



Magor Action Group on Rail (MAGOR) - Campaign Awareness Survey – Summary Report

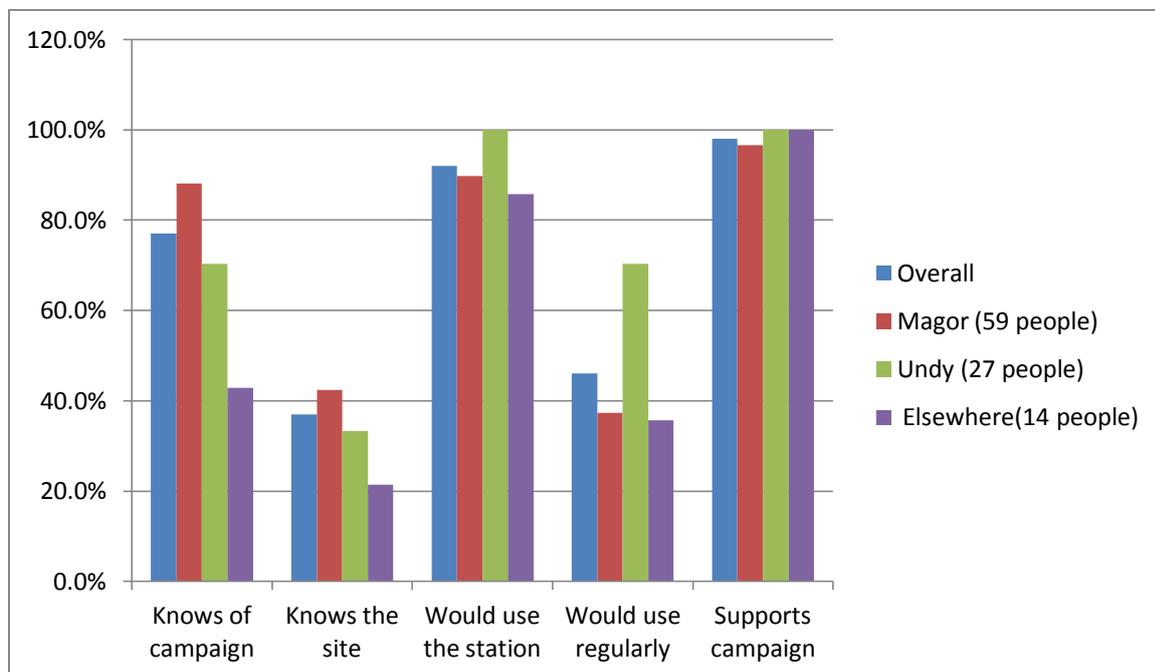
Approach

The survey was carried out between 23rd September and 8th October 2014. 100 people were questioned; 48 in The Square, 24 outside Budgens and 28 out and about in Magor and Undy.

The main aims were to get an understanding of how successful the campaign has been in getting its messages across to the local population and what level of support we have. Additionally we wanted to know if people were aware of the preferred site for the station (at Magor and Undy Community Centre site) and an idea of what level of use it would have.

We managed to speak to 100 people; 59 who live in Magor, 27 from Undy and 14 from elsewhere. The main findings are shown in Figure 1 below.

Figure 1



Main Conclusions

Our planned objective at the beginning of the year was to achieve an '85% awareness and support' by September '14. At '77% awareness' we fell a little short so need to continue to push the messages out to the community. However with a 98% support rating for a new station (2% were undecided but not against) this significantly exceeded expectation and was great news.

We need to further promote the 'location of preferred site' (only 37% were aware). However with 92% saying they would use the station (46% would use it regularly, i.e. daily, weekly or monthly) this was really encouraging as these would be additional rail users to those Magor and Undy people who currently use Severn Tunnel Junction to commute. Even 85% of the people questioned who lived elsewhere said they would use the station – mainly to travel into Magor for work or visiting.