

Ryedale Retail Capacity Study - Household 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 ?

QA Are you able to speak on behalf of your household in relation to the location of the stores and shopping centres where most of the household's money is spent on food shopping and other types of non-food shopping ?

- 1 Yes GO TO Q01
- 2 No CLOSE

Q01 In which shop or shopping centre has your household spent most money on food and groceries over the past 6 months ?
DO NOT PROMPT, ONE ANSWER ONLY (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')
Insert response from Food Stores/Centres list

Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips:

ONE ANSWER ONLY. READ OUT.

- 1 Always
- 2 Normally
- 3 Sometimes
- 4 Rarely
- 5 Never
- 6 (Don't know)

Q03 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01) ?
ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q04 In addition to a main food shop, does your household normally do any other 'top-up' shopping for food and grocery items at an individual shop or supermarket ?

ONE ANSWER ONLY

- 1 Yes GO TO Q05
- 2 No GO TO Q06
- 3 (Don't know) GO TO Q06

Q05 Where does your household undertake most 'top-up' food and grocery purchases ?

DO NOT PROMPT, ONE ANSWER ONLY (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')
Insert response from Food Stores/Centres list

Q06 In which town centres, district centres or retail parks have the members of your household spent most money on clothes and shoes in the past six months ?

Most money spent

2nd most money spent

3rd most money spent

DO NOT PROMPT, RANK UP TO 3 ANSWERS (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')

Insert response from Non-Food Stores/Centres list

Note 1 - If response is "Abroad" or "Don't buy these items", GO TO Q08

Note 2 - Do not record "Internet", "Catalogue", "Interactive" or any other home shopping (this is dealt with under Q16)

Q07 How does your household normally travel to the town centre, district centre or retail park where most money is spent on clothes and shoes ?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q08 In which town centres, district centres or retail parks have the members of your household spent most money on furniture / carpets / soft household furnishings in the past six months ?

Most money spent

2nd most money spent

3rd most money spent

DO NOT PROMPT, RANK UP TO 3 ANSWERS (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')

Insert response from Non-Food Stores/Centres list

Note 1 - If response is "Abroad" or "Don't buy these items", GO TO Q10

Note 2 - Do not record "Internet", "Catalogue", "Interactive" or any other home shopping (this is dealt with under Q16)

Q09 How does your household normally travel to the town centre, district centre or retail park where most money is spent on furniture, carpets, soft household furnishings ?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q10 In which town centres, district centres or retail parks have the members of your household spent most money on DIY and decorating goods in the past six months ? Most money spent 2nd most money spent 3rd most money spent

DO NOT PROMPT, RANK UP TO 3 ANSWERS (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')

Insert response from Non-Food Stores/Centres list

Note 1 - If response is "Abroad" or "Don't buy these items", GO TO Q12

Note 2 - Do not record "Internet", "Catalogue", "Interactive" or any other home shopping (this is dealt with under Q16)

Q11 How does your household normally travel to the town centre, district centre or retail park where most money is spent on DIY and decorating goods ?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q12 In which town centres, district centres or retail parks have the members of your household spent most money on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers in the past six months ? Most money spent 2nd most money spent 3rd most money spent

DO NOT PROMPT, RANK UP TO 3 ANSWERS (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')

Insert response from Non-Food Stores/Centres list

Note 1 - If response is "Abroad" or "Don't buy these items", GO TO Q14

Note 2 - Do not record "Internet", "Catalogue", "Interactive" or any other home shopping (this is dealt with under Q16)

Q13 How does your household normally travel to the town centre, district centre or retail park where most money is spent on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q14 In which town centres, district centres or retail parks have the members of your household spent most money on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment in the past six months ?

	2nd most money spent	3rd most money spent
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DO NOT PROMPT, RANK UP TO 3 ANSWERS (query if response is not in the Food Stores/Centres list and provide details of name and location if response is 'other')

Insert response from Non-Food Stores/Centres list

Note 1 - If response is "Abroad" or "Don't buy these items", GO TO Q17

Note 2 - Do not record "Internet", "Catalogue", "Interactive" or any other home shopping (this is dealt with under Q16)

Q15 How does your household normally travel to the town centre, district centre or retail park where most money is spent on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q16 What proportion of your household's total spending on all non-food goods is by the following means:

READ OUT CATEGORIES. CAN BE MULTI-CODED.

		Proportion of total non-food spend	Proportion of total non-food spend	Proportion of total non-food spend
1	Internet			
2	Home catalogue shopping			
3	TV/interactive (not Internet)			

Q17 In which town centre, district centre or out-of-centre location does your household spend most money on the following leisure and culture activities ?

	Cinema	Pubs	Restaurants	Health & fitness	Family Entertain- ment e.g. bingo / bowling	Theatre / Concerts
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READ OUT COLUMN HEADINGS

- 1 Alexandra Bowls Centre, Scarborough
- 2 Beverley Town Centre
- 3 Birstall Retail Park, Leeds
- 4 Bridlington Town Centre
- 5 Clifton Moor Retail Park, York
- 6 Darlington Town Centre
- 7 Driffield Town Centre
- 8 Easingwold Town Centre
- 9 Filey Town Centre
- A Freeport Castleford Outlet Centre, Glasshoughton
- B Freeport Hornsea Outlet Village, Hornsea
- C Garforth Town Centre
- D Guisborough Town Centre
- E Harrogate Town Centre
- F Haxby District Centre, York
- G Helmsley District Centre
- H Kingston upon Hull City Centre
- I Kirkbymoorside District Centre
- J Knaresborough Town Centre
- K Leeds City Centre

- L Malton Town Centre
- M McArthurGlen Designer Outlet, Fulford, York
- N Middlesbrough City Centre
- O Monks Cross Shopping Park, Huntingdon, York
- P Northallerton Town Centre
- Q Norton District Centre
- R Owcoates Centre, Pudsey
- S Pickering District Centre
- T Pocklington Town Centre
- U Redcar Town Centre
- V Ripon Town Centre
- W Ryedale Indoor Bowls & Leisure Centre, Norton
- X Scarborough Town Centre
- Y Selby Town Centre
- Z Stockton-on-Tees Town Centre
- A1 Stokesley Town Centre
- A2 Thirsk Town Centre
- A3 Whitby Town Centre
- A4 White Rose Shopping Centre, Leeds
- A5 York City Centre
- A6 Other (PLEASE WRITE IN)
- A7 (Don't do these leisure or culture activities)

Q18 How does your household normally travel to the town centre, district centre or retail park where most money is spent on leisure and culture activities, such as cinema, pubs, theatres and museums?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q19 Are you in paid employment?

- Yes
- No

Go to Q20
Go to Q21

Q20 How do you travel to your workplace?

ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)

Q21 Which of the following do you consider to be your nearest Town Centre within Ryedale District?

DO NOT PROMPT, ONE ANSWER ONLY (query if response is not one of the 4 centres listed below)

Note - Answer need not be the same as for any of the respondent's previous answers

- 1 Helmsley Town Centre
- 2 Malton Town Centre
- 3 Norton Town Centre
- 4 Kirbymoorside Town Centre
- 5 Pickering Town Centre

Q22 What are the best features of your nearest Town Centre (Q21 response)?

?

DO NOT PROMPT, CAN BE MULTI-CODED

Note - If only one response given, questioner to ask "Any others?"

- 1 Near / convenient
- 2 Good public transport links
- 3 Parking is easy
- 4 Parking is cheap
- 5 Lack of congestion on roads
- 6 Pedestrianised streets
- 7 Little traffic-pedestrian conflict
- 8 Good directional signs to the centre
- 9 Convenient drop-off / pick-up stops for buses / good location of the bus station
- A Ease of access to all (with pushchairs, wheelchairs etc)
- B Well signposted route ways / good local maps
- C Other accessibility / transport factor (PLEASE WRITE IN)
- D General cleanliness of shopping streets

- E Feels safe / absence of threatening individuals / groups
- F Presence of police / other security measures
- G Nice street furniture / floral displays
- H Nice busy feel
- I Not too crowded
- J Character / atmosphere
- K Historic buildings / tourist attractions
- L Other environmental factor (PLEASE WRITE IN)
- M Selection / choice of independent / specialist shops
- N Selection / choice of multiple shops
- O Specified shops (PLEASE WRITE IN)
- P Quality of shops
- Q Prices are competitive compared to other town centres
- R Play areas for children
- S Range of places to eat
- T Range of pubs / bars
- U Range of services (banks, insurance, hairdressers etc)
- V Range of leisure facilities
- W Other points on shops/attractions (PLEASE WRITE IN)
- X Other (PLEASE WRITE IN)
- Y I like everything about...Centre
- Z Don't know
- AA (Nothing in particular)

Q23 What are the worst features of your nearest Town Centre (Q21 response) ?

DO NOT PROMPT, CAN BE MULTI-CODED

Note - If only one response given, questioner to ask "Any others?"

- 1 Unsafe for pedestrians / traffic conflict
- 2 Not enough pedestrianisation
- 3 Difficulties in parking
- 4 Location of parking
- 5 Parking is expensive
- 6 Poor public transport links
- 7 Road congestion
- 8 Poor directional signs to the centre
- 9 Poor signage / routeways within centre / lack of maps of centre
- A Inconvenient location of bus stops / bus station
- B Difficulties with pushchairs, wheelchairs etc
- C Other accessibility / transport factor (PLEASE WRITE IN)
- D Dirty shopping streets
- E Feels unsafe / presence of threatening individuals / groups
- F Lack of police presence / other security measures
- G Lack of street furniture / floral displays
- H Not busy enough
- I Over-crowded
- J Other environmental factor (PLEASE WRITE IN)
- K General lack of choice of multiple shops
- L General lack of independent / specialist shops
- M Quality of shops is inadequate
- N Prices are uncompetitive compared to other town centres
- O Absence of play areas for children
- P Shops too small
- Q Lack of a large supermarket
- R Specified shops absent (PLEASE WRITE IN)
- S Inadequate range of places to eat
- T Inadequate range of services
- U Inadequate range of leisure facilities
- V Poor opening times
- W Poorly maintained public realm (paving, buildings, etc)
- X Other (PLEASE WRITE IN)
- Y I dislike everything about...Centre
- Z (Don't know)
- AA (Nothing in particular)

Q24 How could your nearest Town Centre (Q21 response) best be improved ?

DO NOT PROMPT, CAN BE MULTI-CODED

Note - If only one response given, questioner to ask "Any others?"

- 1 New shops
- 2 New, bigger supermarket
- 3 Better choice of shops in general
- 4 Better quality of shops
- 5 More priority of pedestrians
- 6 More shelter from wind / rain
- 7 Improve appearance / environment of centre
- 8 Remove litter more often
- 9 More parking
- A Cheaper parking
- B More accessible car parking
- C Better bus services to the centre
- D Less traffic/congestion
- E Improved security measures
- F Better signposting within the centre
- G New / relocated bus stops
- H More / better night-life
- I More / better eating places

- J More / better cultural facilities
- K Other (PLEASE WRITE IN)
- L (Don't know)
- M (None mentioned)

Q25 Are there any types of leisure facilities that you feel your nearest Town Centre (Q21 response) is lacking in ?

- 1 Yes GO TO Q26
- 2 No Go to classification
- 3 Don't know Go to classification

Q25 (ASK THOSE WHO ANSWERED 'YES' AT Q25): Which types of leisure facilities do you feel your nearest Town Centre (Q21 response) is lacking in ?

DO NOT PROMPT, PROBE FULLY. CAN BE MULTI-CODED
 Note - If only one response given, questioner to ask "Any others?"

- 1 Cinema
- 2 Bingo hall
- 3 Leisure centre
- 4 Health and fitness club
- 5 Theatre
- 6 Pubs / bars
- 7 Restaurants / cafes
- 8 Nightclubs
- 9 Other (PLEASE WRITE IN)
- A Nothing
- B (Don't know)

Q27 (ASK THOSE WHO ANSWERED 'YES' AT Q25): Where should these leisure facilities be located ?

DO NOT PROMPT, PROBE FULLY.
 Note - If only one response given, questioner to ask "Any others?"

CLASSIFICATION

SEX Sex of respondent.
 CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Could I ask, how old are you ?

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

CA2 Is there a car usually available for shopping and leisure purposes ?

READ OUT. ONE ANSWER ONLY

- 1 Always available
- 2 Usually available
- 3 Rarely available
- 4 Never available
- 5 (Refused)

WOR Which of the following best describes the chief wage earner of your household's current employment situation ?

READ OUT

- 1 Working full time
- 2 Working part time
- 3 Unemployed
- 4 Retired
- 5 A housewife
- 6 A student
- 7 Other (PLEASE WRITE IN)
- 8 (Refused)

OCC What is the occupation of the chief income earner in your household ?

(IF RETIRED, ASK PREVIOUS OCCUPATION)

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

Museums