

VENTURA RETAIL PARK SHOPPER SURVEY MAY 2015

Total

Q01	How did you travel here today and how will you get home?		
	Car – driver	72.55%	74
	Car – passenger	14.71%	15
	Bus / minibus / coach	2.94%	3
	Bicycle	0.00%	0
	Motorcycle / scooter / moped	0.00%	0
	Walk	9.80%	10
	Taxi / minicab	0.00%	0
	Other (PLEASE WRITE IN)	0.00%	0
	Base:		102
Q02	What have you purchased / do you intend to purchase at this retail park today? [MR]		
	Books, stationery, CDs, DVD	9.80%	10
	Chemist / personal items	13.73%	14
	DIY / hardware items	0.98%	1
	Electronics – audio visual, small or large household appliances	0.00%	0
	Fashion – clothing and / or footwear	74.51%	76
	Food / groceries	18.63%	19
	Furniture and floor coverings	0.98%	1
	Homewares and textiles	6.86%	7
	Other (PLEASE WRITE IN)	0.00%	0
	Eating / drinking out	3.92%	4
	Garden products	1.96%	2
	Hobby / craft items	1.96%	2
	Nothing	3.92%	4
	(Don't know)	1.96%	2
	Base:		102
Q03	Is your visit to this retail park part of another trip?		
	To / from work	6.86%	7
	School run	0.98%	1
	Grocery shopping	1.96%	2
	Visit café / restaurants	1.96%	2
	Visit family / friends	3.92%	4
	Visit town centre	4.90%	5
	Leisure / entertainment / sporting activity	0.00%	0
	Other (PLEASE WRITE IN)	0.00%	0
	Nothing else	73.53%	75
	Hairdressers	0.98%	1
	Hospital	0.98%	1
	Visiting another town centre	2.94%	3
	Visiting garage	0.98%	1
	Base:		102

Q04	How often do you visit this retail park?		
	Twice every week or more frequently	28.43%	29
	Once every week	21.57%	22
	Once every fortnight	14.71%	15
	Once every month	22.55%	23
	Less frequently	10.78%	11
	First time today	1.96%	2
	Mean:		2.86
	Base:		102
Q05	What improvements, if any, would you suggest for this retail park? [MR]		
	More / better quality food shops	0.00%	0
	More / better quality non-food shops	5.88%	6
	More / easier car parking	36.28%	37
	Better access by car	36.28%	37
	More bus services	0.00%	0
	Better evening entertainment	0.00%	0
	More cafes / restaurants / pubs	7.84%	8
	Other (PLEASE WRITE IN)	0.00%	0
	None	31.37%	32
	A Peacocks store	0.98%	1
	A Primark store	3.92%	4
	Less traffic congestion	3.92%	4
	More / improved toilet facilities	2.94%	3
	More benches / seating	0.98%	1
	More parent / child parking	3.92%	4
	(Don't know)	4.90%	5
	Base:		102
Q06	Will you visit Tamworth Town Centre before / after your trip here today?		
	Yes	20.59%	21
	No	78.43%	80
	Not sure yet	0.98%	1
	Base:		102
Q07	What is / are the reason/s for your visit to Tamworth town centre? [MR] Those who said yes at Q06		
	Food shopping	9.52%	2
	Non-food shopping	33.33%	7
	Use services – banks / post office / hairdressers etc.	33.33%	7
	Work / business	0.00%	0
	Use cafes / restaurants	23.81%	5
	Socialising / meet friends and family	9.52%	2
	Other (PLEASE WRITE IN)	0.00%	0
	Just passing through	4.76%	1
	To use the play area	4.76%	1
	Base:		21

Q08	How often do you visit Tamworth town centre?		
	Twice every week or more frequently	17.65%	18
	Once every week	5.88%	6
	Once every fortnight	6.86%	7
	Once every month	19.61%	20
	Less frequently	20.59%	21
	Never	29.41%	30
	Mean:		1.64
	Base:		102

Q09	What, if anything, would encourage you to visit Tamworth town centre more regularly? [MR]		
	More / better quality food shops	17.65%	18
	More / better quality non-food shops	40.20%	41
	Department store	20.59%	21
	More independent shops	19.61%	20
	More / easier car parking	4.90%	5
	Free parking	22.55%	23
	Better access	5.88%	6
	Better evening entertainment	4.90%	5
	More cafes / restaurants / pubs	7.84%	8
	More landscaping / street furniture / if it was more attractive	5.88%	6
	Improved cleanliness	7.84%	8
	Other (PLEASE WRITE IN)	0.00%	0
	Nothing	32.35%	33
	A Primark store	4.90%	5
	Improved transport links	0.98%	1
	More police presence	0.98%	1
	(Don't know)	6.86%	7
	Base:		102

Q10	Why do you not visit Tamworth town centre more regularly / at all? [MR] Those who said 'Less frequently' or 'Never' at Q08		
	I'm not familiar with it	15.69%	8
	It's not as easy to get to	3.92%	2
	The types of shops don't appeal to me	33.33%	17
	The range of shops is unsuitable for me	19.61%	10
	I prefer to shop in out – of – town stores	11.77%	6
	It's too busy	3.92%	2
	It's difficult to park	9.80%	5
	It's less convenient for me	27.45%	14
	The shops aren't open as late	1.96%	1
	Other (PLEASE WRITE IN)	0.00%	0
	No particular reason	17.65%	9
	Have to pay to park	3.92%	2
	It's not a nice place	5.88%	3
	(Don't know)	1.96%	1
	Base:		51

Q11 Where do you usually buy clothing / fashion goods? [MR]

Retail parks in Tamworth	71.57%	73
Tamworth town centre	1.96%	2
Birmingham City Centre	26.47%	27
Leicester city centre	4.90%	5
Lichfield city centre	2.94%	3
Sutton Coldfield town centre	9.80%	10
Coventry city centre	1.96%	2
Online	13.73%	14
Other (PLEASE WRITE IN)	0.00%	0
Ashby	0.98%	1
Burton Upon Trent	1.96%	2
Catalogues	0.98%	1
Derby	1.96%	2
Fosse Shopping Park, Leicester	1.96%	2
Milton Keynes	0.98%	1
Nottingham	0.98%	1
Nuneaton	0.98%	1
Sheffield	0.98%	1
Solihull	4.90%	5
Supermakets - varies	2.94%	3
Telford	0.98%	1
The Fort Shopping Park, Birmingham	3.92%	4
Base:		102

Q12 Where do you usually buy homewares such as home furniture and furnishings? [MR]

Retail parks in Tamworth	52.94%	54
Tamworth town centre	6.86%	7
Birmingham city centre	13.73%	14
Leicester city centre	1.96%	2
Lichfield city centre	2.94%	3
Sutton Coldfield town centre	4.90%	5
Coventry city centre	2.94%	3
Online	24.51%	25
Other (PLEASE WRITE IN)	0.00%	0
Ashby De La Zouch	0.98%	1
Burton Upon Trent	0.98%	1
Cannock	0.98%	1
Castle Gresley	0.98%	1
Don't buy these goods	6.86%	7
Fosse Shopping Park, Leicester	0.98%	1
Gallagher Retail Park	0.98%	1
Hinkley	0.98%	1
Ikea	2.94%	3
Sheffield	0.98%	1
Solihull	0.98%	1
Walsall town centre	0.98%	1
(Don't know)	10.78%	11
Base:		102

PC

Postcode Sector

Inside Study Area

B75 6	0.98%	1
B76 1	0.98%	1
B76 2	0.98%	1
B77 1	2.94%	3
B77 2	13.73%	14
B77 3	2.94%	3
B77 4	7.84%	8
B77 5	2.94%	3
B78 1	3.92%	4
B78 2	0.98%	1
B78 3	6.86%	7
B79 7	5.88%	6
B79 8	4.90%	5
B79 9	1.96%	2
CV9 2	1.96%	2
CV9 3	0.98%	1
DE12 6	0.98%	1
DE12 7	1.96%	2
WS13 8	0.98%	1
WS14 0	0.98%	1
WS14 9	0.98%	1

Outside Study Area

B46 1	0.98%	1
B93 0	0.98%	1
CV11 6	1.96%	2
CV13 0	0.98%	1
CV19 2	0.98%	1
CV34 5	0.98%	1
CV7 7	1.96%	2
DE11 0	0.98%	1
DE11 9	1.96%	2
DE13 7	0.98%	1
DE13 8	0.98%	1
LE10 0	0.98%	1
LE10 2	0.98%	1
LE65 1	0.98%	1
LE67 3	0.98%	1
NG6 8	0.98%	1
NN10 0	0.98%	1
NN13 7	0.98%	1
S36 6	0.98%	1
TF3 5	0.98%	1
WS12 2	0.98%	1
WS13 7	0.98%	1
WS15 3	0.98%	1
WS15 4	0.98%	1
WS4 1	0.98%	1
WS7 0	0.98%	1
WS7 1	2.94%	3
WS7 3	0.98%	1
WS8 7	0.98%	1

Base:

102

Outside Study Area

34

% Outside Study Area

33.3%