

CRAVEN DISTRICT COUNCIL  
SKIPTON HEALTH CHECK

## Appendix 4

# Household Survey Analysis

## Appendix 4 - Telephone Survey Analysis

The following section comprises an analysis of the Telephone Survey results (sample size 800).

The survey area is broken down into 9 zones, comprising the following wards.

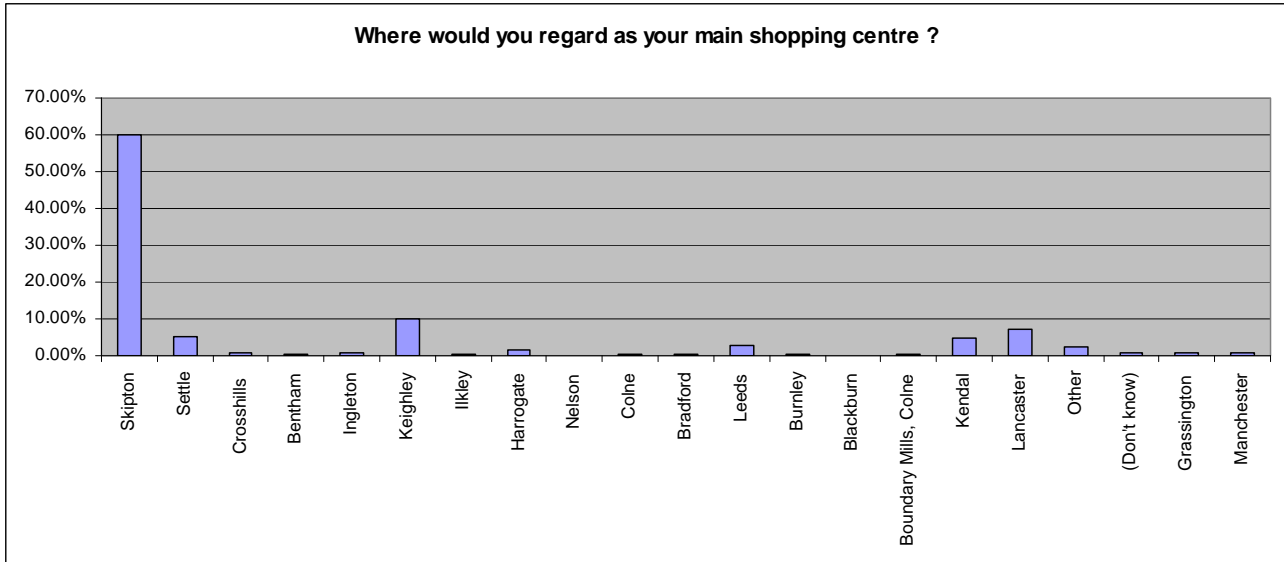
- Zone 1: Cowling(4), Glusburn(8), Sutton-in-Craven(17)
- Zone 2: Aire Valley with Lothersdale(1), West Craven(19)
- Zone 3: Skipton South(15), Skipton West(16)
- Zone 4: Embsay with Eastby(5), SkiptonEast(13), Skipton North(14)
- Zone 5: Barden Fell(3), Grassington(7), Upper Wharfedale(18)
- Zone 6: Gargrave and Malhamdale(6), Hellifield and Long Preston(9)
- Zone 7: Penyghent(11), Settle and Ribblesbanks(12)
- Zone 8: Ingleton and Clapham(10)
- Zone 9: Bentham(2)



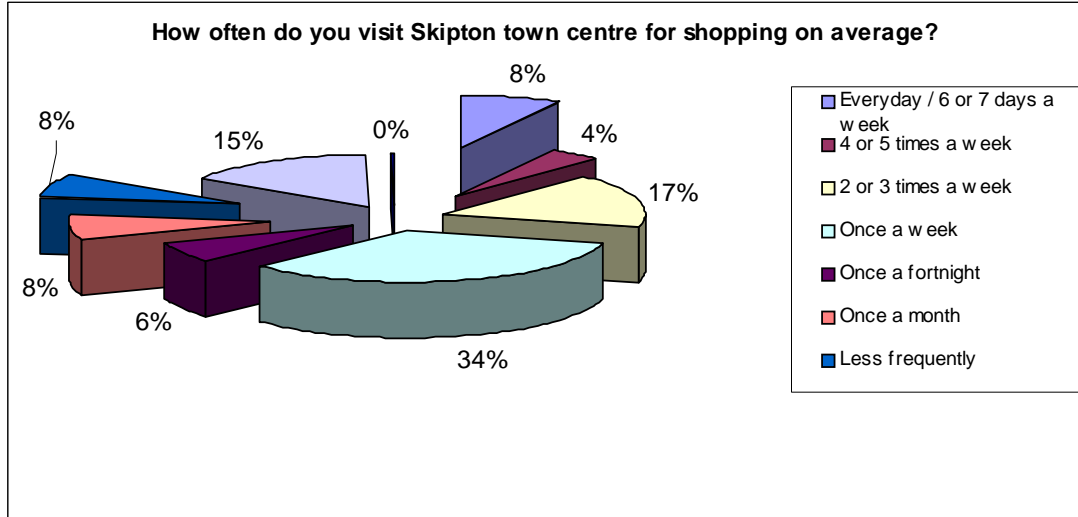
Household Survey – By Zone.(Population information from 2001 Census – those in households)

Zone 1 Wards 4,8 & 17 (Population 9257)	Zone 5 Wards 3, 7 & 18 (Population 5037)
Zone 2 Wards 1 & 19 (Population 5152)	Zone 6 Wards 6 & 9 (Population 4643)
Zone 3 Wards 15 & 16 (Population 7469)	Zone 7 Wards 11 & 12 (Population 5118)
Zone 4 Wards 5,13 & 14 (Population 8519)	Zone 8 Ward 10 (Population 3656)
	Zone 9 Ward 2 (Population 3490)

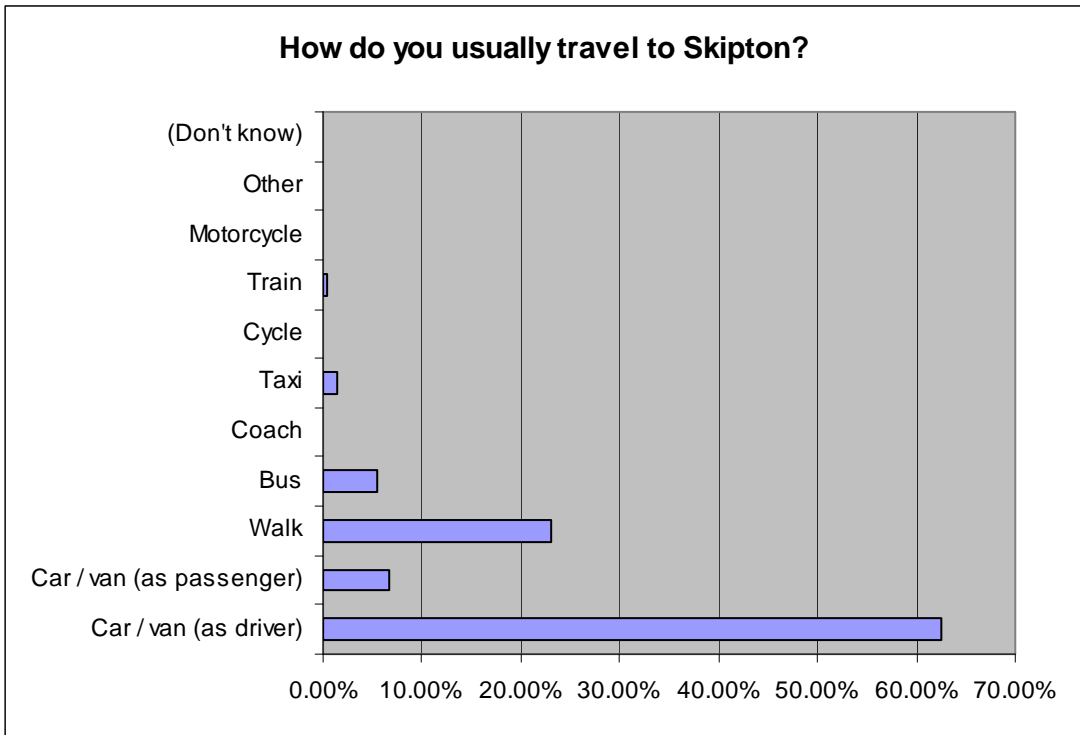
**Question 1: Leaving aside food shopping, where do you regard as your main shopping centre?**



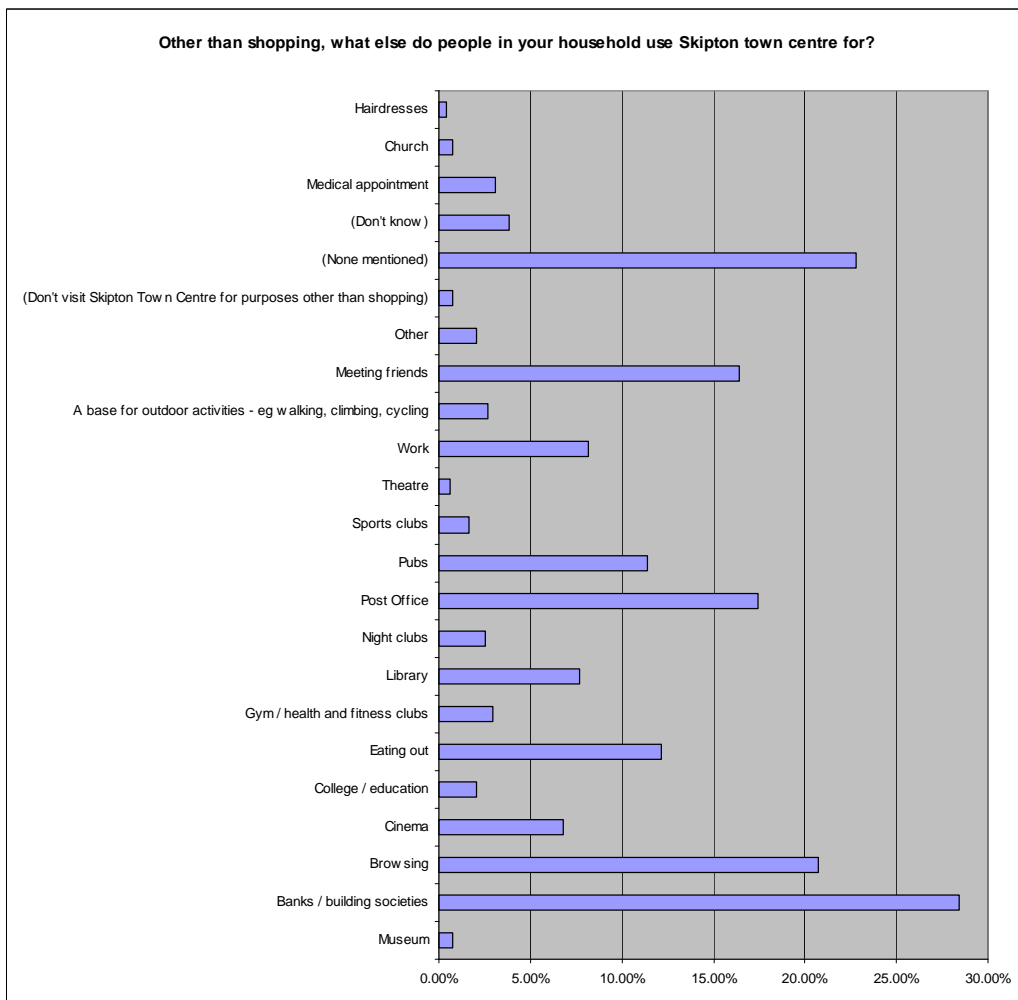
**Question 2 How often do you visit Skipton town centre for shopping on average?**



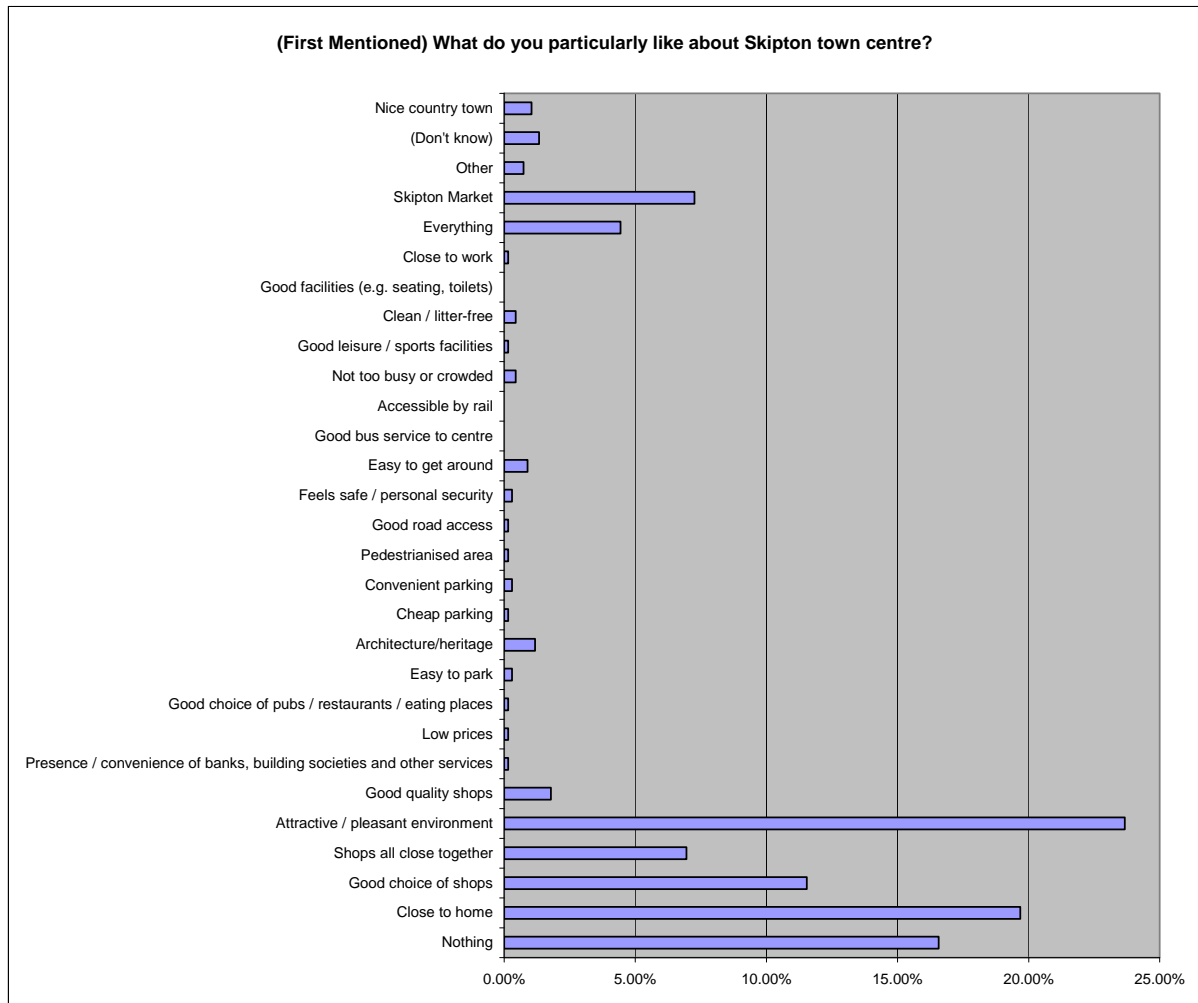
**Question 3 How do you usually travel to Skipton town centre?**



**Question 4 Other than shopping, what else do people in your household use Skipton town centre for?**

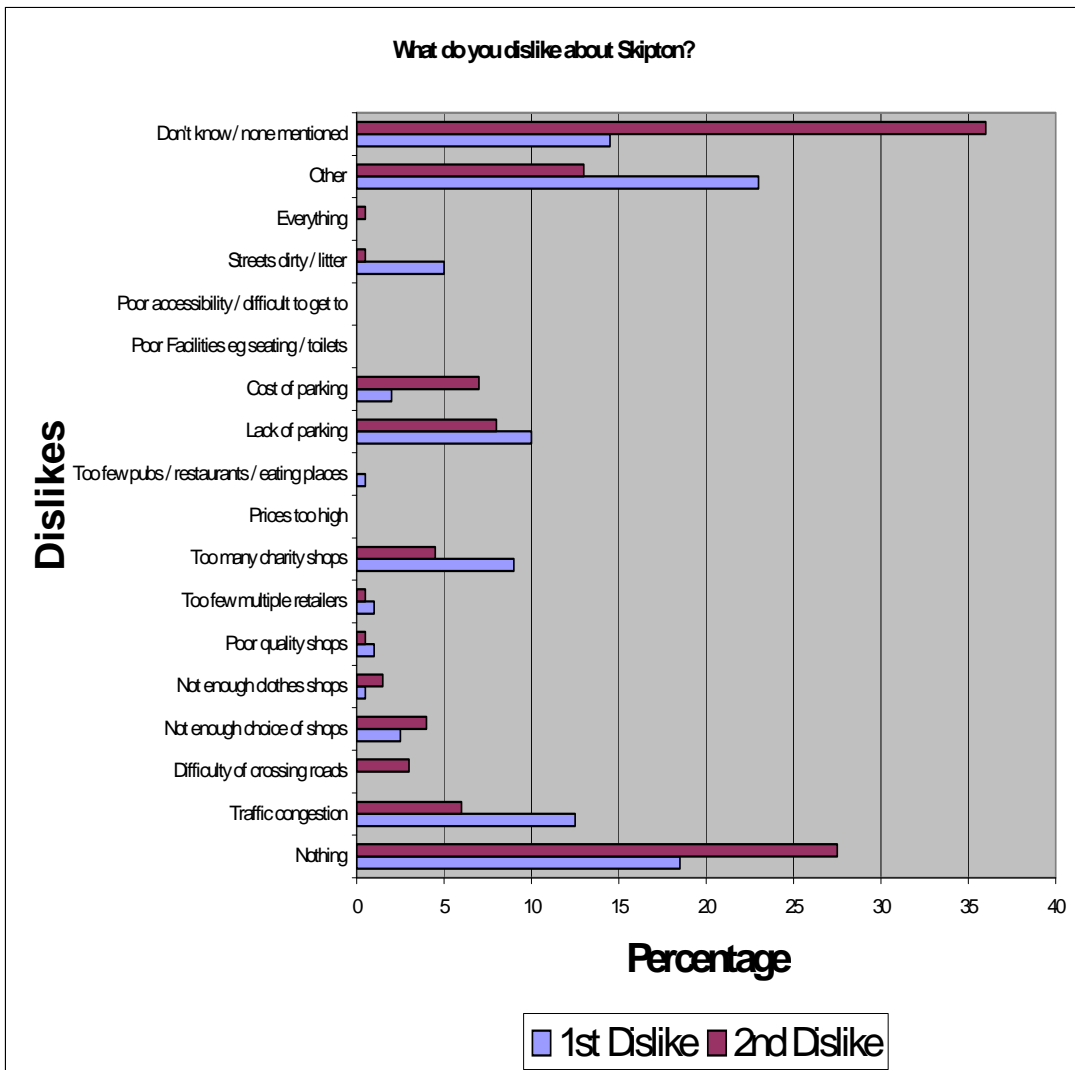


**Question 5 What do you particularly like about Skipton town centre ?**

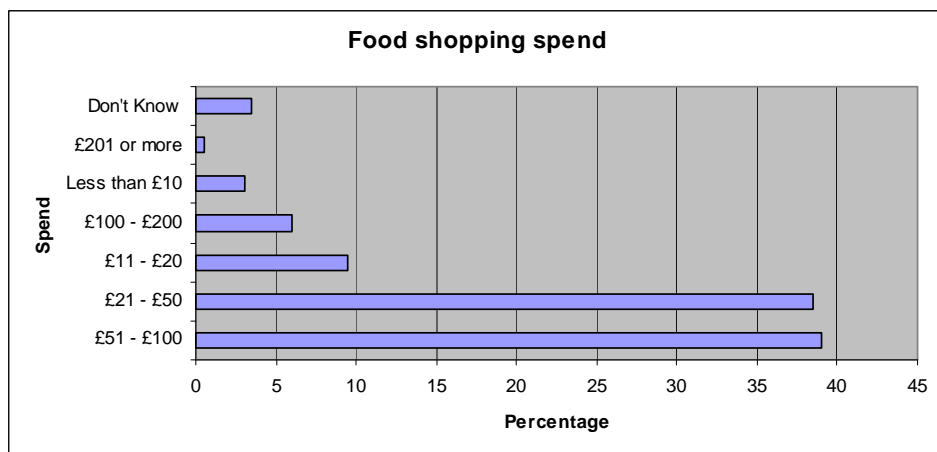


Question 6 When asked to mention a second 'like' the aspect featuring most frequently is the attractive/pleasant environment.

**Question 7 What do you particularly dislike about Skipton town centre ?**



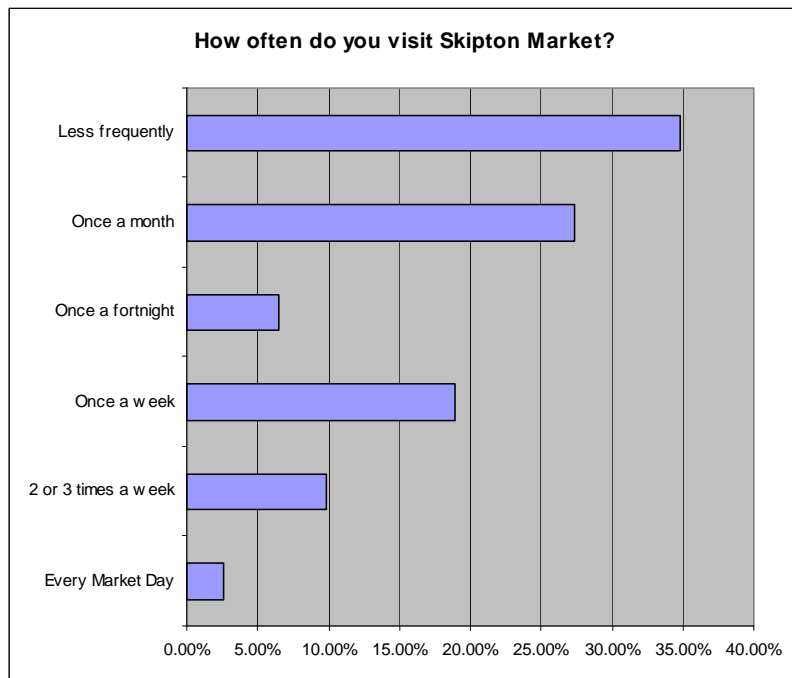
**Question 8 How much do you spend on food shopping?**



**Question 9 Do you ever shop at Skipton market ?**

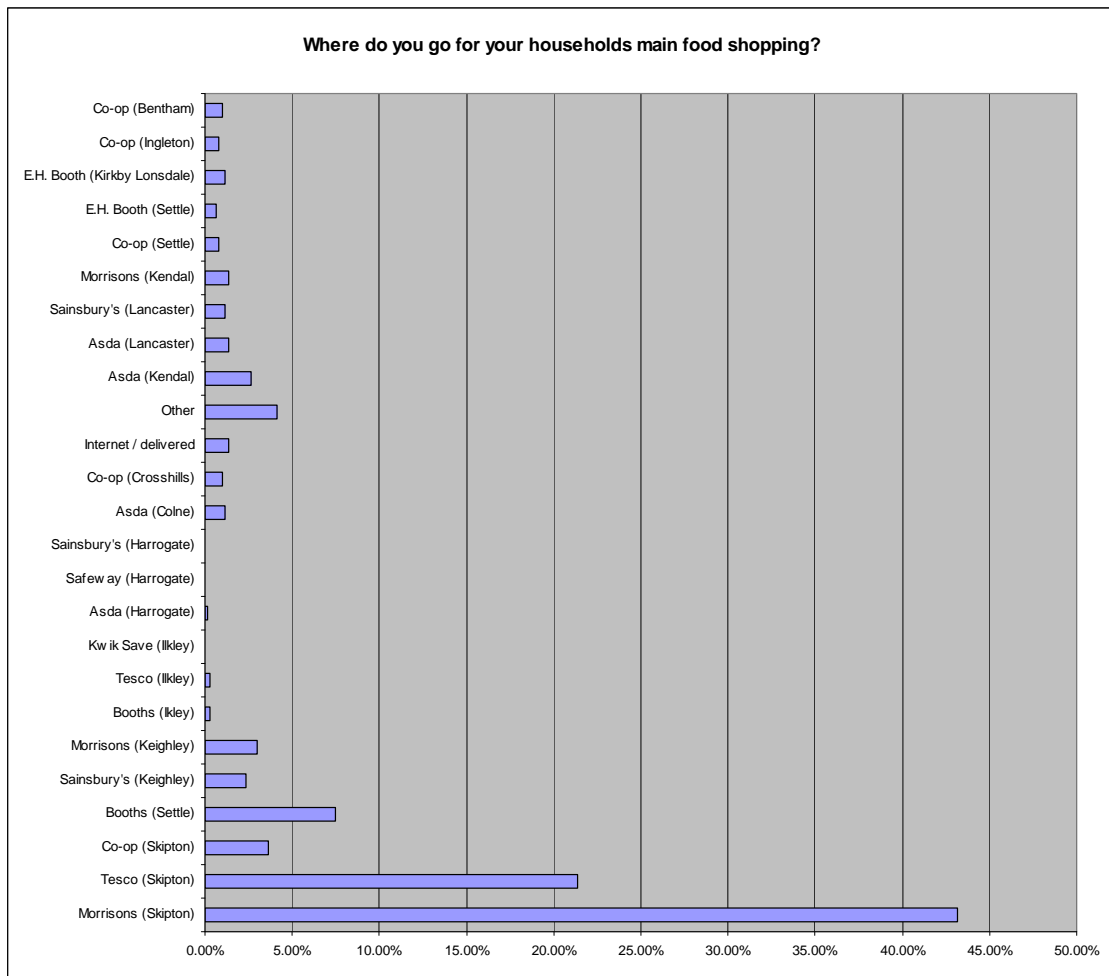


**Question 10 How often do you shop at Skipton Market?**



Questions 11-13 were only for those who named another town as their main shopping centre in response to Question 1.

**Question 14 Where do you usually go for your household's main food shopping ?**

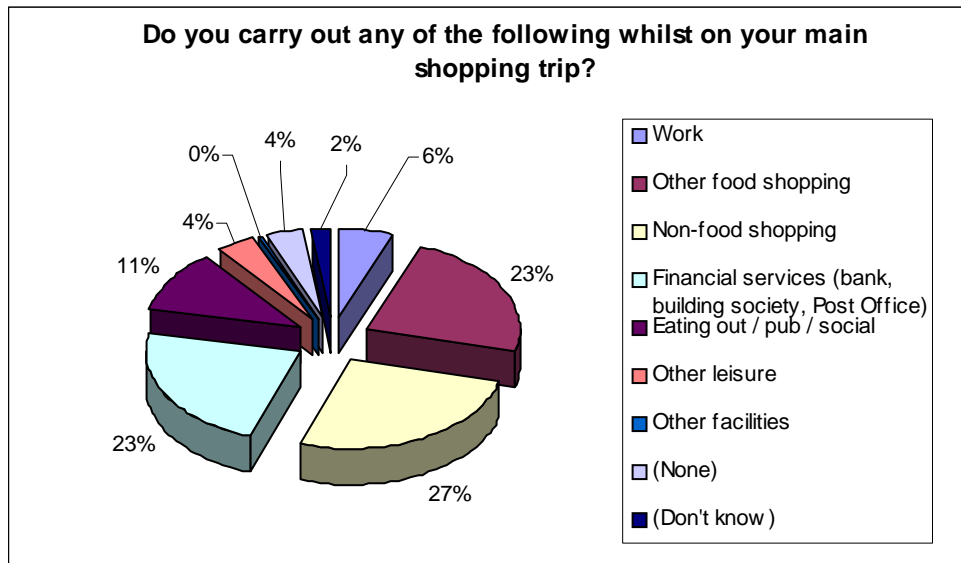




**Question 15 Do you visit Skipton Town Centre when doing your main food shopping? (Asked of those who carry out main food shopping in Skipton.)**

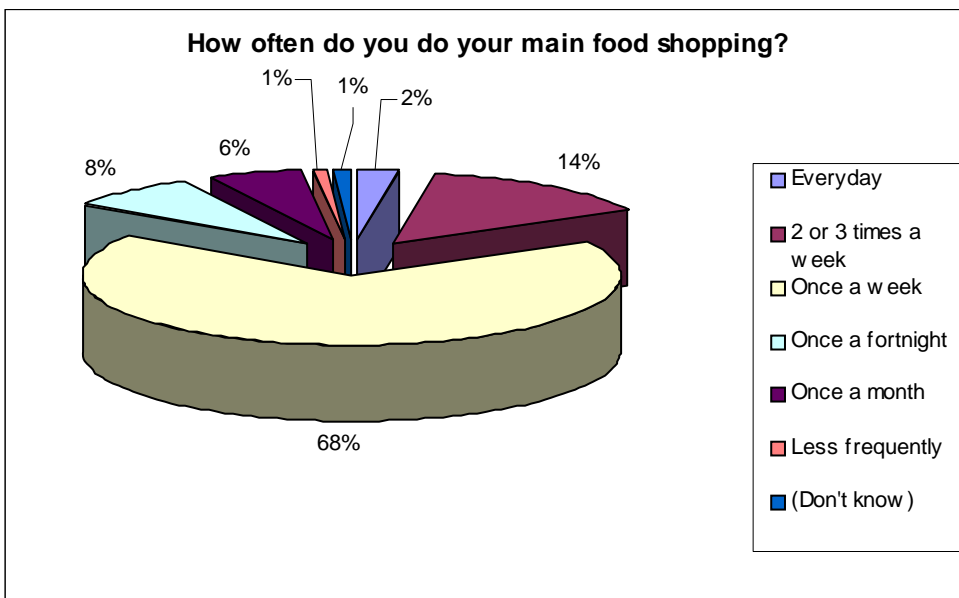


**Question 16 Do you usually visit / carry out any of the following in Skipton town centre whilst on your main food shopping trip? (Asked of those who carry out main food shopping in Skipton.)**

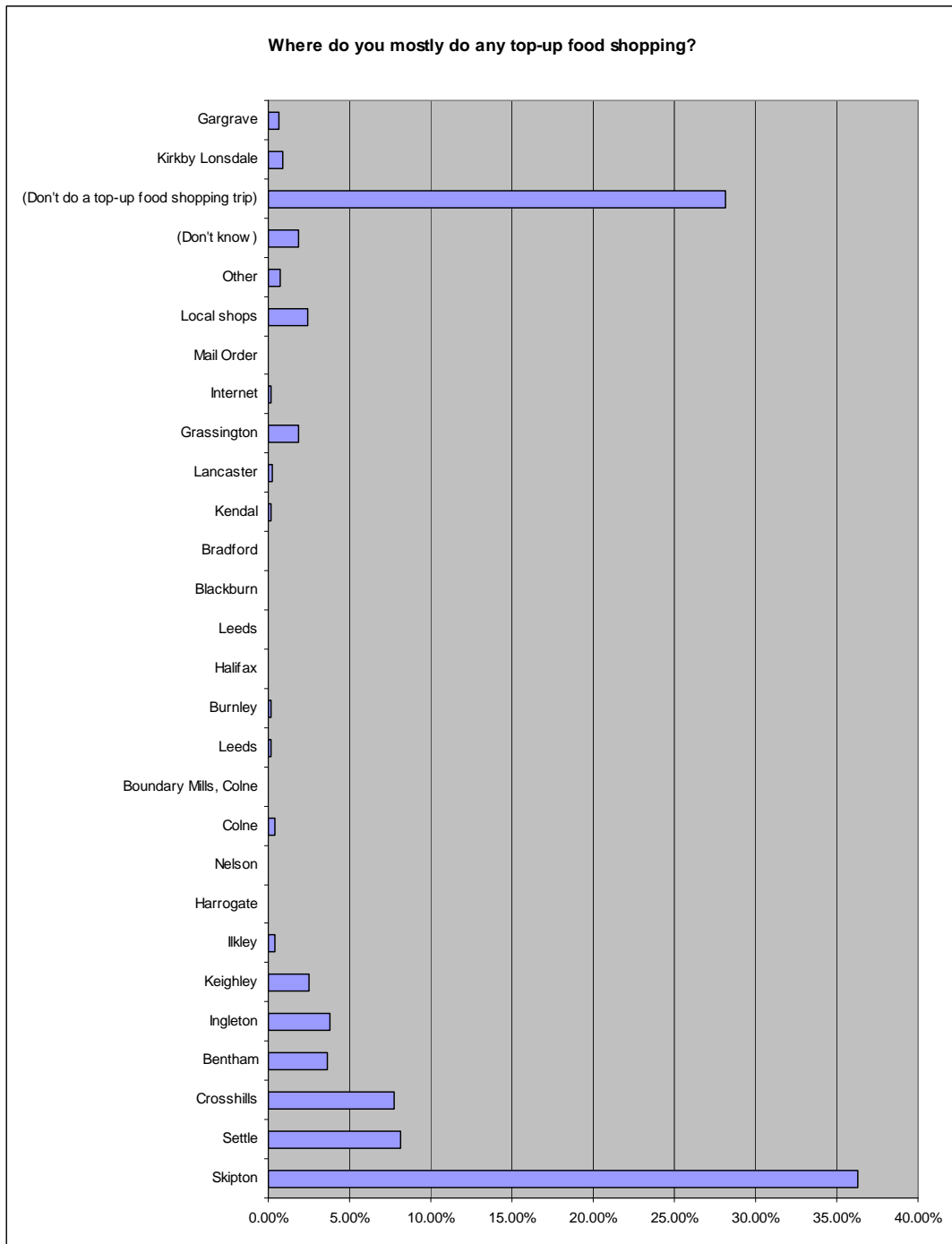


Questions 17 and 19 were only for those who carry out their main food shopping in Settle.

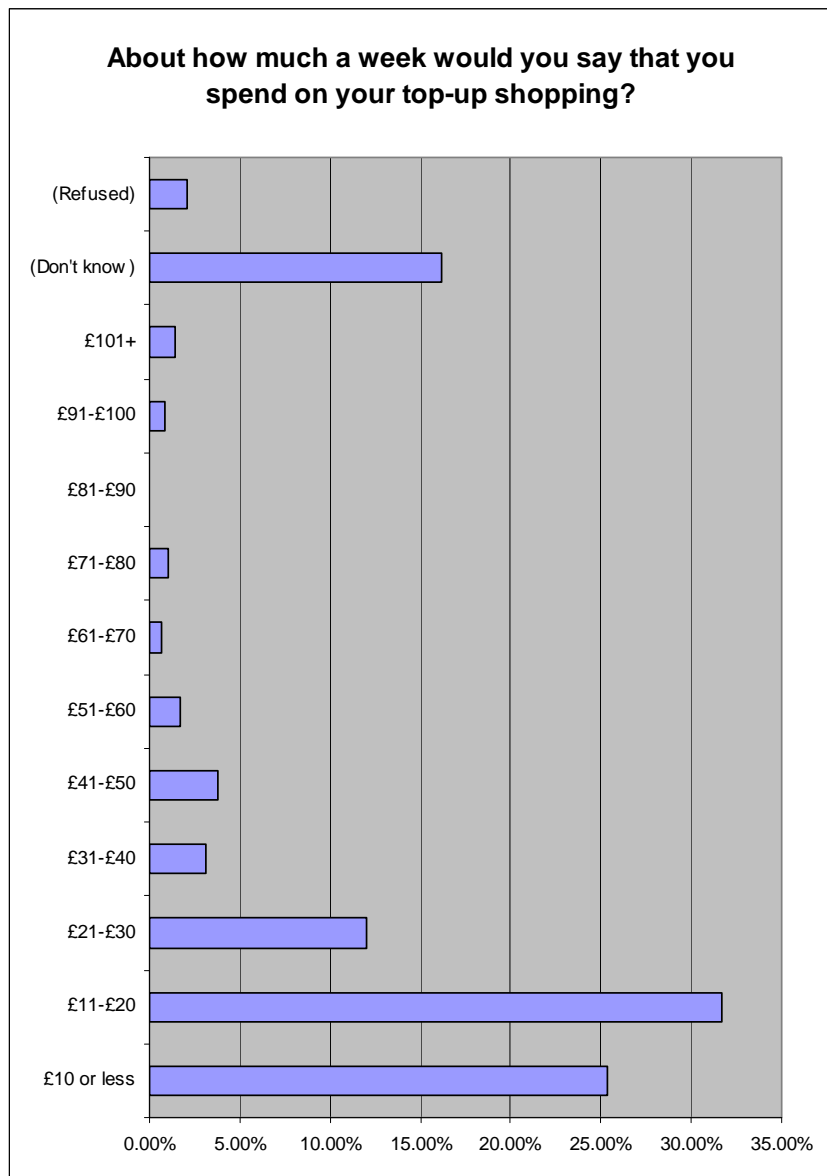
**Question 19 How often do you do your main food shopping?**



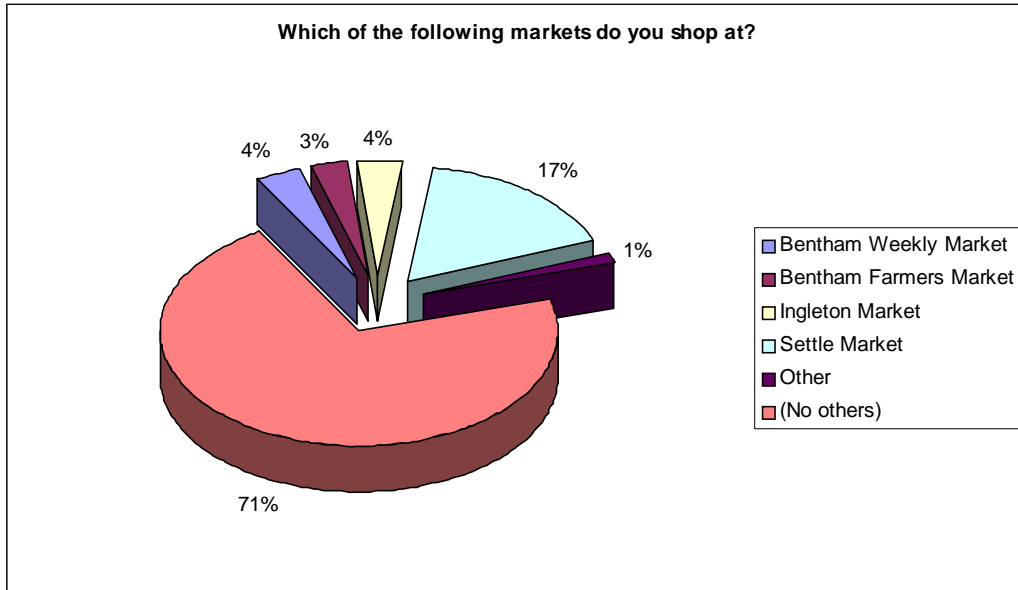
**Question 20 Where do you mostly do any top-up food shopping (ie. Between main food shopping trips) ?**



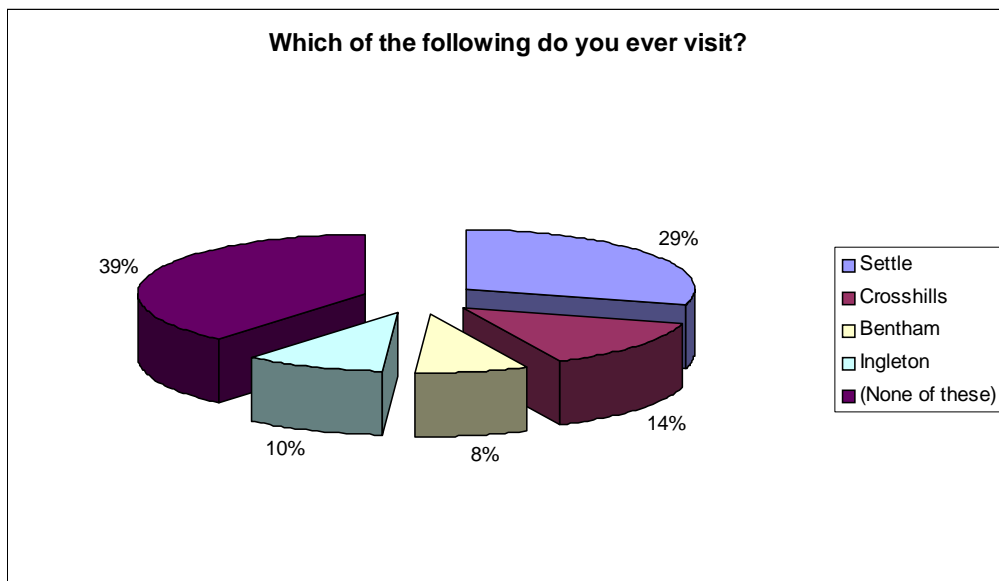
**Question 21 About how much a week would you say you spend on your top-up shopping?**



**Question 22 Which of the following markets do you ever shop at ?**

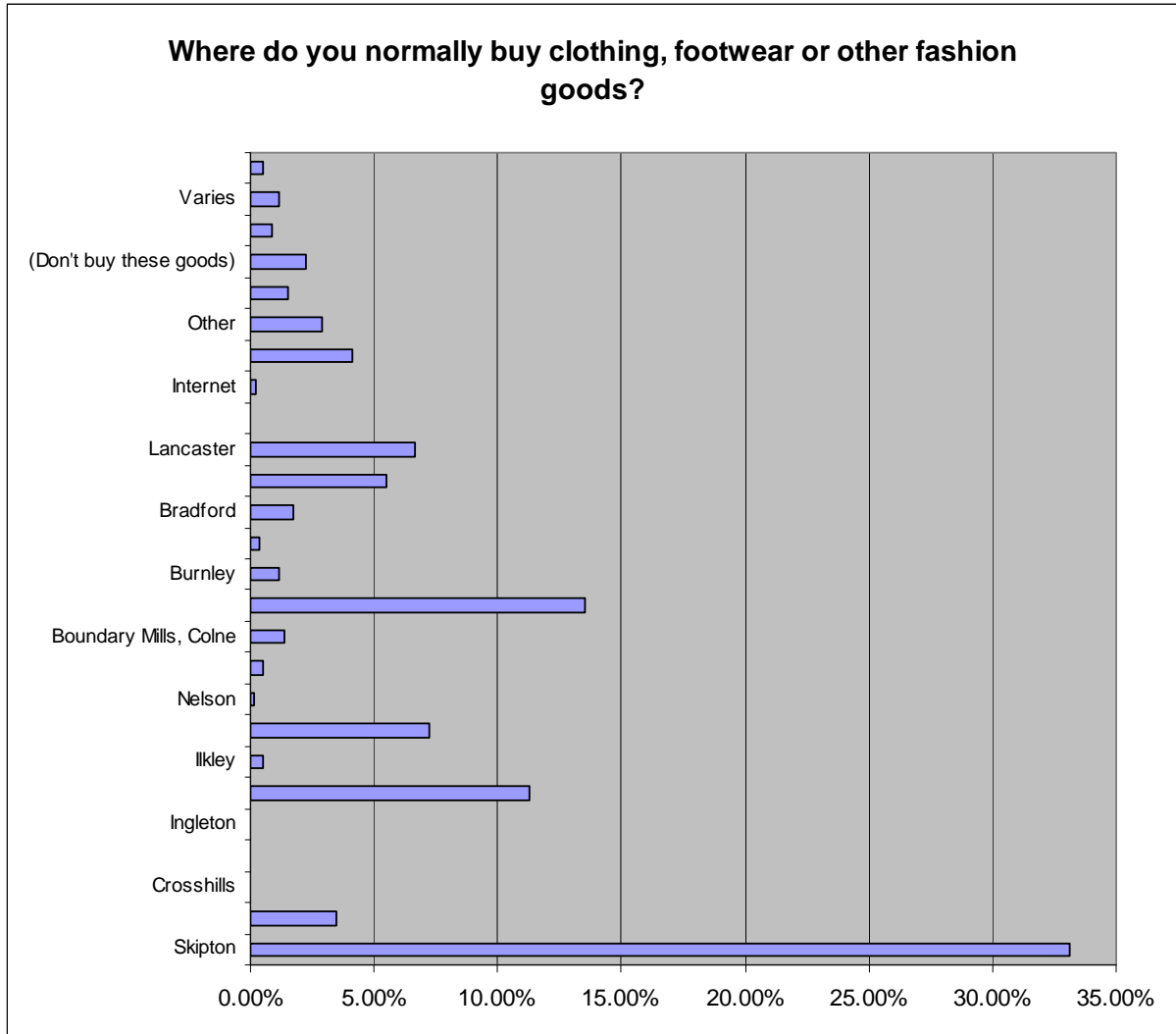


**Question 23 Which of the following do you ever visit ?**

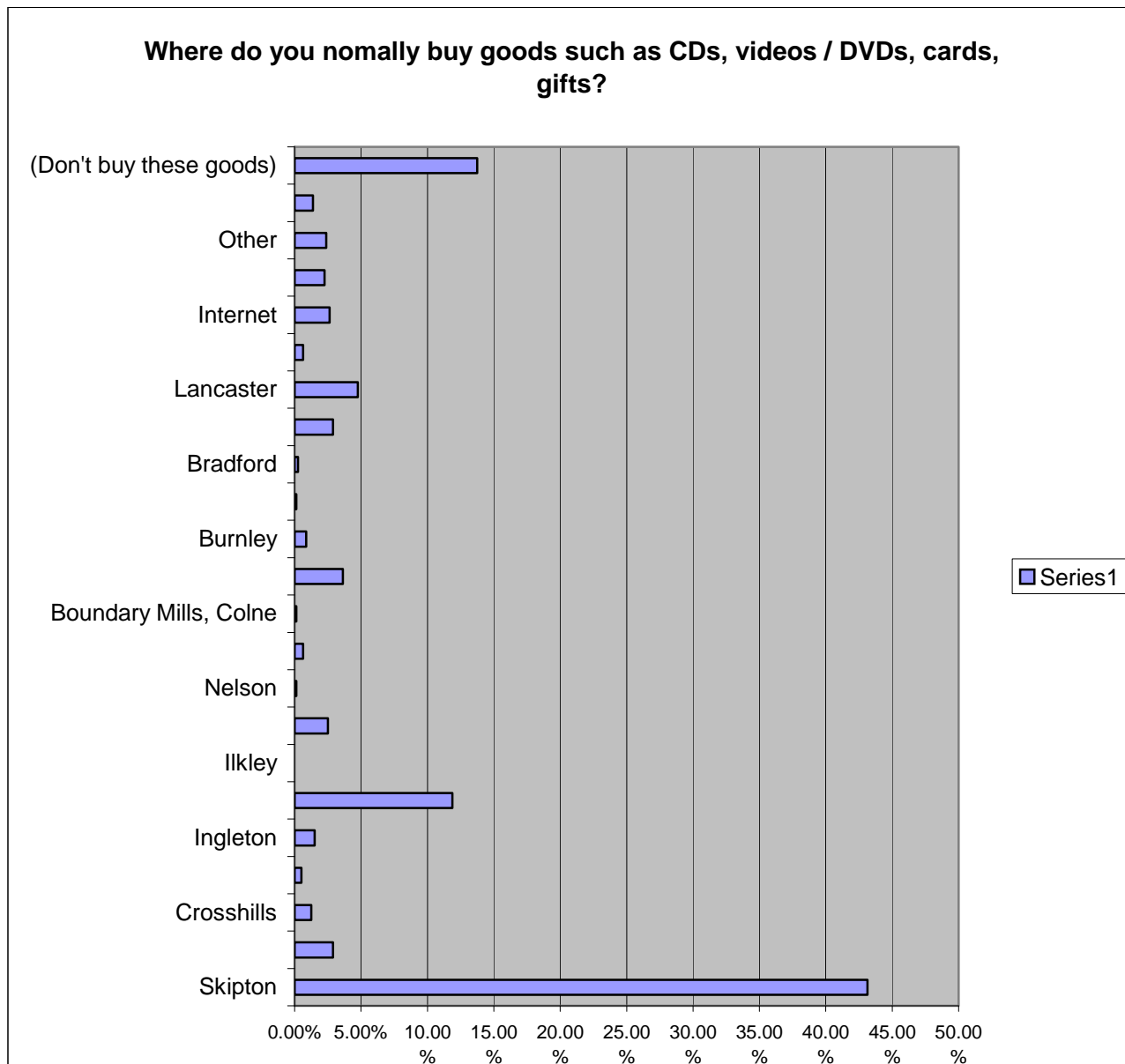


Questions 24 to 26 related to usage and opinions of the other centres and are analysed in the other reports.

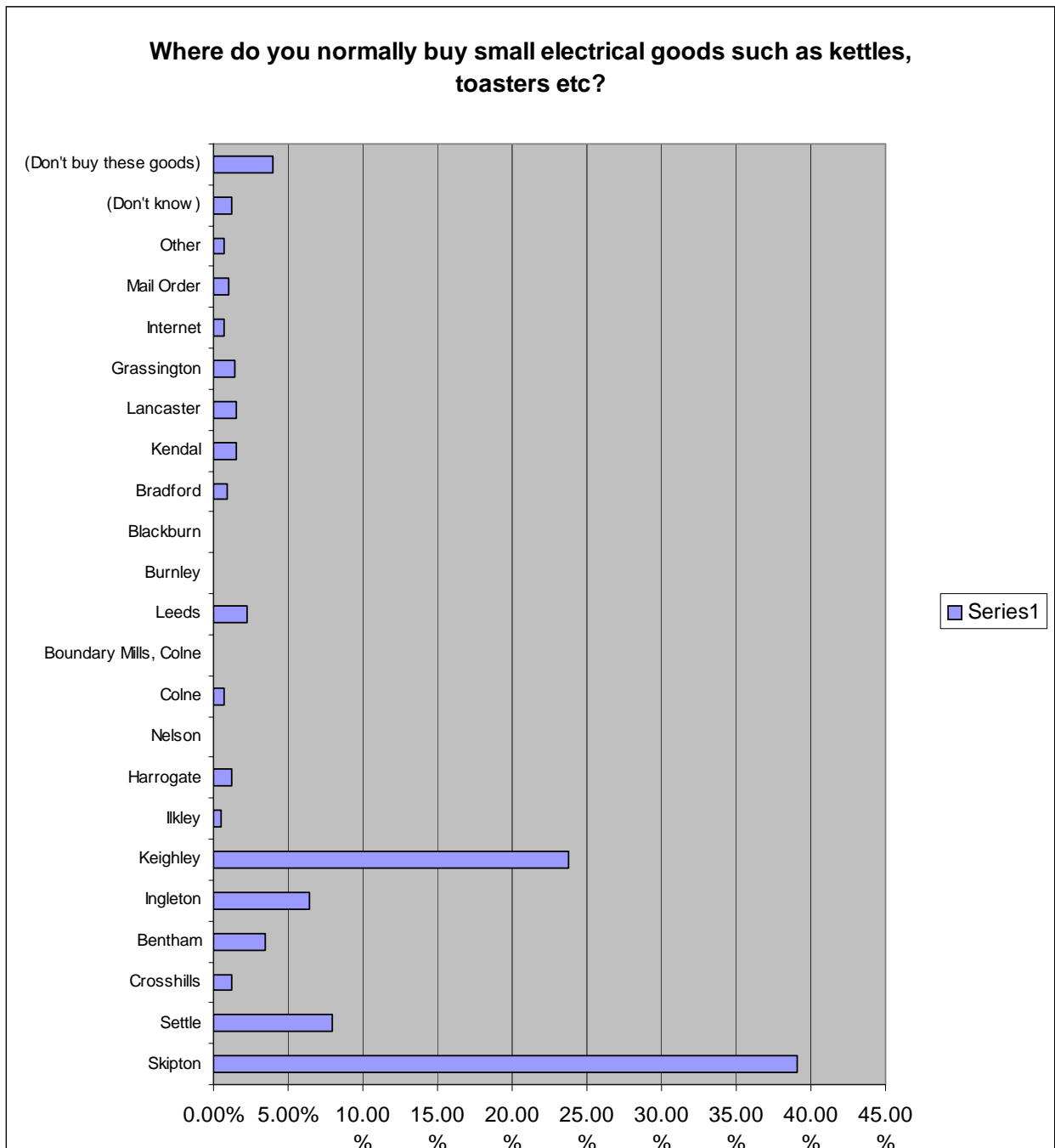
**Question 27 Where do you normally buy clothing, footwear or other fashion goods ?**



Question 28 Where do you normally buy goods such as CDs, videos / DVDs, cards, gifts ?

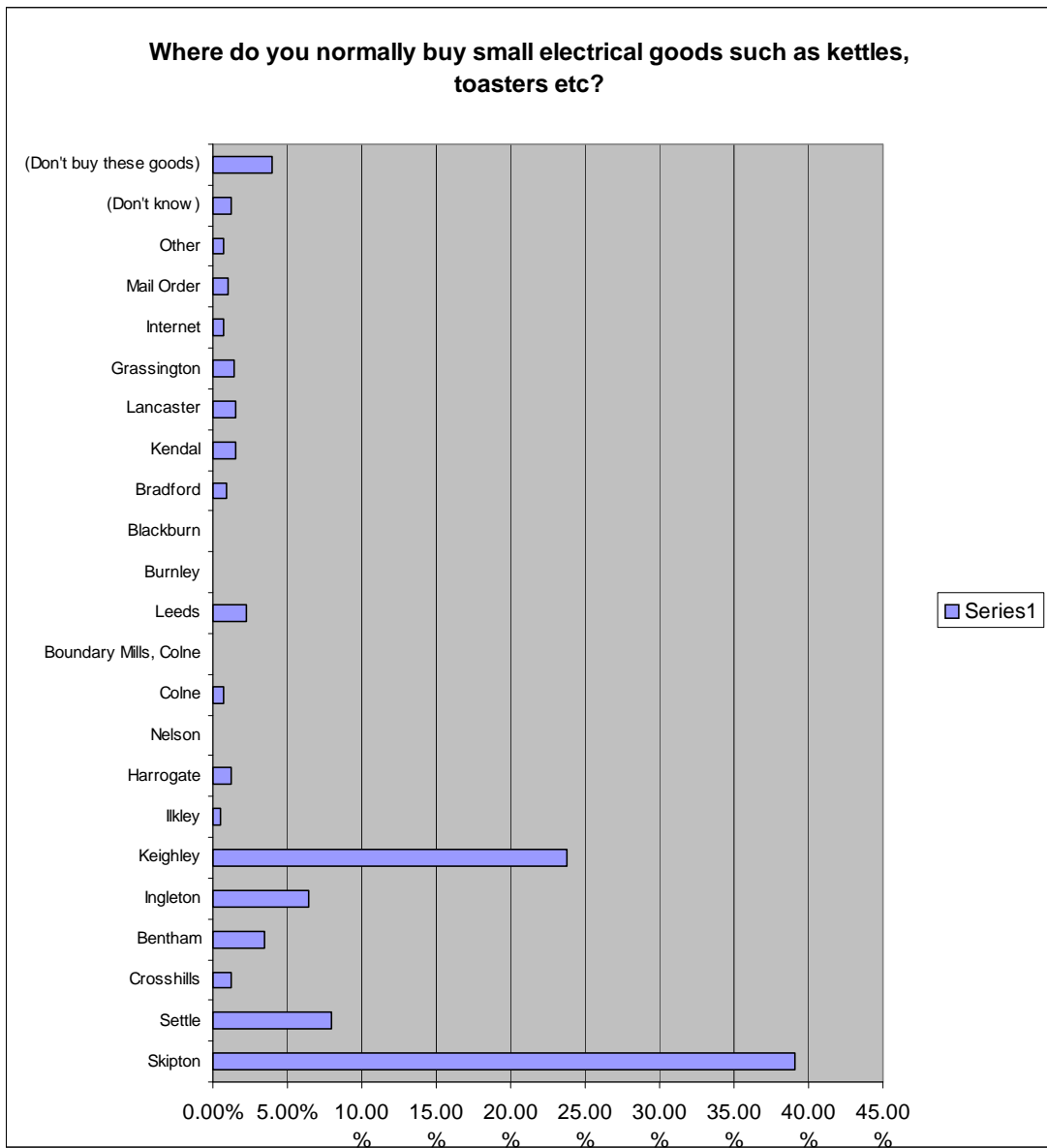


**Question 29 Where do you normally buy bulky household electrical goods such as TVs, fridges. Freezers, etc ?**

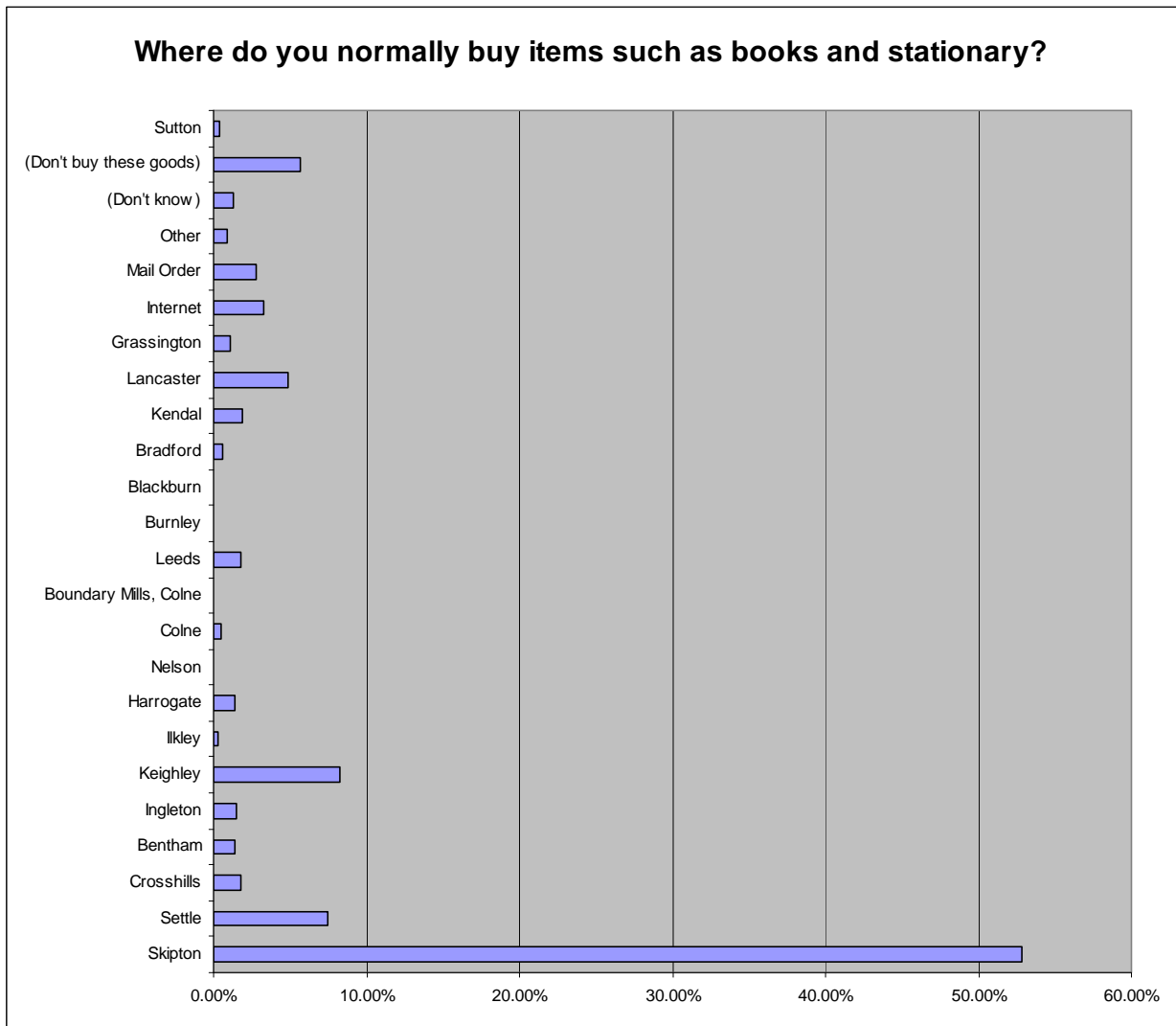




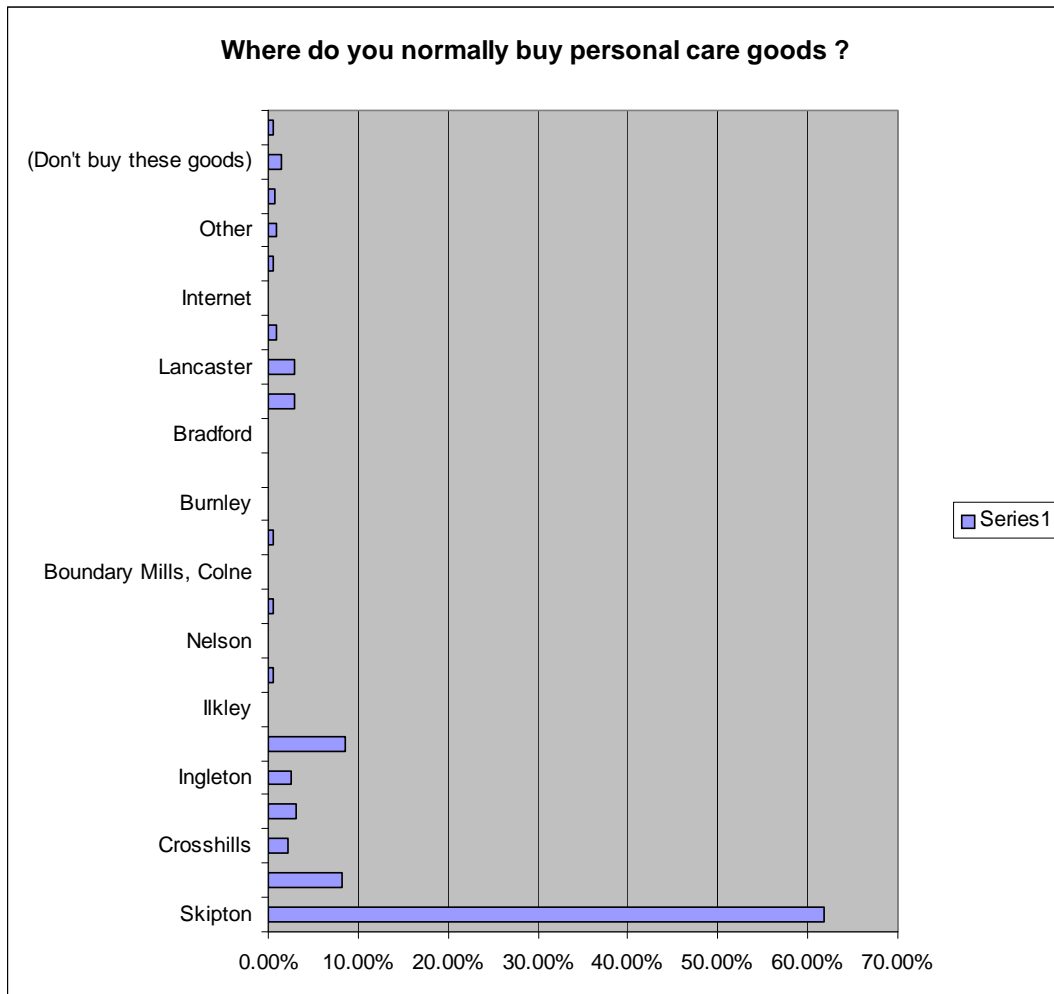
**Question 30 Where do you normally buy small electrical goods such as kettles, toasters etc ?**



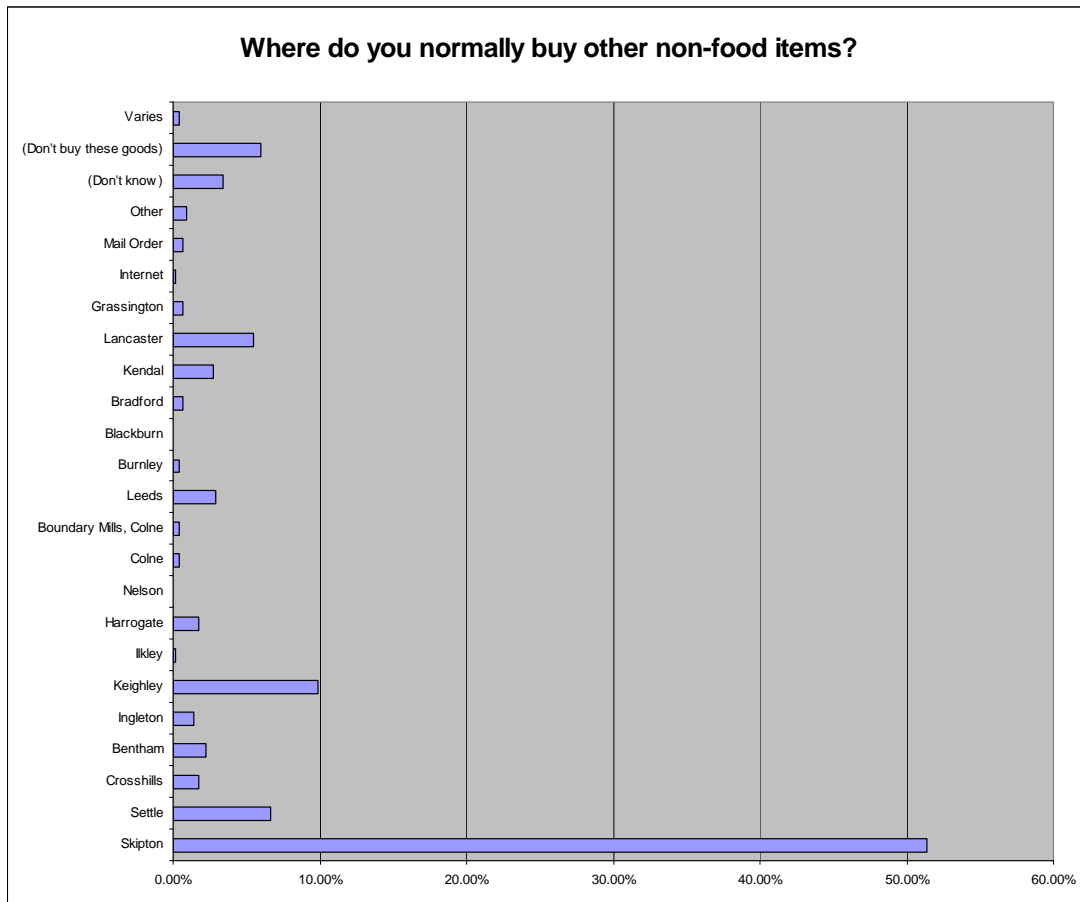
**Question 31 Where do you normally buy items such as books and stationery ?**



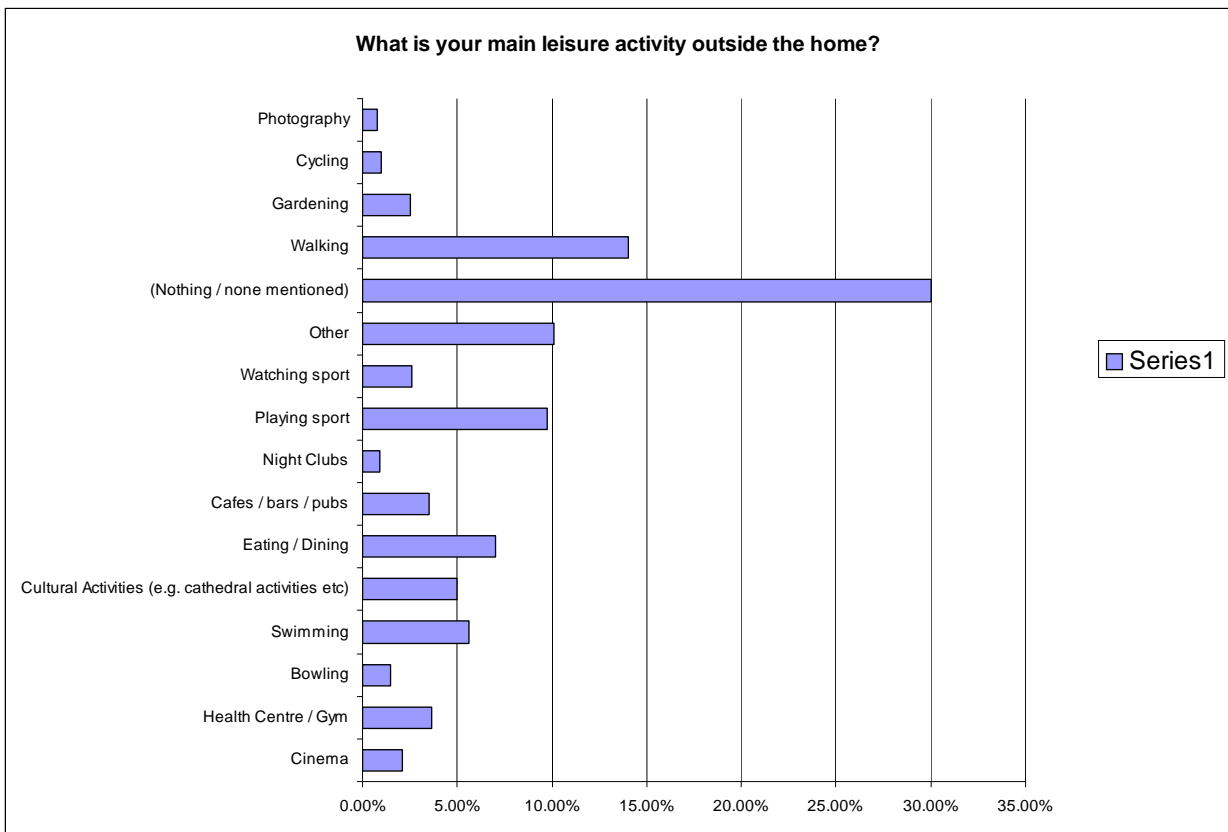
**Question 32 Where do you normally buy personal care goods ?**



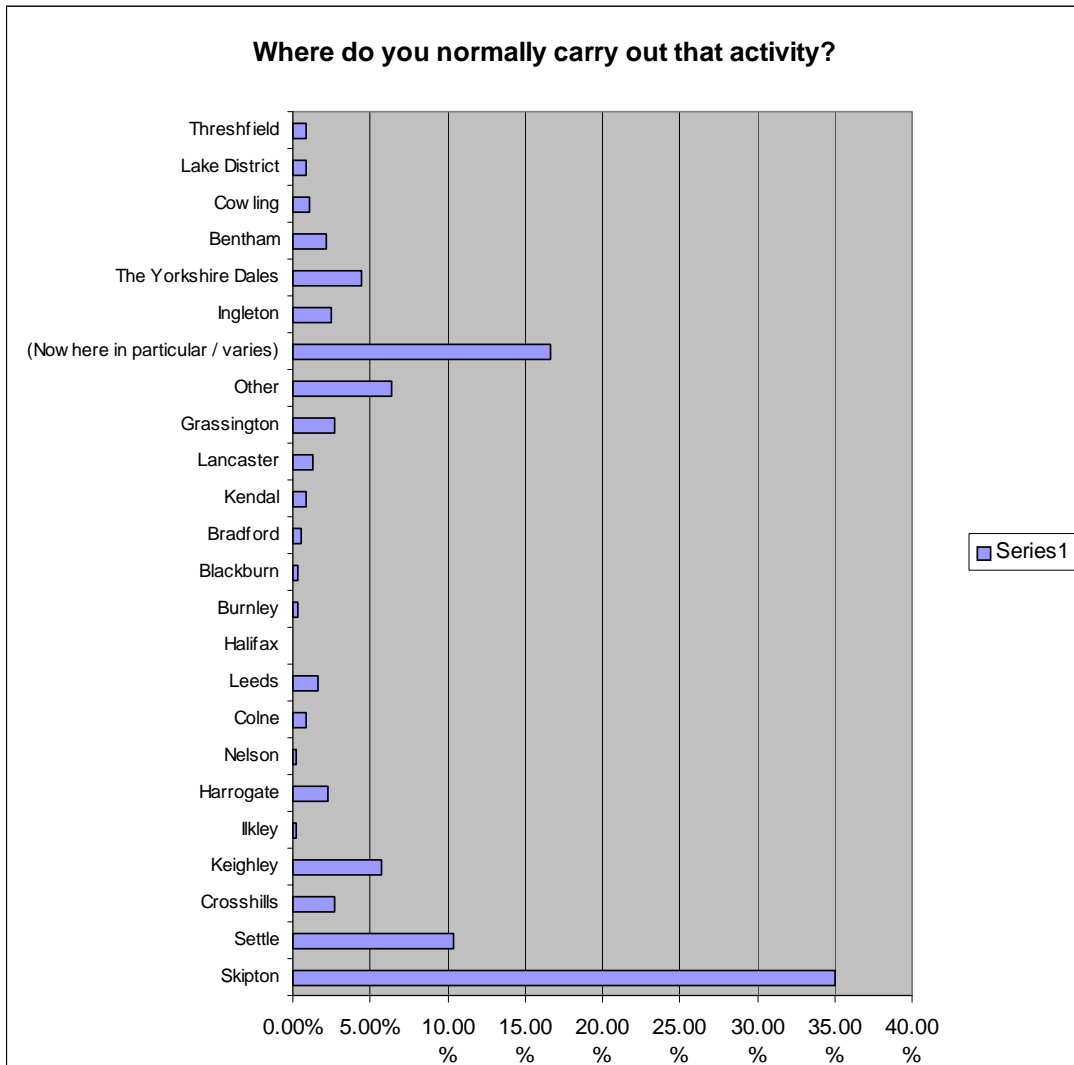
**Question 33 Where do you normally buy other non-food items ?**



### Question 34 What is your main leisure activity outside the home ?



**Question 35 Where do you normally carry out that activity?**



**Question 36 About how much do you spend per month on that activity ?**

