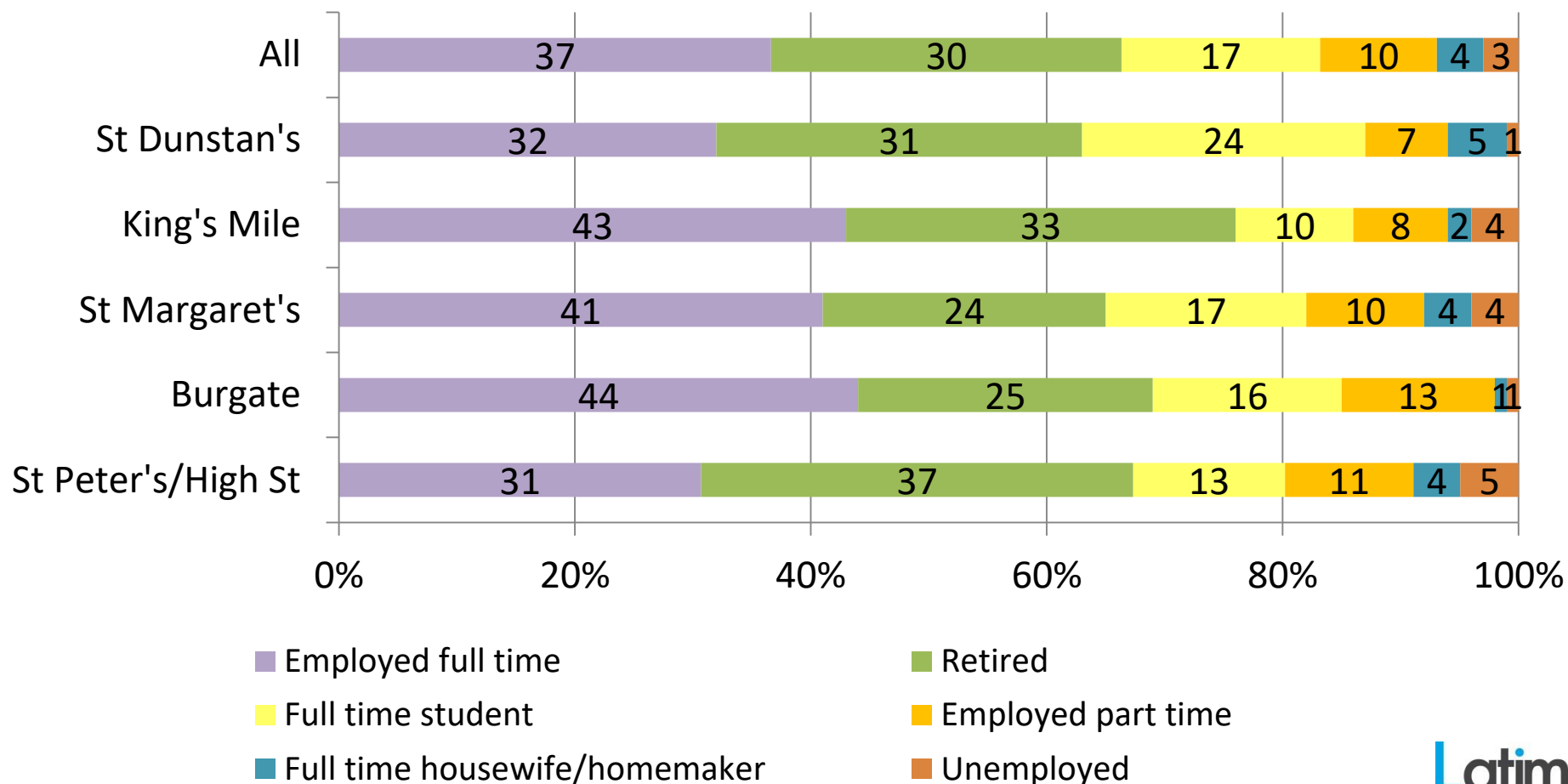




# Personal Description (Spring 19)

Which of these best describes you?

(n = all respondents)

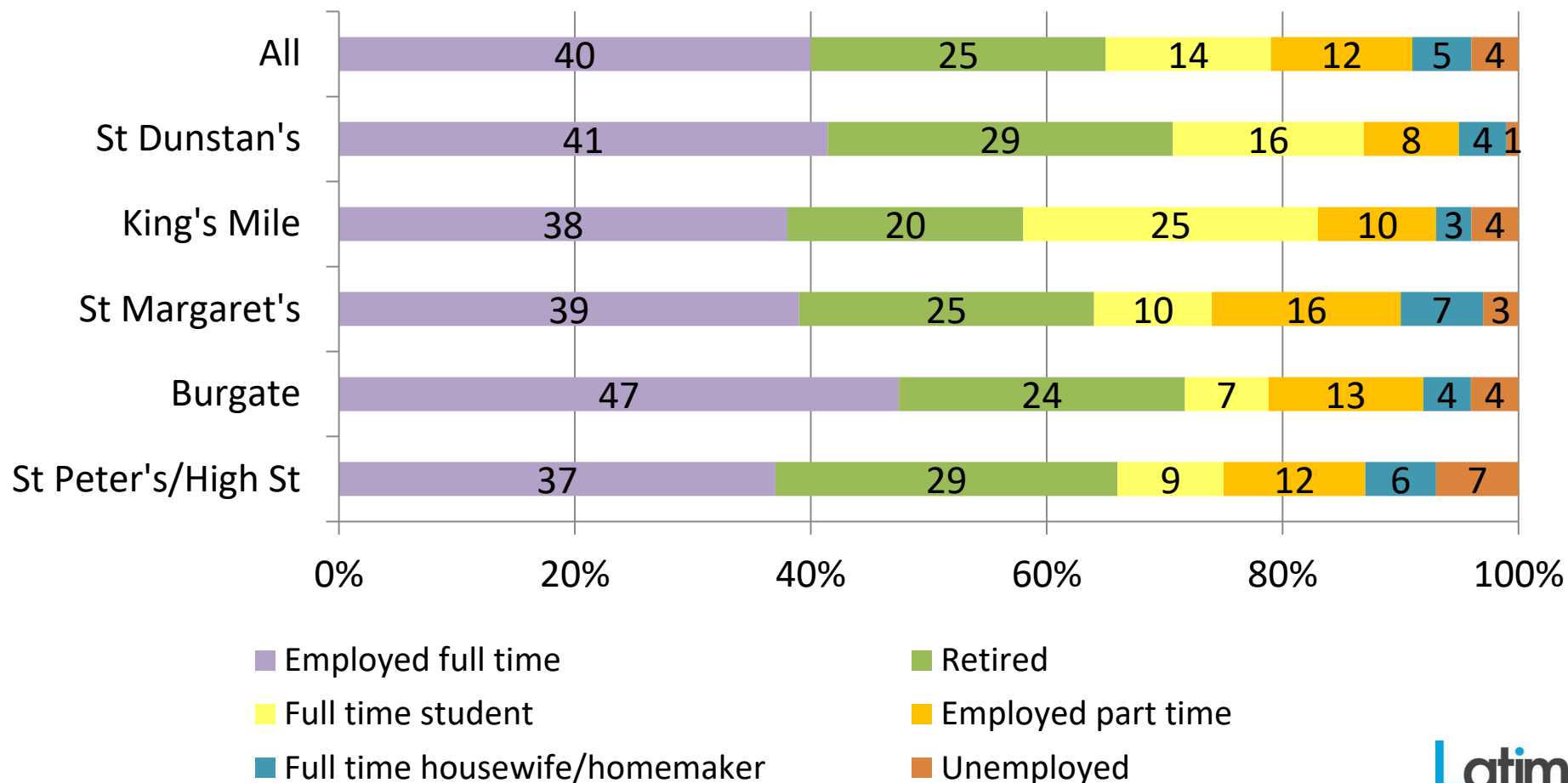




# Personal Description (Spring 17)

Which of these best describes you?

(n = all respondents)

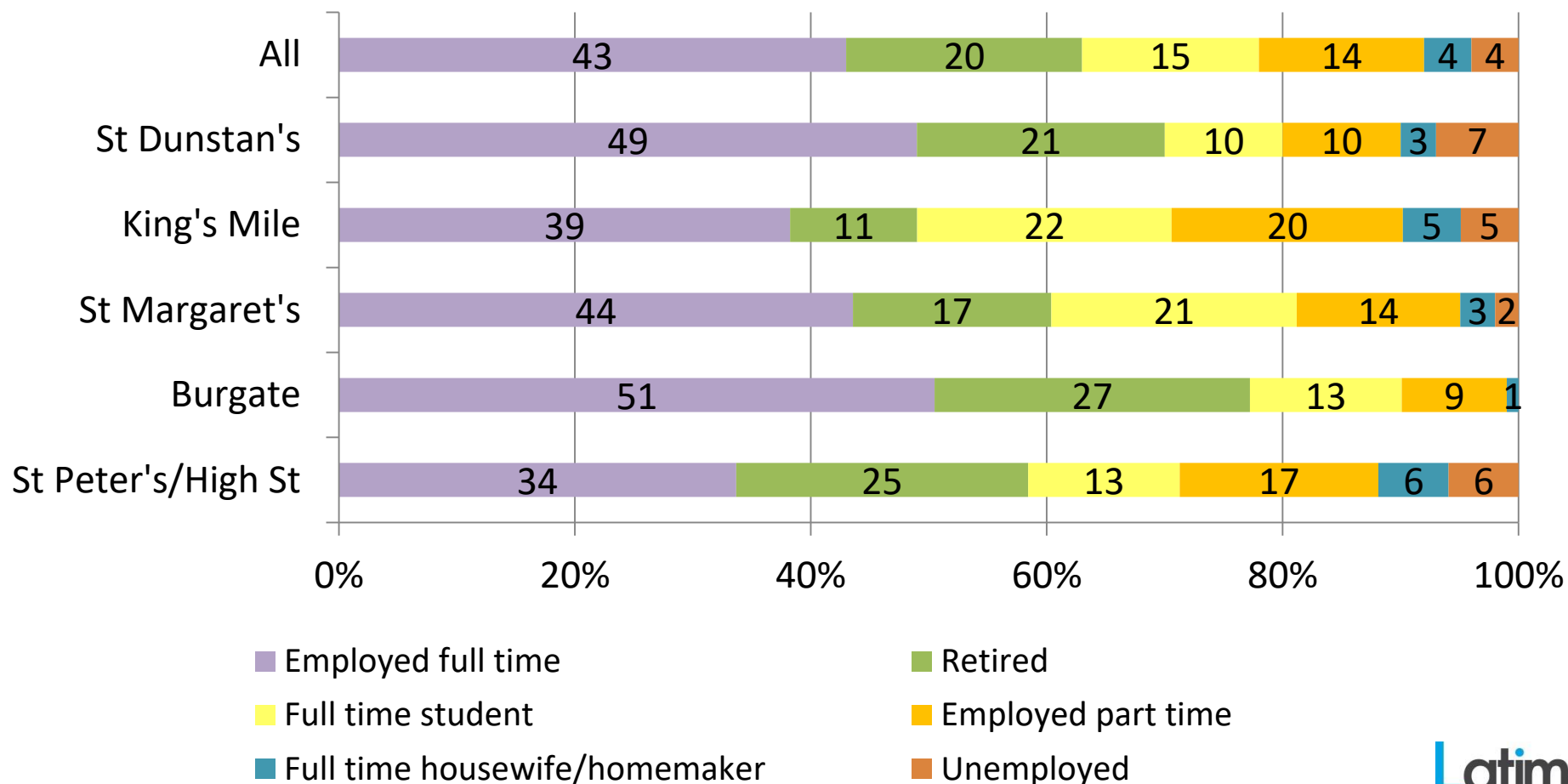




# Personal Description (Spring 15)

Which of these best describes you?

(n = all respondents)



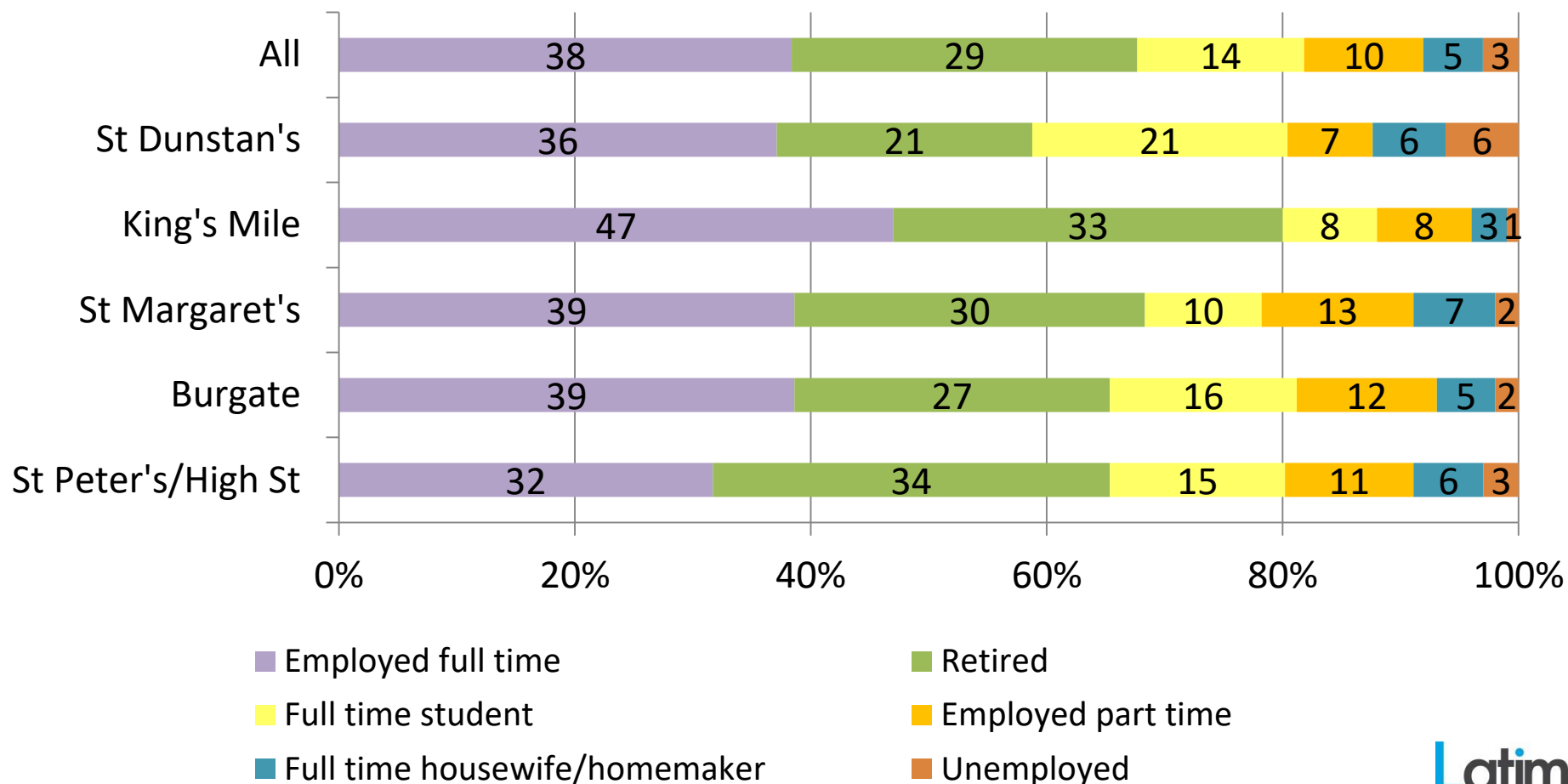




# Personal Description (Spring 13)

Which of these best describes you?

(n = all respondents)

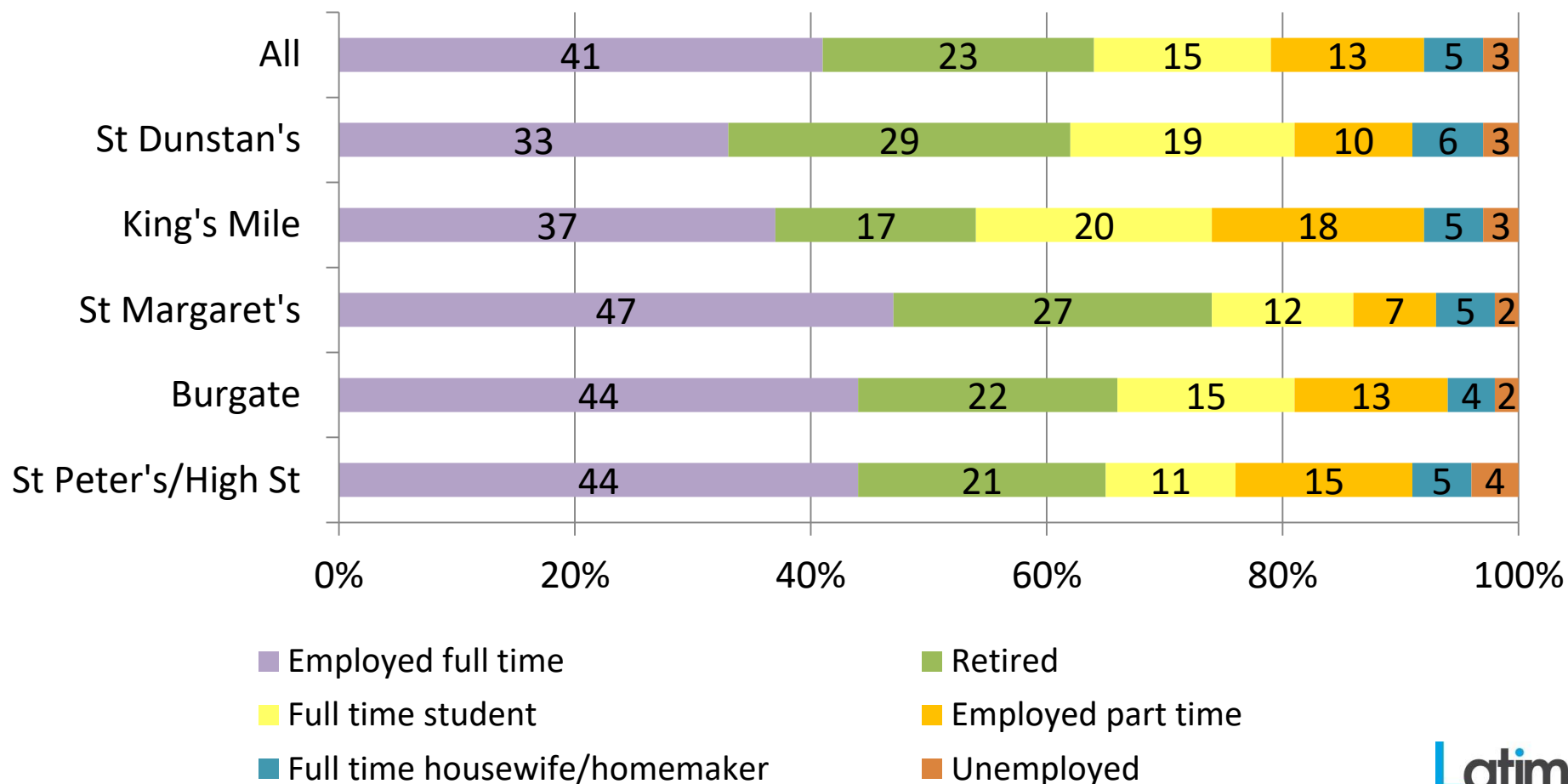




# Personal Description (Spring 11)

Which of these best describes you?

(n = all respondents)

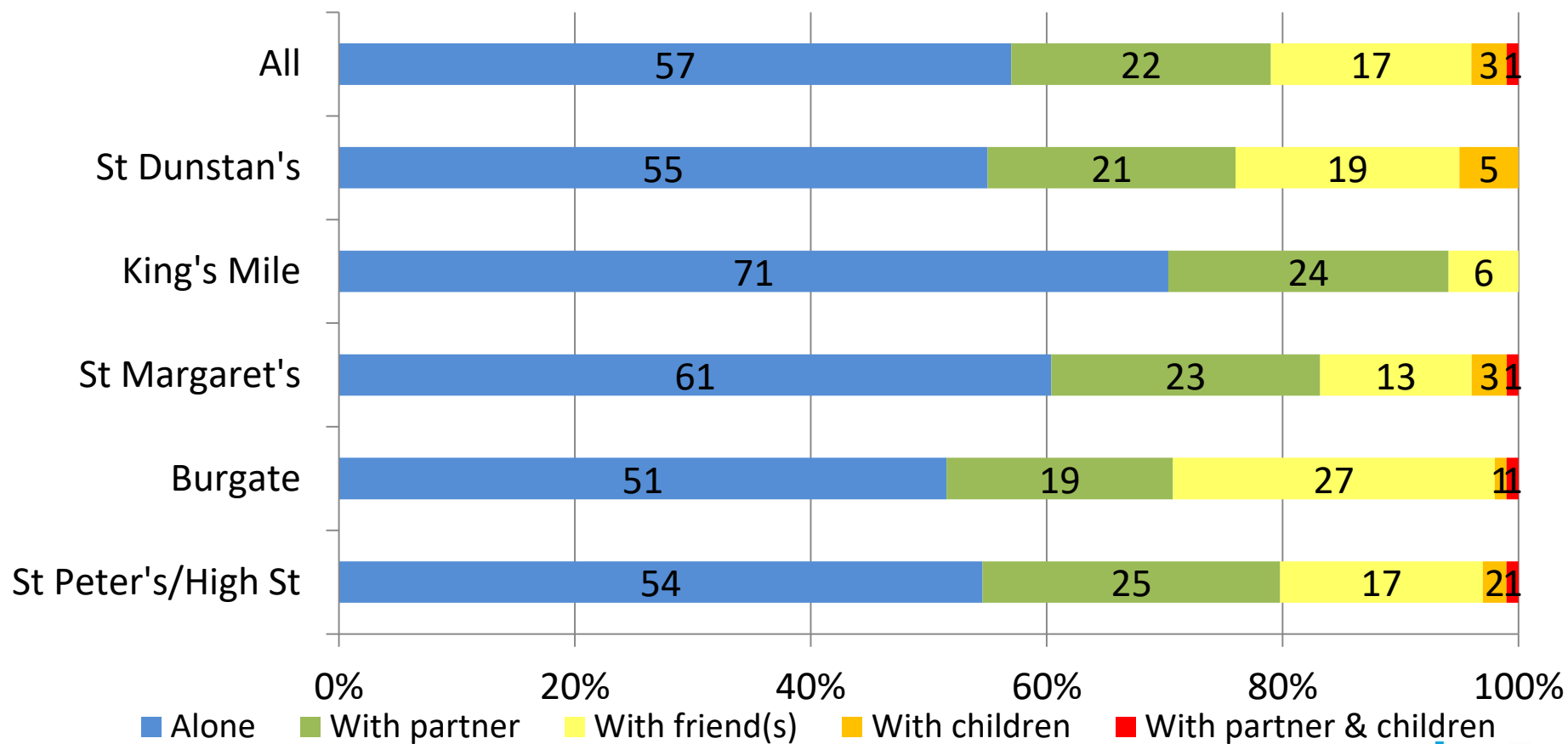




# Party Description (Spring 19)

Who are you with today?

(n = all respondents)

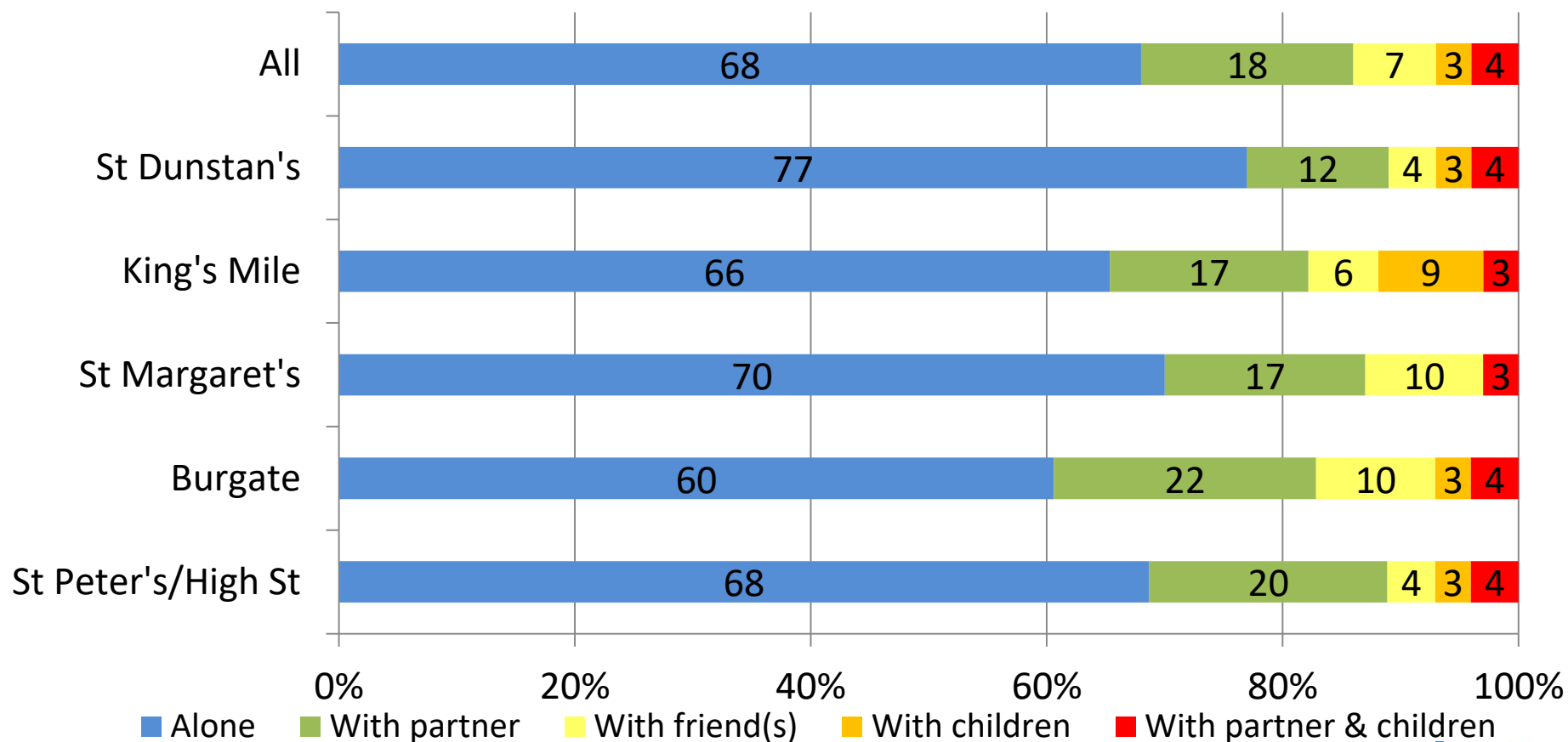




# Party Description (Spring 17)

Who are you with today?

(n = all respondents)

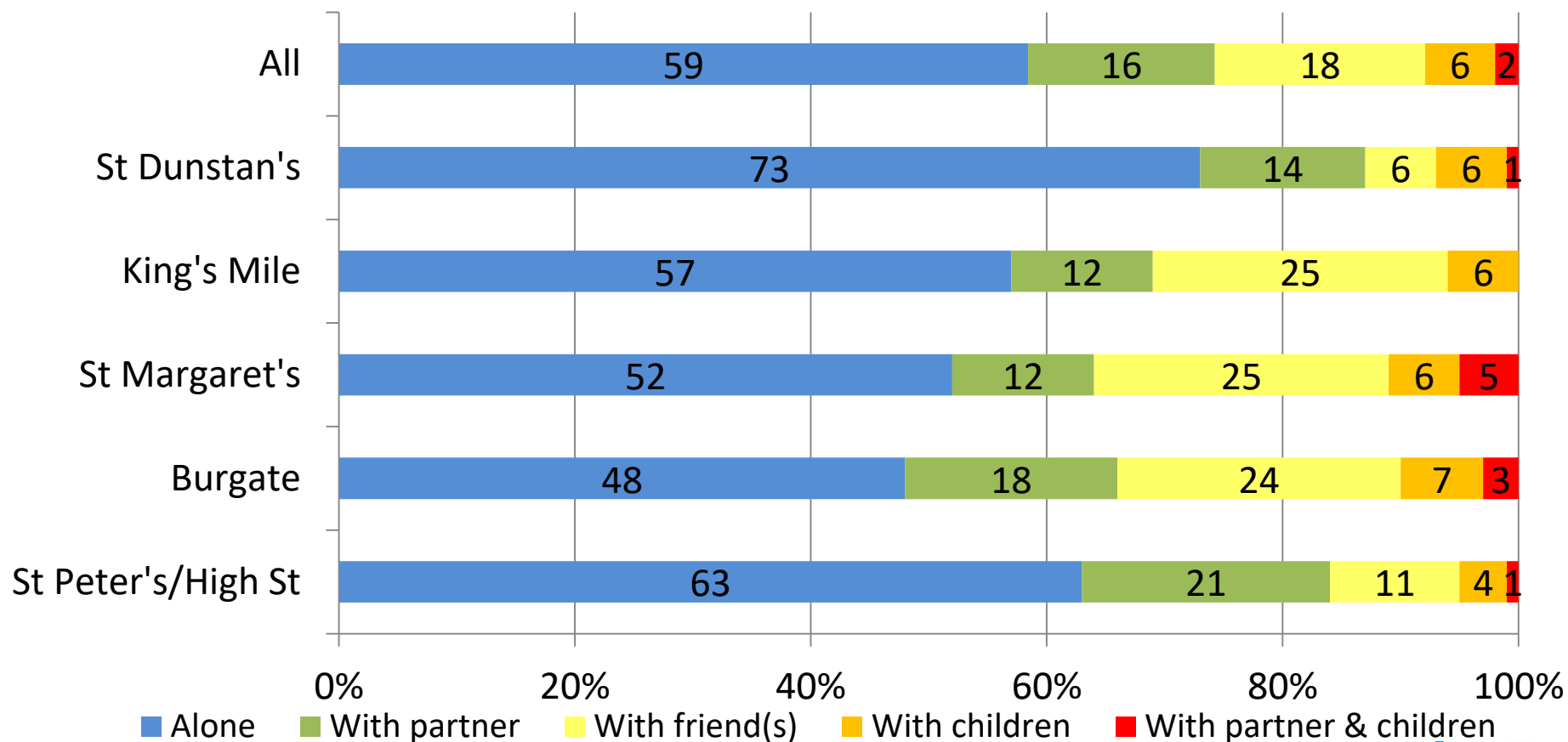




# Party Description (Spring 15)

Who are you with today?

(n = all respondents)

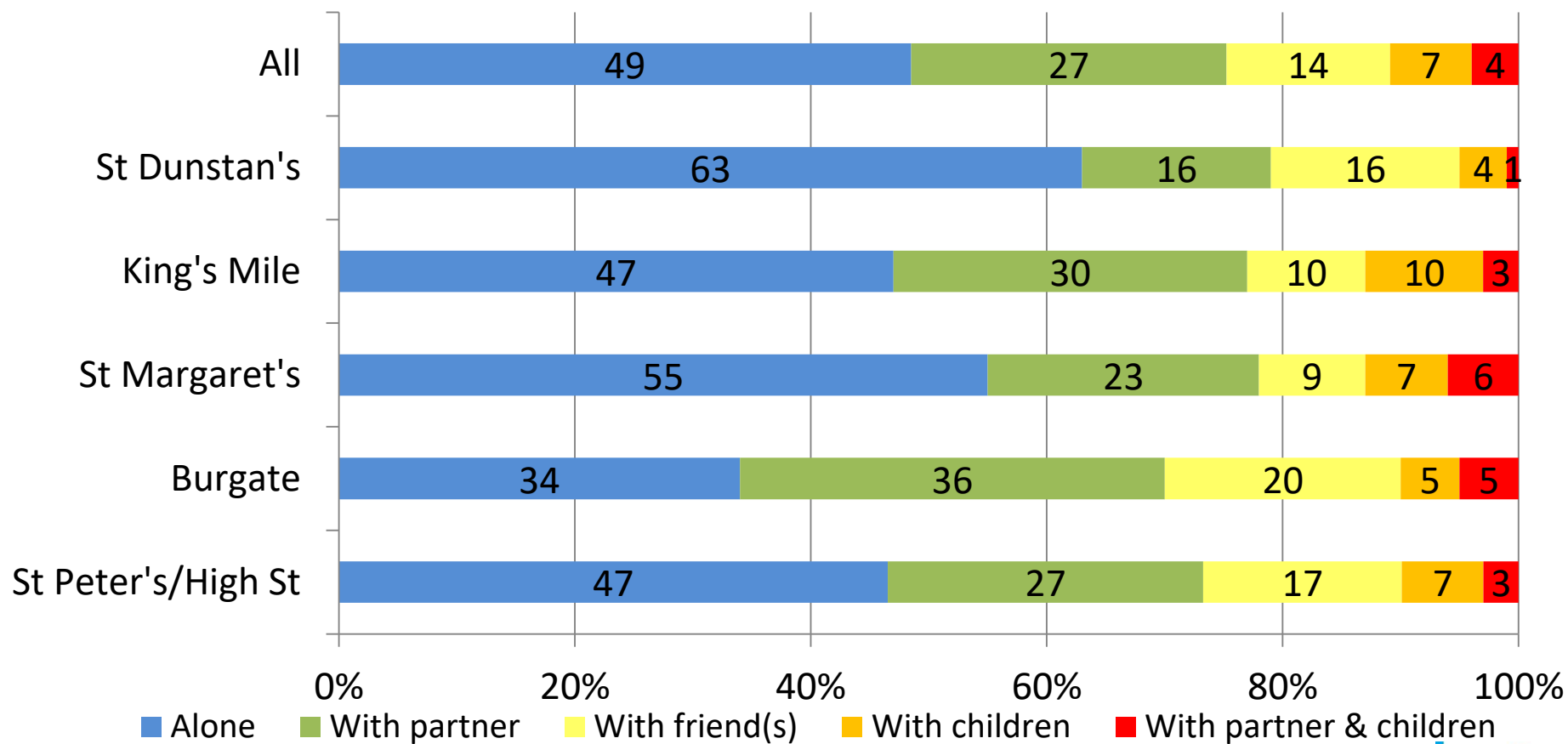




# Party Description (Spring 13)

Who are you with today?

(n = all respondents)

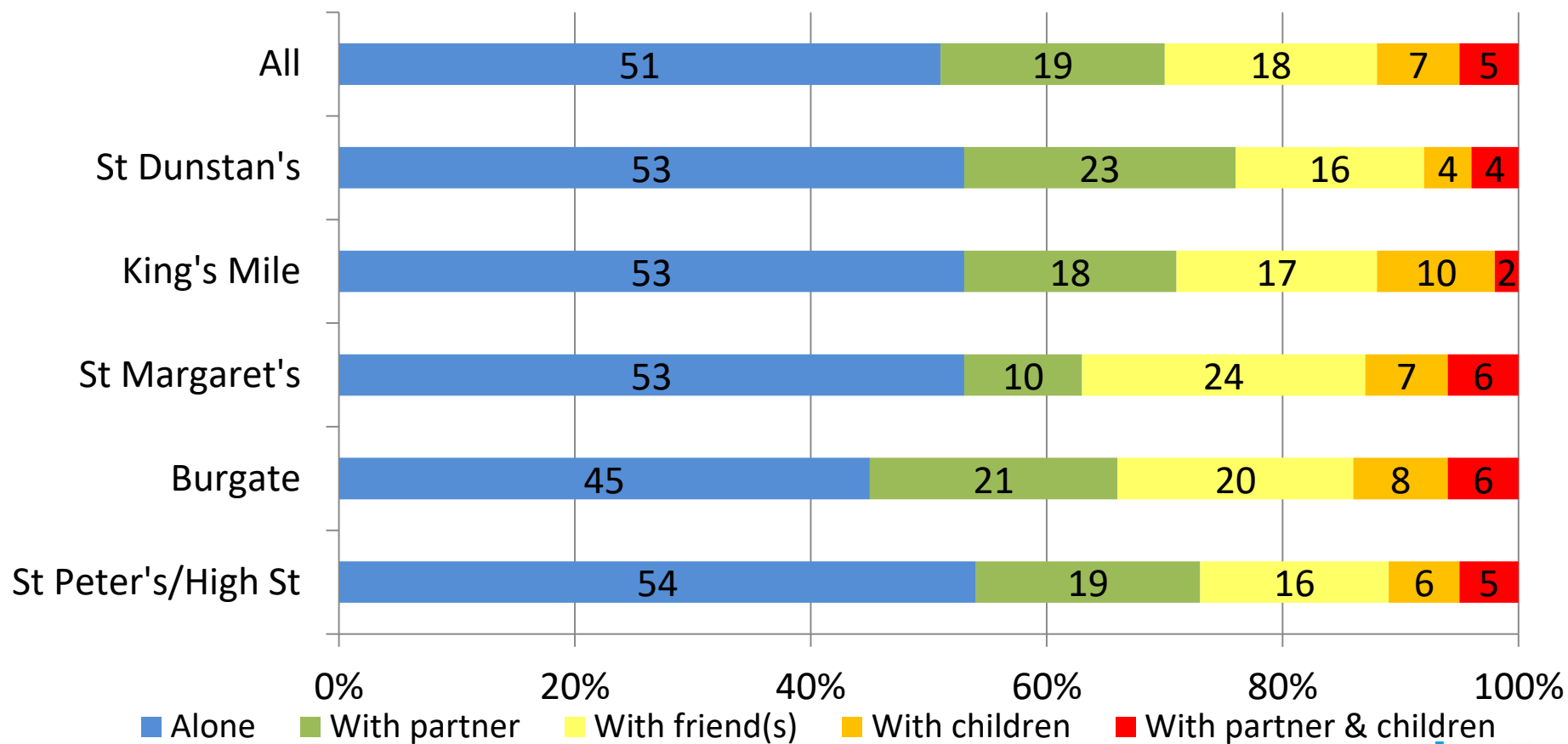




# Party Description (Spring 11)

Who are you with today?

(n = all respondents)

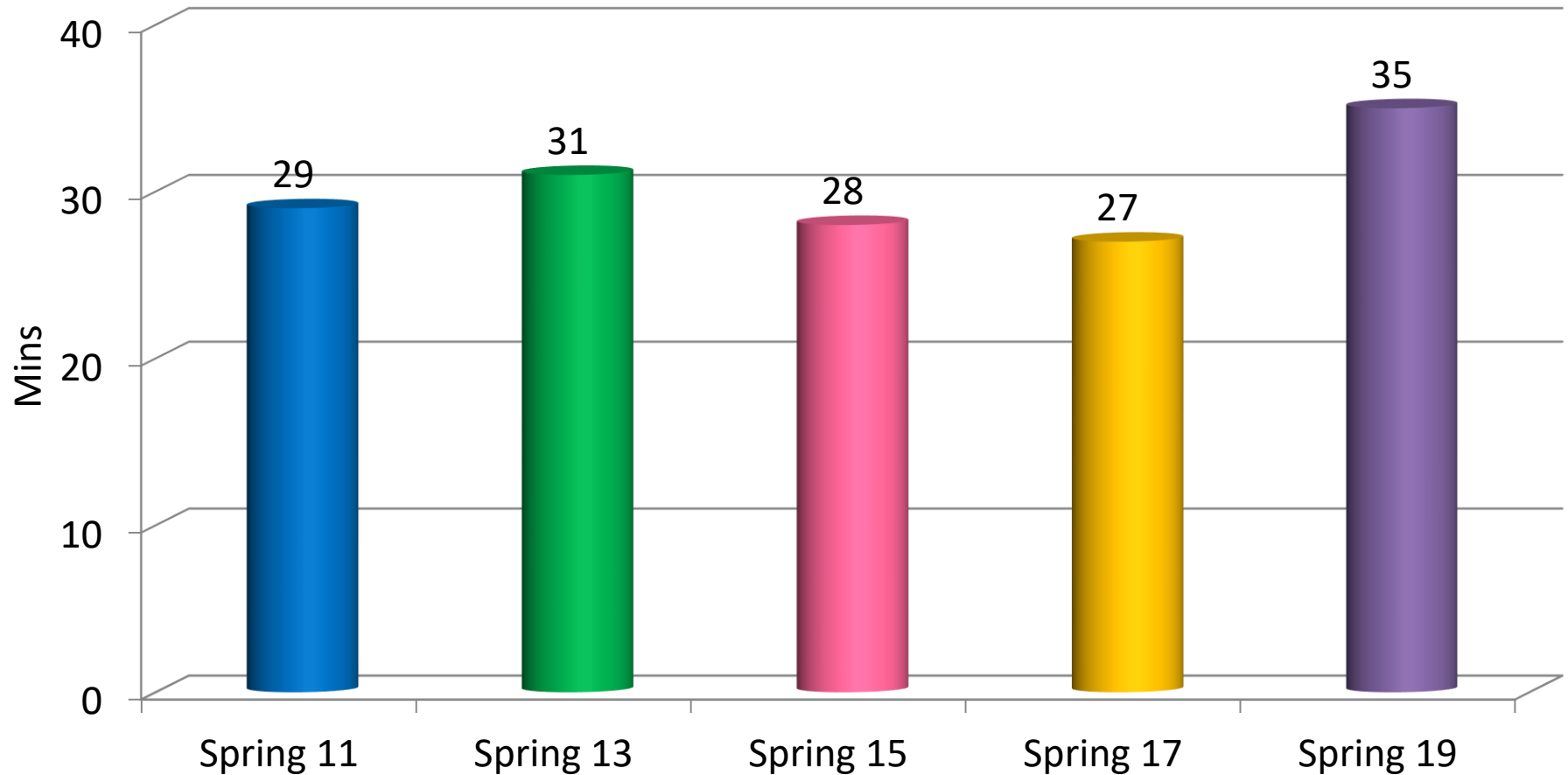




# Travel Time

How long did it take you to travel here today?

(n = all respondents)



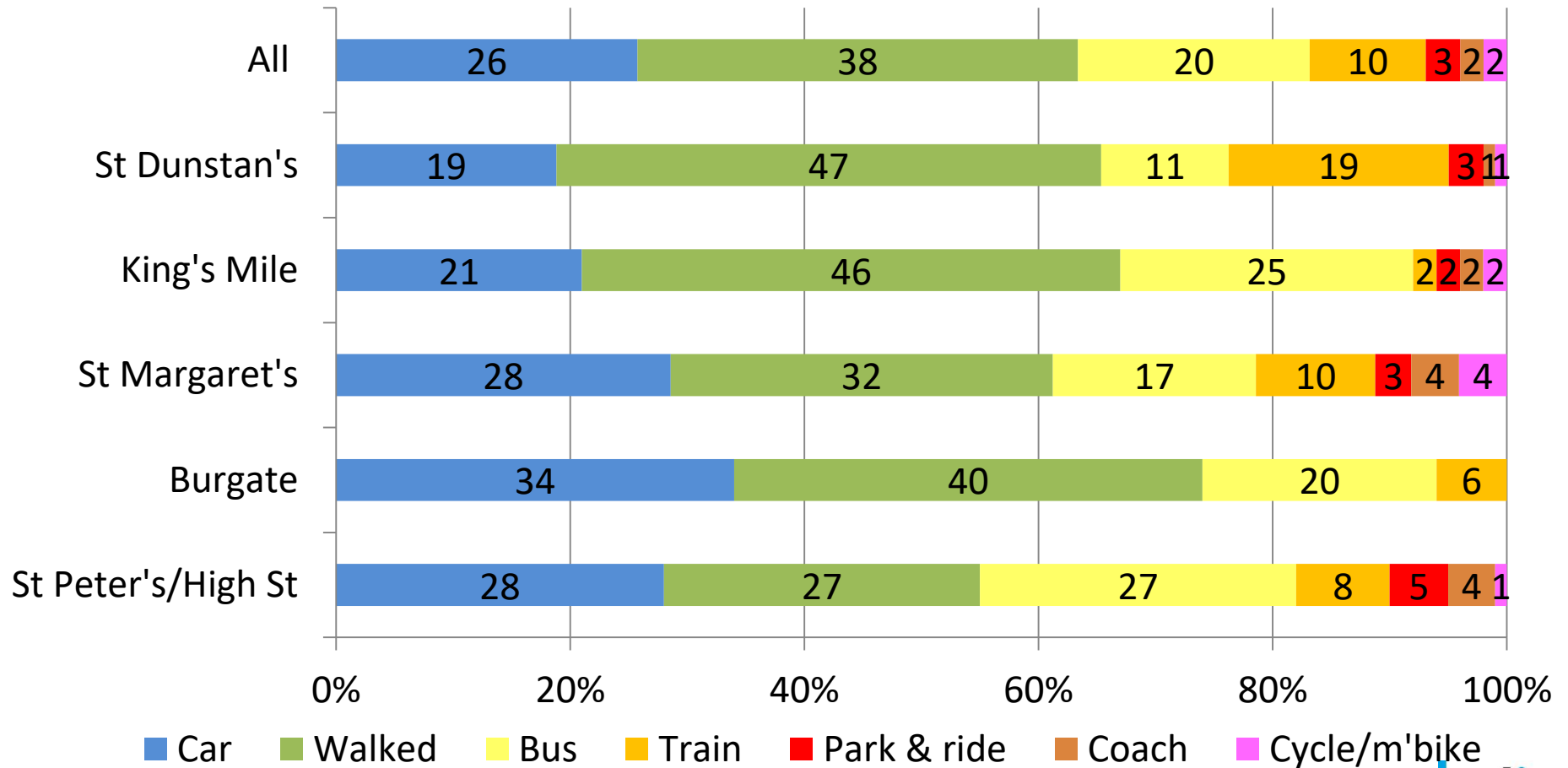




# Travel Mode (Spring 19)

How did you travel here today?

(n = all respondents)

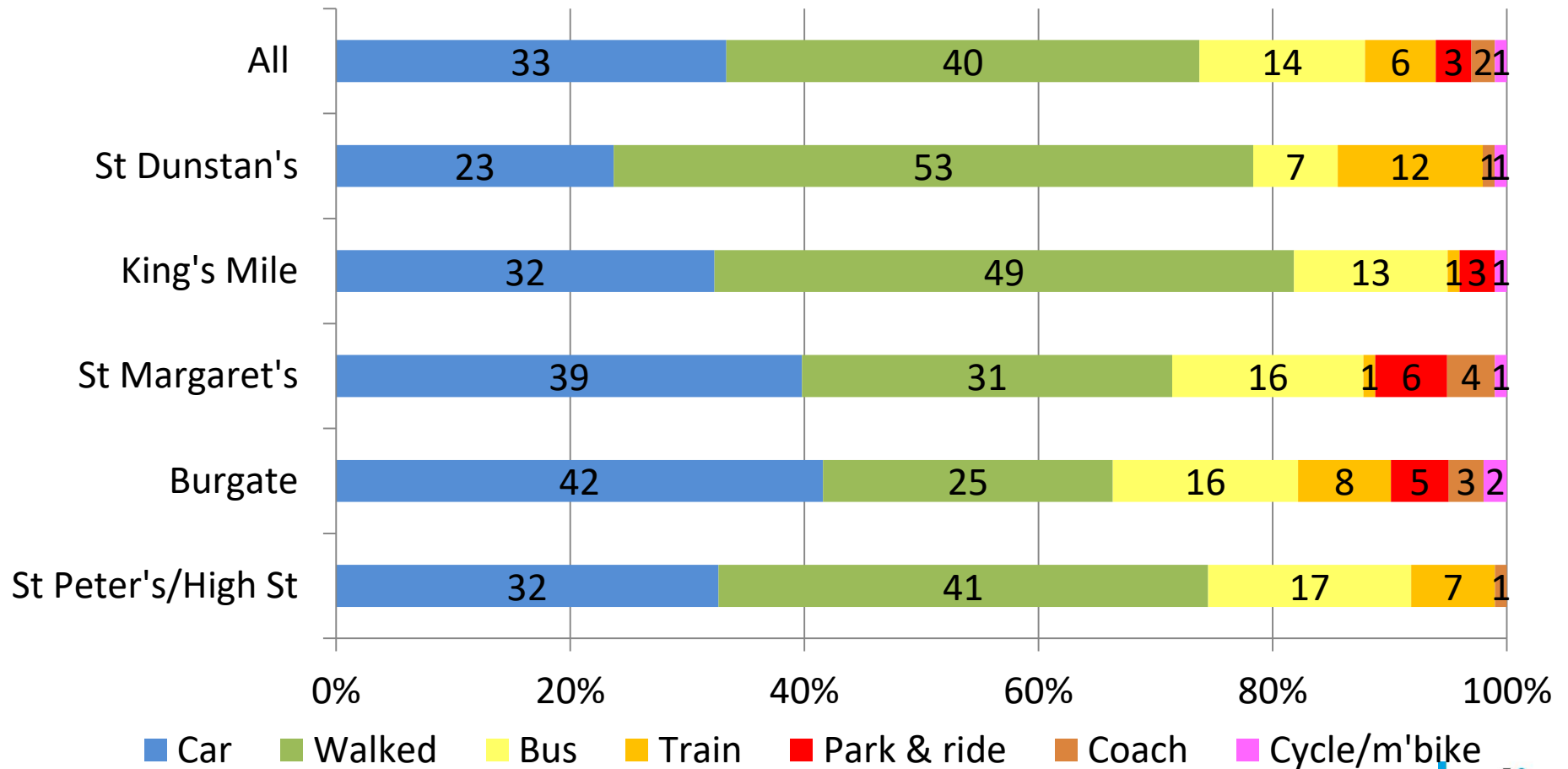




# Travel Mode (Spring 17)

How did you travel here today?

(n = all respondents)

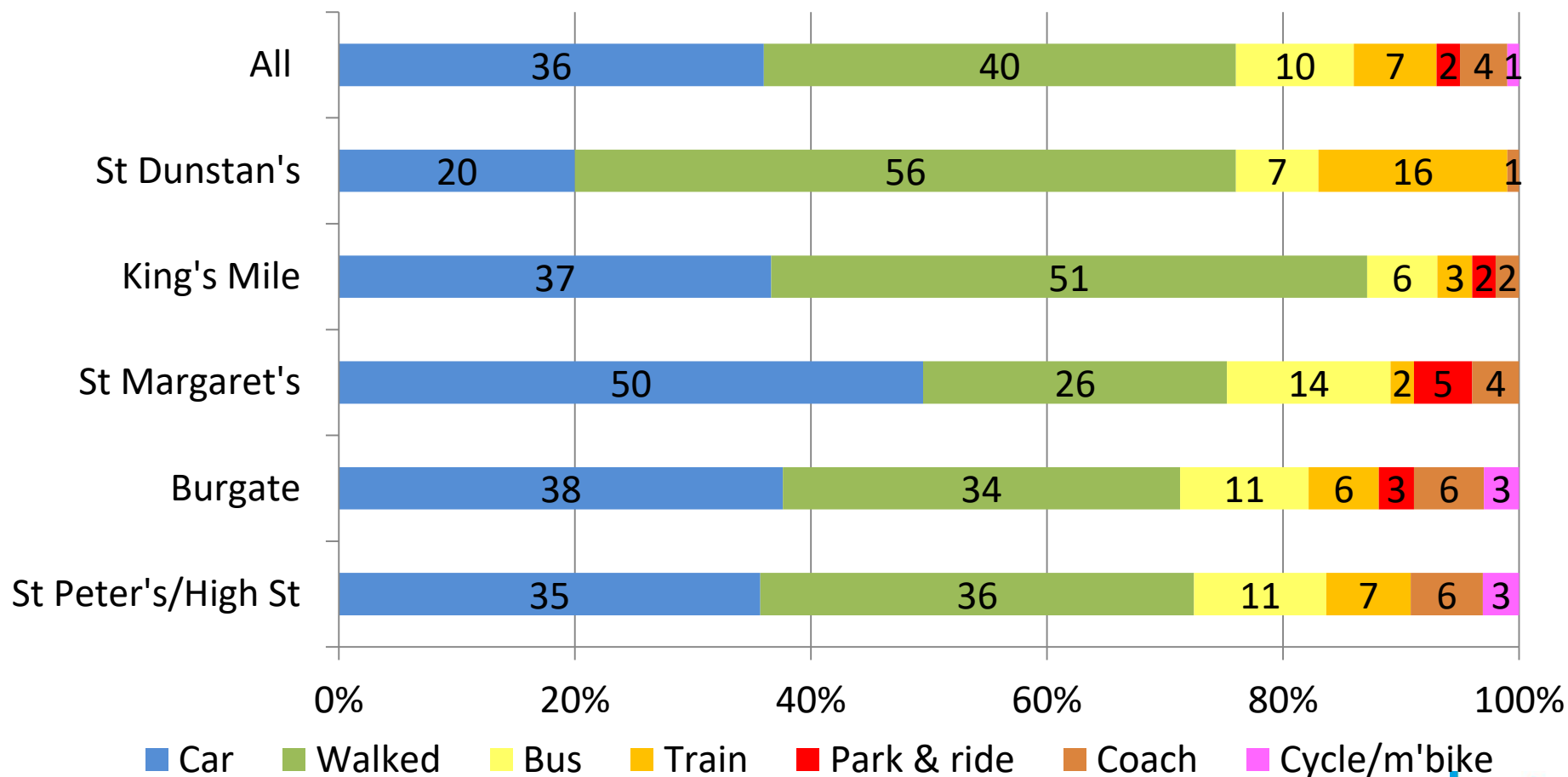




# Travel Mode (Spring 15)

How did you travel here today?

(n = all respondents)

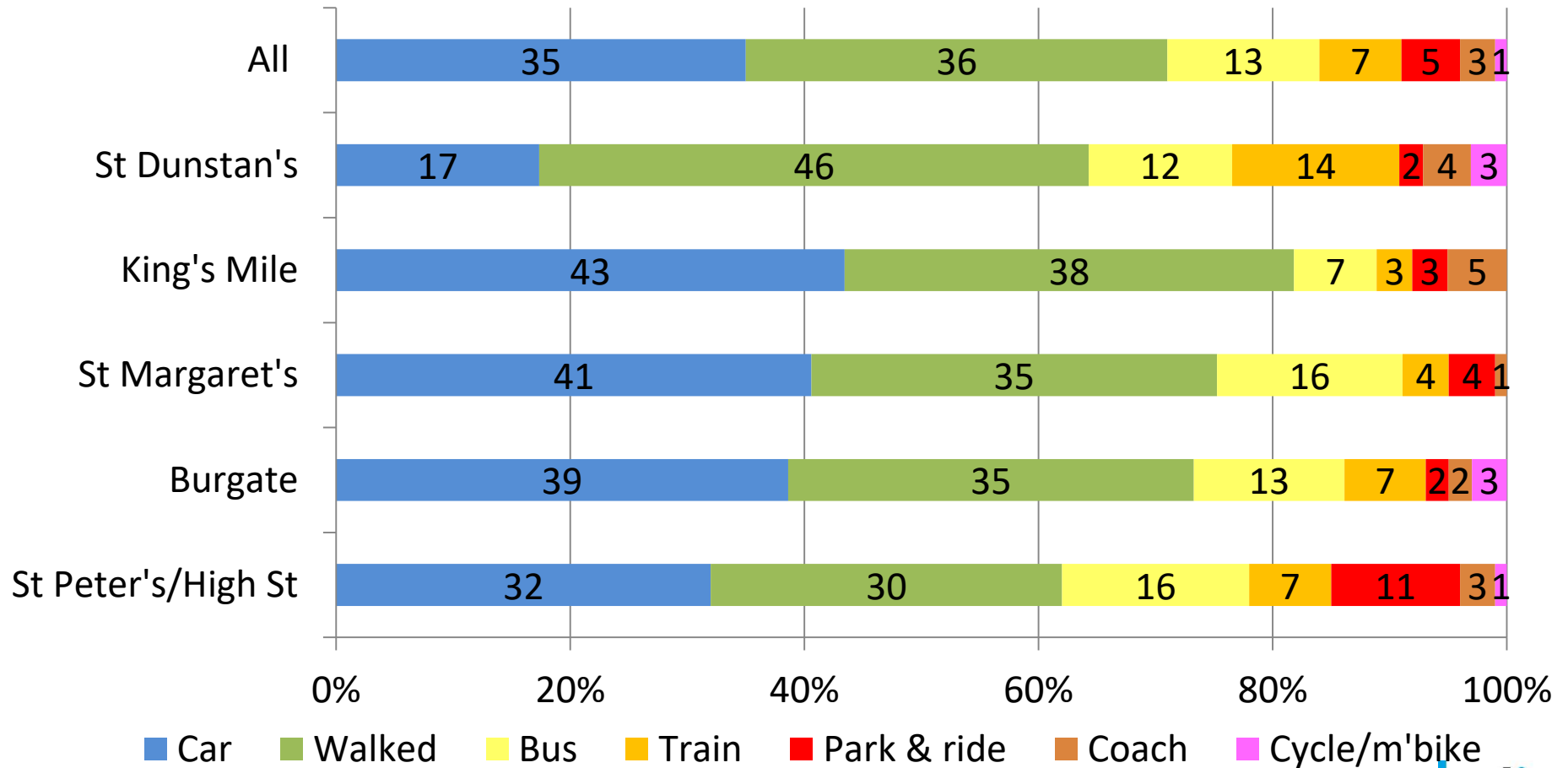




# Travel Mode (Spring 13)

How did you travel here today?

(n = all respondents)

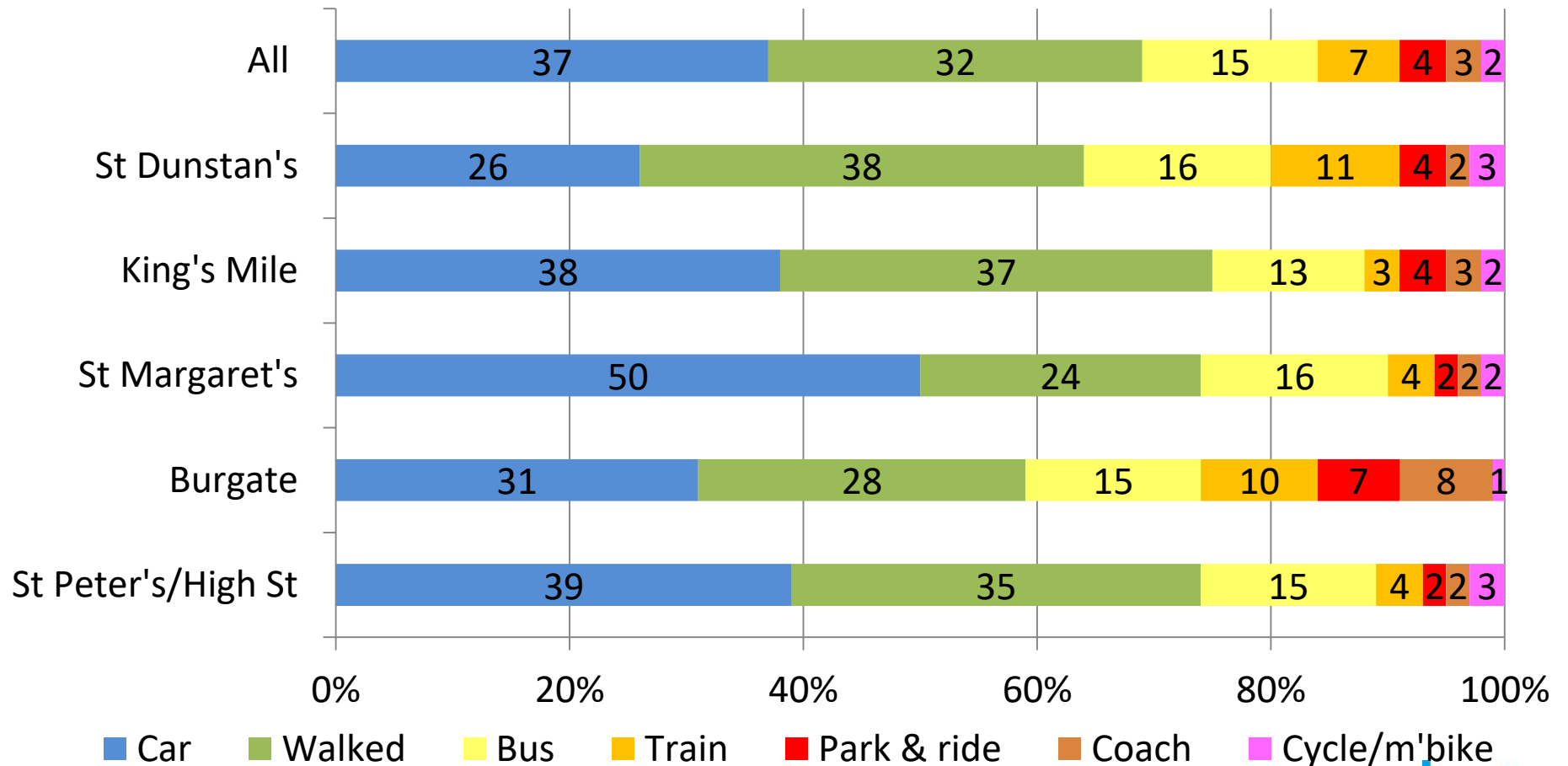




# Travel Mode (Spring 11)

How did you travel here today?

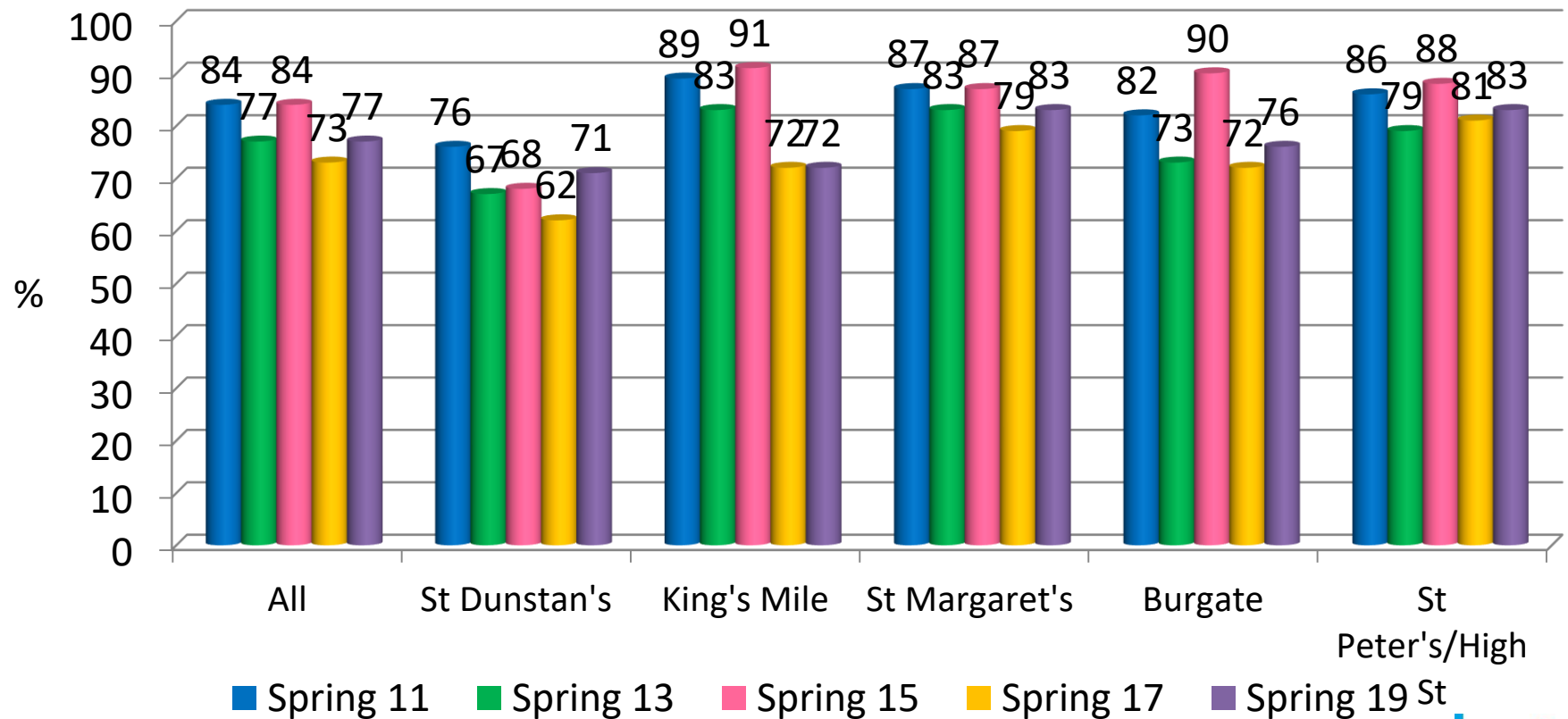
(n = all respondents)





# Shopping Today

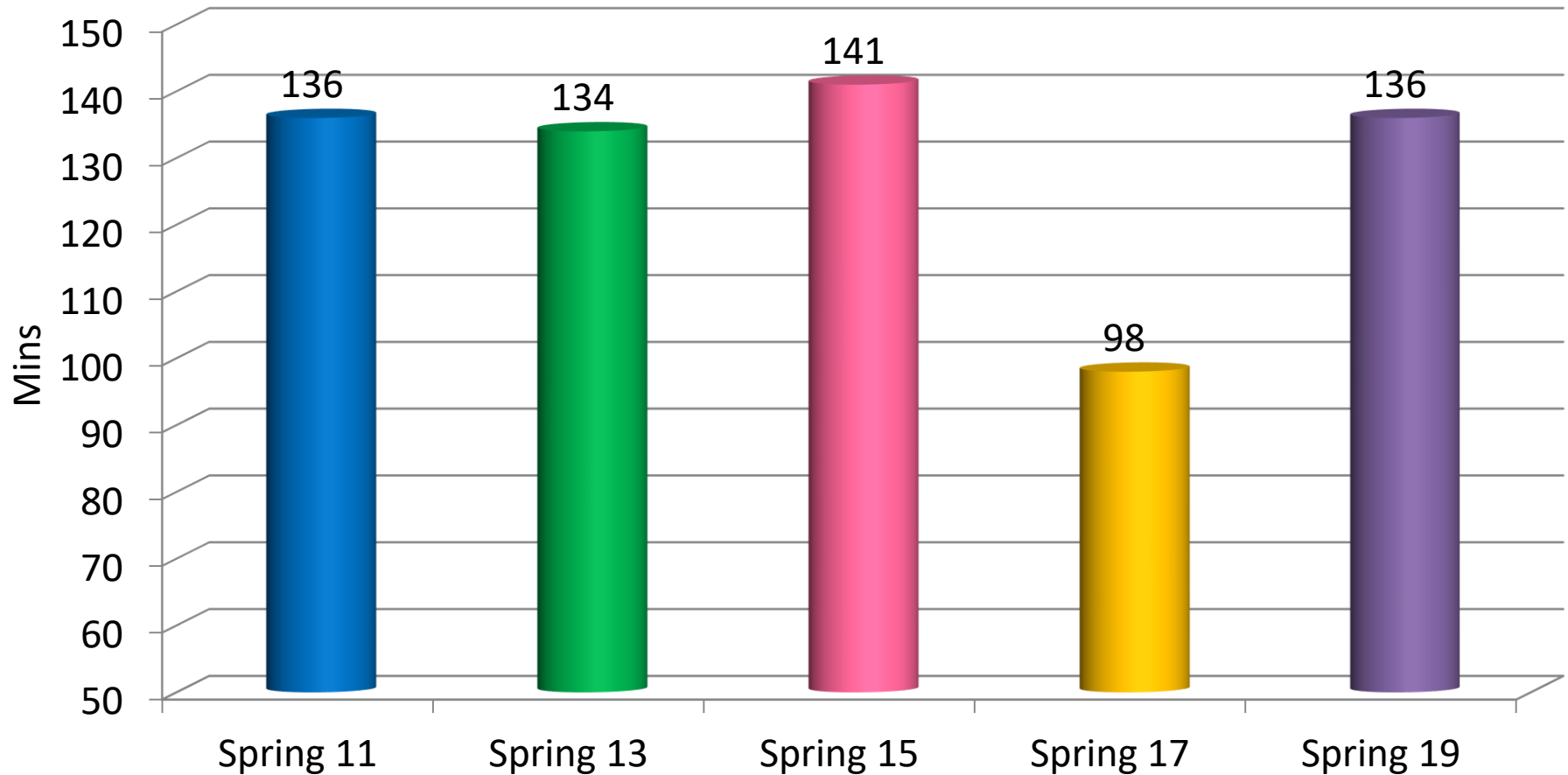
Proportion shopping in Canterbury city centre today  
(n = all respondents)





# Dwell Time

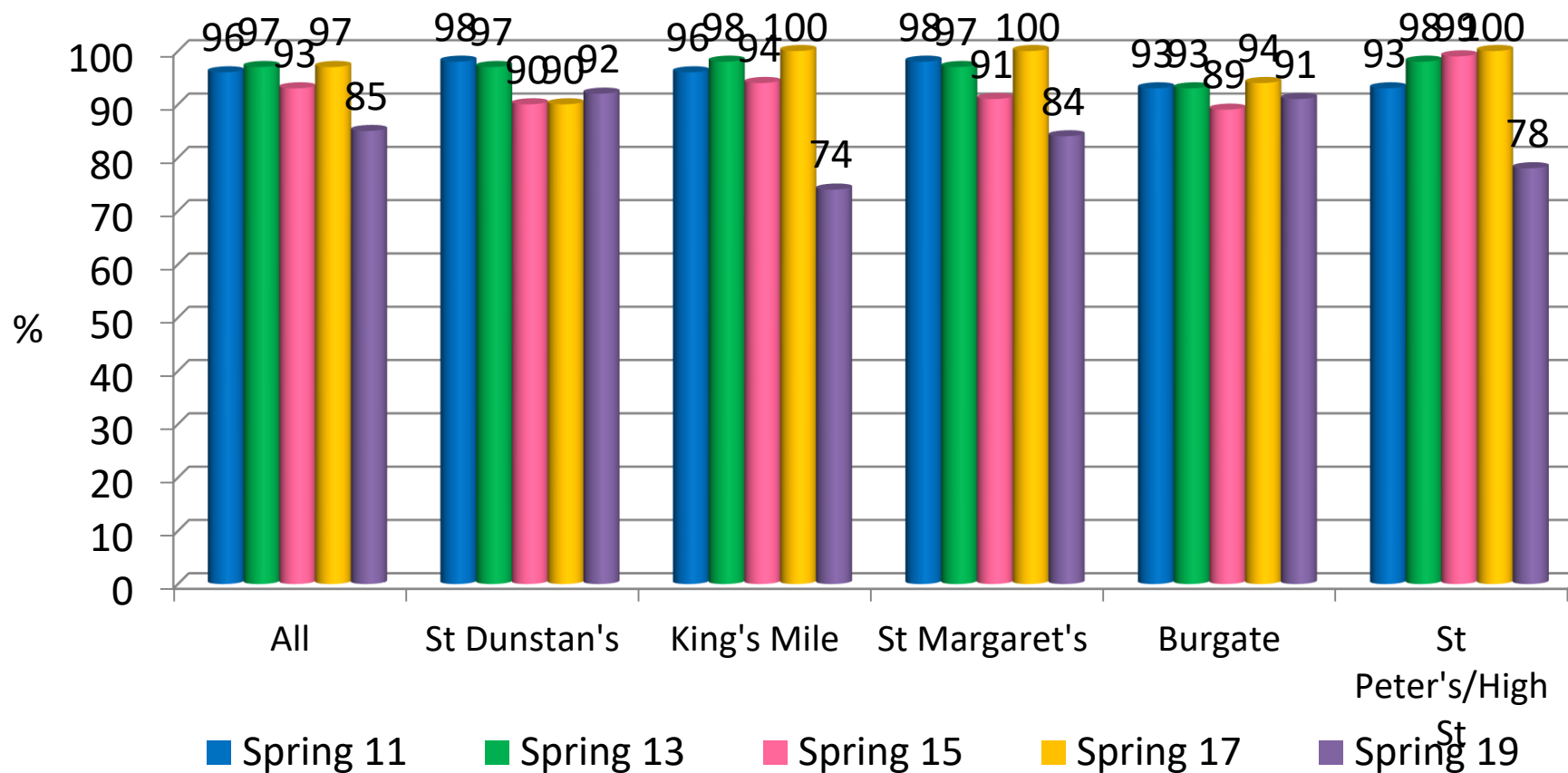
How long will you stay in total shopping in Canterbury city centre today?  
(n = those shopping in Canterbury today)





# Canterbury Non-food Shoppers

Proportion who ever shop in Canterbury city centre for non-foods  
(n = all respondents)

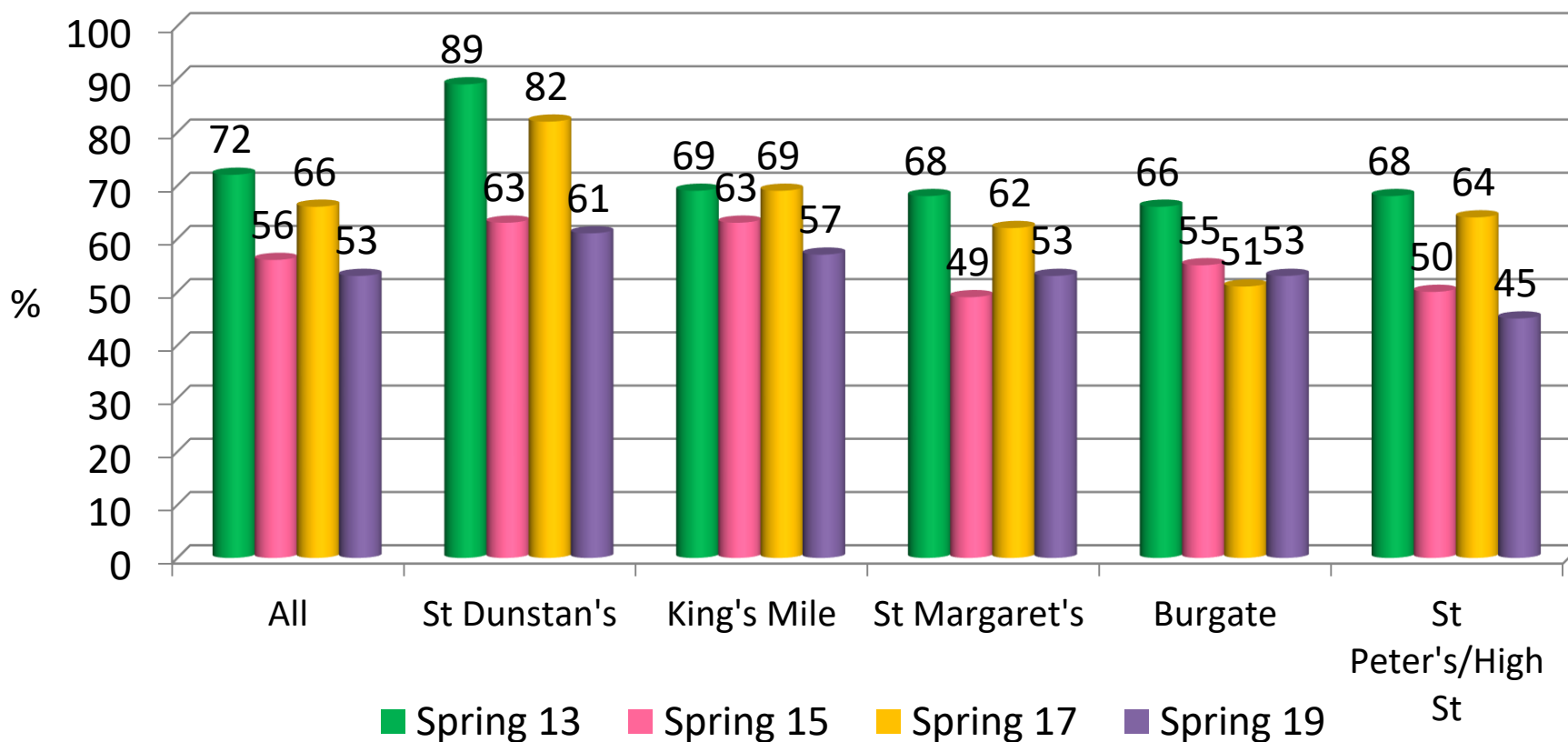






# Canterbury Grocery Shoppers

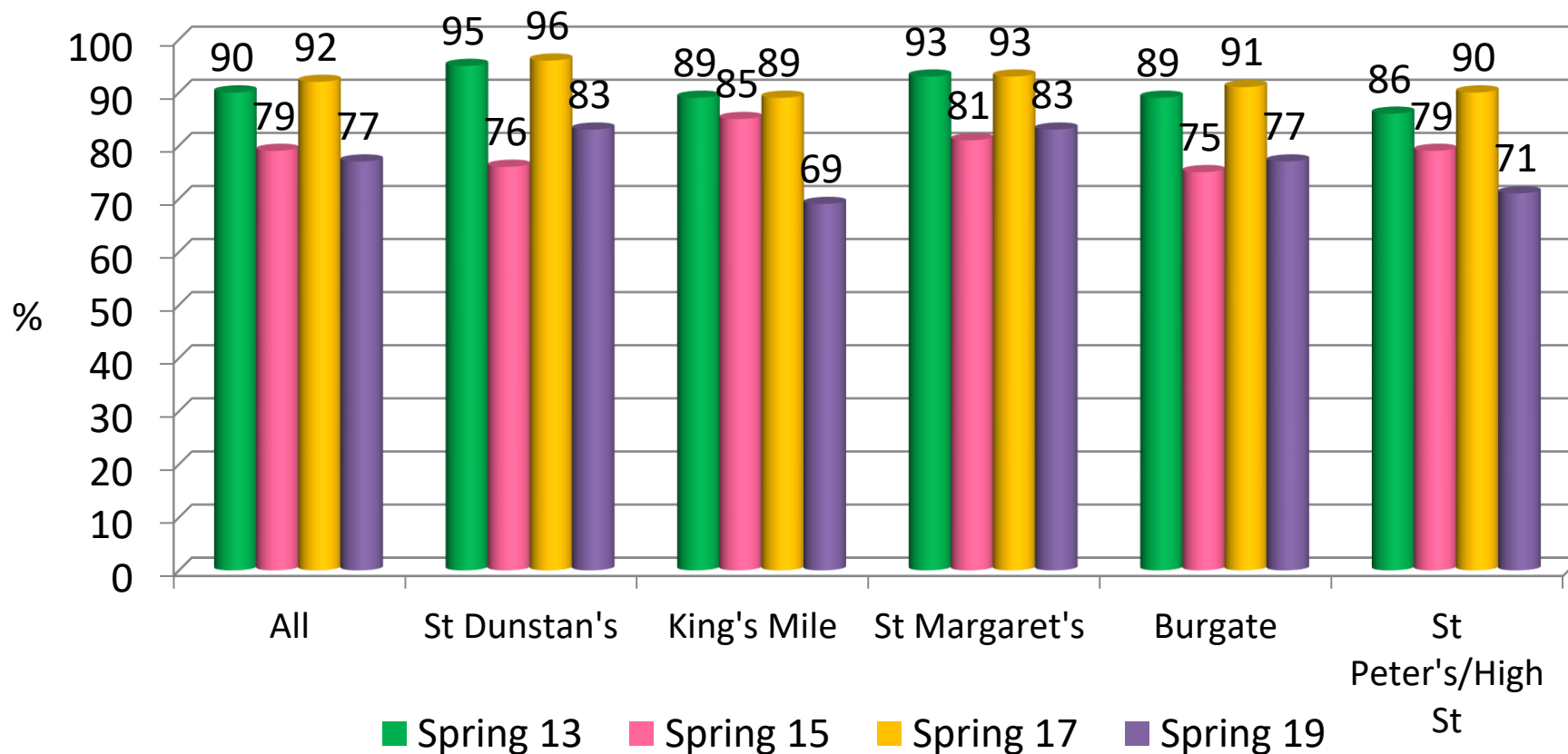
Proportion who ever shop in Canterbury city centre for groceries  
(n = all respondents)





# Canterbury Entertainment Visitors

Proportion who ever visit Canterbury city centre for entertainment  
(n = all respondents)

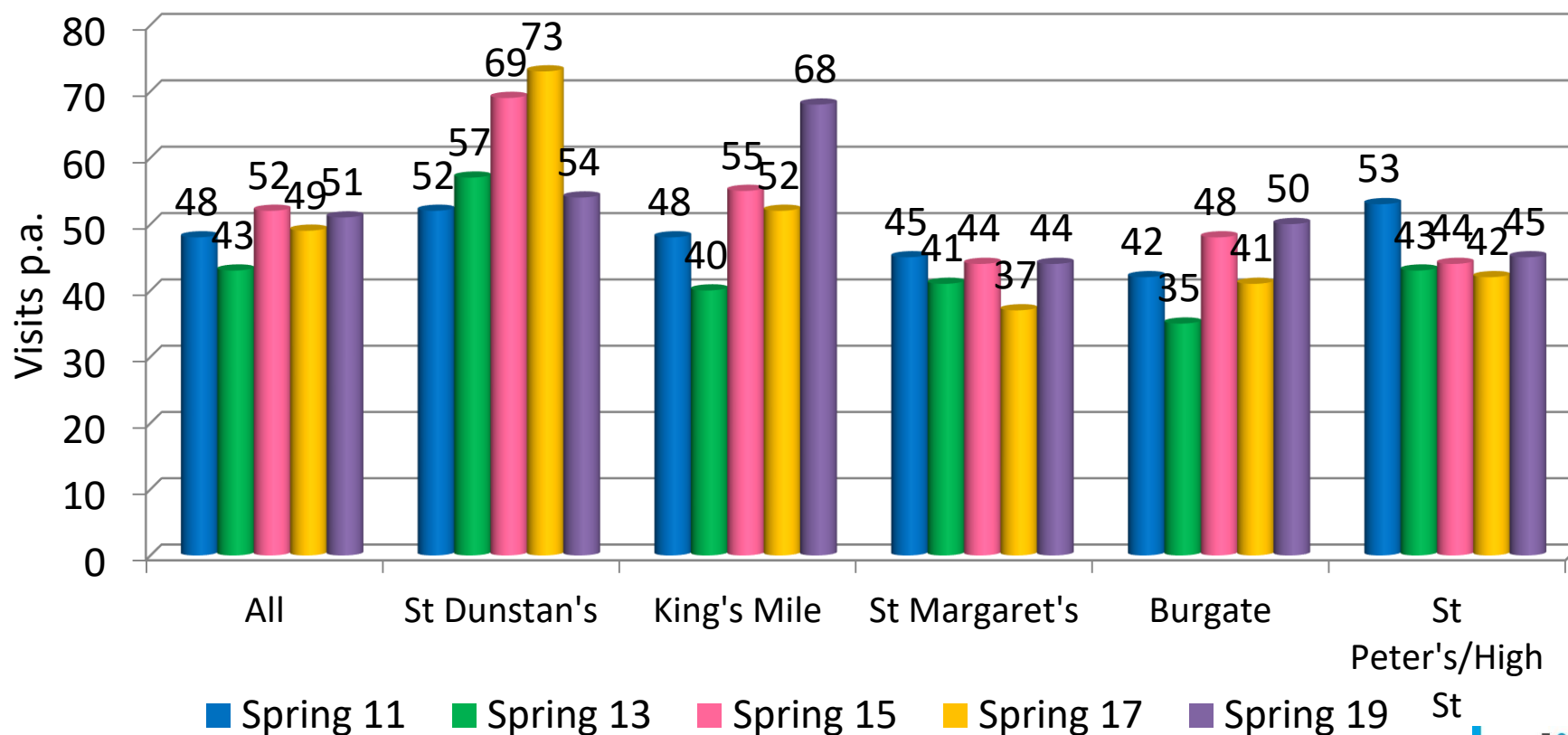




# Visit Frequency: Non-foods

How often do you visit Canterbury for non-food shopping?

(n = those who ever shop in Canterbury for non-foods)

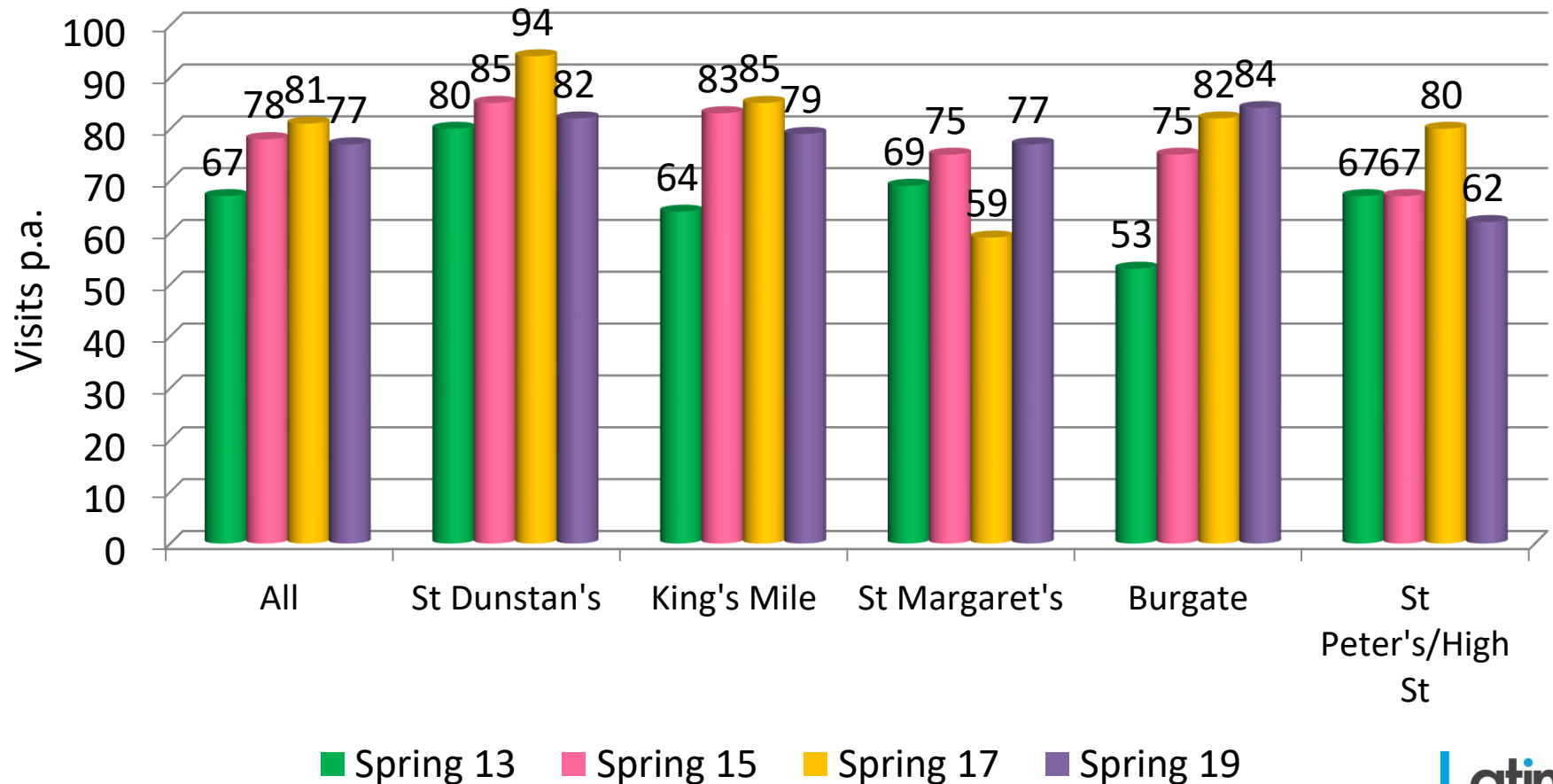




# Visit Frequency: Grocery

How often do you visit Canterbury for grocery shopping ?

(n = those who ever shop in Canterbury for groceries)

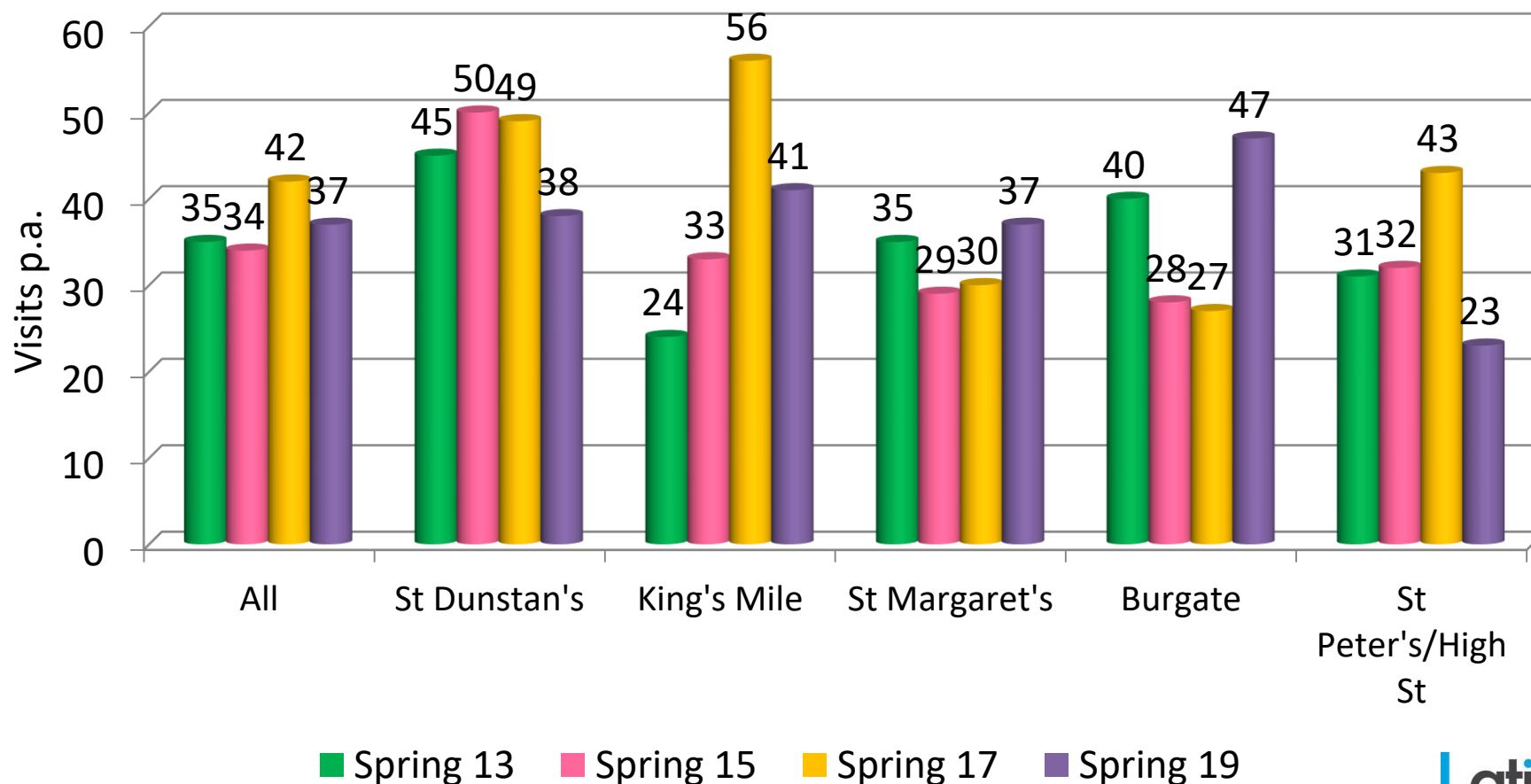




# Visit Frequency: Entertainment

How often do you visit Canterbury for entertainment?

(n = those who ever visit Canterbury for entertainment purposes)

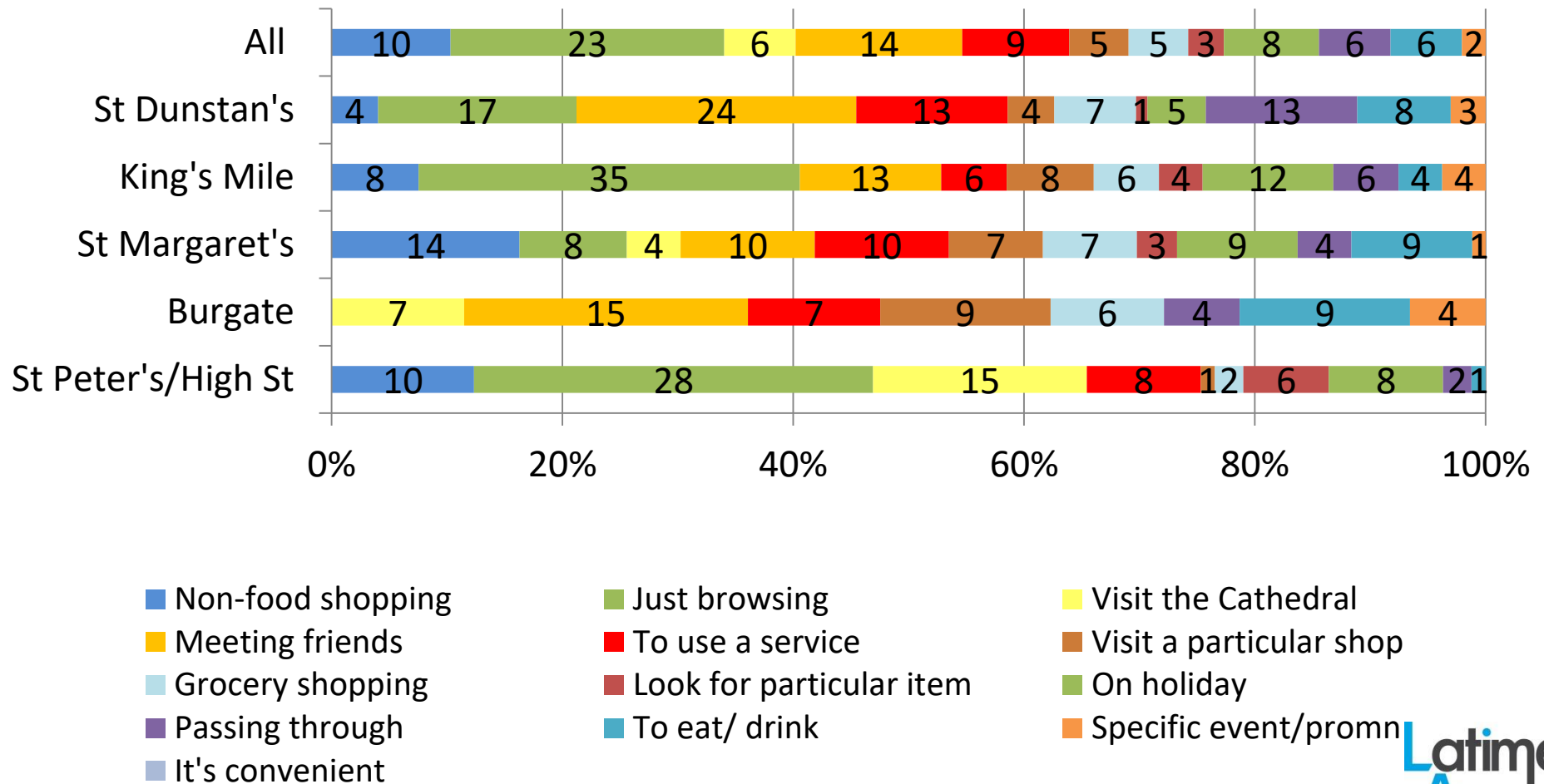




# Main Reason for Visit (Spring 19)

What was your main reason for being here today?

(n = all respondents)

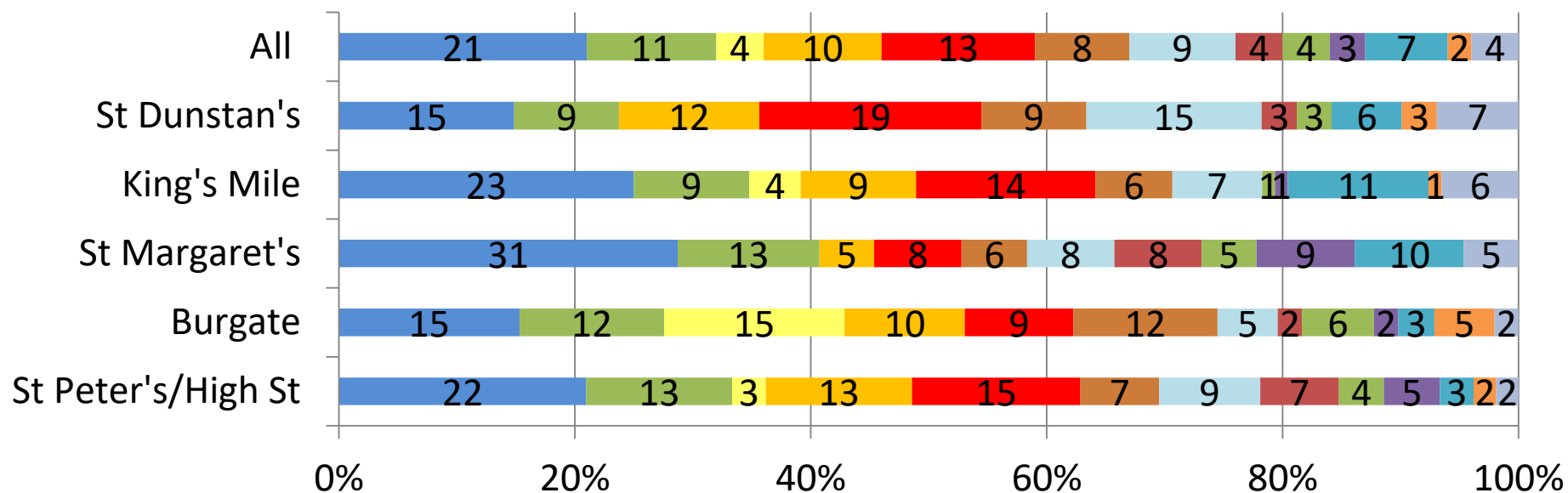




# Main Reason for Visit (Spring 17)

What was your main reason for being here today?

(n = all respondents)



■ Non-food shopping  
■ Meeting friends  
■ Grocery shopping  
■ Passing through  
■ It's convenient

■ Just browsing  
■ To use a service  
■ Look for particular item  
■ To eat/ drink

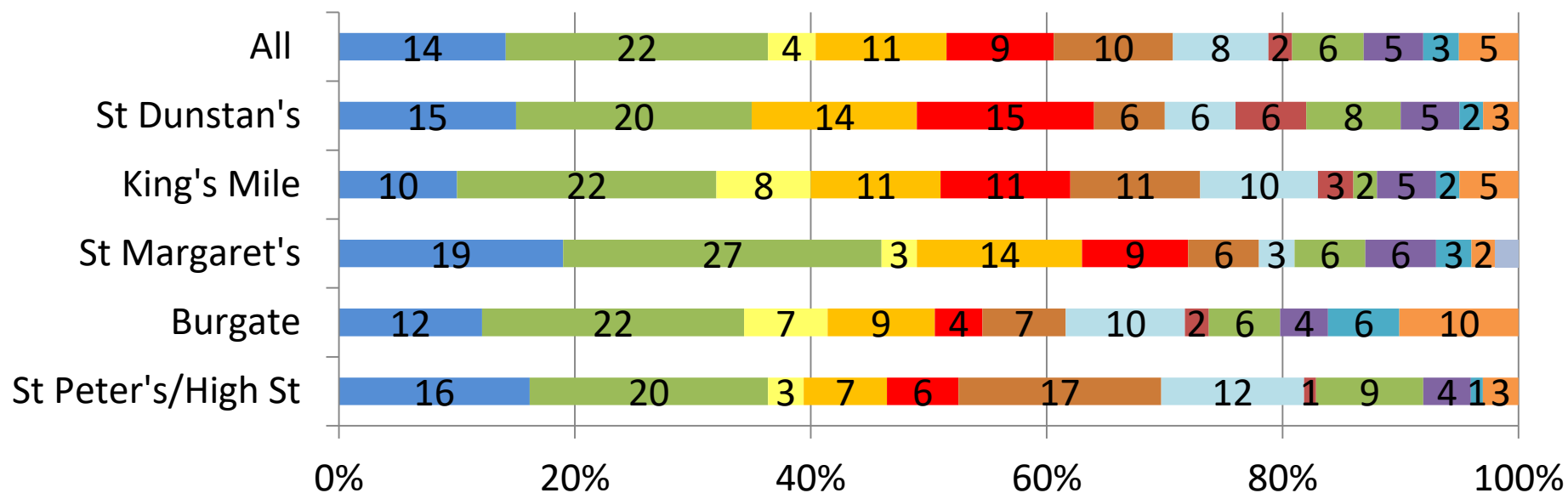
■ Visit the Cathedral  
■ Visit a particular shop  
■ On holiday  
■ Specific event/promn



# Main Reason for Visit (Spring 15)

What was your main reason for being here today?

(n = all respondents)



Non-food shopping  
Meeting friends  
Grocery shopping  
Passing through  
It's convenient

Just browsing  
To use a service  
Look for particular item  
To eat/ drink

Visit the Cathedral  
Visit a particular shop  
On holiday  
Specific event/promn

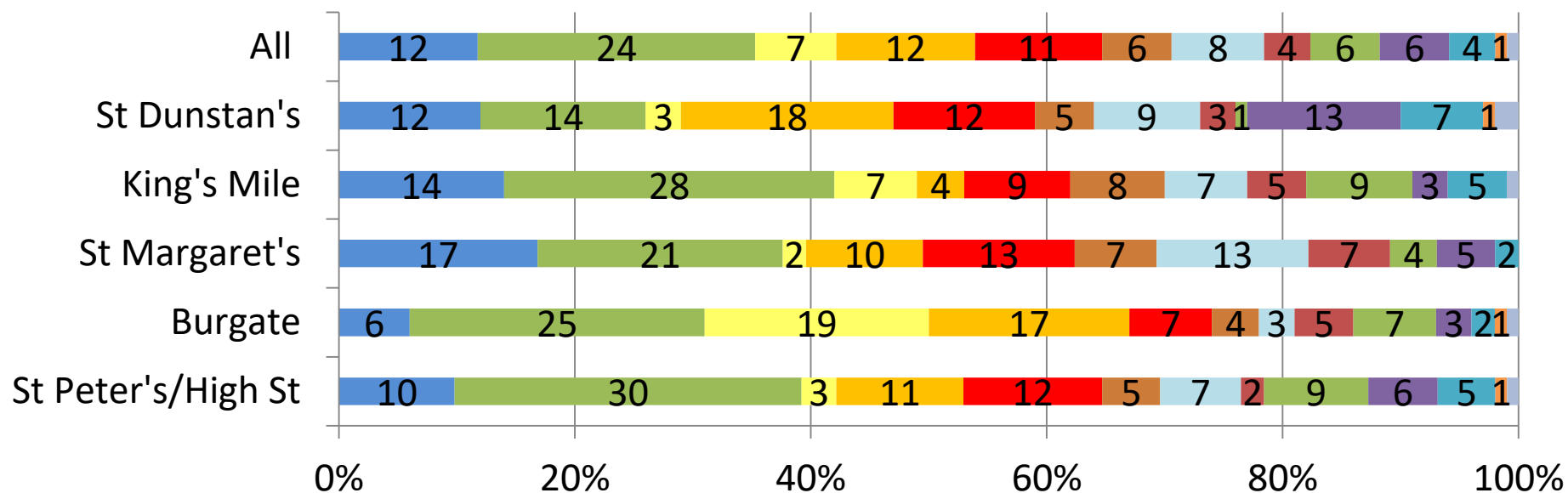




# Main Reason for Visit (Spring 13)

What was your main reason for being here today?

(n = all respondents)



■ Non-food shopping  
■ Meeting friends  
■ Grocery shopping  
■ Passing through  
■ It's convenient

■ Just browsing  
■ To use a service  
■ Look for particular item  
■ To eat/ drink

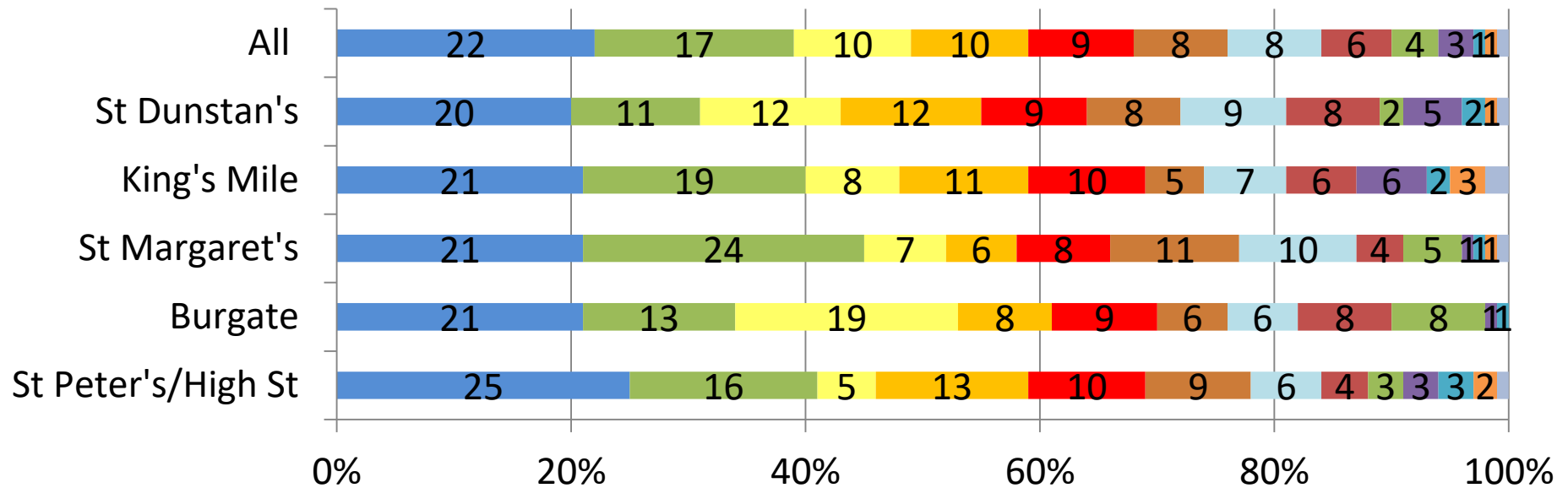
■ Visit the Cathedral  
■ Visit a particular shop  
■ On holiday  
■ Specific event/promn



# Main Reason for Visit (Spring 11)

What was your main reason for being here today?

(n = all respondents)



■ Non-food shopping  
■ Meeting friends  
■ Grocery shopping  
■ Passing through  
■ It's convenient

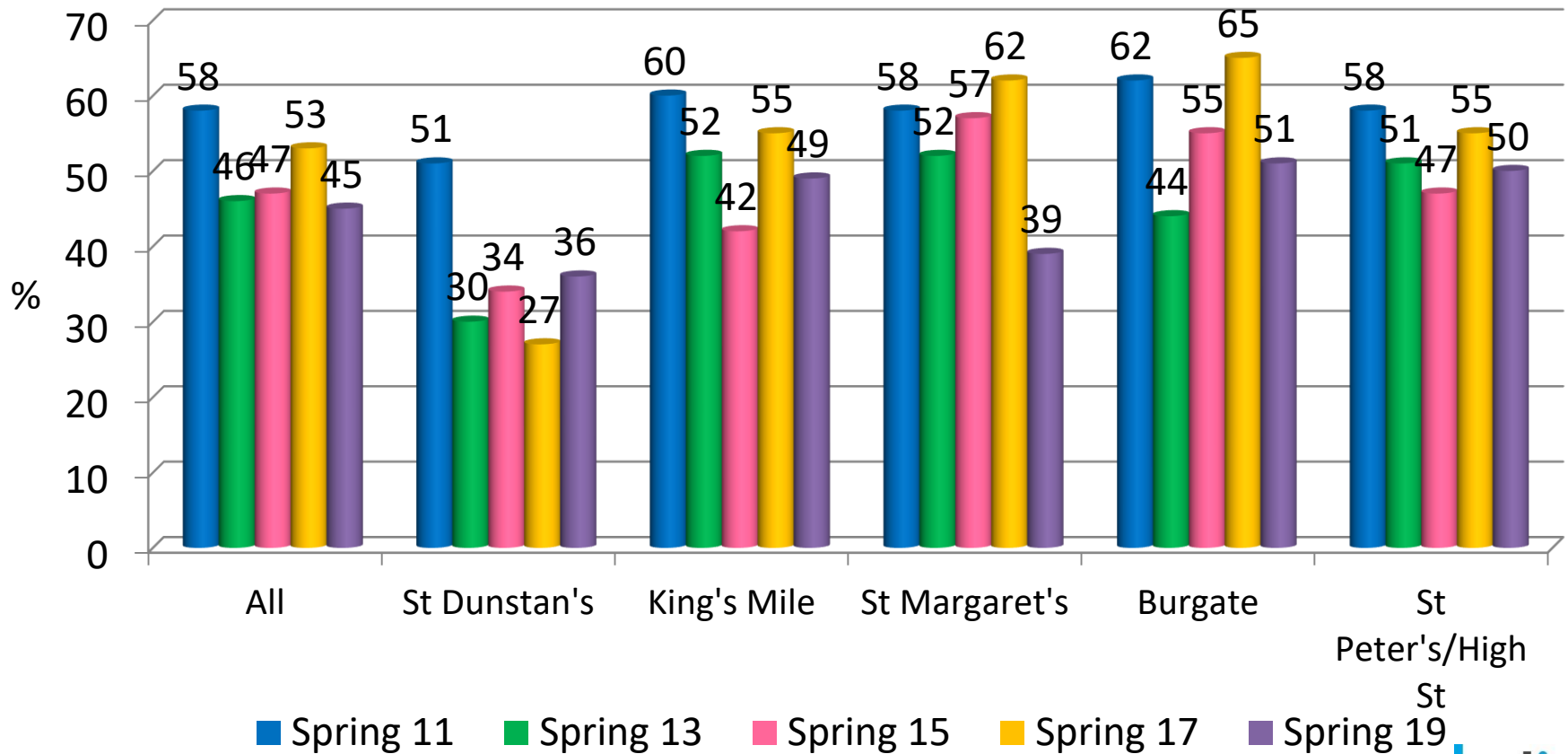
■ Just browsing  
■ To use a service  
■ Look for particular item  
■ To eat/ drink

■ Visit the Cathedral  
■ Visit a particular shop  
■ On holiday  
■ Specific event/promn



# Non-food Conversion

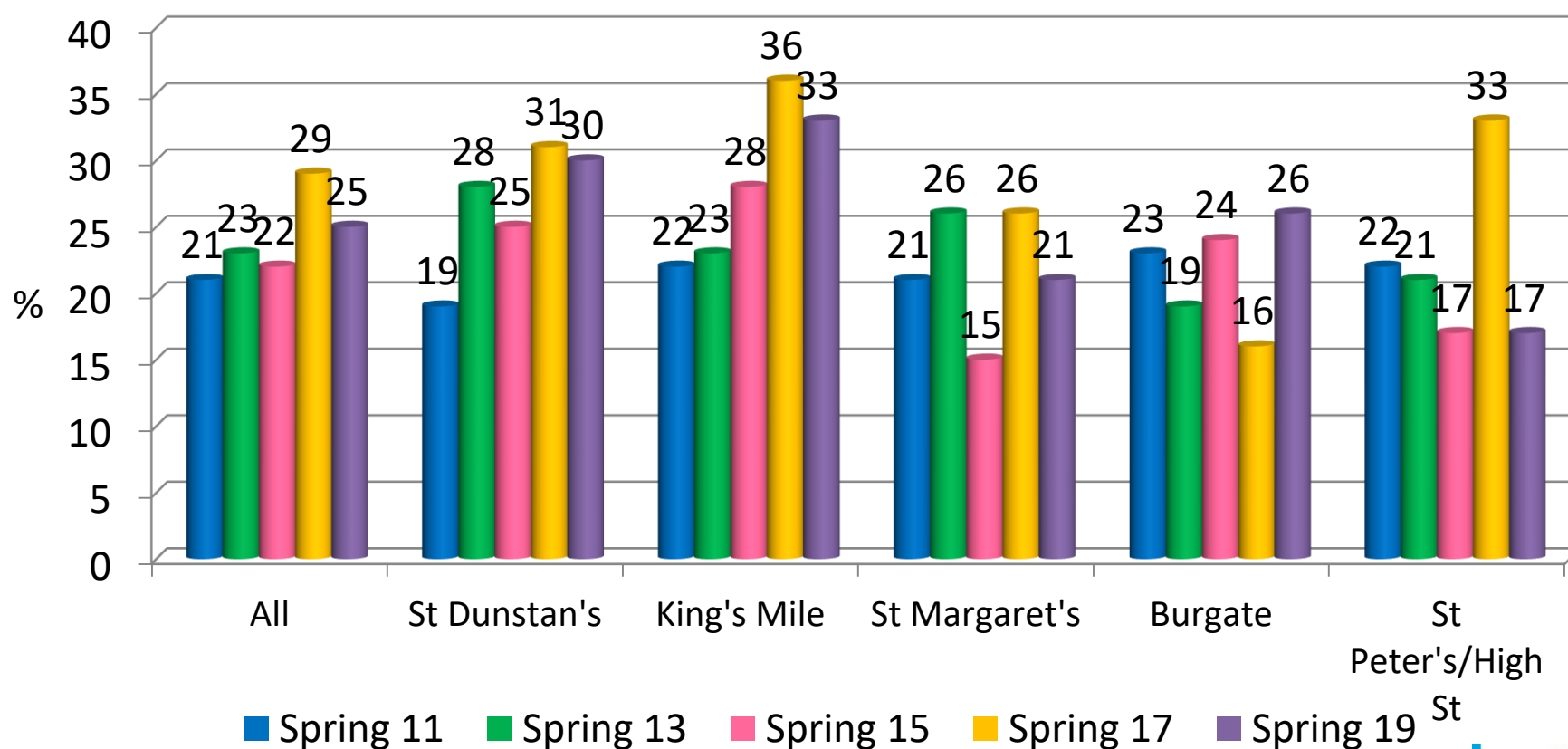
Proportion making non-food purchases in Canterbury city centre today?  
(n = all respondents)





# Grocery Conversion

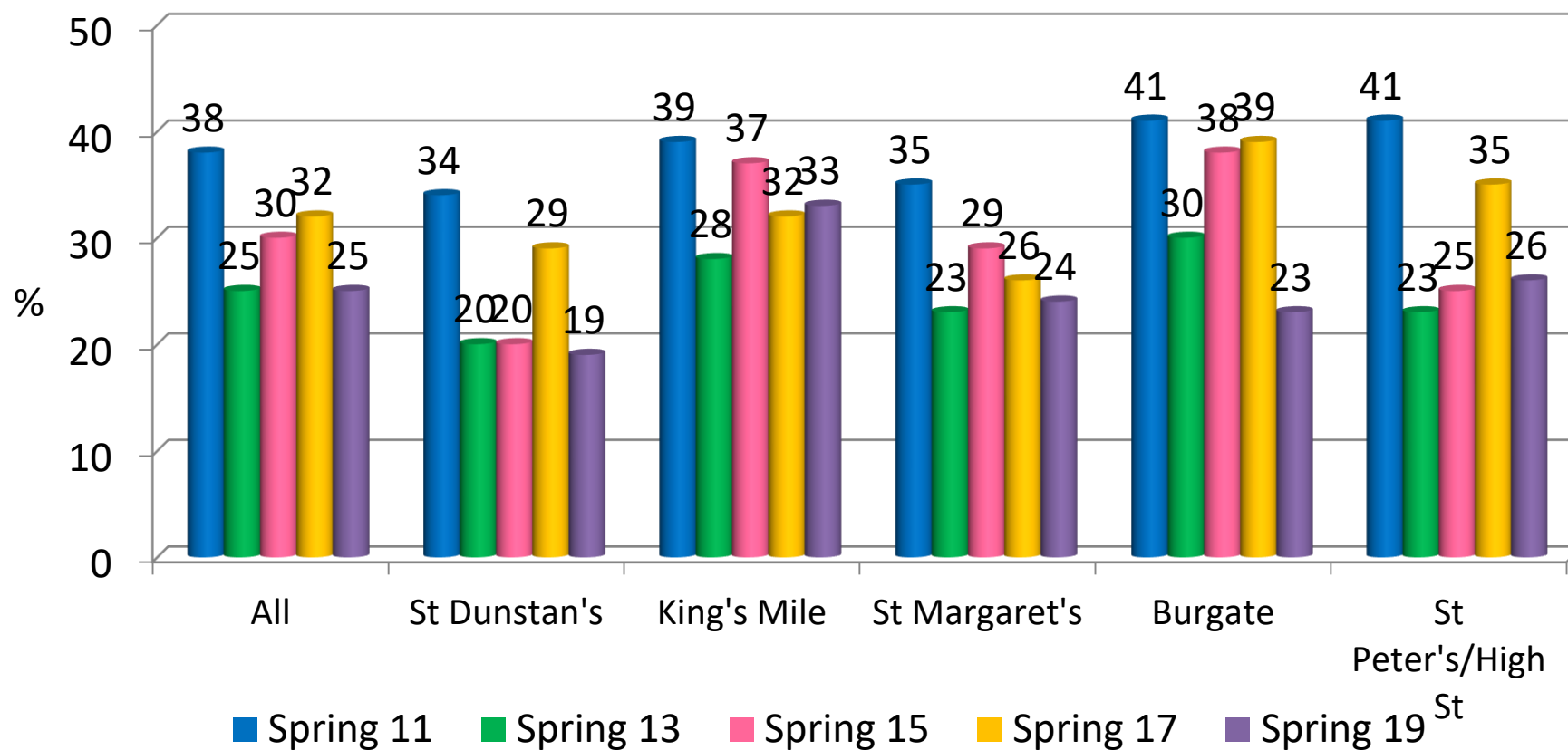
Proportion making grocery purchases in Canterbury city centre today?  
(n = all respondents)





# Entertainment Conversion

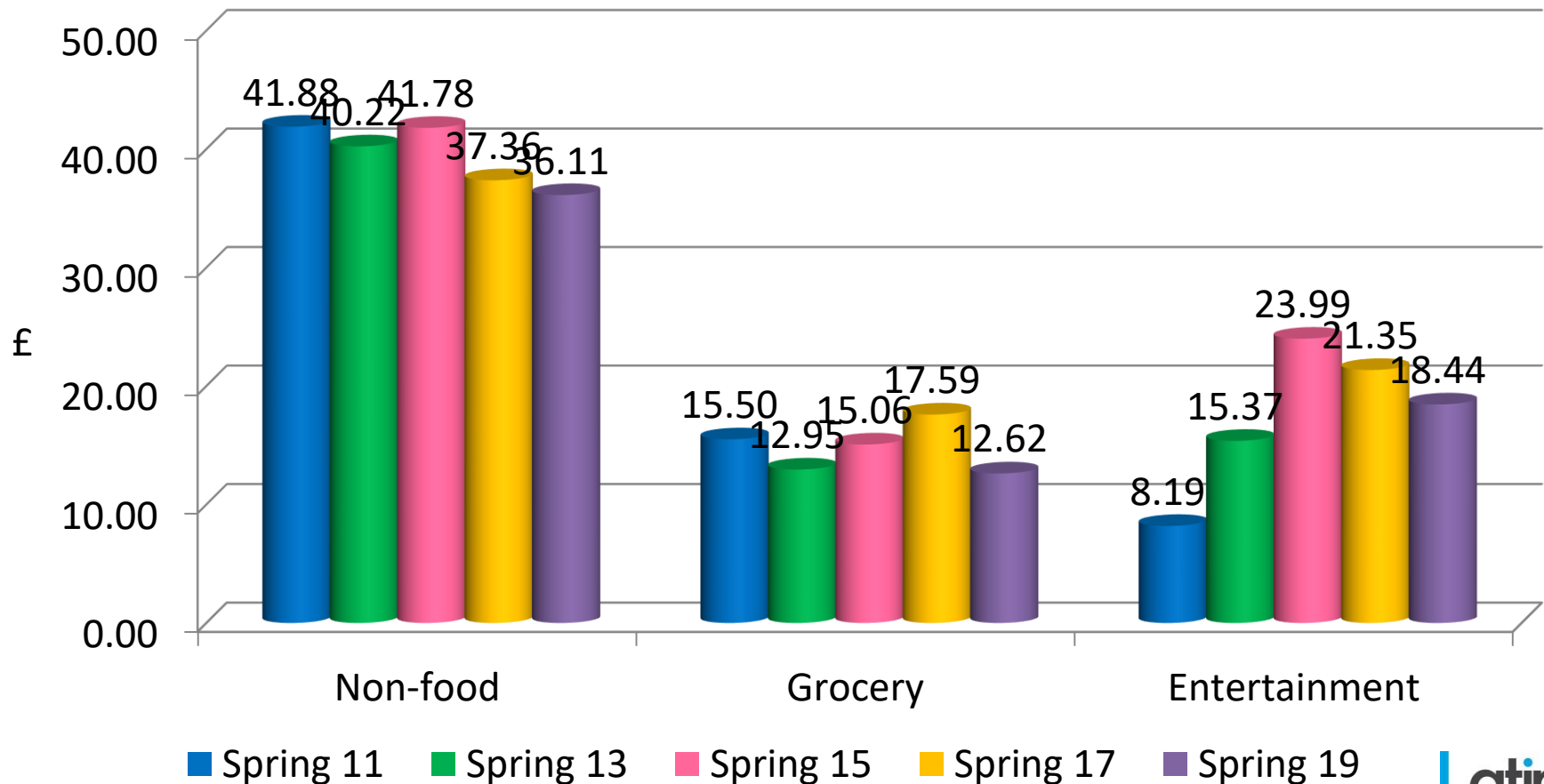
Proportion making entertainment purchases in Canterbury city centre today?  
(n = all respondents)





# Average Party Spend

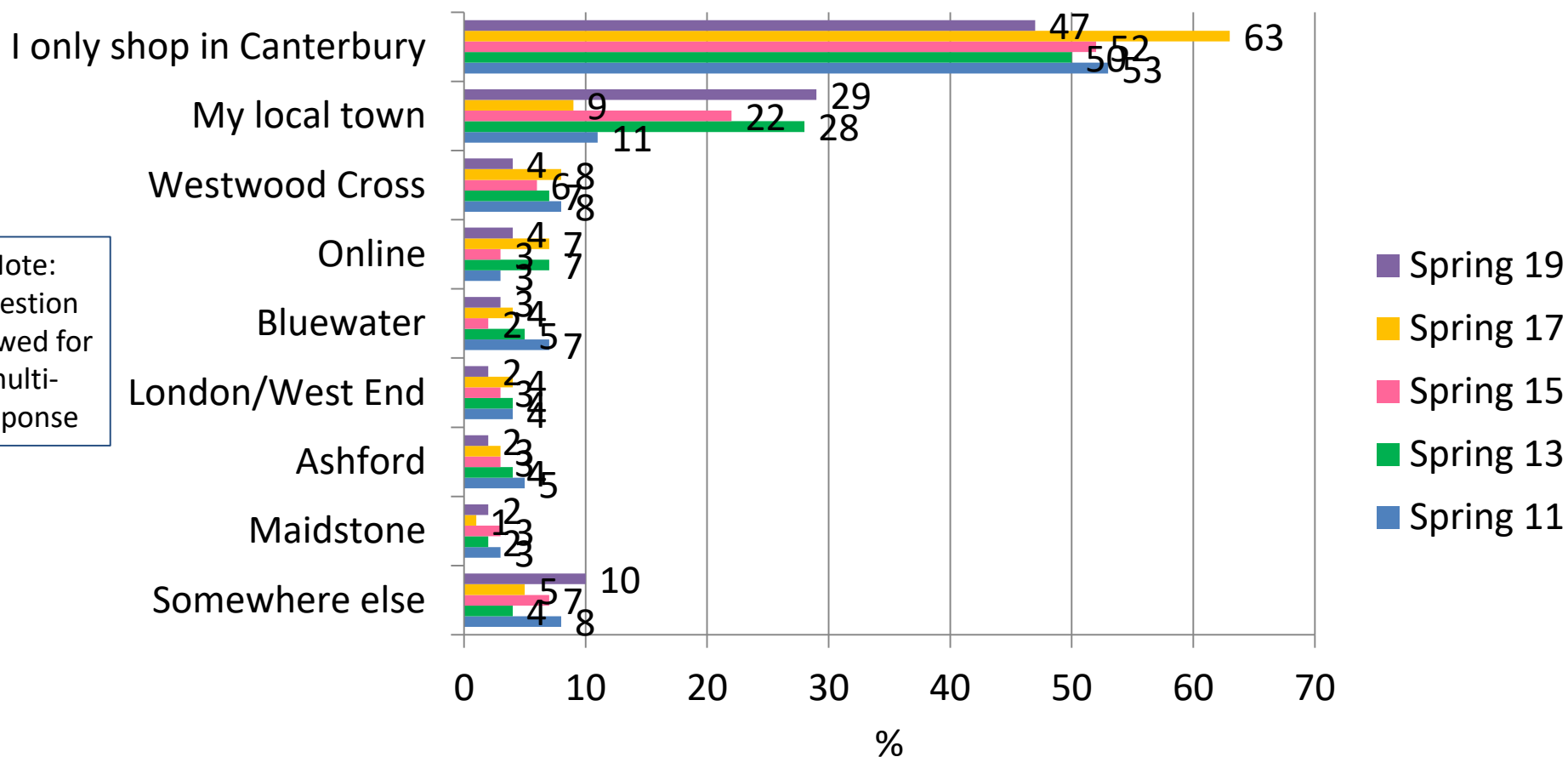
How much to the nearest £ have you spent as a party today?  
(n = those who have spent on each category)





# Alternative Purchase Location

Where would you have made your purchase if you hadn't come here?  
(n = those who made a non-food or grocery purchase today)

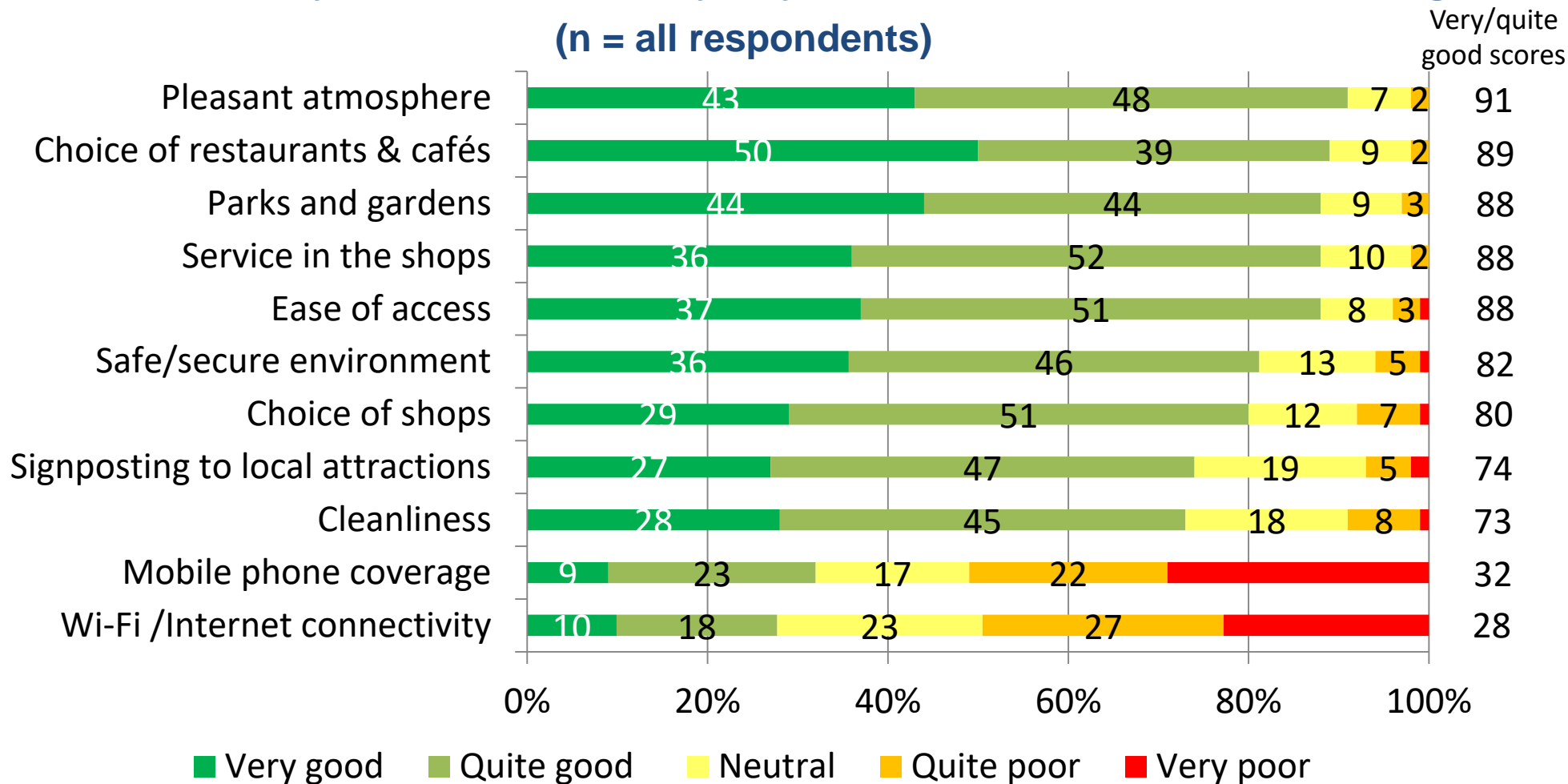




# City centre Ratings (Spring 19)

How would you rate Canterbury city centre for each of the following?

(n = all respondents)





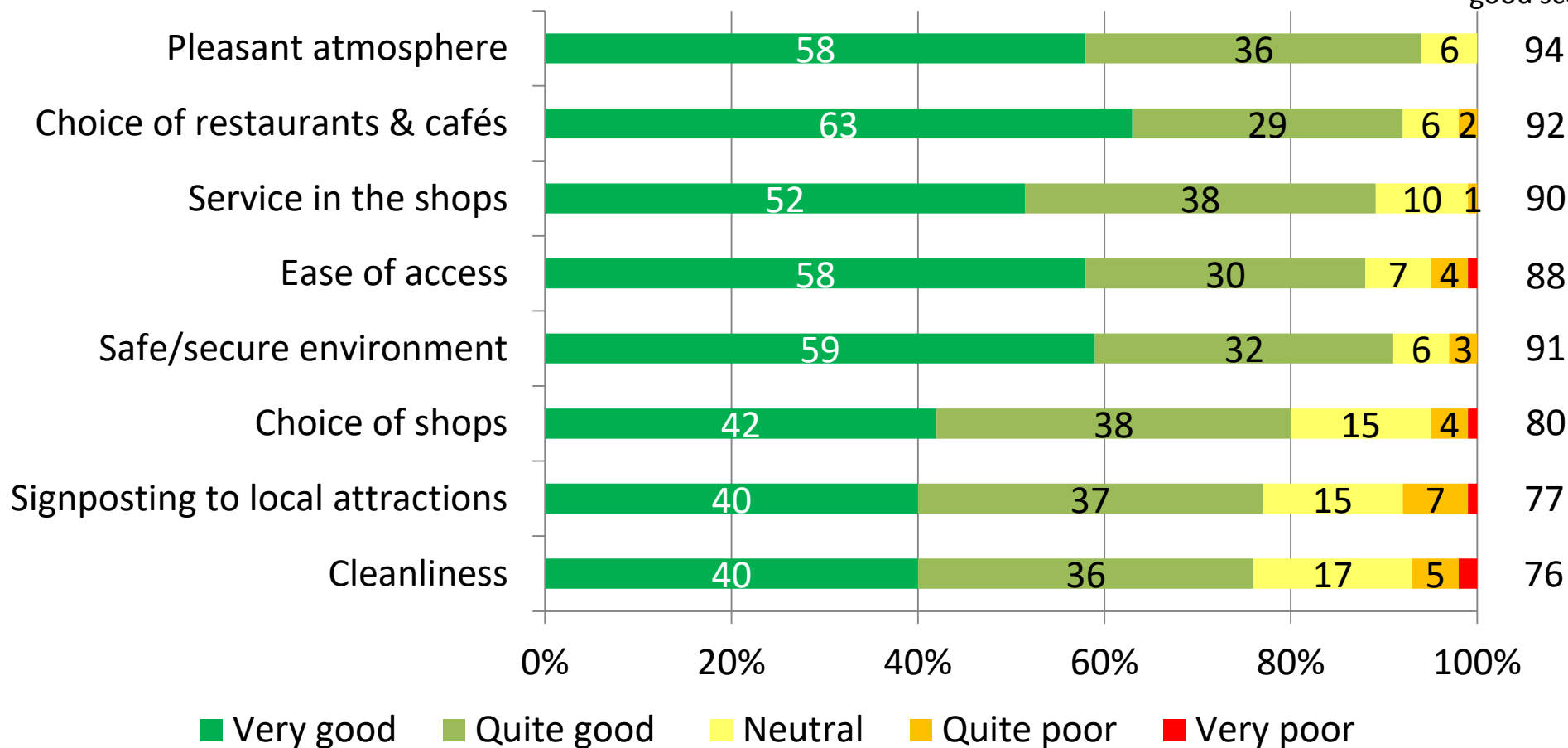


# City centre Ratings (Spring 17)

How would you rate Canterbury city centre for each of the following?

(n = all respondents)

Very/quite good scores



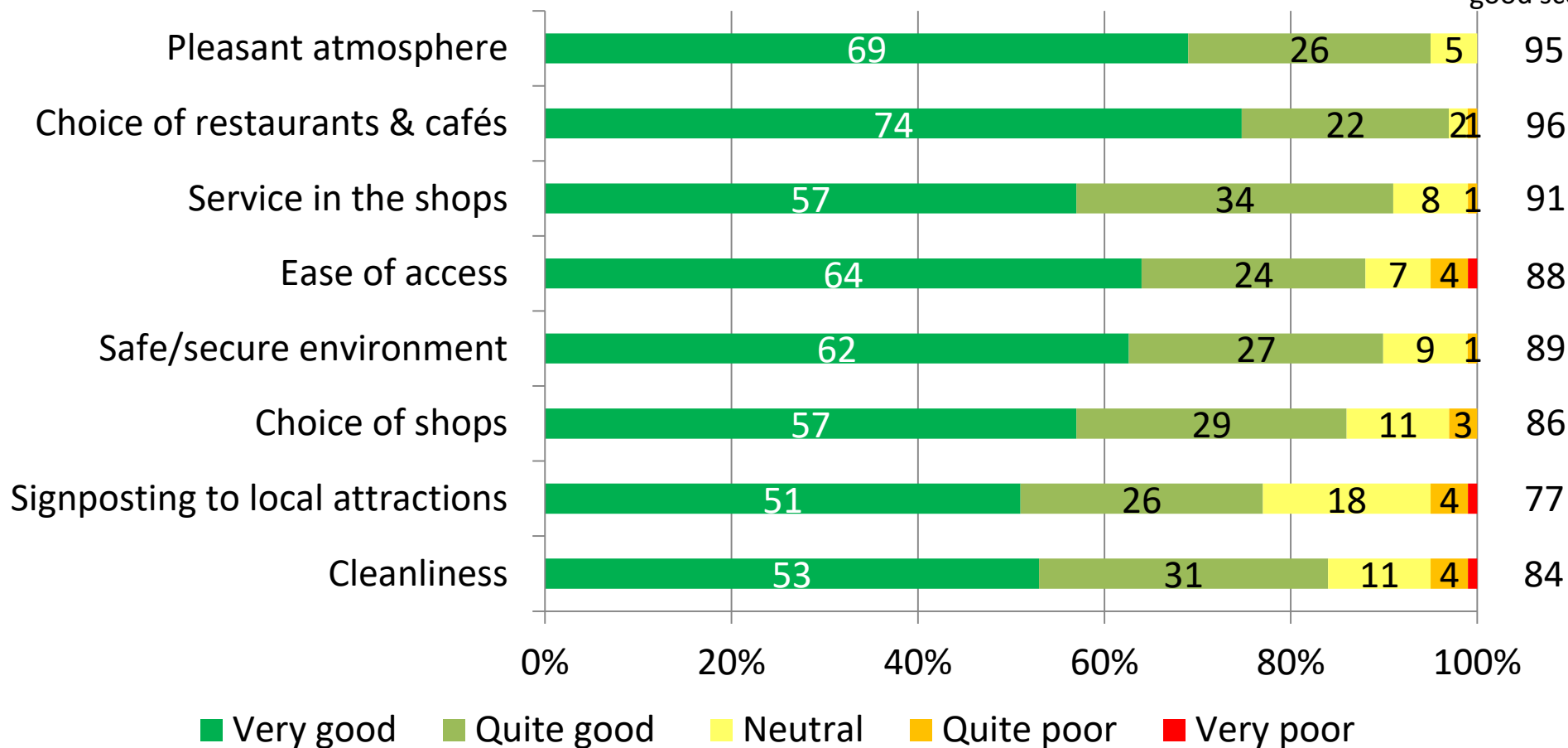


# City centre Ratings (Spring 15)

How would you rate Canterbury city centre for each of the following?

(n = all respondents)

Very/quite  
good scores



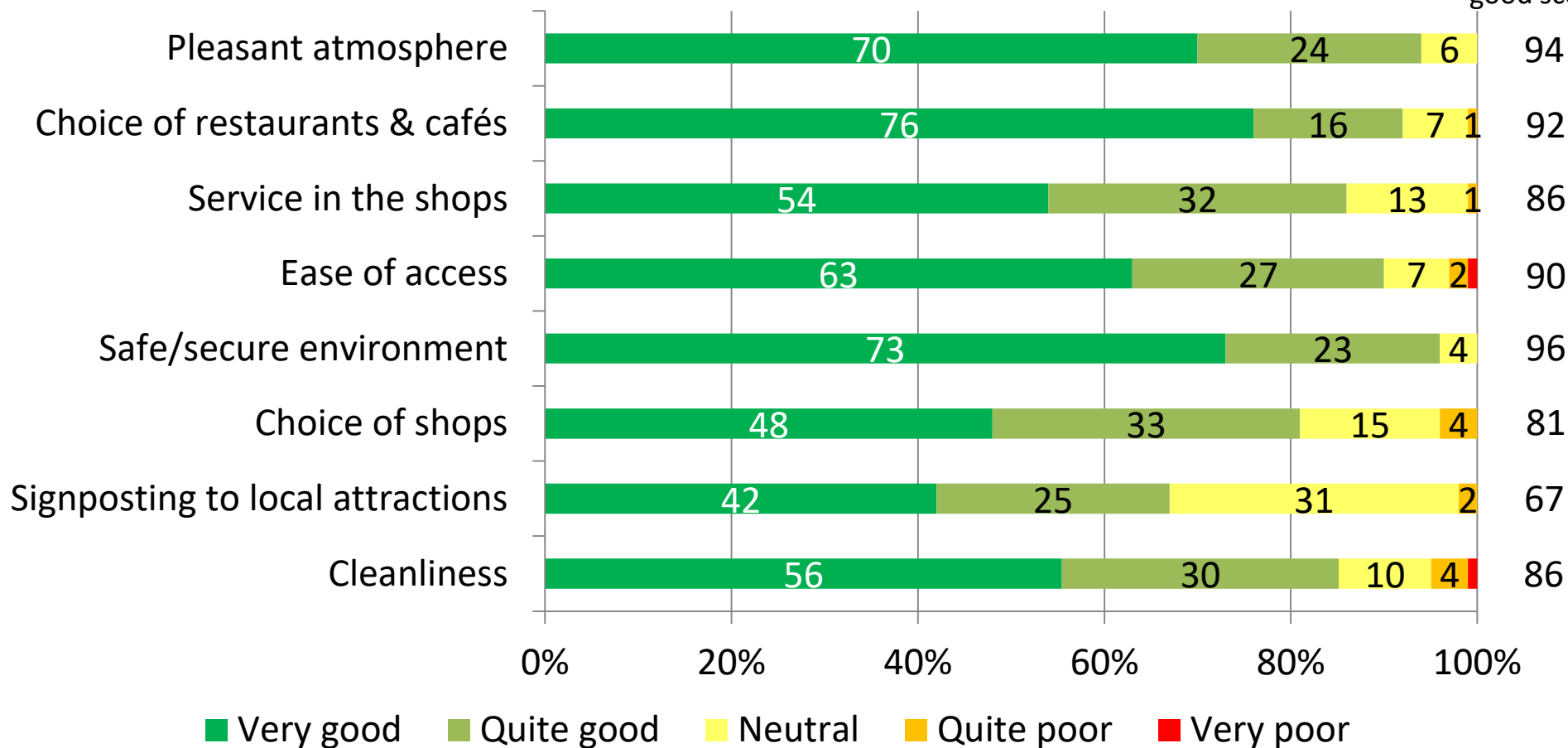


# City centre Ratings (Spring 13)

How would you rate Canterbury city centre for each of the following?

(n = all respondents)

Very/quite  
good scores



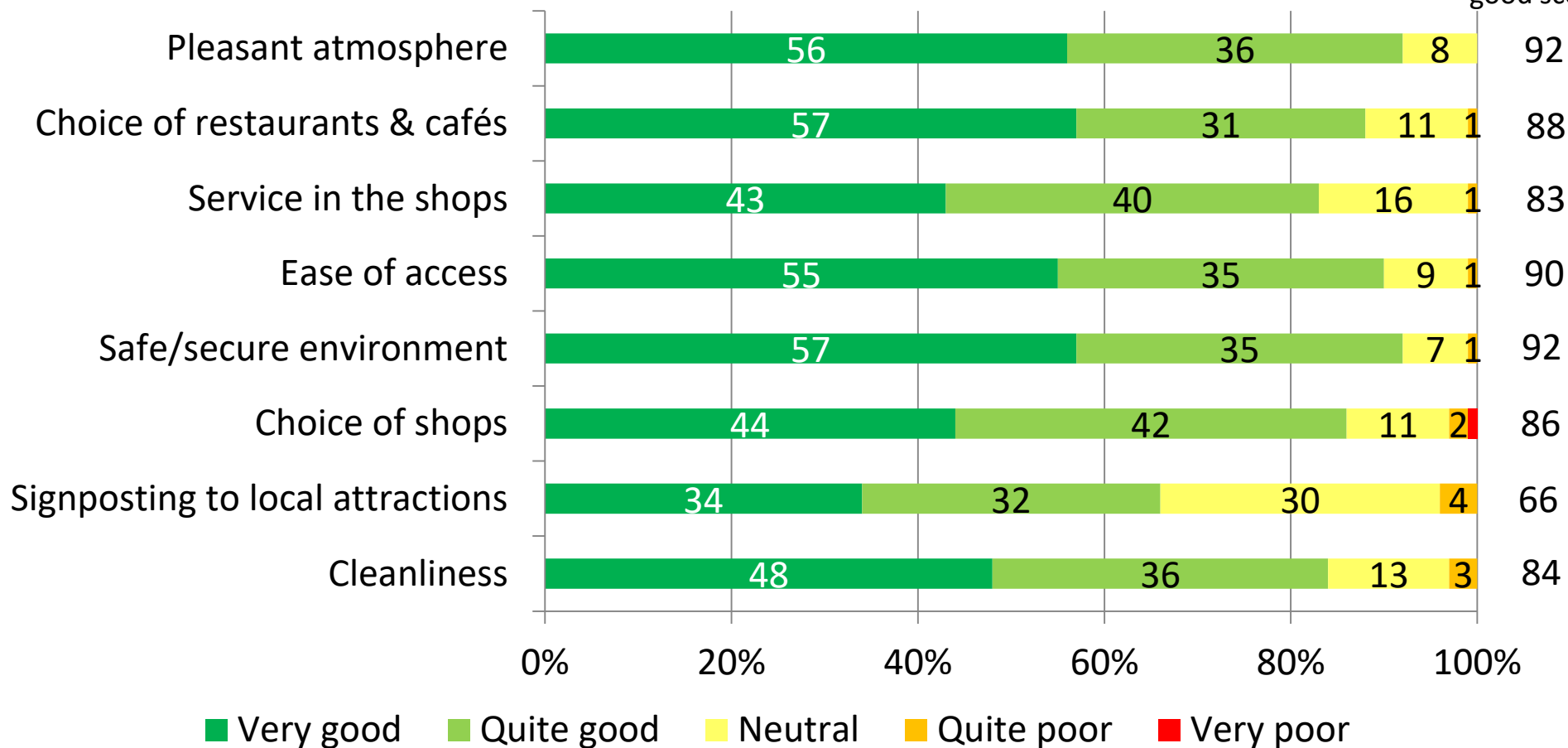


# City centre Ratings (Spring 11)

How would you rate Canterbury city centre for each of the following?

(n = all respondents)

Very/quite good scores

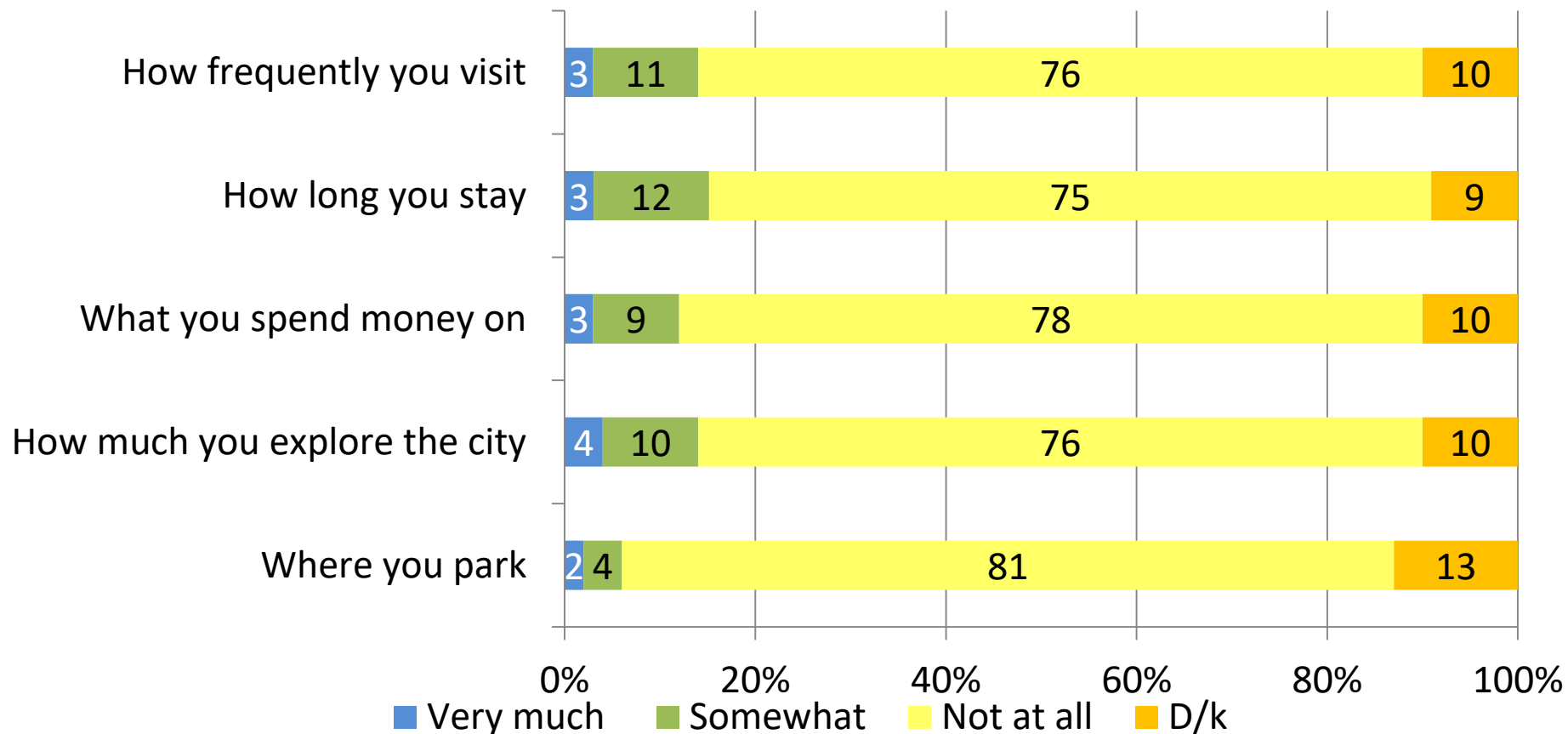




# Wi-Fi / Phone connectivity (Spring 19)

To what extent does the Wi-Fi/ phone connectivity impact on any of the following when you visit Canterbury?

(n = all respondents)



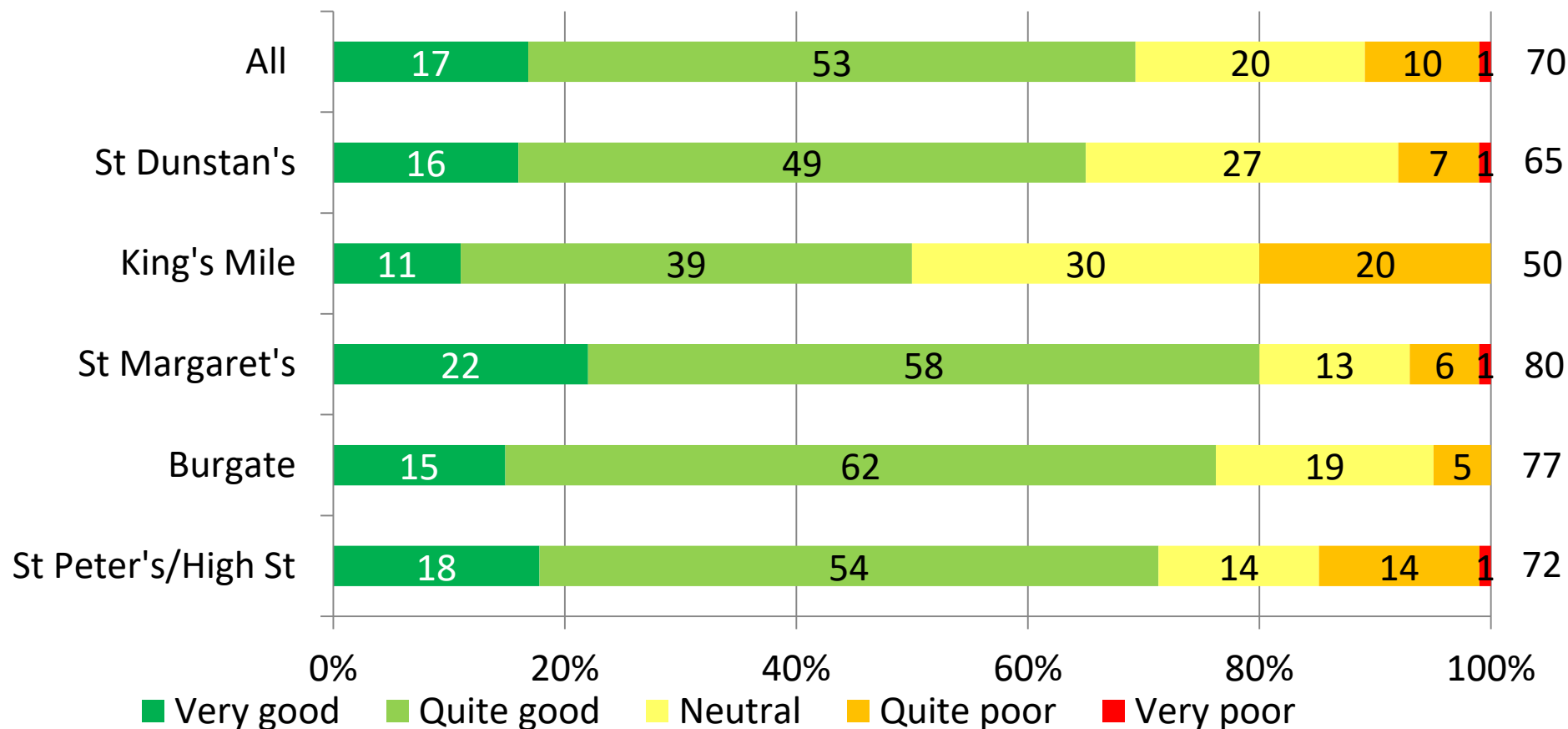


# Area ratings: Choice of shops (Spring 19)

How would you rate this specific area for its Choice of shops?

(n = all respondents)

Very/quite  
good scores



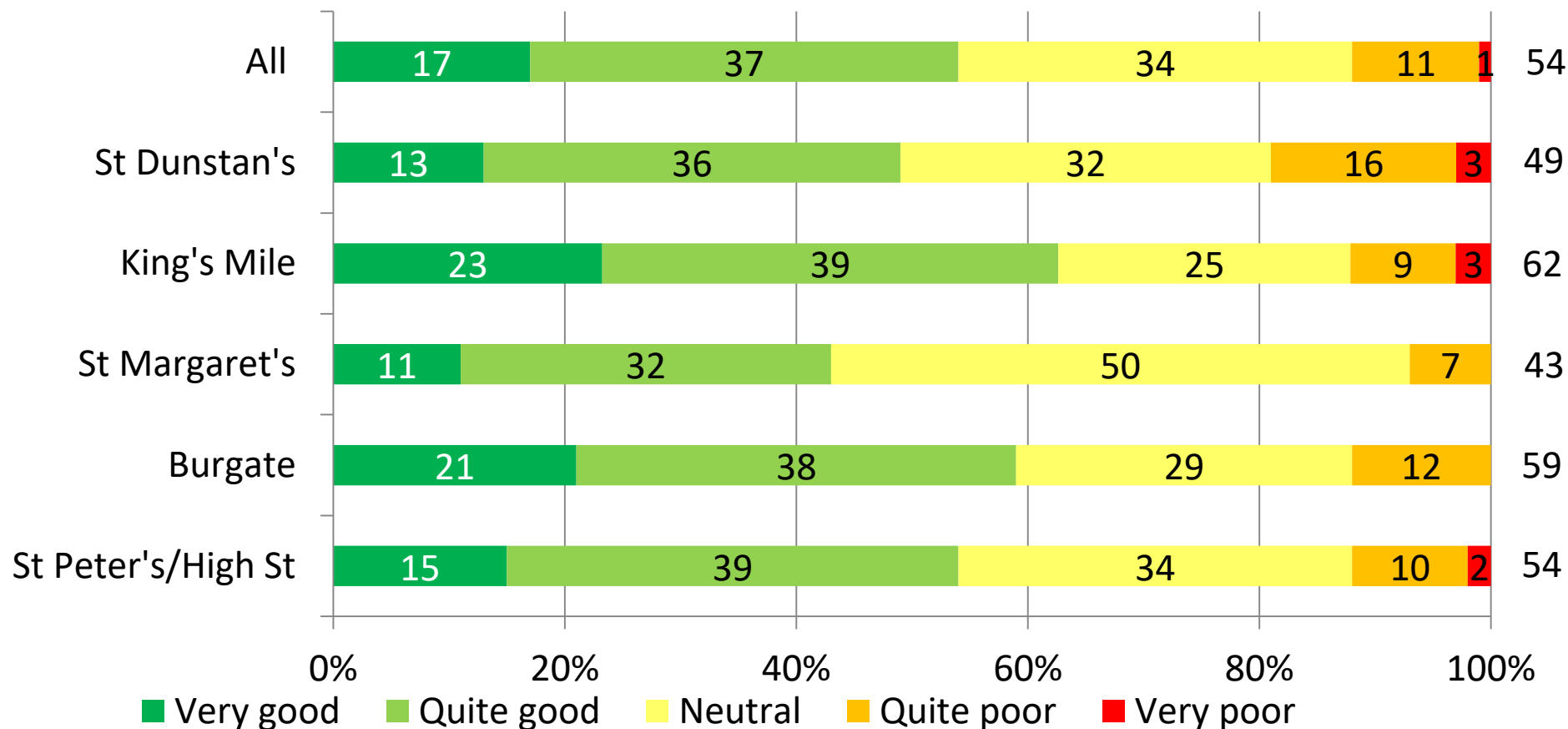


# Area ratings: Choice of shops (Spring 17)

How would you rate this specific area for its Choice of shops?

(n = all respondents)

Very/quite  
good scores



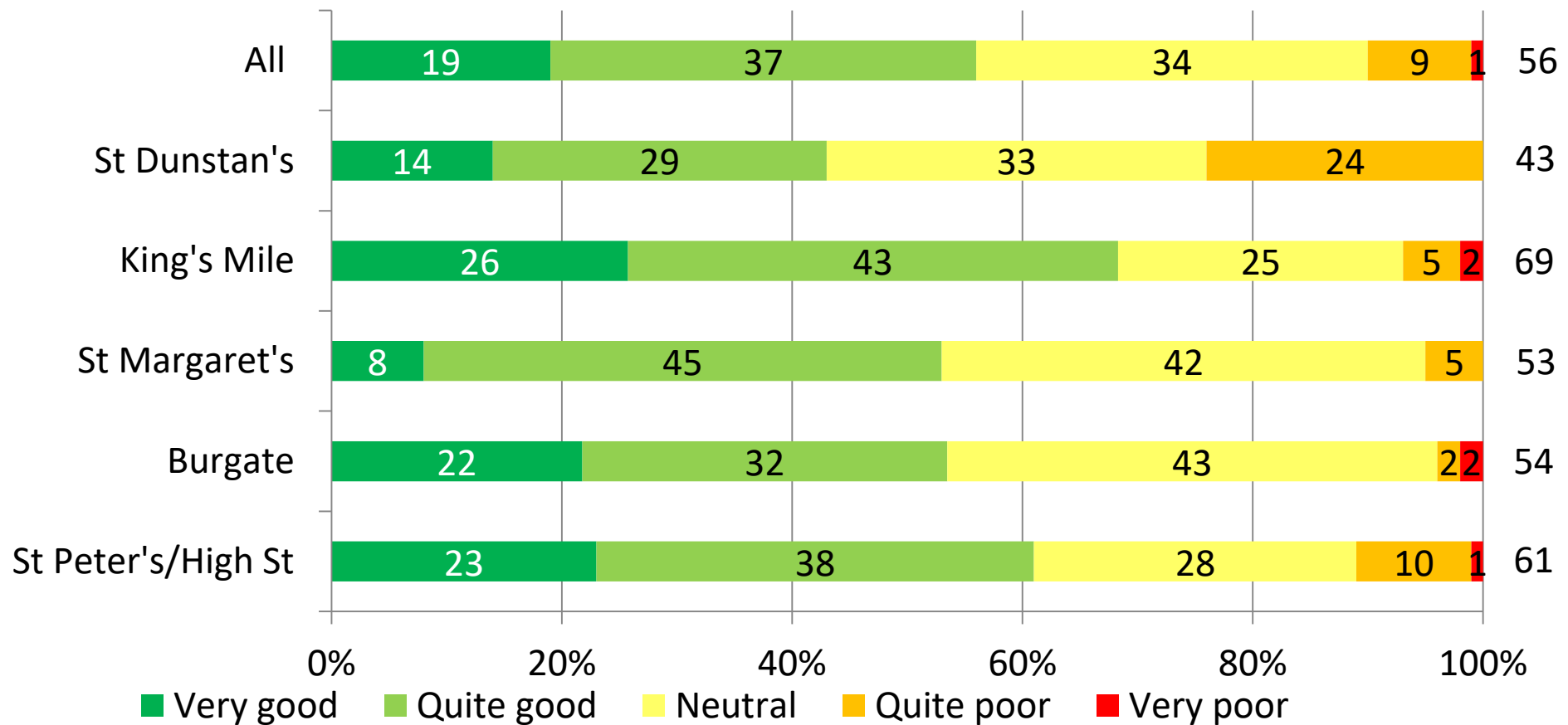


# Area ratings: Choice of shops (Spring 15)

How would you rate this specific area for its Choice of shops?

(n = all respondents)

Very/quite  
good scores





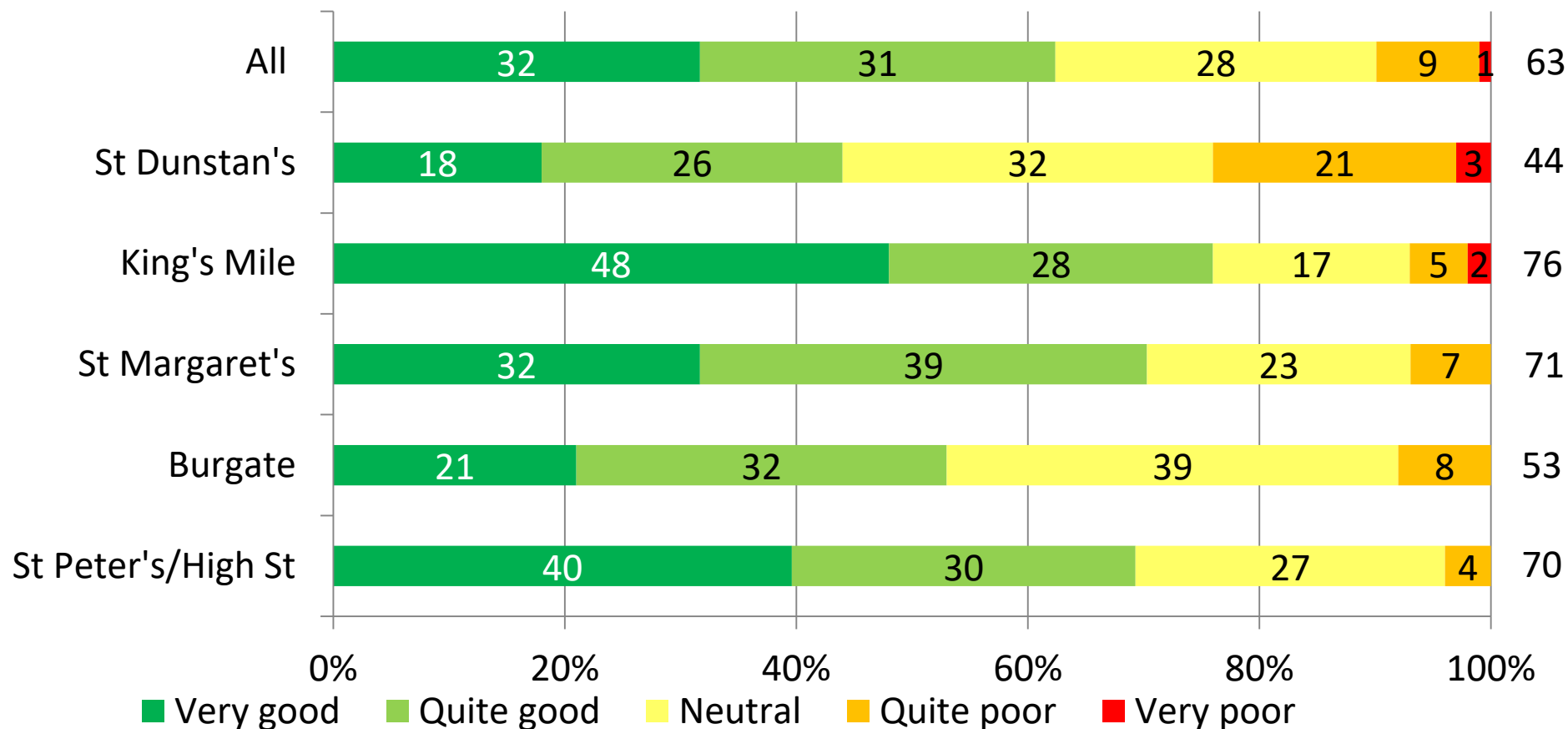


# Area ratings: Choice of shops (Spring 13)

How would you rate this specific area for its Choice of shops?

(n = all respondents)

Very/quite  
good scores



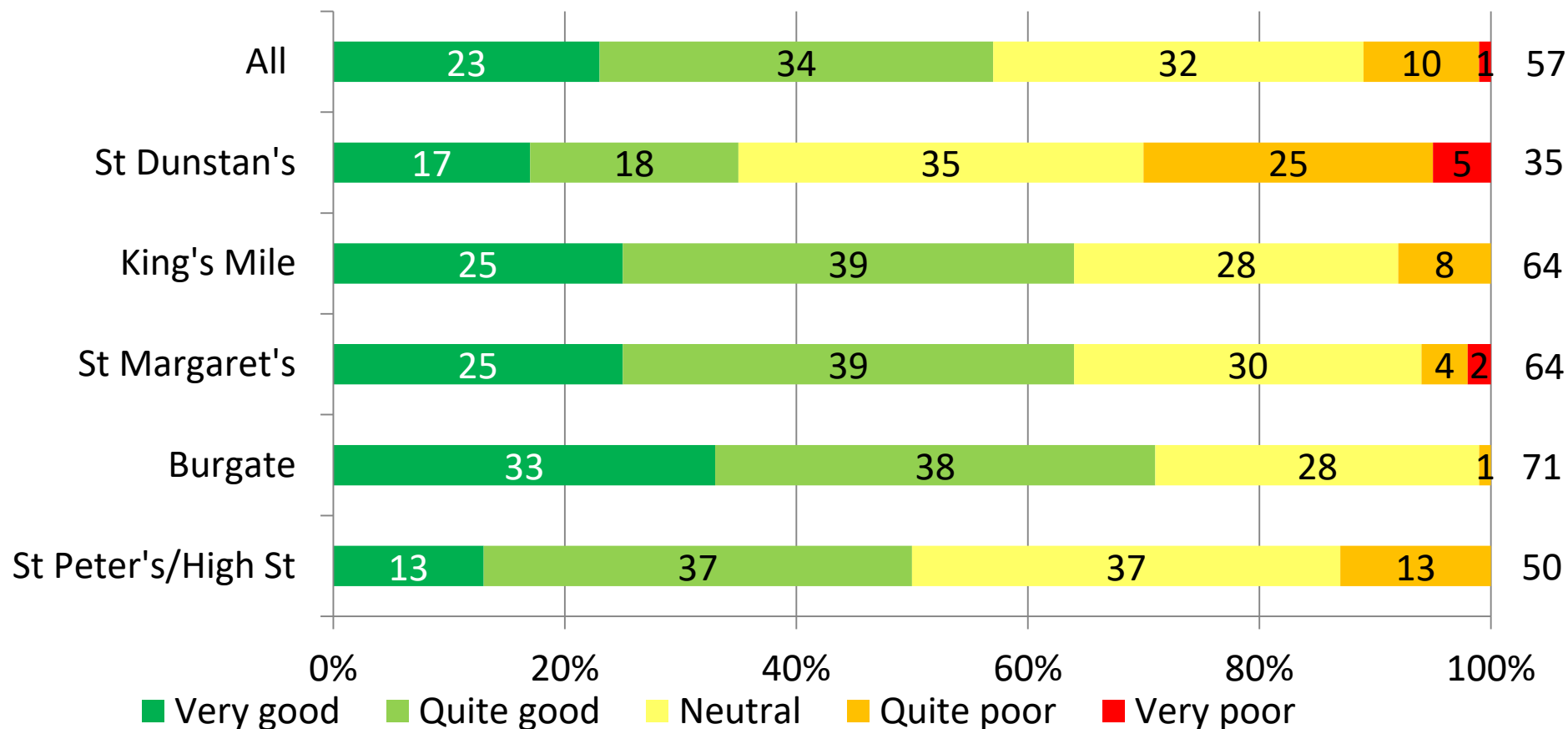


# Area ratings: Choice of shops (Spring 11)

How would you rate this specific area for its Choice of shops?

(n = all respondents)

Very/quite  
good scores



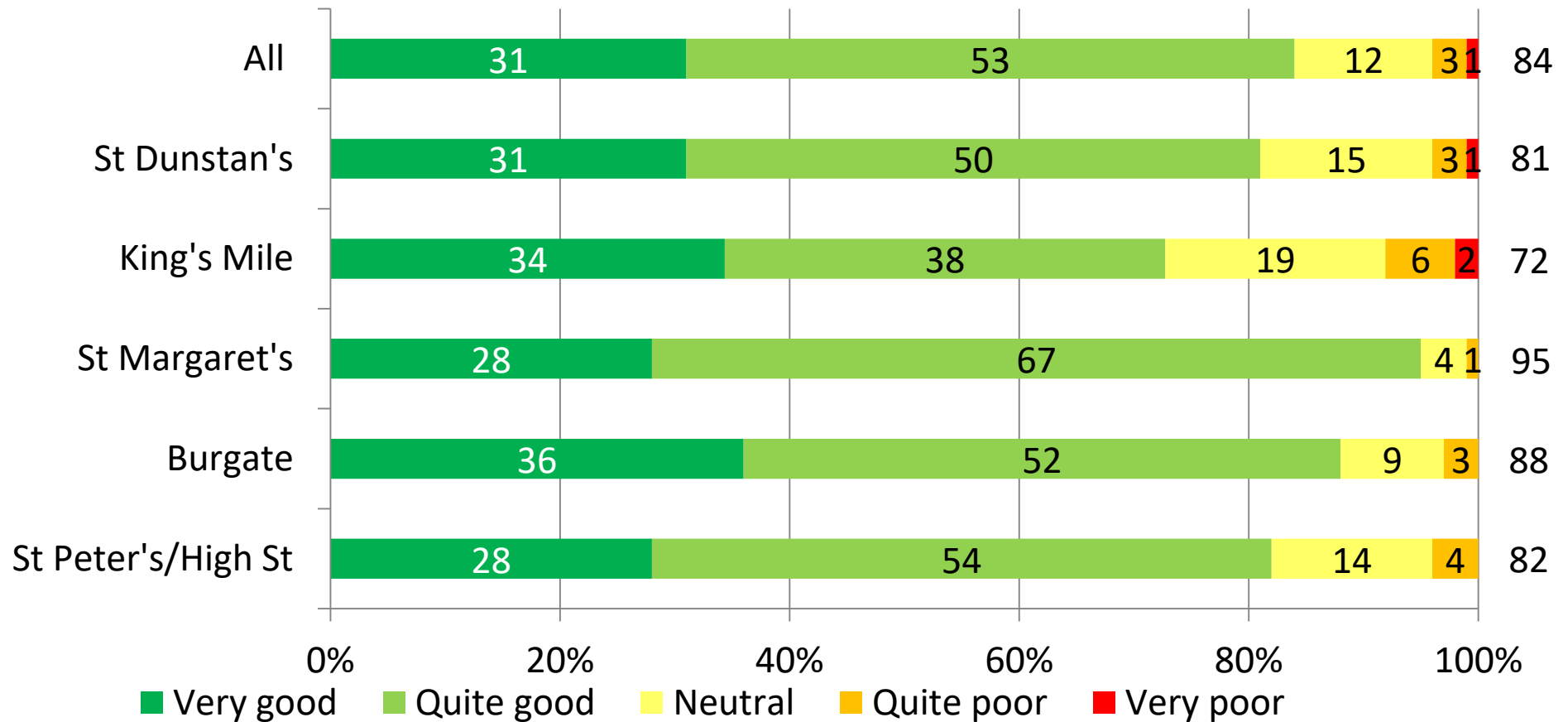


# Area ratings: Safety/security (Spring 19)

How would you rate this specific area for its Safe/secure environment?

(n = all respondents)

Very/quite  
good scores



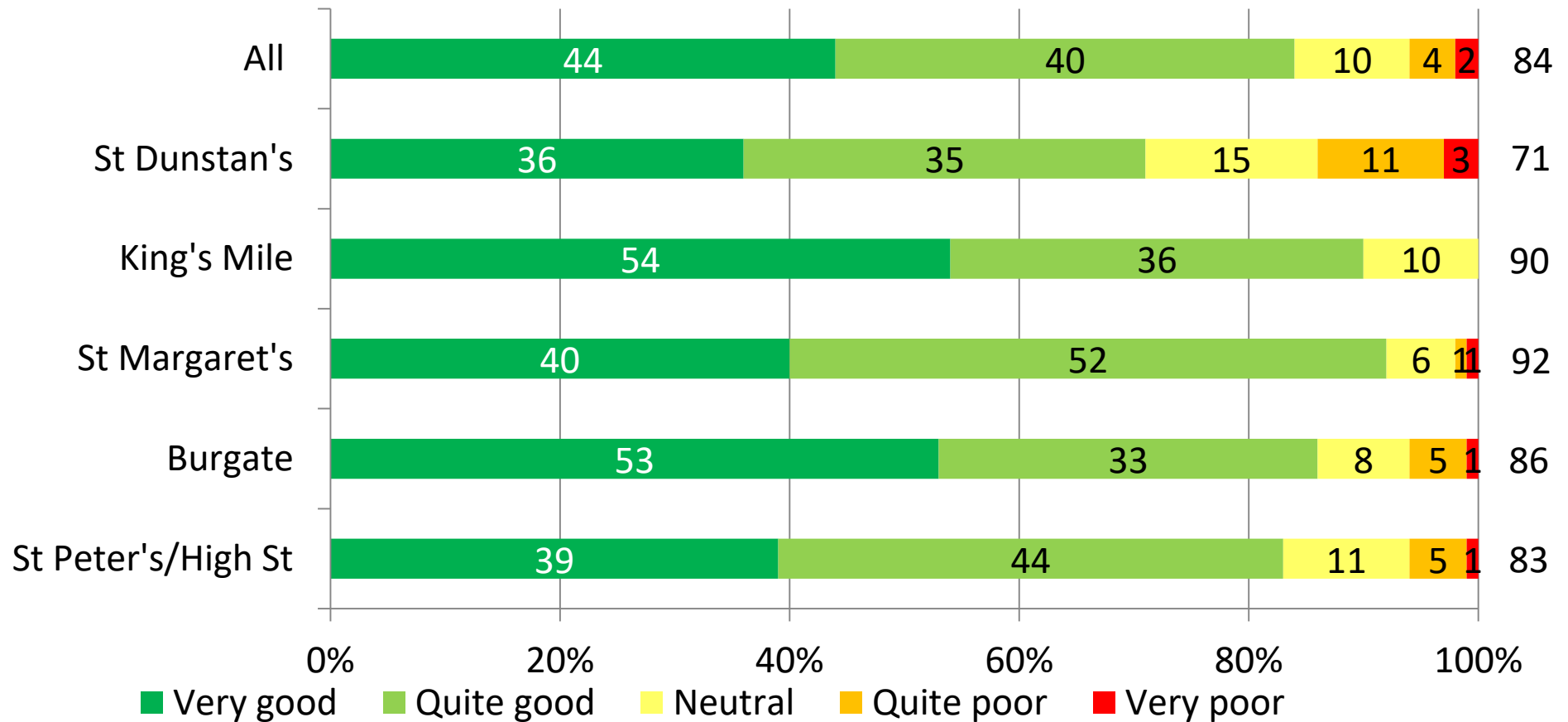


# Area ratings: Safety/security (Spring 17)

How would you rate this specific area for its Safe/secure environment?

(n = all respondents)

Very/quite  
good scores



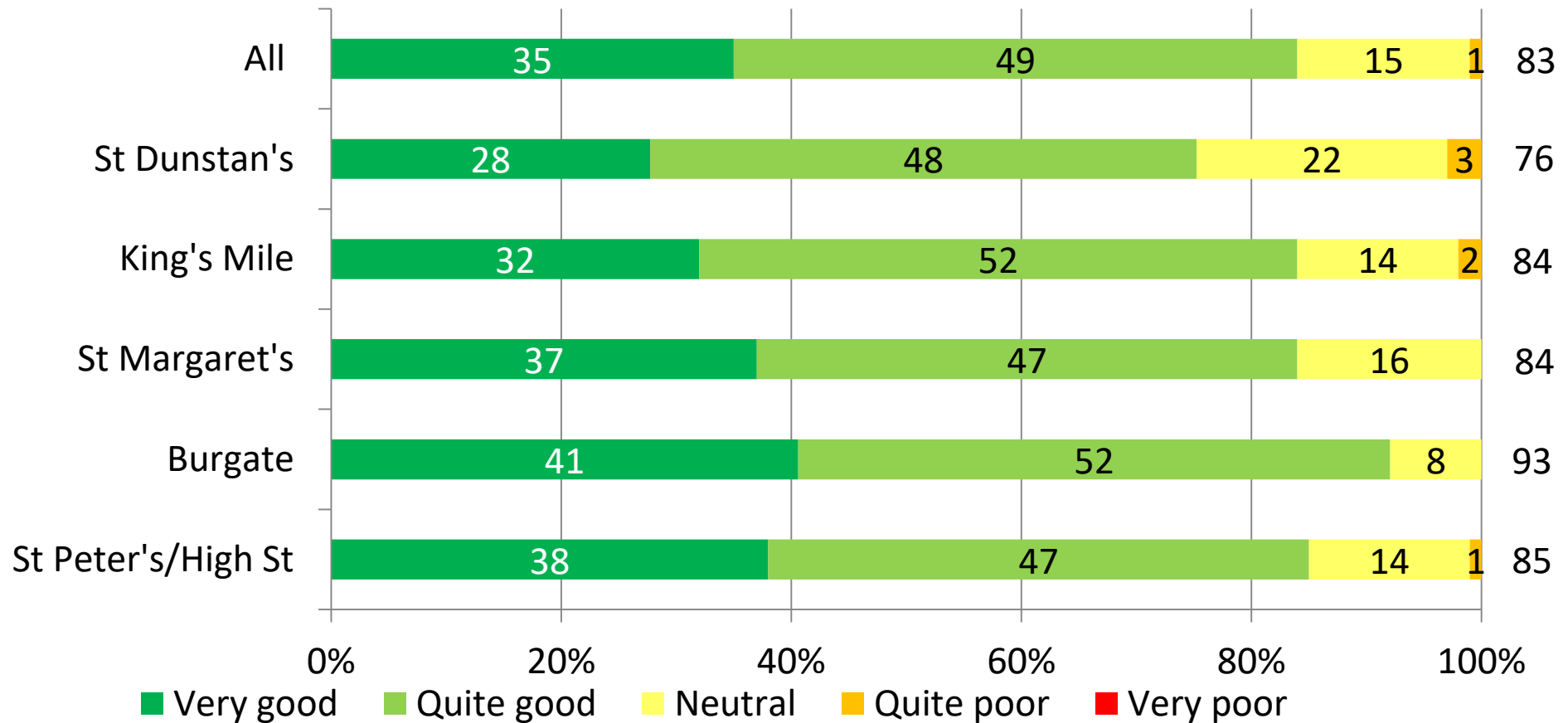


# Area ratings: Safety/security (Spring 15)

How would you rate this specific area for its Safe/secure environment?

(n = all respondents)

Very/quite  
good scores



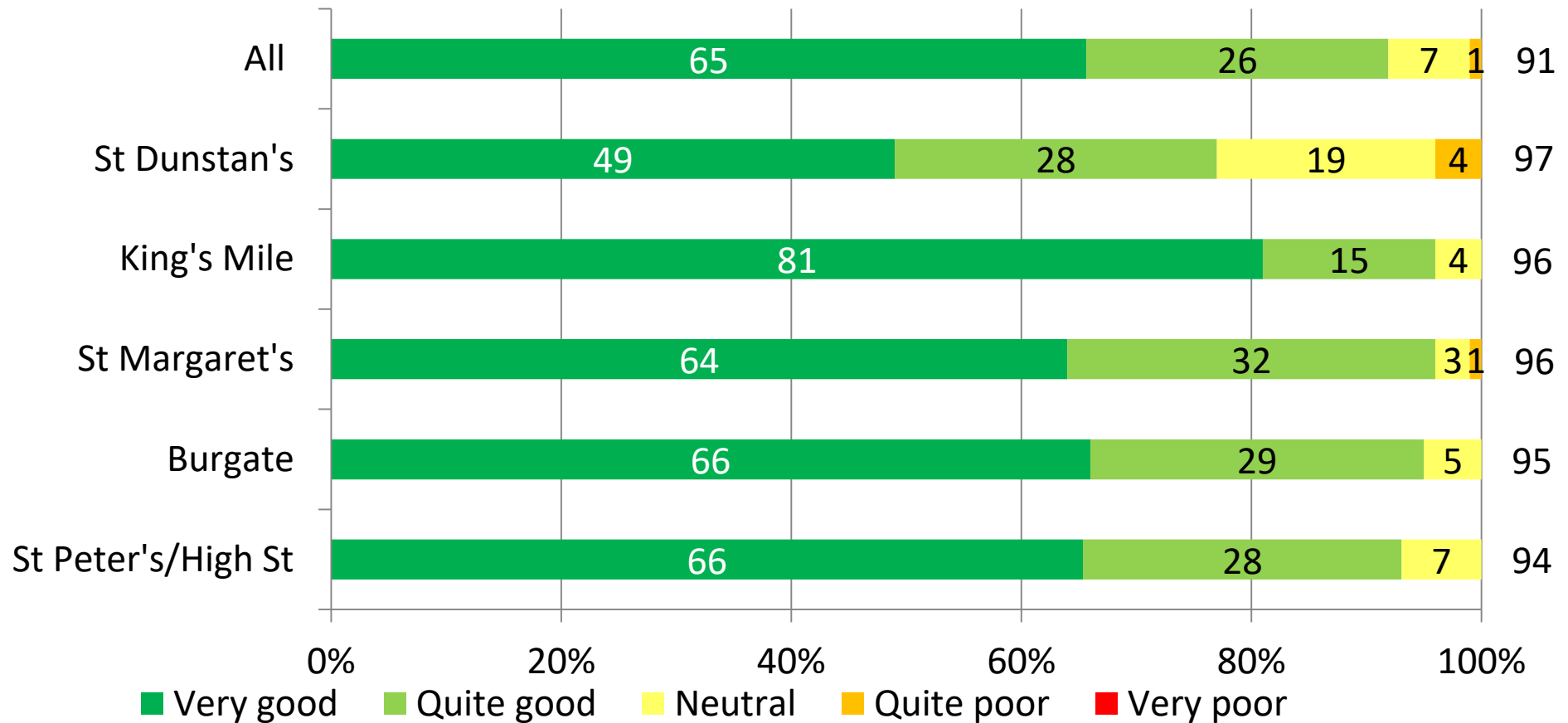


# Area ratings: Safety/security (Spring 13)

How would you rate this specific area for its Safe/secure environment?

(n = all respondents)

Very/quite  
good scores



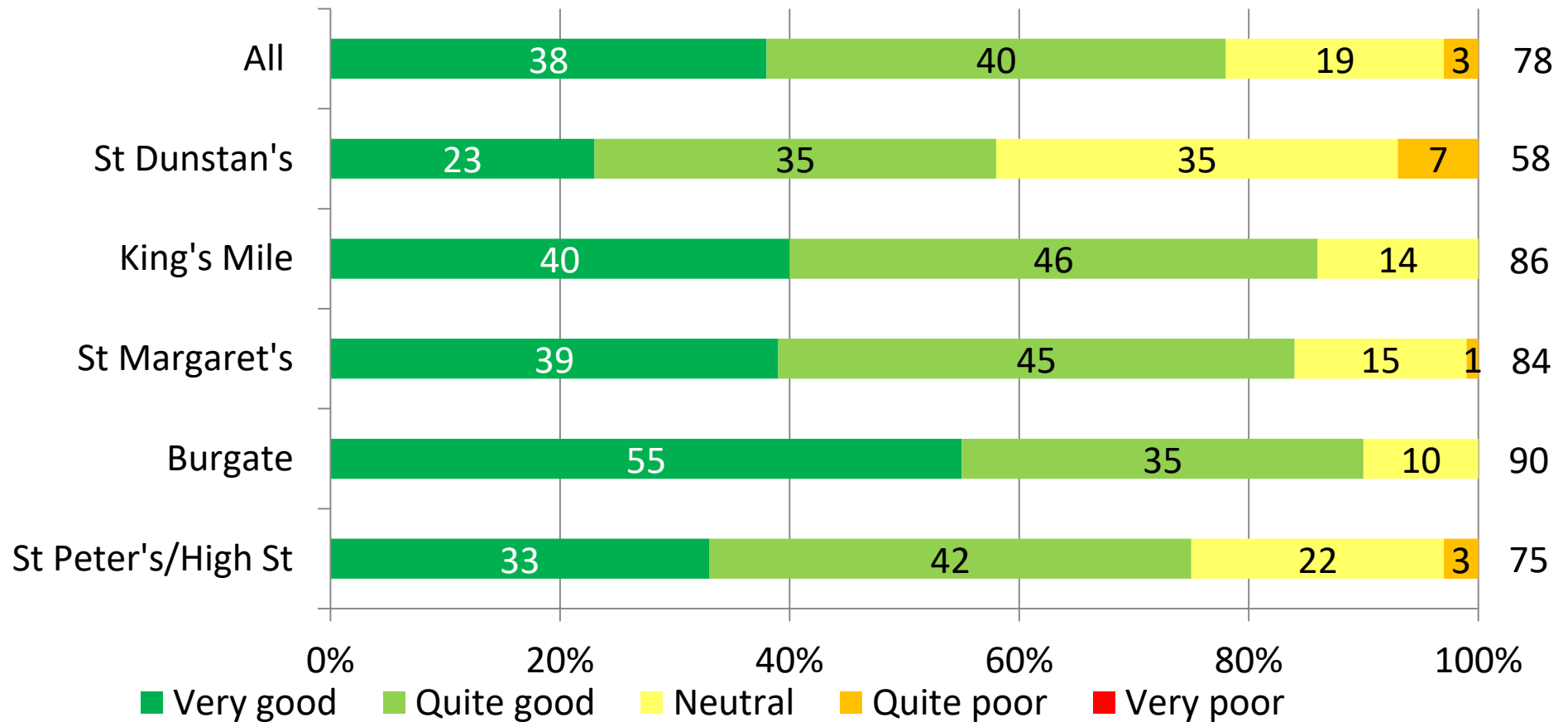


# Area ratings: Safety/security (Spring 11)

How would you rate this specific area for its Safe/secure environment?

(n = all respondents)

Very/quite  
good scores



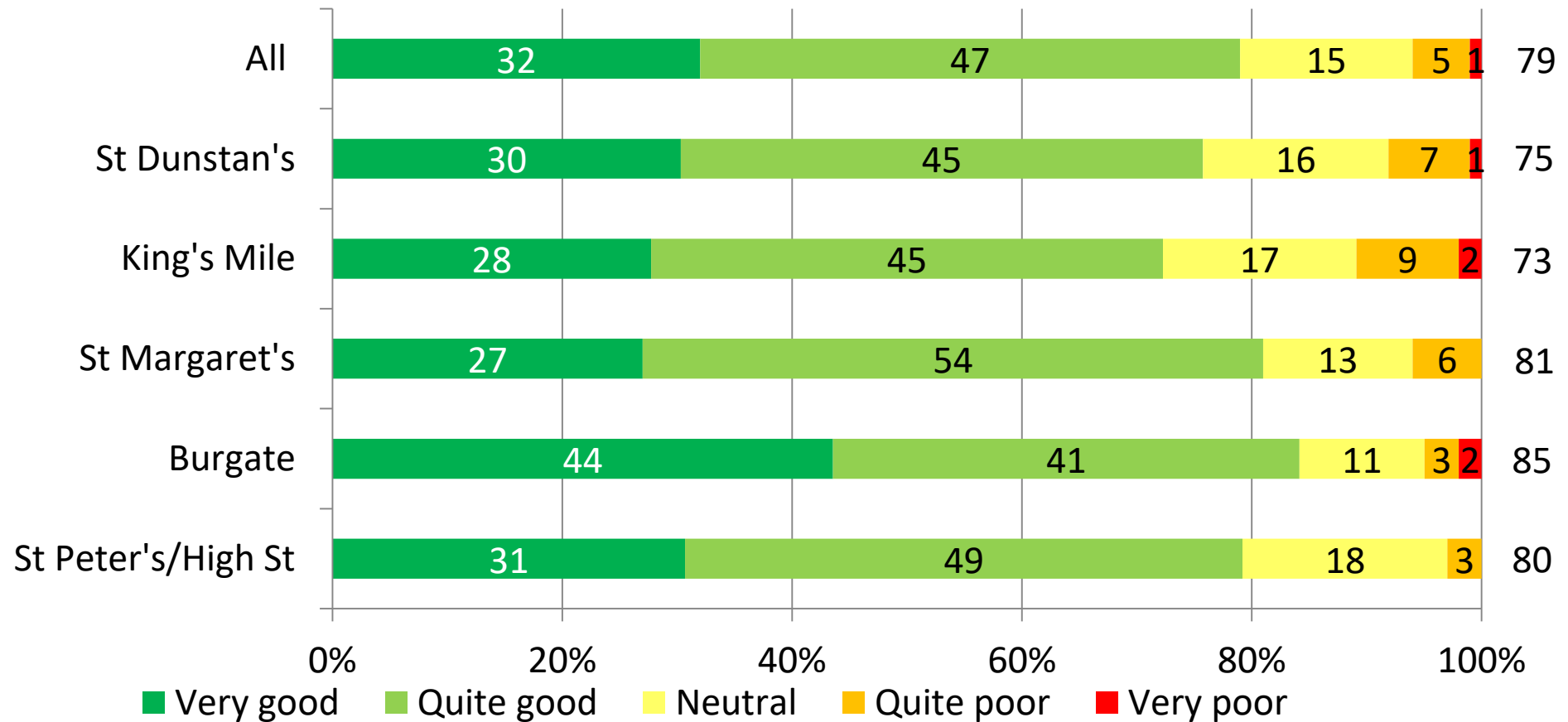


# Area ratings: Cleanliness (Spring 19)

How would you rate this specific area for its Cleanliness?

(n = all respondents)

Very/quite  
good scores





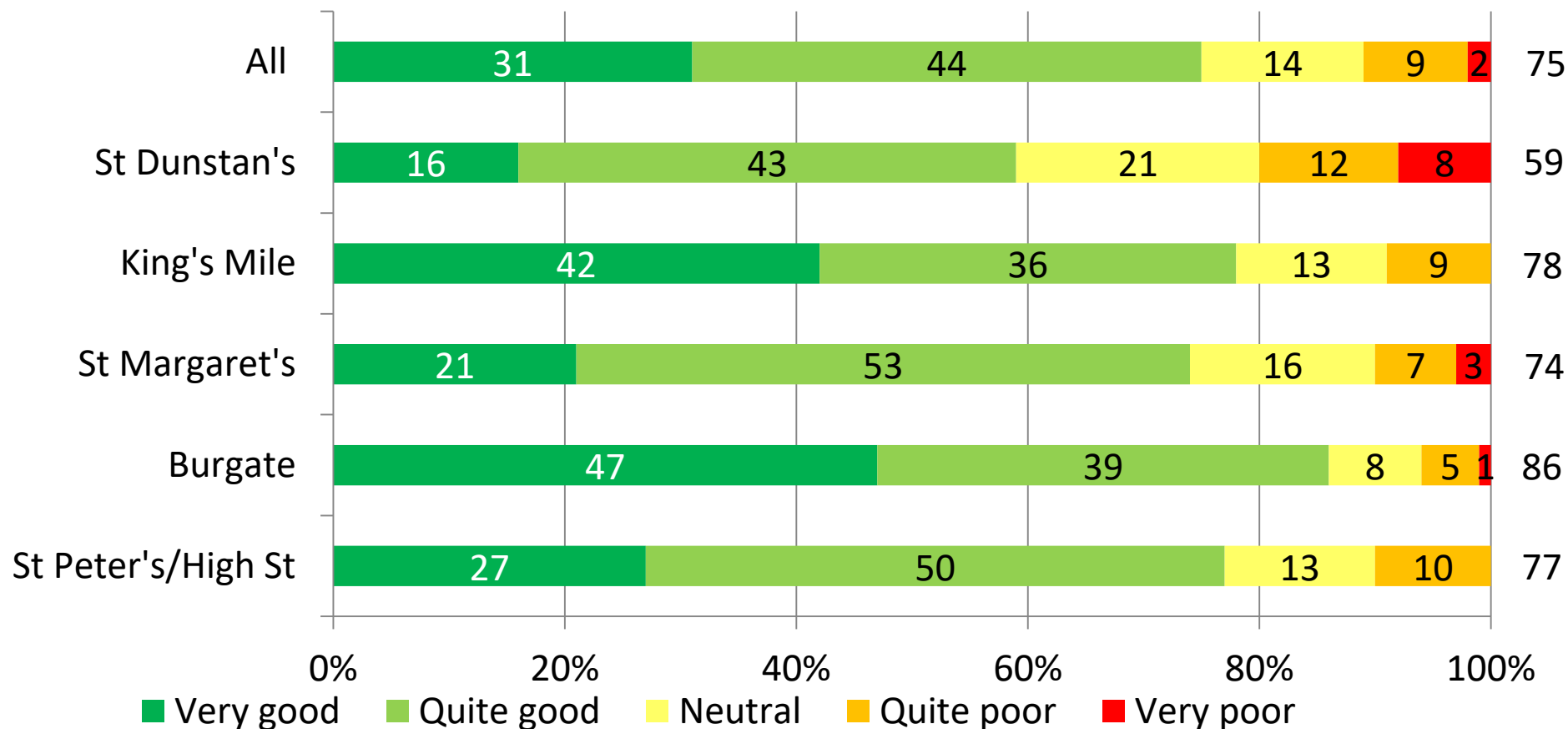


# Area ratings: Cleanliness (Spring 17)

How would you rate this specific area for its Cleanliness?

(n = all respondents)

Very/quite  
good scores



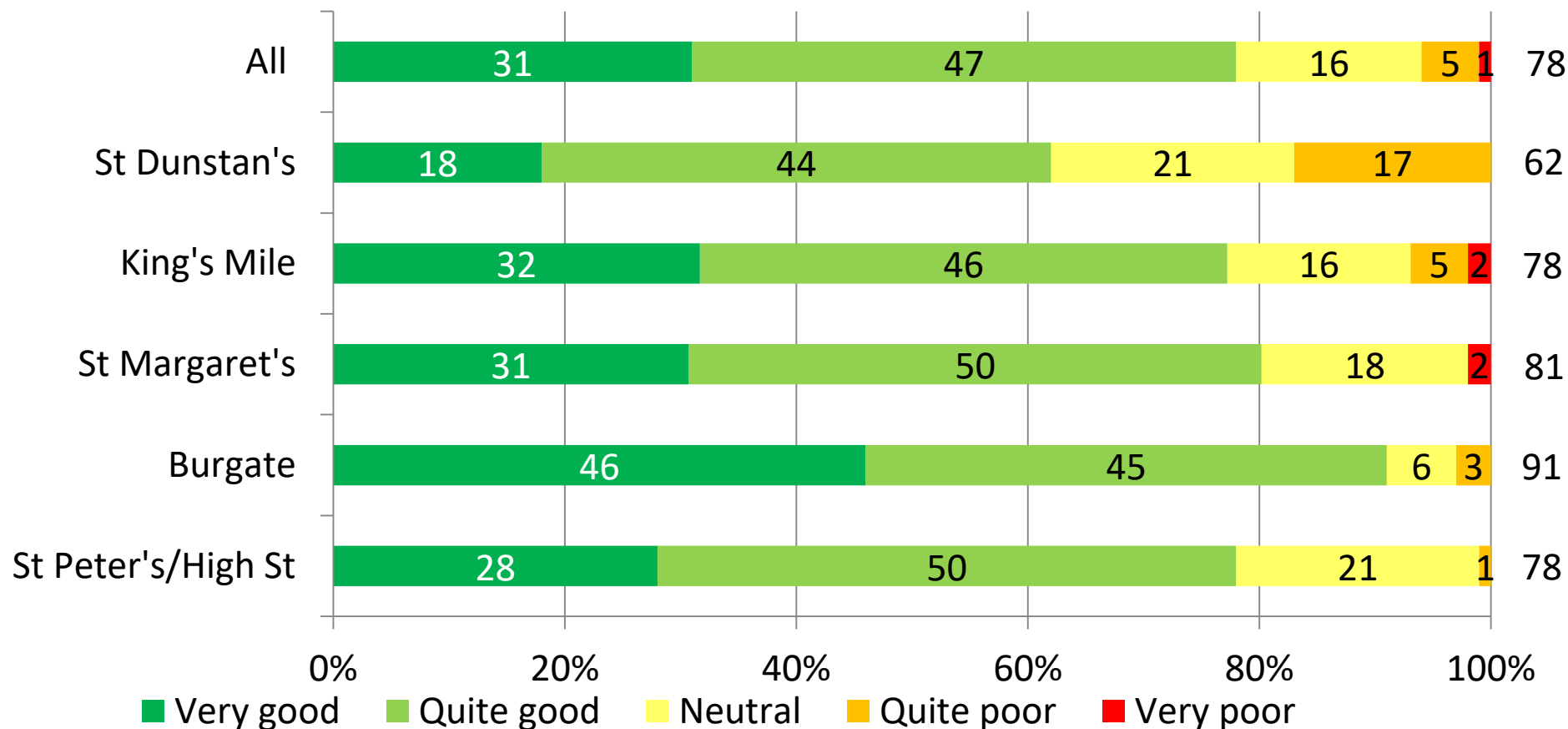


# Area ratings: Cleanliness (Spring 15)

How would you rate this specific area for its Cleanliness?

(n = all respondents)

Very/quite  
good scores



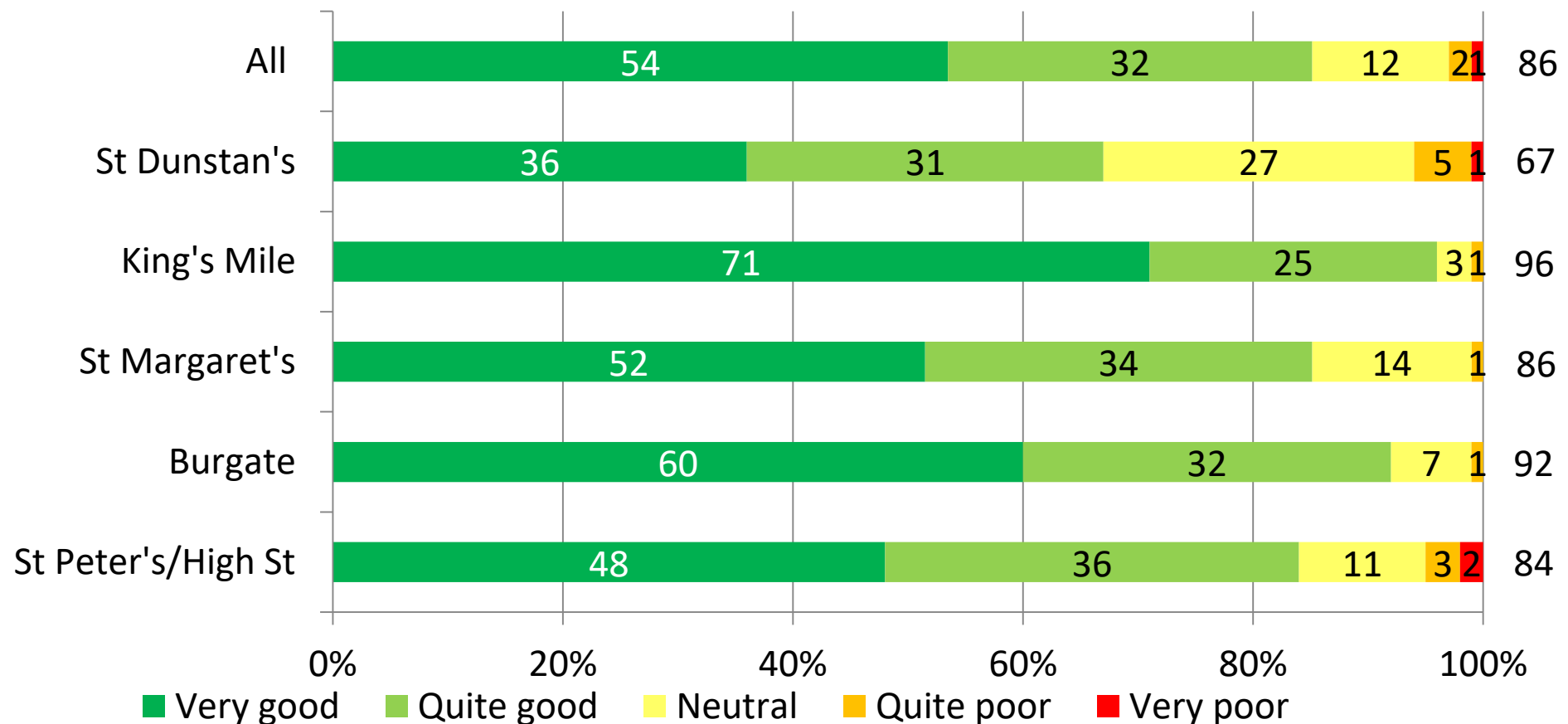


# Area ratings: Cleanliness (Spring 13)

How would you rate this specific area for its Cleanliness?

(n = all respondents)

Very/quite  
good scores



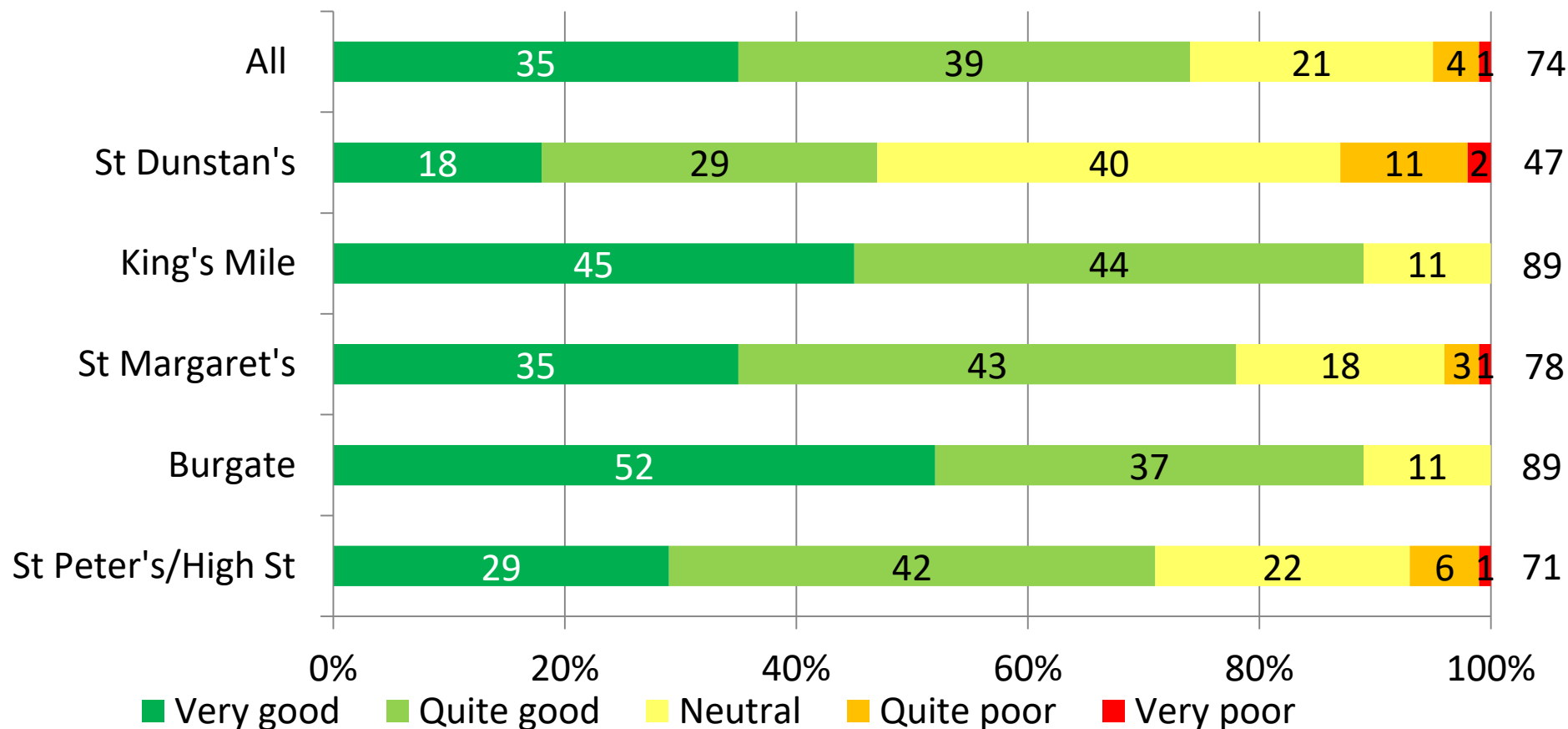


# Area ratings: Cleanliness (Spring 11)

How would you rate this specific area for its Cleanliness?

(n = all respondents)

Very/quite  
good scores



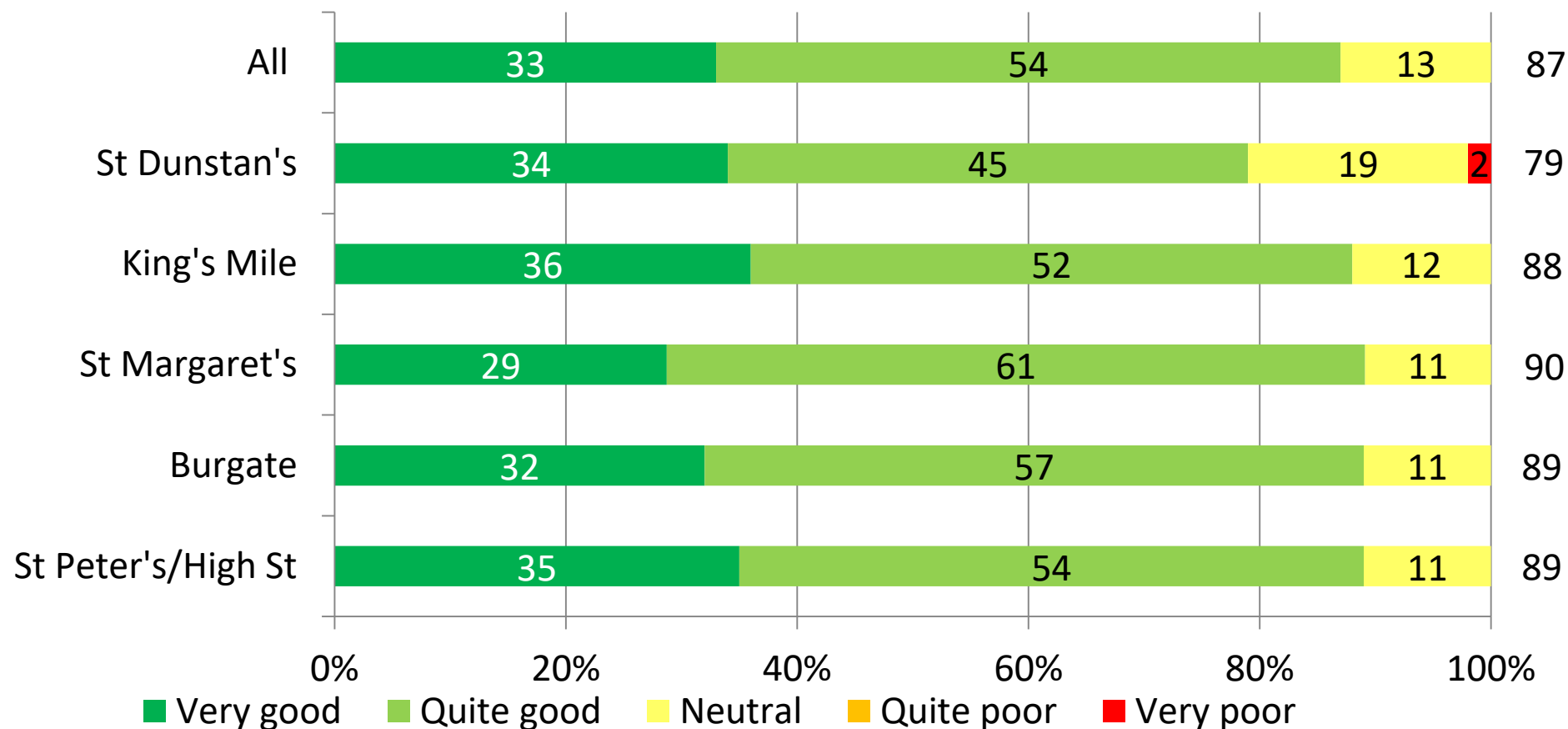


# Area ratings: Service in the shops (Spring 19)

How would you rate this specific area for Friendly Service in the shops?

(n = all respondents)

Very/quite  
good scores



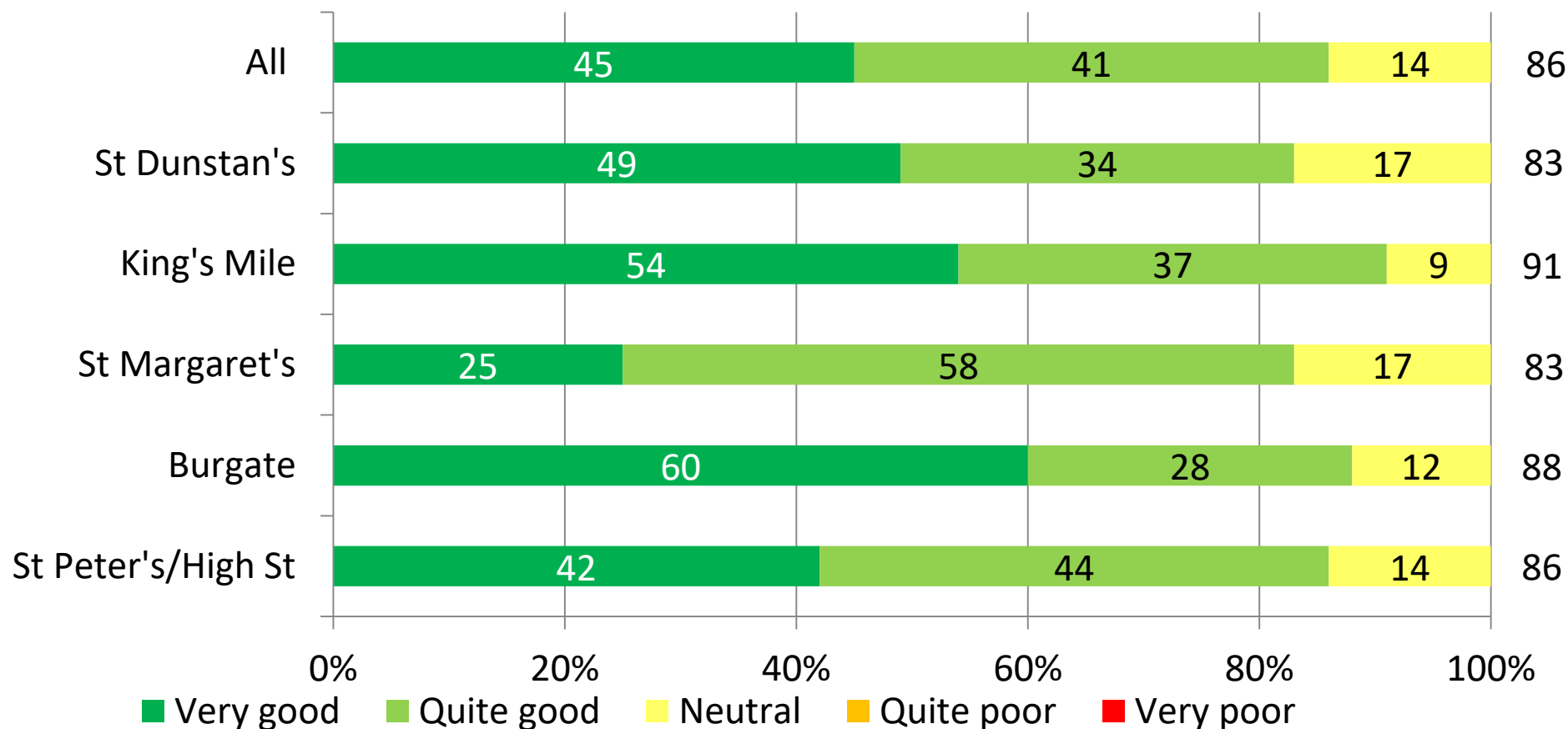


# Area ratings: Service in the shops (Spring 17)

How would you rate this specific area for Friendly Service in the shops?

(n = all respondents)

Very/quite  
good scores



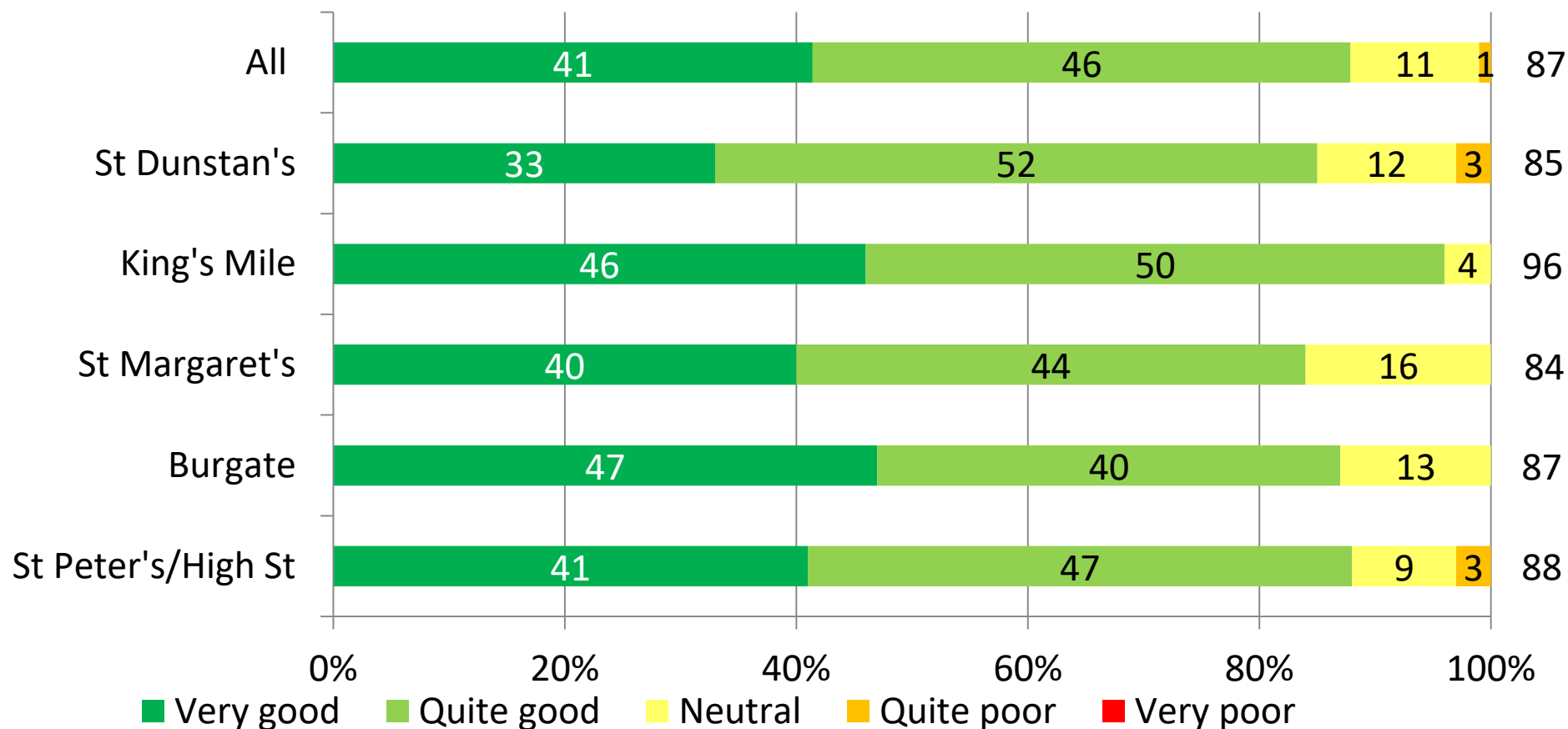


# Area ratings: Service in the shops (Spring 15)

How would you rate this specific area for Friendly Service in the shops?

(n = all respondents)

Very/quite  
good scores



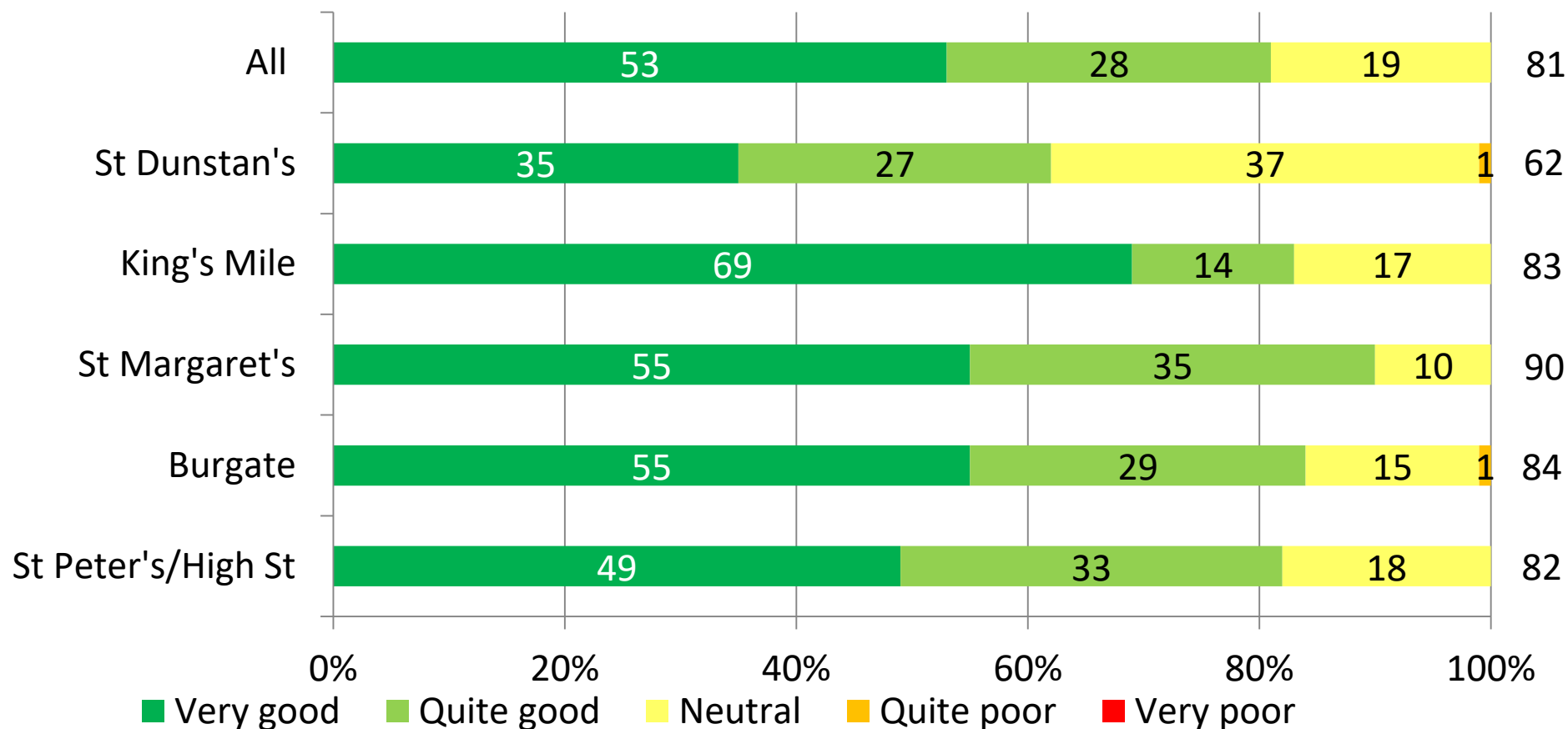


# Area ratings: Service in the shops (Spring 13)

How would you rate this specific area for Friendly Service in the shops?

(n = all respondents)

Very/quite  
good scores





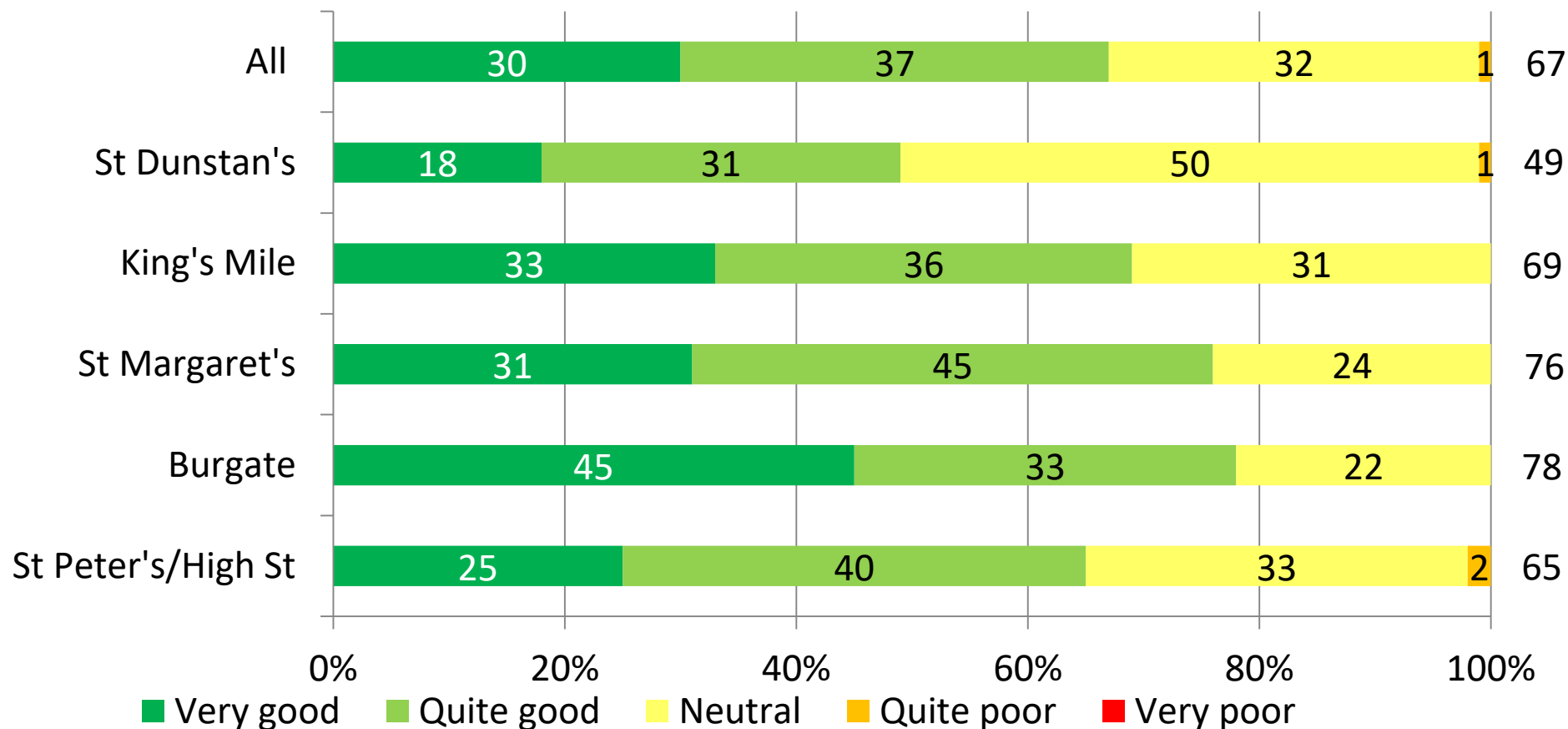


# Area ratings: Service in the shops (Spring 11)

How would you rate this specific area for Friendly Service in the shops?

(n = all respondents)

Very/quite  
good scores



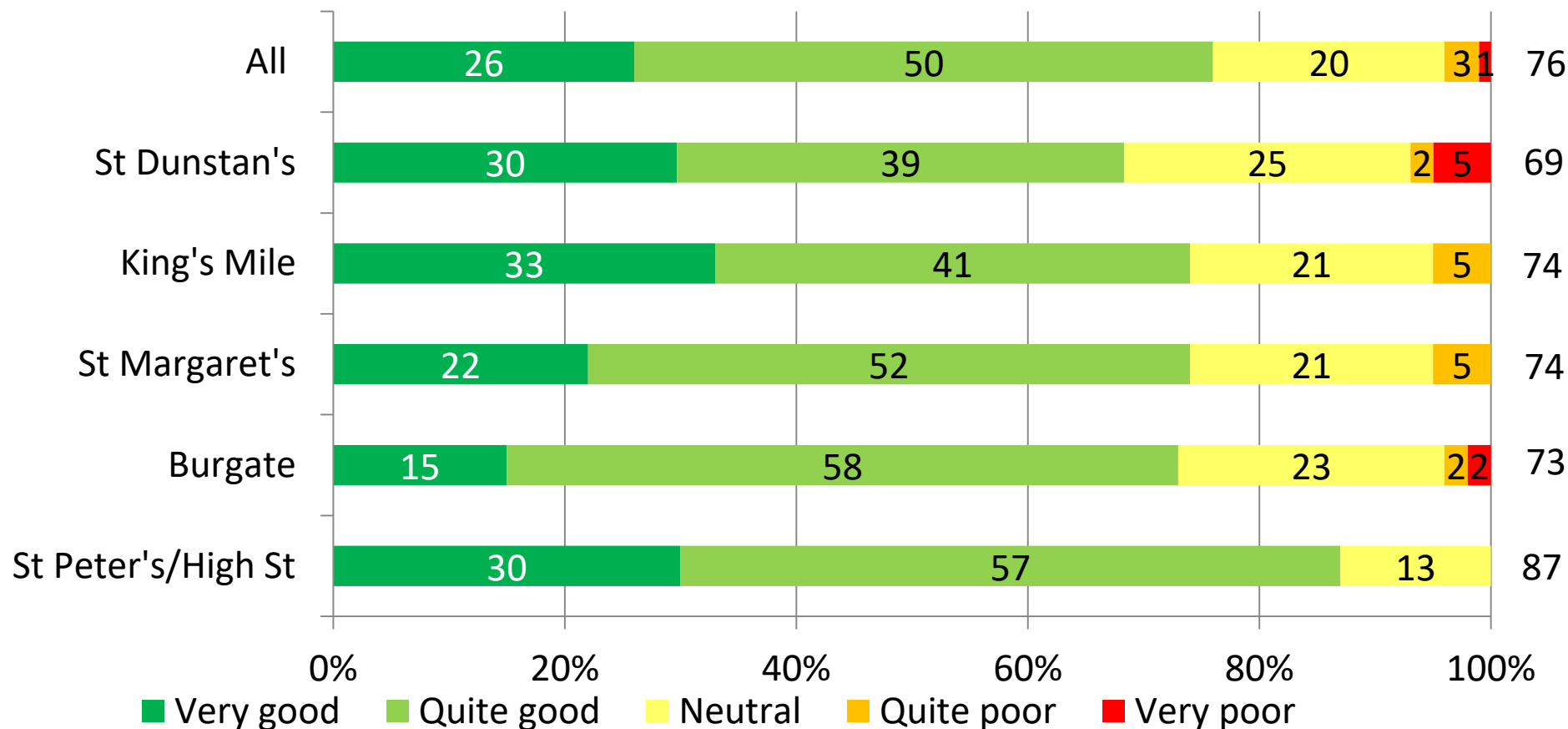


# Area ratings: Signposting (Spring 19)

How would you rate this specific area for its Signposting?

(n = all respondents)

Very/quite  
good scores



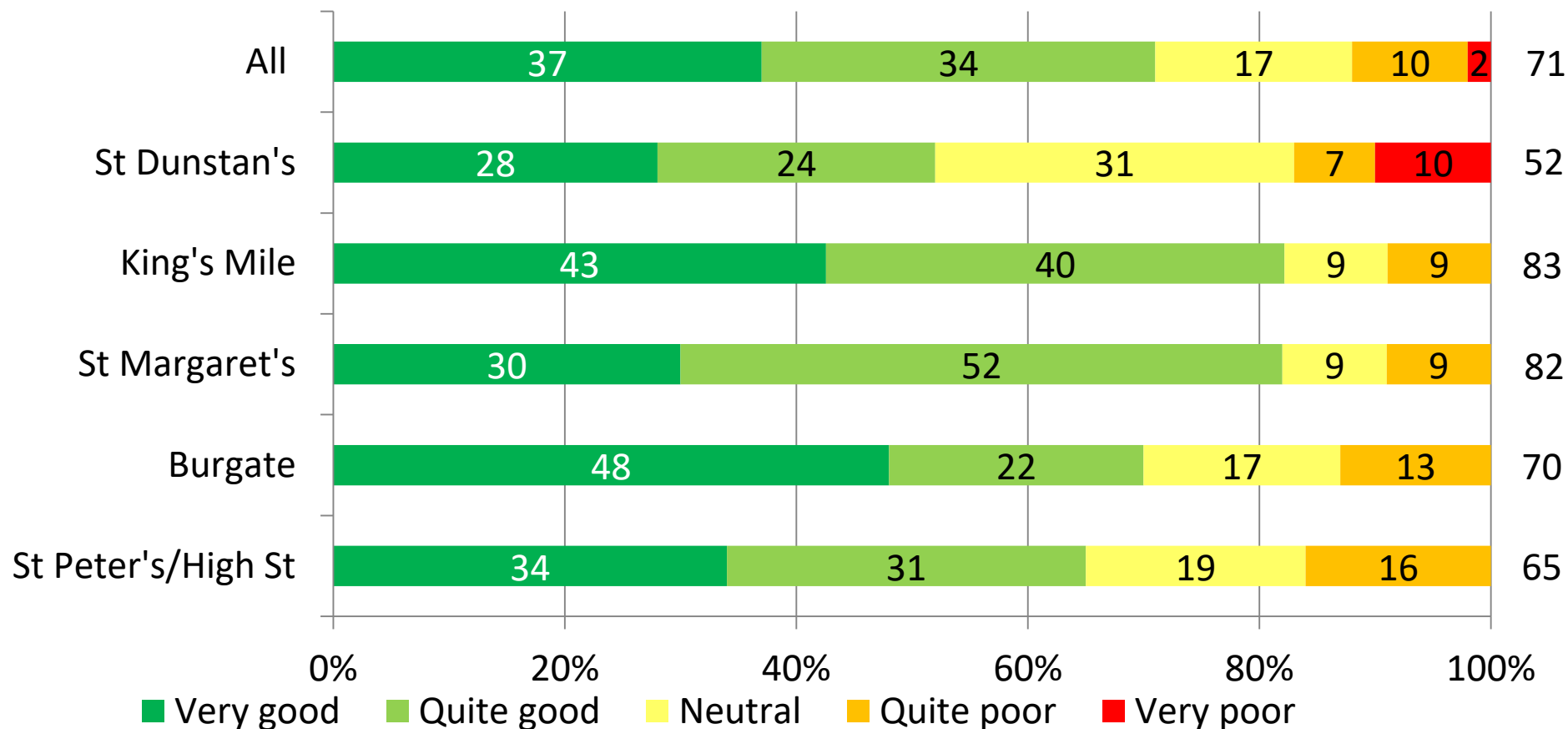


# Area ratings: Signposting (Spring 17)

How would you rate this specific area for its Signposting?

(n = all respondents)

Very/quite  
good scores



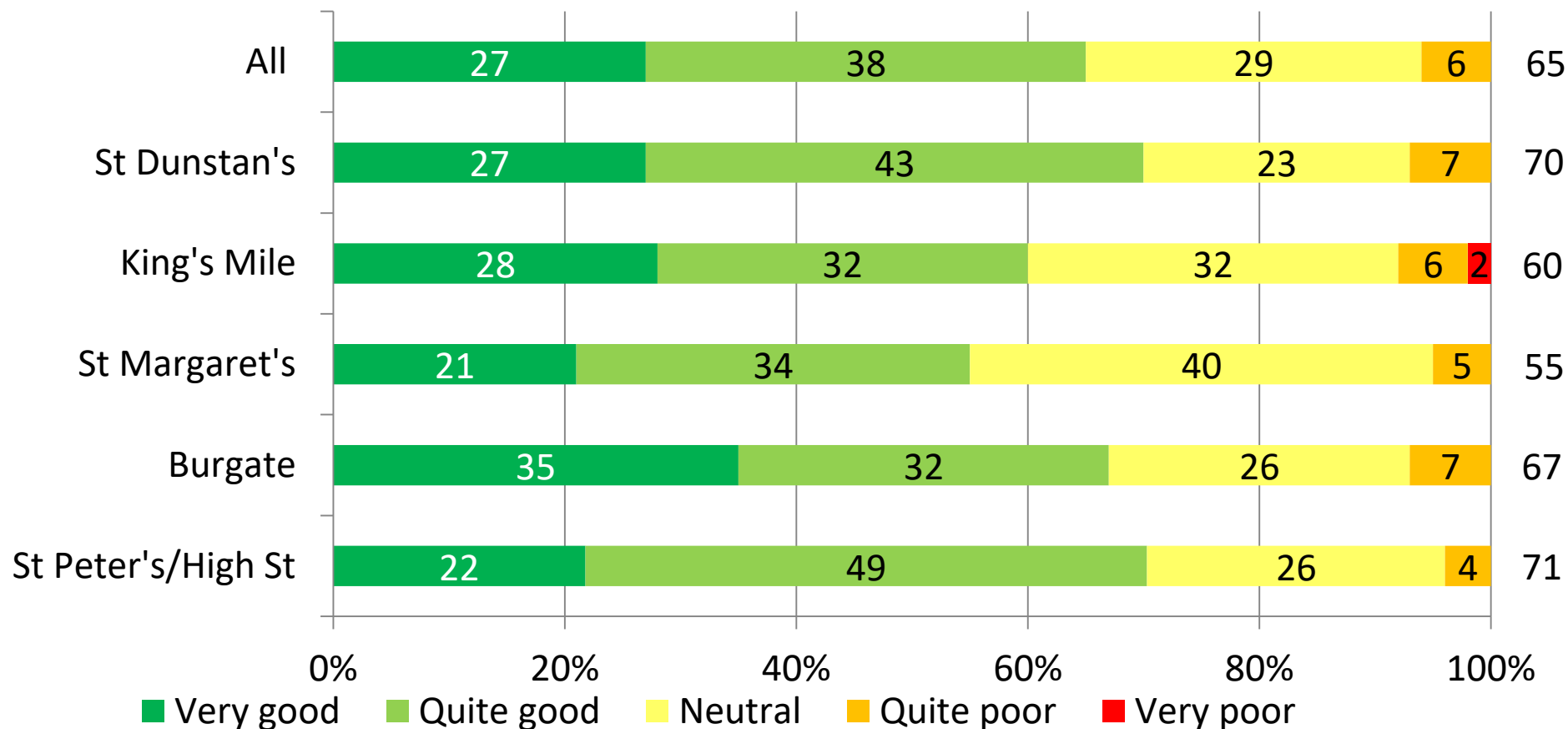


# Area ratings: Signposting (Spring 15)

How would you rate this specific area for its Signposting?

(n = all respondents)

Very/quite  
good scores



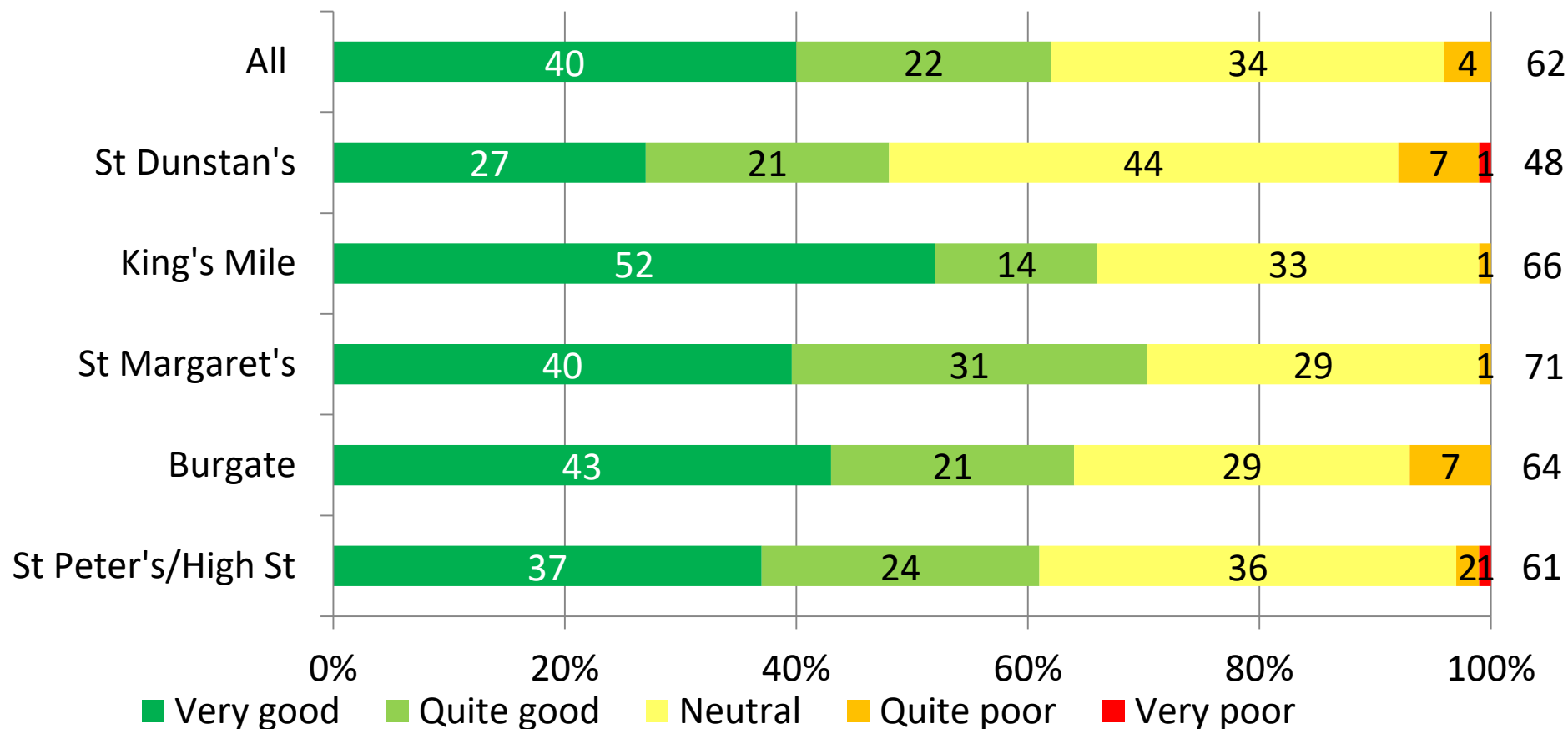


# Area ratings: Signposting (Spring 13)

How would you rate this specific area for its Signposting?

(n = all respondents)

Very/quite  
good scores



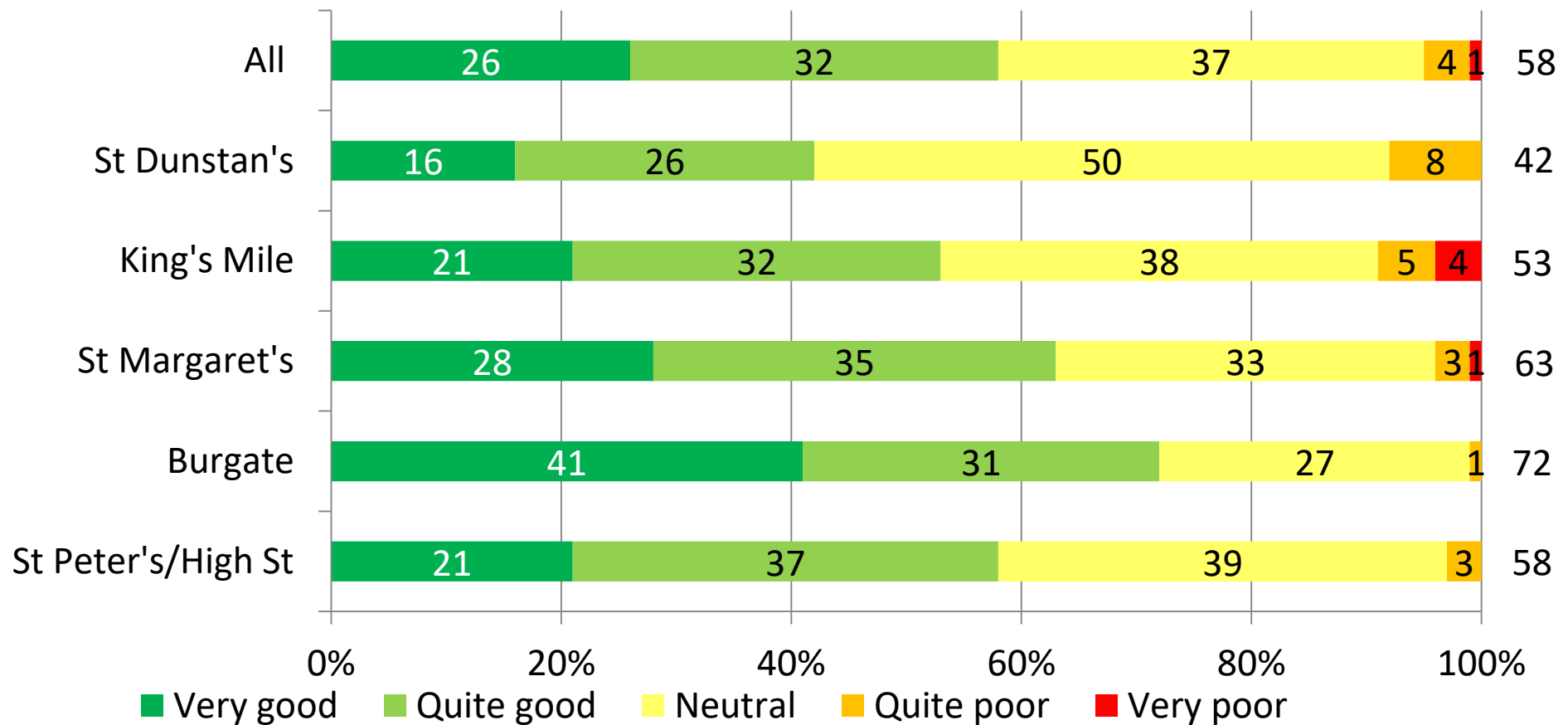


# Area ratings: Signposting (Spring 11)

How would you rate this specific area for its Signposting?

(n = all respondents)

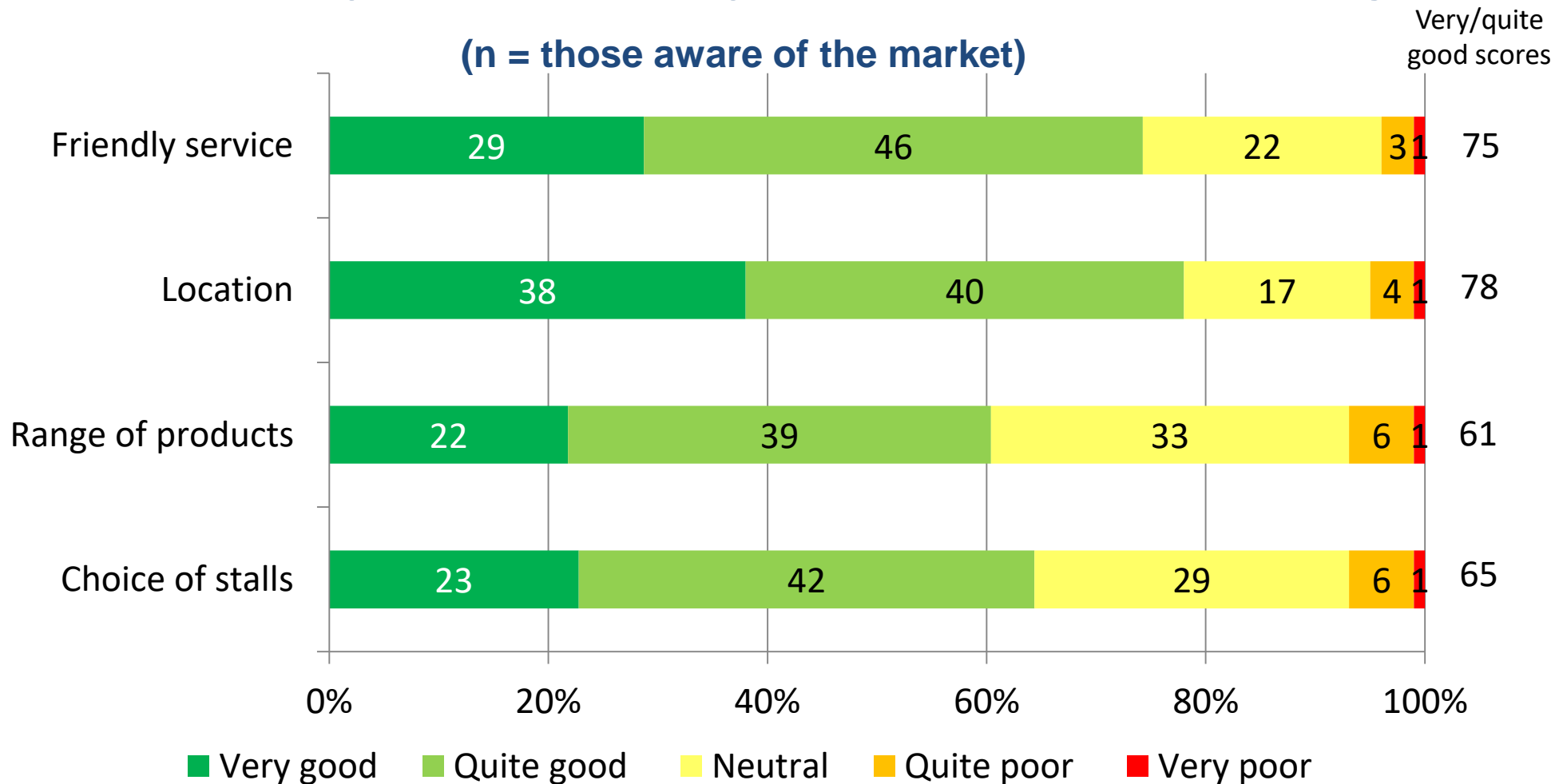
Very/quite  
good scores





# Market Ratings (Spring 19)

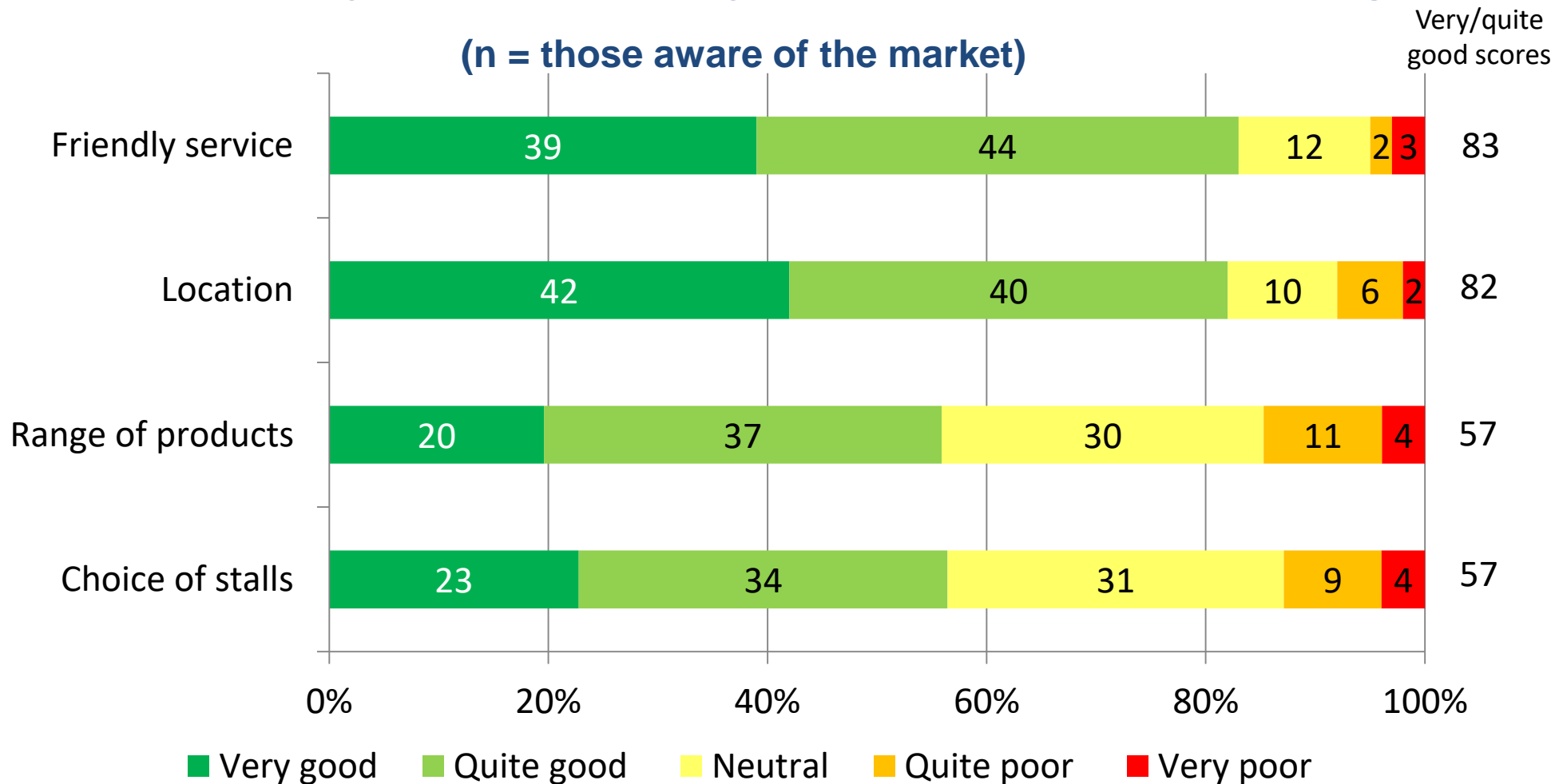
How would you rate Canterbury's retail market on the following?





# Market Ratings (Spring 17)

How would you rate Canterbury's retail market on the following?

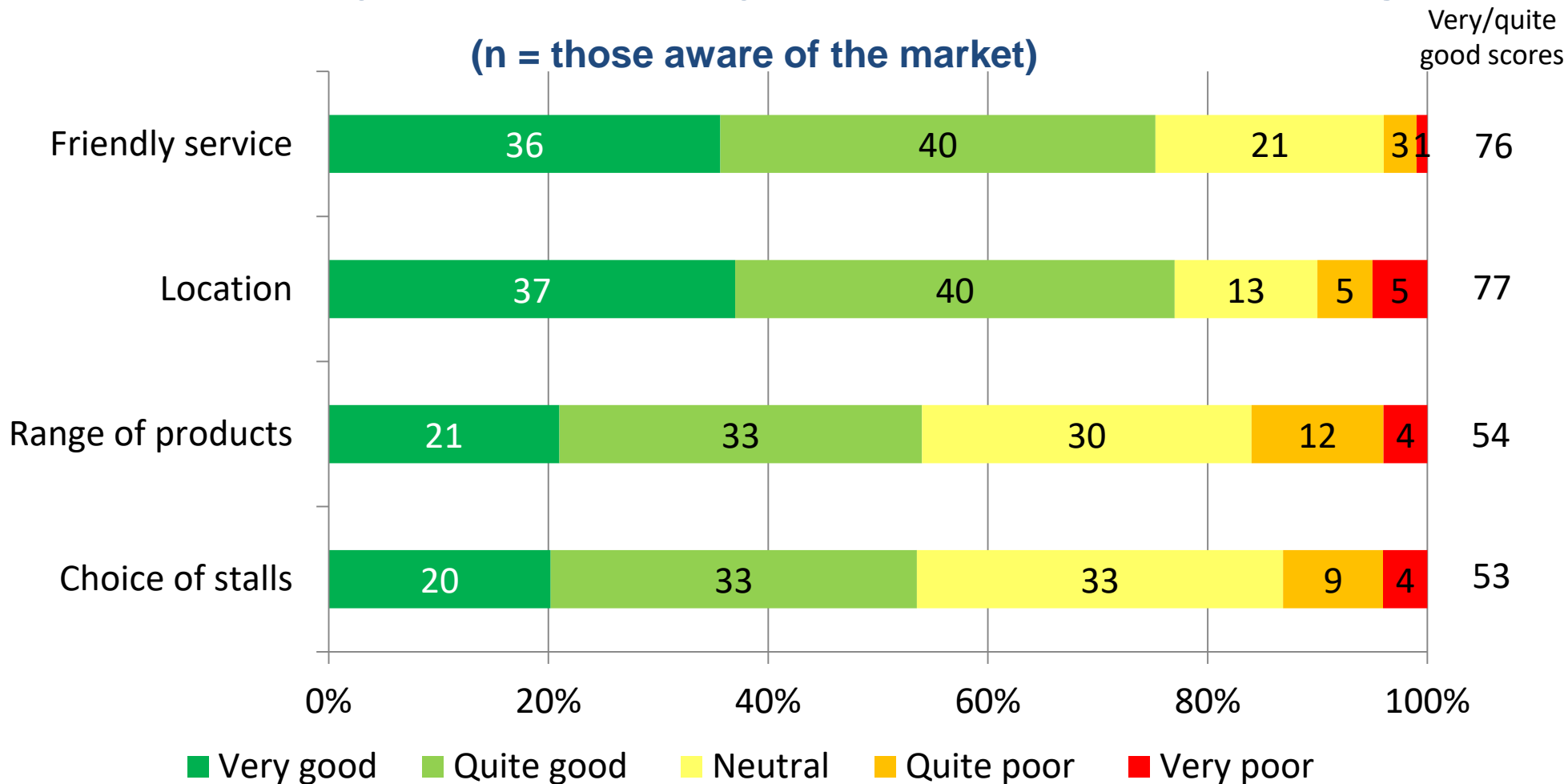






# Market Ratings (Spring 15)

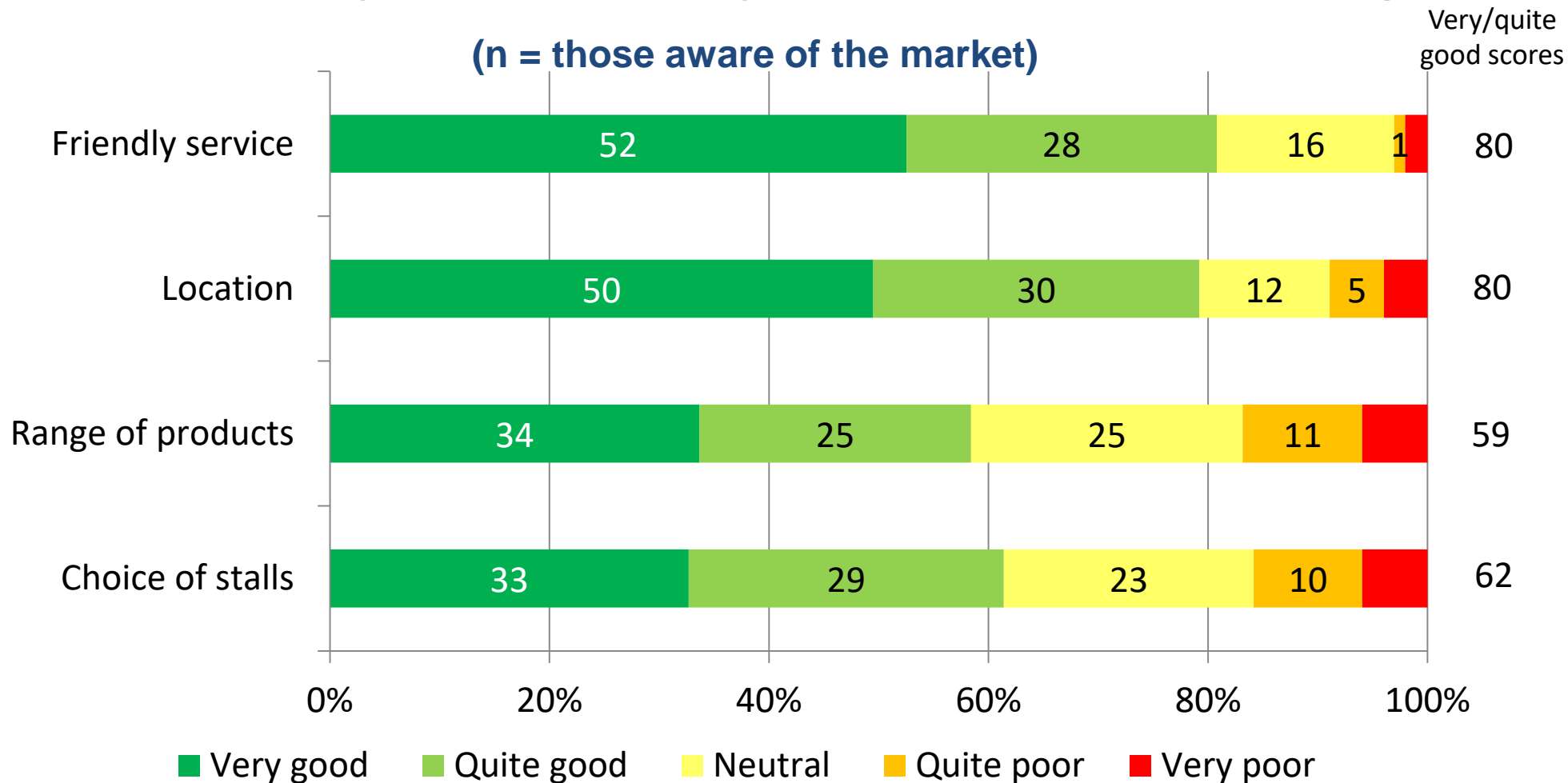
How would you rate Canterbury's retail market on the following?





# Market Ratings (Spring 13)

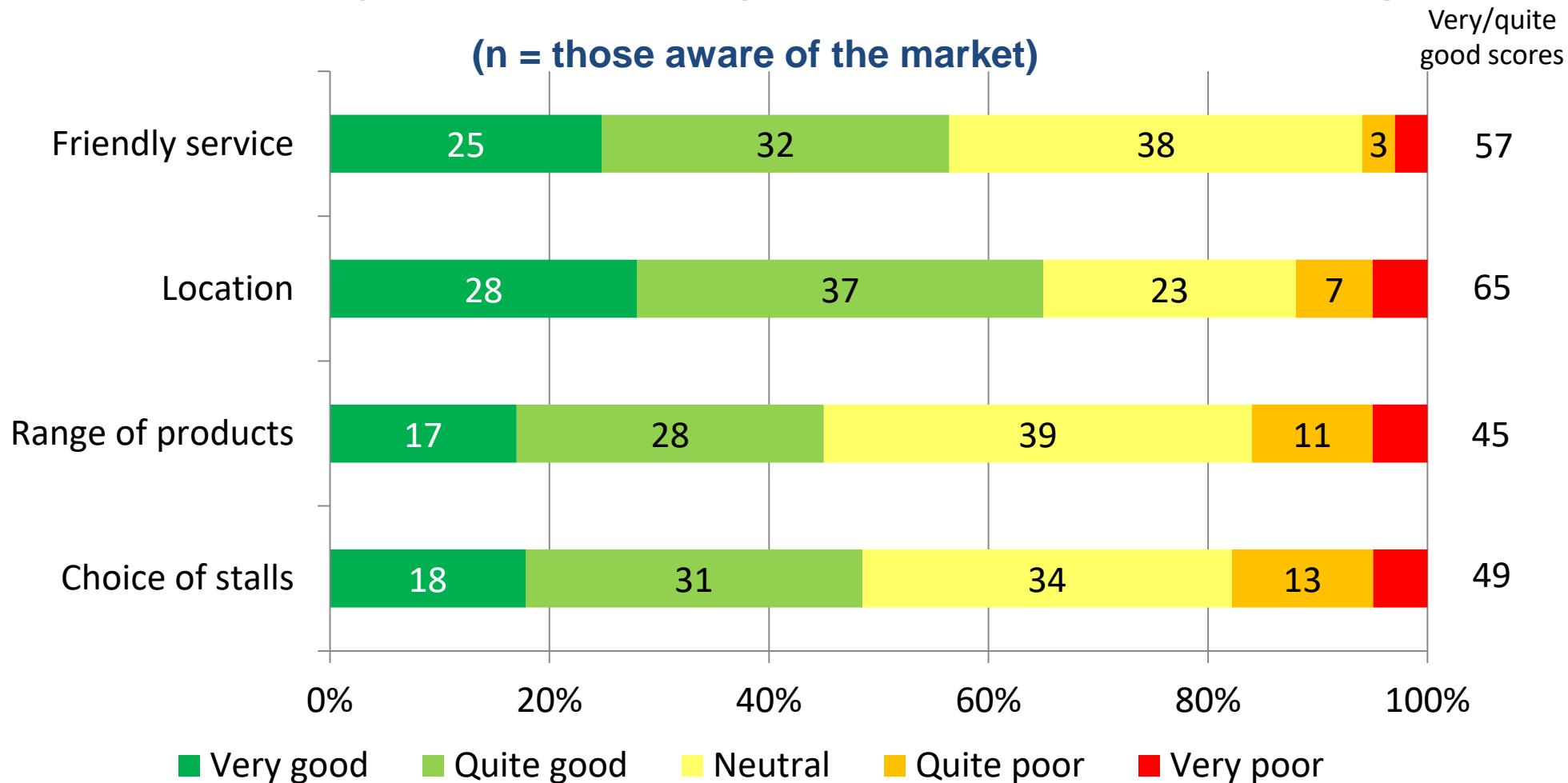
How would you rate Canterbury's retail market on the following?





# Market Ratings (Spring 11)

How would you rate Canterbury's retail market on the following?



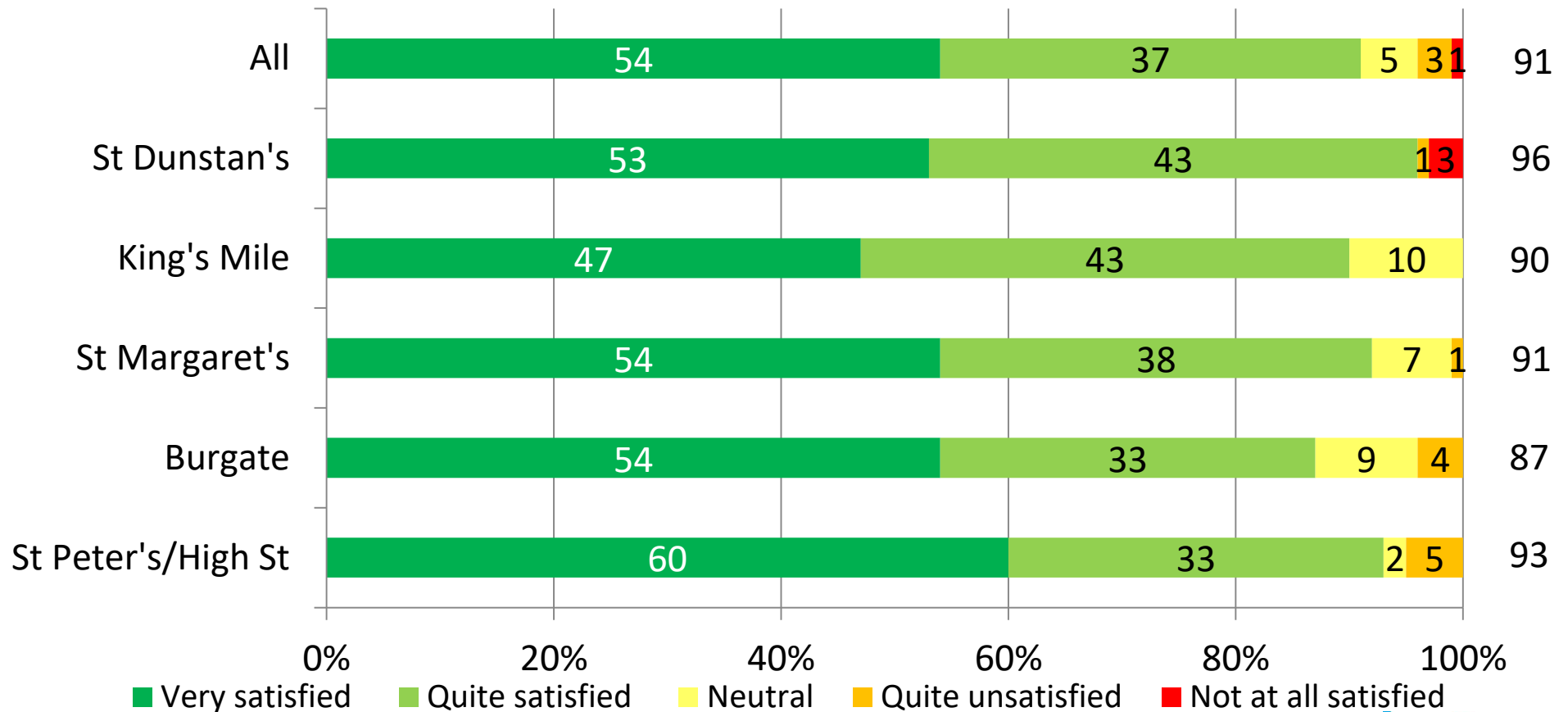


# Overall satisfaction (Spring 19)

Taking everything into account, how satisfied are you with your experience here at Canterbury city centre today?

(n = all respondents)

Very/quite  
satisfied  
scores



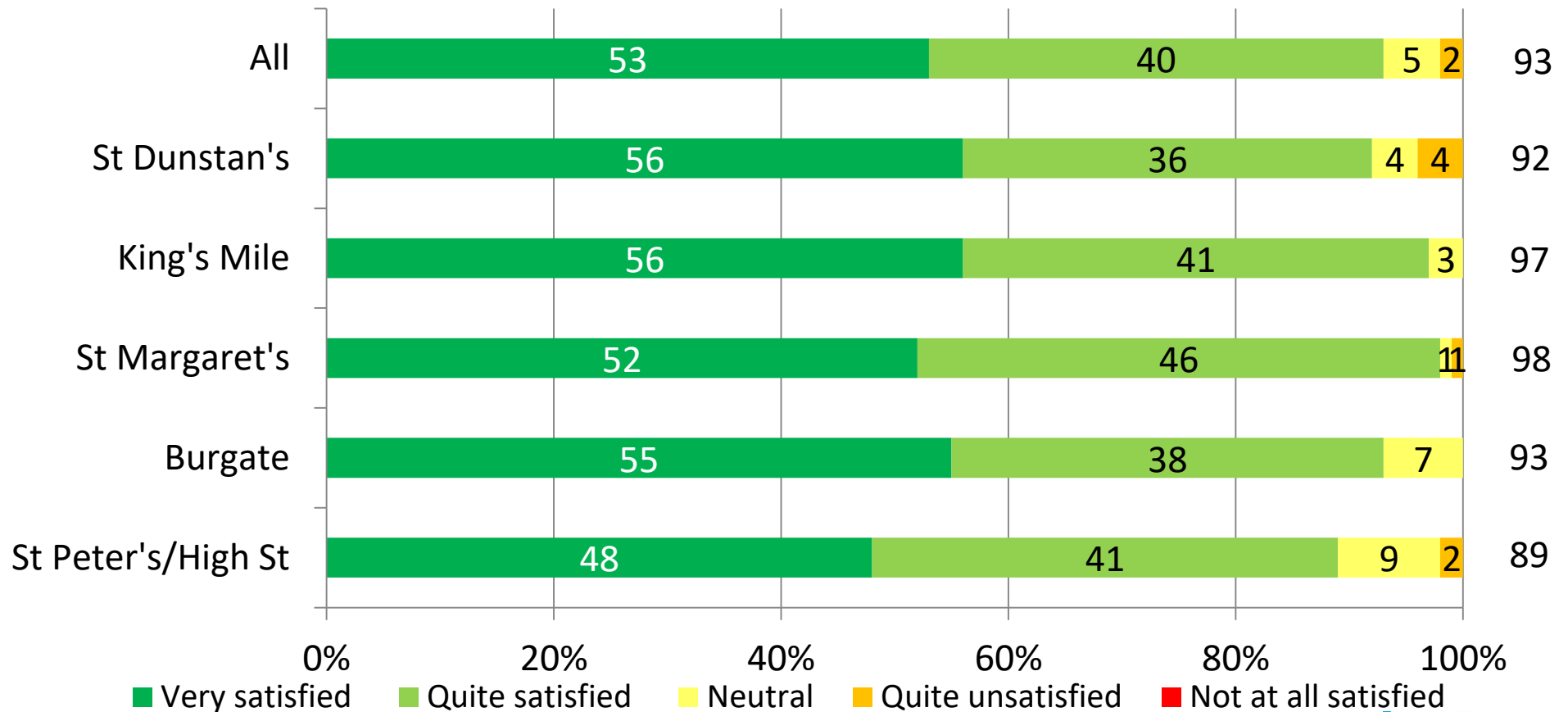


# Overall satisfaction (Spring 17)

Taking everything into account, how satisfied are you with your experience here at Canterbury city centre today?

(n = all respondents)

Very/quite  
satisfied  
scores



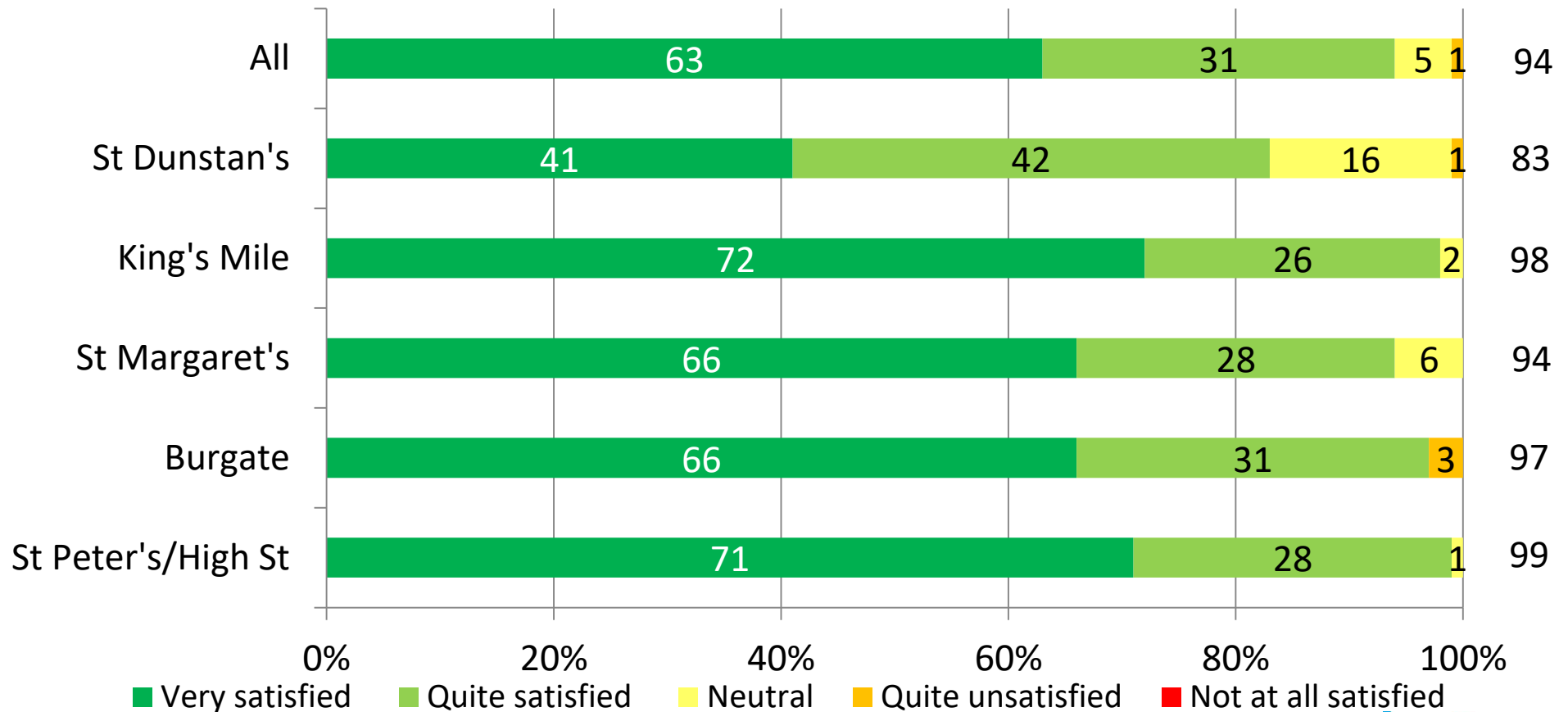


# Overall satisfaction (Spring 15)

Taking everything into account, how satisfied are you with your experience here at Canterbury city centre today?

(n = all respondents)

Very/quite  
satisfied  
scores



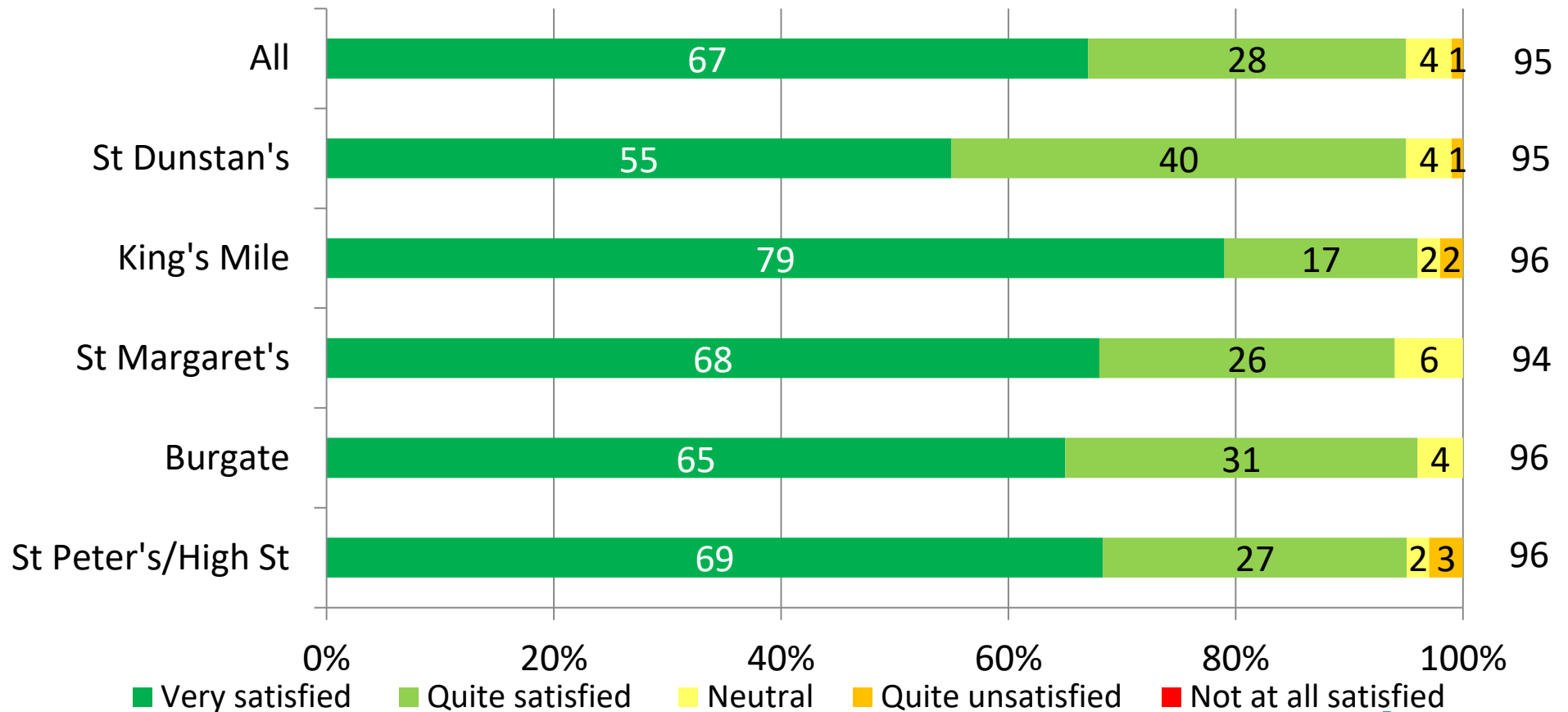


# Overall satisfaction (Spring 13)

Taking everything into account, how satisfied are you with your experience here at Canterbury city centre today?

(n = all respondents)

Very/quite  
satisfied  
scores



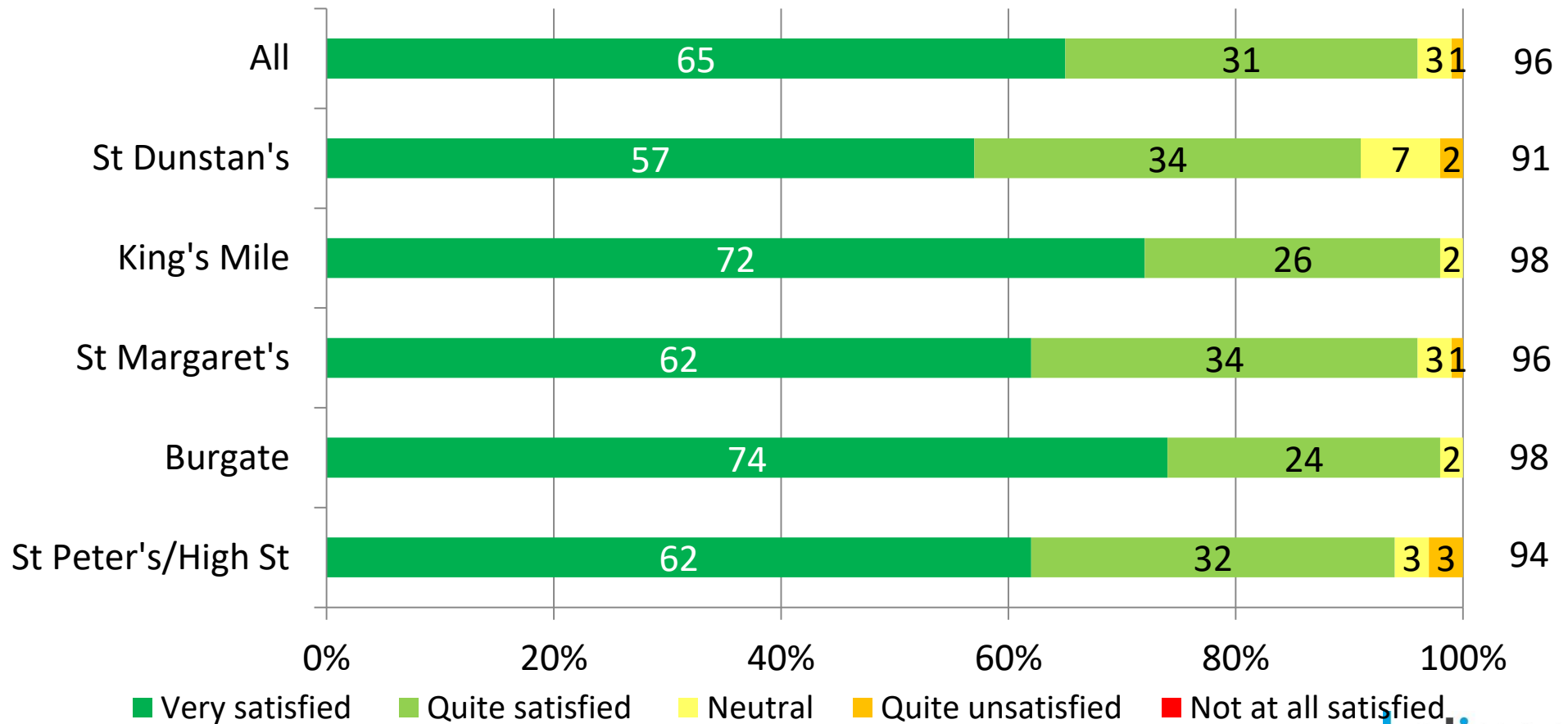


# Overall satisfaction (Spring 11)

Taking everything into account, how satisfied are you with your experience here at Canterbury city centre today?

(n = all respondents)

Very/quite  
satisfied  
scores



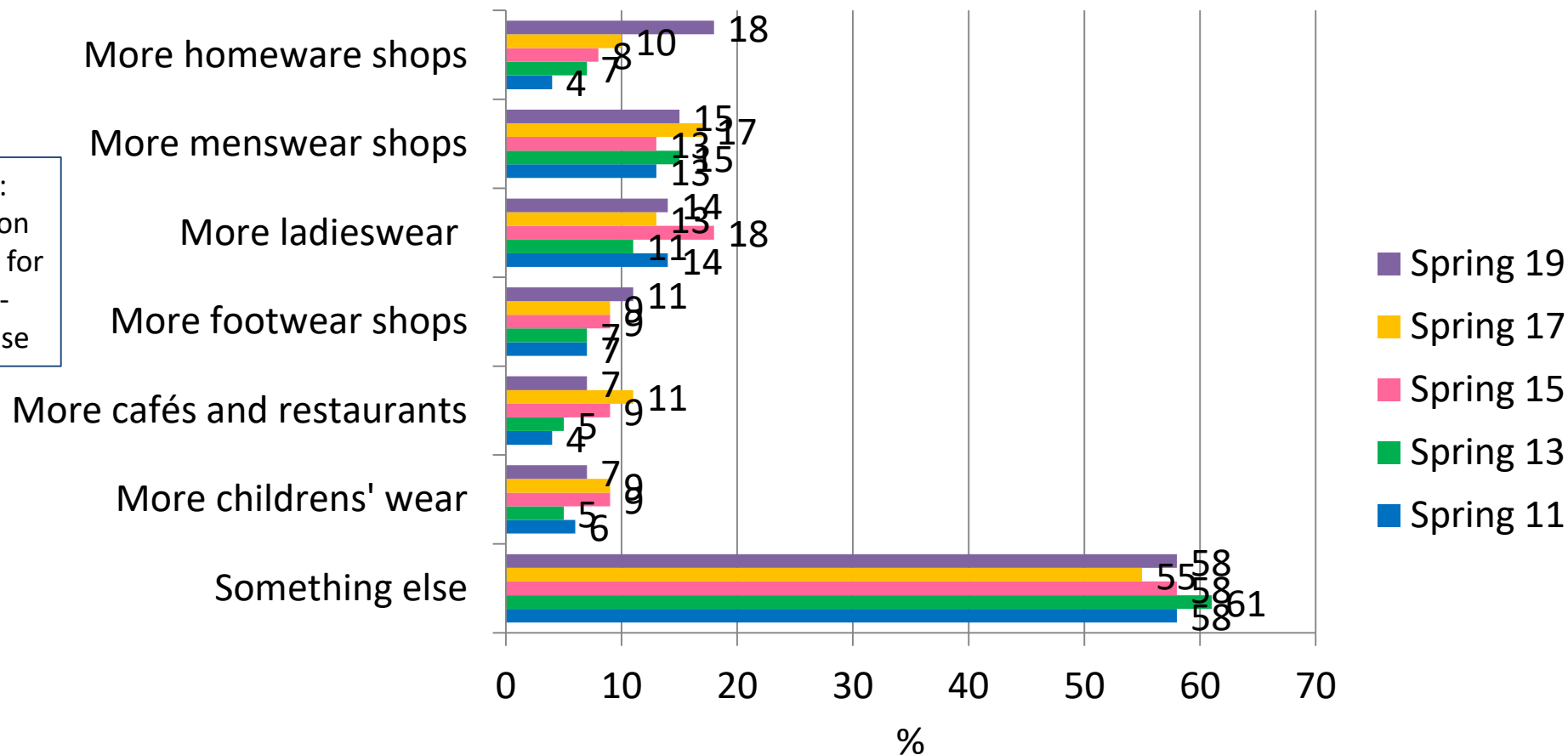




# Retail Mix Changes

Which of these changes would make you visit Canterbury city centre more often?  
(n = those who would like to see changes made)

Note:  
Question  
allowed for  
multi-  
response



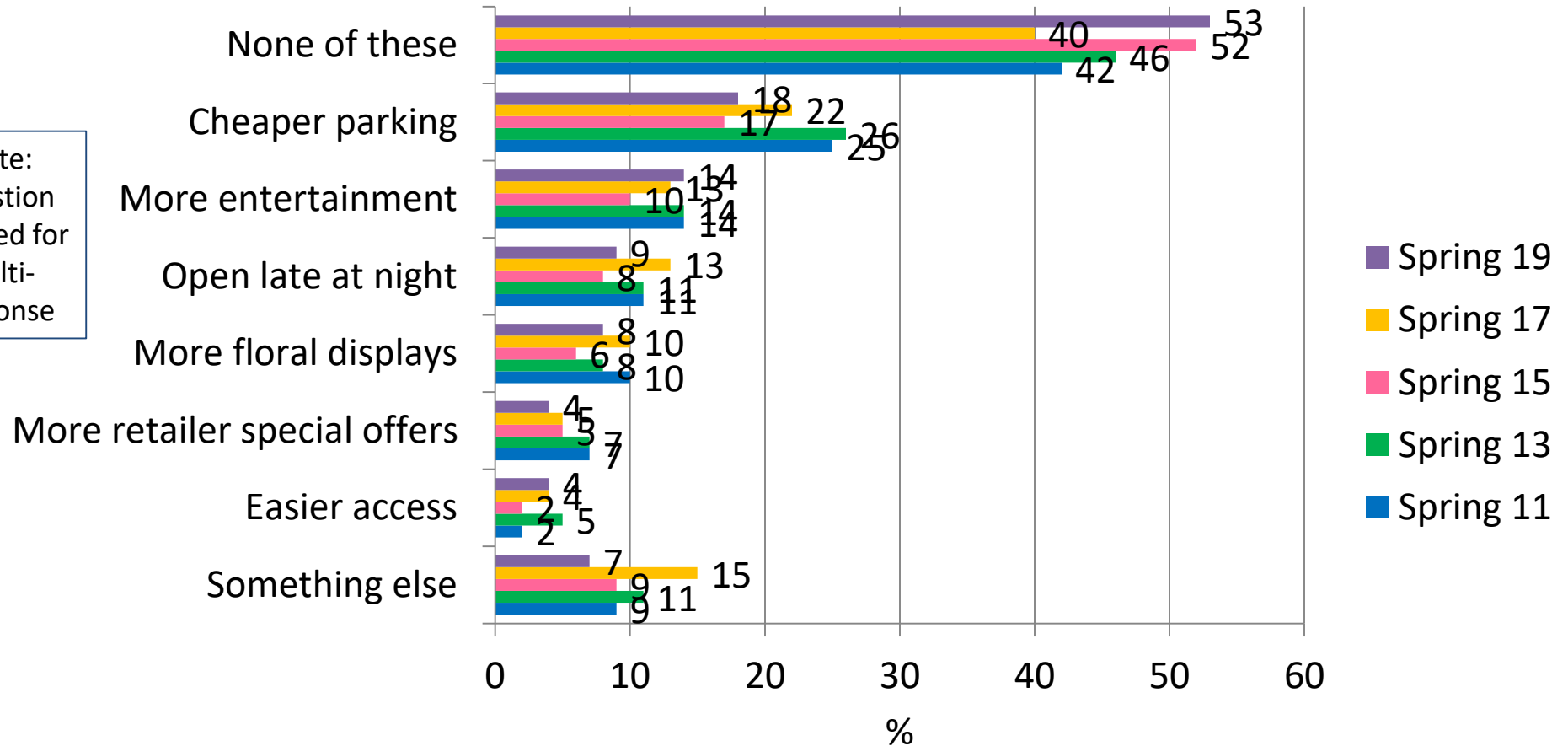


# Service-related Changes

Which of these changes would make you visit the city centre more often?

(n = all respondents)

Note:  
Question  
allowed for  
multi-  
response

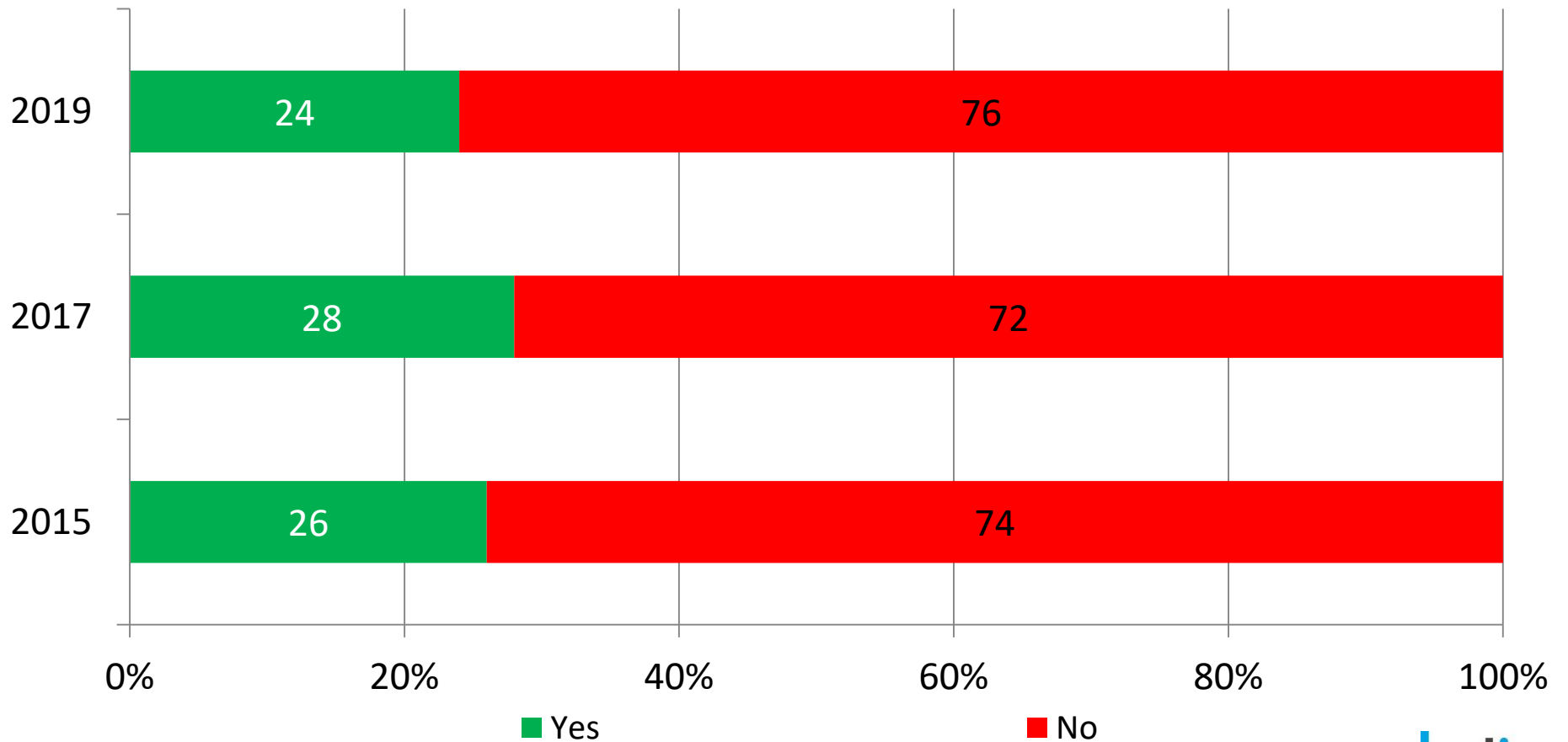




# MyCanterbury

Have you heard of MyCanterbury?

(n = all respondents)





# MyCanterbury communication

## How have you heard of MyCanterbury?

(n = those aware of MyCanterbury)

