

Discover Aylsham: Readers questionnaire

The Aylsham Town Team are keen to find out more about your shopping habits. Please take a few minutes to fill in the questionnaire below to be in with a chance of winning one of three £50 vouchers. You can also complete the form online by going to <http://tolu.na/12oZzi1> or visiting the Just Aylsham or Discover Aylsham facebook pages.

1. What is your age?

2. What is your gender?

M F

3. Where do you live?

Eg. Aylsham, Cawston etc

4. How often do you use Aylsham town centre for shopping?

Daily Once a month
 More than once a week Occasionally
 Weekly Never

Other, please specify

5. Where do you shop in Aylsham?

Market Place Penfold Street
 Tesco At the market
 Red Lion Street Norwich Road
 N/A

Other, please specify

6. What is the main purpose of your shop in Aylsham?

Grocery shopping
 Comparison shopping (white goods, clothes, gifts etc)
 Using a service (bank, hair cut, post office etc)
 N/A

Other, please specify

7. Roughly how long do you spend on average in the town centre when you visit?

0-10 minutes Over 2 hours
 10 minutes to 1 hour N/A
 1 to 2 hours

8. In a typical week, roughly how much do you spend on your shopping (not just within Aylsham)?

Less than £25 £51-£100
 £26-£50 Over £100

9. Roughly what proportion of your weekly spend do you spend in independent shops in Aylsham?

0% 26%-50%
 1-10% 51-75%
 11-25% 76-100%

10. If you shop in Aylsham, why do you do so?

Eg. Emergency, forgotten something, convenience etc

11. Where else do you do your shopping? Please tick all that apply.

Dereham North Walsham
 Norwich Cromer
Other, please specify Online

12. If you drive into the town, which car park do you use?

Please tick all that apply.

Burgh Road On Street
 Buttsland Bure Valley
 Market Place N/A

13. What three things do you like most about shopping in the town?

1.
2.
3.

14. What three things do you like least about shopping in the town?

1.
2.
3.

15. What three things could be done that would mean you do more of your shopping in Aylsham?

1.
2.
3.

16. If you thought many of the shops in the town centre might close and not be replaced, would you use it more?

Yes No

Thank you for taking the time to complete this survey, the information you have provided is very important. **All forms submitted by 7th July 2013 will be entered in to the prize draw.** The vouchers will be valid in any shop that is a member of the ABEF. Please post this form to Lee Todd at Just Regional Publishing, PO Box 1321, Norwich, NR11 6XP or put it in one of the collection boxes located at: Boxes and Bags of Fun, Red Lion Street, Aylsham; Barnwells, Market Place, Aylsham or Broadland District Council offices, Thorpe Lodge 1 Yarmouth Rd, Norwich, Norfolk NR7 0DU.

To enter the prize draw please provide us with contact details below.

Name:

Telephone no:

Email: