

Port Talbot Household Survey
for Avison Young

Weighted:

April 2023

	Total	Q01: Port Tablot stores		Q01: B&M, Aberafan Shopping Centre, Port Talbot SA13 1PB		Q01: Home Bargains, Aberafan Centre, Heilbronn Way, Port Talbot SA13 1NG		Q01: Tesco Superstore, Prior Street, Port Talbot, SA13 1YA		Q01: Local shops, Port Talbot Town Centre		Q01: Aldi, Commercial Road, Port Talbot, SA13 1LG		Q01: Filco, 2-16 Commercial Rd, Port Talbot SA13 1LG		Q01: Iceland (The Food Warehouse), Christchurch Rd, Port Talbot SA12 7BZ		Q01: Lidl, Christchurch Road, Baglan Industrial Park, Port Talbot, SA12 7BZ		Q01: Morrisons, Christchurch Road, Baglan Industrial Park, Port Talbot, SA12 7BZ		
Q01 Where did you last undertake your main food and grocery shopping? <i>Excl. Nulls & SFT</i>																						
Aldi, Commercial Road, Port Talbot, SA13 1LG	10.0%	47	18.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ind. Est, Brackla St, Cheapside, Bridgend CF31 1BZ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Llynfi Walk, Llynfi Road, Maesteg, CF34 9DS	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Neath Abbey Rd, Neath SA10 7BR	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Coychurch Rd, Bridgend CF31 3AG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ffald Road Shopping Centre, Pyle, Bridgend, CF33 6BH	8.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Aberafan Shopping Centre, Port Talbot SA13 1PB	0.4%	2	0.7%	2	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cwmavon, Heol Jiwbill, Heol Jiwbili, Cwmavon, Port Talbot, SA12 9NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pentre Felin Retail Park, Tondy, Bridgend, CF32 9GP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Christchurch Rd, Port Talbot SA12 7BZ	1.9%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	9	0.0%	0	0.0%	0
Lidl, Briton Ferry Road, Neath, SA11 1AS	2.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cadoxton Rd, Cadoxton, Neath SA10 7AY	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Baglan Industrial Park, Port Talbot, SA12 7BZ	5.6%	26	10.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0
Lidl, Maesteg Rd, Tondy, Off CF32 9DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Angel Street, Neath, SA11 1RS	5.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Morrisons, Christchurch Road, Baglan Industrial Park, Port Talbot, SA12 7BZ	16.1%	76	30.2%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76
Tesco Extra, Nantyffin North, Swansea Enterprise Park, Swansea, SA7 9RF	3.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Maesteg, CF34 9UY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neath Abbey Road, Neath, SA10 7FE	6.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Prior Street, Port Talbot, SA13 1YA	18.7%	88	34.9%	88	0.0%	0	0.0%	0	100.0%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cowbridge Road, Bridgend CF31 3SQ	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brewery Lane, Bridgend CF31 4AP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Derwen, Bridgend CF32 9ST	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridgend Retail Park, Llys Tre Dwr, Bridgend CF31 3LG	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Neath Road, Briton Ferry, Port Talbot, Neath SA11 2AX	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgend Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swansea City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Samlet Rd, Llansamlet, Swansea SA7 9AF	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pyle Industrial Estate, Pyle Cross, Pyle, Bridgend CF33 6BU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Upper Fforest Way, Llansamlet, Swansea SA6 8PS	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filco, 2-16 Commercial Rd, Port Talbot SA13 1LG	0.4%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0

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Home Bargains, Aberafan Centre, Heilbronn Way, Port Talbot SA13 1NG	0.3%	2	0.6%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market St, Bridgend CF31 1LL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brackla St, Bridgend CF31 1DD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Portcawl	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Pontardulais Rd, Cadle, Fforest-fach, Swansea SA5 4BA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Copthorne Way, Culverhouse Cross, Cardiff CF5 6YZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Green Street East Street 16, Neath SA11 1DH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Quay Parade, Swansea SA1 8JA	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heol Fach, North Cornelly, Bridgend CF33 4LN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pontardulais Rd, Cadle, Fforest-fach, Swansea SA5 4BA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birds Ln, Cowbridge CF71 7YP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	472		252		2		2		88		0		47		2		9		26		76	
Sample:	463		249		1		1		81		0		42		2		7		33		82	

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Q05 Where did you do this linked trip?																						
Those who said 'Non-food shopping', Other food shopping', Visiting services such as banks and other financial institutions', 'Leisure activity', 'Visiting café / pub / restaurant' or 'Visiting other services' at Q04 AND Excl. Nulls & SFT																						
Baglan village centre	0.3%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgend Town Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Briton Ferry Town Centre	1.9%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0
Maesteg Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neath Town Centre	14.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Talbot Town Centre	28.5%	38	55.8%	37	0.0%	0	0.0%	0	85.6%	25	0.0%	0	50.4%	4	0.0%	0	0.0%	0	10.5%	1	38.8%	7
Swansea City Centre	3.4%	5	0.7%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taibach local centre	2.3%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberafan Shopping Centre, Port Talbot SA13 1PB	2.2%	3	4.4%	3	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baglan Bay Retail Park, Christchurch Rd, Port Talbot SA12 8BZ	6.4%	9	13.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	3	30.7%	5
Llansamlet Shopping Centre, Swansea SA7 9AG	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mcarthur Glen, Designer Outlet, Derwen, Bridgend CF32 9SU	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morfa Retail Park, A4067 Quay Parade, Swansea SA1 2AL	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Commercial Road, Port Talbot, SA13 1LG	1.4%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Aldi, Neath Abbey Rd, Neath SA10 7BR	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ffald Road Shopping Centre, Pyle, Bridgend, CF33 6BH	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Baglan Bay Retail Park, Christchurch Rd, Neath, Port Talbot SA12 7BZ	2.9%	4	5.9%	4	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	42.8%	1	5.1%	0	9.7%	2
Lidl, Cadoxton Rd, Cadoxton, Neath SA10 7AY	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Baglan Industrial Park, Port Talbot, SA12 7BZ	1.3%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Morrisons, Christchurch	5.4%	7	10.9%	7	0.0%	0	0.0%	0	1.5%	0	0.0%	0	5.6%	0	0.0%	0	57.1%	2	38.5%	3	7.8%	1

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Road, Baglan Industrial Park, Port Talbot, SA12 7BZ																						
Tesco Extra, Nantylffin North, Swansea Enterprise Park, Swansea, SA7 9RF	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Riverside Drive, Neath	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fforestfach Retail Park, Pontardulais Road, Cadle, Fforest Fach, Swansea (Boots, Next Outlet, Home Bargains)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgend Retail Park, Cowbridge Road, Waterton, Bridgend, CF31 3XX (Currys, Homebase, Home Bargains, Next, B&M)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Culverhouse Cross, Cardiff CF5 5TG	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Swansea SA7 9FT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenfig Hill	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Green Street East Street 16, Neath SA11 1DH	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Foundry Rd, Morriston, Swansea SA6 8DU	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cornelly	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentre Felin Retail Park, Tondy CF32 9GP	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyle	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Farm Industrial Estate, Pyle, Bridgend CF33 6BJ	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	133			66		0		0		29		0		8		0		3		8		17
Sample:	131			71		0		0		31		0		8		0		3		11		18