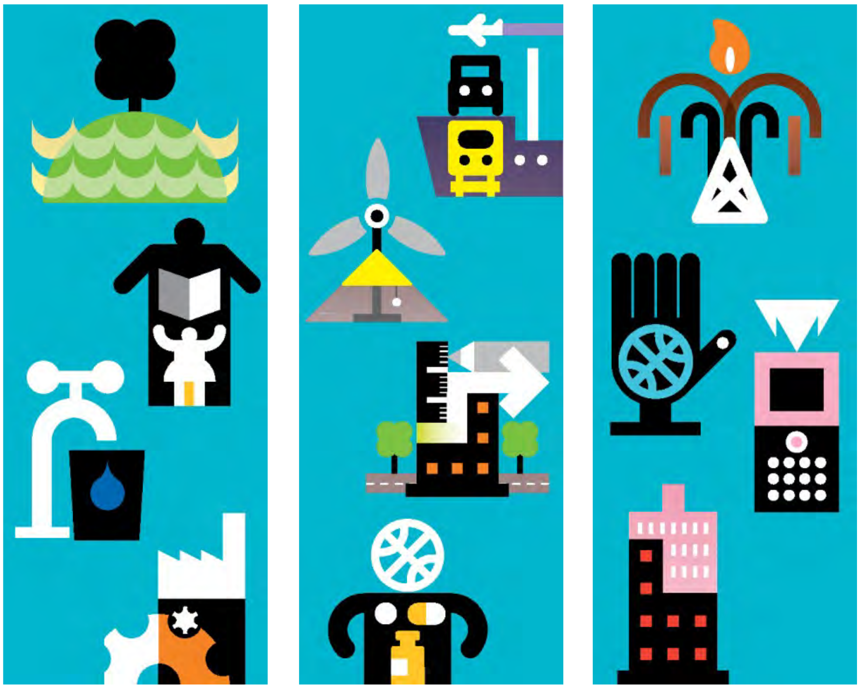

Denbighshire Town Centre Research

Resident Survey Findings

December 2014

Denbighshire County Council

Mott MacDonald

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Contents

Key Findings

Introduction:

Mott MacDonald were commissioned to undertake research with residents of Denbighshire and surrounding areas in order to explore current shopping destination choices and the drivers behind these, with a particular focus on the impact of accessibility upon consumers' retail decision making.

The research was completed in October 2014 via a large scale postal survey, with the questionnaire issued to 20,000 randomly selected households within and in close proximity to key Denbighshire towns.

A total of 3,751 completed questionnaires were achieved, representing a response rate of 19%.

Summary of key research findings:

Products, pricing, services and **accessibility** were identified as core areas that respondents focused upon in terms of defining their ideal shopping experience. Key points to emerge in terms of defining this ideal include:

- **The right product at the right price** – pricing was a key focus throughout the research, but this was closely followed by the desire for a good range of products
- **A time that suits the customer** – Opening hours were important to respondents, and this, plus the number of respondents who indicated that they combine their shopping with other activities, reinforces the need for shopping to be easy and convenient for the customer
- **A place to park** – the availability and cost of car parking were important to the majority of respondents, highlighting the need for these facilities to be available at a reasonable cost in order to encourage visits to key shopping locations
- **Shopping around** – Most respondents reported using more than one retail option within their usual shopping routine, highlighting the importance of maintaining a range of retail offers both locally, within and on the outskirts of towns and city centres and online in order to match customers' shopping habits and preferences

Of the five key shopping locations currently used by respondents, the top two were located within Denbighshire (**Prestatyn** and **Rhyl**), which is a positive finding in terms of the County's current retail offer considering the large range of other shopping locations available in surrounding areas such as North Wales and the North West of England. Residents' decision to shop locally, despite these available alternatives, suggests that the retail offer in key areas of Denbighshire is attractive to consumers and emphasises the importance of ensuring that this is maintained in the future.

Comparing respondents' current levels of satisfaction with their expectations of their shopping experience, most attributes relating to **products, pricing and services, combining other activities with shopping** and **accessibility** can be identified as **medium** priorities for improvement – that is, with satisfaction and expectation broadly aligned.

Key areas which did demonstrate a small gap (-1) between delivery and expectation included:

- **Price of products available**
- **Cost of car parking**
- **Availability of car parking**
- **Level of traffic/congestion**

1 Introduction

1.1 Background and context

Mott MacDonald was commissioned by Denbighshire County Council to undertake research with residents across Denbighshire and surrounding areas in order to understand, from the perspective of both potential and actual town centre shoppers:

- The range of factors which determine shopping destination choices
- The importance of **town centre parking** and **traffic management** within this hierarchy

The research was undertaken in October 2014 and the findings are presented within this report.

1.2 Methodology

In order to understand key factors which influence shopping destination choices, and specifically how town centre parking and traffic management fits into this decision making process, a questionnaire was designed by Mott MacDonald's Social and Market Research team (see Appendix A), exploring:

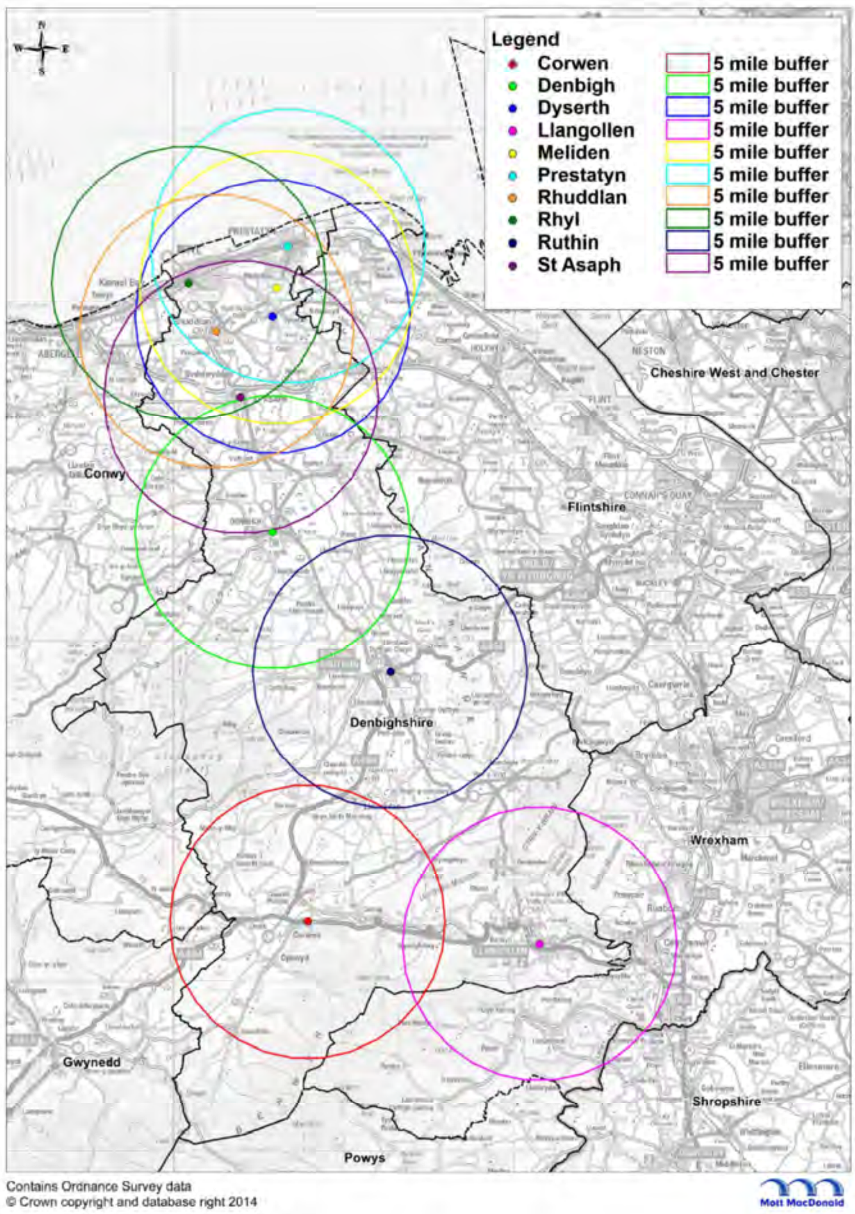
- Current shopping choices, and whether choices vary for different shopping purposes
- Main reasons for choosing particular shopping locations
- What an ideal shopping experience looks like
- How current shopping experiences compare to this ideal
- Local shopping experiences in Denbighshire – including best features and areas for improvement

The questionnaire design process was informed by focus groups with residents in three key Denbighshire towns (Rhyl, Denbigh and Llangollen) to explore and develop potential topic areas and gain insight into the decisions which underpin individuals' shopping destination choices.

The research was primarily undertaken using a large-scale postal survey, where the questionnaire was distributed to 20,000 residents within Denbighshire and surrounding areas inviting them to participate in the research and provide their views.

Addresses were selected at random for inclusion in the postal survey from the Ordnance Survey Address Point Dataset based upon proximity to key Denbighshire town centres; with all addresses within a five mile radius of these designated locations eligible for selection. Figure 1.1 overleaf presents the catchment areas which underpinned this sampling approach:

Figure 1.1: Sample Selection Zones – Proximity to key Denbighshire towns



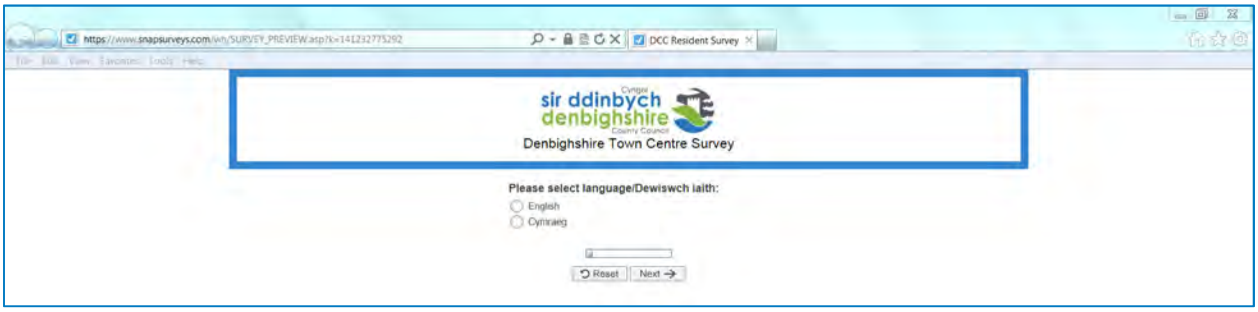
Source: Mott MacDonald

Selected addresses were sent a copy of the questionnaire, with a bi-lingual cover letter including both English and Welsh language text detailing the purpose of the questionnaire and instructions for completion and return. Respondents were also provided with a Freepost envelope within which they could return their completed questionnaire.

The questionnaire was also available for respondents to complete online, with instructions on how to access this provided within the introduction to the paper copy received via post. Both an English and Welsh language version of the questionnaire was available via the web-link, with respondents given the choice of their preferred language for completion on the opening page.

A screenshot of the online survey is provided in Figure 1.2 below:

Figure 1.2: Online Survey Screenshot



In addition to the availability of a Welsh language version of the questionnaire online, printed copies were also available to all respondents upon request.

The survey was live for a period of just over 2 weeks, with questionnaires issued by post on Wednesday 1st October 2014 and the closing date for receipt of responses being Monday 20th October 2014.

An initial target of 2,000 survey returns was set at the beginning of the project, representing a 10% of the total sample of 20,000 households. This target was surpassed by a final total of 3,751 completed questionnaires achieved as of the survey closing date, which constituted an actual response rate of 19%.

Table 1.1 below provides a breakdown of total questionnaire returns by both the format and language that the response was submitted in:

Table 1.1: Response Breakdown – Format and Language

Response	Language	Total
Postal	English	3664
	Welsh	7
Online	English	67
	Welsh	13
	Total	***3751***

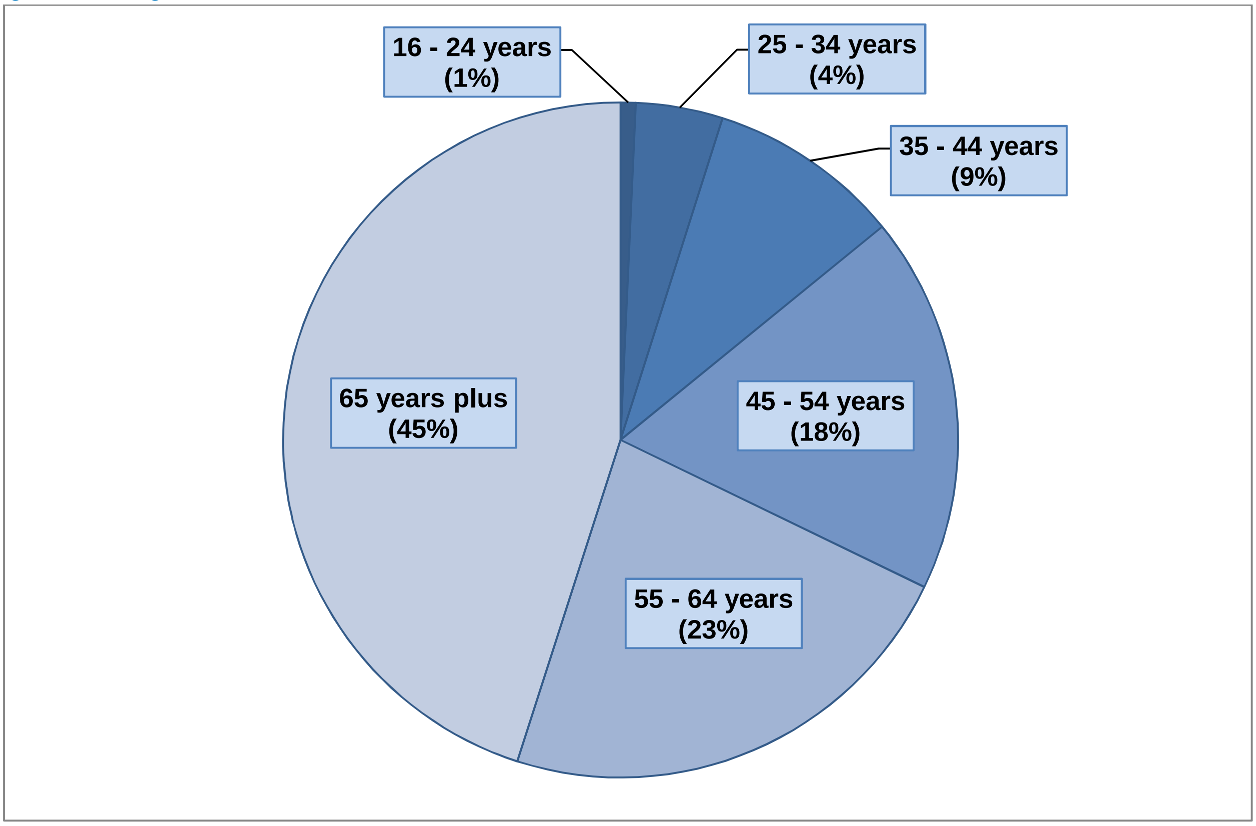
1.3 Sample Profile

The questionnaire included a series of demographic questions in order to provide an overview of those who responded and enable key findings to be explored in the context of particular social groups and characteristics.

1.3.1 Age

Figure 1.3 below presents the age categories that respondents belonged to:

Figure 1.3: Age distribution



Base:3478

Almost 70% of respondents were aged 55 years old older (68%), whilst those aged under 35 years represent 5% of those who participated in the research.

Compared with data from the 2011 Census, a greater proportion of those aged 55 years or older were represented in the research relative to the general population of Denbighshire (Census 2011 – Total Population: 93,734: 55-64: 14%; 65 years plus: 21%)

1.3.2 Gender

Of a total of 3,472 respondents who provided details of their gender, two thirds were female (67%) and one third were male (33%). A broadly even gender split was evident in the local area within the 2011 Census (Total population: 93,734: Male: 49%; Female: 51%), indicating that a greater proportion of females were represented within the research compared to this local profile.

1.3.3 Disability and Long-term Illness

Around a quarter of respondents indicated that they considered themselves to have a disability or long-term illness (26%).

1.3.4 Car Availability

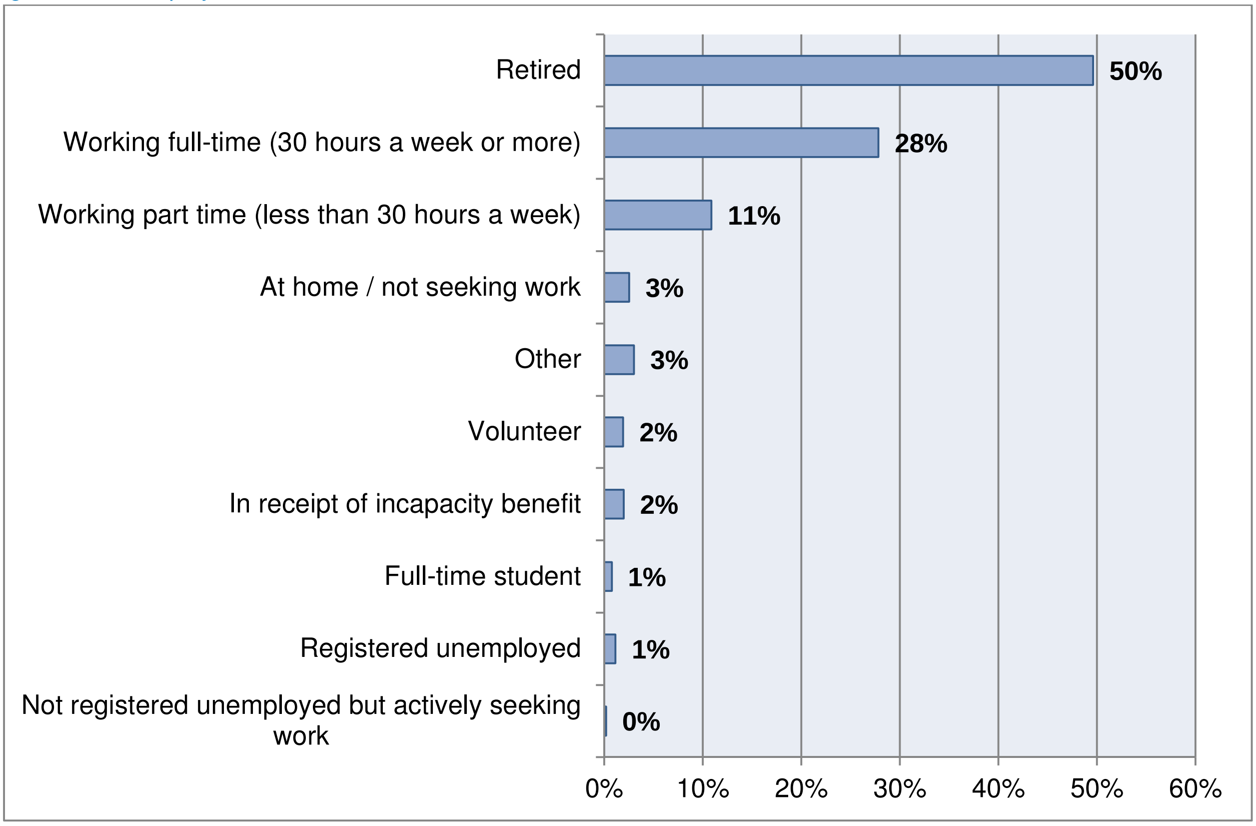
Car availability was high amongst respondents, with over 80% indicating that they usually have a car available for personal use (84%).

The level of car availability within the research sample was broadly in line with that reflected within the 2011 Census in terms of overall car availability within households across Denbighshire (Total Households: 40,546; Car Available: 79%).

1.3.5 Employment and Income

Employment status and household income were explored within the questionnaire in order to gain insight into respondents' economic activity, as presented in Figure 1.4 and Figure 1.5:

Figure 1.4: Employment Status



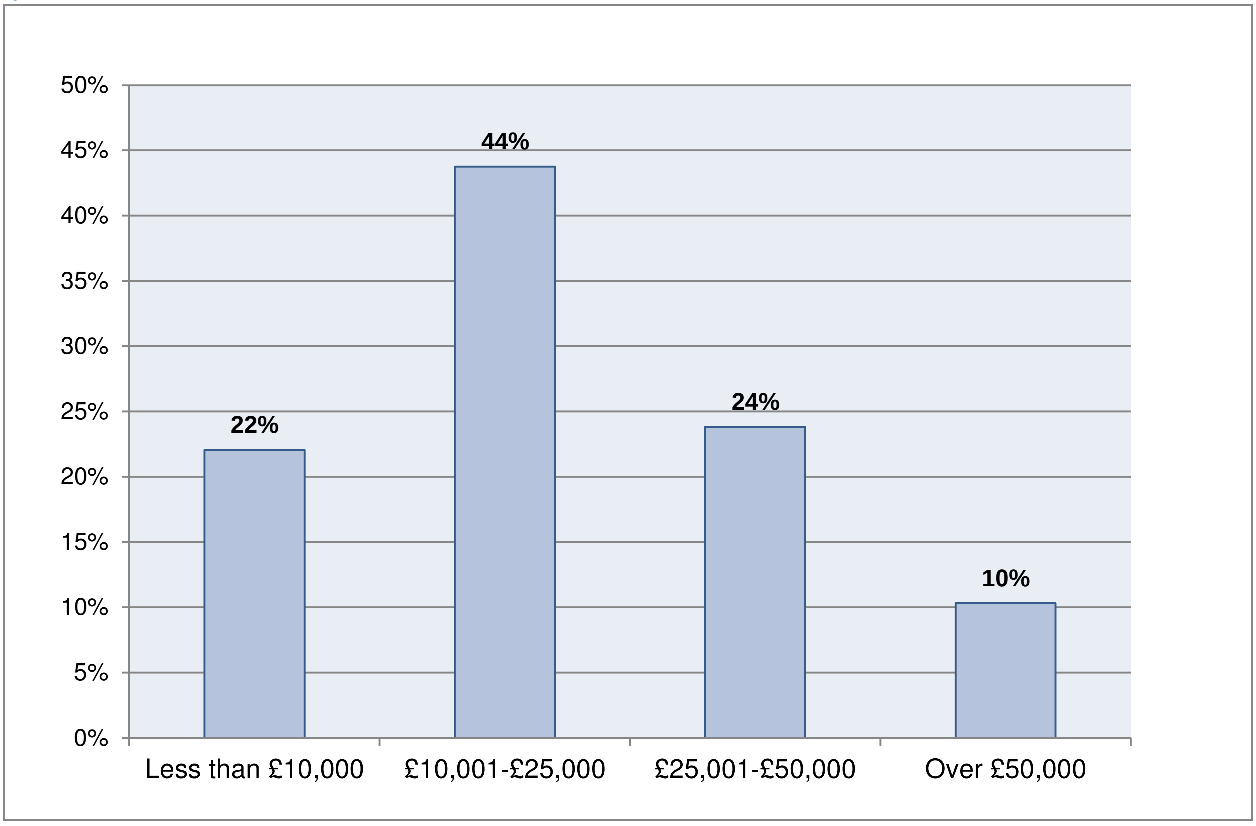
Base: 3455

Around two fifths of respondents indicated that they were employed on either a full or part time basis (39%).

Whilst the number of local residents in full and part time employment may be seen to be broadly in line with figures contained within the 2011 Census (Total Economically Active: 67,676; Full Time: 34%; Part Time: 14%), a greater proportion of those who identified themselves as ‘retired’ was evident within the sample compared to this local profile (Retired: 19%).

In terms of gross annual income, as presented in Figure 1.5 below, two thirds of respondents reported a gross annual household income of less than £25,000 (66%):

Figure 1.5: Gross Household Annual Income

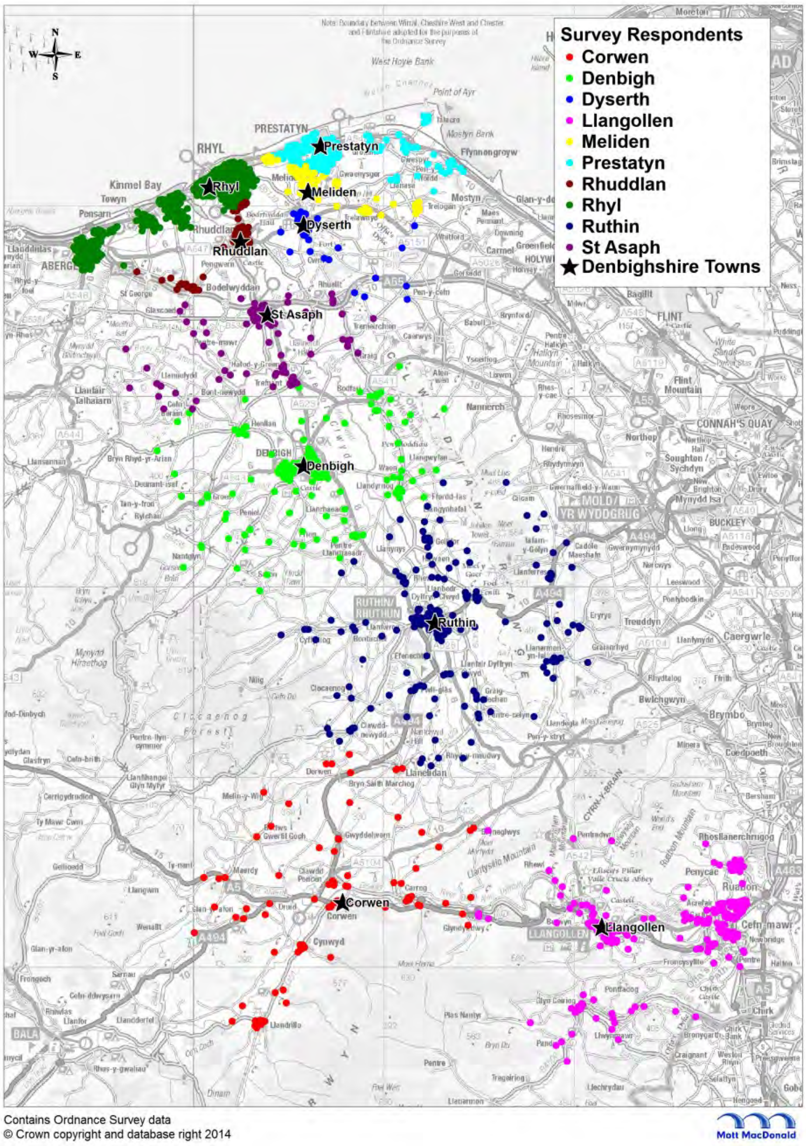


Base: 1871

1.3.6 Location

With questionnaires sent to a random selection of addresses across Denbighshire and surrounding areas, Figure 1.6 overleaf presents the geographic distribution of respondents who participated in the research based upon their home postcode location:

Figure 1.6: Home Postcode Location Map



Base: 3669

A good distribution of respondents was achieved across the study area, with all key local towns and their surrounding 5 mile catchment areas represented. Particular concentrations of responses are evident near both Rhyl and Prestatyn, reflecting the fact that the catchment areas of these two seaside resorts, and the subsequent random selection of respondents within these, were more centrally focussed due to their coastal location.

The location of 82 of the total of 3751 responses were unable to be geographically plotted due to household reference numbers being withheld by respondents.

1.4 Report Structure

The following section of this report presents the main findings of the survey. Appendices contain the following for reference:

- Appendix A – Questionnaire
- Appendix B – Cover Letter

2 Main Findings

This section of the report presents the main findings of the survey, with analysis of key trends and emergent themes.

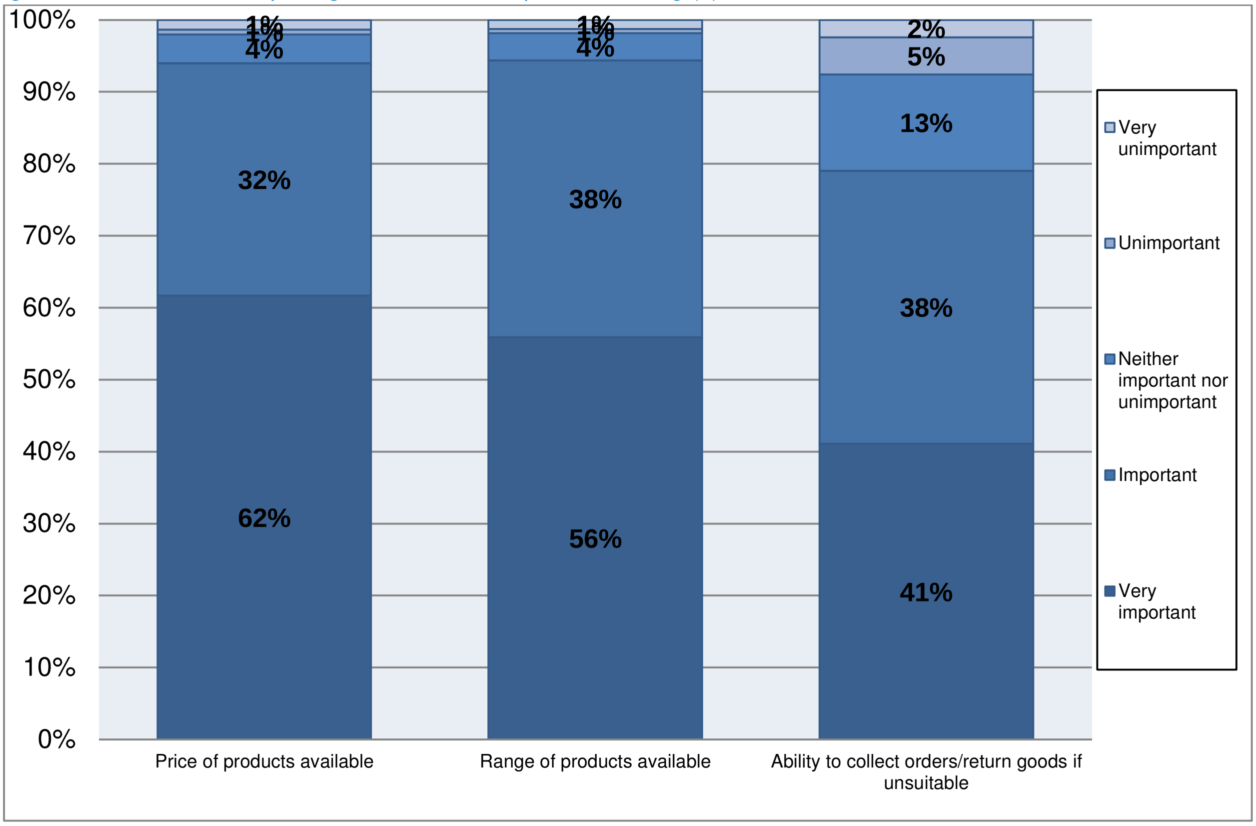
2.1 Ideal shopping experience

The concept of an ideal shopping experience was explored within the questionnaire, with respondents asked to rate the importance of a series of attributes relating to the overarching themes of **products, pricing and service,** the ability to incorporate **other activities** with their shopping, and **accessibility**.

2.1.1 Products, pricing and services – ideal features

Respondents were asked to rate the importance of a number of attributes in terms of products, pricing and services. The three most important attributes for respondents were **the price** and **range of products available** and the **ability to collect orders and return goods if unsuitable**:

Figure 2.1: A. Products, pricing and service – Importance rating (1)

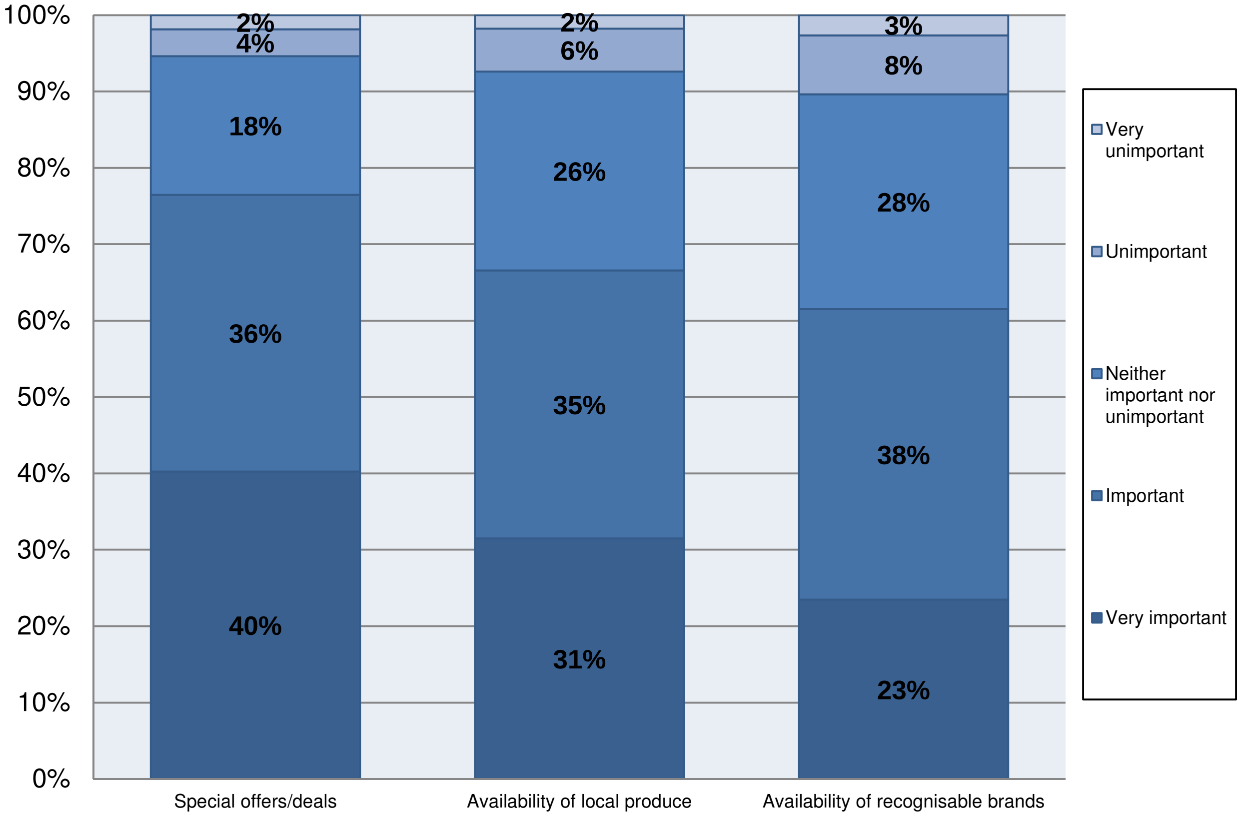


Base: (A): 3356; (B): 3403; (C): 3201

The **price** and **range** of products available were a particular focus within individuals' concept of an ideal shopping experience, with these considered either very important or important by over 90% of respondents (Price: 94%; Range 94%).

Over half of respondents felt that **special offers and deals** and **the availability of both local produce** and **recognisable brands** were an important or very important component of their ideal shopping experience:

Figure 2.2: A. Products, pricing and service – Importance rating (2)



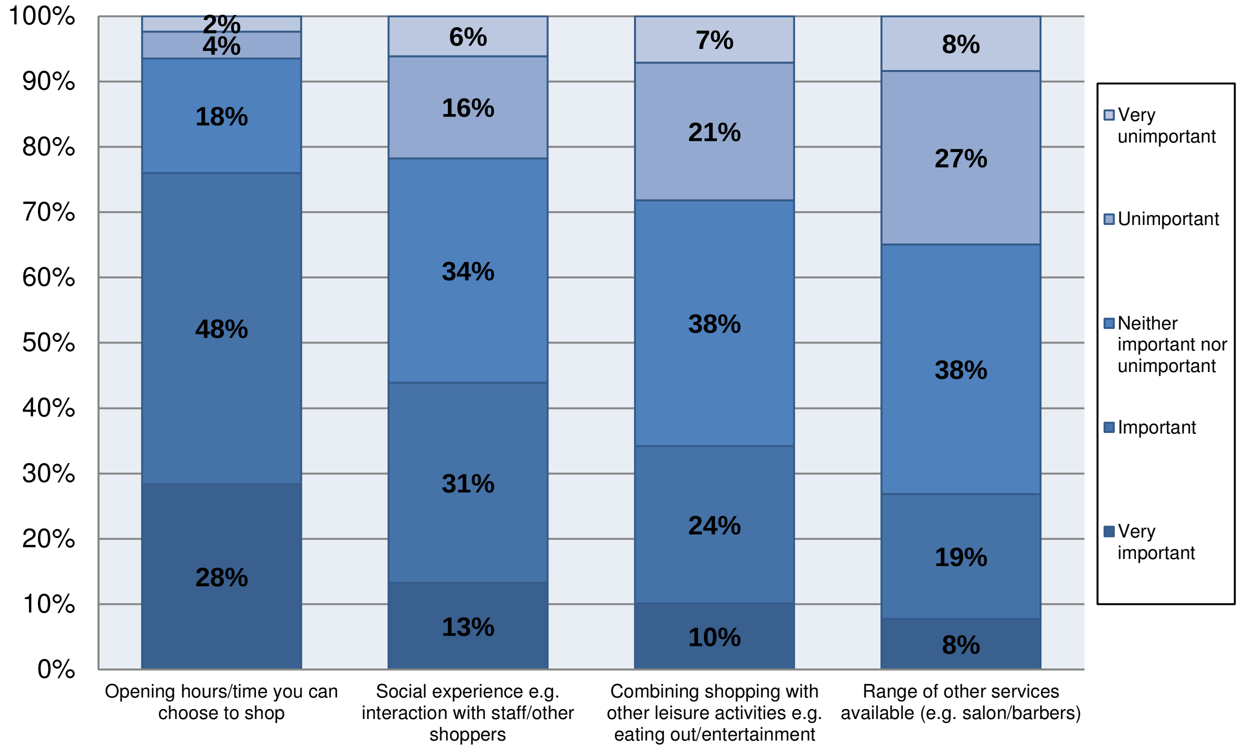
Base: (A): 3219; (B): 3156; (C): 3145

The fact that respondents highlighted the importance of a range of attributes relating to both the **cost** and **availability of products** suggests that a balance is required between these two features in order to deliver a high quality shopping experience and to attract customers to particular shopping locations.

2.1.2 Other activities – ideal features

Respondents were asked to rate the importance of a number of attributes in terms of other activities with shopping. **Opening hours** were identified as the most important aspect for respondents, with three quarters of respondents considering this either very important or important to them (76%):

Figure 2.3: B. Other Activities – Importance rating



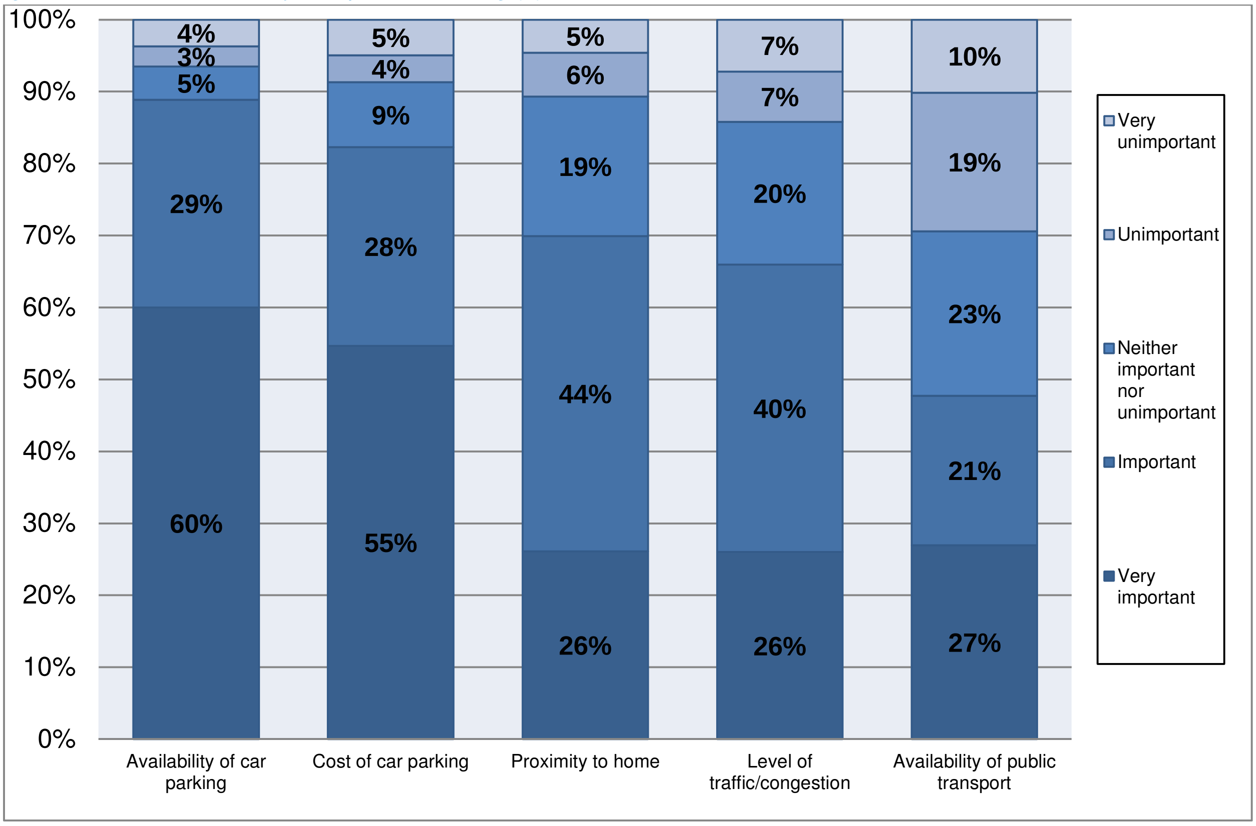
Base: (A): 3363; (B): 3135; (C): 3154; (D): 3092

Having **access to a range of other services, such as salons or barbers**, during their shopping experience was of the least importance to respondents, with just over a quarter rating this as very important or important to them (27%).

2.1.3 Accessibility – ideal features

Respondents were asked to rate the importance of a number of attributes in terms of accessibility. The **availability** and **cost of car parking** were identified as key features of respondents' ideal shopping experience, with over 80% rating this as very important or important to them (Availability: 89%; Cost: 83%):

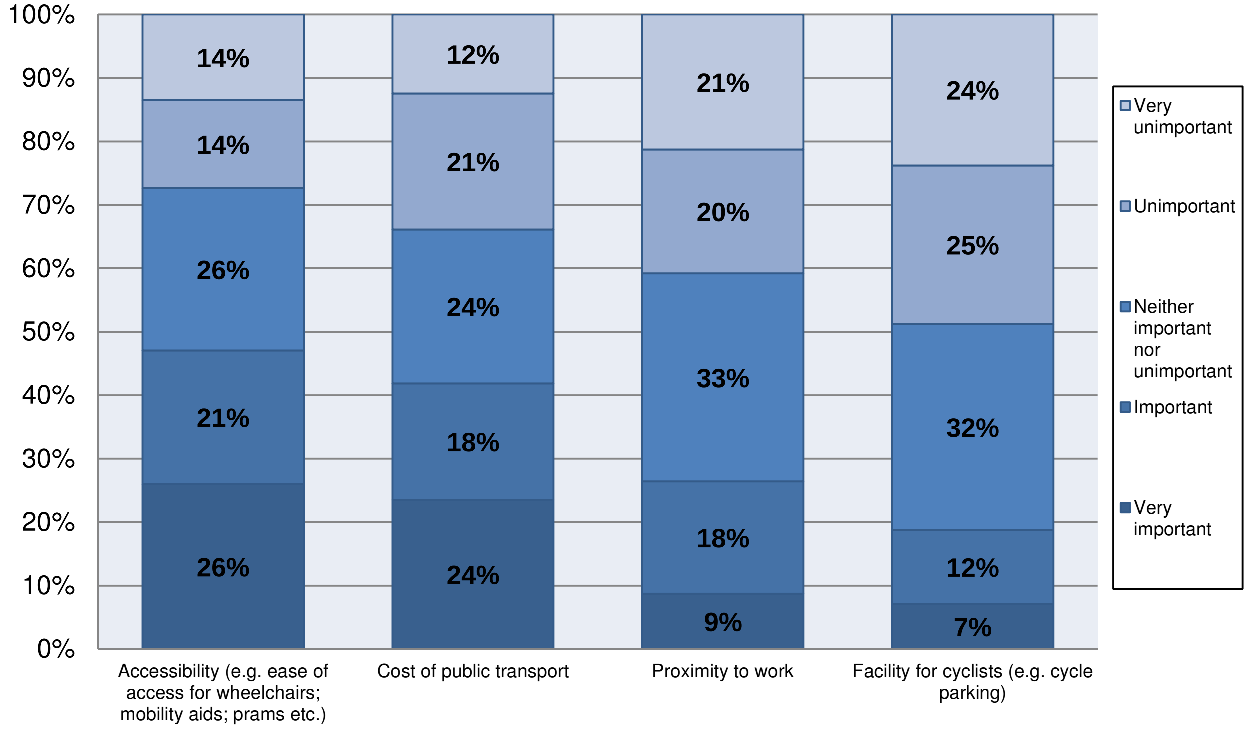
Figure 2.4: C. Accessibility – Importance rating (1)



Base: (A): 3249; (B): 3125 ; (C): 3165; (D): 2954; (E): 3116

There was less focus on sustainable modes of transport in terms of respondents' ideal shopping experience, with less than half indicating that the **availability** (48%) or **cost of public transport** (32%) was important or very important to them in this respect. Cycling was also highlighted as the least important accessibility issue, with less than 20% indicating that **provision for cyclists** was important or very important to them in their notion of an ideal shopping experience (Very important: 7%; Important: 12%).

Figure 2.5: C. Accessibility – Importance rating (2)



Base: (A): 2955; (B): 2913 ; (C): 2696 ; (D): 2693

2.1.4 Ideal shopping experience – Top 5 features

Overall, **products, pricing and services** and **accessibility** were identified as key factors within respondents' notions of the ideal shopping experience.

Table 2.1 below presents the top five features of the ideal shopping experience, as identified by respondents, based upon those aspects which they rated either very important or important to them in defining this ideal:

Table 2.1: Ideal shopping experience – Top 5 Features

Category	Features	Very important/important combined rating
Products, pricing and services	Price of products available	94%
Products, pricing and services	Range of products available	94%
Accessibility	Availability of car parking	89%
Accessibility	Cost of car parking	83%
Products, pricing and services	Ability to collect orders/return goods if unsuitable	79%

Base: (A):3356; (B): 3403; (C): 3249; (D): 3125; (E): 3201

The inclusion of the **availability** and **cost of car parking** within these top five features of an ideal shopping experience for residents of Denbighshire and surrounding areas highlights the importance placed upon this, with this figuring alongside finding the right products, at the right price and with convenient services for collection and delivery, which are core components underpinning any retail offer.

2.1.5 Ideal shopping experience – gender, age and shopping location

A breakdown of the concept of an ideal shopping experience based upon demographic attributes (gender and age) and respondents' current shopping location is provided below, outlining the most important factors for each of these groups:

Ideal Shopping Experience – Gender

The following features were identified as more important to female respondents than males within their definition of the ideal shopping experience:

- **Special offers deals** (***Very important/important: Female: 79%, 1594/2008; Male: 71%, 704/994***)
- **Availability of local produce** (***Very important/important: Female: 71%, 1412/1970; Male: 56%, 550/979***)
- **Ability to collect orders/return goods** ***(Very important/important: Female: 83%, 1638/1983; Male: 73%, 731/1005)***
- **Social experience** ***(Very important/important: Female: 48%, 917/1924; Male: 35%, 353/997)***
- **Combining shopping with other activities** ***(Very important/important: Female 38%, 742/1952; Male: 26%, 261/995)***

Ideal Shopping Experience – Age

The following trends were observed in terms of respondents' age and their concept of the ideal shopping experience:

- Less than half of those aged 25 to 34 years felt that **the availability of recognisable brands** was very important or important to them (46%, 63/137), with a similar proportion of this age group expressing a neutral view of this feature (42%, 58/137)
- **Opening hours** were rated most important by those aged 25-34 years, with almost 90% considering this very important or important (89%, 123/138)
- **Combining shopping with other activities** was less important to those aged 45 years plus (very important/important: 32%, 792/2494) compared to those aged under 45 years (very important/important: 44%, 201/456
- The **availability of public transport** was of most importance to those aged 16-24 years (very important/important: 65%, 15/23) and 65 years plus (57%, 676/1197) compared with other age categories

Ideal Shopping Experience – Current Shopping Location

The following trends were observed in terms of respondents' current shopping location (focusing on the top 5 identified within the research - Prestatyn, Rhyl, Chester, Wrexham and Cheshire Oaks) and their concept of the ideal shopping experience:

- Those who usually shop in Chester indicated lowest importance ratings in terms of the **availability** (very important/important: 40%, 188/475) and **cost** (35%, 160/456) **of public transport** compared to those who shopped in the remaining top 5 shopping destinations identified within the research (Prestatyn, Rhyl, Wrexham, Cheshire Oaks)
- The **availability of car parking** was highlighted as most important to those who currently shop within Chester (very important/important: 95%, 482/509) and Cheshire Oaks (very important/important: 95%, 286/301)
- Similarly, the **cost of car parking** was also of most importance to those who currently shop in Cheshire Oaks (very important/important: 90%, 264/294) and Chester (very important/important: 88%, 433/492)

2.2 Current shopping choices and drivers

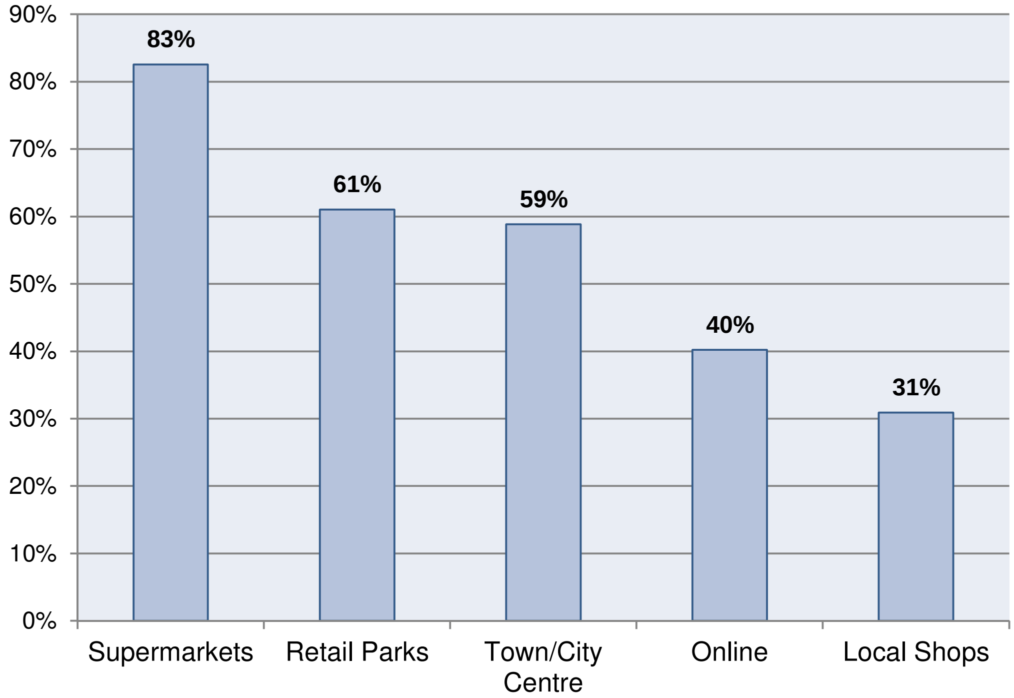
The current shopping choices made by respondents, with particular reference to where they choose to purchase specific household and personal items and why, were explored within the research in order to identify any key trends or drivers behind such decisions.

Respondents were provided with a list of product categories, and asked to identify the location that they would usually purchase these items from. These product categories were:

- **Food/Grocery** (e.g. food, drink and household items such as cleaning products)
- **Home/garden furnishings and electricals** (e.g. kitchen appliances, bedding, storage, decorative items and DIY products)
- **Entertainment and Leisure** (e.g. DVDs, CDs, books, games, toys, sports equipment, arts and craft)
- **Fashion, Clothing and Footwear** (e.g. clothes, shoes and accessories)
- **Healthcare, Toiletries and Cosmetics** (e.g. medication, toiletries, make-up and hair care)

Alongside these product categories, respondents were provided with a list of possible retail options, including both in-store and online shopping facilities, and asked to indicate the location that they purchased the previously outlined products from most often. Figure 2.6 below provides a summary of the proportion of respondents who visited each of these retail options in order to purchase **one or more** of these products:

Figure 2.6: Current shopping choices - Overview



Base: 3751

Local shops were used by just less than a third of respondents as their usual shopping choice to purchase one or more of these items (31%), whilst over half of respondents reported shopping in supermarkets (83%), retail parks (61%) and town or city centres (59%) as part of their usual shopping routine.

Table 2.2 below presents a breakdown of the number of retail options used by respondents; that is, whether they only purchase the items listed from one type of retailer such as local shops or they use a combination of retail outlets, such as local shops, supermarkets and online shopping, when purchasing these items:

Table 2.2: Number of retail options used by respondents

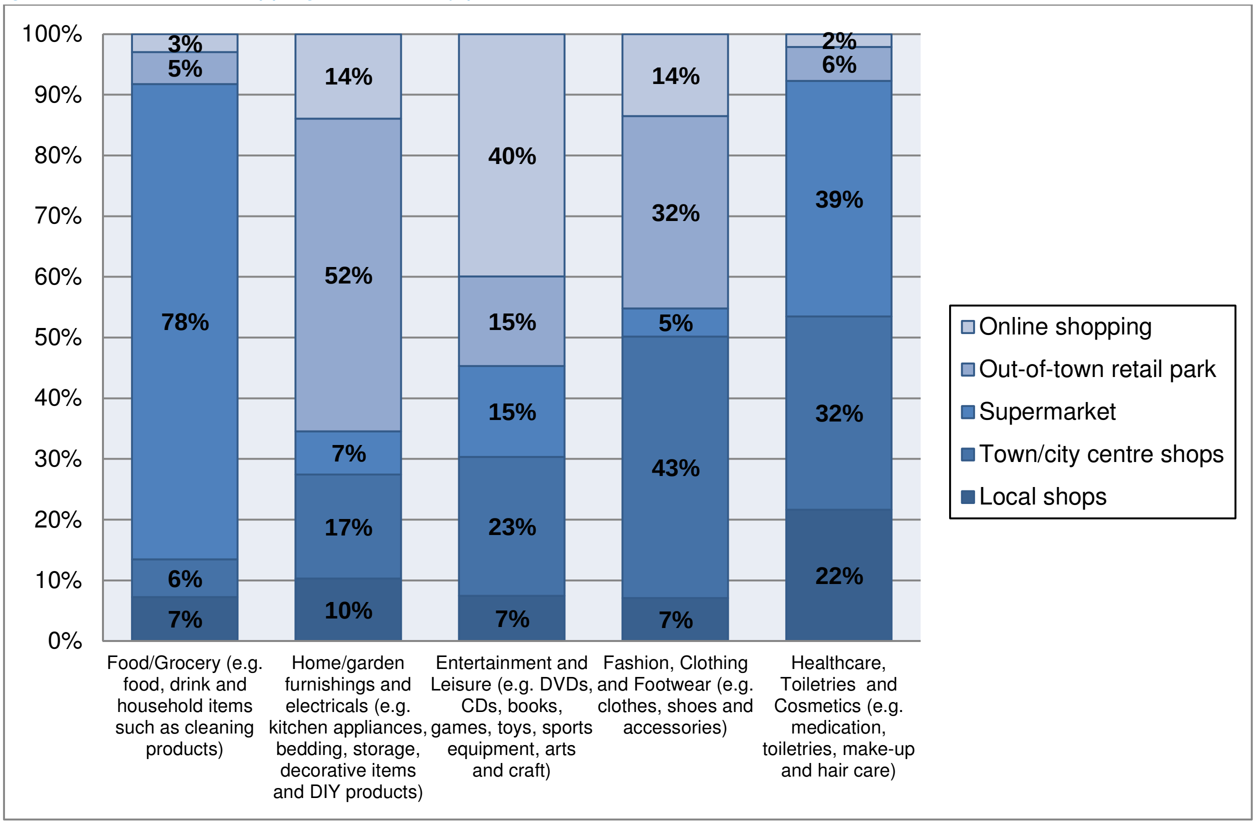
Number of retail options used:	%
1	6%
2	33%
3	43%
4	17%
5	1%

Base: 3745

The vast majority of respondents reported using more than one retail option when purchasing items from this range of personal and household products, demonstrating a tendency to shop around rather than stick to one form of retailer.

Figure 2.7 provides an overview of respondents' current shopping choices in relation to these key product groups, indicating where they choose to purchase these particular items most often:

Figure 2.7: Current shopping choices – By product



Base: (A) 3702; (B): 3589; (C): 3065; (D): 3452; (E): 3508

This graph demonstrates clear trends in terms of where individuals choose to purchase particular items, such as food and grocery shopping (78%) being undertaken at supermarkets, home and garden items being purchased at out of town retail parks (52%), entertainment and leisure products being purchased online (40%) and fashion and clothing items purchased in town and city centre shops (40%).

Such trends highlight the fact that product plays a role in the retail option selected; with individuals shopping around and visiting different retail locations depending upon the products they are looking to purchase.

The following subsections of this report will explore such trends further, examining the key reasons that respondents choose to shop in each of these retail options both in terms of stated explanations and underlying demographic factors.

2.2.1 Local shops

Local shops were utilised by just less than a third of respondents (31%) to purchase any of the outlined products. Healthcare, toiletries and medication was highlighted as a key product group purchased via this retail option, with just over a fifth of usual purchases of such items made within local shops amongst respondents (22%).

Figure 2.8 presents the key reasons provided by respondents for their use of local shops:

Figure 2.8: Local shops - Main reasons for retail selection

Base: 3067

The inherently local nature of such shops underpinned many of the key reasons cited for the use of this retail option by respondents, with **ease of access** (72%) and the **time savings** associated with using such locally based retailers (54%) highlighted as a key reason for use by over half of respondents.

The fact that a third of respondents also highlighted **social experience** as a key reason for their use of this retail option also suggests that meeting other people within the local community is an important reason that people may choose this option over others available to them.

Demographic analysis:

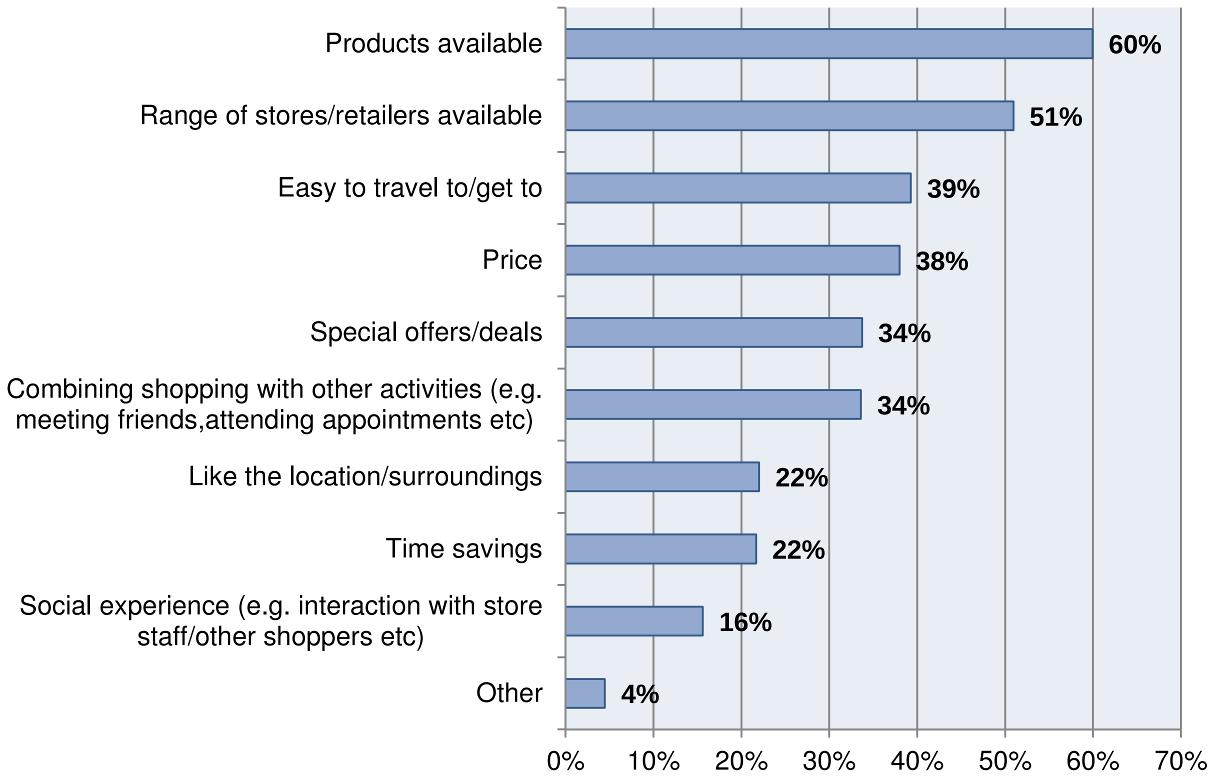
- There were no notable differences in reasons for shopping at local stores according to gender
- **Social experience** was highlighted as a key reason for shopping at local shops by a greater proportion of those aged 45 years or older (839/2454) than those under 45 years old (99/426)

2.2.2 Town / city centre shops

Over half of respondents reported visiting town or city centre shops to purchase any of the outlined products (59%); with fashion and clothing (43%), healthcare, toiletries and medication (32%) and entertainment items (23%) key products purchased via this retail option.

The **range of products** (60%) and **retailers** (51%) available were highlighted as key drivers behind respondents decision to shop at town or city centre stores, as outlined in Figure 2.9 below:

Figure 2.9: Town/city centre shops - Main reasons for retail selection



Base: 3170

In contrast with local shops, **social experience** (16%) ranked relatively low amongst key reasons for choosing to shop in town or city centre stores; suggesting that trips to such high street stores focus more on products and the ability to visit multiple stores in one trip, and less upon social interaction.

Demographic analysis:

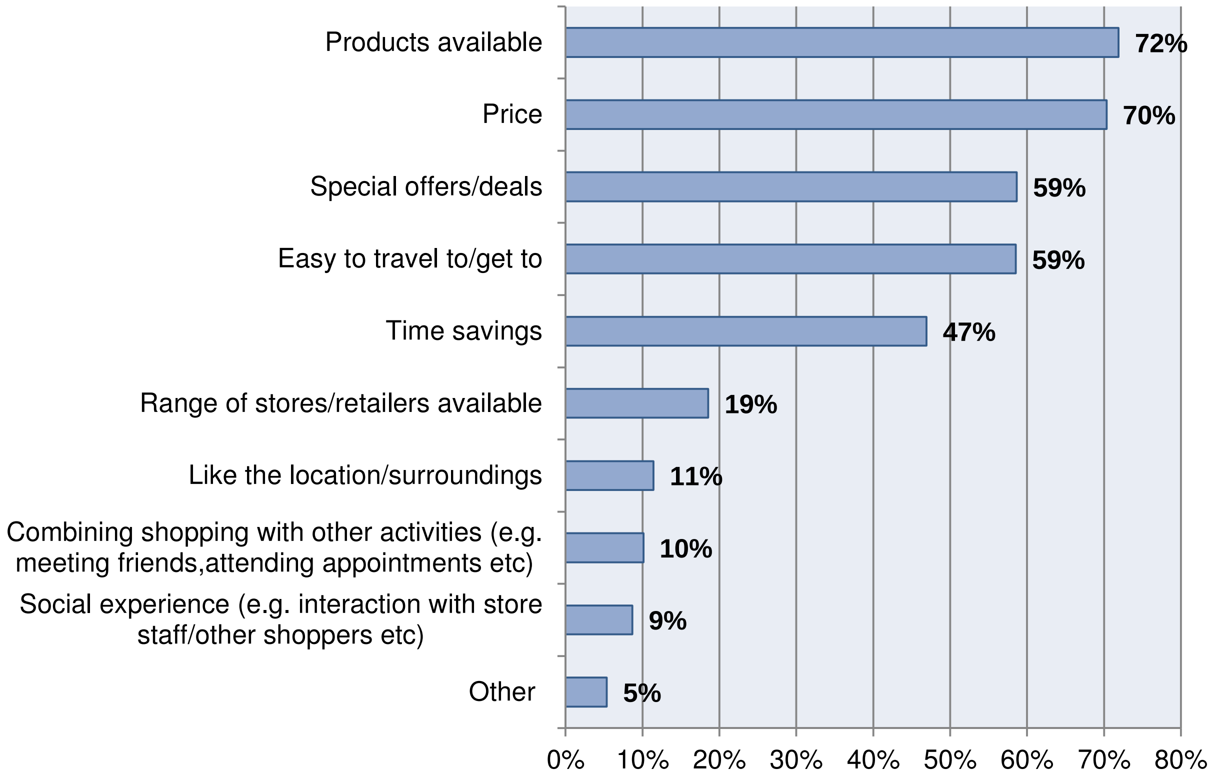
- There were no notable differences in reasons for shopping at town/city centre shops according to gender or age

2.2.3 Supermarket

The vast majority of respondents reported shopping within supermarkets (83%); with both food and groceries (78%) and healthcare, toiletries and medication (39%) key product categories purchased via this retail option.

Figure 2.10 below presents key reasons provided by respondents for choosing to shop at a supermarket:

Figure 2.10: Supermarket - Main reasons for retail selection



Base: 3489

A focus on both **products** (72%) and **pricing** (70%), including the **availability of special offers and deals** (59%), indicates that the decision to shop in supermarkets is largely pragmatic, with respondents mainly seeking to find a good range of products at a reasonable price via this retail option.

Demographic analysis:

- There were no notable differences in reasons for shopping at supermarkets according to gender
- A greater proportion of those aged 25 to 34 years (100/139) cited **special offers and deals** as a key reason for shopping at supermarkets compared to other age groups

2.2.4 Out-of-town retail park

Three fifths of respondents reported visiting out-of-town retail parks (61%); with home and garden furnishings (52%) and fashion, clothing and footwear (32%) key products usually purchased in this way.

Figure 2.10 presents respondents key reasons for shopping at out-of-town retail parks:

Figure 2.11: Out-of-town retail park - Main reasons for retail selection

Base: 2845

Combining similar key reasons to those cited in relation to both town and city centre shops and supermarkets, respondents focussed on **the range of products** (71%) and **retailers available** (56%) and **pricing** (43%), including the **availability of special offers and deals** (37%), as their key reasons for shopping at out-of town retail parks.

In contrast, few respondents highlighted **social experience** as a reason for shopping in this way (5%); again suggesting that the decision to shop at out-of-town retail parks is largely practical and focused upon products and pricing rather than the shopping experience itself or interacting with others during such shopping trips.

Demographic analysis:

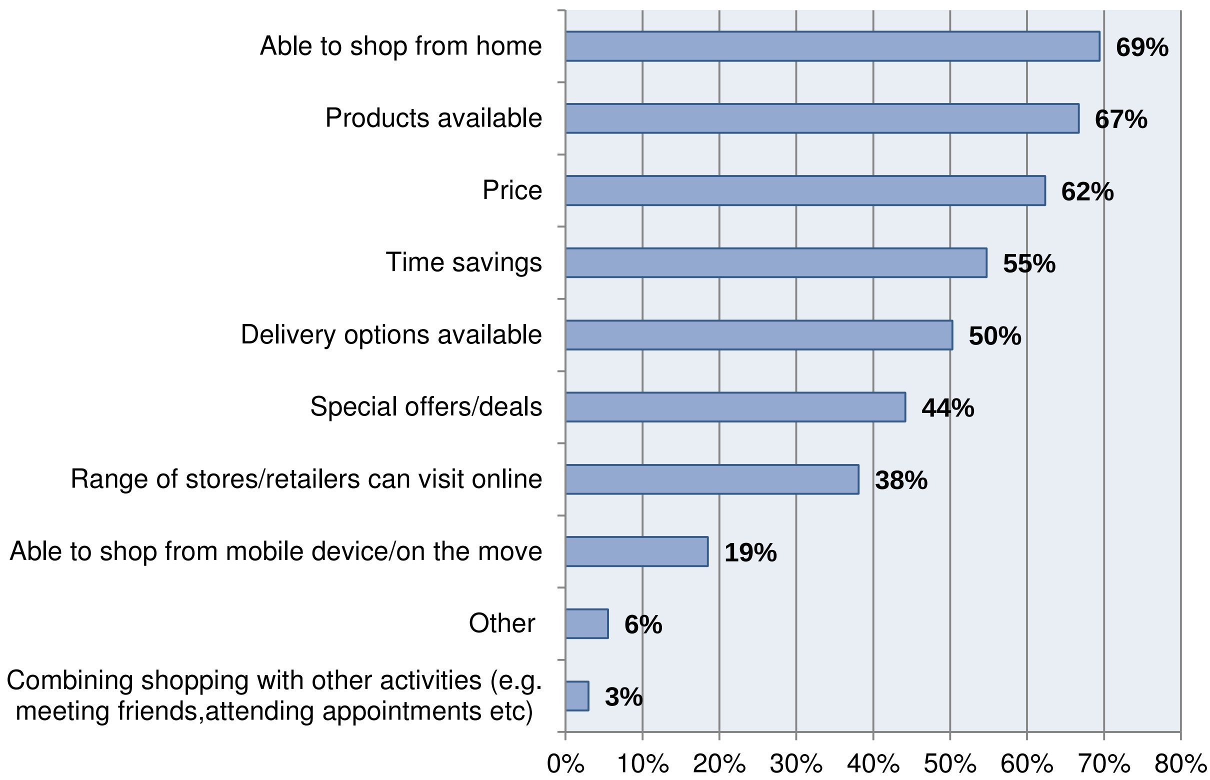
- The **range of retailers** available was selected as a reason for visiting out-of town retail parks by a greater proportion of females (1053/1768) than males (462/910) within the sample
- More males (454/910) than females (692/1768) indicated that they visit out-of-town retail parks due to the **price of products** available there
- There were no notable differences in reasons for shopping at out-of-town retail parks according to respondents' age

2.2.5 Online shopping

Two fifths of respondents reported using online shopping (40%); with entertainment items such as CDs and DVDs the key product category purchased via this retail option (40%).

Figure 2.12 presents key reasons cited by respondents for shopping online:

Figure 2.12: Online - Main reasons for retail selection



Base: 2241

The **convenience of shopping from home** (69%), **product range** (67%) and **price** (62%) were highlighted as key drivers behind respondents' decision to shop online.

Demographic analysis:

- A greater focus on **price** was evident amongst males within the sample (501/713) compared to females (820/1405) in terms of their reason for shopping online
- Being **able to shop from a mobile device whilst on the move** was a more commonly cited reason for shopping online by those aged under 45 years old (180/435) compared to those aged 45 years or older (211/1686)

2.2.6 Shopping alongside other activities

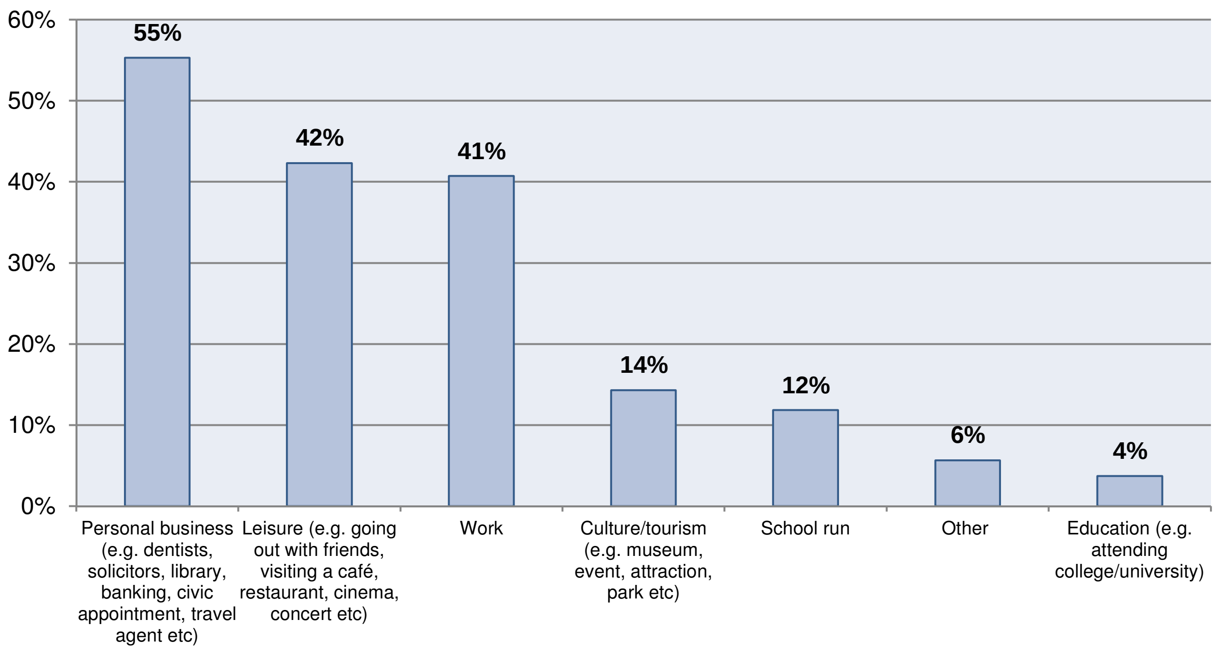
The combination of shopping with other activities was another area explored within the research, in order to establish whether respondents' tended to shop as an isolated activity or alongside other personal or professional commitments.

A total of 2070 respondents reported that they usually combine shopping with another activity; representing over half of the overall sample (55%).

This high proportion of respondents combining shopping with other activities reflects the increasingly busy lifestyles of individuals and the need to ensure that shopping, whether for essential everyday items or other non-essential but desired products, is able to fit around other commitments and events.

Figure 2.13 below provides a breakdown of the specific activities that respondents reported combining with their usual shopping routine:

Figure 2.13: Combining in-store shopping with other activities



Base: 2070

Whilst many respondents reported incorporating shopping with recreational activities such as **leisure** (42%) or **cultural day trips** (14%), for others this was generally incorporated with essential commitments and appointments such as **personal business** (55%) and **work** (41%). Understanding that visits to retail outlets may be combined with other activities out of both choice and necessity is therefore important to consider in order to ensure that individuals' requirements are catered for across the retail spectrum.

2.3 Location of current shopping

Identifying where respondents' usually visit for the purpose of recreational shopping visits, excluding essential food and grocery shopping, and whether this is located within or outside of Denbighshire was explored within the questionnaire.

The top five locations highlighted by respondents are outlined in Table 2.3 below:

Table 2.3: Recreational shopping trips – Top 5 Locations

Status	Location	N.	%
Denbighshire	Prestatyn	604	16.4%
Denbighshire	Rhyl	570	15.4%
Outside of Denbighshire	Chester	567	15.4%
Outside of Denbighshire	Wrexham	479	13.0%
Outside of Denbighshire	Cheshire Oaks	339	9.2%

Base: 3693

Whilst a range of towns, cities and other retail locations were highlighted by respondents as their usual recreational shopping destination, the fact that the top two most visited locations were situated within the Denbighshire County demonstrates that respondents do shop locally despite the wide range of retail locations available in surrounding areas across North Wales and the North West of England.

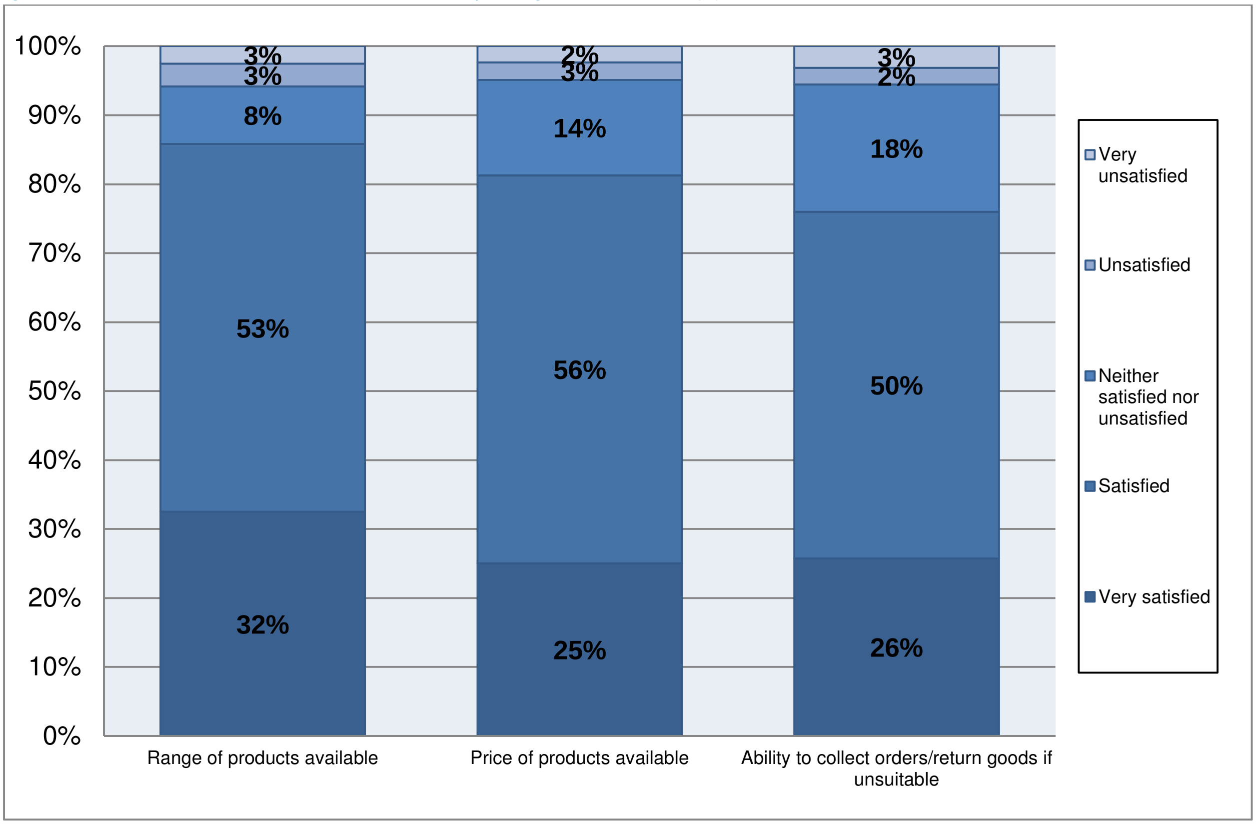
2.4 Satisfaction with current shopping experience

Having established the importance of various features in the 'ideal' shopping experience, respondents were asked to consider the location that they visit most often for recreational shopping trips (i.e. purchasing clothes, or entertainment items such as CDs or DVDs, rather than essentials or grocery shopping) and how satisfied they were with the same list of features.

2.4.1 Products, pricing and services – current satisfaction

Over three quarters of respondents indicated that they were satisfied with the **range** (85%), **price** (81%) and **process of collecting and returning products** (76%) within their current shopping experience:

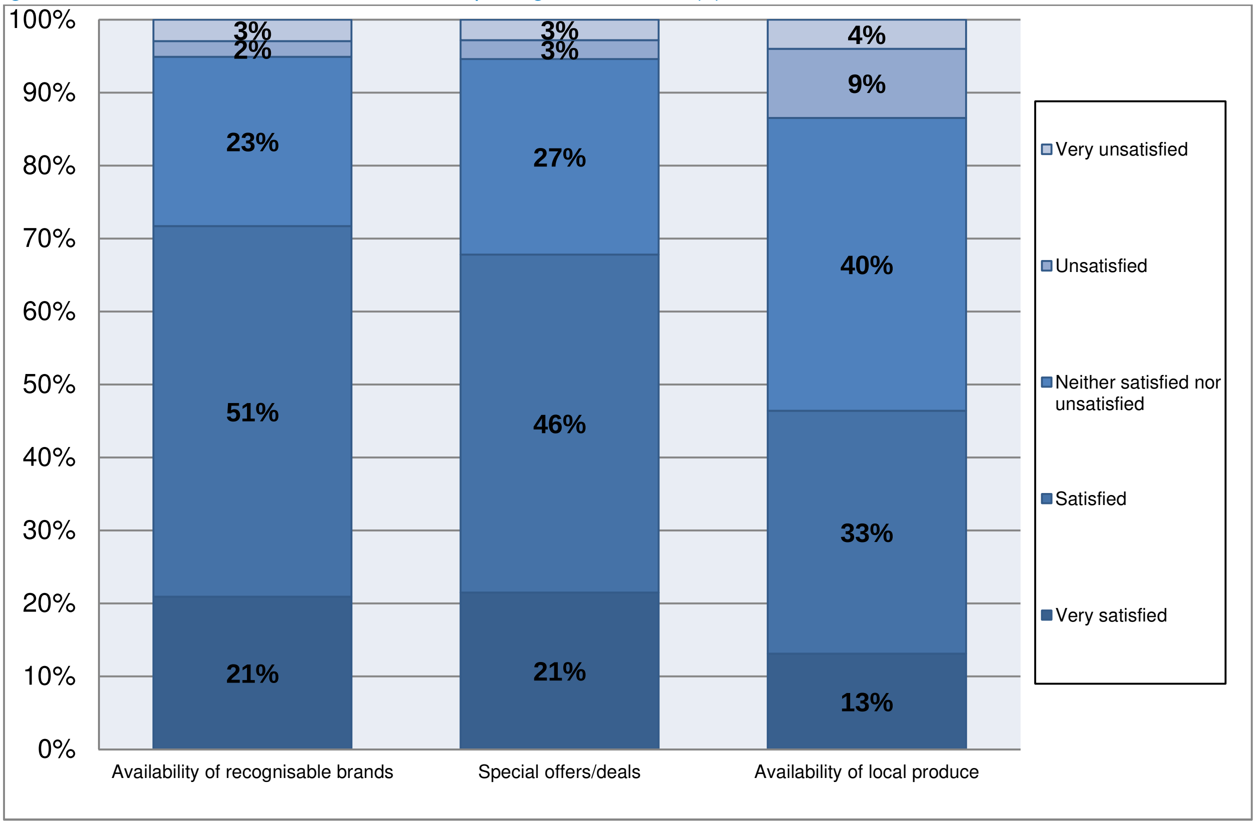
Figure 2.14: Current satisfaction – Products, pricing and services (1)



Base: (A): 3558; (B) 3459; (C) 3316

The **availability of local produce** was one area which less than half of respondents expressed satisfaction with (46%); the lowest level of satisfaction across all features relating to products, pricing or services:

Figure 2.15: Current satisfaction – Products, pricing and services (2)

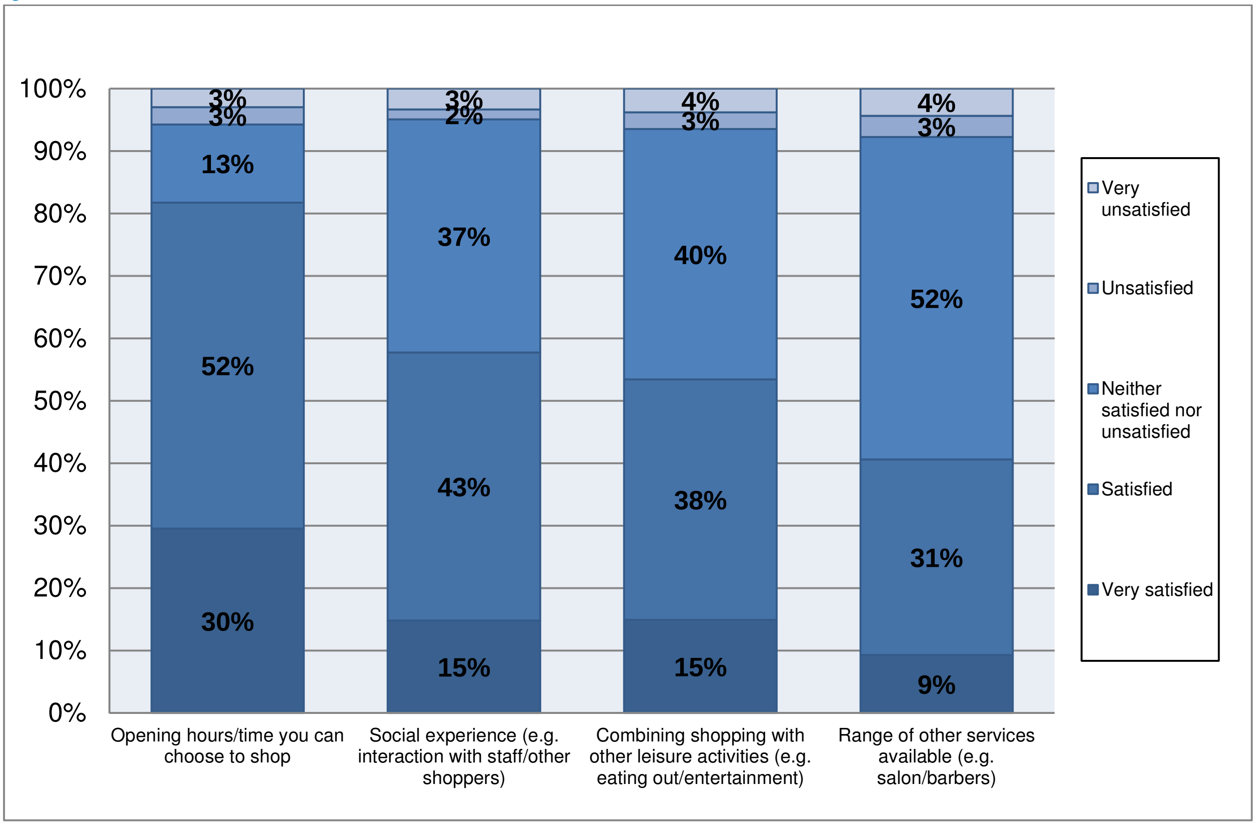


Base: (A) 3299; (B) 3368; (C) 3287

2.4.2 Other activities – current satisfaction

In terms of other activities and broader aspects of the retail experience, **opening hours** was a key area which the majority of respondents were currently satisfied with (82%).

Figure 2.16: Current satisfaction – Other activities



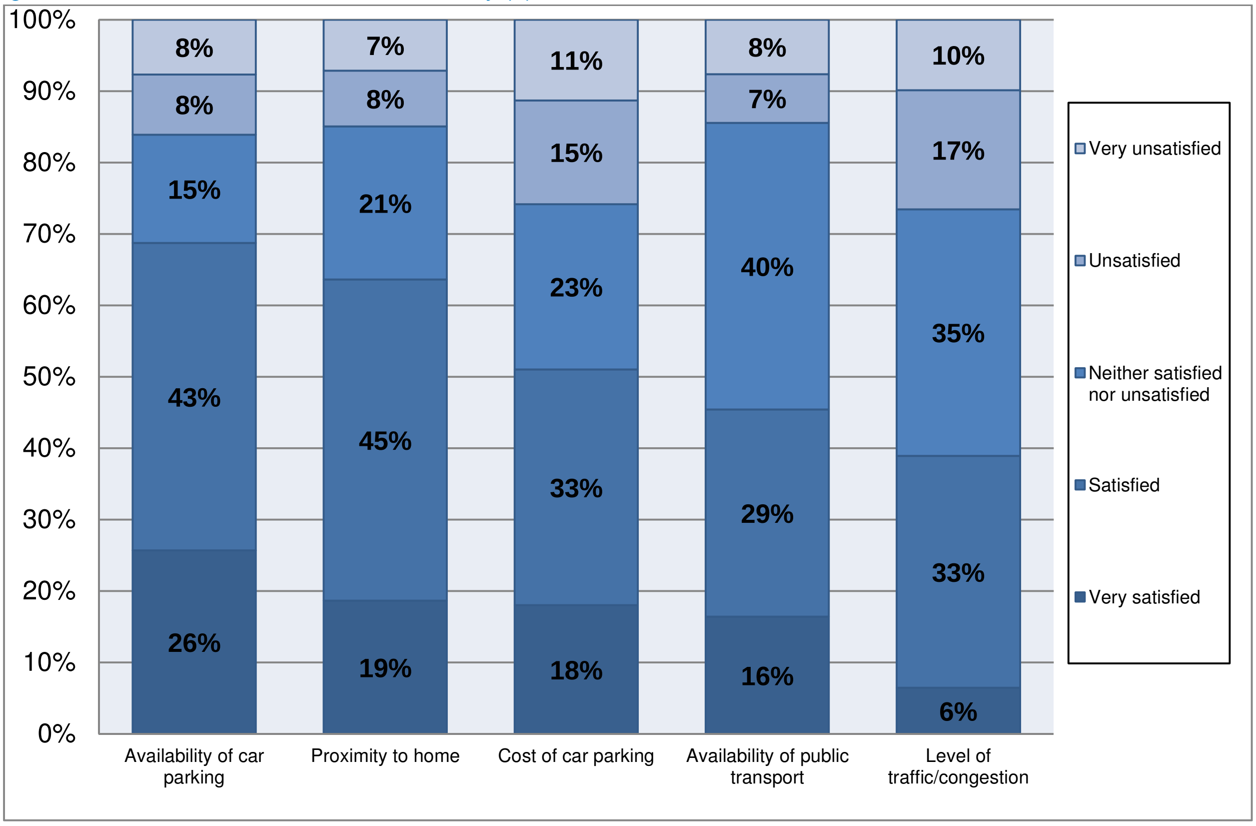
Base: (A): 3424; (B): 3413; (C): 3368; (D):3275

In contrast, around half as many respondents expressed satisfaction with **the range of other services, such as salons or barbers, available to them during their current retail experience** (40%); however, there was a notably higher level of neutrality towards this aspect of the wider retail offer amongst respondents (52%) suggesting that this may not be a key focus when choosing where to shop.

2.4.3 Accessibility – current satisfaction

In terms of accessibility, **car parking** was one area which over half of respondents expressed satisfaction with, both in terms of **availability** (69%) and **cost** (51%):

Figure 2.17: Current satisfaction – Accessibility (1)

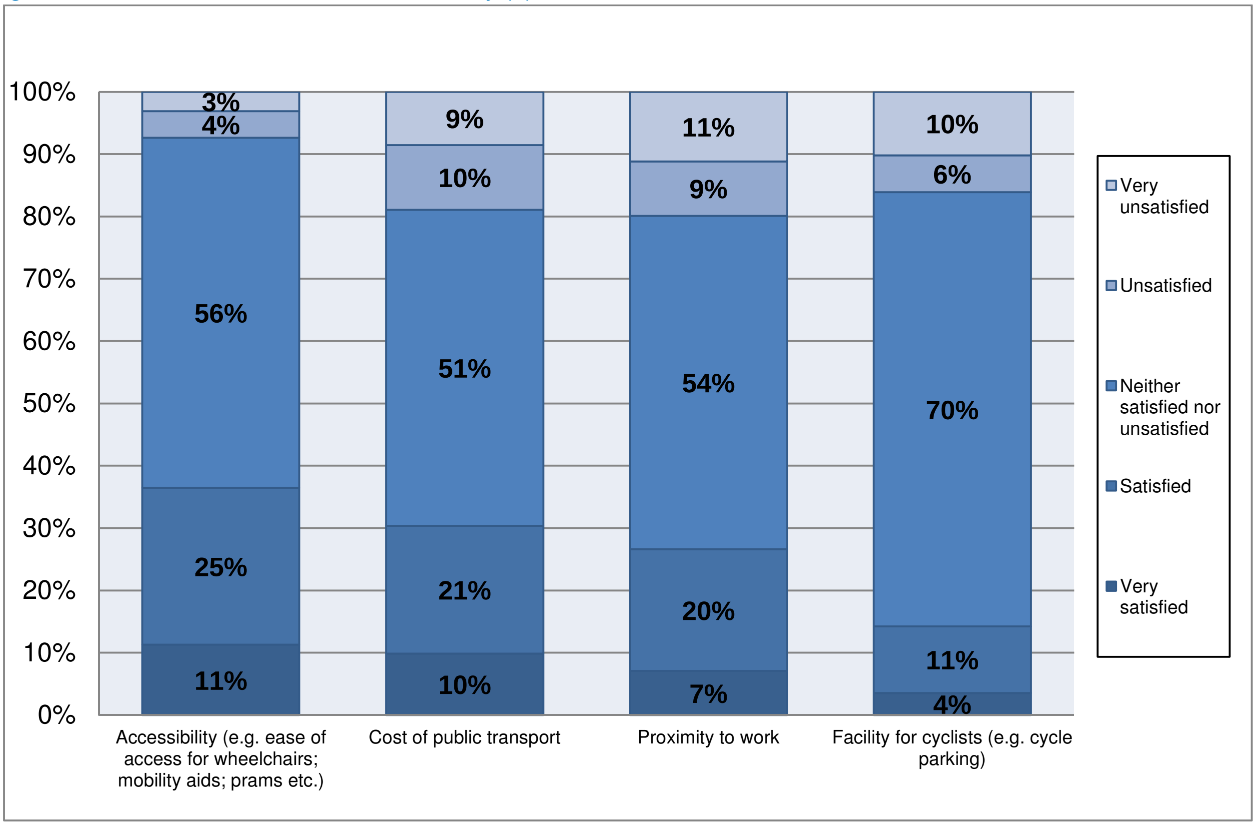


Base: (A): 2854; (B): 2809; (C) 2760; (D): 2830; (E): 2692

Proximity to home was another area that more than three fifths of respondents expressed satisfaction with (64%); reinforcing the importance of location and the availability of shops within a reasonable distance of homes within Denbighshire and surrounding areas.

Similarly to rankings of importance, **cycling facilities** were identified as the area which fewest respondents expressed satisfaction with in relation to accessibility (15%); however, this was accompanied by a high level of neutrality towards this feature (70%), suggesting this was not necessarily seen as a key issue in terms of overall retail experience.

Figure 2.18: Current satisfaction – Accessibility (2)



Base: (A) 2539; (B): 2633; (C): 2388; (D): 2418

2.4.4 Current shopping experience – gender, age and shopping location

A breakdown of satisfaction with current shopping experience based upon respondents' gender, age and current shopping location is provided below in order to provide insight into the views of these particular groups and explore any emergent trends:

Current Shopping Experience – Gender

Greater levels of satisfaction with the following features were identified amongst female respondents compared to males in relation to their current shopping experience:

- **Social experience** (very satisfied/satisfied: Female: 61%, 1288/2111; Male: 50.3%, 538/1070)
- **Combining shopping with other activities** (very satisfied/satisfied: Female: 57.0%,1187/2084: Male: 45.2%, 476/1052)

Current Shopping Experience – Age

The following trend was observed in terms of respondents' age and satisfaction with current shopping experience:

- Those aged 25 to 34 years expressed the lowest level of current satisfaction with the cost of public transport compared to other age categories (very satisfied/satisfied: 14.2%, 17/120)

Current Shopping Experience – Current Shopping Location

The following trends were observed in terms of respondents' current shopping location (focusing on the top 5 identified within the research - Prestatyn, Rhyl, Chester, Wrexham and Cheshire Oaks) and their satisfaction with their shopping experience:

- Those who shop at Cheshire Oaks expressed the highest level of satisfaction with **special offers and deals** (very satisfied/satisfied: 76%; 244/322)
- Those who currently shop in Prestatyn (very satisfied/satisfied: 54%; 290/537) and Rhyl (very satisfied/satisfied: 50%, 215/427) expressed the highest satisfaction with the **availability of local produce**
- Satisfaction with **social experience** during shopping trips was highest amongst those who currently shop in Rhyl (very satisfied/satisfied: 64%; 353/555)
- Those who currently shop in Chester expressed the highest level of satisfaction with **combining shopping with other leisure activities** (very satisfied/satisfied: 69%; 365/533)
- Those who currently shop in Rhyl expressed highest satisfaction with the **availability** (very satisfied/satisfied: 61%; 256/423) and **cost** (very satisfied/satisfied: 39%; 149/381) **of public transport**
- Fewer respondents who currently shop in Rhyl expressed satisfaction with the **availability of car parking** (very satisfied/satisfied: 55%; 232/420)
- Cheshire Oaks (very satisfied/satisfied: 60%; 149/247) and Prestatyn (very satisfied/satisfied: 58%; 249/430) received the highest satisfaction ratings in terms of the **cost of car parking**
- Prestatyn (very satisfied/satisfied: 44%; 177/403) and Rhyl (very satisfied/satisfied: 40%; 153/379) received the highest satisfaction ratings in terms **of accessibility for wheelchairs, mobility aids and prams**

2.4.5 Ideal vs. Reality

In order to understand the relationship between current performance and respondents' expectations, a gap analysis was undertaken to measure the difference between current satisfaction levels and the importance that is placed upon various attributes of the retail experience.

The importance and satisfaction ratings used within the questionnaire use the following 5 point Likert scales:

Table 2.4: Importance and Satisfaction Scale Key

Score	1	2	3	4	5
Importance Value	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Satisfaction Value	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Unsatisfied	Very unsatisfied

Using a formula which subtracts satisfaction scores from importance scores, the 'gap' between performance and expectation can be calculated; providing insight into areas of underperformance and failure to meet expectations. For example, an attribute which is ranked as 'very important' (1), but receives a satisfaction score of 'very unsatisfied' (5) would reveal a gap of minus four points; thus indicating that this is a high priority area to be addressed. In contrast, a feature regarded as 'very unimportant ' (5) but currently delivering satisfaction (2) would reveal a gap of three points, denoting a low priority area. This calculation allows the ranking of priorities for further action in order to bridge these gaps, as outlined in Table 2.5 below:

Table 2.5: Priority index - Key

Priority rating	Gap Range			Satisfaction	Importance
High priority	-4	-3	-2	Low satisfaction	High importance
Medium priority	-1	0	1	Medium satisfaction	Medium importance
Low priority	2	3	4	High satisfaction	Low importance

This demonstrates the inverse relationship between importance and satisfaction in determining key priorities for improvement; with high priorities defined as those which are considered of high importance yet are currently underperforming in terms of satisfaction.

An assessment of the variation between satisfaction and importance for each of the core categories outlined within the questionnaire is presented in Table 2.6 to Table 2.8 below, outlining the observed mean gap between expectation and reality across the range of factors detailed within the questionnaire.

In terms of products, pricing and services, all features were categorised as **medium priorities**, that is, issues of moderate importance and with a corresponding level of current performance in terms of delivering satisfaction. The **price of products** and **availability of local produce** in particular emerged as factors for which a greater gap was evident between expectation and current levels of satisfaction compared with other aspects of products, pricing and services.

Table 2.6: Products, pricing and services – Priority index

Feature	Gap
Price of products available	-0.53
Availability of local produce	-0.45
Range of products available	-0.36
Special offers/deals	-0.26
Ability to collect orders/return goods if unsuitable	-0.16
Availability of recognisable brands	0.15

Base: (A): 3198; (B): 2958; (C): 3293; (D): 3022; (E): 3009; (F): 2962

Considering other activities which may be combined with shopping, again all of these features were categorised as **medium priorities**, considered of moderate importance and with respondents' largely satisfied with current performance, as demonstrated by the lack of a gap, on average, between respondent's expectation and experience. **Combining shopping with other leisure activities** and the **range of other services available** demonstrated the greatest gap between expectation and reality in terms of combining shopping with other activities.

Table 2.7: Other activities – Priority index

Feature	Gap
Combining shopping with other leisure activities e.g. eating out/entertainment	0.49
Range of other services available (e.g. salon/barbers)	0.47
Social experience e.g. interaction with staff/other shoppers	0.34
Opening hours/time you can choose to shop	0.08

Base: (A): 3023; (B): 2935 (C): 3022; (D); 3161

All accessibility attributes were identified as medium priorities, with a mean gap of -1 noted for the **cost** and **availability of car parking** and **congestion** in particular.

Table 2.8: Accessibility – Priority index

Feature	Gap
Cost of car parking	-0.93
Availability of car parking	-0.68
Level of traffic/congestion	-0.61
Proximity to home	-0.19
Cost of public transport	-0.07
Facility for cyclists (e.g. cycle parking)	0.39
Proximity to work	0.31
Availability of public transport	0.06
Accessibility (e.g. ease of access for wheelchairs; mobility aids; prams etc.)	0.06

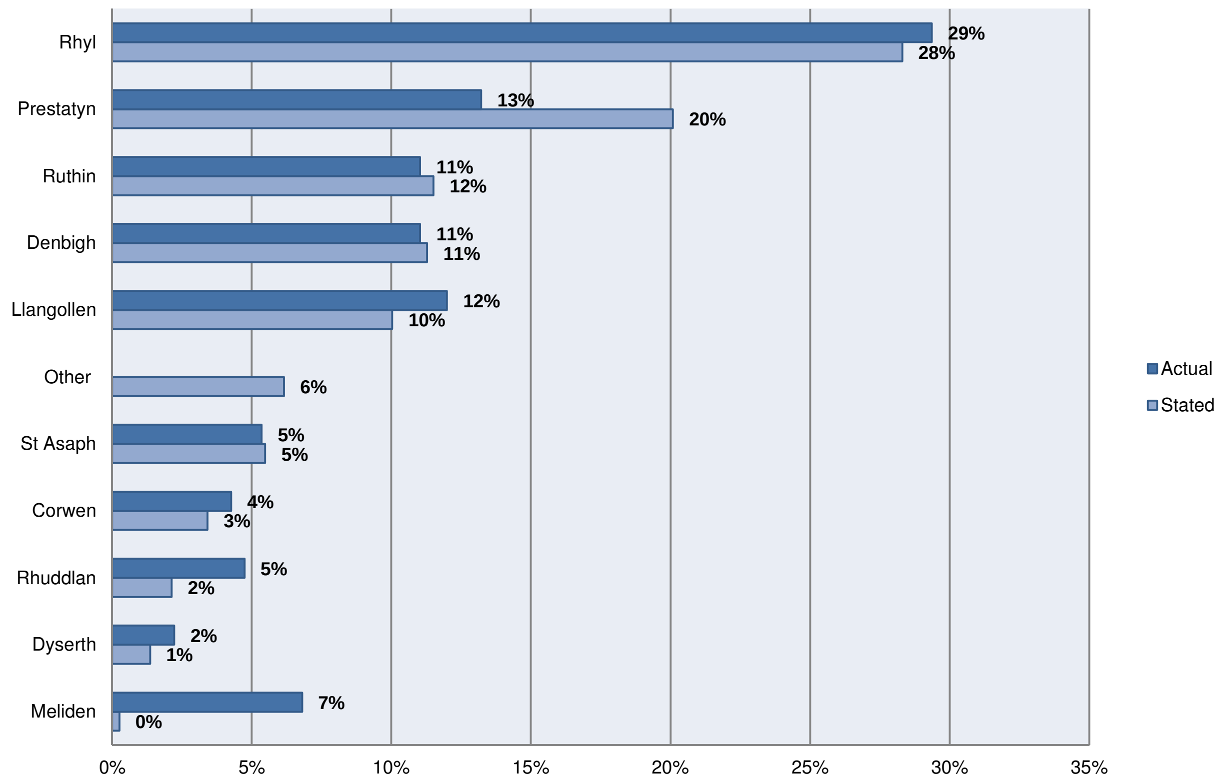
Base: (A): 2515; (B): 2618; (C): 2366; (D): 2541; (E): 2330; (F): 2123; (G): 2072; (H): 2545; (I): 2298

2.5 Shopping in Denbighshire

The identification of respondents' nearest town centre within Denbighshire was explored within the research, both in terms of their own perception of their local town centre and also the mapping of this based upon home postcode location. This comparison of stated and actual town centre proximity was designed to examine whether respondents tended to conceptualise this in terms of key main towns, potentially overlooking smaller town centres located closer to them geographically.

Figure 2.19 below provides a comparison of the stated and actual nearest Denbighshire town centre of those who provided details of this:

Figure 2.19: Stated and actual nearest Denbighshire town centre



Base: 3102

Key disparities between stated and actual nearest town centre are evident in relation to Prestatyn, which respondents tended to over-report as their nearest town centre compared to their geographic location (Stated: 20%; Actual: 13%) and Meliden, which tended to be underestimated as a local town centre by respondents (Stated: 0%; Actual: 7%).

In both cases, the scale of the location and proximity to one another may contribute to this under or over reporting as a nearest town centre, with Prestatyn a more prominent seaside resort with a range of local attractions, whilst Meliden by comparison is a small village located nearby. Respondents living in closer geographic proximity to the village of Meliden may therefore conceptualise Prestatyn as their closest town centre and travel to this location rather than shopping in the village of Meliden itself.

Having identified their nearest Denbighshire town centre, respondents' were asked to consider the best features of this location as a shopping destination, plus any improvements which would encourage more people to visit this location.

Table 2.9 presents the three best features and key areas for improvement for each of the ten Denbighshire towns in terms of respondents' own definition of their nearest town centre:

Table 2.9: Denbighshire locations – Best features and areas for improvement

Denbighshire Town	Best features	Improvements
Rhyl ***(Best Features: 788; Improvements: 861)***	1. Public transport accessibility (51%) 2. Leisure/entertainment facilities (45%) 3. Competitive pricing of products (41%)	1. Greater range of shops (85%) 2. Improvements to location/surrounding area (68%) 3. Improvements to car parking facilities (45%)
Prestatyn ***(Best Features: 630; Improvements: 582)***	1. Range of shops (78%) 2. Car parking facilities (62%) 3. Leisure/entertainment facilities (45%)	1. Greater range of shops (78%) 2. Competitive pricing of products (46%) 3. More special offers/deals (35%)
Denbigh ***(Best Features:338; Improvements: 369)***	1. Car parking facilities (52%) 2. Public transport accessibility (44%) 3. Appearance of location (44%)	1. Greater range of shops (89%) 2. Competitive pricing of products (42%) 3. Improvements to car parking facilities (41%)
Ruthin ***(Best Features: 351; Improvements: 345)***	1. Appearance of location (76%) 2. Car parking facilities (46%) 3. Leisure/entertainment facilities (46%)	1. Greater range of shops (78%) 2. Improvements to car parking facilities (57%) 3. Improvements to location/surrounding areas (48%)
Llangollen ***(Best Features: 299; Improvements: 291)***	1. Appearance of location (81%) 2. Leisure/entertainment facilities (65%) 3. Range of shops (47%)	1. Improvements to car parking facilities (71%) 2. Greater range of shops (65%) 3. Competitive pricing of products (47%)
St Asaph ***(Best Features: 158; Improvements: 159)***	1. Leisure/entertainment facilities (58%) 2. Special offers/deals (53%) 3. Competitive pricing of products (49%)	1. Greater range of shops (81%) 2. Improvements to car parking facilities (45%) 3. Improvements to location/surrounding area (41%)
Corwen ***(Best Features: 95; Improvements: 102)***	1. Car parking facilities (72%) 2. Range of shops (40%) 3. Appearance of location (37%)	1. Greater range of shops (82%) 2. Competitive pricing of products (45%) 3. Improvements to location/surrounding area (44%)
Rhuddlan ***(Best Features: 60; Improvements: 53)***	1. Appearance of location (58%) 2. Leisure/entertainment facilities (43%) 3. Public transport accessibility (35%)	1. Greater range of shops (81%) 2. Improvements to car parking facilities (49%) 3. Competitive pricing of products (41%)
Dyserth ***(Best Features: 34; Improvements: 39)***	1. Other features (59%) 2. Public Transport Accessibility (29%) 3. Leisure/entertainment facilities (29%)	1. Greater range of shops (77%) 2. Improvements to car parking facilities (64%) 3. Competitive pricing of products (39%)
Meliden ***(Best Features: 8; Improvements: 8)***	1. Public Transport Accessibility /Range of shops (50% - 4 respondents) 2. Car parking facilities/Appearance of location/ Competitive pricing of products (38% - 3 respondents)	1. Greater range of shops (50% - 4 respondents) 2. More leisure/entertainment facilities (38% - 3 respondents) 3. Improvements to car parking facilities/Competitive pricing of products/Improvements to location/surrounding area (25% - 2 respondents)

Features relating to accessibility were highlighted as positive features of eight of the ten town centres, specifically in relation to both **car parking facilities** (Prestatyn, Denbigh, Ruthin, Corwen and Meliden) and **public transport** (Rhyl, Denbigh, Rhuddlan, Dyserth and Meliden).

Some room for improvement in terms of **car parking facilities** was noted in the five town centres which did not highlight this as a positive feature at present (Rhyl, Llangollen, St Asaph, Rhuddlan and Dyserth) and also within three of the town centres that this was already viewed positively (Denbigh, Ruthin and Meliden). This focus on car parking both in terms of improving areas where this is perceived to be lacking, and also improving existing facilities despite these being satisfactory at present, demonstrates the importance of this aspect of the town centre retail offer for respondents.

Appendices

Appendix A. Resident Questionnaire

Denbighshire Town Centre Survey

Instructions:
- The questionnaire should be completed by **ANY** resident **aged 16 years or over** living at this address
- In most cases you will only have to tick one box but please read the questions carefully as sometimes you will need to tick more than one box
- Please answer all questions unless asked otherwise
- Please use a **black ball point pen**; please write neatly and mark selected responses with a clear tick
- The survey consists of 8 pages and should take no longer than 10 minutes to complete and you can choose to be entered into a prize draw to **win one of three £50 high street vouchers**
- Once you have completed the questionnaire please return it in the pre-addressed envelope supplied. You do not need to add a stamp
- If you require a Welsh language version of the questionnaire, please contact Denbighshire County Council on 01824 706100 (Welsh line) or 01824 706101 (English line)
- You can fill in the questionnaire online at: **www.dccresidentsurvey.co.uk**

This questionnaire will ask you to think about your **ideal** and **current** shopping experiences. For the purposes of these questions, the following definitions are used:

Types of shopping:
- In-store shopping - Shopping in a local or high street shop, supermarket or other physical retail outlet
- Online shopping - Ordering/purchasing items from the internet e.g. online-only retailers (e.g. amazon.co.uk), online stores/websites of high street stores/supermarkets (e.g. dorothyperkins.co.uk, tesco.com etc.).

Types of in-store shopping:
- Local shops e.g. village shops/corner shops/local convenience stores
- Town/city centre e.g. high streets, shopping centres in towns/city centres
- Supermarket e.g. Asda, Tesco, Sainsburys, Morrisons
- Out-of-town retail park/outlets e.g. Large retail stores located out of town and city centres

Current shopping choices

Q1. Where do you purchase the following items from most often?
(Please tick one box per row)

	Local shops	Town/city centre shops	Supermarket	Out-of-town retail park	Online shopping	None
Food/Grocery *(e.g. food, drink and household items such as cleaning products)*	☐	☐	☐	☐	☐	☐
Home/garden furnishings and electricals *(e.g. kitchen appliances, bedding, storage, decorative items and DIY products)*	☐	☐	☐	☐	☐	☐

Q1. (continued) Where do you purchase the following items from <u>most often</u>?
(Please tick one box per row)

	Local shops	Town/city centre shops	Supermarket	Out-of-town retail park	Online shopping	None
Entertainment and Leisure *(e.g. DVDs, CDs, books, games, toys, sports equipment, arts and craft)*	☐	☐	☐	☐	☐	☐
Fashion, Clothing and Footwear *(e.g. clothes, shoes and accessories)*	☐	☐	☐	☐	☐	☐
Healthcare, Toiletries and Cosmetics *(e.g. medication, toiletries, make-up and hair care)*	☐	☐	☐	☐	☐	☐

The following questions will ask about the main reasons that you choose to shop at a range of shopping locations:

Q2. What are the main reasons (if any) that you choose to shop at <u>your local shops</u>?
(Please tick all that apply)

- Time savings ☐
- Easy to travel to/get to ☐
- Like the location/surroundings ☐
- Price ☐
- Products available ☐
- Social experience (e.g. interaction with store staff/other shoppers etc) ☐
- Special offers/deals ☐
- Combining shopping with other activities (e.g. meeting friends,attending appointments etc) ☐
- Range of stores/retailers available ☐
- Other *(Please specify below)* ☐
- **Do not shop at local shops** ☐

Q3. What are the main reasons (if any) that you choose to shop at <u>a town/city centre</u>?
(Please tick all that apply)

- Time savings ☐
- Easy to travel to/get to ☐
- Like the location/surroundings ☐
- Price ☐
- Products available ☐
- Social experience (e.g. interaction with store staff/other shoppers etc) ☐
- Special offers/deals ☐
- Combining shopping with other activities (e.g. meeting friends,attending appointments etc) ☐
- Range of stores/retailers available ☐
- Other *(Please specify below)* ☐
- **Do not shop at town/city centres** ☐

Q4. What are the main reasons (if any) that you choose to shop at a supermarket/s?
(Please tick all that apply)

- Time savings ☐
- Easy to travel to/get to ☐
- Like the location/surroundings ☐
- Price ☐
- Products available ☐
- Social experience (e.g. interaction with store staff/other shoppers etc) ☐
- Special offers/deals ☐
- Combining shopping with other activities (e.g. meeting friends,attending appointments etc) ☐
- Range of stores/retailers available ☐
- Other *(Please specify below)* ☐
- **Do not shop at supermarket/s** ☐

Q5. What are the main reasons (if any) that you choose to shop at an out-of-town retail park/outlet?
(Please tick all that apply)

- Time savings ☐
- Easy to travel to/get to ☐
- Like the location/surroundings ☐
- Price ☐
- Products available ☐
- Social experience (e.g. interaction with store staff/other shoppers etc) ☐
- Special offers/deals ☐
- Combining shopping with other activities (e.g. meeting friends,attending appointments etc) ☐
- Range of stores/retailers available ☐
- Other *(Please specify below)* ☐
- **Do not shop at out-of-town retail parks/outlets** ☐

Q6. What are the main reasons (if any) that you choose to shop online?
(Please tick all that apply)

- Time savings ☐
- Able to shop from home ☐
- Able to shop from mobile device/on the move ☐
- Price ☐
- Products available ☐
- Delivery options available ☐
- Special offers/deals ☐
- Combining shopping with other activities (e.g. meeting friends,attending appointments etc) ☐
- Range of stores/retailers can visit online ☐
- Other *(Please specify below)* ☐
- **Do not shop online** ☐

Q7. If you combine any in-store shopping with other activities (such as travelling to/from work or taking children to school), please select which activities from the options below:
(Please tick all that apply)

- Work ☐
- Education (e.g. attending college/university) ☐
- School run ☐
- Leisure (e.g. going out with friends, visiting a café, restaurant, cinema, concert etc) ☐
- Culture/tourism (e.g. museum, event, attraction, park etc) ☐
- Personal business (e.g. dentists, solicitors, library, banking, civic appointment, travel agent etc) ☐
- Other *(Please specify below)* ☐
- **Do not combine in-store shopping with other activities** ☐

Ideal shopping experience

Q8. Thinking of your ideal shopping experience, how important are each of the following features to you? *(Please tick one box per row)*

A. Products, pricing and service

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Range of products available	☐	☐	☐	☐	☐
Price of products available	☐	☐	☐	☐	☐
Special offers/deals	☐	☐	☐	☐	☐
Availability of local produce	☐	☐	☐	☐	☐
Availability of recognisable brands	☐	☐	☐	☐	☐
Ability to collect orders/return goods if unsuitable	☐	☐	☐	☐	☐

B. Other activities

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Social experience e.g. interaction with staff/other shoppers	☐	☐	☐	☐	☐
Opening hours/time you can choose to shop	☐	☐	☐	☐	☐
Combining shopping with other leisure activities e.g. eating out/entertainment	☐	☐	☐	☐	☐
Range of other services available (e.g. salon/barbers)	☐	☐	☐	☐	☐

C. Accessibility

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Availability of public transport	☐	☐	☐	☐	☐
Cost of public transport	☐	☐	☐	☐	☐
Availability of car parking	☐	☐	☐	☐	☐
Cost of car parking	☐	☐	☐	☐	☐
Facility for cyclists (e.g. cycle parking)	☐	☐	☐	☐	☐
Proximity to home	☐	☐	☐	☐	☐
Proximity to work	☐	☐	☐	☐	☐
Level of traffic/congestion	☐	☐	☐	☐	☐
Accessibility (e.g. ease of access for wheelchairs; mobility aids; prams etc.)	☐	☐	☐	☐	☐

Current shopping location and satisfaction

Q9. Which location do you visit most often for shopping trips (i.e. to purchase items such as clothing or entertainment items such as music, books or DVDs - but excluding food/grocery shopping)?
(Please tick one box only)

Rhyl	☐	Corwen	☐
Prestatyn	☐	Chester	☐
Meliden	☐	Liverpool	☐
Dyserth	☐	Manchester	☐
Rhuddlan	☐	Wrexham	☐
St Aspath	☐	Trafford Centre	☐
Denbigh	☐	Cheshire Oaks	☐
Ruthin	☐	Out-of-town retail park *(Please specify below)*	☐
Llangollen	☐	Other *(Please specify below)*	☐

a.) Out-of-town retail park: ____________

b.) Other: ____________

Q10. The following question relates to your typical shopping experience at the location that you visit most often for shopping (as selected at Q9) - How satisfied are you with each of the following features? *(Please tick one box per row)*

A. Products, pricing and service

	Very satisfied	Satisfied	Neither satisfied nor unsatisfied	Unsatisfied	Very unsatisfied
Range of products available	☐	☐	☐	☐	☐
Price of products available	☐	☐	☐	☐	☐
Special offers/deals	☐	☐	☐	☐	☐
Availability of local produce	☐	☐	☐	☐	☐
Availability of recognisable brands	☐	☐	☐	☐	☐
Ability to collect orders/return goods if unsuitable	☐	☐	☐	☐	☐
Opening hours/time you can choose to shop	☐	☐	☐	☐	☐

B. Other activities

	Very satisfied	Satisfied	Neither satisfied nor unsatisfied	Unsatisfied	Very unsatisfied
Social experience (e.g. interaction with staff/other shoppers)	☐	☐	☐	☐	☐
Combining shopping with other leisure activities (e.g. eating out/entertainment)	☐	☐	☐	☐	☐
Range of other services available (e.g. salon/barbers)	☐	☐	☐	☐	☐

C. Accessibility

	Very satisfied	Satisfied	Neither satisfied nor unsatisfied	Unsatisfied	Very unsatisfied
Availability of public transport	☐	☐	☐	☐	☐
Cost of public transport	☐	☐	☐	☐	☐
Availability of car parking	☐	☐	☐	☐	☐
Cost of car parking	☐	☐	☐	☐	☐
Facility for cyclists (e.g. cycle parking)	☐	☐	☐	☐	☐
Proximity to home	☐	☐	☐	☐	☐
Proximity to work	☐	☐	☐	☐	☐
Level of traffic/congestion	☐	☐	☐	☐	☐
Accessibility (e.g. ease of access for wheelchairs; mobility aids; prams etc.)	☐	☐	☐	☐	☐

The following questions will ask about your nearest town centre in Denbighshire and your views on this as a shopping location:

Q11. Please select your nearest Denbighshire town centre from the list below:
(Please tick one box only)

- Rhyl ☐
- Prestatyn ☐
- Meliden ☐
- Dyserth ☐
- Rhuddlan ☐
- St Aspath ☐
- Denbigh ☐
- Ruthin ☐
- Llangollen ☐
- Corwen ☐
- Other *(Please specify below)* ☐

Q12. Thinking about your nearest Denbighshire Town Centre (as selected in Q11), what would you say are the three best features of this Town Centre <u>as a shopping destination?</u>
(Please tick top three options)

- Range of shops ☐
- Competitive pricing of products ☐
- Special offers/deals ☐
- Leisure/entertainment facilities (e.g. restaurants, bars, coffee shops, cinemas etc) ☐
- Appearance of location (e.g. scenery, appearance of streets and green spaces) ☐
- Public transport accessibility ☐
- Cycling facilities (e.g. cycle parking) ☐
- Car parking facilities ☐
- Other *(Please specify below)* ☐

Q13. Thinking about your nearest Denbighshire Town Centre (as selected in Q11), what would encourage more people to use this Town Centre as a shopping destination?
(Please tick all that apply)

- Greater range of shops ☐
- Competitive pricing of products ☐
- More special offers/deals ☐
- More leisure/entertainment facilities (e.g. restaurants, bars, coffee shops, cinemas etc) ☐
- Improvements to location/surrounding area (e.g. appearance of streets; green spaces etc) ☐
- Improvements to public transport accessibility ☐
- Improvements to cycling facilities (e.g. cycle parking) ☐
- Improvements to car parking facilities ☐
- No improvements required ☐
- Other *(Please specify below)* ☐

About you

Q14. What is your gender?
(Please tick one box only)

- Male ☐
- Female ☐
- Prefer not to say ☐

Q15. Which of the following age categories do you fit into?
(Please tick one box only)

- 16 - 24 years ☐
- 25 - 34 years ☐
- 35 - 44 years ☐
- 45 - 54 years ☐
- 55 - 64 years ☐
- 65 years plus ☐
- Prefer not to say ☐

Q16. Do you usually have a car/vehicle available for your personal use?
(Please tick one box only)

- Yes ☐
- No ☐

Q17. Which of the following categories describes your working status?
(Please tick one box only)

- Working full-time (30 hours a week or more) ☐
- Working part time (less than 30 hours a week) ☐
- In receipt of incapacity benefit ☐
- Registered unemployed ☐
- Not registered unemployed but actively seeking work ☐
- At home / not seeking work ☐
- Retired ☐
- Full-time student ☐
- Volunteer ☐
- Prefer not to say ☐
- Other *(Please specify below)* ☐

Q18. If you are currently employed, please provide the post code or nearest town/village of your usual place of work?
(Please write in)

This information is just to work out how far people travel to work and will not be used for any other purpose.

Postcode

Town/village/area

Q19. Do you consider yourself to have a disability or long-term illness?
(Please tick one box only)

A person has a disability or long-term illness if they have a physical or mental impairment or illness which has a substantial, long-term effect on their day-to-day activities

- Yes ☐
- No ☐
- Prefer not to say ☐

Q20. Which of the following options best represents your gross annual household income?
(Please tick one box only)

Gross annual household income includes income from all sources before deductions for income tax, National Insurance etc.

- Less than £10,000 ☐
- £10,001-£25,000 ☐
- £25,001-£50,000 ☐
- Over £50,000 ☐
- Prefer not to say ☐

Q21. Would you be willing to be contacted again in the future to take part in a focus group to further discuss the findings of this research?
(Please tick one box only)

A focus group is a facilitated discussion (hosted by a qualified researcher) with a group of between 8 and 10 people, designed to provide further insight into participants' views and opinions on a particular topic.

- Yes ☐
- No ☐

Q22. Would you like to take part in the prize draw?
(Please tick one box only)

- Yes ☐
- No ☐

Q23. If you answered yes to either of the questions above (Q21 or Q22), please provide your contact details:
(Please write in below)

Name	
Telephone Number	
Email address	

Q24. If you have provided a telephone number, please tell us when you would prefer to be contacted:

- Daytime ☐
- Evening ☐

Thank you for completing this questionnaire.

Please return this in the freepost envelope provided or send to:

Mott MacDonald Ltd, 325 Royal Liver Building, Pier Head, Liverpool, L3 1JH

Arolwg Canol Trefi Sir Ddinbych

Sut i ateb yr holiadur
-Dylid ateb yr holiadur gan **UNRHYW** un **16 oed neu hŷn** sy'n byw yn y cyfeiriad hwn
-Yn y rhan fwyaf o achosion ni fydd angen i chi roi tic mewn mwy nag un blwch ond cofiwch ddarllen y cwestiynau'n ofalus rhag ofn bod angen i chi roi tic mewn mwy nag un
-Atebwch bob cwestiwn oni bai ei fod yn dweud fel arall
-**Defnyddiwch feiro ddu; ysgrifennwch yn daclus a nodwch eich dewis gyda thic eglur**
-Mae 8 tudalen yn yr arolwg ac ni ddylai gymryd mwy na 10 munud i'w ateb a gallwch ddewis bod mewn **cystadleuaeth** i ennill **un o dair taleb stryd fawr gwerth £50**
-Unwaith y byddwch wedi ateb yr holiadur dychwelwch ef yn yr amlen arbennig a ddarparwyd; nid oes angen i chi ychwanegu stamp
-Gallwch lenwi'r holiadur ar-lein yn: **www.dccresidentsurvey.co.uk**

Bydd yr holiadur hwn yn gofyn i chi feddwl am eich profiadau siopa delfrydol a phresennol. At ddibenion y cwestiynau hyn, caiff y diffiniadau canlynol eu defnyddio:

Mathau o siopa:
- Siopa mewn siop - Siopa mewn siop leol neu yn y stryd fawr, archfarchnad neu siop arall i fynd iddi
- Siopa ar-lein - Archebu / prynu eitemau o'r rhyngrwyd e.e. adwerthwyr ar-lein yn unig (e.e. amazon.co.uk), siopau ar-lein / gwefannau siopau'r stryd fawr / archfarchnadoedd (e.e. dorothyperkins.co.uk, tesco.com ac ati)

Mathau o siopa mewn siop
- Siopau lleol e.e. siopau pentref / siopau cornel / siopau cyfleus lleol
- Canol Tref / Dinas e.e. y stryd fawr, canolfannau siopa ynghanol trefi / dinasoedd
- Archfarchnad e.e. Asda, Tesco, Sainsburys, Morrisons
- Parc adwerthu allan o'r dref e.e. siopau mawr allan o ganol trefi a dinasoedd

Dewisiadau siopa presennol

1. O ble fyddwch chi'n prynu'r eitemau canlynol amlaf?
(***Ticiwch un blwch ymhob rhes***)

	Siopau Lleol	Siopau Canol Trefi / Dinasoedd	Archfarchnad	Parc Adwerthu Allan o'r Dref	Siopa Ar-lein	Dim
Siopa am fwyd / groser (Gan gynnwys bwyd, diod ac eitemau cartref fel cynhyrchion glanhau)	☐	☐	☐	☐	☐	☐
Eitemau dodrefnu cartref / gardd a nwyddau trydanol (e.e. taclau cegin, dillad gwely, storio, eitemau addurnol a chynhyrchion gwella'r cartref)	☐	☐	☐	☐	☐	☐

1. O ble fyddwch chi fel arfer yn prynu'r eitemau canlynol? (***Dewiswch ble byddwch yn prynu'r eitemau hyn gan amlaf, a thicio un blwch ymhob rhes)***

	Siopau Lleol	Siopau Canol Trefi / Dinasoedd	Archfarchnad	Parc Adwerthu Allan o'r Dref	Siopa Ar-lein	Dim
Eitemau adloniant a hamdden (e.e. DVD, CD, llyfrau, gemau, teganau, offer chwaraeon, celf a chrefft)	☐	☐	☐	☐	☐	☐
Ffasiwn, dillad ac esgidiau (e.e. dillad, esgidiau ac ategolion)	☐	☐	☐	☐	☐	☐
Gofal Iechyd, pethau ymolchi a choluron (e.e. moddion, pethau ymolchi, colur a gofal gwallt)	☐	☐	☐	☐	☐	☐

Bydd y cwestiynau canlynol yn holi ynghylch y prif resymau pam eich bod yn dewis siopa mewn amrywiaeth o fannau siopa:

2. Beth yw'r prif resymau (os oes rhai) pam eich bod yn dewis siopa yn eich siopau lleol?
(***Ticiwch bob un sy'n berthnasol***)

- Arbed amser ☐
- Hawdd teithio iddynt / eu cyrraedd ☐
- Hoffi'r lleoliad / amgylchoedd ☐
- Pris ☐
- Cynhyrchion sydd ar gael ☐
- Profiad cymdeithasol (e.e. cymysgu â staff y siop / siopwyr eraill ac ati) ☐
- Cynigion arbennig ☐
- Cyfuno siopa gyda gweithgareddau eraill (e.e. cyfarfod ffrindiau, mynd i apwyntiadau ac ati) ☐
- Amrywiaeth y siopau / adwerthwyr sydd ar gael ☐
- Arall (rhowch fanylion) ☐
- Nid wyf yn siopa mewn siopau lleol ☐

3. Beth yw'r prif resymau (os oes rhai) pam eich bod yn dewis siopa ynghanol tref / dinas?
(***Ticiwch bob un sy'n berthnasol***)

- Arbed amser ☐
- Hawdd teithio iddynt / eu cyrraedd ☐
- Hoffi'r lleoliad / amgylchoedd ☐
- Pris ☐
- Cynhyrchion sydd ar gael ☐
- Profiad cymdeithasol (e.e. cymysgu â staff y siop / siopwyr eraill ac ati) ☐
- Cynigion arbennig ☐
- Cyfuno siopa gyda gweithgareddau eraill (e.e. cyfarfod ffrindiau, mynd i apwyntiadau ac ati) ☐
- Amrywiaeth y siopau / adwerthwyr sydd ar gael ☐
- Arall (rhowch fanylion) ☐
- Nid wyf yn siopa ynghanol trefi / dinasoedd ☐

4. Beth yw'r prif resymau (os oes rhai) pam eich bod yn dewis siopa mewn archfarchnad(oedd)?
(***Ticiwch bob un sy'n berthnasol***)

- Arbed amser ☐
- Hawdd teithio iddynt / eu cyrraedd ☐
- Hoffi'r lleoliad / amgylchoedd ☐
- Pris ☐
- Cynhyrchion sydd ar gael ☐
- Profiad cymdeithasol (e.e. cymysgu â staff y siop / siopwyr eraill ac ati) ☐
- Cynigion arbennig ☐
- Cyfuno siopa gyda gweithgareddau eraill (e.e. cyfarfod ffrindiau, mynd i apwyntiadau ac ati) ☐
- Amrywiaeth y siopau / adwerthwyr sydd ar gael ☐
- Arall (rhowch fanylion) ☐
- Nid wyf yn siopa mewn archfarchnadoedd ☐

5. Beth yw'r prif resymau (os oes rhai) pam eich bod yn dewis siopa mewn parc adwerthu allan o'r dref?
(***Ticiwch bob un sy'n berthnasol***)

- Arbed amser ☐
- Hawdd teithio iddynt / eu cyrraedd ☐
- Hoffi'r lleoliad / amgylchoedd ☐
- Pris ☐
- Cynhyrchion sydd ar gael ☐
- Profiad cymdeithasol (e.e. cymysgu â staff y siop / siopwyr eraill ac ati) ☐
- Cynigion arbennig ☐
- Cyfuno siopa gyda gweithgareddau eraill (e.e. cyfarfod ffrindiau, mynd i apwyntiadau ac ati) ☐
- Amrywiaeth y siopau / adwerthwyr sydd ar gael ☐
- Arall (rhowch fanylion) ☐
- Nid wyf yn siopa mewn parciau adwerthu allan o'r dref ☐

6. Beth yw'r prif resymau (os oes rhai) pam eich bod yn dewis siopa ar-lein?
(***Ticiwch bob un sy'n berthnasol***)

- Arbed amser ☐
- Gallu siopa o'm cartref ☐
- Gallu siopa o ddyfais symudol / ar fynd ☐
- Pris ☐
- Cynhyrchion sydd ar gae ☐
- Dewisiadau danfon ar gael ☐
- Cynigion arbennig ☐
- Cyfuno siopa gyda gweithgareddau eraill (e.e. siopa ar-lein wrth wneud pethau eraill) ☐
- Amrywiaeth y siopau / adwerthwyr i ymweld â nhw ar-lein ☐
- Arall (rhowch fanylion) ☐
- Nid wyf yn siopa ar-lein ☐

7. Os byddwch yn cyfuno unrhyw siopa mewn siop gyda gweithgareddau eraill (fel teithio i neu o'ch gwaith neu fynd â phlant i'r ysgol), dewiswch pa weithgareddau o'r rhestr ar y dde:
(***Ticiwch bob un sy'n berthnasol***)

- Gwaith ☐
- Addysg ☐
- Taith ysgol ☐
- Hamdden (mynd allan gyda chyfeillion, ymweld â chaffi, tŷ bwyta, sinema, cyngerdd ac ati.) ☐
- Diwylliant / twristiaeth (e.e. amgueddfa, digwyddiad, atyniad, parc ac ati) ☐
- Busnes personol (e.e. deintydd, cyfreithiwr, llyfrgell, bancio, apwyntiad dinesig, trefnydd teithiau ac ati) ☐
- Arall (rhowch fanylion) ☐
- Ni fyddaf yn cyfuno siopa mewn siop gyda gweithgareddau eraill ☐

Profiad siopa delfrydol

8. Gan feddwl am eich profiad siopa delfrydol, pa mor bwysig yw pob un o'r nodweddion canlynol i chi?
(***Ticiwch un blwch ymhob rhes***)

A. Cynhyrchion, pris a gwasanaeth

	Pwysig iawn	Pwysig	Heb fod yn bwysig nac yn ddibwys	Dibwys	Hollol ddibwys
Dewis y cynhyrchion sydd ar gael	☐	☐	☐	☐	☐
Pris y cynhyrchion sydd ar gael	☐	☐	☐	☐	☐
Cynigion arbennig	☐	☐	☐	☐	☐
Cynnyrch lleol sydd ar gael	☐	☐	☐	☐	☐
Brandiau adnabyddadwy sydd ar gael	☐	☐	☐	☐	☐
Gallu casglu archebion / dychwelyd nwyddau os ydynt yn anaddas	☐	☐	☐	☐	☐

B. Gweithgareddau eraill

	Pwysig iawn	Pwysig	Heb fod yn bwysig nac yn ddibwys	Dibwys	Hollol ddibwys
Profiad cymdeithasol (e.e. cymysgu gyda staff / siopwyr eraill)	☐	☐	☐	☐	☐
Oriau agor / amser y gallwch ddewis siopa	☐	☐	☐	☐	☐
Cyfuno siopa gyda gweithgareddau hamdden eraill e.e. bwyta allan / adloniant	☐	☐	☐	☐	☐
Amrywiaeth o wasanaethau eraill ar gael (e.e. trinwyr gwallt / barbwyr / salon)	☐	☐	☐	☐	☐

C. Hygyrchedd

	Pwysig iawn	Pwysig	Heb fod yn bwysig nac yn ddibwys	Dibwys	Hollol ddibwys
Cludiant cyhoeddus sydd ar gael	☐	☐	☐	☐	☐
Costau cludiant cyhoeddus	☐	☐	☐	☐	☐
Parcio sydd ar gael	☐	☐	☐	☐	☐
Costau parcio	☐	☐	☐	☐	☐
Cyfleusterau ar gyfer beicwyr (e.e. parcio)	☐	☐	☐	☐	☐
Agosrwydd at eich cartref	☐	☐	☐	☐	☐
Agosrwydd at eich gweithle	☐	☐	☐	☐	☐
Faint o draffig / tagfeydd sydd	☐	☐	☐	☐	☐
Hygyrchedd (e.e. mynediad rhwydd i gadeiriau olwynion; cymhorthion symud; pramiau ac ati)	☐	☐	☐	☐	☐

Man siopa presennol a bodlonrwydd

9. I ble fyddwch chi'n mynd gan amlaf ar drip siopa (h.y. i brynu eitemau fel dillad neu eitemau adloniant fel cerddoriaeth, llyfrau neu DVD - ond heb gynnwys siopau bwyd / groser)?
(***Ticiwch un blwch yn unig***)

Y Rhyl	☐	Corwen	☐
Prestatyn	☐	Caer	☐
Gallt Melyd	☐	Lerpwl	☐
Y Ddiserth	☐	Manceinion	☐
Rhuddlan	☐	Wrecsam	☐
Llanelwy	☐	Trafford Centre	☐
Dinbych	☐	Cheshire Oaks	☐
Rhuthun	☐	Parc adwerthu allan o'r dref (rhowch fanylion)	☐
Llangollen	☐	Arall (rhowch fanylion)	☐

i.) Parc adwerthu allan o'r dref ______

ii.) Arall ______

10. Mae'r cwestiwn canlynol yn berthnasol i'ch profiad siopa nodweddiadol yn y fan lle byddwch yn mynd amlaf i siopa (fel y dewiswyd yng nghwestiwn 9) - Pa mor fodlon ydych chi ar bob un o'r nodweddion canlynol?
(***Ticiwch un blwch ymhob rhes***)

A. Cynhyrchion, pris a gwasanaeth

	Yn fodlon iawn	Yn fodlon	Heb fod yn fodlon nac yn anfodlon	Yn anfodlon	Yn anfodlon iawn
Dewis y cynhyrchion sydd ar gael	☐	☐	☐	☐	☐
Pris y cynhyrchion sydd ar gael	☐	☐	☐	☐	☐
Cynigion arbennig	☐	☐	☐	☐	☐
Cynnyrch lleol sydd ar gael	☐	☐	☐	☐	☐
Brandiau adnabyddadwy sydd ar gael	☐	☐	☐	☐	☐
Gallu casglu archebion / dychwelyd nwyddau os ydynt yn anaddas	☐	☐	☐	☐	☐
Oriau agor / amser y gallwch ddewis siopa	☐	☐	☐	☐	☐

B. Gweithgareddau eraill

	Yn fodlon iawn	Yn fodlon	Heb fod yn fodlon nac yn anfodlon	Yn anfodlon	Yn anfodlon iawn
Profiad cymdeithasol (e.e. cymysgu gyda staff / siopwyr eraill)	☐	☐	☐	☐	☐
Cyfuno siopa gyda gweithgareddau hamdden eraill (e.e. bwyta allan / adloniant)	☐	☐	☐	☐	☐
Amrywiaeth o wasanaethau eraill ar gael (e.e. trinwyr gwallt / barbwyr / salon)	☐	☐	☐	☐	☐

C. Hygyrchedd

	Yn fodlon iawn	Yn fodlon	Heb fod yn fodlon nac yn anfodlon	Yn anfodlon	Yn anfodlon iawn
Cludiant cyhoeddus sydd ar gael	☐	☐	☐	☐	☐
Costau cludiant cyhoeddus	☐	☐	☐	☐	☐
Parcio sydd ar gael	☐	☐	☐	☐	☐
Costau parcio	☐	☐	☐	☐	☐
Cyfleusterau ar gyfer beicwyr (e.e. parcio)	☐	☐	☐	☐	☐
Agosrwydd at eich cartref	☐	☐	☐	☐	☐
Agosrwydd at eich gweithle	☐	☐	☐	☐	☐
Osgoi traffig / tagfeydd	☐	☐	☐	☐	☐
Hygyrchedd (e.e. mynediad rhwydd i gadeiriau olwynion; cymhorthion symud; pramiau ac ati)	☐	☐	☐	☐	☐

Bydd y cwestiynau canlynol yn holi ynghylch canol eich tref agosaf yn Sir Ddinbych a'ch barn ar hyn fel man siopa:

11. Dewiswch eich Canol Tref agosaf yn Sir Ddinbych o'r rhestr gyferbyn:
(***Ticiwch un blwch yn unig***)

- Y Rhyl ☐
- Prestatyn ☐
- Gallt Melyd ☐
- Y Ddiserth ☐
- Rhuddlan ☐
- Llanelwy ☐
- Dinbych ☐
- Rhuthun ☐
- Llangollen ☐
- Corwen ☐
- Arall (rhowch fanylion) ☐

12. Gan feddwl am eich Canol Tref agosaf yn Sir Ddinbych (fel y dewiswyd yng nghwestiwn 11), beth fyddech chi'n dweud yw tair nodwedd orau canol y dref hon fel lle i siopa?
(***Ticiwch eich tri dewis gorau***)

- Amrywiaeth y siopau ☐
- Prisiau cystadleuol y cynhyrchion ☐
- Cynigion arbennig ☐
- Cyfleusterau hamdden / adloniant (e.e. tai bwyta, bariau, siopau coffi, sinemâu ac ati) ☐
- Golwg y lle (e.e. golygfeydd, golwg y strydoedd a llecynnau glas) ☐
- Hygyrchedd cludiant cyhoeddus ☐
- Cyfleusterau beicio (e.e. lle i barcio beiciau) ☐
- Cyfleusterau parcio ceir ☐
- Arall (rhowch fanylion) ☐

13. Gan feddwl am eich Canol Tref agosaf yn Sir Ddinbych (fel y dewiswyd yng nghwestiwn 11), beth fyddai'n annog mwy o bobl i ddefnyddio canol y dref hon fel cyrchfan siopa?
(***Ticiwch bob un sy'n berthnasol***)

- Mwy o ddewis siopau ☐
- Prisio cynhyrchion yn gystadleuol ☐
- Mwy o gynigion arbennig ☐
- Mwy o gyfleusterau hamdden / adloniant (e.e. tai bwyta, bariau, siopau coffi, sinemâu ac ati) ☐
- Gwelliannau i'r lle/ ardal (e.e. golwg y strydoedd; llecynnau glas ac ati) ☐
- Gwelliannau i hygyrchedd cludiant cyhoeddus ☐
- Gwelliannau i gyfleusterau beicio (e.e. lle i barcio beiciau) ☐
- Gwelliannau i gyfleusterau parcio ceir ☐
- Dim angen gwelliannau ☐
- Arall (rhowch fanylion) ☐

Amdanoch chi

14. Beth yw eich rhyw?
(***Ticiwch un blwch yn unig***)

- Gwryw ☐
- Benyw ☐
- Dewis peidio â dweud ☐

15. Ym mha un o'r dosbarthau oedran canlynol ydych chi?
(***Ticiwch un blwch yn unig***)

- 16 - 24 oed ☐
- 25 - 34 oed ☐
- 35 - 44 oed ☐
- 45 - 54 oed ☐
- 55 - 65 oed ☐
- dros 65 oed ☐
- Dewis peidio â dweud ☐

16. Oes gennych chi gar / cerbyd ar gael at eich defnydd personol fel arfer?
(***Ticiwch un blwch yn unig***)

- Oes ☐
- Nac oes ☐

17. Pa un o'r categorïau canlynol sy'n disgrifio eich statws gwaith?
(***Ticiwch un blwch yn unig***)

- Yn gweithio llawn-amser (30 awr neu fwy yr wythnos) ☐
- Yn gweithio rhan-amser (llai na 30 awr yr wythnos) ☐
- Yn derbyn budd-dal analluogrwydd ☐
- Wedi cofrestru'n ddi-waith ☐
- Heb gofrestru'n ddi-waith ond wrthi'n chwilio am waith ☐
- Gartref / heb fod yn chwilio am waith ☐
- Wedi ymddeol ☐
- Myfyriwr llawn-amser ☐
- Gwirfoddolwr ☐
- Dewis peidio â dweud ☐
- Arall (rhowch fanylion) ☐

18. Os ydych yn gyflogedig ar hyn o bryd, rhowch god post eich gweithle arferol neu'r dref / pentref agosaf?
(***Ysgrifennwch gyferbyn***)

Mae angen y wybodaeth hon yn unig er mwyn gwybod pa mor bell fydd pobl yn teithio i'w gwaith ac ni fydd yn cael ei defnyddio at unrhyw ddiben arall.

Cod Post

Tref / pentref / ardal

19. Ydych chi’n ystyried bod gennych anabledd neu salwch hirdymor?
(***Ticiwch un blwch yn unig***)

Mae gan bobl anabledd neu salwch hirdymor os oes ganddynt amhariad corfforol neu feddyliol neu afiechyd sy’n cael effaith sylweddol, hirdymor ar eu gweithgareddau cyffredin

Ydw ☐
Nac ydw ☐
Dewis peidio â dweud ☐

20. Ticiwch y blwch gyferbyn sy’n cynrychioli incwm blynyddol crynswth eich aelwyd orau?
(***Ticiwch un blwch yn unig***)

Mae incwm blynyddol crynswth aelwyd yn cynnwys incwm o holl ffynonellau cyn tynnu treth incwm, yswiriant gwladol ac ati. (Ticiwch un yn unig)

Llai na £10,000 ☐
£10,001 - £25,000 ☐
£25,001 - £50,000 ☐
Dros £50,000 ☐
Dewis peidio â dweud ☐

21. Fyddech chi’n barod i ni gysylltu â chi eto yn y dyfodol i gymryd rhan mewn grŵp canolbwyntio i drafod mwy ar ganfyddiadau’r ymchwil hon?
(***Ticiwch un blwch yn unig***)

Byddwn ☐
Na fyddwn ☐

22. Hoffech chi gynnig yn y gystadleuaeth?
(***Ticiwch un blwch yn unig***)

Hoffwn ☐
Dim diolch ☐

23. Os ateboch chi’n gadarnhaol i’r naill neu’r llall o’r uchod, rhowch eich manylion cysylltu
(***Ysgrifennwch gyferbyn***)

Enw:

Rhif ffôn:

Cyfeiriad e-bost:

24. Os ydych wedi rhoi rhif ffôn, cofiwch ddweud wrthym pryd fyddai’r adeg orau i gysylltu â chi:

Yn ystod y dydd ☐
Fin nos ☐

Diolch i chi am yn ateb yr holiadur hwn.
Dychwelwch ef yn yr amlen radbost a ddarparwyd neu anfon at:
Mott MacDonald Ltd, 325 Royal Liver Building, Liverpool, L3 1JH