

Consumer Shopping Habits Survey

Report

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1. Executive Summary

1.1 County-wide

1.1.1 Food shopping behaviour

Main food shopping

Nearly all respondents said that they undertake the main food shopping for their household.

Across the whole county the most popular stores for *usual* main food shopping were:

- *Asda, Woodstock Way, Caldicot (11%)*
- *Tesco Superstore, Station Road, Chepstow (10%)*
- *Morrisons, Lion Street, Abergavenny (8%)*
- *Aldi, Monmouth Road, Abergavenny (8%)*
- *Aldi, Newport Road, Caldicot (6%)*
- *Waitrose, Monnow Street, Monmouth (6%)*

Only 6% of the sample said that they did their main food shopping online

The most popular stores used occasionally for main food shopping across the whole county were:

- *Morrisons, Lion Street, Abergavenny (6%)*
- *Asda, Woodstock Way, Caldicot (5%)*
- *Aldi Monmouth Road, Abergavenny (5%)*
- *Aldi, Newport Road, Caldicot (5%)*

63% shopped at least once week for their main food shopping.

The average percentage of weekly income spent on main food shopping was 21%.

Most residents (90%) use a car for their main shopping, either as a driver (81%) or as a passenger (9%).

Top-up food shopping

89% said that they did top up food shopping.

The main stores shopped at, across the whole county, were:

- *local shops/independent shops (7%)*
- *Aldi Monmouth Road Abergavenny (6%).*
- *Aldi, Newport Road, Caldicot (5%)*
- *Asda, Woodstock Way, Caldicot (5%)*
- *Morrisons, Lion Street Abergavenny (5%)*

Most people (93%) shopped at least once a week for top-up food shopping.

Most residents (83%) use a car for their top-up shopping, either as a driver (75%) or as a passenger (8%). 12% said that they walk to do their top-up food shopping.

1.1.2 Non-food shopping behaviour

Most people (73%) do not purchase non-food items at the same time as their food shopping.

Shopping for clothes, footwear and other fashion items

Nearly all respondents (96%) said that they shopped for clothes, footwear and other fashion items.

Across the whole county the most popular destinations for *usual* clothes, footwear and other fashion items shopping were:

- *Bristol Cribbs Causeway (13%)*
- *Abergavenny (10%)*
- *Hereford (10%).*

24% said that they shopped for clothes footwear and other fashion items on the internet.

Most popular destinations used occasionally for clothes, footwear and other fashion items across the whole county were:

- *Bristol Cribbs Causeway (9%)*
- *Bristol City Centre (9%)*
- *Newport City Centre (7%)*
- *Hereford City Centre (5%)*
- *Monmouth Town Centre (5%),*

The average percentage of monthly income spent on clothes, footwear and other fashion items was 10%.

60% shopped at least once a month for clothes, footwear and other fashion items.

Most residents (85%) use a car when shopping for clothes, footwear and other fashion items, either as a driver (75%) or as a passenger (10%).

Shopping for other non-food items

Most respondents did purchase other non-food item types as follows:

- Books, music, DVDs and toys – 84%
- Chemist goods, toiletries and cosmetics – 94%
- Furniture, carpets and soft furnishings – 78%
- Computers, TVs, washing machines, cookers etc – 88%
- Household goods, glass, china and tableware – 76%
- DIY, hardware and gardening goods – 80%
- Banking, other financial and legal services – 93%

The most popular towns shopped for each item type was as follows:

- Chemist goods, toiletries and cosmetics - *Abergavenny Town Centre (18%)*
- DIY, hardware and gardening goods - *Abergavenny Town Centre (17%)*
- Banking, other financial and legal services - *Abergavenny Town Centre (16%)*
- Household goods, glass, china and tableware - *Abergavenny Town Centre (14%)*
- Books, music, DVDs and toys - *Abergavenny Town Centre (11%)*
- Furniture, carpets and soft furnishings - *Newport Retail Park (Spytty) (14%)*

- Computers, TVs, washing machines, cookers etc - *Newport Retail Park (Spytty)* (13%)

1.1.3 Changes in Shopping Habits due to the pandemic

79% had made changes to the way they shop due to the pandemic, as follows:

- I shopped online more often – 42%
- I shopped in fewer places/didn't shop around as much – 20%
- I shopped less often – 20%
- I shopped more locally/travelled less – 16%
- I thought more carefully about what I spent money on – 9%
- I bought non-food items at the same time as my grocery shop – 7%
- I purchased fewer non-food items – 6%
- I shopped only online – 6%
- I did "Click and Collect" more often – 2%
- Family shopped for me – 3%
- I only did "Click and Collect" – 1%

Many are still continuing with the changes, and plan to do so post-covid.

1.1.4 Leisure and Arts Activities

43% of respondents said that they visited the cinema.

Across the whole county the most frequently visited cinemas were

- *Baker Street Cinema, Abergavenny* (12%)
- *Savoy Theatre & Cinema Monmouth* (12%)
- *Vue Cinema, Cwmbran* (10%)
- *Vue Cinema, Cribbs Causeway* (11%)

19% of respondents said that they visited the gym or leisure centre.

Across the whole county the most frequently visited gyms and leisure centre were

- *Caldicot Leisure Centre* (17%)

- *Wye Leisure, Hereford* (15%)
- *Abergavenny Leisure Centre* (13%)
- *Monmouth Leisure Centre* (10%)
- *Chepstow Leisure Centre* (10%)

19% said that they visited the theatre.

11% said that they visited museums.

Just 6% said that they visited art galleries.

Cardiff was the most popular destination for all 3 – theatres (31%), art galleries (38%) and museums (36%).

Most residents (96%) use a car for leisure activities, either as a driver (91%) or as a passenger (5%).

1.2 Shopping behaviour by postcode Zone

1.2.1 Food shopping behaviour

Zone	Main store or occasional store for main food shopping	Top 5 stores visited for top-up food shopping
Zone 1 - Abergavenny	<ol style="list-style-type: none"> 1. Morrisons, Lion Street, Abergavenny (43%) 2. Aldi, Monmouth Road, Abergavenny (35%) 3. Waitrose, Merthyr Road, Abergavenny (18%) 4. Asda, Lakeside Retail Park, Ebbw Vale (9%) 5. Iceland, Cibi Walk, Abergavenny (7%) 	<ol style="list-style-type: none"> 1. Aldi Monmouth Road Abergavenny (22%). 2. Local shops/independent shops (20%) 3. Morrisons , Lion Street Abergavenny (16%) 4. Tesco Express, Frogmore St, Abergavenny (11%) 5. Waitrose, Merthyr Road, Abergavenny (10%)

Zone	Main store or occasional store for main food shopping	Top 5 stores visited for top-up food shopping
Zone 2 - Monmouth	1.Waitrose, Monmow Street, Monmouth (26%) 2.Lidl, Redbrook Road, Monmouth (16%) 3.Nisa Local, Coleford (11%) Farmfoods, Belmont Road, Hereford (11%) 5.Aldi, Eign Street, Hereford (10%)	1.Tesco Express, Ledbury Road, Hereford (13%) Co-operative, Rockfield Road, Monmouth (13%). 3. Co-operative Cinderford (10%) 4. Local shop/independent shop (8%) 5. Waitrose, Monnmow Street, Monmouth (7%)
Zone 3 - Usk	1.Morrisons, Lion Street, Abergavenny (19%) 2.Tesco Superstore, Lower Bridge Street, Pontypool (18%) 3.Aldi, Monmouth Road, Abergavenny (15%) 4.Co-operative, Bridge Street, Usk (10%) 5.Aldi, Newport Road, Caldicot (9%)	1. Co-operative, Bridge Street, Usk (28%). 2. Local shop/independent shop (13%) 3. Morrison, Lion Street, Abergavenny (7%) 4. Asda, Woodstock Way, Caldicot (6%) 5. Tesco Express, Malpas Road, Newport (4%)
Zone 4 - Chepstow	1.Tesco Superstore, Station Road, Chepstow (36%) 2.Lidl, Bulwark Road, Chepstow (18%) 3.Asda, Woodstock Way, Caldicot (14%) 4.Aldi, Newport Road, Caldicot (10%) 5.Tesco Express, Thornwell, Chepstow (9%)	1.Local shop/independent shop (16%) 2.Spar, Thornwell, Chepstow (13%). 3.Tesco Superstore, Station Road, Chepstow (11%) 4.Tesco Express, Thornwell, Chepstow (7%) 5.Marks & Spencer, Thomas Street, Chepstow (6%)

Zone	Main store or occasional store for main food shopping	Top 5 stores visited for top-up food shopping
Zone 5 – Caldicot 1	1.Asda, Woodstock Way, Caldicot (60%) 2.Aldi, Newport Road, Caldicot (37%) 3.Tesco Superstore, Station Road, Chepstow (20%) 4.Waitrose, Newport Road, Caldicot (9%) 5.Tesco Express, Thornwell, Chepstow (5%)	1.Aldi, Newport Road, Caldicot (24%) 2.Local shop/independent shop (22%) 3.Asda, Woodstock Way, Caldicot (18%). 4.Tesco Superstore, Station Road, Chepstow (12%) 5.Waitrose, Newport Road, Caldicot (11%)
Zone 6 – Caldicot 2	1.Asda, Woodstock Way, Caldicot (43%) 2.Aldi, Newport Road, Caldicot (32%) 3.Tesco Superstore, Station Road, Chepstow (18%) 4.Lidl, Bulwark Road, Chepstow (16%) 5.Tesco Extra, Spytty Road, Newport (12%)	1.Asda, Woodstock Way, Caldicot (15%) 2.Waitrose, Newport Road, Caldicot (14%) 3.Co-operative, The Cross, Newport Road, Magor (13%) 4.Aldi, Newport Road, Caldicot (12%) 5.Co-operative, Bridge Street, Usk (5%)

1.2.2 Non-food shopping behaviour

The top 5 destinations ever visited (main or occasional destination) for non-food shopping items were:

	Zone 1 - Abergavenny	Zone 2 - Monmouth	Zone 3 - Usk	Zone 4 - Chepstow	Zone 5 – Caldicot 1	Zone 6 – Caldicot 2
Clothes, footwear and other fashion items	1.Abergavenny Town Centre (37%) 2.Cwmbran Town Centre (14%) 3.Hereford City Centre (11%) 4.Cardiff City Centre (9%) 5.Newport Retail Park (Spytty) (8%) Bristol Cribbs Causeway (8%) Monmouth Town Centre (8%)	1.Hereford City Centre (36%) 2.Bristol Cribbs Causeway (25%) 3.Monmouth Town Centre (21%) 4.Ross on Wye Designer Outlet Centre (12%) 5.Bristol City Centre (11%)	1.Abergavenny Town Centre (23%) 2.Newport Retail Park (Spytty) (16%) 3.Chepstow Town Centre (11%) 4.Bristol Cribbs Causeway (10%) 5.Newport Town Centre (9%)	1.Bristol Cribbs Causeway (33%) 2.Newport Retail Park (Spytty) (17%) 3.Chepstow Town Centre (14%) 4.Bristol City Centre (13%) 5.Cardiff City Centre (11%)	1.Newport Retail Park (Spytty) (30%) 2.Bristol Cribbs Causeway (25%) 3.Bristol City Centre (11%) 4.Cardiff City Centre (9%) 5.Newport Town Centre (8%) Caldicot Town Centre (8%)	1.Bristol Cribbs Causeway (32%) 2.Newport Retail Park (Spytty) (21%) 3.Bristol City Centre (20%) 4.Cardiff City Centre (12%) 5.Chepstow Town Centre (10%)
Books, music,	1.Abergavenny Town Centre (30%)	1.Monmouth Town Centre (18%)	1.Abergavenny Town Centre (20%)	1.Chepstow Town Centre (21%)	1.Chepstow Town Centre (10%)	1.Bristol Cribbs Causeway (16%)

	Zone 1 - Abergavenny	Zone 2 - Monmouth	Zone 3 - Usk	Zone 4 - Chepstow	Zone 5 – Caldicot 1	Zone 6 – Caldicot 2
DVDs and toys	2.Cwmbran Town Centre (5%) 3.Friars Walk, Newport (3%) Hereford City Centre (3%) Bristol City Centre (3%)	2.Hereford City Centre (16%) 3.Bristol Cribbs Causeway (13%) 4.Newport Retail Park (Spytty) (2%) 5.Various town centres all 1%	2.Chepstow Town Centre (12%) 3.Cwmbran Town Centre (7%) 4.Caldicot Town Centre (5%) Monmouth Town Centre (5%)	2.Bristol Cribbs Causeway (15%) 3.Abergavenny Town Centre (4%) Friars Walk, Newport (4%) 5.Monmouth Town Centre (3%)	2.Bristol Cribbs Causeway (8%) 3.Friars Walk, Newport (6%) 4.Newport Retail Park (Spytty) (4%) Caldicot Town Centre (4%)	2.Caldicot Town Centre (6%) 3.Abergavenny Town Centre (5%) 4.Cardiff City Centre (3%) Newport Retail Park (Spytty) (3%)
Chemist goods, toiletries and cosmetics	1.Abergavenny Town Centre (61%) 2.Cwmbran Town Centre (4%) 3.Newport Town Centre (3%) Monmouth Town Centre (3%) Newport Retail Park (Spytty) (3%)	1.Monmouth Town Centre (34%) 2.Hereford City Centre (26%) 3.Bristol Cribbs Causeway (11%) 4.Ross on Wye Town Centre (3%) 5.Abergavenny Town Centre (2%)	1.Abergavenny Town Centre (19%) 2.Usk Town Centre (17%) 3.Chepstow Town Centre (10%) 4.Caldicot Town Centre (6%) 5.Monmouth Town Centre (5%)	1.Chepstow Town Centre (39%) 2.Caldicot Town Centre (14%) 3.Bristol Cribbs Causeway (10%) 4.Monmouth Town Centre (6%) 5.Abergavenny Town Centre (4%)	1.Caldicot Town Centre (54%) 2.Chepstow Town Centre (19%) 3.Bristol Cribbs Causeway (11%) 4.Friars Walk, Newport (5%) 5.Monmouth Town Centre (4%)	1.Chepstow Town Centre (28%) 2.Bristol Cribbs Causeway (24%) 3.Caldicot Town Centre (20%) 4.Abergavenny Town Centre (4%) Newport Retail Park (Spytty) (4%)

	Zone 1 - Abergavenny	Zone 2 - Monmouth	Zone 3 - Usk	Zone 4 - Chepstow	Zone 5 – Caldicot 1	Zone 6 – Caldicot 2
Furniture, carpets and soft furnishings	1.Abergavenny Town Centre (32%) 2.Newport Retail Park (Spytty) (8%) 3.Hereford City Centre (7%) 4.Cardiff City Centre (5%) 5.Cwmbran Town Centre (3%)	1.Monmouth Town Centre (19%) 2.Hereford City Centre (16%) 3.Newport Retail Park (Spytty) (13%) 4.Ross on Wye Designer Outlet Centre (2%) Bristol Cribbs Causeway (2%)	1.Abergavenny Town Centre (13%) Newport Retail Park (Spytty) (13%) 3.Hereford City Centre (11%) 4.Cwmbran Town Centre (8%) 5.Bristol Cribbs Causeway (7%)	1.Bristol Cribbs Causeway (14%) 2.Newport Retail Park (Spytty) (11%) 3.Chepstow Town Centre (7%) 4.Cardiff City Centre (5%) 5.Hereford City Centre (4%)	1.Newport Retail Park (Spytty) (37%) 2.Bristol Cribbs Causeway (9%) 3.Chepstow Town Centre (5%) 4.Monmouth Town Centre (3%) 5.Newport Town Centre (2%) Caldicot Town Centre (2%)	1.Newport Retail Park (Spytty) (13%) 2.Friars Walk, Newport (5%) Chepstow Town Centre (5%) Caldicot Town Centre (5%) 5.Bristol Cribbs Causeway (4%)
Computers, TVs, washing machines, cookers etc	1.Abergavenny Town Centre (16%) 2.Cwmbran Town Centre (9%) 3.Newport Retail Park (Spytty) (6%)	1.Newport Retail Park (Spytty) (22%) 2.Hereford City Centre (13%) 3.Bristol Cribbs Causeway (3%)	1.Newport Retail Park (Spytty) (11%) Hereford City Centre (11%) 3.Cwmbran Town Centre (10%)	1.Bristol Cribbs Causeway (15%) 2.Newport Retail Park (Spytty) (12%) 3.Chepstow Town Centre (3%)	1.Newport Retail Park (Spytty) (13%) 2.Bristol Cribbs Causeway (8%) 3.Chepstow Town Centre (5%)	1.Newport Retail Park (Spytty) (17%) 2.Newport Town Centre (4%) 3.Cardiff City Centre (3%)

	Zone 1 - Abergavenny	Zone 2 - Monmouth	Zone 3 - Usk	Zone 4 - Chepstow	Zone 5 – Caldicot 1	Zone 6 – Caldicot 2
	4.Hereford City Centre (5%) Newport Town Centre (5%)	4.Monmouth Town Centre (2%) Cwmbran Town Centre (2%)	4.Bristol Cribbs Causeway (7%) Monmouth Town Centre (7%)	Hereford City Centre (3%) 5.Cwmbran Town Centre (2%) Abergavenny Town Centre (2%)	4.Cardiff City Centre (2%) Newport Town Centre (2%)	4.Abergavenny Town Centre (2%) Bristol Cribbs Causeway (2%) Friars Walk, Newport (2%)
Household goods, glass, china and tableware	1.Abergavenny Town Centre (52%) 2.Newport Retail Park (Spytty) (5%) Monmouth Town Centre (5%) 4.Hereford City Centre (3%) 5.Various destinations all 1%	1.Monmouth Town Centre (23%) 2.Hereford City Centre (17%) 3.Bristol Cribbs Causeway (11%) 4.Ross on Wye Designer Outlet Centre (2%) 5.Various destinations all 1%	1.Bristol Cribbs Causeway (13%) 2.Abergavenny Town Centre (10%) Cwmbran Town Centre (10%) 4.Chepstow Town Centre (8%) 5.Newport Retail Park (Spytty) (7%)	1.Chepstow Town Centre (23%) 2.Bristol Cribbs Causeway (20%) 3.Newport Retail Park (Spytty) (6%) 4.Caldicot Town Centre (5%) 5.Friars Walk, Newport (4%)	1.Chepstow Town Centre (16%) 2.Caldicot Town Centre (13%) 3.Newport Retail Park (Spytty) (8%) 4.Bristol Cribbs Causeway (5%) Hereford City Centre (5%)	1.Bristol Cribbs Causeway (29%) 2.Chepstow Town Centre (12%) Caldicot Town Centre (12%) 4.Newport Retail Park (Spytty) (9%) 5.Monmouth Town Centre (4%) Cwmbran Town Centre (4%)

	Zone 1 - Abergavenny	Zone 2 - Monmouth	Zone 3 - Usk	Zone 4 - Chepstow	Zone 5 – Caldicot 1	Zone 6 – Caldicot 2
DIY, hardware and gardening goods	1.Abergavenny Town Centre (57%) 2.Cwmbran Town Centre (5%) 3.Newport Retail Park (Spytty) (4%) Monmouth Town Centre (4%) 5.Chepstow Town Centre (2%)	1.Monmouth Town Centre (30%) 2.Hereford City Centre (28%) 3.Bristol Cribbs Causeway (9%) 4.Ross on Wye Designer Outlet Centre (3%) 5.Abergavenny Town Centre (2%) Chepstow Town Centre (2%)	1.Abergavenny Town Centre (18%) 2.Monmouth Town Centre (7%) 3.Hereford City Centre (5%) Bristol Cribbs Causeway (5%) 5.Newport Retail Park (Spytty) (4%) Chepstow Town Centre (4%)	1.Chepstow Town Centre (55%) 2.Caldicot Town Centre (8%) 3.Newport Retail Park (Spytty) (7%) 4.Monmouth Town Centre (6%) 5.Various destination all at 2%	1.Caldicot Town Centre (44%) 2.Chepstow Town Centre (26%) 3.Abergavenny Town Centre (2%) Monmouth Town Centre (2%) 5.Various destination all at 1%	1.Caldicot Town Centre (21%) 2.Chepstow Town Centre (18%) 3.Monmouth Town Centre (7%) 4.Newport Town Centre (6%) 5.Bristol Cribbs Causeway (5%)
Banking, other financial and legal services	1.Abergavenny Town Centre (51%) 2.Newport Town Centre (3%) 3.Hereford City Centre (2%)	1.Hereford City Centre (26%) 2.Monmouth Town Centre (23%) 3.Bristol Cribbs Causeway (9%)	1.Abergavenny Town Centre (24%) 2.Monmouth Town Centre (8%) 3.Cwmbran Town Centre (5%)	1.Chepstow Town Centre (28%) 2.Bristol Cribbs Causeway (6%) Caldicot Town Centre (6%)	1.Caldicot Town Centre (22%) 2.Newport Town Centre (7%) 3.Friars Walk, Newport (6%)	1.Chepstow Town Centre (19%) 2.Monmouth Town Centre (10%) 3.Bristol Cribbs Causeway (8%)

	Zone 1 - Abergavenny	Zone 2 - Monmouth	Zone 3 - Usk	Zone 4 - Chepstow	Zone 5 – Caldicot 1	Zone 6 – Caldicot 2
	Friars Walk, Newport (2%) 5.Varies destinations all 1%	4.Varies destinations all 2%	Hereford City Centre (5%) 5.Newport Town Centre (4%)	4.Monmouth Town Centre (5%) 5.Cwmbran Town Centre (4%)	Chepstow Town Centre (6%) 5.Bristol Cribbs Causeway (6%)	Newport Town Centre (8%) 4.Abergavenny Town Centre (2%)

1.2.3 Leisure and Arts Activities

	Top 5 most frequently visited cinemas	Top 5 most frequently visited gyms/leisure centres
Zone 1 - Abergavenny	<ol style="list-style-type: none"> 1. Baker Street Cinema, Abergavenny (45%) 2. Vue Cinema, Cwmbran (13%) 3. Savoy Theatre & Cinema Monmouth (11%) 4. Market Hall, Ebbw Vale (9%) 5. Vue Cinema, Merthyr (6%) 	<ol style="list-style-type: none"> 1. Abergavenny Leisure Centre (43%) 2. A&J Future Fitness, Mill St, Abergavenny (16%) 3. Celtic Manor Health Club, Newport (12%) 4. Monmouth Leisure Centre (12%) 5. Newport Leisure Centre (8%)
Zone 2 - Monmouth	<ol style="list-style-type: none"> 1. The Loft Cinema, Hereford (33%) 2. Savoy Theatre & Cinema Monmouth (19%) 3. Sherbourne Cinema, Gloucester (18%) 4. Odeon, Hereford (6%) 5. Studio Cinema, Coleford (4%) 	<ol style="list-style-type: none"> 1. Wye Leisure, Hereford (48%) 2. Halo Hereford Leisure Centre, Hereford (14%) 3. Monmouth Leisure Centre (7%) 4. Freedom Leisure, Lydney (4%) PureGym, Hereford (4%)
Zone 3 - Usk	<ol style="list-style-type: none"> 1. Cineworld, Newport Retail Park (28%) 2. Riverfront, Newport (14%) 3. Palace Cinema, Cinderford (13%) Baker Street Cinema, Abergavenny (13%) 5. Savoy Theatre and Cinema, Monmouth (9%) 	<ol style="list-style-type: none"> 1. Monmouth Leisure Centre (37%) 2. Newport Leisure Centre (14%) Halo Hereford Leisure Centre, Hereford (14%) 4. Curves, Pontypool (13%) 5. Abergavenny Leisure Centre (10%)
Zone 4 - Chepstow	<ol style="list-style-type: none"> 1. Vue Cinema, Cribbs Causeway (28%) 	<ol style="list-style-type: none"> 1. Chepstow Leisure Centre (36%)

	Top 5 most frequently visited cinemas	Top 5 most frequently visited gyms/leisure centres
	<p>2.Cineworld, Newport, Friars Walk (17%)¹</p> <p>3.Vue Cinema, Cwmbran (13%)</p> <p>4.Cineworld, Newport Retail Park (10%)</p> <p>5.Riverfront, Newport (8%)</p>	<p>2.Marriot St Pierre Hotel & Country Club (15%)</p> <p>3.Shredz City, Caldicot (12%)</p> <p>4.Monmouth Leisure Centre (9%)</p> <p>5.Caldicot Leisure Centre (6%)</p> <p>Fairwater Leisure Centre, Cwmbran (6%)</p> <p>Celtic Manor Health Club, Newport (6%)</p>
Zone 5 – Caldicot 1	<p>1.Vue Cinema, Cribbs Causeway (23%)</p> <p>2.Everyman Cinema, Mermaid Quay, Cardiff (14%)</p> <p>3.Vue Cinema, Cwmbran (13%)</p> <p>4.Cineworld, Newport Retail Park (10%)</p> <p>5.Savoy Theatre & Cinema, Monmouth (9%)</p>	<p>1.Monmouth Leisure Centre (22%)</p> <p>2.Chepstow Leisure Centre (21%)</p> <p>Caldicot Leisure Centre (21%)</p> <p>4.Halo Hereford Leisure Centre, Hereford (12%)</p> <p>5.Hub Gym, Bulwark, Chepstow (11%)</p>
Zone 6 – Caldicot 2	<p>1.Cineworld, Newport Friars Walk (21%)</p> <p>2.Cineworld, Newport Retail Park (19%)</p> <p>3.Vue Cinema, Cwmbran (16%)</p>	<p>1.Caldicot Leisure Centre (67%)</p> <p>2.Abergavenny Leisure Centre (17%)</p> <p>3.Monmouth Leisure Centre (5%)</p>

¹ This cinema is now closed.

	Top 5 most frequently visited cinemas	Top 5 most frequently visited gyms/leisure centres
	<p>Vue Cinema, Cribbs Causeway (16%)</p> <p>5.Savoy Theatre & Cinema, Monmouth (9%)</p>	<p>4.Celtic Manor Health Club, Newport (3%)</p> <p>Undy football club (3%)</p>

2. Background & Methodology

2.1 Background to the Project

2.1.1 Monmouthshire County Council is currently in the process of preparing a Replacement Local Development Plan (RLDP) to cover the period 2018-2033. The Council recently consulted on the RLDP Preferred Strategy, alongside the second call for candidate sites. The next key stage of the Plan process is the Deposit Plan. The consumer shopping habits survey will inform the Deposit plan. The purpose of the research is to understand the shopping habits of the County's residents and how these will impact on the vitality and viability of the County's shopping centres. This survey will continue a valuable time series of data which has been collected by the authority for a number of years and which informed the Adopted LDP as well as the Retail Background Papers which are published annually to monitor the vitality and viability of the County's shopping centres.

2.2 Methodology

2.2.1 In order to fulfil the objectives of the research, and to maintain consistency with the previous survey, the research was conducted using a telephone methodology.

Sampling approach

2.2.2 In order to be eligible to take part in the survey, respondents were screened at the beginning of the interview to ensure that they were:

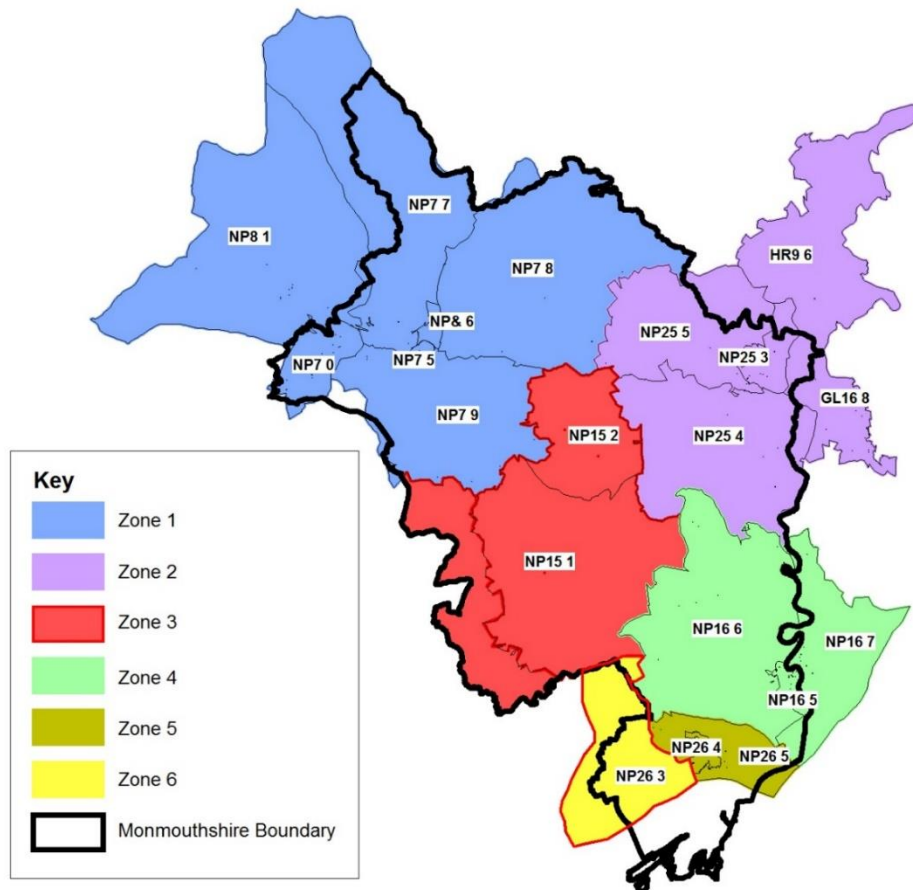
- Living within one of the target postcode sectors
- Aged 18+ years
- Responsible for food and grocery shopping for the household (either solely or jointly)

2.2.3 A proportionate sampling strategy was adopted. Quotas were set according to population sizes within each of the postcode sectors, based on 2011 census data. 1,000 interviews were achieved.

2.2.4 Table 1 shows the quotas set for the survey.

TABLE 1 Zone	Postcode sector	Population (Census 2011)	Proportionate sample	Target interviews	Achieved interviews
1 Abergavenny, Llanfoist	NP7 0	3,899	3.5%	35	35
	NP7 5	4,705	4.2%	42	42
	NP7 6	5,831	5.2%	52	52
	NP7 7	3,030	2.7%	27	27
	NP7 8	3,164	2.8%	28	28
	NP7 9	3,442	4.9%	49	49
	NP8 1	5,547	5.0%	50	48
Zone 1 Total: 281					
2 Monmouth	GL16 8	6,265	5.6%	56	56
	HR9 6	4,561	4.1%	41	41
	NP25 3	5,329	4.8%	48	48
	NP25 4	3,486	3.1%	31	31
	NP25 5	6,349	5.7%	57	57
Zone 2 Total: 233					
3 Usk, Raglan, Penperlleni	NP15 1	5,410	4.8%	48	48
	NP15 2	2,456	2.2%	22	22
Zone 3 Total: 70					
4 Chepstow	NP16 5	11,395	10.2%	102	102
	NP16 6	6,907	6.2%	62	62
	NP16 7	5,653	5.0%	50	50
Zone 4 Total: 214					
5 Caldicot 1, Caldicot, Portskewett	NP26 4	7,669	6.9%	69	69
	NP26 5	5,547	5.0%	50	50
Zone 5 Total: 119					
6 Caldicot 2, Rogiet, Magor Undy	NP26 3	9,305	8.3%	83	83
Zone 6 Total: 83					
	TOTAL	111,950	100%	1,002	1,000

2.2.5 The map below shows the approximate location for each of the survey zones.



2.2.6 No other quotas were set as the sample was sufficiently large to allow representation of the data in terms of key demographics. At the analysis stage the data was weighted by age and gender to reflect the population of Monmouthshire against these key demographics.

Sample selection

2.2.7 To identify residents living in the catchment area, we used a combination of random digit dialling (RDD) sampling and a mobile only sample. Random digit dialling is effective for generating telephone numbers which are 'inclusive' and do not exclude people who are ex-directory. We purchased lists of random telephone numbers within the postcodes areas. The way RDD generates telephone numbers means there is a small chance that some telephone numbers could relate to individuals residing in a

neighbouring authority. Therefore, we included a screening question at the beginning of the survey to ensure that all interviews were conducted with individuals residing in one of the postcode areas.

2.2.8 We also included a sample of ‘mobile-only household’ numbers to further increase the inclusivity of the survey, given the increase in the number of mobile-only households in recent years, particularly amongst younger people. This works by cross referencing mobile numbers against known landline numbers for each address to establish if the household also has a landline. Any that didn’t are classed as ‘mobile only households’ and were included in the sample.

Conducting the interviews

2.2.9 All telephone interviews conducted by Future Focus Research using computer aided telephone interviewing (CATI) technology. All our interviewers are Interviewer Quality Control Scheme (IQCS) trained and we have an experienced team of interviewers who worked on this project. Prior to the start of interviewing, a comprehensive briefing was conducted with all interviewers. A small pilot was conducted prior to the start of the main survey to test the length, flow and understanding of the questionnaire. No changes were made as a result of the pilot.

2.2.10 Each number was tried at least five times until an interview was achieved, the respondent refuses to take part, or five unsuccessful attempts have been made.

2.2.11 Fieldwork was conducted between 3pm and 8pm weekdays or at weekends. Each of the (minimum) five attempts were at different times and on different days of the week.

2.2.12 Every respondent was offered the choice of conducting the interview in either English or Welsh. Of the 25 fluent and 83 non-fluent Welsh speakers, none chose to conduct the interview in Welsh.

2.2.13 The interviews took approximately 10 minutes to complete, and fieldwork took place between the 10th January 2022 and the 6th February 2022.

3. Main Findings

3.1 Food shopping behaviour

Main and occasional shops used main food shopping

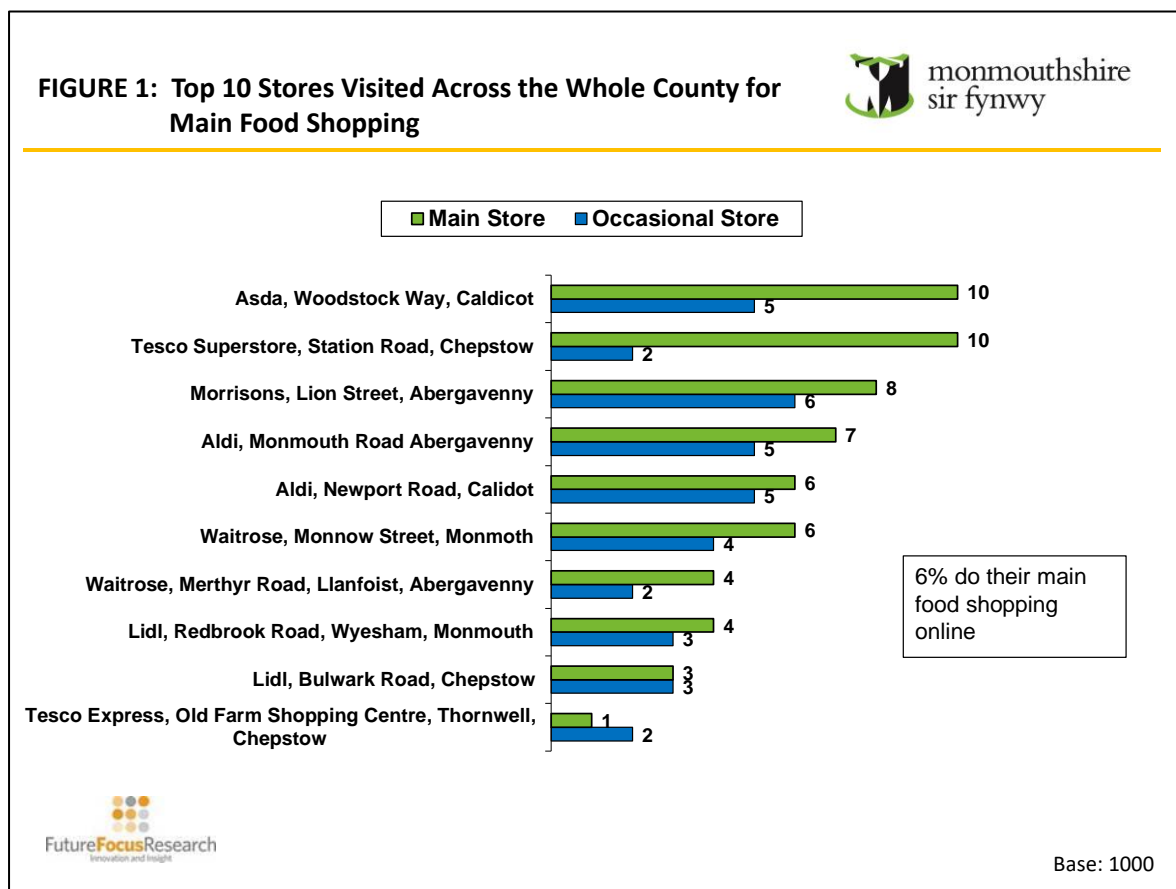
3.1.1. Nearly all respondents said that they undertake the main food shopping for their household (only 4 didn't).

3.1.2 Across the whole county the most popular stores for *usual* main food shopping were *Asda, Woodstock Way, Caldicot* and *Tesco Superstore, Station Road, Chepstow* with 10% of residents shopping at both of these for their main shop. In 2015 across the whole county, *Tesco Superstore, Station Road, Chepstow* was the most popular store for usual main food shop (12% using it most often for their main shop). In 2015 just 7% of residents stated *Asda, Woodstock Way, Caldicot* as their usual store.

3.1.3 The next most popular stores for main food shopping across the whole county were *Morrisons, Lion Street, Abergavenny* (8% of residents), *Aldi, Monmouth Road, Abergavenny* (7%), *Aldi, Newport Road, Caldicot* (6%) and *Waitrose, Monnow Street, Monmouth* (6%). Figure 1 below shows the 10 most popular stores across the whole county for main food shopping.

3.1.4 Only 6% of the sample said that they did their main food shopping online (5% in 2015).

3.1.5 When asked about any other stores that they used occasionally for main food shopping, the most popular were *Morrisons, Lion Street, Abergavenny*, where 6% of residents occasionally shopped for their main food shopping, followed by *Asda, Woodstock Way, Caldicot* (5%), *Aldi Monmouth Road, Abergavenny* (5%) and *Aldi, Newport Road, Caldicot* (5%). This is also shown in Figure 1 below.



3.1.6 When looking at stores ever used across the whole county (main stores and occasional store), the top 10 are shown in table 2 below. The table also shows the corresponding figures for each store in 2015.

Table 2: Top 10 stores visited for main food shopping across the whole county (main store or occasional store)		2022	2015
		Weighted %	
1	Asda, Woodstock Way, Caldicot	15	12
2	Morrisons, Lion Street, Abergavenny	14	N/A
3	Aldi, Monmouth Road, Abergavenny	12	15
	Tesco Superstore, Station Road, Chepstow	12	17
5	Waitrose, Monnow Street, Monmouth	11	15
6	Aldi, Newport Road, Caldicot	10	N/A
7	Lidl, Redbrook Road, Wyesham, Monmouth	7	13
8	Waitrose, Merthyr Road, Abergavenny	6	15
	Lidl, Bulwark Road, Chepstow	6	12
10	Tesco Express, Old Farm Shopping Centre, Thornwell, Chepstow	4	N/A

3.1.7 There was variation in the store visited by postcode area, as would be expected.

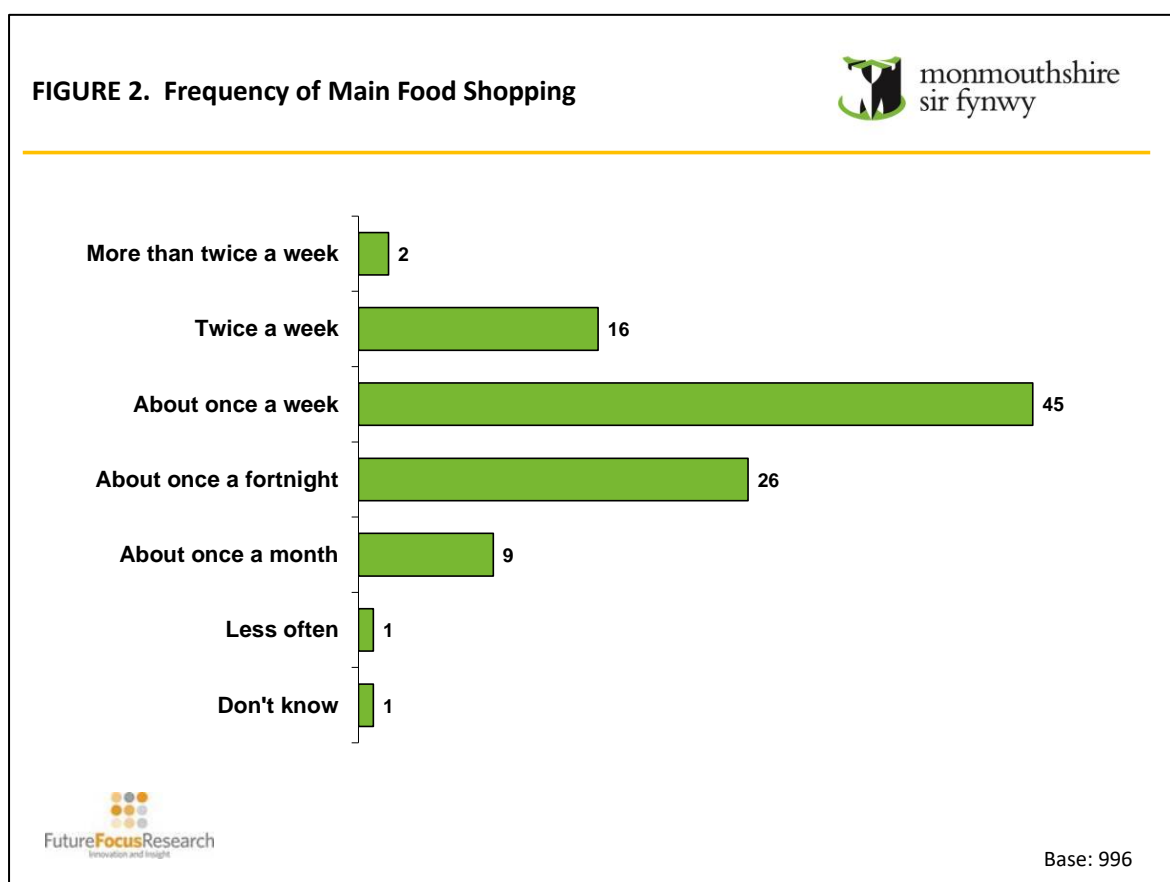
3.1.8 Table 3 below shows the top 5 stores used for main food shopping by postcode area.

This includes stores usually or sometimes used for main food shopping. The table also shows the corresponding figures for that store in 2015.

Table 3: Top 5 stores EVER visited for main food shopping by zone (main store or occasional store)			
		2022	2015
Zone 1 (Abergavenny) Base: 281		Weighted %	
1	Morrisons, Lion Street, Abergavenny	43	N/A
2	Aldi, Monmouth Road, Abergavenny	35	50
3	Waitrose, Merthyr Road, Abergavenny	18	47
4	Asda, Lakeside Retail Park, Ebbw Vale	9	6
5	Iceland, Cibi Walk, Abergavenny	7	8
Zone 2 (Monmouth) Base: 232			
1	Waitrose, Monnow Street, Monmouth	26	49
2	Lidl, Redbrook Road, Monmouth	16	39
3	Nisa Local, Coleford	11	N/A
	Farmfoods, Belmont Road, Hereford	11	N/A
5	Aldi, Eign Street, Hereford	10	N/A
Zone 3 (Usk) Base: 69			
1	Morrisons, Lion Street, Abergavenny	19	N/A
2	Tesco Superstore, Lower Bridge Street, Pontypool	18	N/A
3	Aldi, Monmouth Road, Abergavenny	15	22
4	Co-operative, Bridge Street, Usk	10	16
5	Aldi, Newport Road, Caldicot	9	N/A
Zone 4 (Chepstow) Base: 212			
1	Tesco Superstore, Station Road, Chepstow	36	55
2	Lidl, Bulwark Road, Chepstow	18	33
3	Asda, Woodstock Way, Caldicot	14	12
4	Aldi, Newport Road, Caldicot	10	N/A
5	Tesco Express, Thornwell, Chepstow	9	16
Zone 5 (Caldicot 1) Base: 119			
1	Asda, Woodstock Way, Caldicot	60	60
2	Aldi, Newport Road, Caldicot	37	N/A
3	Tesco Superstore, Station Road, Chepstow	20	18
4	Waitrose, Newport Road, Caldicot	9	27
5	Tesco Express, Thornwell, Chepstow	5	4
Zone 6 (Caldicot 2) Base: 83			
1	Asda, Woodstock Way, Caldicot	43	20
2	Aldi, Newport Road, Caldicot	32	N/A
3	Tesco Superstore, Station Road, Chepstow	18	8
4	Lidl, Bulwark Road, Chepstow	16	13
5	Tesco Extra, Spytty Road, Newport	12	29

Frequency of main food shopping

3.1.9 When asked how often they did their main food shopping, 63% shopped at least once a week (down from 75% in 2015), with 45% saying that they shopped once a week and 18% more often than that. Just over a quarter (26%) shopped once a fortnight. In 2015 only 15% shopped once a fortnight which may indicate that people are shopping less frequently for their main shop. See Figure 2.



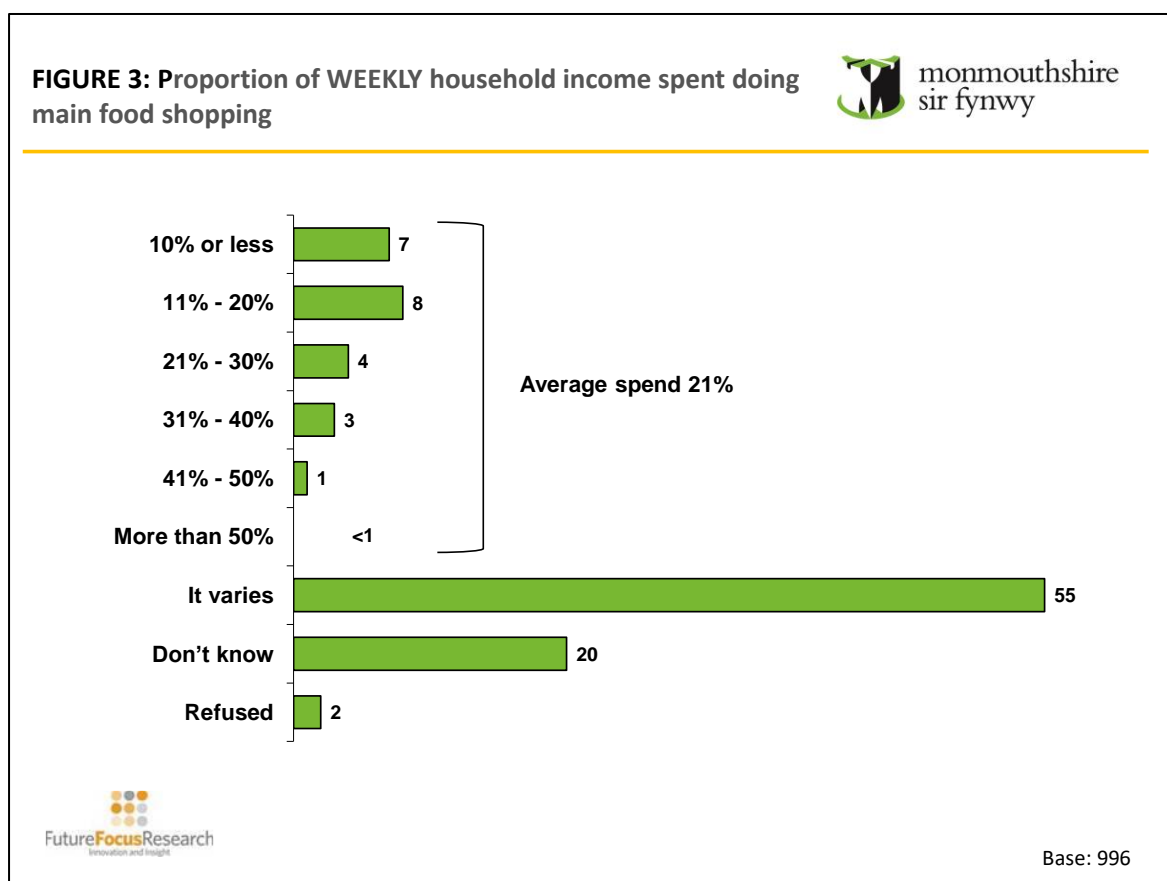
3.1.10 Respondents living in Zones 1 (Abergavenny) and 5 (Caldicot 1) shopped most frequently with 76% (Zone 1) and 72% (Zone 5) shopping at least once a week. Those living in Zone 6 (Caldicot 2), Zone 3 (Usk) and Zone 2 (Monmouth) shopped the least often (52%, 54% and 55% respectively shopping at least once a week).

3.1.11 There was no difference between men and women or social class in how often they did their main shop, but there was a difference by age. Those aged 16 – 34 were

much less likely to do their main shop frequently (43% at least once a week, compared to 71% of those aged 35 – 54 and 68% of those aged 55+).

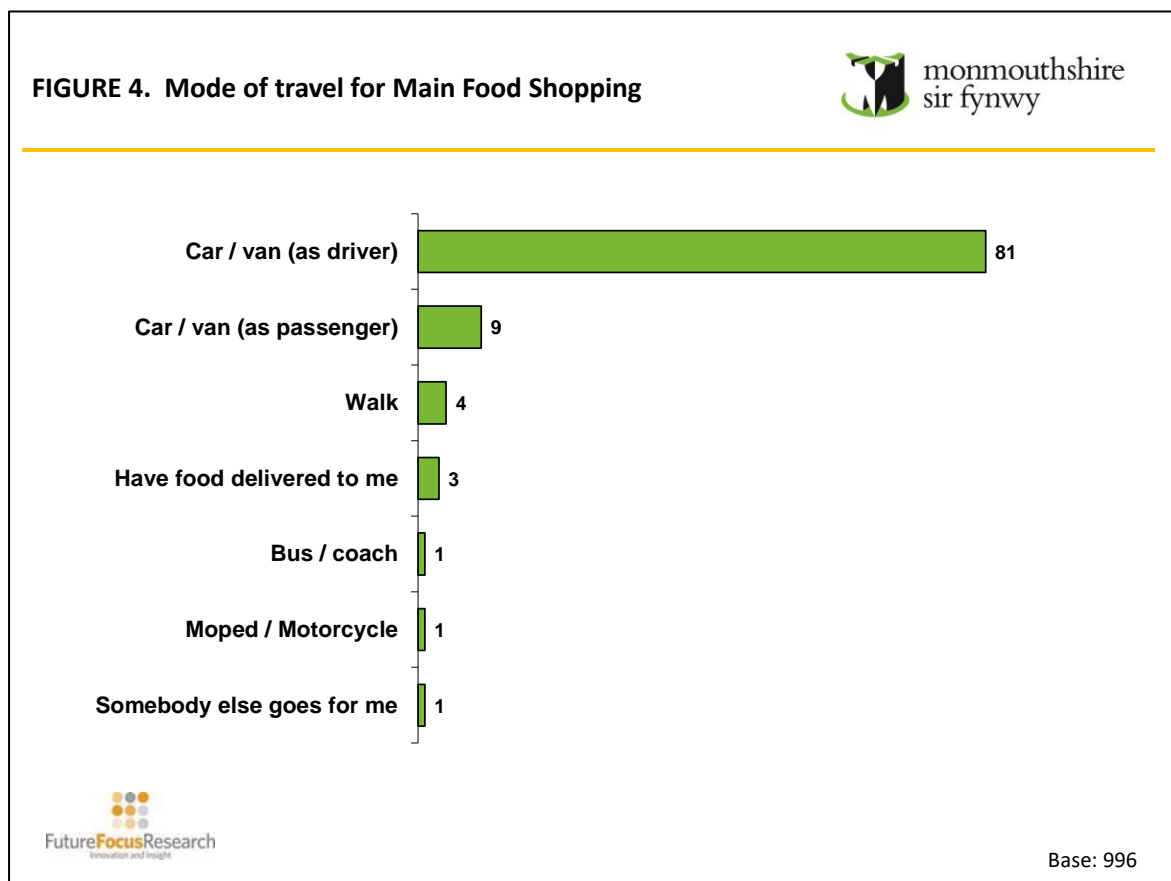
Percentage of weekly income spent on main food shopping

3.1.12 Respondents were asked what percentage of their weekly income is usually spent when doing main food shopping. Only 23% were able to give an estimated percentage while 55% said it varies, 20% did not know and 2% refused. Of the 23% who were able to give a percentage, the average percentage of weekly income spent on main food shopping was 21% (22% in 2015). See Figure 3.



Mode of travel for main food shopping

3.1.13 Most residents (90%) use a car for their main shopping, either as a driver (81%) or as a passenger (9%). Just 4% said that they walk to do their main food shopping, 3% have food delivered to them and 1% use the bus. See Figure 4.



3.1.14 Older people (those over 55) were most likely to be a passenger in a car or van (22%) and were less likely to be a driver (62%). Females were also more likely to be a passenger (22% compared to 9% of men).

Shops used for top-up food shopping

3.1.15 Residents were asked whether they did top-up food shopping and 89% said that they did. Of those who did, the main stores shopped at, across the whole county, were *local shops/independent shops* (7%) followed by *Aldi Monmouth Road Abergavenny* (6%).

3.1.16 *Aldi, Newport Road, Caldicot, Asda, Woodstock Way, Caldicot* and *Morrisons, Lion Street Abergavenny* were used for top-up shopping by 5% of respondents. Table 4 below show the full list of the top 10 stores used for top-up food shopping, along with the corresponding figure for 2015.

Table 4: Top 10 stores visited for top-up food shopping across the whole county		2022	2015
		Weighted %	
1	Local shop/independent shop	7	7
2	Aldi, Monmouth Road, Abergavenny	6	6
3	Aldi, Newport Road, Caldicot	5	N/A
	Asda, Woodstock Way, Caldicot	5	7
	Morrisons, Lion Street, Abergavenny	5	N/A
6	Waitrose, Newport Road, Caldicot	4	4
	Tesco Superstore, Station Road, Chepstow	4	3
	Tesco Express Ledbury, Hereford	4	N/A
	Spar, Thornwell, Chepstow	4	N/A
	Co-operative, Rockfield Road, Monmouthshire	4	N/A

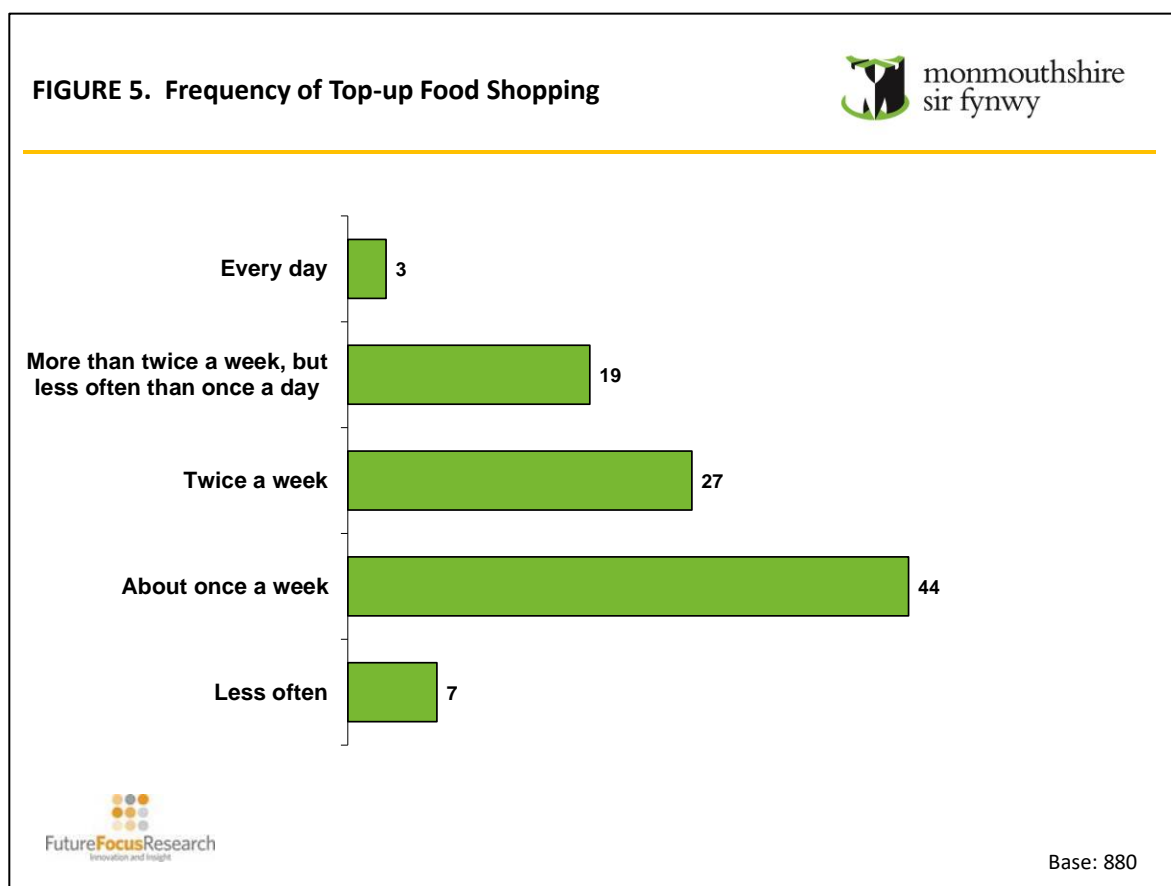
3.1.17 Looking at stores used for top-up shopping by postcode area, the main stores used in each area are shown in Table 5 below:

Table 5: Top 5 stores visited for top-up food shopping by zone			
		2022	2015
Zone 1 (Abergavenny) Base: 248		Weighted %	
1	Aldi, Monmouth Road, Abergavenny	22	21
2	Local shop/Independent shop	20	12
3	Morrisons, Lion Street, Abergavenny	16	N/A
4	Tesco Express, Frogmore St, Abergavenny	11	17
5	Waitrose, Merthyr Road, Abergavenny	10	21
Zone 2 (Monmouth) Base: 200			
1	Tesco Express, Ledbury Road, Hereford	13	N/A
	Co-operative, Rockfield Road, Monmouth	13	N/A
3	Co-operative, Cinderford	10	N/A
4	Local shop/Independent shop	8	3
5	Waitrose, Monnow Street, Monmouth	7	26

Zone 3 (Usk) Base: 68			
1	Co-operative, Bridge Street, Usk	28	43
2	Local shop/Independent shop	13	1
3	Morrison, Lion Street, Abergavenny	7	N/A
4	Asda, Woodstock Way, Caldicot	6	0
5	Tesco Express, Malpas Road, Newport	4	0
Zone 4 (Chepstow) Base: 190			
1	Local shop/Independent shop	16	11
2	Spar, Thornwell, Chepstow	13	N/A
3	Tesco Superstore, Station Road, Chepstow	11	11
4	Tesco Express, Thornwell, Chepstow	7	14
5	Marks & Spencer, Thomas Street, Chepstow	6	N/A
Zone 5 (Caldicot 1) Base: 103			
1	Aldi, Newport Road, Caldicot	24	N/A
2	Local shop/Independent shop	22	5
3	Asda, Woodstock Way, Caldicot	18	44
4	Tesco Superstore, Station Road, Chepstow	12	0
5	Waitrose, Newport Road, Caldicot	11	17
Zone 6 (Caldicot 2) Base: 71			
1	Asda, Woodstock Way, Caldicot	15	7
2	Waitrose, Newport Road, Caldicot	14	10
3	Co-operative, The Cross, Newport Road, Magor	13	49
4	Aldi, Newport Road, Caldicot	12	N/A
5	Co-operative, Bridge Street, Usk	5	N/A

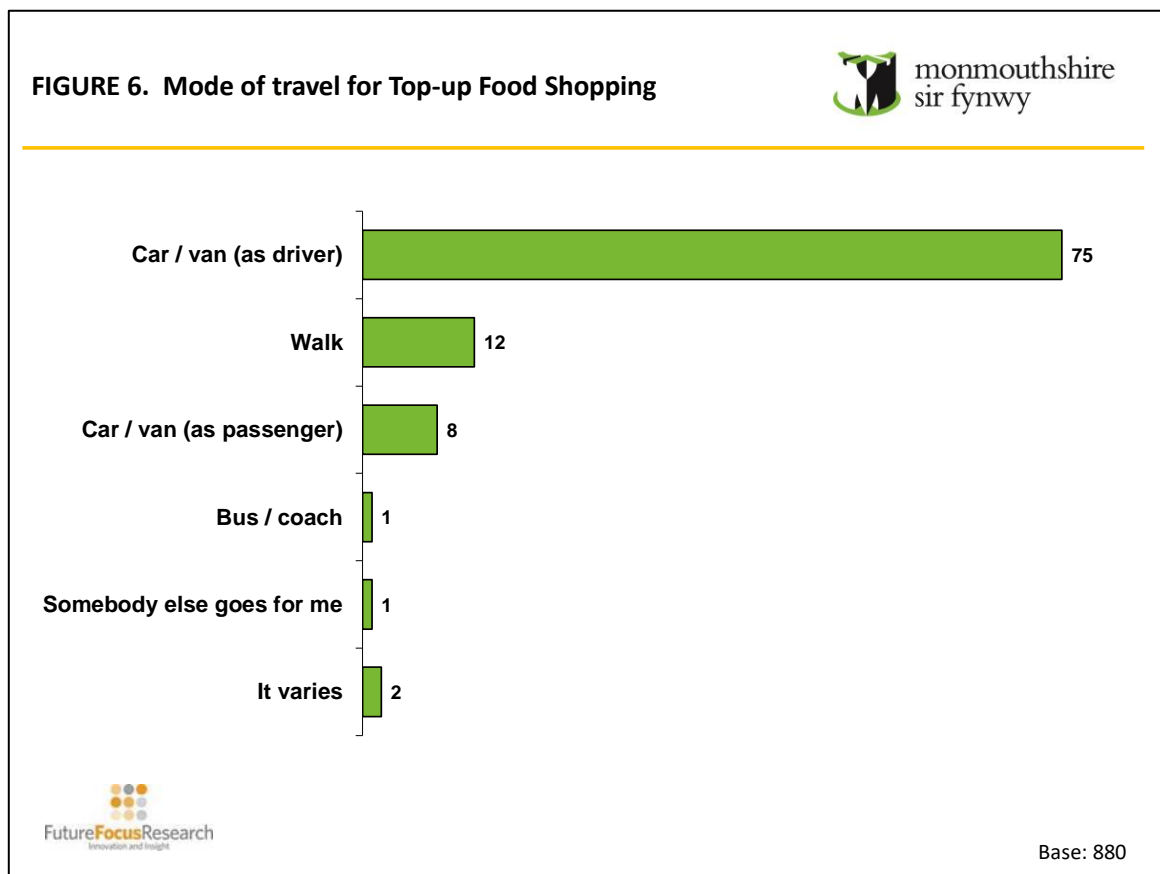
Frequency of top-up food shopping

3.1.18 When asked how often they do their top-up food shopping, most people (93%) shopped at least once a week, with 44% saying that they shopped once a week, 27% twice a week, and 22% more often than that. Only 7% do their top-up shopping less often than once a week. See Figure 5.



Mode of travel for top-up food shopping

3.1.19 Most residents (83%) use a car for their top-up shopping, either as a driver (75%) or as a passenger (8%), while 12% said that they walk to do their top-up food shopping. Just 1% use the bus and 1% have food delivered to them. See Figure 6.



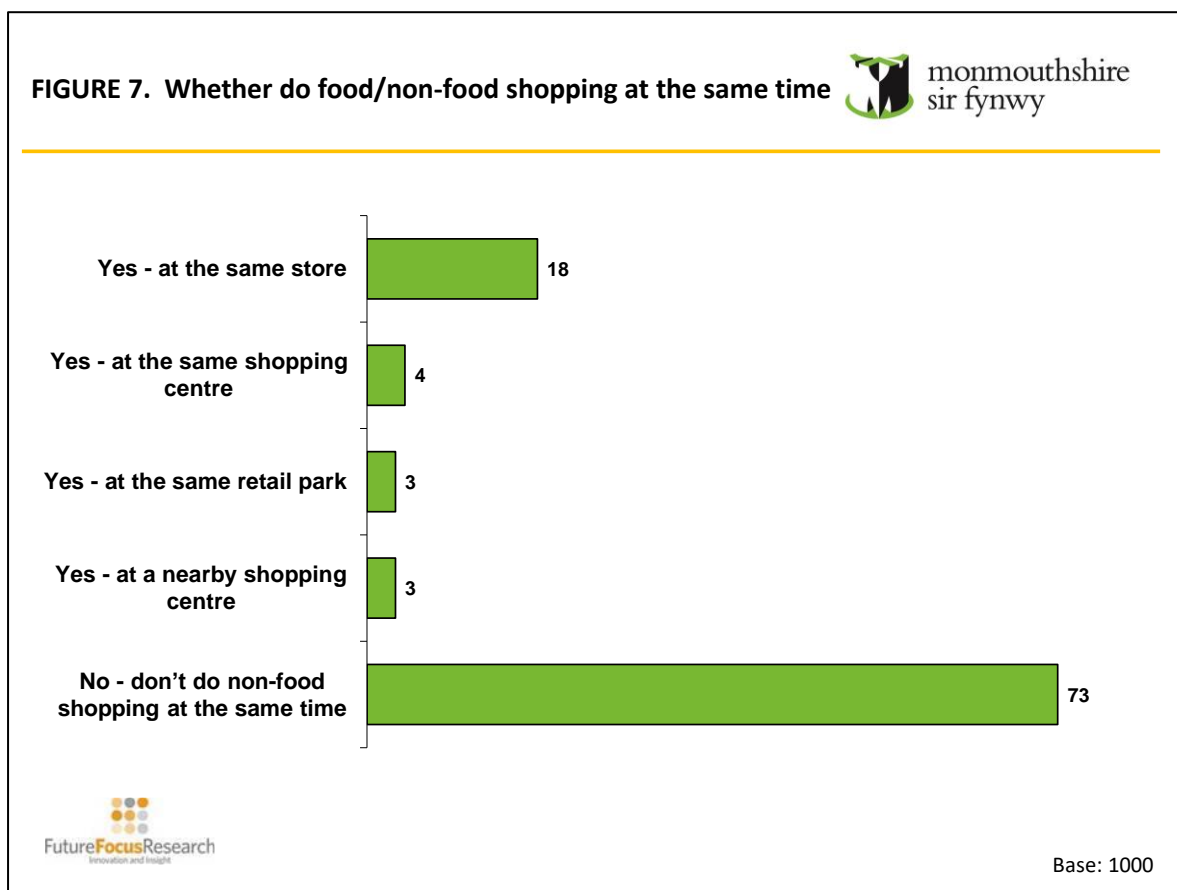
3.1.20 Older residents (those over 55) were most likely to be a passenger in a car or van (13%) and were less likely to be a driver (63%). Females were also more likely to be a passenger (13% compared to 2% of men).

3.1.21 Older residents were twice as likely to walk to do their top-up shopping than younger residents (15% of those aged 55+ compared to 7% of those aged 16 – 34). Those living in Zone 5 (Caldicot 1) were also more likely than others to walk (23%) and those in Zone 2 (Monmouth) were the least likely (5%).

3.2 Non-food shopping behaviour

Shopping for non-food items and food items at the same time

3.2.1 Most people (73%) do not purchase non-food items at the same time as their food shopping, meaning that 27% of shoppers do (36% in 2015). 18% said that they purchased food and non-food items at the same time at the same store, 4% said at the same shopping centre and 3% said both at the same retail park and at a nearby shopping centre. See Figure 7.



3.2.2 Younger residents (those aged 16-34) were the least likely to do non-food shopping at the same time (88% saying no compared to 70% of those aged 35 – 54 and 69% of those aged 55+).

3.2.3 Those living in Zone 1 (Abergavenny) and Zone 6 (Caldicot) were the most likely to combine their shopping trips with 36% and 31% respectively doing food and non-food

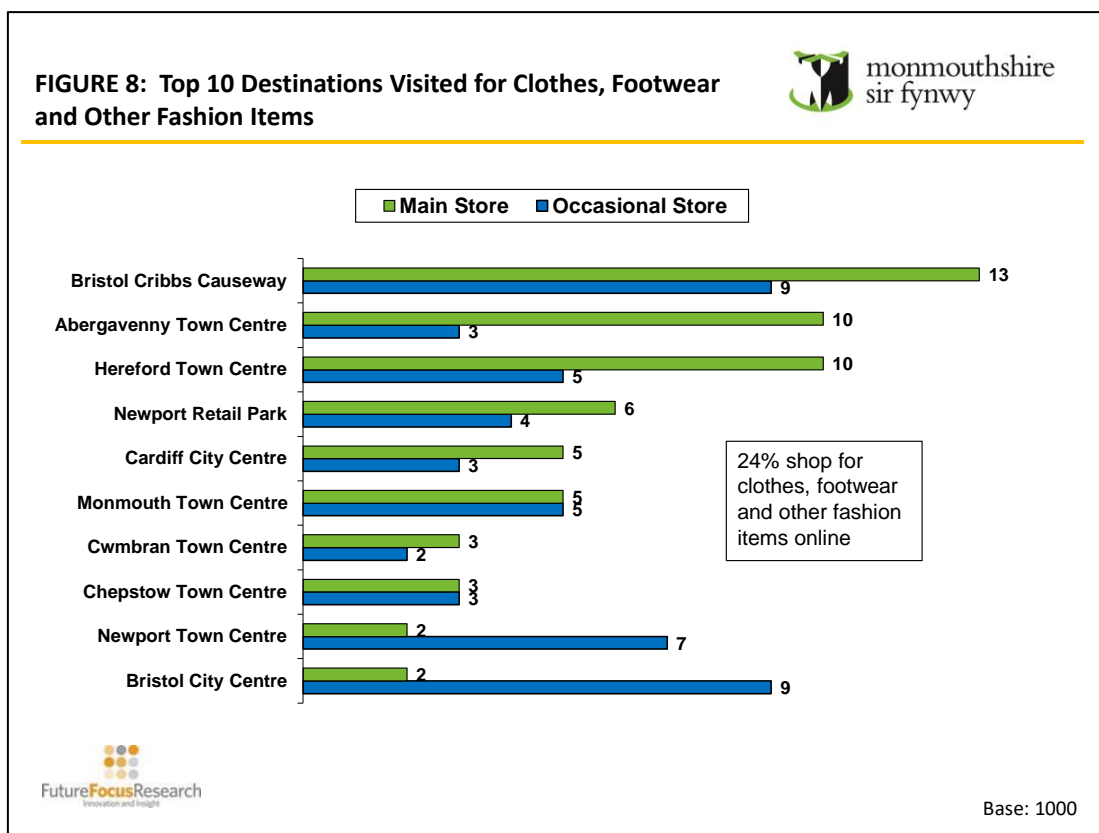
shopping at the same time. Those living in Zone 2 (Monmouth) were the least likely with only 14% doing food and non-food shopping at the same time.

Shopping for clothes, footwear and other fashion items

3.2.4 Nearly all respondents (96%) said that they shopped for clothes, footwear and other fashion items. In 2015 this was 95%.

3.2.5 Across the whole county the most popular *usual* destination for clothes, footwear and other fashion items shopping was *Bristol Cribbs Causeway* (13%, 12% in 2015), *Abergavenny* (10%, 5% in 2015) and *Hereford* (10%, 5% in 2015). These destinations have changed since 2015 where the most popular usual destinations across the whole county were *Newport Retail Park* (20%), *Cardiff City Centre* (14%) and *Cwmbran* (14%). A high proportion (24%) said that they shopped for clothes footwear and other fashion items on the internet (this has increased from 12% in 2015).

3.2.6 When asked about any other destinations that they used occasionally for clothes footwear and other fashion items, the most popular were *Bristol Cribbs Causeway* (9%) and *Bristol City Centre* (9%), followed by *Newport City Centre* (7%), *Hereford City Centre* (5%) and *Monmouth Town Centre* (5%). This is also shown in Figure 8 below.



3.2.7 When looking at destinations ever used (main destination and occasional destination), the top 10 are shown in table 6 below:

Table 6: Top 10 destinations ever visited for clothes, footwear and other fashion items by zone (main destination or occasional destination) across the whole county		2022	2015
		Weighted %	
1	Bristol Cribbs Causeway	22	24
2	Hereford City Centre	15	5
3	Newport Retail Park (Spytty)	13	9
	Abergavenny Town Centre	13	8
5	Monmouth Town Centre	10	2
	Bristol City Centre	10	7
7	Cardiff City Centre	8	18
8	Ross on Wye Designer Outlet Centre	6	0
	Newport Town Centre	6	1
10	Chepstow Town Centre	5	1
	Cwmbran Town Centre	5	13

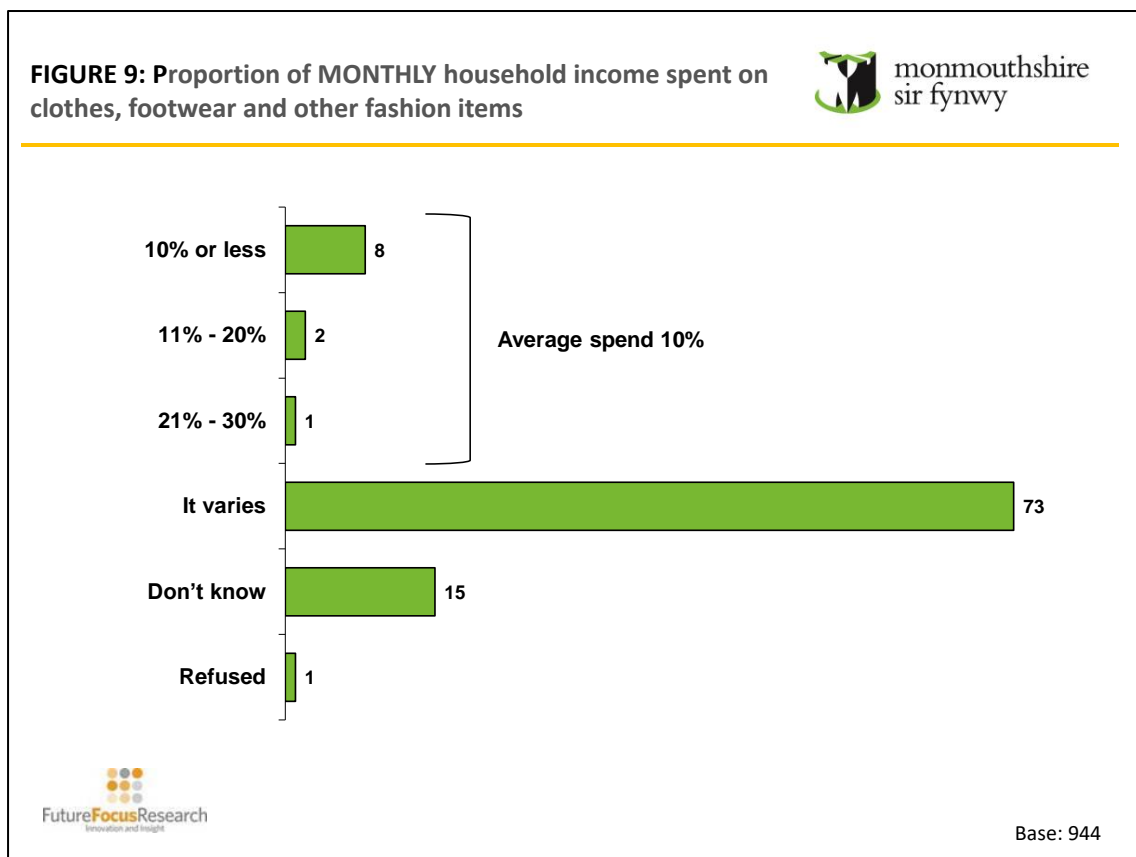
3.2.8 There was variation in the destination visited by postcode area, as would be expected.

3.2.9 Table 7 below shows the top 5 destinations visited when shopping for clothes, footwear and other fashion items by postcode area. This includes destinations usually or sometimes used. The table also shows the corresponding figures for that destination in 2015.

Table 7: Top 5 destinations EVER visited for clothes, footwear and other fashion items by zone (main destination or occasional destination)			
		2022	2015
Zone 1 (Abergavenny) Base: 281		Weighted %	
1	Abergavenny Town Centre	37	22
2	Cwmbran Town Centre	14	26
3	Hereford City Centre	11	1
4	Cardiff City Centre	9	28
5	Newport Retail Park (Spytty)	8	1
	Bristol Cribbs Causeway	8	9
	Monmouth Town Centre	8	1
Zone 2 (Monmouth) Base: 233			
1	Hereford City Centre	36	19
2	Bristol Cribbs Causeway	25	16
3	Monmouth Town Centre	21	8
4	Ross on Wye Designer Outlet Centre	12	1
5	Bristol City Centre	11	6
Zone 3 (Usk) Base: 70			
1	Abergavenny Town Centre	23	12
2	Newport Retail Park (Spytty)	16	5
3	Chepstow Town Centre	11	0
4	Bristol Cribbs Causeway	10	25
5	Newport Town Centre	9	0
Zone 4 (Chepstow) Base: 214			
1	Bristol Cribbs Causeway	33	46
2	Newport Retail Park (Spytty)	17	8
3	Chepstow Town centre	14	3
4	Bristol City Centre	13	12
5	Cardiff City Centre	11	7
Zone 5 (Caldicot 1) Base: 119			
1	Bristol Cribbs Causeway	25	25
2	Newport Retail Park (Spytty)	30	33
3	Bristol City Centre	11	6
4	Cardiff City Centre	9	16
5	Newport Town Centre	8	3
	Caldicot Town Centre	8	4
Zone 6 (Caldicot 2) Base: 83			
1	Bristol Cribbs Causeway	32	25
2	Newport Retail Park (Spytty)	21	16
3	Bristol City Centre	20	9
4	Cardiff City Centre	12	32
5	Chepstow Town Centre	10	1

Percentage of monthly income spent on clothes, footwear and other fashion items

3.2.10 Respondents were asked what percentage of their monthly income is usually spent on clothes, footwear and other fashion accessories. Only 11% were able to give an estimated percentage while 73% said it varies, 15% did not know and 1% refused. Of those who were able to give a percentage, the average percentage of monthly income spent on clothes, footwear and other fashion items was 10% (11% in 2015). See Figure 9.



Shopping for other non-food items

3.2.11 Respondents were then asked whether they shopped for other non-food items such as books, music, electrical, household and DIY goods as well as accessing banking, financial and legal services. Most respondents did purchase these items as follows:

- Books, music, DVDs and toys – 84% (88% in 2015)
- Chemist goods, toiletries and cosmetics – 94% (99% in 2015)
- Furniture, carpets and soft furnishings – 78% (82% in 2015)
- Computers, TVs, washing machines, cookers etc – 88% (92% in 2015)
- Household goods, glass, china and tableware – 76% (80% in 2015)
- DIY, hardware and gardening goods – 80% (92% in 2015)
- Banking, other financial and legal services – 93% (98% in 2015)

3.2.12 Respondents were asked for the main town where they shopped for each type of item. County-wide, *Abergavenny Town Centre* was the most popular destination shopped for:

- Chemist goods, toiletries and cosmetics (18%)
- DIY, hardware and gardening goods (17%)
- Banking, other financial and legal services (16%)
- Household goods, glass, china and tableware (14%)
- Books, music, DVDs and toys (11%)

3.2.13 *Newport Retail Park (Spytty)* was the most popular destination shopped for:

- Furniture, carpets and soft furnishings (14%)
- Computers, TVs, washing machines, cookers etc (13%)

3.2.14 Tables 8 to 14 show the top 5 destinations shopped for each non-food item type as well as the percentage stating that they shop for that item type on the internet, which is as high as 43% (for books, music, DVDs and toys). The tables show the findings for the county as a whole as well as for each postcode area. They also show the corresponding figures for that destination in 2015.

Table 8: Top 5 main destinations visited for Books, music, DVDs and toys			
		2022	2015
Whole county Base: 801		Weighted %	
1	Abergavenny Town Centre	11	8
2	Bristol Cribbs Causeway	9	8
3	Monmouth Town Centre	7	8
4	Chepstow Town Centre	6	3
5	Hereford City Centre	5	1
	<i>Internet</i>	43	46
Zone 1 (Abergavenny) Base: 239			
1	Abergavenny Town Centre	30	28
2	Cwmbran Town Centre	5	14
3	Friars Walk, Newport	3	0
	Hereford City Centre	3	1
	Bristol City Centre	3	1
	<i>Internet</i>	45	44
Zone 2 (Monmouth) Base: 184			
1	Monmouth Town Centre	18	31
2	Hereford City Centre	16	3
3	Bristol Cribbs Causeway	13	6
4	Newport Retail Park (Spytty)	2	5
5	Various town centre	1	N/A
	<i>Internet</i>	37	39
Zone 3 (Usk) Base: 52			
1	Abergavenny Town Centre	20	2
2	Chepstow Town Centre	12	0
3	Cwmbran Town Centre	7	2
4	Caldicot	5	0
	Monmouth Town Centre	5	4
	<i>Internet</i>	33	64
Zone 4 (Chepstow) Base: 164			
1	Chepstow Town Centre	21	12
2	Bristol Cribbs Causeway	15	22
3	Abergavenny Town Centre	4	1
	Friars Walk, Newport	4	2
5	Monmouth Town Centre	3	0
	<i>Internet</i>	37	50
Zone 5 (Caldicot 1) Base: 89			
1	Chepstow Town Centre	10	3
2	Bristol Cribbs Causeway	8	4
3	Friars Walk, Newport	6	1
4	Newport Retail Park (Spytty)	4	20
	Caldicot Town Centre	4	9
	<i>Internet</i>	56	50
Zone 6 (Caldicot 2) Base: 73			
1	Bristol Cribbs Causeway	16	5
2	Caldicot Town Centre	6	12
3	Abergavenny Town Centre	5	0
4	Cardiff City Centre	3	10
	Newport Retail Park (Spytty)	3	25
	<i>Internet</i>	56	36

Table 9: Top 5 main destinations visited for Chemist goods, toiletries and cosmetics			
		2022	2015
Whole county Base: 932		Weighted %	
1	Abergavenny Town Centre	18	19
2	Chepstow Town Centre	14	15
3	Caldicot Town Centre	12	7
	Monmouth Town Centre	12	18
5	Bristol Cribbs Causeway	9	2
	<i>Internet</i>	5	3
Zone 1 (Abergavenny) Base: 262			
1	Abergavenny Town Centre	61	67
2	Cwmbran Town Centre	4	6
3	Newport Town Centre	3	0
	Monmouth Town Centre	3	1
	Newport Retail Park (Spytty)	3	2
	<i>Internet</i>	7	4
Zone 2 (Monmouth) Base: 218			
1	Monmouth Town Centre	34	66
2	Hereford City Centre	26	5
3	Bristol Cribbs Causeway	11	0
4	Ross on Wye Town Centre	3	5
5	Abergavenny Town Centre	2	1
	<i>Internet</i>	5	2
Zone 3 (Usk) Base: 65			
1	Abergavenny Town Centre	19	9
2	Usk Town Centre	17	17
3	Chepstow Town Centre	10	0
4	Caldicot Town Centre	6	0
5	Monmouth Town Centre	5	6
	<i>Internet</i>	13	7
Zone 4 (Chepstow) Base: 195			
1	Chepstow Town Centre	39	62
2	Caldicot Town Centre	14	2
3	Bristol Cribbs Causeway	10	6
4	Monmouth Town Centre	6	3
5	Abergavenny Town Centre	4	1
	<i>Internet</i>	3	3
Zone 5 (Caldicot 1) Base: 111			
1	Caldicot Town Centre	54	46
2	Chepstow Town Centre	19	9
3	Bristol Cribbs Causeway	11	2
4	Friars Walk, Newport	5	0
5	Monmouth Town Centre	4	0
	<i>Internet</i>	2	1
Zone 6 (Caldicot 2) Base: 81			
1	Chepstow Town Centre	28	2
2	Bristol Cribbs Causeway	24	2
3	Caldicot Town Centre	20	13
4	Abergavenny Town Centre	4	2
	Newport Retail Park (Spytty)	4	34
	<i>Internet</i>	6	3

Table 10: Top 5 main destinations visited for Furniture, carpets and soft furnishings			
		2022	2015
Whole county Base: 768		Weighted %	
1	Newport Retail Park (Spytty)	14	9
2	Abergavenny Town Centre	9	6
3	Hereford City Centre	8	4
4	Bristol Cribbs Causeway	6	12
5	Monmouth Town Centre	7	5
	<i>Internet</i>	24	21
Zone 1 (Abergavenny) Base: 226			
1	Abergavenny Town Centre	32	23
2	Newport Retail Park (Spytty)	8	3
3	Hereford City Centre	7	2
4	Cardiff City Centre	5	18
5	Cwmbran Town Centre	3	16
	<i>Internet</i>	24	21
Zone 2 (Monmouth) Base: 185			
1	Monmouth Town Centre	19	20
2	Hereford City Centre	16	17
3	Newport Retail Park (Spytty)	13	7
4	Ros on Wye Designer Outlet Centre	2	0
	Bristol Cribbs Causeway	2	1
	<i>Internet</i>	19	18
Zone 3 (Usk) Base: 48			
1	Abergavenny Town Centre	13	3
	Newport Retail Park (Spytty)	13	6
3	Hereford City Centre	11	0
4	Cwmbran Town Centre	8	11
5	Bristol Cribbs Causeway	7	10
	<i>Internet</i>	13	17
Zone 4 (Chepstow) Base: 160			
1	Bristol Cribbs Causeway	14	26
2	Newport Retail Park (Spytty)	11	8
3	Chepstow Town Centre	7	23
4	Cardiff City Centre	5	6
5	Hereford City Centre	4	0
	<i>Internet</i>	36	23
Zone 5 (Caldicot 1) Base: 82			
1	Newport Retail Park (Spytty)	37	16
2	Bristol Cribbs Causeway	9	13
3	Chepstow Town Centre	5	5
4	Monmouth Town Centre	3	0
5	Newport Town Centre	2	10
	Caldicot Town Centre	2	3
	<i>Internet</i>	21	27
Zone 6 (Caldicot 2) Base: 67			
1	Newport Retail Park (Spytty)	13	28
2	Friars Walk, Newport	5	0
3	Chepstow Town Centre	5	1
	Caldicot Town Centre	5	0
	Bristol Cribbs Causeway	4	12
	<i>Internet</i>	28	19

Table 11: Top 5 main destinations visited for Computers, TVs, washing machines, cookers			
		2022	2015
Whole county Base: 865		Weighted %	
1	Newport Retail Park (Spytty)	13	9
2	Hereford City Centre	6	3
3	Bristol Cribbs Causeway	5	13
	Abergavenny Town Centre	5	4
5	Cwmbran Town Centre	4	12
	<i>Internet</i>	42	37
Zone 1 (Abergavenny) Base: 250			
1	Abergavenny Town Centre	16	14
2	Cwmbran Town Centre	9	28
3	Newport Retail Park (Spytty)	6	1
4	Hereford City Centre	5	2
	Newport Town Centre	5	1
	<i>Internet</i>	38	31
Zone 2 (Monmouth) Base: 201			
1	Newport Retail Park (Spytty)	22	6
2	Hereford City Centre	13	9
3	Bristol Cribbs Causeway	3	7
4	Monmouth Town Centre	2	10
	Cwmbran Town Centre	2	11
	<i>Internet</i>	40	37
Zone 3 (Usk) Base: 56			
1	Newport Retail Park (Spytty)	11	9
	Hereford City Centre	11	0
3	Cwmbran Town Centre	10	14
4	Bristol Cribbs Causeway	7	7
	Monmouth Town Centre	7	0
	<i>Internet</i>	36	44
Zone 4 (Chepstow) Base: 178			
1	Bristol Cribbs Causeway	15	35
2	Newport Retail Park (Spytty)	12	6
3	Chepstow Town Centre	3	3
	Hereford City Centre	3	0
5	Cwmbran Town Centre	2	0
	Abergavenny Town Centre	2	1
	<i>Internet</i>	39	40
Zone 5 (Caldicot 1) Base: 106			
1	Newport Retail Park (Spytty)	13	28
2	Bristol Cribbs Causeway	8	9
3	Chepstow Town Centre	5	1
4	Cardiff City Centre	2	2
	Newport Town Centre	2	8
	<i>Internet</i>	51	42
Zone 6 (Caldicot 2) Base: 74			
1	Newport Retail Park (Spytty)	17	29
2	Newport Town Centre	4	2
3	Cardiff City Centre	3	3
4	Abergavenny Town Centre	2	0
	Bristol Cribbs Causeway	2	13
	Friars Walk, Newport	2	0
	<i>Internet</i>	58	29

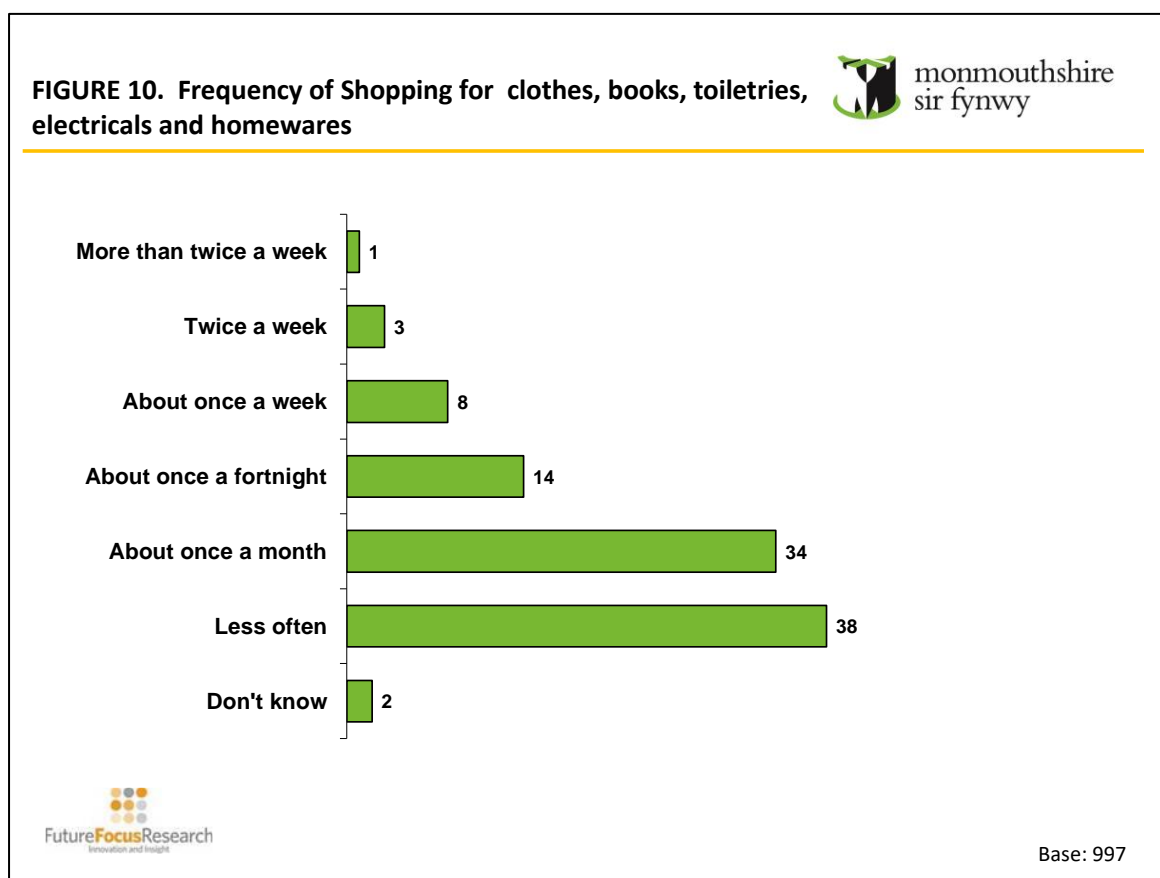
Table 12: Top 5 main destinations visited for Household goods, glass, china and tableware			
		2022	2015
Whole county Base: 742		Weighted %	
1	Abergavenny Town Centre	14	10
2	Bristol Cribbs Causeway	11	13
3	Monmouth Town Centre	9	4
4	Chepstow Town Centre	8	6
5	Hereford City Centre	7	2
	<i>Internet</i>	17	14
Zone 1 (Abergavenny) Base: 223			
1	Abergavenny Town Centre	52	34
2	Newport Retail Park (Spytty)	5	1
	Monmouth Town Centre	5	0
4	Hereford City Centre	3	2
5	Various	1	N/A
	<i>Internet</i>	16	11
Zone 2 (Monmouth) Base: 174			
1	Monmouth Town Centre	23	16
2	Hereford City Centre	17	7
3	Bristol Cribbs Causeway	11	13
4	Ross on Wye Designer Outlet	2	1
5	Various	1	N/A
	<i>Internet</i>	17	10
Zone 3 (Usk) Base: 44			
1	Bristol Cribbs Causeway	13	14
2	Abergavenny Town Centre	10	7
	Cwmbran Town Centre	10	13
4	Chepstow Town Centre	8	0
5	Newport Retail Park (Spytty)	7	10
	<i>Internet</i>	20	10
Zone 4 (Chepstow) Base: 146			
1	Chepstow Town Centre	23	20
2	Bristol Cribbs Causeway	20	30
3	Newport Retail Park (Spytty)	6	5
4	Caldicot Town Centre	5	1
5	Friars Walk, Newport	4	0
	<i>Internet</i>	16	16
Zone 5 (Caldicot 1) Base: 92			
1	Chepstow Town Centre	16	4
2	Caldicot Town Centre	13	8
3	Newport Retail Park (Spytty)	8	24
4	Bristol Cribbs Causeway	5	7
	Hereford City Centre	5	0
	<i>Internet</i>	22	21
Zone 6 (Caldicot 2) Base: 63			
1	Bristol Cribbs Causeway	29	9
2	Chepstow Town Centre	12	2
	Caldicot Town Centre	12	3
4	Newport Retail Park (Spytty)	9	33
5	Monmouth Town Centre	4	0
	Cwmbran Town Centre	4	3
	<i>Internet</i>	13	20

Table 13: Top 5 main destinations visited for DIY, hardware and gardening goods			
		2022	2015
Whole county Base: 815		Weighted %	
1	Abergavenny Town Centre	17	14
2	Chepstow Town Centre	16	14
3	Monmouth Town Centre	12	11
4	Hereford City Centre	9	1
5	Caldicot Town Centre	8	1
	<i>Internet</i>	8	7
Zone 1 (Abergavenny) Base: 240			
1	Abergavenny Town Centre	57	52
2	Cwmbran Town Centre	5	21
3	Newport Retail Park (Spytty)	4	1
	Monmouth Town Centre	4	0
5	Chepstow Town Centre	2	0
	<i>Internet</i>	11	3
Zone 2 (Monmouth) Base: 200			
1	Monmouth Town Centre	30	37
2	Hereford City Centre	28	5
3	Bristol Cribbs Causeway	9	2
4	Ross on Wye Town Centre	3	5
5	Abergavenny Town Centre	2	1
	Chepstow Town Centre	2	3
	<i>Internet</i>	6	4
Zone 3 (Usk) Base: 54			
1	Abergavenny Town Centre	18	6
2	Monmouth Town Centre	7	4
3	Hereford City Centre	5	0
	Bristol Cribbs Causeway	5	0
5	Newport Retail Park (Spytty)	4	10
	Chepstow Town Centre	4	2
	<i>Internet</i>	9	16
Zone 4 (Chepstow) Base: 159			
1	Chepstow Town Centre	55	38
2	Caldicot Town Centre	8	0
3	Newport Retail Park (Spytty)	7	6
4	Monmouth Town Centre	6	3
5	Various	2	N/A
	<i>Internet</i>	7	2
Zone 5 (Caldicot 1) Base: 90			
1	Caldicot Town Centre	44	3
2	Chepstow Town Centre	26	21
3	Abergavenny Town Centre	2	0
	Monmouth Town Centre	2	0
5	Various	1	N/A
	<i>Internet</i>	10	28
Zone 6 (Caldicot 2) Base: 72			
1	Caldicot Town Centre	21	10
2	Chepstow Town Centre	18	21
3	Monmouth Town Centre	7	3
4	Newport Town Centre	6	7
5	Bristol Cribbs Causeway	5	0
	<i>Internet</i>	11	2

Table 14: Top 5 main destinations visited for Banking, other financial and legal services			
		2022	2015
Whole county Base: 925		Weighted %	
1	Abergavenny Town Centre	16	19
2	Monmouth Town Centre	9	18
	Hereford City Centre	9	1
	Chepstow Town Centre	9	14
5	Caldicot Town Centre	6	9
	<i>Internet</i>	30	27
Zone 1 (Abergavenny) Base: 264			
1	Abergavenny Town Centre	51	67
2	Newport Town Centre	3	0
3	Hereford City Centre	2	0
	Friars Walk, Newport	2	0
5	Various	1	N/A
	<i>Internet</i>	29	19
Zone 2 (Monmouth) Base: 218			
1	Hereford City Centre	26	3
2	Monmouth Town Centre	23	61
3	Bristol Cribbs Causeway	9	0
4	Various	2	N/A
	<i>Internet</i>	26	20
Zone 3 (Usk) Base: 62			
1	Abergavenny Town Centre	24	14
2	Monmouth Town Centre	8	12
3	Cwmbran Town Centre	5	0
	Hereford City Centre	5	0
5	Newport Town Centre	4	1
	<i>Internet</i>	23	35
Zone 4 (Chepstow) Base: 191			
1	Chepstow Town Centre	28	50
2	Bristol Cribbs Causeway	6	0
	Caldicot Town Centre	6	1
4	Monmouth Town Centre	5	5
5	Cwmbran Town Centre	4	0
	<i>Internet</i>	30	35
Zone 5 (Caldicot 1) Base: 111			
1	Caldicot Town Centre	22	47
2	Newport Town Centre	7	5
3	Friars Walk, Newport	6	0
	Chepstow Town Centre	6	5
5	Bristol Cribbs Causeway	5	0
	<i>Internet</i>	43	37
Zone 6 (Caldicot 2) Base: 79			
1	Chepstow Town Centre	19	17
2	Monmouth Town Centre	10	2
3	Bristol Cribbs Causeway	8	0
	Newport Town Centre	8	10
5	Abergavenny Town Centre	2	0
	<i>Internet</i>	28	29

Frequency of shopping for clothes, books, toiletries, electricals and homewares

3.2.15 When asked how often they shopped for clothes, books, toiletries, electricals and homewares, 60% shopped at least once a month, and 38% said that they shopped less often than that. See Figure 10.

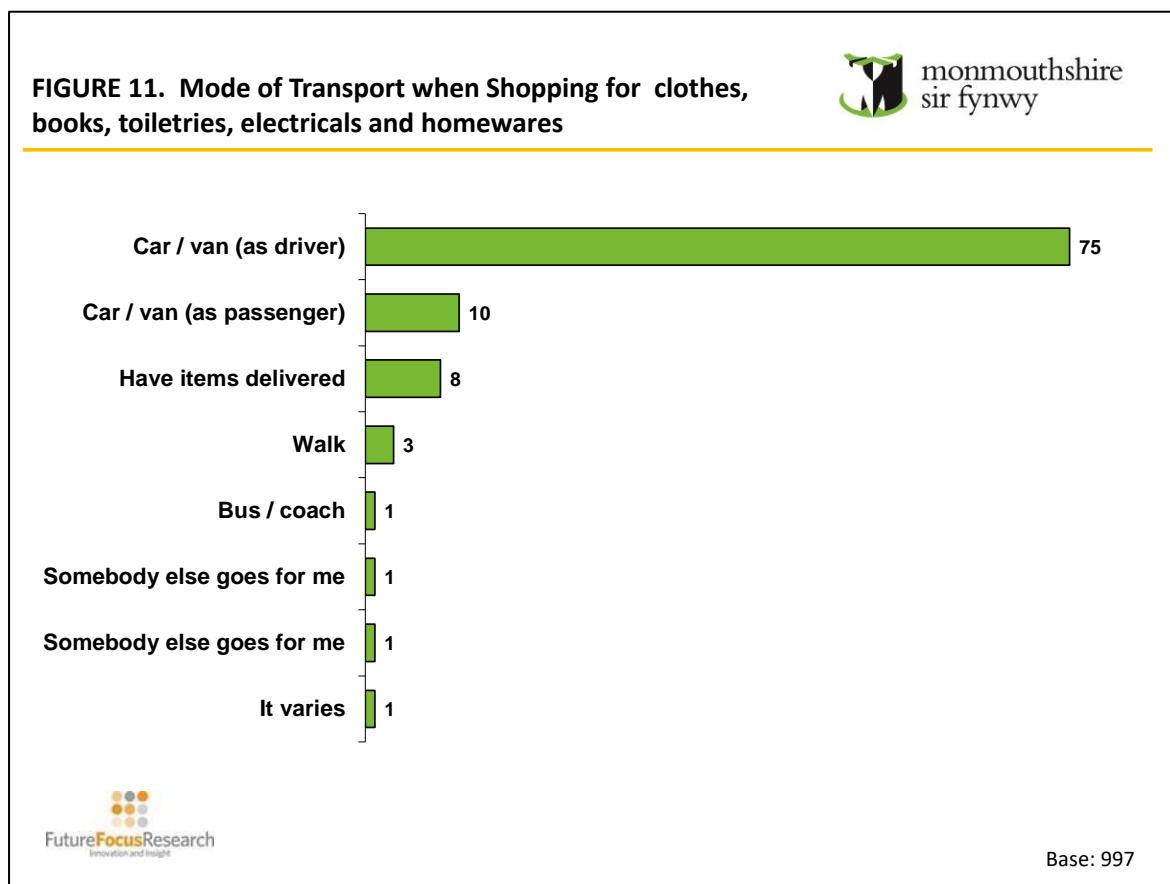


3.2.16 Respondents living in Zones 6 (Caldicot 2) shopped most frequently for clothes, books, toiletries, electricals and homewares with 73% shopping at least once a month

3.2.17 Those aged 16 – 34 shopped most frequently with 69% shopping for clothes, books, toiletries, electricals and homewares at least once a month, compared to 64% of those aged 35 – 54 and 52% of those aged 55+.

Mode of travel when shopping for clothes, books, toiletries, electricals and homewares

3.2.18 Most residents (85%) use a car when shopping for clothes, books, toiletries, electricals and homewares, either as a driver (75%) or as a passenger (10%), while 8% said that they have items delivered to them. Those traveling by car in 2015 was 83%. See Figure 11.



3.2.19 As with food shopping, older residents (those over 55) were most likely to be a passenger in a car or van (16%) and were less likely to be a driver (65%). Females were also more likely to be a passenger (16% compared to 5% of men).

3.3 Changes in Shopping Habits due to the Covid-19 Pandemic

3.3.1 Respondents were given a list of possible changes to shopping habits due to the Covid-19 pandemic and were asked which, if any, of the changes they had made during the lockdown restrictions.

3.3.2 Just 21% said that they had made no changes to the way they shop due to the pandemic. Men were more likely than women to have not made any changes (24% compared to 18%), as were those living in Zone 5 (Caldicot 1) (38%).

Changes made

3.3.3 From the list of suggested changes, the following percentages claimed to have done each of the following:

- I shopped online more often – 42%
- I shopped in fewer places/didn't shop around as much – 20%
- I shopped less often – 20%
- I shopped more locally/travelled less – 16%
- I thought more carefully about what I spent money on – 9%
- I bought non-food items at the same time as my grocery shop – 7%
- I purchased fewer non-food items – 6%
- I shopped only online – 6%
- I did "Click and Collect" more often – 2%
- Family shopped for me – 3%
- I only did "Click and Collect" – 1%

3.3.4 Older people (those aged 55+) were more likely to say that they *shopped less often* (25%), *shopped more locally/travelled less* (21%) and *bought non-food items at the same time as groceries* (11%). They were also less likely to say that they shopped online more often (32%).

3.3.5 Respondents were then asked, in relation to each of the changes that they said they made, whether they are still doing it now and whether they will continue to do so in the future.

3.3.6 The main changes made, along with the impact that these are having on current shopping habits and future habits are as follows:

I shopped online more often

42% said that they shopped online more often during the pandemic. Of these 95% still do this either all of the time (40%) or sometimes (55%) – equivalent to 40% of the total sample² who still shop online more often since making the change during the pandemic. Further, 72% of these said that they will maintain this change in the future post-covid – equivalent to 29% of the total sample.

I shopped in fewer places/ didn't shop around as much

20% said that they shopped in fewer places during the pandemic. Of these, 93% still do this either all of the time (53%) or some of the time (40%) – equivalent to 19% of the total sample who are currently shopping in fewer places/don't shop around as much as a result of the pandemic. A high proportion plan to continue this post-covid – 78% (or 15% of the total sample).

I shopped less often

20% also said that they shopped less often during the pandemic. Of these, 76% still do this all of the time (47%) or sometimes (29%) - equivalent to 15% of the total sample still shopping less as a result of the pandemic. 68% plan to continue this post-covid (10% of the total sample).

I shopped more locally/travelled less

16% said that they shopped more locally/travelled less during the pandemic. Of these, 91% are still doing this either all of the time (71%) or sometimes (20%) – equivalent to 15% of the total sample travelling less. Further, 89% plan to continue this post-covid (13% of the total sample).

3.3.7 All changes are summarised in table 15 below.

² What this means is if the 95% of those still making that change post-covid (of those who said they made changes) was applied to full sample, and consequently the whole population, this would be equivalent to 40% of the population making this change.

TABLE 15: Changes made to shopping habits due to Covid pandemic

Change Made	%	Current position % of those making the change			Future position % of those still doing it all the time or sometimes		
		Still do this all the time	Still do this sometimes	I don't do this anymore/ returned to pre-Covid	Maintain in the future (post-Covid)	Return to pre-Covid habits	Don't know
I shopped online more often	42%	40% (17% of total sample)	55% (23% of total sample)	5%	72% (29% of total sample)	17%	11%
I shopped in fewer places/ didn't shop around as much	20%	53% (11% of total sample)	40 (8% of total sample)	7%	78% (15% of total sample)	14%	7%
I shopped less often	20%	47% (9% of total sample)	29% (6% of total sample)	24%	68% (10% of total sample)	26%	7%
I shopped more locally/travelled less	16%	71% (12% of total sample)	20% (3% of total sample)	9%	89% (13% of total sample)	7%	4%
I thought more carefully about what I spent money on	9%	60% (6% of total sample)	23% 2% of total sample)	17%	88% (7% of total sample)	4%	8%
I bought non-food items at the same time as my grocery shop	7%	75% (6% of total sample)	22% 2% of total sample)	3%	91% 7% of total sample)	7%	3%
I purchased fewer non-food items	6%	46% (3% of total sample)	24% (2% of total sample)	30%	84% (4% of total sample)	15%	1%
I shopped only online	6%	44% (3% of total sample)	35% (2% of total sample)	21%	80% (4% of total sample)	15%	5%
I did "Click and Collect" more often	2%	31% (1% of total sample)	23% (1% of total sample)	46%	90% (1% of total sample)	5%	5%
Family shopped for me	2%	23% (1% of total sample)	33% (1% of total sample)	44%	40% (1% of total sample)	50%	9%
I only did "Click and Collect"	1%	32% (less than 1% of total sample)	12% (less than 1% of total sample)	56%	63% (less than 1% of total sample)	27%	9%

3.4 Leisure and Arts Activities

Visiting the Cinema

3.4.1 43% of respondents said that they visited the cinema. This had decreased from 66% in 2015. Cinema usage was highest amongst those aged 16 – 35 (60%) and 35 – 54 (54%) and lowest amongst those aged 55+ (26%). It was also highest amongst ABC1s³ (50% compared to 38% of C2DEs). Usage was much higher in Zone 6 (Caldicot 2), where 74% said that they visited the cinema.

3.4.2 Across the whole area the most frequently visited cinemas were *Baker Street Cinema, Abergavenny* (12%), *Savoy Theatre & Cinema Monmouth* (12%), *Vue Cinema, Cwmbran* (10%), *Vue Cinema, Cribbs Causeway* (11%) and the *Loft Cinema, Hereford* (10%).

3.4.3 The most popular cinema in 2015 was *Cineworld, Newport Retail Park* with 36% visiting, however, only 9% said that they visited in 2022. See table 16 below

Table 16: Top 10 cinemas visited across the whole county (Base: 356)		2022	2015
		Weighted %	
1	Baker Street Cinema, Abergavenny	12	13
	Savoy Theatre & Cinema, Monmouth	12	13
3	Vue Cinema, Cribbs Causeway	11	8
4	Vue Cinema, Cwmbran	10	10
	The Loft Cinema, Hereford	10	N/A
6	Cineworld, Newport Retail Park	9	36
7	Cineworld, Newport, Friars Walk ⁴	8	N/A
8	Sherborne Cinema, Gloucester	5	N/A
	Riverfront, Newport	5	4
10	Vue Cinema, Longwell Green, Bristol	3	N/A

³ AB: Higher & intermediate managerial, administrative, professional occupations, C1: Supervisory, clerical & junior managerial, administrative, professional occupations, C2: Skilled manual occupations, DE: Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations

⁴ This cinema is now closed

3.4.4 Table 17 below shows the top 5 cinemas visited in each zone

Please treat small base sizes (less than 100) with caution.

Table 17: Top 5 cinemas visited by zone			
		2022	2015
Zone 1 (Abergavenny) Base: 98		Weighted %	
1	Baker Street Cinema, Abergavenny	45	48
2	Vue Cinema, Cwmbran	13	26
3	Savoy Theatre & Cinema, Monmouth	11	1
4	Market Hall, Ebbw Vale	9	2
5	Vue Cinema, Merthyr	6	10
Zone 2 (Monmouth) Base: 120			
1	The Loft Cinema, Hereford	33	N/A
2	Savoy Theatre & Cinema, Monmouth	19	44
3	Sherborne Cinema, Gloucester	18	N/A
4	Odeon, Hereford	6	5
5	Studio Cinema, Coleford	4	11
Zone 3 (Usk) Base: 23			
1	Cineworld, Newport Retail Park	28	48
2	Riverfront, Newport	14	2
3	Palace Cinema, Cinderford	13	0
	Baker Street Cinema, Abergavenny	13	2
5	Savoy Theatre & Cinema, Monmouth	9	6
Zone 4 (Chepstow) Base: 75			
1	Vue Cinema, Cribbs Causeway	28	28
2	Cineworld, Newport, Friars Walk ⁵	17	N/A
3	Vue Cinema, Cwmbran	13	1
4	Cineworld, Newport Retail Park	10	55
5	Riverfront, Newport	8	3
Zone 5 (Caldicot 1) Base: 48			
1	Vue Cinema, Cribbs Causeway	23	0
2	Everyman Cinema, Mermaid Quay, Cardiff	14	N/A
3	Vue Cinema, Cwmbran	13	2
4	Cineworld, Newport Retail Park	10	69
5	Savoy Theatre & Cinema, Monmouth	9	0
Zone 6 (Caldicot 2) Base: 66			
1	Cineworld, Newport, Friars Walk	21	N/A
2	Cineworld, Newport Retail Park	19	83
3	Vue Cinema, Cwmbran	16	0
	Vue Cinema, Cribbs Causeway	16	2
5	Savoy Theatre & Cinema, Monmouth	9	3

⁵ This cinema is now closed.

Visiting the Gym

3.4.5 19% of respondents said that they visited the gym or leisure centre. This had decreased from 38% in 2015. Gym usage was highest amongst those aged 16 – 35 (24%) and 35 – 54 (28%) and lowest amongst those aged 55+ (9%). It was also highest amongst ABC1s (25% compared to 13% of C2DEs). Usage was much higher in Zone 6 (Caldicot 2), where 39% said that they visited the gym.

3.4.6 Across the whole area the most frequently visited gyms and leisure centre were *Caldicot Leisure Centre* (17%), *Wye Leisure, Hereford* (15%), *Abergavenny Leisure Centre* (13%), *Monmouth Leisure Centre* (10%) and *Chepstow Leisure Centre* (10%).

3.4.7 The same leisure centres were in the top 5 in 2015 with the exception of Wye Leisure, Hereford, which didn't feature. See table 18 below.

Table 18: Top 10 gyms/leisure centres visited across the whole county (Base: 191)		2022	2015
		Weighted %	
1	Caldicot Leisure Centre	17	14
2	Wye Leisure, Hereford	15	N/A
3	Abergavenny Leisure Centre	13	20
4	Chepstow Leisure Centre	10	19
	Monmouth Leisure Centre	10	2
6	Halo Hereford Leisure Centre, Hereford	6	N/A
7	Celtic Manor Health Club, Newport	4	2
8	Marriott St Pierre Hotel & Country Club	3	3
	A&J Future Fitness, Mill St, Abergavenny	3	N/A
10	Newport Leisure Centre	2	3
	Shredz City, Caldicot	2	N/A

3.4.8 Table 19 below shows the top 5 gyms/leisure centre visited in each zone

Please treat small base sizes (less than 100) with caution.

Table 19: Top 5 gyms/leisure centres visited by zone			
		2022	2015
Zone 1 (Abergavenny) Base: 37		Weighted %	
1	Abergavenny Leisure Centre	43	78
2	A&J Future Fitness, Mill St, Abergavenny	16	N/A
3	Celtic Manor Health Club, Newport	12	1
	Monmouth Leisure Centre	12	<1
5	Newport Leisure Centre	8	0
Zone 2 (Monmouth) Base: 55			
1	Wye Leisure, Hereford	48	N/A
2	Halo Hereford Leisure Centre, Hereford	14	2
3	Monmouth Leisure Centre	7	65
4	Freedom Leisure, Lydney	4	N/A
	PureGym, Hereford	4	N/A
Zone 3 (Usk) Base: 8			
1	Monmouth Leisure Centre	37	48
2	Newport Leisure Centre	14	2
	Halo Hereford Leisure Centre, Hereford	14	N/A
4	Curves, Pontypool	13	2
5	Abergavenny Leisure Centre	10	6
Zone 4 (Chepstow) Base: 37			
1	Chepstow Leisure Centre	36	59
2	Marriott St Pierre Hotel & Country Club	15	9
3	Shredz City, Caldicot	12	N/A
4	Monmouth Leisure Centre	9	6
5	Caldicot Leisure Centre	6	3
	Fairwater Leisure Centre, Cwmbran	6	0
	Celtic Manor Health Club, Newport	6	0
Zone 5 (Caldicot 1) Base: 18			
1	Monmouth Leisure Centre	22	0
2	Chepstow Leisure Centre	21	7
	Caldicot Leisure Centre	21	78
4	Halo Hereford Leisure Centre, Hereford	12	N/A
5	Hub Gym, Bulwark, Chepstow	11	N/A
Zone 6 (Caldicot 2) Base: 36			
1	Caldicot Leisure Centre	67	53
2	Abergavenny Leisure Centre	17	0
3	Monmouth Leisure Centre	5	8
4	Celtic Manor Health Club, Newport	3	9
	Undy football club	3	0

Visiting the Theatre, Museums and Art Galleries

3.4.9 When asked about the visiting the arts, 19% said that they visited the theatre, 11 % said that they visited museums and just 6% said that they visited art galleries. In 2015 these figures were much higher – theatres (58%), Museums (53%) and art galleries (31%). It is possible that attendance over recent years may have been affected by the pandemic.

3.4.10 Most likely to visit the theatre were those aged 35 – 54 (22%) and aged 55+ (23%), women (23%), ABC1s (26%), and those living in Zone 3 (Usk) (27%).

3.4.11 Those most likely to visit museums were women (14%) and those aged 55+ (14%).

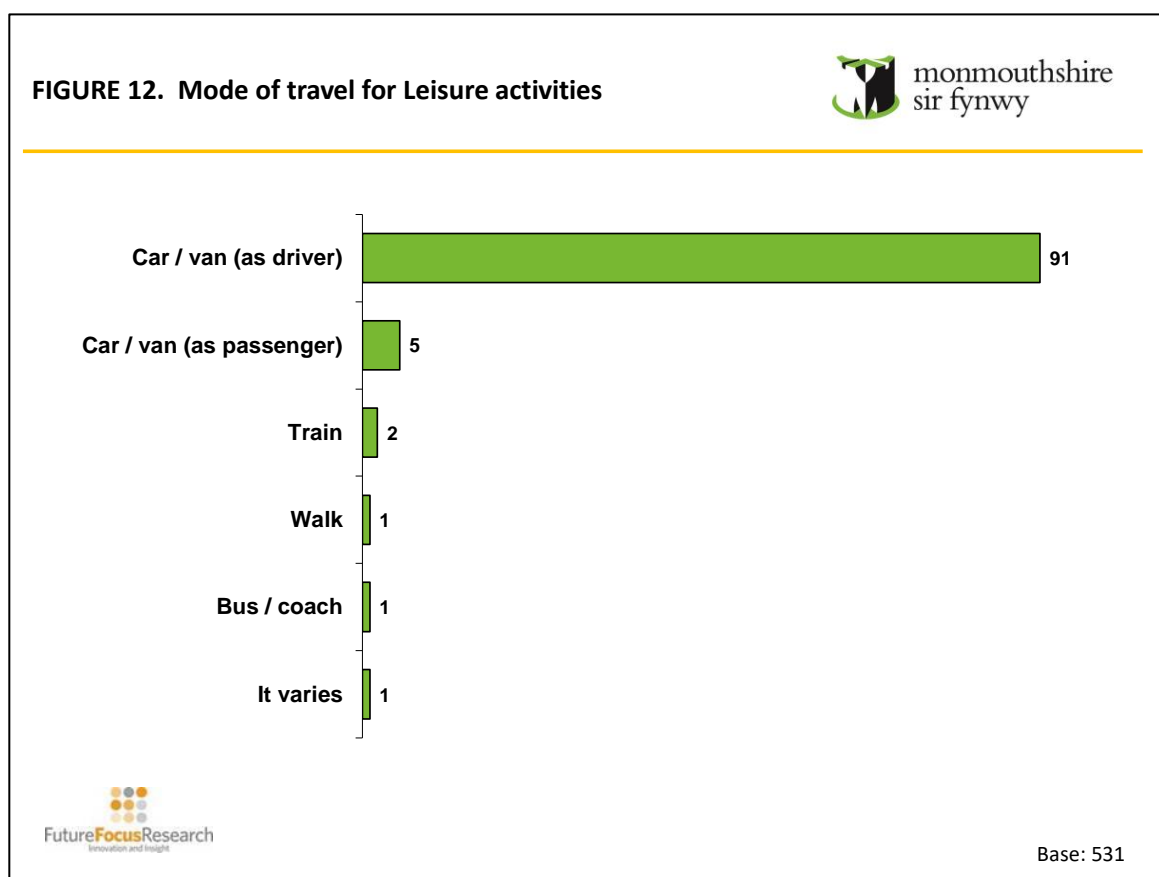
3.4.12 Most likely to visit art galleries were those aged 55+ (10%), women (8%), ABC1s (9%), and those living in Zone 1 (Abergavenny) (10%).

3.4.13 Table 20 below shows the main destinations visited for theatre, museums and art galleries. Cardiff was the most popular destination for all 3 – theatres (31%), art galleries (38%) and museums (36%). Bristol (17%) and Monmouth (15%) were also popular for theatres. High proportions stated that their destination for museums and art galleries varied (museums – 30% and art galleries – 26%). In 2015, Cardiff was also the main destination for all 3 – followed by London which did not feature highly in 2022.

TABLE 20: Theatres, Museums, Art Galleries visited across the whole county			
	Theatres	Museums	Art Galleries
% Visited (Base:1000)	19%	11%	6%
Main location visited	Base: 219	Base:128	Base: 82
Cardiff	31	36	38
Bristol	17	4	7
Monmouth	15	8	8
Abergavenny	8	2	2
Newport	7	2	2
Hereford	4	4	2
Aberdare	3	1	3
Caldicot	2	1	1
Chepstow	1	8	-
Ross on Wye	1	2	2
Varies	5	30	26

Mode of travel used for leisure

3.4.14 Most residents (96%) use a car for leisure activities, either as a driver (91%) or as a passenger (5%). See Figure 12.



3.4.15 As with food and non-food shopping, older residents (those over 55) were most likely to be a passenger in a car or van (11%) and were less likely to be a driver (79%). Females were less likely to be the driver (86% compared to 96% of men).

4. Profile of sample

4.1 The following table (table 21) shows the weighting profile of the sample within the key demographic groups. The survey sample was weighted by age and gender to ensure that the sample was representative of the population of Monmouthshire.

Table 21: Profile of sample	
Gender	Weighted %
Male	49
Female	51
Age	
16 – 24	11
25 – 34	10
35 – 44	16
45 – 54	19
55 – 60	12
61 – 64	7
65+	26
Social Economic Grade⁶	
AB	20
C1	36
C2	27
DE	10
Refused	7
How many cars does household have use of	
None	6
One	43
Two	37
Three or more	14

⁶ AB: Higher & intermediate managerial, administrative, professional occupations, C1: Supervisory, clerical & junior managerial, administrative, professional occupations, C2: Skilled manual occupations, DE: Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations

5. Conclusions

- 5.1 Where residents shopped for food shopping varied according to where they live. The larger supermarkets were mostly used for main food shopping, and while residents travelled further to these, they still tended to stay within their area. The frequency of main food shopping has changed with people now shopping less frequently than they did in 2015.
- 5.2 Top-up shopping was mostly done locally, more commonly in smaller shops, as well as the larger supermarkets, although to a lesser extent. People are now shopping more frequently for top-up shopping than they did in 2015.
- 5.3 For non-food shopping residents travelled further afield, quite often choosing to travel outside of their area. Bristol Cribbs Causeway, Abergavenny, Hereford and Newport Retail Park were all popular destinations for non-food shopping although this did vary by postcode sector.
- 5.4 The majority of residents made changes to their shopping habits due to the Covid-19 pandemic, the most common being shopping online more often, shopping less often and shopping in fewer places/shopping around less. Many residents are currently maintaining these changes and plan to continue to maintain them in the future, post-covid, resulting in a permanent change to shopping habits.
- 5.5 On the whole, travel for cinema and gym use still remains fairly local, with local independent providers still remaining popular. Residents travel further afield for the arts with Cardiff being the most popular destination for theatre, art galleries and museums.
- 5.6 Frequency of visits to the cinema, gym, theatre, museums and art galleries have all declined considerably since 2015. This could possibly be due to the covid pandemic, with residents having less opportunity to visit or possibly choosing not to visit. This could change post-covid.