

MA40975

Newcastle-under-Lyme Borough Telephone Household Survey

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
- 2 No

GO TO Q01
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, Boothan 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, Boothan 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, Morriss 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)
- BD (Don't know / can't remember)

GO TO Q01A

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

AA Iceland, Bennett Precinct, Longton
 BB Iceland, Boothern 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, Boothern 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, Morriss 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)
 BD (Don't know / can't remember)

Q04 How do you normally travel to do your main 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)

Q05 DO NOT ASK TO THOSE WHO RESPONDED INTERNET AND/OR DON'T KNOW TO BOTH Q01 AND Q03

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

Q06 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

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, Booth 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, Booth 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, Morriss 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)
- BD (Don't know / can't remember)
- BC (Don't do top-up food shopping)

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 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)

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 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)

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

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)

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)
 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)

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

S Newcastle-under-Lyme Town Centre
 T Nottingham City Centre
 U Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley)
 V Potteries Centre, Stoke-on-Trent City Centre (Hanley)
 W Ravenside Retail Park, Victoria Road, Fenton
 X Shrewsbury Town Centre
 Y Springfield Retail Park, Newcastle Road, Stoke-on-Trent
 Z Stafford Town Centre
 AA Stoke Town Centre
 BB Stoke-on-Trent City Centre (Hanley)
 CC Stone Town Centre
 DD Telford Town Centre
 EE Tesco Extra, Bath Road, Longton
 FF Tesco Extra, Clough Street, Stoke-on-Trent (Hanley)
 GG Tesco, Barn Road, Congleton
 HH Tesco, Liverpool Road, Kidsgrove
 II Tesco, Lysander Road, Meir, Stoke-on-Trent
 JJ Tesco, Newcastle Road, Stoke-on-Trent
 KK Tunstall Town Centre
 LL Wolstanton Retail Park, Newcastle-under-Lyme
 MM Internet / mail order / catalogue
 NN Other (PLEASE WRITE IN)
 OO (Don't know / varies)
 PP (Don't regularly buy these kind of goods)

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.

- 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)

Q17 At which of the following town centres do you visit the shops, services or markets?
 READ OUT. DO NOT PROMPT

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

Yes|No|(Don't visit)
 IF DON'T VISIT GO TO
 IF DON'T VISIT GO TO
 GO TO Q22

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, Brockley 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 Chesterton 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 Gymphobics, High Street, Newcastle-under-Lyme
- C Gymphobics, 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

I Total Fitness, Parklands, Newcastle-under-Lyme

Centres:

J Biddulph Town Centre
K Birmingham City Centre
L Burslem Town Centre
M Chester City Centre
N Congleton Town Centre
O Crewe Town Centre
P Kidsgrove Town Centre
Q Leek Town Centre
R Longton Town Centre
S Macclesfield Town Centre
T Manchester City Centre
U Meir Town Centre
V Newcastle-under-Lyme Town Centre
W Nottingham City Centre
X Stafford Town Centre
Y Stoke Town Centre
Z Stoke-on-Trent City Centre (Hanley)
AA Telford Town Centre
BB Tunstall Town Centre
CC Other (PLEASE WRITE IN)
DD (Don't know / varies)
EE None

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