

1. Which of the following shops and services do you use regularly in [place]? (tick as many as necessary)

☐ Small convenience shops	☐ Clothes shops	☐ Gift shops
☐ Book shops	☐ Café/restaurant	☐ Bank/post office
☐ Supermarket	☐ Specialist food retailers	☐ Charity shops

2. I can generally get everything I need by shopping in [place].

☐ strongly agree	☐ agree	☐ neither	☐ disagree	☐ strongly disagree	☐ don't know
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3. Choose up to three words that describe the health of [place]'s high street.

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4. What is the best thing about shopping in [place]'s high street and why?

5. Rank the following age groups according to the likelihood of [place] suiting their retail needs.

1 = least likely to suit 5 = most likely to suit

☐ Parents of young children	☐ Teenagers
☐ 20-35 years	☐ 36-65 years
☐ Retirees	