Good morning/afternoon/evening. I am …… from NEMS market research, an independent market research company, and we are conducting a short survey in your area for Newcastle-under-Lyme Borough Council about use of shopping, leisure and cultural facilities. Do you have time to answer some questions?

QA Are you the person who does most of the shopping for the household, clothes and household goods, as well as food and groceries?

1 Yes  GO TO Q01
2 No  CLOSE

Q01 At which store or shop did you do your household’s last main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY. PROBE FOR LOCATION OF STORE

1 Aldi, Brownhills Road, Tunstall
2 Aldi, Haywood Street, Leek
3 Aldi, Liverpool Road, Kidsgrove
4 Aldi, Mountbatten Way, Congleton
5 Aldi, Newcastle Road, Stoke-on-Trent
6 Aldi, Norton Retail Park, Norton
7 Aldi, Stafford Road, Walton, Stone
8 Aldi, Stafford Road, Walton, Stone
9 Aldi, Stanley Matthews Way, Trentham, Stoke-on-Trent
A Aldi, Victoria Road, Berry Hill, Fenton
B Aldi, Whittle Road, Meir
C Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
D Asda, Scotia Road, Tunstall
E Asda, Springfield Road, Leek
F Asda, Victoria Road, Berry Hill, Fenton
G Asda, Wolstanton Retail Park, Newcastle-under-Lyme
H Co-operative, 1/2 Westbury Centre, Westbury Road, Newcastle Under Lyme
I Co-operative, Abbots Road, Abbey Hulton
J Co-operative, Cedar Avenue, Kidsgrove
K Co-operative, Christchurch Street, Fenton
L Co-operative, Devonshire Square, Bentilee
M Co-operative, Hartshill Road, Hartshill, Stoke-on-Trent
N Co-operative, High Street, Cheadle, Stoke-on-Trent
O Co-operative, High Street, Goldenhill
P Co-operative, High Street, Maybank
Q Co-operative, High Street, Talke
R Co-operative, High Street, Tunstall
S Co-operative, Knypersley Road, Norton
T Co-operative, Mayne Street, Hanford
U Co-operative, The Parade, Silverdale
V Co-operative, Unit 1, Anchor Road, Longton
W Co-operative, Unit 3, High Street, Wolstanton
X Co-operative, Weston Road, Meir
Y Co-operative, Wharf Road, Biddulph
Z Co-operative, Whitehill Road, Whitehill
AA Iceland, Bennett Precinct, Longton
BB Iceland, Boothen Park, London Road, Stoke-on-Trent
CC Iceland, Charles Street, Stoke-on-Trent City Centre (Hanley)
DD Iceland, Roebuck Centre, Newcastle-under-Lyme
EE Lidl, Boothen Park, Stoke-on-Trent
FF Lidl, Dividy Road, Bentilee
GG Lidl, High Street, Tunstall
HH Lidl, Lower Street, Newcastle-under-Lyme
II Lidl, The Strand, Longton
JJ Lidl, Towers Lane, Market Drayton
KK Marks & Spencer Simply Food, Congleton Retail Park, Congleton
LL Marks & Spencer Simply Food, Upper Market Square, Stoke-on-Trent City Centre (Hanley)
MM Morrisons, Bridestone Shopping Centre, Congleton
NN Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent City Centre (Hanley)
OO Morrisons, Goose Street, Newcastle-under-Lyme
PP Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme
QQ Morrisons, Maer Lane, Market Drayton
RR Morrisons, Mill Street, Stone
SS Morrisons, Newcastle Road, Leek
TT Netto, Ashbourne Road, Cheadle
UU Netto, Morissa Square, Wolstanton
VV Netto, Scotia Road, Tunstall
WW Netto, Springfield Road, Leek
XX Netto, Stafford Street, Market Drayton
YY Netto, Victoria Road, Berry Hill, Fenton
ZZ Sainsburys, Etruria Road, Stoke-on-Trent City Centre (Hanley)
AB Sainsburys, Liverpool Road, Newcastle-under-Lyme
AC Sainsburys, Minton House, London Road, Stoke-on-Trent
AD Sainsburys, Wharf Road, Biddulph
AE Tesco Express, Amison Street, Longton Meir
AF Tesco Express, Biddulph Road, Stoke-on-Trent
AG Tesco Express, Church Street, Audley
AH Tesco Express, Hartshill Road, Hartshill, Stoke-on-Trent
AI Tesco Extra, Bath Road, Longton
AJ Tesco Extra, Clough Street, Stoke-on-Trent City Centre (Hanley)
AK Tesco, Barn Road, Congleton
AL Tesco, Liverpool Road, Kidsgrove
AM Tesco, Lysander Road, Meir, Stoke-on-Trent
AN Tesco, Newcastle Road, Stoke-on-Trent
AO Other Shops, Biddulph Town Centre
AP Other Shops, Burslem Town Centre
AQ Other Shops, Kidsgrove Town Centre
AR Other Shops, Longton Town Centre
AS Other Shops, Market Drayton Town Centre
AT Other Shops, Newcastle-under-Lyme Town Centre
AU Other Shops, Stoke Town Centre
AV Other Shops, Stoke-on-Trent City Centre (Hanley)
AW Other Shops, Stone Town Centre
AX Other Shops, Tunstall Town Centre
AY Local Shops
AZ Internet
BC Other (PLEASE WRITE IN) GO TO Q01A
BD (Don’t know / can’t remember)

Q01A Which retailer do you shop online with?
DO NOT READ OUT. ONE ANSWER ONLY
1 Asda
2 Ocado (Waitrose)
3 Sainsbury’s
4 Tesco
5 Other

Q02 While you were on your last main food shop at (answer to Q01) did you, (or anyone else with you) carry out any of the following activities?
READ OUT. CAN BE MULTI-CODED
1 Go to Bank, Post Office, Building Society or Cash Point
2 Get Petrol
3 Go shopping for other food items
4 Go shopping for non food items
5 Go window shopping / browsing
6 Go to hairdressers, dry cleaners, or other service
7 Use sports / leisure, entertainment or arts and cultural facilities (including library, cafe etc) (PLEASE SPECIFY)
8 Anything Else (PLEASE SPECIFY)
9 (Nothing else)

Q03 Is there any other store or shop at which you do your main food and grocery shopping ?
DO NOT READ OUT. ONE ANSWER ONLY. PROBE FOR LOCATION OF STORE
1 Aldi, Brownhills Road, Tunstall
2 Aldi, Haywood Street, Leek
3 Aldi, Liverpool Road, Kidsgrove
4 Aldi, Mountbatten Way, Congleton
5 Aldi, Newcastle Road, Stoke-on-Trent
6 Aldi, Norton Retail Park, Norton
7 Aldi, Stafford Road, Walton, Stone
8 Aldi, Stafford Road, Walton, Stone
9 Aldi, Stanley Matthews Way, Trentham, Stoke-on-Trent
A Aldi, Victoria Road, Berry Hill, Fenton
B Aldi, Whittle Road, Meir
C Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
D Asda, Scotia Road, Tunstall
E Asda, Springfield Road, Leek
F Asda, Victoria Road, Berry Hill, Fenton
G Asda, Wolstanton Retail Park, Newcastle-under-Lyme
H Co-operative, 1/2 Westbury Centre, Westbury Road, Newcastle Under Lyme
I Co-operative, Abbots Road, Abbey Hulton
J Co-operative, Cedar Avenue, Kidsgrove
K Co-operative, Christchurch Street, Fenton
L Co-operative, Devonshire Square, Bentilee
M Co-operative, Hartshill Road, Hartshill, Stoke-on-Trent
N Co-operative, High Street, Cheadle, Stoke-on-Trent
O Co-operative, High Street, Goldenhill
P Co-operative, High Street, Maybank
Q Co-operative, High Street, Talke
R Co-operative, High Street, Tunstall
S Co-operative, Knypersley Road, Norton
T Co-operative, Mayne Street, Hanford
U Co-operative, The Parade, Silverdale
V Co-operative, Unit 1, Anchor Road, Longton
W Co-operative, Unit 3, High Street, Wolstanton
X Co-operative, Weston Road, Meir
Y Co-operative, Wharf Road, Biddulph
Z Co-operative, Whitehill Road, Whitehill
How do you normally travel to do your main food shopping?

1 Car-driver  
2 Car-passenger  
3 Bus / coach  
4 Train  
5 Taxi  
6 Walk  
7 Bicycle  
8 Use internet / get it delivered  
9 Other (PLEASE WRITE IN)  
A (Don’t know / can’t remember)

Where do you normally start your main food shopping trip from?

1 Home  
2 Work  
3 School  
4 Leisure Activity  
5 Newcastle-under-Lyme town centre  
6 Kidsgrove town centre  
7 Elsewhere  
8 Don’t Know/Varies

In addition to your main food shopping, which store or shop did you last visit for small scale / top-up shopping for things like bread, milk or newspapers?

DO NOT READ OUT. ONE ANSWER ONLY

Q06
<table>
<thead>
<tr>
<th></th>
<th>Aldi, Brownhills Road, Tunstall</th>
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<tbody>
<tr>
<td>2</td>
<td>Aldi, Haywood Street, Leek</td>
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<tr>
<td>3</td>
<td>Aldi, Liverpool Road, Kidsgrove</td>
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<td>4</td>
<td>Aldi, Mountbatten Way, Congleton</td>
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<td>5</td>
<td>Aldi, Newcastle Road, Stoke-on-Trent</td>
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<td>6</td>
<td>Aldi, Norton Retail Park, Norton</td>
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<td>7</td>
<td>Aldi, Stafford Road, Walton, Stone</td>
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<td>8</td>
<td>Aldi, Stafford Road, Walton, Stone</td>
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<tr>
<td>9</td>
<td>Aldi, Stanley Matthews Way, Trentham, Stoke-on-Trent</td>
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<tr>
<td>A</td>
<td>Aldi, Victoria Road, Berry Hill, Fenton</td>
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<td>B</td>
<td>Aldi, Whittle Road, Meir</td>
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<td>C</td>
<td>Asda, Ashbourne Road, Cheadle, Stoke-on-Trent</td>
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<td>D</td>
<td>Asda, Scotia Road, Tunstall</td>
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<td>E</td>
<td>Asda, Springfield Road, Leek</td>
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<td>F</td>
<td>Asda, Victoria Road, Berry Hill, Fenton</td>
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<td>G</td>
<td>Asda, Wolstanton Retail Park, Newcastle-under-Lyme</td>
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<td>H</td>
<td>Co-operative, 1/2 Westbury Centre, Westbury Road, Newcastle Under Lyme</td>
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<td>I</td>
<td>Co-operative, Abbot's Road, Abbey Hulton</td>
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<td>J</td>
<td>Co-operative, Cedar Avenue, Kidsgrove</td>
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<td>Co-operative, Christchurch Street, Fenton</td>
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<td>Co-operative, Devonshire Square, Bentilee</td>
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<td>M</td>
<td>Co-operative, Hartshill Road, Hartshill, Stoke-on-Trent</td>
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<td>Co-operative, High Street, Cheadle, Stoke-on-Trent</td>
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<td>Co-operative, High Street, Goldenhill</td>
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<td>P</td>
<td>Co-operative, High Street, Maybank</td>
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<td>Co-operative, High Street, Talke</td>
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<td>R</td>
<td>Co-operative, High Street, Tunstall</td>
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<td>S</td>
<td>Co-operative, Knypersley Road, Norton</td>
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<td>T</td>
<td>Co-operative, Mayne Street, Hanford</td>
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<td>U</td>
<td>Co-operative, The Parade, Silverdale</td>
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<td>V</td>
<td>Co-operative, Unit 1, Anchor Road, Longton</td>
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<td>W</td>
<td>Co-operative, Unit 3, High Street, Wolstanton</td>
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<td>X</td>
<td>Co-operative, Weston Road, Meir</td>
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<td>Y</td>
<td>Co-operative, Wharf Road, Biddulph</td>
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<td>Z</td>
<td>Co-operative, Whitehill Road, Whitehill</td>
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<td>AA</td>
<td>Iceland, Bennett Precinct, Longton</td>
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<td>BB</td>
<td>Iceland, Boothen Park, London Road, Stoke-on-Trent</td>
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<tr>
<td>CC</td>
<td>Iceland, Charles Street, Stoke-on-Trent City Centre (Hanley)</td>
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<tr>
<td>DD</td>
<td>Iceland, Roebuck Centre, Newcastle-under-Lyme</td>
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<tr>
<td>EE</td>
<td>Lidl, Boothen Park, Stoke-on-Trent</td>
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<td>FF</td>
<td>Lidl, Didy Road, Bentilee</td>
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<td>GG</td>
<td>Lidl, High Street, Tunstall</td>
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<td>HH</td>
<td>Lidl, Lower Street, Newcastle-under-Lyme</td>
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<td>II</td>
<td>Lidl, The Strand, Longton</td>
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<td>JJ</td>
<td>Lidl, Towers Lane, Market Drayton</td>
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<tr>
<td>KK</td>
<td>Marks &amp; Spencer Simply Food, Cheadle, Stoke-on-Trent City Centre (Hanley)</td>
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<tr>
<td>LL</td>
<td>Marks &amp; Spencer Simply Food, Upper Market Square, Stoke-on-Trent City Centre (Hanley)</td>
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<tr>
<td>MM</td>
<td>Morrisons, Bridestowe Shopping Centre, Congleton</td>
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<td>NN</td>
<td>Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent City Centre (Hanley)</td>
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<tr>
<td>OO</td>
<td>Morrisons, Goose Street, Newcastle-under-Lyme</td>
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<td>PP</td>
<td>Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme</td>
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<tr>
<td>QQ</td>
<td>Morrisons, Maer Lane, Market Drayton</td>
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<tr>
<td>RR</td>
<td>Morrisons, Mill Street, Stone</td>
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<tr>
<td>SS</td>
<td>Morrisons, Newcastle Road, Leek</td>
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<tr>
<td>TT</td>
<td>Netto, Ashbourne Road, Cheadle</td>
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<tr>
<td>UU</td>
<td>Netto, Morris Square, Wolstanton</td>
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<tr>
<td>VV</td>
<td>Netto, Scotia Road, Tunstall</td>
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<td>WW</td>
<td>Netto, Springfield Road, Leek</td>
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<tr>
<td>XX</td>
<td>Netto, Stafford Street, Market Drayton</td>
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<td>YY</td>
<td>Netto, Victoria Road, Berry Hill, Fenton</td>
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<td>ZZ</td>
<td>Sainsburys, Etruria Road, Stoke-on-Trent City Centre (Hanley)</td>
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<tr>
<td>AB</td>
<td>Sainsburys, Liverpool Road, Newcastle-under-Lyme</td>
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<td>AC</td>
<td>Sainsburys, Minton House, London Road, Stoke-on-Trent</td>
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<td>AD</td>
<td>Sainsburys, Wharf Road, Biddulph</td>
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<td>AE</td>
<td>Tesco Express, Amison Street, Longton Meir</td>
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<tr>
<td>AF</td>
<td>Tesco Express, Biddulph Road, Stoke-on-Trent</td>
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<td>AG</td>
<td>Tesco Express, Church Street, Audley</td>
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<td>AH</td>
<td>Tesco Express, Hartshill Road, Hartshill, Stoke-on-Trent</td>
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<td>AI</td>
<td>Tesco Extra, Bath Road, Longton</td>
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<tr>
<td>AJ</td>
<td>Tesco Extra, Clough Street, Stoke-on-Trent City Centre (Hanley)</td>
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<td>AK</td>
<td>Tesco, Barn Road, Congleton</td>
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<tr>
<td>AL</td>
<td>Tesco, Liverpool Road, Kidsgrove</td>
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<tr>
<td>AM</td>
<td>Tesco, Lysander Road, Meir, Stoke-on-Trent</td>
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<tr>
<td>AN</td>
<td>Tesco, Newcastle Road, Stoke-on-Trent</td>
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<tr>
<td>AO</td>
<td>Other Shops, Biddulph Town Centre</td>
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<td>AP</td>
<td>Other Shops, Burslem Town Centre</td>
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<tr>
<td>AQ</td>
<td>Other Shops, Kidsgrove Town Centre</td>
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<td>AR</td>
<td>Other Shops, Longton Town Centre</td>
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<tr>
<td>AS</td>
<td>Other Shops, Market Drayton Town Centre</td>
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<tr>
<td>AT</td>
<td>Other Shops, Newcastle-under-Lyme Town Centre</td>
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<tr>
<td>AU</td>
<td>Other Shops, Stoke Town Centre</td>
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<tr>
<td>AV</td>
<td>Other Shops, Stoke-on-Trent City Centre (Hanley)</td>
</tr>
</tbody>
</table>
Q07 In which town or location do you buy most of your household’s non-food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1. Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2. Asda, Scotia Road, Tunstall
3. Asda, Springfield Road, Leek
4. Asda, Victoria Road, Berry Hill, Fenton
5. Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6. Biddulph Town Centre
7. Birmingham City Centre
8. Burslem Town Centre
9. Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
A. Cheshire Oaks
B. Chester City Centre
C. Congleton Town Centre
D. Crewe Town Centre
E. Derby City Centre
F. Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
G. Freeport Talke Outlet Mall, Pit Lane, Talke Pits
H. Handforth Dean
I. Kidsgrove Town Centre
J. Leek Town Centre
K. Longton Town Centre
L. Macclesfield Town Centre
M. Manchester City Centre
N. Market Drayton Town Centre
O. Meir Town Centre
P. Newcastle-under-Lyme Town Centre
Q. Nottingham City Centre
R. Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley)
S. Pottery Centre, Stoke-on-Trent City Centre (Hanley)
T. Ravenside Retail Park, Victoria Road, Fenton
U. Shrewsbury Town Centre
V. Springfield Retail Park, Newcastle Road, Stoke-on-Trent
W. Stafford Town Centre
X. Stoke Town Centre
Y. Stoke-on-Trent City Centre (Hanley)
Z. Stone Town Centre
AA. Telford Town Centre
BB. Tesco Extra, Bath Road, Longton
CC. Tesco Extra, Clough Street, Stoke-on-Trent (Hanley)
DD. Tesco, Barn Road, Congleton
EE. Tesco, Liverpool Road, Kidsgrove
FF. Tesco, Lysander Road, Meir, Stoke-on-Trent
GG. Tesco, Newcastle Road, Stoke-on-Trent
HH. Tunstall Town Centre
II. Wolstanton Retail Park, Newcastle-under-Lyme
JJ. Internet / mail order / catalogue
KK. Other (PLEASE WRITE IN)
LL. (Don’t know / varies)

Q08 While you were on your last shopping for non-food items at (answer to Q07) did you, (or anyone else with you) carry out any of the following activities?
READ OUT. CAN BE MULTI-CODED

1. Go to Bank, Post Office, Building Society or Cash Point
2. Get Petrol
3. Go shopping for other food items
4. Go shopping for non food items
5. Go window shopping / browsing
6. Go to hairdressers, dry cleaners, or other service
7. Use sports / leisure and entertainment facilities (PLEASE SPECIFY)
8. Anything Else (PLEASE SPECIFY)
9. (Nothing else)

Q09 How do you normally travel to do your non-food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1. Car-driver
2. Car-passenger
3. Bus / coach
4. Train
5. Taxi
6 Walk
7 Bicycle
8 Use internet / get it delivered
9 Other (PLEASE WRITE IN)
A (Don’t know / varies)

**Q10** At which town or location did your household last buy clothes or shoes?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2 Asda, Scotia Road, Tunstall
3 Asda, Springfield Road, Leek
4 Asda, Victoria Road, Berry Hill, Fenton
5 Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6 Biddulph Town Centre
7 Birmingham City Centre
8 Burslem Town Centre
9 Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
A Cheshire Oaks
B Chester City Centre
C Congleton Town Centre
D Crewe Town Centre
E Derby City Centre
F Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
G Freeport Talke Outlet Mall, Pit Lane, Talke Pits
H Handforth Dean
I Kidsgrove Town Centre
J Leek Town Centre
K Longton Town Centre
L Macclesfield Town Centre
M Manchester City Centre
N Market Drayton Town Centre
O Meir Town Centre
P Newcastle-under-Lyme Town Centre
Q Nottingham City Centre
R Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley)
S Potteryville Centre, Stoke-on-Trent City Centre (Hanley)
T Ravenside Retail Park, Victoria Road, Fenton
U Shrewsbury Town Centre
V Springfield Retail Park, Newcastle Road, Stoke-on-Trent
W Stafford Town Centre
X Stoke Town Centre
Y Stoke-on-Trent City Centre (Hanley)
Z Stone Town Centre
AA Telford Town Centre
BB Tesco Extra, Bath Road, Longton
CC Tesco Extra, Clough Street, Stoke-on-Trent (Hanley)
DD Tesco, Barn Road, Congleton
EE Tesco, Liverpool Road, Kidsgrove
FF Tesco, Lysander Road, Meir, Stoke-on-Trent
GG Tesco, Newcastle Road, Stoke-on-Trent
HH Tunstall Town Centre
II Wolstanton Retail Park, Newcastle-under-Lyme
JJ Internet / mail order / catalogue
KK Other (PLEASE WRITE IN)
LL (Don’t know / varies)
MM (Don’t regularly buy these kind of goods)

**Q11** At which town or location did your household last buy domestic electric appliances (e.g. fridges and kitchen items)?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2 Asda, Scotia Road, Tunstall
3 Asda, Springfield Road, Leek
4 Asda, Victoria Road, Berry Hill, Fenton
5 Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6 Biddulph Town Centre
7 Birmingham City Centre
8 Burslem Town Centre
9 Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
A Cheshire Oaks
B Chester City Centre
C Congleton Town Centre
D Crewe Town Centre
E Derby City Centre
F Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
G Freeport Talke Outlet Mall, Pit Lane, Talke Pits
H Handforth Dean
I Kidsgrove Town Centre
J Leek Town Centre
K Longton Town Centre
Q12 At which town or location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers?

DO NOT READ OUT. ONE ANSWER ONLY

1. Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2. Asda, Scotia Road, Tunstall
3. Asda, Springfield Road, Leek
4. Asda, Victoria Road, Berry Hill, Fenton
5. Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6. Biddulph Town Centre
7. Birmingham City Centre
8. Burslem Town Centre
9. Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
10. Cheshire Oaks
11. Chester City Centre
12. Congleton Town Centre
13. Crewe Town Centre
14. Derby City Centre
15. Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
16. Freeport Talke Outlet Mall, Pit Lane, Talke Pits
17. Handforth Dean
18. Kidsgrove Town Centre
19. Leek Town Centre
20. Longton Town Centre
21. Macclesfield Town Centre
22. Manchester City Centre
23. Market Drayton Town Centre
24. Meir Town Centre
25. Newcastle-under-Lyme Town Centre
26. Nottingham City Centre
27. Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley)
28. Potteries Centre, Stoke-on-Trent City Centre (Hanley)
29. Ravenside Retail Park, Victoria Road, Fenton
30. Shrewsbury Town Centre
31. Springfield Retail Park, Newcastle Road, Stoke-on-Trent
32. Stafford Town Centre
33. Stoke Town Centre
34. Stoke-on-Trent City Centre (Hanley)
35. Stone Town Centre
36. Telford Town Centre
37. Tesco Extra, Bath Road, Longton
38. Tesco Extra, Clough Street, Stoke-on-Trent (Hanley)
39. Tesco, Barn Road, Congleton
40. Tesco, Liverpool Road, Kidsgrove
41. Tesco, Lysander Road, Meir, Stoke-on-Trent
42. Tesco, Newcastle Road, Stoke-on-Trent
43. Tunstall Town Centre
44. Wolstanton Retail Park, Newcastle-under-Lyme
45. Internet / mail order / catalogue
46. Other (PLEASE WRITE IN)
47. (Don’t know / varies)
48. (Don’t regularly buy these kind of goods)
Q13 At which town or location did your household last buy furniture, soft furnishings or floor-coverings?

DO NOT READ OUT. ONE ANSWER ONLY.

1. Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2. Asda, Scotia Road, Tunstall
3. Asda, Springfield Road, Leek
4. Asda, Victoria Road, Berry Hill, Fenton
5. Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6. Biddulph Town Centre
7. Birmingham City Centre
8. Burslem Town Centre
9. Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
A. Cheshire Oaks
B. Chester City Centre
C. Congleton Town Centre
D. Crewe Town Centre
E. Derby City Centre
F. Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
G. Freeport Talke Outlet Mall, Pit Lane, Talke Pits
H. Handforth Dean
I. Kidsgrove Town Centre
J. Leek Town Centre
K. Longton Town Centre
L. Macclesfield Town Centre
M. Manchester City Centre
N. Market Drayton Town Centre
O. Meir Town Centre
P. Newcastle-under-Lyme Town Centre
Q. Nottingham City Centre
R. Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley)
S. Potteries Centre, Stoke-on-Trent City Centre (Hanley)
T. Ravenside Retail Park, Victoria Road, Fenton
U. Shrewsbury Town Centre
V. Springfield Retail Park, Newcastle Road, Stoke-on-Trent
W. Stafford Town Centre
X. Stoke Town Centre
Y. Stoke-on-Trent City Centre (Hanley)
Z. Stone Town Centre
AA. Telford Town Centre
BB. Tesco Extra, Bath Road, Longton
CC. Tesco Extra, Clough Street, Stoke-on-Trent (Hanley)
DD. Tesco, Barn Road, Congleton
EE. Tesco, Liverpool Road, Kidsgrove
FF. Tesco, Lysander Road, Meir, Stoke-on-Trent
GG. Tesco, Newcastle Road, Stoke-on-Trent
HH. Tunstall Town Centre
II. Wolstanton Retail Park, Newcastle-under-Lyme
JJ. Internet / mail order / catalogue
KK. Other (PLEASE WRITE IN)
LL. (Don’t know / varies)
MM. (Don’t regularly buy these kind of goods)

Q14 At which town or location did your household last buy DIY / hardware items and garden items?

DO NOT READ OUT. ONE ANSWER ONLY.

1. Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2. Asda, Scotia Road, Tunstall
3. Asda, Springfield Road, Leek
4. Asda, Victoria Road, Berry Hill, Fenton
5. Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6. B&Q, Meir Park, Stoke-on-Trent
7. B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits
8. B&Q, Weston Road, Crewe
9. Biddulph Town Centre
A. Birmingham City Centre
B. Burslem Town Centre
C. Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
D. Cheshire Oaks
E. Chester City Centre
F. Congleton Town Centre
G. Crewe Town Centre
H. Derby City Centre
I. Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
J. Freeport Talke Outlet Mall, Pit Lane, Talke Pits
K. Handforth Dean
L. Kidsgrove Town Centre
M. Leek Town Centre
N. Longton Town Centre
O. Macclesfield Town Centre
P. Manchester City Centre
Q. Market Drayton Town Centre
R. Meir Town Centre
Q15 At which town or location did your household last buy health, beauty and chemist items?
DO NOT READ OUT. ONE ANSWER ONLY.

1. Asda, Ashbourne Road, Cheadle, Stoke-on-Trent
2. Asda, Scotia Road, Tunstall
3. Asda, Springfield Road, Leek
4. Asda, Victoria Road, Berry Hill, Fenton
5. Asda, Wolstanton Retail Park, Newcastle-under-Lyme
6. Biddulph Town Centre
7. Birmingham City Centre
8. Burslem Town Centre
9. Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley)
A. Cheshire Oaks
B. Chester City Centre
C. Congleton Town Centre
D. Crewe Town Centre
E. Derby City Centre
F. Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley)
G. Freeport Talke Outlet Mall, Pit Lane, Talke Pits
H. Handforth Dean
I. Kidsgrove Town Centre
J. Leek Town Centre
K. Longton Town Centre
L. Macclesfield Town Centre
M. Manchester City Centre
N. Market Drayton Town Centre
O. Meir Town Centre
P. Newcastle-under-Lyme Town Centre
Q. Nottingham City Centre
R. Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley)
S. Potteries Centre, Stoke-on-Trent City Centre (Hanley)
T. Ravenside Retail Park, Victoria Road, Fenton
U. Shrewsbury Town Centre
V. Springfield Retail Park, Newcastle Road, Stoke-on-Trent
W. Stafford Town Centre
X. Stoke Town Centre
Y. Stoke-on-Trent City Centre (Hanley)
Z. Stone Town Centre
AA. Telford Town Centre
BB. Tesco Extra, Bath Road, Longton
CC. Tesco Extra, Clough Street, Stoke-on-Trent (Hanley)
DD. Tesco, Barn Road, Congleton
EE. Tesco, Liverpool Road, Kidsgrove
FF. Tesco, Lysander Road, Meir, Stoke-on-Trent
GG. Tesco, Newcastle Road, Stoke-on-Trent
HH. Tunstall Town Centre
II. Wolstanton Retail Park, Newcastle-under-Lyme
JJ. Internet / mail order / catalogue
KK. Other (PLEASE WRITE IN)
LL. (Don’t know / varies)
MM. (Don’t regularly buy these kind of goods)

Q16 At which town or location did your household last buy other non-food items such as books, CDs, toys and gifts?
DO NOT READ OUT. ONE ANSWER ONLY.
Q17 At which of the following town centres do you visit the shops, services or markets?
READ OUT. DO NOT PROMPT

Yes|No|(Don’t visit)

1 Newcastle-under-Lyme
2 Kidsgrove
3 None of these centres

Q18 How often do you visit shops, services or market in Newcastle-under-Lyme?
ONE ANSWER ONLY

1 Everyday
2 2-3 times a week
3 Once a week
4 Once a fortnight
5 Once a month
6 Less than once a month
7 Don’t know
8 Refused

Q19 What if anything would make you visit Newcastle-under-Lyme town centre more often?

DO NOT PROMPT. CODE UP TO 3 ANSWERS

1 Nothing
2 Better choice of clothing shops
3 Better choice of shops in general
4 Better maintenance / cleanliness
5 Better quality shops
6 Better market
7 Better sport/leisure, entertainment or arts and cultural facilities (PLEASE SPECIFY)
8 Improved bus services
9 More car parking
A More food supermarkets
B More large shops
C More traffic free areas / pedestrianisation
D Other (PLEASE WRITE IN)
E (Don’t know)

Q20 How often do you visit shops, services or market in Kidsgrove?
ONE ANSWER ONLY
1 Everyday
2 2-3 times a week
3 Once a week
4 Once a fortnight
5 Once a month
6 Less than once a month
7 Don’t know
8 Refused

Q21 What if anything would make you visit Kidsgrove town centre more often?
DO NOT PROMPT. CODE UP TO 3 ANSWERS
1 Nothing
2 Better choice of clothing shops
3 Better choice of shops in general
4 Better maintenance / cleanliness
5 Better quality shops
6 Better market
7 Better sport/leisure, entertainment or arts and cultural facilities (PLEASE SPECIFY)
8 Improved bus services
9 More car parking
A More food supermarkets
B More large shops
C More traffic free areas / pedestrianisation
D Other (PLEASE WRITE IN)
E (Don’t know)

Q22 Which town centre do you visit most frequently in the evening to make use of leisure, entertainment or arts and cultural facilities?
DO NOT READ OUT. ONE ANSWER ONLY.
1 Biddulph Town Centre
2 Birmingham City Centre
3 Burslem Town Centre
4 Chester City Centre
5 Congleton Town Centre
6 Crewe Town Centre
7 Kidsgrove Town Centre
8 Leek Town Centre
9 Longton Town Centre
A Macclesfield Town Centre
B Manchester City Centre
C Meir Town Centre
D Newcastle-under-Lyme Town Centre
E Nottingham City Centre
F Stafford Town Centre
G Stoke Town Centre
H Stoke-on-Trent City Centre (Hanley)
I Telford Town Centre
J Tunstall Town Centre
K Other (PLEASE WRITE IN)
L (Don’t know/varies)
M None

Q23 Do you or your family do any of the following leisure activities?
READ OUT. CAN BE MULTI-CODED
1 Cinema GO TO Q24
2 Theatre GO TO Q25
3 Pub / Bar / Restaurant GO TO Q26
5 Nightclub/live music GO TO Q27
6 Bingo GO TO Q28
7 Health & Fitness club GO TO Q29
8 Tenpin bowling GO TO Q30
9 Museums/Galleries/Exhibitions GO TO Q31
A Libraries GO TO Q31
B None of these GO TO Q31
C (Don’t know) GO TO Q31

Q24 Where did you or your family last visit the cinema?
DO NOT READ OUT. ONE ANSWER ONLY.
Cinemas:
1 Odeon, Festival Park, Stoke-on-Trent
2 Reel Cinema, Phoenix Leisure Park, Crewe
3 Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent
4 Vue Cinemas, The Square, Market Arcade, Newcastle-under-Lyme

Town/City Centres:
5 Biddulph Town Centre
6 Birmingham City Centre
7 Burslem Town Centre
8 Chester City Centre
9 Congleton Town Centre
A Crewe Town Centre
B Kidsgrove Town Centre
C Leek Town Centre
D Longton Town Centre
E Macclesfield Town Centre
F Manchester City Centre
G Meir Town Centre
H Newcastle-under-Lyme Town Centre
I Nottingham City Centre
J Stafford Town Centre
K Stoke Town Centre
L Stoke-on-Trent City Centre (Hanley)
M Telford Town Centre
N Tunstall Town Centre
O Other (PLEASE WRITE IN)
P (Don’t know / varies)
Q None

Q25 Where did you or your family last visit the Theatre?
DO NOT READ OUT. ONE ANSWER ONLY.

Theatres:
1 Clonter Opera Theatre, Trap Street, Congleton
2 Daneside Theatre, Park Road, Congleton
3 Lyceum Theatre, Heath Street, Crewe
4 New Vic Theatre, Etruria Road, Basford, Newcastle-under-Lyme
5 Regent Theatre, Bagnall Street, Stoke-on-Trent
6 Repetory Theatre, Leek Road, Stoke-on-Trent
7 Stafford Gatehouse Theatre, Eastgate Street, Stafford
8 The Queens Theatre, Wedgewood Street, Burslem, Stoke-on-Trent
9 Victoria Hall, Bagnall Street, Stoke-on-Trent

Town / City Centres:
A Birmingham City Centre
B Biddulph Town Centre
C Burslem Town Centre
D Chester City Centre
E Congleton Town Centre
F Crewe Town Centre
G Kidsgrove Town Centre
H Leek Town Centre
I Longton Town Centre
J Macclesfield Town Centre
K Manchester City Centre
L Meir Town Centre
M Newcastle-under-Lyme Town Centre
N Nottingham City Centre
O Stafford Town Centre
P Stoke Town Centre
Q Stoke-on-Trent City Centre (Hanley)
R Telford Town Centre
S Tunstall Town Centre
T Other (PLEASE WRITE IN)
U (Don’t know / varies)
V None

Q26 Where did you or your family last visit a pub / bar / restaurant?
DO NOT READ OUT. ONE ANSWER ONLY.

A Biddulph Town Centre
B Birmingham City Centre
C Burslem Town Centre
D Chester City Centre
E Congleton Town Centre
F Crewe Town Centre
G Kidsgrove Town Centre
H Leek Town Centre
I Longton Town Centre
J Macclesfield Town Centre
K Manchester City Centre
L Meir Town Centre
M Newcastle-under-Lyme Town Centre
N Nottingham City Centre
O Stafford Town Centre
P Stoke Town Centre
Q Stoke-on-Trent City Centre (Hanley)
R Telford Town Centre
S Tunstall Town Centre
T Other (PLEASE WRITE IN)
U (Don’t know / varies)
V None
Q27 Where did you or your family last visit a nightclub / live music venue?
DO NOT READ OUT. ONE ANSWER ONLY.

Nightclubs / music venue:
1 Lakota, High Street, Newcastle-under-Lyme
2 Liquid, Envy and JJ’s, Brunswick Street, Stoke-on-Trent City Centre (Hanley)
3 Heaven and Hell, Waterloo Road, Stoke-on-Trent
4 Muzique, Boulton Street, Newcastle-under-Lyme
5 Reflex, Trinity Street, Stoke-on-Trent
6 ST1 Gold, Brocksley Square, Stoke-on-Trent
7 Victoria Hall, Bagnall Street, Stoke-on-Trent
8 Sugar Mill, Brunswick Street, Stoke-on-Trent
9 Jumpin Jaks, Pall Mall, Stoke-on-Trent
A Fluid Bar, High Street, Newcastle-under-Lyme

Centres:
B Biddulph Town Centre
C Birmingham City Centre
D Burslem Town Centre
E Chester City Centre
F Congleton Town Centre
G Crewe Town Centre
H Kidsgrove Town Centre
I Leek Town Centre
J Longton Town Centre
K Macclesfield Town Centre
L Manchester City Centre
M Meir Town Centre
N Newcastle-under-Lyme Town Centre
O Nottingham City Centre
P Stafford Town Centre
Q Stoke Town Centre
R Stoke-on-Trent City Centre (Hanley)
S Telford Town Centre
T Tunstall Town Centre
U Other (PLEASE WRITE IN)
V (Don't know / varies)
W None

Q28 Where did you or your family last go to play bingo?
DO NOT READ OUT. ONE ANSWER ONLY.

Bingo hall:
1 Gala, Albion Square, Stoke-on-Trent City Centre (Hanley)
2 Gala, Queensville Retail Park, Stafford
3 Gala, Victoria Road, Fenton
4 Mecca Bingo, Phoenix Leisure Park, Crewe
5 Mecca, Calor Centre, Etruria Road, Stoke-on-Trent
6 Top Ten Bingo, High Street, Tunstall
7 Other (PLEASE WRITE IN)
8 (Don't know / varies)
9 None

Q29 Where did you or your family last go to a health club/gym?
DO NOT READ OUT. ONE ANSWER ONLY.

Health clubs / gyms:
1 Beaconside Sports Centre, Beaconside, Stafford
2 Castle Gym, Jubilee Baths, Brunswick Street, Newcastle-under-Lyme
3 Castle Gym, Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove
4 Castle Gym, Knutton Recreation Centre, High Street, Knutton
5 Chesterston Sports Centre, Castle Street, Newcastle-under-Lyme
6 Club Motivation, Etruria Hall, Festival Way, Stoke-on-Trent
7 Dimensions Leisure Centre, Scotia Road, Burslem
8 Esporta, Festival Heights, Stoke-on-Trent
9 Fenton Manor Sports Complex, City Road, Stoke-on-Trent
A Fitness First, Ravenside Retail Park, Fenton, Stoke-on-Trent
B Gymbolics, High Street, Newcastle-under-Lyme
C Gymbolics, Piccadilly, Stoke-on-Trent City Centre (Hanley)
D Ladyzone, Festival Way, Stoke-on-Trent City Centre (Hanley)
E Portland Health and Leisure, King Street, Stoke-on-Trent
F Powerhouse Gym and Fitness Centre, Newfields Industrial Estate, High Street, Tunstall
G Spirit Health and Fitness, Clayton Road, Newcastle-under-Lyme
H Tollgate Hotel and Leisure, Ripon Road, Stoke-on-Trent
Q30 Where did you or your family last go for tenpin bowling?
DO NOT READ OUT. ONE ANSWER ONLY.

Tenpin Bowling Centres:
1 Tenpin, Festival Park, Stoke-on-Trent
2 Lakeside Superbowl, Phoenix Leisure Park, Crewe
3 Tenpin, Greyfriars Place, Stafford
A Other (PLEASE WRITE IN)
B (Don't know / varies)
C None

Q31 Do you think that Newcastle-under-Lyme Borough is well provided for, in terms of sport/leisure, entertainment and arts and cultural facilities?
1 Yes
2 No
3 Don't Know/Not Sure

Q32 What sports/leisure or entertainment facilities would you like to see developed in Newcastle-under-Lyme Borough?
1 More Bingo Halls
2 More Cinemas
3 More Theatres
4 More Museums
5 Art Galleries
6 Casino
7 Dance/Performance Space
8 Exhibition Space
9 Leisure centres
A Swimming pools
B Gyms
C Tennis clubs
D Football centres
E Athletics centres
F Public Art
G Libraries
H Other (Please Specify)
I Don't Know/Not Sure

Q33 What things, if any, do you regularly buy on the internet?
DO NOT PROMPT. CODE UP TO 3 ANSWERS
1 Nothing
2 Groceries
3 Clothes and Shoes
4 Domestic electrical appliances
5 Electrical TV, Hi-Fi and computers
6 Furniture, soft furnishings and floor coverings
7 DIY, hardware and homewares
8 Health and beauty, chemist items
9 Books, CDs, toys etc.
A Travel goods (tickets, holidays etc)
B Computer software / electronic games
C Other (PLEASE WRITE IN)
D (Don't know / can't remember / varies)

GEN Gender:
**CODE FROM OBSERVATION**

1. Male
2. Female

**AGE** How old are you?

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

**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. Full Time Student
3. (Refused)

**LAN** Where English is not your first language, please specify your main language.

Do not read out. One answer only.

1. No other language / English is my first language
2. Other language (PLEASE SPECIFY)
3. (Don’t know / varies)
4. (Refused)

**DIS** Do you consider you have a disability? If so, what is the nature of your disability?

Do not read out. One answer only.

1. No disabilities
2. Disability (PLEASE SPECIFY)
3. (Don’t know / varies)
4. (Refused)

Thank & Close