# Appendix 3 – In-Street Survey Results

*The information in this document has been used to support the preparation of the Local Plan. If you need assistance reading this document, or require it in a different format, please contact us via email planning.policy@leicester.gov.uk or call on 0116 454 0085.*

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Q01  What is the main purpose of your visit to Leicester City Centre today?**

| | Total | | Male | | Female | | 18-34 | | 35-54 | | 55+ | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Visiting the city centre shops | 86.0% | 172 | 78.4% | 29 | 87.7% | 143 | 77.4% | 41 | 90.3% | 65 | 88.0% | 66 | 81.9% | 68 | 88.9% | 104 | 86.7% | 52 | 87.5% | 42 | 86.7% | 39 | 83.0% | 39 |
| Visiting pub / café / restaurant | 2.0% | 4 | 0.0% | 0 | 2.5% | 4 | 1.9% | 1 | 1.4% | 1 | 2.7% | 2 | 3.6% | 3 | 0.9% | 1 | 3.3% | 2 | 2.1% | 1 | 0.0% | 0 | 2.1% | 1 |
| Visiting bank or other services (hairdresser, post office, solicitor etc.) | 3.0% | 6 | 5.4% | 2 | 2.5% | 4 | 1.9% | 1 | 2.8% | 2 | 4.0% | 3 | 1.2% | 1 | 4.3% | 5 | 1.7% | 1 | 2.1% | 1 | 4.4% | 2 | 4.3% | 2 |
| Visiting an entertainment / leisure facility | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Attending a conference or event | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Education | 2.5% | 5 | 8.1% | 3 | 1.2% | 2 | 7.5% | 4 | 0.0% | 0 | 1.3% | 1 | 6.0% | 5 | 0.0% | 0 | 3.3% | 2 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| Work here | 3.5% | 7 | 5.4% | 2 | 3.1% | 5 | 9.4% | 5 | 2.8% | 2 | 0.0% | 0 | 2.4% | 2 | 4.3% | 5 | 3.3% | 2 | 2.1% | 1 | 2.2% | 1 | 6.4% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Medical appointment | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 0.0% | 0 | 2.8% | 2 | 1.3% | 1 | 2.4% | 2 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 2.1% | 1 |
| Meeting friends / family | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**Q02  What else, if anything, will you be doing in Leicester City Centre today? [MR]**

| | Total | | Male | | Female | | 18-34 | | 35-54 | | 55+ | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Visiting the city centre shops | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 0.0% | 0 | 1.4% | 1 | 2.7% | 2 | 3.6% | 3 | 0.0% | 0 | 1.7% | 1 | 2.1% | 1 | 2.2% | 1 | 0.0% | 0 |
| Visiting pub / café / restaurant | 62.0% | 124 | 62.2% | 23 | 62.0% | 101 | 62.3% | 33 | 62.5% | 45 | 61.3% | 46 | 62.7% | 52 | 61.5% | 72 | 71.7% | 43 | 60.4% | 29 | 55.6% | 25 | 57.4% | 27 |
| Visiting bank or other services (hairdresser, post office, solicitor etc.) | 9.0% | 18 | 13.5% | 5 | 8.0% | 13 | 3.8% | 2 | 11.1% | 8 | 10.7% | 8 | 12.0% | 10 | 6.8% | 8 | 8.3% | 5 | 6.3% | 3 | 8.9% | 4 | 12.8% | 6 |
| Visiting an entertainment / leisure facility | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attending a conference or event | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Education | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Work here | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 2.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Medical appointment | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Meeting friends / family | 5.5% | 11 | 2.7% | 1 | 6.1% | 10 | 5.7% | 3 | 5.6% | 4 | 5.3% | 4 | 2.4% | 2 | 7.7% | 9 | 11.7% | 7 | 4.2% | 2 | 2.2% | 1 | 2.1% | 1 |
| Nothing else | 34.0% | 68 | 32.4% | 12 | 34.4% | 56 | 35.8% | 19 | 33.3% | 24 | 33.3% | 25 | 31.3% | 26 | 35.9% | 42 | 26.7% | 16 | 33.3% | 16 | 42.2% | 19 | 36.2% | 17 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Q02X Any mention at Q01 & Q02 [MR]**

| | Total | | Male | | Female | | 18-34 | | 35-54 | | 55+ | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Visiting the city centre shops | 87.5% | 175 | 78.4% | 29 | 89.6% | 146 | 77.4% | 41 | 91.7% | 66 | 90.7% | 68 | 85.5% | 71 | 88.9% | 104 | 88.3% | 53 | 89.6% | 43 | 88.9% | 40 | 83.0% | 39 |
| Visiting pub / café / restaurant | 64.0% | 128 | 62.2% | 23 | 64.4% | 105 | 64.2% | 34 | 63.9% | 46 | 64.0% | 48 | 66.3% | 55 | 62.4% | 73 | 75.0% | 45 | 62.5% | 30 | 55.6% | 25 | 59.6% | 28 |
| Visiting bank or other services (hairdresser, post office, solicitor etc.) | 12.0% | 24 | 18.9% | 7 | 10.4% | 17 | 5.7% | 3 | 13.9% | 10 | 14.7% | 11 | 13.3% | 11 | 11.1% | 13 | 10.0% | 6 | 8.3% | 4 | 13.3% | 6 | 17.0% | 8 |
| Visiting an entertainment / leisure facility | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Attending a conference or event | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Education | 2.5% | 5 | 8.1% | 3 | 1.2% | 2 | 7.5% | 4 | 0.0% | 0 | 1.3% | 1 | 6.0% | 5 | 0.0% | 0 | 3.3% | 2 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| Work here | 4.5% | 9 | 5.4% | 2 | 4.3% | 7 | 13.2% | 7 | 2.8% | 2 | 0.0% | 0 | 4.8% | 4 | 4.3% | 5 | 3.3% | 2 | 4.2% | 2 | 2.2% | 1 | 8.5% | 4 |
| 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 |
| Medical appointment | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 0.0% | 0 | 4.2% | 3 | 1.3% | 1 | 3.6% | 3 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 4.3% | 2 |
| Meeting friends / family | 6.0% | 12 | 2.7% | 1 | 6.7% | 11 | 5.7% | 3 | 5.6% | 4 | 6.7% | 5 | 3.6% | 3 | 7.7% | 9 | 11.7% | 7 | 6.3% | 3 | 2.2% | 1 | 2.1% | 1 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**Mean score [minutes]**

**Q03  How long will you spend in Leicester City Centre today?**

| | Total | | Male | | Female | | 18-34 | | 35-54 | | 55+ | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Less than one hour | 2.5% | 5 | 8.1% | 3 | 1.2% | 2 | 9.4% | 5 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 2.6% | 3 | 0.0% | 0 | 4.2% | 2 | 0.0% | 0 | 6.4% | 3 |
| Between 1-2 hours | 39.5% | 79 | 29.7% | 11 | 41.7% | 68 | 34.0% | 18 | 40.3% | 29 | 42.7% | 32 | 37.3% | 31 | 41.0% | 48 | 30.0% | 18 | 37.5% | 18 | 46.7% | 21 | 46.8% | 22 |
| Between 2-4 hours | 48.5% | 97 | 56.8% | 21 | 46.6% | 76 | 35.8% | 19 | 51.4% | 37 | 54.7% | 41 | 48.2% | 40 | 48.7% | 57 | 55.0% | 33 | 50.0% | 24 | 48.9% | 22 | 38.3% | 18 |
| Between 4-6 hours | 6.0% | 12 | 2.7% | 1 | 6.7% | 11 | 11.3% | 6 | 5.6% | 4 | 2.7% | 2 | 9.6% | 8 | 3.4% | 4 | 6.7% | 4 | 6.3% | 3 | 2.2% | 1 | 8.5% | 4 |
| Over 6 hours | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 7.5% | 4 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 2.6% | 3 | 3.3% | 2 | 2.1% | 1 | 2.2% | 1 | 0.0% | 0 |
| (Don't know) | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 1.9% | 1 | 2.8% | 2 | 0.0% | 0 | 1.2% | 1 | 1.7% | 2 | 5.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| *Mean:* | *137.51* | | *133.78* | | *138.38* | | *155.77* | | *133.71* | | *128.40* | | *142.32* | | *134.09* | | *151.05* | | *137.50* | | *131.33* | | *127.02* | |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

# Leicester In Centre Survey
## for Nexus Planning

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Mean score [times per year]**

**Q04 How often did you visit Leicester city centre for retail and shopping purposes before the first lockdown in March 2020?**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More than once a week | 5.5% | 11 | 0.0% | 0 | 6.7% | 11 | 9.4% | 5 | 1.4% | 1 | 6.7% | 5 | 4.8% | 4 | 6.0% | 7 | 5.0% | 3 | 8.3% | 4 | 2.2% | 1 | 6.4% | 3 |
| Once a week | 17.0% | 34 | 13.5% | 5 | 17.8% | 29 | 20.8% | 11 | 8.3% | 6 | 22.7% | 17 | 14.5% | 12 | 18.8% | 22 | 10.0% | 6 | 27.1% | 13 | 13.3% | 6 | 19.1% | 9 |
| Once every 2-3 weeks | 21.0% | 42 | 27.0% | 10 | 19.6% | 32 | 17.0% | 9 | 19.4% | 14 | 25.3% | 19 | 21.7% | 18 | 20.5% | 24 | 26.7% | 16 | 16.7% | 8 | 20.0% | 9 | 19.1% | 9 |
| Monthly | 23.5% | 47 | 27.0% | 10 | 22.7% | 37 | 30.2% | 16 | 31.9% | 23 | 10.7% | 8 | 21.7% | 18 | 24.8% | 29 | 25.0% | 15 | 18.8% | 9 | 26.7% | 12 | 23.4% | 11 |
| Less often / not regularly | 29.0% | 58 | 32.4% | 12 | 28.2% | 46 | 18.9% | 10 | 36.1% | 26 | 29.3% | 22 | 31.3% | 26 | 27.4% | 32 | 25.0% | 15 | 25.0% | 12 | 35.6% | 16 | 31.9% | 15 |
| (Don't know / can't remember) | 4.0% | 8 | 0.0% | 0 | 4.9% | 8 | 3.8% | 2 | 2.8% | 2 | 5.3% | 4 | 6.0% | 5 | 2.6% | 3 | 8.3% | 5 | 4.2% | 2 | 2.2% | 1 | 0.0% | 0 |
| *Mean:* | | 32.52 | | 23.60 | | 34.57 | | 35.93 | | 22.41 | | 38.76 | | 31.42 | | 33.22 | | 28.50 | | 40.24 | | 26.75 | | 34.41 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**Mean score [times per year]**

**Q05 How often do you expect to visit Leicester city centre for retail and shopping purposes now the lockdown restrictions have been eased?**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More than once a week | 3.5% | 7 | 0.0% | 0 | 4.3% | 7 | 9.4% | 5 | 0.0% | 0 | 2.7% | 2 | 3.6% | 3 | 3.4% | 4 | 3.3% | 2 | 6.3% | 3 | 0.0% | 0 | 4.3% | 2 |
| Once a week | 7.5% | 15 | 5.4% | 2 | 8.0% | 13 | 13.2% | 7 | 2.8% | 2 | 8.0% | 6 | 9.6% | 8 | 6.0% | 7 | 3.3% | 2 | 12.5% | 6 | 6.7% | 3 | 8.5% | 4 |
| Once every 2-3 weeks | 15.0% | 30 | 16.2% | 6 | 14.7% | 24 | 18.9% | 10 | 13.9% | 10 | 13.3% | 10 | 14.5% | 12 | 15.4% | 18 | 16.7% | 10 | 16.7% | 8 | 11.1% | 5 | 14.9% | 7 |
| Monthly | 24.5% | 49 | 24.3% | 9 | 24.5% | 40 | 22.6% | 12 | 22.2% | 16 | 28.0% | 21 | 19.3% | 16 | 28.2% | 33 | 26.7% | 16 | 20.8% | 10 | 24.4% | 11 | 25.5% | 12 |
| Less often / not regularly | 37.5% | 75 | 43.2% | 16 | 36.2% | 59 | 32.1% | 17 | 50.0% | 36 | 29.3% | 22 | 39.8% | 33 | 35.9% | 42 | 40.0% | 24 | 31.3% | 15 | 44.4% | 20 | 34.0% | 16 |
| First visit today | 10.0% | 20 | 10.8% | 4 | 9.8% | 16 | 3.8% | 2 | 11.1% | 8 | 13.3% | 10 | 8.4% | 7 | 11.1% | 13 | 10.0% | 6 | 8.3% | 4 | 11.1% | 5 | 10.6% | 5 |
| (Don't know / not sure) | 2.0% | 4 | 0.0% | 0 | 2.5% | 4 | 0.0% | 0 | 0.0% | 0 | 5.3% | 4 | 4.8% | 4 | 0.0% | 0 | 0.0% | 0 | 4.2% | 2 | 2.2% | 1 | 2.1% | 1 |
| *Mean:* | | 16.31 | | 11.84 | | 17.35 | | 25.32 | | 10.14 | | 15.83 | | 17.43 | | 15.55 | | 14.40 | | 21.87 | | 11.77 | | 17.57 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**Mean score [times per year]**

**Q06 How often did you visit Leicester City Centre for leisure purposes before the first lockdown in March 2020?**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More than once a week | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once a week | 2.0% | 4 | 5.4% | 2 | 1.2% | 2 | 5.7% | 3 | 0.0% | 0 | 1.3% | 1 | 2.4% | 2 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 2.1% | 1 |
| Once every 2-3 weeks | 4.0% | 8 | 5.4% | 2 | 3.7% | 6 | 7.5% | 4 | 4.2% | 3 | 1.3% | 1 | 3.6% | 3 | 4.3% | 5 | 5.0% | 3 | 0.0% | 0 | 4.4% | 2 | 6.4% | 3 |
| Monthly | 20.0% | 40 | 18.9% | 7 | 20.2% | 33 | 24.5% | 13 | 30.6% | 22 | 6.7% | 5 | 20.5% | 17 | 19.7% | 23 | 18.3% | 11 | 25.0% | 12 | 22.2% | 10 | 14.9% | 7 |
| Less often / not regularly | 56.5% | 113 | 56.8% | 21 | 56.4% | 92 | 54.7% | 29 | 54.2% | 39 | 60.0% | 45 | 57.8% | 48 | 55.6% | 65 | 56.7% | 34 | 52.1% | 25 | 57.8% | 26 | 59.6% | 28 |
| (Don't know / can't remember) | 16.5% | 33 | 13.5% | 5 | 17.2% | 28 | 3.8% | 2 | 11.1% | 8 | 30.7% | 23 | 15.7% | 13 | 17.1% | 20 | 13.3% | 8 | 22.9% | 11 | 13.3% | 6 | 17.0% | 8 |
| *Mean:* | | 10.43 | | 11.13 | | 10.27 | | 15.25 | | 8.77 | | 7.75 | | 9.41 | | 11.16 | | 13.67 | | 7.95 | | 9.49 | | 9.41 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

# Leicester In Centre Survey
## for Nexus Planning

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Mean score [times per year]** | | | | | | | | | | | | | | | | | | | | | | | | | |

**Q07  How often do you expect to visit Leicester city centre for leisure purposes post-lockdown once all restrictions are lifted in June 2021?**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More than once a week | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once a week | 1.5% | 3 | 8.1% | 3 | 0.0% | 0 | 5.7% | 3 | 0.0% | 0 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 2.1% | 1 |
| Once every 2-3 weeks | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 1.9% | 1 | 1.4% | 1 | 2.7% | 2 | 1.2% | 1 | 2.6% | 3 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 4.3% | 2 |
| Monthly | 15.0% | 30 | 16.2% | 6 | 14.7% | 24 | 17.0% | 9 | 19.4% | 14 | 9.3% | 7 | 15.7% | 13 | 14.5% | 17 | 16.7% | 10 | 12.5% | 6 | 13.3% | 6 | 17.0% | 8 |
| Less often / not regularly | 69.0% | 138 | 59.5% | 22 | 71.2% | 116 | 67.9% | 36 | 72.2% | 52 | 66.7% | 50 | 67.5% | 56 | 70.1% | 82 | 70.0% | 42 | 72.9% | 35 | 68.9% | 31 | 63.8% | 30 |
| (Don't know / not sure) | 11.5% | 23 | 13.5% | 5 | 11.0% | 18 | 3.8% | 2 | 6.9% | 5 | 21.3% | 16 | 12.0% | 10 | 11.1% | 13 | 6.7% | 4 | 14.6% | 7 | 13.3% | 6 | 12.8% | 6 |
| *Mean:* | | 9.24 | | 11.91 | | 8.66 | | 13.90 | | 7.48 | | 7.22 | | 9.16 | | 9.30 | | 11.66 | | 6.88 | | 8.49 | | 9.02 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**Q08  How did you travel here today?**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Car / Van (as driver) | 32.5% | 65 | 37.8% | 14 | 31.3% | 51 | 37.7% | 20 | 45.8% | 33 | 16.0% | 12 | 36.1% | 30 | 29.9% | 35 | 35.0% | 21 | 41.7% | 20 | 28.9% | 13 | 23.4% | 11 |
| Car / Van (as passenger) | 16.0% | 32 | 10.8% | 4 | 17.2% | 28 | 9.4% | 5 | 18.1% | 13 | 18.7% | 14 | 20.5% | 17 | 12.8% | 15 | 13.3% | 8 | 12.5% | 6 | 20.0% | 9 | 19.1% | 9 |
| Bus | 42.5% | 85 | 32.4% | 12 | 44.8% | 73 | 32.1% | 17 | 27.8% | 20 | 64.0% | 48 | 30.1% | 25 | 51.3% | 60 | 46.7% | 28 | 39.6% | 19 | 37.8% | 17 | 44.7% | 21 |
| Coach | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Train | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 3.8% | 2 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 1.7% | 2 | 0.0% | 0 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| Walk | 4.0% | 8 | 8.1% | 3 | 3.1% | 5 | 13.2% | 7 | 1.4% | 1 | 0.0% | 0 | 6.0% | 5 | 2.6% | 3 | 1.7% | 1 | 2.1% | 1 | 6.7% | 3 | 6.4% | 3 |
| Cycle | 2.0% | 4 | 8.1% | 3 | 0.6% | 1 | 3.8% | 2 | 2.8% | 2 | 0.0% | 0 | 3.6% | 3 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 4.4% | 2 | 2.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Park & ride | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Taxi | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**NEMS** market research

# Leicester In Centre Survey
## for Nexus Planning

### Q09 Where did you park today?
*Those who said car at Q8*

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Abbey 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abbey Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Almond Road | 1.0% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Applegate | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dover Street | 7.2% | 7 | 27.8% | 5 | 2.5% | 2 | 12.0% | 3 | 8.7% | 4 | 0.0% | 0 | 10.6% | 5 | 4.0% | 2 | 13.8% | 4 | 3.8% | 1 | 9.1% | 2 | 0.0% | 0 |
| East Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haymarket Centre | 13.4% | 13 | 5.6% | 1 | 15.2% | 12 | 12.0% | 3 | 10.9% | 5 | 19.2% | 5 | 17.0% | 8 | 10.0% | 5 | 13.8% | 4 | 15.4% | 4 | 18.2% | 4 | 5.0% | 1 |
| Highcross | 40.2% | 39 | 33.3% | 6 | 41.8% | 33 | 52.0% | 13 | 41.3% | 19 | 26.9% | 7 | 31.9% | 15 | 48.0% | 24 | 34.5% | 10 | 57.7% | 15 | 40.9% | 9 | 25.0% | 5 |
| Lee Circle | 7.2% | 7 | 11.1% | 2 | 6.3% | 5 | 4.0% | 1 | 10.9% | 5 | 3.8% | 1 | 10.6% | 5 | 4.0% | 2 | 6.9% | 2 | 0.0% | 0 | 9.1% | 2 | 15.0% | 3 |
| Lee Circle over-height vehicle 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mansfield Street (entrance opposite Sandacre Street) | 1.0% | 1 | 0.0% | 0 | 1.3% | 1 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Mansfield Street (rear of Argos) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newarke Street (near Sue Townsend Theatre) | 2.1% | 2 | 5.6% | 1 | 1.3% | 1 | 0.0% | 0 | 2.2% | 1 | 3.8% | 1 | 2.1% | 1 | 2.0% | 1 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Phoenix Square | 1.0% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Rutland 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 |
| St Margaret's Pastures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Nicholas Circle | 4.1% | 4 | 0.0% | 0 | 5.1% | 4 | 4.0% | 1 | 2.2% | 1 | 7.7% | 2 | 4.3% | 2 | 4.0% | 2 | 0.0% | 0 | 7.7% | 2 | 4.5% | 1 | 5.0% | 1 |
| Upper Brown Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Park | 1.0% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Welford Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| On-street | 6.2% | 6 | 11.1% | 2 | 5.1% | 4 | 4.0% | 1 | 4.3% | 2 | 11.5% | 3 | 6.4% | 3 | 6.0% | 3 | 10.3% | 3 | 0.0% | 0 | 9.1% | 2 | 5.0% | 1 |
| Dropped off | 5.2% | 5 | 0.0% | 0 | 6.3% | 5 | 4.0% | 1 | 4.3% | 2 | 7.7% | 2 | 8.5% | 4 | 2.0% | 1 | 6.9% | 2 | 3.8% | 1 | 9.1% | 2 | 0.0% | 0 |
| Premier Inn | 1.0% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / cant remember) | 9.3% | 9 | 0.0% | 0 | 11.4% | 9 | 4.0% | 1 | 8.7% | 4 | 15.4% | 4 | 4.3% | 2 | 14.0% | 7 | 10.3% | 3 | 3.8% | 1 | 0.0% | 0 | 25.0% | 5 |
| Base: | | 97 | | 18 | | 79 | | 25 | | 46 | | 26 | | 47 | | 50 | | 29 | | 26 | | 22 | | 20 |

# Leicester In Centre Survey
## for Nexus Planning

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Q10 What do you currently like about Leicester City Centre? [MR]** | | | | | | | | | | | | | | | | | | | | | | | | | |
| Appearance or character of the city centre | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 1.9% | 1 | 0.0% | 0 | 2.7% | 2 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 | 4.2% | 2 | 0.0% | 0 | 2.1% | 1 |
| Cleanliness of the city centre | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 2.1% | 1 |
| Convenient to home | 32.0% | 64 | 40.5% | 15 | 30.1% | 49 | 39.6% | 21 | 15.3% | 11 | 42.7% | 32 | 31.3% | 26 | 32.5% | 38 | 35.0% | 21 | 29.2% | 14 | 33.3% | 15 | 29.8% | 14 |
| Convenient to work | 2.5% | 5 | 8.1% | 3 | 1.2% | 2 | 9.4% | 5 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 2.6% | 3 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 4.3% | 2 |
| General affordability | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 1.9% | 1 | 2.8% | 2 | 0.0% | 0 | 1.2% | 1 | 1.7% | 2 | 1.7% | 1 | 2.1% | 1 | 2.2% | 1 | 0.0% | 0 |
| Good / cheap parking | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Habit / always used it / familiar | 12.5% | 25 | 10.8% | 4 | 12.9% | 21 | 5.7% | 3 | 15.3% | 11 | 14.7% | 11 | 7.2% | 6 | 16.2% | 19 | 15.0% | 9 | 12.5% | 6 | 6.7% | 3 | 14.9% | 7 |
| It is easy to walk / cycle around | 8.5% | 17 | 5.4% | 2 | 9.2% | 15 | 13.2% | 7 | 4.2% | 3 | 9.3% | 7 | 10.8% | 9 | 6.8% | 8 | 8.3% | 5 | 8.3% | 4 | 8.9% | 4 | 8.5% | 4 |
| It is easy to get to by bus | 9.5% | 19 | 2.7% | 1 | 11.0% | 18 | 11.3% | 6 | 12.5% | 9 | 5.3% | 4 | 12.0% | 10 | 7.7% | 9 | 11.7% | 7 | 10.4% | 5 | 8.9% | 4 | 6.4% | 3 |
| It is easy to get to by train | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Quality of shops or markets | 38.5% | 77 | 24.3% | 9 | 41.7% | 68 | 32.1% | 17 | 47.2% | 34 | 34.7% | 26 | 37.3% | 31 | 39.3% | 46 | 41.7% | 25 | 39.6% | 19 | 44.4% | 20 | 27.7% | 13 |
| Range of shops or markets | 62.5% | 125 | 48.6% | 18 | 65.6% | 107 | 52.8% | 28 | 70.8% | 51 | 61.3% | 46 | 51.8% | 43 | 70.1% | 82 | 58.3% | 35 | 70.8% | 34 | 57.8% | 26 | 63.8% | 30 |
| Range or quality of leisure facilities (e.g. cinema, theatre etc.) | 3.0% | 6 | 2.7% | 1 | 3.1% | 5 | 0.0% | 0 | 5.6% | 4 | 2.7% | 2 | 1.2% | 1 | 4.3% | 5 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 8.5% | 4 |
| Range or quality of places to eat | 12.0% | 24 | 5.4% | 2 | 13.5% | 22 | 9.4% | 5 | 20.8% | 15 | 5.3% | 4 | 9.6% | 8 | 13.7% | 16 | 16.7% | 10 | 2.1% | 1 | 11.1% | 5 | 17.0% | 8 |
| Range or quality of pubs or bars | 4.0% | 8 | 5.4% | 2 | 3.7% | 6 | 3.8% | 2 | 6.9% | 5 | 1.3% | 1 | 4.8% | 4 | 3.4% | 4 | 5.0% | 3 | 8.3% | 4 | 0.0% | 0 | 2.1% | 1 |
| Range or quality of services (e.g. banks, hairdressers etc.) | 2.5% | 5 | 2.7% | 1 | 2.5% | 4 | 1.9% | 1 | 2.8% | 2 | 2.7% | 2 | 2.4% | 2 | 2.6% | 3 | 0.0% | 0 | 4.2% | 2 | 4.4% | 2 | 2.1% | 1 |
| Variety of festivals and event | 5.0% | 10 | 2.7% | 1 | 5.5% | 9 | 5.7% | 3 | 2.8% | 2 | 6.7% | 5 | 4.8% | 4 | 5.1% | 6 | 3.3% | 2 | 10.4% | 5 | 6.7% | 3 | 0.0% | 0 |
| Visitor accommodation or facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Safety of the city centre | 3.0% | 6 | 0.0% | 0 | 3.7% | 6 | 1.9% | 1 | 2.8% | 2 | 4.0% | 3 | 3.6% | 3 | 2.6% | 3 | 3.3% | 2 | 4.2% | 2 | 2.2% | 1 | 2.1% | 1 |
| Parks or open spaces | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing | 2.5% | 5 | 5.4% | 2 | 1.8% | 3 | 1.9% | 1 | 4.2% | 3 | 1.3% | 1 | 3.6% | 3 | 1.7% | 2 | 1.7% | 1 | 4.2% | 2 | 2.2% | 1 | 2.1% | 1 |
| It's quiet | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Undercover | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| (Don't know) | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 3.8% | 2 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 1.7% | 2 | 1.7% | 1 | 2.1% | 1 | 2.2% | 1 | 0.0% | 0 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**NEMS** market research

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Q11  What do you currently dislike about Leicester City Centre? [MR]**

| | Total | | Male | | Female | | 18-34 | | 35-54 | | 55+ | | ABC1 | | C2DE | | Clock Tower | | Gallowtree Gate/Market Place | | Granby St/Rutland St | | Horsefair St/Market St | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Appearance or character of the city centre | 2.0% | 4 | 0.0% | 0 | 2.5% | 4 | 0.0% | 0 | 1.4% | 1 | 4.0% | 3 | 1.2% | 1 | 2.6% | 3 | 1.7% | 1 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| Cleanliness of the city centre | 7.0% | 14 | 2.7% | 1 | 8.0% | 13 | 11.3% | 6 | 2.8% | 2 | 8.0% | 6 | 4.8% | 4 | 8.5% | 10 | 13.3% | 8 | 2.1% | 1 | 6.7% | 3 | 4.3% | 2 |
| Difficult / expensive parking | 10.5% | 21 | 18.9% | 7 | 8.6% | 14 | 17.0% | 9 | 9.7% | 7 | 6.7% | 5 | 12.0% | 10 | 9.4% | 11 | 15.0% | 9 | 10.4% | 5 | 8.9% | 4 | 6.4% | 3 |
| Congestion | 12.0% | 24 | 18.9% | 7 | 10.4% | 17 | 17.0% | 9 | 12.5% | 9 | 8.0% | 6 | 13.3% | 11 | 11.1% | 13 | 10.0% | 6 | 14.6% | 7 | 15.6% | 7 | 8.5% | 4 |
| General affordability | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 4.0% | 3 | 2.4% | 2 | 0.9% | 1 | 3.3% | 2 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| It is not easy to walk / cycle around | 3.5% | 7 | 10.8% | 4 | 1.8% | 3 | 3.8% | 2 | 2.8% | 2 | 4.0% | 3 | 2.4% | 2 | 4.3% | 5 | 6.7% | 4 | 0.0% | 0 | 4.4% | 2 | 2.1% | 1 |
| Poor quality of shops | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Poor range of shops | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 1.4% | 1 | 1.3% | 1 | 1.2% | 1 | 0.9% | 1 | 0.0% | 0 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Poor range of leisure facilities (e.g. cinema, theatre etc.) | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 1.9% | 1 | 1.4% | 1 | 1.3% | 1 | 0.0% | 0 | 2.6% | 3 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Poor range or quality places to eat | 7.0% | 14 | 5.4% | 2 | 7.4% | 12 | 5.7% | 3 | 8.3% | 6 | 6.7% | 5 | 3.6% | 3 | 9.4% | 11 | 3.3% | 2 | 10.4% | 5 | 6.7% | 3 | 8.5% | 4 |
| Poor range or quality of pubs or bars | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 3.8% | 2 | 1.4% | 1 | 1.3% | 1 | 2.4% | 2 | 1.7% | 2 | 0.0% | 0 | 2.1% | 1 | 2.2% | 1 | 4.3% | 2 |
| Poor range or quality of services (e.g. banks, hairdressers etc.) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It is not easy to get to by bus | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It is not easy to get to by train | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Safety of the city centre | 4.0% | 8 | 0.0% | 0 | 4.9% | 8 | 0.0% | 0 | 6.9% | 5 | 4.0% | 3 | 2.4% | 2 | 5.1% | 6 | 3.3% | 2 | 8.3% | 4 | 2.2% | 1 | 2.1% | 1 |
| Parks or open spaces | 1.5% | 3 | 5.4% | 2 | 0.6% | 1 | 3.8% | 2 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Visitor accommodation or facilities | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing | 38.0% | 76 | 29.7% | 11 | 39.9% | 65 | 35.8% | 19 | 37.5% | 27 | 40.0% | 30 | 39.8% | 33 | 36.8% | 43 | 33.3% | 20 | 39.6% | 19 | 33.3% | 15 | 46.8% | 22 |
| Church people preaching | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of seating | 2.0% | 4 | 0.0% | 0 | 2.5% | 4 | 1.9% | 1 | 1.4% | 1 | 2.7% | 2 | 2.4% | 2 | 1.7% | 2 | 0.0% | 0 | 4.2% | 2 | 2.2% | 1 | 2.1% | 1 |
| Lots of bikes | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lots of homeless people | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 1.9% | 1 | 0.0% | 0 | 2.7% | 2 | 1.2% | 1 | 1.7% | 2 | 1.7% | 1 | 0.0% | 0 | 4.4% | 2 | 0.0% | 0 |
| Street works | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| The modernisation | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Too many empty shops | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 11.0% | 22 | 13.5% | 5 | 10.4% | 17 | 9.4% | 5 | 12.5% | 9 | 10.7% | 8 | 12.0% | 10 | 10.3% | 12 | 10.0% | 6 | 6.3% | 3 | 13.3% | 6 | 14.9% | 7 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**Q12  How do you think Leicester City Centre should be improved? [MR]**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Different or better shops or markets | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 3.8% | 2 | 1.4% | 1 | 1.3% | 1 | 3.6% | 3 | 0.9% | 1 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 4.3% | 2 |
| Different or better places to eat or drink | 8.5% | 17 | 5.4% | 2 | 9.2% | 15 | 7.5% | 4 | 11.1% | 8 | 6.7% | 5 | 4.8% | 4 | 11.1% | 13 | 5.0% | 3 | 12.5% | 6 | 6.7% | 3 | 10.6% | 5 |
| Different or better leisure facilities | 2.5% | 5 | 2.7% | 1 | 2.5% | 4 | 3.8% | 2 | 2.8% | 2 | 1.3% | 1 | 1.2% | 1 | 3.4% | 4 | 3.3% | 2 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| Different or better service facilities | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More or better car parking | 12.5% | 25 | 24.3% | 9 | 9.8% | 16 | 18.9% | 10 | 11.1% | 8 | 9.3% | 7 | 15.7% | 13 | 10.3% | 12 | 15.0% | 9 | 12.5% | 6 | 11.1% | 5 | 10.6% | 5 |
| Improved visitor information | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More or better public transport or cycle facilities | 3.5% | 7 | 10.8% | 4 | 1.8% | 3 | 7.5% | 4 | 2.8% | 2 | 1.3% | 1 | 4.8% | 4 | 2.6% | 3 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 8.5% | 4 |
| Improves quality or cleanliness of public spaces | 10.5% | 21 | 8.1% | 3 | 11.0% | 18 | 13.2% | 7 | 5.6% | 4 | 13.3% | 10 | 8.4% | 7 | 12.0% | 14 | 18.3% | 11 | 2.1% | 1 | 11.1% | 5 | 8.5% | 4 |
| Improved visitor accommodation | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing in particular | 26.5% | 53 | 16.2% | 6 | 28.8% | 47 | 26.4% | 14 | 25.0% | 18 | 28.0% | 21 | 25.3% | 21 | 27.4% | 32 | 18.3% | 11 | 31.3% | 15 | 28.9% | 13 | 29.8% | 14 |
| Cheaper parking | 1.0% | 2 | 2.7% | 1 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 1.3% | 1 | 1.2% | 1 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Keep the old buildings | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Less beggars / homeless | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 | 0.0% | 0 |
| Less cars on street | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less empty shops | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Less traffic congestion | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 5.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 3 | 0.0% | 0 | 2.1% | 1 | 4.4% | 2 | 0.0% | 0 |
| More pedestrianisation | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 1.4% | 1 | 1.3% | 1 | 1.2% | 1 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| More police | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More seating | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 | 0.0% | 0 | 1.7% | 2 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| More toilets | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| More undercover areas | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stop religious people preaching | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 29.0% | 58 | 27.0% | 10 | 29.4% | 48 | 17.0% | 9 | 34.7% | 25 | 32.0% | 24 | 32.5% | 27 | 26.5% | 31 | 26.7% | 16 | 33.3% | 16 | 28.9% | 13 | 27.7% | 13 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

# Leicester In Centre Survey
## for Nexus Planning

**Q13  What kind of changes would you like to see to shops or markets? [MR]**
*Those who said Different or better shops or markets at Q12*

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Better quality shops | 25.0% 1 | 0.0% 0 | 33.3% 1 | 50.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 100.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 50.0% 1 |
| More affordable shops | 75.0% 3 | 0.0% 0 | 100.0% 3 | 100.0% 2 | 100.0% 1 | 0.0% 0 | 66.7% 2 | 100.0% 1 | 100.0% 1 | 100.0% 1 | 0.0% 0 | 50.0% 1 |
| Larger shops | 25.0% 1 | 0.0% 0 | 33.3% 1 | 0.0% 0 | 100.0% 1 | 0.0% 0 | 33.3% 1 | 0.0% 0 | 0.0% 0 | 100.0% 1 | 0.0% 0 | 0.0% 0 |
| More or new national retailers | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More or new independent shops | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling clothing / footwear | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling food / drink | 25.0% 1 | 0.0% 0 | 33.3% 1 | 50.0% 1 | 0.0% 0 | 0.0% 0 | 33.3% 1 | 0.0% 0 | 100.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling small household goods | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling electrical goods | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling books, CDs etc | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling toys or recreational goods | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More chemists or shops selling beauty products | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling furniture, DIY or gardening goods | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More shops selling specialist goods | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More frequent markets | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Better quality markets | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Different types of markets | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Other (PLEASE WRITE IN) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| (Don't know) | 25.0% 1 | 100.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 100.0% 1 | 33.3% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 50.0% 1 |
| Base: | 4 | 1 | 3 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 0 | 2 |

**NEMS** market research

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Q14  What kind of changes would you like to see to places to eat or drink? [MR]**
*Those who said Different or better places to eat or drink at Q12*

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Better range of restaurants or cafes | 58.8% (10) | 50.0% (1) | 60.0% (9) | 25.0% (1) | 75.0% (6) | 60.0% (3) | 50.0% (2) | 61.5% (8) | 66.7% (2) | 83.3% (5) | 66.7% (2) | 20.0% (1) |
| Better quality restaurants or cafes | 23.5% (4) | 50.0% (1) | 20.0% (3) | 0.0% (0) | 25.0% (2) | 40.0% (2) | 25.0% (1) | 23.1% (3) | 33.3% (1) | 16.7% (1) | 0.0% (0) | 40.0% (2) |
| More affordable restaurants or cafes | 23.5% (4) | 0.0% (0) | 26.7% (4) | 0.0% (0) | 25.0% (2) | 40.0% (2) | 0.0% (0) | 30.8% (4) | 33.3% (1) | 16.7% (1) | 33.3% (1) | 20.0% (1) |
| More independent restaurants or cafes | 52.9% (9) | 50.0% (1) | 53.3% (8) | 50.0% (2) | 62.5% (5) | 40.0% (2) | 50.0% (2) | 53.8% (7) | 66.7% (2) | 83.3% (5) | 33.3% (1) | 20.0% (1) |
| Better range of pubs and bars | 5.9% (1) | 0.0% (0) | 6.7% (1) | 25.0% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 7.7% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 20.0% (1) |
| Better quality pubs and bars | 17.6% (3) | 0.0% (0) | 20.0% (3) | 25.0% (1) | 0.0% (0) | 40.0% (2) | 25.0% (1) | 15.4% (2) | 0.0% (0) | 16.7% (1) | 33.3% (1) | 20.0% (1) |
| More or better nightclubs | 5.9% (1) | 50.0% (1) | 0.0% (0) | 25.0% (1) | 0.0% (0) | 0.0% (0) | 25.0% (1) | 0.0% (0) | 0.0% (0) | 16.7% (1) | 0.0% (0) | 0.0% (0) |
| More opportunities to eat or drink outside | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) |
| Other (PLEASE WRITE IN) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) |
| Base: | 17 | 2 | 15 | 4 | 8 | 5 | 4 | 13 | 3 | 6 | 3 | 5 |

**Q15  What kind of changes would you like to see to leisure facilities? [MR]**
*Those who said Different or better leisure facilities at Q12*

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More or better cinemas or theatres | 60.0% (3) | 0.0% (0) | 75.0% (3) | 50.0% (1) | 50.0% (1) | 100.0% (1) | 0.0% (0) | 75.0% (3) | 100.0% (2) | 0.0% (0) | 100.0% (1) | 0.0% (0) |
| More or better gym and fitness facilities | 20.0% (1) | 100.0% (1) | 0.0% (0) | 50.0% (1) | 0.0% (0) | 0.0% (0) | 100.0% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 100.0% (1) |
| More or better sports facilities | 20.0% (1) | 100.0% (1) | 0.0% (0) | 50.0% (1) | 0.0% (0) | 0.0% (0) | 100.0% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 100.0% (1) |
| More or better museums | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) |
| More or better art galleries | 20.0% (1) | 0.0% (0) | 25.0% (1) | 0.0% (0) | 50.0% (1) | 0.0% (0) | 0.0% (0) | 25.0% (1) | 0.0% (0) | 0.0% (0) | 100.0% (1) | 0.0% (0) |
| More or better entertainment for children / families | 20.0% (1) | 0.0% (0) | 25.0% (1) | 0.0% (0) | 50.0% (1) | 0.0% (0) | 0.0% (0) | 25.0% (1) | 0.0% (0) | 100.0% (1) | 0.0% (0) | 0.0% (0) |
| Other (PLEASE WRITE IN) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) |
| Base: | 5 | 1 | 4 | 2 | 2 | 1 | 1 | 4 | 2 | 1 | 1 | 1 |

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Q16  What kind of changes would you like to see to service facilities? [MR]**
*Those who said Different or better service facilities at Q12*

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More or better banking / financial services | 100.0% 1 | 0.0% 0 | 100.0% 1 | 100.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 100.0% 1 | 100.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More or better hairdressing / beauty services | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More or better public services (e.g. health, libraries) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Other (PLEASE WRITE IN) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Base: | | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |

**Q17  What kind of changes would you like to see to car parking? [MR]**
*Those who said More or better car parking at Q12*

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More long stay car parking | 4.0% 1 | 0.0% 0 | 6.3% 1 | 0.0% 0 | 0.0% 0 | 14.3% 1 | 7.7% 1 | 0.0% 0 | 0.0% 0 | 16.7% 1 | 0.0% 0 | 0.0% 0 |
| More short stay car parking | 4.0% 1 | 0.0% 0 | 6.3% 1 | 0.0% 0 | 0.0% 0 | 14.3% 1 | 7.7% 1 | 0.0% 0 | 0.0% 0 | 16.7% 1 | 0.0% 0 | 0.0% 0 |
| Better located parking | 8.0% 2 | 11.1% 1 | 6.3% 1 | 20.0% 2 | 0.0% 0 | 0.0% 0 | 7.7% 1 | 8.3% 1 | 11.1% 1 | 16.7% 1 | 0.0% 0 | 0.0% 0 |
| Cheaper car parking | 96.0% 24 | 100.0% 9 | 93.8% 15 | 100.0% 10 | 100.0% 8 | 85.7% 6 | 100.0% 13 | 91.7% 11 | 88.9% 8 | 100.0% 6 | 100.0% 5 | 100.0% 5 |
| More disabled car parking | 12.0% 3 | 0.0% 0 | 18.8% 3 | 10.0% 1 | 12.5% 1 | 14.3% 1 | 0.0% 0 | 25.0% 3 | 11.1% 1 | 0.0% 0 | 20.0% 1 | 20.0% 1 |
| More parent / child parking | 4.0% 1 | 0.0% 0 | 6.3% 1 | 10.0% 1 | 0.0% 0 | 0.0% 0 | 7.7% 1 | 0.0% 0 | 0.0% 0 | 16.7% 1 | 0.0% 0 | 0.0% 0 |
| Other (PLEASE WRITE IN) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Base: | | 25 | 9 | 16 | 10 | 8 | 7 | 13 | 12 | 9 | 6 | 5 | 5 |

**Q18  What kind of changes would you like to see to visitor information? [MR]**
*Those who said Improved visitor information at Q12*

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Improved signage | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Improved visitor information 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 |
| More or better information on events | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More or better information on travel options | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More or better information on history / architecture | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Other (PLEASE WRITE IN) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Base: | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

**Q19  What kind of changes would you like to see to public transport or cycle facilities? [MR]**
*Those who said More or better public transport or cycle facilities at Q12*

Each cell shows percentage then count.

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Improved railway station | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Improved bus station | 28.6% 2 | 25.0% 1 | 33.3% 1 | 25.0% 1 | 50.0% 1 | 0.0% 0 | 25.0% 1 | 33.3% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 50.0% 2 |
| More frequent train services | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| More frequent bus services | 28.6% 2 | 0.0% 0 | 66.7% 2 | 25.0% 1 | 0.0% 0 | 100.0% 1 | 25.0% 1 | 33.3% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 50.0% 2 |
| Better located bus stops | 42.9% 3 | 0.0% 0 | 100.0% 3 | 50.0% 2 | 0.0% 0 | 100.0% 1 | 25.0% 1 | 66.7% 2 | 50.0% 1 | 0.0% 0 | 0.0% 0 | 50.0% 2 |
| More cycle parking | 14.3% 1 | 25.0% 1 | 0.0% 0 | 0.0% 0 | 50.0% 1 | 0.0% 0 | 25.0% 1 | 0.0% 0 | 50.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Better located cycle parking | 14.3% 1 | 25.0% 1 | 0.0% 0 | 25.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 33.3% 1 | 0.0% 0 | 0.0% 0 | 100.0% 1 | 0.0% 0 |
| Better quality cycle parking (e.g. more secure, covered etc.) | 42.9% 3 | 75.0% 3 | 0.0% 0 | 50.0% 2 | 50.0% 1 | 0.0% 0 | 50.0% 2 | 33.3% 1 | 50.0% 1 | 0.0% 0 | 100.0% 1 | 25.0% 1 |
| Better cycle links | 14.3% 1 | 25.0% 1 | 0.0% 0 | 0.0% 0 | 50.0% 1 | 0.0% 0 | 25.0% 1 | 0.0% 0 | 50.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Other (PLEASE WRITE IN) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Base: | 7 | 4 | 3 | 4 | 2 | 1 | 4 | 3 | 2 | 0 | 1 | 4 |

**Q20  What kind of changes would you like to see to improve quality or cleanliness of public spaces? [MR]**
*Those who said Improves quality or cleanliness of public spaces at Q12*

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Better routes / crossings for pedestrians | 9.5% 2 | 33.3% 1 | 5.6% 1 | 14.3% 1 | 0.0% 0 | 10.0% 1 | 14.3% 1 | 7.1% 1 | 9.1% 1 | 0.0% 0 | 20.0% 1 | 0.0% 0 |
| More green spaces | 19.0% 4 | 66.7% 2 | 11.1% 2 | 28.6% 2 | 50.0% 2 | 0.0% 0 | 28.6% 2 | 14.3% 2 | 27.3% 3 | 0.0% 0 | 20.0% 1 | 0.0% 0 |
| Cleaner streets or parks | 76.2% 16 | 66.7% 2 | 77.8% 14 | 57.1% 4 | 100.0% 4 | 80.0% 8 | 100.0% 7 | 64.3% 9 | 81.8% 9 | 100.0% 1 | 60.0% 3 | 75.0% 3 |
| More or better play facilities | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Better access for disabled / elderly / pushchairs | 4.8% 1 | 0.0% 0 | 5.6% 1 | 0.0% 0 | 0.0% 0 | 10.0% 1 | 0.0% 0 | 7.1% 1 | 0.0% 0 | 100.0% 1 | 0.0% 0 | 0.0% 0 |
| More bins | 47.6% 10 | 33.3% 1 | 50.0% 9 | 57.1% 4 | 25.0% 1 | 50.0% 5 | 28.6% 2 | 57.1% 8 | 45.5% 5 | 0.0% 0 | 80.0% 4 | 25.0% 1 |
| Less traffic / congestion | 23.8% 5 | 0.0% 0 | 27.8% 5 | 14.3% 1 | 25.0% 1 | 30.0% 3 | 28.6% 2 | 21.4% 3 | 27.3% 3 | 0.0% 0 | 40.0% 2 | 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 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Base: | 21 | 3 | 18 | 7 | 4 | 10 | 7 | 14 | 11 | 1 | 5 | 4 |

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Q21  What kind of changes would you like to see to visitor accommodation? [MR]**
*Those who said Improved visitor accommodation at Q12*

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Better quality accommodation | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More affordable accommodation | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More hotels | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More B&Bs | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More self-catering accommodation | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More accommodation for groups | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

**Q22  What one thing does Leicester City Centre do better than other places that you visit?**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Architecture / Environment | 2.5% | 5 | 2.7% | 1 | 2.5% | 4 | 1.9% | 1 | 0.0% | 0 | 5.3% | 4 | 4.8% | 4 | 0.9% | 1 | 5.0% | 3 | 2.1% | 1 | 2.2% | 1 | 0.0% | 0 |
| Conference facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Entertainment facilities (e.g. theatre, museums, cinemas, bowling etc) | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 1.9% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Events | 9.0% | 18 | 16.2% | 6 | 7.4% | 12 | 18.9% | 10 | 8.3% | 6 | 2.7% | 2 | 12.0% | 10 | 6.8% | 8 | 6.7% | 4 | 10.4% | 5 | 13.3% | 6 | 6.4% | 3 |
| Food / Drink | 3.0% | 6 | 8.1% | 3 | 1.8% | 3 | 7.5% | 4 | 0.0% | 0 | 2.7% | 2 | 3.6% | 3 | 2.6% | 3 | 1.7% | 1 | 6.3% | 3 | 0.0% | 0 | 4.3% | 2 |
| Nightlife | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping | 12.0% | 24 | 21.6% | 8 | 9.8% | 16 | 11.3% | 6 | 18.1% | 13 | 6.7% | 5 | 13.3% | 11 | 11.1% | 13 | 10.0% | 6 | 4.2% | 2 | 24.4% | 11 | 10.6% | 5 |
| Transport facilities | 4.5% | 9 | 0.0% | 0 | 5.5% | 9 | 1.9% | 1 | 4.2% | 3 | 6.7% | 5 | 2.4% | 2 | 6.0% | 7 | 6.7% | 4 | 2.1% | 1 | 4.4% | 2 | 4.3% | 2 |
| Visitor accommodation | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing in particular | 42.0% | 84 | 32.4% | 12 | 44.2% | 72 | 41.5% | 22 | 37.5% | 27 | 46.7% | 35 | 39.8% | 33 | 43.6% | 51 | 38.3% | 23 | 50.0% | 24 | 35.6% | 16 | 44.7% | 21 |
| (Don't know) | 26.0% | 52 | 18.9% | 7 | 27.6% | 45 | 15.1% | 8 | 30.6% | 22 | 29.3% | 22 | 24.1% | 20 | 27.4% | 32 | 28.3% | 17 | 25.0% | 12 | 20.0% | 9 | 29.8% | 14 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**GEN  Gender:**

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Clock Tower | | Gallowtree | | Granby | | Horsefair | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Male | 18.5% | 37 | 100.0% | 37 | 0.0% | 0 | 30.2% | 16 | 18.1% | 13 | 10.7% | 8 | 24.1% | 20 | 14.5% | 17 | 15.0% | 9 | 16.7% | 8 | 26.7% | 12 | 17.0% | 8 |
| Female | 81.5% | 163 | 0.0% | 0 | 100.0% | 163 | 69.8% | 37 | 81.9% | 59 | 89.3% | 67 | 75.9% | 63 | 85.5% | 100 | 85.0% | 51 | 83.3% | 40 | 73.3% | 33 | 83.0% | 39 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

Values are shown as **% (n)** for each column.

| | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | The Clock Tower | Gallowtree Gate / Market Place | Granby Street / Rutland Street | Horsefair Street / Market Street |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AGE Age Group:** | | | | | | | | | | | | |
| 18 - 24 years | 8.5% (17) | 18.9% (7) | 6.1% (10) | 32.1% (17) | 0.0% (0) | 0.0% (0) | 9.6% (8) | 7.7% (9) | 11.7% (7) | 2.1% (1) | 6.7% (3) | 12.8% (6) |
| 25 - 34 years | 18.0% (36) | 24.3% (9) | 16.6% (27) | 67.9% (36) | 0.0% (0) | 0.0% (0) | 21.7% (18) | 15.4% (18) | 15.0% (9) | 20.8% (10) | 24.4% (11) | 12.8% (6) |
| 35 - 44 years | 17.5% (35) | 16.2% (6) | 17.8% (29) | 0.0% (0) | 48.6% (35) | 0.0% (0) | 16.9% (14) | 17.9% (21) | 20.0% (12) | 16.7% (8) | 20.0% (9) | 12.8% (6) |
| 45 - 54 years | 18.5% (37) | 18.9% (7) | 18.4% (30) | 0.0% (0) | 51.4% (37) | 0.0% (0) | 22.9% (19) | 15.4% (18) | 15.0% (9) | 22.9% (11) | 15.6% (7) | 21.3% (10) |
| 55 - 64 years | 13.5% (27) | 10.8% (4) | 14.1% (23) | 0.0% (0) | 0.0% (0) | 36.0% (27) | 7.2% (6) | 17.9% (21) | 11.7% (7) | 18.8% (9) | 11.1% (5) | 12.8% (6) |
| 65 + years | 24.0% (48) | 10.8% (4) | 27.0% (44) | 0.0% (0) | 0.0% (0) | 64.0% (48) | 21.7% (18) | 25.6% (30) | 26.7% (16) | 18.8% (9) | 22.2% (10) | 27.7% (13) |
| Base: | 200 | 37 | 163 | 53 | 72 | 75 | 83 | 117 | 60 | 48 | 45 | 47 |
| **SEG SEG:** | | | | | | | | | | | | |
| AB | 9.5% (19) | 16.2% (6) | 8.0% (13) | 9.4% (5) | 8.3% (6) | 10.7% (8) | 22.9% (19) | 0.0% (0) | 11.7% (7) | 12.5% (6) | 6.7% (3) | 6.4% (3) |
| C1 | 32.0% (64) | 37.8% (14) | 30.7% (50) | 39.6% (21) | 37.5% (27) | 21.3% (16) | 77.1% (64) | 0.0% (0) | 35.0% (21) | 29.2% (14) | 31.1% (14) | 31.9% (15) |
| C2 | 35.0% (70) | 29.7% (11) | 36.2% (59) | 30.2% (16) | 37.5% (27) | 36.0% (27) | 0.0% (0) | 59.8% (70) | 33.3% (20) | 33.3% (16) | 37.8% (17) | 36.2% (17) |
| DE | 23.5% (47) | 16.2% (6) | 25.2% (41) | 20.8% (11) | 16.7% (12) | 32.0% (24) | 0.0% (0) | 40.2% (47) | 20.0% (12) | 25.0% (12) | 24.4% (11) | 25.5% (12) |
| Base: | 200 | 37 | 163 | 53 | 72 | 75 | 83 | 117 | 60 | 48 | 45 | 47 |
| **ADU Number of adults (Incl. respondent):** | | | | | | | | | | | | |
| 1 Adult in hhold | 15.5% (31) | 16.2% (6) | 15.3% (25) | 13.2% (7) | 9.7% (7) | 22.7% (17) | 14.5% (12) | 16.2% (19) | 18.3% (11) | 8.3% (4) | 17.8% (8) | 17.0% (8) |
| 2 Adults in hhold | 57.0% (114) | 62.2% (23) | 55.8% (91) | 54.7% (29) | 52.8% (38) | 62.7% (47) | 53.0% (44) | 59.8% (70) | 48.3% (29) | 56.3% (27) | 64.4% (29) | 61.7% (29) |
| 3 Adults in hhold | 21.0% (42) | 18.9% (7) | 21.5% (35) | 26.4% (14) | 26.4% (19) | 12.0% (9) | 25.3% (21) | 17.9% (21) | 26.7% (16) | 22.9% (11) | 13.3% (6) | 19.1% (9) |
| 4 or more adults in hhold | 6.5% (13) | 2.7% (1) | 7.4% (12) | 5.7% (3) | 11.1% (8) | 2.7% (2) | 7.2% (6) | 6.0% (7) | 6.7% (4) | 12.5% (6) | 4.4% (2) | 2.1% (1) |
| Base: | 200 | 37 | 163 | 53 | 72 | 75 | 83 | 117 | 60 | 48 | 45 | 47 |
| **CHI No. of children 15 years and under:** | | | | | | | | | | | | |
| No children in hhold | 64.5% (129) | 70.3% (26) | 63.2% (103) | 50.9% (27) | 40.3% (29) | 97.3% (73) | 68.7% (57) | 61.5% (72) | 66.7% (40) | 58.3% (28) | 62.2% (28) | 70.2% (33) |
| 1 child in hhold | 12.5% (25) | 16.2% (6) | 11.7% (19) | 17.0% (9) | 20.8% (15) | 1.3% (1) | 10.8% (9) | 13.7% (16) | 10.0% (6) | 14.6% (7) | 13.3% (6) | 12.8% (6) |
| 2 children in hhold | 18.0% (36) | 13.5% (5) | 19.0% (31) | 26.4% (14) | 29.2% (21) | 1.3% (1) | 18.1% (15) | 17.9% (21) | 18.3% (11) | 25.0% (12) | 17.8% (8) | 10.6% (5) |
| 3 children in hhold | 3.5% (7) | 0.0% (0) | 4.3% (7) | 3.8% (2) | 6.9% (5) | 0.0% (0) | 1.2% (1) | 5.1% (6) | 3.3% (2) | 2.1% (1) | 4.4% (2) | 4.3% (2) |
| 4 or more children in hhold | 1.5% (3) | 0.0% (0) | 1.8% (3) | 1.9% (1) | 2.8% (2) | 0.0% (0) | 1.2% (1) | 1.7% (1) | 1.7% (2) | 0.0% (1) | 2.2% (1) | 2.1% (1) |
| Base: | 200 | 37 | 163 | 53 | 72 | 75 | 83 | 117 | 60 | 48 | 45 | 47 |
| **CAR Number of cars in household:** | | | | | | | | | | | | |
| No cars in hhold | 30.5% (61) | 37.8% (14) | 28.8% (47) | 43.4% (23) | 13.9% (10) | 37.3% (28) | 21.7% (18) | 36.8% (43) | 30.0% (18) | 27.1% (13) | 28.9% (13) | 36.2% (17) |
| 1 car in hhold | 31.0% (62) | 27.0% (10) | 31.9% (52) | 18.9% (10) | 30.6% (22) | 40.0% (30) | 32.5% (27) | 31.7% (35) | 29.9% (19) | 27.1% (13) | 33.3% (15) | 31.9% (15) |
| 2 cars in hhold | 32.0% (64) | 32.4% (12) | 31.9% (52) | 34.0% (18) | 45.8% (33) | 17.3% (13) | 36.1% (30) | 29.1% (34) | 30.0% (18) | 39.6% (19) | 33.3% (15) | 25.5% (12) |
| 3 cars in hhold | 5.0% (10) | 2.7% (1) | 5.5% (9) | 0.0% (0) | 9.7% (7) | 4.0% (3) | 7.2% (6) | 3.4% (4) | 8.3% (5) | 4.2% (2) | 2.2% (1) | 4.3% (2) |
| 4 or more cars in hhold | 1.5% (3) | 0.0% (0) | 1.8% (3) | 3.8% (2) | 0.0% (0) | 1.3% (1) | 2.4% (2) | 0.9% (1) | 0.0% (0) | 2.1% (1) | 2.2% (1) | 2.1% (1) |
| Base: | 200 | 37 | 163 | 53 | 72 | 75 | 83 | 117 | 60 | 48 | 45 | 47 |

# Leicester In Centre Survey
## for Nexus Planning

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DAY Day:** | | | | | | | | | | | | | | | | | | | | | | | | |
| Monday | 12.5% | 25 | 16.2% | 6 | 11.7% | 19 | 15.1% | 8 | 15.3% | 11 | 8.0% | 6 | 13.3% | 11 | 12.0% | 14 | 11.7% | 7 | 10.4% | 5 | 15.6% | 7 | 12.8% | 6 |
| Tuesday | 12.5% | 25 | 18.9% | 7 | 11.0% | 18 | 15.1% | 8 | 15.3% | 11 | 8.0% | 6 | 12.0% | 10 | 12.8% | 15 | 13.3% | 8 | 14.6% | 7 | 13.3% | 6 | 8.5% | 4 |
| Wednesday | 12.5% | 25 | 10.8% | 4 | 12.9% | 21 | 11.3% | 6 | 11.1% | 8 | 14.7% | 11 | 15.7% | 13 | 10.3% | 12 | 11.7% | 7 | 14.6% | 7 | 13.3% | 6 | 10.6% | 5 |
| Thursday | 12.5% | 25 | 16.2% | 6 | 11.7% | 19 | 5.7% | 3 | 16.7% | 12 | 13.3% | 10 | 14.5% | 12 | 11.1% | 13 | 11.7% | 7 | 14.6% | 7 | 13.3% | 6 | 10.6% | 5 |
| Friday | 25.0% | 50 | 21.6% | 8 | 25.8% | 42 | 26.4% | 14 | 23.6% | 17 | 25.3% | 19 | 22.9% | 19 | 26.5% | 31 | 25.0% | 15 | 18.8% | 9 | 22.2% | 10 | 34.0% | 16 |
| Saturday | 25.0% | 50 | 16.2% | 6 | 27.0% | 44 | 26.4% | 14 | 18.1% | 13 | 30.7% | 23 | 21.7% | 18 | 27.4% | 32 | 26.7% | 16 | 27.1% | 13 | 22.2% | 10 | 23.4% | 11 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |
| **LOC Location:** | | | | | | | | | | | | | | | | | | | | | | | | |
| The Clock Tower | 30.0% | 60 | 24.3% | 9 | 31.3% | 51 | 30.2% | 16 | 29.2% | 21 | 30.7% | 23 | 33.7% | 28 | 27.4% | 32 | 100.0% | 60 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gallowtree Gate / Market Place | 24.0% | 48 | 21.6% | 8 | 24.5% | 40 | 20.8% | 11 | 26.4% | 19 | 24.0% | 18 | 24.1% | 20 | 23.9% | 28 | 0.0% | 0 | 100.0% | 48 | 0.0% | 0 | 0.0% | 0 |
| Granby Street / Rutland Street | 22.5% | 45 | 32.4% | 12 | 20.2% | 33 | 26.4% | 14 | 22.2% | 16 | 20.0% | 15 | 20.5% | 17 | 23.9% | 28 | 0.0% | 0 | 0.0% | 0 | 100.0% | 45 | 0.0% | 0 |
| Horsefair Street / Market Street | 23.5% | 47 | 21.6% | 8 | 23.9% | 39 | 22.6% | 12 | 22.2% | 16 | 25.3% | 19 | 21.7% | 18 | 24.8% | 29 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 47 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |

**NEMS** market research

# Leicester In Centre Survey
## for Nexus Planning

| PC | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B77 2 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| CV13 6 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| DE14 3 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| FY8 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE1 1 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| LE1 3 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE1 5 | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 5.7% | 3 | 0.0% | 0 | 1.3% | 1 | 3.6% | 3 | 0.9% | 1 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 4.3% | 2 |
| LE10 0 | 2.5% | 5 | 2.7% | 1 | 2.5% | 4 | 1.9% | 1 | 2.8% | 2 | 2.7% | 2 | 3.6% | 3 | 1.7% | 2 | 3.3% | 2 | 4.2% | 2 | 0.0% | 0 | 2.1% | 1 |
| LE10 1 | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 3.8% | 2 | 1.4% | 1 | 0.0% | 0 | 2.4% | 2 | 0.9% | 1 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE10 2 | 2.0% | 4 | 5.4% | 2 | 1.2% | 2 | 3.8% | 2 | 2.8% | 2 | 0.0% | 0 | 2.4% | 2 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 | 4.3% | 2 |
| LE11 2 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE12 7 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE13 0 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE14 2 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| LE16 0 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE17 5 | 2.0% | 4 | 0.0% | 0 | 2.5% | 4 | 0.0% | 0 | 1.4% | 1 | 4.0% | 3 | 3.6% | 3 | 0.9% | 1 | 5.0% | 3 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| LE18 1 | 1.0% | 2 | 2.7% | 1 | 0.6% | 1 | 1.9% | 1 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.9% | 1 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE18 2 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| LE18 3 | 3.0% | 6 | 2.7% | 1 | 3.1% | 5 | 7.5% | 4 | 1.4% | 1 | 1.3% | 1 | 3.6% | 3 | 2.6% | 3 | 3.3% | 2 | 2.1% | 1 | 2.2% | 1 | 4.3% | 2 |
| LE19 2 | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 4.0% | 3 | 1.2% | 1 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.4% | 3 |
| LE2 0 | 3.5% | 7 | 5.4% | 2 | 3.1% | 5 | 1.9% | 1 | 4.2% | 3 | 4.0% | 3 | 2.4% | 2 | 4.3% | 5 | 1.7% | 2 | 2.1% | 1 | 6.7% | 3 | 2.1% | 1 |
| LE2 2 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE2 6 | 2.5% | 5 | 0.0% | 0 | 3.1% | 5 | 3.8% | 2 | 1.4% | 1 | 2.7% | 2 | 1.2% | 1 | 3.4% | 4 | 1.7% | 1 | 0.0% | 0 | 4.4% | 2 | 4.3% | 2 |
| LE2 7 | 1.0% | 2 | 2.7% | 1 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 1.3% | 1 | 2.4% | 2 | 0.0% | 0 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE2 8 | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 3.8% | 2 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 1.7% | 2 | 0.0% | 0 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| LE2 9 | 1.0% | 2 | 2.7% | 1 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 1.3% | 1 | 0.0% | 0 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE3 0 | 2.5% | 5 | 2.7% | 1 | 2.5% | 4 | 5.7% | 3 | 1.4% | 1 | 1.3% | 1 | 4.8% | 4 | 0.9% | 1 | 0.0% | 0 | 4.2% | 2 | 6.7% | 3 | 0.0% | 0 |
| LE3 1 | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 1.9% | 1 | 0.0% | 0 | 2.7% | 2 | 1.2% | 1 | 1.7% | 2 | 0.0% | 0 | 4.2% | 2 | 0.0% | 0 | 2.1% | 1 |
| LE3 2 | 3.0% | 6 | 5.4% | 2 | 2.5% | 4 | 0.0% | 0 | 2.8% | 2 | 5.3% | 4 | 2.4% | 2 | 3.4% | 4 | 5.0% | 3 | 4.2% | 2 | 2.2% | 1 | 0.0% | 0 |
| LE3 3 | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 0.0% | 0 | 1.4% | 1 | 2.7% | 2 | 1.2% | 1 | 1.7% | 2 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| LE3 4 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE3 5 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE3 6 | 3.0% | 6 | 0.0% | 0 | 3.7% | 6 | 1.9% | 1 | 1.4% | 1 | 5.3% | 4 | 2.4% | 2 | 3.4% | 4 | 1.7% | 1 | 6.3% | 3 | 2.2% | 1 | 2.1% | 1 |
| LE3 7 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE3 9 | 1.0% | 2 | 2.7% | 1 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 1.3% | 1 | 1.2% | 1 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| LE4 0 | 3.0% | 6 | 2.7% | 1 | 3.1% | 5 | 0.0% | 0 | 4.2% | 3 | 4.0% | 3 | 3.6% | 3 | 2.6% | 3 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 8.5% | 4 |
| LE4 1 | 1.0% | 2 | 2.7% | 1 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 1.3% | 1 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 2.1% | 1 |
| LE4 2 | 3.5% | 7 | 5.4% | 2 | 3.1% | 5 | 7.5% | 4 | 1.4% | 1 | 2.7% | 2 | 0.0% | 0 | 6.0% | 7 | 5.0% | 3 | 2.1% | 1 | 4.4% | 2 | 2.1% | 1 |
| LE4 3 | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 1.9% | 1 | 1.4% | 1 | 1.3% | 1 | 2.4% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 | 2.1% | 1 |
| LE4 4 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE4 5 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE4 6 | 1.0% | 2 | 5.4% | 2 | 0.0% | 0 | 1.9% | 1 | 1.4% | 1 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE4 8 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE5 0 | 2.0% | 4 | 2.7% | 1 | 1.8% | 3 | 1.9% | 1 | 2.8% | 2 | 1.3% | 1 | 2.4% | 2 | 1.7% | 2 | 3.3% | 2 | 0.0% | 0 | 2.2% | 1 | 2.1% | 1 |
| LE5 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |

**NEMS** market research

| | Total | | Male | | Female | | 18 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | The Clock Tower | | Gallowtree Gate / Market Place | | Granby Street / Rutland Street | | Horsefair Street / Market Street | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LE5  2 | 1.5% | 3 | 0.0% | 0 | 1.8% | 3 | 0.0% | 0 | 1.4% | 1 | 2.7% | 2 | 0.0% | 0 | 2.6% | 3 | 1.7% | 1 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| LE5  4 | 1.5% | 3 | 5.4% | 2 | 0.6% | 1 | 0.0% | 0 | 2.8% | 2 | 1.3% | 1 | 2.4% | 2 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 2.2% | 1 | 2.1% | 1 |
| LE5  5 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| LE5  7 | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE6  0 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE67 1 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 1.9% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 1.7% | 2 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE7  2 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| LE7  3 | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE7  7 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 2.1% | 1 |
| LE7  8 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| LE7  9 | 1.5% | 3 | 2.7% | 1 | 1.2% | 2 | 1.9% | 1 | 2.8% | 2 | 0.0% | 0 | 1.2% | 1 | 1.7% | 2 | 1.7% | 1 | 2.1% | 1 | 0.0% | 0 | 2.1% | 1 |
| LE8  0 | 1.0% | 2 | 0.0% | 0 | 1.2% | 2 | 1.9% | 1 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.9% | 1 | 1.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE8  3 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE8  4 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE8  6 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE9  1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| LE9  3 | 0.5% | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE9  4 | 8.0% | 16 | 8.1% | 3 | 8.0% | 13 | 3.8% | 2 | 11.1% | 8 | 8.0% | 6 | 10.8% | 9 | 6.0% | 7 | 10.0% | 6 | 6.3% | 3 | 11.1% | 5 | 4.3% | 2 |
| LE9  6 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| LE9  7 | 13.5% | 27 | 5.4% | 2 | 15.3% | 25 | 7.5% | 4 | 26.4% | 19 | 5.3% | 4 | 9.6% | 8 | 16.2% | 19 | 15.0% | 9 | 12.5% | 6 | 13.3% | 6 | 12.8% | 6 |
| LE9  8 | 3.0% | 6 | 2.7% | 1 | 3.1% | 5 | 3.8% | 2 | 4.2% | 3 | 1.3% | 1 | 2.4% | 2 | 3.4% | 4 | 0.0% | 0 | 2.1% | 1 | 8.9% | 4 | 2.1% | 1 |
| LE9  9 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 200 | | 37 | | 163 | | 53 | | 72 | | 75 | | 83 | | 117 | | 60 | | 48 | | 45 | | 47 |