

# Charnwood Loughborough Visitors Study for Roger Tym & Partners

October 2007

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q01 How did you travel to Loughborough town centre today ?</b>																
Car / Van (driver)	30.8%	77	30.0%	21	31.1%	56	23.1%	21	38.9%	28	31.4%	27	39.5%	45	23.3%	30
Car / Van (passenger)	6.8%	17	2.9%	2	8.3%	15	4.4%	4	9.7%	7	7.0%	6	6.1%	7	7.8%	10
Bus	32.4%	81	24.3%	17	35.6%	64	30.8%	28	22.2%	16	43.0%	37	23.7%	27	39.5%	51
Bicycle	2.8%	7	7.1%	5	1.1%	2	3.3%	3	0.0%	0	4.7%	4	4.4%	5	1.6%	2
Rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	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 foot	25.2%	63	34.3%	24	21.7%	39	38.5%	35	26.4%	19	10.5%	9	24.6%	28	25.6%	33
Other	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
Mobility scooter	1.6%	4	1.4%	1	1.7%	3	0.0%	0	1.4%	1	3.5%	3	1.8%	2	1.6%	2
Base:	250		70		180		91		72		86		114		129	
<b>Q02 Where did you park your car / van when arriving in the centre today ?</b> <i>Those who travelled by car at Q01</i>																
Beehive Car Park	13.8%	13	8.7%	2	15.5%	11	16.0%	4	14.3%	5	12.1%	4	11.5%	6	12.5%	5
Sainsburys Car Park	11.7%	11	13.0%	3	11.3%	8	8.0%	2	8.6%	3	18.2%	6	15.4%	8	7.5%	3
Carillion Car Park	9.6%	9	17.4%	4	7.0%	5	4.0%	1	11.4%	4	12.1%	4	9.6%	5	10.0%	4
The Rushes	7.4%	7	4.3%	1	8.5%	6	8.0%	2	11.4%	4	3.0%	1	5.8%	3	10.0%	4
Granby Street Car Park	7.4%	7	0.0%	0	9.9%	7	8.0%	2	14.3%	5	0.0%	0	7.7%	4	7.5%	3
Somerfield Car Park	4.3%	4	0.0%	0	5.6%	4	8.0%	2	2.9%	1	3.0%	1	1.9%	1	7.5%	3
The Park	3.2%	3	8.7%	2	1.4%	1	12.0%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Other	33.0%	31	43.5%	10	29.6%	21	24.0%	6	25.7%	9	45.5%	15	30.8%	16	37.5%	15
(Don't know / can't remember)	9.6%	9	4.3%	1	11.3%	8	12.0%	3	11.4%	4	6.1%	2	11.5%	6	7.5%	3
Base:	94		23		71		25		35		33		52		40	
<b>Q03 How often do you visit Loughborough town centre ?</b>																
Everyday	18.4%	46	22.9%	16	16.7%	30	19.8%	18	19.4%	14	16.3%	14	13.2%	15	22.5%	29
4 to 6 days a week	15.6%	39	20.0%	14	13.9%	25	23.1%	21	5.6%	4	16.3%	14	21.1%	24	10.9%	14
2 to 3 days a week	26.8%	67	25.7%	18	27.2%	49	26.4%	24	25.0%	18	29.1%	25	27.2%	31	27.1%	35
1 day a week	20.0%	50	14.3%	10	22.2%	40	14.3%	13	23.6%	17	23.3%	20	16.7%	19	23.3%	30
Once every 2 weeks	8.4%	21	7.1%	5	8.9%	16	6.6%	6	13.9%	10	5.8%	5	10.5%	12	5.4%	7
Once every month	3.6%	9	4.3%	3	3.3%	6	3.3%	3	4.2%	3	3.5%	3	4.4%	5	3.1%	4
Once a quarter	1.6%	4	0.0%	0	2.2%	4	2.2%	2	1.4%	1	1.2%	1	1.8%	2	1.6%	2
Less often than once a quarter	2.4%	6	2.9%	2	2.2%	4	2.2%	2	1.4%	1	3.5%	3	3.5%	4	1.6%	2
First time today	2.0%	5	0.0%	0	2.8%	5	1.1%	1	4.2%	3	1.2%	1	0.9%	1	3.1%	4
(Don't know / varies)	1.2%	3	2.9%	2	0.6%	1	1.1%	1	1.4%	1	0.0%	0	0.9%	1	1.6%	2
Base:	250		70		180		91		72		86		114		129	
<b>Q04 What is the main reason for your visit here today ?</b>																
To buy food and grocery items (not take-away / café / restaurant)	27.2%	68	24.3%	17	28.3%	51	15.4%	14	30.6%	22	37.2%	32	22.8%	26	31.8%	41
To buy non-food goods (e.g. shoes, clothes, jewellery)	32.4%	81	27.1%	19	34.4%	62	45.1%	41	31.9%	23	18.6%	16	31.6%	36	33.3%	43
To visit the market	6.4%	16	8.6%	6	5.6%	10	2.2%	2	2.8%	2	14.0%	12	1.8%	2	10.9%	14
For services (e.g. banks, hairdressers, dry cleaners, etc)	10.0%	25	14.3%	10	8.3%	15	9.9%	9	8.3%	6	11.6%	10	17.5%	20	3.9%	5
To use a leisure facility (sports centre, theatre, etc)	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
As a day visitor to Loughborough town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to Loughborough town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. café / restaurant / bar)	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0
Work	5.6%	14	7.1%	5	5.0%	9	5.5%	5	8.3%	6	3.5%	3	7.9%	9	3.1%	4
To meet someone	3.2%	8	2.9%	2	3.3%	6	6.6%	6	0.0%	0	2.3%	2	1.8%	2	3.1%	4
Library / public services (e.g. Council Offices, etc)	2.0%	5	1.4%	1	2.2%	4	2.2%	2	4.2%	3	0.0%	0	2.6%	3	1.6%	2
Other	4.8%	12	8.6%	6	3.3%	6	7.7%	7	4.2%	3	2.3%	2	6.1%	7	3.9%	5
Doctors / dentists etc	1.6%	4	1.4%	1	1.7%	3	0.0%	0	2.8%	2	2.3%	2	0.9%	1	2.3%	3
(No particular reason)	6.0%	15	4.3%	3	6.7%	12	5.5%	5	5.6%	4	7.0%	6	5.3%	6	6.2%	8
Base:	250		70		180		91		72		86		114		129	

Column %ges.

# Charnwood Loughborough Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Q05 What do you like most about Loughborough town centre ?																
Near / convenient	26.8%	67	24.3%	17	27.8%	50	29.7%	27	27.8%	20	23.3%	20	24.6%	28	28.7%	37
Good public transport links	4.0%	10	2.9%	2	4.4%	8	3.3%	3	5.6%	4	3.5%	3	7.0%	8	1.6%	2
Parking is easy	2.4%	6	4.3%	3	1.7%	3	2.2%	2	4.2%	3	1.2%	1	3.5%	4	0.8%	1
Parking is cheap	1.2%	3	1.4%	1	1.1%	2	2.2%	2	1.4%	1	0.0%	0	2.6%	3	0.0%	0
Lack of congestion on roads	0.8%	2	1.4%	1	0.6%	1	1.1%	1	1.4%	1	0.0%	0	1.8%	2	0.0%	0
Pedestrianised streets	9.2%	23	14.3%	10	7.2%	13	7.7%	7	8.3%	6	11.6%	10	12.3%	14	7.0%	9
Little traffic-pedestrian conflict	1.6%	4	4.3%	3	0.6%	1	2.2%	2	1.4%	1	1.2%	1	3.5%	4	0.0%	0
Good directional signs to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.8%	2	0.0%	0	1.1%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.6%	2
Ease of access to all (with pushchairs, wheelchairs, etc)	1.6%	4	1.4%	1	1.7%	3	2.2%	2	2.8%	2	0.0%	0	0.9%	1	2.3%	3
Well signposted route ways / good local maps	0.8%	2	1.4%	1	0.6%	1	1.1%	1	0.0%	0	1.2%	1	1.8%	2	0.0%	0
Other access / transport factor	0.8%	2	1.4%	1	0.6%	1	0.0%	0	1.4%	1	1.2%	1	0.9%	1	0.8%	1
General cleanliness of shopping streets	4.4%	11	7.1%	5	3.3%	6	4.4%	4	2.8%	2	5.8%	5	5.3%	6	3.9%	5
Feels safe / absence of threatening individuals / groups	3.2%	8	4.3%	3	2.8%	5	2.2%	2	5.6%	4	2.3%	2	2.6%	3	3.9%	5
Presence of police / other security measures (e.g. CCTV)	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
Nice street furniture / floral displays	1.2%	3	0.0%	0	1.7%	3	1.1%	1	1.4%	1	1.2%	1	0.9%	1	1.6%	2
Nice busy feel	2.8%	7	2.9%	2	2.8%	5	2.2%	2	1.4%	1	4.7%	4	3.5%	4	2.3%	3
Not too crowded	3.6%	9	2.9%	2	3.9%	7	5.5%	5	4.2%	3	1.2%	1	4.4%	5	3.1%	4
Character / atmosphere	6.0%	15	4.3%	3	6.7%	12	5.5%	5	4.2%	3	8.1%	7	7.0%	8	5.4%	7
Historic buildings	2.0%	5	1.4%	1	2.2%	4	2.2%	2	0.0%	0	3.5%	3	0.0%	0	3.9%	5
Good amount / quality of open space and green areas	1.2%	3	2.9%	2	0.6%	1	2.2%	2	0.0%	0	1.2%	1	2.6%	3	0.0%	0
Other environmental factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent / specialist shops	17.2%	43	15.7%	11	17.8%	32	15.4%	14	22.2%	16	15.1%	13	17.5%	20	16.3%	21
Selection / choice of non-food national multiple (high street chain) shops (e.g. Dorothy Perkins, Boots, etc)	14.8%	37	12.9%	9	15.6%	28	19.8%	18	12.5%	9	11.6%	10	11.4%	13	17.8%	23
Quality of supermarket(s)	4.0%	10	5.7%	4	3.3%	6	3.3%	3	4.2%	3	4.7%	4	4.4%	5	3.9%	5
Quality of the shops in general	7.6%	19	5.7%	4	8.3%	15	6.6%	6	9.7%	7	7.0%	6	7.9%	9	6.2%	8
Specified 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
Prices are competitive in shops compared to other town / district centres	1.2%	3	1.4%	1	1.1%	2	1.1%	1	1.4%	1	1.2%	1	0.9%	1	1.6%	2
Play area for children	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
Range of places to eat	2.4%	6	2.9%	2	2.2%	4	1.1%	1	2.8%	2	3.5%	3	2.6%	3	2.3%	3
Range of pubs / bars	2.8%	7	7.1%	5	1.1%	2	6.6%	6	1.4%	1	0.0%	0	4.4%	5	1.6%	2
Range of services (banks, hairdressers, dry cleaners and so on)	0.8%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.9%	1	0.8%	1
Range of leisure facilities	2.8%	7	1.4%	1	3.3%	6	2.2%	2	4.2%	3	2.3%	2	4.4%	5	1.6%	2
Quality of the market	17.6%	44	17.1%	12	17.8%	32	12.1%	11	15.3%	11	25.6%	22	16.7%	19	19.4%	25
Other points on shops / attractions	1.2%	3	0.0%	0	1.7%	3	0.0%	0	2.8%	2	1.2%	1	1.8%	2	0.8%	1
I like everything about Loughborough town centre	5.6%	14	0.0%	0	7.8%	14	4.4%	4	6.9%	5	5.8%	5	4.4%	5	6.2%	8
Shopping area is compact	1.2%	3	2.9%	2	0.6%	1	2.2%	2	1.4%	1	0.0%	0	0.9%	1	1.6%	2
(No opinion)	1.6%	4	0.0%	0	2.2%	4	1.1%	1	2.8%	2	1.2%	1	2.6%	3	0.8%	1
(Nothing in particular)	16.8%	42	18.6%	13	16.1%	29	17.6%	16	15.3%	11	17.4%	15	15.8%	18	17.8%	23
(Don't know)	7.2%	18	7.1%	5	7.2%	13	6.6%	6	6.9%	5	7.0%	6	5.3%	6	8.5%	11
Base:		250		70		180		91		72		86		114		129

# Charnwood Loughborough Visitors Study for Roger Tym & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Q06 What do you dislike MOST about Loughborough town centre ?																
Unsafe for pedestrians / traffic conflict	2.8%	7	4.3%	3	2.2%	4	1.1%	1	4.2%	3	3.5%	3	2.6%	3	3.1%	4
Not enough pedestrianisation	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
Difficulties in parking	4.8%	12	4.3%	3	5.0%	9	6.6%	6	8.3%	6	0.0%	0	6.1%	7	3.9%	5
Parking is expensive	4.4%	11	2.9%	2	5.0%	9	4.4%	4	8.3%	6	1.2%	1	3.5%	4	5.4%	7
Poor public transport links	0.8%	2	0.0%	0	1.1%	2	1.1%	1	0.0%	0	1.2%	1	0.9%	1	0.8%	1
Road congestion	3.2%	8	5.7%	4	2.2%	4	1.1%	1	4.2%	3	4.7%	4	4.4%	5	2.3%	3
Poor directional signs to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	1.2%	3	2.9%	2	0.6%	1	1.1%	1	1.4%	1	1.2%	1	1.8%	2	0.8%	1
Inconvenient location of bus stops / bus station	0.8%	2	2.9%	2	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.9%	1	0.8%	1
Difficulties with pushchairs, wheelchairs, etc	14.0%	35	12.9%	9	14.4%	26	8.8%	8	9.7%	7	23.3%	20	15.8%	18	11.6%	15
Other transport / access factor	0.8%	2	1.4%	1	0.6%	1	1.1%	1	0.0%	0	1.2%	1	0.9%	1	0.8%	1
Dirty shopping streets	14.4%	36	14.3%	10	14.4%	26	13.2%	12	11.1%	8	18.6%	16	14.0%	16	14.7%	19
Feels unsafe / presence of threatening individuals / groups	2.4%	6	1.4%	1	2.8%	5	1.1%	1	2.8%	2	3.5%	3	3.5%	4	1.6%	2
Lack of police presence / other security measures (e.g. CCTV)	2.8%	7	2.9%	2	2.8%	5	2.2%	2	4.2%	3	2.3%	2	3.5%	4	2.3%	3
Lack of street furniture / floral displays	2.4%	6	2.9%	2	2.2%	4	1.1%	1	2.8%	2	3.5%	3	2.6%	3	1.6%	2
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	4.4%	11	8.6%	6	2.8%	5	5.5%	5	2.8%	2	4.7%	4	5.3%	6	3.1%	4
Lack of character / atmosphere	0.8%	2	0.0%	0	1.1%	2	0.0%	0	1.4%	1	1.2%	1	1.8%	2	0.0%	0
Insufficient or poor quality open space and green areas	0.8%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.9%	1	0.8%	1
Other environmental factor	1.6%	4	2.9%	2	1.1%	2	1.1%	1	1.4%	1	2.3%	2	1.8%	2	1.6%	2
Lack of choice of national multiple (high street chain) shops	10.8%	27	4.3%	3	13.3%	24	12.1%	11	8.3%	6	11.6%	10	14.9%	17	7.8%	10
Lack of choice of independent / specialist shops	8.0%	20	1.4%	1	10.6%	19	11.0%	10	6.9%	5	5.8%	5	10.5%	12	6.2%	8
Quality of shops is inadequate	4.0%	10	0.0%	0	5.6%	10	1.1%	1	1.4%	1	9.3%	8	2.6%	3	5.4%	7
Shops too small	0.8%	2	0.0%	0	1.1%	2	1.1%	1	1.4%	1	0.0%	0	0.9%	1	0.8%	1
Lack of a larger supermarket	1.2%	3	2.9%	2	0.6%	1	1.1%	1	0.0%	0	2.3%	2	0.9%	1	1.6%	2
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent	0.4%	1	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Inadequate range of places to eat and drink	2.0%	5	1.4%	1	2.2%	4	3.3%	3	2.8%	2	0.0%	0	2.6%	3	1.6%	2
Inadequate range of services (banks, hairdressers, dry cleaners and so on)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of leisure facilities (sports centre, cinema, theatre, 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
Absence of play areas for children	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	3.6%	9	2.9%	2	3.9%	7	6.6%	6	2.8%	2	1.2%	1	2.6%	3	3.1%	4
I dislike everything about Loughborough town centre	2.0%	5	1.4%	1	2.2%	4	2.2%	2	0.0%	0	3.5%	3	0.9%	1	3.1%	4
(No opinion)	2.8%	7	1.4%	1	3.3%	6	2.2%	2	6.9%	5	0.0%	0	4.4%	5	1.6%	2
(Nothing in particular)	35.6%	89	37.1%	26	35.0%	63	39.6%	36	38.9%	28	27.9%	24	30.7%	35	39.5%	51
(Don't know)	1.6%	4	1.4%	1	1.7%	3	4.4%	4	0.0%	0	0.0%	0	1.8%	2	1.6%	2
Base:		250		70		180		91		72		86		114		129

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October 2007

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Q07 How could Loughborough town centre best be improved ?																
More parking	5.6%	14	5.7%	4	5.6%	10	6.6%	6	9.7%	7	1.2%	1	5.3%	6	6.2%	8
Cheaper parking	8.0%	20	5.7%	4	8.9%	16	9.9%	9	15.3%	11	0.0%	0	11.4%	13	5.4%	7
More accessible car parking	5.6%	14	4.3%	3	6.1%	11	4.4%	4	11.1%	8	2.3%	2	6.1%	7	5.4%	7
Better bus services to the centre	1.6%	4	1.4%	1	1.7%	3	1.1%	1	1.4%	1	2.3%	2	1.8%	2	1.6%	2
Better signposting within the centre	1.6%	4	2.9%	2	1.1%	2	1.1%	1	1.4%	1	2.3%	2	1.8%	2	1.6%	2
New / relocated bus stops	1.6%	4	4.3%	3	0.6%	1	1.1%	1	1.4%	1	2.3%	2	1.8%	2	1.6%	2
More priority for pedestrians	2.0%	5	4.3%	3	1.1%	2	3.3%	3	2.8%	2	0.0%	0	1.8%	2	2.3%	3
Improved access for wheelchair and pushchair users	2.0%	5	1.4%	1	2.2%	4	1.1%	1	4.2%	3	1.2%	1	2.6%	3	1.6%	2
Remove litter more often	12.4%	31	10.0%	7	13.3%	24	9.9%	9	8.3%	6	18.6%	16	12.3%	14	12.4%	16
More shelter from wind / rain	1.2%	3	1.4%	1	1.1%	2	2.2%	2	0.0%	0	1.2%	1	0.9%	1	0.8%	1
Improve appearance / environment of centre	8.0%	20	8.6%	6	7.8%	14	5.5%	5	6.9%	5	11.6%	10	9.6%	11	7.0%	9
Improved security measures / More CCTV	2.8%	7	1.4%	1	3.3%	6	1.1%	1	5.6%	4	2.3%	2	1.8%	2	3.9%	5
Better street furniture/floral displays	3.2%	8	4.3%	3	2.8%	5	1.1%	1	4.2%	3	4.7%	4	3.5%	4	2.3%	3
More national multiple (high street chain) retailers	10.4%	26	5.7%	4	12.2%	22	14.3%	13	11.1%	8	5.8%	5	13.2%	15	8.5%	11
Bigger / better supermarket	2.8%	7	1.4%	1	3.3%	6	5.5%	5	1.4%	1	1.2%	1	3.5%	4	2.3%	3
Better choice of shops in general	8.8%	22	4.3%	3	10.6%	19	9.9%	9	5.6%	4	10.5%	9	9.6%	11	8.5%	11
Specified new shop	3.2%	8	4.3%	3	2.8%	5	4.4%	4	0.0%	0	3.5%	3	3.5%	4	3.1%	4
Better quality of shops	8.0%	20	5.7%	4	8.9%	16	6.6%	6	6.9%	5	10.5%	9	9.6%	11	7.0%	9
More / better night-life	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More / better eating places	2.0%	5	2.9%	2	1.7%	3	3.3%	3	0.0%	0	2.3%	2	0.9%	1	3.1%	4
More / better leisure facilities (sports centre, cinema, theatre, etc)	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
More children's play areas	1.2%	3	1.4%	1	1.1%	2	3.3%	3	0.0%	0	0.0%	0	0.9%	1	1.6%	2
Other	9.6%	24	14.3%	10	7.8%	14	8.8%	8	8.3%	6	11.6%	10	10.5%	12	8.5%	11
New / improved public toilets	1.6%	4	1.4%	1	1.7%	3	1.1%	1	1.4%	1	2.3%	2	0.9%	1	1.6%	2
Improve traffic congestion / new road system	1.6%	4	0.0%	0	2.2%	4	1.1%	1	1.4%	1	2.3%	2	0.9%	1	2.3%	3
(Don't know)	15.2%	38	17.1%	12	14.4%	26	12.1%	11	13.9%	10	19.8%	17	15.8%	18	14.7%	19
(None mentioned)	21.6%	54	22.9%	16	21.1%	38	25.3%	23	25.0%	18	15.1%	13	16.7%	19	24.8%	32
Base:		250		70		180		91		72		86		114		129

**Q08 Are there any types of leisure facilities that you feel Loughborough town centre is lacking in ?**

Yes	16.4%	41	10.0%	7	18.9%	34	26.4%	24	18.1%	13	4.7%	4	17.5%	20	15.5%	20
No	67.2%	168	72.9%	51	65.0%	117	63.7%	58	62.5%	45	75.6%	65	64.0%	73	69.8%	90
(Don't know)	16.4%	41	17.1%	12	16.1%	29	9.9%	9	19.4%	14	19.8%	17	18.4%	21	14.7%	19
Base:		250		70		180		91		72		86		114		129

**Q09 Which types of leisure facilities do you feel Loughborough town centre is lacking in ?***Those who feel Loughborough Town Centre is missing leisure facilities at Q08*

Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	5.0%	1
Health and fitness club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	2.4%	1	0.0%	0	2.9%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Pubs / bars	4.9%	2	0.0%	0	5.9%	2	8.3%	2	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs	7.3%	3	0.0%	0	8.8%	3	12.5%	3	0.0%	0	0.0%	0	15.0%	3	0.0%	0
Other	17.1%	7	28.6%	2	14.7%	5	12.5%	3	23.1%	3	25.0%	1	20.0%	4	15.0%	3
Ten-pin bowling alley	22.0%	9	42.9%	3	17.6%	6	29.2%	7	15.4%	2	0.0%	0	30.0%	6	15.0%	3
Facilities for children	12.2%	5	0.0%	0	14.7%	5	12.5%	3	15.4%	2	0.0%	0	10.0%	2	15.0%	3
Nothing	2.4%	1	0.0%	0	2.9%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
(Don't know)	36.6%	15	28.6%	2	38.2%	13	29.2%	7	46.2%	6	50.0%	2	30.0%	6	40.0%	8
Base:		41		7		34		24		13		4		20		20

Column % ges.

# Charnwood Loughborough Visitors Study for Roger Tym & Partners

October 2007

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
GEN Gender:																
Male	28.0%	70	100.0%	70	0.0%	0	33.0%	30	12.5%	9	34.9%	30	34.2%	39	22.5%	29
Female	72.0%	180	0.0%	0	100.0%	180	67.0%	61	87.5%	63	65.1%	56	65.8%	75	77.5%	100
Base:		250		70		180		91		72		86		114		129
AGE Age Group:																
16 – 24 years	20.4%	51	30.0%	21	16.7%	30	56.0%	51	0.0%	0	0.0%	0	28.9%	33	12.4%	16
25 – 34 years	16.0%	40	12.9%	9	17.2%	31	44.0%	40	0.0%	0	0.0%	0	12.3%	14	18.6%	24
35 – 44 years	14.8%	37	8.6%	6	17.2%	31	0.0%	0	51.4%	37	0.0%	0	13.2%	15	17.1%	22
45 – 54 years	14.0%	35	4.3%	3	17.8%	32	0.0%	0	48.6%	35	0.0%	0	14.9%	17	13.2%	17
55 – 64 years	15.6%	39	12.9%	9	16.7%	30	0.0%	0	0.0%	0	45.3%	39	15.8%	18	15.5%	20
65+ years	18.8%	47	30.0%	21	14.4%	26	0.0%	0	0.0%	0	54.7%	47	14.0%	16	23.3%	30
(Refused)	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Base:		250		70		180		91		72		86		114		129
EMP Are you in paid employment?																
Yes	41.6%	104	32.9%	23	45.0%	81	42.9%	39	63.9%	46	20.9%	18	50.0%	57	32.6%	42
No	56.4%	141	64.3%	45	53.3%	96	52.7%	48	36.1%	26	77.9%	67	49.1%	56	64.3%	83
(Refused)	2.0%	5	2.9%	2	1.7%	3	4.4%	4	0.0%	0	1.2%	1	0.9%	1	3.1%	4
Base:		250		70		180		91		72		86		114		129
WOR Location of workplace: Those that are in paid employment at EMP																
Loughborough	27.9%	29	34.8%	8	25.9%	21	33.3%	13	26.1%	12	22.2%	4	31.6%	18	23.8%	10
Leicester	7.7%	8	8.7%	2	7.4%	6	12.8%	5	4.3%	2	5.6%	1	8.8%	5	7.1%	3
Other	27.9%	29	26.1%	6	28.4%	23	23.1%	9	30.4%	14	27.8%	5	29.8%	17	26.2%	11
(Refused)	36.5%	38	30.4%	7	38.3%	31	30.8%	12	39.1%	18	44.4%	8	29.8%	17	42.9%	18
Base:		104		23		81		39		46		18		57		42
LOC IS THIS LOCATION IN Loughbororugh TOWN CENTRE ? Those that are in paid employment at EMP																
Yes	29.8%	31	17.4%	4	33.3%	27	28.2%	11	34.8%	16	22.2%	4	26.3%	15	35.7%	15
No	70.2%	73	82.6%	19	66.7%	54	71.8%	28	65.2%	30	77.8%	14	73.7%	42	64.3%	27
Base:		104		23		81		39		46		18		57		42
SEG Occupation of chief wage earner																
AB	14.0%	35	12.9%	9	14.4%	26	7.7%	7	20.8%	15	15.1%	13	30.7%	35	0.0%	0
C1	31.6%	79	42.9%	30	27.2%	49	44.0%	40	23.6%	17	24.4%	21	69.3%	79	0.0%	0
C2	16.8%	42	12.9%	9	18.3%	33	11.0%	10	20.8%	15	19.8%	17	0.0%	0	32.6%	42
DE	34.8%	87	28.6%	20	37.2%	67	33.0%	30	33.3%	24	38.4%	33	0.0%	0	67.4%	87
(Refused)	2.8%	7	2.9%	2	2.8%	5	4.4%	4	1.4%	1	2.3%	2	0.0%	0	0.0%	0
Base:		250		70		180		91		72		86		114		129
DAY Day of interview:																
Monday	24.4%	61	17.1%	12	27.2%	49	28.6%	26	22.2%	16	22.1%	19	22.8%	26	25.6%	33
Tuesday	12.8%	32	10.0%	7	13.9%	25	11.0%	10	15.3%	11	12.8%	11	14.0%	16	11.6%	15
Wednesday	11.6%	29	11.4%	8	11.7%	21	16.5%	15	11.1%	8	7.0%	6	7.9%	9	14.7%	19
Thursday	11.6%	29	18.6%	13	8.9%	16	8.8%	8	8.3%	6	17.4%	15	12.3%	14	11.6%	15
Friday	20.0%	50	22.9%	16	18.9%	34	23.1%	21	20.8%	15	15.1%	13	26.3%	30	14.7%	19
Saturday	19.6%	49	20.0%	14	19.4%	35	12.1%	11	22.2%	16	25.6%	22	16.7%	19	21.7%	28
Base:		250		70		180		91		72		86		114		129
ADU Number of adults:																
One	37.2%	93	44.3%	31	34.4%	62	41.8%	38	23.6%	17	44.2%	38	35.1%	40	40.3%	52
Two	45.6%	114	38.6%	27	48.3%	87	35.2%	32	55.6%	40	47.7%	41	44.7%	51	45.0%	58
Three or more	17.2%	43	17.1%	12	17.2%	31	23.1%	21	20.8%	15	8.1%	7	20.2%	23	14.7%	19
Base:		250		70		180		91		72		86		114		129

# Charnwood Loughborough Visitors Study for Roger Tym & Partners

October 2007

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
CHI No. of children 15 years and under:																
One	18.8%	47	15.7%	11	20.0%	36	22.0%	20	23.6%	17	10.5%	9	19.3%	22	17.8%	23
Two	14.0%	35	10.0%	7	15.6%	28	16.5%	15	22.2%	16	4.7%	4	14.9%	17	13.2%	17
Three or more	5.6%	14	2.9%	2	6.7%	12	7.7%	7	9.7%	7	0.0%	0	4.4%	5	7.0%	9
(No children)	61.6%	154	71.4%	50	57.8%	104	53.8%	49	44.4%	32	84.9%	73	61.4%	70	62.0%	80
Base:		250		70		180		91		72		86		114		129
CAR Number of cars in Household:																
One	30.8%	77	34.3%	24	29.4%	53	19.8%	18	36.1%	26	38.4%	33	32.5%	37	29.5%	38
Two	18.8%	47	11.4%	8	21.7%	39	20.9%	19	23.6%	17	11.6%	10	25.4%	29	12.4%	16
Three or more	17.6%	44	12.9%	9	19.4%	35	22.0%	20	16.7%	12	14.0%	12	21.9%	25	13.2%	17
(No car)	32.8%	82	41.4%	29	29.4%	53	37.4%	34	23.6%	17	36.0%	31	20.2%	23	45.0%	58
Base:		250		70		180		91		72		86		114		129
PC																
B46 1	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
Blank	2.0%	5	4.3%	3	1.1%	2	2.2%	2	2.8%	2	1.2%	1	0.9%	1	3.1%	4
DE21 4	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1
DE72 3	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
DE74 2	2.0%	5	0.0%	0	2.8%	5	2.2%	2	0.0%	0	3.5%	3	2.6%	3	1.6%	2
DL8 1	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
DY10 1	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
LE	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1
LE1 2	1.2%	3	4.3%	3	0.0%	0	2.2%	2	0.0%	0	1.2%	1	1.8%	2	0.8%	1
LE11	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
LE11 1	12.8%	32	14.3%	10	12.2%	22	15.4%	14	13.9%	10	9.3%	8	10.5%	12	15.5%	20
LE11 2	12.4%	31	15.7%	11	11.1%	20	12.1%	11	15.3%	11	10.5%	9	8.8%	10	16.3%	21
LE11 3	14.8%	37	20.0%	14	12.8%	23	19.8%	18	12.5%	9	11.6%	10	23.7%	27	7.0%	9
LE11 4	11.2%	28	7.1%	5	12.8%	23	8.8%	8	13.9%	10	11.6%	10	5.3%	6	16.3%	21
LE11 5	4.8%	12	5.7%	4	4.4%	8	3.3%	3	1.4%	1	9.3%	8	4.4%	5	5.4%	7
LE11 9	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0
LE12	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
LE12 3	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1
LE12 5	2.4%	6	2.9%	2	2.2%	4	1.1%	1	4.2%	3	2.3%	2	5.3%	6	0.0%	0
LE12 6	3.2%	8	1.4%	1	3.9%	7	1.1%	1	4.2%	3	4.7%	4	5.3%	6	1.6%	2
LE12 7	7.2%	18	1.4%	1	9.4%	17	6.6%	6	8.3%	6	7.0%	6	2.6%	3	9.3%	12
LE12 8	5.2%	13	2.9%	2	6.1%	11	3.3%	3	4.2%	3	8.1%	7	7.0%	8	3.9%	5
LE12 9	6.0%	15	2.9%	2	7.2%	13	8.8%	8	4.2%	3	4.7%	4	6.1%	7	5.4%	7
LE13 0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
LE14 2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
LE3 3	1.2%	3	1.4%	1	1.1%	2	0.0%	0	2.8%	2	1.2%	1	0.0%	0	2.3%	3
LE4 4	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
LE4 9	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1
LE5 1	0.4%	1	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
LE67 1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
LE67 2	0.8%	2	1.4%	1	0.6%	1	2.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
LE67 3	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
LE67 5	1.2%	3	2.9%	2	0.6%	1	2.2%	2	0.0%	0	1.2%	1	1.8%	2	0.8%	1
LE67 9	1.2%	3	0.0%	0	1.7%	3	0.0%	0	1.4%	1	2.3%	2	1.8%	2	0.8%	1
LE7 7	1.2%	3	1.4%	1	1.1%	2	0.0%	0	1.4%	1	2.3%	2	0.9%	1	1.6%	2
LE7 9	0.4%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
LE7 7	0.4%	1	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
NG10 1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1
NG12 5	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
NG16 3	0.4%	1	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
PL32 9	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0
Base:		250		70		180		91		72		86		114		129