

JN. 190204

## SKIPTON SHOPPING SURVEY

**Good afternoon / evening, I am ..... from NEMS market research, an independent market research company, and we are conducting a short survey in your area about shopping. Do you have time to answer some questions ? It will take about 5 minutes**

**QA Are you the person who does most of the shopping in the household ?**

- 1 Yes
- 2 No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING

**Q01 Leaving aside food shopping, where would you regard as your household's main shopping centre ?**

ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Bradford
- C Leeds
- D Burnley
- E Blackburn
- F Boundary Mills, Colne
- G Kendal
- H Lancaster
- I Other (PLEASE WRITE IN)
- J (Don't know)

**Q02 How often do you visit Skipton Town Centre for shopping on average ?**

- |   |                               |           |
|---|-------------------------------|-----------|
| 1 | Everyday / 6 or 7 days a week | GO TO Q03 |
| 2 | 4 or 5 times a week           | GO TO Q03 |
| 3 | 2 or 3 times a week           | GO TO Q03 |
| 4 | Once a week                   | GO TO Q03 |
| 5 | Once a fortnight              | GO TO Q03 |
| 6 | Once a month                  | GO TO Q03 |
| 7 | Less frequently               | GO TO Q03 |
| 8 | Never                         | GO TO Q11 |

9 (Don't know)

GO TO Q03

**Q03 How do you usually travel to Skipton Town Centre ?**

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Walk
- 4 Bus
- 5 Coach
- 6 Taxi
- 7 Cycle
- 8 Train
- 9 Motorcycle
- A Other (PLEASE WRITE IN)
- B (Don't know)

**Q04 Other than shopping, what else do people in your household use Skipton Town Centre for?**

CAN BE MULTI CODED

- 1 Museum
- 2 Banks / building societies
- 3 Browsing
- 4 Cinema
- 5 College / education
- 6 Eating out
- 7 Gym / health and fitness clubs
- 8 Library
- 9 Night clubs
- A Post Office
- B Pubs
- C Sports clubs
- D Theatre
- E Work
- F A base for outdoor activities - eg walking, climbing, cycling
- G Meeting friends
- H Other (PLEASE WRITE IN)
- I (Don't visit Skipton Town Centre)
- J (None mentioned)
- K (Don't know)

**Q05 What do you particularly like about Skipton Town centre ?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Nothing
- 2 Close to home
- 3 Good choice of shops
- 4 Shops all close together
- 5 Attractive / pleasant environment
- 6 Good quality shops
- 7 Presence / convenience of banks, building societies and other services
- 8 Low prices
- 9 Good choice of pubs / restaurants / eating places
- A Easy to park

GO TO Q07

- B Architecture/heritage
- C Cheap parking
- D Convenient parking
- E Pedestrianised area
- F Good road access
- G Feels safe / personal security
- H Easy to get around
- I Good bus service to centre
- J Accessible by rail
- K Not too busy or crowded
- L Good leisure / sports facilities
- M Clean / litter-free
- N Good facilities (e.g. seating, toilets)
- O Close to work
- P Everything GO TO Q07
- Q Skipton Market
- R Other (PLEASE WRITE IN)
- S (None mentioned) GO TO Q07
- T (Don't know) GO TO Q07

**Q06 What else do you like about Skipton Town Centre ?**  
DO NOT READ OUT. CAN BE MULTI-CODED

- 1 Nothing
- 2 Close to home
- 3 Good choice of shops
- 4 Attractive / pleasant environment
- 5 Good quality shops
- 6 Presence / convenience of banks, building societies and other services
- 7 Low prices
- 8 Good choice of pubs / restaurants / eating places
- 9 Easy to park
- A Cheap parking
- B Convenient parking
- C Pedestrianised area
- D Good road access
- E Feels safe / personal security
- F Easy to get around
- G Good bus service to centre
- H Accessible by rail
- I Not too busy or crowded
- J Good leisure / sports facilities
- K Clean / litter-free
- L Good facilities (e.g. seating, toilets)
- M Close to work
- N Everything
- O Skipton Market
- P Other (PLEASE WRITE IN)
- Q (None mentioned / nothing further)
- R (Don't know)

**Q07 What do you particularly dislike about Skipton Town centre ?**  
DO NOT READ OUT. ONE ANSWER ONLY

- |   |  |           |
|---|--|-----------|
| 1 | Nothing  | GO TO Q09 |
| 2 | Traffic congestion                             |           |
| 3 | Difficult to cross roads                       |           |
| 4 | Not enough choice of shops                     |           |
| 5 | Not enough clothes shops                       |           |
| 6 | Poor quality shops                             |           |
| 7 | Charity shops                                  |           |
| 8 | Prices too high                                |           |
| 9 | Too few pubs / restaurants / eating places     |           |
| A | Lack of parking                                |           |
| B | Cost of parking                                |           |
| C | Lack of surface parking                        |           |
| D | Too busy / crowded                             |           |
| E | Unattractive environment                       |           |
| F | Poor facilities (e.g. seating, toilets)        |           |
| G | Poor sign posting                              |           |
| H | Poor accessibility / difficult to get to       |           |
| I | Too far from home                              |           |
| J | Poor bus services                              |           |
| K | State of bus station                           |           |
| L | Poor train services                            |           |
| M | Access to railway station                      |           |
| N | No covered areas / weather protection          |           |
| O | Lack of safety / personal security / hooligans |           |
| P | Streets dirty / litter                         |           |
| Q | Everything                                     | GO TO Q09 |
| R | Other (PLEASE WRITE IN)                        |           |
| S | (None mentioned)                               | GO TO Q09 |
| T | (Don't know)                                   | GO TO Q09 |

**Q08 What else do you dislike about Skipton Town centre ?**  
DO NOT READ OUT. CAN BE MULTI-CODED

- |   |  |
|---|--|
| 1 | Nothing                                    |
| 2 | Traffic congestion                         |
| 3 | Difficult to cross roads                   |
| 4 | Not enough choice of shops                 |
| 5 | Not enough clothes shops                   |
| 6 | Poor quality shops                         |
| 7 | Charity shops                              |
| 8 | Prices too high                            |
| 9 | Too few pubs / restaurants / eating places |
| A | Lack of parking                            |
| B | Cost of parking                            |
| C | Lack of surface parking                    |
| D | Too busy / crowded                         |
| E | Unattractive environment                   |
| F | Poor facilities (e.g. seating, toilets)    |
| G | Poor sign posting                          |
| H | Poor accessibility / difficult to get to   |
| I | Too far from home                          |
| J | Poor bus services                          |
| K | State of bus station                       |
| L | Poor train services                        |

- M No covered areas / weather protection
- N Access to railway station
- O Lack of safety / personal security / hooligans
- P Streets dirty / litter
- Q Other (PLEASE WRITE IN)
- R (None mentioned / nothing further)
- S (Don't know)

**Q09 Do you ever shop at Skipton market ?**  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes GO TO Q10
- 2 No GO TO Q11

**Q10 How often do you shop at Skipton market ?**  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Every Market Day
- 2 2 or 3 times a week
- 3 Once a week
- 4 Once a fortnight
- 5 Once a month
- 6 Less frequently Go to Q10a
- 7 (Don't know)

IF SKIPTON MENTIONED AT Q01 SKIP TO Q14

**Q11 How often do you visit (TOWN / CITY MENTIONED AT Q01) for shopping on average ?**

- 1 Everyday / 6 or 7 days a week
- 2 4 or 5 times a week
- 3 2 or 3 times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Once a month
- 7 Less frequently
- 8 (Don't know)

**Q12 How do you usually travel to (TOWN / CITY MENTIONED AT Q01) ?**

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Walk
- 4 Bus
- 5 Coach
- 6 Taxi
- 7 Cycle
- 8 Train
- 9 Motorcycle
- A Other (PLEASE WRITE IN)
- B (Don't know)

**Q13 Other than shopping, what else do people in your household use (CITY / TOWN MENTIONED AT Q01) for ?**

CAN BE MULTI CODED

- 1 Art gallery / museum
- 2 Banks / building societies
- 3 Browsing
- 4 Cinema
- 5 College / education
- 6 Eating out
- 7 Gym / health and fitness clubs
- 8 Library
- 9 Night clubs
- A Post Office
- B Pubs
- C Sports clubs
- D Theatre
- E Work
- F A base for outdoor activities - eg walking, climbing, cycling
- G Meeting friends
- H Other (PLEASE WRITE IN)
- I (None mentioned)
- J (Don't know)

**Q14 Where do you usually go for your household's main food shopping ?**  
ONE ANSWER ONLY. DO NOT READ OUT.

- 1 Morrisons (Skipton) GO TO Q15
- 2 Tesco (Skipton) GO TO Q15
- 3 Co-op (Skipton) GO TO Q15
- 4 Booths (Settle) GO TO Q17
- 5 Sainsbury's (Keighley) GO TO Q19
- 6 Morrisons (Keighley) GO TO Q19
- 7 Booths (Ilkley) GO TO Q19
- 8 Tesco (ilkley) GO TO Q19
- 9 Kwik Save (Ilkley) GO TO Q19
- A Asda (Harrogate) GO TO Q19
- B Safeway (Harrogate) GO TO Q19
- C Sainsbury's (Harrogate) GO TO Q19
- D Asda (Colne) GO TO Q19
- E Co-op (Crosshills) GO TO Q19
- F Internet / delivered GO TO Q19
- G Other (PLEASE WRITE IN) GO TO Q19

**Q15 When doing your main food shopping do you usually visit Skipton Town centre on the same trip ?**  
ONE ANSWER ONLY. DO NOT READ OUT

- 1 Yes GO TO Q16
- 2 No GO TO Q19
- 3 (Don't know / not sure) GO TO Q19

**Q16 Do you usually visit / carry out any of the following in Skipton Town Centre whilst on your main food shopping trip ?**  
READ OUT. CAN BE MULTI CODED

- |   |  |           |
|---|--|-----------|
| 1 | Work   | GO TO Q19 |
| 2 | Other food shopping                                      | GO TO Q19 |
| 3 | Non-food shopping  | GO TO Q19 |
| 4 | Financial services (bank, building society, Post Office) | GO TO Q19 |
| 5 | Eating out / pub / social                                | GO TO Q19 |
| 6 | Other leisure  | GO TO Q19 |
| 7 | Other facilities (PLEASE WRITE IN)                       | GO TO Q19 |
| 8 | (None)   | GO TO Q19 |
| 9 | (Don't know)   | GO TO Q19 |

**Q17 When doing your main food shopping, do you usually visit Settle Town centre ?**

ONE ANSWER ONLY. DO NOT READ OUT

- |   |                         |           |
|---|-------------------------|-----------|
| 1 | Yes                     | GO TO Q18 |
| 2 | No                      | GO TO Q19 |
| 3 | (Don't know / not sure) | GO TO Q19 |

**Q18 Do you usually visit / carry out any of the following in Settle Town centre whilst on your main food shopping trip ?**

READ OUT. CAN BE MULTI CODED

- |   |  |
|---|--|
| 1 | Work   |
| 2 | Other food shopping                                      |
| 3 | Non-food shopping  |
| 4 | Financial services (bank, building society, Post Office) |
| 5 | Eating out / pub / social                                |
| 6 | Other leisure  |
| 7 | Other facilities (PLEASE WRITE IN)                       |
| 8 | (None)   |
| 9 | (Don't know)   |

**Q19 How often do you do your main food shopping ?**

ONE ANSWER ONLY. DO NOT READ OUT

- |   |                     |
|---|---------------------|
| 1 | Everyday            |
| 2 | 2 or 3 times a week |
| 3 | Once a week         |
| 4 | Once a fortnight    |
| 5 | Once a month        |
| 6 | Less frequently     |
| 7 | (Don't know)        |

**Q20 Where do you mostly do any top-up food shopping (ie. Between main food shopping trips) ?**

ONE ANSWER ONLY

- |   |            |
|---|------------|
| 1 | Skipton    |
| 2 | Settle     |
| 3 | Crosshills |
| 4 | Bentham    |
| 5 | Ingleton   |
| 6 | Keighley   |
| 7 | Ilkley     |

- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Halifax
- F Leeds
- G Blackburn
- H Bradford
- I Kendal
- J Lancaster
- K Grassington
- L Internet
- M Mail Order
- N Local shops
- O Other (PLEASE WRITE IN)
- P (Don't know)
- Q (Don't do a top-up food shopping trip)

GO TO Q22

**Q21 About how much a week would you say you spend on your top-up shopping ?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Amount to nearest pound (PLEASE WRITE IN)
- 2 (Don't know)
- 3 (Refused)

**Q22 Which of the following markets do you ever shop at ?**

READ OUT CAN BE MULTICODED

- 1 Bentham Weekly Market
- 2 Bentham Farmers Market
- 3 Ingleton Market
- 4 Settle Market
- 5 Other (PLEASE WRITE IN)
- 6 (No others)

**Q23 Which of the following do you ever visit ?**

READ OUT. ONE ANSWER ONLY.

- 1 Settle
- 2 Crosshills
- 3 Bentham
- 4 Ingleton
- 5 (None of these)

GO TO Q24

GO TO Q24

GO TO Q24

GO TO Q24

GO TO Q27

**Q24 For what purposes do you visit (CENTRE MENTIONED AT Q23) ?**

CAN BE MULTICODED. DO NOT READ OUT

Settle

- 1 Main Food Shopping
- 2 Top up food shopping
- 3 Non-Food shopping
- 4 Eating / drinking



- 5 Library
- 6 Banking / Financial Services
- 7 Work
- 8 Leisure
- 9 Outdoor Activities
- A Meeting friends
- B Other (PLEASE WRITE IN)
- C (Don't visit at all)

**Q25 What do you particularly like about (CENTRE MENTIONED AT Q23) ?**  
CAN BE MULTICODED. DO NOT READ OUT

Settle

- 1 Nothing
- 2 Close to home
- 3 Good choice of shops
- 4 Shops all close together
- 5 Attractive / pleasant environment
- 6 Good quality shops
- 7 Presence / convenience of banks, building societies and other services
- 8 Low prices
- 9 Good choice of pubs / restaurants / eating places
- A Easy to park
- B Architecture/heritage
- C Cheap parking
- D Convenient parking
- E Pedestrianised area
- F Good road access
- G Feels safe / personal security
- H Easy to get around
- I Good bus service to centre
- J Accessible by rail
- K Not too busy or crowded
- L Good leisure / sports facilities
- M Clean / litter-free
- N Good facilities (e.g. seating, toilets)
- O Close to work
- P Everything
- Q The Market
- R Other (PLEASE WRITE IN)
- S (None mentioned)
- T (Don't know)

**Q26 What do you particularly dislike about (CENTRE MENTIONED AT Q23) ?**  
CAN BE MULTICODED. DO NOT READ OUT

Settle

- 1 Nothing
- 2 Traffic congestion
- 3 Difficult to cross roads
- 4 Not enough choice of shops
- 5 Not enough clothes shops
- 6 Poor quality shops
- 7 Charity shops
- 8 Prices too high
- 9 Too few pubs / restaurants / eating places

- A Lack of parking
- B Cost of parking
- C Lack of surface parking
- D Too busy / crowded
- E Unattractive environment
- F Poor facilities (e.g. seating, toilets)
- G Poor sign posting
- H Poor accessibility / difficult to get to
- I Too far from home
- J Poor bus services
- K Poor train services
- L No covered areas / weather protection
- M Lack of safety / personal security / hooligans
- N Streets dirty / litter
- O Other (PLEASE WRITE IN)
- P (None mentioned)
- Q (Don't know)

**Q27 Where do you normally buy clothing, footwear or other fashion goods ?**

ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q28 Where do you normally buy goods such as CDs, videos / DVD's, cards, gifts ?**

ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Bentham

- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q29 Where do you normally buy bulky household goods such as TVs, fridges, freezers etc ?**

ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q30 Where do you normally buy small electrical goods such as kettles, toasters etc ?**

ONE ANSWER ONLY

- 1 Skipton
- 2 Settle

- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q31 Where do you normally buy items such as books and stationery ?**  
ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q32 Where do you normally buy personal care goods ?**  
ONE ANSWER ONLY

- 1 Skipton
- 2 Settle

- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q33 Where do you normally buy other non-food items ?**  
ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Bentham
- 5 Ingleton
- 6 Keighley
- 7 Ilkley
- 8 Harrogate
- 9 Nelson
- A Colne
- B Boundary Mills, Colne
- C Leeds
- D Burnley
- E Blackburn
- F Bradford
- G Kendal
- H Lancaster
- I Grassington
- J Internet
- K Mail Order
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (Don't buy these goods)

**Q34 What is your main leisure activity outside the home ?**  
ONE ANSWER ONLY. DO NOT READ OUT

- 1 Cinema
- 2 Health Centre / Gym

- 3 Bowling
- 4 Swimming
- 5 Cultural Activities (e.g. cathedral activities etc)
- 6 Eating / Dining
- 7 Cafes / bars / pubs
- 8 Night Clubs
- 9 Playing sport
- A Watching sport
- B Other (PLEASE WRITE IN)
- C (Nothing / none mentioned)

GO TO SEX

**Q35 Where do you normally carry out that activity ?**  
ONE ANSWER ONLY

- 1 Skipton
- 2 Settle
- 3 Crosshills
- 4 Keighley
- 5 Ilkley
- 6 Harrogate
- 7 Nelson
- 8 Colne
- 9 Boundary Mills, Colne
- A Leeds
- B Halifax
- C Burnley
- D Blackburn
- E Bradford
- F Kendal
- G Lancaster
- H Grassington
- I Other (PLEASE WRITE IN)
- J (Nowhere in particular / varies)

GO TO SEX

**Q36 About how much do you spend per month on that activity ?**

- 1 Amount to nearest pound (PLEASE WRITE IN)
- 2 (Don't know)
- 3 (Refused)

**SEX Sex of respondent.**

- 1 Male
- 2 Female

**AGE Could I ask, how old are you?**

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)

**HLD How many people are there in your house including yourself ?**

- 1 Just myself
- 2 Two people including myself
- 3 Three people including myself
- 4 Four people including myself
- 5 Five or more

**OCC What is the occupation of the chief income earner in your household?  
(IF RETIRED, ASK FOR PREVIOUS OCCUPATION)**

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 (Refused)

**CAR How many cars does your household own or have the use of ?**

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

Thank & Close