SD91

Research and Marketing plus

Shopper Attitude Surveys 2008 – Festival Park Factory Shopping Park, Ebbw Vale Report

Heads of the Valleys

January 2009

Presented to: Mr Owen Ashton
Heads of the Valleys Project Officer
Pontllanfraith Council Offices
Pontllanfraith
Blackwood
NP12 2YW

Tel no: 01495 235231
E-mail: ashtoo@caerphilly.gov.uk

Presented by: Ms Saadiah Rifin
Research Executive
Research and Marketing Plus
Trefor House
Ocean Park
Cardiff
CF24 5RE

Tel no: 02920 435800
Fax no: 02920 483540
Email: saadiah.rifin@rmltd.net
Web: www.rmltd.net

...your valued research and marketing partner

TABLE OF CONTENTS

1.0 Introduction

1.1 Project Overview

1 Caerphilly County Borough Council (C.C.B.C.) regularly conducts market research to investigate the ever-changing shopping attitudes within the major shopping centres in the County Borough area. However, in September 2008 the Heads of the Valleys Town Centres Group (including C.C.B.C.) required updated information on shopping patterns in eleven Town Centres and two retail centres within the Heads of the Valleys Programme Area.

2 The following centres were surveyed:

- Abertillery
- Aberdare
- Bargoed
- Blaenavon
- Brynmawr
- Ebbw Vale Town Centre
- Ebbw Vale Festival Park Factory Shopping Village
- Ferndale
- Merthyr Tydfil Town Centre
- Merthyr Tydfil Cyfarthfa Retail Park
- Mountain Ash
- Tredegar
- Treorchy

3 The settlement pattern in the South Wales Valleys is such that each of these centres has a much wider catchment than just their resident populations.

1.2 The Research Objectives

4 The main requirements of this project are to establish where and how often residents and visitors are shopping for their food and non-food purchases, as well as investigating the other reasons for visiting the shopping centres, their attitude towards the centres and the means of transport used.

5 The specific objectives are as follows:

- Where residents and visitors are shopping for food
- Where residents and visitors are shopping for non-food
- How often residents and visitors are shopping for food
- How often residents and visitors are shopping for non-food
- Reasons for visiting the shopping centres
- Attitude towards the shopping centres
- Means of transport used on trips

6 Mixed research methodologies of telephone and on-street interviews were deemed the most appropriate to use in order to achieve the necessary objectives. Briefly, these involved:

- A telephone survey of 3,250 households
- A shopper/visitor survey at specified locations of 2,630 interviews

1.3 Methodology

Household (CATI) Survey

7 3,250 interviews were conducted in total during the period 7th November – 29th November 2008 with 250 interviews completed in Festival Park Factory Shopping Village, Ebbw Vale.

8 Interviews were conducted by Research and Marketing's in-house telephone unit and were spread across weekdays, evenings and weekends.

Questionnaire

The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

- The town and village/home location of the respondent
- The location where respondents buy most of their household food and grocery items
    - How often respondents normally shop there
    - Where respondents normally start their main food shopping trip
    - Which method of transport respondents normally use to travel there
    - How much respondents normally spend on a main food and grocery shopping trip
- Whether respondents, who conduct a main food shop, combine it with any non-food shopping
- 9 Whether respondents carry out any small scale 'Top-up' food shopping in addition to their main food shop
    - The location where respondents buy most of their 'Top-up' shopping
- Where respondents buy most of their non-food items (First and second choices)
- Where respondents buy most of their non-bulky non-food items (First and second choices)
- Whether respondents shop using the internet
    - Types of goods respondents purchase over the internet
- Whether respondents had used/visited the following stores/locations for any purpose and if so, where had respondents shopped before these had opened:
    - Asda, Nantyglo/Brynmawr
    - Asda, Colliers Way, Tonypandy
    - Asda, Cwmbran Town Centre
    - Asda, Riverside Retail Park, Aberdare
    - Cyfarthfa Retail Park, Merthyr Tydfil
    - Tesco, Pontypool
- Which of the following leisure activities do the respondents or members of their household regularly participate in:
    - Bingo (excluding online)
    - Tenpin Bowling
    - Visiting cafes/restaurants
    - Visiting the cinema

  - Visiting a nightclub
  - Going to pubs/bars
  - Visiting a sports, leisure centre/gym
  - Visiting the theatre/other cultural activities
  - Organised sport
- In which town they participate in each leisure activity
- How frequently they participate in each leisure activity
- Whether respondents or members of their household regularly walk in the countryside
  - In which areas respondents go walking in the countryside
- Whether respondents have access to a car or van for shopping and if so, how frequently they have access to it for shopping
- Whether respondents visit their local shopping centre such as:
  - Abertillery
  - Aberdare
  - Bargoed
  - Blaenavon
  - Brynmawr
  - Ebbw Vale Town Centre
  - Ebbw Vale Festival Park Factory Shopping Village
  - Ferndale
  - Merthyr Tydfil Town Centre
  - Merthyr Tydfil Cyfarthfa Retail Park
  - Mountain Ash
  - Tredegar
  - Treorchy
- If they do, the reasons why
- If they do not, the reasons why not
- Whether respondents use their local shopping centre would visit the town for any other purpose, and if so what would this normally be for
- What would make respondents use their local shopping centre more frequently
- How respondents rate their local shopping centre as a place for shopping
- Demographics:
  - Occupation of chief wage earner
  - SEG
  - Number of people aged under 16 in household
  - Number of people aged between 17-59 in household
  - Number of people aged over 60 in household
  - Age band of respondent
  - Quality control question
  - Gender of respondent

On-Street Survey

10 2,630 structured face-to-face interviews were conducted in total during the period 10th November – 9th December 2008. The target audience were males and females over 18 years of age.

11 Interviews were conducted in batches of 25 interviews at appropriate points in each shopping centre and were carried out from Mondays to Saturdays, which included days with the heaviest footfall. In Festival Park Factory Shopping Village, Ebbw Vale 201 interviews were completed.

Questionnaire

12 In order to provide benchmarking comparisons where appropriate and for general consistency, the questionnaire used in the study was loosely based on that used for the previous wave of the research in the Bargoed catchment area. The survey consisted predominantly of closed questions with allowance made for verbatim comments.

In particular, the survey sought to establish the following:

- The date, time, location and weather conditions at the point of interview
- The main reason for the respondents' visit to the centre
- The other reason(s) for the respondents' visit to the centre
- Whether respondents went directly from home, work, other named tourist attractions or an other location to the shopping centre
- Which town respondents came from
- The method of transport used to travel to the shopping centre
- 13 Where those respondents travelling by car/van specifically parked in each centre
- The travel time for respondents to arrive at their destination
- How frequently respondents visit each centre
- The amount of money spent on a shopping trip
- All respondents were given a list of aspects of the centre and asked to rate their level of satisfaction
- Whether respondents use their local shopping centre would visit the centre for any other purpose, and if so what would this normally be for
- Which of the following leisure activities do the respondents or members of their household regularly participate in:
    - Bingo
    - Tenpin Bowling
    - Visiting cafes/restaurants
    - Visiting the cinema
    - Visiting a nightclub
    - Going to pubs/bars
    - Visiting a sports, leisure centre/gym
    - Visiting the theatre/other cultural activities
    - Organised sport
    - Walking in the countryside
- What respondents like about the centre for shopping, leisure/evening activities or services
- What types of improvements respondents would make that could encourage them to visit the centre more often and improve their day out experience
- Demographics:

- Occupation of chief wage earner
- SEG
- Age band of respondent
- Number of cars in the household
- Gender of respondent
- Quality control question

2.0 Executive Summary

2.1 Introduction

14 This report presents the findings of the 2008 Shopper Attitude Surveys, carried out by Research and Marketing Plus. The overall aim of the project is to obtain information on shopping patterns within the Heads of the Valleys Programme Area. In order to obtain the relevant information Household Telephone and On-Street Surveys were conducted. Throughout the duration of the surveys a total of 451 local residents were interviewed who resided across the area. Interviewing was conducted within the catchment area of Festival Park Factory Shopping Village in Ebbw Vale over a period, from 7th November – 9th December 2008.

2.2 Main Findings

The main findings of the Festival Park Factory Shopping Village, Ebbw Vale Household Telephone Survey are summarised below:

- 15 Nearly a third of respondents (32.8%) listed Tesco, North West Approach in Ebbw Vale as the store where they buy the majority of their household food and grocery items. The second most popular store/location was Morrisons, Beaufort Road in Ebbw Vale and named by over a quarter (27.6%) of respondents.

- 16 Only one respondent (0.4%) within the catchment area stated that they used the Internet for their household's food and grocery shopping.

- 17 In terms of locations to purchase non-food items, Cardiff was the most popular location with over a quarter (28.4%) visiting this area. Ebbw Vale Town Centre (20.0%) was the second most popular area. Festival Park, Ebbw Vale was stated by 4.8% to purchase the majority of their non-food items of which fell under the 'Other' responses indicated.

- 18 In 2008, a series of questions were included for the first time, namely:

    - Internet shopping and types of goods
    - Current usages of recently opened food stores/shopping centres (inc. shopping patterns prior to these new establishments opening)
    - Current patterns of visiting the catchment areas for any other purpose other than retailing

- 19 The 84 respondents who stated they use the internet to shop were asked to indicate the categories of goods they have purchased. The largest proportions indicate that over two fifths of respondents either purchased Music & video, miscellaneous luxury goods and/or Clothes (46.4%, 45.2% and 44.0% respectively).

- 20 Respondents were prompted with a list of stores/locations and asked to state whether they had used or visited these stores for any purpose. When prompted, the majority of respondents had visited Asda, Nantyglo/Brynmawr (72.8%) and Cyfarthfa Retail Park, Merthyr Tydfil (66.0%); whereas over a tenth (15.2%) indicated they had not used/visited these stores/locations for any other purpose.

- 21 The most popular leisure activity that respondents in the Festival Park Factory Shopping Village catchment area participated in was visiting cafes/restaurants

(52.4%) of which they visited once a week (35.1%). Only 46 respondents (18.4%) indicated that they do not participate in any leisure activity.

- 22 The majority of respondents (56.4%) in the Festival Park Factory Shopping Village catchment area do not walk in the countryside compared with 89 respondents who had stated they do.

- 23 Those who travelled by car/van for shopping; some 219 respondents (87.6%), were asked how often they have access to the vehicle. The majority (89.5%) stated that they have access to a car/van all the time.

- 24 The survey has found that 86.4% of all respondents surveyed do visit Festival Park Factory Shopping Village for shopping.

- 25 Those respondents who indicated they visited Festival Park Factory Shopping Village, some 216 respondents stated a number of reasons for visiting their local area for shopping. Over a third of the respondents (37.0%) stated it was because it was close and/or convenient to home and under a third stated they visit Festival Park Factory Shopping Village as there is a good choice of non-food shops (29.2%).

- 26 In 2008, a new question was introduced; whether respondents usually visit the town for any other purpose (and if so what for). It is evident that nearly two thirds (66.0%) of respondents do not visit Festival Park Factory Shopping Village for any other purpose, apart from what is planned prior to their trip. However, the remaining proportion (34.0%) do visit the area for other usages.

- 27 All respondents within the catchment area of Festival Park Factory Shopping Village were then asked what would make them visit the area more frequently. The most popular response stated by under a third (30.4%) was that respondents would prefer to have better choice/range of non-food shops. Less than a tenth (6.4%) said that a better choice/range of food shops would make them use Festival Park Factory Shopping Village for shopping more frequently.

- 28 Over half (54.8%) of respondents stated that they rate the centre as either 'very favourable' or 'fairly favourable', conversely 14.4% of all respondents felt the centre was either 'not very favourable' or 'not at all favourable'.

The main findings of the Festival Park Factory Shopping Village, Ebbw Vale On-Street Survey are summarised below:

- 29 Over three fifths (62.7%) of respondents stated they mainly visited Festival Park Factory Shopping Village for non-food shopping. The second quoted response was browsing/window shopping (31.3%).

- 30 Collectively, those visiting Festival Park Factory Shopping Village for shopping equates for nearly two thirds of all respondents (64.2%).

- 31 The most popular method of transport was by car/van, with the vast majority (96.5%) of all respondents stating this and only 2% using public transport.

- 32 A large proportion of respondents do not visit Festival Park Factory Shopping Village as often as a town centre where nearly half (47.3%) visited the centre less often than once a month.

- The largest group of respondents (40.3%) stated that they had or were likely to spend more than £40 during their visit, this comprised of:
  33 - 18.4% indicated they would be spending/have spent between £41 - £60
  - 8.0% between £61 - £80
  - 10.0% between £81 - £100
  - 4.0% stating over £101

- Just under a fifth (19.9%) didn't expect to be spending any money whilst on their
34 visit.

- The majority of respondents rated the convenient parking at Festival Park Factory Shopping Village as either 'very good' or 'good' (combined responses – 99.0%), the
35 next highest proportion was that access by car was also 'very good' or 'good' (combined responses – 97.5%).

- The results have also shown the negative responses where large proportions of
36 respondents stated the choice and quality of places to eat/drink (21.4% and 14.9% respectively) was either 'poor' or 'very poor'.

- The survey has revealed a small number of reasons for visiting Festival Park
37 Factory Shopping Village, with the main reasons being to undertake their non-food shopping (33.3%) or other social or leisure reasons (33.3%).

- When surveying respondents on-street as well as over the telephone respondents
38 remain interested in visiting cafes/restaurants stated by nearly three fifths (57.2%). 35 respondents indicated that they do not participate in any leisure activity.

- Festival Park Factory Shopping Village's location and convenience was the aspect that respondents most liked about the area (41.8%) for shopping, leisure/evening
39 activities or services. The next most popular response given was respondents were impressed with the centre design/attractive environment (32.3%).

- A better range of non-food and food shops (18.9% and 15.4% respectively) were the most popular responses given by on-street interviewees when asked what
40 improvements they would particularly prefer in Festival Park Factory Shopping Village to encourage them to visit the area more often and improve their day out experience. However, a large proportion felt the area did not require any improvements and was stated by 57.2% of respondents.

3.0 Household Telephone Survey

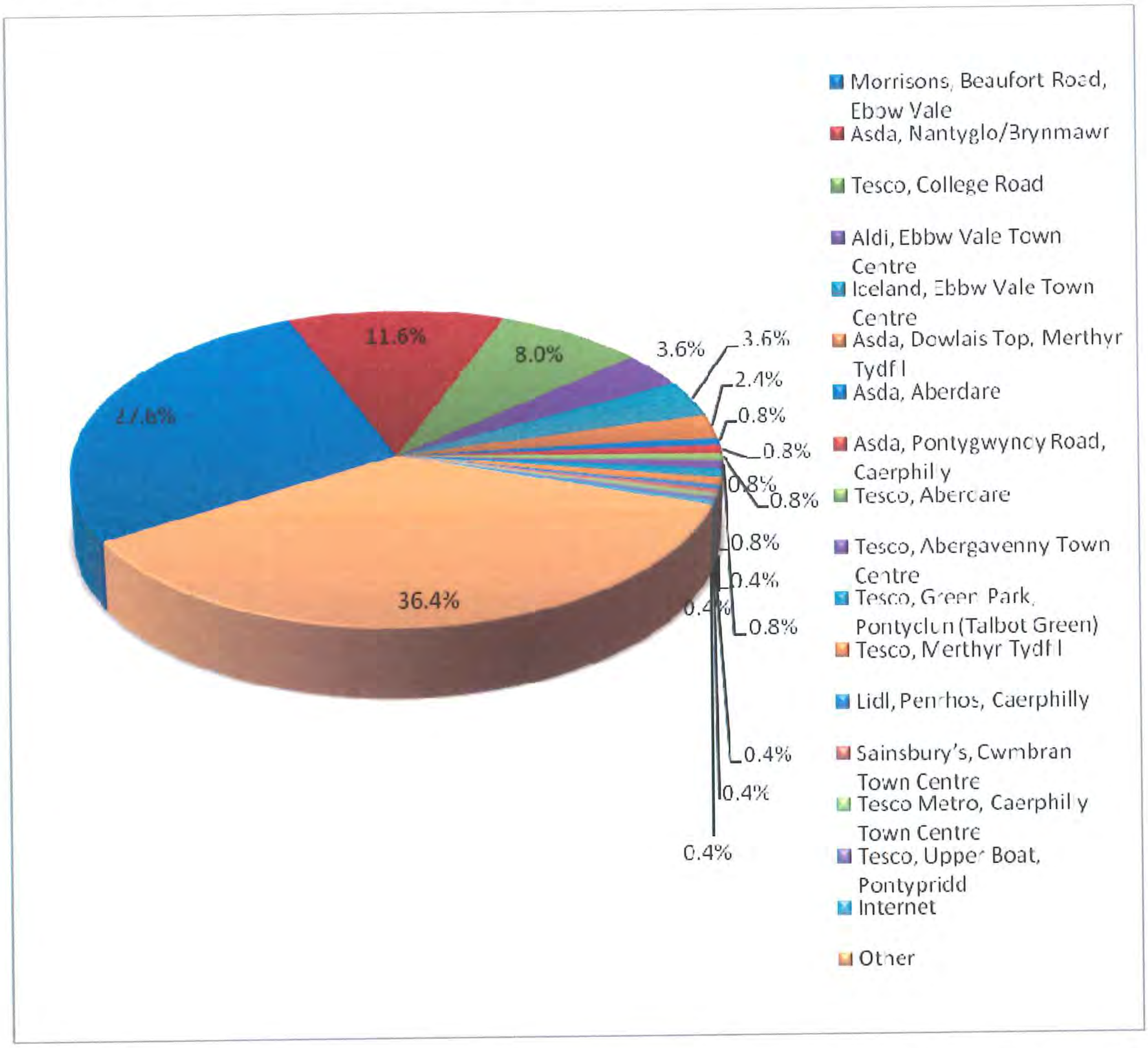
41 A total of 250 interviews were conducted in the catchment area of Festival Park Factory Shopping Village over a period, from 7th November – 29th November 2008. A random selection of local resident's within the Festival Park Factory Shopping Village area were asked for their opinions on a variety of subjects relating to their shopping behaviour. This included establishing which centre respondent's use for their food shopping, as well as where they go for non-food purchases. The survey also documents how respondents rate Festival Park Factory Shopping Village as a place for shopping.

3.1 Food and grocery shopping

Main Food

42 To begin with, respondents were asked which specific store they do most of their food and grocery shopping in. The following chart concentrates on the results of respondents in the Festival Park Factory Shopping Village catchment area, within the Heads of the Valleys Programme Area.

Figure 3.1.2 – Where do you buy MOST of your household's food and grocery items? (% of all respondents)



Base: 250 (All respondents)

43 Nearly a third of respondents (32.8%) listed Tesco, North West Approach in Ebbw Vale as the store where they buy the majority of their household food and grocery items. The second most popular store/location was Morrisons, Beaufort Road in Ebbw Vale and named by over a quarter (27.6%) of respondents.

44 Only one respondent (0.4%) within the catchment area stated that they used the Internet for their household's food and grocery shopping.

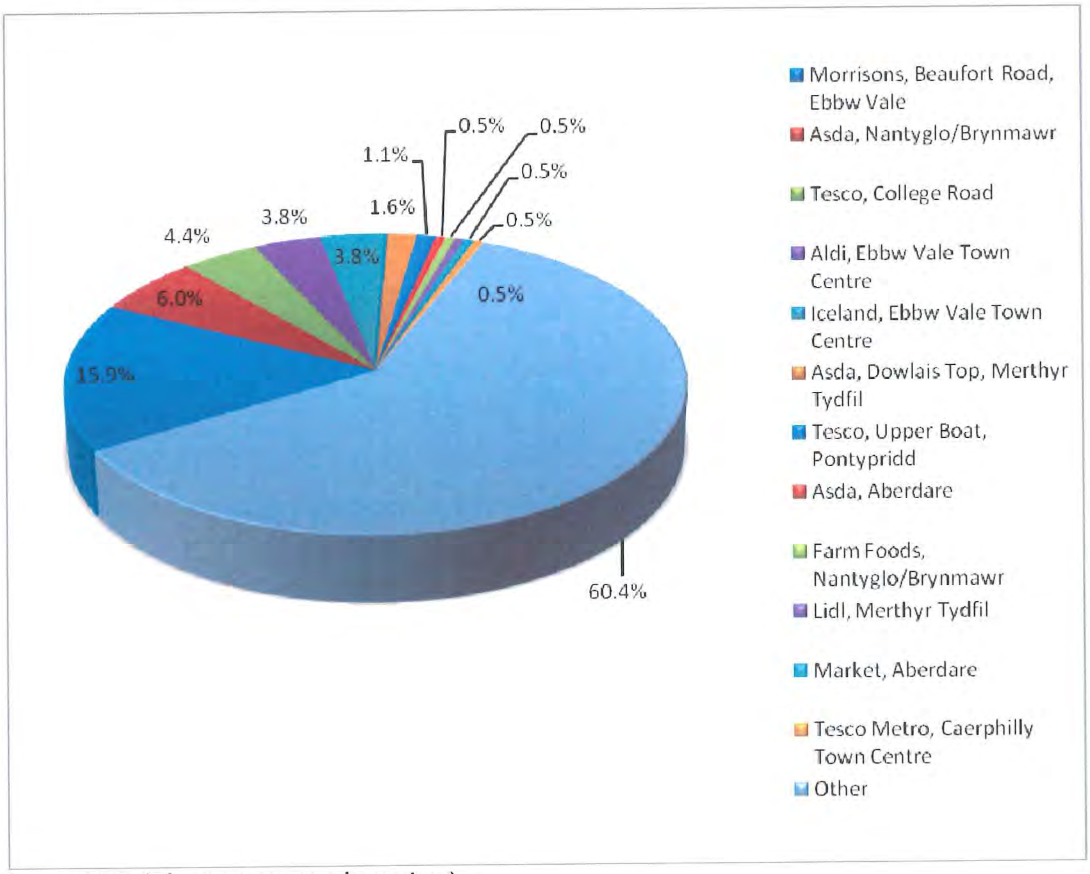
45 With regards to the respondents frequency of visits, travelling habits and expenditure, over two thirds (68.4%) of all respondents normally shop at their main food store once a week, with the vast majority of respondents (91.2%) travelling from their home to their main food store and 92.7% travelling by car/van. Around a fifth (26.1%) of all respondents spends in the region of £51 - £75 on their main food and grocery shopping.

46 Over three fifths (62.2%) specified that they do not combine their main food shopping with visits to other shops to buy any non-food items. However, nearly three quarters (72.8%) indicated that they carry out a top-up food and convenience shop in addition to their main food shopping.

Top-Up Food

47 Those who carried out top-up food shopping were asked where they were most likely to do so. A large number of stores were listed by respondents in the Festival Park Factory Shopping Village catchment area. This is indicated in figure 3.1.3.

Figure 3.1.3 – Where do you buy MOST of your top-up shopping? (% of all respondents)



Base: 182 (Those top-up shopping)

48 Figure 3.1.3 has shown the majority of respondents stated 'Other' responses (60.4%) and of these 'Other' responses the most popular store/location indicated they visited Tesco, North West Approach in Ebbw Vale to purchase top-up shopping (19.2%).

Table 3.1.4 – Top-up shopping - Other verbatim stores/locations:

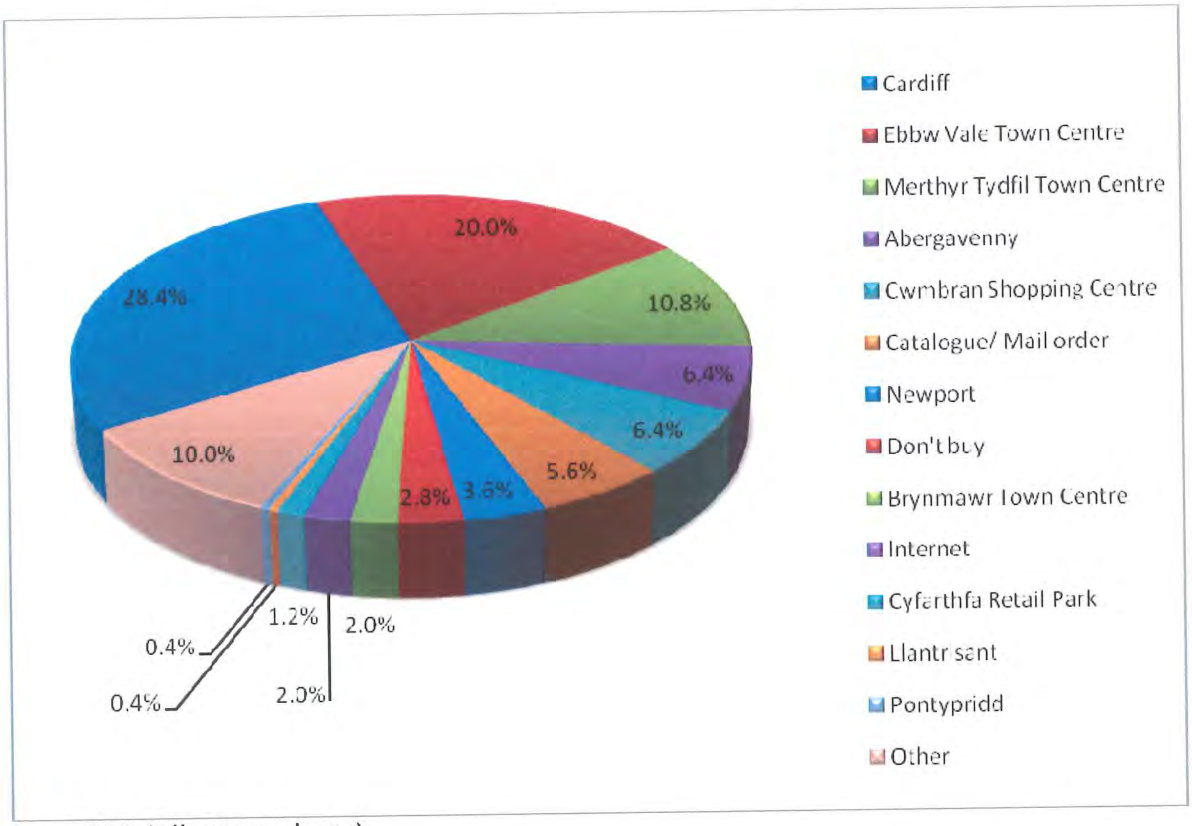
Tesco, North West Approach, Ebbw Vale	19.2%
Local stores, Ebbw Vale	17.0%
Local stores, Beaufort	4.9%
Local stores, Rassau	2.2%
Local stores, Brynmawr	1.6%
Spar, Badminton Grove, Ebbw Vale	1.6%
Carini's, Beaufort Rise, Beaufort	1.1%
Costcutter, Bailey Street, Brynmawr	1.1%
Local stores, Abergavenny	1.1%
Local stores, Waunlwyd	1.1%

Spar, Rassau	1.1%
Adlam's Superstore, Garnlydan, Ebbw Vale	0.5%
Local stores, Aberdare	0.5%
Local stores, Bedwas	0.5%
Local stores, Crickhowell	0.5%
Local stores, Cwmbach	0.5%
Local stores, Llandovery	0.5%
Local stores, Mountain Ash	0.5%
Local stores, Presteigne	0.5%
Local stores, Senghenydd	0.5%
Local stores, Ystrad Mynach	0.5%
Milkman - goods delivered	0.5%
Premier Stores, Rassau	0.5%
Spar, Ceridwen Street, Maerdy	0.5%
Spar, Common Approach, Beddau	0.5%
Spar, Ponthir Road, Caerleon, Newport	0.5%

3.2 Non-food shopping

49 Respondents were asked which specific store they do most of their non-food shopping. The following chart shows the results of respondents in the Festival Park Factory Shopping Village catchment area within the Heads of the Valleys Programme Area:

Figure 3.2.2 – Where do you buy MOST of your non-food items such as clothing, footwear, etc? – First Choice (% of all respondents)



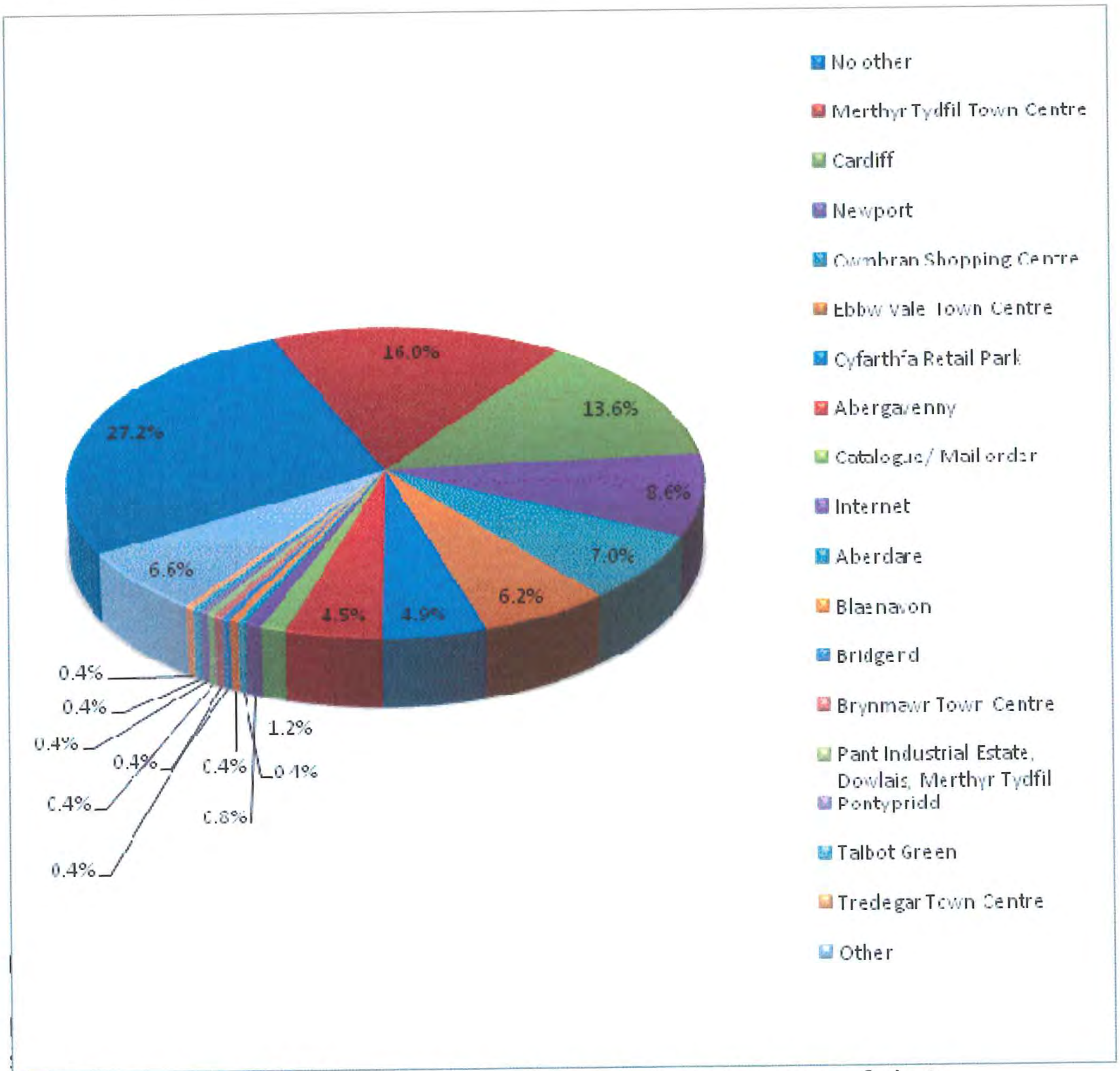
Base: 250 (All respondents)

50 In terms of locations to purchase non-food items, Cardiff was the most popular location with over a quarter (28.4%) visiting this area. Ebbw Vale Town Centre (20.0%) was the second most popular area. Festival Park, Ebbw Vale was stated by

4.8% to purchase the majority of their non-food items of which fell under the 'Other' responses indicated.

51 Respondents were then asked which other centres, if any, they use for the same type of shopping. Respondents were asked to state one other choice, without being prompted.

Figure 3.2.3 – What other centres, if any, do you use for your non-food items such as clothing, footwear, etc? – Second Choice (% of all respondents)



Tydfil Town Centre (16%) as an alternative to their main centre of choice.

52 In order to collect data on other centre functions, the Heads of the Valleys Town Centre Group requested additional questions to be introduced to the survey. These questions were as follows:

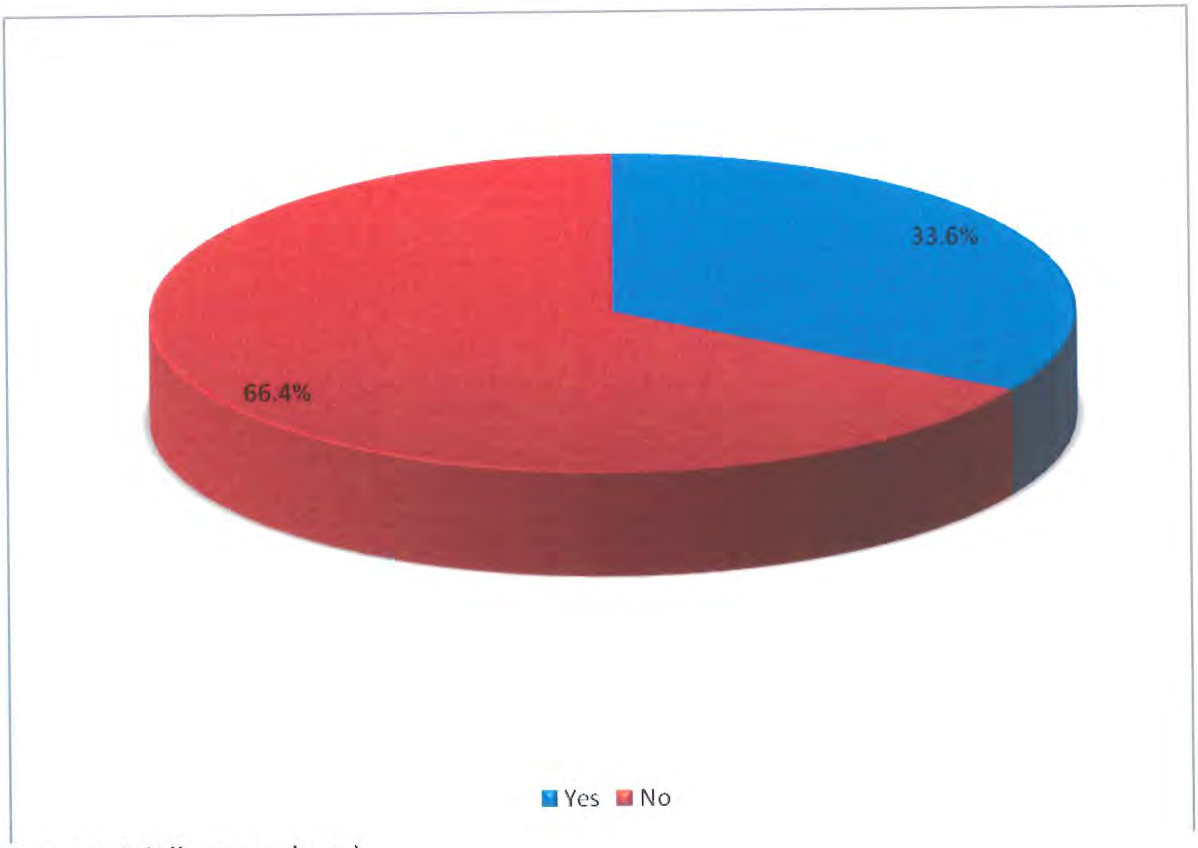
53
- Internet shopping and types of goods
- Current usages of recently opened food stores/shopping centres (inc. shopping patterns prior to these new establishments)
- Current patterns of the catchment areas for any other purpose other than retailing

3.3 Internet shopping

54 The survey went on to ask respondents about internet shopping. Respondents were asked whether they shop using the internet and if so to list the types of goods purchased, without being prompted.

55 The following charts concentrate on the results of respondents in the Festival Park Factory Shopping Village catchment area within the Heads of the Valleys Programme Area.

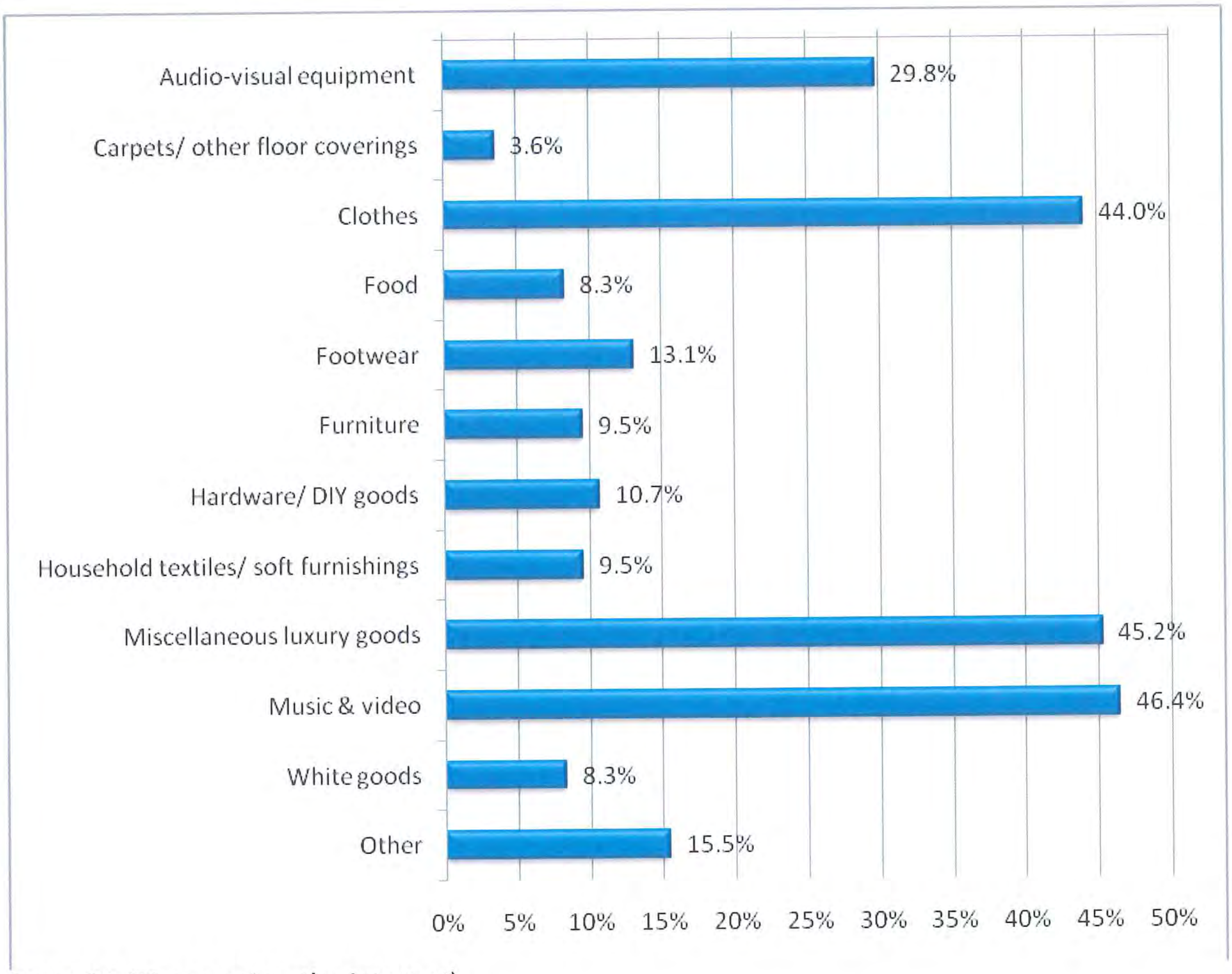
Figure 3.3.1 – Do you shop using the Internet? (% of all respondents)



Base: 250 (All respondents)

56 It is evident that the majority (66.4%) of respondents within this Festival Park Factory Shopping Village catchment area do not use the internet to purchase goods and would rather view the items in person than on a computer, as over a third (33.6%) of respondents stated they shop using the internet.

Figure 3.3.2 - Which of the following categories of goods do you purchase over the internet? (% of respondents using the internet)



Base: 84 (Those using the internet)

57 The 84 respondents who stated they use the internet to shop were asked to indicate the categories of goods they have purchased. The largest proportions shown above clearly indicate that over two fifths of respondents either purchased Music & video, miscellaneous luxury goods and/or Clothes (46.4%, 45.2% and 44.0% respectively).

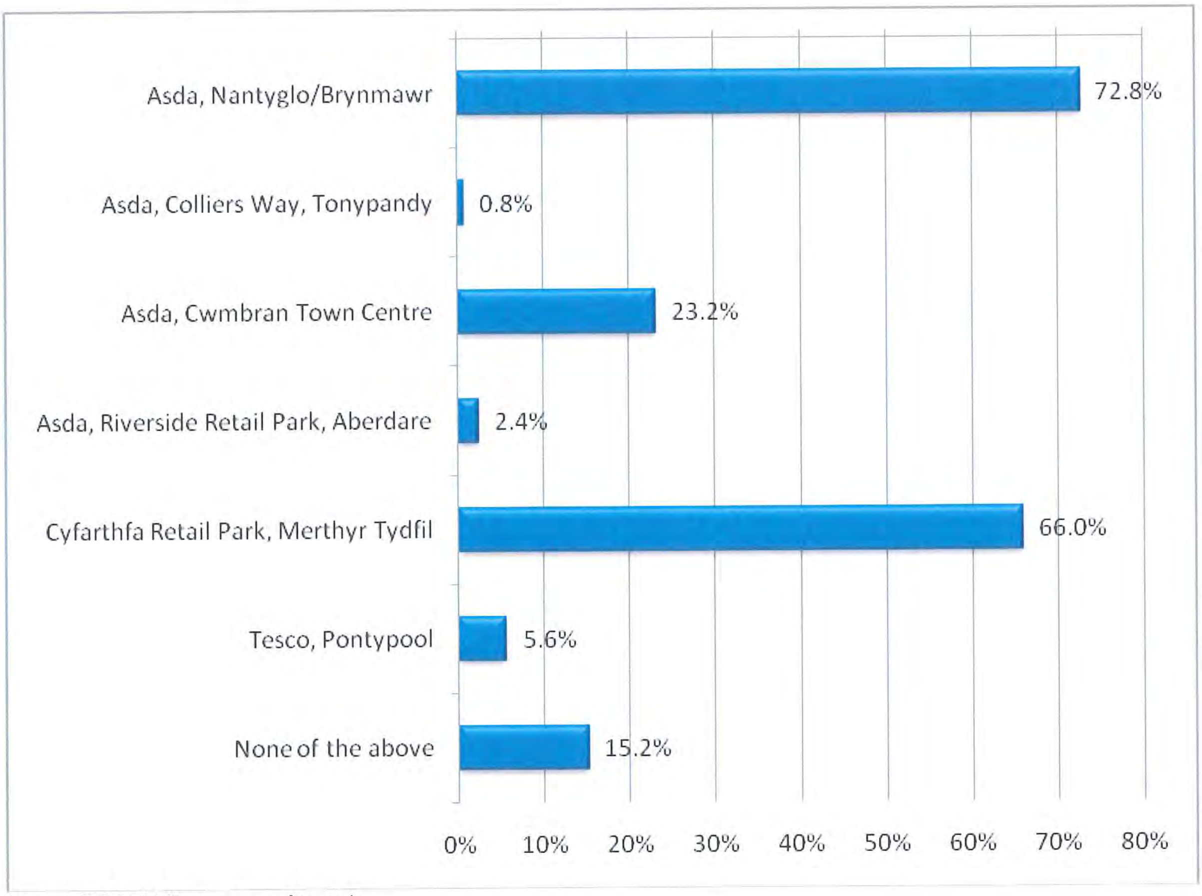
58 The next most popular response given was Audio-visual equipment stated by 29.8%.

59 Only 8.3% within the Festival Park Factory Shopping Village catchment area purchased their food and groceries via the internet.

3.4 Other activities

60 Respondents were prompted with a list of stores/locations and asked to state whether they had used or visited these stores/locations for any purpose.

Figure 3.4.1 - Which of the following stores/ locations have you used/ visited for any purpose? (% of all respondents)



Base: 250 (All respondents)

61 When prompted, the majority of respondents had visited Asda, Nantyglo/Brynmawr (72.8%) and Cyfarthfa Retail Park, Merthyr Tydfil (66.0%); whereas over a tenth (15.2%) indicated they had not used/visited these stores/locations for any other purpose.

62 From the list of stores given, respondents were then asked to state which stores/locations had they used prior to the opening of the stores provided. The following table shows the responses given:

Figure 3.4.2 - Where did you shop before these stores/locations opened? (% of respondents using stores)

Tesco, North West Approach, Ebbw Vale	30.7%
Asda, Dowlais Top, Merthyr Tydfil	9.0%
Morrisons, Beaufort Road, Ebbw Vale	7.1%
Cardiff City Centre	5.2%
Local stores, Ebbw Vale	4.7%
Ebbw Vale Town Centre	3.8%
Merthyr Tydfil Town Centre	3.8%
No other	3.3%
Cwmbran	2.4%
Varies	2.4%
Don't know/ can't remember	1.9%
Kwik Save, James Street, Ebbw Vale	1.9%
Aldi, Ebbw Vale	1.4%
Ebbw Vale Festival Park Shopping Village	1.4%
Leos, Beaufort Road, Ebbw Vale	1.4%
Tesco, Tramroadside North, Merthyr Tydfil	1.4%
Brynmawr	0.9%
Co-op, High Street, Blaina, Abertillery	0.9%
Iceland, The Walk, Ebbw Vale	0.9%
Kwik Save, James Street, Ebbw Vale, Gwent.	0.9%
Marks and Spencer, Commercial Street, Newport	0.9%
Newport City Centre	0.9%
Tesco, College Road, Ebbw Vale	0.9%
Waitrose, Abergavenny	0.9%
Aberdare or Merthyr Tydfil Town Centre	0.5%
Abergavenny	0.5%
Asda, Blackwood	0.5%
Asda, Cwmbran Town Centre	0.5%
Asda, Lakeside Retail Park, Ebbw Vale	0.5%
Bridgend	0.5%
Cardiff/Newport	0.5%
Co-op, Ebbw Vale	0.5%
Co-op, Aberdare	0.5%
Tesco/Iceland, Ebbw Vale	0.5%
Hereford Town Centre	0.5%
Lidl, Beaufort Road, Ebbw Vale	0.5%
Local stores, Brynmawr	0.5%
Marks & Spencer, Queen Street, Cardiff	0.5%
Morrisons, Azalea Road, Rogerstone	0.5%
Kwik Save, Gwent Shopping Centre, Tredegar	0.5%
Safeway, Abergavenny	0.5%
Tesco, Abergavenny	0.5%
Tesco & Co-Op, Ebbw Vale	0.5%
Tesco & Iceland, Ebbw Vale	0.5%

Tesco, Badminton Grove, Ebbw Vale	0.5%
Tesco, Bethcar Street, Beaufort	0.5%
Victoria Garden Centre, Ebbw Vale	0.5%

Base: 212 (Those using other stores/locations)

63 Figure 3.4.2 shows a large proportion of respondents used to shop at Tesco, North West Approach in Ebbw Vale (30.7%). Only 1.4% of respondents surveyed indicated shops in Festival Park Factory Shopping Village.

3.5 Leisure activities

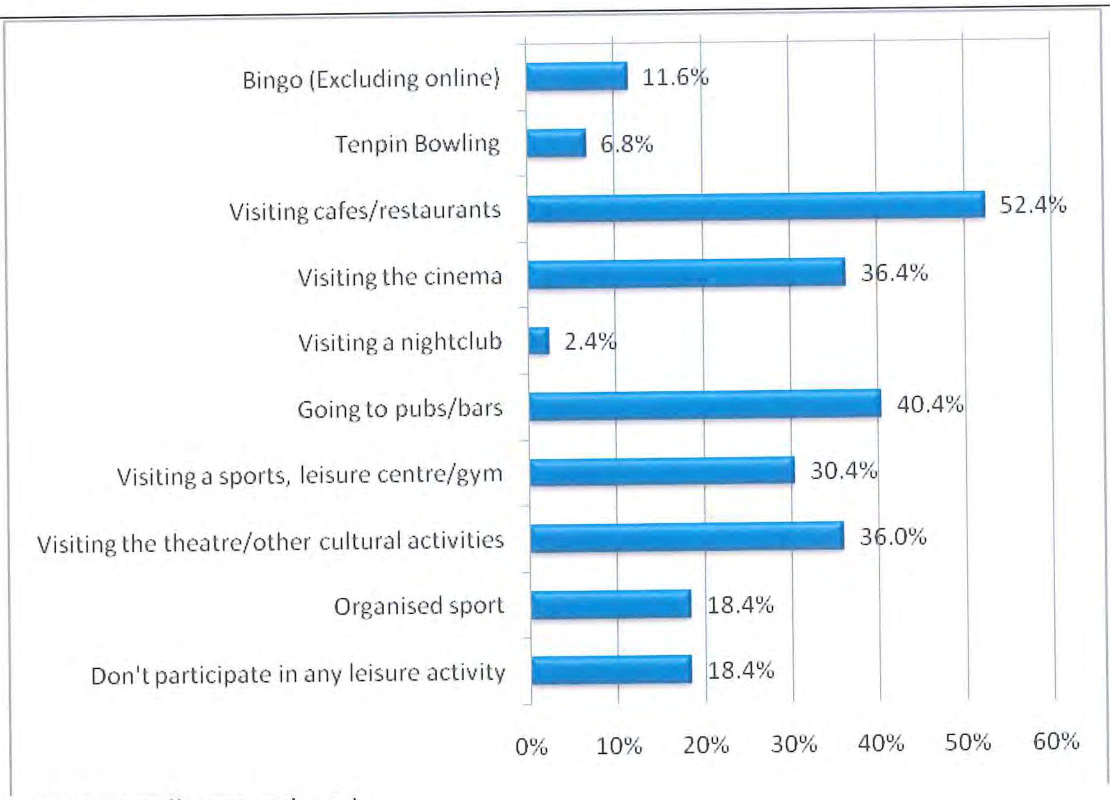
64 A series of questions relating to leisure activities were asked, these included discovering which leisure activities respondents partake in, in which area and how frequently they participate in these activities.

65 A list of activities was read out to the respondents (including an option for those who do not participate in any leisure activity), which were as follows:

66
- Bingo (Excluding online)
- Tenpin bowling
- Visiting cafes/restaurants
- Visiting the cinema
- Visiting a nightclub
- Going to pubs/bars
- Visiting a sports, leisure centre/gym
- Visiting the theatre/other cultural activities
- Organised sport
- Don't participate in any leisure activity

67 Respondents were able to state as many activities that applied and the following chart (Figure 3.5.1) demonstrates the findings that were discovered:

Figure 3.5.1 – Which of the following leisure activities do you or members of your household regularly participate in? (% of all respondents)



Base: 250 (All respondents)

68 The most popular leisure activity that respondents in the Festival Park Factory Shopping Village catchment area participated in was visiting cafes/restaurants (52.4%) of which they visited once a week (35.1%). Only 46 respondents (18.4%) indicated that they do not participate in any leisure activity.

Bingo

69 Ebbw Vale was the most popular area for this activity with nearly two fifths (37.9%) stating this. Over four fifths (82.8%) of all respondents play Bingo either once a week or 2-3 times a week.

Tenpin Bowling

70 A small number of areas were stated for this type of activity, with the majority stating they visit either Newport (29.4%) or Nantgarw (29.4%) to go Tenpin Bowling and mainly undertake this less often than once a month (70.6%).

Cafés/Restaurants

71 The majority (26.7%) of respondents visited Ebbw Vale to go to a café or a restaurant mainly once a week (35.1%).

Cinema

72 Most respondents visit Brynmawr (30.8%) to go to the Cinema and did so less often than once a month (53.8%).

Nightclubs

73 The place that respondents of the Festival Park Factory Shopping Village catchment area prefer to visit nightclubs was Cardiff, where over four fifths (83.3%) stated this location. The remaining proportion visited the nightclubs in Birmingham (16.7%).

The majority of respondents visit nightclubs once a month (50.0%).

Pubs/Bars

Ebbw Vale was the most popular area to visit a pub or a bar with just under two
74 thirds (66.3%) indicated they go there.

The respondents who visited a pub or a bar stated that they go once a week with
75 35.6% of respondents stating so.

Sports, Leisure Centre/Gym

Those who visited a sport, leisure centre or a gym preferred to go to Ebbw Vale
76 with over two thirds (67.1%) stating this.

77 Over two fifths (42.1%) of respondents visited a sport, leisure centre or a gym once a week.

Theatre/other cultural activities

The majority (57.8%) of respondents within the catchment area preferred to go to
78 Cardiff, as a place to visit the theatre or any other cultural activities and
participated in this activity less often than once a month (85.6%).

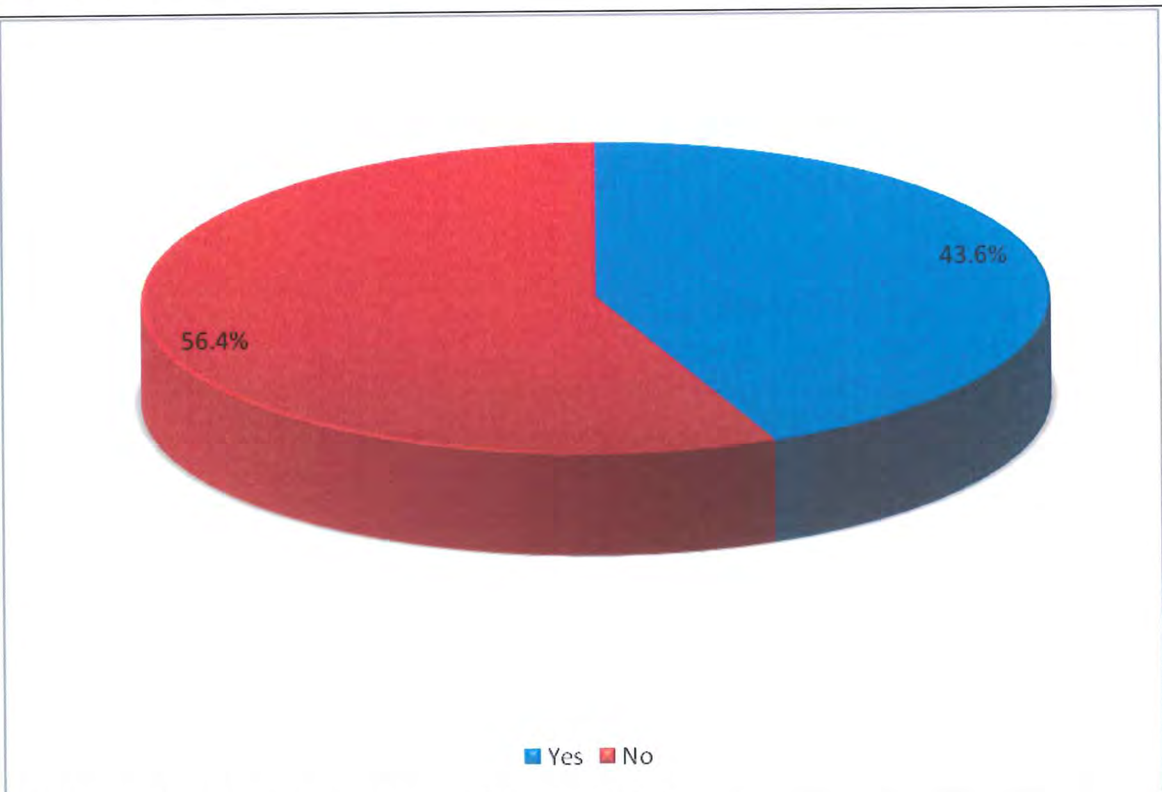
Organised sport

79 Half (50.0%) of respondents stated Ebbw Vale as the place they play an organised sport and undertook this type of activity once a week (52.2%).

3.6 Walking in the countryside

Respondents were then asked whether they regularly partake in walking in the
80 countryside and in which area(s) they do this. The following tables (Figure 3.6.1)
show the main findings:

Figure 3.6.1 – Do you or members of your household regularly walk in the countryside? (% of all respondents)

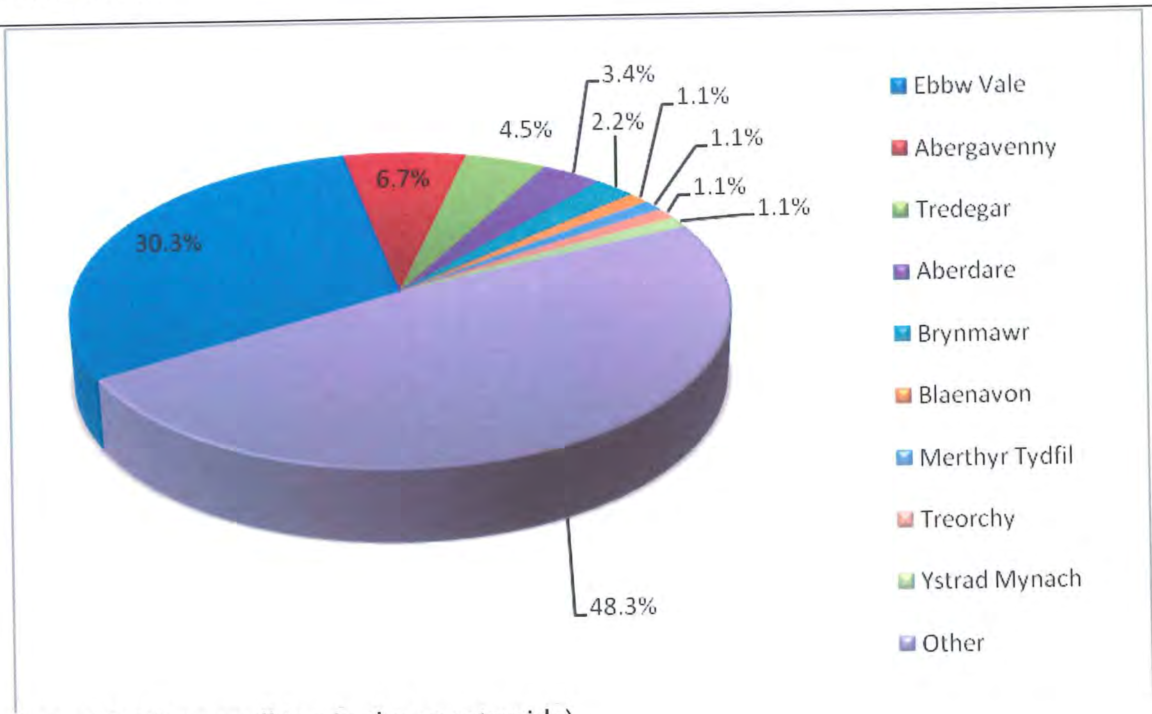


Base: 204 (Those undertaking some leisure activity)

81 Figure 3.6.1 has shown the majority of respondents (56.4%) in the Festival Park Factory Shopping Village catchment area do not walk in the countryside compared with 89 respondents who had stated they do.

82 Respondents were then asked the area they go walking in the countryside. The following chart demonstrates the locations where respondents go walking:

Figure 3.6.2 – In which area do you go walking in the countryside? (% of all respondents)



Base: 89 (Those walking in the countryside)

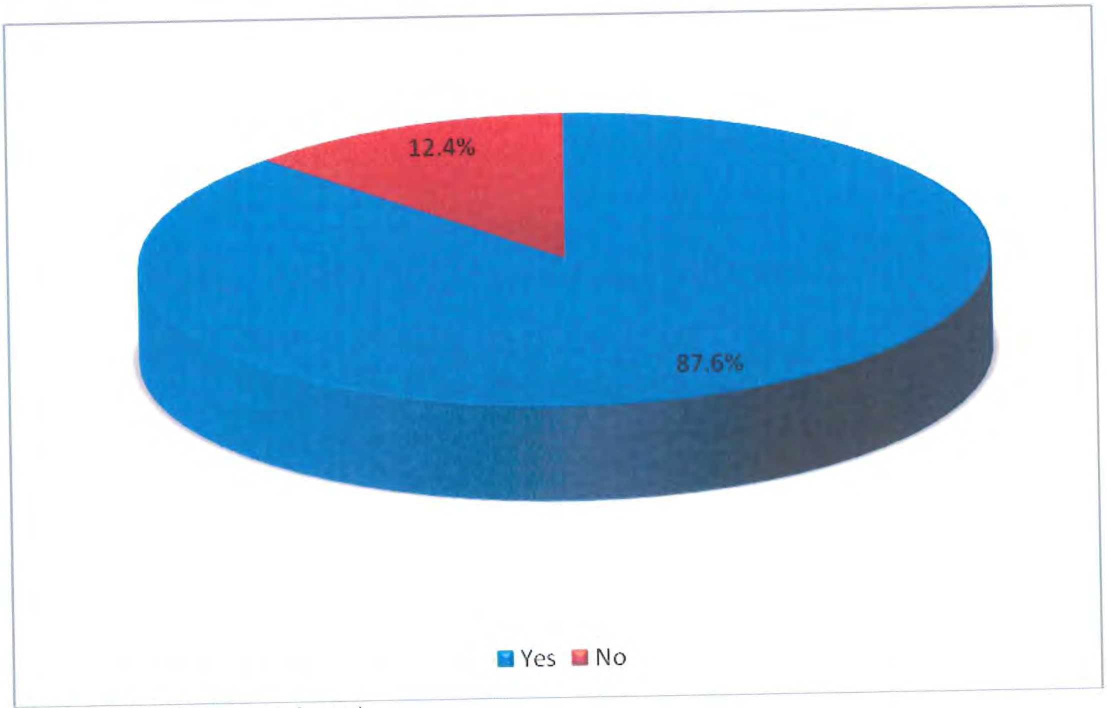
83 Those respondents, who go walking in the countryside and fell within the Festival Park Factory Shopping Village catchment area, did so mainly in Ebbw Vale where under a third (30.3%) stated this. Below indicates the 'other' responses given:

Brecon Beacons	14.6%
Crickhowell	5.6%
Gilwern	3.4%
Llangynidr	3.4%
Beaufort	2.2%
Brecon	2.2%
Forest of Dean	2.2%
Black Mountains	1.1%
Brynbach Park	1.1%
Fontygari	1.1%
Garnlydan	1.1%
Gwent	1.1%
Llanwrda	1.1%
Presteigne	1.1%
Monmouth	1.1%
Pembrokeshire	1.1%
Usk	1.1%
Varies	1.1%
Waunlwyd	1.1%
Wye Valley	1.1%

3.7 Mode of transport

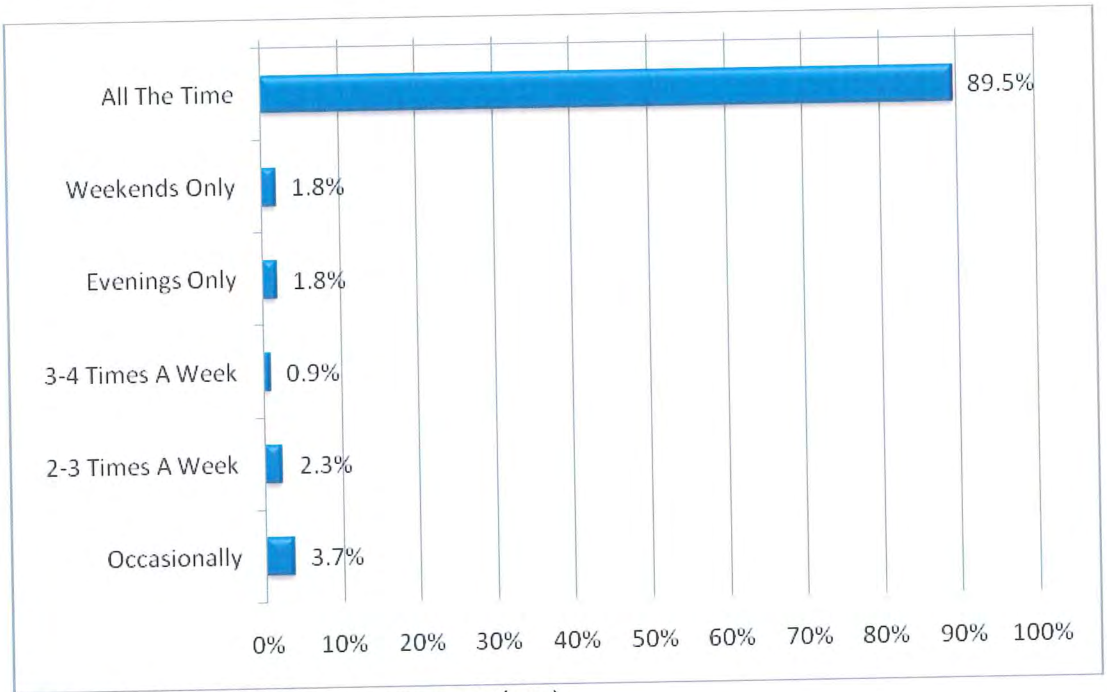
84 Respondents were then asked questions about their journey for shopping in general. These included whether they have access to a car/van and how often they have access to the car/van. The following data was found:

Figure 3.7.1 – Do you have access to a car/van for shopping? (% of all respondents)



Base: 250 (All respondents)

Figure 3.7.2 – How often do you have access to the car/van for shopping? (% of all respondents)



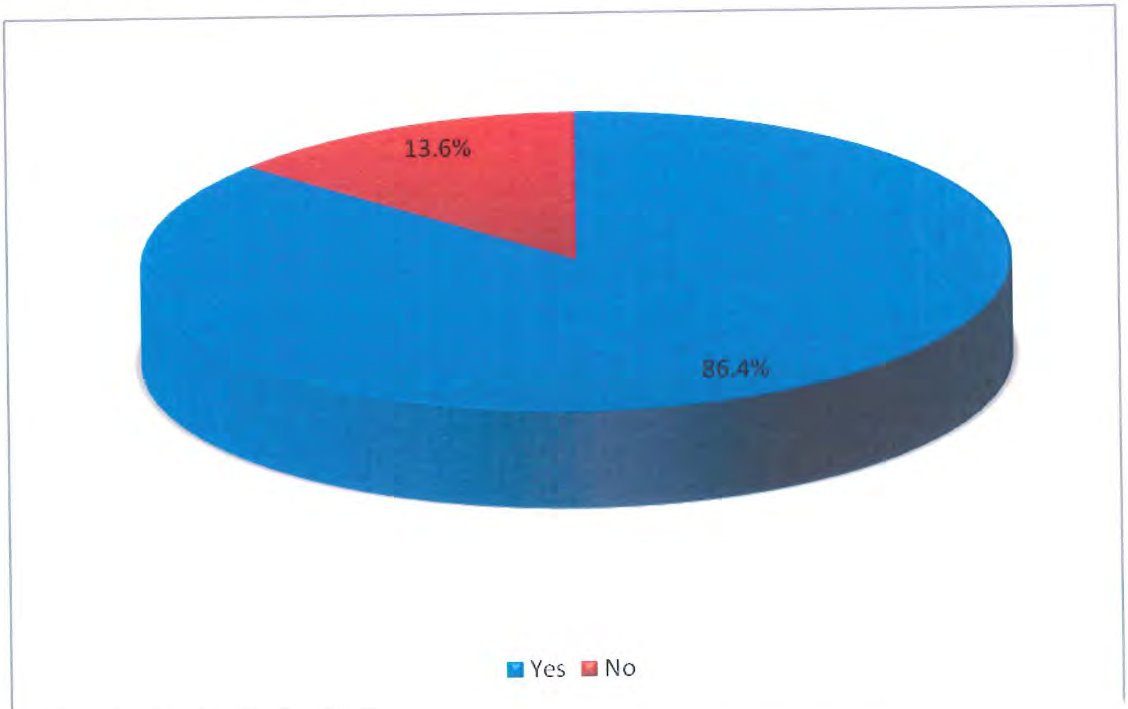
Base: 219 (Those with access to a car/van)

85 Those who travelled by car/van for shopping; some 219 respondents (87.6%), were asked how often they have access to the vehicle. The majority (89.5%) stated that they have access to a car/van all the time.

3.8 Shopping in Festival Park Factory Shopping Village

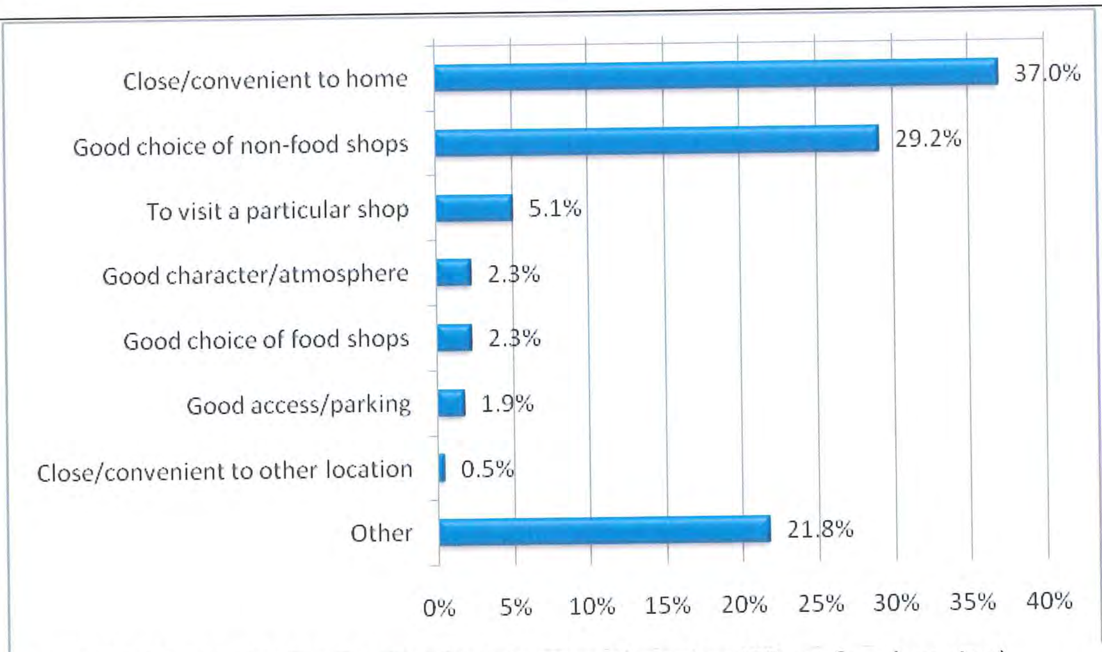
Respondents were asked a series of questions about shopping in Festival Park Factory Shopping Village. These included whether they visit Festival Park Factory Shopping Village for shopping, if so why and if not, why not? They were also asked when they visit Festival Park Factory Shopping Village if they visit the centre for any other purpose and which potential improvements would make them use Festival Park Factory Shopping Village as a shopping location more frequently. The following graphs demonstrate the findings that were discovered:

Figure 3.8.1 – Do you ever visit FESTIVAL PARK FACTORY SHOPPING VILLAGE for shopping? (% of all respondents)



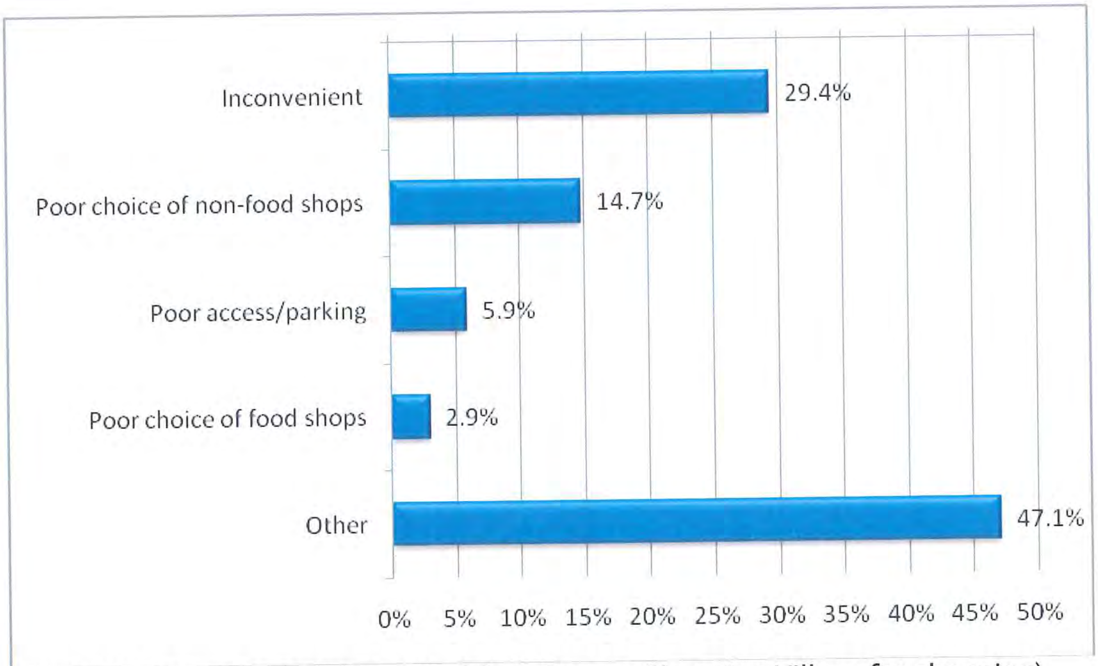
Base: 250 (All respondents)

Figure 3.8.2 – If yes, why is this? (% of all respondents)



Base: 216 (Those visiting Festival Park Factory Shopping Village for shopping)

Figure 3.8.3 – If no, why is this? (% of all respondents)



Base: 34 (Those not visiting Festival Park Factory Shopping Village for shopping)

87 The survey has found that 86.4% of all respondents surveyed do visit Festival Park Factory Shopping Village for shopping.

88 Those respondents who indicated they visited Festival Park Factory Shopping Village, some 216 respondents (Figure 3.8.2) stated a number of reasons for visiting their local area for shopping. Over a third of the respondents (37.0%) stated it was because it was close and/or convenient to home and under a third stated they visit Festival Park Factory Shopping Village as there is a good choice of non-food shops (29.2%).

Those who visited Festival Park Factory Shopping Village - Other verbatim

comments
From the results shown in figure 3.8.2 and the 'Other' responses given (21.8%), the following aspects proved to be positive for a selection of respondents (17.1% - excluding. 'No particular reason'):

- *Browsing* 4.2%
- *Day out* 2.8%
- *Cheap prices* 1.9%
- *Everything in one place/ good layout* 1.4%

89
- *For a change* 1.4%
- *Habit/familiarity* 1.4%
- *Good place to buy presents* 0.9%
- *Support local stores* 0.9%
- *Because its beautiful* 0.5%
- *Camping shop* 0.5%
- *Clothes shopping* 0.5%
- *Sportsworld* 0.5%
- *Under cover* 0.5%

Similarly those respondents, who indicated they did not visit Festival Park Factory Shopping Village (Figure 3.8.3), also stated a number of reasons for not visiting their local area for shopping. The largest group of respondents stated they have no reason to go there (32.4%) or it was inconvenient for them (29.4%).

<u>Those who did not visit Festival Park Factory Shopping Village - Other verbatim comments</u>
From the results shown in figure 3.8.3 and the 'Other' responses given (47.1%), the following aspects proved to be negative for a selection of respondents:

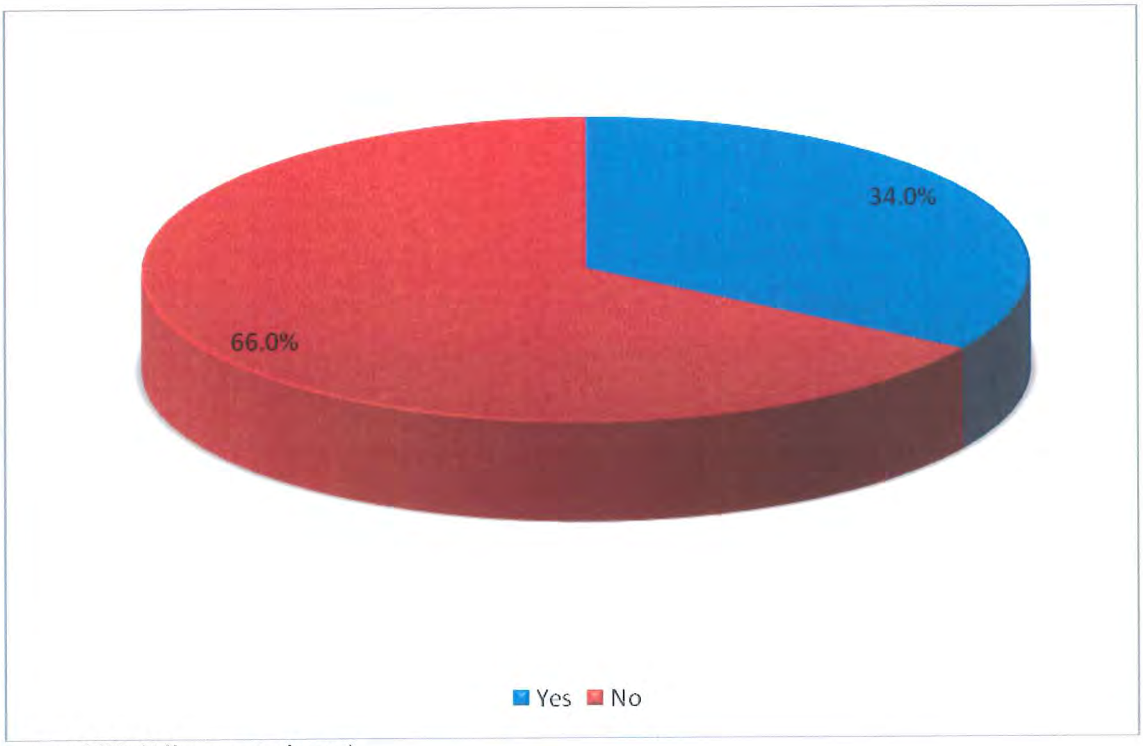
90

- No reason to go there 32.4%
- Doesn't like shopping 8.8%
- Health issue 2.9%
- Lack of general shops 2.9%

91 The following charts illustrate the responses given when respondents were asked

when they visit Festival Park Factory Shopping Village, whether they usually visit the centre for any other purpose and to indicate what it would normally be for. The results are as follows:

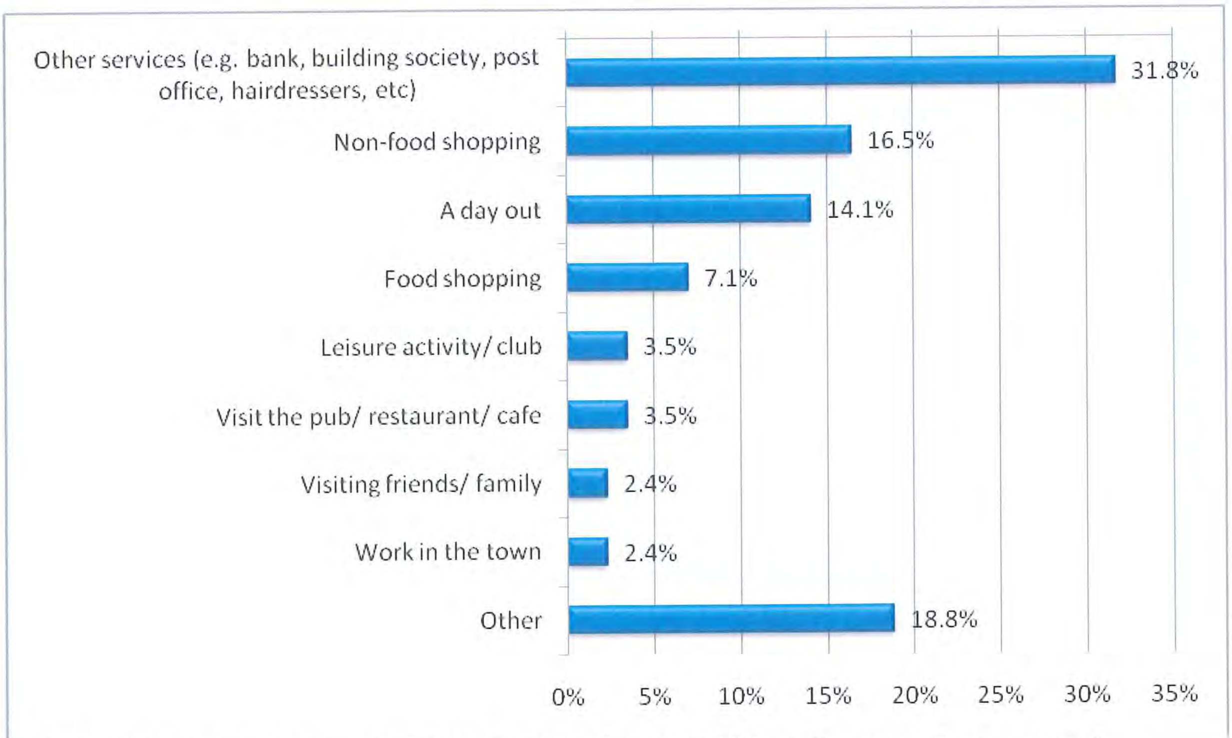
Figure 3.8.4 – When visiting FESTIVAL PARK FACTORY SHOPPING VILLAGE, do you usually visit the centre for any other purpose? (% of all respondents)



Base: 250 (All respondents)

It is evident that two thirds (66.0%) of respondents do not visit Festival Park Factory Shopping Village for any other purpose, apart from what is planned prior to their
92 trip. However, the remaining proportion (34.0%) do visit the area for other usages, these can be seen in figure 3.8.5.

Figure 3.8.5 – What would this normally be for? (% of respondents visiting for another purpose)



Base: 85 (Those visiting Festival Park Factory Shopping Village for any other purpose)

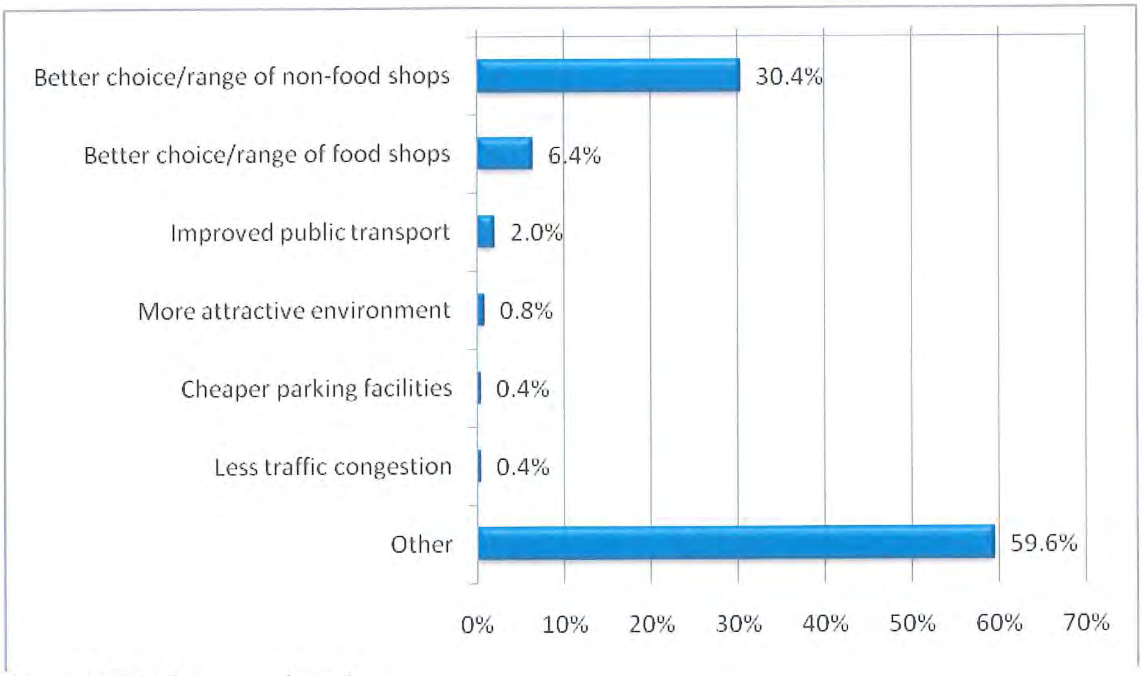
Figure 3.8.5 clearly shows that the majority (31.8%) of respondents stated they also
93 visit other services as well as visiting Festival Park Factory Shopping Village. The second most quoted response was for non-food shopping (16.5%).

From the results shown in figure 3.8.5 the following 'Other' responses were given (18.8%):

Market	4.7%
Window shopping	3.5%
Bank	2.4%
Chemist	1.2%
For a meal	1.2%
Library	1.2%
No particular reason	1.2%
Opticians	1.2%
Pass time	1.2%
Use the lake for fishing	1.2%

94 All respondents within the catchment area of Festival Park Factory Shopping Village were then asked what would make them use the centre more frequently. The results are as follows:

Figure 3.8.10 – What would make you use FESTIVAL PARK FACTORY SHOPPING VILLAGE more frequently? (% of all respondents)



Base: 250 (All respondents)

95 The most popular response stated by under a third (30.4%) was that respondents would prefer to have better choice/range of non-food shops. Less than a tenth (6.4%) said that a better choice/range of food shops would make them use Festival Park Factory Shopping Village for shopping more frequently.

96 The results of this survey have suggested that the attractiveness of the centre, the parking, the traffic and public transport issues do not appear to be main concerns to the respondents; it is more to do with factors such as the choice and range of food and non-food and food shopping.

97 From the results shown in figure 3.8.10 and the following 'Other' responses were given (16.0% - excluding 'Nothing'):

Cheaper prices	4.0%
Better range of food and non-food shops	1.6%
Fewer empty shops/ encourage business owners	1.6%
A Marks & Spencer	0.8%
Larger department stores	0.8%
More clothes shops catering for larger women	0.8%
More leisure activities	0.8%
A new café	0.4%
Bakery and card shop	0.4%
Better transport links	0.4%
Chemist	0.4%
Cinema	0.4%
Disabled access	0.4%
Garden centre	0.4%

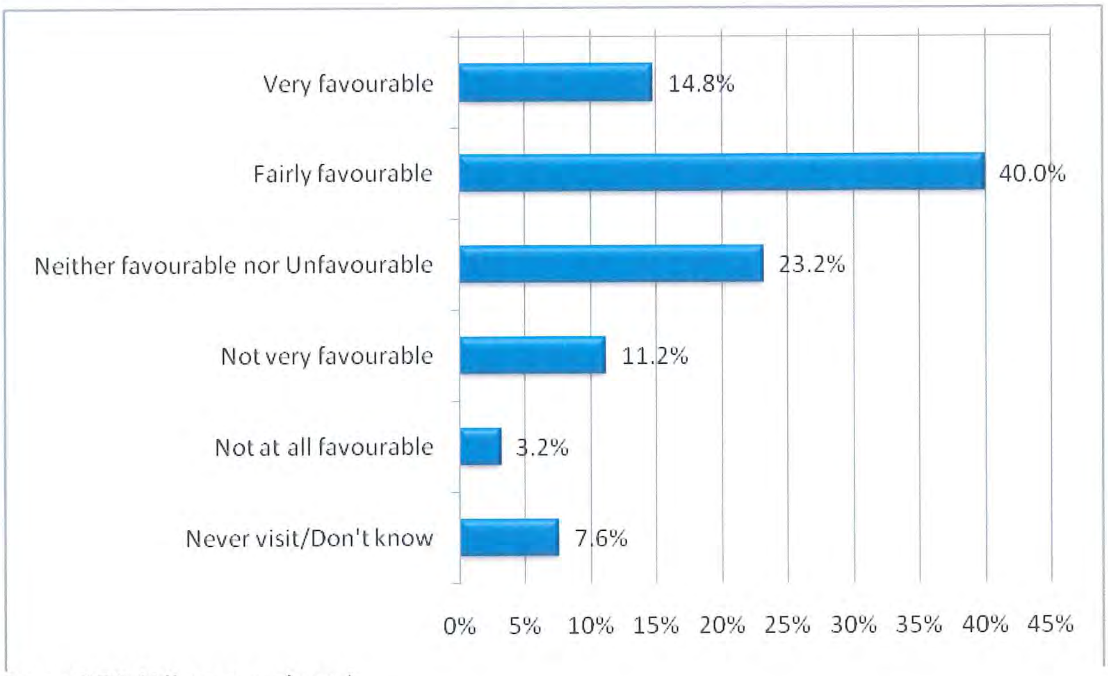
Get rid of the music	0.4%
Improve the walking paths	0.4%
More children's clothes stores	0.4%
More contemporary women's shops	0.4%
More cover for the winter months	0.4%
More men's stores	0.4%
New Council and New Town Centre	0.4%

3.9 Approval rating

98 Finally on the telephone survey, respondents were asked how they would rate Festival Park Factory Shopping Village as a place for shopping on a scale from 'very favourable' to 'not at all favourable'.

99 The chart below demonstrates the responses given for the Festival Park Factory Shopping Village catchment area:

Figure 3.9.2 – How would you rate FESTIVAL PARK FACTORY SHOPPING VILLAGE as a place for shopping? (% of all respondents)



Base: 250 (All respondents)

100 Over half (54.8%) of respondents stated that they rate the centre as either 'very favourable' or 'fairly favourable', conversely 14.4% of all respondents felt the centre was either 'not very favourable' or 'not at all favourable'.

3.10 Demographics

101 The breakdown of SEG, age and gender of those who took part can be seen in figure 3.10.1 below:

Figure 3.10.1 – Breakdown of SEG, age and gender

By SEG

	Base: All respondents	
	Num	%
Base: All respondents	**250**	**100.0%**
A/B	37	14.8%
C1	51	20.4%
C2	81	32.4%
D/E	68	27.2%
Refused	13	5.2%

Base: 250 respondents in Festival Park Factory Shopping Village

By age group

	Base: All respondents	
	Num	%
Base: All respondents	**250**	**100.0%**
18 - 24 years	5	2.0%
25 - 34 years	8	3.2%
35 - 44 years	28	11.2%
45 - 54 years	54	21.6%
55 - 64 years	60	24.0%
65 years or above	91	36.4%
Refused	4	1.6%

Base: 250 respondents in Festival Park Factory Shopping Village

By gender

	Base: All respondents	
	Num	%
Base: All respondents	**250**	**100.0%**
Male	89	35.6%
Female	161	64.4%

Base: 250 respondents in Festival Park Factory Shopping Village

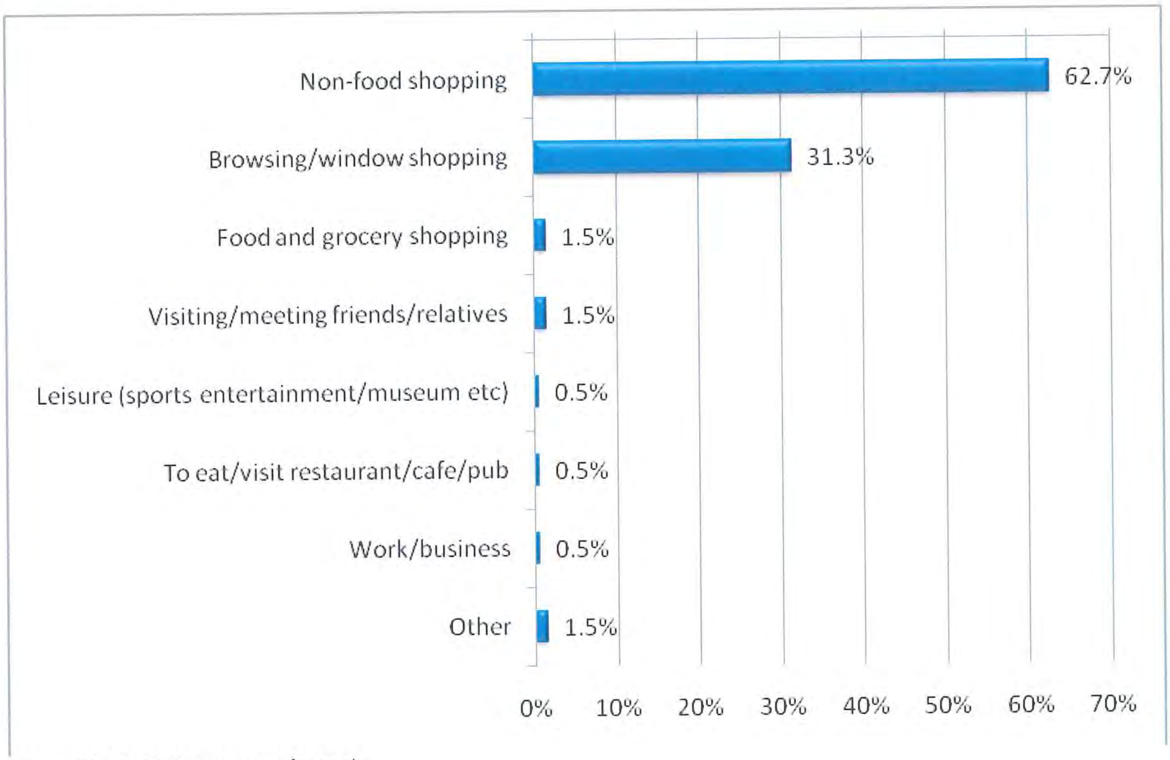
4.0 On-Street Survey

102 A total of 201 face-to-face interviews were conducted in Festival Park Factory Shopping Village in Ebbw Vale between 10th November and 9th December 2008.

4.1 Reasons for visiting Festival Park Factory Shopping Village

103 To begin with in the on-street survey, respondents were asked to give the main reason for their visit to the centre. Respondents were asked to state one main reason, without being prompted.

Figure 4.1.1 – What is your main reason for visiting this centre today? (% of all respondents)



Base: 201 (All respondents)

104 Over three fifths (62.7%) of respondents stated they mainly visited Festival Park Factory Shopping Village for non-food shopping. The second quoted response was browsing/window shopping (31.3%).

105 Collectively, those visiting Festival Park Factory Shopping Village for shopping equates for nearly two thirds of all respondents (64.2%).

106 When asked what other reasons they were visiting Festival Park Factory Shopping Village for, respondents were most likely to be browsing/window shopping (39.8%). Under a third (31.8%) were not doing anything else, whilst on their trip.

4.2 Travelling to Festival Park Factory Shopping Village

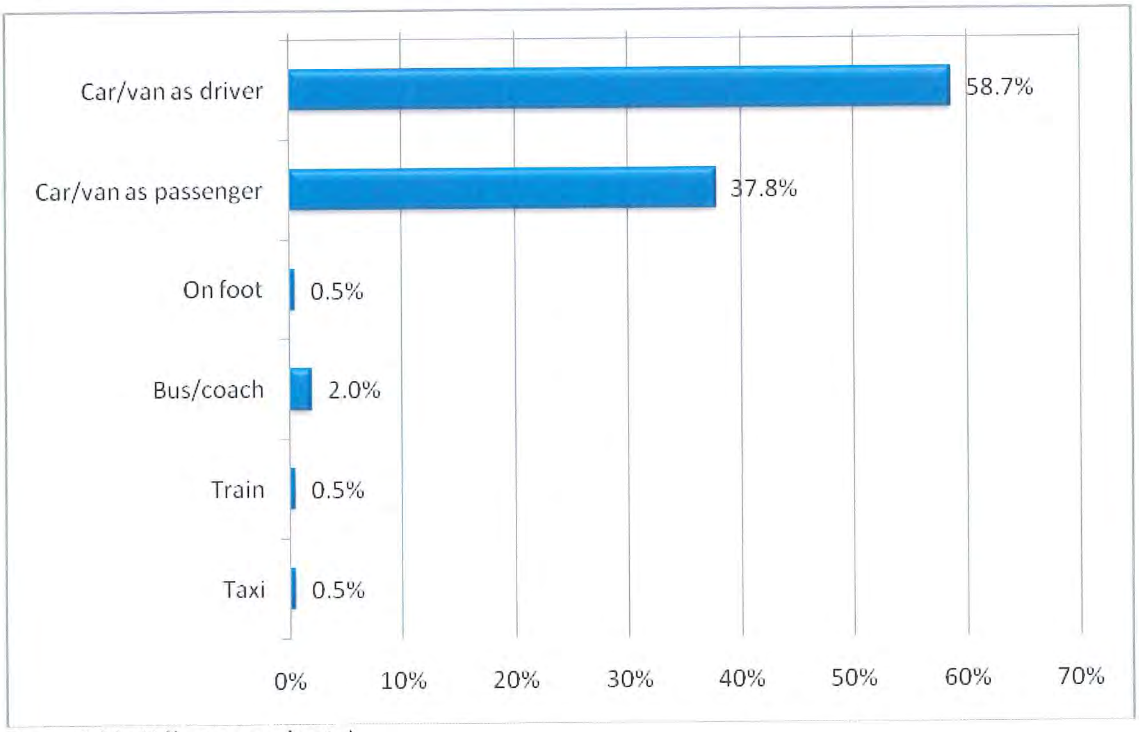
107 Respondents were next asked a series of questions about their journey to Festival Park Factory Shopping Village. These included the location that they came from, the method of transport that was used, where they parked (if travelling by car/van) and the travelling time.

108 The majority of respondents (94.0%) had gone straight from home to Festival Park Factory Shopping Village, with the remainder doing so from Work (4.5%), Friends/family home (1.0%) or Hotel/holiday home (0.5%).

109 Specifically, the largest proportion (19.4%) of respondents had come from Ebbw Vale, with Merthyr Tydfil (8.0%) and Blackwood (7.0%) being the other main starting locations of note.

110 Shoppers were then asked about the mode of transport that they used to travel to Festival Park Factory Shopping Village:

Figure 4.2.1 – How did you travel here today? (% of all respondents)



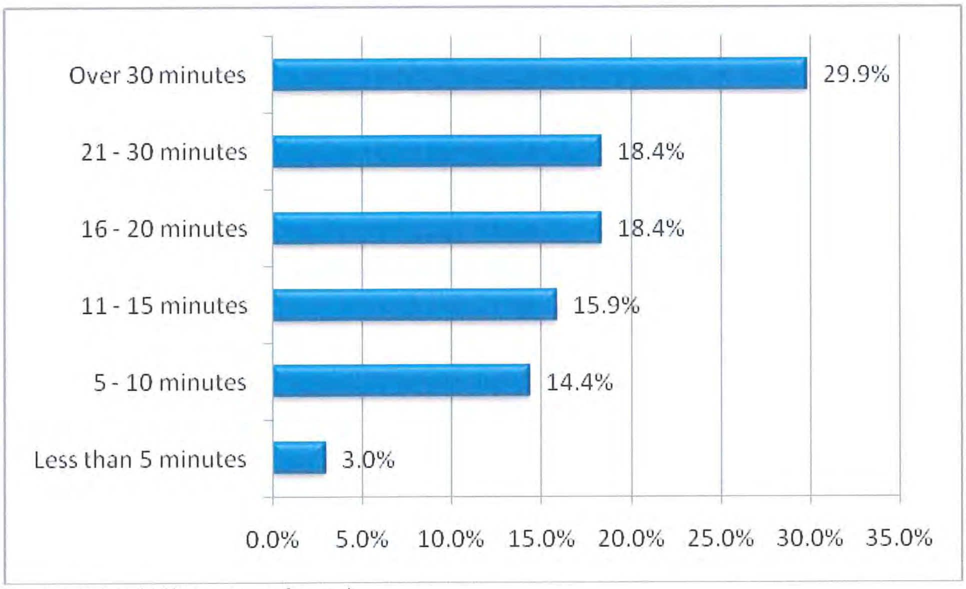
Base: 201 (All respondents)

111 The most popular method of transport was by car/van, as the vast majority (96.5%) of all respondents stated this, with only 2% using public transport.

112 Respondents who travelled by car were asked the exact location where they parked, the results have shown that all respondents parked within the Festival Park Factory Shopping Village.

Time taken to travel to Festival Park Factory Shopping Village

Figure 4.2.3 – How long did it take you to travel here today? (% of all respondents)



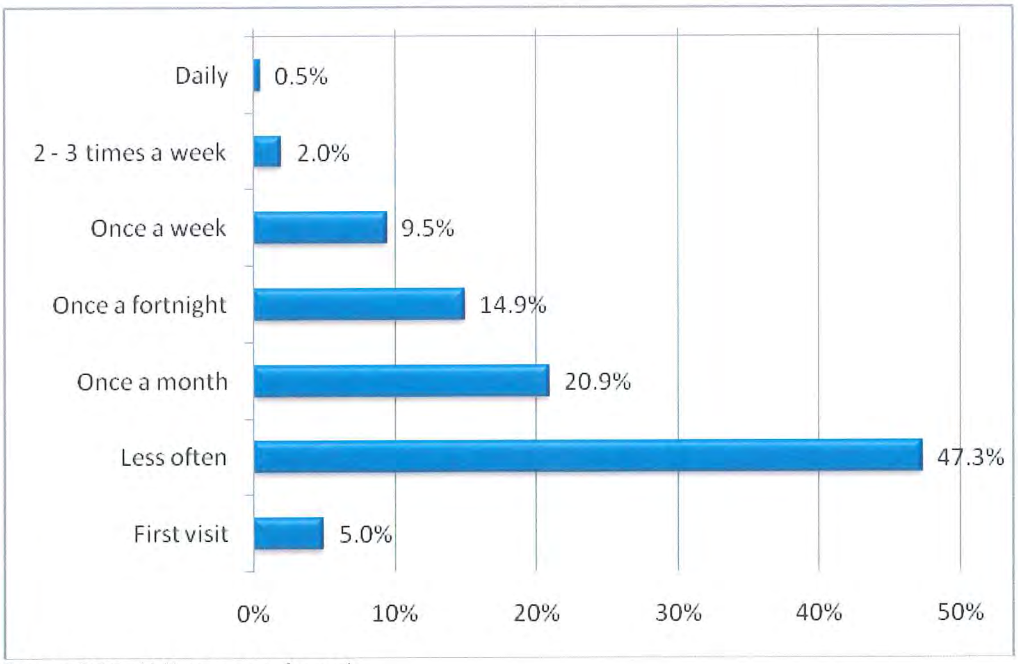
Base: 201 (All respondents)

113 Figure 4.2.3 clearly indicates that the majority of shoppers (66.7%) travel for more than 15 minutes to arrive at Festival Park Factory Shopping Village.

Frequency of visits to Festival Park Factory Shopping Village

114 Respondents were then asked to indicate their frequency of visits to the catchment area, the results of the survey is shown below:

Figure 4.2.4 – How often do you visit this centre? (% of all respondents)



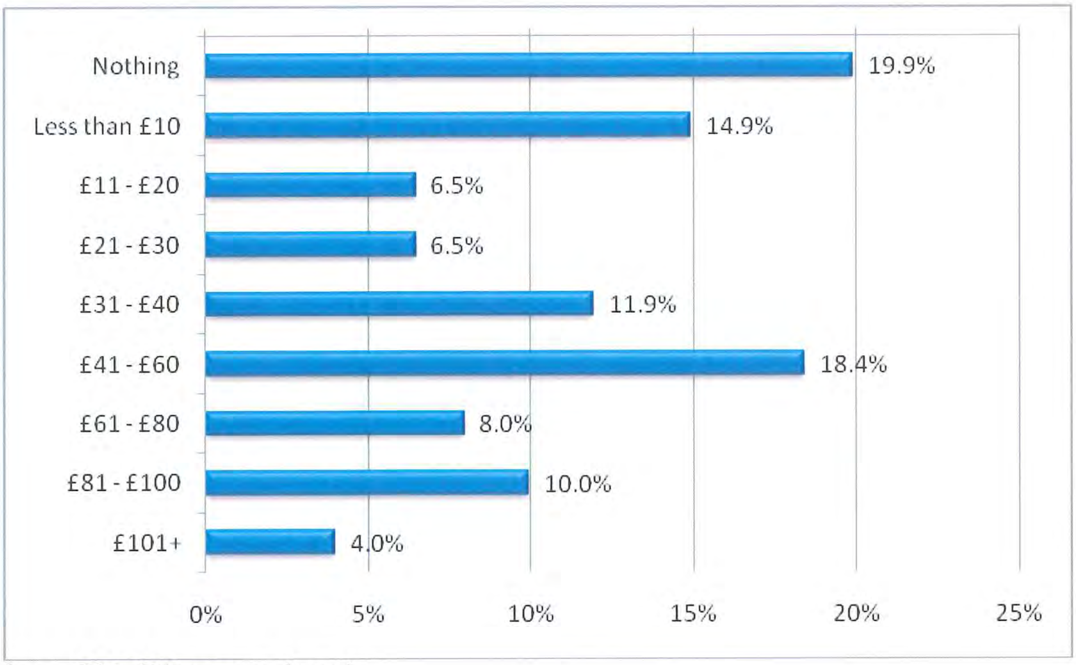
Base: 201 (All respondents)

115 Figure 4.2.4 clearly shows that a large proportion of respondents do not visit Festival Park Factory Shopping Village as often as a town centre where nearly half (47.3%) visited the centre less often than once a month.

4.3 Spending behaviour

116 Shoppers were asked how much they have, or how much they intended to spend on their visit to the centre on the day of interview. The results survey can be seen in Figure 4.3.1 below.

Figure 4.3.1 – How much have you/will you spend on your trip to this centre today? (% of all respondents)



Base: 201 (All respondents)

117 The largest group of respondents (40.3%) stated that they had or were likely to spend more than £40 during their visit, this comprised of:

- 18.4% indicated they would be spending/have spent between £41 - £60
- 8.0% between £61 - £80, 10.0%
- between £81 - £100
- 4.0% stating over £101

Just under a fifth (19.9%) didn't expect to be spending any money whilst on their visit.

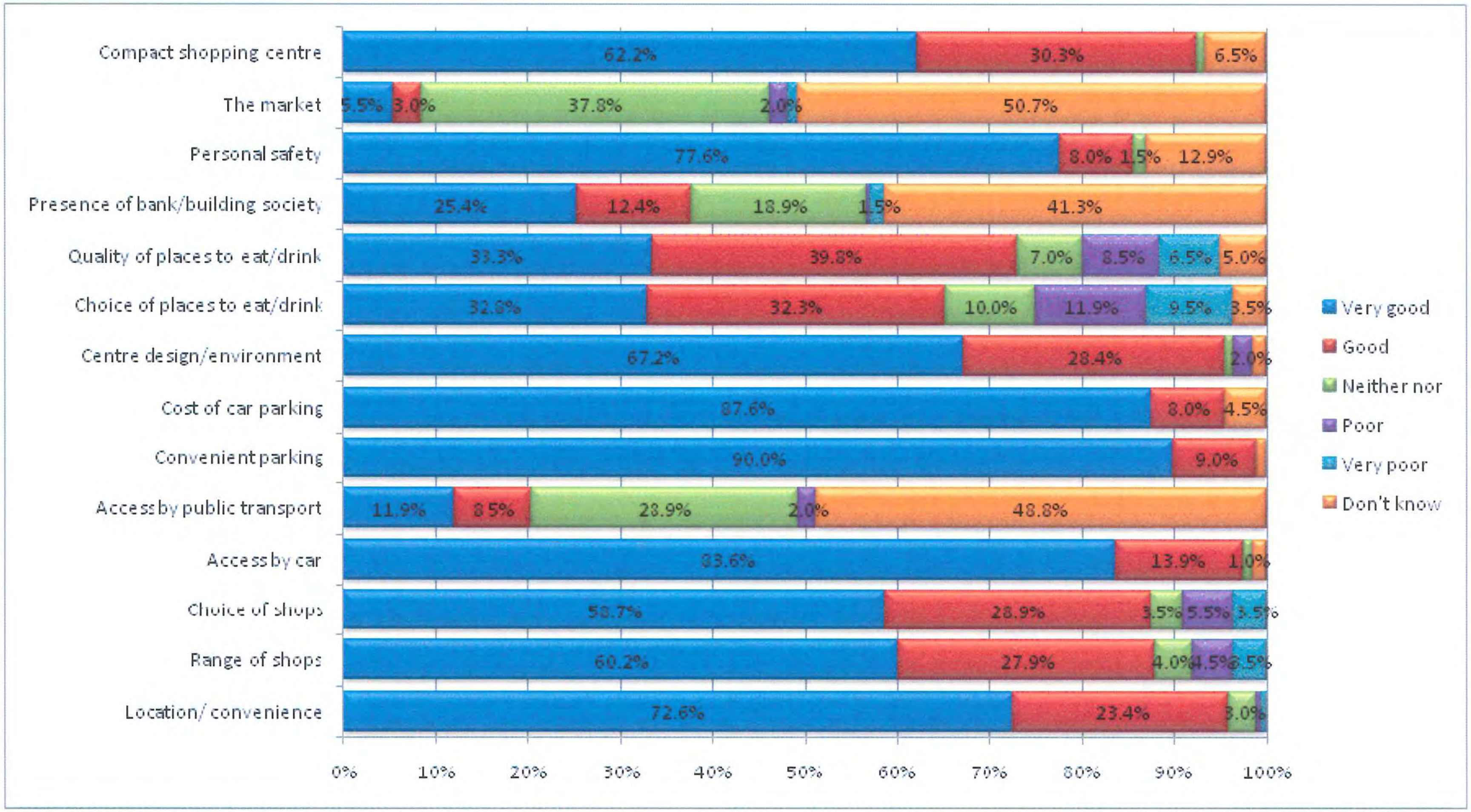
In order to collect data on other centre functions, the Heads of the Valleys Town
118 Centre Group requested additional questions to be introduced to the on-street survey. These questions were as follows:

- All respondents were given a list of aspects of the centre and asked to rate their level of satisfaction
- Current patterns of the catchment areas for any other purpose other than retailing
- List types of leisure activities respondents or members of their household regularly participate in:
  - Bingo
  - Tenpin Bowling
  - Visiting cafes/restaurants
  - 119 Visiting the cinema
  - Visiting a nightclub
  - Going to pubs/bars
  - Visiting a sports, leisure centre/gym
  - Visiting the theatre/other cultural activities
  - Organised sport
  - Walking in the countryside
  - 'Other' leisure activities
- Respondents likes of the centre for shopping, leisure/evening activities or services
- Types of improvements respondents would make that could encourage them to visit the centre more often and improve their day out experience

4.4 Approval rating

120 Respondents were given a list of aspects of the centre and asked to rate their level of satisfaction on a scale from ‘very good’ to ‘don’t know’.

Figure 4.4.1 – How would you rate the following aspects of the centre? (% of all respondents)



Base: 201 (All respondents: multiple choice)

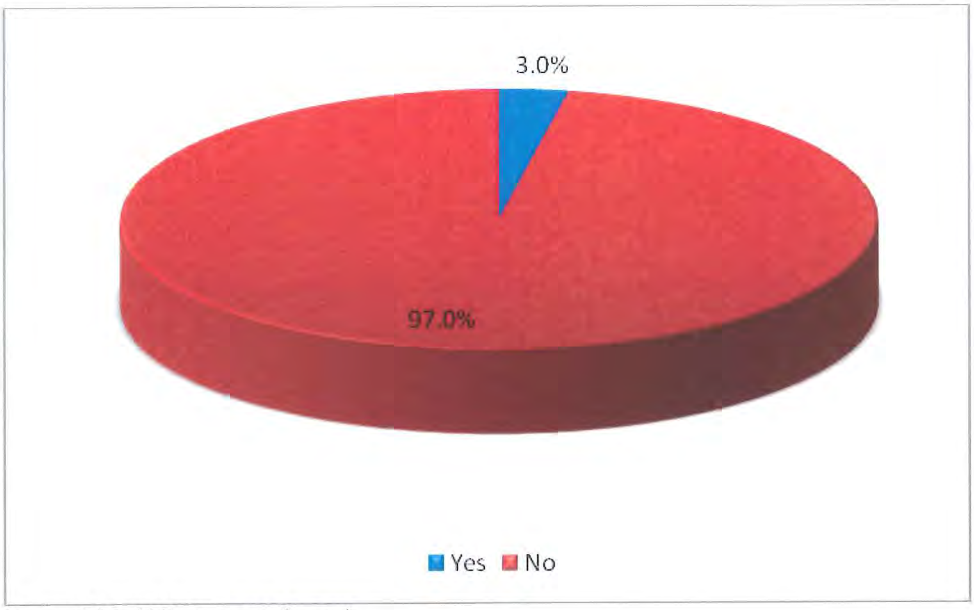
121 From the results shown in figure 4.4.1, the majority of respondents rated the convenient parking to Festival Park Factory Shopping Village as either 'very good' or 'good' (combined responses - 99.0%), the next highest proportion was that access by car was also 'very good' or 'good' (combined responses - 97.5%).

122 There have also been some negative responses where large proportions of respondents stated the choice and quality of places to eat/drink (21.4% and 14.9% respectively) was either 'poor' or 'very poor'.

4.5 Other activities

123 The following chart illustrate the responses given when respondents were asked when they visit Festival Park Factory Shopping Village, whether they usually visit the centre for any other purpose and to indicate what it would normally be for. The results are as follows:

Figure 4.5.1 - When visiting Festival Park Factory Shopping Village, do you usually visit the centre for any other purpose? (% of all respondents)



Base: 201 (All respondents)

124 From the results shown in figure 4.5.1 above the following indicates the responses given from only 6 respondents (3.0%) when asked what they normally undertake when visiting the centre for any other purpose:

Non-food shopping	33.3%
Other social or leisure reasons	33.3%
Using public or civic services	16.7%
Visiting restaurant, cafe, or public house	16.7%

125 The survey has revealed a small number of reasons for visiting Festival Park Factory Shopping Village, and has found the highest categories were to undertake their non-food shopping (33.3%) or other social or leisure reasons (33.3%).

4.6 Leisure activities

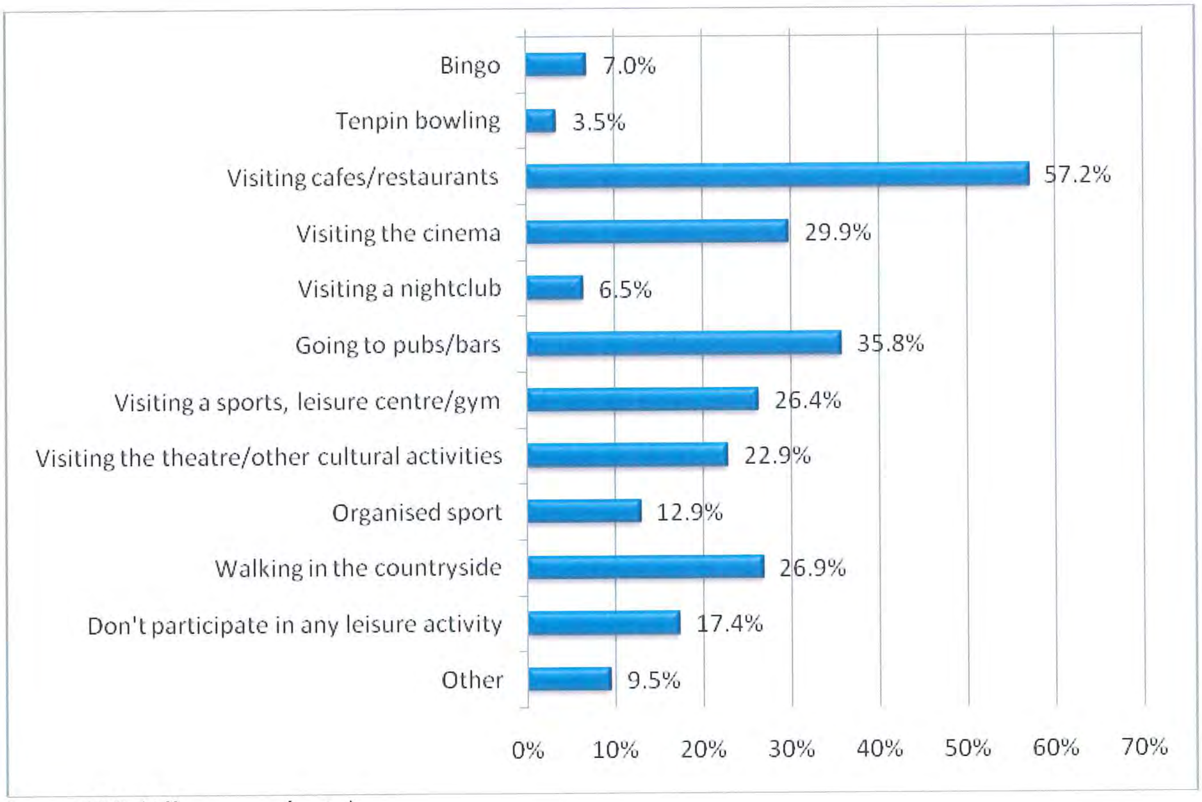
126 A series of questions relating to leisure activities were asked, which included discovering which leisure activities respondents partake in.

127 A list of activities was read out to the respondents (including an option for those who do not participate in any leisure activity), which were as follows:

- Bingo (Excluding online)
- 128 Tenpin bowling
- Visiting cafes/restaurants
- Visiting the cinema
- Visiting a nightclub
- Going to pubs/bars
- Visiting a sports, leisure centre/gym
- Visiting the theatre/other cultural activities
- Organised sport
- Don't participate in any leisure activity
- 'Other' leisure activities

129 Respondents were able to state as many activities that applied and the following chart (Figure 4.6.1) demonstrates the findings that were discovered:

Figure 4.6.1 – Which of the following leisure activities do you or members of your household regularly participate in? (% of all respondents)



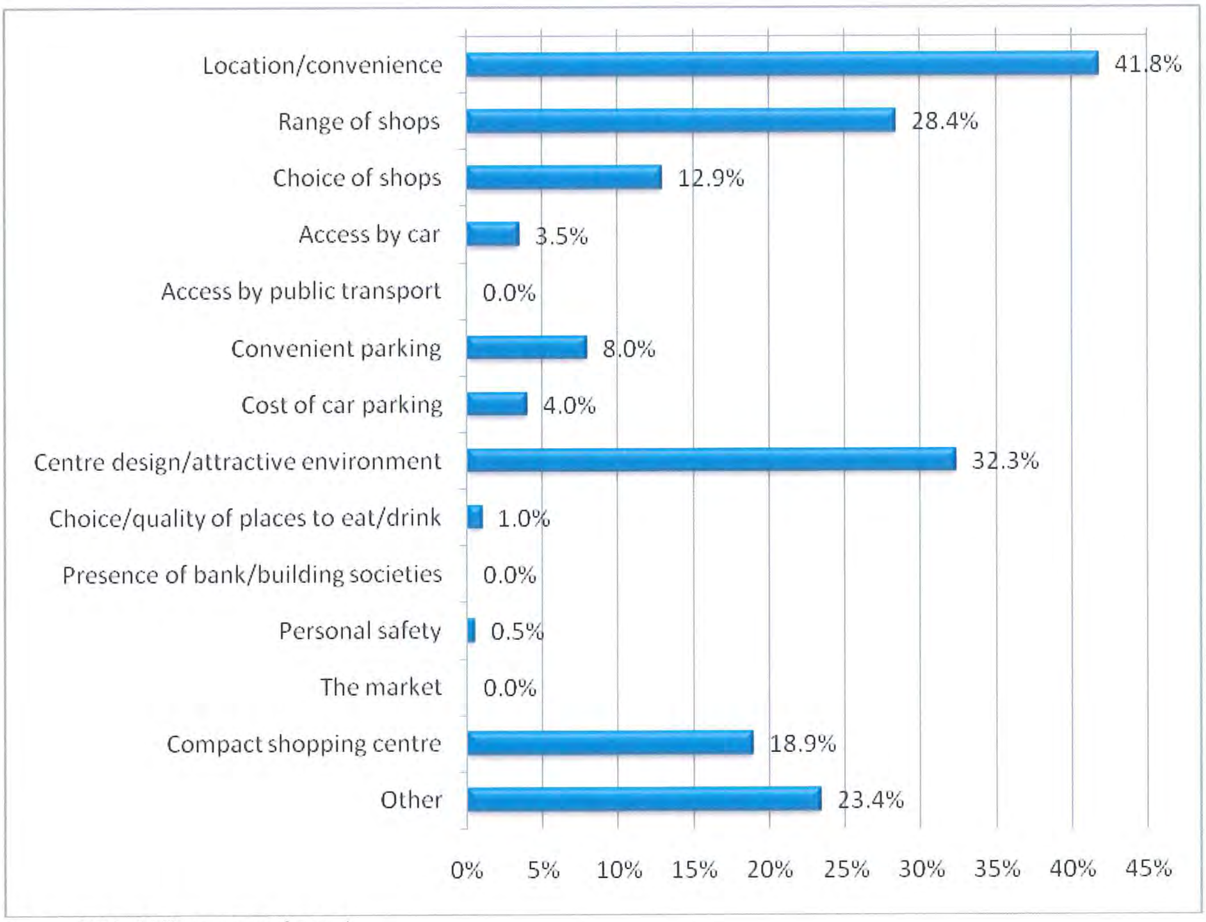
Base: 201 (All respondents)

130 For both on-street as well as over the telephone respondents remain interested in visiting cafes/restaurants stated by nearly three fifths (57.2%). 35 respondents indicated that they do not participate in any leisure activity.

4.7 Shopping in Festival Park Factory Shopping Village and improvements

131 Respondents were asked to state what they like about Festival Park Factory Shopping Village for shopping, leisure/evening activities or services. The results are shown below:

Figure 4.7.1 – What do you like about Festival Park Factory Shopping Village for shopping, leisure/ evening activities or services? (% of all respondents)



Base: 201 (All respondents)

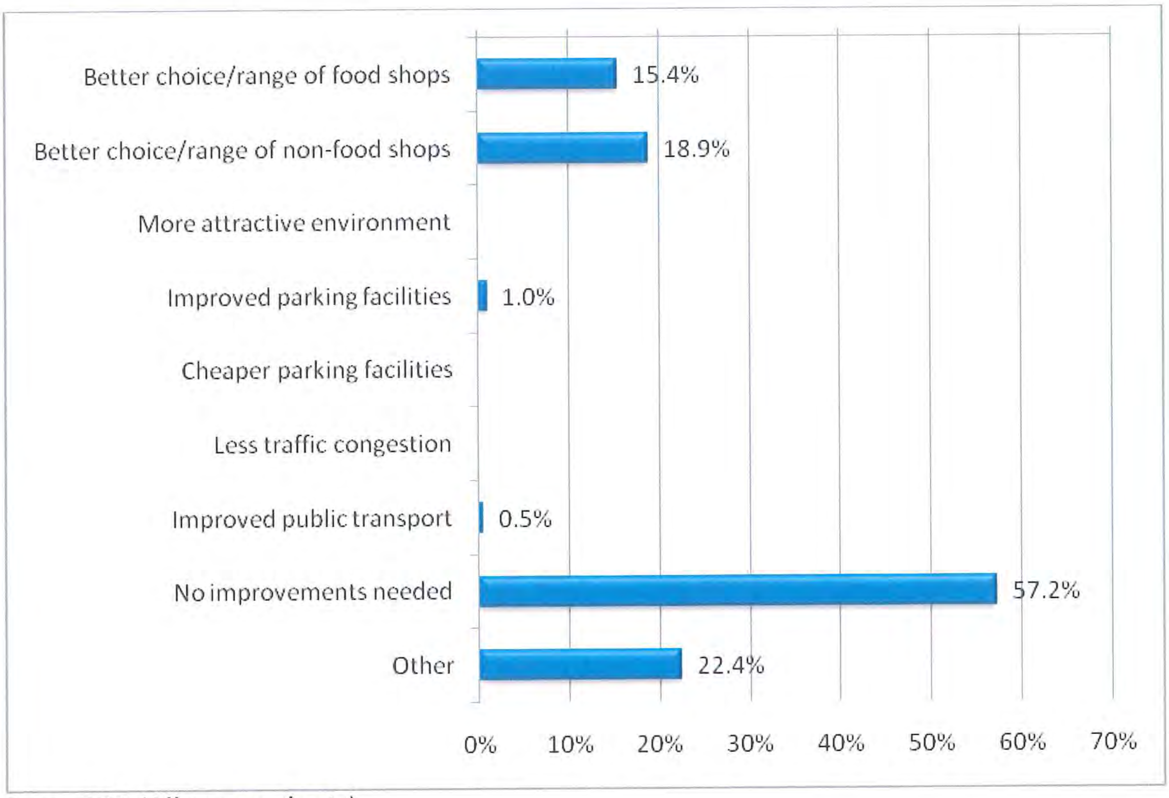
132 Festival Park Factory Shopping Village's location and convenience was the aspect that respondents most liked about the area (41.8%) for shopping, leisure/evening activities or services. The next most popular response given was respondents were impressed with the centre design/attractive environment (32.3%).

133 Of the 'Other' responses given, the following aspects proved to be favourable for a selection of respondents:

All under cover	17.4%
It's flat	2.5%
It's clean	1.5%
Reasonable prices	1.0%
Quiet	0.5%
Good disabled access	0.5%

134 Finally on the on-street survey, respondents were asked what improvements they would make to Festival Park Factory Shopping Village to encourage them to visit the area more often and improve their day out experience. The results can be seen below:

Figure 4.7.2 – What improvements, if any, would make you visit Festival Park Factory Shopping Village more often and improve your day out experience? (% of all respondents)



Base: 201 (All respondents)

135 A better range of non-food and food shops (18.9% and 15.4% respectively) were the most popular responses given by on-street interviewees when asked what improvements they would particularly prefer in Festival Park Factory Shopping Village to encourage them to visit the area more often and improve their day out experience. However, a large proportion felt the area did not require any improvements and was stated by 57.2% of respondents.

136 Of the 'Other' responses given, the following categories were mentioned by respondents:

More clothes/fashion shops	4.5%
Cheaper eating places	2.5%
More public toilets	2.0%
Wider choice of restaurants	2.0%
Children's clothes/shoes	2.0%
More men's clothes shops	2.0%
Marks & Spencer	1.5%
Leisure centre facilities	1.0%
Newsagent	1.0%
Indoor children's play area	0.5%

Less expensive shops	0.5%
Big name stores	0.5%
Better disabled access	0.5%
Turn off the music	0.5%
Smaller/independent shops	0.5%
A chemist	0.5%
HMV	0.5%

Although the wording in the options/questions used in previous surveys is slightly different to the current study, it is apparent there is only a slight dissatisfaction
137 with the choice and range of shops, and overall the majority of respondents appear to be content with the current area for shopping, leisure/ evening activities and/or services.

4.8 Demographics

138 The breakdown of SEG, age and gender of those who took part can be seen in figure 4.8.1.

Figure 4.8.1 – Breakdown of SEG, age and gender

By SEG

	Base: All respondents		Festival Park FSV, Ebbw Vale	
	Num	%	Num	%
Base: All respondents	**201**	**100.0%**	**201**	**100.0%**
A/B	20	10.0%	20	10.0%
C1	70	34.8%	70	34.8%
C2	57	28.4%	57	28.4%
D/E	51	25.4%	51	25.4%
Refused	3	1.5%	3	1.5%

Base: 201 respondents in Festival Park Factory Shopping Village

By age group

	Base: All respondents		Festival Park FSV, Ebbw Vale	
	Num	%	Num	%
Base: All respondents	**205**	**100.0%**	**205**	**100.0%**
18 - 25 years	20	10.0%	20	10.0%
26 - 34 years	14	7.0%	14	7.0%
35 - 44 years	23	11.4%	23	11.4%
45 - 54 years	41	20.4%	41	20.4%
55 - 64 years	40	19.9%	40	19.9%
65 years or more	63	31.3%	63	31.3%

Base: 201 respondents in Festival Park Factory Shopping Village

By gender

	Base: All respondents		Festival Park FSV, Ebbw Vale	
	Num	%	Num	%
Base: All respondents	**205**	**100.0%**	**205**	**100.0%**
Male	70	34.8%	70	34.8%
Female	131	65.2%	131	65.2%

Base: 201 respondents in Festival Park Factory Shopping Village

5.0 STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different routes.

2. The results are subject to the following sampling error, for which there follow an analysis.

3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\%xq\%}{n}}$$

where p% = % sample value recorded
q% = 100% - p%
n = sample size
and where:
±1.28 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual routes is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^{k} P_i W_i^{\,2}}$$

where k = number of zones the population and sample are divided into
n = total sample size
P = sample proportions
W = weights

5. On our sample of 5,880 interviews for both surveys we have a confidence interval of 1.28 at a 95% confidence level.

The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 1.28 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 48.72% **(50 - 1.28)** and 51.28% **(50 + 1.28)** would have picked that answer.

The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **48.72%** and **51.28%.**

Appendix One
Heads of the Valleys Household Telephone Survey - MAIN Questionnaire

Appendix Two
Heads of the Valleys Household Telephone Survey
- FESTIVAL PARK FACTORY SHOPPING VILLAGE
Unweighted Results Tabulations

Appendix Three
Heads of the Valleys Household Telephone Survey - FESTIVAL PARK FACTORY SHOPPING VILLAGE Weighted Results Tabulations

Appendix Four
Heads of the Valleys Household Telephone Survey - Catchment Area

Appendix Five
Heads of the Valleys On-Street Survey
- FESTIVAL PARK FACTORY SHOPPING VILLAGE
Questionnaire

Appendix Six
Heads of the Valleys On-Street Survey
- FESTIVAL PARK FACTORY SHOPPING VILLAGE Results Tabulations

Appendix Seven
Heads of the Valleys On-Street Survey
- FESTIVAL PARK FACTORY SHOPPING VILLAGE Map of interviewing areas


Festival Park
Augusta Park
A4046
Festival Park Factory Outlet Shopping Centre, Victoria, Ebbw Vale, Blae
Image © 2008 The GeoInformation Group
© 2008 Tele Atlas
©2007 Google
Pointer 51°44'51.61" N 3°11'43.68" W elev 289 m
Streaming |||||||||| 100%
Eye alt 1.13 km

Job Name: Heads of the Valleys Shopper Attitude Surveys 2008 – FESTIVAL PARK FACTORY SHOPPING VILLAGE, EBBW VALE

Version	Preparations	Approvals	Date
Preliminary Draft	Prepared by: S. Rifin Saadiah Rifin, Research Executive	Approved by: John Poole, Research Director	30 /01/ 2009
Revised Draft	Prepared by: .... Saadiah Rifin, Research Executive	Approved by: .... John Poole, Research Director	/ / 2009
Final	Prepared by: .... Saadiah Rifin, Research Executive	Approved by: .... John Poole, Research Director	/ / 2009

Research and Marketing Plus, Trefor House, Cardiff CF24 5RE

Telephone: 02920 435800 Fax: 02920 483540 Website: www.rmltd.net