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Research and Marketing plus

Shopper Attitude Surveys 2008 – Abertillery Report

Heads of the Valleys

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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 Abertillery.

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 Abertillery 202 interviews were completed in Church Street and Somerset Street.

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 Town Centre
- The other reason(s) for the respondents' visit to the Town 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 Town Centre
- 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
- 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 town 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 250 telephone and 202 on-street surveys were interviewed who resided across the area. Interviewing was conducted within the catchment area of Abertillery over a period, from 7th November – 9th December 2008.

2.2 Main Findings

The main findings of the Abertillery Household Telephone Survey are summarised below:

15 - The majority of respondents had used stores located in the Abertillery area to purchase their food and grocery items. Over a third of respondents (34.0%) listed Asda in Nantyglo/Brynmawr as the store where they buy most of their household food and grocery items. The second most quoted store was the Tesco store in Abertillery, stated by nearly a third of respondents (30.8%).

16 - No respondents within the catchment area stated that they used the Internet for their household's food and grocery shopping.

17 - In terms of towns, Cwmbran Shopping Centre (28.4%) was the most popular location for non-food items. Newport (17.2%) was the second and Cardiff (14.8%), being the third most popular town.

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)
    - Current patterns of visiting the catchment areas for any other purpose other than retailing

19 - All respondents who stated they use the internet to shop (25.2%) were asked to indicate the categories of goods they have purchased. The main goods purchase over the internet was clothes (39.7%).

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:
    - The majority of respondents had visited Asda in Nantyglo/Brynmawr (86.8%)
    - A small proportion (9.2%) indicated they had not used/visited these stores/locations for any other purpose

21 - The results revealed that the most popular leisure activity that respondents in the Abertillery catchment area participated in was visiting cafes/restaurants (43.6%) of which they mainly visited less often than once a month (26.6%).

22 ▪ Others stated that they partake in going to pubs/bars (39.6%) and mainly did so once a week (39.4%)

23 ▪ Only 52 respondents indicated that they do not participate in any leisure activity.

24 ▪ The survey also found that most respondents who go walking in the countryside did so in Abertillery (47.8%).

25 ▪ Many respondents who travelled by car/van some 209 (83.6%) stated that they have access to a car/van all the time.

26 ▪ The survey has found that 78.8% of all respondents surveyed do visit Abertillery for their shopping and some 197 stated a number of reasons for visiting their local area for shopping:

  o Mainly due to the closeness and/or convenience to their homes

27 ▪ In 2008, a new question was introduced; whether respondents usually visit the town for any other purpose (and if so what for). Over half (54.8%) of respondents do not visit Abertillery for any other purpose, apart from what is planned prior to their trip.

28 ▪ All respondents within the catchment area of Abertillery were then asked what would make them visit the area more frequently:

  o The majority would prefer to have a better choice/range of non-food shops (39.6%)

29 ▪ The results of the telephone survey have suggested that the attractiveness of the town, 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 non-food shopping.

30 ▪ Surprisingly, over two thirds of respondents stated that they rate the town as either 'not very favourable' or 'not at all favourable '(67.2%).

31 ▪ Only 12.0% of all respondents felt the town was either 'very favourable' or 'fairly favourable'.

The main findings of the Abertillery On-Street Survey are summarised below:

32 ▪ Nearly a third (30.7%) of respondents stated they mainly visited Abertillery for non-food shopping.

  o The second most quoted response was food and grocery shopping (23.3%) and in third place was work/business (20.3%).

33 ▪ Collectively, those visiting Abertillery for shopping equates for over half of all respondents (54%).

34 ▪ The most popular method of transport was on foot (49.5%), with just over a quarter (27.7%) of respondents travelling by car/van.

- 35 Over three quarters (78.7%) visited the Town Centre at least twice a week or more frequently. This is broken down as follows:

  - Almost half of respondents (46%) visited daily
  - A third who visited Abertillery 2-3 times a week

- 36 The majority of respondents (62.9%) stated that they had or were likely to spend between £0-£20 during their visit:

  - 43.6% indicated they would be spending/have spent less than ten pounds
  - 19.3% stating somewhere in between £11 - £20
  - A tenth (10.9%) didn't expect to be spending any money whilst on their visit

- 37 The majority of respondents rated the presence of banks/building societies in Abertillery as either 'very good' or 'good' (combined responses - 90.1%).

  - Another high proportion (80.7%) of respondents indicated the cost of car parking was 'very good' or 'good'

- 38 However, a large proportion of respondents (86.1%) stated the range of shops was either 'poor' or 'very poor' and the choice of shops was also seen as 'poor' or 'very poor' by 84.2% of respondents.

- 39 The survey has revealed a number of reasons for visiting Abertillery, and has found the majority (64.5%) stated they also visit this area to use the financial services.

- 40 With regards to leisure activities, respondents are interested in going to pubs/bars and visiting cafes/restaurants (53% and 35.6% respectively).

  - Although, 15.3% indicated that they do not participate in any leisure activity.

- 41 Abertillerys' location and convenience was the aspect that respondents most liked about the area (86.6%) for shopping, leisure/evening activities or services.

  - However, only 3.5% were impressed with the choice and range of shops within the catchment area.

- 42 When asked what improvements would encourage them to visit Abertillery more often and improve their day out experience a better choice/range of non-food and food shops (91.1% and 80.2% respectively) were the most popular responses given.

3.0 Household Telephone Survey

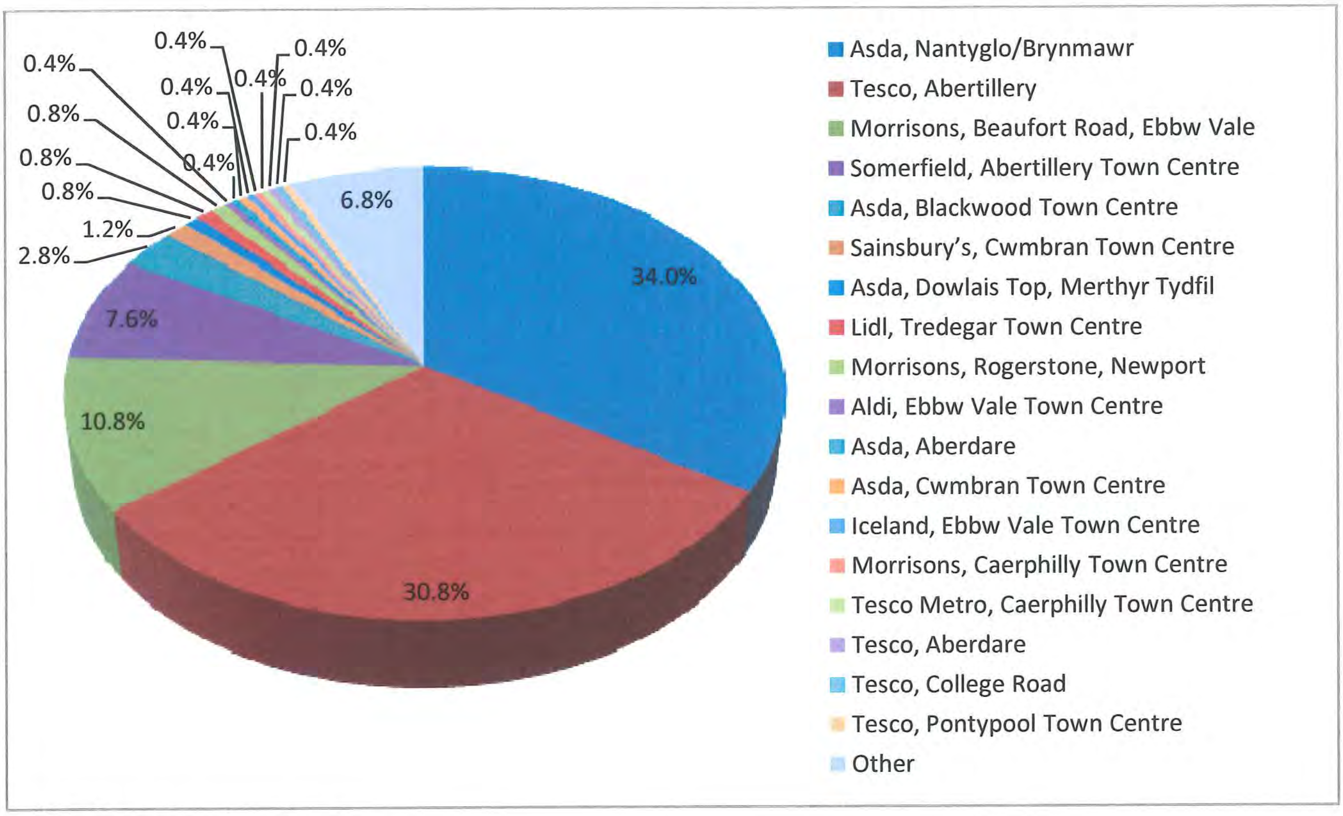
43 A total of 250 interviews were conducted in the catchment area of Abertillery over a period, from 7th - 29th November 2008. A random selection of local resident's within the Abertillery area were asked for their opinions on a variety of subjects relating to their shopping behaviour. This included 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 Abertillery as a place for shopping.

3.1 Food and grocery shopping

Main Food

44 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 Abertillery 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)

45 A large majority of respondents stated a list of stores located in the Abertillery area to purchase their food and grocery items. Over a third of respondents (34%) listed Asda in Nantyglo/Brynmawr as the store where they buy most of their household food and grocery items. The second most quoted store was the Tesco

store in Abertillery, stated by nearly a third of respondents (30.8%).

46 No respondent within the catchment area stated that they used the Internet for their household's food and grocery shopping.

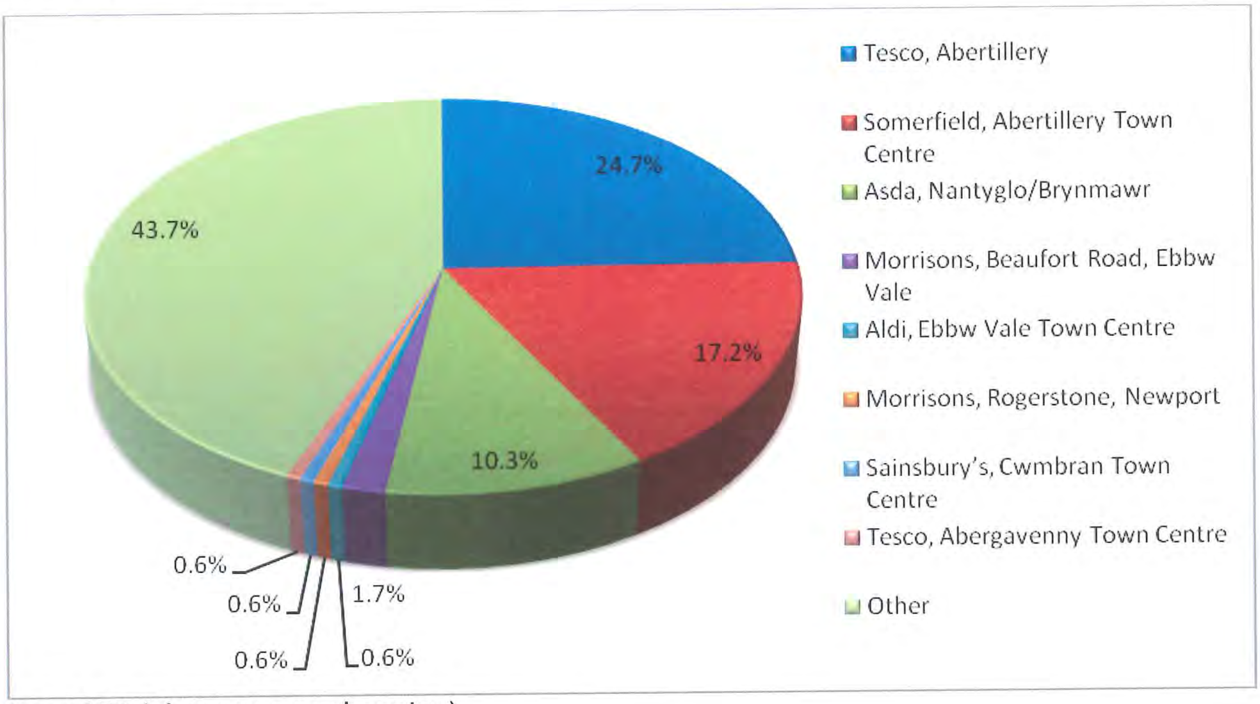
47 With regards to the respondents frequency of visits, travelling habits and expenditure, three fifths (60.4%) of all respondents normally shop at their main food store once a week, with the majority of respondents (91.6%) travelling from their home to their main food store and over half (53.7%) travelling by car/van as the driver. A fifth (21.2%) of all respondents spends in the region of £76 - £100 on their main food and grocery shopping.

48 Over half (53.6%) specified that they combine their main food shopping with visits to other shops to buy any non-food items. With over two thirds (69.6%) indicating that they carry out a top-up food and convenience shop in addition to their main food shopping.

Top-Up Food

49 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 Abertillery 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: 174 (Those top-up shopping)

50 A large number of local stores were named by the respondents in the Abertillery area to purchase top-up shopping. Almost a quarter of respondents (24.7%) listed Tesco in Abertillery as the store where they buy most of these types of goods. The second most popular was Somerfield in Abertillery mentioned by nearly a fifth (17.2%) of respondents. The third most quoted store was a local store in Abertillery

(16.7%), of which this response fell under the 'Other' category.

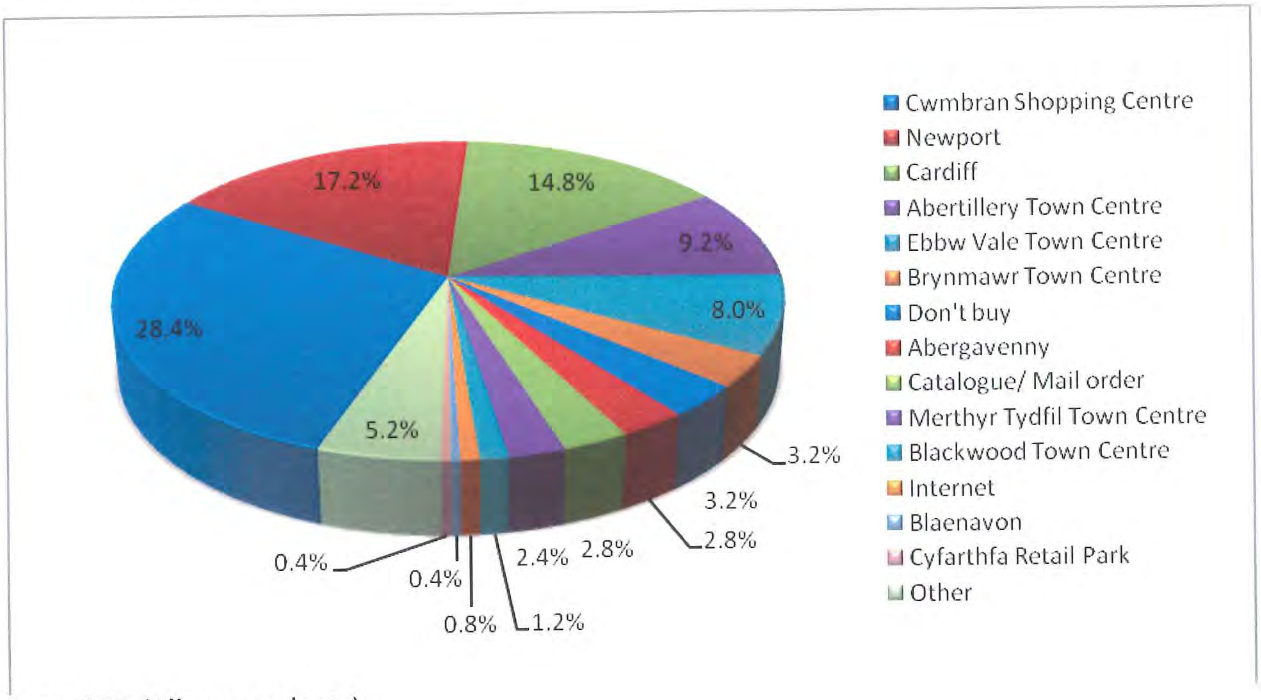
Table 3.1.4 – Top-up shopping - Other verbatim stores/locations:

Local stores, Abertillery	16.7%
Co-op, High Street, Blaina	6.3%
Local stores, Blaina	6.3%
Local stores, Llanhilleth	3.4%
Greggs, Church Street, Abertillery	1.7%
Local stores, Cwmbran	1.7%
Local stores, Six Bells, Abertillery	1.1%
Tesco, North West Approach, Ebbw Vale	1.1%
Goods delivered	0.6%
Local stores, Brynmawr	0.6%
Local stores, Croespenmaen	0.6%
Local stores, Pontypool	0.6%
Londis, Commercial Road, Llanhilleth, Abertillery	0.6%
Marks & Spencer, Queen Street, Cardiff	0.6%
Premier Stores, High Street, Blaina, Abertillery	0.6%
Spar, High Street, Pontypool, Gwent	0.6%
Yasin General Store, Fair View Terrace, Abertillery	0.6%

3.2 Non-food shopping

Respondents were asked which specific store they do most of their non-food
51 shopping. The following chart concentrates on the results of respondents in the
Abertillery 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)

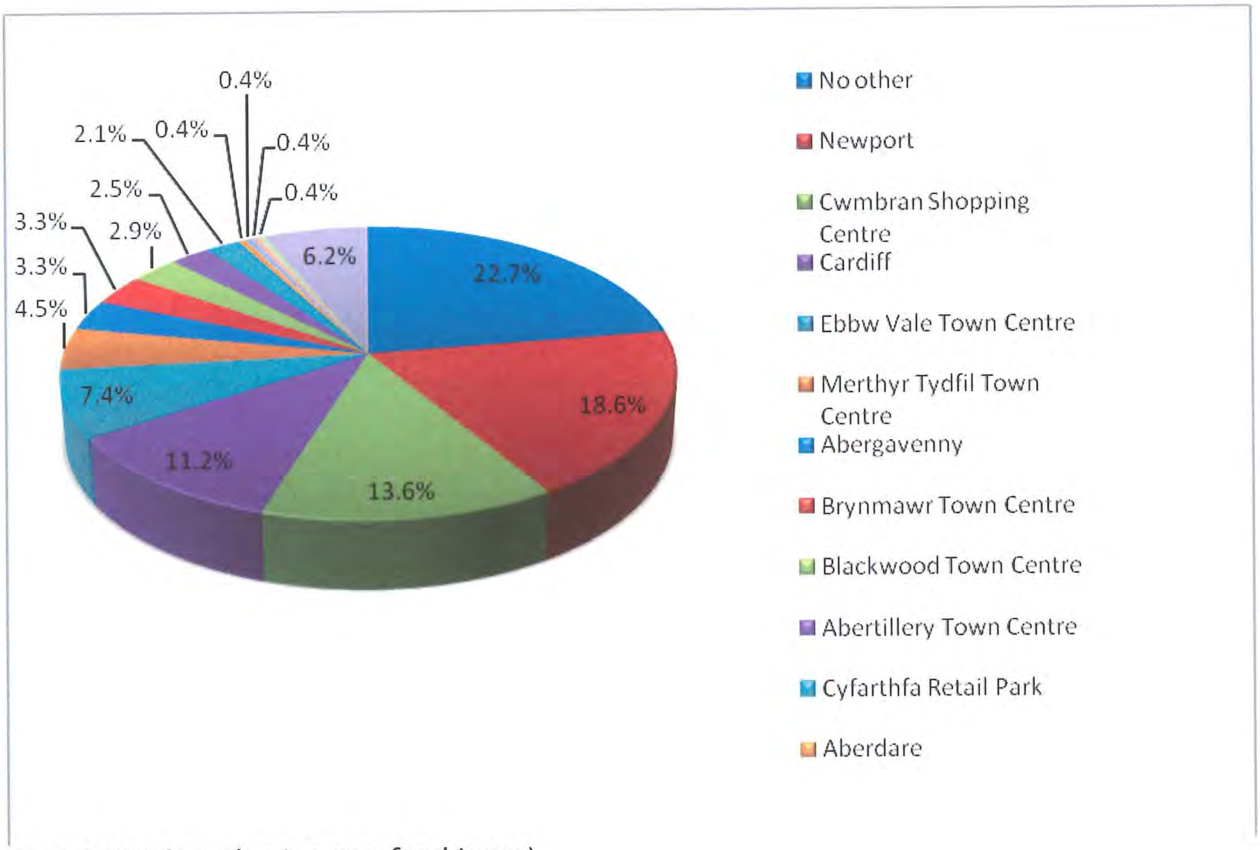


Base: 250 (All respondents)

52 In terms of towns, Cwmbran Shopping Centre was the most popular location with over a quarter (28.4%) visiting its catchment area for non-food items. Newport (17.2%) was the second most popular town, with Cardiff (14.8%), being the third most popular area.

53 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)



Base: 242 (Those buying non-food items)

54 Over a fifth (22.7%) of respondents do not visit any other centre for non-food shopping. The main alternative centres visited were Newport (18.6%) and Cwmbran Shopping Centre (13.6%).

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

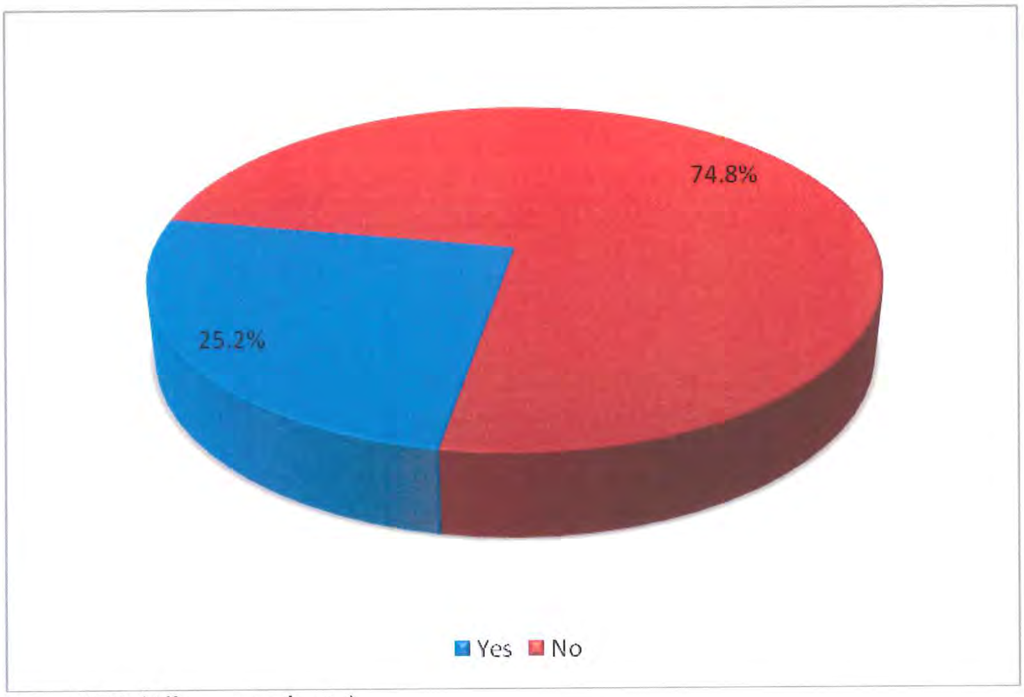
55
- Internet shopping and types of goods
- Current usages of recently opened food stores/shopping centres (inc. shopping patterns prior to these new establishments)
- Current patterns of visiting the catchment areas for any other purpose (other than retail visits)

3.3 Internet shopping

56 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.

57 The following charts concentrate on the results of respondents in the Abertillery catchment area within the Heads of the Valleys Programme Area.

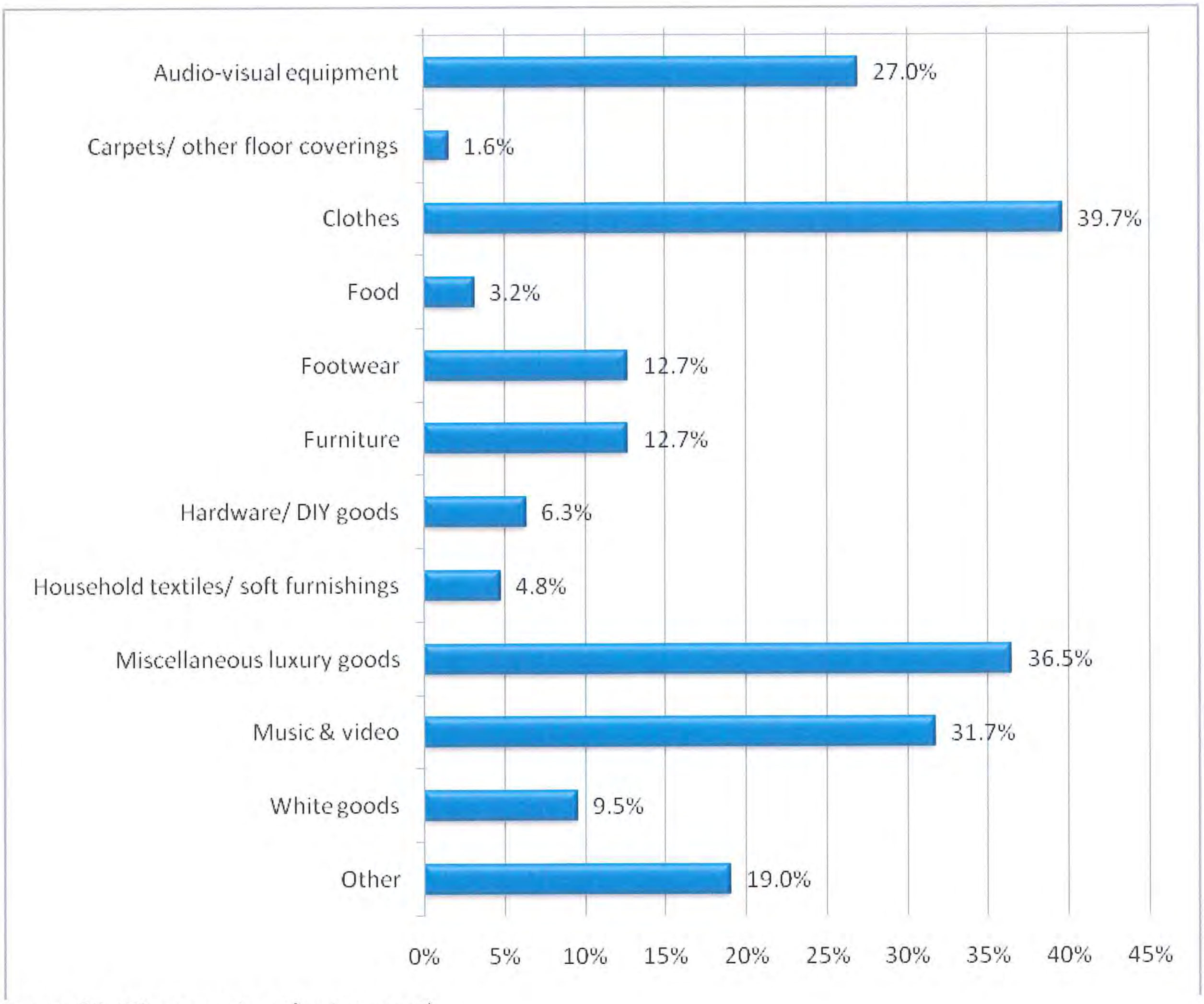
Figure 3.3.1 – Do you shop using the Internet? (% of all respondents)



Base: 250 (All respondents)

58 It is evident that the majority (74.8%) of respondents within this catchment area do not use the internet to purchase goods and would rather view the items in person than on a computer, as only a quarter (25.2%) 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: 63 (Those using the internet)

59 The 63 respondents who stated they use the internet to shop were asked to indicate the categories of goods they have purchased. Nearly two fifths of respondents purchase clothes (39.7%) on the internet.

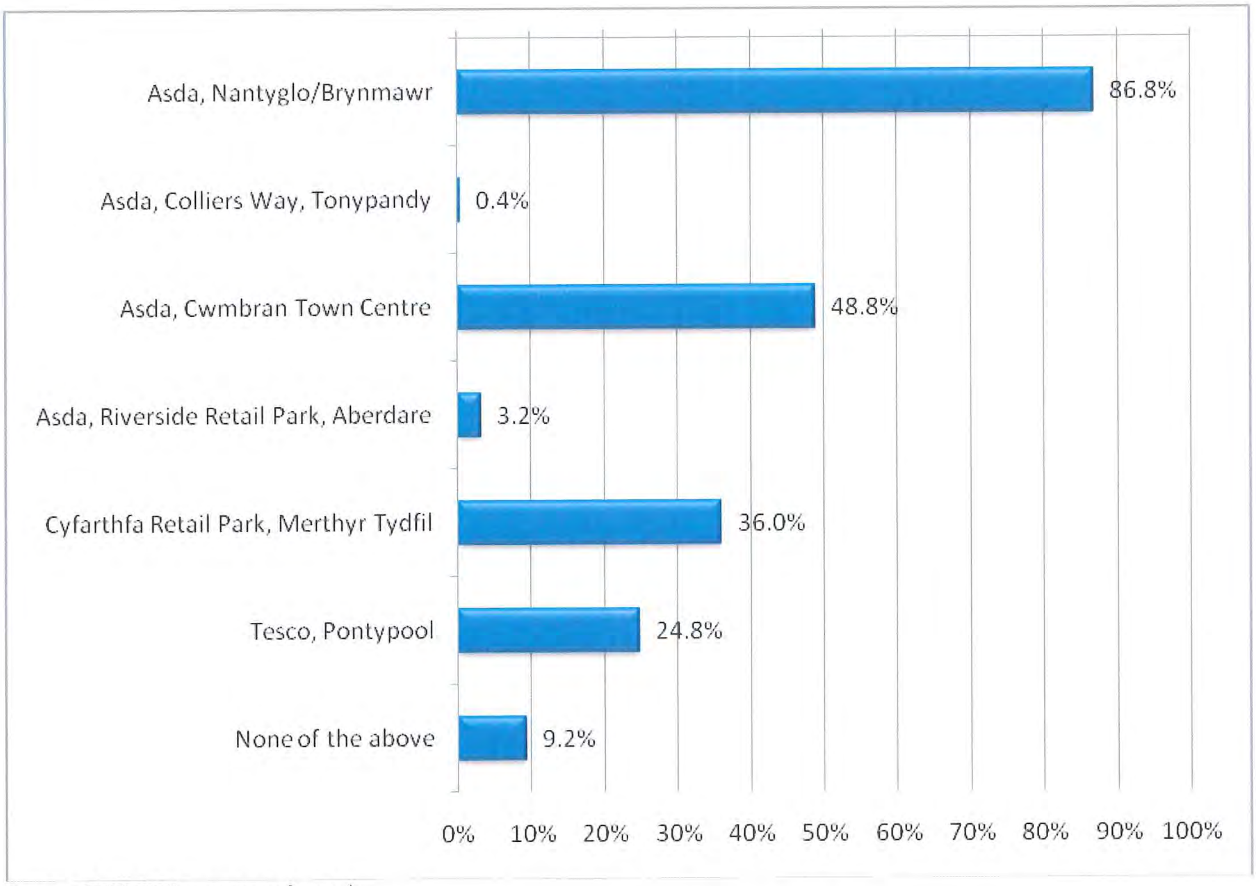
60 The next most popular responses given were Miscellaneous luxury goods, Music & video and Audio-visual equipment stated by 36.5%, 31.7% and 27% respectively.

61 Only 3.2% of respondents within the Abertillery catchment area purchased their food and groceries via the internet.

3.4 Other activities

62 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)

63 When prompted, the majority of respondents had visited Asda in Nantyglo/Brynmawr (86.8%), whereas a small proportion (9.2%) indicated they had not used/visited these stores/locations for any other purpose.

64 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, Castle Street, Abertillery	23.8%	Coop, High Street, Blaina	0.4%
Somerfield, Abertillery	12.3%	Don't use them regularly	0.4%
Morrisons, Beaufort Road, Ebbw Vale	7.0%	Ebbw Vale, Cardiff	0.4%
Tesco, North West Approach, Ebbw Vale	7.0%	Gateways, Abertillery	0.4%
Co-op, High Street, Blaina	4.0%	Iceland, Ebbw Vale Retail Park, Ebbw Vale	0.4%
Local stores, Abertillery	3.5%	Kwik Save, Station Road, Brynmawr	0.4%
Asda, Blackwood Town Centre	3.1%	Kwik Save, Brynmawr	0.4%
Asda, Dowlais Top, Merthyr Tydfil	3.1%	Lidl, Tredegar	0.4%
Cwmbran Town Centre	3.1%	Local stores, Aberbeeg	0.4%
No other stores used	3.1%	Local stores, Abergavenny	0.4%
Kwik Save, Brynmawr	2.6%	Local stores, Ebbw Vale	0.4%
Kwik Save, Abertillery	2.2%	Merthyr Tydfil Town Centre	0.4%
Tesco, Ebbw Vale	2.2%	Morrisons, Aberdare	0.4%
Can't remember	1.8%	Morrisons or Asda in Newport or Asda in Cwmbran	0.4%
Morrisons, Rogerstone	1.8%	Newport, Cwmbran	0.4%
Asda, Pencarn Way, Newport	1.3%	Kwik Save, Tir-y-Berth	0.4%
Co-op, High Street, Abertillery	1.3%	Refused	0.4%
Sainsbury's, Llewellyn Road, Cwmbran	1.3%	Sainsbury's Cwmbran Town Centre	0.4%
Local stores, Blackwood	0.9%	Somerfield, Kwiksave, Abertillery	0.4%
Newport Town	0.9%	Tesco, Caerphilly Road, Ystrad Mynach	0.4%
Abergavenny	0.4%	Tesco Ebbw Vale	0.4%
Asda, Brynmawr	0.4%	Tesco, Aberdare	0.4%
Asda, Burntoak, Wembly, London	0.4%	Tesco, Castle Street, Abertillery; Tesco, North West Approach	0.4%
Asda, High Street, Blackwood	0.4%	Tesco, Depot Road, Aberdare	0.4%
Co-op and Aldi in Ebbw Vale	0.4%	Tesco, Alexandra Gate, Ffordd Pengam, Tremorfa, Cardiff	0.4%
Co-op, High St, Abertillery	0.4%		

Base: 227 (Those using other stores/locations)

65 The results have shown that nearly a quarter (23.8%) of respondents used to use Tesco, Castle Street in Abertillery.

3.5 Leisure activities

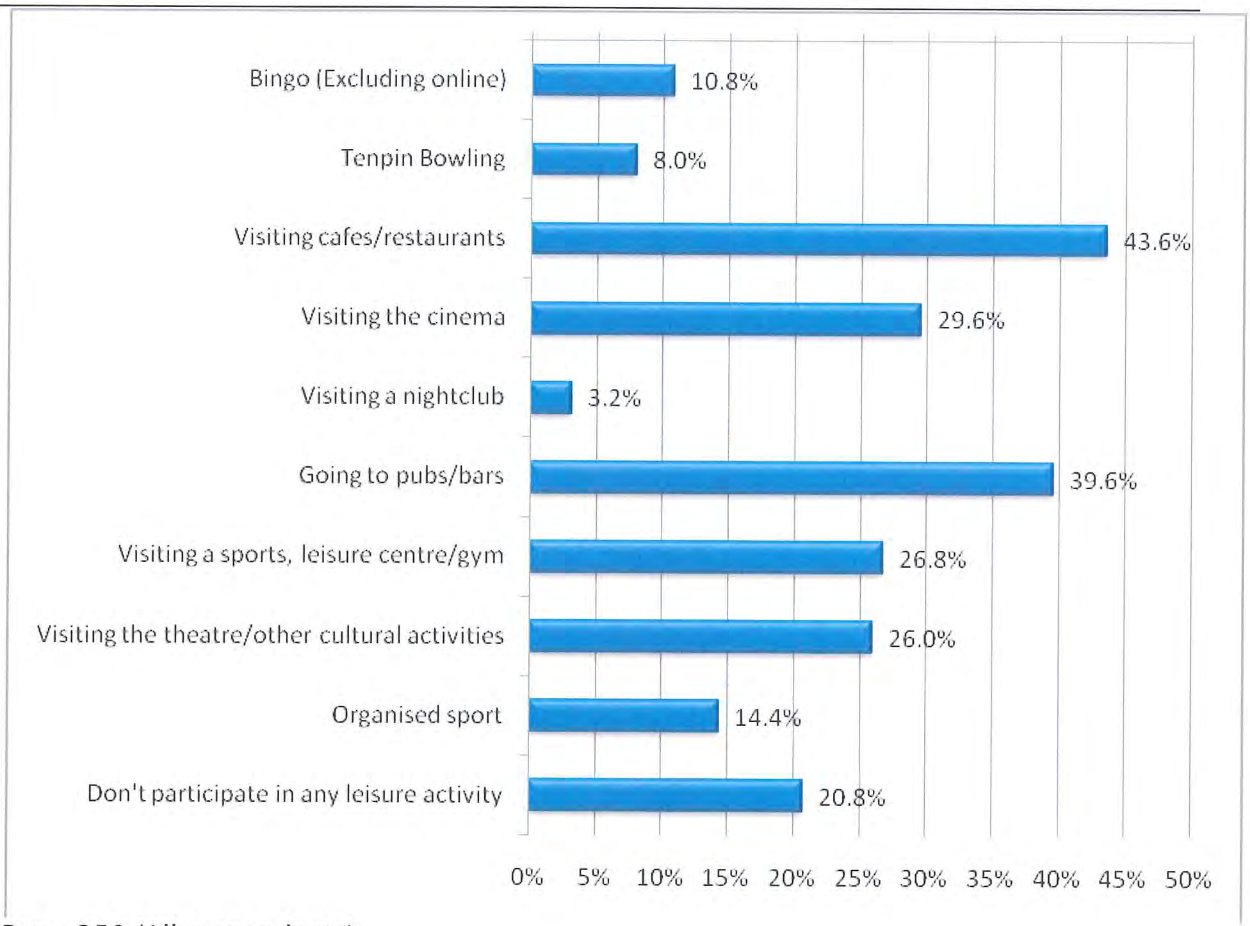
A series of questions relating to leisure activities were asked, these included
66 discovering which leisure activities respondents partake in, in which area and how frequently they participate in these activities.

67 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)
- 68 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

69 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)

70 The most popular leisure activity that respondents in the Abertillery catchment area participated in was visiting cafes/restaurants (43.6%) of which they visited less often than once a month (26.6%).

71 The next most popular leisure activity was visiting pubs/bars (39.6%). The majority of respondents who partake in this type of activity do so once a week. Only 52 respondents (20.8%) indicated that they do not participate in any leisure activity.

Bingo

72 Abertillery (40.7%) was the most popular area for this activity with two fifths stating this location to play Bingo.

73 The most popular frequency of playing Bingo was once a week where a third (33.3%) of all respondents indicated this.

Tenpin Bowling

74 The majority stated they visited Newport (35%) to go Tenpin Bowling and mainly undertake this less often than once a month (75%).

Cafés/Restaurants

75 A range of areas were mentioned for this activity, with 12.8% stating they visit Abertillery to go to a café or a restaurant and do so less often than once a month (26.6%).

Cinema

76 Many respondents tended to visit Newport (32.4%) to go to the Cinema. The majority of those who visited the Cinema did so less often than once a month (66.2%).

<u>Nightclubs</u>

77 The place that respondents of the Abertillery catchment area preferred to visit nightclubs is Cardiff (62.5%) with the 37.5% visiting nightclubs once a fortnight (37.5%).

<u>Pubs/Bars</u>

78 Abertillery was the most popular area to visit a pub or a bar with over half (53.5%) indicating they go there. 39.4% of respondents visit a pub or a bar stated that they go once a week.

<u>Sports, Leisure Centre/Gym</u>

79 Those who visited a sport, leisure centre or a gym preferred to go to Abertillery with over three quarters (80.6%) stating this. Over a third (37.3%) of respondents visited a sport, leisure centre or a gym 2-3 times a week.

<u>Theatre/other cultural activities</u>

80 Nearly half (47.7%) of all respondents within the catchment area preferred to go to Cardiff, as a place to visit the theatre or any other cultural activities and participated in this activity less often than once a month (89.2%).

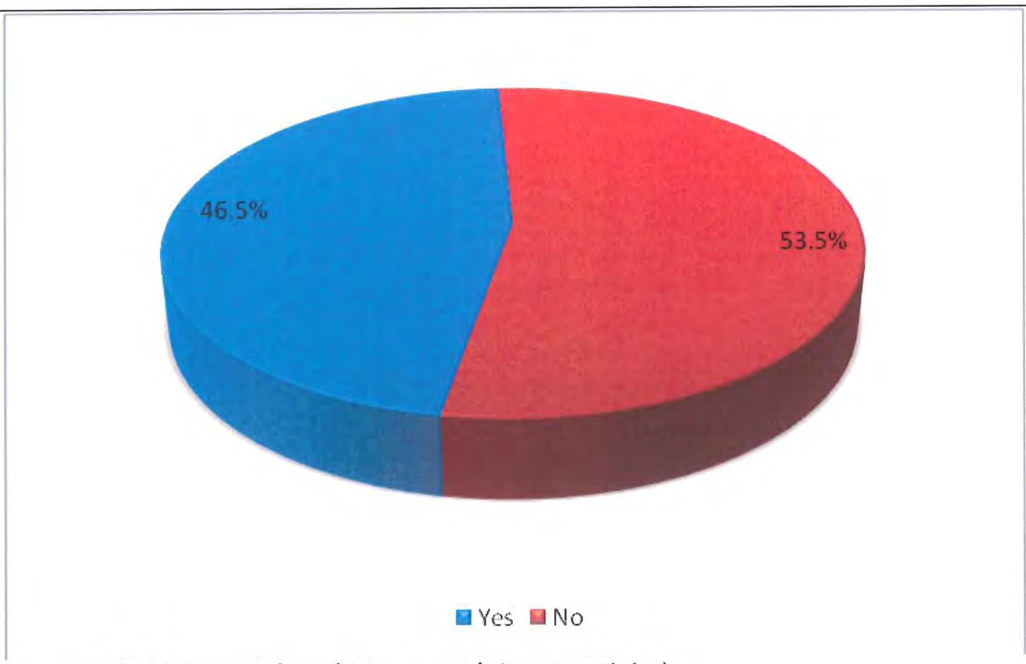
<u>Organised sport</u>

81 Over half (52.8%) of respondents stated Abertillery as the place they play an organised sport and nearly two fifths (38.9%) stated they participated in this activity less often than once a month.

3.6 Walking in the countryside

82 Respondents were then asked whether they regularly partake in walking in the countryside and if so 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)

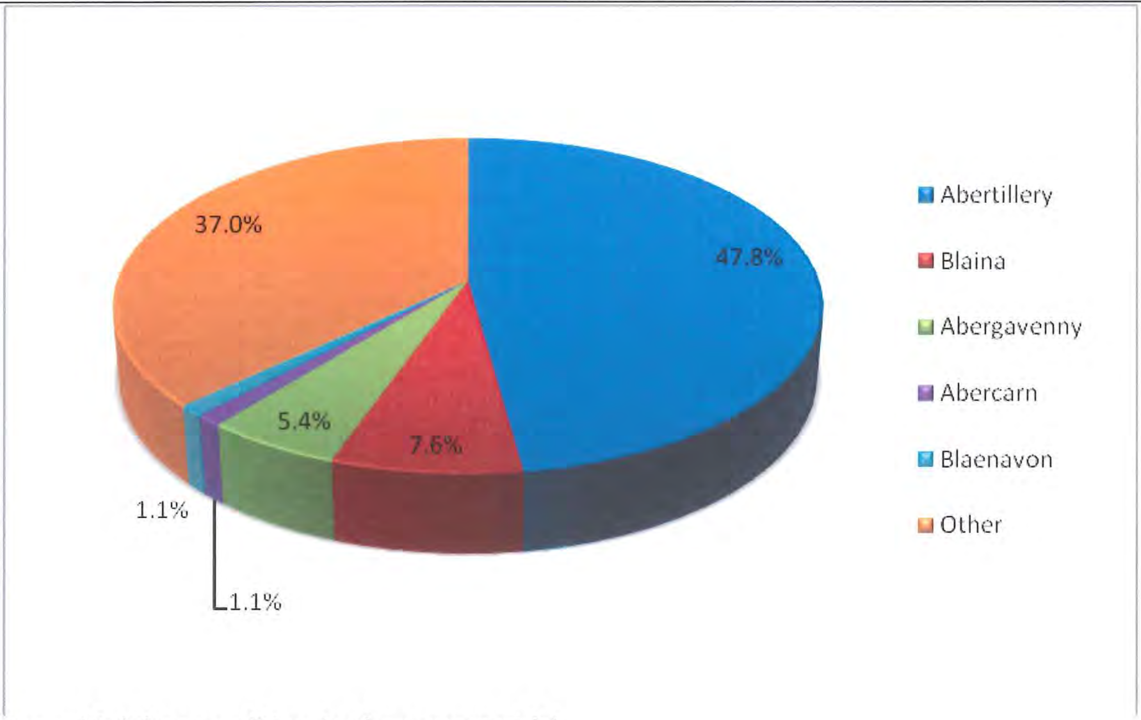


Base: 198 (Those undertaking some leisure activity)

83 Figure 3.6.1 has shown that just under half of respondents walk in the countryside.

84 Respondents were then asked the area of the countryside they go walking in. 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: 92 (Those walking in the countryside)

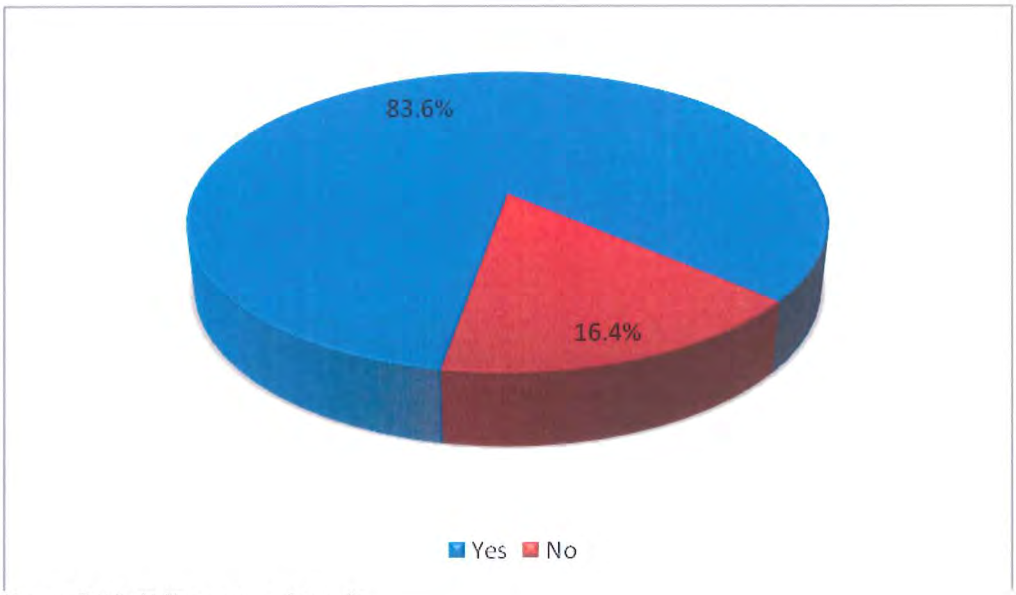
85 Those respondents, who go walking in the countryside and fell within the catchment area, did so in Abertillery where nearly half (47.8%) stated this. Below indicates the 'Other' responses given (37%):

Cwmtillery	4.3%	Gilwern	1.1%
Brecon Beacons	3.3%	Gower	1.1%
Black Mountains	2.2%	Gwent	1.1%
Brynithel	2.2%	Hereford	1.1%
Cwmbran	2.2%	Llanhilleth	1.1%
Monmouth	2.2%	North Wales	1.1%
Pen y fan, Aberbeeg	2.2%	Pembrokeshire	1.1%
Blaenau	1.1%	Pontypool	1.1%
Brecon Canal	1.1%	Six Bells	1.1%
Christchurch	1.1%	Swansea	1.1%
Crickhowell	1.1%	West Wales	1.1%
Forest of Dean	1.1%	Weston super Mare	1.1%

3.7 Mode of transport

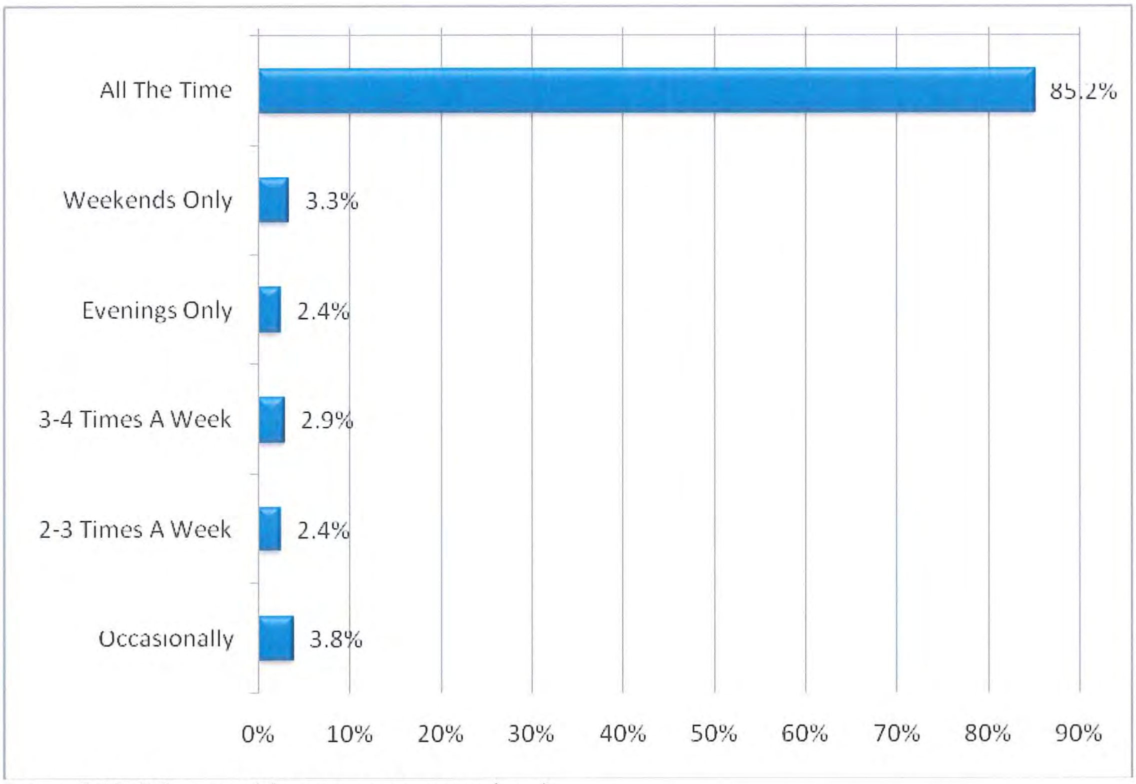
86 Respondents were then asked questions about their journey for shopping in general. These included whether they have access to a car/van and how often they have access to the car/van. The following data was found:

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)



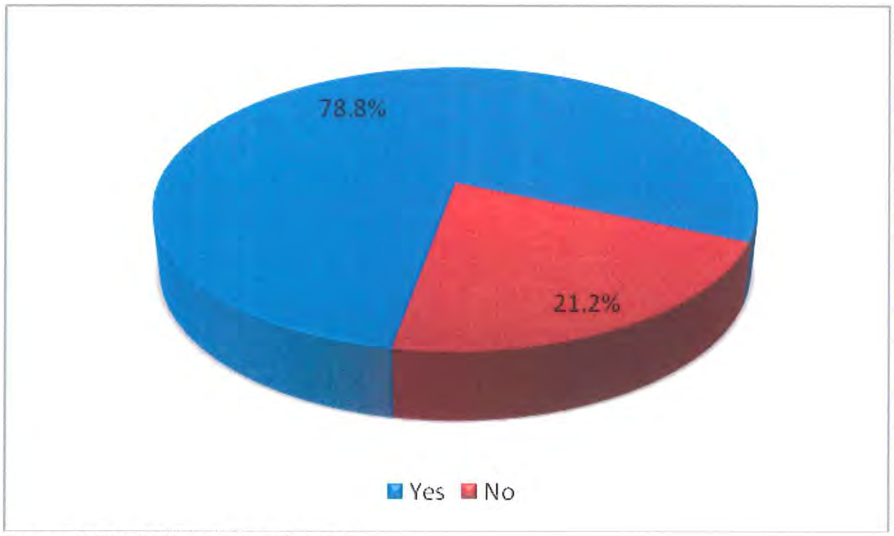
Base: 209 (Those with access to a car/van)

Those who travelled by car/van for shopping; some 209 respondents (83.6%), were
87 asked how often they have access to the vehicle. The majority (85.2%) stated that
they have access to a car/van all the time.

3.8 Shopping in Abertillery

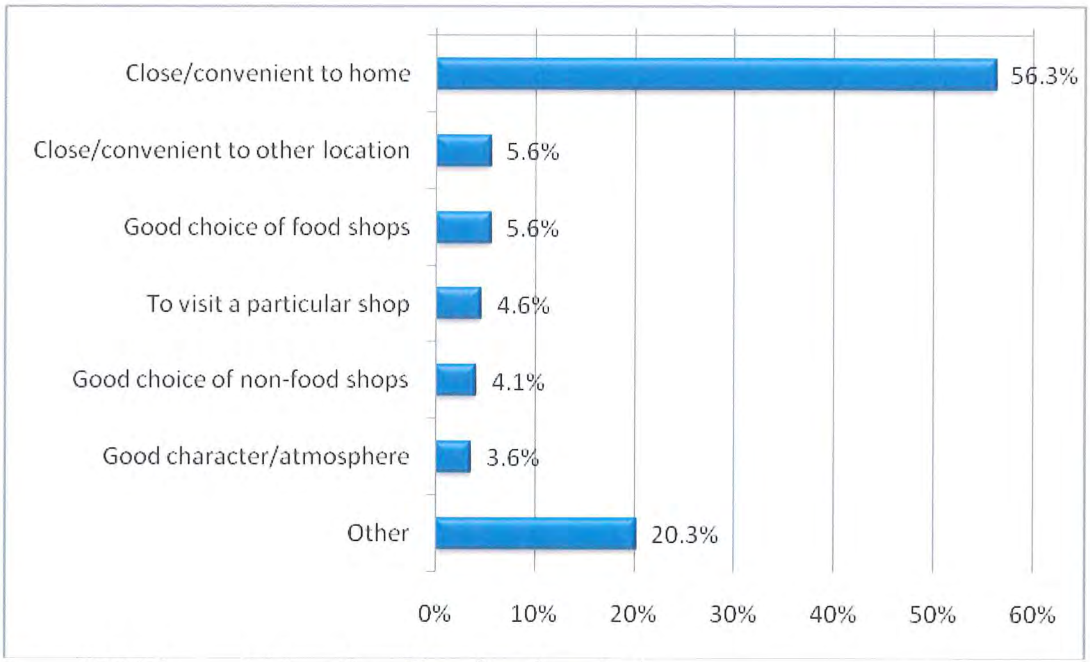
Respondents were asked a series of questions about shopping in Abertillery. These
88 included whether they visit Abertillery for shopping, if so why and if not, why not? They were also asked when they visit Abertillery if they visit the town for any other purpose and which potential improvements would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

Figure 3.8.1 – Do you ever visit ABERTILLERY for shopping? (% of all respondents)



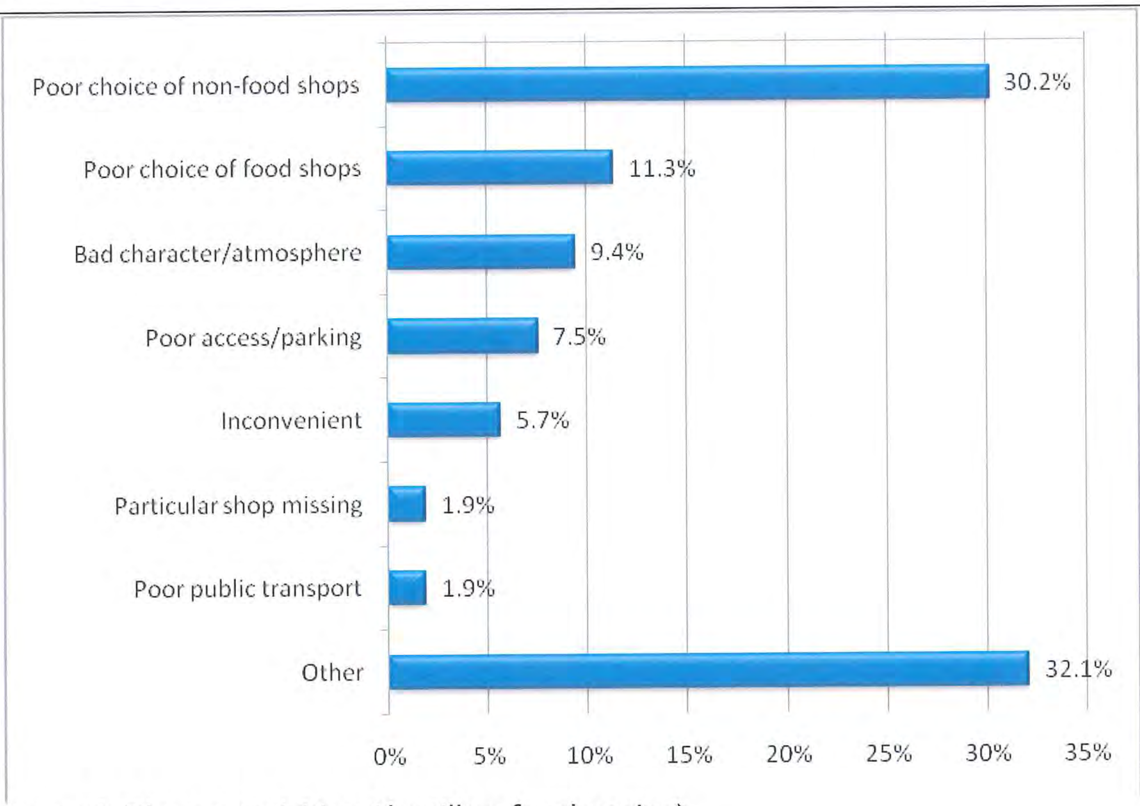
Base: 250 (All respondents)

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



Base: 197 (Those visiting Abertillery for shopping)

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



Base: 53 (Those not visiting Abertillery for shopping)

89 The survey has found that 78.8% of all respondents surveyed visit Abertillery for shopping.

90 Those respondents who indicated they visited Abertillery, some 197 respondents (Figure 3.8.2) stated a number of reasons for visiting their local area for shopping. Nearly three fifths of the respondents (56.3%) stated it was because it was close and/or convenient to home.

<u>Those who visited Abertillery - Other verbatim comments</u>

91 From the results shown in figure 3.8.2 and the 'Other' responses given (20.3%), the following aspects proved to be positive for a selection of respondents (15.2% - excluding 'No particular reason'):

o *Bank*	*3.6%*
o *Visit family whilst there*	*2.0%*
o *Day out*	*1.5%*
o *Habit/familiarity*	*1.5%*
o *Market day*	*1.5%*
o *Support local stores*	*1.5%*
o *Top up*	*1.0%*
o *Cafe*	*0.5%*
o *Doctors*	*0.5%*
o *Hairdresser*	*0.5%*
o *Library*	*0.5%*
o *Works there*	*0.5%*

92 Similarly those respondents, who indicated they did not visit Aberdare (Figure 3.8.3), also stated a number of reasons for not visiting their local area for shopping. Nearly a third (30.2%) of respondents stated Abertillery had poor choice of non-food shops.

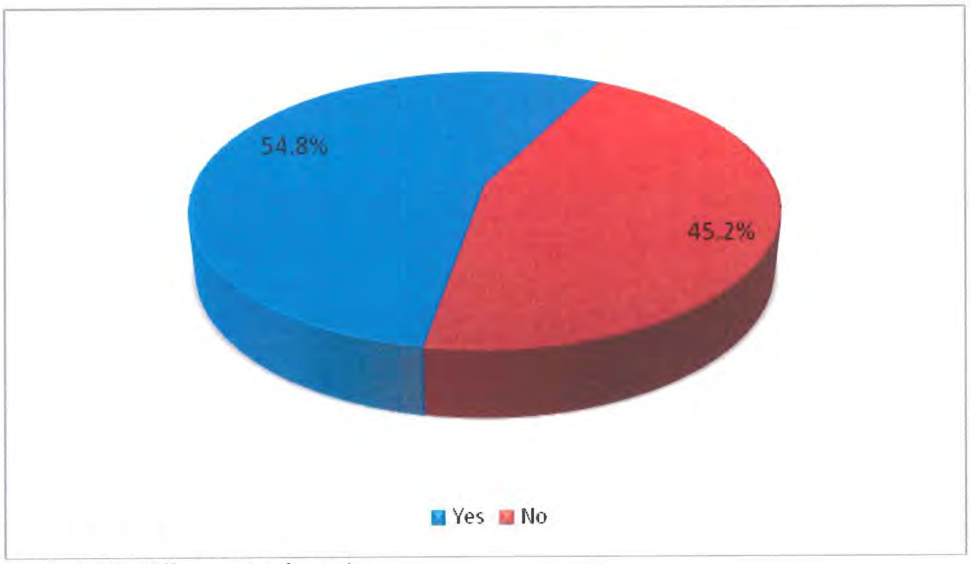
Those who did not visit Abertillery - Other verbatim comments

93 From the results shown in figure 3.8.3 and the 'Other' responses given (32.1%), the following aspects proved to be negative for a small selection of respondents (26.4% - excluding. 'No particular reason'):

Lack of shops generally	*7.5%*
No reason to go there	*5.7%*
Badly run down	*3.8%*
Disabled	*1.9%*
No time	*1.9%*
Nothing	*1.9%*
Poor disability facilities	*1.9%*
Prefer Brynmawr	*1.9%*

94 The following charts illustrate the responses given when respondents were asked when they visit Abertillery, whether they usually visit the town for any other purpose and to indicate what it would normally be for. The results are as follows:

Figure 3.8.4 – When visiting ABERTILLERY, do you usually visit the town for any other purpose? (% of all respondents)

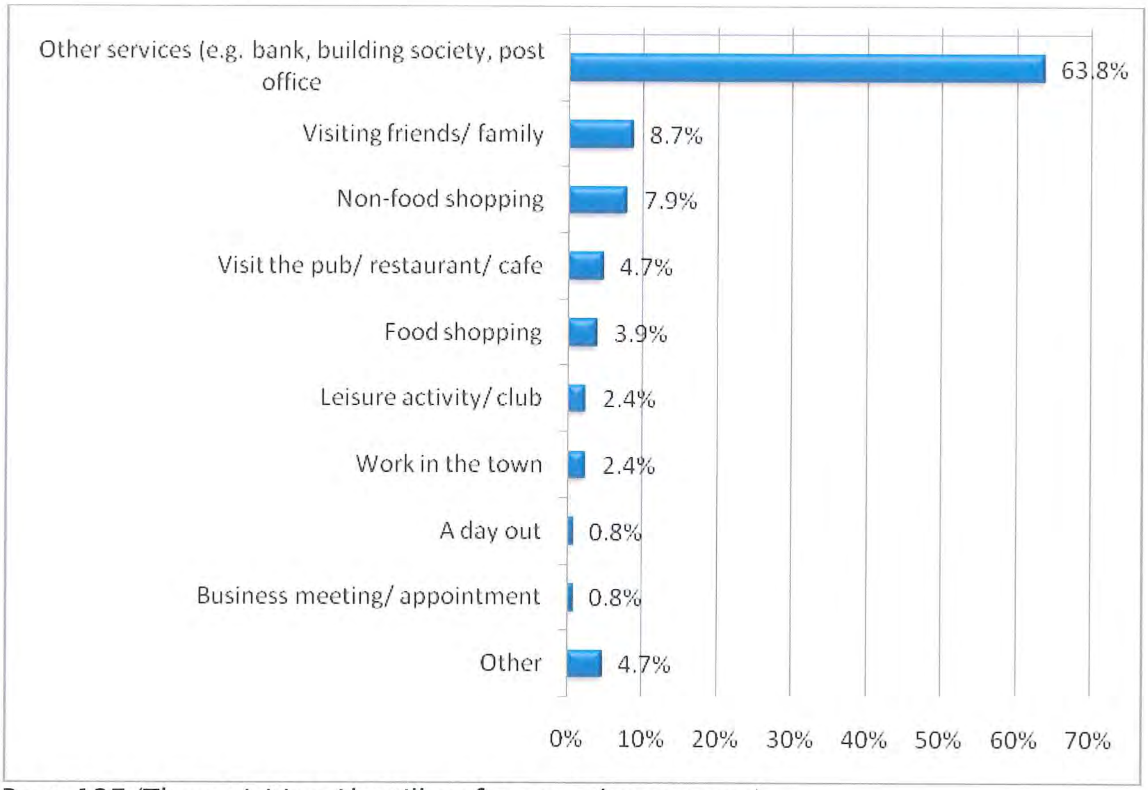


Base: 250 (All respondents)

95 Over half (54.8%) of respondents visit Abertillery for any other purpose, apart from what is planned prior to their trip. However, the remaining proportion (45.2%) 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: 127 (Those visiting Abertillery for any other purpose)

96 Figure 3.8.5 clearly shows that the majority (63.8%) of respondents stated they also visit other services as well as visiting Abertillery.

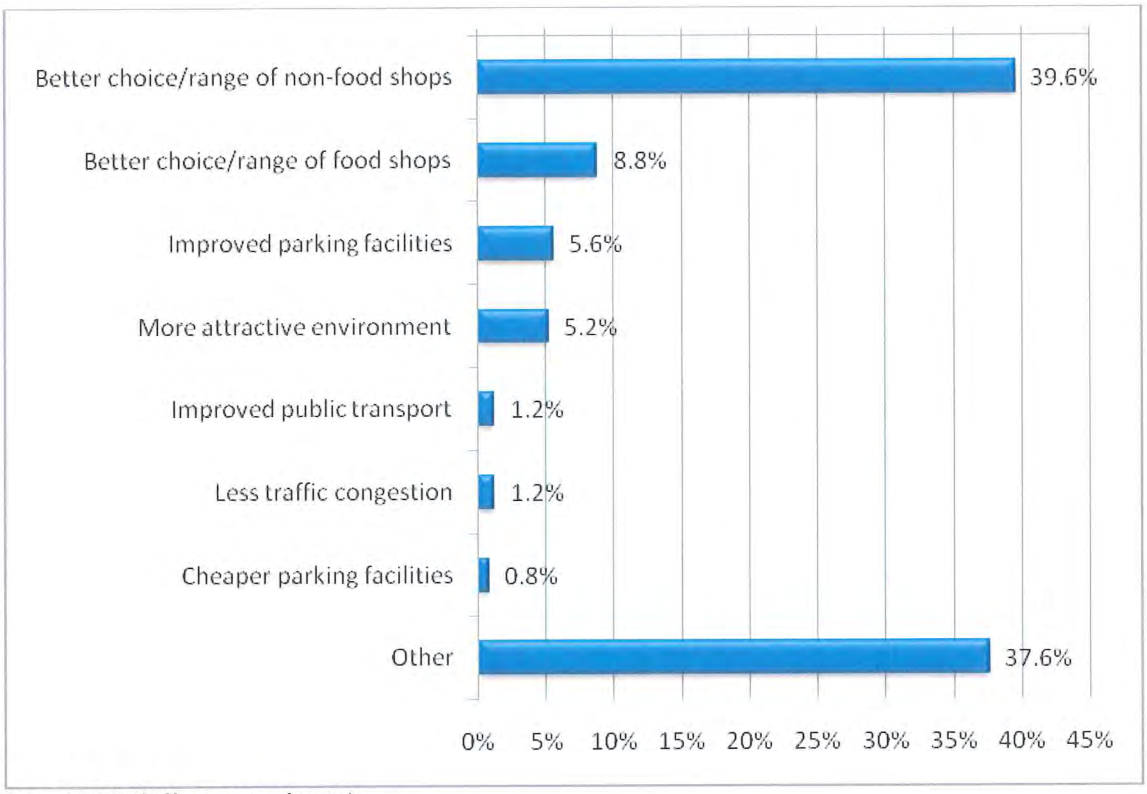
From the results shown in figure 3.8.5 the following 'Other' responses were given (4.7%):

97
- *Doctors/dentist* *1.6%*
- *Browsing* *0.8%*
- *Church* *0.8%*
- *Taking children to school* *0.8%*
- *Library* *0.8%*

98 All respondents within the catchment area of Abertillery were then asked what

would make them use Abertillery more frequently. The results are as follows:

Figure 3.8.10 – What would make you use ABERTILLERY more frequently? (% of all respondents)



Base: 250 (All respondents)

99 The most popular response stated by two fifths (39.6%) was that respondents would prefer to have better choice/range of non-food shops which would make them use Abertillery for shopping more frequently.

100 The results of this survey have suggested that the attractiveness of the town, 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 non-food shopping.

From the results shown in figure 3.8.10 and the following 'Other' responses were given (17.2% - excluding 'Nothing'):

101

o *Better choice of food and non-food shops*	*4.0%*
o *A new shopping centre*	*1.6%*
o *Better range of shops*	*1.6%*
o *Town needs complete refurbishment*	*1.6%*
o *Finish building/renovation work*	*1.2%*
o *More places to eat*	*1.2%*
o *Cheaper prices*	*0.8%*
o *Leisure facilities/ swimming pool*	*0.8%*
o *Fewer takeaways*	*0.8%*
o *Tidying up*	*0.8%*
o *Better clothes shops*	*0.4%*
o *Disabled access*	*0.4%*
o *Easier access*	*0.4%*
o *Improve unemployment in town*	*0.4%*

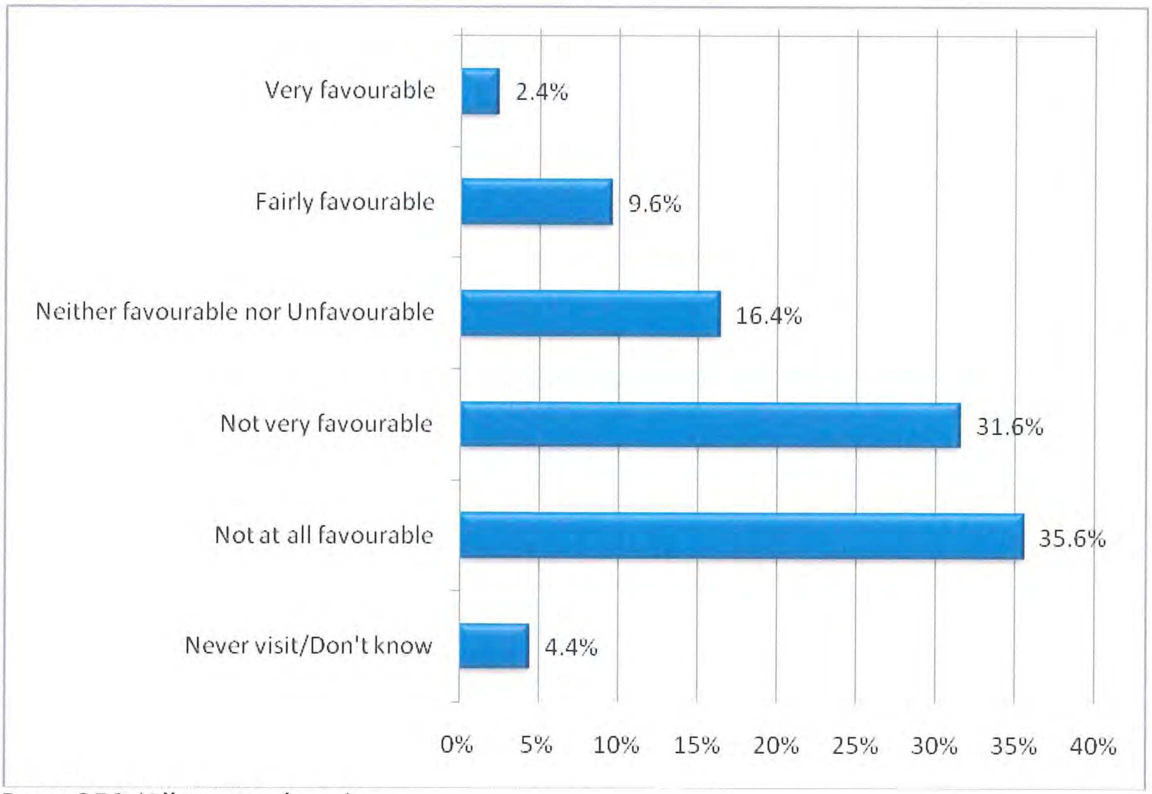
- *More facilities for pensioners* *0.4%*
- *New facilities for children* *0.4%*
- *Tesco in area much lower quality* *0.4%*

3.9 Approval rating

102 Finally on the telephone survey, respondents were asked how they would rate Abertillery as a place for shopping on a scale from 'very favourable' to 'not at all favourable'.

103 The chart below demonstrates the responses given for the Abertillery catchment area:

Figure 3.9.2 - How would you rate ABERTILLERY as a place for shopping? (% of all respondents)



Base: 250 (All respondents)

104 Over two thirds (67.2%) of respondents stated that they rate the town as either 'not very favourable' or 'not at all favourable', whereas over a tenth (12%) of all respondents felt the town was either 'very favourable' or 'fairly favourable'.

3.10 Demographics

105 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	24	9.6%
C1	57	22.8%
C2	78	31.2%
D/E	75	30.0%
Refused	16	6.4%

Base: 250 respondents in Abertillery

By age group

	Base: All respondents	
	Num	%
Base: All respondents	**250**	**100.0%**
18 - 24 years	5	2.0%
25 - 34 years	12	4.8%
35 - 44 years	27	10.8%
45 - 54 years	43	17.2%
55 - 64 years	61	24.4%
65 years or above	93	37.2%
Refused	9	3.6%

Base: 250 respondents in Abertillery

By gender

	Base: All respondents	
	Num	%
Base: All respondents	**250**	**100.0%**
Male	80	32.0%
Female	170	68.0%

Base: 250 respondents in Abertillery

4.0 On-Street Survey

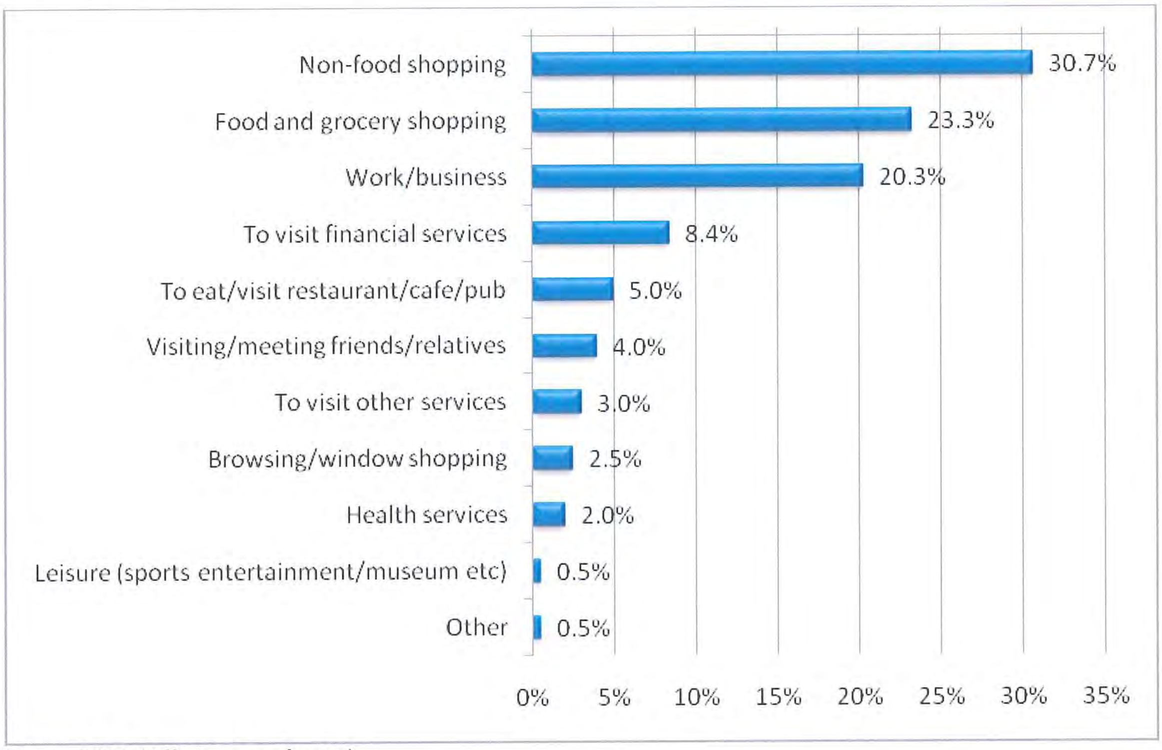
106 A total of 202 face-to-face interviews were conducted in Abertillery Town Centre between 10th November and 9th December 2008. Interviews were conducted in two locations, namely:

- Church Street
- Somerset Street

4.1 Reasons for visiting Abertillery Town Centre

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

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



Base: 202 (All respondents)

108 Nearly a third (30.7%) of respondents stated they mainly visited Abertillery for non-food shopping. The second most quoted response was food and grocery shopping (23.3%) and in third place was work/business (20.3%).

109 Collectively, those visiting Abertillery for shopping equates for over half of all respondents (54%).

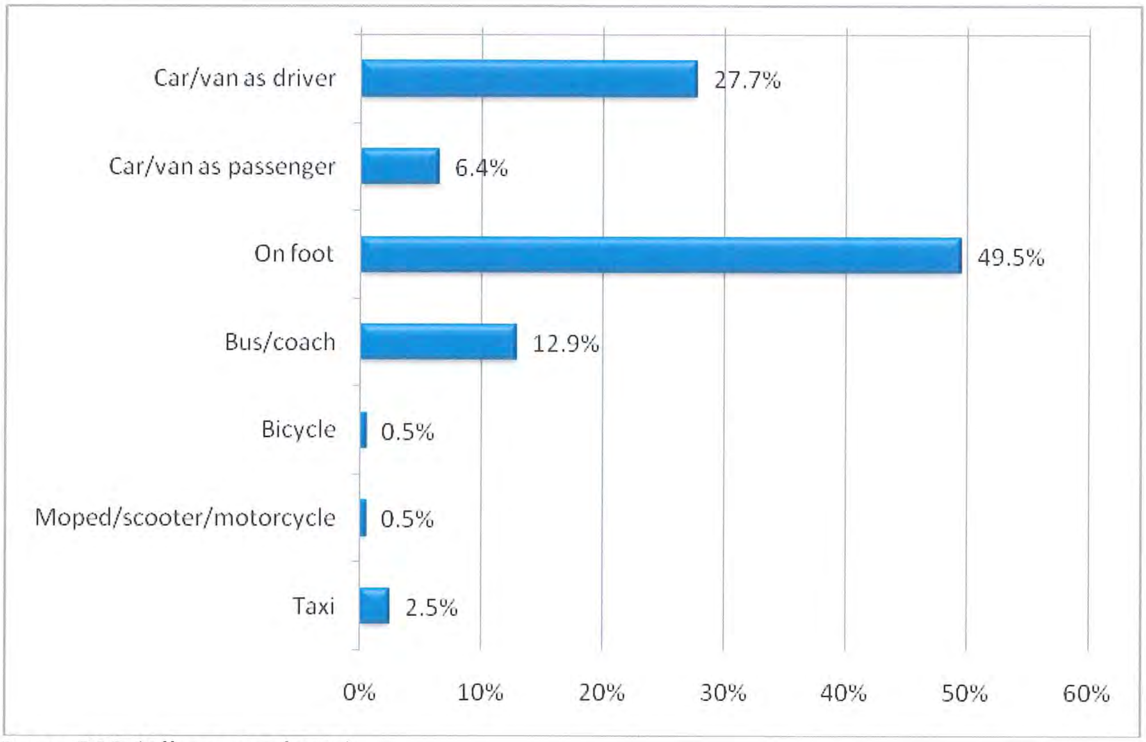
4.2 Travelling to Abertillery

110 Respondents were next asked a series of questions about their journey to Abertillery. 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.

111 The majority of respondents (91.1%) had gone straight from home to Abertillery, with the remainder doing so from Work (6.9%) or School (2%). Specifically, the majority (70.3%) of respondents had come from Abertillery.

112 Shoppers were then asked about the mode of transport that they used to travel to Abertillery Town Centre.

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



Base: 202 (All respondents)

113 The most popular method of transport was on foot, as almost half (49.5%) of all respondents stated this. Just under a third (27.7%) had travelled by car/van.

114 Those who travelled by car, some 75 respondents, 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 respondents)

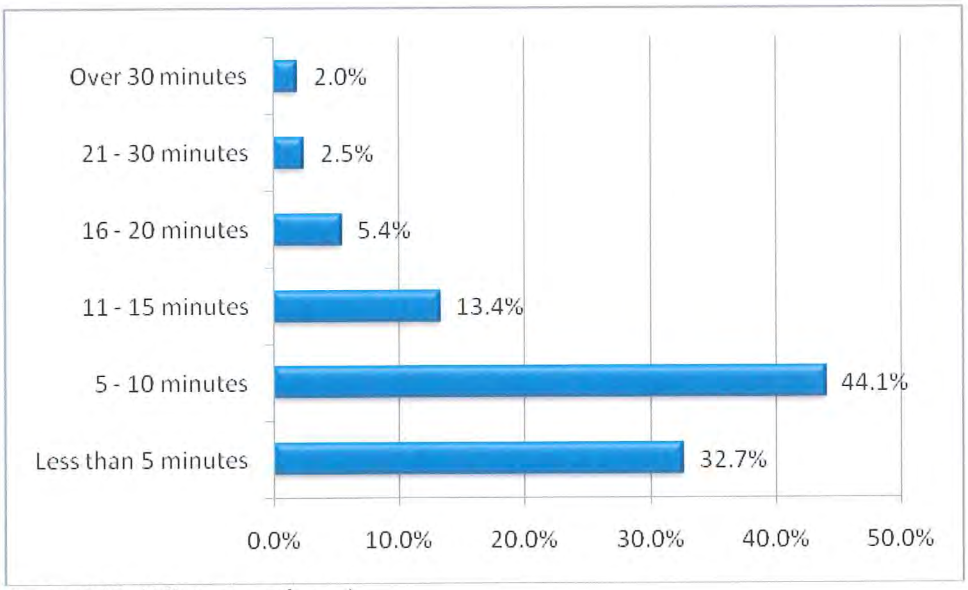
Car park location	All respondents	Point of interview		Passenger type	
		Church Street	Somerset Street	Driver	Passenger
Free Public Parking	73.9	69.2	80	80.4	46.2
On Street Parking	13	17.9	6.7	14.3	7.7
Dropped off	8.7	7.7	10	-	46.2
Church Street	4.3	5.1	3.3	5.4	-

Base: 75 (Those travelling by car/van)

115 The results have shown that those respondents travelling by car were most likely to use the free public parking (73.9%).

Time taken to travel to Abertillery

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



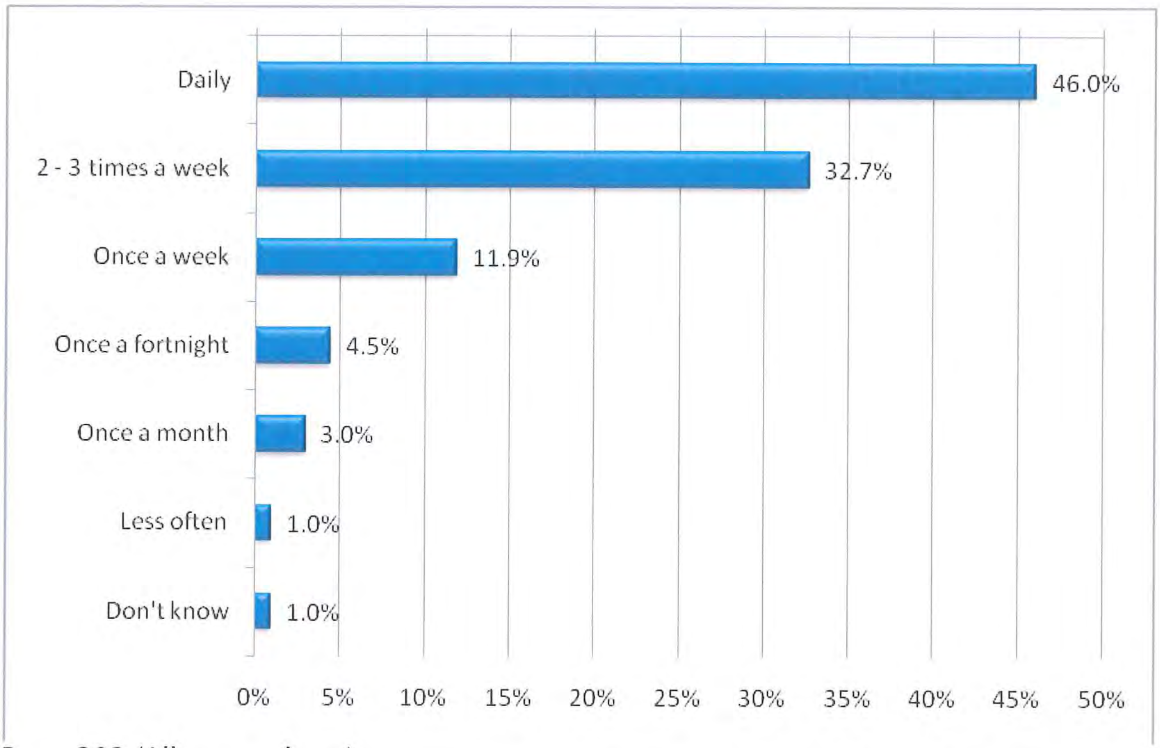
Base: 202 (All respondents)

116 Figure 4.2.3 clearly indicates that the majority of shoppers (76.7%) travel for less than 10 minutes, indicating there is a local catchment area for shoppers.

Frequency of visits to Abertillery

117 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 Town Centre? (% of all respondents)



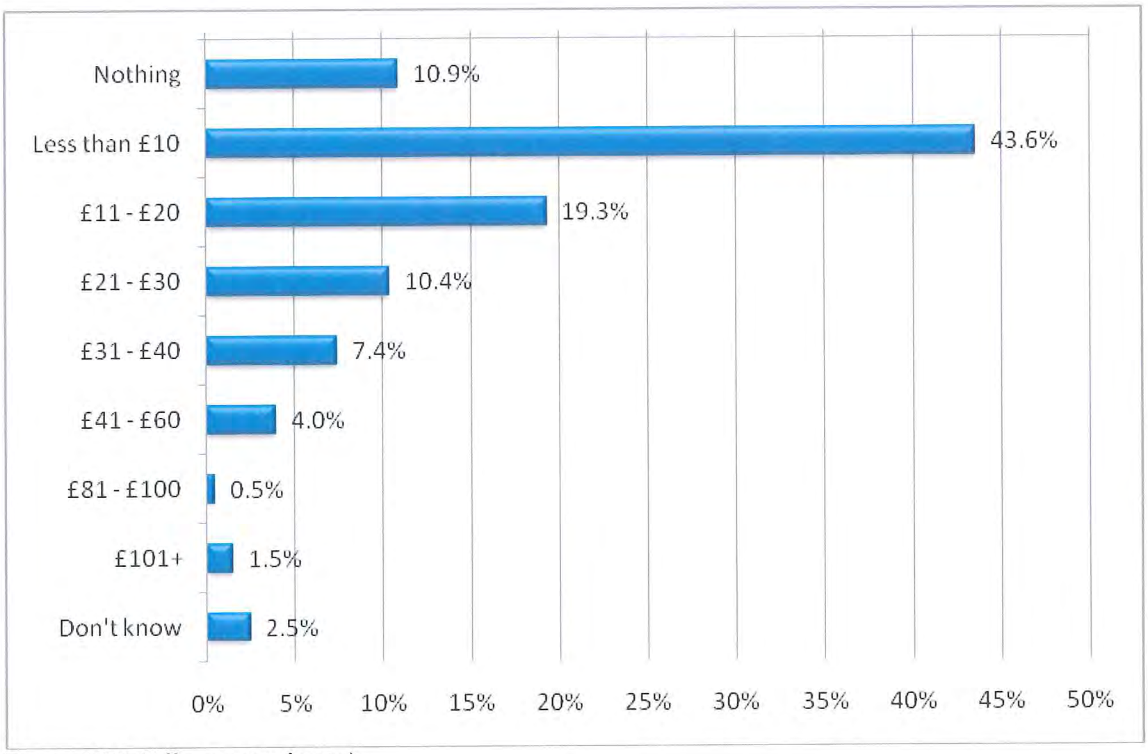
Base: 202 (All respondents)

118 Over three quarters (78.7%) of all respondents visited the Town Centre at least twice a week or more frequently. This breaks down to almost half of respondents (46%) who visit daily and a third who visit Abertillery 2-3 times a week.

4.3 Spending behaviour

119 Shoppers were asked how much they have, or how much they spent/intended to spend on their visit to the Town 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 Town Centre today? (% of all respondents)



Base: 202 (All respondents)

120 The majority of respondents (62.9%) stated that they had or were likely to spend between £0-£20 during their visit, this comprised of 43.6% indicated they would be spending/have spent less than ten pounds and 19.3% stating somewhere in between £11 - £20. A tenth (10.9%) didn't expect to be spending any money whilst on their visit.

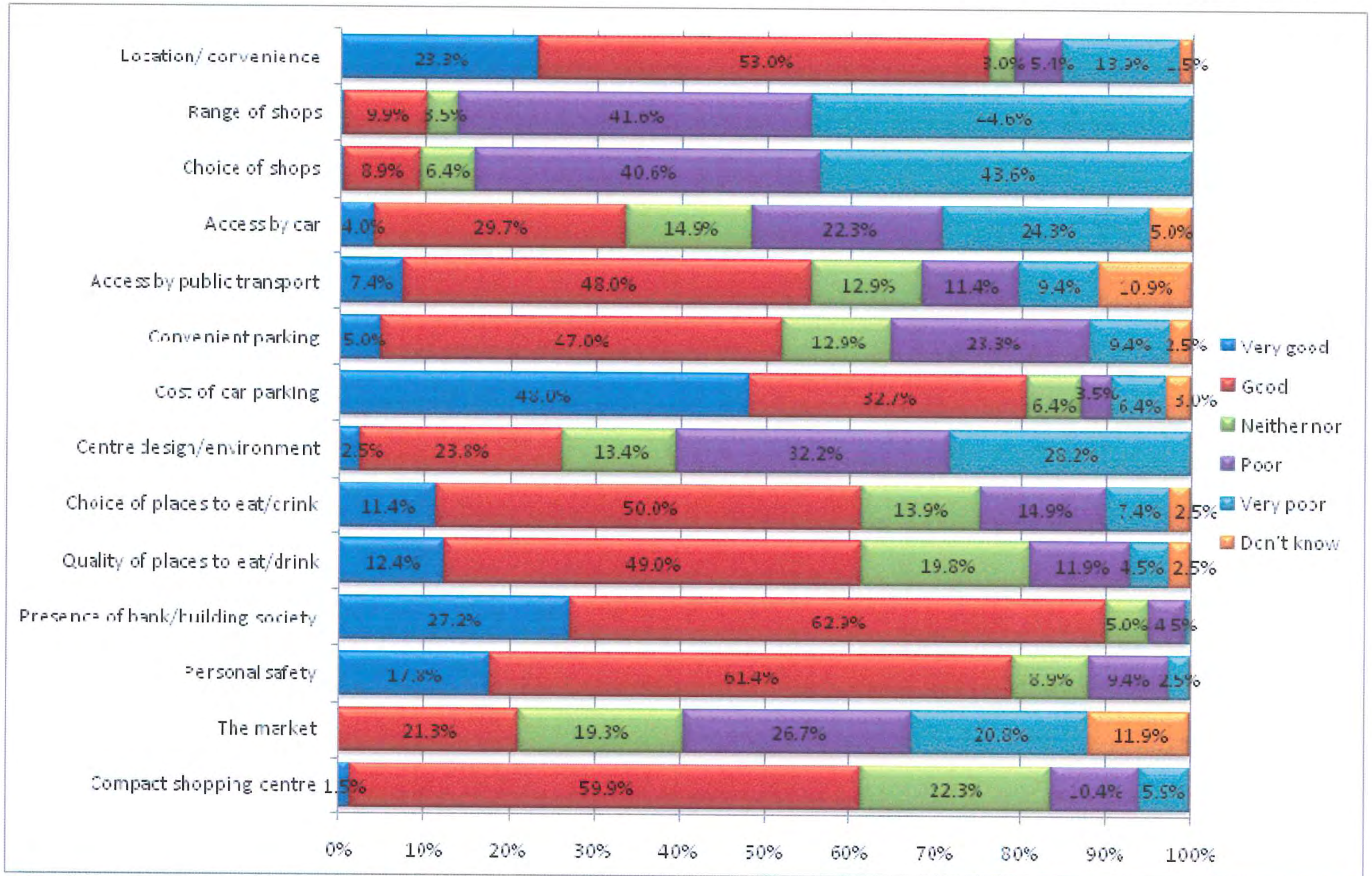
In order to collect data on other Town Centre functions, the Heads of the Valleys
121 Town Centre Group requested additional questions to be introduced to the on-street survey. These questions were as follows:

- 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
    - 122 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

123 Respondents were given a list of aspects of the Town 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 Town Centre? (% of all respondents)



Base: 202 (All respondents: multiple choice)

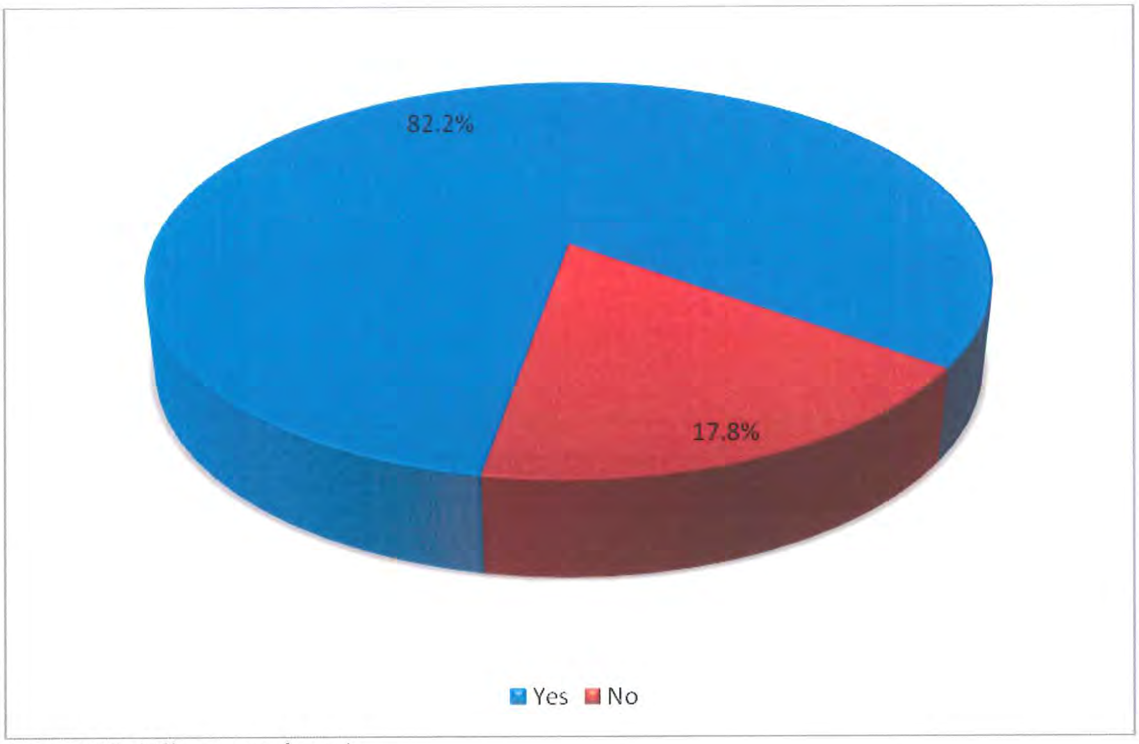
124 From the results shown in figure 4.4.1, the majority of respondents rated the Presence of bank/building society in Abertillery as either 'very good' or 'good' (combined responses – 90.1%),. The majority of respondents (80.7%) indicated the cost of car parking was 'very good' or 'good'.

125 The results also show the negative responses. Over four fifths of respondents (86.1%) stated the range of shops was either 'poor' or 'very poor', with a similar percentage (84.2%) rating the choice of shops (84.2%) as either 'poor' or 'very poor'.

4.5 Other activities

126 The following chart illustrate the responses given when respondents were asked when they visit Abertillery, whether they usually visit the town for any other purpose and to indicate what it would normally be for. The results are as follows:

Figure 4.5.1 – When visiting ABERTILLERY, do you usually visit the town for any other purpose? (% of all respondents)



Base: 202 (All respondents)

From the results shown in figure 4.5.1 above the following indicates the responses given from 166 respondents when asked what they normally undertake when
127 visiting the town for any other purpose:

Using financial services	*64.5%*
Non-food shopping	*47.6%*
Using other services	*47.0%*
Food shopping	*46.4%*
Using public or civic services	*41.0%*
Visiting restaurant, cafe, or public house	*36.1%*
Meeting friends or family	*24.7%*
Visiting the Library	*15.1%*
Work in or near the Town Centre	*14.5%*
Other social or leisure reasons	*6.0%*
Business	*3.0%*
Education	*2.4%*
Tourism or sightseeing	*0.0%*
Access to transport services	*0.0%*

The survey has revealed a number of reasons for visiting Abertillery, and has found
128 the majority (64.5%) stated they also visit this area to undertake use the financial
services.

4.6 Leisure activities

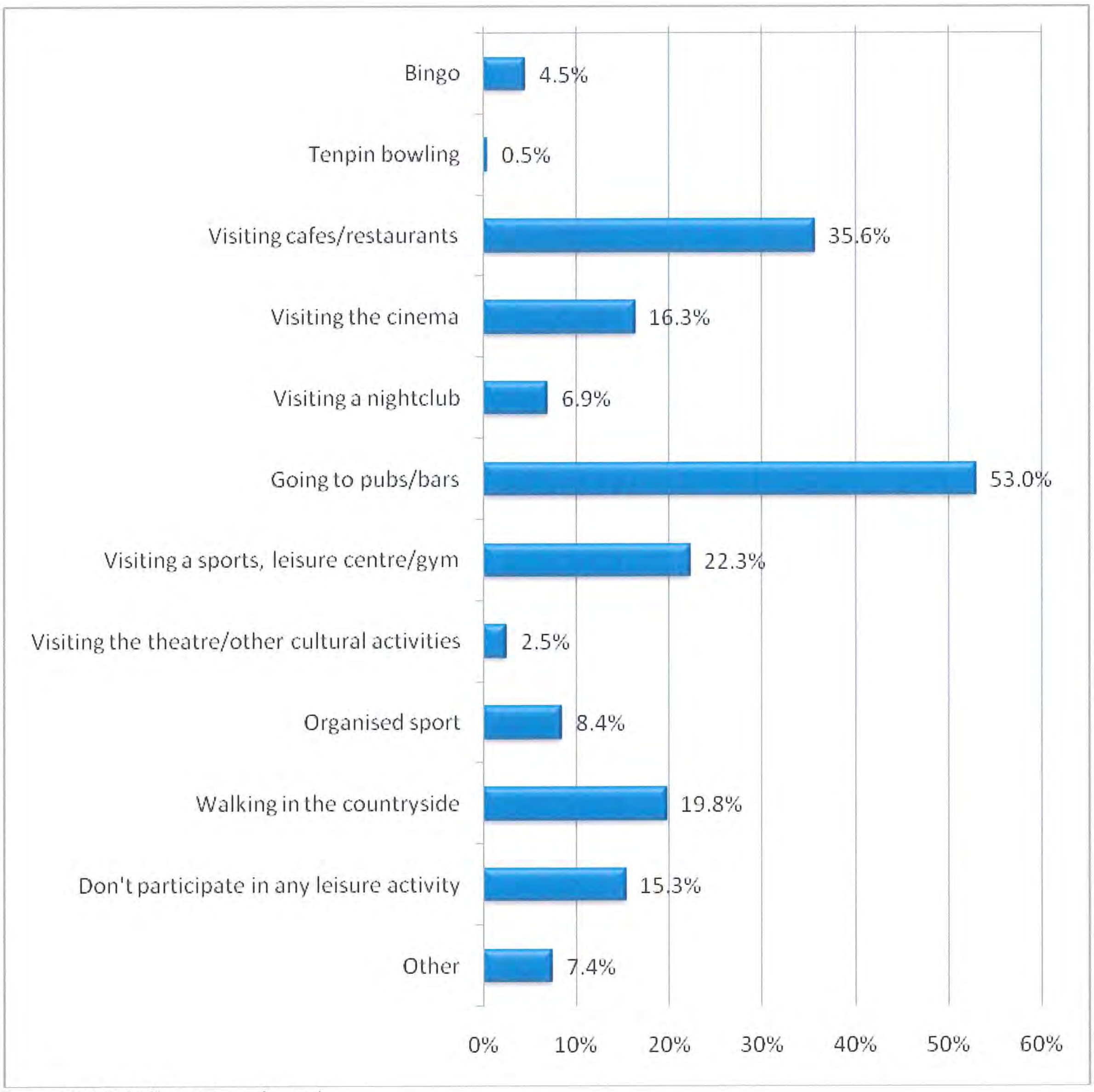
A series of questions relating to leisure activities were asked, which included
129 discovering which leisure activities respondents partake in.

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)
- 130 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

131 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)



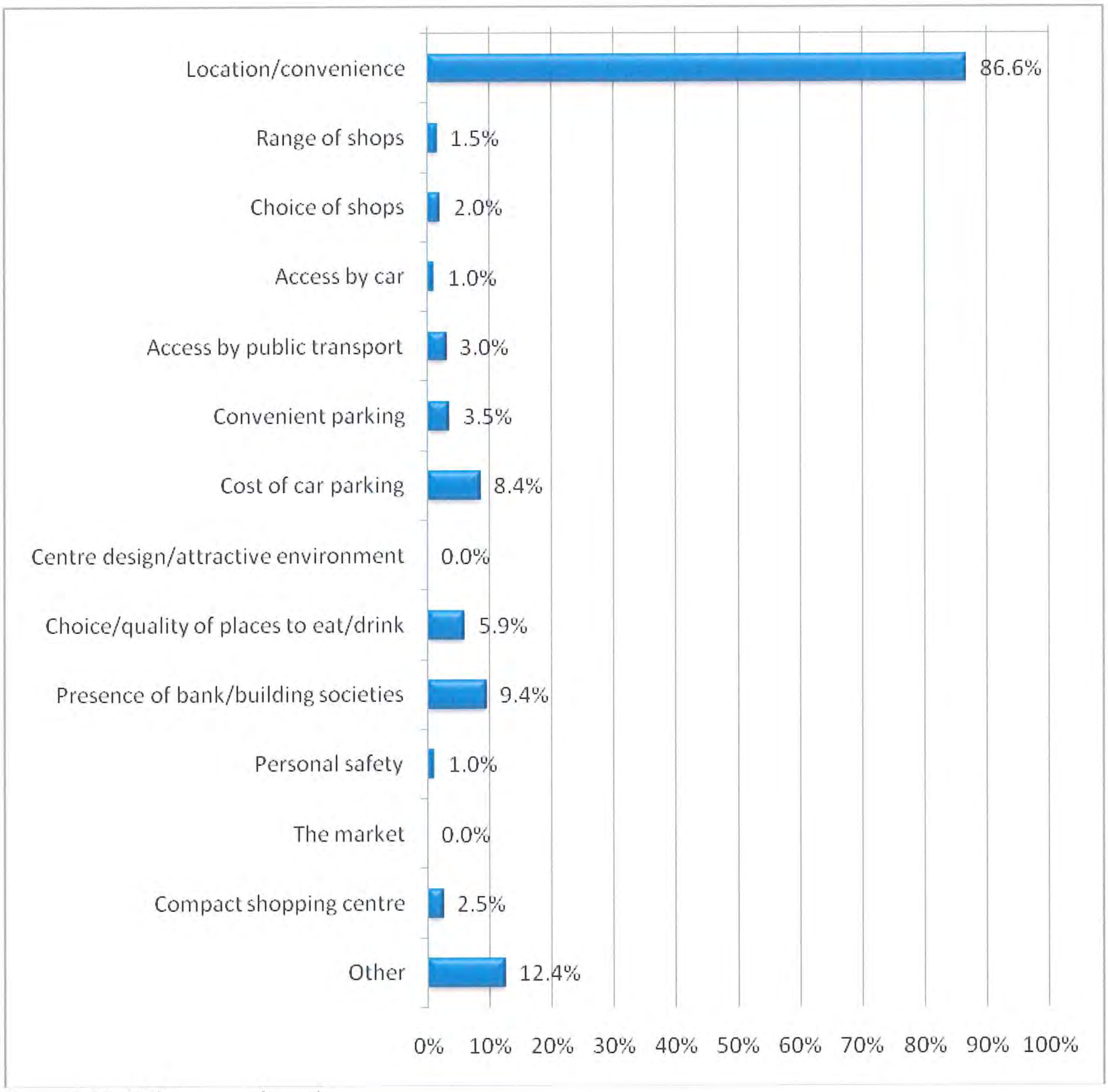
Base: 202 (All respondents)

132 It is evident that even when surveying respondents' on-street as well as over the telephone they have remained interested in going to pubs/bars and visiting cafes/restaurants stated by 53% and 35.6% respectively. 15.3% indicated they do not participate in any leisure activity.

4.7 Shopping in Abertillery and improvements

133 Respondents were asked to state what they like about Abertillery for shopping, leisure/evening activities or services. The results are shown below:

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



Base: 202 (All respondents)

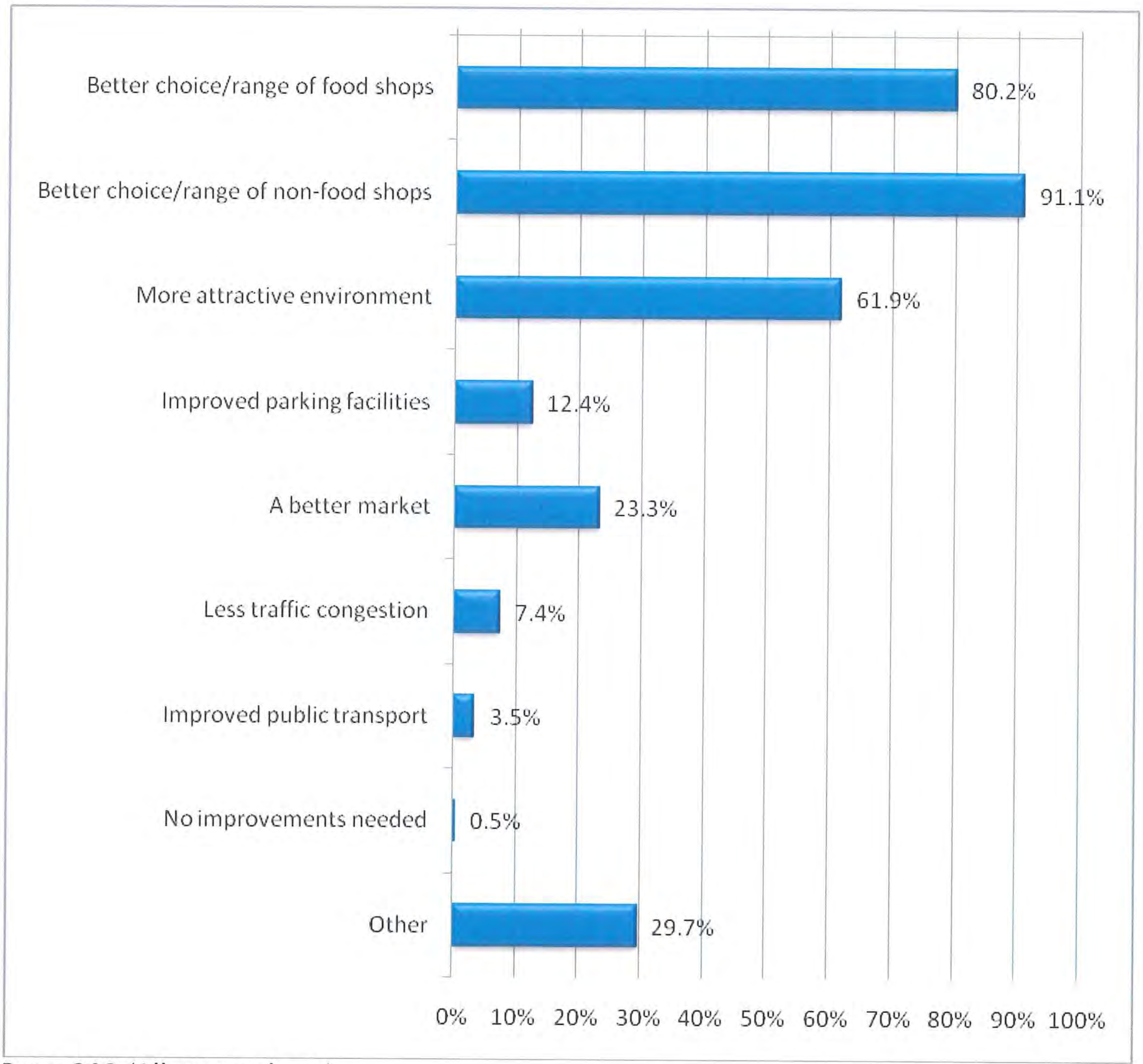
134 Abertillerys' location and convenience was the aspect that respondents most liked about the area (86.6%) for shopping, leisure/evening activities or services. However, only 3.5% liked the choice and range of shops within the catchment area.

135 Of the 'Other' responses given, the following aspects proved to be favourable for a selection of respondents (7.5% - excluding 'Nothing'):

- *Friendly people/community spirit* *4.0%*
- *Close to work* *1.0%*
- *Close to friends/relatives* *0.5%*
- *The library and Metropole centre* *0.5%*

136 Finally on the on-street survey, respondents were asked what improvements they would make to Abertillery 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 ABERTILLERY more often and improve your day out experience? (% of all respondents)



Base: 202 (All respondents)

137 A better choice/range of non-food and food shops (91.1% and 80.2% respectively)

were the most popular responses given by on-street interviewees when asked what improvements would encourage them to visit this area more often and improve their day out experience.

Of the 'Other' responses given, the following categories were mentioned by respondents (29.7%):

138

o *More public toilets*	*3.5%*
o *Big name stores*	*3.5%*
o *Cleaner streets*	*3.0%*
o *Cinema*	*2.5%*
o *Reduce business rates to encourage new businesses*	*2.5%*
o *Complete refurbishment*	*2.0%*
o *Shoe shop*	*1.5%*
o *Leisure centre facilities*	*1.0%*
o *Large supermarket*	*1.0%*
o *Increased security/make it safer*	*1.0%*
o *Re-open empty shops*	*1.0%*
o *Wider choice of restaurants*	*1.0%*
o *Fewer takeaways*	*1.0%*
o *Less roadwork's*	*1.0%*
o *More clothes/fashion shops*	*0.5%*
o *Re-furbish shop fronts*	*0.5%*
o *A police presence*	*0.5%*
o *Improved paving/road maintenance*	*0.5%*
o *More entertainment*	*0.5%*
o *Children's clothes/shoes*	*0.5%*
o *Smaller/independent shops*	*0.5%*
o *Open the market on Saturday*	*0.5%*
o *Better nightclubs*	*0.5%*

139 Although the wording in the options/questions used in previous surveys is slightly different to the current study, it is apparent that dissatisfaction with the choice and range of shops is evident.

4.8 Demographics

140 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		Church Street		Somerset Street	
	Num	%	Num	%	Num	%
Base: All respondents	**202**	**100.0%**	**120**	**100.0%**	**82**	**100.0%**
A/B	5	2.5%	2	1.7%	3	3.7%
C1	43	21.3%	26	21.7%	17	20.7%
C2	48	23.8%	27	22.5%	21	25.6%
D/E	105	52.0%	64	53.3%	41	50.0%
Refused	1	0.5%	1	0.8%	0	0.0%

Base: 202 respondents in Abertillery

By age group

	Base: All respondents		Church Street		Somerset Street	
	Num	%	Num	%	Num	%
Base: All respondents	**202**	**100.0%**	**120**	**100.0%**	**82**	**100.0%**
18 - 25 years	25	12.4%	18	15.0%	7	8.5%
26 - 34 years	27	13.4%	19	15.8%	8	9.8%
35 - 44 years	31	15.3%	20	16.7%	11	13.4%
45 - 54 years	39	19.3%	21	17.5%	18	22.0%
55 - 64 years	43	21.3%	22	18.3%	21	25.6%
65 years or more	37	18.3%	20	16.7%	17	20.7%

Base: 202 respondents in Abertillery

By gender

	Base: All respondents		Church Street		Somerset Street	
	Num	%	Num	%	Num	%
Base: All respondents	**202**	**100.0%**	**120**	**100.0%**	**82**	**100.0%**
Male	61	30.2%	38	31.7%	23	28.0%
Female	141	69.8%	82	68.3%	59	72.0%

Base: 202 respondents in Abertillery

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:

$$SE\% = \sqrt{\frac{p\% x q\%}{n}}$$

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%.**

6.0 KEY CONCLUSIONS

Key conclusions are as follows:

Major positive attributes:

When reviewing the surveys positive attributes, the following was found:

- Residents do shop for both main food and top-up food items in Abertillery as an alternative to other major nearby towns.
- Respondents also like to use other services (such as the banks, building societies, post offices) within Abertillery, and have rated these services to be very good, especially because they are located within the vicinity.
- The results have also demonstrated many respondents within the catchment area prefer to purchase items whether it is non-food or food over the counter, rather than on the internet.
- This may suggest many residents either do not have access to a computer on a regular basis, prefer to handle/examine goods or find passing personal details over the internet unsafe. There could be many reasons for not using the internet; however, this does suggest that most will visit Abertillery for any purpose and indicates there is a local catchment area for shoppers.
- Those who took part in the surveys the majority indicated they live within walking distance and travel less than 10 minutes to Abertillery.
- It is evident that most respondents are happy with the cost of parking within Abertillery, as it is understood there is free public parking throughout the area.

Major negative attributes:

The following highlight the negative attributes:

- Even though respondents stated they visit the town for their shopping, with the majority stating food. It is apparent many do not wish to visit Abertillery for their non-food shopping and have stated there is a lack of choice/range of shops in the area.
- Many respondents do not rate the town very favourably, and have stated it is due to the range and choice of shops in the area.
- A large proportion of respondents have indicated they do not spend a great deal in Abertillery.

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

Appendix Two
Heads of the Valleys Household Telephone Survey - ABERTILLERY Unweighted Results Tabulations

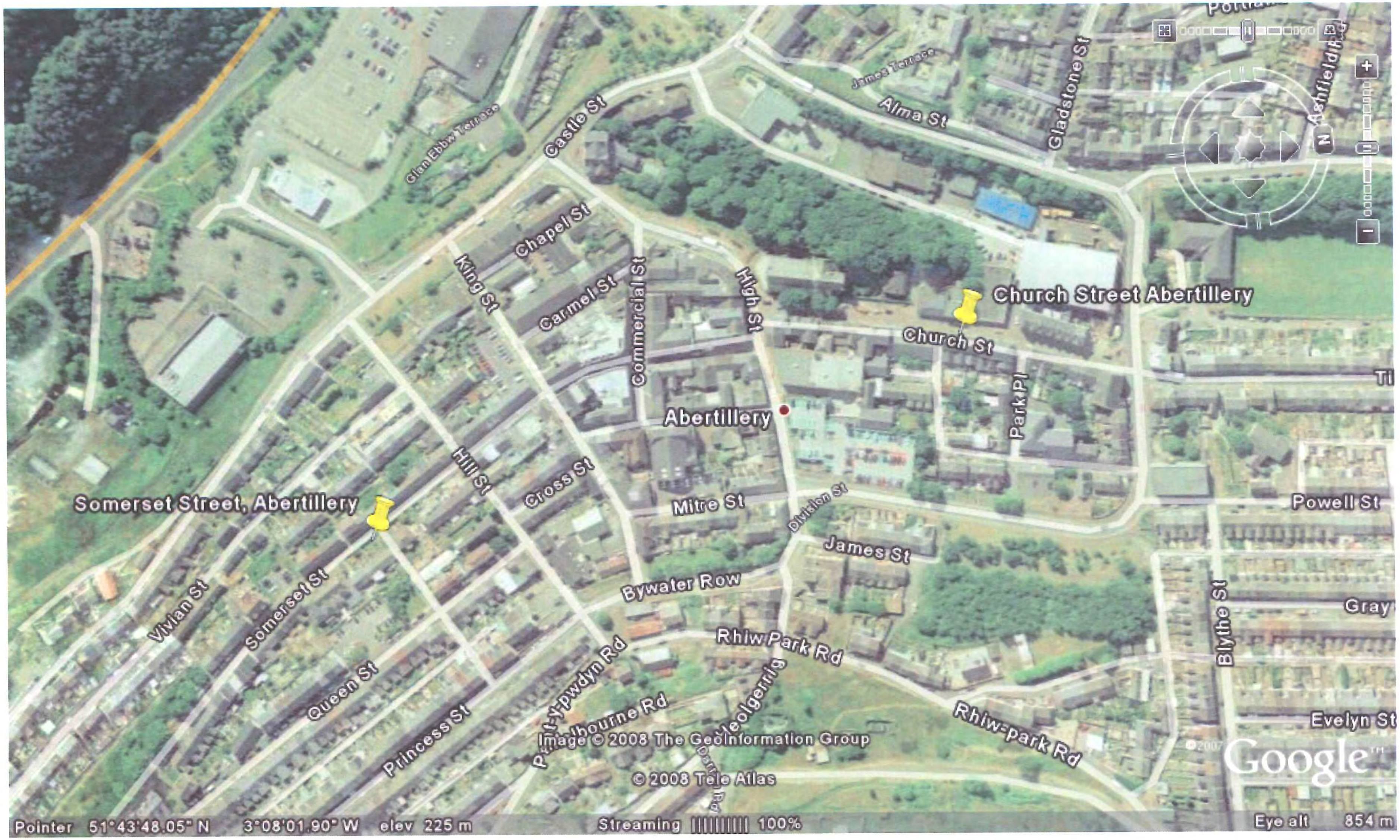
Appendix Three
Heads of the Valleys Household Telephone Survey - ABERTILLERY Weighted Results Tabulations

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

Appendix Five
Heads of the Valleys On-Street Survey
- ABERTILLERY Questionnaire

Appendix Six
Heads of the Valleys On-Street Survey
- ABERTILLERY Results Tabulations

Appendix Seven
Heads of the Valleys On-Street Survey
- ABERTILLERY Map of interviewing areas


Church Street Abertillery
Somerset Street, Abertillery
Abertillery
Castle St
Alma St
Gladstone St
Chapel St
King St
Carmel St
Commercial St
High St
Church St
Park Pl
Hill St
Cross St
Mitre St
Division St
James St
Powell St
Bywater Row
Vivian St
Somerset St
Queen St
Princess St
Rhiw Park Rd
Rhiw-park Rd
Blythe St
Gray
Evelyn St
Image © 2008 The Geoinformation Group
© 2008 Tele Atlas
Google
Pointer 51°43'48.05" N 3°08'01.90" W elev 225 m
Streaming 100%
Eye alt 854 m

Job Name: Heads of the Valleys Shopper Attitude Surveys 2008 – ABERTILLERY

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