



**Caerphilly County  
Borough Council**

Shopper Attitude Survey  
2006

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Risca Pontymister Report –  
August 2006

Finalised by Caerphilly CBC

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## 1.0 Introduction

### 1.1 Project Overview

Caerphilly County Borough Council (C.C.B.C.) regularly conducts market research to investigate the ever-changing shopping attitudes in the major shopping centres in the County Borough area.

Within the County Borough area, which has approximately 170,000 residents, there are two 'sub-regional' centres in the County Borough, namely Blackwood (pop. 23,000) and Caerphilly (pop. 31,000). Supporting them are four 'district' centres, namely Bargoed (pop. 8,300), Newbridge (pop. 6,000), Risca Pontymister (pop. 11,500) and Ystrad Mynach (pop. 4,000). 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.

In August 2006 C.C.B.C. required up-dated information on shopping patterns in the County Borough area, in order to monitor the trends in shopper attitudes and, where possible, to compare with previous surveys, which were carried out every three years from 1994 to the present.

### 1.2 The Research Objectives

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.

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

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 1500 households
- A shopper/visitor survey at specified locations in six shopping centres of 1000 interviews

## 1.3 Methodology

### CATI survey

1500 interviews were conducted in total during the period 18<sup>th</sup> July – 28<sup>th</sup> July. In Risca Pontymister 250 interviews were completed, building on the information given in the previous surveys conducted every three years from 1994 to present.

Interviews were conducted in 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
- 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-bulky non-food items (First and second choices)
- Where respondents buy most of their non-bulky non-food items (First and second choices)
- 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
- 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 (Bargoed / Blackwood / Caerphilly / Newbridge / Risca Pontymister / Ystrad Mynach)
  - If they do, the reasons why
  - If they do not, the reasons why not

- What would make respondents use their local shopping centre (Bargoed / Blackwood / Caerphilly / Newbridge / Risca Pontymister / Ystrad Mynach) more frequently
- How respondents rate their local shopping centre (Bargoed / Blackwood / Caerphilly / Newbridge / Risca Pontymister / Ystrad Mynach) 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
  - Gender

### On-Street survey

1000 structured face-to-face interviews were conducted in total during the period 17<sup>th</sup> July – 29<sup>th</sup> July. The target audience were males and females over 18 years of age.

Interviews were conducted in batches of 25 interviews at appropriate points in each shopping centre and were carried out on Thursdays, Fridays and Saturdays as these were the days with the heaviest footfall. In Risca Pontymister 150 interviews were completed at two locations, namely Tredegar Street, Risca and Commercial Street, Pontymister

### Questionnaire

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. 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 town centre
- The other reason(s) for the respondents' visit to the town centre
- Whether respondents went directly from home, work, or an other location to the shopping centre
- Which town respondents came from
- The method of transport used to travel to the shopping centre
- Where those respondents travelling by car specifically parked in each town centre (Bargoed / Blackwood / Caerphilly / Newbridge / Risca Pontymister Pontymister / Ystrad Mynach)
- The travel time for respondents to arrive at their destination
- How frequently respondents visit each town centre
- The amount of money spent on a shopping trip
- The one thing that respondents particularly like about the town centre
- The one thing that respondents particularly dislike about the town centre
- Demographics:
  - Occupation of chief wage earner
  - SEG
  - Age
  - Number of cars in the household
  - Gender

## 2.0 Executive summary

### 2.1 Introduction

This report presents the findings of the 2006 Shopper Attitude Survey, carried out by Research and Marketing Plus. The overall aim of the project is to obtain information on shopping patterns within the county borough. In order to obtain the relevant information Household Telephone and On-Street Surveys were conducted. Throughout the duration of the surveys 400 local residents were interviewed, who resided across the area. Interviewing was conducted within the catchment area of Risca Pontymister over a period, from July 18<sup>th</sup> – July 28<sup>th</sup> 2006.

### 2.2 Main Findings

The main findings of the Household telephone survey are as summarised below.

- Nearly three fifths (58.4%), of respondents from the Risca Pontymister catchment area listed Morrisons, Rogerstone as the store where they buy most of their household food and grocery items. Asda, Duffryn, Newport was second, listed by just under a seventh (13.6%) of respondents, while Lidl, Risca Pontymister is the third most popular location with 9.2%.
- With regards to the respondent trip frequencies, travelling habits and expenditure, two thirds (65.2%) of respondents normally shop at their main food store once a week, with the vast majority of respondents (95.2%) travelling from home to their main food store, and almost three fifths (56.6%) travelling by car/van as the driver. Just over a fifth (20.8%) of all respondents spend in the region of £51 - £75 on their main food and grocery shopping, compared with only 16.4% who spend £30 or less.
- The results show that the most used single store for top-up shopping was Lidl, Risca Pontymister (listed by 14.4% of respondents), but unspecified local stores in Risca made up the most quoted answer (27.2% of respondents). In addition, almost 68% of respondents used one store or other within the catchment.
- The most popular place for non-bulky non-food items was Newport (listed by 62.4% of respondents), and the next most visited was Cardiff totalling just under a sixth (15.2%) of all respondents. Risca Pontymister was chosen by 4.8% of respondents for non-bulky non-food shopping, behind those choosing Cwmbran (5.6%).
- Newport is the most popular destination for bulky non-food items amongst respondents from the Risca Pontymister catchment area. Over half of those who buy bulky non-food items (51.2%) choosing to shop in Newport. Cardiff was the second location of choice with just over a tenth (11.2%) of respondents stating this.
- The most popular leisure activity among respondents from the Risca Pontymister catchment area, was either visiting a café or a restaurant (52.8%). When asked the location chosen, around a third said they visited Newport (36.4%), most commonly once a week (32.6%). Other respondents stated that they go to a pub or a bar in the Risca Pontymister area, (48%). The majority of respondents who participate in this type of activity do so in Risca Pontymister once a week. Almost two fifths (37.2%) visit a sports/leisure centre or gym and over a third (35.6%) play Bingo. Slightly more than a quarter of all respondents (27.2%) visit the cinema.

- Of those respondents who go walking from the Risca Pontymister catchment area, over half (54.8%) go walking in Risca Pontymister itself. Under a tenth of respondents (8.7%) set off to Cwmcarn, while Crosskeys is visited by 6.3%.
- Some 216 respondents (86.4%) travelled by car/van for shopping were asked how often they have access to the vehicle. Over four fifths stated that they have access to a car/van all the time.
- Over four fifths (83.6%) of respondents from the Risca Pontymister catchment area visit the Risca Pontymister centre for shopping in general. Almost three fifths of the respondents (58.9%) stated it was because it was close and/or convenient to home and almost a fifth (18.7%) said they go there to visit a particular shop. Among those people that don't visit Risca Pontymister, the centre is considered to have a poor range of shops (34.1%), to be inconvenient (14.6%), and have poor access/parking (12.2%).
- The highest proportion of respondents, over a fifth (21.2%), stated that there were *"no improvements needed"* in Risca Pontymister that would make them use the centre more frequently. However, nearly a fifth (19.2%) of respondents who would prefer to have a better choice/range of non-food shops within the centre, and over an eighth of respondents (12.8%) would prefer to have a better choice/range of food shops.
- Over half of all respondents (52.8%) rated Risca Pontymister as either most or fairly favourable as a shopping centre. However, this figure has been in decline since 1994.

The main findings of the On-Street Survey are as summarised below.

- Almost half of all respondents (47%) who were in Risca Pontymister go food and grocery shopping, with over an eighth (13%) in town for non-food shopping and the same percentage visiting to use financial services.
- Most respondents had come from within the Risca Pontymister catchment (78%). Just under half (47%) of them had walked to the centre. Those travelling by car/van as driver, the second most popular mode of transport, accounted for 30% of respondents and slightly under a fifth (17%) had travelled by bus/coach. Those 53 respondents travelling by car were most likely to use on-street car parking (70%) or the Lidl free car park (15%).
- Three quarters (75%) of all respondents had travelled for a period of up to 10 minutes to arrive in Risca Pontymister. Two fifths (41%) of all respondents visit the town centre on a daily basis and around the same figure visit two or three times a week.
- Over two thirds (68%) of visitors to Risca Pontymister town centre had spent, or were expect to spend, up to £20. However, only 17% had spent, or were expecting to spend, over £20.
- Respondents like the location / convenience of Risca Pontymister (53%), the choice of shops (7%) and the choice and quality of places to eat and drink (6%).
- Respondents dislike the design / the unattractive environment of the centre (16%), the difficulty in finding parking places (11%), think that the streets need to be cleaner / tidied up (10%), or dislike the choice and quality of places to eat / drink (9%).

### 3.0 Household Telephone survey

A total of 250 interviews were conducted in the catchment area of Risca Pontymister, over a period, from July 18<sup>th</sup> – July 28<sup>th</sup> 2006. A random selection of local resident’s within the Newbridge 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 bulky and non-bulky purchases. The survey also documents how respondents rate Risca Pontymister as a place for shopping.

#### 3.1 Food and grocery shopping

##### Main food

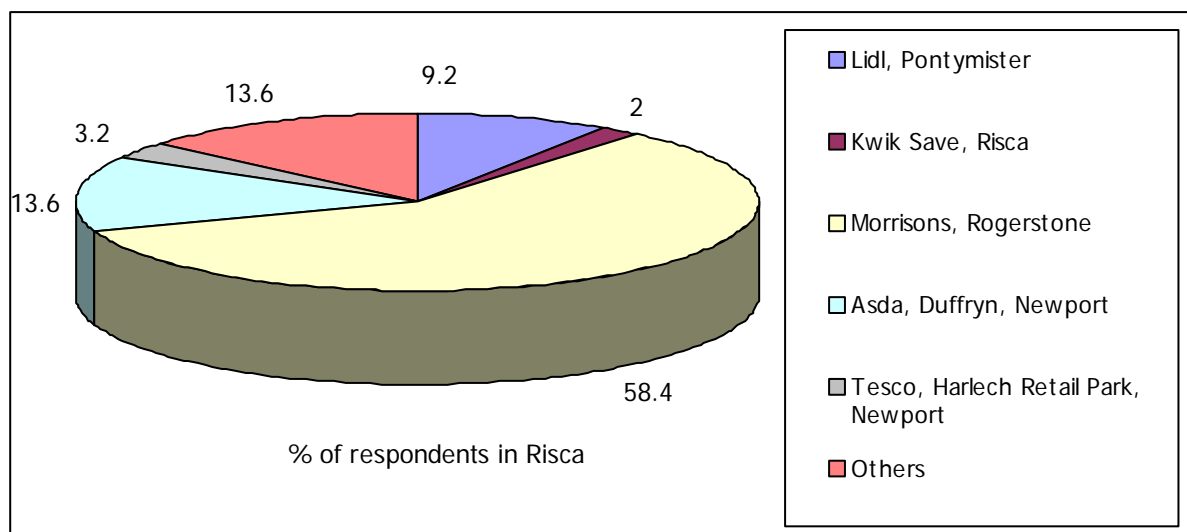
To begin with, respondents were asked to state the location where they buy most of their household food and grocery items. The following table shows the percentage of respondent, that shop in each town for food shopping within the Risca Pontymister catchment area, building on the information given in the 2003, 2000, 1997 and 1994 surveys:

**Table 3.1.1 – Risca Pontymister catchment area – choice of town for food shopping (% of all respondents)**

	1994	1997	2000	2003	2006
Newport	36.5	53.4	60.3	72.4	81.2
Risca Pontymister	52.4	36	33.8	15	13.2
Other	11.2	10.6	5.9	12.4	5.6

Building on the data above, respondents were asked which specific store they do most of their food and grocery shopping in. The following chart summarises the store destinations chosen by respondents from the Risca Pontymister catchment area.

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



Base: 250 respondents overall



The locations chosen by respondents from the Risca Pontymister catchment area shopping for food and groceries in 2006 are similar to the pattern evident in earlier survey years.

This most recent survey and the previous ones have shown a continuing decline in the number of respondents from the Risca Pontymister catchment area visiting the town for food purchases. Their custom has decreased from 52.4% in 1994 to only 13.2% in 2006 because more respondents have been attracted to the Newport area.

Respondents living in the Risca Pontymister area chose a number of specific stores in which to purchase their food and grocery items.

Nearly three fifths (58.4%), of respondents listed Morrisons, Rogerstone as the store where they buy most of their household food and grocery items. Asda, Duffryn, Newport was second, listed by just under a seventh (13.6%) of respondents, while Lidl, Risca Pontymister is the third most popular location with 9.2%. The fourth most quoted store was Tesco, Harlech Retail Park, Newport (listed by 3.2% of respondents); with Kwik Save, Risca PontymisterTown Centre at number five (listed by 2% of respondents).

Morrisons remains the most popular food store for respondents from the Risca Pontymister catchment area, increasing customers from 40.2% in 2003 to 58.4% in 2006.

Only one respondent within the Risca Pontymister area stated that they used the Internet for their household's food and grocery shopping.

With regards to the respondent trip frequencies, travelling habits and expenditure, two thirds (65.2%) of respondents normally shop at their main food store once a week, with the vast majority of respondents (95.2%) travelling from home to their main food store, and almost three fifths (56.6%) travelling by car/van as the driver.

Just over a fifth (20.8%) of all respondents spend in the region of £51 - £75 on their main food and grocery shopping, compared with only 16.4% who spend £30 or less.

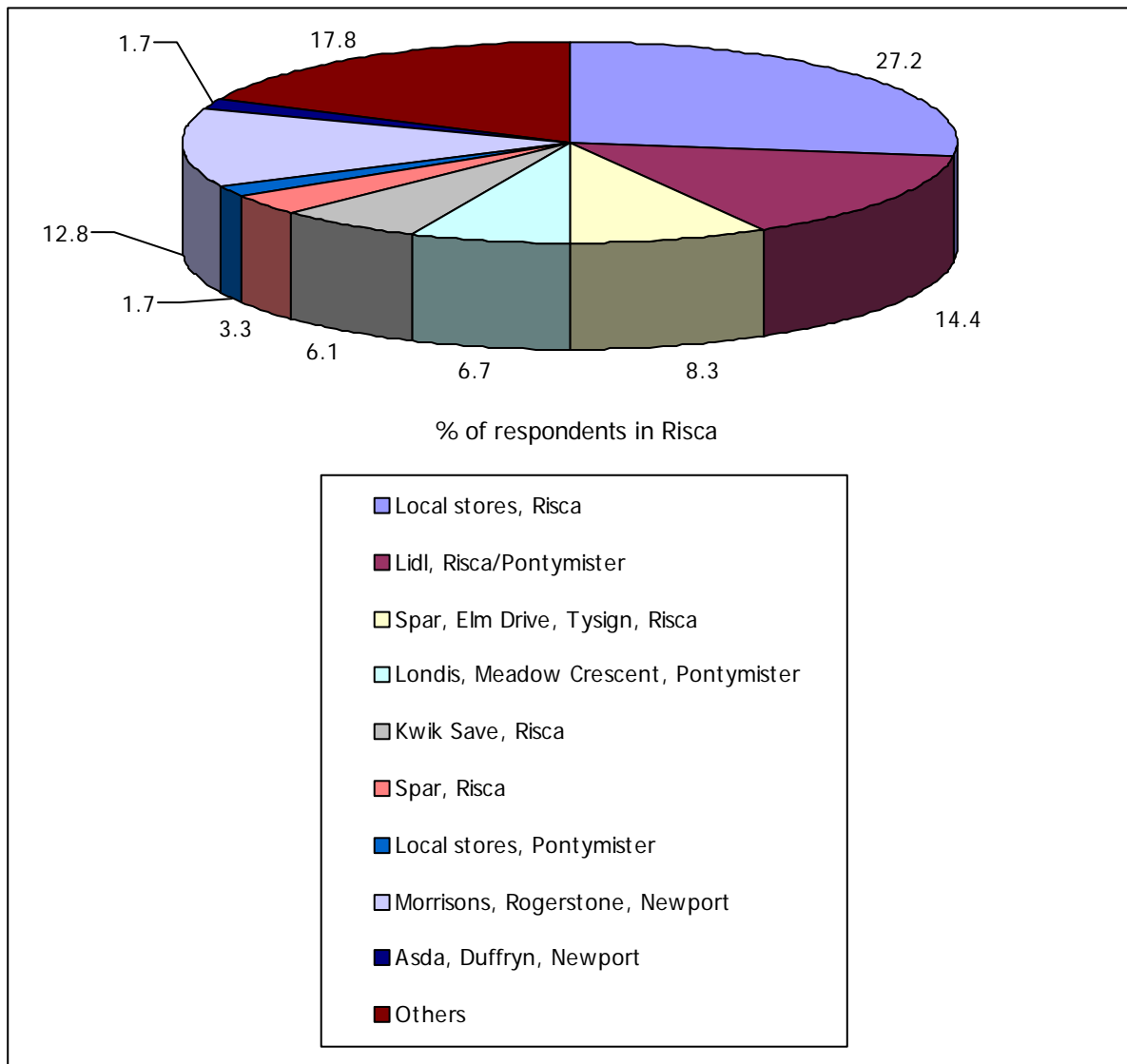
Nearly three quarters (72%) specified that they do not combine their main food shopping with visits to other shops to buy any non-food items.

Similarly, nearly three quarters (72%) indicated that they carry out a top-up food and convenience shop in addition to their main food shopping.

Top-up food

Those who carried out top-up food shopping were asked where they were most likely to do so. Respondents in the Risca Pontymister catchment area visit a large number of stores to purchase their top-up food and convenience shopping. The stores/areas indicated can be seen in figure 3.1.3.

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



Base: 180 respondents overall

The results show that the most used single store for top-up shopping was Lidl, Risca Pontymister (listed by 14.4% of respondents), but unspecified local stores in Risca made up the most quoted answer (27.2% of respondents). Further to this, almost 68% of respondents used one store or other within the catchment area while only 12.8% used Morrisons in Rogerstone, for top up food shopping.

### 3.2 Non-food shopping

#### Non-bulky non-food

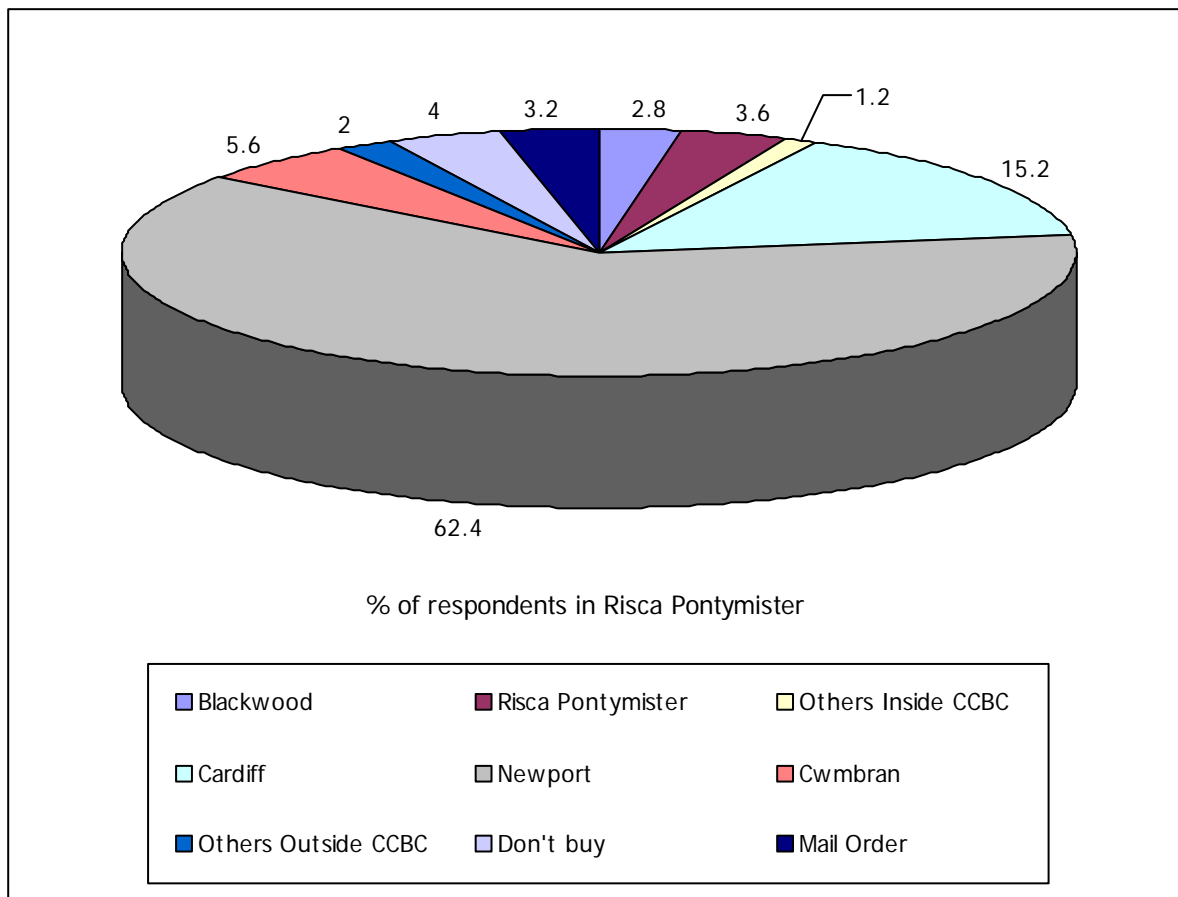
The following table shows the first choice of town for non-food shopping for those living within the Risca Pontymister catchment area, building on the information given in the 2003, 2000, 1997 and 1994 surveys:

**Table 3.2.1 – Risca Pontymister catchment area – choice of town for non-food shopping (% of all respondents)**

	1994	1997	2000	2003	2006
Newport	72.9	81.5	78.5	72.4	62.4
Cardiff	10	10.6	11.9	15	15.2
Risca Pontymister	4.1	2.1	2.2	2.8	3.6
Mail Order	1.2	2.6	3	3.5	3.2
Other	11.8	3.2	4.4	6.4	14.4

Building on the above data, respondents were asked which specific store they do most of their non-bulky non-food shopping. The following chart summarises the destinations chosen by respondents from the Risca Pontymister catchment area.

**Figure 3.2.2 – Where do you buy MOST of your NON-bulky non-food items? – First Choice (% of all respondents)**



Base: 250 respondents overall

In 2003 the highest proportion of respondents shopped in Newport for non-food goods (72.4%). That survey year also showed Cardiff as the other top location (15%) visited for these types of goods purchases. Together, these two areas represented the overwhelming choice of respondents from the Risca Pontymister catchment area when shopping for non-bulky non-food items.

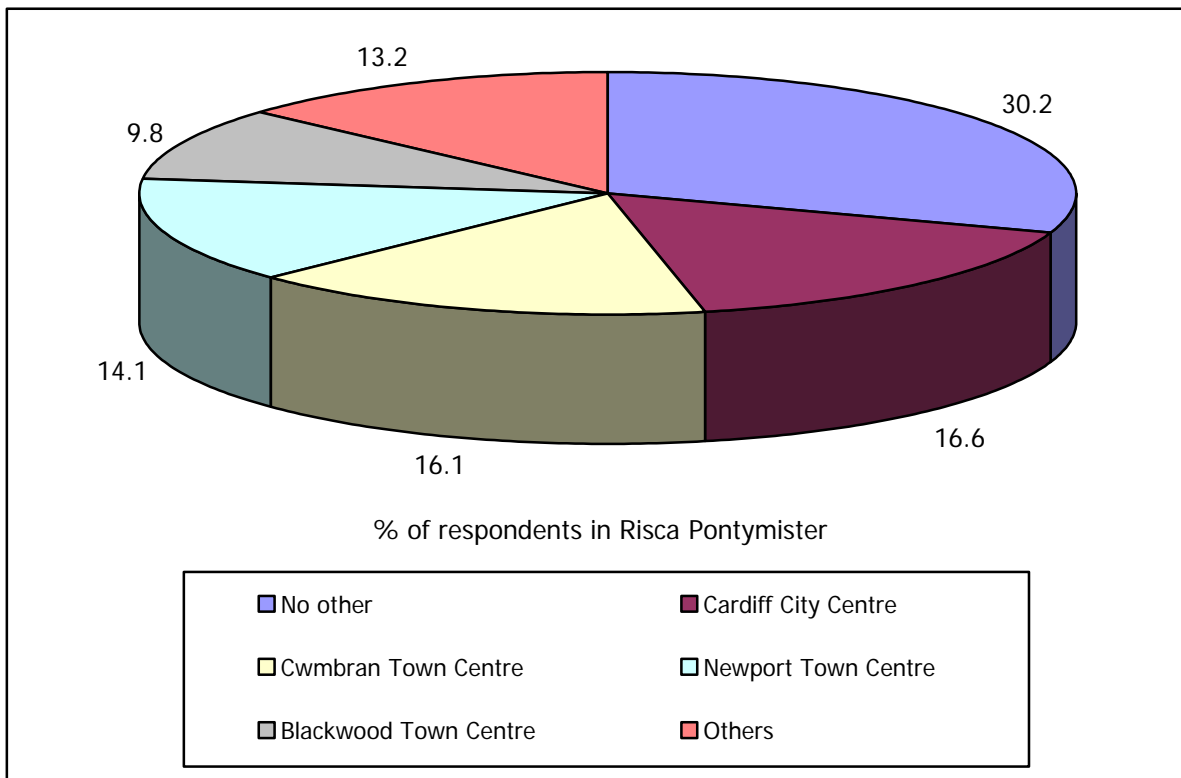
The 2006 results show that the most popular place for non-bulky non-food items was still Newport (listed by 62.4% of respondents), and the next most visited was Cardiff totalling just under a sixth (15.2%) of all respondents. Risca Pontymister was chosen by 4.8% of respondents for non-bulky non-food shopping, behind those choosing Cwmbran (5.6%).

Comparing the 2003 figures with the 2006 results, Newport has suffered a large reduction in popularity for non-bulky non-food shopping (from 72.4% in 2003 to 62.4% in 2006) but still retains first place by a overwhelming margin over alternative locations.

Risca Pontymister as a destination attracts only a very small number of shoppers from the catchment for this category of purchases (3.6%) and this figure only rises to 7.6% when including all other locations within the borough as well.

Respondents were then asked which other centres, if any, they use as an alternative 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-bulky non-food items? – Second Choice (% of all respondents)**



Base: 205 respondents overall

Almost a third (30.2%) of all respondents stated that they do not visit any other centre for non-bulky non-food shopping. A sixth of respondents (16.6%) stated that they visit Cardiff City Centre as an alternative to their main centre of choice. Cwmbran Town Centre attracted just under a sixth of respondents (16.1%) as their second choice, followed by Newport at 14.1%, and under a tenth stating Blackwood (9.8%). There were only 3 respondents stating Risca Pontymister as their second choice of place to visit for non-bulky non-food shopping.

**Bulky non-food**

The survey went on to ask respondents about bulky non-food items. Respondents were asked where they buy most of these items, such as furniture, carpets, and DIY goods and asked to state one choice, without being prompted.

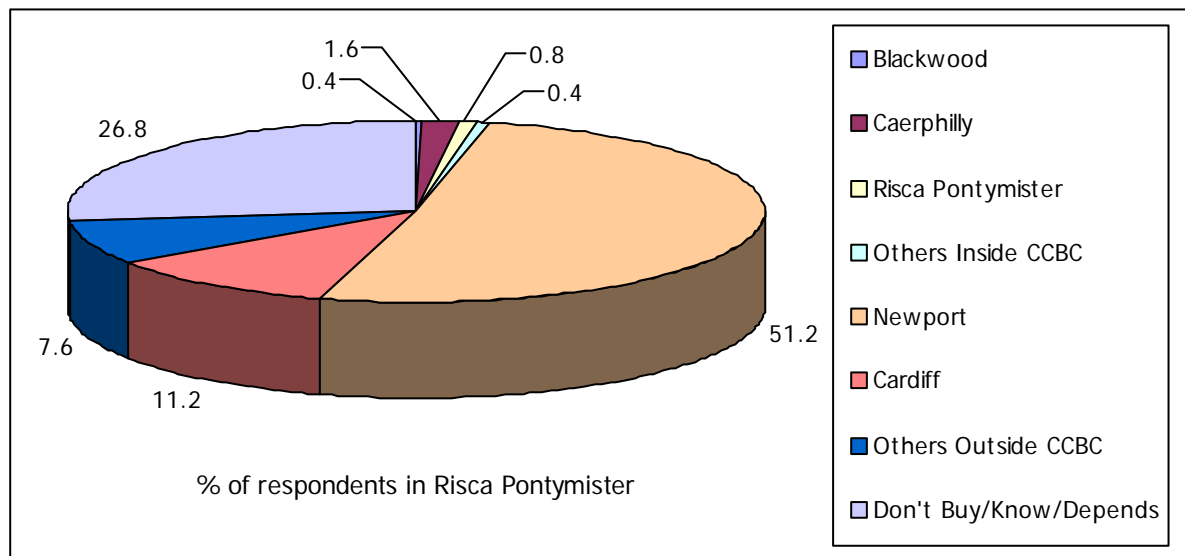
The following table shows the proportion of respondent's choice of town for bulky non-food shopping within the Risca Pontymister catchment area, building on the information given in the 2003, 2000, 1997 and 1994 surveys:

**Table 3.2.4 – Risca Pontymister catchment area – choice of town for bulky non-food shopping (% of all respondents)**

	1994	1997	2000	2003	2006
Newport	64.7	79.9	68.4	63.5	51.2
Cardiff	8.8	8.4	8.8	11.9	11.2
Risca Pontymister	1.2	4.2	4	1.6	0.8
Mail order	1.8	1.6	0.8	5.5	2.4
Others	10	3.6	6.4	8.2	16
Don't do	13.5	2.1	11.6	9.1	18.4

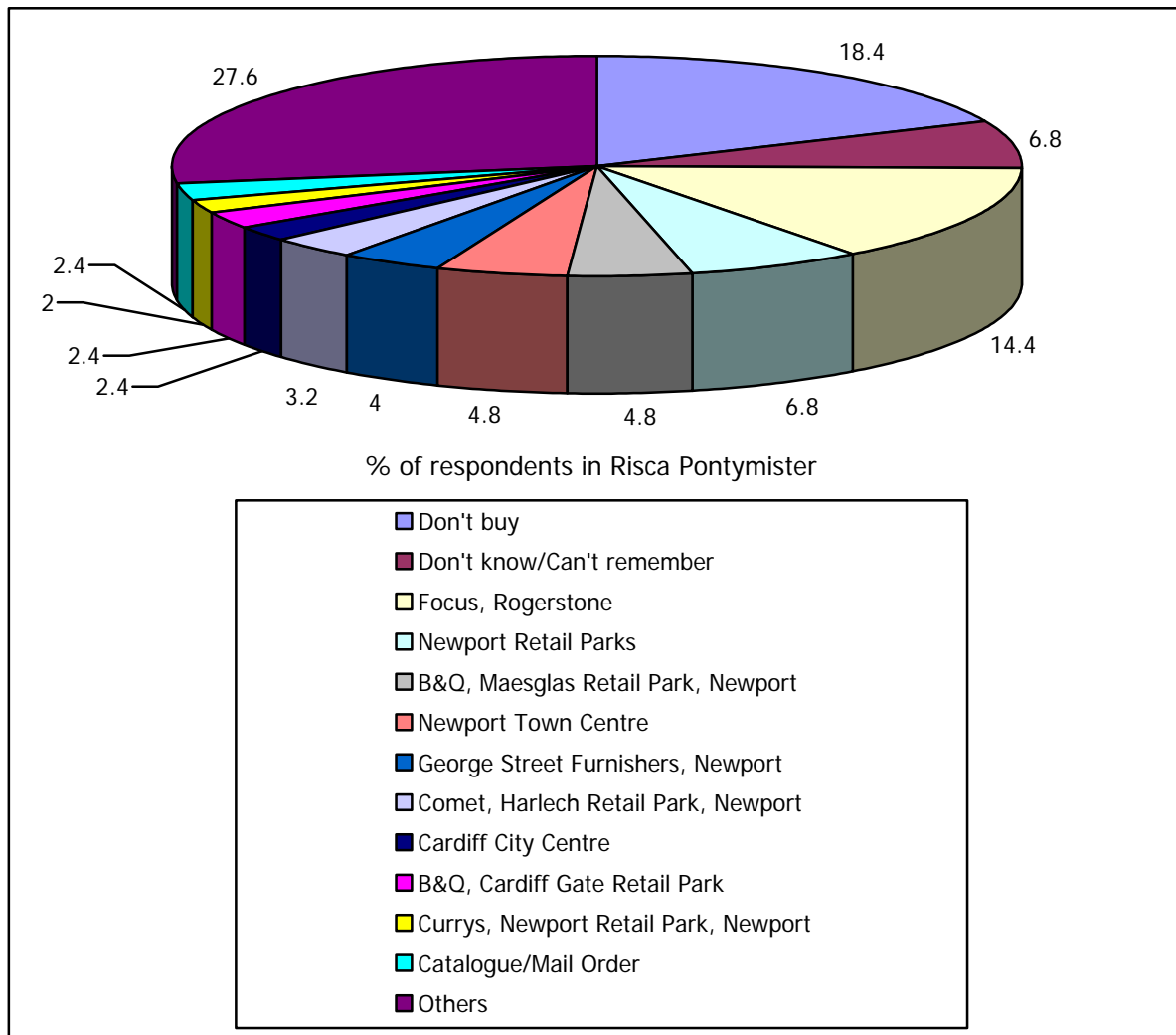
Respondents were asked which specific store they do most of their bulky non-food shopping. The following charts summarise the destinations chosen by respondents from the Risca Pontymister catchment area.

**Figure 3.2.5 – Where do you buy most of your BULKY non-food items? (% of all respondents)**



Base: 250 respondents overall

Figure 3.2.6 – Where do you buy most of your BULKY non-food items? (% of all respondents)



Base: 250 respondents overall

When looking at table 3.2.4, it is apparent that Newport is the most popular destination to shop for bulky non-food items amongst respondents from the Risca Pontymister catchment area. Over half of those who buy bulky non-food items (51.2%) choosing to shop in Newport, although this figure represents a fair decline on that found in 2003.

Cardiff was the second location of choice as a place for shopping for these items, with just over a tenth (11.2%) of respondents stating this. The proportion of people visiting this area has decreased slightly since 2003.

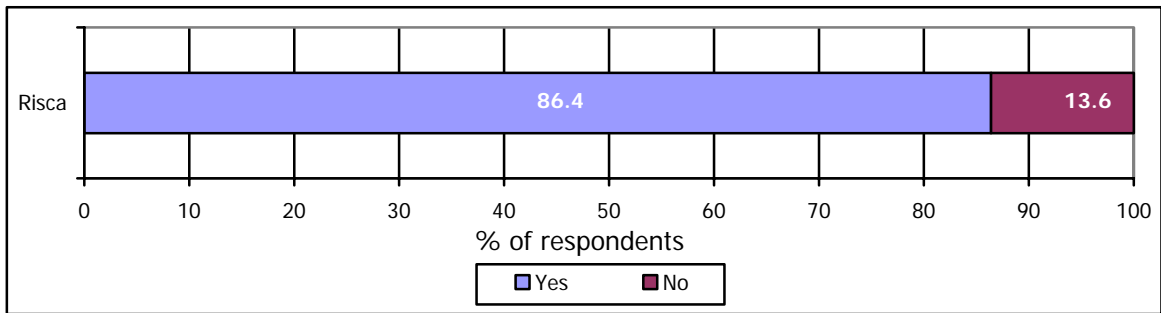
Risca Pontymister is visited for purchasing bulky non-food items by a very small minority of respondents from that catchment area.

Respondents based in the Risca Pontymister catchment area specified a large number of stores, which they visited to purchase most of their bulky non-food items. The main stores/areas that were stated can be seen in figure 3.2.6. The most popular store was Focus in Rogerstone, which was visited by roughly one seventh (14.4%) of respondents. The next most popular individual store was B&Q at Maesglas Retail Park in Newport, named by 4.8% of respondents.

### 3.3 Mode of transport

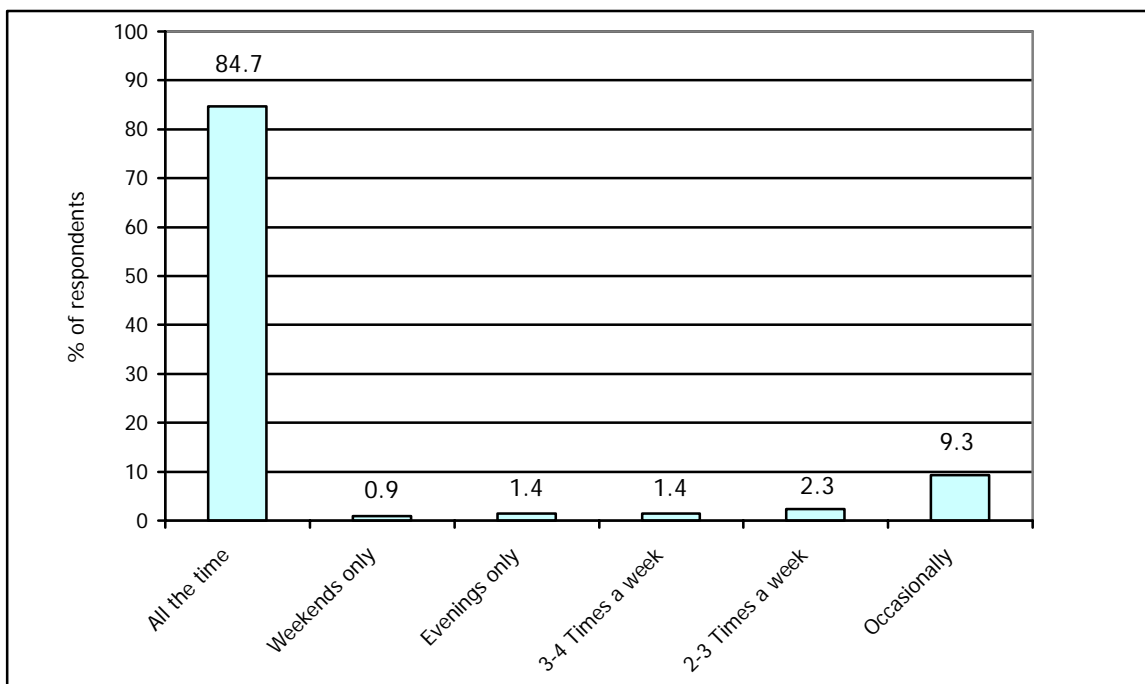
Respondents were next asked a couple of questions about their journey for shopping in general. These included whether they have access to a car/van and how often they have access to the car/van. The following data was found:

**Figure 3.3.1 – Do you have access to a car/van for shopping? (% of all respondents)**



Base: 250 respondents overall

**Figure 3.3.2 – How often do you have access to the car/van for shopping? (% of all respondents)**



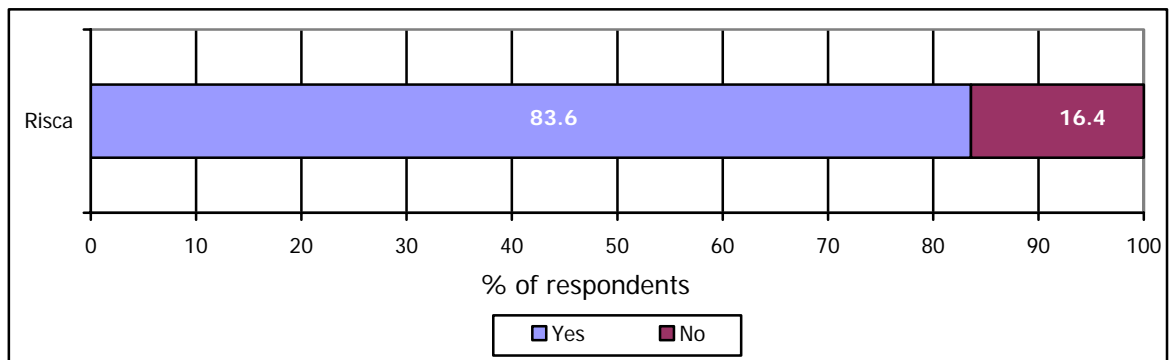
Base: 216 respondents overall

Some 216 respondents (86.4%) travelled by car/van for shopping were asked how often they have access to the vehicle. Over four fifths stated that they have access to a car/van all the time.

### 3.4 Shopping in Risca Pontymister

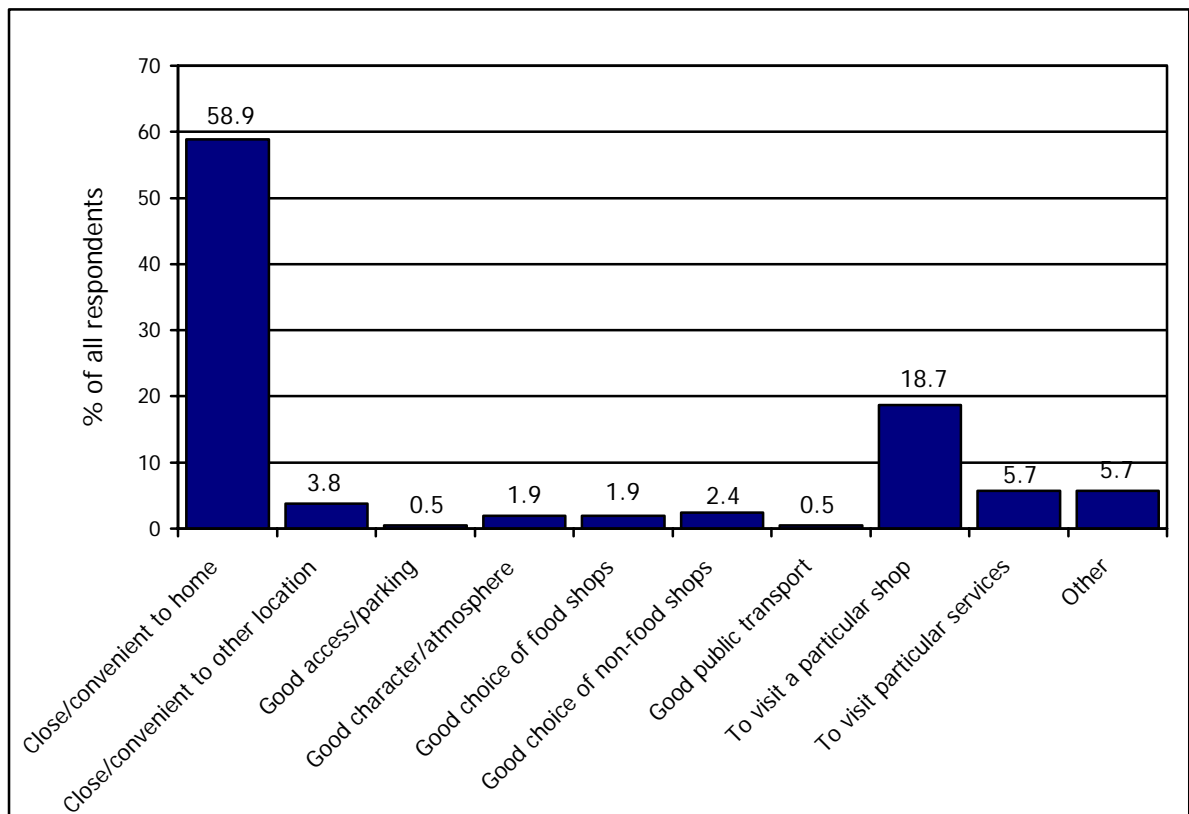
Respondents were asked a series of questions about shopping in Risca Pontymister. These included whether they visit Risca Pontymister for shopping, if so why, and if not, why not? They were also asked which potential improvements would make them use Risca Pontymister as a shopping location more frequently. The following graphs demonstrate the findings that were uncovered:

**Figure 3.4.1 – Do you ever visit RISCA PONTYMISTER for shopping? (% of all respondents)**



Base: 250 respondents overall

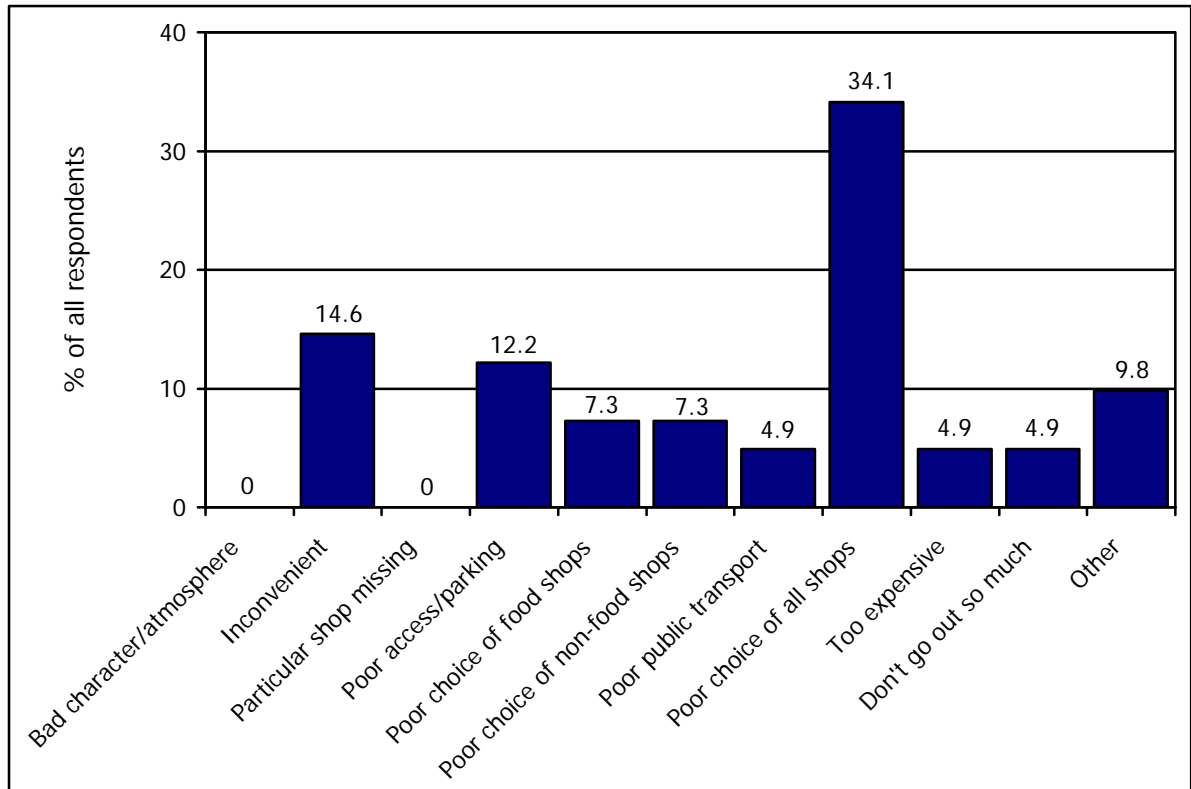
**Figure 3.4.2 – If yes, why is this? (% of all respondents)**



Base: Overall 250 respondents; 209 visiting Risca Pontymister



Figure 3.4.3 – If no, why is this? (% of all respondents)



Base: Overall 250 respondents; 41 not visiting Risca Pontymister

Over four fifths (83.6%) of respondents living in the Risca Pontymister catchment area (Figure 3.4.1) visit the Risca Pontymister centre for shopping in general.

Some 209 respondents who indicated they visited Risca Pontymister (Figure 3.4.2) gave a number of reasons for their visit. Almost three fifths of the respondents (58.9%) stated it was because it was close and/or convenient to home and almost a fifth (18.7%) said they go to Risca Pontymister to visit a particular shop.

The responses contained under the category 'other' (5.7%) in figure 3.4.2, included the following aspects which proved to be positive for a number of respondents:

- "Supports local trade" (1.9% of all respondents in Risca Pontymister)
- "Good choice of all shops" (1%)

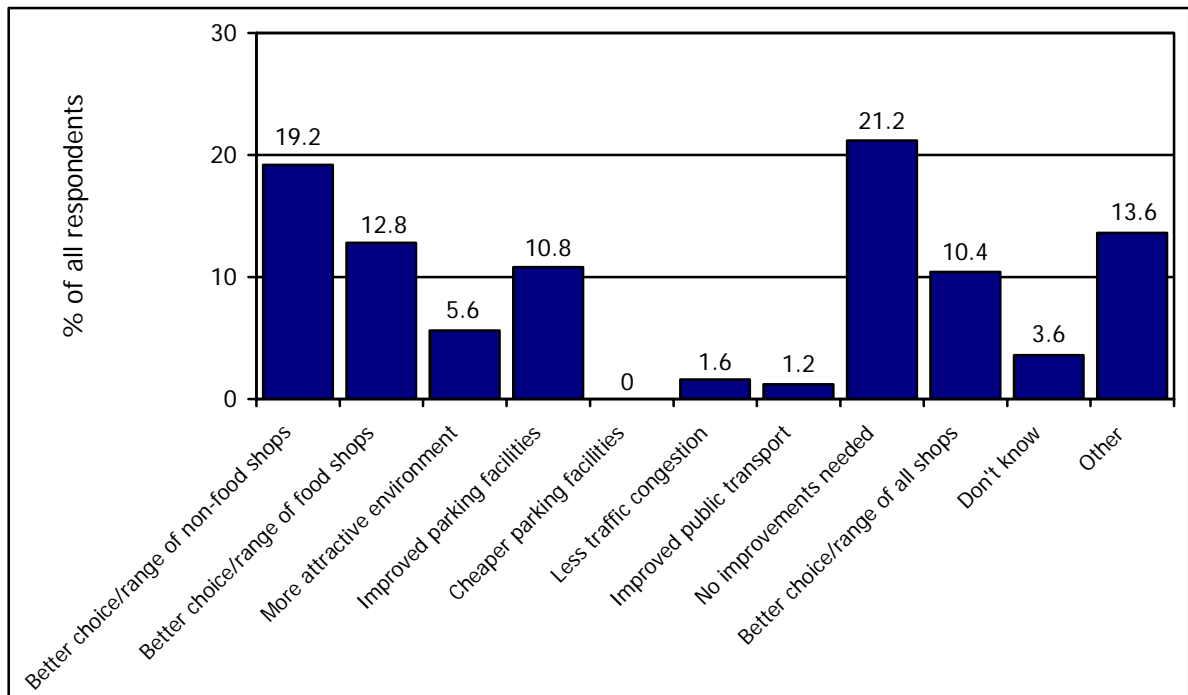
Similarly those respondents, who indicated they did not visit Risca Pontymister (Figure 3.4.3), also stated significant reasons for not visiting the centre for shopping. Over a third of respondents (34%) stated that it was because of the poor choice of shops. Another seventh (14.6%) of respondents stated that it was inconvenient and almost an eighth (12.2%) stated it was due to poor access and parking.

The responses contained under the category 'other' (9.8%) in figure 3.4.3, included the following aspect which proved to be negative for a number of respondents:

- "Prefer to go elsewhere" (2.4% of all respondents in Risca Pontymister)
- "Lack of staff discount" (2.4%)

All respondents within the catchment area of Risca Pontymister were asked the following question (figure 3.4.4), whether they visited their local area or not. The respondents were asked what would make them use Risca Pontymister more frequently. The results are as follows:

**Figure 3.4.4 – What would make you use RISCA PONTYMISTER more frequently?**  
 (% of all respondents)



Base: 250 respondents overall

The highest proportion of respondents, over a fifth (21.2%), stated that there were “no improvements needed” in Risca Pontymister that would make them use the centre more frequently.

This contrasts with nearly a fifth (19.2%) of respondents who would prefer to have a better choice/range of non-food shops within the centre.

Over an eighth of respondents stated they would prefer to have better choice/range of food shops (12.8%).

The responses contained under the category ‘other’ (13.6%) in figure 3.4.4, included the following requirements for development which would satisfy a number of respondents:

- “Tidy up the Palace” (1.6% of all respondents in Risca Pontymister)
- “Generally improve facilities” (1.2%)
- “Cleaner streets” (0.8%)

### 3.5 Approval rating

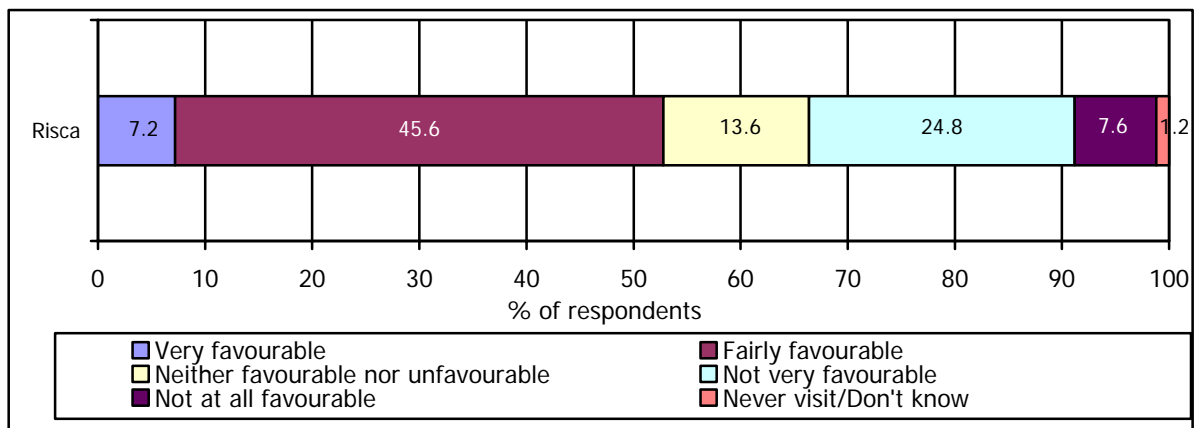
Finally on the CATI survey, respondents were asked how they would rate Risca Pontymister as a place for shopping on a scale from 'very favourable' to 'not at all favourable'. The results can be seen in table 3.5.1 and figure 3.5.2 below:

**Table 3.5.1 – Proportion rating town as either 'favourable' or 'fairly favourable' (% of all respondents)**

	1994	1997	2000	2003	2006
Blackwood	84.6	84.5	80.3	79.7	70.8
Caerphilly	44.4	75.4	70.7	78.1	68
Newbridge	73.5	63.2	57	67.6	62.8
Ystrad Mynach	54.5	47	49	57.4	54
<b>Risca Pontymister</b>	<b>61.2</b>	<b>61.9</b>	<b>54.5</b>	<b>55.9</b>	<b>52.8</b>
Bargoed	38.6	22.5	19.9	26.4	12.8

Base: 2006 results show rating as either 'very favourable' or 'fairly favourable'

**Figure 3.5.2 – How would you rate RISCA PONTYMISTER as a place for shopping? (% of all respondents)**



Base: 250 respondents overall

In common with some of the other town centres the approval rating of Risca Pontymister has declined through the survey years since 1994. However, the decline has been greater for Risca Pontymister, which has fallen from having the third highest approval rating to being in fifth place out of the six main centres.

Nevertheless, nearly a tenth of respondents (7.2%) stated that they rate the town as 'very favourable' and over two fifths (45.6%) stating 'fairly favourable'.

### 3.6 Demographics

The breakdown of SEG, age and gender of those who took part can be seen in figure 3.6.1 below:

**Figure 3.6.1 – Breakdown of SEG, age and gender**

#### By SEG

	Base: All respondents		Location											
	Num	%	Bargoed		Blackwood		Newbridge		Risca Pontymister		Caerphilly		Ystrad Mynach	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1500	100.0%	250	100.0%	250	100.0%	250	100.0%	250	100.0%	250	100.0%	250	100.0%
A/B	235	15.7%	26	10.4%	46	18.4%	38	15.2%	28	11.2%	53	21.2%	44	17.6%
C1	379	25.3%	56	22.4%	52	20.8%	53	21.2%	75	30.0%	70	28.0%	73	29.2%
C2	449	29.9%	74	29.6%	73	29.2%	84	33.6%	80	32.0%	67	26.8%	71	28.4%
D/E	405	27.0%	86	34.4%	73	29.2%	70	28.0%	61	24.4%	56	22.4%	59	23.6%
Refused	32	2.1%	8	3.2%	6	2.4%	5	2.0%	6	2.4%	4	1.6%	3	1.2%

Base: Overall 1500 respondents; 250 respondents in Risca Pontymister

#### By age group

	Base: Respondents in Risca Pontymister		A/B		C1		C2		D/E		Refused	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Respondents in Risca Pontymister	250	100.0%	28	100.0%	75	100.0%	80	100.0%	61	100.0%	6	100.0%
18 - 24 years	4	1.6%			2	2.7%	2	2.5%				
25 - 34 years	20	8.0%	2	7.1%	11	14.7%	4	5.0%	3	4.9%		
35 - 44 years	29	11.6%	4	14.3%	9	12.0%	8	10.0%	7	11.5%	1	16.7%
45 - 54 years	34	13.6%	4	14.3%	9	12.0%	13	16.3%	7	11.5%	1	16.7%
55 - 64 years	67	26.8%	7	25.0%	21	28.0%	23	28.8%	16	26.2%		
65 years or above	94	37.6%	11	39.3%	23	30.7%	30	37.5%	27	44.3%	3	50.0%
Refused	2	.8%							1	1.6%	1	16.7%

Base: 250 respondents in Risca Pontymister

#### By gender

	Base: All respondents		Location											
	Num	%	Bargoed		Blackwood		Newbridge		Risca Pontymister		Caerphilly		Ystrad Mynach	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1500	100.0%	250	100.0%	250	100.0%	250	100.0%	250	100.0%	250	100.0%	250	100.0%
Male	395	26.3%	60	24.0%	67	26.8%	71	28.4%	65	26.0%	63	25.2%	69	27.6%
Female	1105	73.7%	190	76.0%	183	73.2%	179	71.6%	185	74.0%	187	74.8%	181	72.4%

Base: 250 respondents in Risca Pontymister

## 4.0 On-Street survey

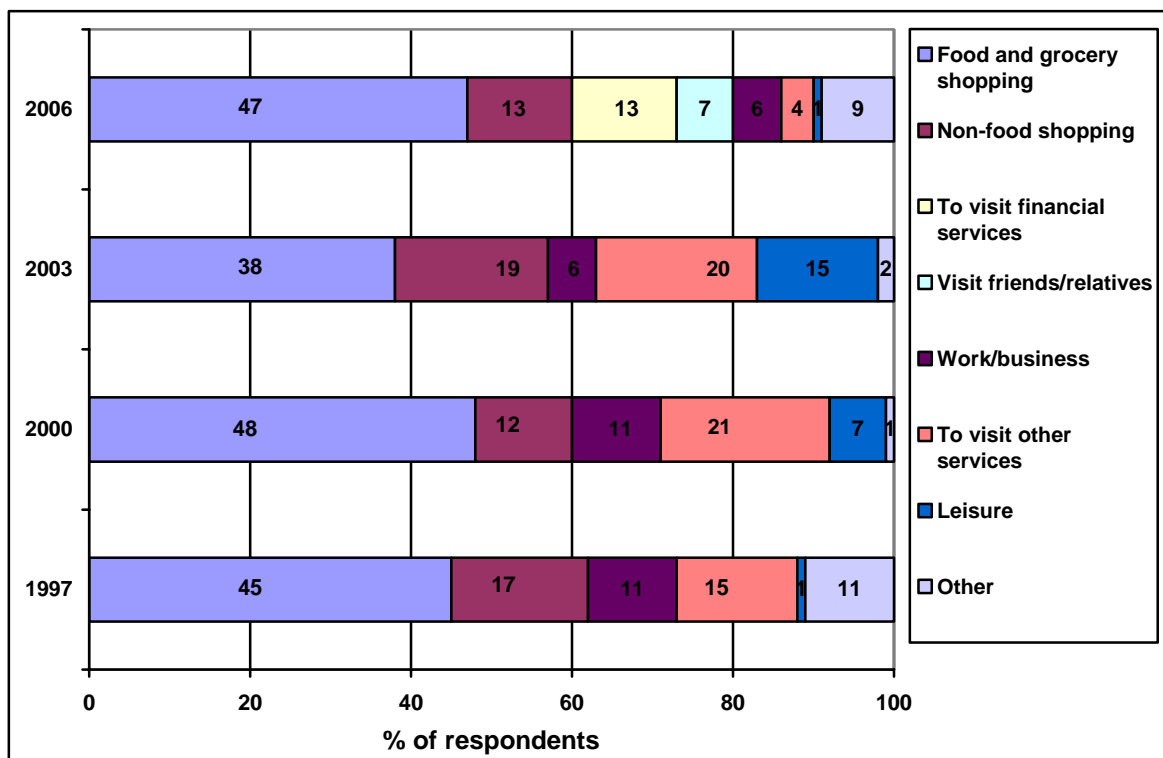
A total of 150 face-to-face interviews were conducted in Risca Pontymister town centre, in July 2006. Interviews were conducted in two locations, namely:

- 1) Tredegar Street, Risca
- 2) Commercial Street, Pontymister

### 4.1 Reasons for visiting Risca Pontymister town centre

Respondents were asked to give the one main reason for their visit to the town centre, without being prompted by the interviewer.

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



Base: 150 respondents

Almost half of all respondents (47%) were in Risca Pontymister to go food and grocery shopping. This is a similar trend to two previous surveys but is an increase from 2003 when the same figure was just under two fifths of all respondents (38%).

Further to this, the other main reasons for visiting Risca Pontymister were fairly spread. Just over an eighth (13%) were in town for non-food shopping and the same proportion (13%) were visiting Risca Pontymister to use financial services.

Of the 'other' reasons given for visiting Risca Pontymister in 2006 (9%), a small number of people were in town to eat/visit a restaurant/café/pub (4%), as were those who were simply window-shopping or browsing (3%).

When asked which other activities they would be carrying out on their visit to Risca Pontymister town centre, those who were combining other activities were most likely to be non-food shopping (13%) or visiting financial services (11%). A large proportion of respondents, almost two thirds (63%) weren't conducting any additional activity whilst in Risca Pontymister.

## 4.2 Travelling to Risca Pontymister

Respondents were asked a series of questions about their journey to Risca Pontymister. These included the location that they directly came from, the method of transport used, where they parked (if travelling by car), and the time taken to travel.

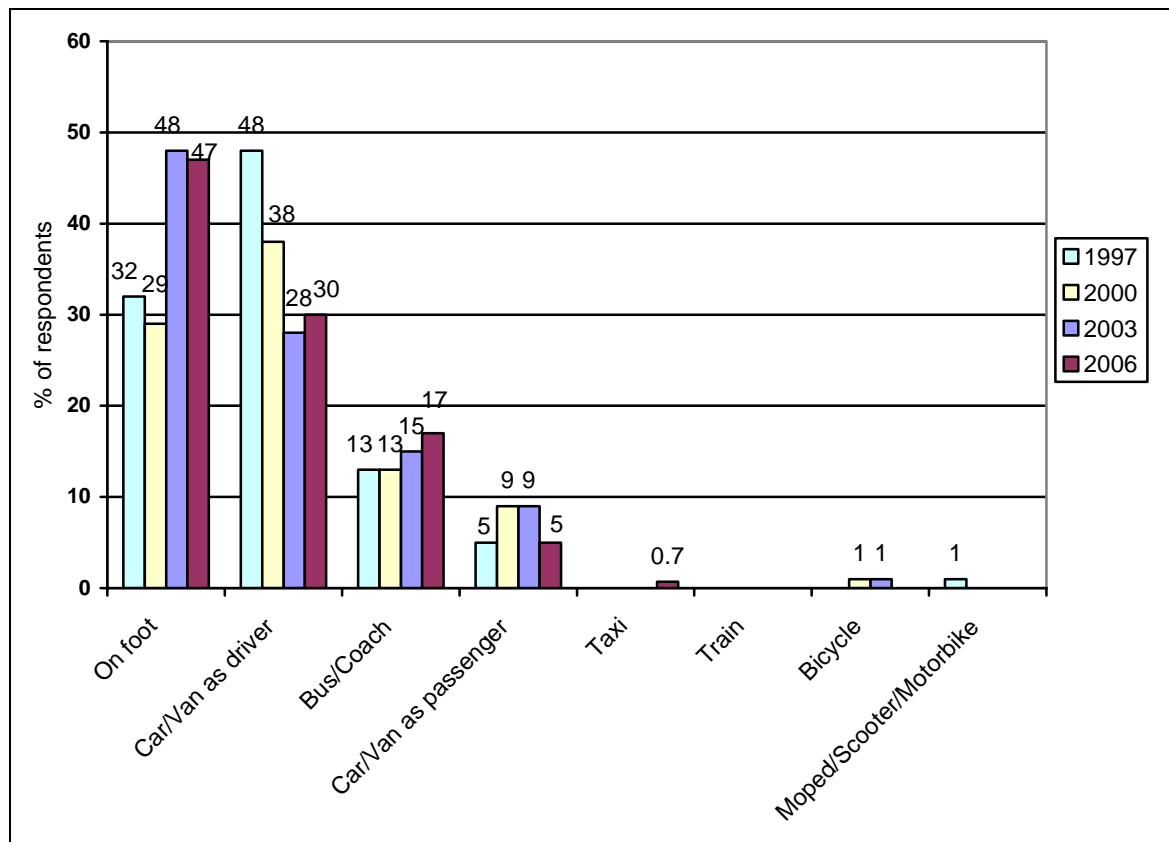
The majority of respondents (90%) had gone straight from home to Risca Pontymister, with a relatively small number travelling from work (9%) and one person having travelled from a relative's house (1%).

Specifically, just over three quarters came from Risca Pontymister (78%), with Newport (7%), Abercarn (3%), Cardiff (3%) and Cross Keys (3%) being the other starting locations of note.

Shoppers were also asked about the mode of transport that they used to travel to Risca Pontymister town centre.

The results of the past 4 surveys are displayed in figure 4.2.1.

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



Base: 150 respondents

The most popular means of travel was by foot, as just under half (47%) of all respondents had walked to Risca Pontymister. Those travelling by car/van as driver, the second most popular mode of transport, accounted for three in ten (30%) of all respondents and slightly under a fifth (17%) had travelled by bus/coach.

The trends in 2006 are fairly consistent with those in 2003, specifically continuing the shift in popularity towards travelling on foot rather than by car. This perhaps indicates that the Risca Pontymister centre is becoming more important for those shoppers who live in close proximity.

Those 53 respondents who travelled by car were asked the exact location where they parked. The results can be seen in the following table.

**Figure 4.2.2 – Where did you park? (% of all respondents)**

Car park location	All respondents	Point of interview		Passenger Type	
		Tredegar Street, Risca	Commercial Street, Pontymister	Car/van as driver	Car/van as passenger
Public car park	6	8	-	7	-
On-Street	70	66	80	71	63
Lidl free car park	15	18	7	18	-
Dropped off	6	3	13	-	38

Base: 53 respondents

Those respondents travelling by car were most likely to use on-street car parking (70%) or the Lidl free car park (15%) when parking in Risca Pontymister.

[Time taken to travel to Risca Pontymister](#)

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

	1994	1997	2000	2003	2006
< 5 minutes	56	37	37	40	32
5-10 minutes	19	41	41	42	43
11-20 minutes	13	17	15	13	17.3
21-30 minutes	7	5	4	2	3.3
Over 30 minutes	5	1	3	3	4.7

Three quarters of all respondents (75%) had travelled to Risca Pontymister for a period of 10 minutes or less. This was made up of one third (32%) who had travelled for less than 5 minutes and just over two fifths (43%) who travelled for between 5 - 10 minutes to arrive.

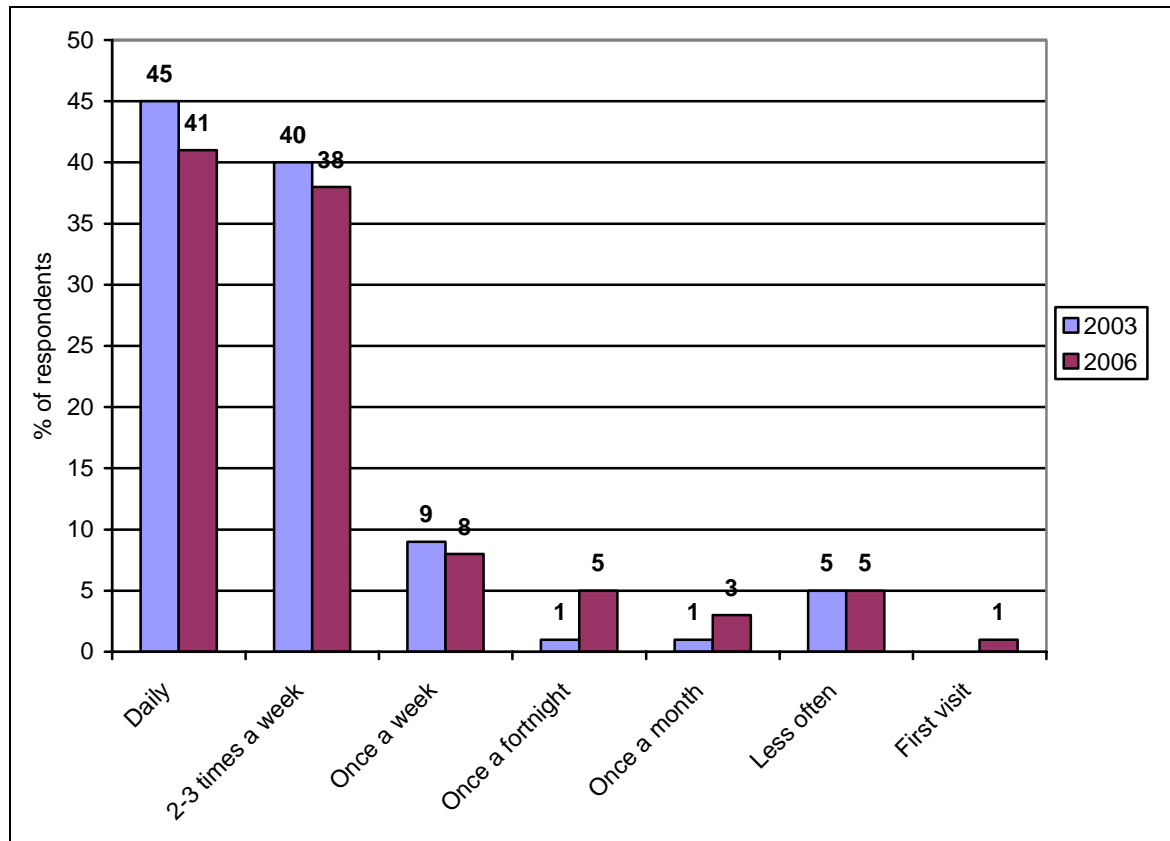
The remaining quarter of respondents were most likely to have taken somewhere between 11 - 20 minutes (17%) with very small numbers taking between 21 - 30 minutes (3%) or over 30 minutes (5%) to travel to Risca Pontymister.

The general travel time pattern to Risca Pontymister has remained fairly consistent since 1997, but today over twice as many people are travelling between 5 and 10 minutes than did in 1997.

The number of people travelling for over 20 minutes to get to Risca Pontymister has been always been a small percentage, peaking in 1994 when slightly over a tenth of all respondents (12%) took this length of time.

Frequency of visits to Risca Pontymister

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



Base: 150 respondents

Two fifths (41%) of all respondents visit the town centre on a daily basis and around the same figure (38%) visit two or three times a week. This implies that four fifths (80%) of all respondents visit Risca Pontymister at least twice a week or more often. This pattern closely resembles the frequency of visits in 2003, but showing a small decline in the figures from that date.

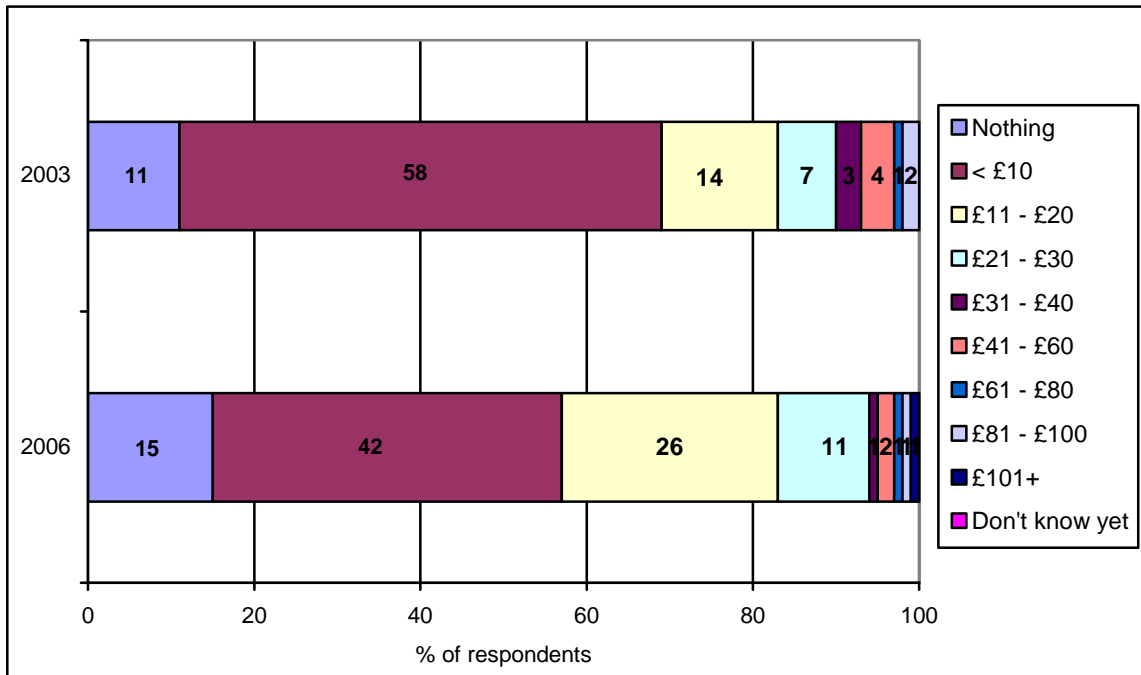
The percentage of respondents visiting Risca Pontymister just once a week has remained approximately the same (2006 – 8%, 2003 – 9%). The numbers, who visit once a week or less frequently, has increased slightly (2006 – 22%, 2003 – 16%).



### 4.3 Spending behaviour

Shoppers were asked how much they have, or how much they intended to spend on their visit to the town centre on the day of interview. The results of the past two surveys 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 town centre today? (% of all respondents)**



Base: 150 respondents

Around two-fifths of all respondents had spent, or were expecting to spend, up to £10 whilst on their shopping trip, with a further quarter (26%) estimating between a ten and twenty pound spend.

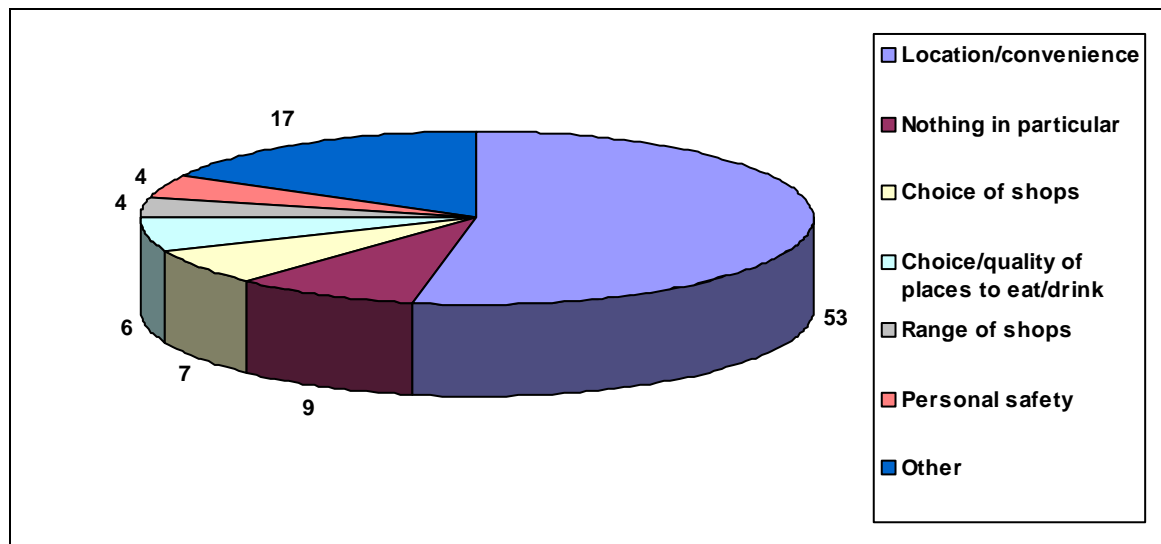
Those spending or expecting to spend over twenty pounds accounted for slightly less than a fifth of all respondents (17%) and included a small number who intended to spend, or had spent, over £60 (3%).

Over one seventh (15%) didn't intend to spend anything in Risca Pontymister, which represent an increase of 4 percentage points from 2003.

#### 4.4 Likes and Dislikes about Risca Pontymister town centre

Finally on the on-street survey, respondents were asked which one thing they particularly like and dislike about Risca Pontymister town centre. The results can be seen in Figure 4.4.1 and Figure 4.4.2 below

**Figure 4.4.1 – What one thing do you particularly like about this town centre? (% of all respondents)**



Base: 150 respondents

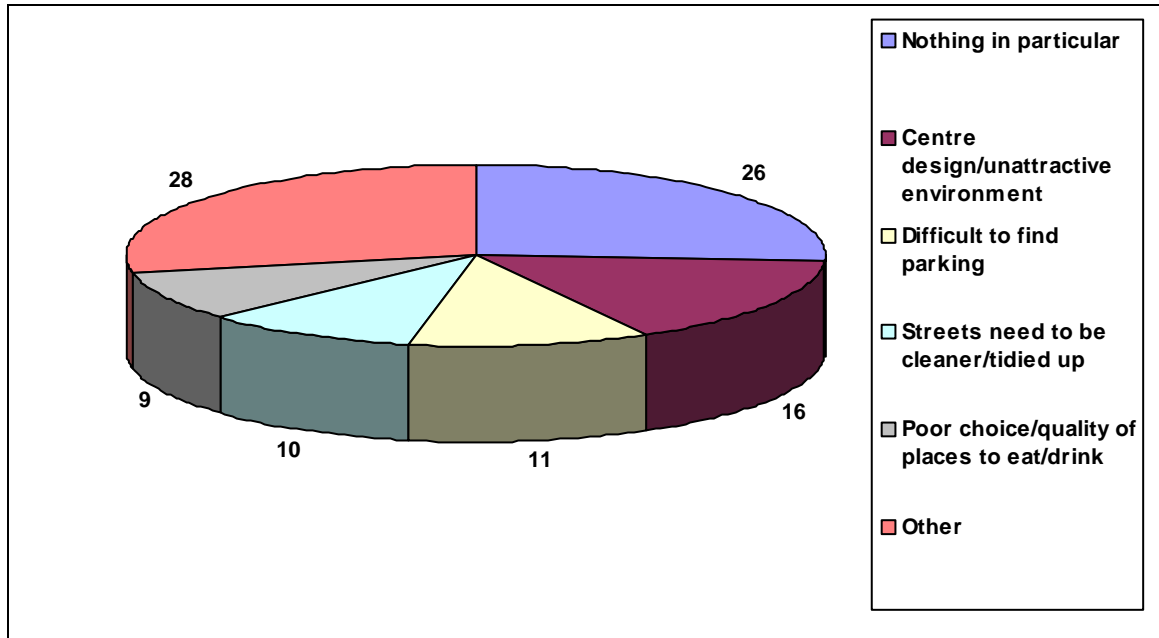
Risca Pontymister's location and convenience was the aspect that the majority of visitors most liked about the town centre (53%). A small number particularly liked the following aspects about Risca Pontymister; choice of shops (7%), choice and quality of places to eat/drink (6%), the range of shops (4%) and the personal safety that they felt whilst in Risca Pontymister (4%). Just under one tenth (9%) could not specify any particular thing that they liked.

Of the 'other' responses given (17%), the following aspects proved to be favourable for a number of respondents:

- "Centre design/attractive environment" (4% of all respondents)
- "Compact shopping centre" (4%)
- "Convenient parking" (3%)
- "Presence of bank/building society" (2%)
- "Butchers/independent food shops" (1%)

Respondents were then asked which one thing they particularly disliked about Risca Pontymister.

**Figure 4.4.2 – What one thing do you particularly dislike about this town centre? (% of all respondents)**



Base: 150 respondents

A quarter of all respondents (26%) couldn't think of anything that they particularly disliked about Risca Pontymister town centre. Nearly one sixth (16%) disliked the centre design or found it to have an unattractive environment. A tenth (11%) found it difficult to find parking in Risca Pontymister and a similar proportion stated that the streets in the area needed to be cleaner / tidied up (10%). Another similar percentage of respondents disliked the choice / quality of places to eat / drink (9%)

Of the 'other' responses given (28%), the following aspects proved to be unfavourable for a selection of respondents:

- "Too much through traffic/congestion/buses" (5% of all respondents)
- "Derelict buildings" (5%)
- "Lack of leisure/recreation facilities" (5%)

Previous results (2000 – 2003)

	2000	2003
Nothing in particular	43	31
Poor physical condition of centre	9	21
Inadequate/expensive car parking provision	19	16
Lack of services/facilities	1	9
Volume of traffic/poor roads	5	7
Poor choice/range of shops	15	6
All others	8	12

The wording in the options used in previous surveys is slightly different to the 2006 study, however when looking at the general themes of dissatisfaction, the discontent with the condition of the centre appears to be on the increase, as in 2000 only a tenth (9%) were dissatisfied with the poor physical condition of the centre, whereas this year the equivalent figure has nearly tripled (26%)

## 4.5 Demographics

The breakdown of SEG, age and gender of those who took part can be seen in Figure 4.5.1.

### By SEG

	Base: All respondents		LOCATION				GENDER			
	Num	%	Tredegar Street, Risca Pontymister		Commercial Street, Pontymister		Male		Female	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	150	100.0%	100	100.0%	50	100.0%	54	100.0%	96	100.0%
A/B	10	6.7%	9	9.0%	1	2.0%	5	9.3%	5	5.2%
C1	32	21.3%	24	24.0%	8	16.0%	10	18.5%	22	22.9%
C2	31	20.7%	19	19.0%	12	24.0%	17	31.5%	14	14.6%
D/E	73	48.7%	45	45.0%	28	56.0%	22	40.7%	51	53.1%
Refused	4	2.7%	3	3.0%	1	2.0%			4	4.2%

Base: 150 respondents

### By age group

	Base: All respondents		SEG									
	Num	%	A/B		C1		C2		D/E		Refused	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	150	100.0%	10	100.0%	32	100.0%	31	100.0%	73	100.0%	4	100.0%
18 - 25 years	16	10.7%			3	9.4%	4	12.9%	9	12.3%		
26 - 34 years	13	8.7%			3	9.4%	2	6.5%	7	9.6%	1	25.0%
35 - 44 years	33	22.0%	4	40.0%	8	25.0%	9	29.0%	12	16.4%		
45 - 54 years	31	20.7%	5	50.0%	6	18.8%	7	22.6%	12	16.4%	1	25.0%
55 - 64 years	21	14.0%	1	10.0%	6	18.8%	3	9.7%	10	13.7%	1	25.0%
65 years or more	34	22.7%			6	18.8%	6	19.4%	22	30.1%		
Refused	2	1.3%							1	1.4%	1	25.0%

Base: 150 respondents

### By gender

	Base: All respondents		LOCATION				SEG									
	Num	%	Tredegar Street, Risca Pontymister		Commercial Street, Pontymister		A/B		C1		C2		D/E		Refused	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	150	100.0%	100	100.0%	50	100.0%	10	100.0%	32	100.0%	31	100.0%	73	100.0%	4	100.0%
Male	54	36.0%	37	37.0%	17	34.0%	5	50.0%	10	31.3%	17	54.8%	22	30.1%		
Female	96	64.0%	63	63.0%	33	66.0%	5	50.0%	22	68.8%	14	45.2%	51	69.9%	4	100.0%

Base: 150 respondents

## 5.0 Leisure Activities

In 2006, a series of questions relating to leisure activities were asked for the first time. These included discovering in which leisure activities respondents participate, in which area, and how frequently they participate in these activities.

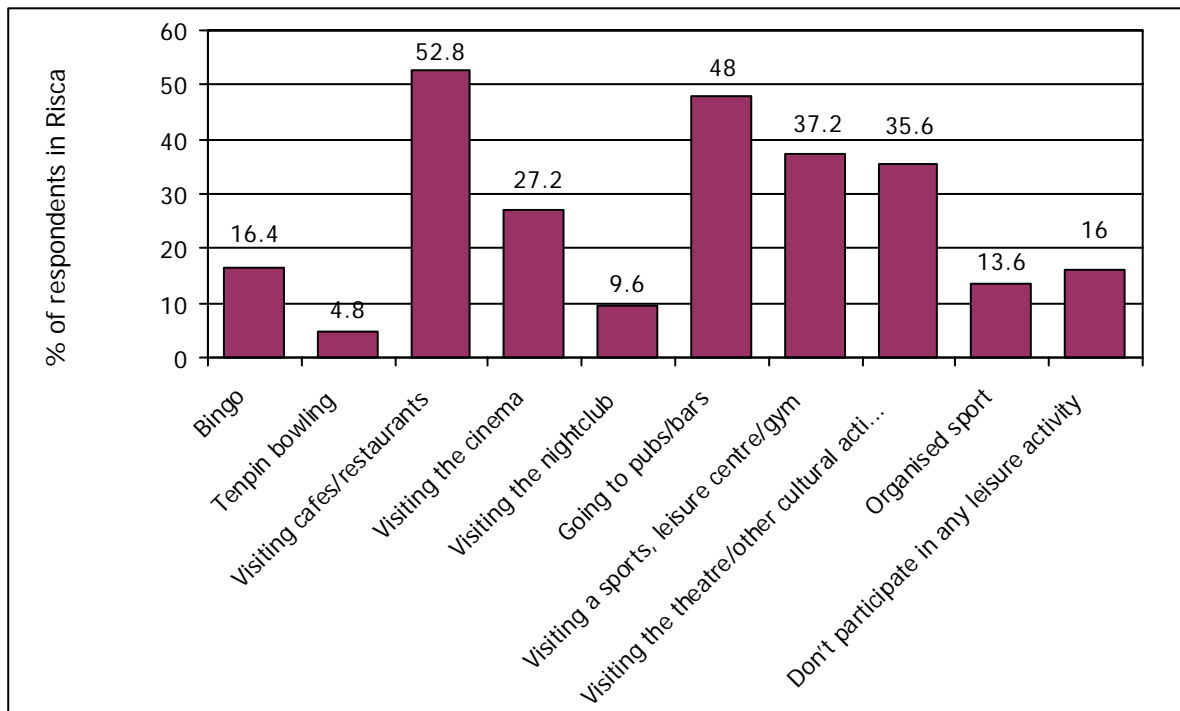
(N.B. The breakdown of the demographics for those who took part can be seen in figure 3.6.1 on page 20.)

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
- Tenpin bowling
- Visiting cafés/restaurants
- Visiting the cinema
- Visiting the 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

Respondents were able to state as many activities that applied and the following chart (Figure 5.0.1) demonstrates the findings that were uncovered:

**Figure 5.0.1 – Which of the following leisure activities do you or members of your household regularly participate in? (% of all respondents)**



Base: 250 respondents overall; multiple choice

The most popular leisure activity among respondents from the Risca Pontymister catchment area, was either visiting a café or a restaurant. When asked the location chosen, a third said they visited Newport (36.4%), most commonly once a week (32.6%). Other respondents stated that they go to a pub or a bar in the Risca Pontymister area, (48%). The majority of respondents who participate in this type of activity do so in Risca Pontymister once a week. Almost two fifths (37.2%) visit a sports/leisure centre or gym and over a third (35.6%) play Bingo. Only 40 respondents (16%) indicated that they do not participate in any leisure activity.

### Bingo

Risca Pontymister was the most popular location for this activity with over two fifths (43.9%) stating this. The most popular frequency of playing Bingo was once a week with over half of all respondents (53.7%) indicating this.

### Tenpin Bowling

Respondents from the Risca Pontymister catchment area specified a small number of locations, which they visited to play tenpin bowling. Nearly three fifths of those who go Tenpin Bowling (58.3%) play in the Cardiff area.

Half of the respondents, who play Tenpin Bowling, usually do this less often than once a month, and slightly over two fifths (41.7%) playing once a month.

### Cafés/Restaurants

Those who visited a café or a restaurant chose Newport most often with over a third of respondents stating this (36.4%). Cardiff was second choice with around a fifth (21.2%) going there, followed by Risca Pontymister listed by 13.6%.

Nearly a third (32.6%) of those respondents living in the Risca Pontymister area regularly visit a café or a restaurant once a week.

### Cinema

Of those who regularly visit the cinema (27.2%), a very large proportion of respondents, over four fifths, stated that they visit Newport (85.3%). Only one respondent said that they visit Risca Pontymister to go to the cinema.

Similar numbers of respondents who visit the cinema stated that they are most likely to go once a month (39.7%) or less often than that (39.7%).

### Nightclubs

Newport was the most popular choice for the respondents of the Risca Pontymister catchment area when going to a nightclub, with three quarters (75%) stating this. No respondents said that they visit Risca Pontymister to go to a nightclub.

The most popular frequency for visiting a nightclub was once a week, with almost a third (29.2%) indicating this.

### Pubs/Bars

Risca Pontymister was the most popular location for respondents to visit a pub or a bar; with over three thirds (61.7%) indicating they go there. The respondents who visit a pub or a bar stated that they are most likely to do so once a week (38.3%).

Sports, Leisure Centre/Gym

Those who visited a sport, leisure centre or a gym preferred to go to Risca Pontymister with over two thirds (66.7%) stating this.

Just over two fifths (43%) of those respondents living in the Risca Pontymister catchment area regularly visit a sport, leisure centre or a gym once a week.

Theatre/other cultural activities

Almost three fifths (59.6%) of the respondents within the Risca Pontymister catchment area prefer to go to Cardiff as a place to visit the theatre or any other cultural activities.

Just over four fifths (82%) of those respondents living in the Risca Pontymister catchment area regularly visit the theatre or any other cultural activities, but they do so less often than once a month.

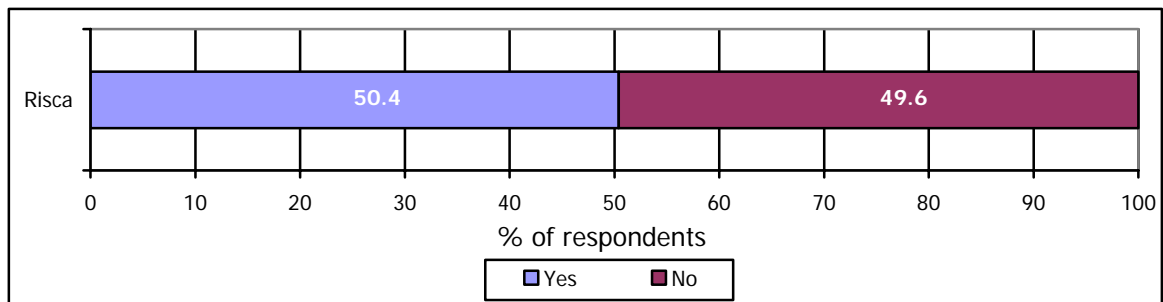
Organised sport

Under a seventh (13.6%) of all respondents indicated that they play an organised sport. Nearly two fifths (38.2%) of these respondents stated Risca Pontymister as the place they play an organised sport. Over two fifths of the respondents (44.1%) said they play this type of activity once a week.

**5.1 Walking in the countryside**

Another topic that was introduced in 2006 that the County Borough Council was interested in was to discover the number of respondents who regularly participate in walking in the countryside and in which area(s) they do this. The following table (Figure 5.1.1.) shows the main findings:

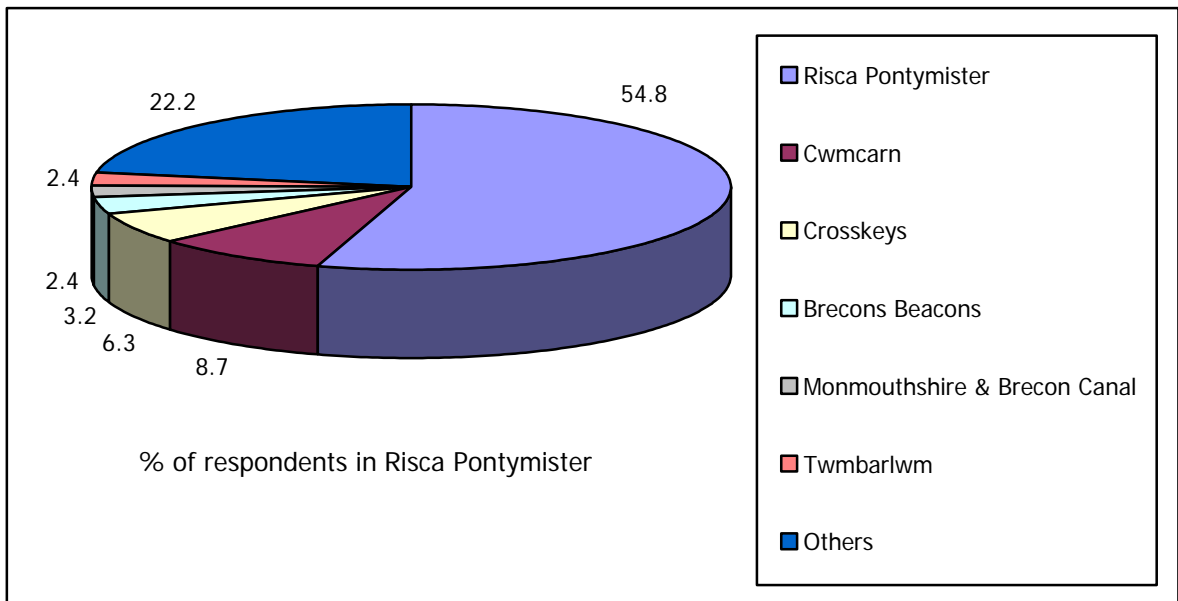
**Figure 5.1.1 – Do you or members of your household regularly walk in the countryside? (% of all respondents)**



Base: 250 respondents overall

Some 126 respondents from the Risca Pontymister catchment area regularly walk in the countryside, and they were asked which area they visit. The following chart demonstrates the main locations where respondents go walking:

Figure 5.1.2 – In which area do you go walking in the countryside? (% of all respondents)



Base: 126 respondents overall

Of those respondents who go walking from the Risca Pontymister catchment area, over half (54.8%) go walking in Risca Pontymister itself. Under a tenth of respondents (8.7%) set off to Cwmcarn, while Crosskeys and the Brecon Beacons are visited by 6.3% and 3.2% of respondents respectively. Smaller numbers of respondents climb to Twmbarlwm and walk the Monmouthshire & Brecon Canal (both chosen by 2.4%).