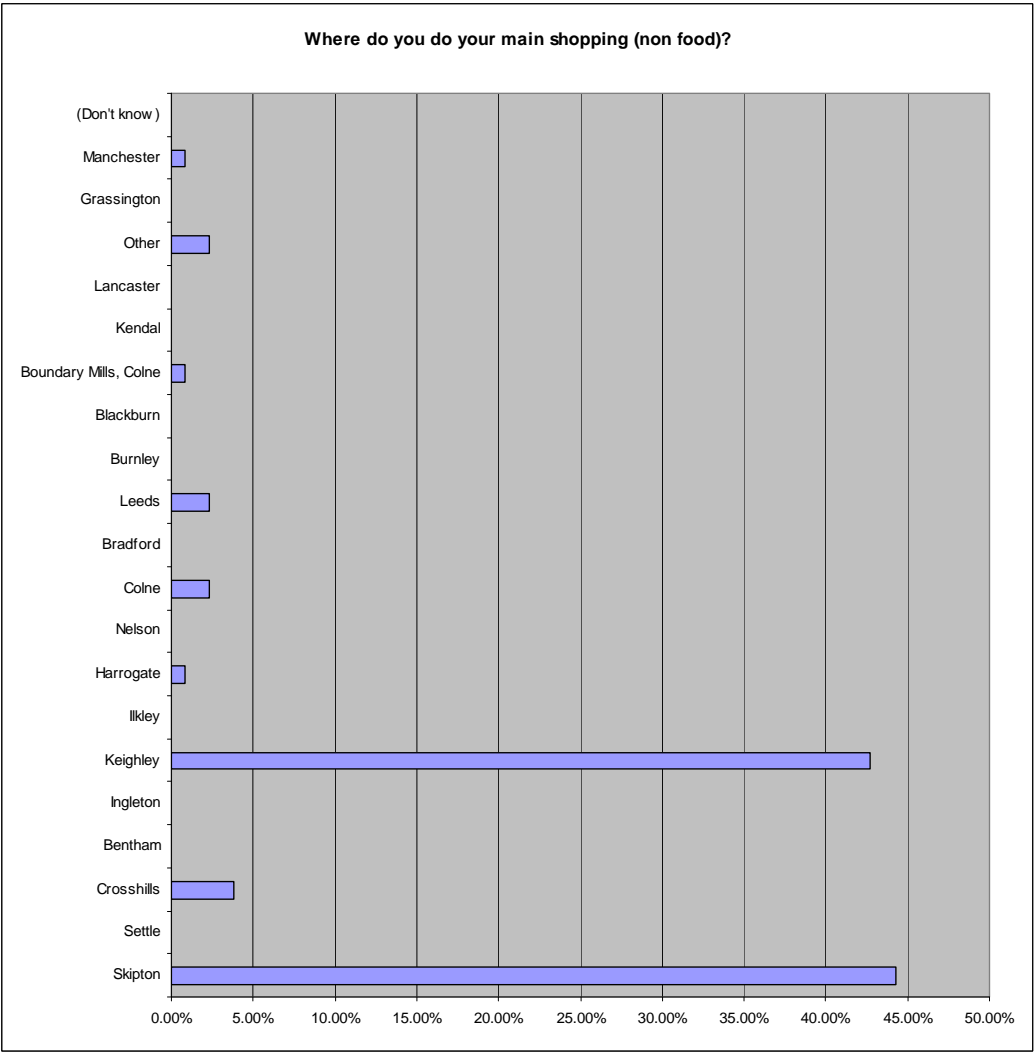


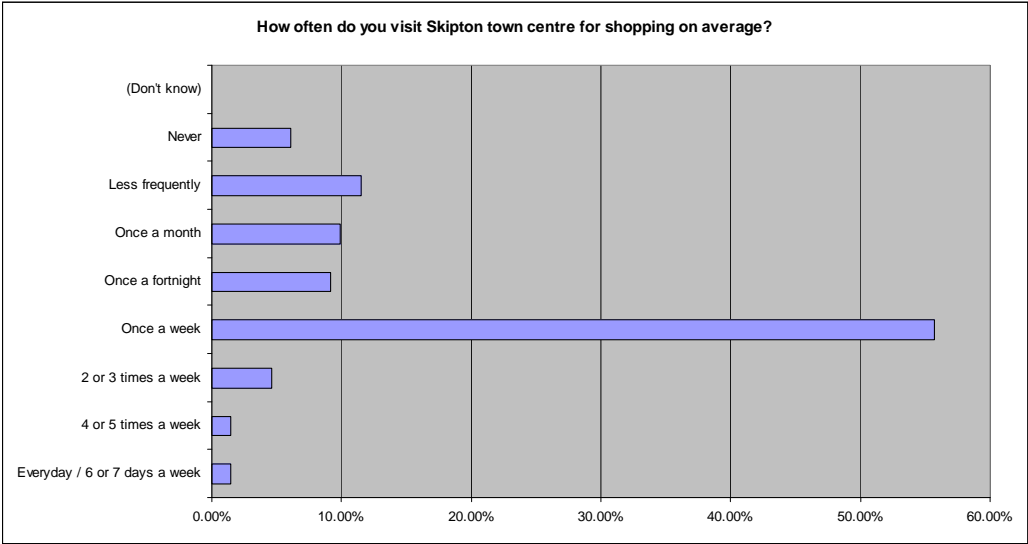
### Appendix 3 - Telephone Survey Analysis

The following is an analysis of the responses to the household (telephone) survey made by residents of Zone 1 (Cowling, Glusburn and Sutton-in-Craven Wards). We have excluded most of the responses which are not relevant to the performance of Cross Hills.

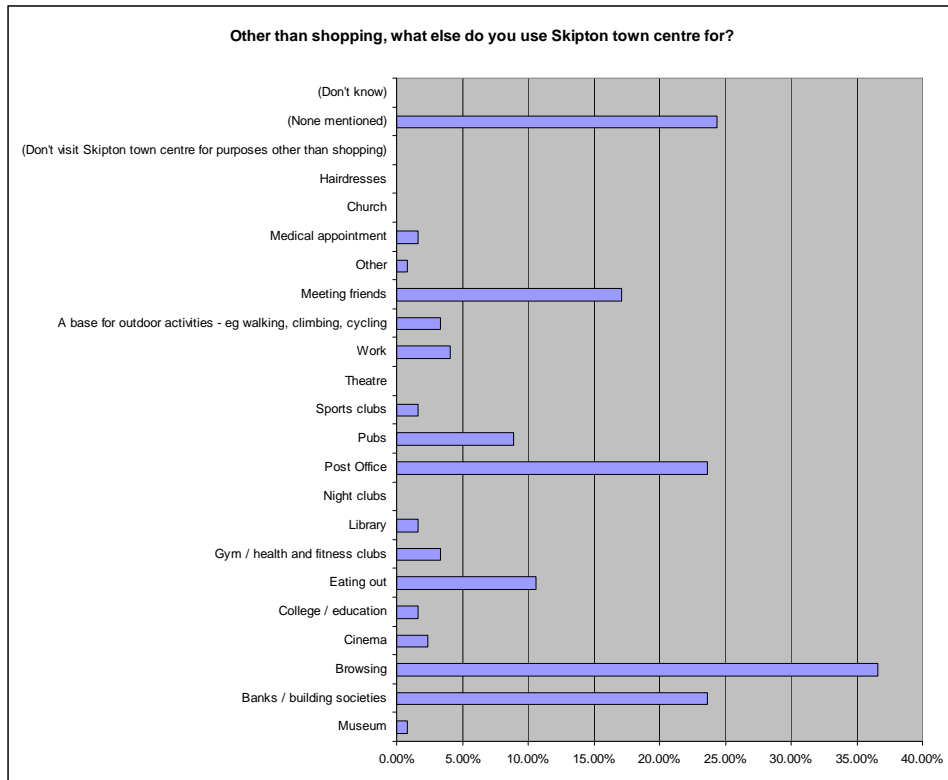
**Question 1 - Leaving aside food shopping, where would you regard as your household’s main shopping centre?**



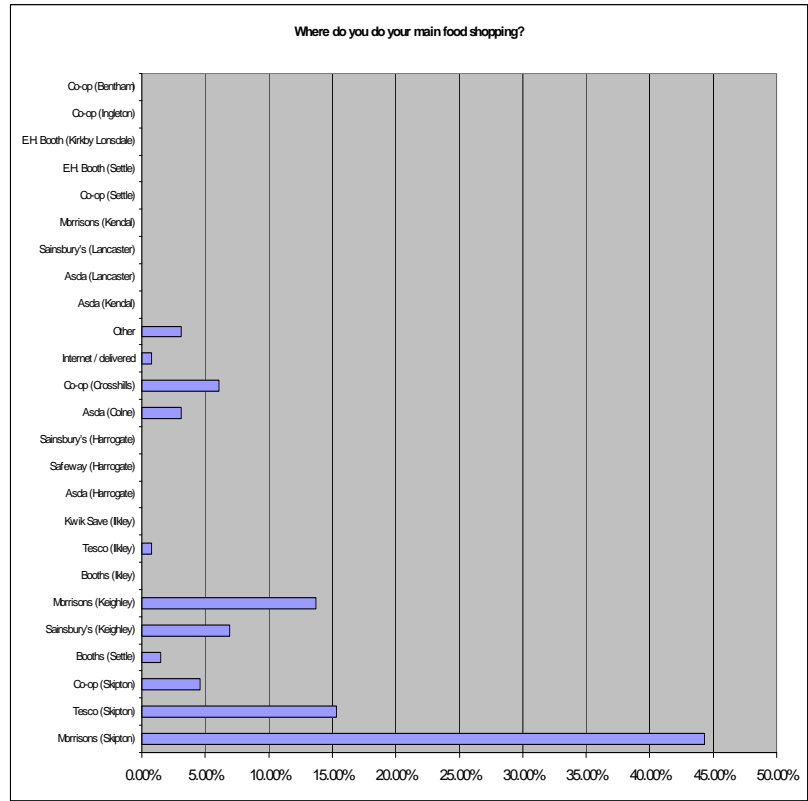
**Question 2 - How often do you visit Skipton town centre for shopping on average?**



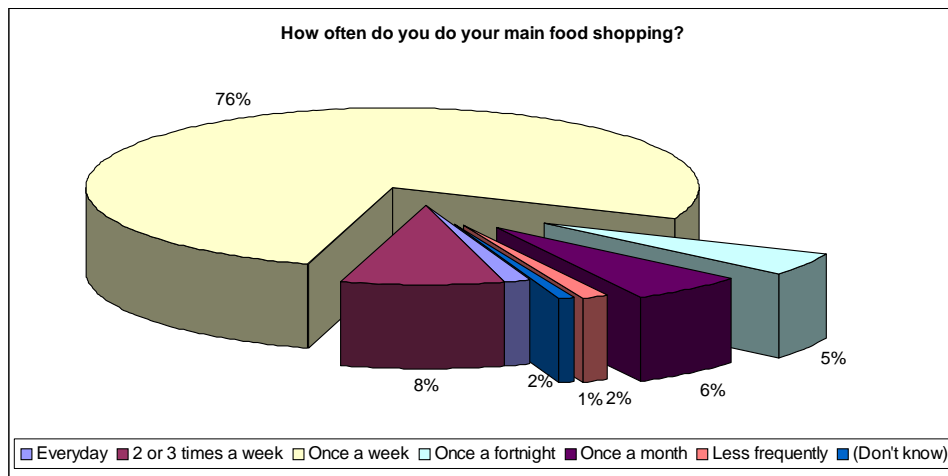
**Question 4 : Other than shopping, what else do people in your household use Skipton town centre for?**



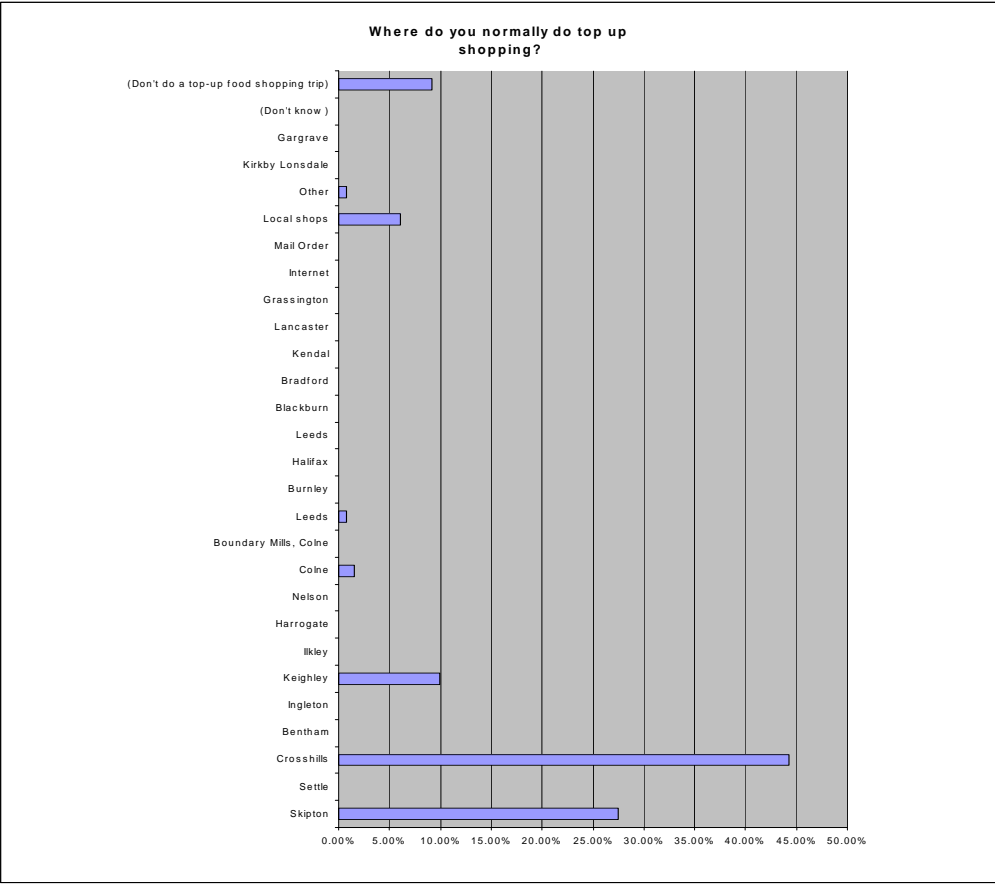
**Question 14: Where do you usually go for your household's main food shopping ?**



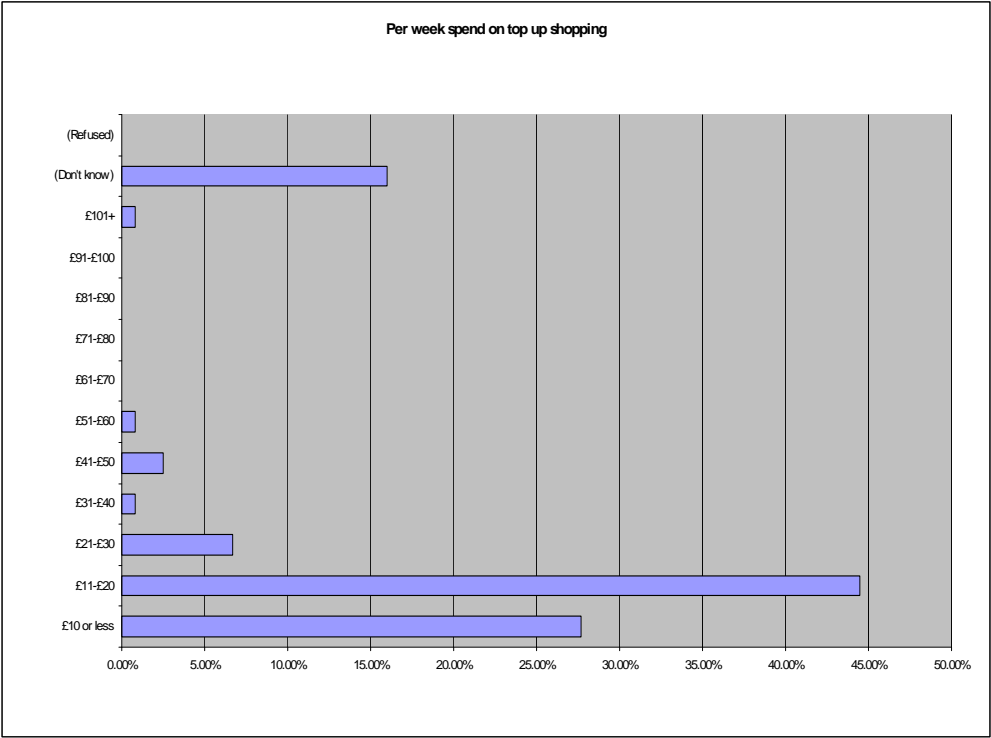
**Question 19 - How often do you do your main food shopping?**



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

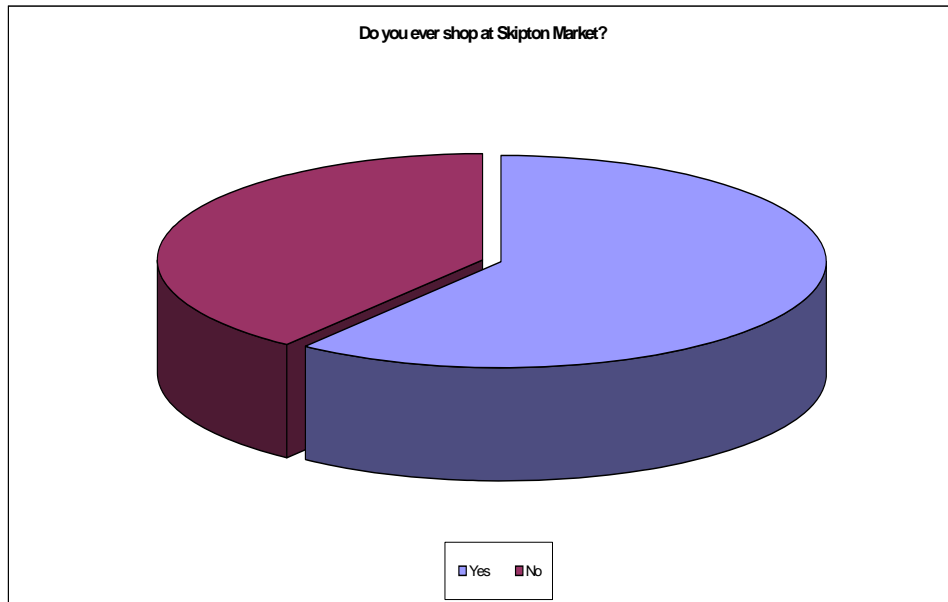


**Question 21 :About how much a week would you say you spend on your top-up shopping ?**

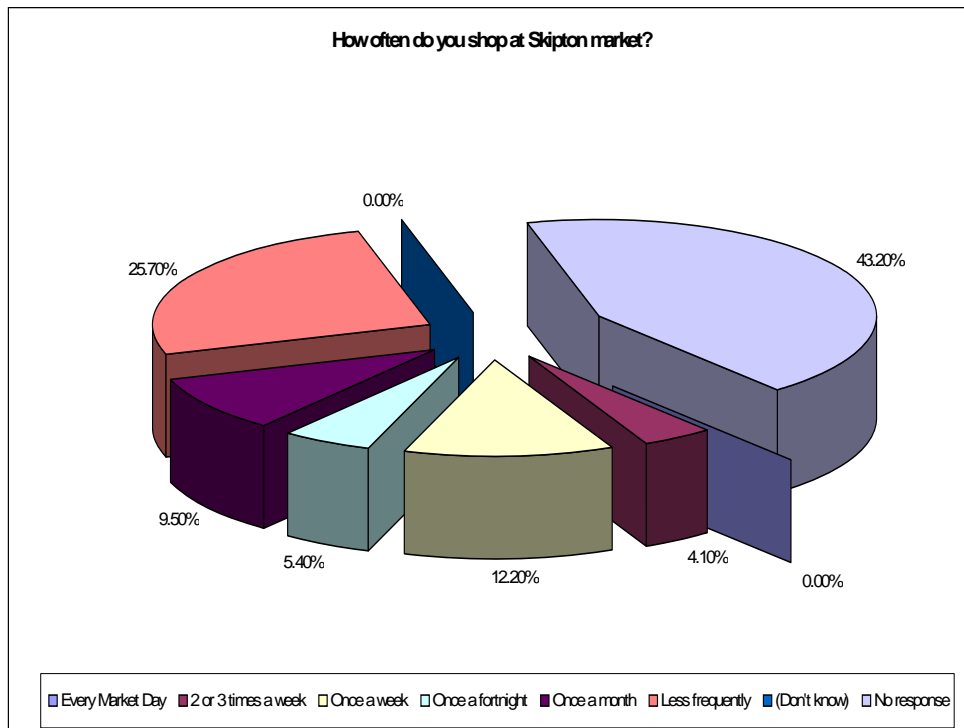


The following two questions have been considered together with question 22 for comparison purposes.

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

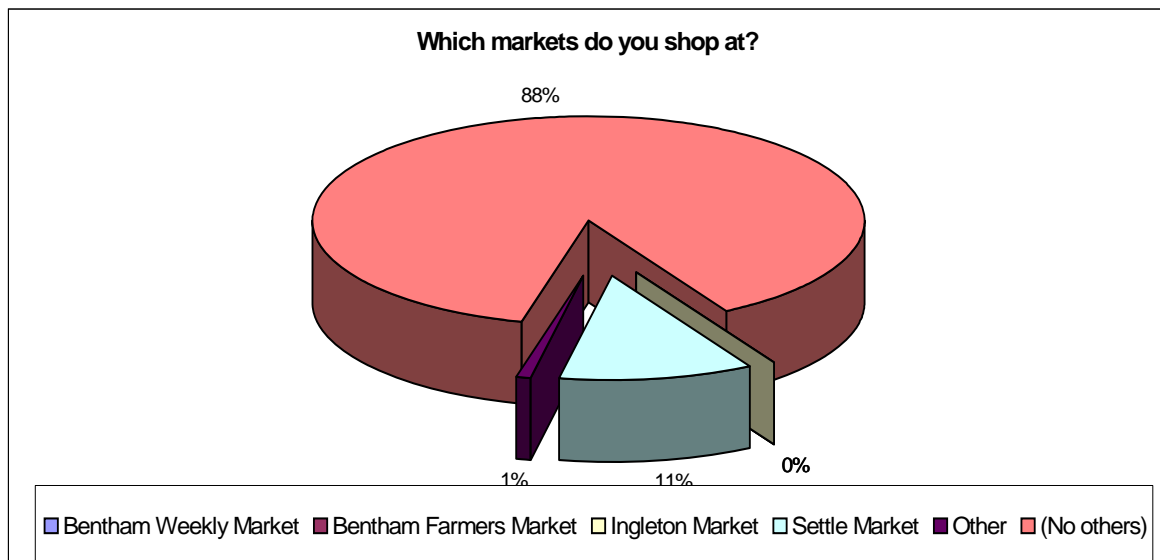


**Question 10 - How often do you shop at Skipton market ?**

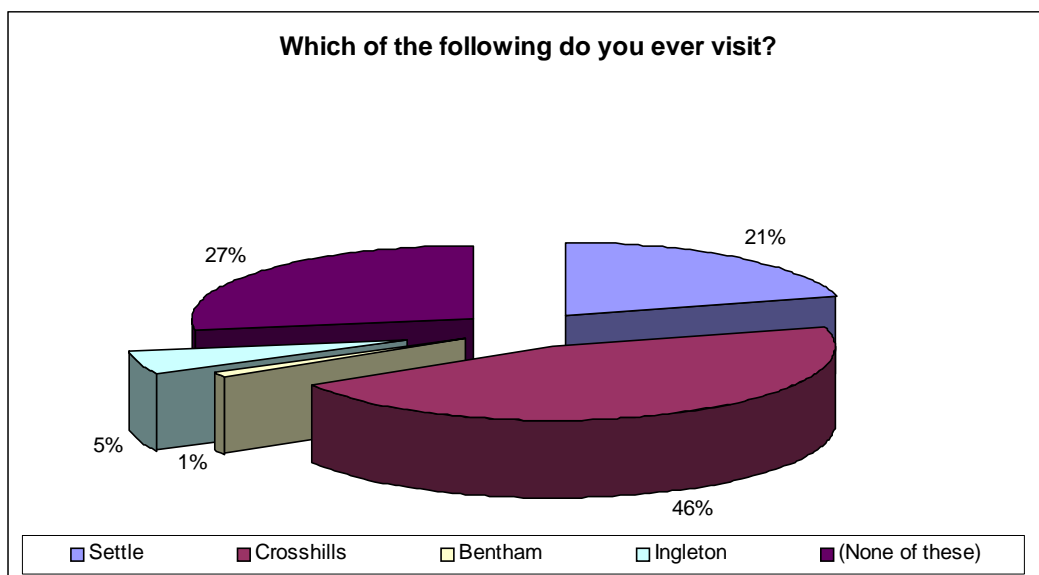




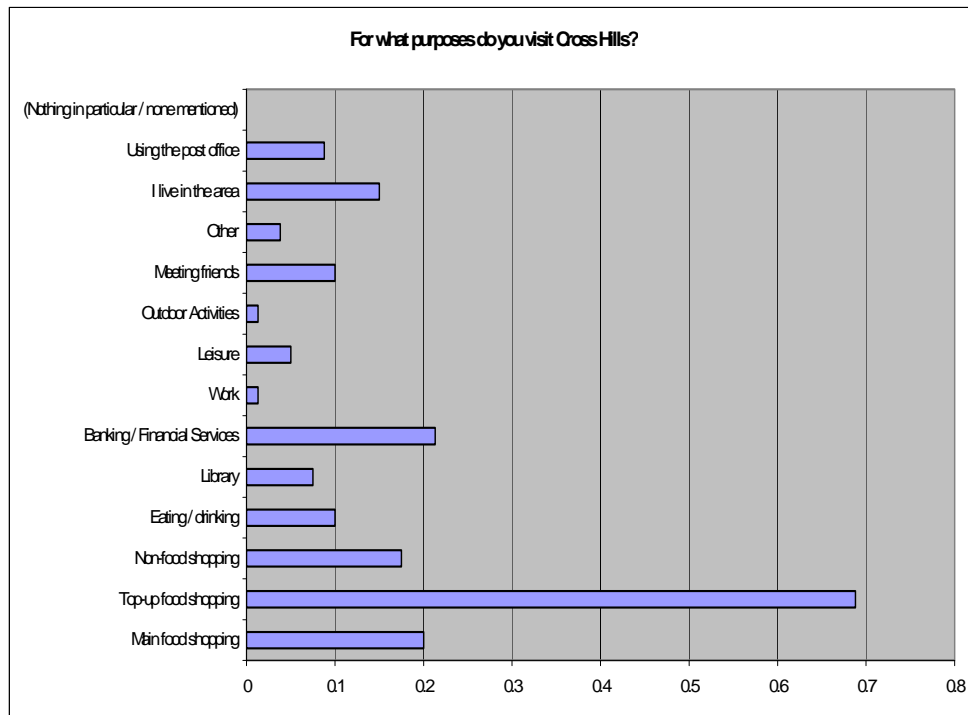
**Question 22 - Which of the following markets do you ever shop at ?**



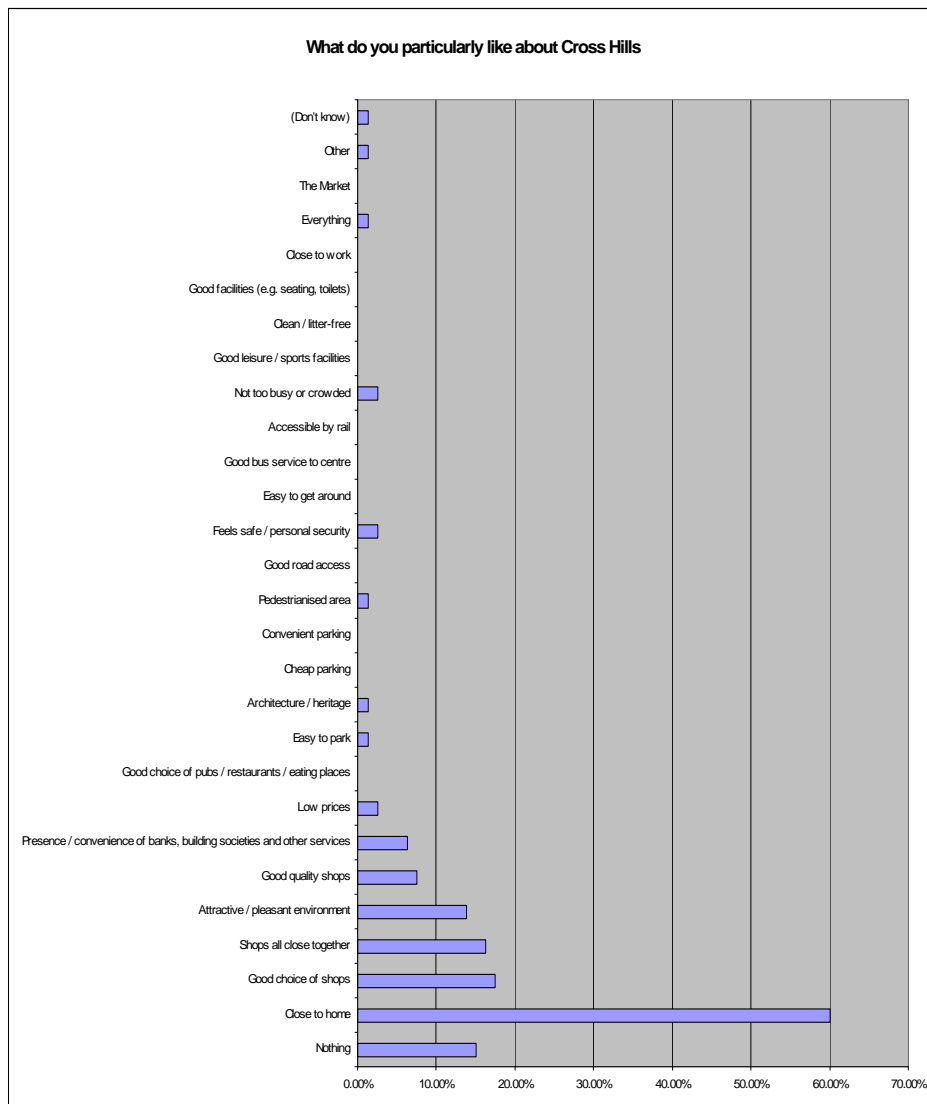
**Question 23 - Which of the following do you ever visit?**



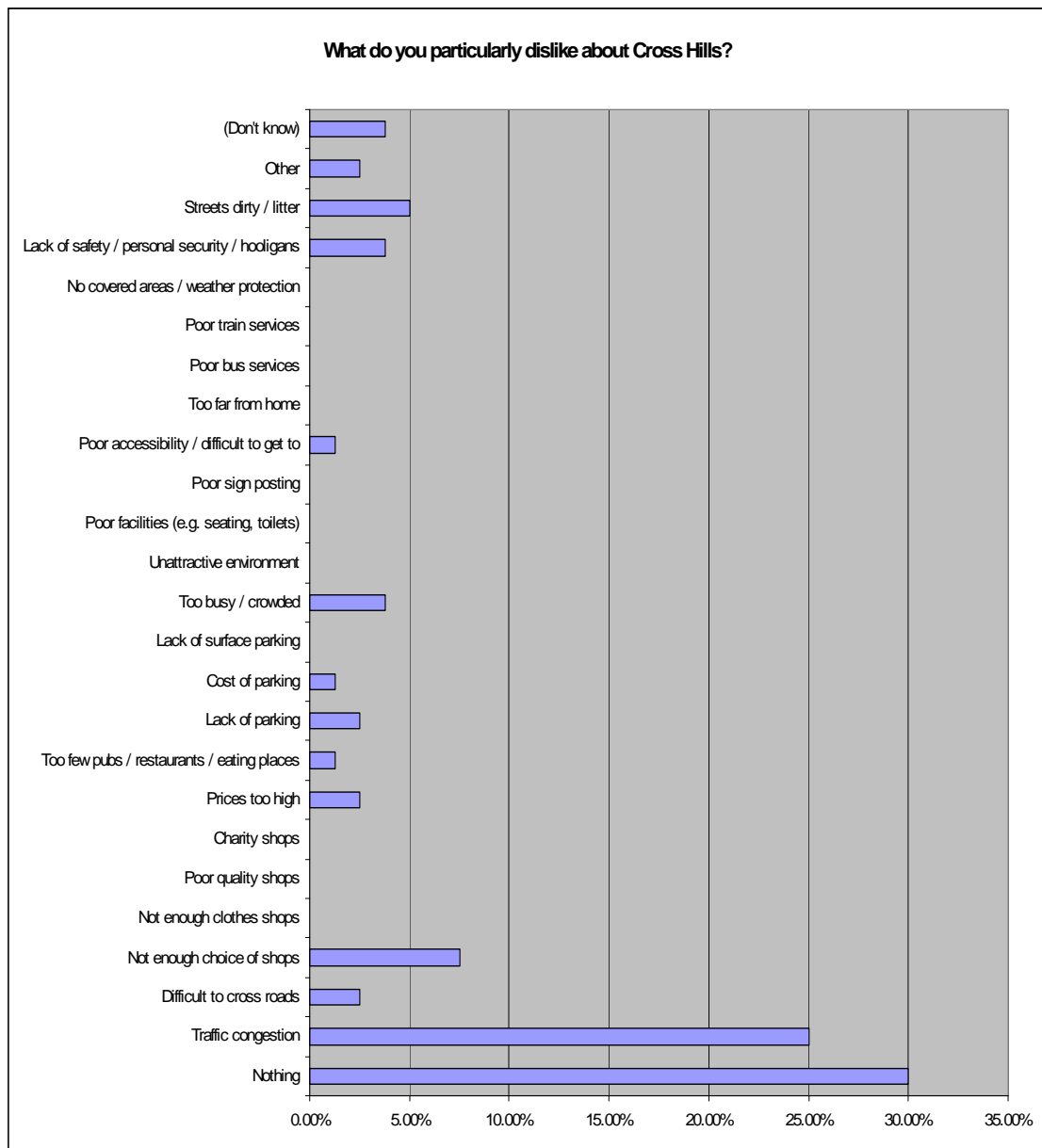
**Question 24B - For what Purpose do you visit Cross Hills?**



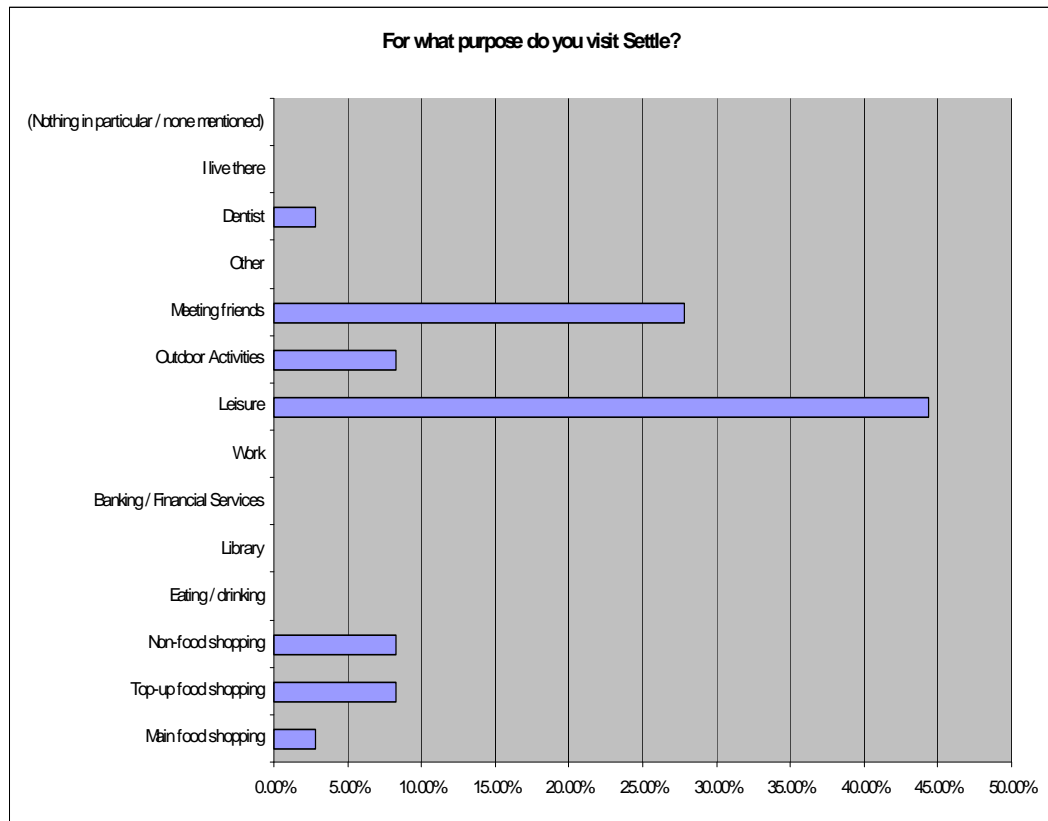
## Question 25B - What do you particularly like about Crosshills?



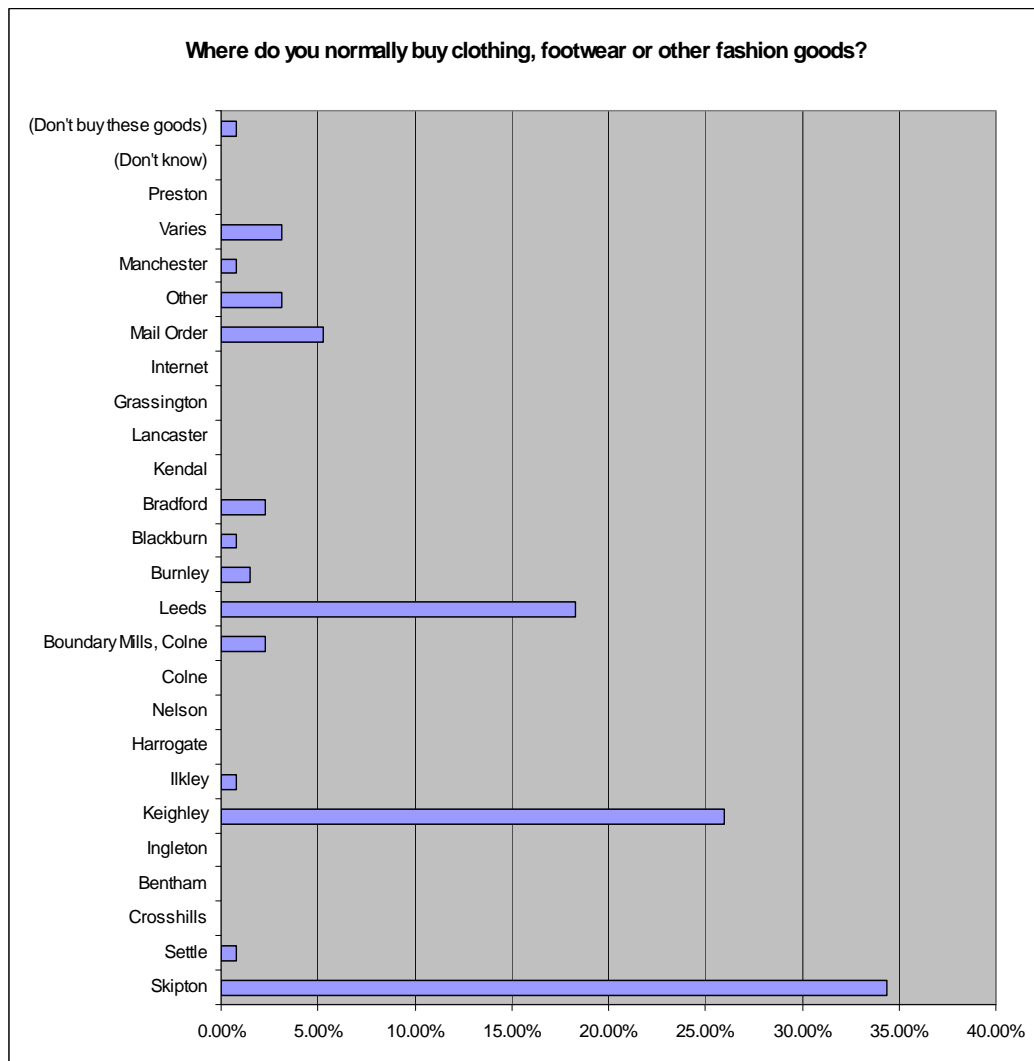
### Question 26B - What do you particularly dislike about Cross Hills?



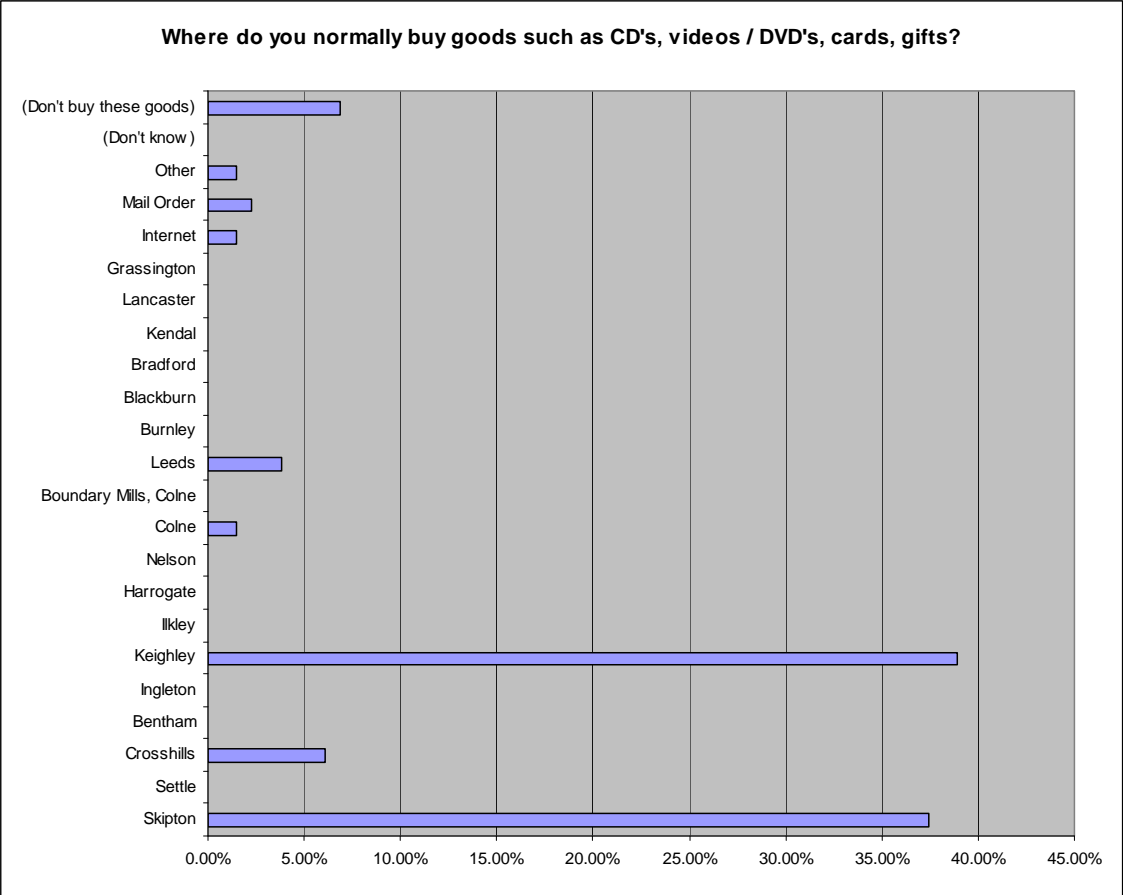
**Question 24A For what purpose do you visit Settle ?**



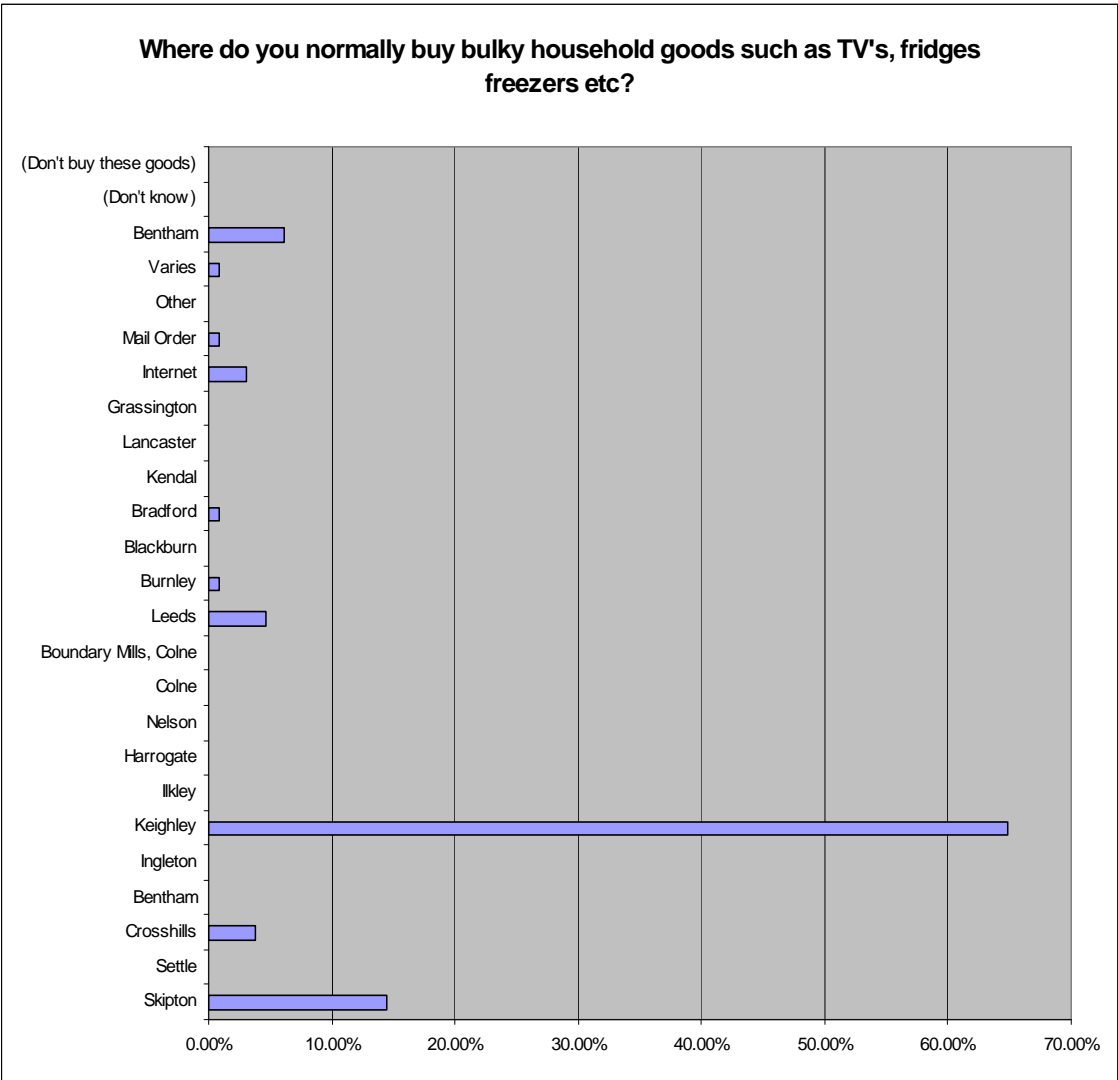
**Question 27: Where do you normally buy clothing, footwear or other fashion goods?**



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

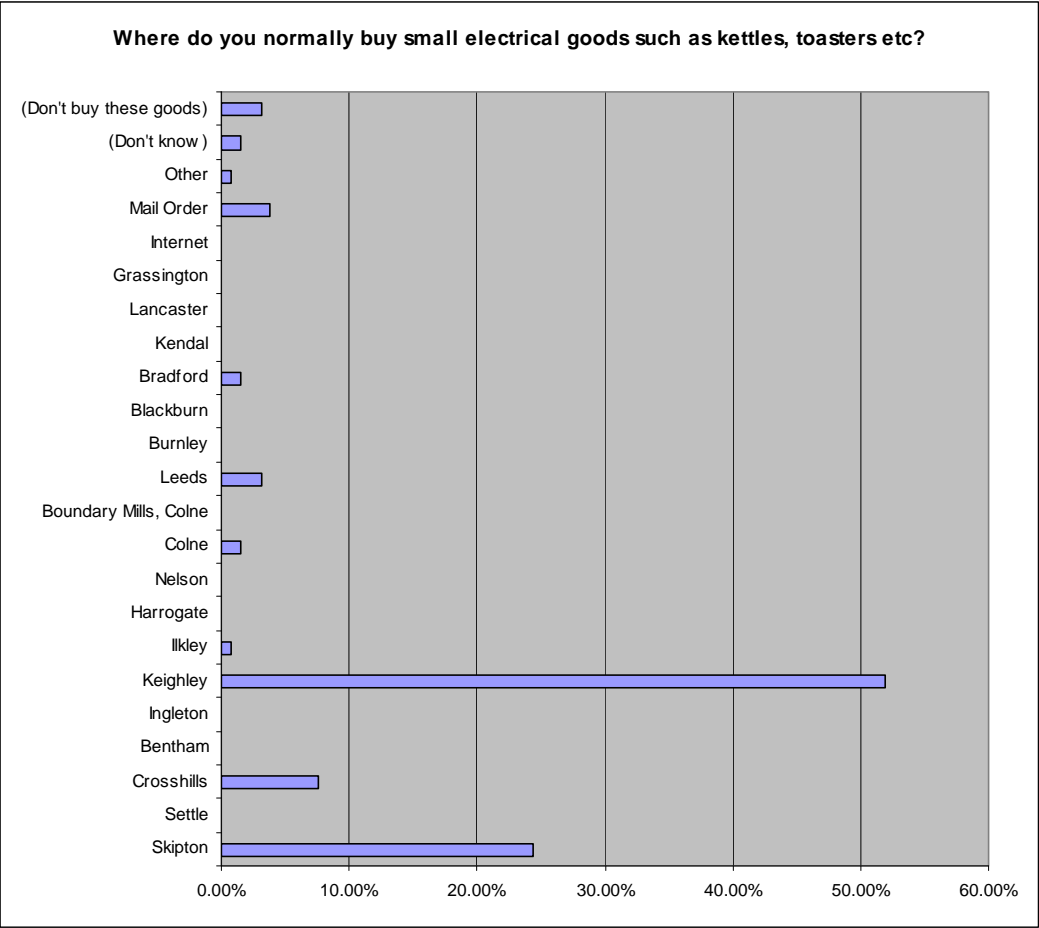


**Question 29 - Where do you normally buy bulky household goods such as TV's, fridges, freezers etc ?**

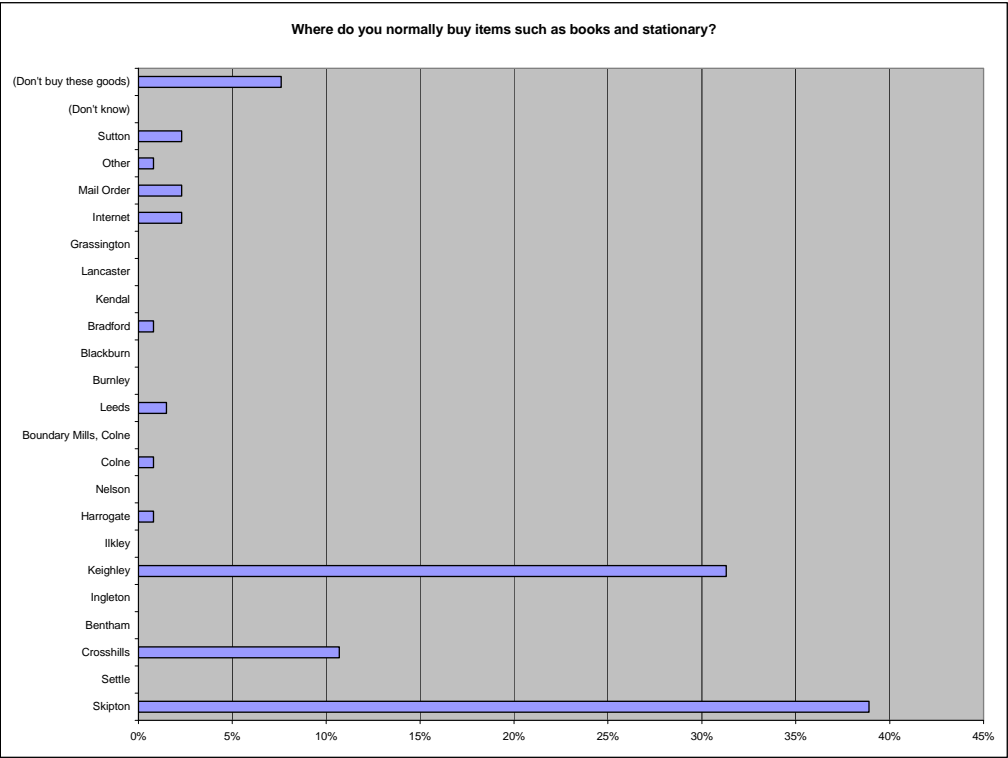




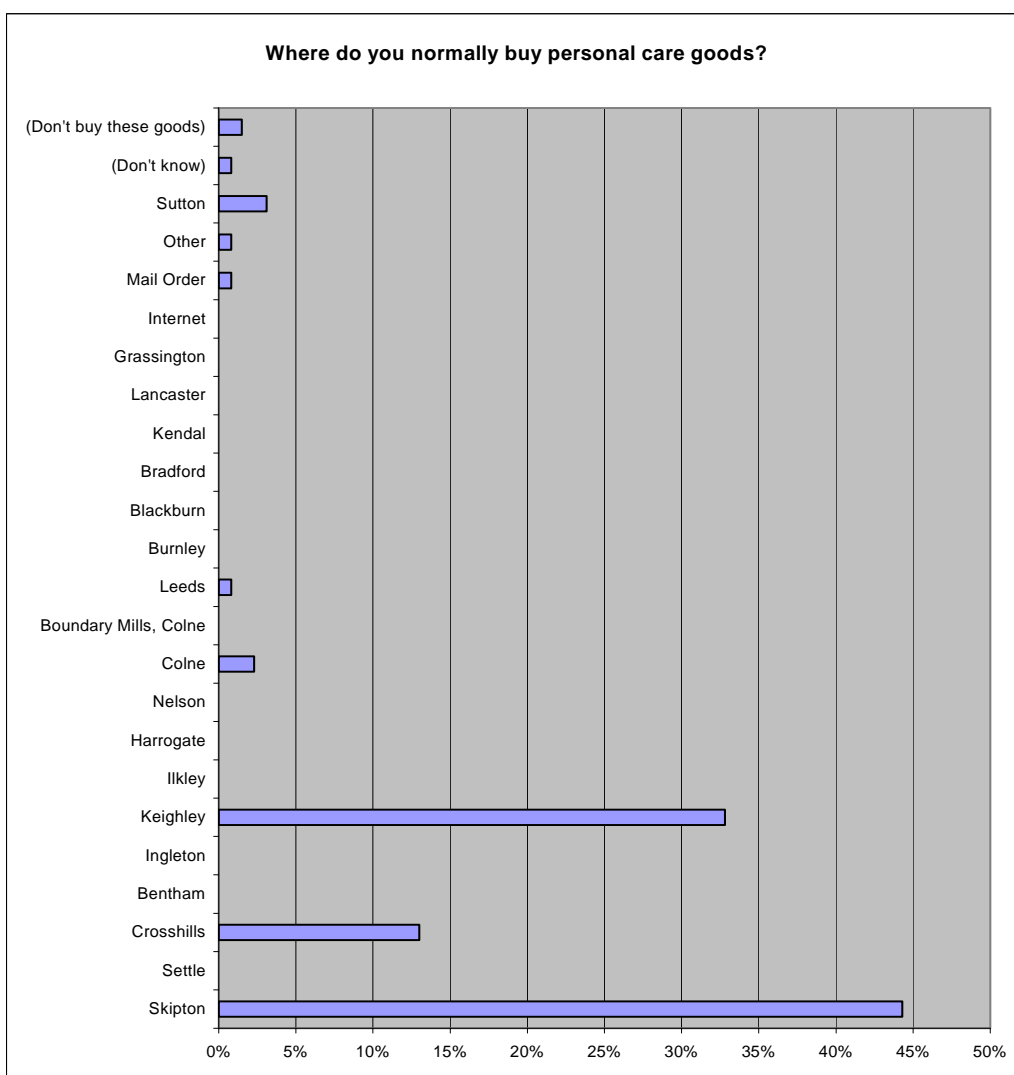
**Question 30 - Where do you normally buy small electrical goods such as kettles, toasters etc ?**



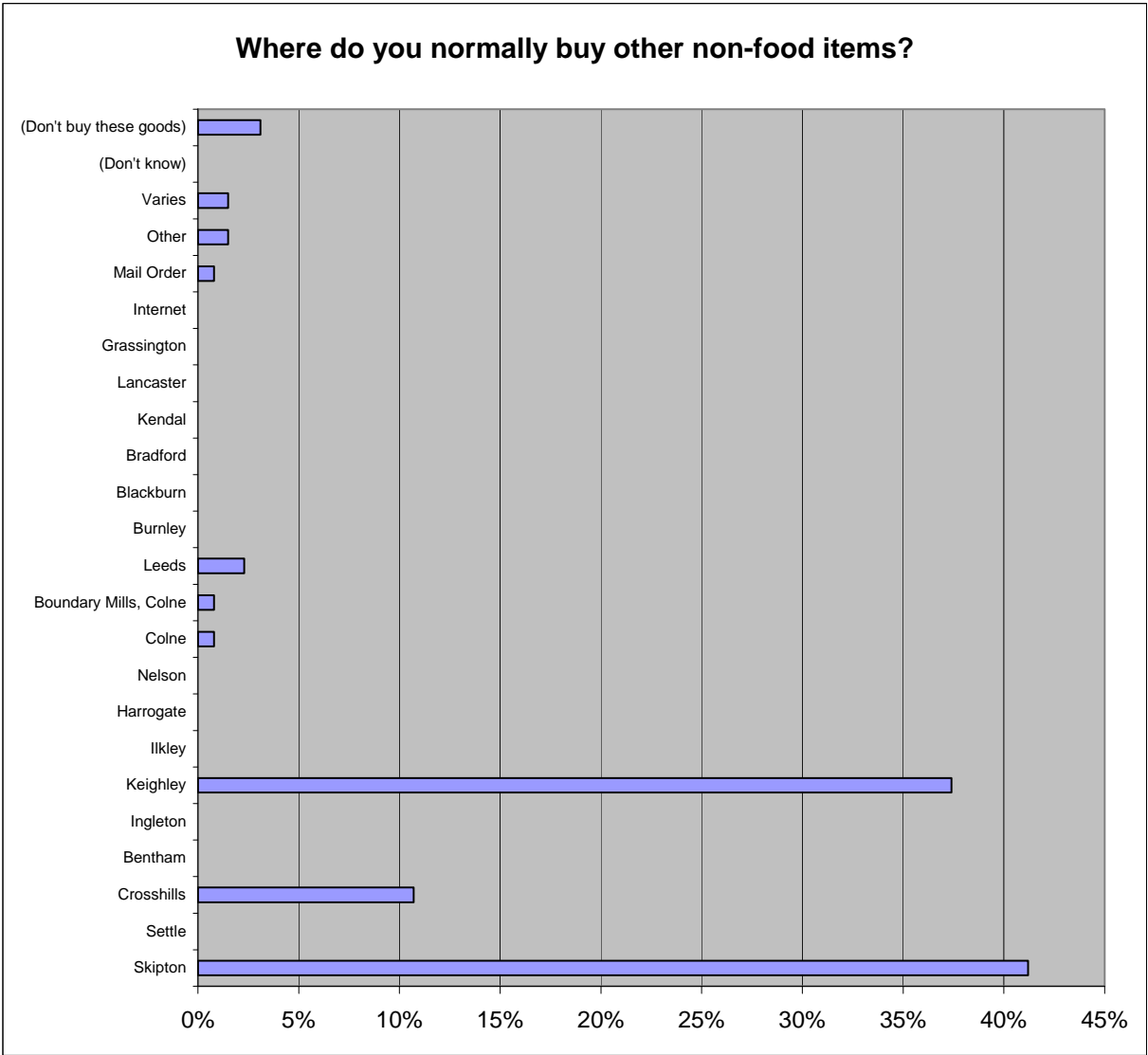
**Question 31 - Where do you normally buy items such as books and stationery ?**



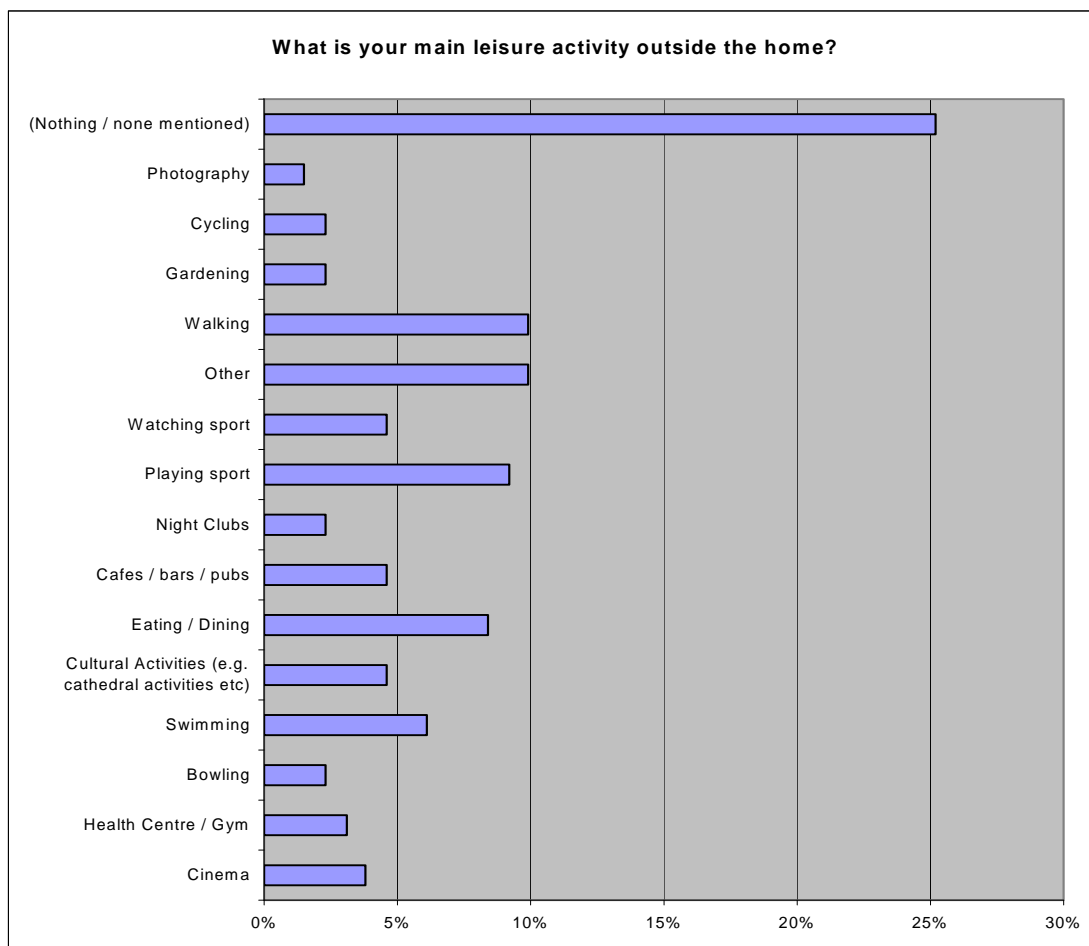
### Question 32 - Where do you normally buy personal care goods ?



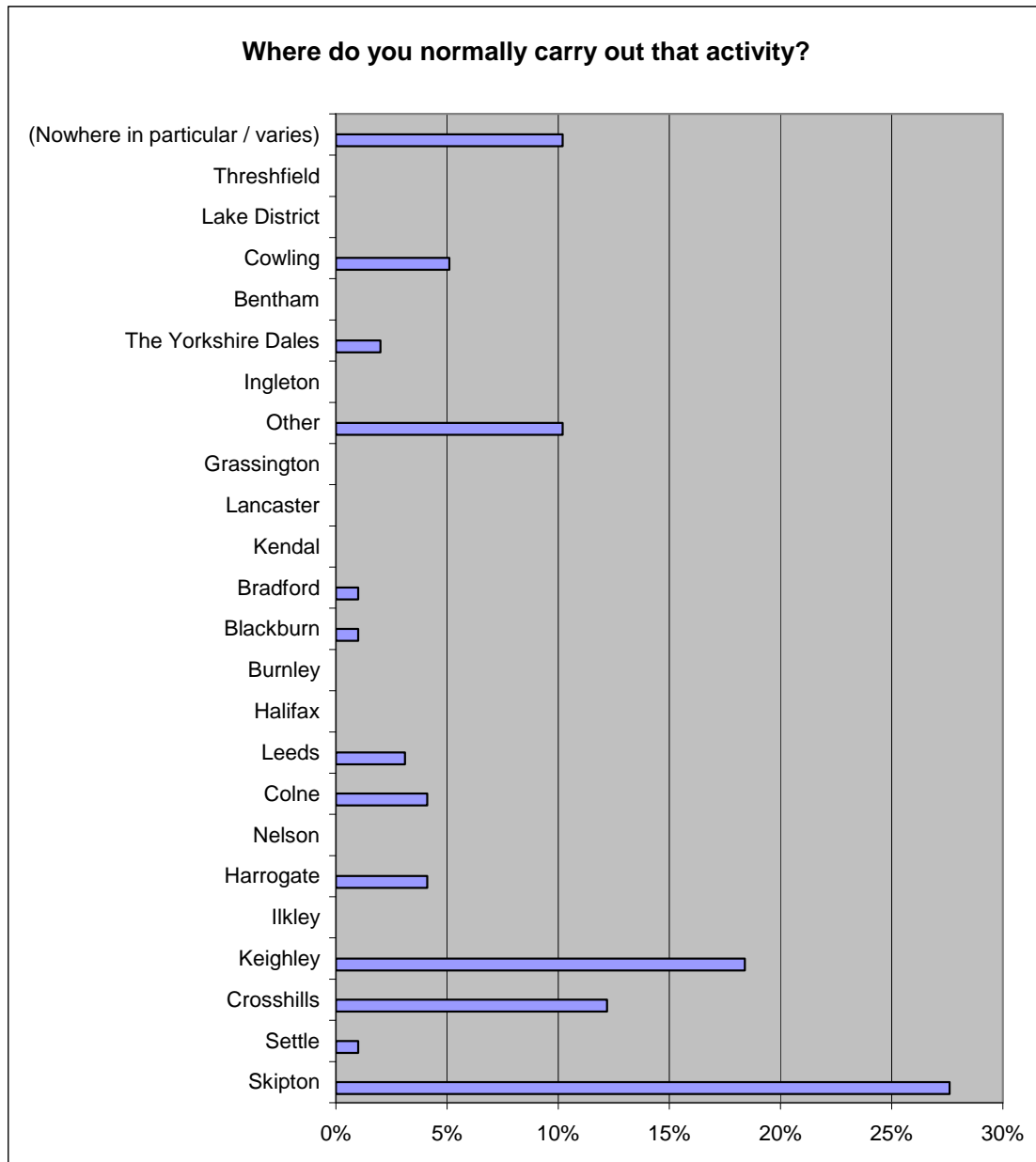
**Question 33 - Where do you normally buy other non-food items ?**



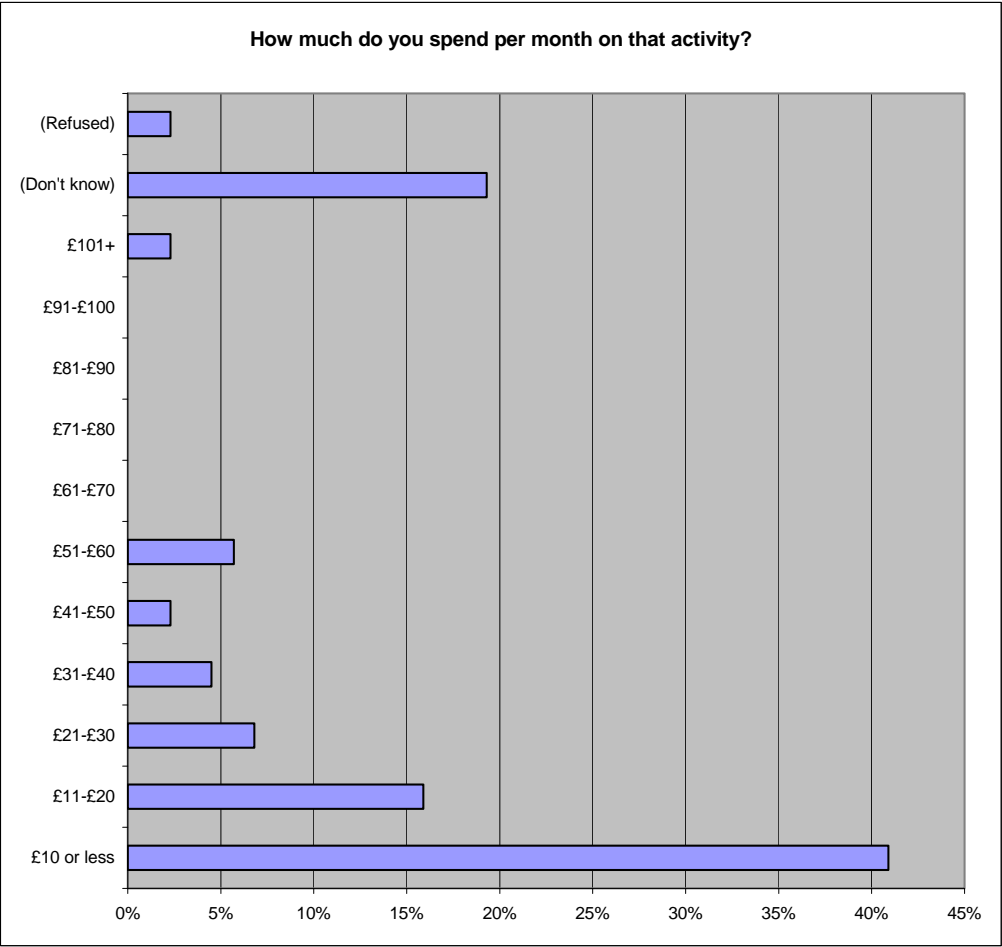
**Question 34 - What is your main leisure activity outside the home?**



**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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