

CRAVEN DISTRICT COUNCIL

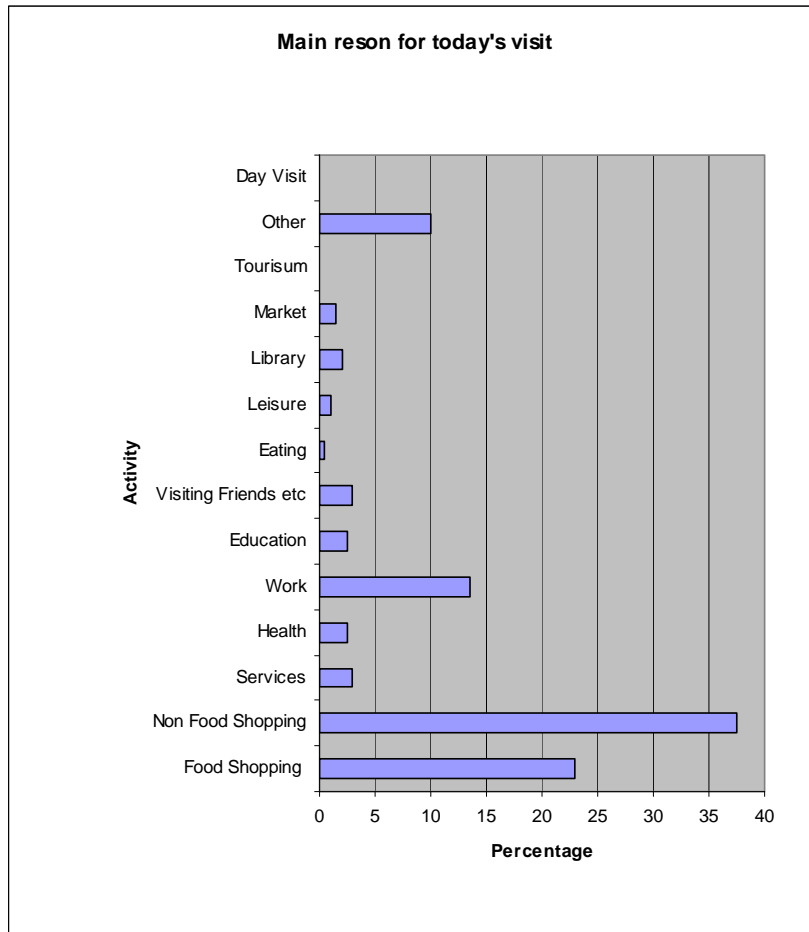
# Skipton Town Centre Health Check

## Appendix 3

### The Street Survey Analysis

## Appendix 3 – Skipton In Street Survey Questionnaire Analysis

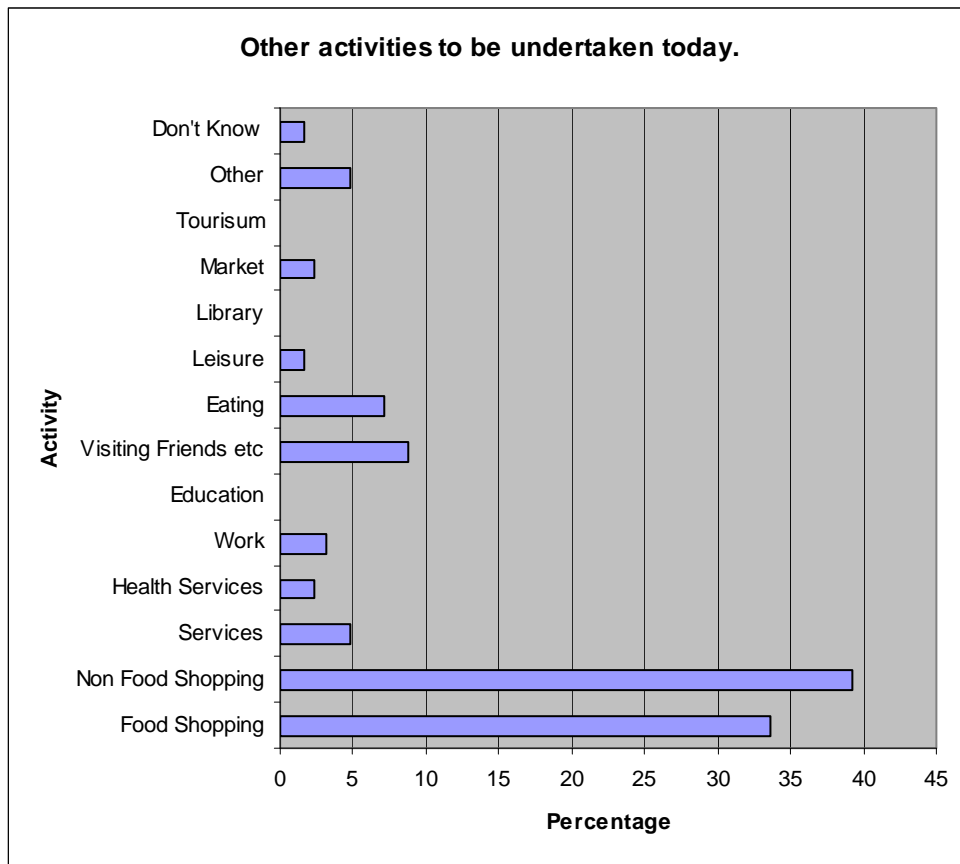
Question 1 - What is the main reason for your visit to Skipton Town centre today?



Question 2 - Will you combine the main purpose of your trip today with some other purpose?

Yes	58.9%
No	41.1%

**Question 3 - What other things will you do today?  
(Only those who answered 'yes' to question 2)**



**Question 4 - Are you doing your main food shopping in Skipton today?  
(Only those who answered 'food shopping' at questions 1 or 3.)**

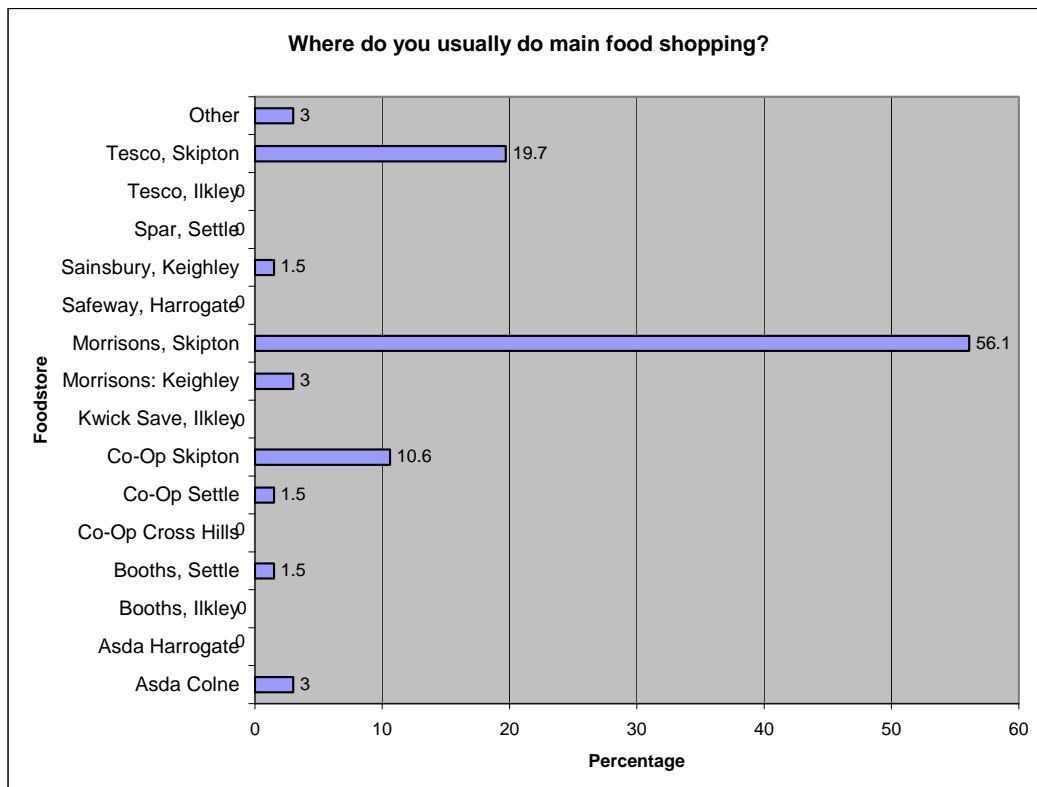
Yes	25.7 %
No	75%

**Question 5 - What food stores have you visited?**

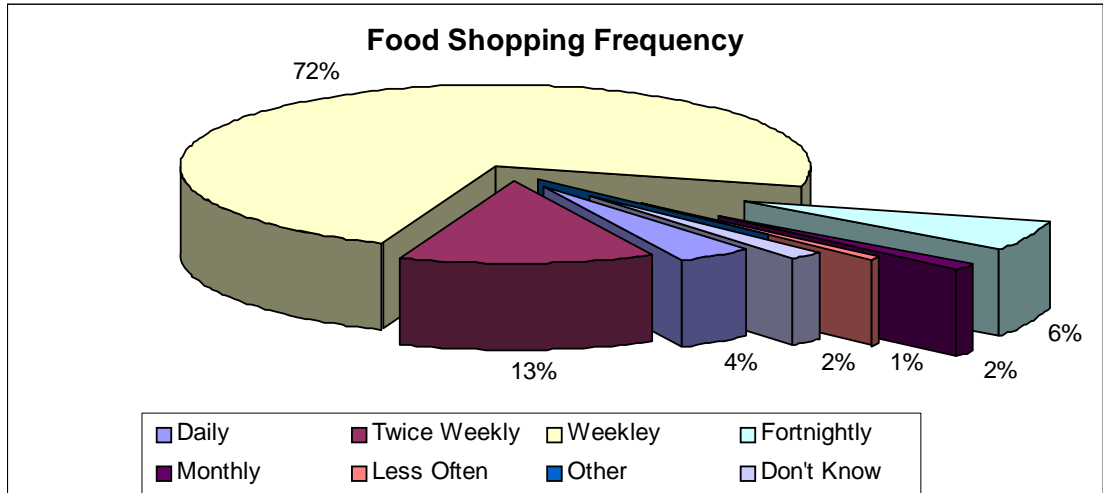
(Only those who answered 'yes' to question 4.)



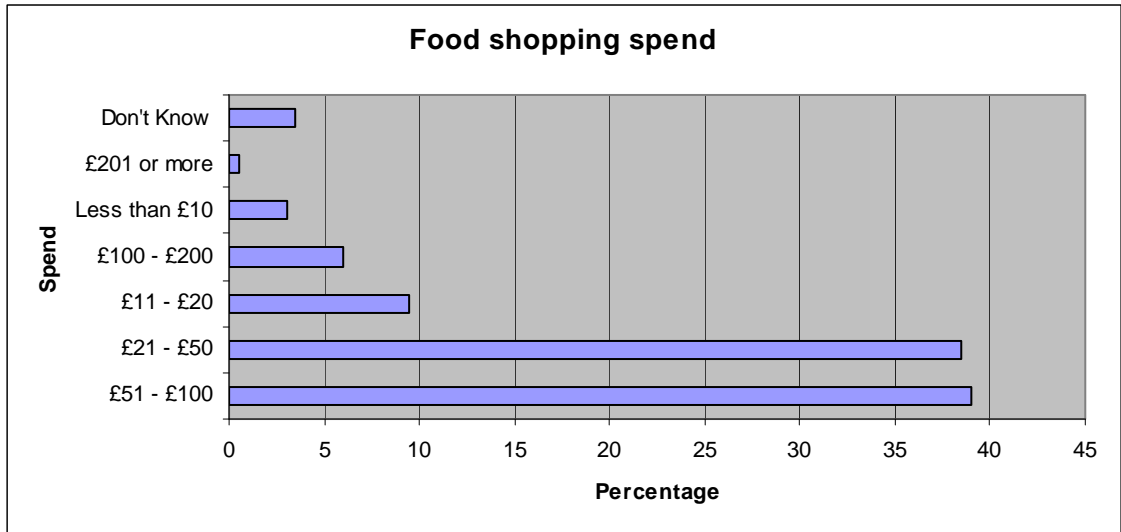
**Question 6 - Where do you usually do your main food shopping?**



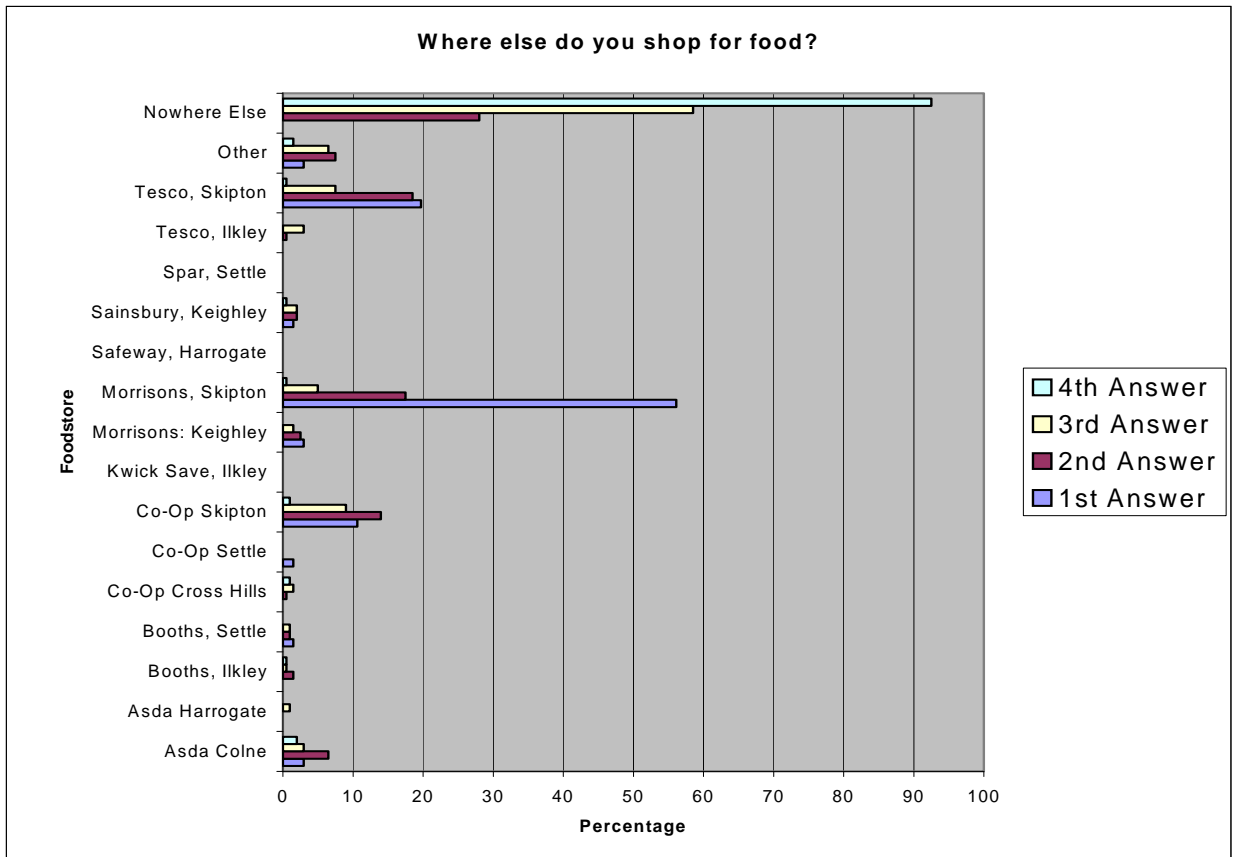
**Question 7 - How often do you do your main food shopping ?**



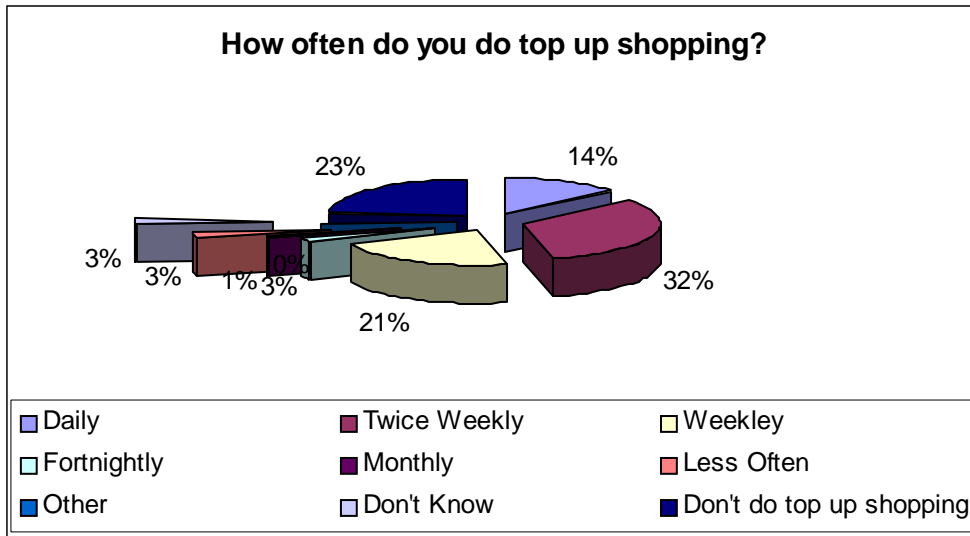
**Question 8 - How much do you spend on your main food shopping?**



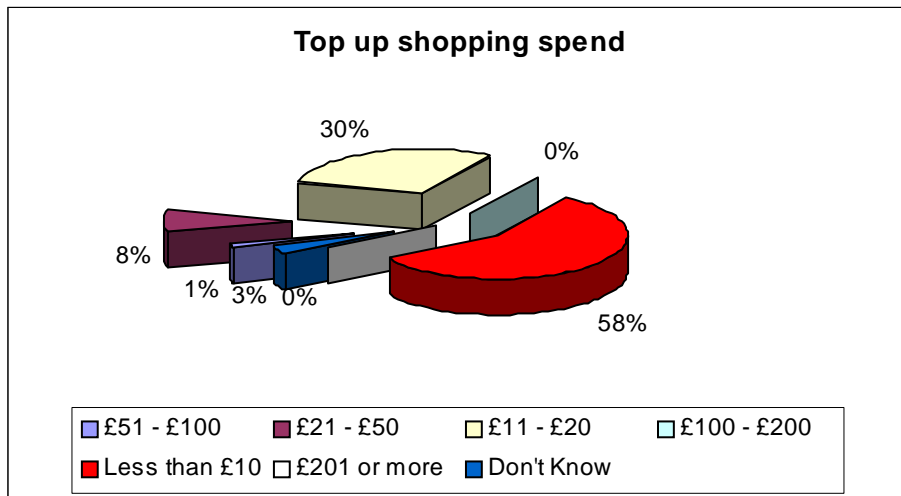
**Question 9 - Where else do you shop for food?**



**Question 10 - How often do you do top up food shopping?**

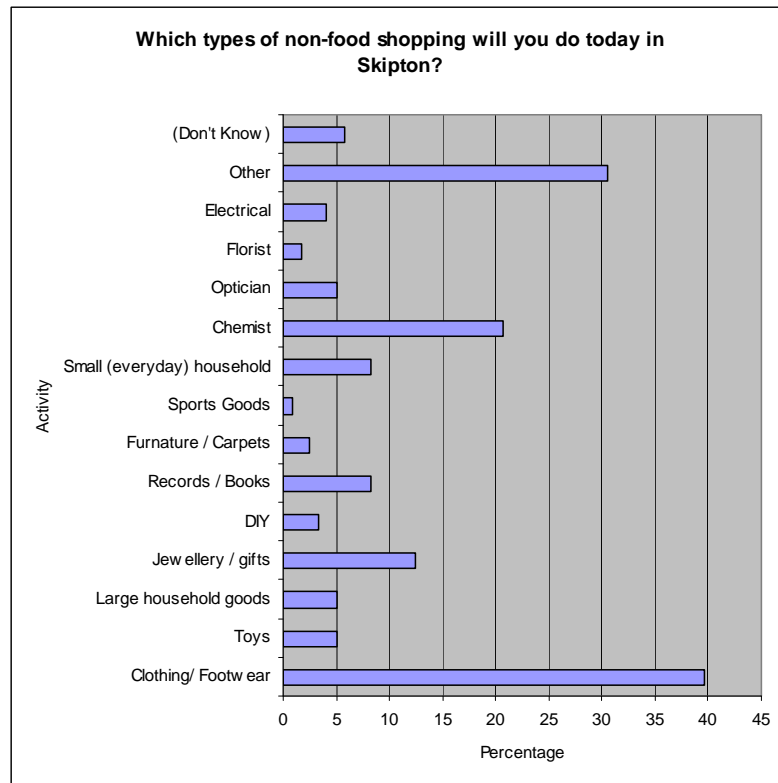


**Question 11 - How much do you spend on top up shopping?**



**Question 12 - Which of these types of non-food shopping will you do today in Skipton?**

**(Only those who were carrying out non-food shopping at questions 1 or 3.)**



**Question 13 - Is Skipton your main centre for clothes / footwear?**

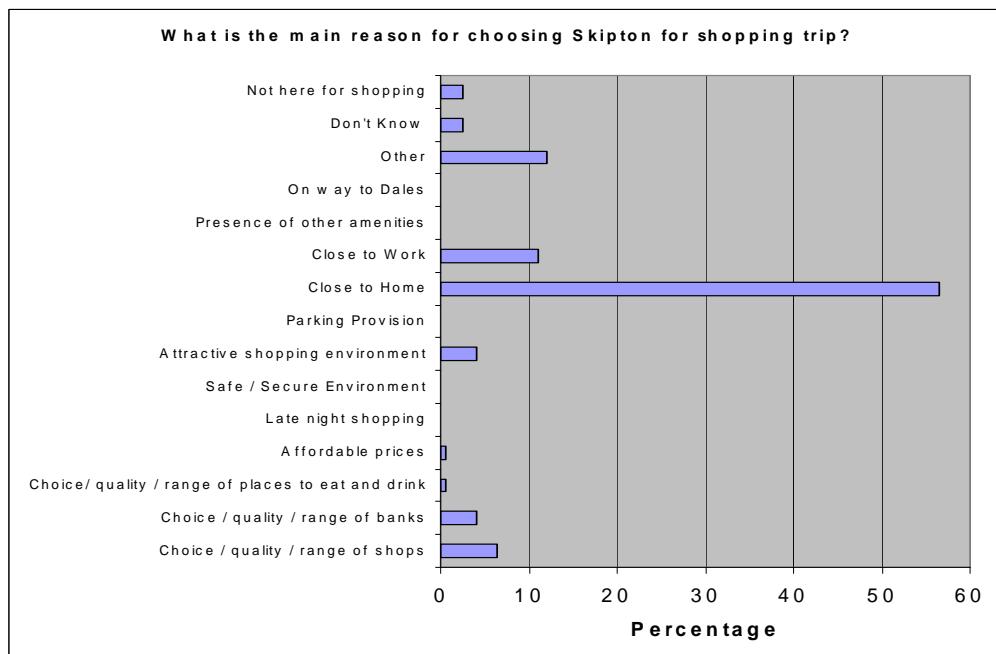
Yes	40.5%
No	59.5%



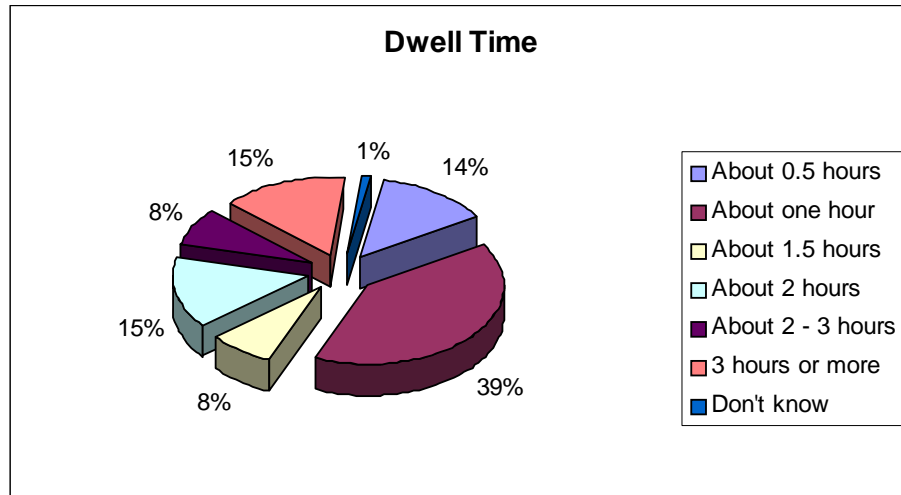
**Question 14 - Where do you mainly go to buy clothes / footwear shopping?  
(Only those who responded 'No' to question 13.)**



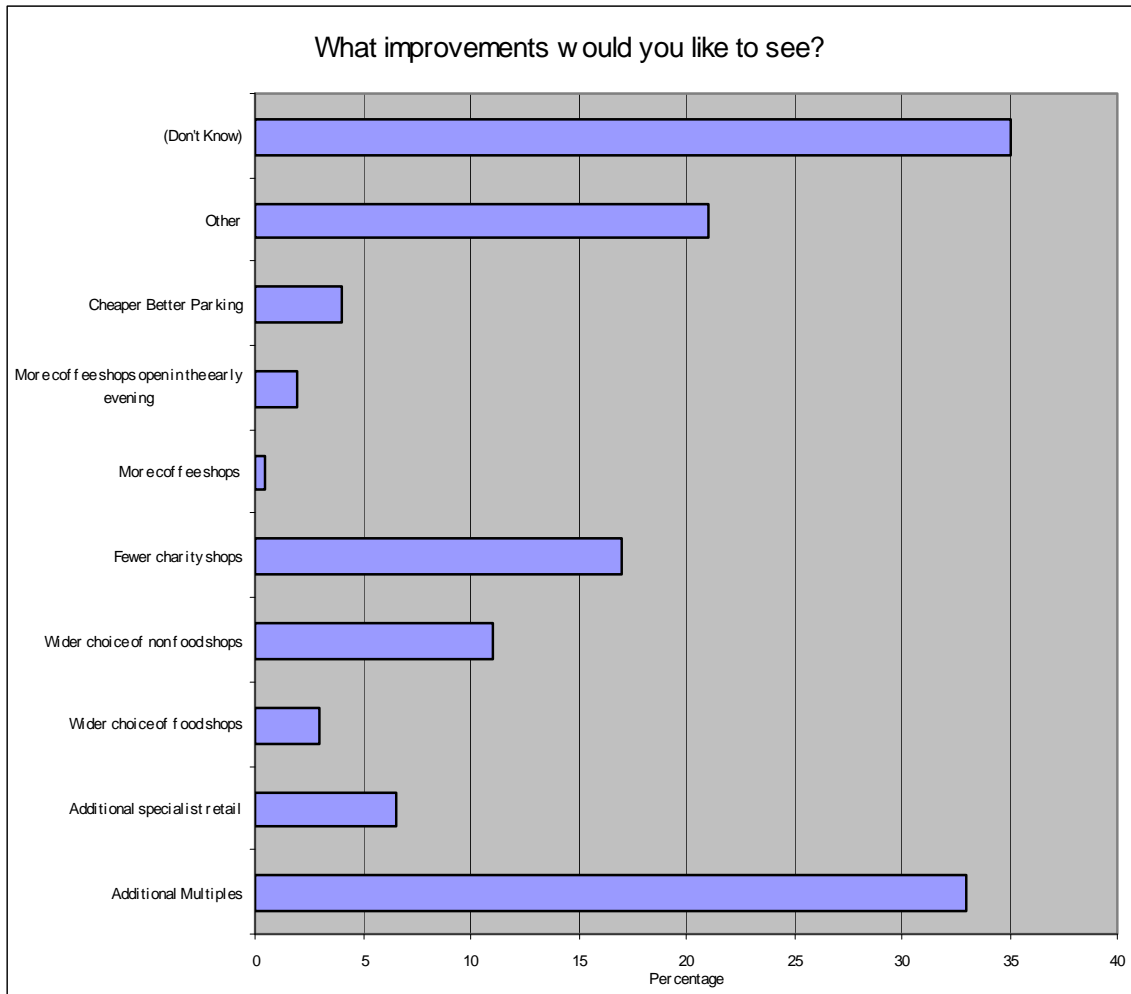
**Question 15 - What is the main reason for choosing Skipton for a shopping trip?**



Question 16: How long do you intend to spend in Skipton today?

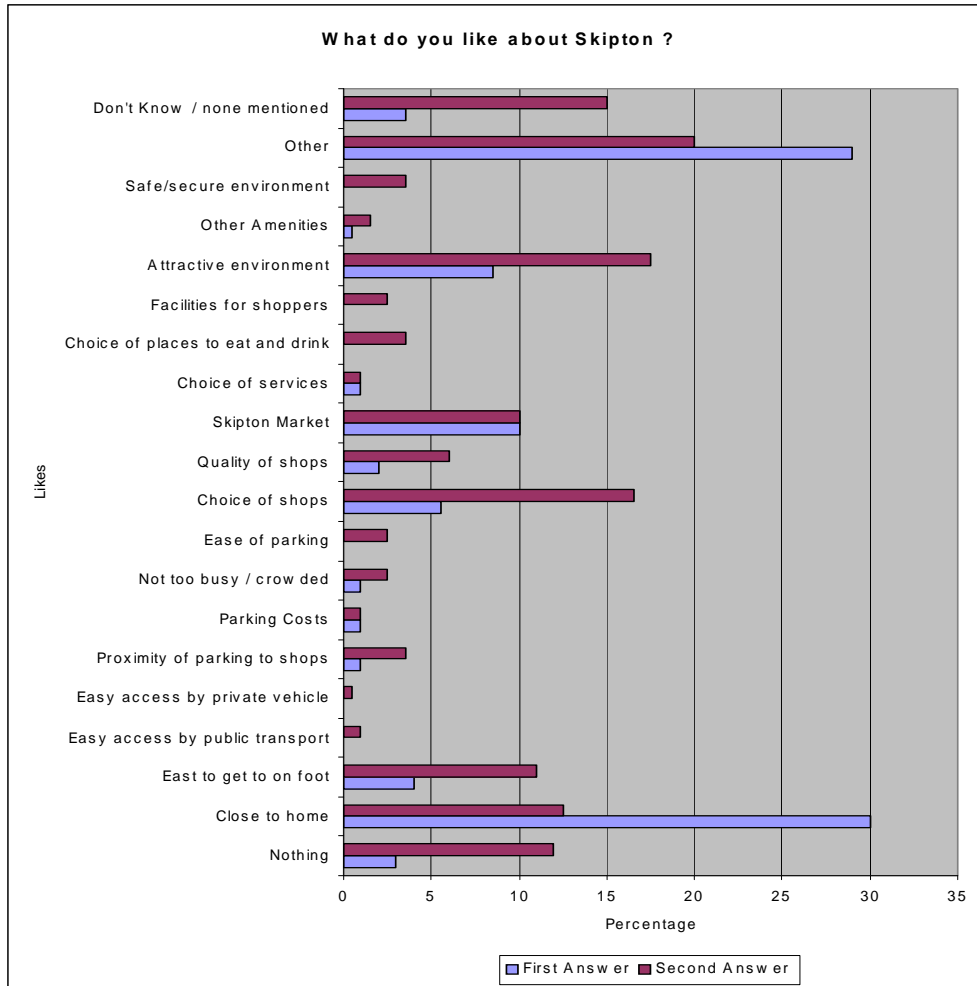


**Question 17 - What improvements, if any, would you like to see to the shopping facilities in Skipton Town Centre?**



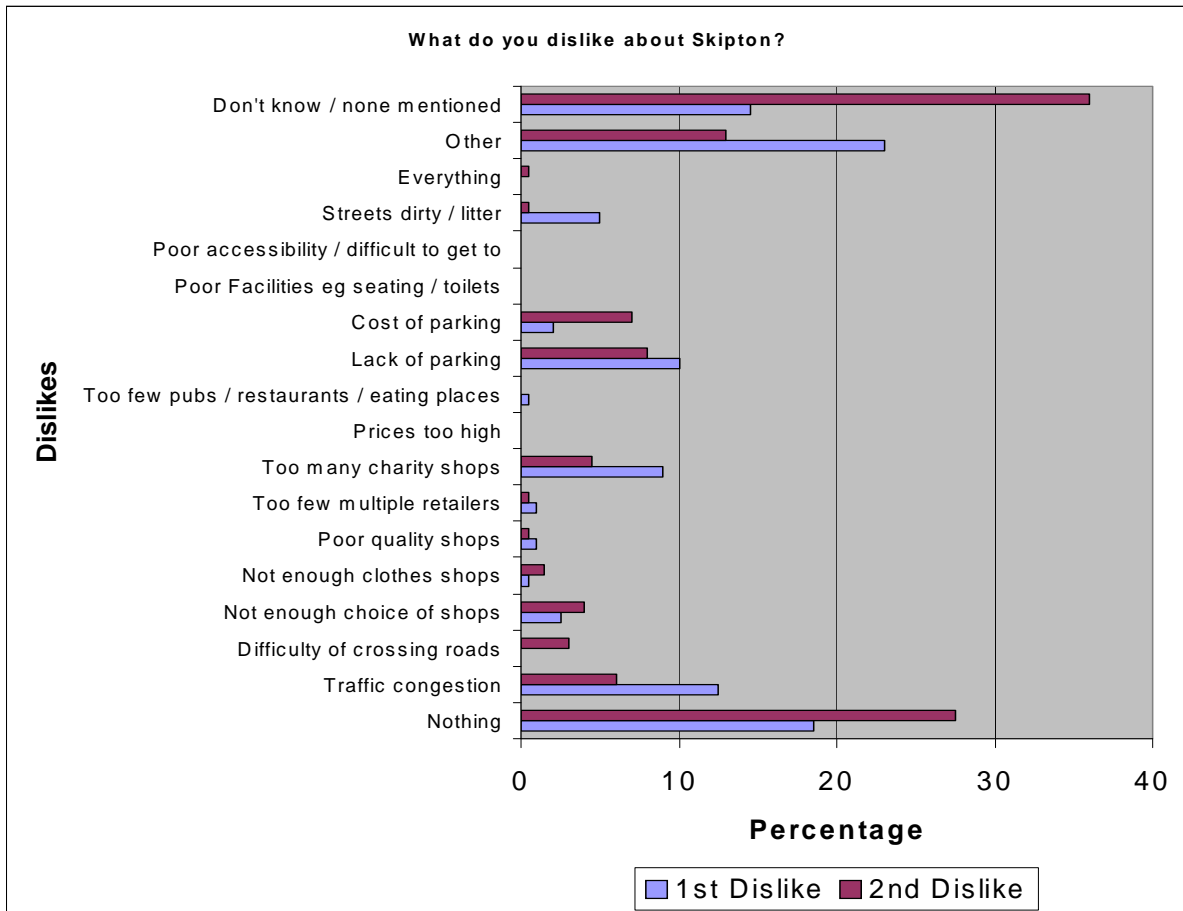
**Question 18 - What do you particularly like about Skipton Town Centre?**

**Question 19 – What else do you particularly like about Skipton Town Centre?**



**Question 20 - What do you particularly dislike about Skipton Town Centre?**

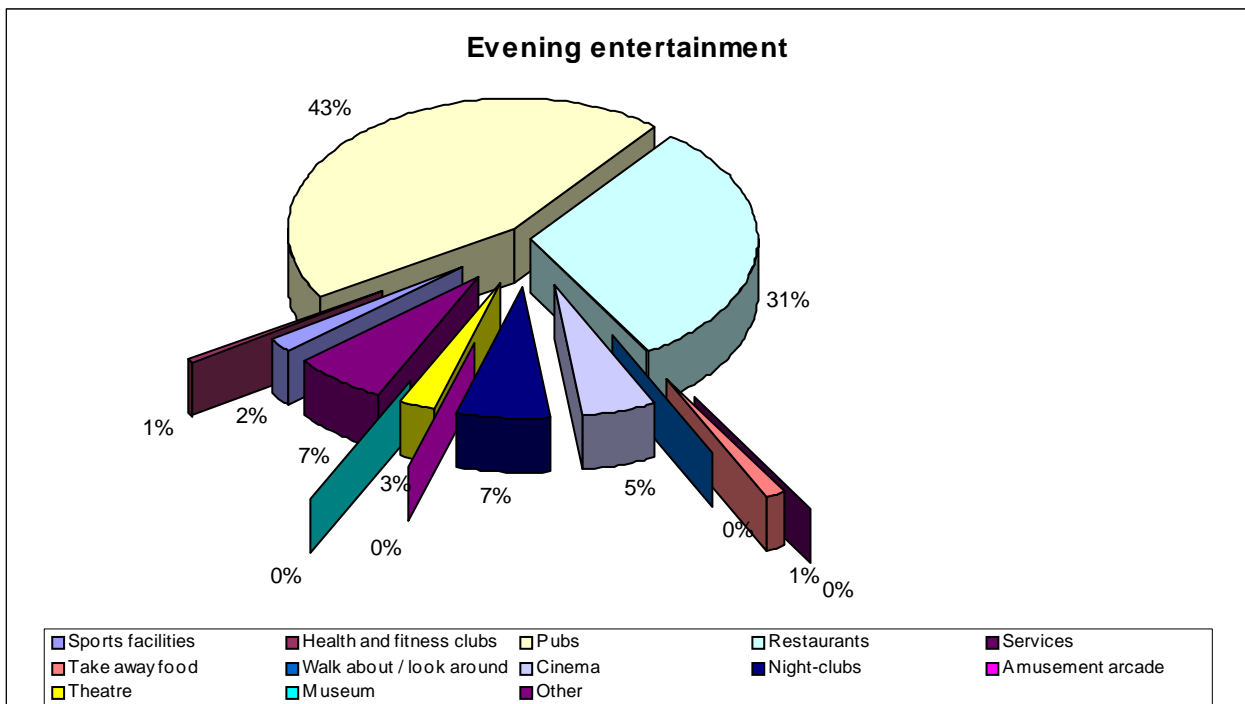
**Question 21 – What else do you particularly dislike about Skipton Town Centre?**



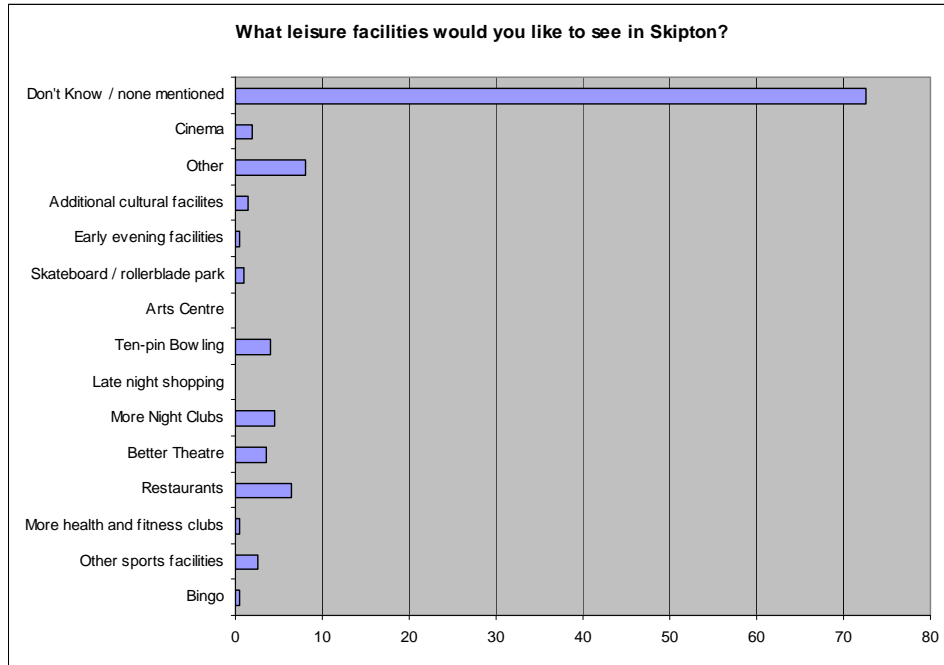
**Question 22 - Do you ever come into Skipton in the Evening?**

Yes	47.7 %
No	51.4%

**Question 23 - What do you do in Skipton in the evening? (those who answered 'Yes' to Question 22.)**



### Question 24 - What leisure facilities would you like to see in Skipton?



**Question 25 – How important are the following amenities to you in creating an attractive town centre?**

