



Newbury Town | Visitor Satisfaction Survey 2013



Research has been managed and executed by Orchard

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## Newbury BID Visitor Satisfaction Survey

This project was completed as part of the Market Research for Newbury BID.

Respondents were recruited during August and September 2013.

Two days of face-to-face research was carried out in August, alongside desk research and an emailed questionnaire to businesses.

**Total number of respondents**                      **204**

**Where is your home town?**

Berkshire	92
Wiltshire	14
Oxfordshire	18
Hampshire	38
Buckinghamshire	2
London	8
Other	32

**How did you travel to Newbury?**

Car	156
Train	16
Bus	18
Walk	14

**What is the primary reason for your visit to Newbury today?**

Business	36
Family/Friends	22
Retail	146

**RETAIL**

**Is Newbury your primary location to shop?**

Yes	140
No	64

**Where else do you shop regularly?**

Reading	103
Basingstoke	70
Bristol	10
Southampton	21

**How often do you visit Newbury for shopping?**

More than once a week	55
Once a week	38
A few times a month	36
Once a month	36
Rarely	39

**Which items have you purchased recently in Newbury?**

Clothes	87
Homeware	56
Shoes	46
Fodd/drink	80
Electrical goods	13
Toys	16

**Would you recommend Newbury as a shopping destination?**

Yes	67
No	79

**Which brands are missing from Newbury?**

BHS	1
John Lewis Clothing	8
More independent shops	10
Primark	38
Holister	2
Zara	4
Waitrose	1
Dorothy Perkins	1
GAP	2
Footlocker	3
JD Sports	3
Asda	2
Next	6
Wallis	1
Cosmos	1
Blue Banana	1

Build a Bear	1
Pret a Manger	1
Jack Wills	2
HMV	10
Quicksilver	1
Toys R Us	1

**What would make Newbury a better place to come and shop?**

Bigger variety of shops	56
More events	2
Cheaper parking	40
More restaurants	6
More advertising	2
Less betting agents	2
Better nightlife	4
Bigger market	4
Sheltered cover over Parkway	20
More benches	6
More pedestrianisation	4

**Do you ever buy from the Thursday or Saturday market?**

Yes	39
No	107

**Have you ever been to a Christmas market?**

Yes	77
No	66

## BUSINESS

### How frequently do you visit Newbury for work?

More than once a week	1
Once a week	6
A few times a month	6
Once a month	20
Rarely	3

### Who are you visiting today?

Clients	24
Office	12

### Do you ever visit Newbury for retail or leisure?

Yes	12
No	24

### How long is your visit likely to be?

Less than an hour	5
Up to a few hours	5
The working day	21
More than a day	1

## GENERIC

### Would you make a special trip to Newbury if:

Car parking was free	98
There was free to attend shopping events	71
There was street entertainment or a big free drama event planned	94
There was a major event (EG carnival or canal boat weekend)	90

### 1 being excellent and 5 very poor, the average ratings of the following:

Ease of car parking	3
Cost of car parking	4
Signage around the town	2
Range of shops	3
Range of food and drink	3
Cleanliness	1
Friendliness of people	2
Overall satisfaction of Newbury	3

### How has Newbury changed over the past five years?

Better	177	87%
Worse	27	18%