

**NEMS market research**  
**SKIPTON / SETTLE STREET SHOPPERS' / VISITORS' SURVEY**

INTERVIEWER: AT THE RELEVANT QUESTIONS READ OUT EITHER SKIPTON / SETTLE DEPENDING ON THE TOWN CENTRE YOU ARE WORKING IN

**INTRODUCTION:** Good morning/afternoon, I am ..... from NEMS market research, an independent market research company. We are conducting a market research survey about people's shopping habits, and I wonder if you can spare a few minutes.

ASK ALL:

- Q.1 What is the **main** reason for your visit to Skipton / Settle Town Centre today ?  
DO NOT READ OUT. ONE ANSWER ONLY ( 1 )
- |   |   |                 |
|---|---|-----------------|
| * Food shopping (not takeaways, cafe, restaurant)         | 1 | GO TO Q.2       |
| ** Non-food shopping (e.g. shoes, clothes, jewellery)     | 2 | GO TO Q.2       |
| <u>Using services (e.g. bank, building society, etc.)</u> | 3 | GO TO Q.2       |
| Health Services (e.g. doctors, dentist, etc)              | 4 | GO TO Q.2       |
| Work / business   | 5 | GO TO Q.2       |
| <u>Education / college</u>                                | 6 | GO TO Q.2       |
| Visiting / meeting friends / relatives                    | 7 | GO TO Q.2       |
| Eating / drinking out                                     | 8 | GO TO Q.2       |
| <u>Leisure (sports / entertainment etc.)</u>              | 9 | GO TO Q.2       |
| Library   | A | GO TO Q.2       |
| Visiting the market                                       | B | GO TO Q.2       |
| <u>Tourism / Skipton Castle</u>                           | C | GO TO Q.2       |
| Other (PLEASE WRITE IN)                                   | D | GO TO Q.2       |
| Day visit   |   |                 |
|   | E | CLOSE INTERVIEW |

ASK THOSE WHO DID NOT ANSWER "DAY VISIT" AT Q.1

- Q.2 Will you combine the main purpose of your trip today with some other purpose ? ( 2 )
- |     |   |           |
|-----|---|-----------|
| Yes | 1 | GO TO Q.3 |
| No  | 2 | GO TO Q.4 |

ASK THOSE WHO ANSWERED "YES" AT Q.2, OTHERS GO TO Q.4

- Q.3 What other things will you do today ?  
CAN BE MULTICODED ( 3 )
- |  |   |  |
|--|---|--|
| * Food shopping (not takeaways, cafe, restaurant)        | 1 |  |
| ** Non-food shopping (e.g. shoes, clothes, jewellery)    | 2 |  |
| <u>Using services (e.g. bank, building society etc.)</u> | 3 |  |
| Health services (e.g. doctors, dentist etc.)             | 4 |  |
| Work / business  | 5 |  |
| <u>Education / college</u>                               | 6 |  |
| Visiting / meeting friends / relatives                   | 7 |  |
| Eating / drinking out                                    | 8 |  |
| <u>Leisure (sports / entertainment / museums, etc.)</u>  | 9 |  |
| Library  | A |  |
| Visiting the market                                      | B |  |
| <u>Tourism / Skipton Castle</u>                          | C |  |
| Other (PLEASE WRITE IN)                                  | D |  |
| (Don't know / not sure)                                  |   |  |
|  | E |  |

\* ASK THOSE WHO ANSWERED "FOOD SHOPPING" AT Q.1 OR Q.3, OTHERS GO TO Q.6

- Q.4 Are you doing your main food shopping in Skipton / Settle Town Centre today ? ( 4 )
- |     |   |           |
|-----|---|-----------|
| Yes | 1 | GO TO Q.5 |
| No  | 2 | GO TO Q.6 |

ASK THOSE WHO ANSWERED "YES" AT Q.4, OTHERS GO TO Q.6

- Q.5 What food stores have you visited, or will you visit in Skipton / Settle today ?  
CAN BE MULTICODED. DO NOT READ OUT ( 5 )
- |                         |   |  |
|-------------------------|---|--|
| Morrisons               | 1 |  |
| Tesco                   | 2 |  |
| <u>Spar</u>             | 3 |  |
| Co-Op                   | 4 |  |
| Other (PLEASE WRITE IN) | 5 |  |

**GO TO Q.7**

ASK THOSE WHO ANSWERED "NO" AT Q.4, OTHERS GO TO Q.7

Q.6 Where do you usually do your main food shopping ?

DO NOT READ OUT

	( 6 )
Asda, Colne	1
Asda, Harrogate	2
<u>Booths, Ilkley</u>	<u>3</u>
Booths, Settle	4
Co-Op, Cross Hills	5
<u>Co-Op, Settle</u>	<u>6</u>
Co-Op, Skipton	7
Kwik Save, Ilkley	8
<u>Morrisons, Keighley</u>	<u>9</u>
Morrisons, Skipton	A
Safeway, Harrogate	B
<u>Sainsbury, Keighley</u>	<u>C</u>
Spar, Settle	D
Tesco, Ilkley	E
Tesco, Skipton	F
Other (PLEASE WRITE IN)	G

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ASK ALL:

Q.7 How often do you do your main food shopping ?

	( 7 )
Daily	1
Twice weekly	2
<u>Weekly</u>	<u>3</u>
Fortnightly	4
Monthly	5
<u>Less often</u>	<u>6</u>
Other (PLEASE WRITE IN)	7

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(Don't know)	8
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ASK ALL: SHOWCARD 'A'

Q.8 How much do you spend on your main food shopping ?

READ OUT:

	( 8 )
Less than £10	1
£11 - £20	2
<u>£21 - £50</u>	<u>3</u>
£51 - £100	4
£100 - £200	5
<u>£201 or more</u>	<u>6</u>
(Don't know)	7

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ASK ALL:

Q.9 Where else do you shop for food ?

RANK IN ORDER OF MENTIONED

	<b>1<sup>st</sup> mention</b> ( 9 )	<b>2<sup>nd</sup> mention</b> ( 10 )	<b>3<sup>rd</sup> mention</b> ( 11 )
Asda, Colne	1	1	1
Asda, Harrogate	2	2	2
<u>Booths, Ilkley</u>	<u>3</u>	<u>3</u>	<u>3</u>
Booths, Settle	4	4	4
Co-Op, Cross Hills	5	5	5
Co-Op, Settle	6	6	6
<u>Co-Op, Skipton</u>	<u>7</u>	<u>7</u>	<u>7</u>
Kwik Save, Ilkley	8	8	8
Morrisons, Keighley	9	9	9
<u>Morrisons, Skipton</u>	<u>A</u>	<u>A</u>	<u>A</u>
Safeway, Harrogate	B	B	B
Sainsbury, Keighley	C	C	C
Spar, Settle	D	D	D
<u>Tesco, Ilkley</u>	<u>E</u>	<u>E</u>	<u>E</u>
Tesco, Skipton	F	F	F
Other (PLEASE WRITE IN)	G	G	G

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(Nowhere else)	H	H	H
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ASK ALL:

Q.10 How often do you do your top up food shopping ? ( 12 )

Daily	1	
Twice weekly	2	
<u>Weekly</u>	<u>3</u>	
Fortnightly	4	
Monthly	5	
<u>Less often</u>	<u>6</u>	
Other (PLEASE WRITE IN)	7	
<hr/>		
(Don't know)	8	
(Don't do top-up shopping)	9	GO TO Q.12

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ASK THOSE WHO DO TOP-UP SHOPPING AT Q.10, OTHERS GO TO Q.12

Q.11 How much do you spend on your top up food shopping ? ( 13 )

READ OUT:

Less than £10	1	
£11 - £20	2	
<u>£21 - £50</u>	<u>3</u>	
£51 - £100	4	
£100 - £200	5	
<u>£201 or more</u>	<u>6</u>	
(Don't know)	7	

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\*\* ASK THOSE WHO ANSWERED "NON-FOOD-SHOPPING" AT Q.1 OR Q.3, OTHERS GO TO Q.13  
SHOWCARD 'B'

Q.12 Which of these types of non-food shopping will you do today in Skipton / Settle Town Centre ?  
CAN BE MULTICODED

( 14 )

Clothing / footwear	1	
Toys	2	
<u>Large household goods</u>	<u>3</u>	
Jewellery / gifts	4	
DIY / ironmongery	5	
<u>Records / books</u>	<u>6</u>	
Furniture/carpets	7	
Sports goods	8	
<u>Small (everyday) household goods</u>	<u>9</u>	
Chemist	A	
Optician	B	
<u>Florist</u>	<u>C</u>	
Electrical	D	
Other (PLEASE WRITE IN)	E	
<hr/>		
(Don't know)	F	

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ASK ALL:

Q.13 Is Skipton / Settle / Town Centre your **main** centre for clothes / footwear shopping ? ( 15 )

Yes	1	GO TO Q.15
No	2	GO TO Q.14

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ASK THOSE WHO ANSWERED "NO" AT Q.13, OTHERS GO TO Q.15

Q.14 Where do you **mainly** go to buy clothes / footwear shopping ? ( 16 )

ONE ANSWER ONLY

Bradford City Centre	1	
Harrogate Town Centre	2	
<u>Ilkley Town Centre</u>	<u>3</u>	
Keighley Town Centre	4	
Leeds City Centre	5	
<u>Nelson and Colne</u>	<u>6</u>	
Skipton Town Centre	7	
Catalogue / mail order / Internet	8	
Other (PLEASE WRITE IN)	9	
<hr/>		
(Don't know)	A	

ASK ALL:  
Q.15 What is the **main** reason for choosing Skipton / Settle Town Centre for a shopping trip ?  
ONE ANSWER ONLY ( 17 )

Choice / quality / range of shops	1
Choice / quality / range of services such as. banks, building societies, etc	2
<u>Choice / quality / range of places to eat and drink</u>	<u>3</u>
Affordable prices	4
Late night shopping	5
<u>Safe / secure shopping environment</u>	<u>6</u>
Attractive shopping environment	7
Parking provision	8
<u>Close to home</u>	<u>9</u>
Close to work	A
Presence of other amenities	B
<u>On way to Dales</u>	<u>C</u>
Other (PLEASE WRITE IN)	D
<hr/>	
(Don't know)	E
(Not here for shopping)	F

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ASK ALL:  
Q.16 How long do you intend to spend in Skipton / Settle Town Centre today ?  
ONE ANSWER ONLY ( 18 )

Up to ½ an hour	1
About an hour	2
<u>About 1 ½ hours</u>	<u>3</u>
About 2 hours	4
2 -3 hours	5
<u>3 hours or more</u>	<u>6</u>
(Don't know)	7

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ASK ALL:  
Q.17 What improvements, if any, would you like to see to the shopping facilities in Skipton / Settle Town Centre ?  
CAN BE MULTICODED ( 19 )

Additional multiple traders (e.g. Marks & Spencer, Argos, River Island etc)	1
Additional small specialist traders	2
<u>A wider choice of food shops</u>	<u>3</u>
A wider choice of non-food shops	4
Fewer charity and £1 shops	5
<u>More coffee shops</u>	<u>6</u>
More shops / cafes open in the early evening	7
Other (PLEASE WRITE IN)	8
<hr/>	
(Don't know)	9

ASK ALL:  
Q.18 Please state what you particularly like about Skipton / Settle Town Centre ?  
DO NOT PROMPT. ONE ANSWER ONLY

ASK ALL:  
Q.19 What else do you like about Skipton / Settle Town Centre ?  
DO NOT PROMPT. CAN BE MULTICODED

	<b>Q.18</b> <b>1<sup>st</sup> mention</b> ( 20 )	<b>Q.19</b> <b>Other mentions</b> ( 21 )
Nothing	1	1
Close to home	2	2
<u>Easy to get to on foot</u>	3	3
Easy access by public transport	4	4
Easy access by private vehicle	5	5
<u>Proximity of parking to shops</u>	6	6
Parking costs	7	7
Not too busy / crowded	8	8
<u>Ease of parking</u>	9	9
Choice of shops	A	A
Quality of Shops	B	B
<u>Skipton Market</u>	C	C
Choice of services (banks / building societies)	D	D
Choice of places to eat / drink	E	E
Facilities for shoppers (e.g. toilets, mother/baby, seating, etc.)	F	F
<u>Attractiveness of environment</u>	G	G
Other amenities (e.g. museum / library, etc.)	H	H
<u>Safe / secure environment</u>	I	I
Other (PLEASE WRITE IN)	J	J
<hr/>		
(Don't know / none mentioned)	K	K

ASK ALL:  
Q.20 What do you particularly dislike about Skipton / Settle Town Centre ?  
DO NOT PROMPT. ONE ANSWER ONLY

ASK ALL:  
Q.21 What else do you particularly dislike about Skipton / Settle Town Centre?  
DO NOT PROMPT. CAN BE MULTICODED

	<b>Q.20</b> <b>1<sup>st</sup> mention</b> ( 22 )	<b>Q.21</b> <b>Other mentions</b> ( 23 )
Nothing	1	1
Traffic congestion	2	2
<u>Difficulty of crossing roads</u>	3	3
Not enough choice of shops	4	4
Not enough clothes shops	5	5
<u>Poor quality shops</u>	6	6
To few multiple retailers	7	7
Too many charity shops	8	8
<u>Prices too high</u>	9	9
Too few pubs / restaurants / eating places	A	A
Lack of parking	B	B
<u>Cost of parking</u>	C	C
Poor facilities (e.g. seating, toilets, etc.)	D	D
Poor accessibility / difficult to get to	E	E
<u>Streets dirty / litter</u>	F	F
Everything	G	G
Other (PLEASE WRITE IN)	H	H
<hr/>		
(Don't know / none mentioned)	I	I

ASK ALL:  
Q.22 Do you ever come to Skipton / Settle Town Centre in the evenings?

	( 24 )	
Yes	1	GO TO Q.24
No	2	GO TO Q.25

ASK THOSE WHO SAID 'YES' AT Q.22. OTHERS GO TO Q.24:

Q.23

What do you do in Skipton / Settle Town Centre in the evening?

DO NOT PROMPT. CAN BE MULTICODED

	( 25 )
Sports facilities	1
Health & fitness clubs	2
<u>Pubs</u>	<u>3</u>
Restaurants	4
Services (e.g. cash tills)	5
<u>Take away food</u>	<u>6</u>
Walk about / look around	7
Cinema	8
<u>Night-clubs</u>	<u>9</u>
Amusement arcade	A
Theatre	B
<u>Museum</u>	<u>C</u>
Other (PLEASE WRITE IN)	D
<hr/>	
(Don't know / none mentioned)	E

ASK ALL:

Q.24

What leisure facilities would you like to see in Skipton / Settle Town Centre ?

DO NOT PROMPT. CAN BE MULTICODED

	( 26 )
Bingo	1
Other sports facilities	2
<u>More health &amp; fitness clubs</u>	<u>3</u>
Restaurants	4
Better theatre	5
<u>More Night-clubs</u>	<u>6</u>
Late night shopping	7
Ten-pin bowling	8
<u>Arts Centre</u>	<u>9</u>
Skateboard / rollerblade park	A
Early evening facilities	B
<u>Additional cultural facilities</u>	<u>C</u>
Other (PLEASE WRITE IN)	D
<hr/>	
(Don't know / none mentioned)	E

ASK ALL: SHOWCARD 'C'

Q.25

How important are the following amenities to you in creating an attractive town centre ?

READ OUT:

ROTATE ORDER. TICK START

	<b>Very important</b> ( 27 )	<b>Important</b> ( 28 )	<b>Unimportant</b> ( 29 )	<b>(Don't know)</b> ( 30 )
A wide range of food shops	1	1	1	1
A wide range of non-food shops	2	2	2	2
<u>A wide range of independent / speciality shops</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
High quality / exclusive shops	4	4	4	4
Shops related to tourist activity	5	5	5	5
<u>Value / discount shops</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Cafes / pubs / restaurants	7	7	7	7
Good / easy pedestrian access	8	8	8	8
<u>Good / easy access by car</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
Ease of finding a car parking space	A	A	A	A
Provision of recreation/leisure (e.g. cinema)	B	B	B	B
<u>Pleasant town centre environment</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>C</u>
Culturally diverse	D	D	D	D
Safety	E	E	E	E
<u>Easy to get around</u>	<u>F</u>	<u>F</u>	<u>F</u>	<u>F</u>
A good quality traditional market	G	G	G	G
Maintenance and cleanliness	H	H	H	H

ASK ALL:

Q.26 How did you travel here today ?

( 31 )

Car / van (driver)	1
Car / van (passenger)	2
<u>Bus / coach</u>	<u>3</u>
Train	4
Taxi	5
<u>Walked</u>	<u>6</u>
Bicycle	7
Motorcycle / moped / scooter	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know / can't remember)	A

**CLASSIFICATION**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POST CODE:        TEL. No. \_\_\_\_\_

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<b>SEX:</b>	( 32 )	<b>AGE GROUP:</b>	( 33 )
Male	1	16 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6
		(Refused)	7

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**OCCUPATION OF CHIEF WAGE EARNER:** \_\_\_\_\_

	( 34 )
AB	1
C1	2
<u>C2</u>	<u>3</u>
DE	4

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<b>ADULTS IN HOUSEHOLD (16+):</b>	( 35 )	<b>CHILDREN IN HOUSEHOLD:</b>	( 36 )
One	1	0 - 4 years	1
Two	2	5 - 10 years	2
<u>Three</u>	<u>3</u>	11 - 15 years	3
Four or more	4		

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<b>NO. OF CARS IN HOUSEHOLD:</b>	( 37 )
One	1
Two	2
<u>Three</u>	<u>3</u>
Four or more	4

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<b>DAY OF INTERVIEW:</b>	( 38 )	<b>TIME OF INTERVIEW:</b>	( 39 )
Monday	1	10:00-11:00	1
Tuesday	2	11:01-12:00	2
<u>Wednesday</u>	<u>3</u>	<u>12:01-13:00</u>	<u>3</u>
Thursday	4	13:01-14:00	4
Friday	5	14:01-15:00	5
Saturday	6	<u>15:01-16:00</u>	<u>6</u>
		16:01-17:00	7
		17:01-18:00	8
<b>LOCATION OF INTERVIEW:</b>	( 40 )		
Skipton	1		
Settle	2		

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**DECLARATION:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

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