FLORIDA ROAD UIP SURVEY DEC 2021 / JAN 2022 KEY STATS

DURBANITES LOVE FLORIDA ROAD

43% live in Morningside/Berea
26% live on Florida Road
11% come from other parts of KZN

How often do they visit?

54% weekly, 28% every so often and 18% monthly.

Why are they visiting Florida Road?

39% for coffee
31% for a meal
18% for the nightlife

37% visit during the day, **16%** visit at night and **31%** during the day AND night.

Florida Road is SAFE!

51,9% feel safe during the day and **27,8%** feel reasonably safe during the day!

24,1% feel safe at night, **48,1%** feel reasonably safe at night.

Florida Road's public areas are CLEAN!

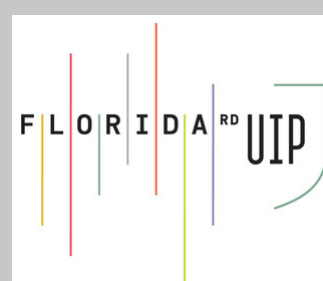**11%** say cleanliness exceeds expectations while **48%** say they are great!

52% say Florida Road's shopping, restaurants and bars are **GREAT**

78% say Florida Road is much better compared to other parts of Durban

7,7 was the average experience rating out of 10 (up from 7,33 in previous year)

92% of respondents said they'd recommend Florida Road to family and friends

WHY WE LOVE FLORIDA ROAD

Clean & safe
Restaurant diversity
Outdoor cafes
Cosmopolitan with diverse culture of patrons
Great coffee
Victorian character
Places to sit under the trees
"A place for everyone"
"Safe to grab an ice-cream with my kids"
"The Buzz"
"Proximity to my flat"
"Brings people together"
"The UIP takes the initiative"

THINGS TO WORK ON

Security:
Fence open spaces
Armed guards
More UIP monitors
Make the UIP more mobile and visible at night

Cleaning & greening:
Some areas are dirty and smelly
Keep side roads clean
Improve litter and garbage management
More bins
More flowers

Roads & traffic management
Pedestrianise Florida Road
Refresh road markings
Reduce amount of delivery bikes
Address double parking, create more parking
Repair pavements and sidewalks

By-laws:
Drinking in public
Street vendors

Suggestions:
Less franchises, more small independent businesses
Quality of stores, restaurants and bars

FLORIDA RD UIP