



## Questionnaire

2020 Edition

Where do you live?

Goodworth Clatford   Upper Clatford   Anna Valley   Andover   Other

How important is it in retaining the village store and post office to you, on a scale of 1-10?

1.   2.   3.   4.   5.   6.   7.   8.   9.   10  
Not important   Vital

Please tell us how frequently you visit the Village Store?

Daily   2-3 times per week   Once per week   Infrequently   Never

What time of day do you usually visit? Early morning   Morning   Lunchtime   Afternoon   Early Evening   Never

If you do not visit the Village Store is it due to: (Circle all that apply.)

Opening hours   Product price   Desired items not in stock   Not aware of what is available   Convenience   Other

Please indicate the purpose of your visits. (Circle all that apply.)

Top up essentials   Gifts/cards   Post Office   Luxury food items   Cake/biscuits etc   Newspapers   Fresh Fruit & Veg   Lunch  
Fresh local Meat   Local produce   Dry Cleaning   Wine & beer   Toys/Children's gifts   Confectionary   Bakery

On Average how much do you spend per visit in the village shop?

£5 or less   £5 - £10   £10 - £20   £20 - £30   £30 - £40   £40 +

Would you be interested in visiting the store more frequently, if there was an outdoor sales area?

Yes   No   Maybe   Would not affect my visit

Are there any items that you would like to see stocked, to bring you to the shop more frequently?

How Competitively priced do you think the items in the shop are?

Good value   Competitively priced   Appropriately priced   Over-priced   Too expensive

Please rate the village store on the following: (1- poor, 2- Below average, 3-Average, 4-Good, 5-Excellent)

The store offers an efficient service	1	2	3	4	5
The store assistants are friendly and welcoming	1	2	3	4	5
The store offers advice and promotes products	1	2	3	4	5
The store is well laid out and easy to find the items that are needed	1	2	3	4	5
The store is well stocked and provides a wide range of items	1	2	3	4	5
The store is advertised and promoted well	1	2	3	4	5

How important is it to you, that the store sources local produce?

1.   2.   3.   4.   5.   6.   7.   8.   9.   10  
Not important   Vital

How well is the store advertised and promoted? (1- poor, 2- Below average, 3-Average, 4-Good, 5-Excellent)

1.   2.   3.   4.   5.

Would you be interested in joining Coffee morning, social and tasting events?

Yes   No

**Where do you most frequently find out about Store updates, promotions and events?**

Store window   Store noticeboard   Store website   Store Facebook   Store Instagram   Parish magazine  
Word of mouth   other   I am usually unaware of updates

**Would you consent to receiving information about shop events, offers and promotions via e-mail?**

E-mail: \_\_\_\_\_

**Would you be interested in volunteering in the shop or joining one of the organising committees?**

Name: \_\_\_\_\_ Tel: \_\_\_\_\_

**Do you have any further comments or suggestions that would help us improve our village store?**

**Please return your questionnaire to the collection box at the Village Store or e-mail if you would prefer to: [clatfordsvillagestore.org.net](mailto:clatfordsvillagestore.org.net) by 14th December 2020.**



**May we take this opportunity to thank you for taking the time to complete our questionnaire, your opinions are very important to us.**

**As a thank you, your details will be automatically entered in a prize draw, where you could be the lucky winner of a £50 voucher, to redeem in our store!**