



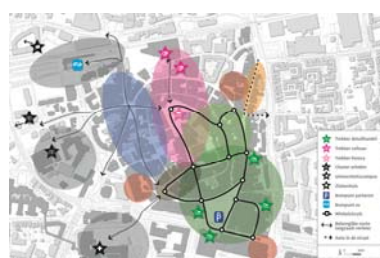
## Uitkomsten Bezoekersonderzoek Wijchen-centrum DTNP – RU 2015



### Voorstellen



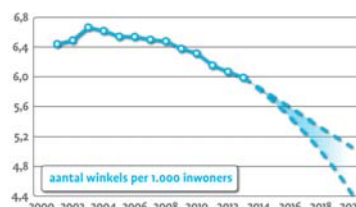
- Rik Eijkelkamp
- DTNP  
(Droogh Trommelen  
en Partners)
- Gebiedsvisie en ontwerp
- Sectorale visie en beleid



## Winkelmarkt onder druk

·dtnp·

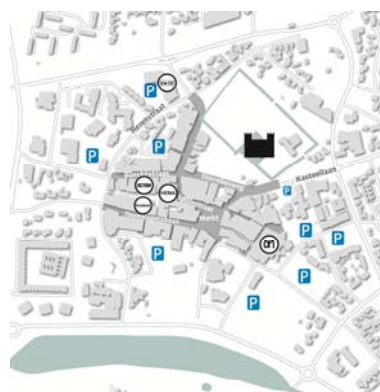
- Minder winkels
- Internet
- Schaalvergroting
- Zelfstandige ondernemers
- Demografische ontwikkelingen
- Grote centra worden groter

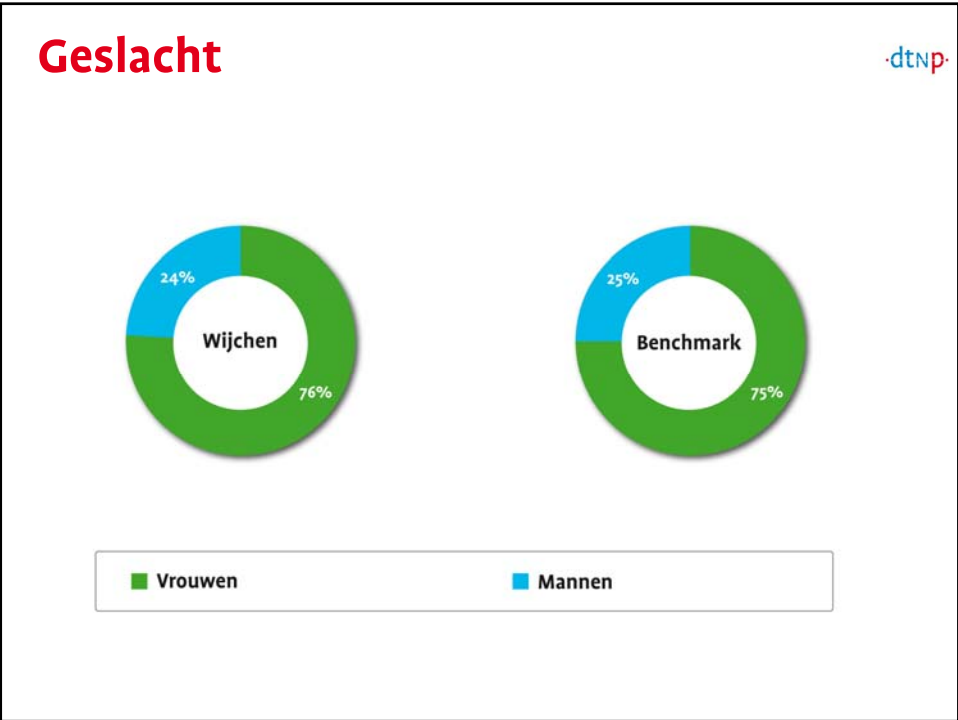
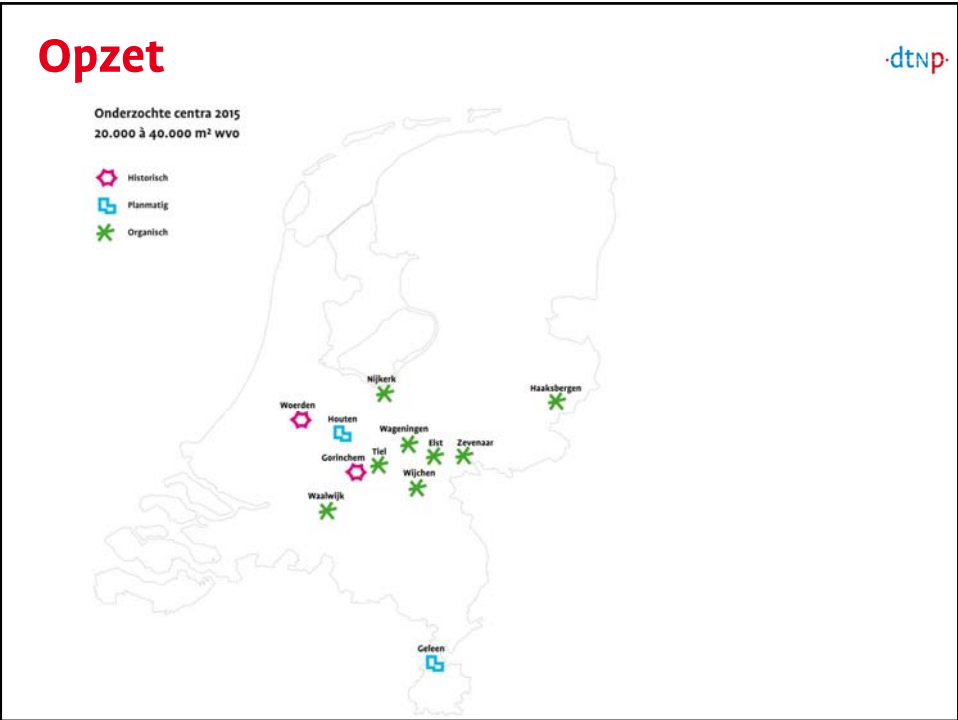


## Opzet

·dtnp·

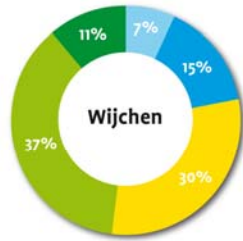
- 12 stads- en dorpscentra  
20.000 à 40.000 m<sup>2</sup> wvo
- Databestand met  
> 3.500 enquêtes
- Extra vragen
- Woensdag, donderdag en  
zaterdag in april
- 309 respondenten



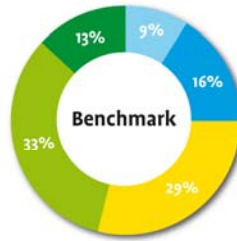


## Leeftijd

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Gemiddeld: 52 jaar

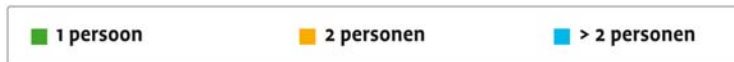
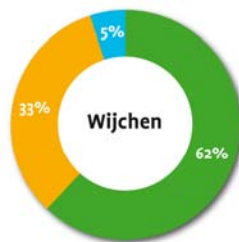


Gemiddeld: 51 jaar



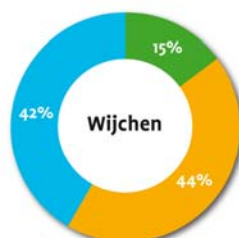
## Groote gezelschap

.dtnp.



## Grootte huishouden

.dtnp.



■ 1 persoon

■ 2 personen

■ &gt; 2 personen

## Herkomst

.dtnp.



■ Wijchen

■ Overig gemeente

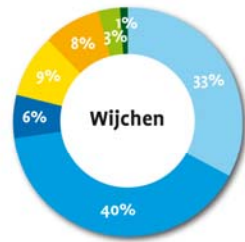
■ Nijmegen

■ Grave

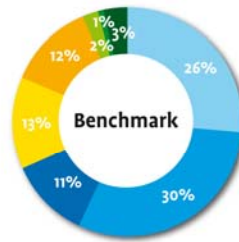
■ Elders

## Afstand van woning tot centrum

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Gemiddeld: 4,3 km

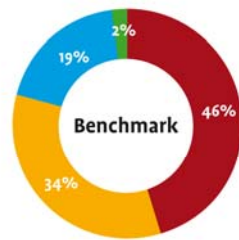
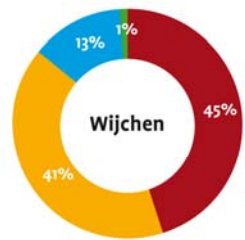


Gemiddeld: 8 km



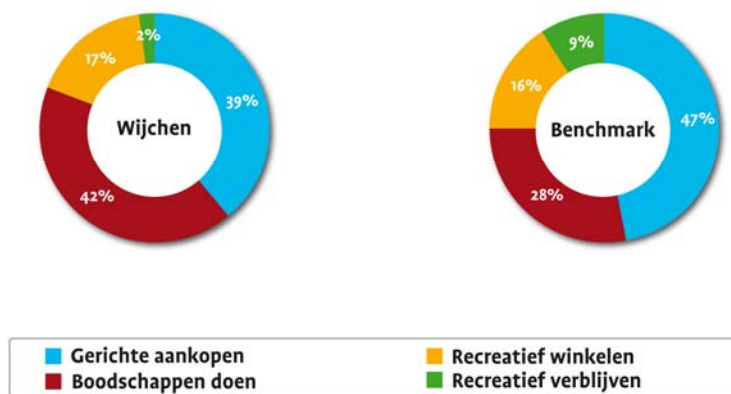
## Vervoermiddel

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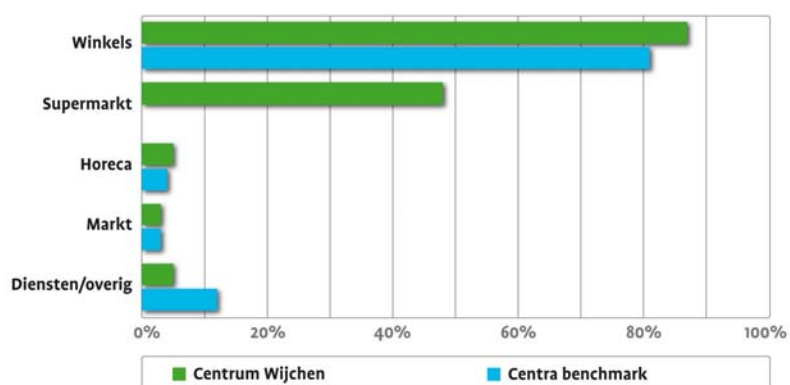
## Primaire bezoekdoel

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## Bezochte functies

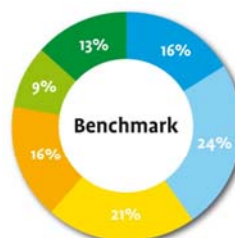
·dtnp·



## Aantal bezochte bedrijven/functies



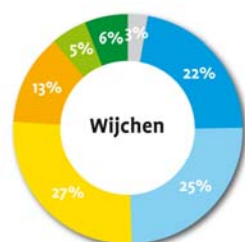
Gemiddeld: 3,0



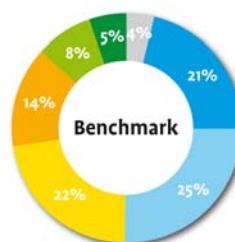
Gemiddeld: 3,4



## Aantal bezochte winkels



Gemiddeld: 2,7



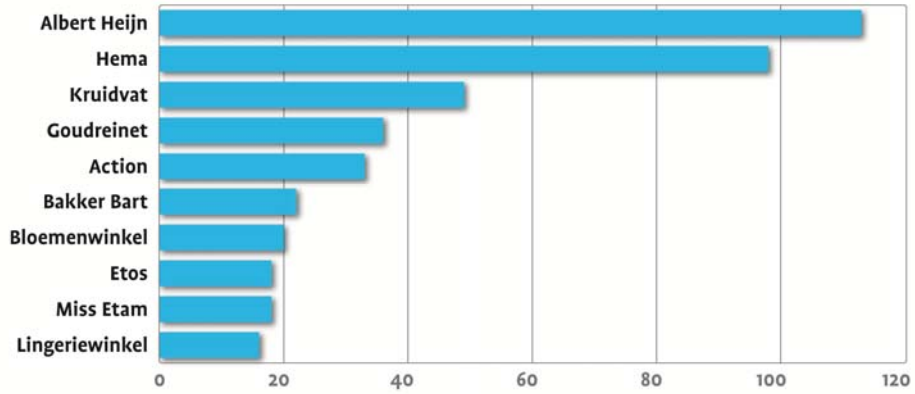
Gemiddeld: 2,7





## Meest bezochte winkels

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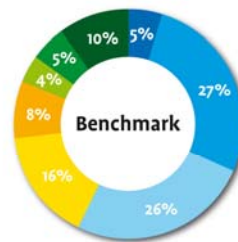


## Besteding in centrum

·dtnp·



Gemiddeld: 54 euro

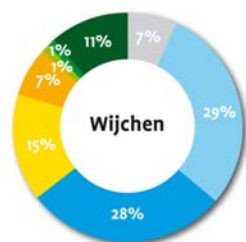


Gemiddeld: 58 euro

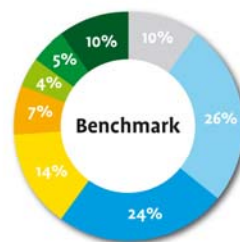


## Besteding in winkels

·dtnp·



Gemiddeld: 51 euro  
waarvan in supermarkt: 10 euro

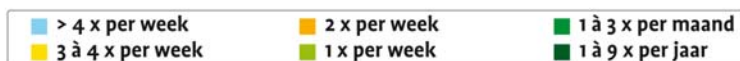
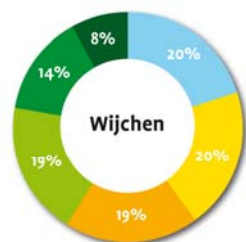


Gemiddeld: 51 euro



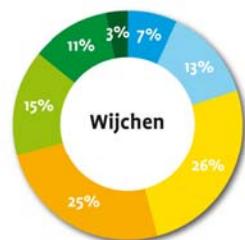
## Bezoekfrequentie

·dtnp·



## Bezoekduur

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Gemiddeld: 60 minuten

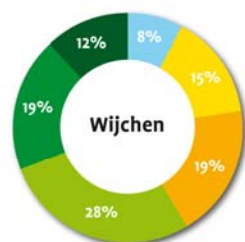


Gemiddeld: 64 minuten



## Loopafstand

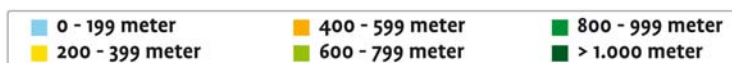
·dtnp·



Gemiddeld: 654 meter

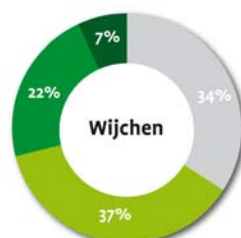


Gemiddeld: 759 meter



## Koopt u online?

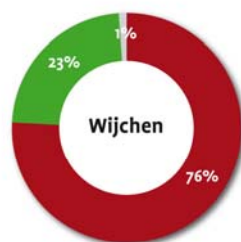
.dtnp



■ Nooit  
■ Aantal keer per jaar  
■ Paar keer per maand  
■ Wekelijks

## Belang webshop ondernemer

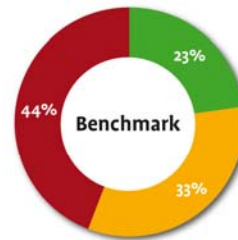
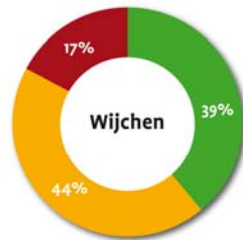
.dtnp



■ Niet belangrijk  
■ Wel belangrijk  
■ Geen mening

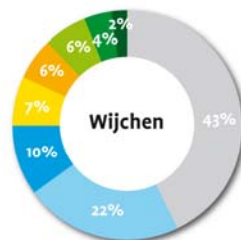
## Leegstandservaring

·dtnp·



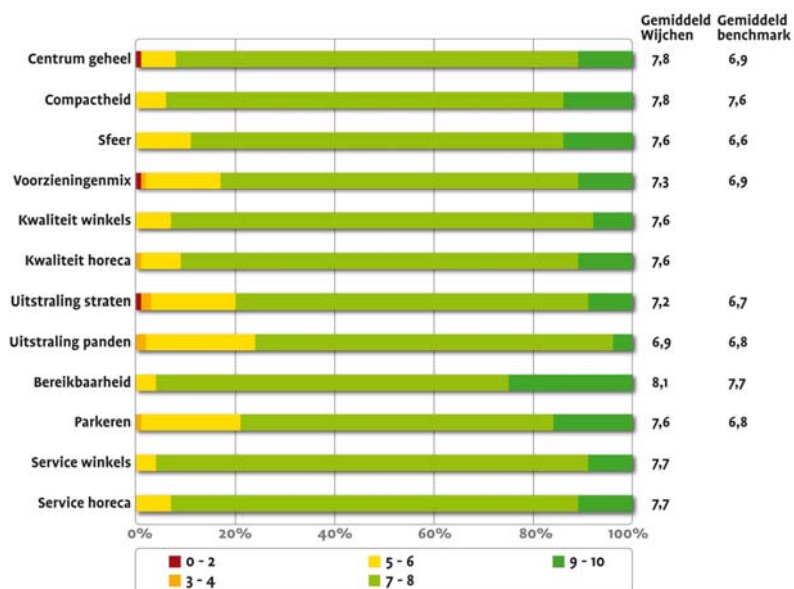
## Wat mist u?

·dtnp·



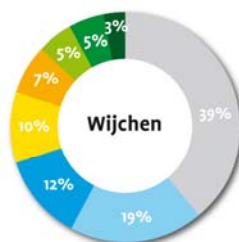
## Rapportcijfers centrum

·dtnp·



## Belangrijkste verbeterpunt

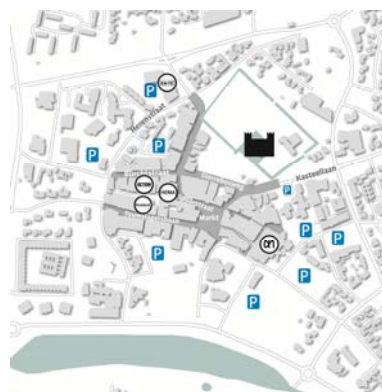
·dtnp·



## Verbeterpunt Sfeer/uitstraling

·dtnp·

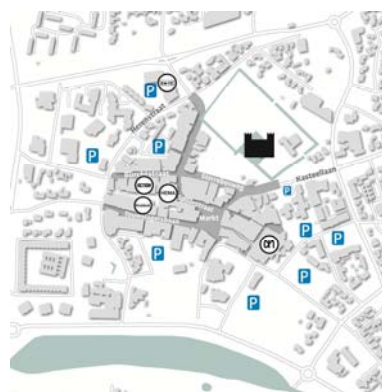
- Uitstraling en aankleding straat verbeteren
- Groen/muziek/bankjes
- Opknappen gevels
- Karakteristieke panden herstellen in oude staat



## Verbeterpunt Aanbod

·dtnp·

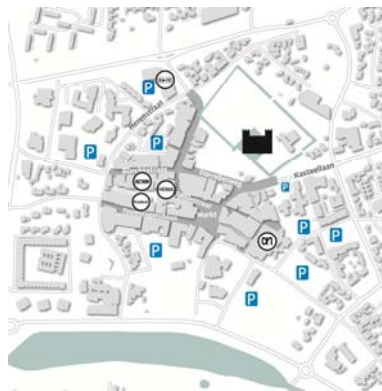
- Herhaling 'gemist aanbod'
- Meer winkels
- Mode en supermarkt



## Verbeterpunt Fietsers

·dtnp·

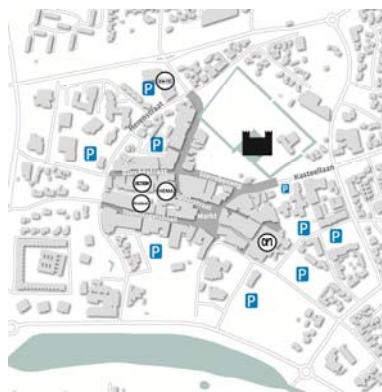
- Weren uit winkelstraat
- Scheiden van voetgangers
- Meer rekken



## Verbeterpunt Horeca

·dtnp·

- Meer
- Meer kwaliteit
- Meer terrassen
- Minder terrassen

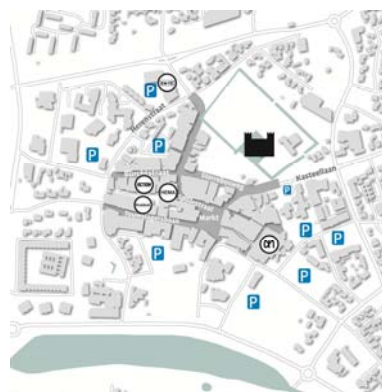




## Verbeterpunt Compact/leegstand

·dtnp·

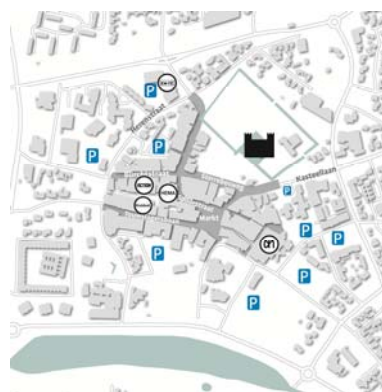
- Leegstand wegwerken
- Iets compacter



## Verbeterpunt Parkeren

·dtnp·

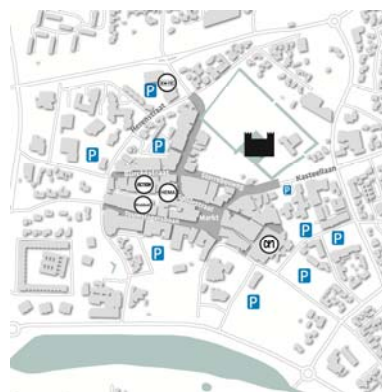
- Meer plaatsen
- Moet gratis blijven



## Spanningsveld

.dtnp.

- Aanbod
  - Wens vs. realiteit
- Opzet/inrichting
  - Bezoekgemak vs. verblijfscomfort



**Uitkomsten Bezoekersonderzoek  
Wijchen-centrum DTNP – RU 2015**

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