

**APPENDIX 1**

**MELTON TOWN CENTRE USERS SURVEY 2012**

**SUMMARY OF RESULTS.**

**Q1. Gender**

Male	Female
513	940
34.10%	62.40%

**Q2. Age**

16-25	26-35	36-45	46-55	56-65	66+
41	131	245	320	339	418
2.70%	8.70%	16.30%	21.20%	22.50%	27.80%

**Q3. Do you visit Melton Town**

Yes	No
1425	61
94.60%	4.10%

**Q5. How many people in your household?**

One	Two	Three	Four +
272	756	187	283
18.10%	50.20%	12.40%	18.80%

**Q6. What do you visit Melton Town Centre for?**

Work	Market	Covenience Shopping	Comparison Shopping	Access to Services	Leisure	Cultural	Evening Entertainment	Events
227	876	1093	688	513	846	303	719	448
15.10%	58.20%	72.60%	45.70%	34.10%	58.20%	20.10%	47.70%	29.70%

**Q7. How often, on average, do you visit Melton Town Centre during the day?**

Daily	Weekly	Fortnightly	Monthly	Annually	Never
371	808	148	123	18	30
24.60%	53.70%	9.80%	8.20%	1.20%	2.00%

**Q8. How often, on average, do you visit Melton Town Centre during the evening?**

Daily	Weekly	Fortnightly	Monthly	Annually	Never
27	266	128	451	239	379
1.80%	17.70%	8.50%	29.90%	15.90%	25.20%

**Q9. How do you travel in to Melton Town Centre?**

Foot	Bike	Motorbike	Car	Bus	Other
669	61	14	1204	330	16
44.40%	4.10%	0.90%	79.90%	21.90%	1.10%

**Q10. How do you rate the physical appearance of the town centre?**

Very Good	Good	Average	Poor	Very Poor
42	387	699	263	92
2.80%	25.70%	46.40%	17.50%	6.10%

**Q11. How do you rate the cleanliness of the town centre?**

Very Good	Good	Average	Poor	Very Poor
65	520	704	158	45
4.30%	34.60%	46.90%	10.50%	3.00%

**Q12. How do you rate the safety of the town centre?**

By Day	Very Good	Good	Average	Poor	Very Poor	By Night	Very Good	Good	Average	Poor	Very Poor
	319	719	389	32	12		82	394	461	144	41
21.30%	47.90%	25.90%	2.10%	0.80%	5.50%	26.20%	30.70%	9.60%	2.70%		

**Q13. How do you rate the variety of shops in the town centre?**

Very Good	Good	Average	Poor	Very Poor
24	142	460	529	331
1.60%	9.50%	30.60%	35.20%	22.10%

**Q15. How do you rate the leisure & cultural activities in the Town Centre?**

Very Good	Good	Average	Poor	Very Poor
29	257	675	374	111
1.90%	17.10%	45.00%	24.90%	7.40%

**Q17. How to you rate the variety of restaurants and cafes in the Town Centre?**

Very Good	Good	Average	Poor	Very Poor
240	609	448	120	30
16.00%	40.60%	29.80%	8.00%	2.00%

**Q18. Is Melton town centre a destination you would bring your family to?**

In the Day	Yes	No	In the Evening	Yes	No
	1086	374		619	727
72.40%	24.90%	41.20%	48.40%		

**Q19. What, in your opinion, are the best aspects of Melton Town Centre?**

Physical Appearance	Shops	Restaurants , Cafes	Access to Services	Leisure Facilities	Ease of Walking to	Cultural Facilities	Pubs, Bars, Nightclubs	Transport Links	Safety	Car Parking Facilities
305	215	687	243	78	742	111	221	290	274	245
20.30%	14.30%	45.80%	16.20%	5.20%	49.40%	7.40%	14.70%	19.30%	18.30%	16.30%

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Q21. On average, how long do you stay in Melton Town Centre?											
	Up to 1 Hr	1 to 2 Hrs	2 to 4 Hrs	4 to 6 Hrs	6 Hours +		Up to 1 Hr	1 to 2 Hrs	2 to 4 Hrs	4 to 6 Hrs	6 Hours +
In the Day	376	751	276	27	25	In the Evening	128	298	373	50	10
	25.00%	49.90%	18.30%	1.80%	1.70%		8.50%	19.80%	24.80%	3.30%	0.70%

Q22. Would you be interested in a Melton Loyalty Card?	
Yes	No
678	729
45.00%	48.40%

Q23. Would you visit MTC on a non-market day if FREE parking?	
Yes	No
1124	241
74.60%	16.00%

Q24. Which car park would you be willing to park in if there was a FREE Parking campaign?				
Scalford Road	Burton Street	Thorpe End	Mill Street	
256	490	120	324	
17.00%	32.50%	8.00%	21.50%	