

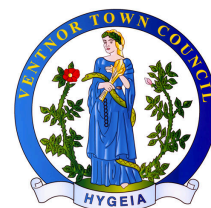
VENTNOR TOWN COUNCIL

Pedestrianisation Survey Results for Ventnor 2018

Raw Data Collection



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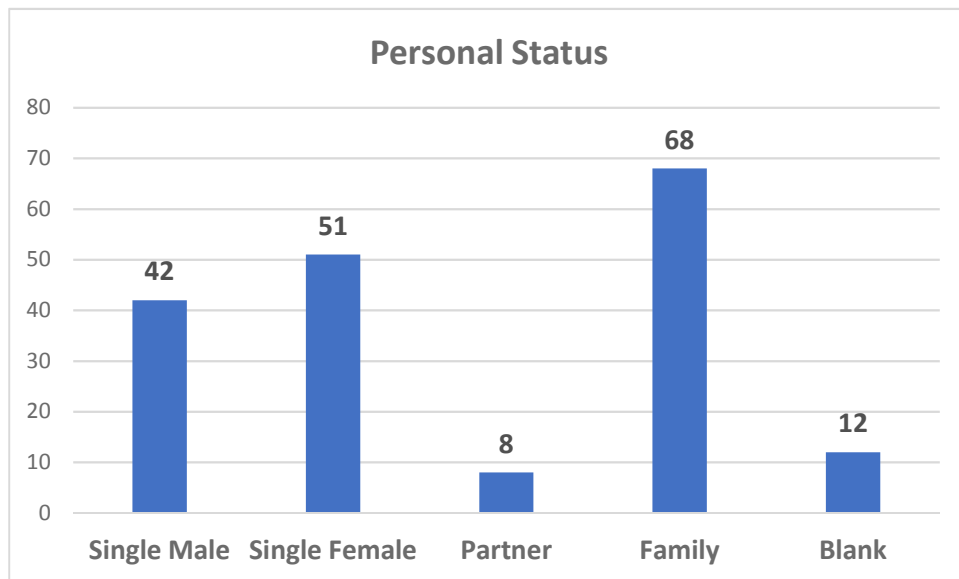
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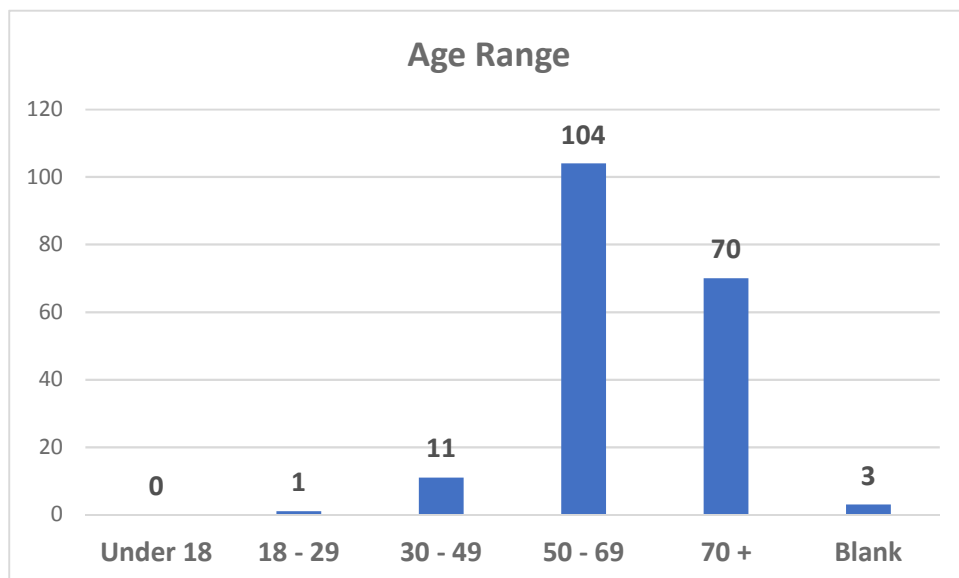
Question A.

Background Information

Personal Status of Residents completing the Surveys

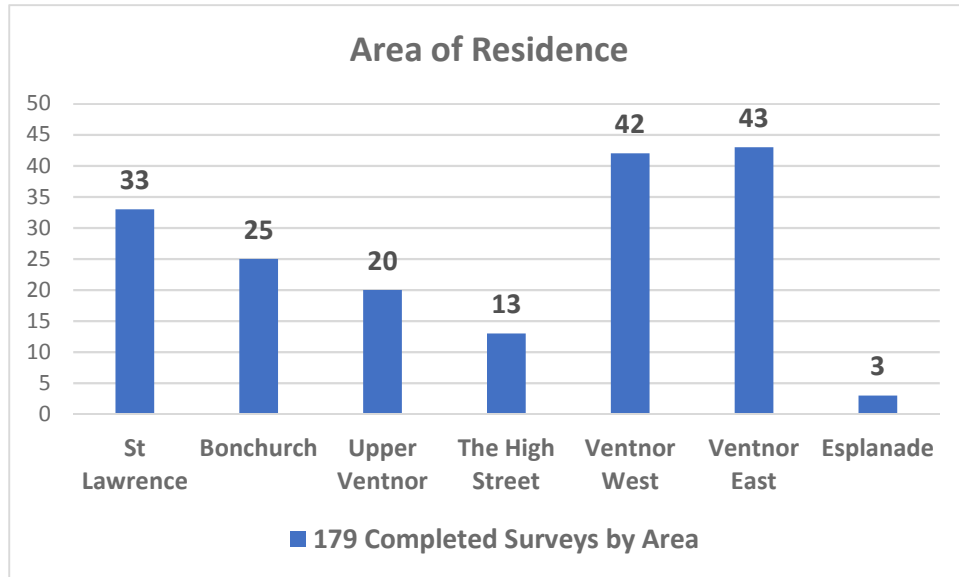


Age Range of Residents Completing the Surveys

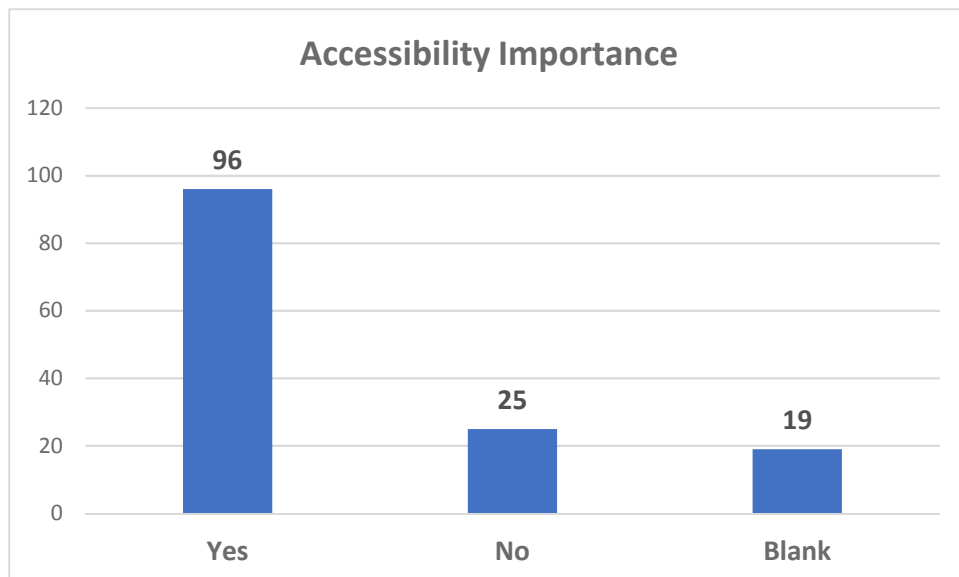


Question A cont.

Distribution of Residents Across Ventnor Completing the Surveys

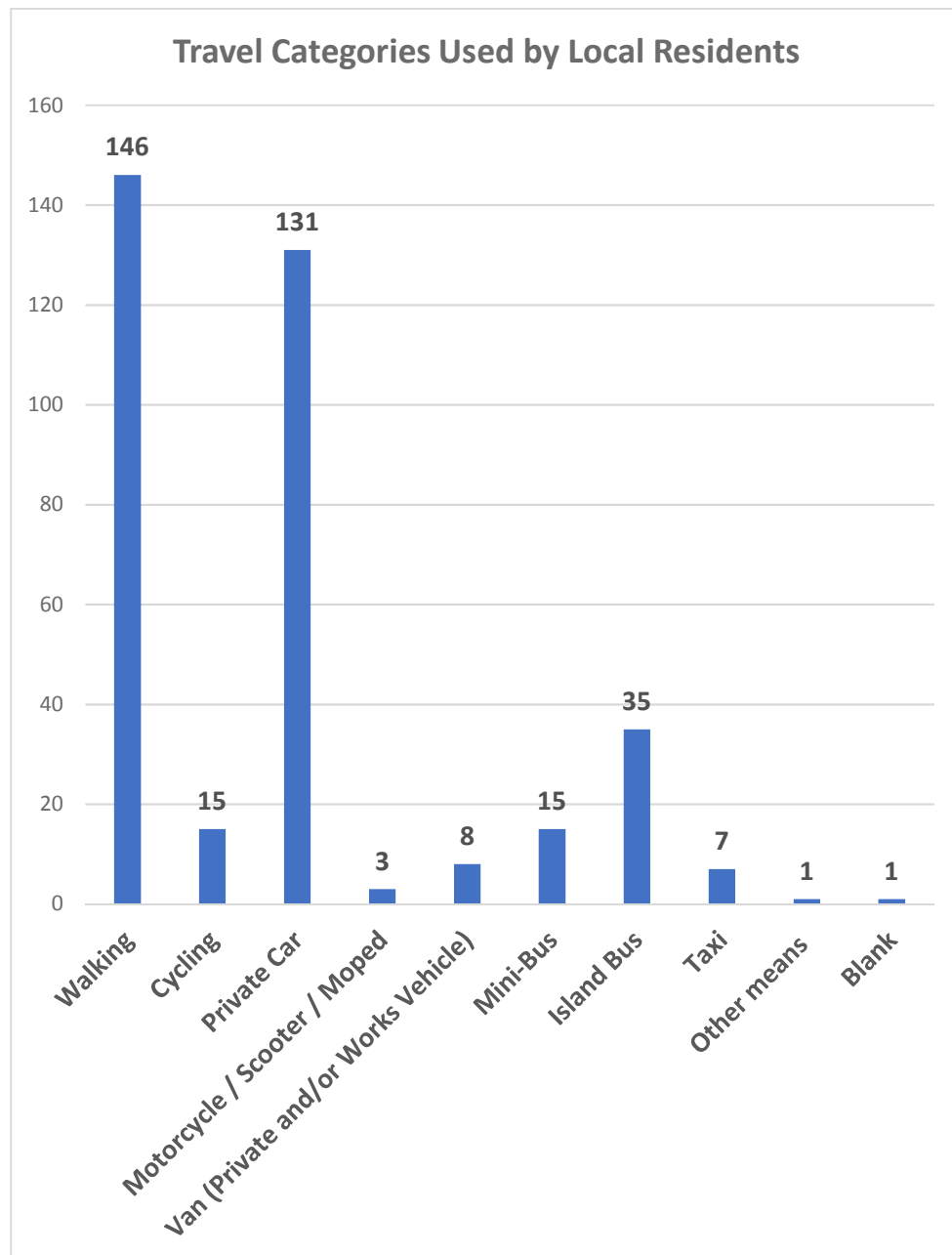


Accessibility Importance in terms of Disability and Impairment Needs



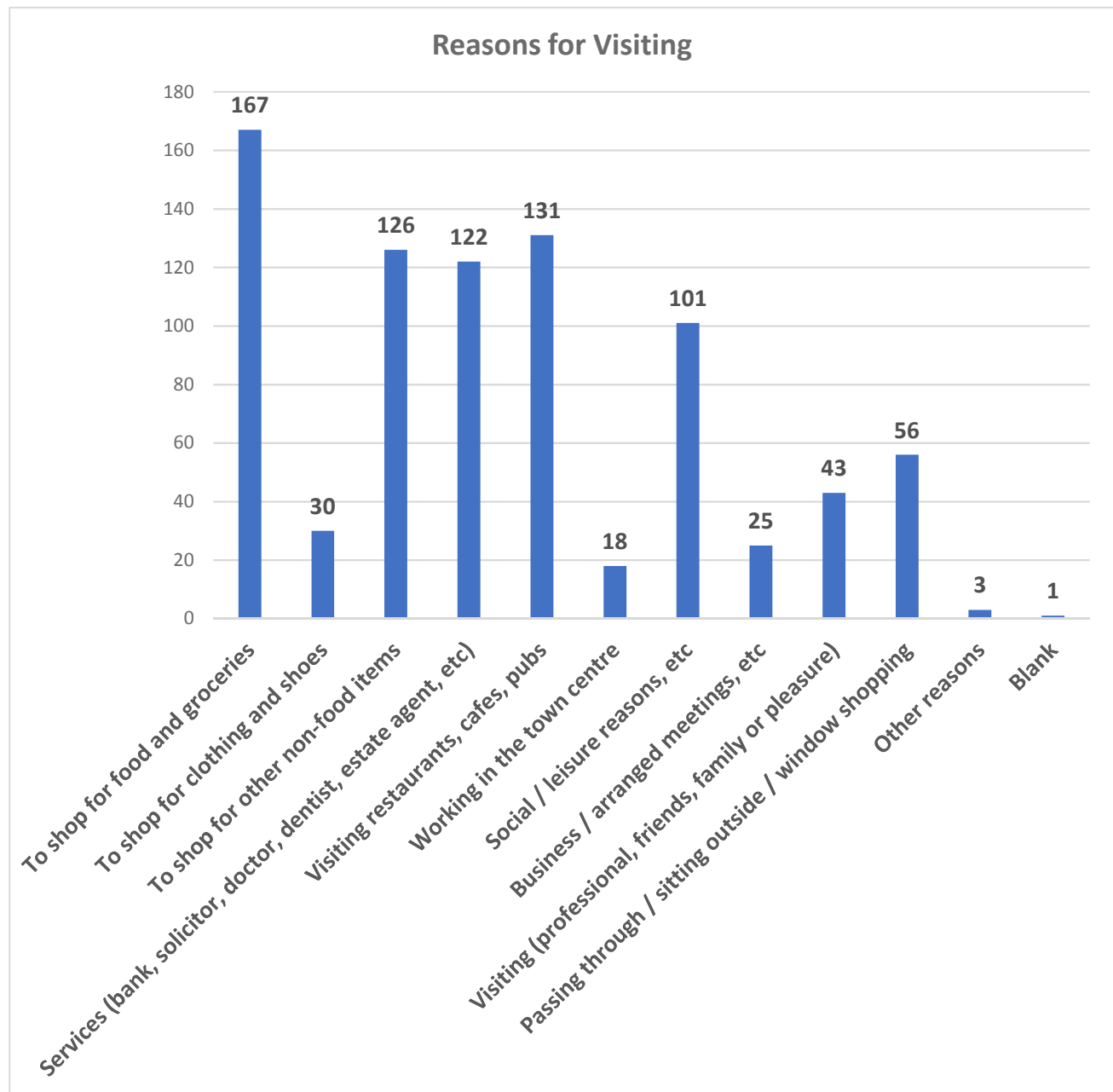
Question B.

Which type of travel do you use to visit the town?



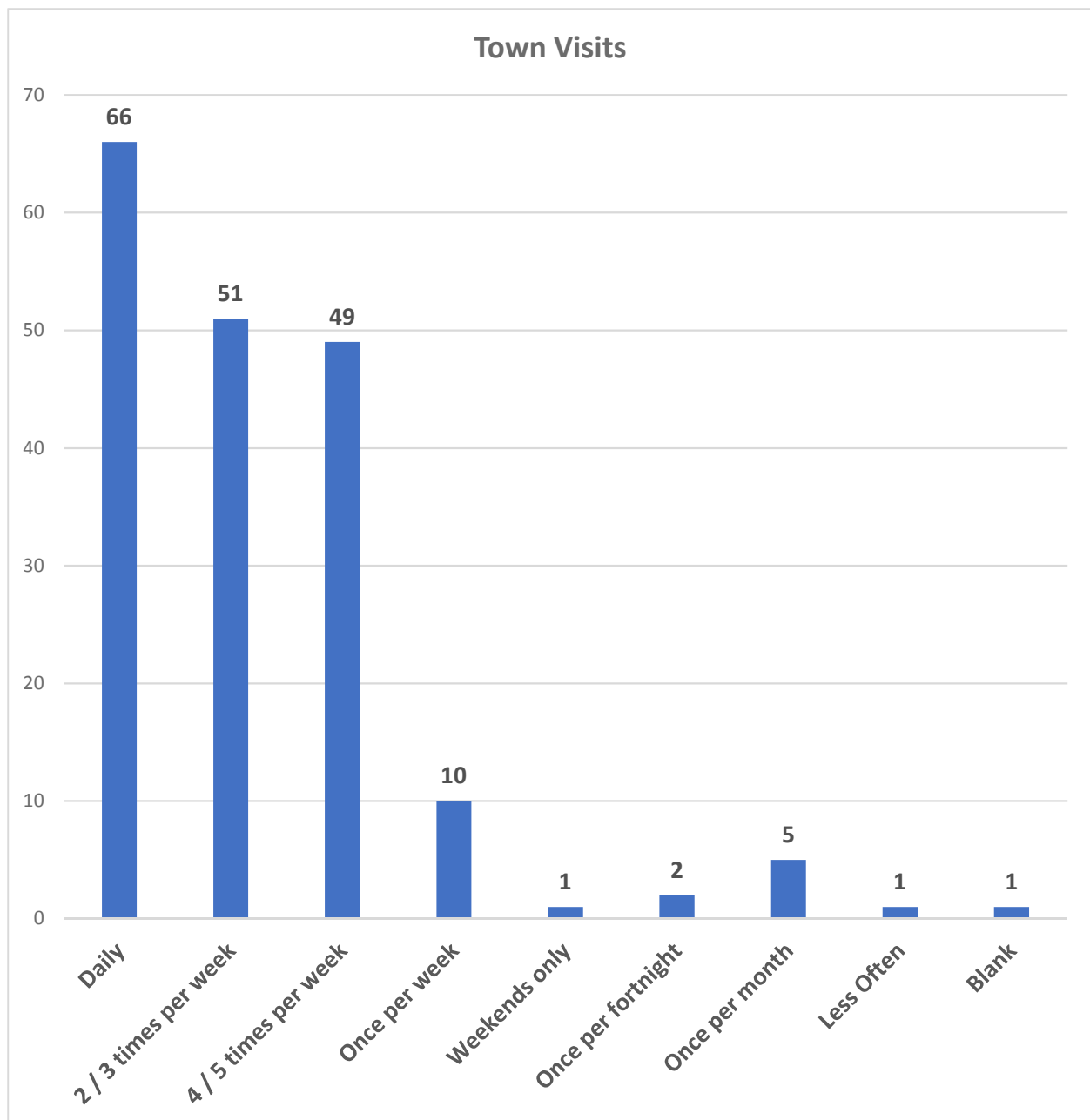
Question C.

What are your usual reasons for visiting the town?



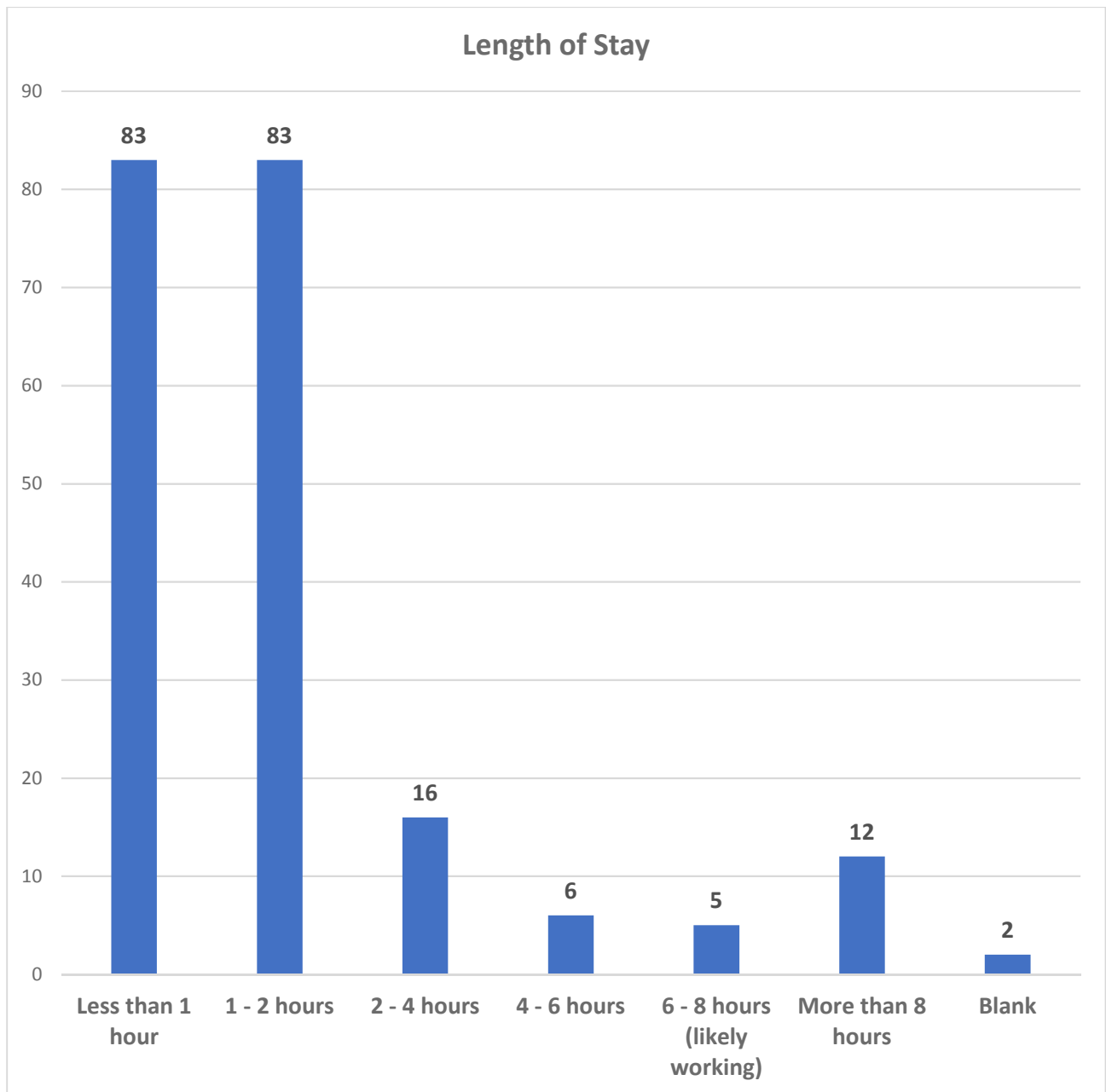
Question D.

How frequently do you visit the town centre?



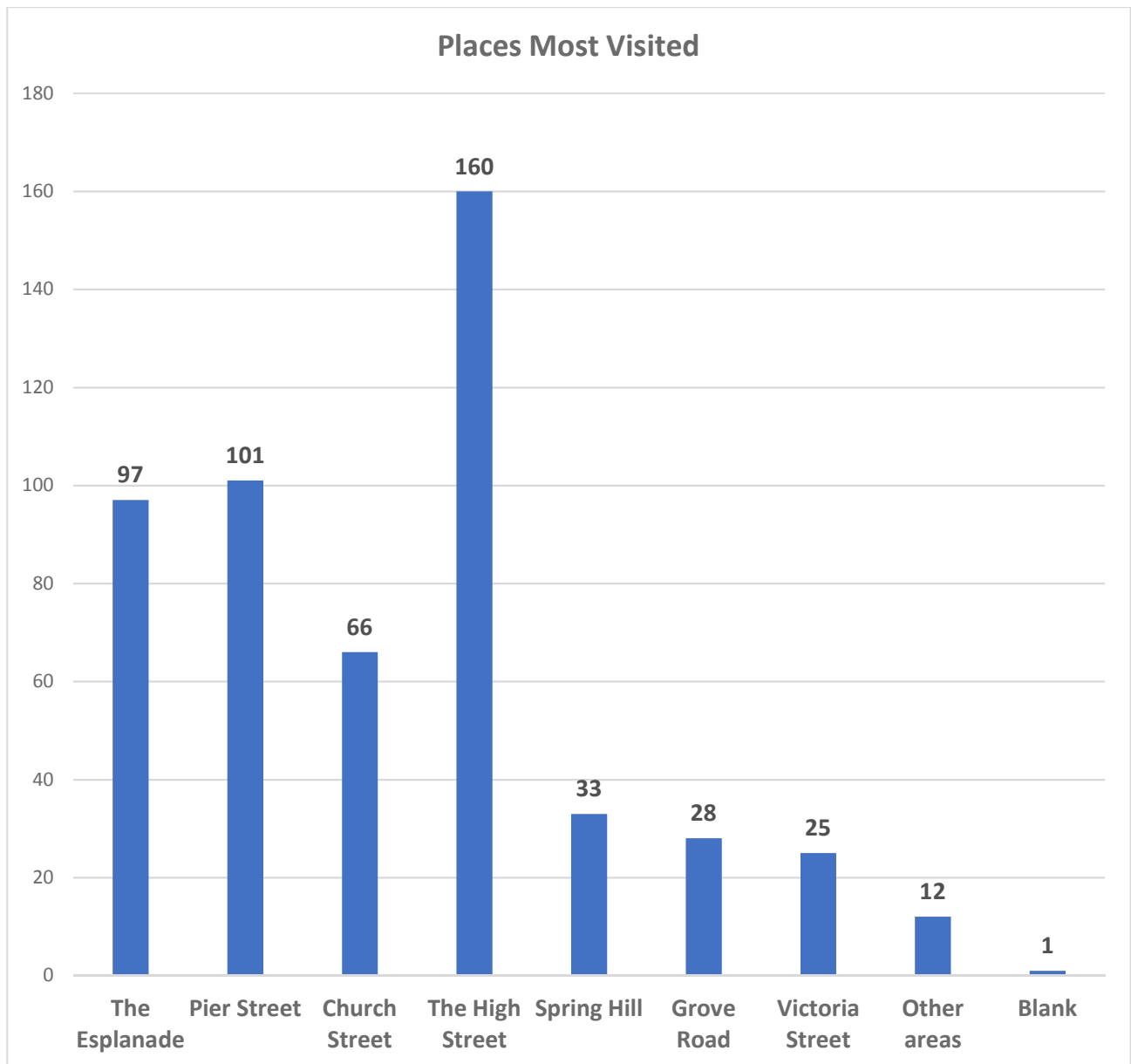
Question E.

Average length of stay in the town centre per visit?



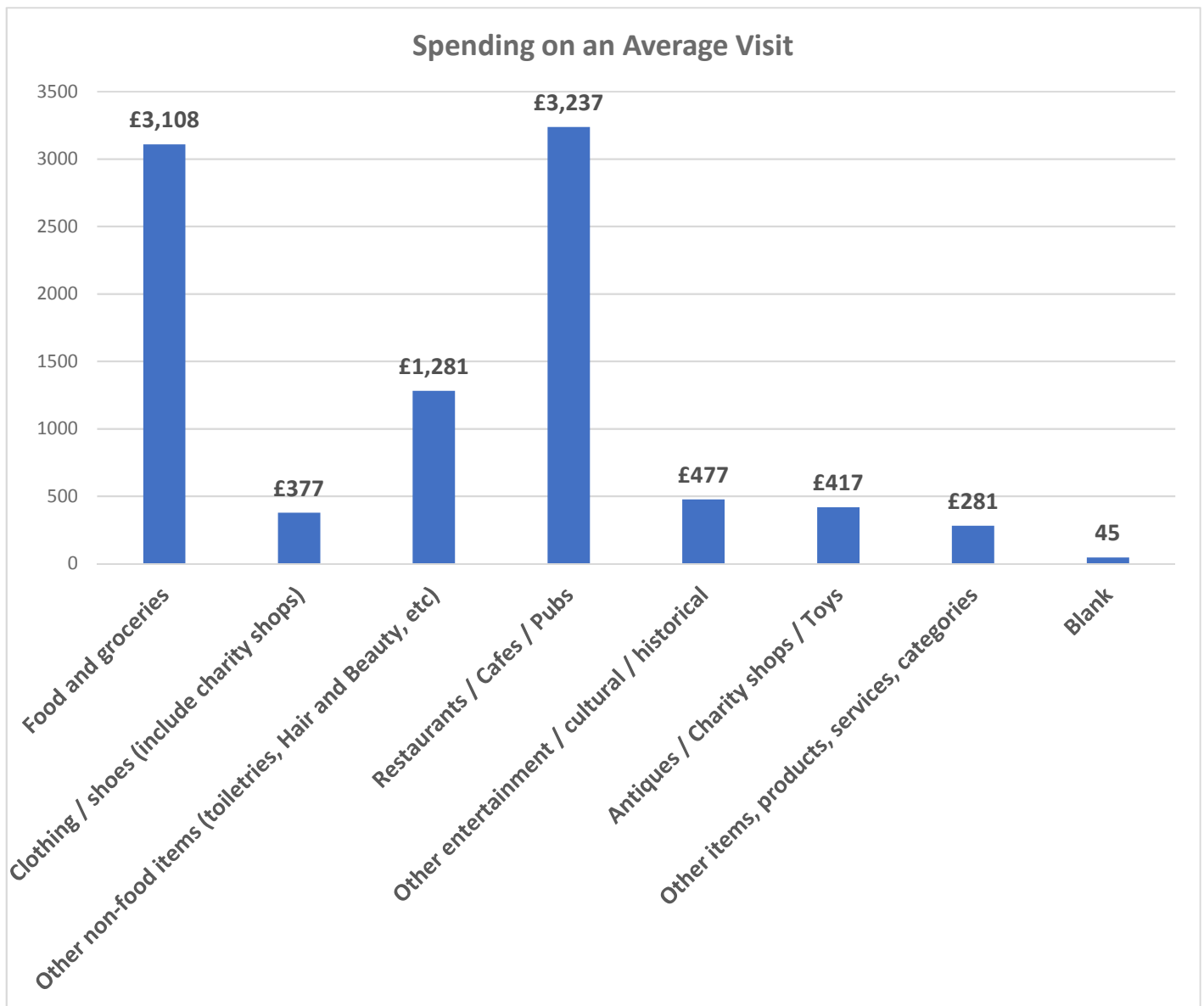
Question F.

Which part of Ventnor do you use most during visits?



Question G-1.

What amount (£) do you spend on an average visit to the town?



Question G-2.

Viewed per Ward Area...

	Monetary spend on an average visit to the town							
	St Lawrence	Bonchurch	Upper Ventnor	West Ventnor	High Street	East Ventnor	Esplanade	Total Spend By Category
	£502	£568	£159	£861	£145	£873	£0	£3,108
	£46	£60	£3	£177	£38	£53	£0	£377
	£226	£234	£60	£303	£69	£389	£0	£1,281
	£525	£789	£171	£1,056	£92	£604	£0	£3,237
	£113	£45	£32	£87	£18	£182	£0	£477
	£148	£112	£15	£50	£9	£83	£0	£417
	£114	£12	£25	£75	£30	£25	£0	£281
Total Spend By Area	£1,674	£1,820	£465	£2,609	£401	£2,209	£0	£9,178

Ventnor Addresses (Households): 3595

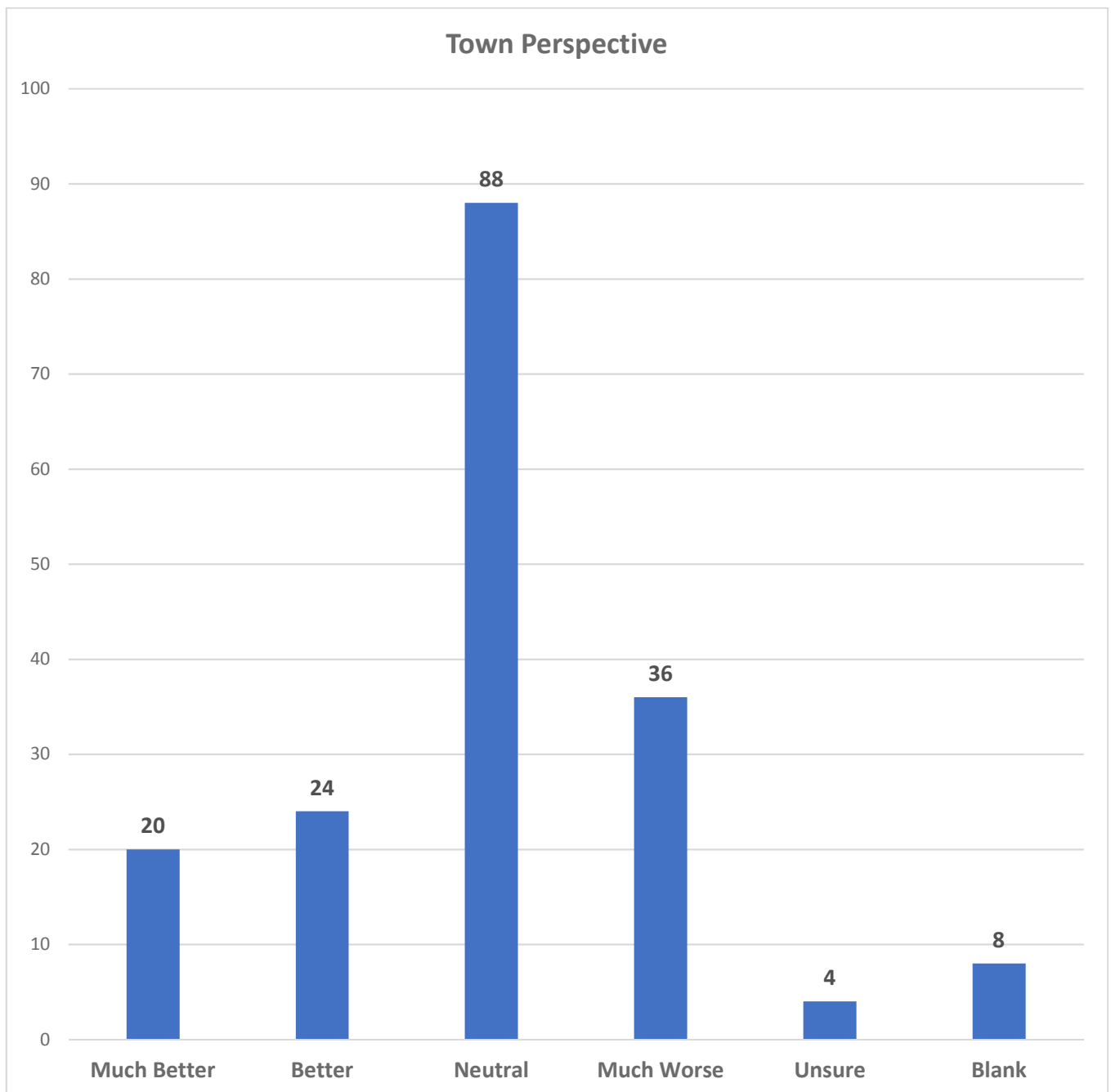
Ventnor Addressees (People on the electoral role:) 5045

Question G requires survey recipients to provide an estimate/guess on the amount they spend on an average visit to the town. 45 people decided not to provide 'spend information' out of the 179 surveys received. Therefore 134 people spend in total £9,178 on an average visit in-and-around the town. But not the age range of those that completed the survey – the majority of resident being between 50 and 70+.

Reviewing question D, this average spend is potentially within a period of a week. Whether this is daily or across 2 or more visits to the town during a week, cannot be substantiated from the surveys. However, 134 survey responses for question G, if statistically representative of the local spending habits of 3595 households in Ventnor, represents 3.71% of Ventnor households.

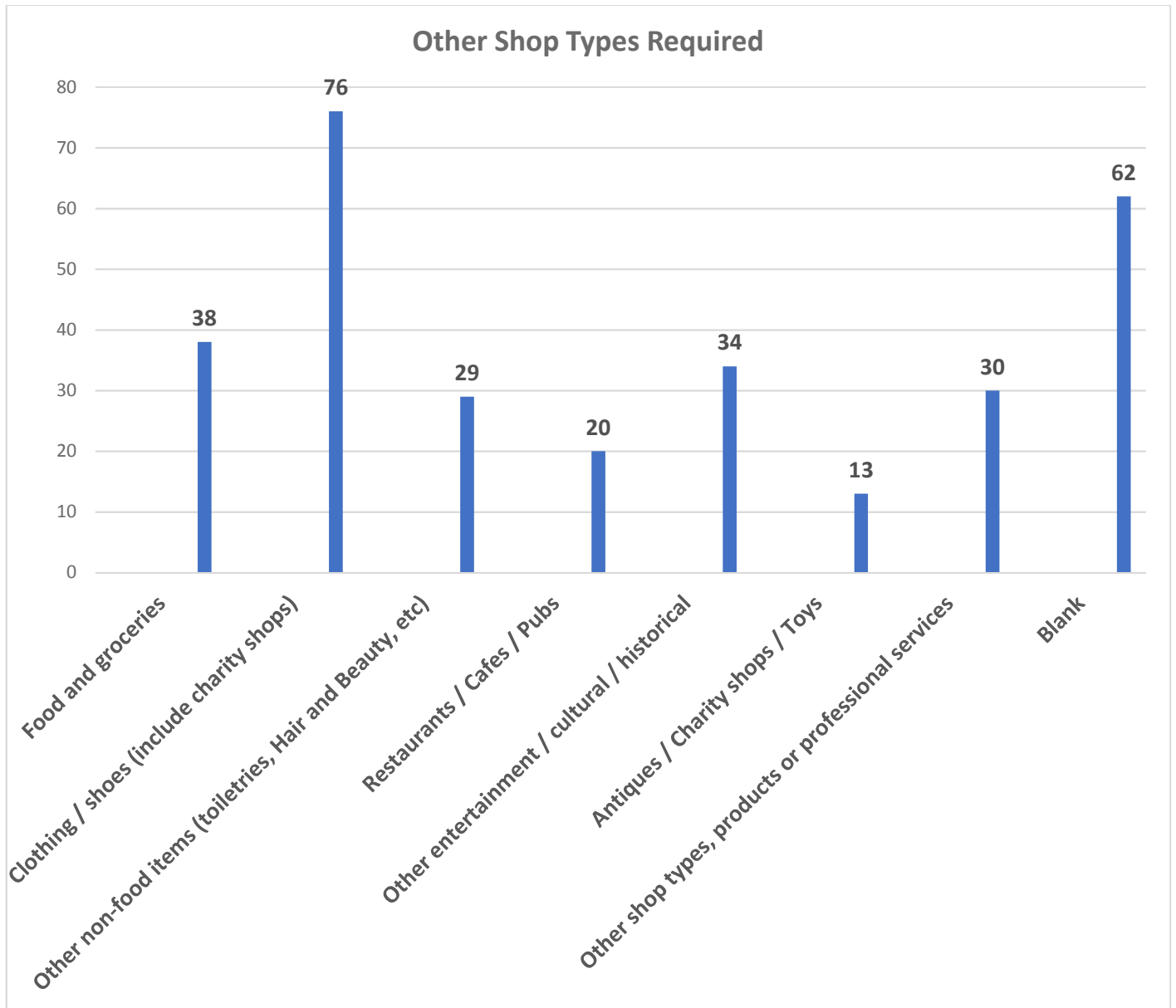
Question H.

How does our High Street compare to other towns you visit?



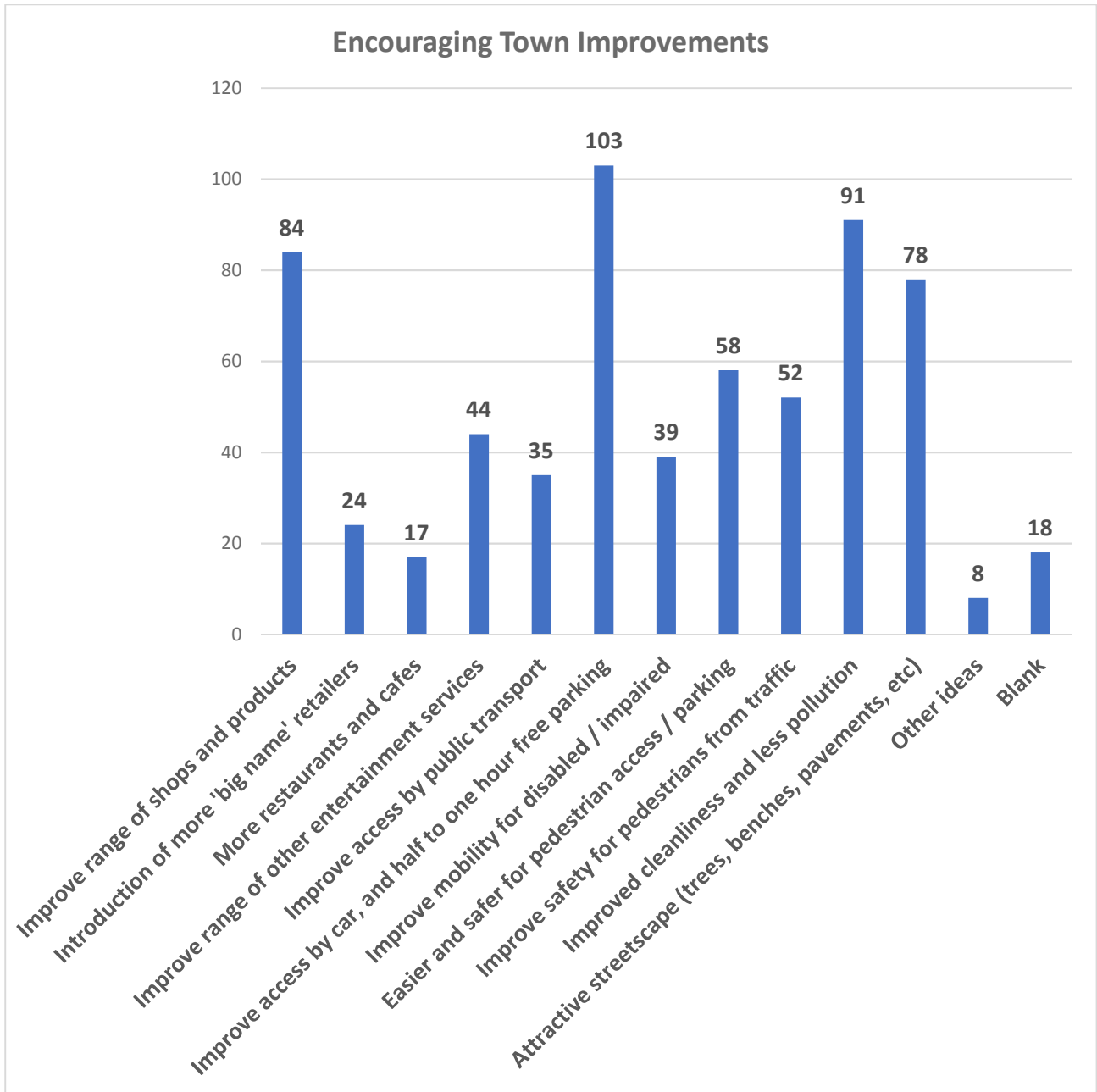
Question I.

What other types of shop would you like to have in the High Street?



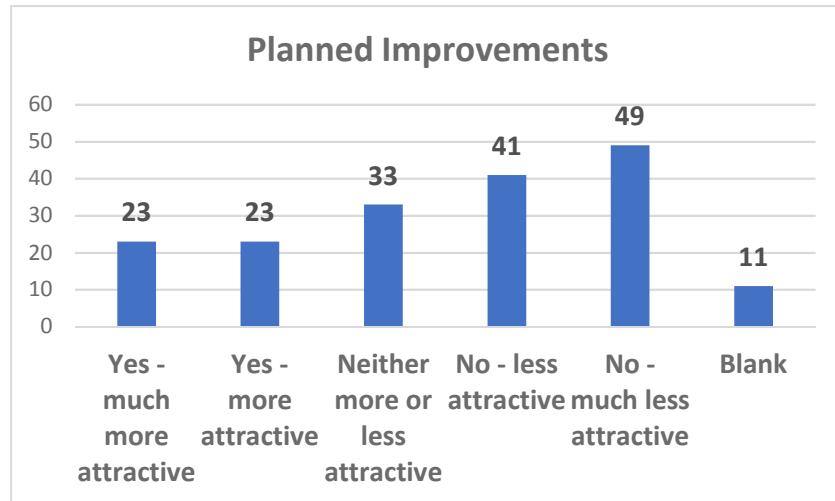
Question J.

What improvements would encourage you to visit the town?

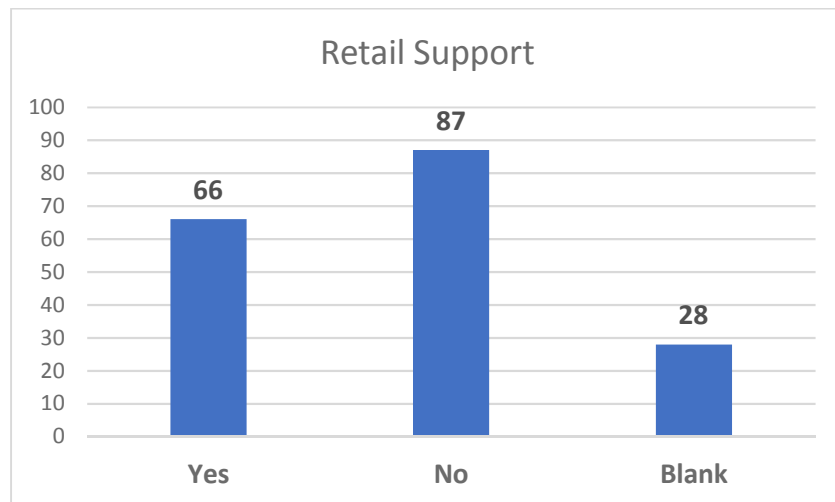


Question Ka-Kb.

What improvements would encourage you to visit the town?



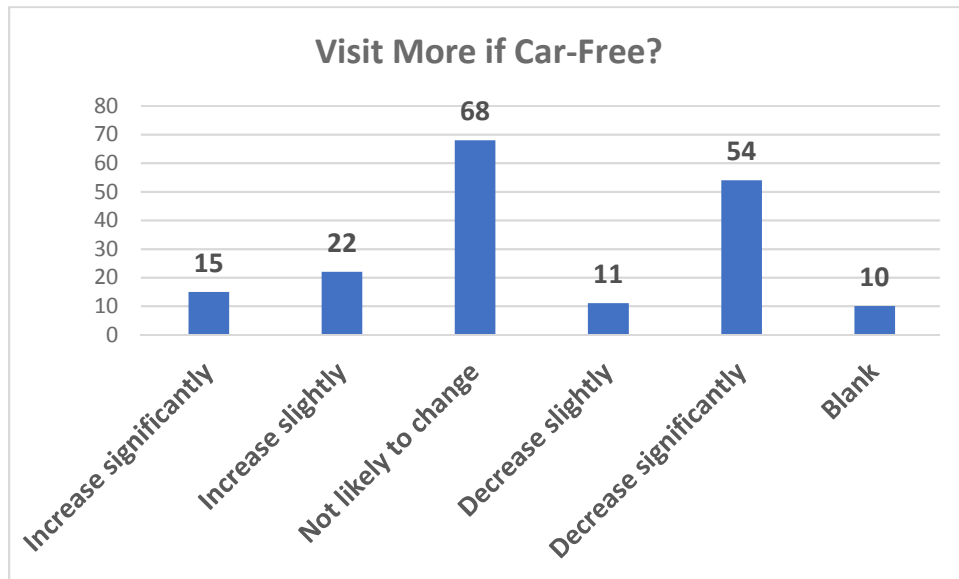
As a spending customer, would you hope that High Street proprietors would support the idea of having a car-free high street to boost their businesses; and also provide a cleaner and safer shopping environment?



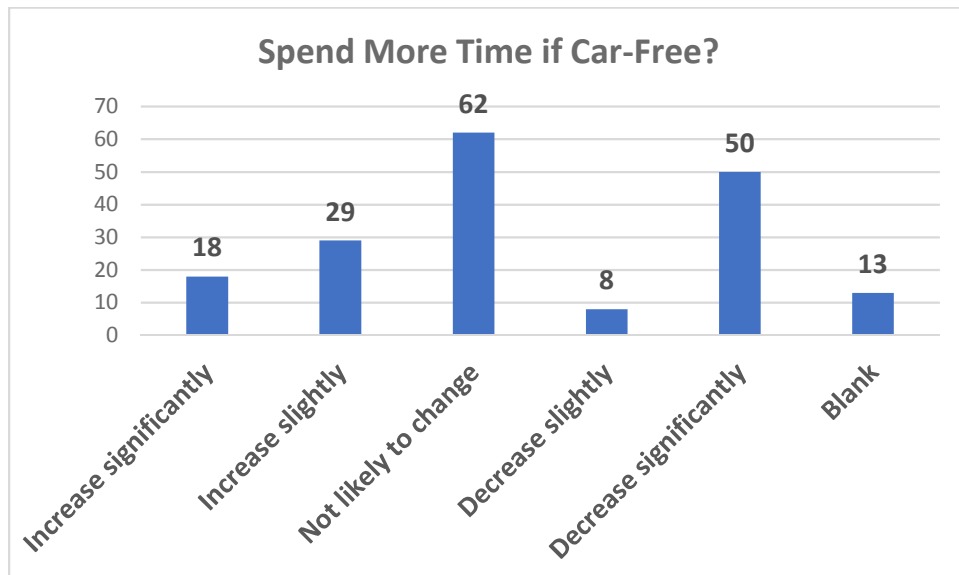
Question La-Lb.

How would a car-free High Street change the way you visit?

La. Against the number of times that you normally visit the High Street/Town.

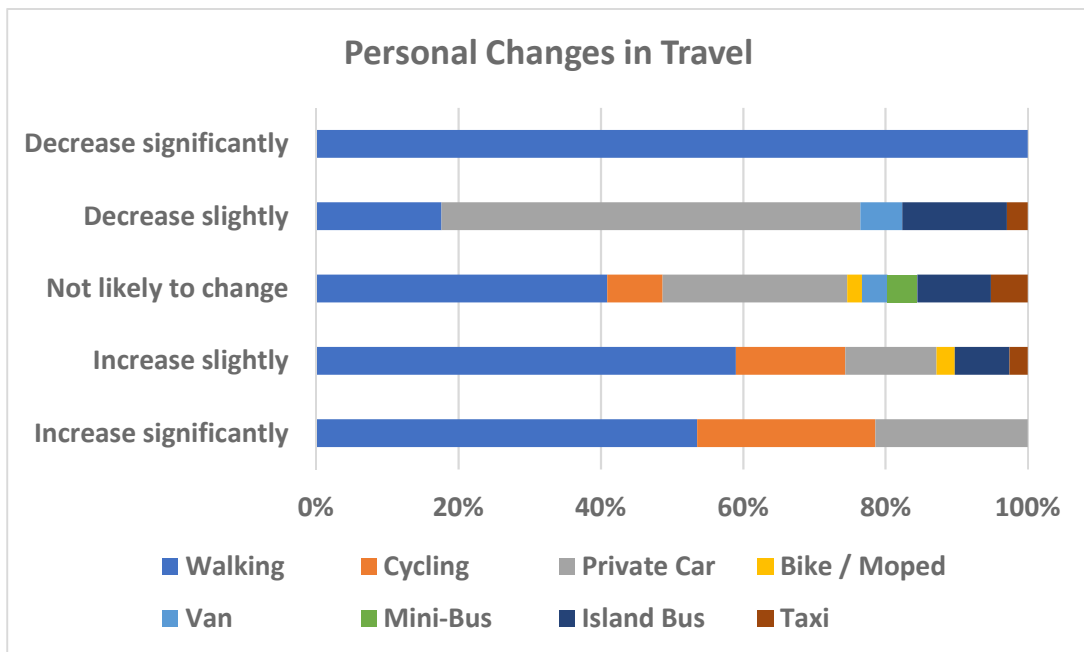


La. Against the average time you normally spend visiting the High Street/Town.

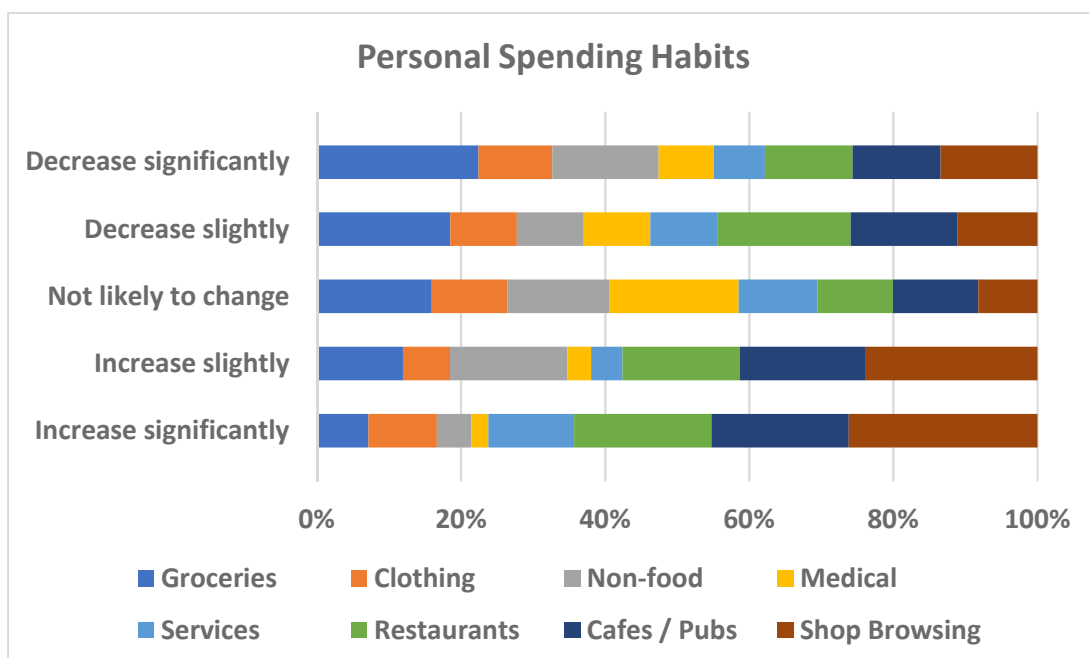


Question Lc-Ld.

La. Against the number of times that you normally visit the High Street/Town.

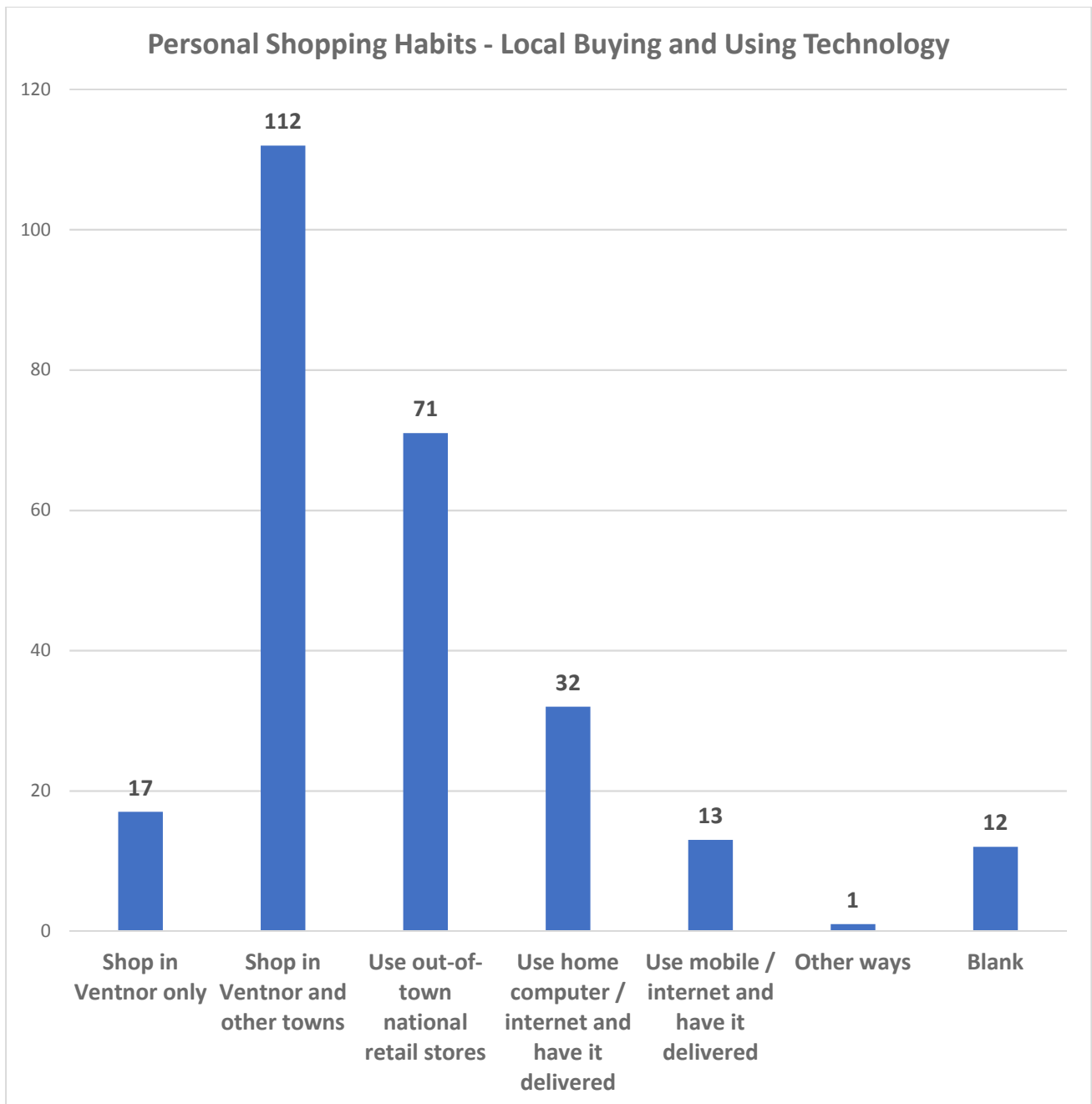


Ld. Any changes to the normal things you do when visiting the High Street/Town.



Question M.

How would you normally do your weekly or monthly shopping?



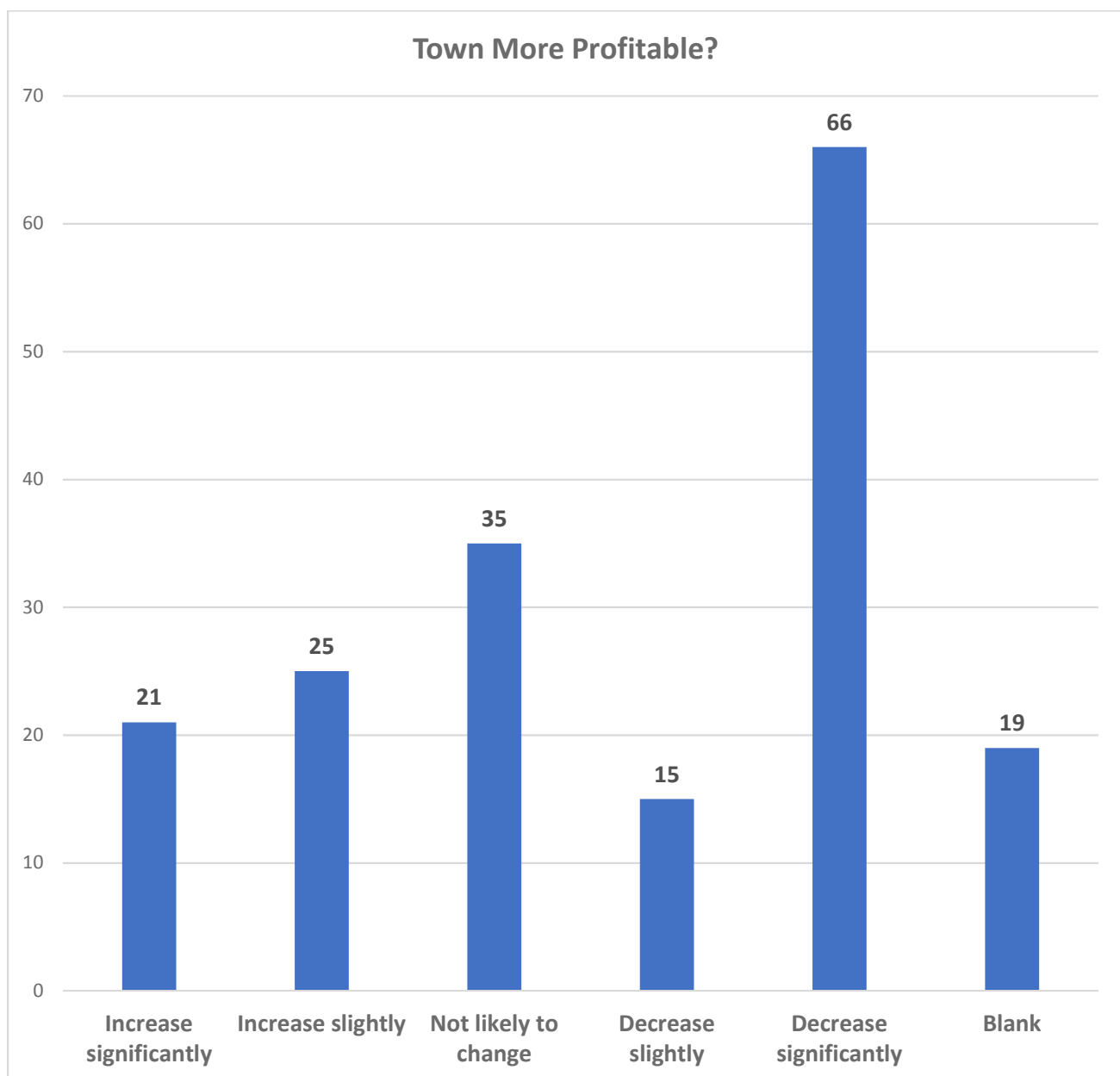
Question N.

If you shop at national out-of-town retail stores on a regular basis, what would you normally expect to spend on food, groceries and toiletries per week, either for yourself or your family?



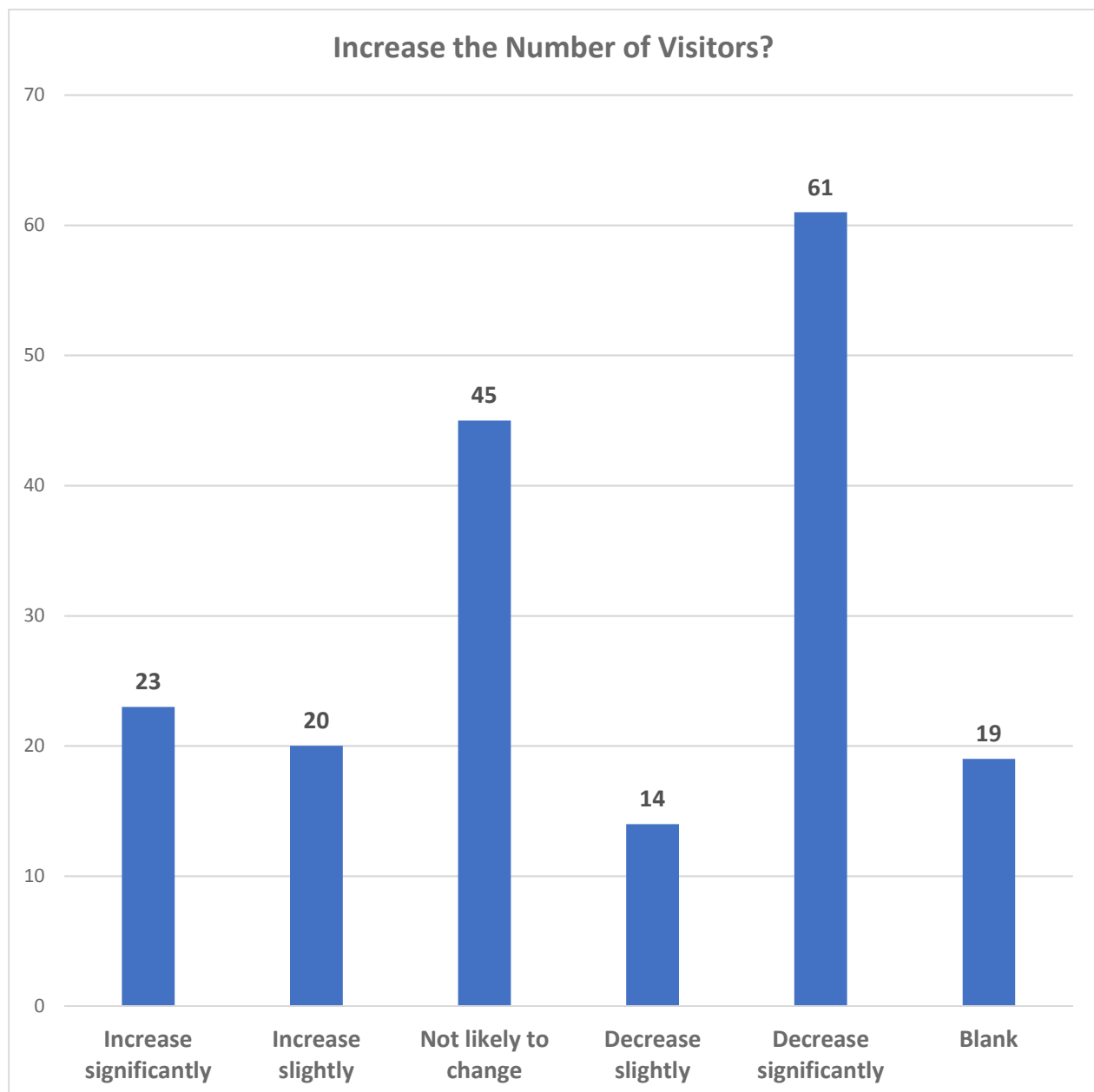
Question O.

If the High Street was to be pedestrianised, do you think this would affect the trading profit of shops, pubs and restaurants in Pier Street and on the Esplanade?



Question P.

If the High Street was to be pedestrianised, do you think this would increase the number of visitors to Pier Street and the Esplanade?



The End