Introduction

1.1 Research Background & Objectives

To conduct an independent face to face in-centre survey among a random sample of visitors to Epping, Loughton High Road, Waltham Abbey, Loughton Broadway, Chipping Ongar, Buckhurst Hill Town Centre.

This study was to establish visiting and usage patterns, comparison goods shopping behaviour, likes and dislikes of the centre and demographic profiles of visitors

1.2 Research Methodology

A total of 500 face-to-face interviews were conducted. Fieldwork started on Monday 8th June 2009 and concluded on Tuesday 16th June 2009, providing a representative mix of interviews across the week:

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of whom possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

Location of interview	Interviews Achieved
Epping	100
Loughton High Road	100
Waltham Abbey	100
Loughton Broadway	100
Chipping Ongar	50
Buckhurst Hill	50
Total	500

1.2.1 Sampling

Respondents were randomly selected in the centres.

1.2.2 Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±2.6
20	±3.5
30	±4.0
40	±4.3
50	±4.4