Planning Potential

Planning Regeneration and Development

Shopper surveys

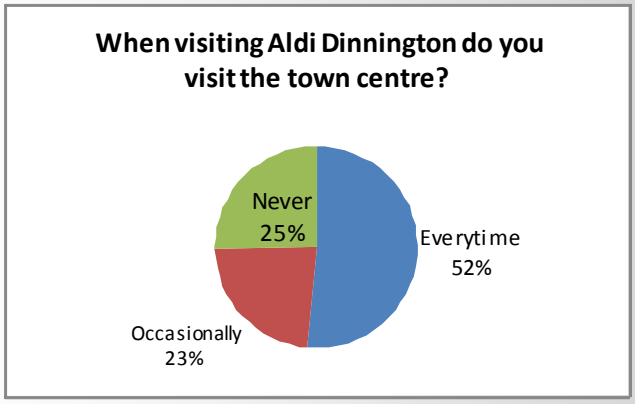
Aldi, Dinnington

Store Location: Dinnington, Rotherham

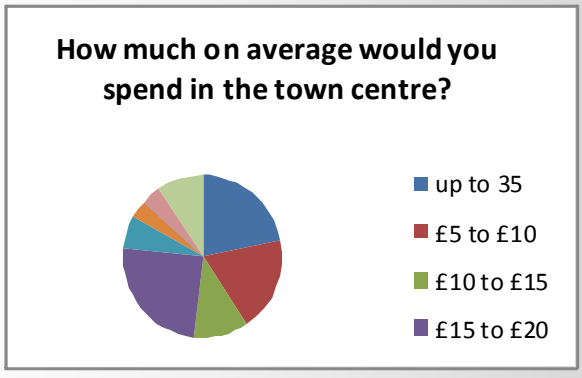
The Aldi store opened in 2011 and provide a main food shopping destination for residents of Dinnington and the surrounding area.

Shopper surveys were undertaken in March 2013 to establish linked trips, 150 customers were interviewed over the course of a day.

The majority of shoppers visited the town centre whilst shopping at the Aldi store. **52%** of customers visited the centre **every time** they visited the Aldi store. A further **23%** visited the town centre occasionally. Out of all the people who visited the town centre, **71%** purchased additional convenience goods.



In terms of the amount of money spent in the centre, customers were asked their average spend. This equates to **£18** per head. In monetary terms out of 150 people shopping at Aldi creates additional expenditure of **£1,404** for the centre per 150 people. This does not include people who only 'occasionally' visit the centre. In total, this can be quantified at around £2.5m for an average store.



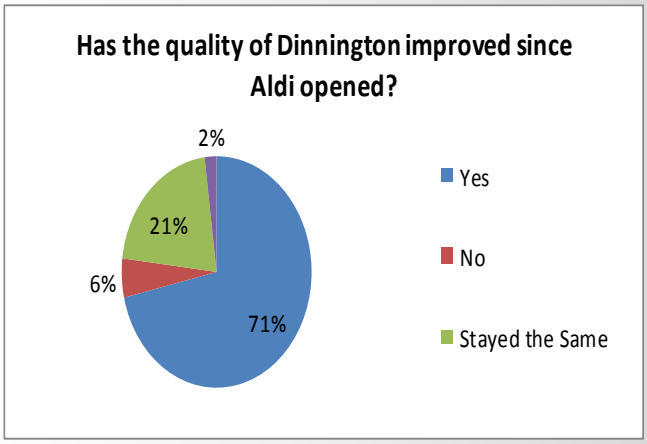
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The majority of shoppers (**70%**) felt there had been improvements to the centre overall since the opening of the Aldi store. Only 5% felt that there hadn't been any improvement to the centre at all.



The majority of customers 81% confirmed that Aldi was their main food shopping destination. 19% still continued to use other stores to undertake a main food shopping trip.

49% of customers who visited the store were from the same postcode (S25 – Dinnington and Anston). Most of the remainder of customers are from S66 (Maltby and Wickersley/Bramley) and S26 (Swallownest/ Aston and Kiveton). These areas lack a food discounter which is people are currently prepared to travel.

It can be concluded that the store serves a main food shopping function and assists in retaining trade within the town centre. The centre benefits from high levels of linkage due to the Aldi and the perception from customers is that the town centre has improved.