

J10599 Central Lincolnshire Household Survey

Telephone Introduction:

Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency called 'RMG:Clarity'. Firstly, can I assure you that we are NOT a sales company; we're simply conducting a short shopping survey in your area. Would you be kind enough to spare a few minutes of your time?

IF YES: "JUST TO INFORM YOU THAT THIS CALL IS BEING RECORDED FOR TRAINING AND QUALITY PURPOSES"

F1. Are you the person responsible for main food shopping in your household?

If no ask for person who is. If not available please thank respondent and close interview.

- 1 Yes
- 2 No

If = 2, Prompt interviewee with message 'ASK TO CALL BACK. IF NOT, THANK AND CLOSE'

S_Postcode

F2. Can I just ask you to confirm your full postcode please?

INTERVIEWER: PLEASE WRITE IN FULL POSTCODE UNDER 'OTHER'

- 1 Postcode is correct
- 2 Other (specify)

To begin with. I would like to ask you some questions about shopping for food:

Q1. Where did you LAST go to undertake your main food and grocery shopping?

DO NOT READ OUT - MARK ONE BOX ONLY

INTERVIEWERS: IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Glasgow Road, Eccles

- 1 Aldi, Queen Street, Boston
- 2 Aldi, Gateford Road, Worksop
- 3 Aldi, Glebe Road, Scunthorpe
- 4 Aldi, Lea Road, Gainsborough
- 5 Aldi, South Parade, Grantham
- 6 Aldi, St Thomas Road, Spalding
- 7 Asda Supercentre, Loughborough Road, West Bridgford, Nottingham
- 8 Asda, Burringham Road, Scunthorpe
- 9 Asda, Dome Leisure Park, Bawtry Road, Doncaster
- 10 Asda, Hollies Street, Grimsby
- 11 Asda, Newark Road, North Hykeham, Lincoln
- 12 Asda, Old Mill Lane, Forest Town, Mansfield
- 13 Asda, Radford Road, Hyson Green, Nottingham
- 14 Asda, Sleaford Road, Boston
- 15 Asda, Union Street, Grantham
- 16 Asda, Wharf Road, Retford
- 17 Asda, Nettleham Road, Lincoln
- 18 Budgens, Barr Lane, Waddington, Lincoln
- 19 Budgens, Tattershall Road, Woodhall Spa
- 20 Co-op Superstore, Strelley Road, Bilborough, Nottingham
- 21 Co-op, Argyle Street, Boston
- 22 Co-op, Clarence Road, Woodhall Spa, Lincoln

- 23 Co-op, Conging Street, Horncastle
- 24 Co-op, Dysart Road, Grantham
- 25 Co-op, Eastwood Road, Boston
- 26 Co-op, Front Street, Gainsborough
- 27 Co-op, High Street, Billingborough
- 28 Co-op, High Street, Lincoln
- 29 Co-op, High Street, Misterton
- 30 Co-op, High Street, Wainfleet
- 31 Co-op, Jasmin Road, Birchwood
- 32 Co-op, Laceby Road, Grimsby
- 33 Co-op, London Road, Boston
- 34 Co-op, Market Place, Donington
- 35 Co-op, Market Place, Epworth
- 36 Co-op, Newcastle Street, Tuxford
- 37 Co-op, North Road, Retford
- 38 Co-op, Northgate, Louth
- 39 Co-op, Osborne Street, Grimsby
- 40 Co-op, Princess Drive, Grantham
- 41 Co-op, Queensway, Gainsborough
- 42 Co-op, Ryland Road, Welton
- 43 Co-op, St Peters Avenue, Cleethorpes, Grimsby
- 44 Co-op, Station Road, Kirton
- 45 Co-op, The Hildreds Centre, Skegness
- 46 Co-op, Welbeck Road, Retford
- 47 Co-op, West Street, Boston
- 48 Co-op, Wide Bargate, Boston
- 49 Co-op, Winsover Centre, Spalding
- 50 Co-op, Woodville Road, Boston
- 51 Iceland, High Street, Lincoln
- 52 Iceland, Nettleham Road, Wolsley Way, Lincoln
- 53 Iceland, Southgate, Sleaford
- 54 Iceland, The Sherwood Centre, Retford
- 55 Iceland, Wainfleet Road, Skegness
- 56 Iceland, Wide Bargate, Boston
- 57 Lidl, Doncaster Road, Scunthorpe
- 58 Lidl, Northgate Centre, Sleaford
- 59 Lidl, Richmond Drive, Skegness
- 60 Lidl, Ropery Road, Gainsborough
- 61 Lidl, Springs Parade, Brigg
- 62 Lidl, St Mark Retail Park, Tritton Road, Lincoln
- 63 Lidl, Watergate, Grantham
- 64 Lidl, Winsover Road, Spalding
- 65 Marks & Spencer Simply Food, Marshalls Yard, Gainsborough
- 66 Marks & Spencer, High Street, Grantham
- 67 Marks & Spencer, High Street, Lincoln
- 68 Marks & Spencer, High Street, Scunthorpe
- 69 Marks & Spencer, Lumley Road, Skegness
- 70 Marks & Spencer, Market Place, Boston
- 71 Marks & Spencer, Spalding
- 72 Morrisons, East Gate, Louth
- 73 Morrisons, Heapham Road, Gainsborough
- 74 Morrisons, Hilmore Road, Laceby, Grimsby
- 75 Morrisons, Horncastle Road, Boston
- 76 Morrisons, Idle Valley Road, Retford
- 77 Morrisons, Isaac Newton Centre, Wharfe Road, Grantham
- 78 Morrisons, Kings Road, Newark
- 79 Morrisons, Lakeside Parkway, Scunthorpe
- 80 Morrisons, Sutton Road, Mansfield
- 81 Morrisons, Tritton Road, Lincoln
- 82 Morrisons, Wainfleet Road, Skegness
- 83 Morrisons, Wardentree Lane, Spalding
- 84 Morrisons, Woodhouse Centre, High Street, Mansfield
- 85 Morrisons, York Road, Doncaster

- 86 Netto, Corporation Road, Grimsby
- 87 Netto, London Road, Newark
- 88 Sainsburys, Castle Bridge Road, Nottingham
- 89 Sainsburys, Corporation Road, Grimsby
- 90 Sainsburys, Doncaster Road, Scunthorpe
- 91 Sainsburys, High Grounds Road, Worksop
- 92 Sainsburys, London Road, Grantham
- 93 Sainsburys, Nottingham Road, Mansfield
- 94 Sainsburys, Sir John Robinson Way, Arnold, Nottingham
- 95 Sainsburys, Southgate Centre, Sleaford
- 96 Sainsburys, Swan Street, Winfrey Avenue, Spalding
- 97 Sainsburys, Thorne Road, Edenthorpe, Doncaster
- 98 Sainsburys, Tritton Road, Lincoln
- 99 Tesco Express, Balderton, Newark
- 100 Tesco Express, Matmore Gate, Spalding
- 101 Tesco Express, Newark Road, Lincoln
- 102 Tesco Express, St Marks, High Street, Lincoln
- 103 Tesco Express, Winchester Road, Grantham
- 104 Tesco Express, High Street (corner of Clasketgate Street), Lincoln
- 105 Tesco Extra, Ashgate Road, Hucknall, Nottingham
- 106 Tesco Extra, Canwick Road Trading Estate, Lincoln
- 107 Tesco Extra, Chesterfield Road, Mansfield
- 108 Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe
- 109 Tesco Extra, Hewitts Circus Retail Park, Cleethorpes
- 110 Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield
- 111 Tesco Extra, Top Valley Drive, Nottingham
- 112 Tesco Extra, Victoria Street, Grimsby
- 113 Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Doncaster
- 114 Tesco Extra, Wragby Road, Lincoln
- 115 Tesco, Barnard Avenue, Brigg
- 116 Tesco, Beaumont Street, Gainsborough
- 117 Tesco, Boston Road South, Holbeach, Spalding
- 118 Tesco, Forest Road, New Ollerton, Newark
- 119 Tesco, Gatesford Road, Worksop
- 120 Tesco, Linwood Road, Market Rasen
- 121 Tesco, New Hammond Beck Road, Boston
- 122 Tesco, Northgate, Sleaford
- 123 Tesco, Richmond Drive, Skegness
- 124 Tesco, Thorne Road, Edenthorpe, Doncaster
- 125 Tesco, Watermill Road, Horncastle
- 126 Waitrose, Ossington Way, Newark
- 127 Waitrose, Searby Road, Nettleham Road, Lincoln
- 128 Internet / online
- 129 Other (specify)

If = 128, do not ask 'Q4'
If = 128, do not ask 'Q5'
If = 128, do not ask 'Q6'
If = 128, do not ask 'Q7'
If = 128, do not ask 'Q9'

Q2. What is the main reason you choose Q1 for your main food and grocery shopping?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Accessibility by public transport
- 2 Car parking prices
- 3 Car parking provision
- 4 Choice of food goods available
- 5 Choice of shops nearby selling non-food goods
- 6 Choice of shops selling food goods
- 7 Cleanliness
- 8 Entertainment/events
- 9 Habit/always use it/preference for retailer

- 10 Lower prices
- 11 Near to home
- 12 Near to work
- 13 Provision of leisure facilities nearby
- 14 Provision of services nearby, such as banks and other financial services
- 15 Public information, signposts and public facilities
- 16 Quality of food goods available
- 17 Quality of shops selling food goods
- 18 Safety (during the day)
- 19 Safety (during the evening/night time)
- 20 Shopping environment
- 21 Staff discount/work there
- 22 Value for money
- 23 Don't know / no reason in particular
- 24 Other (specify)

Q3. How frequently do you undertake main food and grocery shopping trips at Q1?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Daily
- 2 At Least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 Varies

Q4. How do you normally travel to Q1

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- 10 Other (specify)

Q5. How long did your journey to Q1 take?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 0-5 minutes
- 2 6-10 minutes
- 3 11-15 minutes
- 4 16-20 minutes
- 5 21-30 minutes
- 6 31-60 minutes
- 7 Over 60 minutes
- 8 Don't know/ can't remember

Q6. When you go main food shopping is your journey part of another journey/ activity?

READ OUT - MARK ONE BOX ONLY

- 1 Yes – travelling to work
- 2 Yes – travelling from work
- 3 Yes – travelling to school/college
- 4 Yes – travelling from school/college
- 5 No
- 6 Other (specify)

Q7. When you go main food shopping, is your trip linked with any other activity?

READ OUT - MARK ALL THAT APPLY

(4 maximum responses)

- 1 Yes – non-food shopping
- 2 Yes – leisure activity
- 3 Yes – visiting services such as banks and other financial institutions
- 4 Yes – other activity
- 5 Varies
- 6 No

If = 5, 6, do not ask 'Q9'

Q8. When do you do your main food shopping?

READ OUT - MARK ONE BOX ONLY

- 1 Weekdays during the day
- 2 Weekdays during the evening
- 3 Weekdays during the night
- 4 Saturday
- 5 Sunday
- 6 Varies

Q9. Where do you do this linked trip?

DO NOT READ OUT - MARK ALL THAT APPLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Mansfield
- 9 Market Rasen
- 10 Newark
- 11 Nottingham
- 12 North Hykeham
- 13 Retford
- 14 Scunthorpe
- 15 Skegness
- 16 Sleaford
- 17 Spalding
- 18 Worksop
- 19 Tritton Retail Park, Lincoln
- 20 Valentine Retail Park, Tritton Road, Lincoln
- 21 Lincoln West Retail Park, Lincoln

- 22 Lindis Retail Park, Lincoln
- 23 Carlton Centre, Lincoln
- 24 St Mark Retail Park, Lincoln
- 25 Other (specify)

Top-up Food Shopping:

Q10. Do you make ‘top up’ shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Yes
- 2 No

if = 2, do not ask Q11, Q12, Q13, Q14

Q11. Where did you last go to undertake this ‘top-up’ shopping?

DO NOT READ OUT - MARK ONE BOX ONLY

INTERVIEWERS: IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Glasgow Road, Eccles

- 1 Aldi, Queen Street, Boston
- 2 Aldi, Gateford Road, Worksop
- 3 Aldi, Glebe Road, Scunthorpe
- 4 Aldi, Lea Road, Gainsborough
- 5 Aldi, South Parade, Grantham
- 6 Aldi, St Thomas Road, Spalding
- 7 Asda Supercentre, Loughborough Road, West Bridgford, Nottingham
- 8 Asda, Burringham Road, Scunthorpe
- 9 Asda, Dome Leisure Park, Bawtry Road, Doncaster
- 10 Asda, Hollies Street, Grimsby
- 11 Asda, Newark Road, North Hykeham, Lincoln
- 12 Asda, Old Mill Lane, Forest Town, Mansfield
- 13 Asda, Radford Road, Hyson Green, Nottingham
- 14 Asda, Sleaford Road, Boston
- 15 Asda, Union Street, Grantham
- 16 Asda, Wharf Road, Retford
- 17 Asda, Nettleham Road, Lincoln
- 18 Budgens, Barr Lane, Waddington, Lincoln
- 19 Budgens, Tattershall Road, Woodhall Spa
- 20 Co-op Superstore, Strelley Road, Bilborough, Nottingham
- 21 Co-op, Argyle Street, Boston
- 22 Co-op, Clarence Road, Woodhall Spa, Lincoln
- 23 Co-op, Conging Street, Horncastle
- 24 Co-op, Dysart Road, Grantham
- 25 Co-op, Eastwood Road, Boston
- 26 Co-op, Front Street, Gainsborough
- 27 Co-op, High Street, Billingborough
- 28 Co-op, High Street, Lincoln
- 29 Co-op, High Street, Misterton
- 30 Co-op, High Street, Wainfleet
- 31 Co-op, Jasmin Road, Birchwood
- 32 Co-op, Laceby Road, Grimsby
- 33 Co-op, London Road, Boston
- 34 Co-op, Market Place, Donington
- 35 Co-op, Market Place, Epworth
- 36 Co-op, Newcastle Street, Tuxford
- 37 Co-op, North Road, Retford
- 38 Co-op, Northgate, Louth

- 39 Co-op, Osborne Street, Grimsby
- 40 Co-op, Princess Drive, Grantham
- 41 Co-op, Queensway, Gainsborough
- 42 Co-op, Ryland Road, Welton
- 43 Co-op, St Peters Avenue, Cleethorpes, Grimsby
- 44 Co-op, Station Road, Kirton
- 45 Co-op, The Hildreds Centre, Skegness
- 46 Co-op, Welbeck Road, Retford
- 47 Co-op, West Street, Boston
- 48 Co-op, Wide Bargate, Boston
- 49 Co-op, Winsover Centre, Spalding
- 50 Co-op, Woodville Road, Boston
- 51 Iceland, High Street, Lincoln
- 52 Iceland, Nettleham Road, Wolsley Way, Lincoln
- 53 Iceland, Southgate, Sleaford
- 54 Iceland, The Sherwood Centre, Retford
- 55 Iceland, Wainfleet Road, Skegness
- 56 Iceland, Wide Bargate, Boston
- 57 Lidl, Doncaster Road, Scunthorpe
- 58 Lidl, Northgate Centre, Sleaford
- 59 Lidl, Richmond Drive, Skegness
- 60 Lidl, Ropery Road, Gainsborough
- 61 Lidl, Springs Parade, Brigg
- 62 Lidl, St Mark Retail Park, Tritton Road, Lincoln
- 63 Lidl, Watergate, Grantham
- 64 Lidl, Winsover Road, Spalding
- 65 Marks & Spencer Simply Food, Marshalls Yard, Gainsborough
- 66 Marks & Spencer, High Street, Grantham
- 67 Marks & Spencer, High Street, Lincoln
- 68 Marks & Spencer, High Street, Scunthorpe
- 69 Marks & Spencer, Lumley Road, Skegness
- 70 Marks & Spencer, Market Place, Boston
- 71 Marks & Spencer, Spalding
- 72 Morrisons, East Gate, Louth
- 73 Morrisons, Heapham Road, Gainsborough
- 74 Morrisons, Hilmore Road, Laceby, Grimsby
- 75 Morrisons, Horncastle Road, Boston
- 76 Morrisons, Idle Valley Road, Retford
- 77 Morrisons, Isaac Newton Centre, Wharfe Road, Grantham
- 78 Morrisons, Kings Road, Newark
- 79 Morrisons, Lakeside Parkway, Scunthorpe
- 80 Morrisons, Sutton Road, Mansfield
- 81 Morrisons, Tritton Road, Lincoln
- 82 Morrisons, Wainfleet Road, Skegness
- 83 Morrisons, Wardentree Lane, Spalding
- 84 Morrisons, Woodhouse Centre, High Street, Mansfield
- 85 Morrisons, York Road, Doncaster
- 86 Netto, Corporation Road, Grimsby
- 87 Netto, London Road, Newark
- 88 Sainsburys, Castle Bridge Road, Nottingham
- 89 Sainsburys, Corporation Road, Grimsby
- 90 Sainsburys, Doncaster Road, Scunthorpe
- 91 Sainsburys, High Grounds Road, Worksop
- 92 Sainsburys, London Road, Grantham
- 93 Sainsburys, Nottingham Road, Mansfield
- 94 Sainsburys, Sir John Robinson Way, Arnold, Nottingham
- 95 Sainsburys, Southgate Centre, Sleaford
- 96 Sainsburys, Swan Street, Winfrey Avenue, Spalding
- 97 Sainsburys, Thorne Road, Edenthorpe, Doncaster
- 98 Sainsburys, Tritton Road, Lincoln
- 99 Tesco Express, Balderton, Newark
- 100 Tesco Express, Matmore Gate, Spalding
- 101 Tesco Express, Newark Road, Lincoln

- 102 Tesco Express, St Marks, High Street, Lincoln
- 103 Tesco Express, Winchester Road, Grantham
- 104 Tesco Express, High Street (corner of Clasketgate Street), Lincoln
- 105 Tesco Extra, Ashgate Road, Hucknall, Nottingham
- 106 Tesco Extra, Canwick Road Trading Estate, Lincoln
- 107 Tesco Extra, Chesterfield Road, Mansfield
- 108 Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe
- 109 Tesco Extra, Hewitts Circus Retail Park, Cleethorpes
- 110 Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield
- 111 Tesco Extra, Top Valley Drive, Nottingham
- 112 Tesco Extra, Victoria Street, Grimsby
- 113 Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Doncaster
- 114 Tesco Extra, Wragby Road, Lincoln
- 115 Tesco, Barnard Avenue, Brigg
- 116 Tesco, Beaumont Street, Gainsborough
- 117 Tesco, Boston Road South, Holbeach, Spalding
- 118 Tesco, Forest Road, New Ollerton, Newark
- 119 Tesco, Gatesford Road, Worksop
- 120 Tesco, Linwood Road, Market Rasen
- 121 Tesco, New Hammond Beck Road, Boston
- 122 Tesco, Northgate, Sleaford
- 123 Tesco, Richmond Drive, Skegness
- 124 Tesco, Thorne Road, Edenthorpe, Doncaster
- 125 Tesco, Watermill Road, Horncastle
- 126 Waitrose, Ossington Way, Newark
- 127 Waitrose, Searby Road, Nettleham Road, Lincoln
- 128 Internet/ Home Delivery
- 129 Varies
- 130 Other (specify)

If = 128, do not ask 'Q13'

Q12. How often do you make 'top up' shopping trips to Q11?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Daily
- 2 At Least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 Varies

Q13. How do you normally travel to Q11?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- 10 Other (specify)

Q14. Of all the money you spend on food and household groceries what share goes to your main food shop?

READ OUT - MARK ONE BOX ONLY

- 1 Over ¾
- 2 ½ to ¾
- 3 ¼ to ½
- 4 Less than ¼
- 5 None
- 6 Don't know

Comparison Goods

Q15. Where did you last go to buy clothing or footwear goods?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 Brantano, Carlton Centre, Lincoln
- 23 Downtown/Boundary Mills, Gonerby Moor, Grantham
- 24 Matalan, Lindis Retail Park
- 25 Pennells, Newark Road, South Hykeham
- 26 Asda Living, Valentine Retail Park, Lincoln
- 27 Brantano, Valentine Retail Park, Lincoln
- 28 Next, Valentine Retail Park, Lincoln
- 29 TK Maxx, Valentine Retail Park, Lincoln
- 30 Other, Valentine Retail Park, Tritton Road, Lincoln
- 31 Internet/ Home Delivery
- 32 Varies
- 33 Other (specify)

Q16. When you go shopping for clothing or footwear, do you link this trip with another activity?

READ OUT - MARK ALL THAT APPLY

(5 maximum responses)

- 1 Yes – food shopping

- 2 Yes – non-food shopping
- 3 Yes – leisure activity
- 4 Yes – visiting services such as banks and other financial institutions
- 5 Yes – other activity
- 6 Varies
- 7 No

Q17. Where did you last go to buy Books, CDs, DVDs?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 Carlton Centre, Lincoln
- 23 Downtown/Boundary Mills, Gonerby Moor, Grantham
- 24 Lindis Retail Park
- 25 Valentine Retail Park, Lincoln
- 26 Internet/ Home Delivery
- 27 Varies
- 28 Don't do
- 29 Other (specify)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark

- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 Brantano, Carlton Centre, Lincoln
- 23 Downtown/Boundary Mills, Gonerby Moor, Grantham
- 24 Matalan, Lindis Retail Park
- 25 Pennells, Newark Road, South Hykeham
- 26 Asda Living, Valentine Retail Park, Lincoln
- 27 Brantano, Valentine Retail Park, Lincoln
- 28 Next, Valentine Retail Park, Lincoln
- 29 TK Maxx, Valentine Retail Park, Lincoln
- 30 Other, Valentine Retail Park, Tritton Road, Lincoln
- 31 Internet/ Home Delivery
- 32 Varies
- 33 Don't do
- 34 Other (specify)

Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 Carlton Centre, Lincoln
- 23 Downtown/Boundary Mills, Gonerby Moor, Grantham
- 24 Halfords, Carlton Centre, Lincoln
- 25 Halfords, Tritton Road Retail Warehousing, Lincoln
- 26 Lindis Retail Park
- 27 Pennells, Newark Road, South Hykeham
- 28 Toys R Us, St Marks Retail Park, Lincoln
- 29 Valentine Retail Park, Lincoln
- 30 Internet/ Home Delivery
- 31 Varies
- 32 Don't do
- 33 Other (specify)

Q20. Where did you last go to buy chemist goods (including health and beauty products)?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Retford
- 15 Scunthorpe
- 16 Sheffield
- 17 Skegness
- 18 Sleaford
- 19 Spalding
- 20 Worksop
- 21 Internet/ Home Delivery
- 22 Varies
- 23 Don't do
- 24 Other (specify)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 Co-op Home, Tritton Road, Lincoln
- 23 Comet, Tritton Road Retail Warehousing, Lincoln

- 24 Currys, Tritton Road Retail Warehousing, Lincoln
- 25 Currys, Worksop Retail Park, Babbage Way, Worksop
- 26 Downtown/Boundary Mills, Gonerby Moor, Grantham
- 27 PC World, Tritton Road Retail Warehousing, Lincoln
- 28 Internet/ Home Delivery
- 29 Varies
- 30 Don't do
- 31 Other (specify)

Q22. Where did you last go to buy DIY or gardening goods?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 B&Q, Beevor Street, Lincoln
- 23 B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe
- 24 B&Q, Grantham Retail Park, London Road, Grantham
- 25 B&Q, Peakes Parkway, Robinson Street West, Grimsby
- 26 B&Q, Sandy Lane Retail Park, Babbage Way, Worksop
- 27 Brigg Garden Centre
- 28 Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantham
- 29 Focus, The Carlton Centre, Outer Circle Road, Lincoln
- 30 Homebase, Dysart Road, Grantham
- 31 Homebase, Lakeside Retail Park, Scunthorpe
- 32 Homebase, Northgate Retail Park, Trent Lane, Northgate
- 33 Homebase, Shorehan Road, Sleaford
- 34 Homebase, The Sidings, Lincoln
- 35 Living Gardens, Saxilby
- 36 Pennells, Newark Road, South Hykeham
- 37 Rudies Roots Nurseries, Scothern Road, Nettleham
- 38 Ruskington Garden Centre
- 39 Scothern Nurseries, Dunholme Road, Welton
- 40 Wickes, Gonerby Road, Grantham
- 41 Wickes, Outer Circle Road, Lincoln
- 42 Whisby Garden Centre
- 43 Internet/ Home Delivery
- 44 Varies
- 45 Don't do
- 46 Other (specify)

Q23. Where did you last go to buy furniture, carpets and floor coverings?

DO NOT READ OUT - MARK ONE BOX ONLY

IF IN-STORE IN A SUPERMARKET, SPECIFY UNDER 'OTHER'

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Meadowhall, Sheffield
- 12 Newark
- 13 Nottingham
- 14 Peterborough
- 15 Retford
- 16 Scunthorpe
- 17 Sheffield
- 18 Skegness
- 19 Sleaford
- 20 Spalding
- 21 Worksop
- 22 Carpet Right, Tritton Road Retail Warehousing, Lincoln
- 23 Claytons Carpets, Lincoln West Retail Park, Lincoln
- 24 Downtown/Boundary Mills, Gonerby Moor, Grantham
- 25 Floors to Go, Tritton Road Retail Warehousing, Lincoln
- 26 SCS, Tritton Road Retail Warehousing, Lincoln
- 27 Internet/ Home Delivery
- 28 Varies
- 29 Don't do
- 30 Other (specify)

Q24. How do you normally travel to do your non-food shopping?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- 10 Shop via Internet
- 11 Other (specify)

Q25. Which goods or services does your household currently purchase via electronic home shopping (i.e. internet or TV shopping)?

READ OUT - MARK ALL THAT APPLY

(16 maximum responses)

- 1 Food

- 2 Clothes
- 3 Furniture/Carpets
- 4 Major electrical items
- 5 Small household goods
- 6 DIY goods
- 7 Garden items
- 8 Books
- 9 CD's, music, videos
- 10 Toys
- 11 Sports goods
- 12 Banking
- 13 Holiday and/or Travel Tickets
- 14 Jewellery
- 15 Small electrical items
- 16 Do not use electronic home shopping
- 17 Other (specify)

Q26. Do you visit any facilities/centres for...?

READ OUT - MARK ALL THAT APPLY

(7 maximum responses)

- 1 Indoor sports or health and fitness activity
- 2 Cinema
- 3 Bars, pubs and nightclubs
- 4 Restaurants
- 5 Ten-pin bowling
- 6 Bingo
- 7 Art/culture activities (i.e. theatres/galleries/museums)
- 8 None of the above

If <> 1, do not ask 'Q27'

If <> 2, do not ask 'Q28'

If <> 3, do not ask 'Q29'

If <> 4, do not ask 'Q30'

If <> 5, do not ask 'Q31'

If <> 6, do not ask 'Q32'

If <> 7, do not ask 'Q33'

If = 8, do not ask 'Q34'

Q27. Which facility/centre do you normally visit for indoor sports or health and fitness activity?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 LA Fitness, Witham Park, Lincoln
- 2 LA Fitness, Weaver Road (off Whisby Road), Lincoln
- 3 Total Fitness, Whisby Road, Lincoln Fields, Hykeham
- 4 Sleaford Leisure Centre, Sleaford
- 5 DW Sports Fitness, Gainsborough
- 6 Harpers, North Kesteven Centre, North Hykeham
- 7 Sleaford Fitness Club
- 8 Gainsborough Leisure Centre
- 9 Yarborough Leisure Centre
- 10 Don't know/can't remember
- 11 Other (specify)

Q28. Which centre/facility do you normally visit for cinema?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Broadway, Broad Street, Nottingham
- 2 Cineworld, The Corner House, Forman Street, Nottingham
- 3 Kinema in the Woods, Woodhall Spa

- 4 Odeon, Brayford Wharf North, Lincoln
- 5 Odeon, Mansfield
- 6 Parkway Cinema, Kings Road Cleethorpes
- 7 Reel Cinema, Grantham
- 8 Reel Cinema, Newark
- 9 Regal Cinema, Freeman Street, Grimsby
- 10 Savoy Cinemas, Derby Road, Nottingham
- 11 Showcase Cinemas, Redfield Way, Nottingham
- 12 South Holland Centre, Spalding
- 13 Vue Cinema, Doncaster
- 14 Vue Cinema, Scunthorpe
- 15 West End Cinema, Boston
- 16 Don't know/can't remember
- 17 Other (specify)

Q29. Which centre/facility do you normally visit for nightlife such as bars, pubs and nightclubs?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Newark
- 12 Nottingham
- 13 Peterborough
- 14 Retford
- 15 Scunthorpe
- 16 Skegness
- 17 Sleaford
- 18 Spalding
- 19 Worksop
- 20 Don't know/can't remember
- 21 Other (specify)

Q30. Which centre/facility do you normally visit for restaurants?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Boston
- 2 Caistor
- 3 Doncaster
- 4 Gainsborough
- 5 Grantham
- 6 Grimsby
- 7 Lincoln City Centre
- 8 Louth
- 9 Mansfield
- 10 Market Rasen
- 11 Newark
- 12 Nottingham
- 13 Peterborough
- 14 Retford
- 15 Scunthorpe
- 16 Skegness

- 17 Sleaford
- 18 Spalding
- 19 Worksop
- 20 Don't know/can't remember
- 21 Other (specify)

Q31. Which centre/facility do you normally visit for ten-pin bowling?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 AMF Bowling, Belward Street, Nottingham
- 2 Lincoln Bowl, Washingborough Road, Lincoln
- 3 Superbowl Lincoln, Valentine Road, Lincoln
- 4 Superbowl, Castle Gate, Newark
- 5 Superbowl, Lakeside, Bawtry Road, Doncaster
- 6 Superbowl, Stockwell Gate, Mansfield
- 7 Tenpin Megabowl, Redfield Way, Nottingham
- 8 Don't know/can't remember
- 9 Other (specify)

Q32. Which centre/facility do you normally visit for bingo?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Gala Bingo, Castle Retail Park, Nottingham
- 2 Gala Bingo, Venture Way, Grantham
- 3 Gala Bingo, Waterside Centre, Lincoln
- 4 Kings Bingo, Trinity Street, Gainsborough
- 5 Mecca Bingo, East Laith Gate, Doncaster
- 6 Riva Bingo, Castle Gate, Newark
- 7 Don't know/can't remember
- 8 Other (specify)

Q33. Which centre/facility do you normally visit for art/culture activities (i.e. theatres/galleries/museums)?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Theatre Royal, Clasketgate, Lincoln
- 2 The Playhouse, Westgate, Sleaford
- 3 Palace Theatre, Newark
- 4 South Holland Centre, Spalding
- 5 Blackfriars Arts Centre, Boston
- 6 Trinity Arts Centre, Gainsborough
- 7 Don't know/can't remember
- 8 Other (specify)

Q34. How do you normally travel to do leisure activities?

DO NOT READ OUT - MARK ONE BOX ONLY

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (specify)

Demographics. Please READ OUT Statement:

I would now like to ask you a few questions about yourself and your household. These are for survey control purposes only, so we are speaking to a wide range of people in the area, the results will not be released identifying you by name.

Q35a. May I ask the occupation of the chief wage earner

IF RETIRED, ASK FOR PREVIOUS OCCUPATION

Q35b. SEG

MARK ONE BOX ONLY

- 1 A/B
- 2 C1
- 3 C2
- 4 D/E
- 5 Refused

Q35c. Is the chief wage earner full-time or part-time?

MARK ONE BOX ONLY

- 1 Full-time
- 2 Part-time
- 3 Retired
- 4 Other (specify)

Q36. May I ask which age group you are in?

READ OUT LIST - MARK ONE BOX ONLY

- 1 16 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 - 54 years
- 5 55 - 64 years
- 6 65 years or above
- 7 Refused (DO NOT READ OUT)

Q37. What would you describe your ethnic origin as?

READ OUT - MARK ONE BOX ONLY

- 1 White

- 2 Indian
- 3 Pakistani
- 4 Bangladeshi
- 5 Other Asian
- 6 Black Caribbean
- 7 Black African
- 8 Other Black
- 9 Chinese
- 10 Mixed Race
- 11 Other (specify)

Q38. Would you be willing to be recontacted for future quality control purposes?

INTERVIEWER NOTE: This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- 1 Yes
- 2 No

Q39. Gender of respondent

RECORD BY OBSERVATION

- 1 Male
- 2 Female

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for your time - I can assure you that the information you have given will be treated as absolutely confidential.

If you wish to check the credentials of RMG:Clarity, I can provide the telephone number for the Market Research Society, who will be able to verify our company.

Would you like to take the number? 0500 39 69 99

Please check your work because once you move on you will not be able to return to this record.

- 1 Checking (Return to start of survey)
- 2 Continue to end of survey

If = 1, goto 'Intro'

If True, set 'AgentName' to question 'S_Agent Name'

Enter your initials to complete the survey