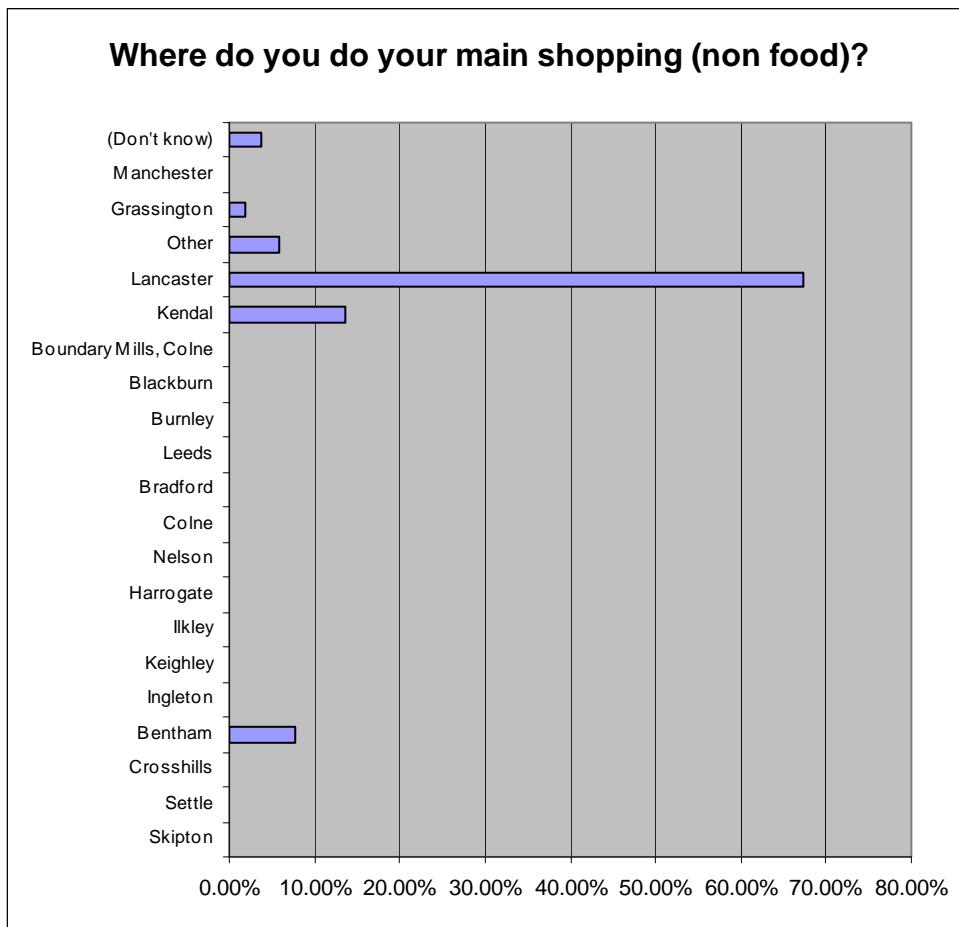


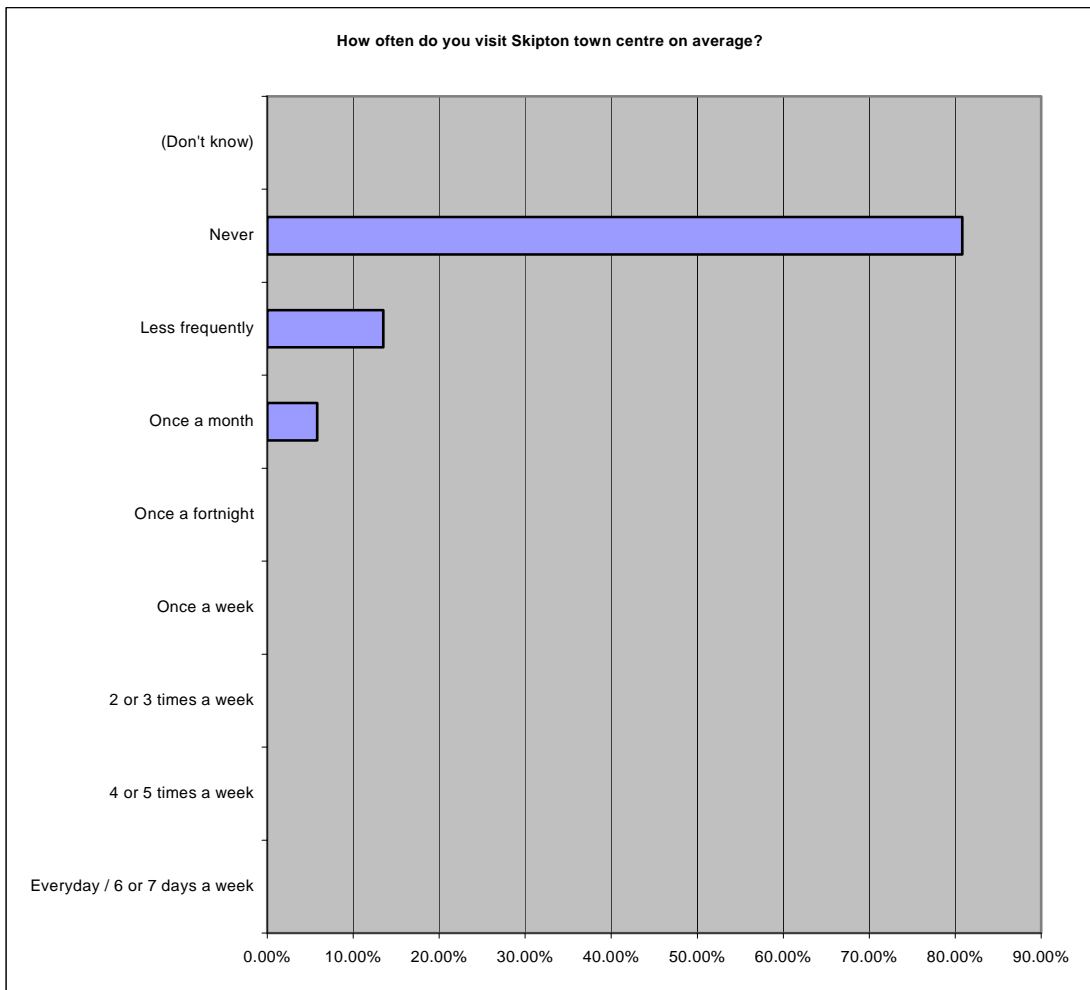
Appendix 3 -Telephone Survey Analysis

The following is an analysis of the responses to the household (telephone) survey made by residents in Zone 9 (Bentham Ward). We have excluded most of the responses which are not relevant to the performance of Bentham.

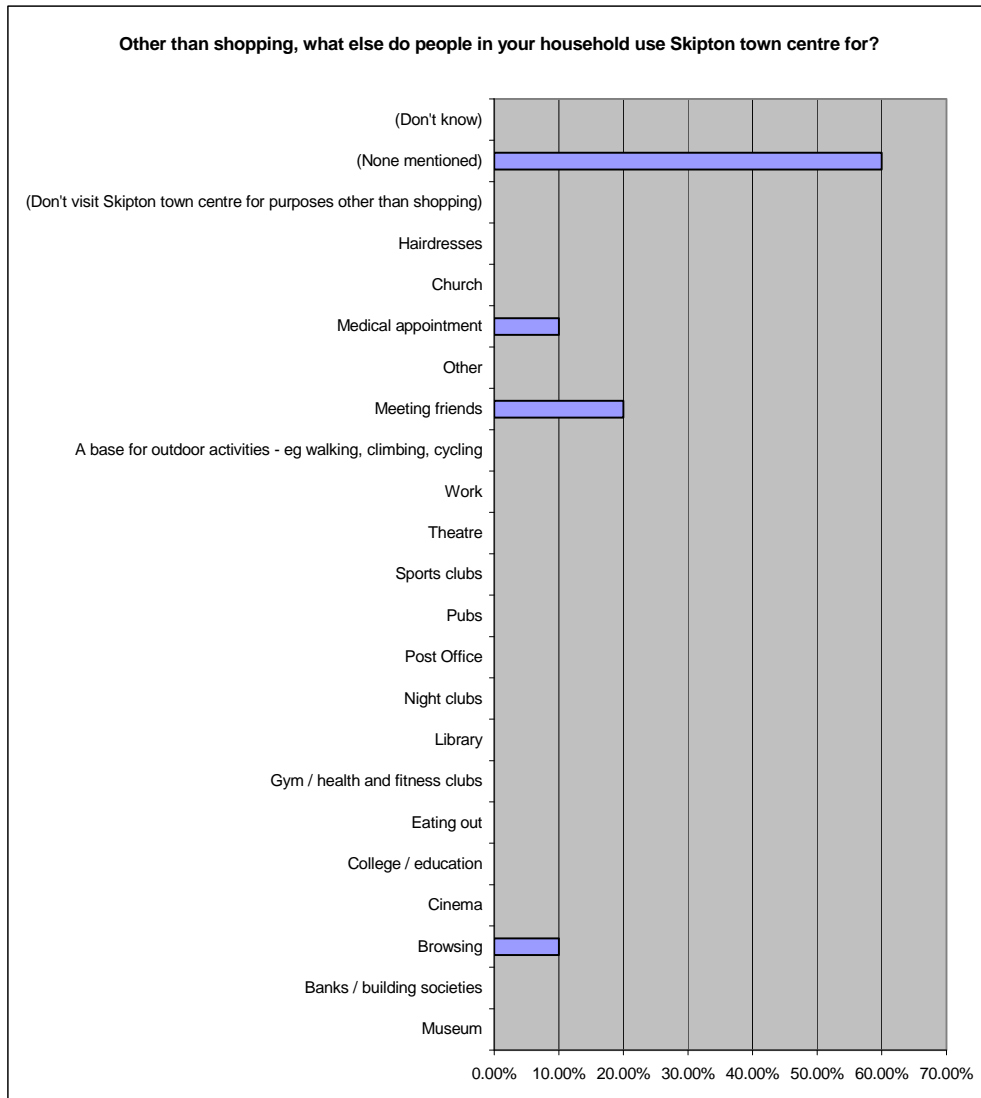
Question 1 - Leaving aside food shopping, where would you regard as your household's main shopping centre?



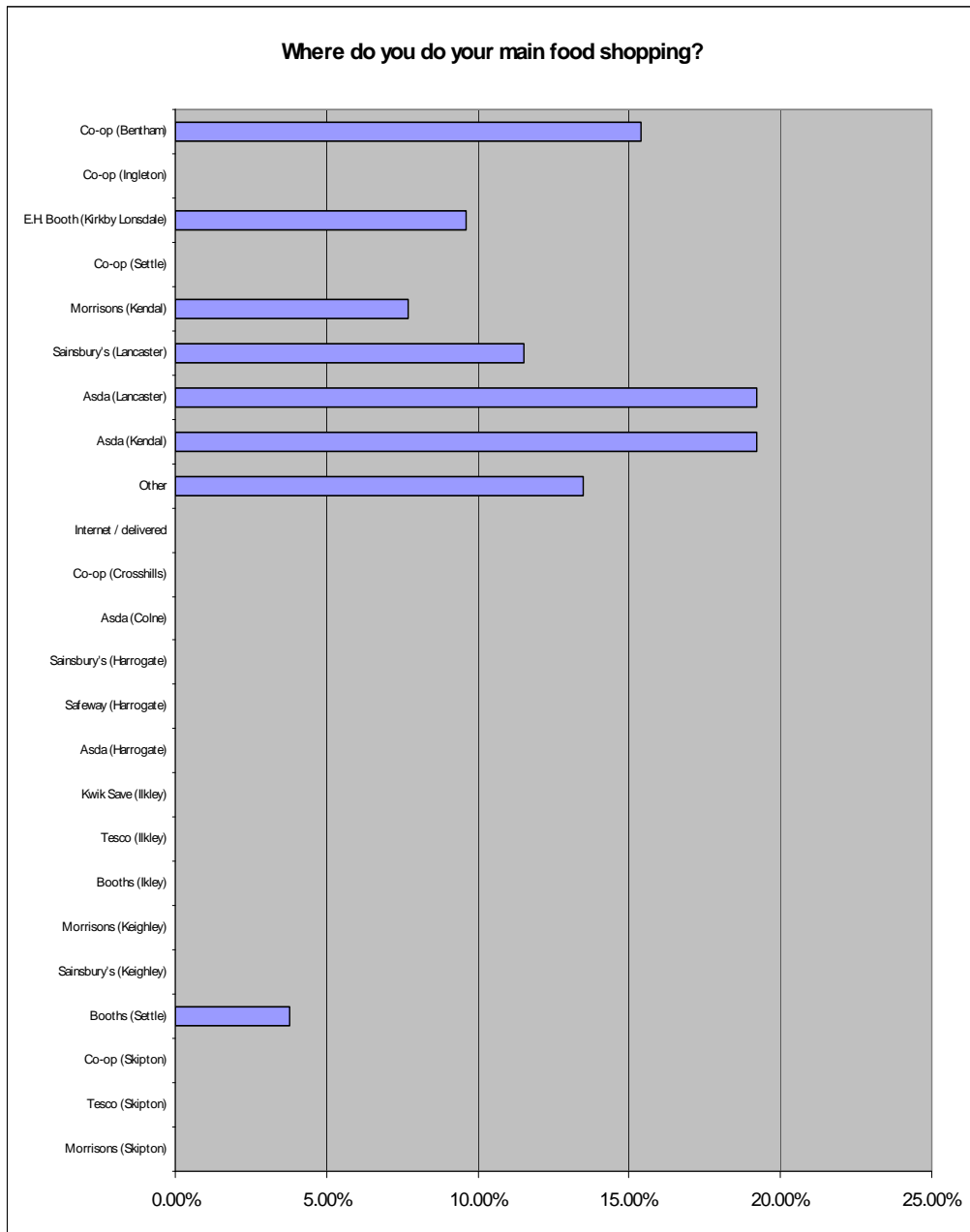
Question 2 - How often do you visit Skipton town centre for shopping on average?



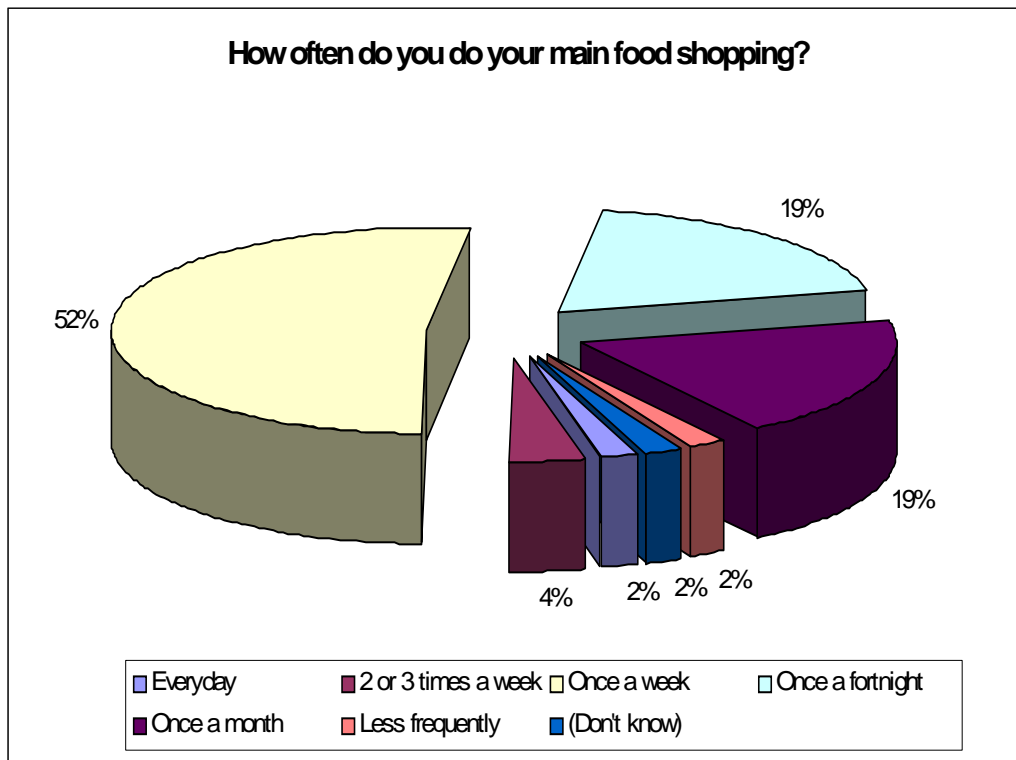
Question 4 - Other than shopping, what else do people in your household use Skipton town centre for?



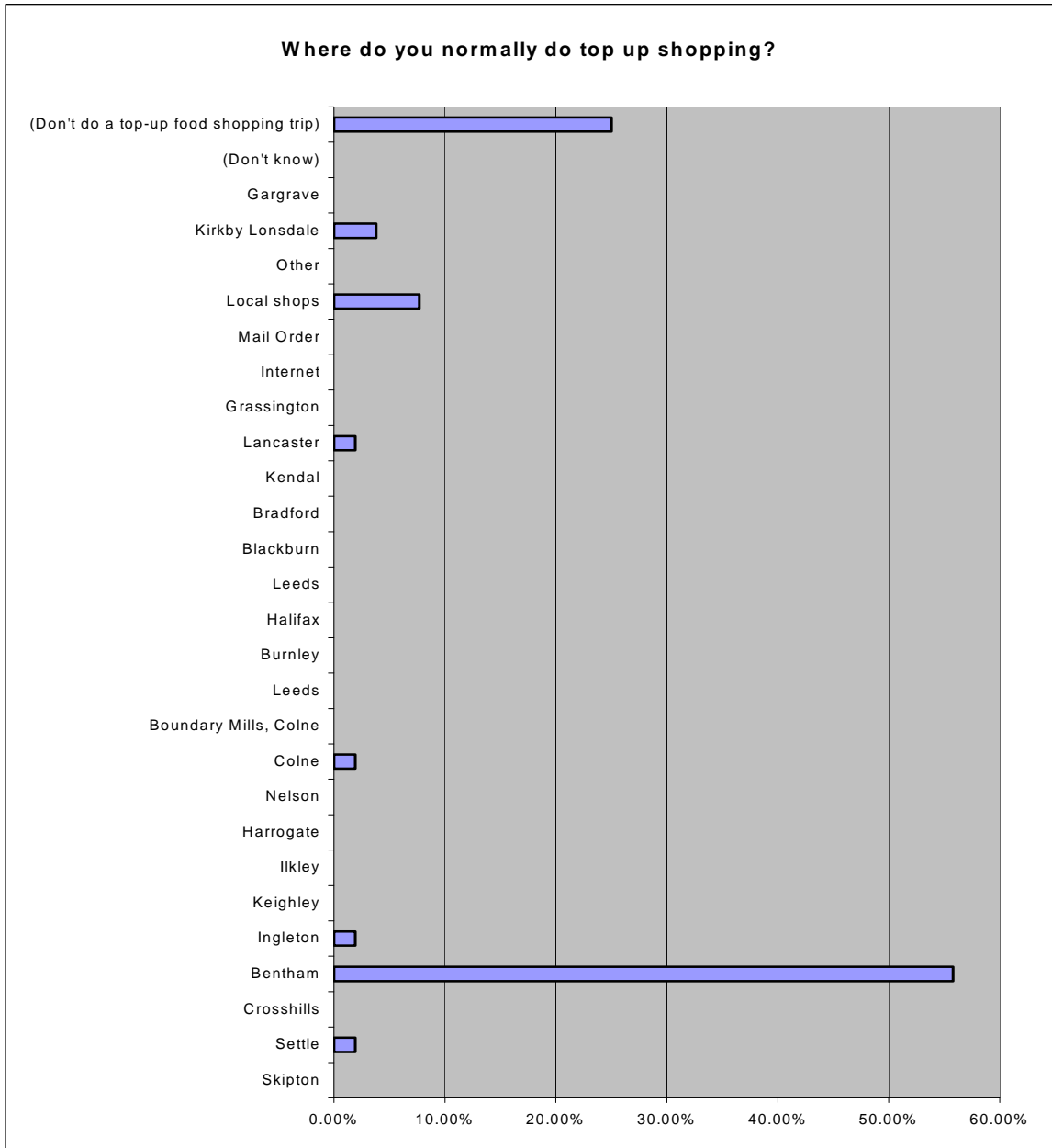
Question 14 - Where do you usually go for your household's main food shopping?



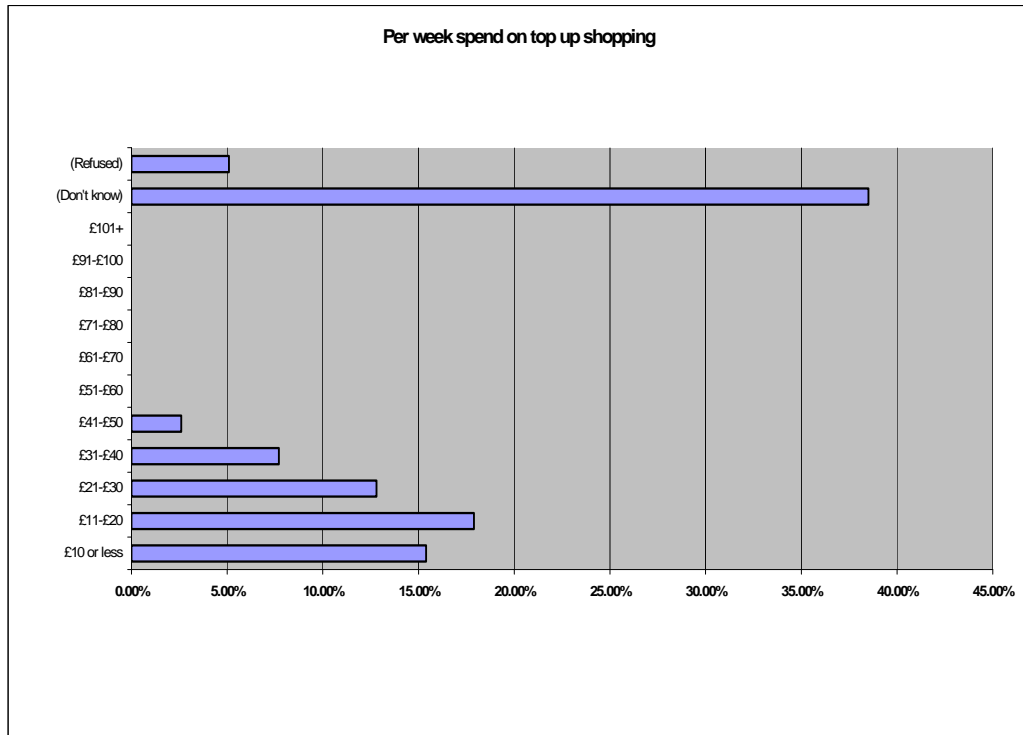
Question 19 - How often do you do your main food shopping ?



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?



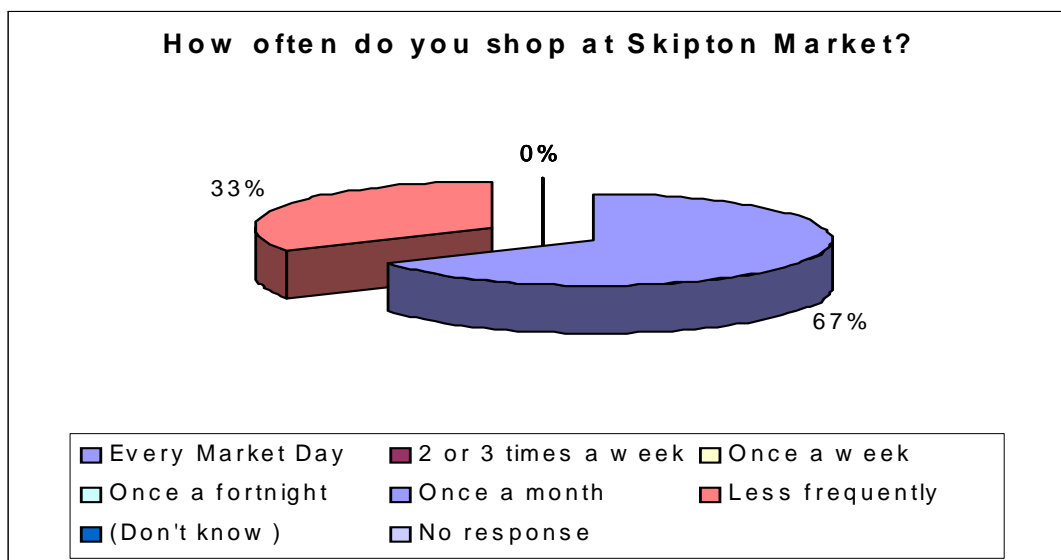
The following two questions have been considered together with question 22 for comparison purposes.

Question 9 - Do you ever shop at Skipton market ?

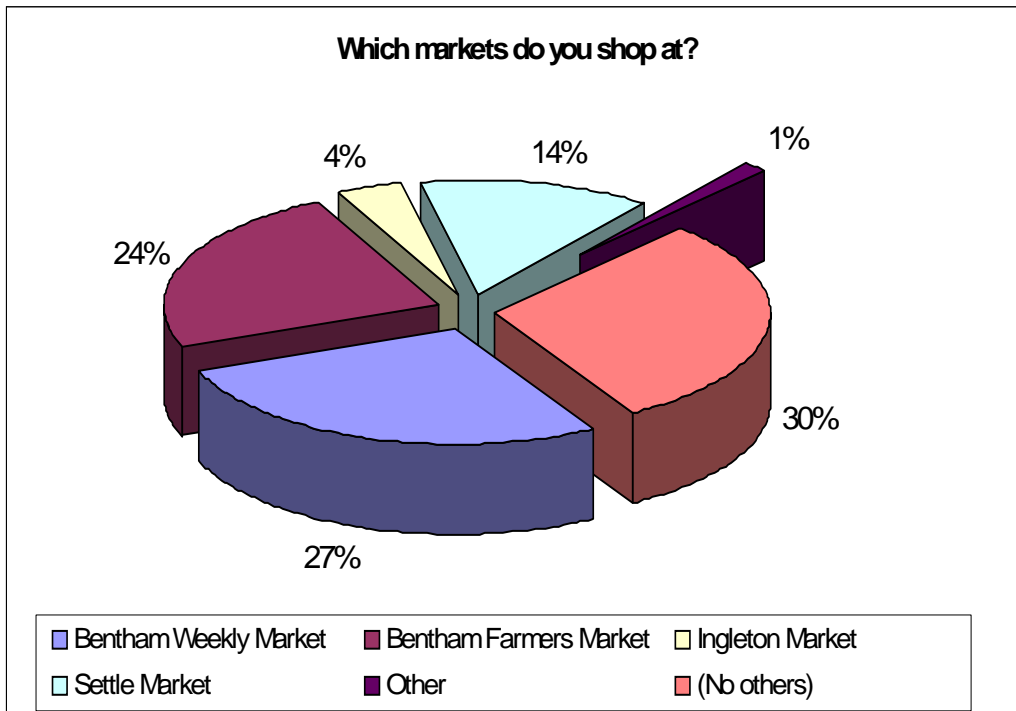
(% of those who ever visit Skipton town centre for shopping – only 19% of Bentham residents)



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



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

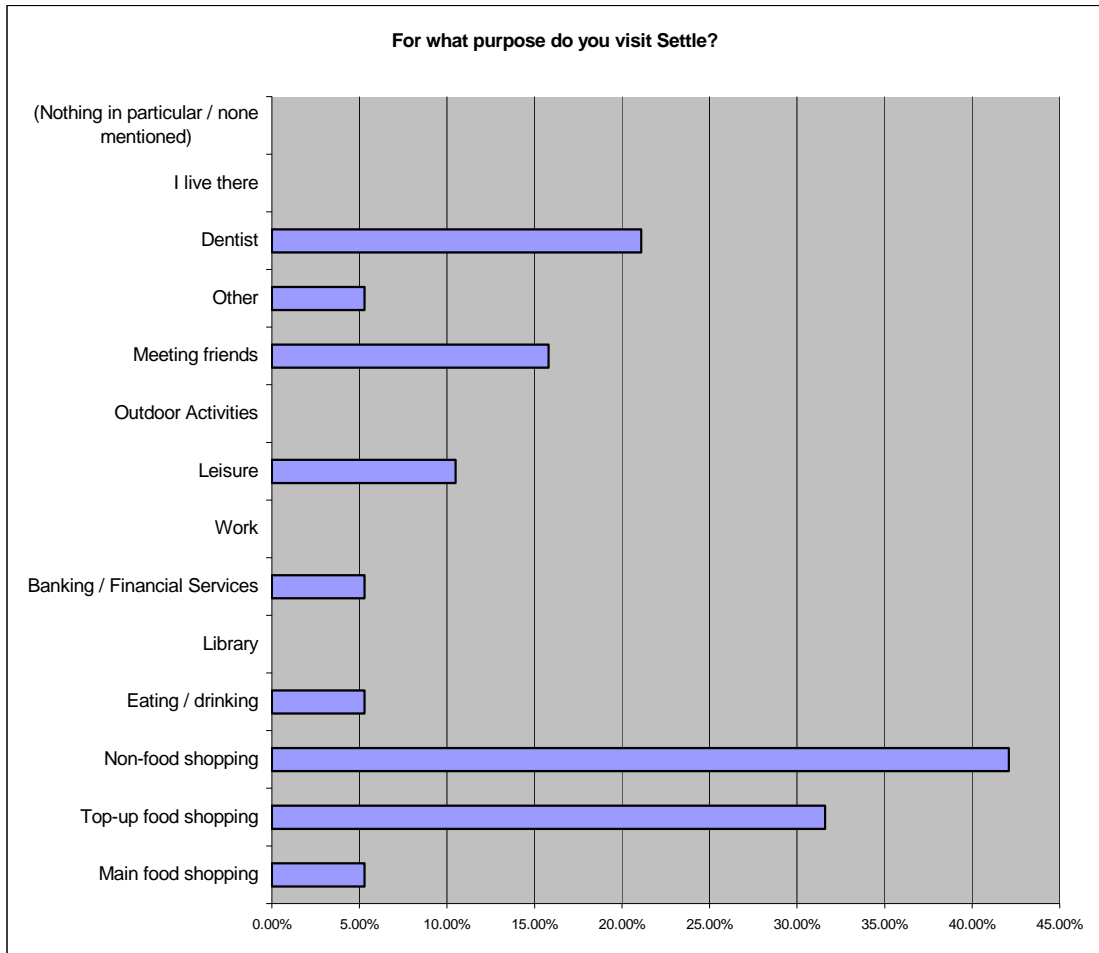


Question 23 - Which of the following do you ever visit – Settle, Cross Hills, Bentham Ingleton?

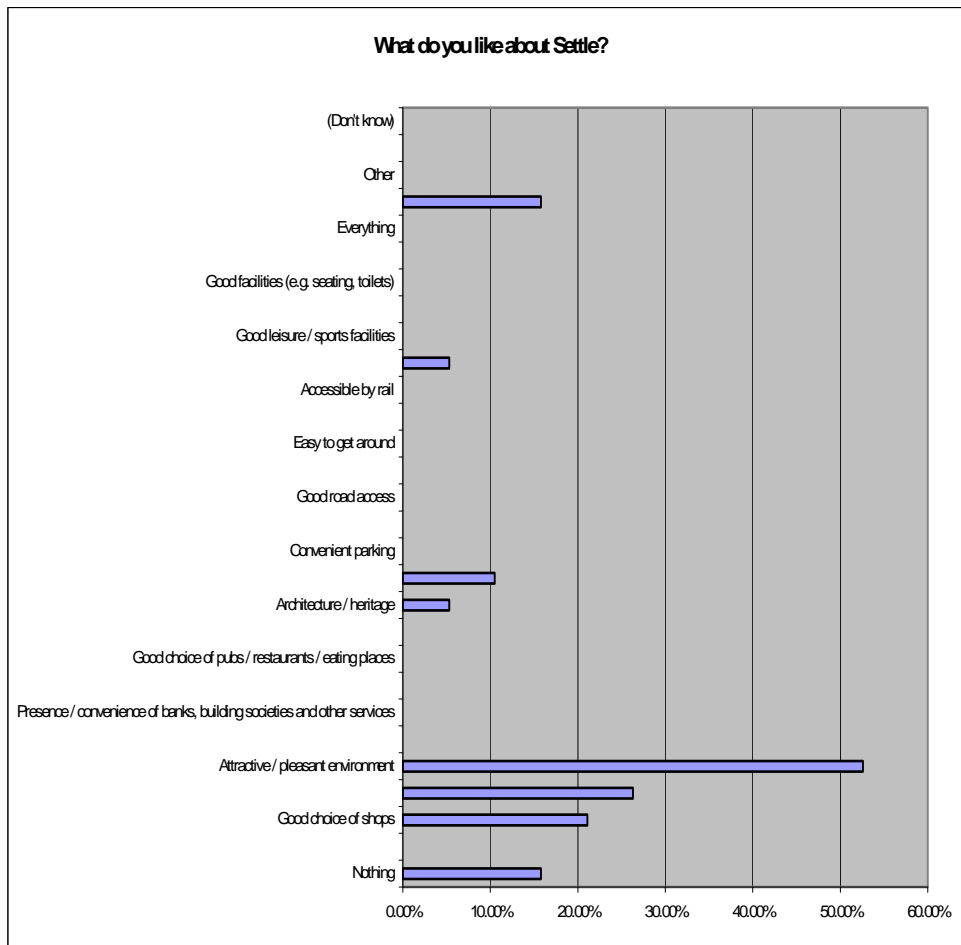
Bentham	92.3%
Settle	36.5%
Ingleton	28.8%
Cross Hills	0.0%
None of these	3.8%

Question 24A - For what purposes do you visit Settle?

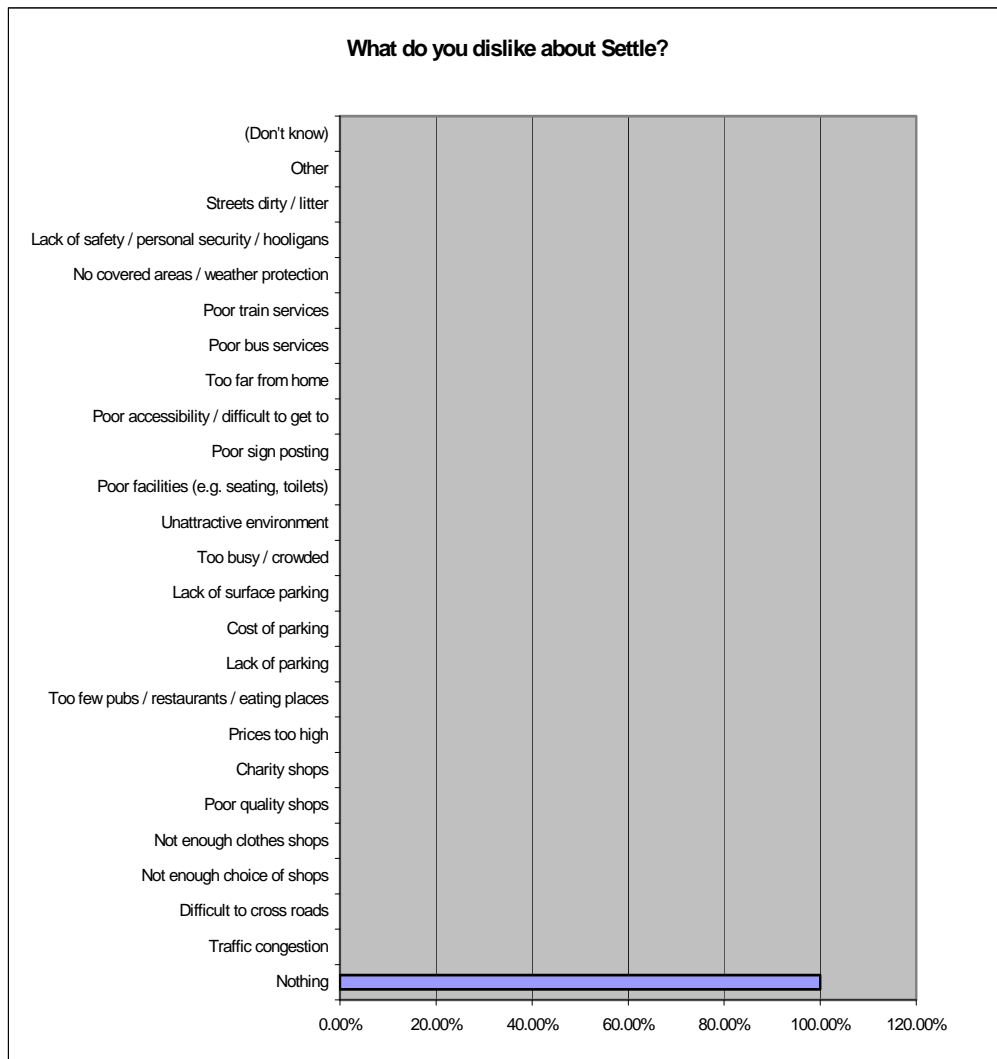
(% of those who ever visit Settle – 36.5% of Bentham residents)



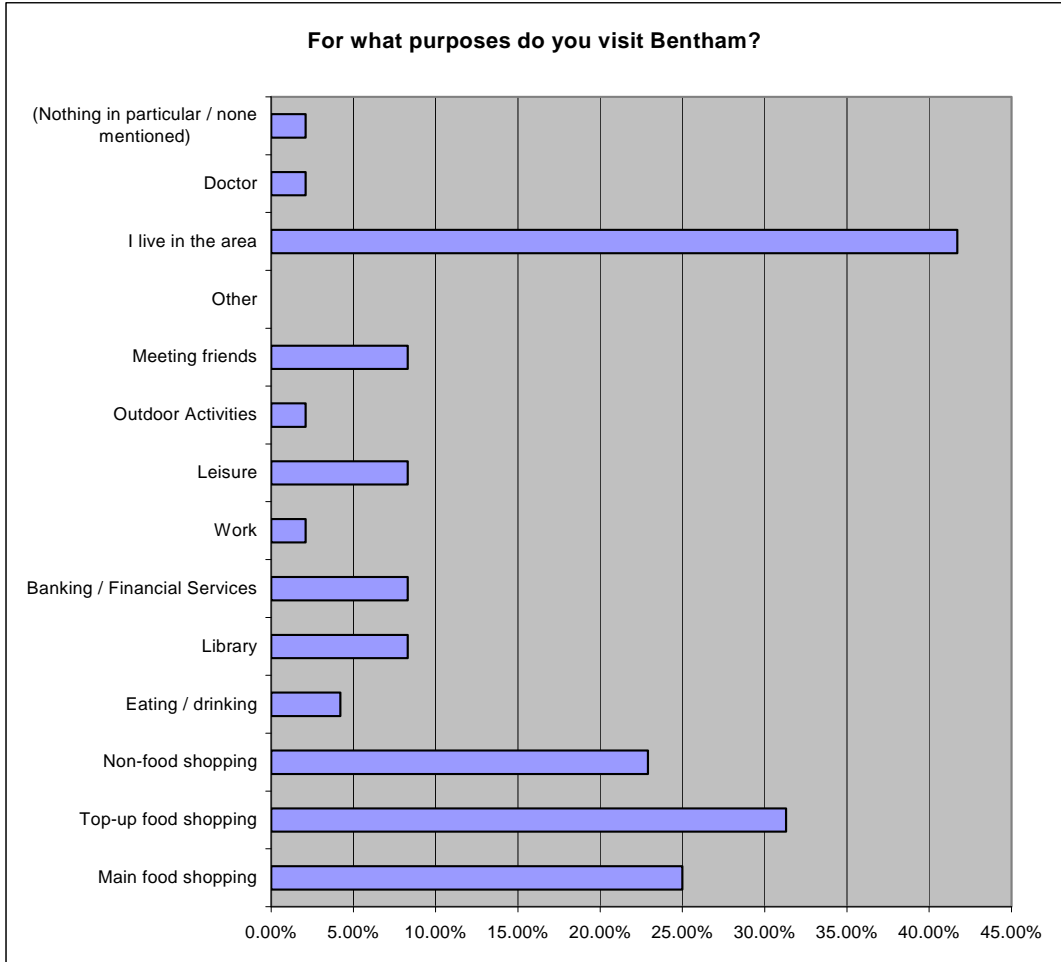
Question 25A - What do you particularly like about Settle ?



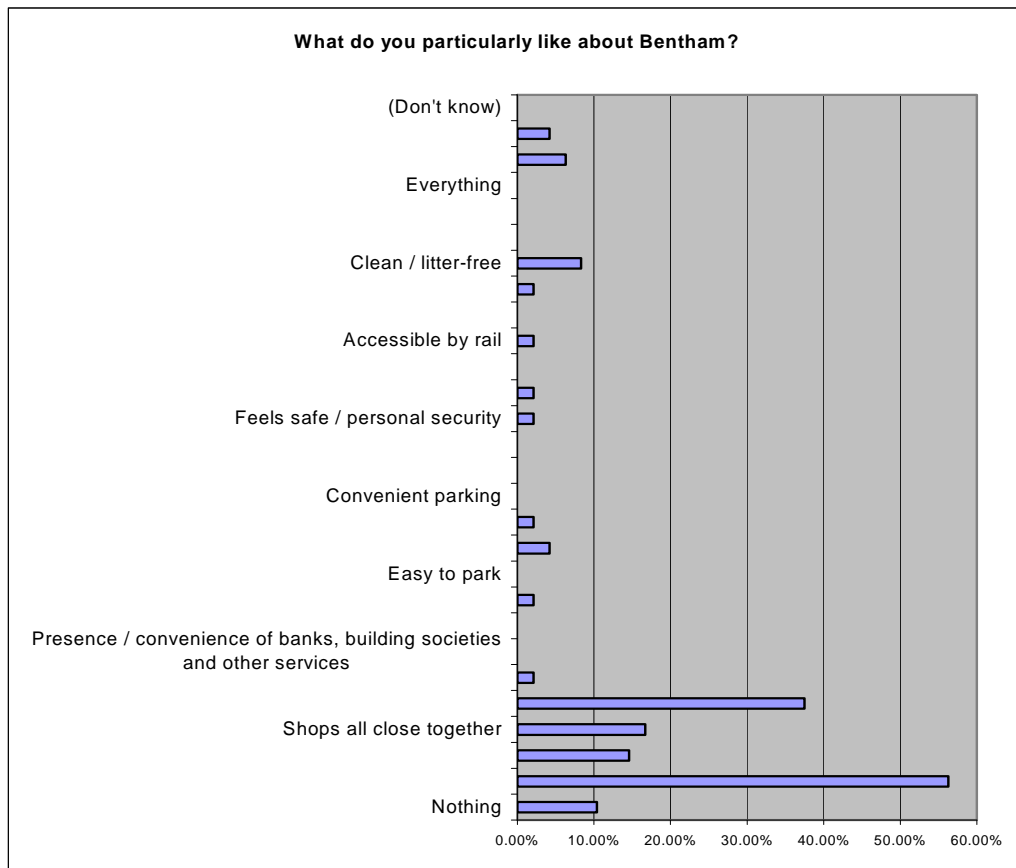
Question 26A - What do you particularly dislike about Settle?



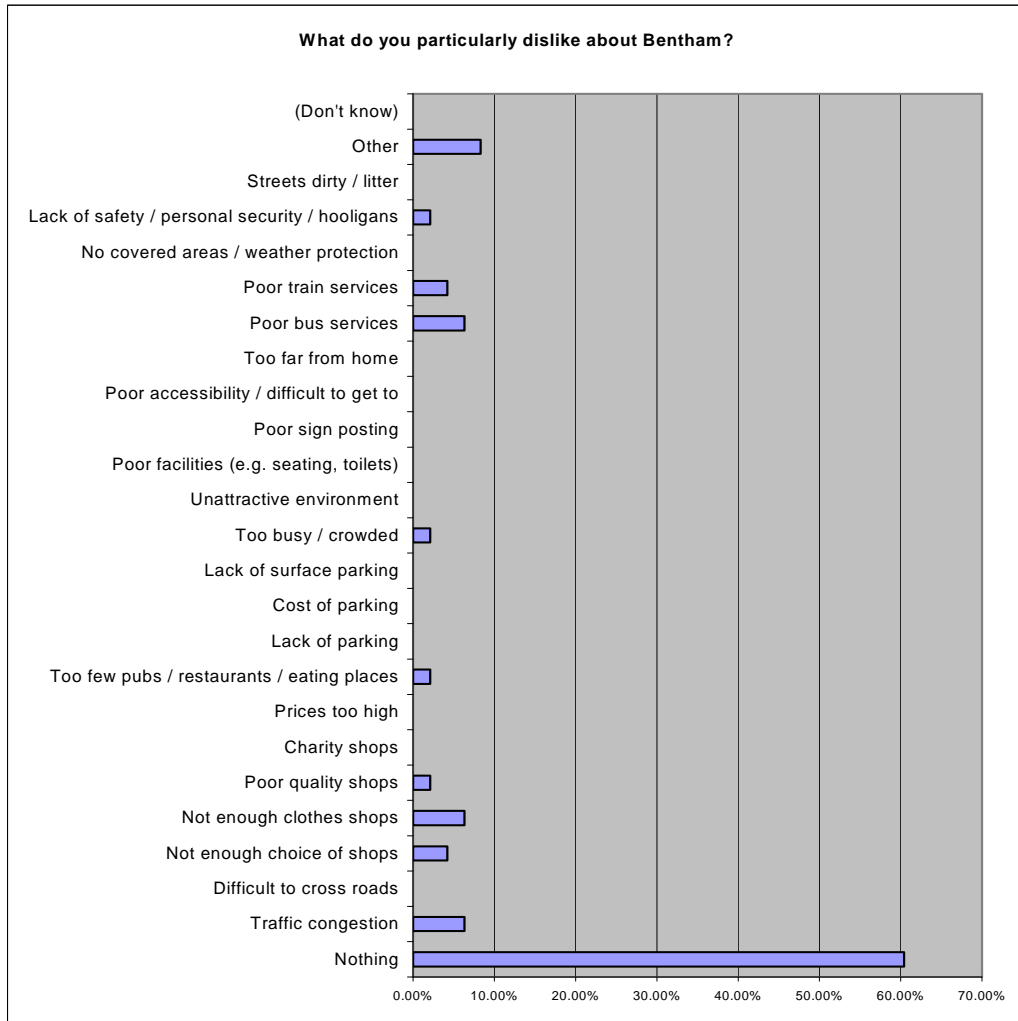
Question 24C - For what purposes do you visit Bentham?



Question 25C - What do you particularly like about Bentham?

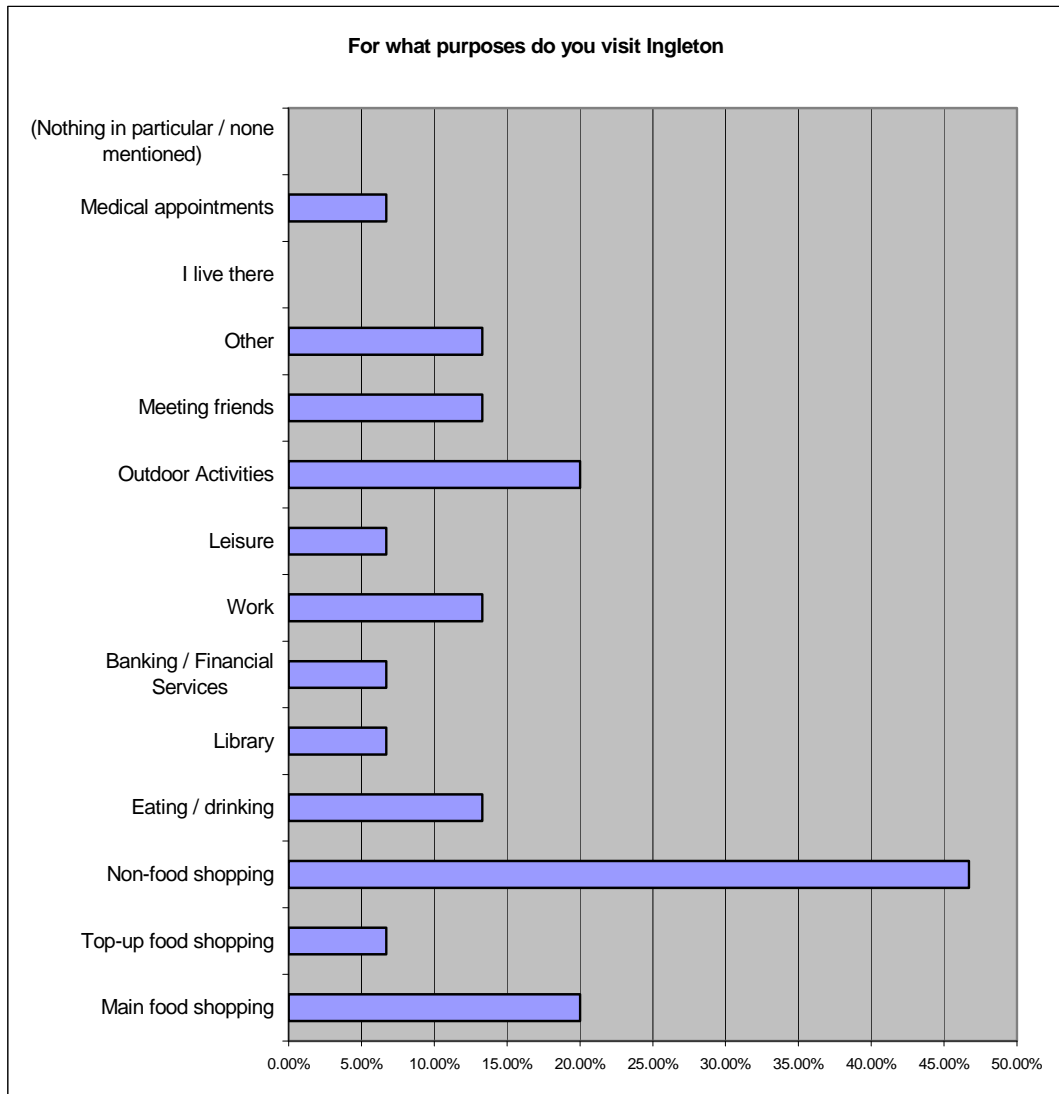


Question 26C - What do you particularly dislike about Bentham?

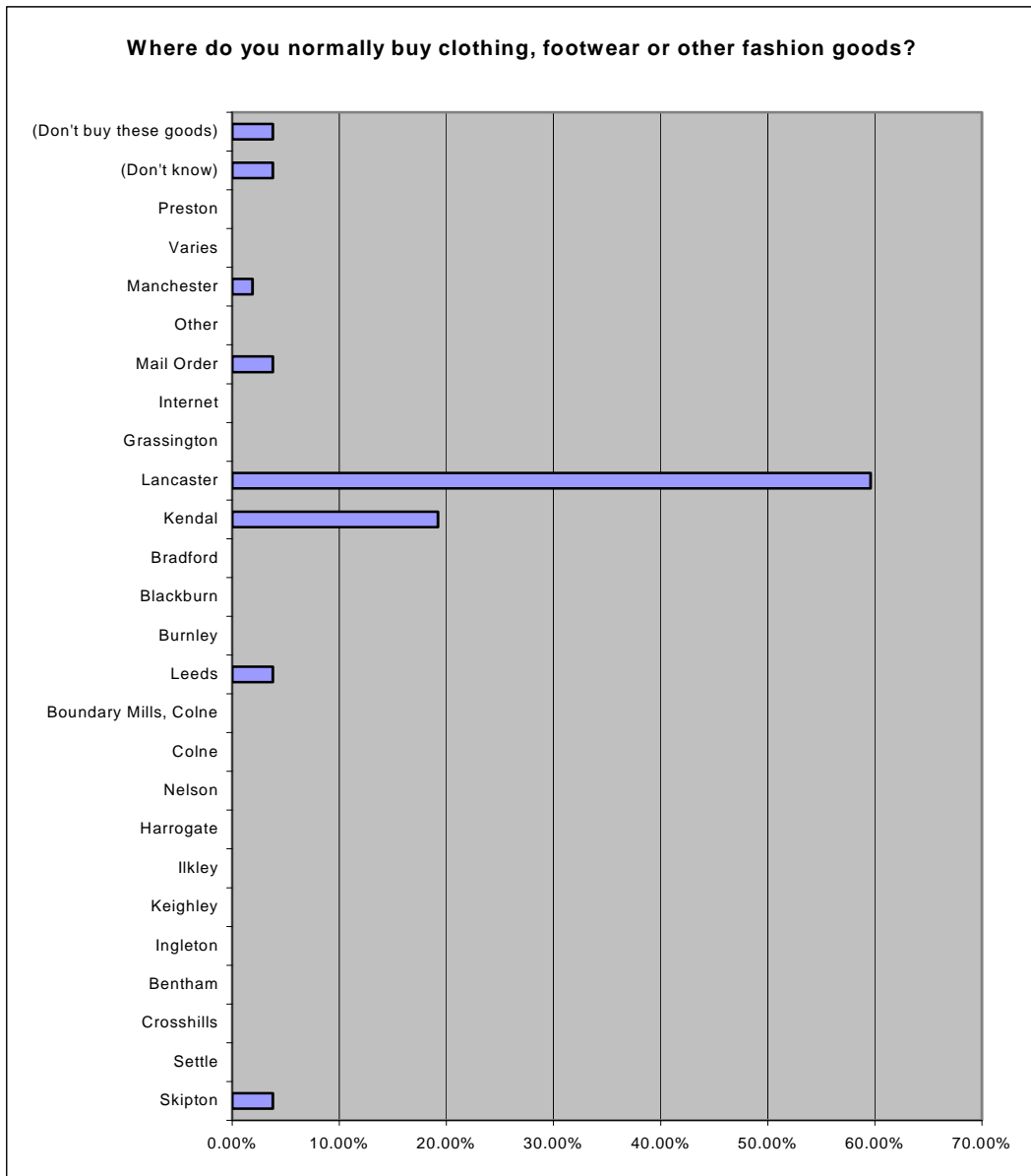


Question 24D - For what purposes do you visit Ingleton?

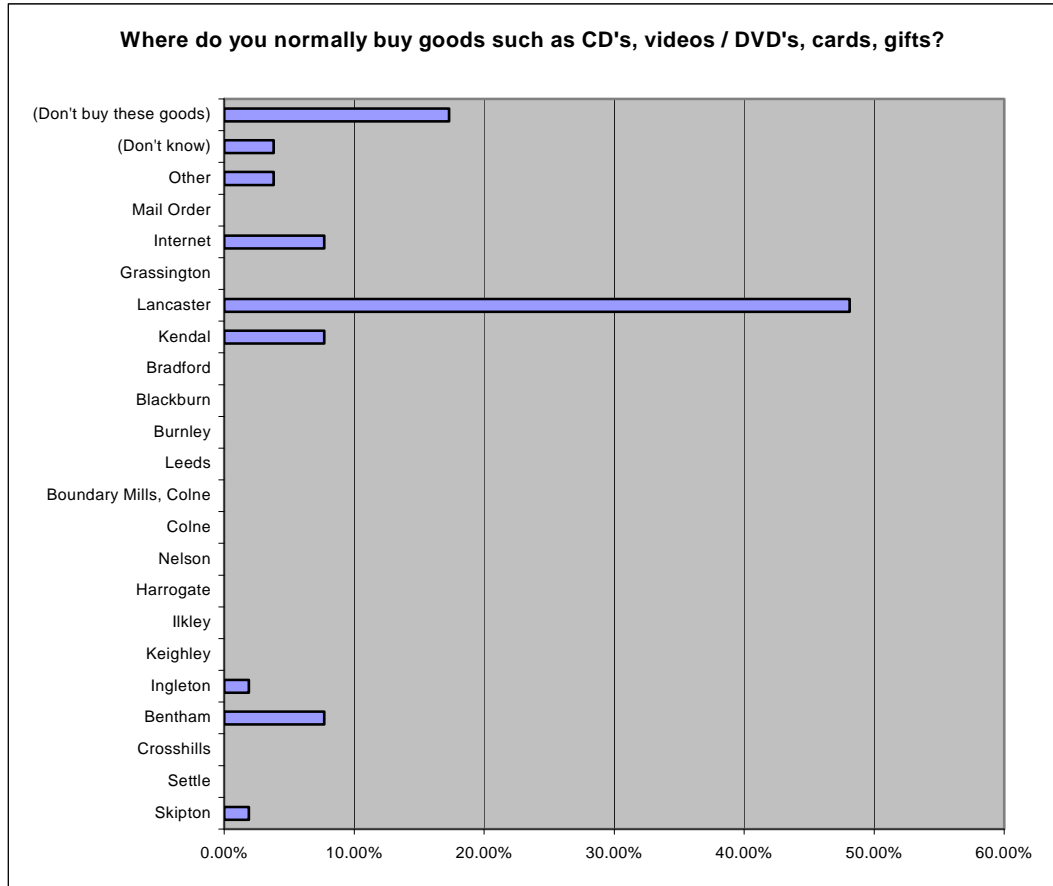
(% of those who ever visit Ingleton – 28.8% of Bentham residents)



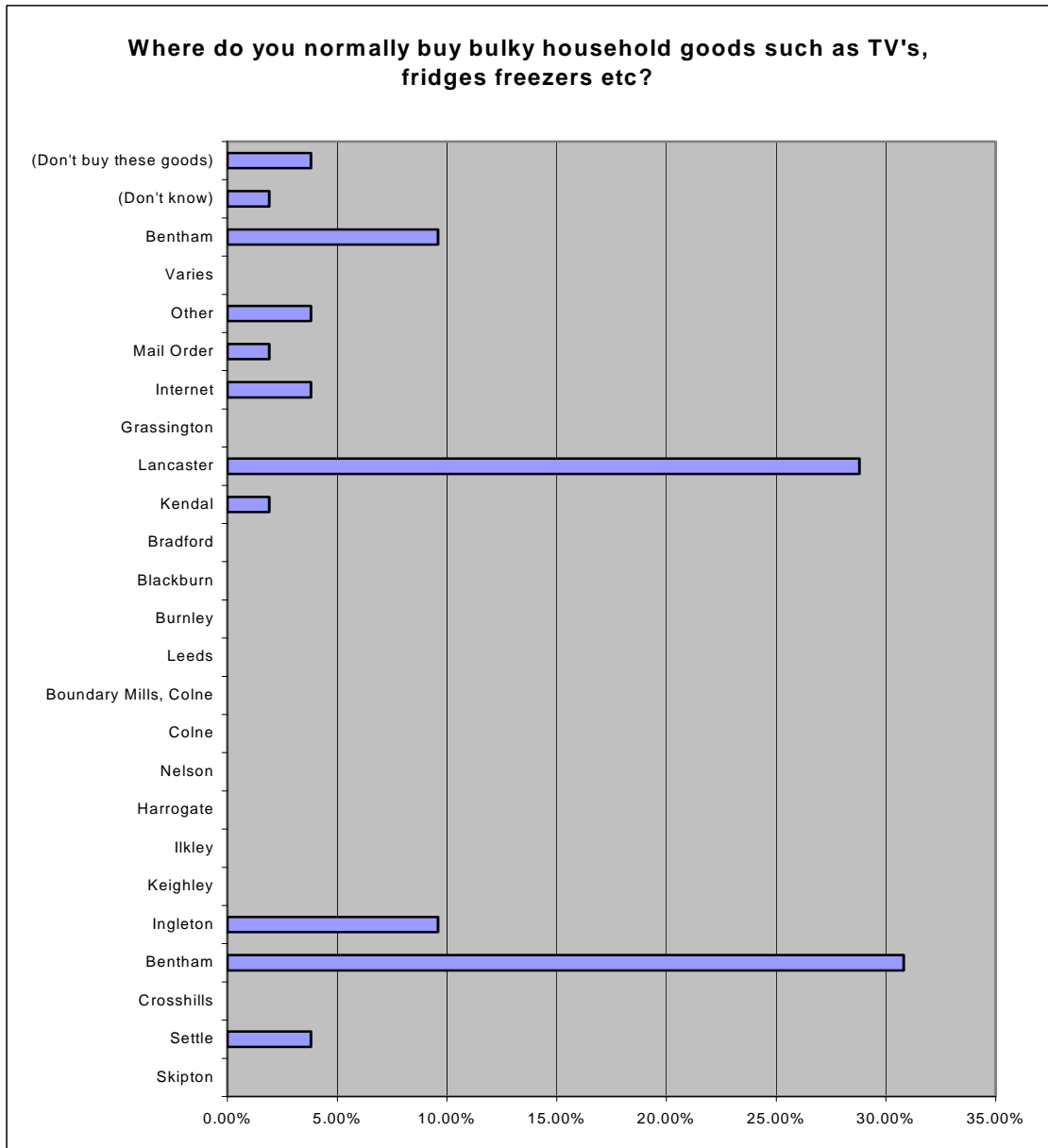
Question 27 - Where do you normally buy clothing, footwear or other fashion goods?



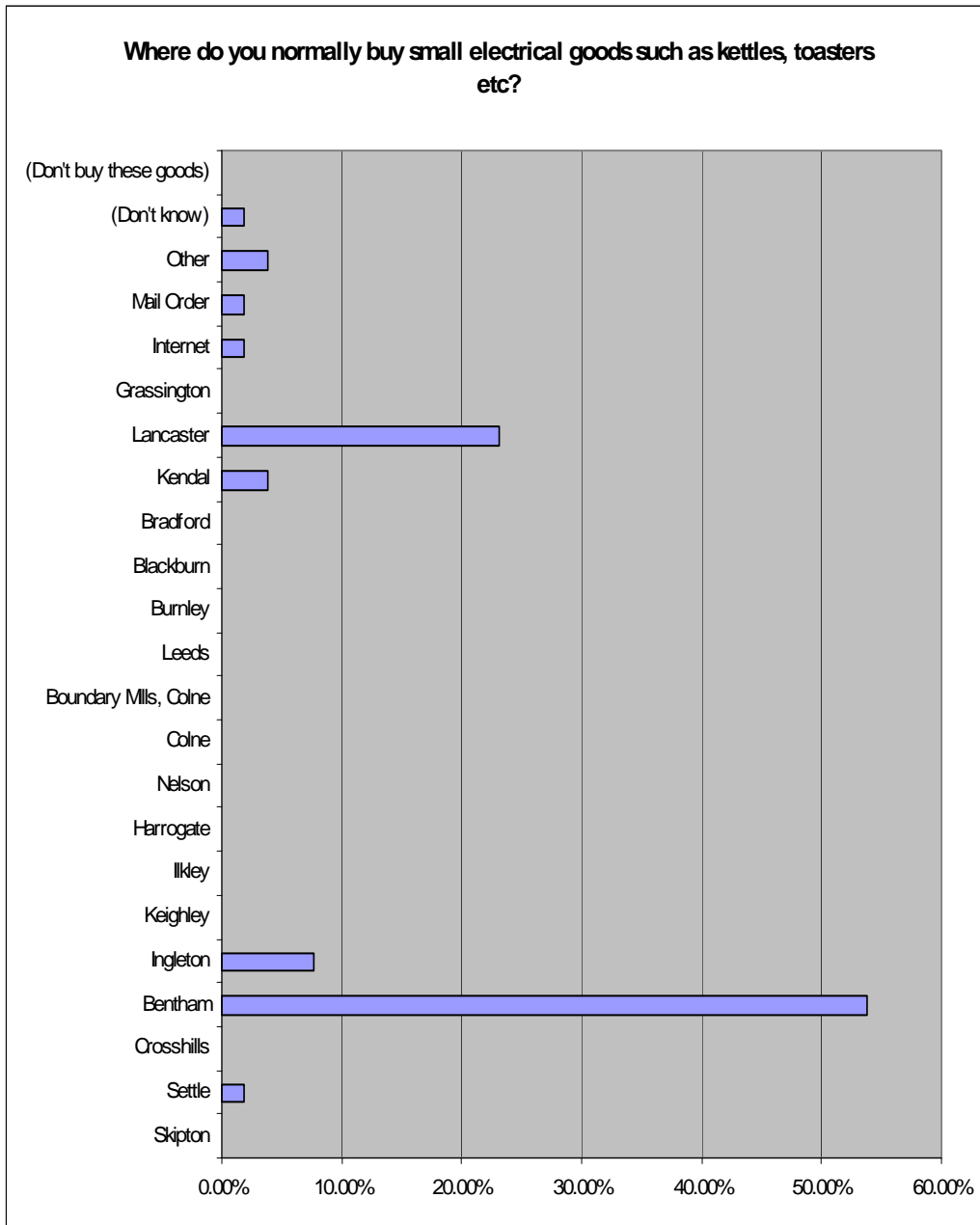
Question 28 - Where do you normally buy goods such as CDs, videos / DVD's, cards, gifts?



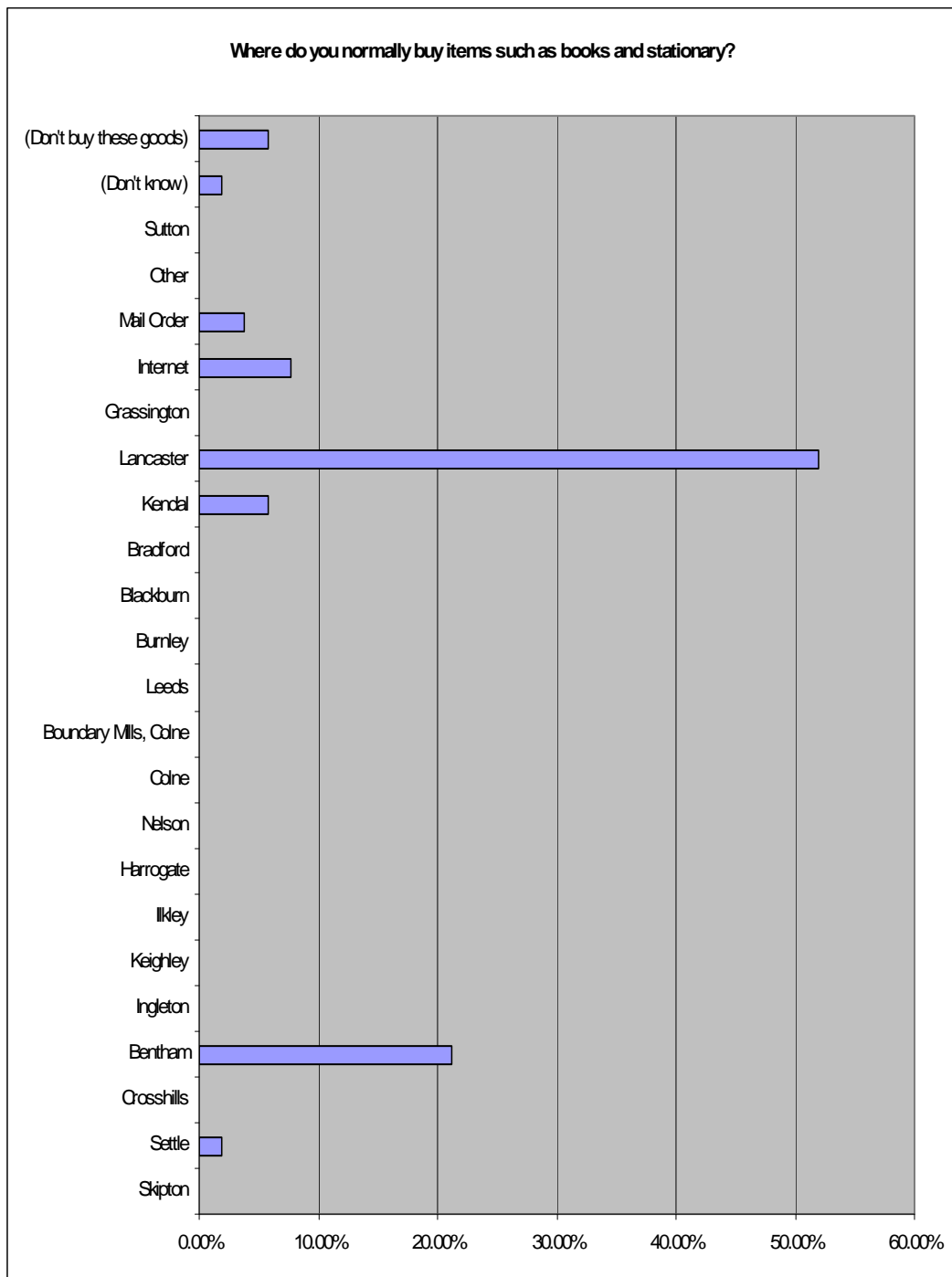
Question 29 - Where do you normally buy bulky household goods such as TVs, fridges, freezers etc ?



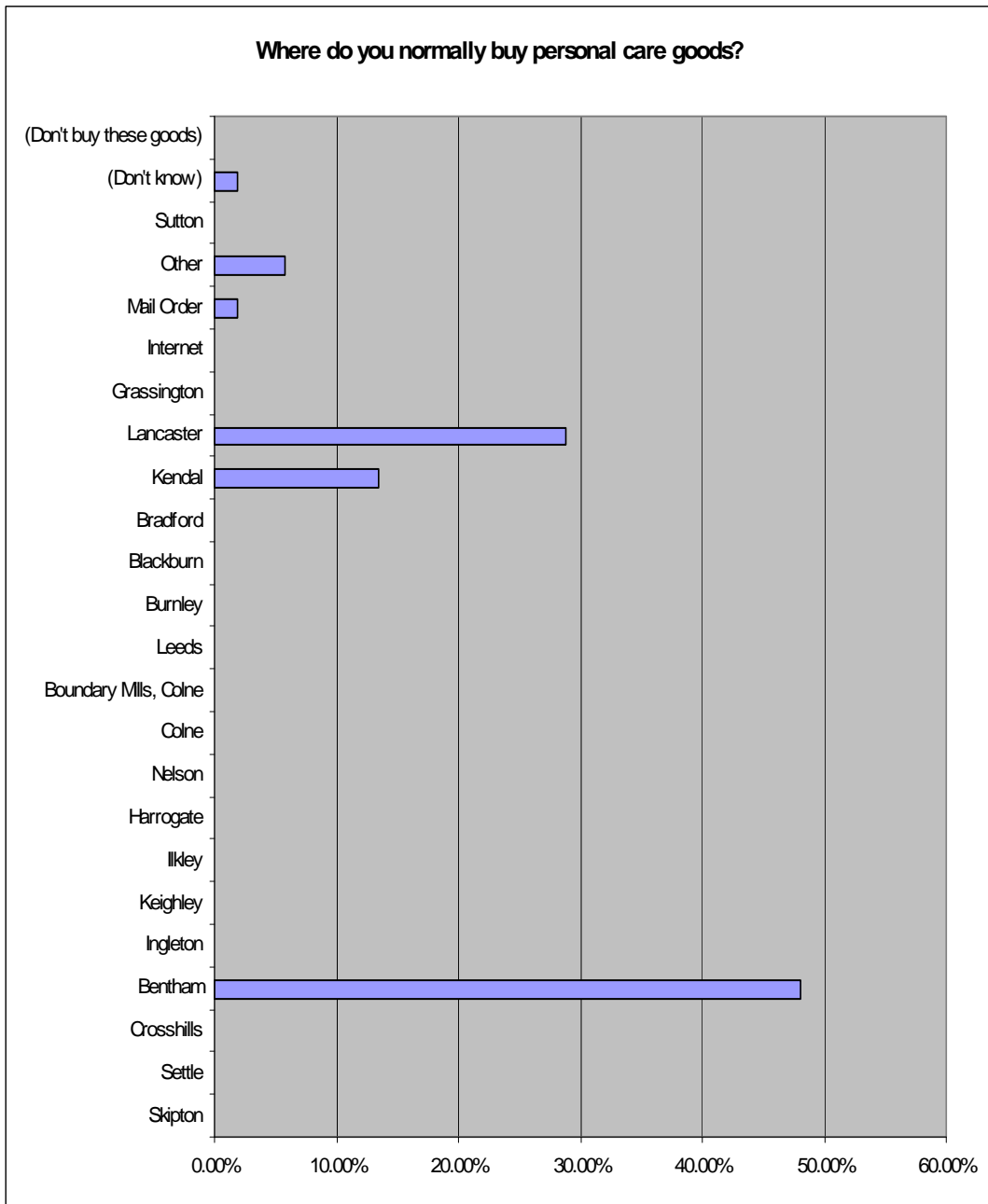
Question 30 - Where do you normally buy small electrical goods such as kettles, toasters etc ?



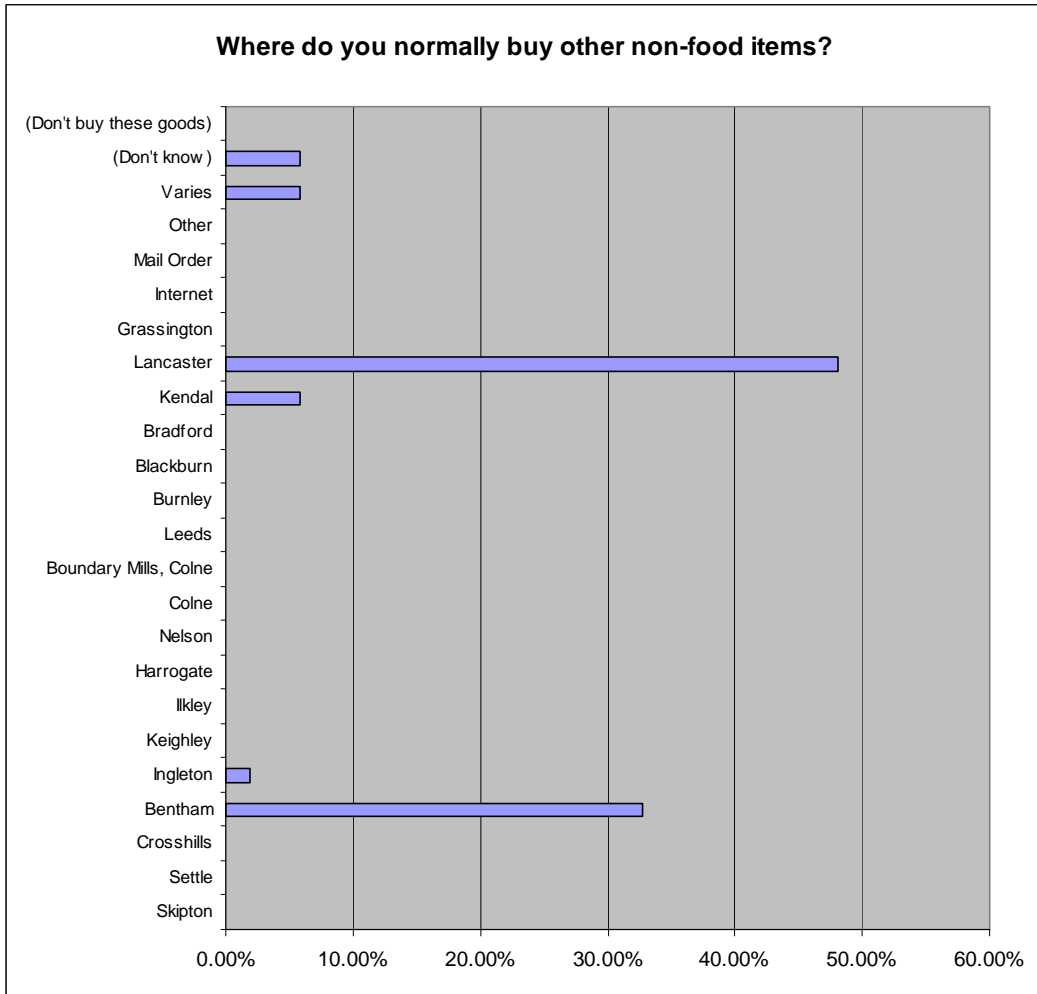
Question 31 - Where do you normally buy items such as books and stationery?



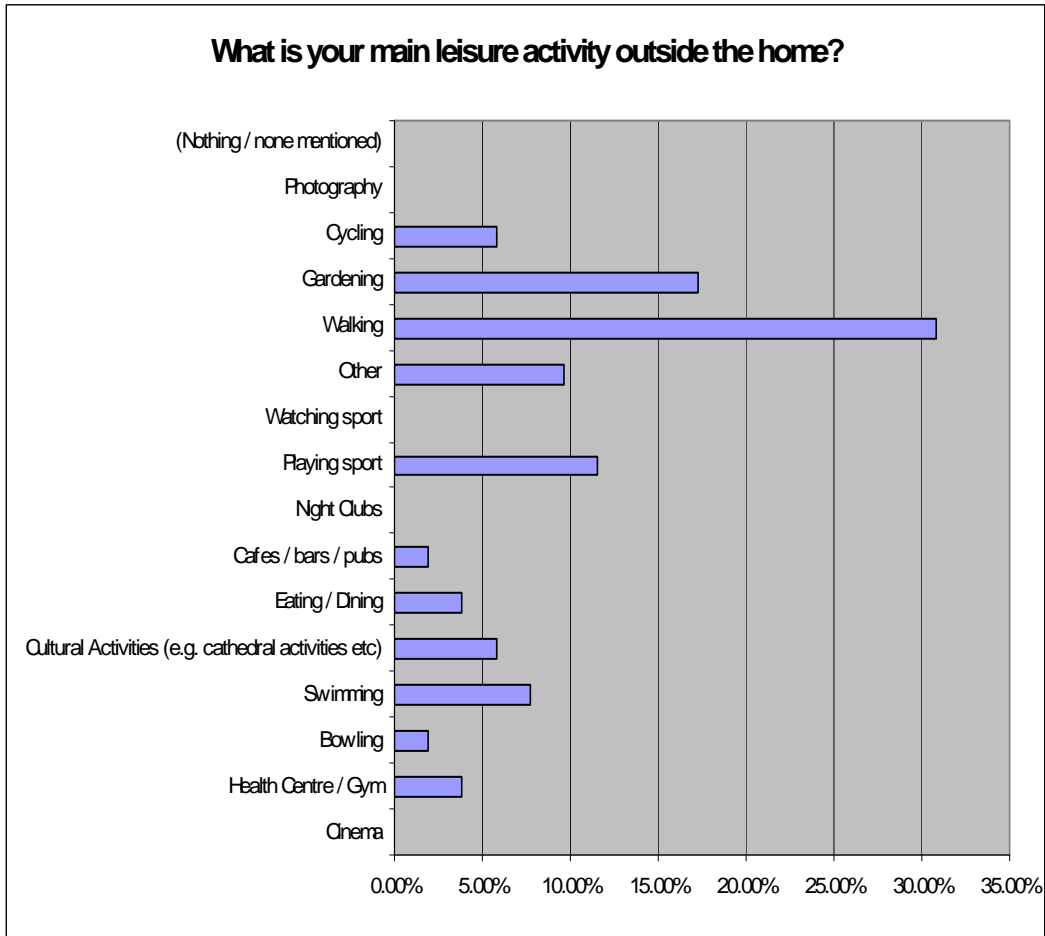
Question 32 - Where do you normally buy personal care goods ?



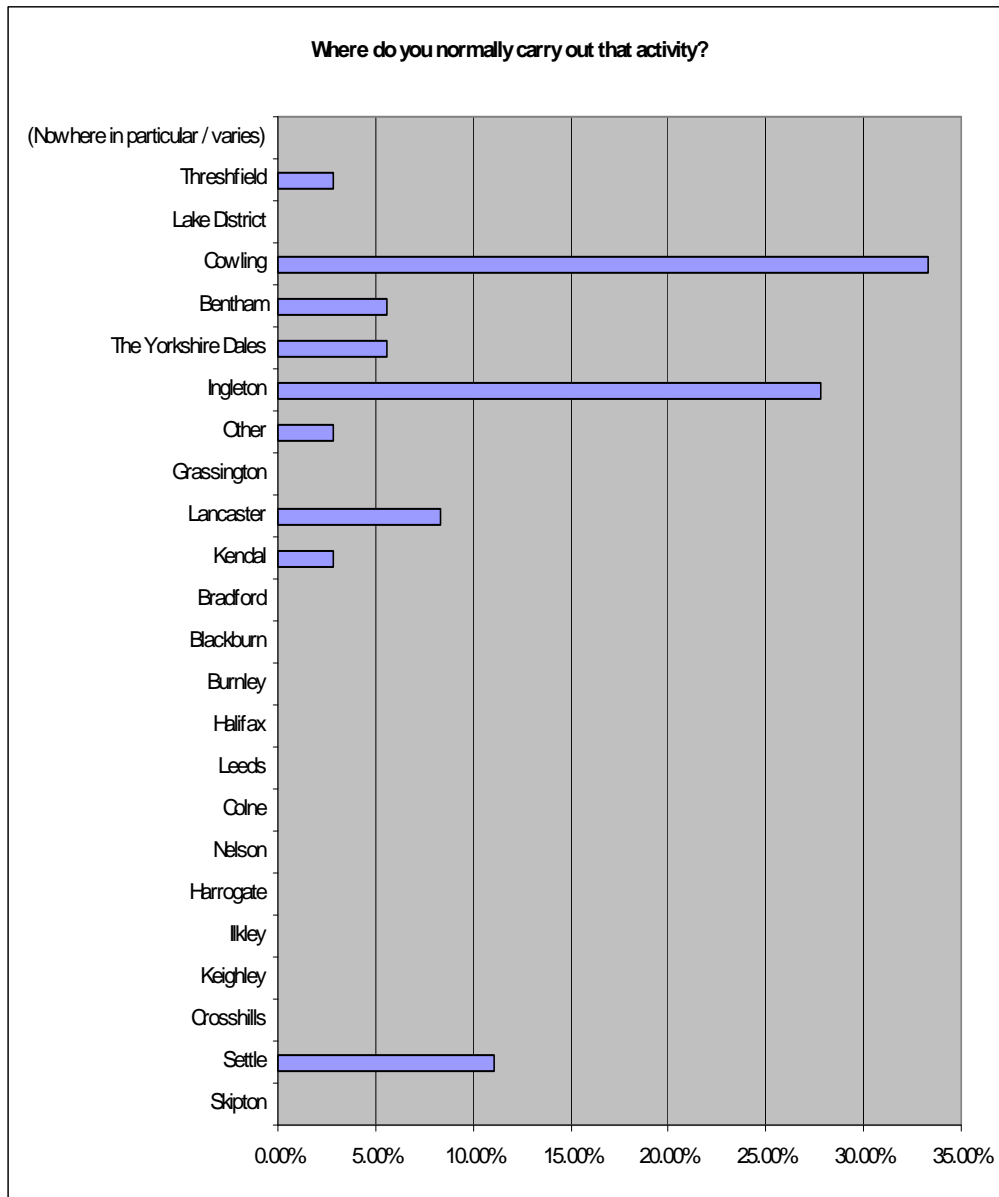
Question 33 - Where do you normally buy other non-food items?



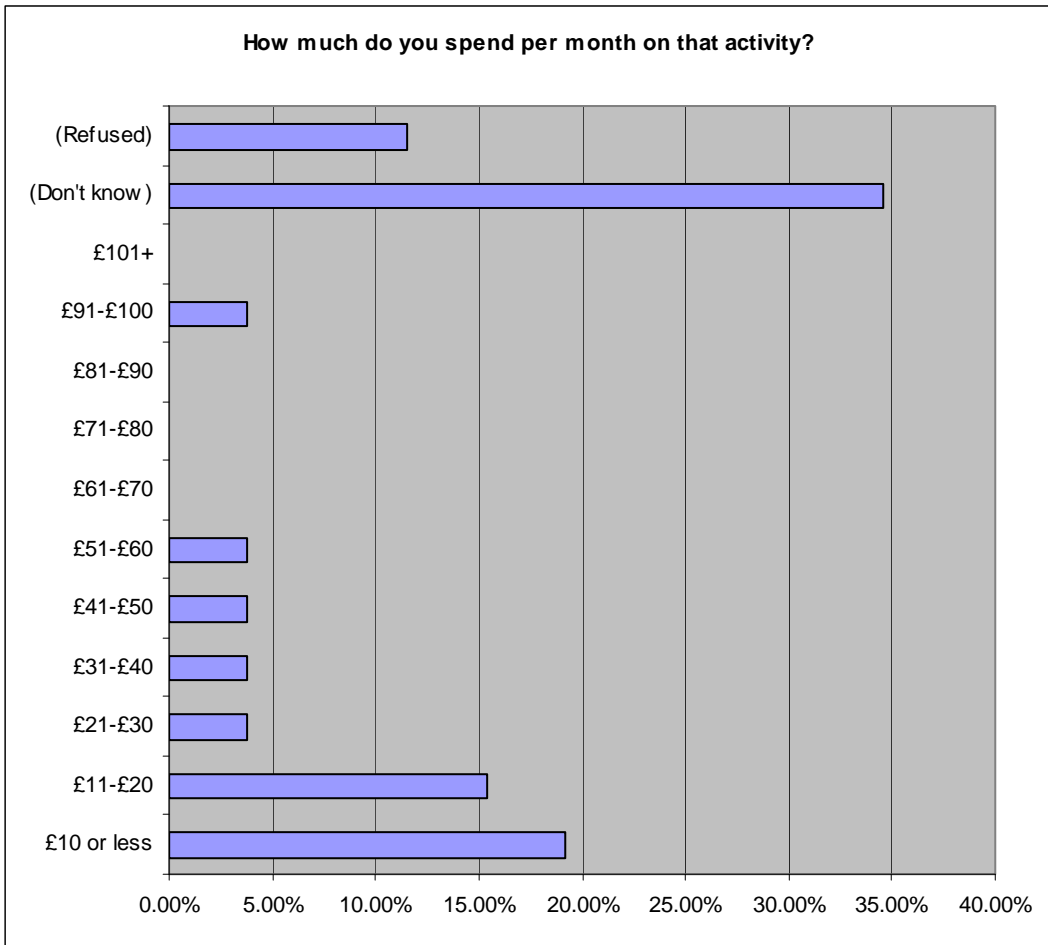
Question 34 - What is your main leisure activity outside the home ?



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



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



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