



Newcastle City Centre User Survey – 2016

Newcastle City Council are carrying out a survey about how people travel into the city centre and what they do when they are there. The study will be used to help improve the city centre for everyone who uses it.

This survey is ideally designed to be completed at, or following a visit to, Newcastle city centre.

The survey will not take long to complete and all of the information we collect will be kept securely and in the strictest confidence. It will not be possible to identify any particular individual from the results.

Everyone who takes part has the opportunity to be entered into a draw to win prizes including a bike and shopping vouchers.

2. And what type of transport will/did you use to travel to and from Newcastle city centre today? Please select your main form of transport. Again, please use an X to indicate your selection.

Car / van / lorry	
Bus	
Train	
Metro	
Taxi	
Bicycle	
Walk	
Coach	
Motorcycle / moped / scooter	
Other (please specify):	

What Determines Transport Choice

3. Why did you decide to use your chosen form of transport today, rather than another type? (Please select as many reasons as necessary).

Cheaper / less expensive	
Quicker	
More direct	
Had heavy bags / shopping to carry	
Travelling with children	
More relaxing / comfortable	
Easier / more convenient	
Safer	
Avoids parking difficulties	
Going to more than one place	
Only method possible	
Live very close by	
Need / enjoy exercise / healthy	
No car / can't drive	
Weather issues	
Don't know	
Other (please specify):	

Transport Mode Confirmation

- 4. Please reconfirm your chosen type of transport to/from the city centre today.**

Car		please continue
Public transport		please go to question 8
Cycle		please go to question 12
Other		please go to question 16

7. Are there any improvements you'd like to see to parking availability or Newcastle city centre accessibility? (If so, please specify).

PLEASE NOW GO TO QUESTION 16

11. Do you have access to a car or van that you could have used for your journey to Newcastle city centre today?

Yes but chose to use public transport	
No – no access to a car or van	
Prefer not to say	

PLEASE NOW GO TO QUESTION 16

14. Are there any improvements you'd like to see to cycle parking availability or city centre accessibility for cyclists? (If so, please specify).

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15. Do you have access to a car or van that you could have used for your journey to Newcastle city centre today?

Yes but chose to use a cycle	
No – no access to a car or van	
Prefer not to say	

Why People are Visiting Newcastle City Centre

16. Thank you for that information. We'd now like to find out what you are using the city centre for today/tonight. So what is the main reason for you coming to Newcastle city centre today/tonight?

Clothes shopping	
Food / grocery shopping	
Other non-food shopping	
Services (e.g. hairdresser, dry cleaners, Post Office, travel agent)	
To eat out - café / pub / restaurant	
Going to cinema, theatre, concert, leisure facility, etc.	
For a drink	
Meet friends / family	
Passing through	
Work in the city centre	
School / college / university	
Live in Newcastle City Centre	
Tourism	
Business	
Conference	
Other (please specify):	

17. And who are you visiting the city centre with today/tonight?

Self only	
One other adult	
Adult party	
Family party including children	
Non-family party including children	
Educational visit	
Other organised tour group	
Other (please specify):	

**18. What else do you intend to do today/tonight?
(please select as many as necessary).**

Clothes shopping	
Food / grocery shopping	
Other non-food shopping	
Services (e.g. hairdresser, dry cleaners, Post Office, travel agent)	
To eat out - café / pub / restaurant	
Going to cinema, theatre, concert, leisure facility, etc.	
For a drink	
Meet friends / family	
Passing through	
Work in the city centre	
School / college / university	
Live in Newcastle City Centre	
Tourism	
Business	
Conference	
Other (please specify):	

19. How long do you think your visit to Newcastle city centre will last today/tonight?

Less than 30 minutes	
30 minutes – just under 1 hour	
1 – less than 2 hours	
2 – less than 5 hours	
5 – less than 10 hours	
Staying overnight	
Don't know	

Shopping and Spend Habits

20. Please could you estimate how much money you will have spent by the end of today/tonight in the city centre on the following:

	Estimate £
Shopping	
Restaurants / café / pub / snacks	
Theatre / concert / cinema (include price of tickets bought in advance)	
Parking	
Other (please specify below)	

Other spend description:

21. On average, how much money do you think you spend per week in Newcastle city centre?

Under £10	
£10-49	
£50-99	
£100-249	
£250-500	
Over £500	

22. On average, has your overall weekly spend on shopping and other activities in Newcastle city centre changed in the last two years?

Significantly increased	
Slightly increased	
No change	
Slightly decreased	
Significantly decreased	

IF YOUR WEEKLY SPEND IN NEWCASTLE CITY CENTRE HAS NOT CHANGED PLEASE NOW GO TO QUESTION 24

Identifying Changes in Expenditure

23. Why have your spending habits changed?

Shop more online	
Shift to or from other centres	
Change in household income	
Free parking in evening/night	
Late night opening of shops	
Restaurant deals	
Other (please specify below)	

Improving Newcastle City Centre

24. Thank you. Just a few more questions now. We'd really like to know what, if anything, would make you come to Newcastle city centre more often? Please choose up to FIVE improvements from this list.

Better range of shops	
Improve shops / better quality shops	
Longer shop opening hours	
More leisure facilities, e.g. restaurants, bars, cinemas, etc.	
More pleasant / greener environment	
Cleaner streets	
Reduce pollution	
More public spaces	
Remove undesirable elements / more policing	
Less traffic	
Improve pedestrian environment	
More / easier parking	
Improved public transport services	
Improved cycle facilities	
Nothing	
Unsure	
Other (please specify):	

About You

Finally, some questions about you. These are used only to ensure that we have the views of a representative selection of city centre users, and to see if there are any differences in the views of people with different characteristics. Again, all information will be kept confidential and not passed on or used for any other purposes.

25. Your gender:

Male	
Female	

26. Is your gender identity the same as the gender you were assigned at birth?

Yes	
No	
Prefer not to say	

27. Which of the following best describes your age?

16 – 24	
25 – 39	
40 – 49	
50 – 64	
65 – 74	
75 or over	
Prefer not to say	

28. What is your ethnic origin?

White – British	
White – Irish	
Other White Background	
Mixed – White and Black Caribbean	
Mixed – White and Black African	
Mixed – White Asian	
Other mixed background	
Asian & Asian British – Indian	
Asian & Asian British – Pakistani	
Asian & Asian British – Bangladeshi	
Other Asian background	
Black or Black British – Caribbean	
Black or Black British – African	
Chinese	
Arab	
Prefer not to say	
Other (please specify):	

29. What is your sexual orientation?

Heterosexual/straight	
Gay woman/lesbian	
Gay man	
Bisexual	
Other	
Prefer not to say	

30. Do you have a long-standing illness, disability or infirmity?

Yes	
No	
Prefer not to say	

31. Which of the following best describes your working status?

Working full time (30+ hours a week)	
Working part time (less than 30 hours a week)	
A student	
Unemployed, but looking for work	
Unemployed and not looking for work	
Retired	
Looking after family and home	
Prefer not to say	
Other (please specify):	

32. How many people are there in your household, including yourself?

1	
2	
3	
4	
5	
6 or more	
Prefer not to say	

**33. What is your total gross annual household income?
 This is income from work and any other sources
 such as benefits and pensions, before deductions
 e.g. income tax, National Insurance?**

Under £5,000	
£5,000 to £9,999	
£10,000 to £14,999	
£15,000 to £19,999	
£20,000 to £24,999	
£25,000 to £34,999	
£35,000 to £49,999	
£50,000 to £74,999	
£75,000 to £99,999	
£100,000 or over	
Don't know	
Prefer not to say	

34. Finally, what is your postcode please. This will only be used to map where city centre users travel from. (if you live outside of the UK, then please enter your country).

35. If you'd like to be entered into our free prize draw please leave your name and telephone number. We will only contact you if you win, and we won't pass your details onto anyone else.

Your name:	
Your contact number or email address:	