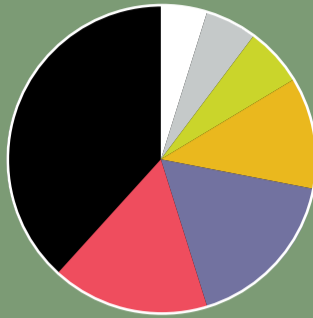


**ANNUAL PERCEPTION SURVEY
DECEMBER 2023/JANUARY 2024**

Based on 48 responses

Where respondents reside:

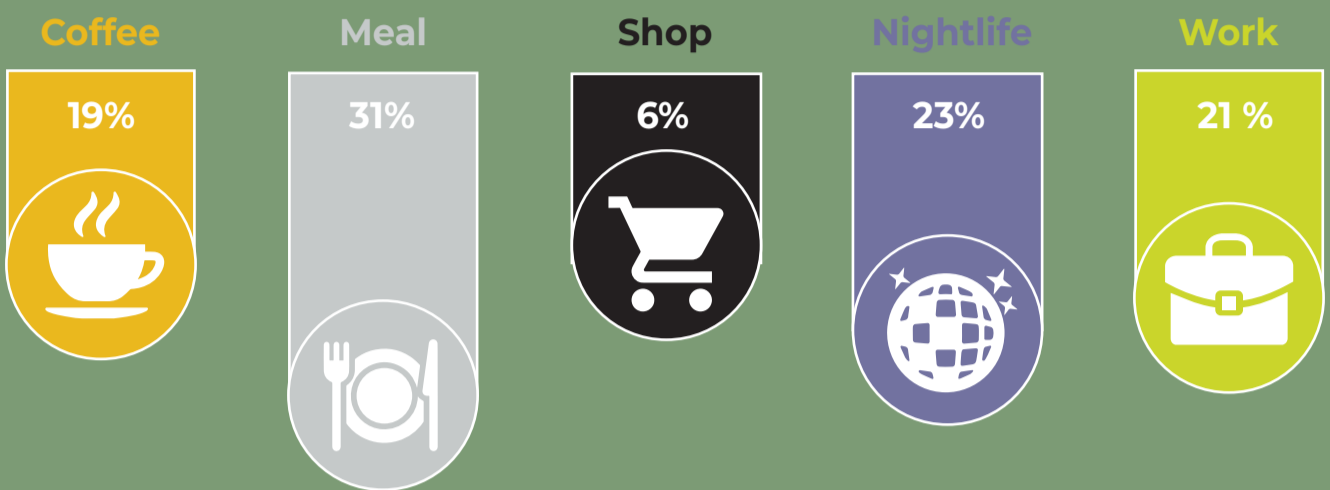
- Morningside
- Florida Road
- Durban City
- Elsewhere in KZN
- Durban North
- Another Province
- Abroad



Visiting Florida Road:

- 58% Visit weekly
- 25% Every so often
- 17% Visit monthly

Most respondents visit for:



53% of respondents visit Florida Road both day and night.

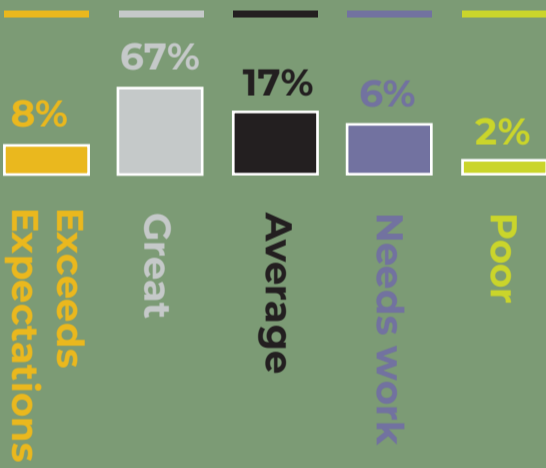
27% only visit during the day, 17% early in the morning and only 17% just at night.

A SAFE Florida Road:

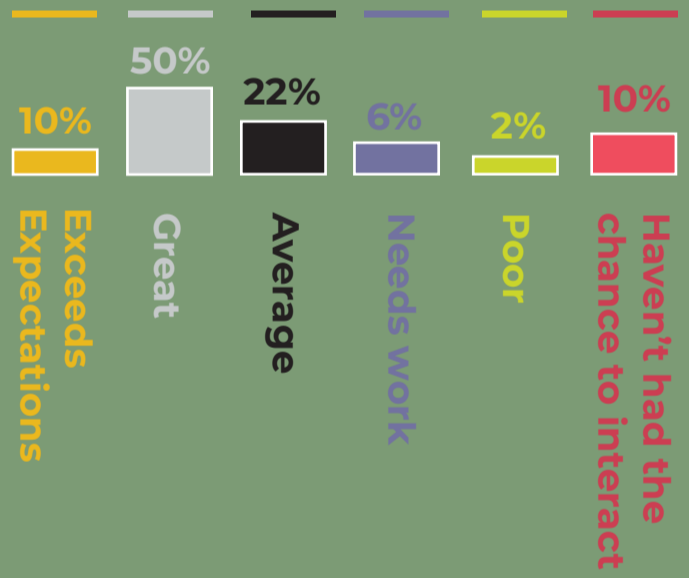
A combined 96% feel safe / reasonably safe in the precinct during the day with 4% feeling vulnerable whilst others do not visit during the day.

At night 73% feeling safe / reasonably safe with 27% left feeling vulnerable.

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?
75% Much better than other parts of Durban

7.21
Average Overall Experience Rating out of 10

“ It’s a great place with a lot of potential ”

What respondents LIKE MOST about Florida Road



Vibrancy /atmosphere



Variety of offerings



Safety & Metro Presence

88% of respondents would recommend Florida Road to others



31% of respondents asked to be subscribed to the Florida Road UIP newsletter

6.94
Overall Business Confidence Rating out of 10

What we can work on:

- Parking
- Traffic Control