

Data Profile:

Understanding and Enhancing the Community Value of Traditional Retail Markets in UK cities

Introduction

This data profile describes a dataset held by the CDRC which has been supplied by the project 'Understanding and Enhancing the Community Value of Traditional Retail Markets in UK cities' (Project Reference: ES/P010547/1) conducted by the University of Leeds, the Open University, the NMTF, and the New Economics Foundation. The dataset contains interview transcripts, workshop notes, and focus group transcripts that are applicable for qualitative analysis, and survey data that is applicable for statistical analysis. The qualitative dataset includes transcripts of interviews, workshops, and focus groups about the community value of Traditional Retail Markets (TRM); the context and particularities of Bury Market, Grainger Market, and Queen's Market; and the market users' everyday life experiences of these three markets. The quantitative dataset includes the responses of Bury Market, Grainger Market, and Queen's Market users regarding the economic, social, and cultural value of these markets from a user perspective. Supporting documentation for the qualitative data includes a Data listing, Information sheets, Consent forms, and Topic guides (Full list in the ReadMe file). Supporting documentation for the quantitative data includes Recruitment leaflets, Information sheets, Questionnaires, and Variables description (Full list in the ReadMe file). More information about the project can be found at <https://trmcommunityvalue.leeds.ac.uk/>.

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Scale and Extent

Field	Value
Data Provider	ESRC project 'Understanding and Enhancing the Community Value of Traditional Retail Markets in UK cities'
Analytical Units	TRM stakeholders and experts Individual market users Market user groups Traditional Retail Markets
Data Format	Rich Text Format files (rtf) Portable Document Format (pdf) Comma-Separated Values Format (csv)
Temporal Extent	Interviews: Jul 2018 – Jan 2020 Workshops: Sept 2018, Nov 2018, and Apr 2019 Focus groups: Jul 2019 Surveys: Mar – May 2019
Geographical Extent	Great Britain
Variables	178
Observations	Interviewees: 74 Workshop participants: 100 Focus group participants: 40 Survey participants: 1465

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Citation Information

The following statement should be included when citing the use of this dataset:

"The data for this research have been provided by the Consumer Data Research Centre, an ESRC Data Investment"

Data Classification and Access Summary

These data are classified as Controlled and are available only upon approved application. To make an initial application, please visit: <https://www.cdrc.ac.uk/data-services/using-our-data/>

Content

Novelty

- This is the first dataset that provides the opportunity to investigate and analyse, both qualitatively and quantitatively, the community value of Traditional Retail Markets (TRM) in the UK. Interview, workshop, focus group transcripts, and survey data provide insights into how TRM stakeholders, experts, and users conceive the functions and values of the UK market sector. In particular, the dataset puts forward the perspective of TRM users, which have not been generally studied in such numbers. The dataset also provides the opportunity to analyse quantitatively and qualitatively three case studies: Bury Market, Grainger Market, and Queen's Market.

Quality

- Qualitative data collection was conducted by the project's research team between July 2018 and April 2020.
- Interviews were conducted with key informants with TRM responsibilities at the UK local and national level, as well as with TRM international experts; workshops with market managers and traders were held as breakout sessions during the NABMA and NMFT annual conferences (September 2018 and April 2019 respectively); and the workshop with campaigners was organised by the research team in November 2018. (See below for the objectives of each set of semi-structured interviews).
- The research team developed a set of criteria to select three case study markets. These criteria stated that these three markets should be large enough to support a 500-customer survey, have strong economic, social, and cultural roles and serve a diversity of customers. The team also selected markets in which both the operator and traders were interested in and broadly supportive of the research.
- Survey design was undertaken by the research team, in consultation with Fieldwork Assistance, an independent market research agency. Survey piloting took place in January and February 2019. The final data collection was conducted on behalf of the University of Leeds by Fieldwork Assistance.
- Fieldwork Assistance collected data from up to 500 market users (denoting customers/visitors) in each market, capturing a representative sample in terms of age, gender, and ethnicity based on the best available data. At Bury Market, the survey was conducted over 30 days in March 2019; at Grainger Market, the survey was conducted over 15 days during March 2019; and at Queen's Market, the survey was conducted over 15 days during March and April 2019. Data collection was conducted across the full range of days and hours that each market is usually open.
- At Queen's Market, recruitment leaflets, information sheets, and the survey questionnaire were translated and interpreted into Bengali, Gujarati, and Urdu to secure the participation of Asian women

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who either did not speak English and/or would not otherwise have spoken in public to an unknown fieldworker at Queen's Market. Interviewers were accompanied by interpreters that were recruited through the support of a local community group in Newham.

- Gender, age, and ethnicity quotas were established to recruit survey participants as follows:
 - At Bury Market: Female: 70%, Male: 30%; 18-30 years: 10%, 31-49 years: 25%, 50-59 years: 15%, 60-69 years: 35%, 70+ years: 15%; White: 90%, Non-white: 20%.
 - At Grainger Market: Female: 70%, Male: 30%; 18-30 years: 15%, 31-49 years: 20%, 50-59 years: 10%, 60-69 years: 35%, 70+ years: 20%; White: 90%, Non-white: 20%.
 - At Queen's Market: Female: 70%, Male: 30%; 18-30 years: 5%, 31-49 years: 15%, 50-59 years: 30%, 60-69 years: 30%, 70+ years: 20%; White: 20%, Asian: 55%, Black: 25%.
- Focus group participants were recruited via the user surveys by asking people if they would be willing to take part in a focus group session.
- Two 90-minute focus groups were also organised at each case study market, with survey respondents from selected typically marginalised or vulnerable user groups, which wider academic research tells us benefit most from the community value of markets.
 - At Bury Market: one focus group was run with market users over 50 years old and a second focus group with market users living in relatively more deprived areas.
 - At Grainger Market: one focus group was run with market users over 50 years old and a second focus group with market users living in low-income neighbourhoods.
 - At Queen's Market: one focus group was run with female market users who described their ethnic group as Asian or Asian British and a second focus group with market users who described their ethnic group as Black or Black British.
- The data have been pseudonymised, anonymised and cleaned checked for ethical compliance and consistency by the project's research team as part of the data preparation process. This research obtained ethical approval from the University of Leeds: Ref: AREA 17-116.

Representation and Bias

- Qualitative data may have been subject to the participants' availability and the conditions in which interviews, workshop, and focus groups took place.
- The use of semi-structured interviews produced a rich qualitative dataset whose topics are not entirely homogeneous throughout the transcripts.
- The field research company ensured that the required quotas in terms of respondents' age, gender, and ethnicity were met. The data therefore reflect these quotas.
- Interpreters were used at Queen's Market to try and maximise participation from important customer sub-groups who may not speak English.
- The timing of survey administration was carefully managed to avoid school holidays and other times of year and events which could have resulted in atypical behaviours.
- Within each market, surveys were administered at different times of the day, different days of the week, and in various locations within each market in order to capture different customer types.

Related Datasets

[National Market Traders Federation](#)

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Interviews, workshops, and focus groups – Data files

File name	File description
WP1_WP2_semi_structured_interviews.zip	Transcribed interviews with key informants at UK level with Traditional Retail Markets (TRM) responsibilities (senior market managers, market trader organisations' senior staff, policy makers in government departments, academics, third sector and community organisations in areas of social inclusion, wellbeing, and urban planning) and TRM international experts. <i>Number of transcripts: 27</i>
WP2_workshops_notes.zip	Transcribed notes of workshops with TRM traders, managers, and campaigners. These workshops explore how traders, managers, and campaigners value and enhance the diverse benefits of TRM. <i>Number of transcripts: 6</i>
WP3_semi_structured_interviews.zip	Transcribed interviews with market managers, traders, and community groups to understand the context and particularities of three TRM: Bury Market, Grainger Market, and Queen's Market. <i>Number of transcripts: 29</i>
WP3_focus_groups.zip	Transcribed focus group discussions with market users of Bury Market, Grainger Market, and Queen's Market. These focus groups discussions explore the users' everyday life experiences of the markets to complement survey data (see below Data Files – Quantitative Study). <i>Number of transcripts: 6</i>

Surveys – Data Files

File name	File description
WP3_market_users_survey.zip	Spreadsheets containing the responses of survey participants at Bury Market, Grainger Market, and Queen's Market regarding the economic, social, and cultural value of these markets from a user perspective. <i>Number of files: 6</i>

Surveys - Field Level Metadata

PLEASE NOTE:

- Questionnaires were adapted to the contexts of Bury Market, Grainger Market, and Queen's Market. These changes concern variables q7, q8, and q32, and the variable's values in q18_1 to q18_43, q24_6, and q24_7, which include market-specific information. Changes are indicated as follows:
 - Square brackets and slashes have been used jointly in Description of Field to highlight these changes.
 - Slashes have been used in Values to highlight these changes. The first item always refers to Bury Market, the second one to Grainger Market, and the third one to Queen's Market unless otherwise stated.
- The corresponding variable descriptions for Bury Market, Grainger Market, and Queen's Market have been included in WP3_market_users_survey.zip. For more information, please refer to the Questionnaire in Supporting Documentation (WP3_Questionnaire_Survey_English.rtf).
- All blank cells in fields marked with an asterisk (*) represent missing data.
- Blank cells in the following fields are NOT missing data as they result from multiple choice or open questions: q3a, q5a, q6a to q6i, q9a, q10a, q11a, q14a, q15a, q18a, q24a, q25b, q27a, q29-q32, q38a, and q41a.

Field Name	Data Type	Description of Field	Values
q0_1	String	Participant ID	Participant ID
q1	Numeric	How long have you been coming to the market?	{1, First time today}{2, Less than 3 months}{3, 4 to 6 months}{4, 7 to 12 months}{5, 13 months - 2

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			years}{6, 3 - 5 years}{7, 6 - 10 years}{8, 11 - 20 years}{9, More than 20 years}
*q2	Numeric	How regularly do you visit the market?	{1, Every market day}{2, Several times a week}{3, Once a week}{4, 2-3 times a month}{5, Once a month}{6, Several times a year}{7, Once a year}{8, More rarely}
q3_1	Numeric	Who do you visit the market with? (Tick all that apply) - On my own	{1, On my own}
q3_2	Numeric	Who do you visit the market with? (Tick all that apply) - With friends	{1, With friends}
q3_3	Numeric	Who do you visit the market with? (Tick all that apply) - With family	{1, With family}
q3_4	Numeric	Who do you visit the market with? (Tick all that apply) - With work colleagues	{1, With work colleagues}
q3_5	Numeric	Who do you visit the market with? (Tick all that apply) - Other	{1, Other}
q3a	String	Please specify:	{None} Free text. Specifies 'Other' in q3:5
*q4	Numeric	How long do you spend at the market?	{1, 1-30 minutes}{2, 31-60 minutes}{3, 61-90 minutes}{4, 91-120 minutes}{5, More than 120 minutes}
q5_1	Numeric	How did you travel to the market today (tick all that apply) - Train	{1, Train}
q5_2	Numeric	How did you travel to the market today (tick all that apply) - Bus	{1, Bus}
q5_3	Numeric	How did you travel to the market today (tick all that apply) - Coach	{1, Coach}
q5_4	Numeric	How did you travel to the market today (tick all that apply) - Walked	{1, Walked}
q5_5	Numeric	How did you travel to the market today (tick all that apply) - Bike	{1, Bike}
q5_6	Numeric	How did you travel to the market today (tick all that apply) - Car	{1, Car}
q5_7	Numeric	How did you travel to the market today (tick all that apply) - Taxi	{1, Taxi}
q5_8	Numeric	How did you travel to the market today (tick all that apply) - Tram	{1, Tram}
q5_9	Numeric	How did you travel to the market today (tick all that apply) - Other	{1, Other}
q5a	String	Please specify:	{None} Free text. Specifies 'Other' in q5:9
q6a	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) To shop	{1, 1}{2, 2}{3, 3}
q6b	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) To eat	{1, 1}{2, 2}{3, 3}
q6c	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) For leisure	{1, 1}{2, 2}{3, 3}
q6d	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) To attend an event or activity	{1, 1}{2, 2}{3, 3}
q6e	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) To use the facilities	{1, 1}{2, 2}{3, 3}
q6f	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) For advice or information	{1, 1}{2, 2}{3, 3}
q6g	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) N/A	{1, 1}{2, 2}{3, 3}
q6h	Numeric	What are your top three reasons for visiting the market? (rank 1 to 3) Other	{1, 1}{2, 2}{3, 3}
q6i	String	Please specify:	{None} Free text. Specifies 'Other' in q6h
*q7	Numeric	Is the market the main reason for your visit to [Bury town / Newcastle town / Upton Park and Green Street] today?	{1, Yes}{2, No}
*q8	Numeric	Are you visiting any other shops, cafes or amenities in [Bury town / Newcastle town / Upton Park and Green Street] today?	{1, Yes}{2, No}

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*q9	Numeric	How much money will you be spending outside the market today?	{1, Nothing}{2, £0.01 - £5}{3, £5.01 - £10}{4, £10.01 - £20}{5, £20.01 - £30}{6, £30.01 - £40}{7, £40.01 - £50}{8, £50.00 - £75}{9, £75.01 - £100}{10, £100.01 - £150}{11, More than £150}
q9a	String	Please specify:	{None} Free text. Specifies 'Other' in q9
q10_1	Numeric	What do you buy at the market in terms of food and drink? - Fruit / Vegetables	{1, Fruit / Vegetables}
q10_2	Numeric	What do you buy at the market in terms of food and drink? - Fish / Meat	{1, Fish / Meat}
q10_3	Numeric	What do you buy at the market in terms of food and drink? - Bread / Cakes	{1, Bread / Cakes}
q10_4	Numeric	What do you buy at the market in terms of food and drink? - Delicatessen / Chilled (e.g. cheese, cured meat)	{1, Delicatessen / Chilled (e.g. cheese, cured meat)}
q10_5	Numeric	What do you buy at the market in terms of food and drink? - Sweets	{1, Sweets}
q10_6	Numeric	What do you buy at the market in terms of food and drink? - Other groceries	{1, Other groceries}
q10_7	Numeric	What do you buy at the market in terms of food and drink? - Prepared food and/or drink from cafes and food stalls	{1, Prepared food and/or drink from cafes and food stalls}
q10_8	Numeric	What do you buy at the market in terms of food and drink? - Nothing	{1, Nothing}
q10_9	Numeric	What do you buy at the market in terms of food and drink? - Other	{1, Other}
q10a	String	Please specify:	{None} Free text. Specifies 'Other' in q10:9
*q11	Numeric	How much do you spend on food and drink when visiting the market?	{1, Nothing}{2, £0.01 - £5}{3, £5.01 - £10}{4, £10.01 - £20}{5, £20.01 - £30}{6, £30.01 - £40}{7, £40.01 - £50}{8, £50.00 - £75}{9, £75.01 - £100}{10, £100.01 - £150}{11, More than £150}
q11a	String	Please specify:	{None} Specifies 'Other' in q11
*q12	Numeric	What proportion of your shopping for food and drink do you do at the market?	{1, All at the market}{2, Mainly at the market}{3, Half at the market}{4, A little at the market}{5, None at the market}
*q13	Numeric	On a scale of 1 (poor) to 10 (excellent), how would you rate the price and quality of the food and drink on sale at the market?	{1, 1}{2, 2}{3, 3}{4, 4}{5, 5}{6, 6}{7, 7}{8, 8}{9, 9}{10, 10}
q14_1	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - None	{1, None}
q14_2	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Textiles	{1, Textiles}
q14_3	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Clothing	{1, Clothing}
q14_4	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Footwear	{1, Footwear}
q14_5	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Bags and Accessories	{1, Bags and Accessories}
q14_6	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Jewellery and watches	{1, Jewellery and watches}
q14_7	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Healthcare and Beauty	{1, Healthcare and Beauty}
q14_8	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Books, Magazines and Stationery	{1, Books, Magazines and Stationery}

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q14_9	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Arts, Crafts and Gifts	{1, Arts, Crafts and Gifts}
q14_10	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Entertainment / Communications	{1, Entertainment / Communications}
q14_11	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Electrical Goods	{1, Electrical Goods}
q14_12	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - General Household Goods	{1, General Household Goods}
q14_13	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Flowers and Plants	{1, Flowers and Plants}
q14_14	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Pet Supplies	{1, Pet Supplies}
q14_15	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Post Office	{1, Post Office}
q14_16	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Hairdresser/barber	{1, Hairdresser/barber}
q14_17	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Beautician/nail bar	{1, Beautician/nail bar}
q14_18	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Cobbler	{1, Cobbler}
q14_19	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Clothes alteration	{1, Clothes alteration}
q14_20	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - Key cutting	{1, Key cutting}
q14_21	Numeric	Besides food and drink, what other goods do you buy at the market and which services do you use? (tick all that apply) - 'Click and collect'	{1, 'Click and collect'}
q14a	String	Please specify:	{None} Free text. Specifies 'Other' in q14
*q15	Numeric	How much do you spend on other goods and services when visiting the market?	{1, Nothing}{2, £0.01 - £5}{3, £5.01 - £10}{4, £10.01 - £20}{5, £20.01 - £30}{6, £30.01 - £40}{7, £40.01 - £50}{8, £50.00 - £75}{9, £75.01 - £100}{10, £100.01 - £150}{11, More than £150}
q15a	String	Please specify:	{None} Specifies 'Other' in q15
*q16	Numeric	On a scale of 1 (poor) to 10 (excellent), how would you rate the price and quality of the other goods and services on sale at the market?	{1, 1}{2, 2}{3, 3}{4, 4}{5, 5}{6, 6}{7, 7}{8, 8}{9, 9}{10, 10}
*q17	Numeric	Do you buy anything at the market that you couldn't buy elsewhere?	{1, Yes}{2, No}
q18_1	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Shuttleworth Ramsbottom} / {1, Aldi Dunston Gateshead} / {1, Aldi (Any)}
q18_2	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Fernhill Bury} / {1, Aldi Whickham} / {1, Asda Leyton Mills}
q18_3	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Kemp Street Rhodes Middleton} / {1, Aldi Fenham Newcastle Upon Tyne} / {1, Asda Beckton}
q18_4	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Eastway Rhodes Middleton} / {1, Aldi Kenton Newcastle Upon Tyne} / {1, Asda Barking}
q18_5	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Prestwich Manchester} / {1, Aldi Central Gateshead Gateshead} / {1, Asda (Other)}
q18_6	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Whitefield Manchester} / {1, Aldi Walker Newcastle Upon Tyne} / {1, B&M (Any)}
q18_7	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Heywood} / {1, Aldi (Other)} / {1, Co-Op (Any)}

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q18_8	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Tottington Bury} / {1, Asda Gateshead Supercentre} / {1, Farmfoods (Any)}
q18_9	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi (Other)} / {1, Asda Felling} / {1, Heron Foods (Any)}
q18_10	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Aldi Breightmet Bolton} / {1, Asda Gosforth} / {1, Iceland/The Food Warehouse (Any)}
q18_11	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Asda Bury Marketside} / {1, Asda Byker} / {1, Lidl East Ham}
q18_12	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Asda Pilsworth} / {1, Asda (Other)} / {1, Lidl Beckton}
q18_13	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Asda Radcliffe} / {1, B&M (Any)} / {1, Lidl Barking}
q18_14	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Asda (Other)} / {1, Co-Op (Any)} / {1, Lidl Stratford}
q18_15	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, B&M (Any)} / {1, Farmfoods (Any)} / {1, Lidl Ilford}
q18_16	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Co-Op (Any)} / {1, Heron Foods (Any)} / {1, Lidl (Other)}
q18_17	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Farmfoods (Any)} / {1, Iceland/The Food Warehouse (Any)} / {1, M&S Stratford City}
q18_18	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Heron Foods (Any)} / {1, Lidl Benwell Newcastle Upon Tyne} / {1, M&S Ilford}
q18_19	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Iceland/The Food Warehouse (Any)} / {1, Lidl Walker Newcastle Upon Tyne} / {1, M&S (Other)}
q18_20	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Lidl Seddons Farm Bury} / {1, Lidl Fenham Newcastle Upon Tyne} / {1, Morrisons Stratford}
q18_21	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Lidl Radcliffe} / {1, Lidl (Other)} / {1, Poundland (Any)}
q18_22	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Lidl (Other)} / {1, M&S Metro Centre} / {1, Sainsburys Stratford}
q18_23	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, M&S Bury The Rock} / {1, M&S Newcastle} / {1, Sainsburys East Ham}
q18_24	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, M&S (Other)} / {1, M&S (Other)} / {1, Sainsburys Beckton}
q18_25	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Morrisons Shuttleworth Ramsbottom} / {1, Morrisons Fenham Newcastle Upon Tyne} / {1, Sainsburys Ilford}
q18_26	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Morrisons Top O Th Brow Bolton} / {1, Morrisons Byker Newcastle Upon Tyne} / {1, Sainsburys (Other)}
q18_27	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Morrisons Breightmet Bolton} / {1, Morrisons (Other)} / {1, Tesco Bromley By Bow}
q18_28	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Morrisons Whitefield Manchester} / {1, Sainsburys Gosforth} / {1, Tesco Barking}
q18_29	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Morrisons Heywood} / {1, Sainsburys Heaton} / {1, Tesco Extra Gallions Reach Way}
q18_30	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Morrisons (Other)} / {1, Sainsbury's (Other)} / {1, Tesco Metro Plaistow Metro}
q18_31	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Sainsburys Heaton Park} / {1, Tesco Gateshead Trinity Square Extra} / {1, Tesco (Other)}
q18_32	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Sainsbury' (Other)} / {1, Tesco Newcastle Upon Tyne Jesmond Metro} / {1, Waitrose Stratford City}
q18_33	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Tesco Bury} / {1, Tesco Newcastle Eldon Square Metro} / {1, Waitrose (Other)}
q18_34	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Tesco Prestwich} / {1, Tesco (Other)} / {1, Local independent grocers/butchers/bakers etc.}
q18_35	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Tesco Metro Ramsbottom} / {1, Waitrose Eldon Square} / {1, Other markets (including farmers markets)}
q18_36	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Tesco Bolton Little Lever} / {1, Waitrose (Other)} / {1, Veg box schemes}
q18_37	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Tesco (Other)} / {1, Local independent grocers/butchers/bakers etc.} / {1, Online}
q18_38	Numeric	Where else besides this market do you frequently shop for food and drink?	{1, Waitrose (Any)} / {1, Other markets (including farmers markets)} / {1, Other}

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q18_39	Numeric	Where else besides this market do you frequently shop for food and drink?	(Only Bury and Grainger) {1, Local independent grocers/butchers/bakers etc.} / {1, Veg box schemes}
q18_40	Numeric	Where else besides this market do you frequently shop for food and drink?	(Only Bury and Grainger) {1, Other markets (including farmers markets)} / {1, Online}
q18_41	Numeric	Where else besides this market do you frequently shop for food and drink?	(Only Bury and Grainger) {1, Veg box schemes} / {1, Other}
q18_42	Numeric	Where else besides this market do you frequently shop for food and drink?	(Only Bury) {1, Online}
q18_43	Numeric	Where else besides this market do you frequently shop for food and drink?	(Only Bury) {1, Other}
q18a	String	Please specify:	{None} Free text. Specifies 'Other' in q18:43 / q18:41 / q18:38
*q19	Numeric	Do you shop online for food and drink?	{1, Yes}{2, No}
*q20	Numeric	Do you shop online for other goods?	{1, Yes}{2, No}
q21a	Numeric	I'm firstly going to ask about how you feel when you visit the market. How much do you agree or disagree with the following statements? At the market... I feel safe	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
q21b	Numeric	I'm firstly going to ask about how you feel when you visit the market. How much do you agree or disagree with the following statements? At the market... I feel welcome	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q21c	Numeric	I'm firstly going to ask about how you feel when you visit the market. How much do you agree or disagree with the following statements? At the market... I feel less lonely	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
q21d	Numeric	I'm firstly going to ask about how you feel when you visit the market. How much do you agree or disagree with the following statements? At the market... I feel like I belong	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q22a	Numeric	Thinking about traders at the market, how much you agree or disagree with the following statements? At the market... I tend to visit the same traders [don't ask first-time visitors]	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q22b	Numeric	Thinking about traders at the market, how much you agree or disagree with the following statements? At the market... I share news or information with traders	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q22c	Numeric	Thinking about traders at the market, how much you agree or disagree with the following statements? At the market... I have received help or assistance from traders, for example storing bags or accepting late payment	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q22d	Numeric	Thinking about traders at the market, how much you agree or disagree with the following statements? At the market... I have interacted with traders from different ethnic or cultural backgrounds to my own	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q23a	Numeric	Thinking about other customers at the market, how much you agree or disagree with the following statements? At the market... I bump into people I know	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q23b	Numeric	Thinking about other customers at the market, how much you agree or disagree with the following statements? At the market... I arrange to meet people I know	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q23c	Numeric	Thinking about other customers at the market, how much you agree or disagree with the following statements? At the market... I talk to people I don't know	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q23d	Numeric	Thinking about other customers at the market, how much you agree or disagree with the following statements? At the market... I have received help or advice from other customers (or vice versa)	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}

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*q23e	Numeric	Thinking about other customers at the market, how much you agree or disagree with the following statements? At the market... I have interacted with customers from different ethnic or cultural backgrounds to my own	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
q24_1	Numeric	Do you make use of any of the following facilities on a typical visit to the market? - Toilets	{1, Toilets}
q24_2	Numeric	Do you make use of any of the following facilities on a typical visit to the market? - Benches or public seating area	{1, Benches or public seating area}
q24_3	Numeric	Do you make use of any of the following facilities on a typical visit to the market? - Charity, public sector, or other information stalls	{1, Charity, public sector, or other information stalls}
q24_4	Numeric	Do you make use of any of the following facilities on a typical visit to the market? - Market noticeboard	{1, Market noticeboard}
q24_5	Numeric	Do you make use of any of the following facilities on a typical visit to the market? - Market office	{1, Market office}
q24_6	Numeric	Do you make use of any of the following facilities on a typical visit to the market?	{1, Other} / {1, Weigh House} / {1, Other}
q24_7	Numeric	Do you make use of any of the following facilities on a typical visit to the market?	(Only Grainger) {1, Other}
q24a	String	Please specify:	{None} Free text. Specifies 'Other' in q24:6 / q24:7 / q24:6
*q25	Numeric	Have you ever attended any events or activities at the market?	{1, Yes}{2, No}
q25a_1	Numeric	If so, which? (show card; tick all that apply) - Activities for families and children	{1, Activities for families and children}
q25a_2	Numeric	If so, which? (show card; tick all that apply) - Evening activities	{1, Evening activities}
q25a_3	Numeric	If so, which? (show card; tick all that apply) - Events to celebrate Christmas, Easter, Divali or other religious festivals	{1, Events to celebrate Christmas, Easter, Divali or other religious festivals}
q25a_4	Numeric	If so, which? (show card; tick all that apply) - Charity fundraisers	{1, Charity fundraisers}
q25a_5	Numeric	If so, which? (show card; tick all that apply) - Community / voluntary meetings or activities	{1, Community / voluntary meetings or activities}
q25a_6	Numeric	If so, which? (show card; tick all that apply) - Other	{1, Other}
q25b	String	Please specify:	{None} Specifies 'Other' in q25a:6
*q26a	Numeric	How much do you agree or disagree with the following statements about the market (show card)? It provides access to affordable, quality fresh food	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q26b	Numeric	How much do you agree or disagree with the following statements about the market (show card)? It provides access to a wide range of other affordable goods and services	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q26c	Numeric	How much do you agree or disagree with the following statements about the market (show card)? It is a community hub	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q26d	Numeric	How much do you agree or disagree with the following statements about the market (show card)? It is an open and welcoming space for all	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q26e	Numeric	How much do you agree or disagree with the following statements about the market (show card)? It is an important part of the local identity	{1, Strongly Agree}{2, Agree}{3, Neither Agree nor Disagree}{4, Disagree}{5, Strongly disagree}
*q27	Numeric	Are there any changes you would like to see at the market?	{1, Yes}{2, No}
q27a	String	If Yes, what are they?	{None} Free text
*q28a	Numeric	How important is this market and these other amenities to you? Library	{1, Very important}{2, Important}{3, Fairly important}{4, Slightly important}{5, Not important}

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*q28b	Numeric	How important is this market and these other amenities to you? Park	{1, Very important}{2, Important}{3, Fairly important}{4, Slightly important}{5, Not important}
*q28c	Numeric	How important is this market and these other amenities to you? This market	{1, Very important}{2, Important}{3, Fairly important}{4, Slightly important}{5, Not important}
*q28d	Numeric	How important is this market and these other amenities to you? High street / Shopping centre / Supermarket	{1, Very important}{2, Important}{3, Fairly important}{4, Slightly important}{5, Not important}
*q28e	Numeric	How important is this market and these other amenities to you? Pub /Cafe / Restaurant	{1, Very important}{2, Important}{3, Fairly important}{4, Slightly important}{5, Not important}
q29	String	What would you miss about this market if it wasn't here anymore?	{None} Free text
q30	String	What impact would it have on you if this market wasn't here anymore?	{None} Free text
q31	String	Would you use another market instead? Which?	{None} Free text
q32	String	Is there anything else you would like to tell us about [Bury Market / Grainger Market / Queen's Market]?	{None} Free text
*q33	String	What is your home postcode? (Please record full postcode)	Postcode
*q34	Numeric	What age band are you in? (show card)	{1, 18-24}{2, 25-29}{3, 30-39}{4, 40-49}{5, 50-59}{6, 60-69}{7, 70-79}{8, 80+}{9, Prefer not to say}
*q35	Numeric	Are you...?	{1, Male}{2, Female}{3, Prefer not to say}
*q36	Numeric	Which of these best describes your ethnic group? (show card)	{1, White British/White Irish/White Other}{2, Asian or Asian British Indian}{3, Asian or Asian British Pakistani/Bangladeshi}{4, Black or Black British ethnic groups}{5, Mixed/multiple ethnic groups}{6, Other ethnic groups}{7, Prefer not to say}
*q37	Numeric	How long have you lived in the UK?	{1, Born here}{2, 1 year or less}{3, 2 to 5 years}{4, 6 to 10 years}{5, 11 - 25 years}{6, More than 25 years}{7, Prefer not to say}
*q38	Numeric	Which of the following best describes your situation? (show card)	{1, In paid work full-time}{2, In paid work part-time (30 hours or less per week)}{3, Looking for work/unemployed}{4, Retired}{5, A student}{6, Long-term sick or disabled}{7, Looking after home or family}{8, Prefer not to say}{9, Other}
q38a	String	Please specify:	{None} Specifies 'Other' in q38
*q39	String	Can you tell me the occupation of the main salary earner in your household?	{None} Free text
*q40	Numeric	SEG - Interviewer - Please code below	{1, A}{2, B}{3, C1}{4, C2}{5, D}{6, E}{7, Prefer not to say}
*q41	Numeric	What type of household do you live in?	{1, I live on own}{2, I live with just my spouse/partner}{3, I live on my own with my children}{4, I live with spouse/partner and with children}{5, I live in some other type of household}{6, Prefer not to say}
q41a	String	Please specify:	{None} Specifies 'Other' in q41
*q41b	Numeric	Are they under 16, 16 and over, or some under and some over 16?	{1, all under 16}{2, or some 16+}{3, or all 16+}
*q42	Numeric	Do you own or have access to a car?	{1, Yes}{2, No}

