

LONG MELFORD PARISH PLAN - VISITOR QUESTIONNAIRE

	total	%
How did you hear about Long Melford?		
live locally	35	41%
friends	30	35%
other	13	15%
tourist info	7	8%
website	1	1%
Where are you from		
rest of Suffolk/Essex	30	35%
elsewhere UK	27	32%
surrounding villages	22	26%
overseas	7	8%
How often do you visit Long Melford?		
occasionally	30	35%
regularly	28	33%
first visit	14	16%
rarely	14	16%
How did you travel to Long Melford?		
car	82	96%
bus	2	2%
walk	1	1%
coach	0	0%
cycle	0	0%
What is the purpose of your visit today?		
luxury/clothes shopping	31	36%
visiting attractions	22	26%
meal/drinks	14	16%
visiting friends/relatives	13	15%
everyday/food shopping	11	13%
walking	7	8%
special event	6	7%
PO	4	5%
other	4	5%
Dr/dentist/vet	2	2%
using non retail business	1	1%
Did you find parking satisfactory?		
yes	76	89%
no	4	5%

Positive comments

very nice village	20
no parking charges/good parking near shops	8
village should remain as it is	7
good variety shops	6
no Tesco - great	1
good events	1
better signage	1
amazing church	2
keep PO	1

Negative comments

too much/fast traffic	3
lack of shops open Bank Hols/Sunday	3
parking difficult	3
tea rooms/cafes needed	2
church parking	2
Greene King monopoly of pubs	2
cease having fairs/circus	2
empty shops	1
more seats/flowers needed	2
more litter bins	1
better signage needed	1