

**ANNUAL PERCEPTION SURVEY
DECEMBER 2022/JANUARY 2023**

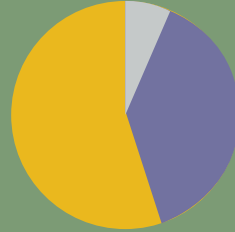
Based on 106 responses

Where respondents reside:

- 27 Florida Road
- 30 Morningside
- 7 Durban City
- 9 Durban North
- 25 Elsewhere within KZN
- 6 Another Province
- 2 Abroad

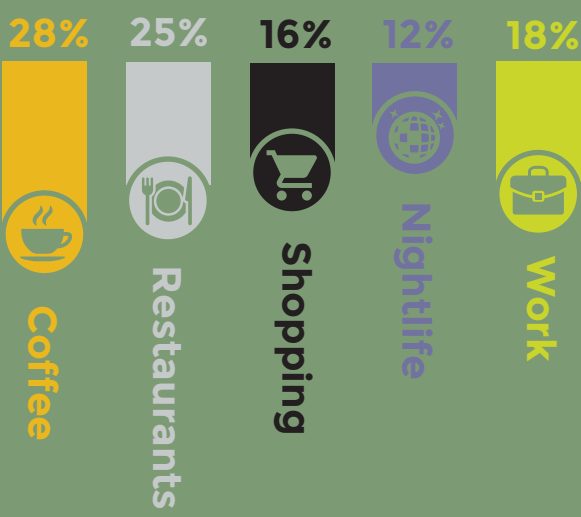


Visiting Florida Road:



- 52% Visit weekly
- 32% Visit every so often
- 16% Visit monthly

Most respondents visit for:

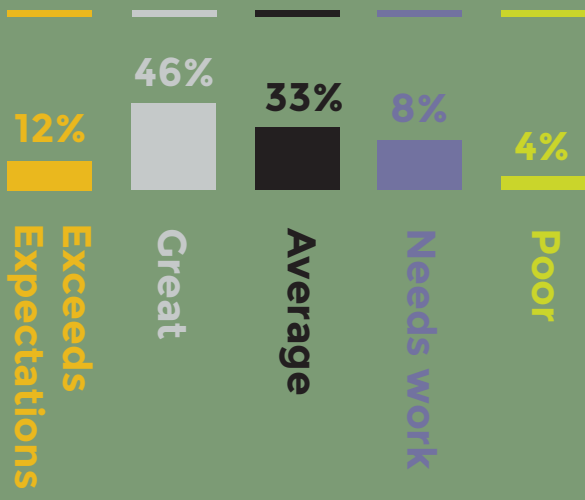


- 42% of respondents visit Florida Road both day and night
- 32% only visit during the day
- 18% early in the morning
- 8% visit at night

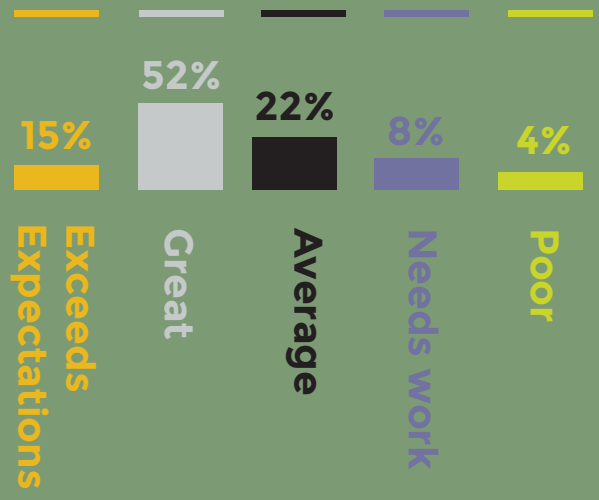
A combined **82%** feel safe/reasonably safe in the precinct during the day with **9%** feeling vulnerable whilst others do not visit during the day.

At night **66%** feeling safe/reasonably safe with **25%** left feeling vulnerable whilst others do not visit at night.

Rating our Florida Road UIP Sidewalk Monitors interaction



Overall appearance & cleanliness of Florida Road's open spaces is GREAT!



How does Florida Road compare to other areas in Durban?
81% Much better than other parts of Durban

7.74
Average Experience Rating out of 10

What respondents LIKE MOST about Florida Road



Vibrancy /atmosphere



Variety of offerings



Cleanliness of area



Diverse cuisine

“Happy and proud to be a resident”

87% of respondents would recommend Florida Road to others

7.81 Business Confidence out of 10

40% of respondents asked to be subscribed to the Florida Road UIP newsletter

What we can work on:

- Enforcing By-laws
- Security Presence

