



# Skegness Household Survey Technical Report

Chase and Partners

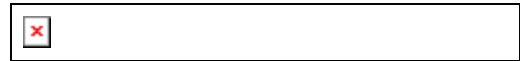
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## BACKGROUND & METHODOLOGY

A telephone survey was conducted within the Skegness catchment area, as well as the surrounding areas. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

### Food Shopping

- Which supermarket respondents visit most often for their main food shopping
- How often respondents do their main food shopping
- Why respondents normally shop at this store for their main food shopping
- While respondents were on their last main food shop, whether they their shopping with the following:
  - Shop for non-food items e.g. clothes
  - Use sports/leisure/entertainment facilities
  - Go to the bank, building society or cash point
  - Any other activity
- How far respondents travel to their main food shopping destination
- Where respondents normally undertake their top-up food and convenience goods shopping
- How often respondents do their top-up food shopping

### Non-Food Shopping

- Which main shopping town/area respondents go for non-food shopping overall
- How often respondents visit this town/area for their non-food shopping
- Where respondents would mostly visit for the following non-food items:
  - Clothes, footwear and other fashion goods
  - Furniture, carpets and other floor coverings
  - Household textiles and soft furnishings including bedding
  - Domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers
  - Radio, TV, hi-fi, musical instruments and photography equipment
  - Glass and hardware
  - DIY goods and decorating supplies
  - Books, jewellery, watches, recreational and luxury goods
- When respondents shop for non-food goods, how do they usually travel there
- Respondents who visit Skegness for their main food shopping, were asked what they like about the town centre for shopping and services
  - Those who indicate particular shops or stores in the town centre, were asked which particular shop or service do they like in Skegness town centre



### Leisure Activities

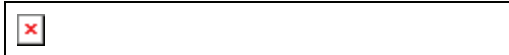
- Which of the following leisure activities do respondents regularly participate in:
  - Bingo
  - Tenpin Bowling
  - Visiting cafes/restaurants
  - Visiting the cinema
  - Visiting a nightclub
  - Going to pubs/bars
  - Visiting a sports, leisure centre/gym
  - Visiting the theatre/other cultural activities
  - Organised sport
- Those who specify a particular leisure activity they participate in, were asked in which town and how often they normally partake in the leisure activity
- Whether respondents visit the seafront, and if so which area do they visit

### Demographics

- Occupation of chief wage earner
- SEG
- Age band of respondent
- Number of cars respondent owns or has the use of for shopping
- Gender
- Quality control

A total of 1,000 interviews were carried out within the Skegness catchment area between 14th June and 20<sup>th</sup> June 2007. Interviews were conducted at Research & Marketing's in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend.

The sample used for making telephone calls was obtained from an external supplier, who supplied telephone numbers by postcode from their database. The telephone numbers were then sorted into the relevant zones for interviewing.



## SAMPLE BREAKDOWN

Zone	Postcode Sector	Population (2001)	%	Sample Proportional	Sample Achieved	Weighting
1	PE25	27,705	24.57%	245.7424162	125	1.965939329
2	PE24	12,454	11.05%	110.4665602	125	0.883732482
3	PE22	7,593	6.73%	67.34965407	125	0.538797233
4	PE23	8,859	7.86%	78.5790314	125	0.628632251
5	LN9	15,847	14.06%	140.5623559	125	1.124498847
6	LN13	7,654	6.79%	67.89072202	125	0.543125776
7	LN11	11,860	10.52%	105.1978002	125	0.841582402
8	LN12	20,768	18.42%	184.21146	125	1.47369168
		<b>112,740</b>	<b>100.00%</b>	<b>1000</b>	<b>1000</b>	

### UNWEIGHTED:

Given this sample distribution, the total column on the tables is not representative of the whole sample area. This is due to the sample being structured in order to achieve a statistically reliable result for each individual zone. If cross-tabulations were to be calculated, it would be necessary to weight the data back to population, in order to achieve statistically representative results.

### WEIGHTED:

These tables have been weighted back to the respective populations of the survey area. This means that the total column gives a statistically representative result for the whole survey area.



## STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different zones.
2. The results are subject to the following sampling error, for which there follow an analysis.
3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\% \times q\%}{n}}$$

where  $p\%$  = % sample value recorded

$q\%$  = 100% -  $p\%$

$n$  = sample size

and where:

$\pm 3.1$  (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual zones is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^k P_i W_i^2}$$

where  $k$  = number of zones the population and sample are divided into

$n$  = total sample size

$P$  = sample proportions

$W$  = weights

5. On our sample of 1,000 interviews we have a confidence interval of 3.1 at a 95% confidence level.

The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 2.53 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 46.9% (**50 - 3.1**) and 53.1% (**50 + 3.1**) would have picked that answer.

The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **46.9%** and **53.1%**.

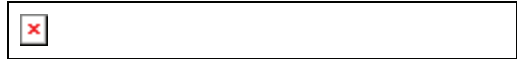


## RESULTS – MAIN RESULTS TABULATIONS BY ZONE



## APPENDIX ONE – THE QUESTIONNAIRE





**J8441 Skegness Household Survey – Final Version**

**Telephone Introduction:**

**Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency called 'R&M'. 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?**

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

**If not ask for person who is. If not available please thank respondent and close interview.**

- Yes
- No

*If = 2, Prompt interviewee with message 'Please thank respondent and close interview'*

**S\_Address1 S\_Address2 S\_Address3 S\_Address4 S\_Address5 S\_Postcode**

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

**If not on list please thank respondent and close interview.**

- LN9
- LN11
- LN12
- LN13
- PE22
- PE23
- PE24
- PE25
- Not on list

*If = 9, Prompt interviewee with message 'Please thank respondent and close interview'*

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

**Q1. Which supermarket do you visit most often for your household's main food shopping?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Asda, Boston
- Asda, Grimsby
- Co-op, Alford
- Co-op, Coningsby

Chase and Partners

- Co-op, Louth
- Co-op, Mablethorpe
- Co-op, Market Rasen
- Co-op, Spilsby
- Co-op, Woodhall Spa
- Iceland, Skegness
- J Sainsbury, Grimsby
- J Sainsbury, Lincoln
- Kwik Save, Boston
- Kwik Save, Louth
- Kwik Save, Skegness
- Lidl, Skegness
- Morrisons, Grimsby
- Morrisons, Lincoln
- Morrisons, Skegness
- Ramsden's, Grimsby
- Safeway, Lincoln
- Somerfield, Boston
- Somerfield, Cambridge Road, Grimsby
- Somerfield, Horncastle
- Somerfield, Lincoln
- Somerfield, Louth
- Somerfield, Osbourne Street, Grimsby
- Somerfield, Spilsby
- Somerfield, Tattershall
- Tesco, Boston
- Tesco, Cleethorpes
- Tesco, Horncastle
- Tesco, Lincoln (Pelham Bridge)
- Tesco, Lincoln (Wragby)
- Tesco, Skegness
- Waitrose, Lincoln
- Internet
- Don't do main food shopping (DO NOT READ OUT)
- Other (specify)

*If = 38, goto 'Q6'*  
*If = 37, do not ask 'Q4'*  
*If = 37, do not ask 'Q5'*  
*If <> 10, 15, 16, 19, 35, do not ask 'Q19'*  
*If <> 10, 15, 16, 19, 35, do not ask 'Q20'*

**Q2. How often do you visit Q1 for your main food shopping?**

**MARK ONE BOX ONLY**

- Every day / 6-7 times a week
- Twice a week
- More than twice a week
- Weekly
- Fortnightly
- Once a month
- Less than once a month

**Q3. What is your main reason for using Q1 ?**

**MARK ONE BOX ONLY**

- Better quality goods
- Better range of goods
- Better value
- I can get there by public transport
- I can park there
- I do other shopping there
- I like the area
- I live there
- I work there
- Shops offer choice/variety
- Undercover shops
- Other (specify)

**Q4. While you were on your last main food shop, did you (or anyone else with you)...**

**READ OUT LIST - MARK ALL THAT APPLY**

*(4 maximum responses)*

- shop for non-food items? e.g. clothes
- use sports/leisure/entertainment facilities
- go to the bank, building society or cash point
- None (DO NOT READ OUT)
- Other (specify)

**Q5. How far do you travel to your main food shopping destination?**

**MARK ONE BOX ONLY**

- Half a mile or less
- 1 mile
- 1 ½ miles
- 2 miles
- 2½ miles
- 3 miles
- 4 miles
- 5 miles
- 6 miles
- 7 miles
- 8 miles
- more than 8 miles
- Don't know/Can't remember (DO NOT READ OUT)



**Q6. Where do you do MOST of your household's shopping for small scale "top-up" food and convenience goods purchases?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Asda, Boston
- Asda, Grimsby
- Co-op, Coningsby
- Co-op, Louth
- Co-op, Mablethorpe
- Co-op, Market Rasen
- Co-op, Spilsby
- Co-op, Woodhall Spa
- Iceland, Skegness
- J Sainsbury, Grimsby
- J Sainsbury, Lincoln
- Kwik Save, Boston
- Kwik Save, Louth
- Kwik Save, Skegness
- Lidl, Skegness
- Morrisons, Grimsby
- Morrisons, Lincoln
- Morrisons, Skegness
- Ramsden's, Grimsby
- Safeway, Lincoln
- Somerfield, Boston
- Somerfield, Cambridge Road, Grimsby
- Somerfield, Horncastle
- Somerfield, Lincoln
- Somerfield, Louth
- Somerfield, Osbourne Street, Grimsby
- Somerfield, Spilsby
- Somerfield, Tattershall
- Tesco, Boston
- Tesco, Cleethorpes
- Tesco, Horncastle
- Tesco, Lincoln (Pelham Bridge)
- Tesco, Lincoln (Wragby)
- Tesco, Skegness
- Waitrose, Lincoln
- Internet
- Don't do top-up food shopping (DO NOT READ OUT)
- Other (specify)

*If = 37, goto 'Q8'*

**Q7. How often do you visit Q6 for top-up food shopping?**

**MARK ONE BOX ONLY**

- Every day / 6-7 times a week
- Twice a week
- More than twice a week
- Weekly
- Fortnightly
- Once a month
- Less than once a month

**I would like to ask you some questions about shopping for non-food items:**

**Q8. Can I ask you which is your main shopping town/area for non-food shopping? (such as clothes, shoes, household goods etc.)**

**MARK ONE BOX ONLY**

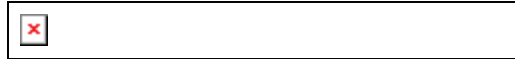
- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- Internet
- Catalogue/Mail order
- Other (specify)

*If = 10, 11, goto 'Q10'*

**Q9. How often do you visit Q8 for your main non-food shopping?**

**MARK ONE BOX ONLY**

- More than 3 times a week
- 2-3 times a week
- Weekly
- Once a fortnight
- Once a month
- Less often



**Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- Brantano, Valantine Retail Park, Lincoln
- Brantano, Victoria Retail Park, Grimsby
- JJB Sports, St Marks Retail Park, Lincoln
- JJB Sports, Victoria Retail Park, Grimsby
- Matalan, Lindis Retail Park, Lincoln
- New Look, St Marks Retail Park, Lincoln
- Next, Valantine Retail Park, Lincoln
- Sports Soccer, St Marks Retail Park, Lincoln
- Sports World, Boston Shopping Park, Boston
- Sports World, Victoria Retail Park, Grimsby
- TK Maxx, Boston Shopping Park, Boston
- TK Maxx, St Marks Retail Park, Lincoln
- Woolworths, Victoria Street Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)

**Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre

**Chase and Partners**

- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- Allied Carpets, Alban Retail Park, Boston
- Allied Carpets, Valantine Retail Park, Lincoln
- B&Q, Grimsby
- B&Q, Lincoln
- Carpetright, High Point Retail Park, Grimsby
- Carpetright, Skegness Retail Park, Skegness
- Carpetright, St Marks Retail Park, Lincoln
- Carpetright, Tritton Retail Park, Lincoln
- Debenhams, St Marks Retail Park, Lincoln
- Homebase, Alban Retail Park, Boston
- Homebase, St Marks Retail Park, Lincoln
- MFI, Valantine Retail Park, Lincoln
- Multi York, St Marks Retail Park, Lincoln
- Rosebys, Alexandra Retail Park, Grimsby
- Rosebys, St Marks Retail Park, Lincoln
- Staples, Victoria Retail Park, Grimsby
- Topps Tiles, St Marks Retail Park, Lincoln
- Wickes, Alexandra Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- Argos Extra - Alexandra Retail Park, Grimsby
- Argos, St Marks Retail Park, Lincoln
- B&Q, Grimsby
- B&Q, Lincoln
- Debenhams, St Marks Retail Park, Lincoln
- Homebase, Alban Retail Park, Boston

**Chase and Partners**

- Homebase, St Marks Retail Park, Lincoln
- Multi York, St Marks Retail Park, Lincoln
- Poundstretcher, The Carlton Centre, Lincoln
- Rosebys, Alexandra Retail Park, Grimsby
- Rosebys, St Marks Retail Park, Lincoln
- Woolworths, Victoria Street Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)

**Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- Comet, Alban Retail Park, Boston
- Comet, Alexandra Retail Park, Grimsby
- Comet, Tritton Retail Park, Lincoln
- Currys, Alban Retail Park, Boston
- Currys, High Point Retail Park, Grimsby
- Currys, Skegness Retail Park, Skegness
- Currys, Tritton Retail Park, Lincoln
- Maplin, High Point Retail Park, Grimsby
- PC World, Tritton Retail Park, Lincoln
- PC World, Victoria Street Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)





**Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- Comet, Alban Retail Park, Boston
- Comet, Alexandra Retail Park, Grimsby
- Comet, Tritton Retail Park, Lincoln
- Currys, Alban Retail Park, Boston
- Currys, High Point Retail Park, Grimsby
- Currys, Skegness Retail Park, Skegness
- Currys, Tritton Retail Park, Lincoln
- Maplin, High Point Retail Park, Grimsby
- PC World, Tritton Retail Park, Lincoln
- PC World, Victoria Street Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)

**Q15. Where do you do MOST of your household's shopping for glass and hardware?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre

**Chase and Partners**

- B&Q, Grimsby
- B&Q, Lincoln
- Debenhams, St Marks Retail Park, Lincoln
- Focus, Skegness Retail Park, Skegness
- Homebase, Alban Retail Park, Boston
- Homebase, St Marks Retail Park, Lincoln
- Poundstretcher, Alexandra Retail Park, Grimsby
- Wickes, Alexandra Retail Park, Grimsby
- Woolworths, Victoria Street Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)

**Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- B&Q, Grimsby
- B&Q, Lincoln
- Focus, Alexandra Retail Park, Grimsby
- Focus, Skegness Retail Park, Skegness
- Homebase, Alban Retail Park, Skegness
- Homebase, St Marks Retail Park, Lincoln
- Wickes, Alexandra Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)



**Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?**

**IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Aldi, Blackwood Town Centre**

**MARK ONE BOX ONLY**

- Boston Town Centre
- Grantham Town Centre
- Grimsby Town Centre
- Horncastle Town Centre
- Lincoln Town Centre
- Louth Town Centre
- Newark Town Centre
- Scunthorpe Town Centre
- Skegness Town Centre
- American Golf, Valantine Retail Park, Lincoln
- Argos Extra, Alexandra Retail Park, Grimsby
- Debenhams, St Marks Retail Park, Lincoln
- Mothercare World, St Marks Retail Park, Lincoln
- PC World, Tritton Retail Park, Lincoln
- PC World, Victoria Street Retail Park, Grimsby
- Poundstretcher, Alexandra Retail Park, Grimsby
- Poundstretcher, The Carlton Centre, Lincoln
- Woolworths, Victoria Street Retail Park, Grimsby
- Internet
- Catalogue/Mail order
- Don't buy (DO NOT READ OUT)
- Other (specify)

**Q18. When you shop for non-food goods, how do you usually travel?**

**PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR/VAN.**

**MARK ONE BOX ONLY**

- Car/Van (as driver)
- Car/Van (as passenger)
- Bus
- Motorcycle
- Walk
- Taxi
- Train
- Cycle
- Park and Ride
- Goods delivered
- Other (specify)

*If ((?Q1??=10) OR (?Q1??=15) OR (?Q1??=16) OR (?Q1??=19) OR (?Q1??=35))=FALSE, do not ask 'Skegness'*

**Finally, I would like to ask you a few questions about Skegness town centre:**

**INTERVIEWERS NOTE: DO NOT ASK THIS QUESTION IF RESPONDENT DOES NOT VISIT SKEGNESS FOR THEIR MAIN FOOD SHOPPING**

**Q19. What do you like about Skegness town centre for shopping and services?**

**PROBE, IF NECESSARY - MARK ONE BOX ONLY**

- Attractive environment/nice place
- Close to friends or relatives
- Close to home
- Close to work
- Easy to get to by bike
- Easy to get to by bus
- Easy to get to by car
- Easy to park
- Good food stores
- Good pubs, cafes or restaurants
- Good range of non-food shops
- Particular shops or stores in the town centre
- Park and Ride
- Safe and secure
- Traffic free shopping centre
- Nothing/very little
- Don't know
- Don't shop in Skegness town centre
- Other (specify)

*If = 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 16, 17, 18, 19, do not ask 'Q20'*

**Q20. Which particular shops or stores do you like in Skegness town centre?**

**DO NOT READ OUT LIST - MARK ALL THAT APPLY**

*(28 maximum responses)*

- Argos
- Boots
- Burton
- Contessa
- Co-op
- Dorothy Perkins
- Drapers
- Edinburgh
- Greenwoods
- H Samuel
- Iceland
- JD Sports
- Lidl
- M & Co
- Marks & Spencer

Chase and Partners

- Morrisons
- New Look
- Options Discount Store
- Savers
- Shoe Express
- Shoe Zone
- Specsavers
- Superdrug
- Tesco
- WH Smith
- Woollen Mill
- Woolworths
- Other (specify)

**I would now like to ask you a few questions about leisure activities:**

**Q21. Which of the following leisure activities do you or members of your household regularly participate in?**

**INTERVIEWERS NOTE: PLEASE READ OUT THE LIST ONE AT A TIME**

**MARK ALL THAT APPLY**

*(9 maximum responses)*

- Bingo
- Tenpin Bowling
- Visiting cafes/restaurants
- Visiting the cinema
- Visiting a nightclub
- Going to pubs/bars
- Visiting a sports, leisure centre/gym
- Visiting the theatre/other cultural activities
- Organised sport
- Don't participate in any leisure activity (DO NOT READ OUT)

*If = 10, goto 'SEAFRONT'*

*If < 1, do not ask 'BINGO'*

*If < 1, do not ask 'BINGO OFTEN'*

*If < 2, do not ask 'TENPIN BOWLING'*

*If < 2, do not ask 'TENPIN BOWLING OFTEN'*

*If < 3, do not ask 'CAFE/RESTAURANTS'*

*If < 3, do not ask 'CAFE/RESTAURANTS OFTEN'*

*If < 4, do not ask 'CINEMA'*

*If < 4, do not ask 'CINEMA OFTEN'*

*If < 5, do not ask 'NIGHTCLUBS'*

*If < 5, do not ask 'NIGHTCLUBS OFTEN'*

*If < 6, do not ask 'PUBS/BARS'*

*If < 6, do not ask 'PUBS/BARS OFTEN'*

*If < 7, do not ask 'SPORTS, LEISURE CENTRE/GYM'*

*If < 7, do not ask 'SPORTS, LEISURE CENTRE/GYM OFTEN'*

*If < 8, do not ask 'THEATRE/OTHER CULTURAL ACTIVITIES'*

*If < 8, do not ask 'THEATRE/OTHER CULTURAL ACTIVITIES OFTEN'*

*If < 9, do not ask 'ORGANISED SPORT'*

*If < 9, do not ask 'ORGANISED SPORT OFTEN'*

**Q21a\_1. In which town do you participate in playing BINGO?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21aa. How often do you normally participate in playing BINGO?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21b\_2. In which town do you participate in playing TENPIN BOWLING?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21bb. How often do you normally participate in playing TENPIN BOWLING?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight

Chase and Partners

- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21c\_3. In which town do you visit CAFES/RESTAURANTS most often?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21cc. How often do you visit CAFES/RESTAURANTS?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21d\_4. In which town do you visit the CINEMA?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21dd How often do you normally go to the CINEMA?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21e\_5. In which town do you visit NIGHTCLUBS most often?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21ee. How often do you visit NIGHTCLUBS?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21f\_6. In which town do you visit PUBS/BARS most often?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth



**Chase and Partners**

- Mablethorpe
- Skegness
- Other (specify)

**Q21ff. How often do you visit PUBS/BARS?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21g\_7. In which town do you visit the SPORTS, LEISURE CENTRE/GYM?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21gg. How often do you normally visit the SPORTS, LEISURE CENTRE/GYM?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21h\_8. In which town do you visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21hh. How often do you normally visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week
- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q21i\_9. In which town do you play an ORGANISED SPORT most often?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- Other (specify)

**Q21ii. How often do you normally play an ORGANISED SPORT?**

**DO NOT READ OUT LIST. MARK ONE BOX ONLY.**

- Daily
- 2-3 Times A Week
- 4-6 Times A Week

**Chase and Partners**

- Once A Week
- Once A Fortnight
- Once A Month
- Less Often
- Don't know/Can't remember (DO NOT READ OUT)

**Q22a. Do you or members of your household visit the seafront?**

- Yes
- No

*If = 2, goto 'Q23a'*

**Q22b. In which area do you visit the seafront?**

**DO NOT READ OUT LIST - MARK ONE BOX ONLY**

- Boston
- Grimsby
- Horncastle
- Lincoln
- Louth
- Mablethorpe
- Skegness
- 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 and the results will not be released identifying you by name.**

**Q23a. May I ask the occupation of the chief wage earner?**

**Q23b. SEG**

- A/B
- C1
- C2
- D/E
- Refused

**Q24. May I ask which age group you are in?**

**PLEASE READ OUT**

- 18 - 24 years
- 25 - 34 years
- 35 - 44 years

**Chase and Partners**

- 45 - 54 years
- 55 - 64 years
- 65 years or above
- Refused (DO NOT READ OUT)

**Q25. How many cars does your household own or have the use of for shopping?**

- None
- One
- Two
- Three or more
- Refused (DO NOT READ OUT)

**Q26. Gender of respondent**

**RECORD BY OBSERVATION**

- Male
- Female

**Q27. 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.**

- Yes
- No

**INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:**

**Thank you for participating in this survey. If you wish to check the credentials of Research and Marketing, 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.**

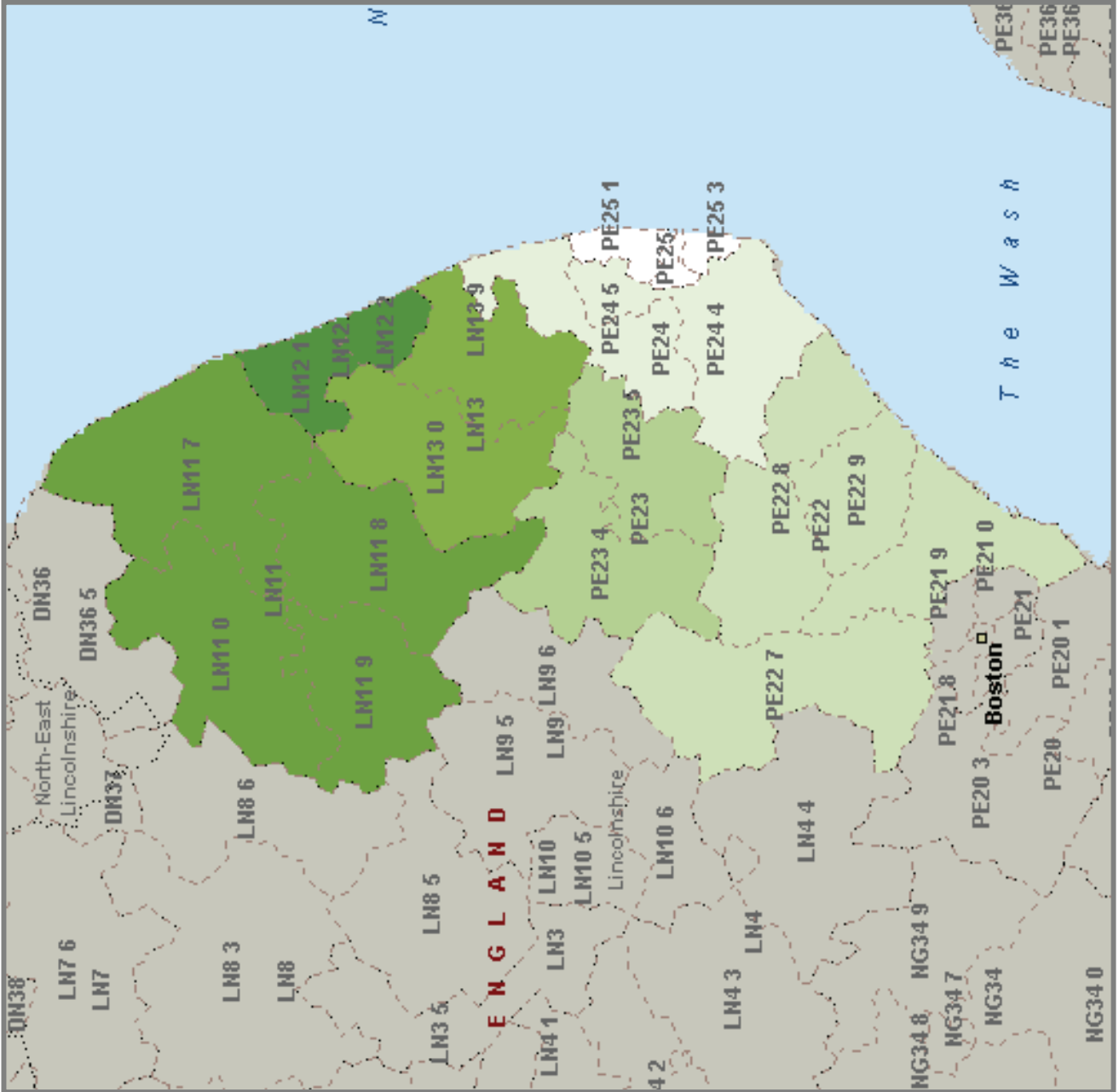
- Checking (Return to start of survey)
- Continue to end of survey

*If = 1, goto 'Intro'*

**Enter your initials to complete the survey**



## **APPENDIX TWO – MAP OF INTERVIEWING AREA**



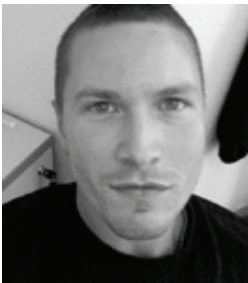
Zone	Post Codes
Zone 1	PE25
Zone 2	PE24
Zone 3	PE22
Zone 4	PE23
Zone 5	LN9
Zone 6	LN13
Zone 7	LN11
Zone 8	LN12



## RESEARCH TEAM

Research and Marketing have a number of associate consultants who act as advisors and are bought onto projects as and when their expertise is required:

- **David Harrison, Chairman:** David has been Company Chairman for over 30 years.
- **Sheila Jones, Group MD:** Full Member of the Market Research Society. Sheila is a founder director of Research and Marketing with overall responsibility for the company. She has wide experience of the administration of large scale research projects for both the public and commercial sectors.
- **Jane Foley, Company Director:** Jane joined Research and Marketing in 1985 after an early career in Education and was appointed Research Director in 1991. Jane acts in a consultant capacity on large scale Business to Business, Social and Political surveys.



### **Matt Swales: Research Director**

Matt heads up the Research Department at Research and Marketing. He ensures that we continue to deliver a high quality service to all our clients. Matt has over 10 years of research experience at International agencies in London. These include MORI, ECHO, NOP New Media and PwC Consulting (now IBM Business Consulting). He is a classic all-round researcher, very experienced with a range of qualitative and quantitative techniques. His specialisms include:

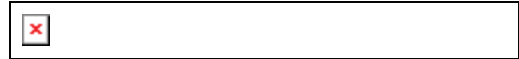
Group moderation: an experienced moderator and face-to-face interviewer with consumer, B2B and senior managerial audiences.

Large scale quantitative panels and tracking studies : including numerous international employees surveys, a large 'audience reaction' panel on behalf of S4C and a image, awareness and reputation study covering 30 countries in EMEA (Europe Middle East and Africa) for PwC Consulting.



### **Chris Owen: Senior Research Executive**

Chris joins R&M with 5 years B2B marketing & business development experience, having worked in product marketing management and business analysis roles for a large multinational company, and has proven ability to translate research findings into business growth. This commercial experience is coupled with 2 years research experience with Cardiff University in which he worked with SMEs to enable business development. Chris has managed many customer driven NPD projects and has developed wide experience of product testing, brand development, market testing and measuring campaign success. Has experience of both face-to-face & telephone interviews, and has conducted large scale depth interviews.



**Urmila Patel: Research Executive**

Urmila graduated in BA Honours in Business Administration in 1999 at The London Guildhall University. She then went onto work within the field department of two very large market research companies based in London. In early 2005 she then moved to Wales and joined Research and Marketing Ltd in October 2005.

Having over 5 years experience within the market research industry, Urmila has previously been involved in managing and costing ad-hoc and continuous research studies. These are in business, consumer, social, and financial sectors.



**Saadiah Rifin: Research Executive**

Saadiah graduated from the University of Glamorgan in 2004 and has been working within the Market Research sector for over 10 years. She has accumulated a vast knowledge of procedure, protocol and business ethics in the industry within this time.

Saadiah has experience with the project management of large scale CATI projects and has built on the fundamental skills gained by putting into practice the techniques learnt during her undergraduate studies. She has proven experience with questionnaire design and set up for a variety of projects, including consumer surveys, mystery shopping and B2B studies. She has been responsible for approving layouts and concise examination of discrepancies within questionnaires.



**Sioned Roberts: Research Executive**

Having impressed us with her considerable talents, Sioned is the latest addition to the team having recently graduated from the University of Wales. As a fluent Welsh speaker she is working on a number of qual and quant projects that are being conducted bilingually and has already impressed us with her natural ability as a project manager and moderator.