

Newport Town Team

Independents Day – 6th July 2013

Summary Analysis of the 'Postcode Lottery' Marketing Exercise

1. Introduction

The 'postcode lottery' marketing exercise comprised a short questionnaire offering participants an opportunity to win a £50.00 Waitrose voucher.

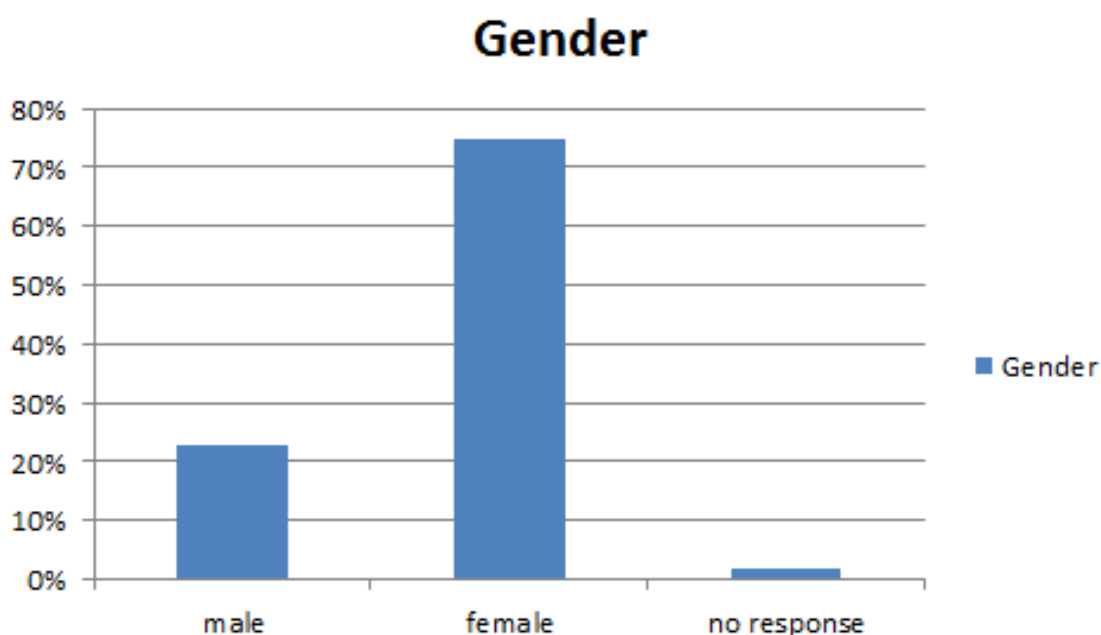
The questionnaire aimed to collect key information across 8 areas of interest:- name / email address / postcode / gender / purchase items / approx. spend / describing yourself / willingness to receive future updates from the 'town team'.

57 shoppers participated in the exercise providing valuable information about their shopping habits on Saturday 6th July 2013 – a hot summer's day.

2. What gender were shoppers on survey day?

Respondents were asked to indicate whether they were male or female.

75% of respondents were female and 23 % male, 2% of respondents did not indicate their gender.



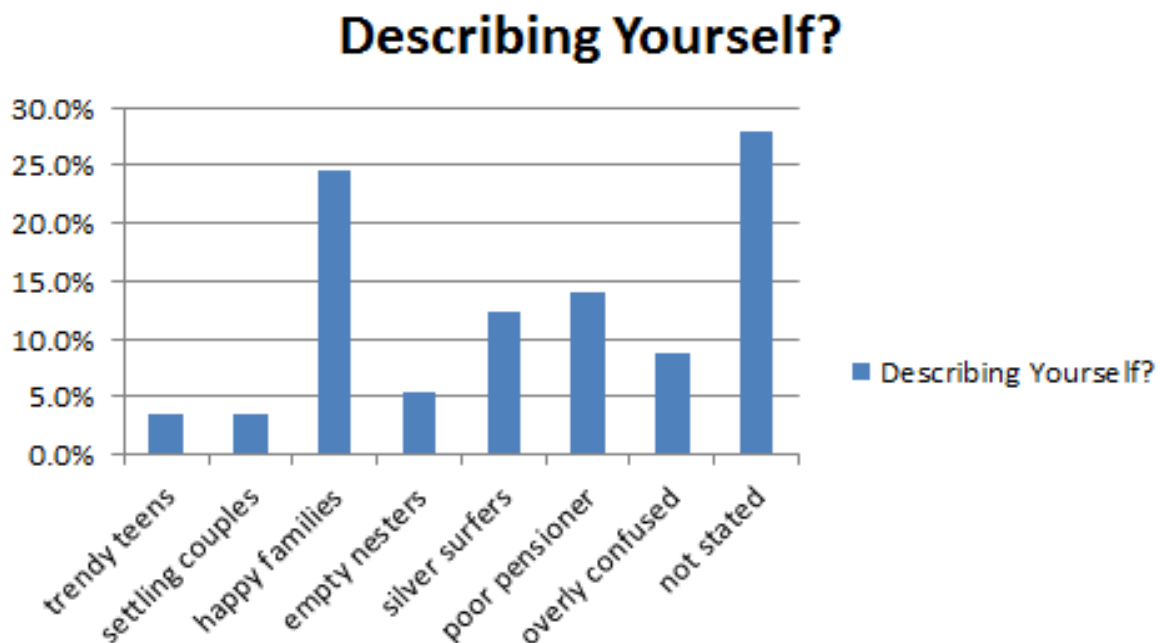
3. How did respondents describe themselves?

Respondents were asked to describe themselves against a list of pre-determined descriptors.

24.6% of respondents described themselves as 'happy families', 12.3% defined themselves as 'silver surfers' and 14% described themselves as 'poor pensioners'.

Just 8.8% described themselves as 'overly confused' (older persons), 5.3% said they were 'empty nesters', with 3.5% describing themselves as 'trendy teens' and a similar number describing themselves as 'settling couples'.

However, just over a quarter (28%) of respondents did not define themselves against the descriptors provided.



4. How much did respondents spend?

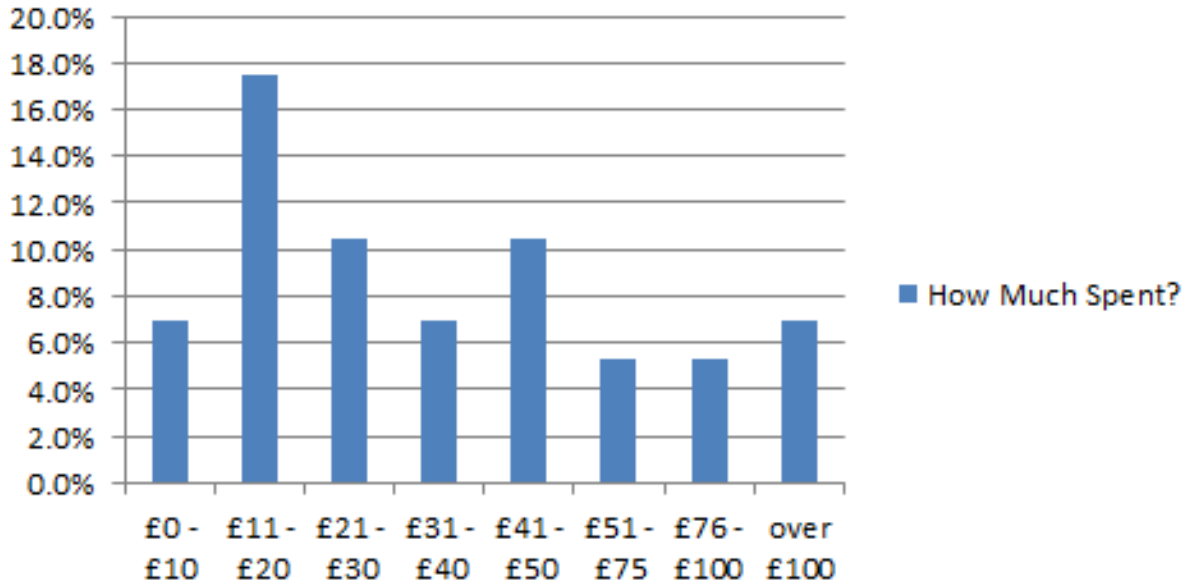
Respondents were asked to indicate their approximate spend for the day of the survey.

52.5% of respondents spent under £50, whilst 10.5% spent between £50 and £100, and a further 7.0% spent over £100.

About 7% spent between £0 & £10, 17.5% spent from £11 to £20, 10.5% spent from £21 to £30, with 7% spending from £31 to £40 and 10.5% from £41 to £50.

5.3% of respondents spent between £51 & £75, with a further 5.3% spending £76 to £100, the balance of 7% spent more than £100.

How Much Spent?

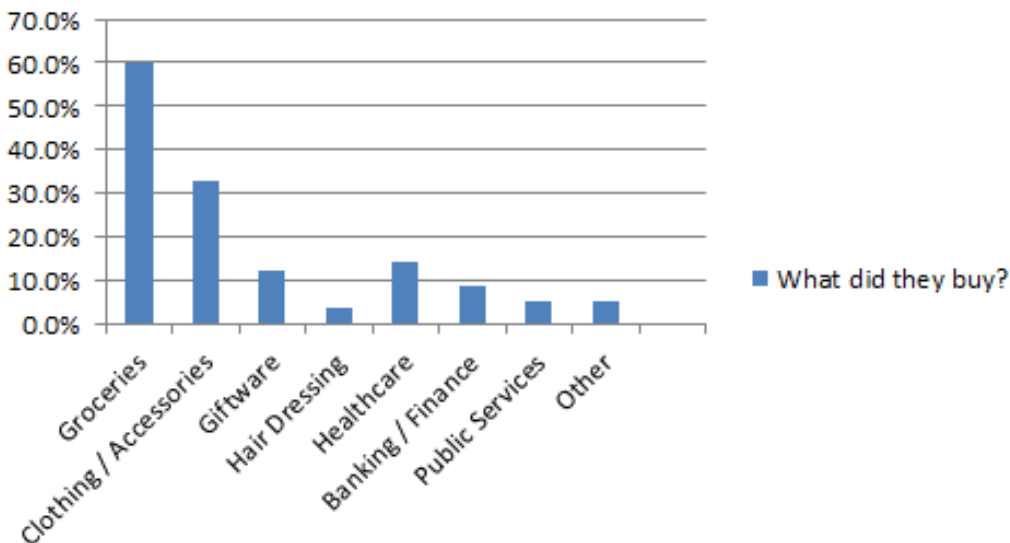


5. What did respondents spend their money on?

Respondents were asked to identify what they bought by ticking against a list of items. Multiple responses were encouraged and respondents were offered an opportunity to add further items not listed.

Just under 60% of respondents indicated that they had bought groceries, a further 33% said they had purchased clothes and / or accessories, and about 12% had bought giftware products.

What did they buy?



Some 14% of respondents had spent money on healthcare products or services and 8.8% of respondents had used banking or other financial services.

Only 3.5% had visited a hairdresser and 5.3% had used public services (most notably the library). 5.3% had used other services (bookmaker, newsagent & music shop).

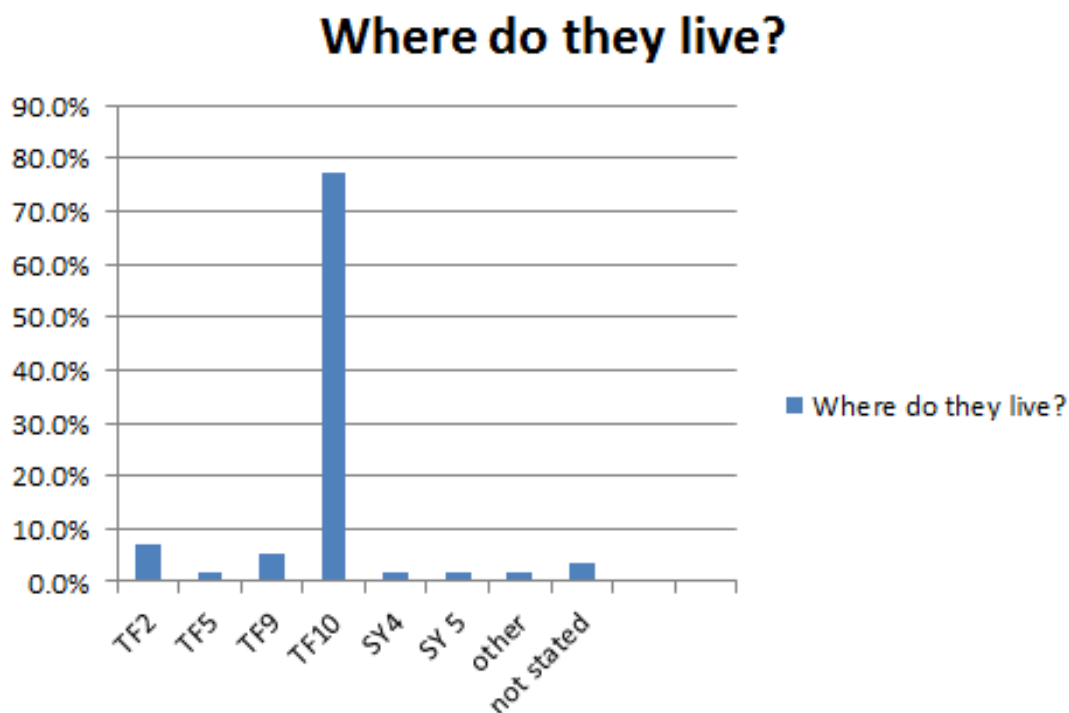
However, just under 30% of respondents did not indicate how they had spent their money.

6. Where do respondents live?

Respondents were asked to provide a postcode for their home address.

Over three-quarters of respondents (77.2%) live at a TF10 postcode address, with a further 14% living in TF2, TF5 or TF 9 postcode areas.

Only 3.5% of respondents live in SY postcode areas, 1.8% lived outside of the immediate area and 3.5% of respondents did not provide a postcode.



7. Did respondents provide an email address?

Respondents were asked to provide an email address. Some respondents provided a postal address and others offered a telephone number.

79% of respondents provided an email address of which 87% said they would like to receive updates from Newport 'town team'.

5.3% of respondents provided a postal address and a further 5.3% provided a telephone number - all of these respondents would like to receive updates from the 'town team' - giving an overall total of 90% of respondents expressing a continuing interest in 'town team' matters.

postcode lottery survey analysis (July 13) / NTT surveys