

**NEMS market research**  
**INGLETON VISITORS' SURVEY**

**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: SHOWCARD 'A'

Q.1 How did you travel to Ingleton today ?

ONE ANSWER ONLY

	( 1 )	
Car driver	1	GO TO Q.2
Car passenger	2	GO TO Q.2
Bus	3	GO TO Q.3
<u>Bicycle</u>	<u>4</u>	GO TO Q.3
Rail	5	GO TO Q.3
Taxi	6	GO TO Q.3
<u>On foot</u>	<u>7</u>	GO TO Q.3
Other (PLEASE WRITE IN)	8	GO TO Q.3

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IF 'CAR DRIVER / CAR PASSENGER' AT Q.1, ASK Q.2. OTHERS GO TO Q.3

Q.2 Where did you park your car when arriving in Ingleton today ?

ONE ANSWER ONLY [Specify street name or car park]

( 2 )

ASK ALL:Q.3 What is the **main** reason for your visit here today ?ONE ANSWER ONLY

	( 3 )
To buy food items (not take-away / café / restaurant)	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
<u>For services (e.g. bank, building society, hairdressers)</u>	<u>3</u>
To visit the waterfalls	4
To visit the White Scar caves	5
<u>To go walking</u>	<u>6</u>
For a trip out in the car / motorbike	7
Eat out (e.g. take-away / café / restaurant)	8
<u>Work</u>	<u>9</u>
Other (PLEASE WRITE IN)	A

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ASK ALL:

Q.4 How long do you intend to spend in Ingleton today ?

ONE ANSWER ONLY

	( 4 )
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: SHOWCARD 'B'

Q.5 How often do you visit Ingleton (including Sunday) ?

ONE ANSWER ONLY

	( 5 )
Everyday	1
4 to 6 days a week	2
<u>2 to 3 days a week</u>	<u>3</u>
1 day a week	4
Once every 2 weeks	5
<u>Once every month</u>	<u>6</u>
Once a quarter	7
Less often than once a quarter	8
First time today	9
(Don't know)	A

ASK ALL

- Q.6 Are you here in Ingleton as a tourist on holiday or on a day trip ?
- (1)
- Yes 1 GO TO Q.7
- No 2 GO TO Q.9
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IF 'YES' AT Q.6 ASK Q.7 OTHERS GO TO Q.9

- Q.7 Are you staying overnight from home, or returning home later today ?
- (2)
- Staying overnight 1 GO TO Q.8
- Returning home later today 2 GO TO Q.11
- 

IF 'STAYING OVERNIGHT' AT Q.1 ASK Q.2 OTHERS GO TO Q.4

- Q.8 Can you tell me where you are staying tonight ?
- (3)
- Ingleton 1 GO TO Q.11
- Elsewhere in Yorkshire / Dales (PLEASE WRITE IN)
- \_\_\_\_\_ 2 GO TO Q.11
- Other (PLEASE WRITE IN) 3 GO TO Q.11
- \_\_\_\_\_
- 

IF 'NO' AT Q.6 ASK Q.9 OTHERS GO TO Q.11

- Q.9 Is Ingleton your main centre for **food** shopping ?

IF 'NO' AT Q.6 ASK Q.9 OTHERS GO TO Q.11

- Q.10 Is Ingleton your main centre for **non-food** shopping ?
- |     | Q.9 Food | Q.10 Non food |
|-----|----------|---------------|
|     | (1)      | (1)           |
| Yes | 1        | 1             |
| No  | 2        | 2             |
- 

ASK ALL: SHOWCARD 'C'

- Q.11 How much did you spend / expect to spend today on shopping on the following types of goods ?

	Nothing	Up to £10	£10-£19	£20-£29	£30-£49	£50-£99	£100+	(Don't know)	(Refused)
	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
Food & Grocery	1	1	1	1	1	1	1	1	1
Clothing & Footwear	2	2	2	2	2	2	2	2	2
Household Goods (textiles, furniture, carpets, DIY, music & electrical goods)	3	3	3	3	3	3	3	3	3
Specialist Goods (books, florist, toys, sports goods)	4	4	4	4	4	4	4	4	4
Fancy Goods (gifts, glassware)	5	5	5	5	5	5	5	5	5
Cafes, Restaurants & Pubs	6	6	6	6	6	6	6	6	6
Other Service Outlets (hairdressers, etc)	7	7	7	7	7	7	7	7	7
Other (PLEASE WRITE IN)	8	8	8	8	8	8	8	8	8

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ASK ALL:

Q.6 What do you like **MOST** about Ingleton?  
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	( 15 )
Near / convenient	1
Good public transport links	2
<u>Parking is easy</u>	3
Parking is cheap	4
Lack of congestion on roads	5
<u>Little traffic-pedestrian conflict</u>	6
Ease of access to all (with pushchairs, wheelchairs etc)	7
Well signposted route ways / good local maps	8
Other access / transport factor (PLEASE WRITE IN)	9
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General cleanliness of shopping streets	A
Feels safe / absence of threatening individuals / groups	B
	( 16 )
Not too crowded	1
Character / atmosphere	2
<u>Historic buildings / tourist attractions</u>	3
Other environmental factor (PLEASE WRITE IN)	4
<hr/>	
Selection / choice of independent / specialist shops	5
Quality of shops	6
Prices	7
<u>Range of places to eat</u>	8
Range of pubs / bars	9
(Nothing in particular)	A

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ASK ALL:

Q.7 What do you dislike **MOST** dislike about Ingleton?  
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	( 17 )
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Difficulties in parking</u>	3
Parking is expensive	4
Poor public transport links	5
<u>Road congestion</u>	6
Poor signage / routeways within Ingleton / lack of maps of Ingleton	7
Difficulties with pushchairs, wheelchairs etc	8
Other transport / access factor (PLEASE WRITE IN)	9
<hr/>	
Dirty shopping street	A
Feels unsafe / presence of threatening individuals / groups	B
Not busy enough	C
	( 18 )
Over-crowded	1
General lack of choice of multiple shops	2
<u>General lack of independent / specialist shops</u>	3
Quality of shops is inadequate	4
Shops too small	5
<u>Lack of a large supermarket</u>	6
Inadequate range of places to eat	7
Inadequate range of services	8
<u>Absence of play areas for children</u>	9
Too many tourists	A
(No opinion / don't shop here)	B

ASK ALL:

Q.8 How could Ingleton best be improved ?  
DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	( 19 )
Named new shop (PLEASE WRITE IN)	1
_____	
New, bigger supermarket	2
<u>Better choice of shops in general</u>	3
Better quality of shops	4
More priority of pedestrians	5
<u>More shelter from wind / rain</u>	6
Improve appearance / environment of Ingleton	7
Remove litter more often	8
<u>More parking</u>	9
Cheaper parking	A
	( 20 )
More accessible car parking	1
Better bus services to Ingleton	2
<u>More children's play areas</u>	3
More / better night-life	4
More / better eating places	5
<u>More / better cultural facilities</u>	6
Other (PLEASE WRITE IN)	7
_____	
(Don't know)	8
(None mentioned)	9

ASK ALL

Q.9 Are there any types of shops or tourist facilities that you feel Ingleton is lacking in ?

	( 21 )	
Yes	1	GO TO Q.10
No	2	GO TO Q.12
(Don't know)	3	GO TO Q.12

IF 'YES' AT Q.9, ASK Q.10. OTHERS GO TO Q.12

Q.10 Which types of shops or tourist facilities do you feel Ingleton is lacking in ?  
DO NOT PROMPT: PROBE FULLY: Any others ? ( 22 )

IF 'YES' AT Q.9, ASK Q.11. OTHERS GO TO Q.12

Q.11 Where should these shops or tourist facilities be situated ?  
DO NOT PROMPT: PROBE FULLY: Any others ? ( 23 )

ASK ALL:

Q.13 Do you work in Ingleton ?

	( 24 )
Yes	1
No	2
(Refused)	3

## CLASSIFICATION

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

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

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

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<b>SEX:</b>	( 25 )	<b>AGE GROUP:</b>	( 26 )
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:** \_\_\_\_\_

	( 27 )
AB	1
C1	2
<u>C2</u>	<u>3</u>
DE	4

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<b>ADULTS IN HOUSEHOLD (16+):</b>	( 28 )	<b>CHILDREN IN HOUSEHOLD:</b>	( 29 )
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	None	4

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<b>NO. OF CARS IN HOUSEHOLD:</b>	( 30 )
One	1
Two	2
<u>Three</u>	<u>3</u>
Four or more	4

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<b>DAY OF INTERVIEW:</b>	( 31 )	<b>TIME OF INTERVIEW:</b>	( 32 )
Saturday	1	10:00-11:00	1
Sunday	2	11:01-12:00	2
		<u>12:01-13:00</u>	<u>3</u>
		13:01-14:00	4
		14:01-15:00	5
		<u>15:01-16:00</u>	<u>6</u>
		16:01-17:00	7
		17:01-18:00	8

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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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