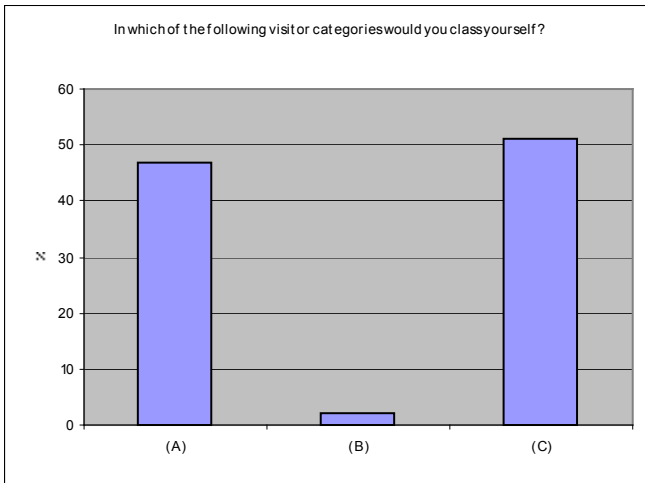
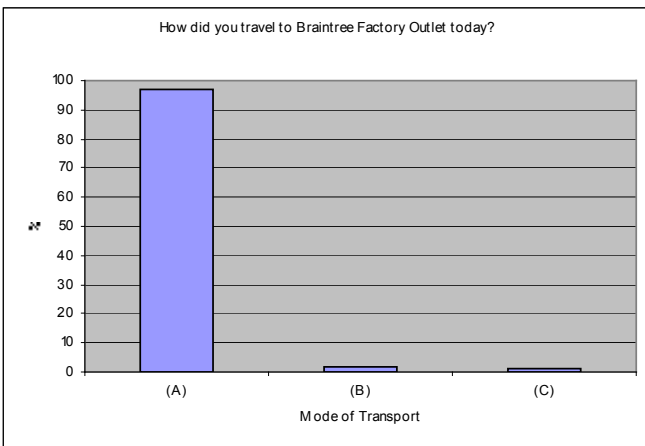


## Braintree Factory Outlet: Customer Views and Behaviour



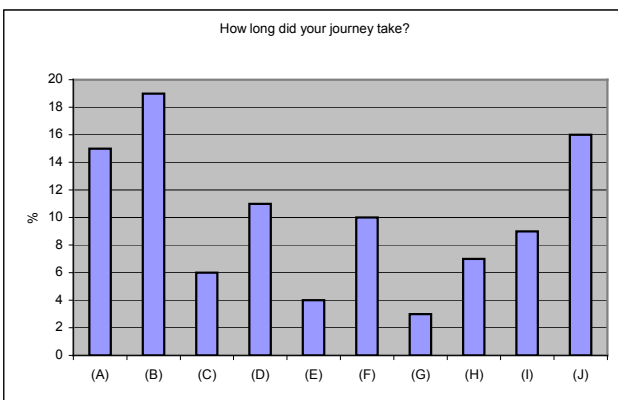
(A)	Local Shopper
(B)	On Holiday
(C)	Day tripper/visitor

- 47% of people classed themselves as a 'local shopper'.
- 51% of people were just visiting on a day trip.
- Only 2% were on holiday.



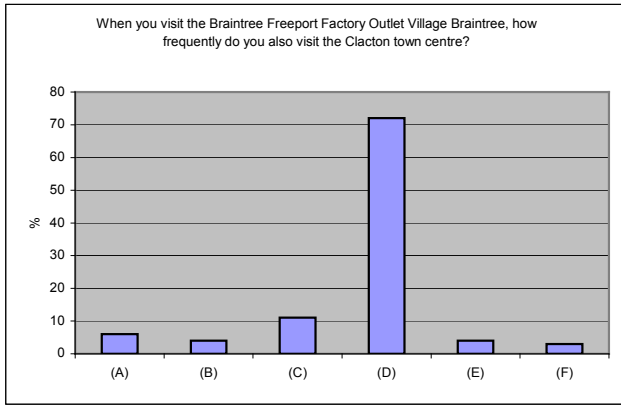
(A)	Car
(B)	Bus
(C)	Train

- 97% of shoppers travelled into Braintree Factory Outlet by car, whilst 2% used the bus, and 1% the train.



(A)	Less than 6 minutes	(F)	26-30 minutes
(B)	6-10 minutes	(G)	31-35 minutes
(C)	11-15 minutes	(H)	36-40 minutes
(D)	16-20 minutes	(I)	41-45 minutes
(E)	21-25 minutes	(J)	More than 46 minutes

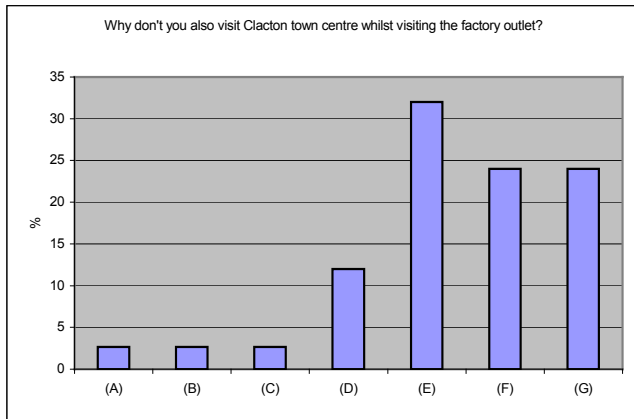
- 34% of journeys took under ten minutes, 31% of journeys took between 11-30 minutes, and 19% of journeys took between 31-45 minutes. In addition 16% of journeys took longer than 46 minutes



(A)	On most visits
(B)	Around half of all visits
(C)	Only on some visits

(D)	Never
(E)	It is my first visit
(F)	(Don't Know)

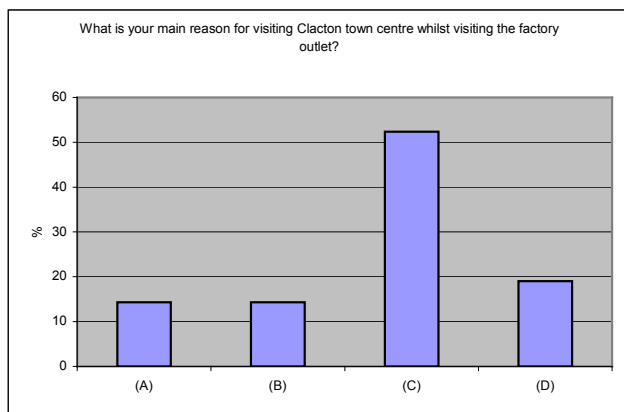
- When visiting the Braintree Factory Outlet, 72% will never visit Braintree town centre in the same outing.
- 11% of shoppers stated that they sometimes visit Braintree town centre after visiting the Factory Outlet; 4% stated that they visit the town centre on around half of visits, and 6% on most visits.
- 4% of shoppers were visiting the Braintree Factory Outlet for the first time.



(A)	Factory Outlet has everything I need
(B)	Too busy
(C)	Poor/dirty environment
(D)	Poor choice of shops

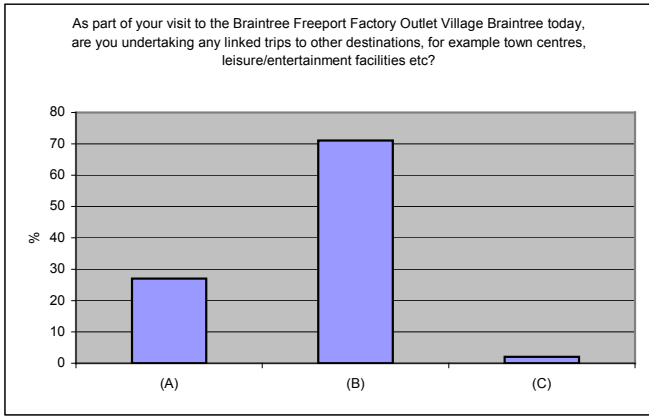
(E)	Other
(F)	(Don't Know)
(G)	(No particular reason)

- Of the 72% that never visit Braintree town centre after visiting Braintree Factory outlet, 12% stated that this was resultant from a poor choice of shops.
- 6% stated that they did not visit Braintree after visiting Braintree Factory Outlet for various reasons including that the Factory Outlet has everything they need, Braintree town centre is too busy, and it also has a dirty environment.



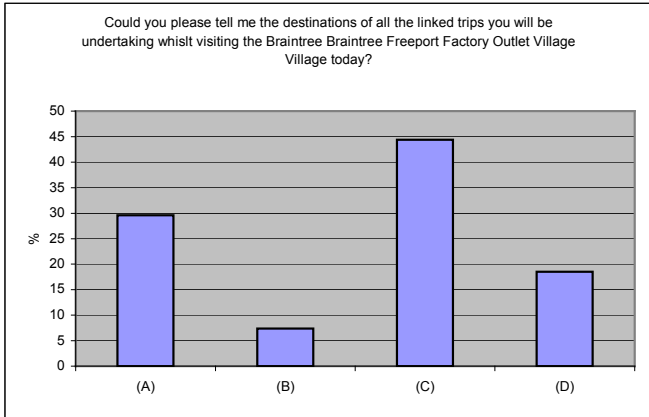
(A)	Specific service (i.e. post office, building society)
(B)	Specific shop
(C)	Other
(D)	(Don't know)

- Of the 28% who do visit Braintree town centre following a visit to the Factory Outlet, 14% of these stated that this was because of a specific shop in Braintree.
- A further 14% stated that they visited Braintree for a specific service.



(A)	Yes
(B)	No
(C)	(Don't Know)

- 71% stated that they are not undertaking any linked trips to other destinations, for example to town centres, and leisure/entertainment facilities.
- 27% stated that they were taking linked trips, and 2% did not know.



(A)	Town Centres
(B)	Leisure/entertainment facilities
(C)	Other
(D)	(Don't Know)

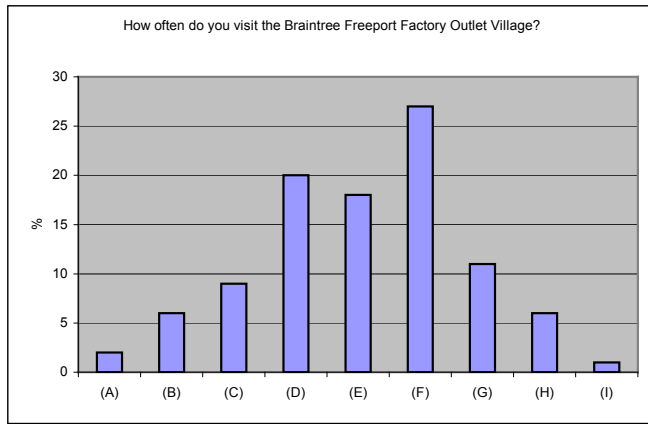
- Of the 27% undertaking linked trips, 30% were also visiting town centres, and 7% were visiting entertainment/leisure facilities.



(A)	Less than 30 minutes
(B)	31 - 59 minutes
(C)	1 hr - 1hr 29 minutes
(D)	1 hr 30 - 1hr 59 minutes
(E)	2 hrs - 2 hrs 29 minutes

(F)	2 hrs 30 - 2 hrs 59 minutes
(G)	3 hrs - 3 hrs 29 minutes
(H)	3 hrs 30 minutes +
(I)	(Don't Know)

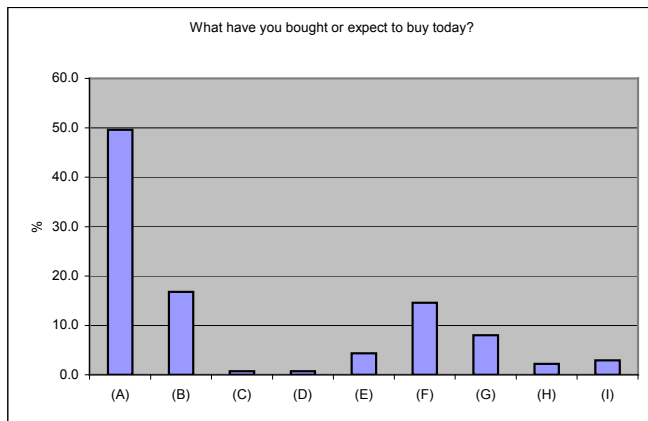
- 14% of visitors spent less than 30 minutes in the Factory Outlet, and 18% spent between 31-59 minutes.
- A quarter of visitors spent between one and two hours.
- 30% of visitors spent between two and three hours
- 11% of visitors spent more than three hours in the Factory Outlet (the remaining 2% did not know).



(A)	Twice weekly or more
(B)	Once a week
(C)	Once a fortnight
(D)	Once a month
(E)	Once every 2-3 months

(F)	Once every 4-6 months
(G)	Less Often
(H)	First Visit to Factory Outlet
(I)	(Don't Know)

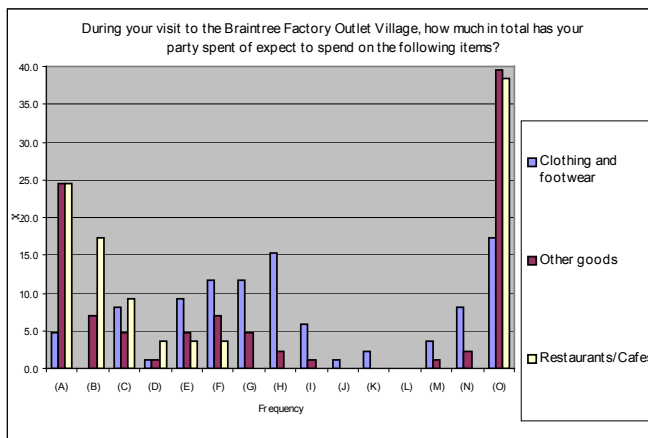
- Only two percent of shoppers visit the Factory Outlet twice weekly or more, although 37% visit on at least a monthly basis, or more frequently.
- 11% visit the Factory Outlet less frequently than once every six months.
- 6% of shoppers were visiting the Factory Outlet for the first time.



(A)	Clothes and footwear
(B)	Household goods/hardware
(C)	Chemist goods
(D)	Electrical goods
(E)	Leisure goods

(F)	Food/drink at restaurants/bars/clubs
(G)	Nothing
(H)	(Don't Know)
(I)	Other

- Half of the visitors bought or expected to buy clothes or footwear.
- 17% of shoppers bought or expected to purchase household goods/hardware, and 4% expected to purchase leisure goods.
- 15% of shoppers bought or expected to purchase food/drink at restaurants/bars/clubs.
- 8% stated that they were not going to purchase anything in the Factory Outlet.

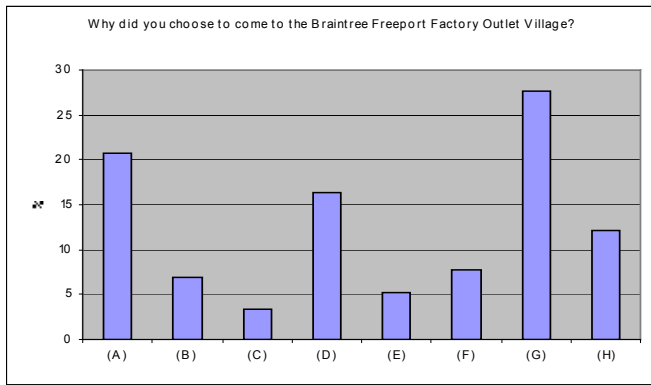


(A)	Nothing
(B)	Less than £6
(C)	£6-10
(D)	£11-15
(E)	£16-20

(F)	£21-30
(G)	£31-40
(H)	£41-50
(I)	£51-60
(J)	£61-70

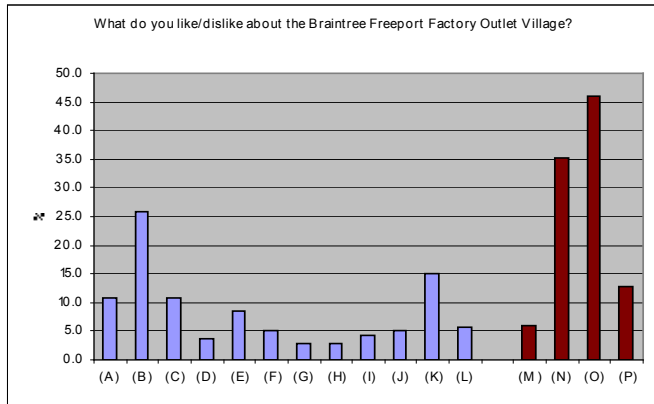
(K)	£71-80
(L)	£81-90
(M)	£91-100
(N)	£100+
(O)	(Don't Know/Refused)

- 5% of shoppers spent nothing on clothing and footwear. 25% also did not spend anything on other goods, and a further 25% did not spend anything in restaurants/cafes.
- 8% of shoppers spent less than £10 on clothing and footwear, 12% spent less than £10 on other goods, and 27% spent less than £10 on restaurants/cafes.
- The £21-30 price bracket was the largest that was spent in restaurants/cafes.
- Only 4% spent more than £60 in other goods.
- 21% of shoppers spent more than £60 on clothing and footwear.



(A)	Close to home/live here	(E)	Fancied a change
(B)	Good Range of Shops	(F)	To visit particular shops/services
(C)	Attractive Environment	(G)	Other
(D)	Goods at discounted rate	(H)	(Don't Know)

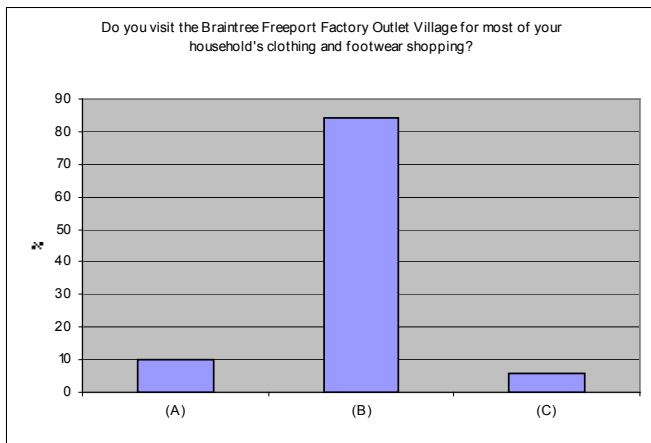
- When questioned 'why did you visit the Factory Outlet?', 21% stated that it was close to their home.
- 16% stated that they visit the Factory Outlet as they can purchase goods at a discounted rate, 8% like to visit particular shops and services, and 7% like the good range of shops.
- Other reasons why shoppers like to visit the Factory Outlet was that it has an attractive environment, or people fancied a change.



Like Dislike

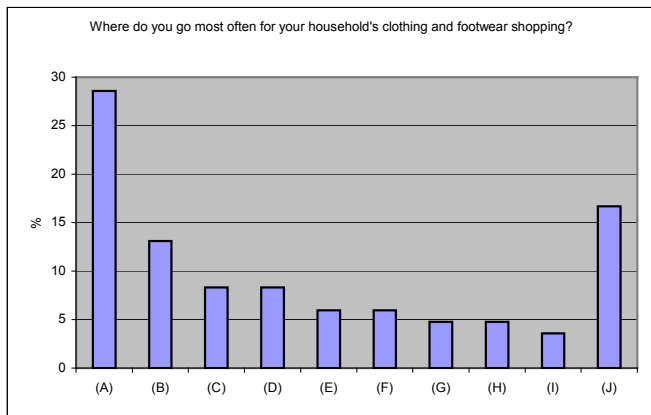
(A)	Good shops	(M)	Poor Range of Comparison Retailers
(B)	Good at discounted rate	(N)	Other
(C)	Attractive Environment	(O)	Nothing/very little
(D)	Clean/Well Maintained	(P)	(Don't Know)
(E)	Easy To Park	(Q)	
(F)	Easily Accessible From Home		
(G)	Particular Shops/Services		
(H)	Good value for money		
(I)	Not too busy		
(J)	Nothing/very little		
(K)	Other		
(L)	(Don't Know)		

- 26% of visitors stated that they liked the goods at a discounted rate.
- 11% of visitors stated that they liked the shops, and a further 11% liked the attractive environment in the Factory Outlet.
- An additional 9% of shoppers like the easy accessible parking.
- Other reasons why shoppers 'liked' the Factory Outlet was that it is clean and well maintained, it is easily accessible from home, there are particular shops/services, it is good value for money, and it is not too busy.
- 6% did state however that there is a poor range of comparison retailers. This is a particularly negative factor for a Factory Outlet, that is traditionally focused on supplying visitors with a good range of quality comparison retailers.



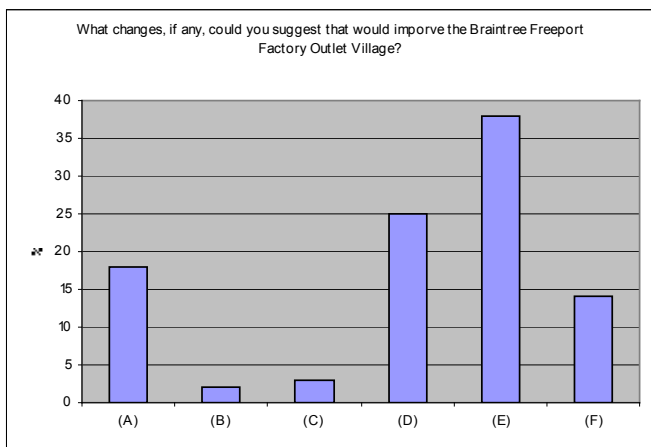
(A)	Yes
(B)	No
(C)	(Don't Know)

- 84% of shoppers stated that they do not visit the Braintree Factory Outlet for most of their household's clothing and footwear shopping.
- Only 10% stated that they do visit the Factory Outlet for most of their household's clothing and footwear shopping, and the remaining 6% did not know.



(A)	Chelmsford	(F)	Braintree
(B)	Colchester	(G)	London
(C)	Lakeside	(H)	Cambridge
(D)	Ipswich	(I)	Bluewater
(E)	Mail Order	(J)	Other

- Of the 84% that stated that they did not visit the Braintree Factory Outlet for most of their household's clothing and footwear shopping, 29% of these noted that they visit Chelmsford instead.
- 13% opted for Colchester, 8% visit Lakeside, and a further 8% travel to Ipswich.
- Other locations that shoppers visit for their main clothing and footwear instead of the Braintree Factory Outlet are Braintree, London, Cambridge and Bluewater.
- 6% of shoppers also use a mail order service.



(A)	More stores/better choice of shops	(D)	Other
(B)	More variety/greater range of goods	(E)	No change
(C)	More/better cafes/coffee shops	(F)	(Don't Know)

- When asked what improvements could be made to the Braintree Factory Outlet, 18% of shoppers stated that they would like to see more stores and a better choice of shops.
- Other shoppers would also like to see more variety and a greater range of shops, and more/better cafes and coffee shops.
- 38% stated that they do not believe a change is required.