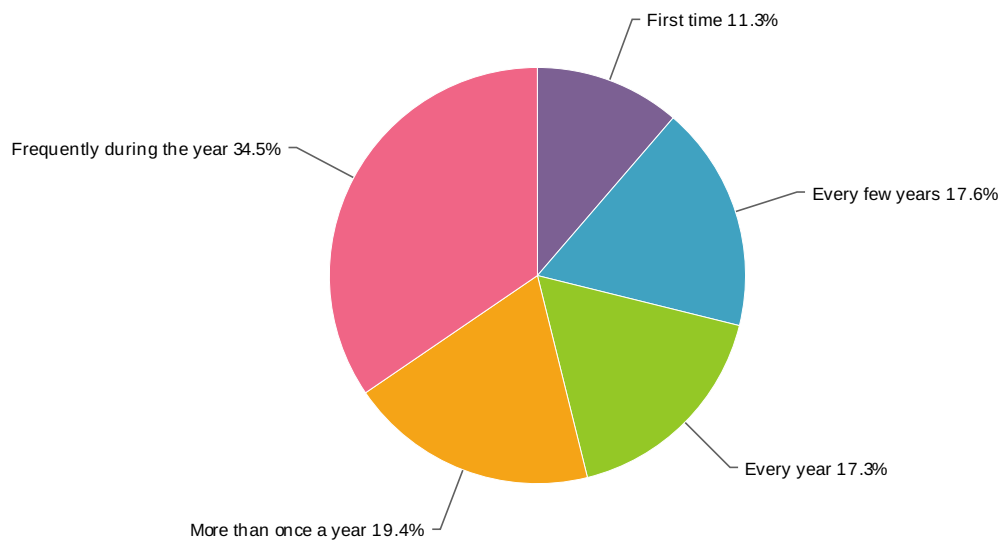


Summary Report

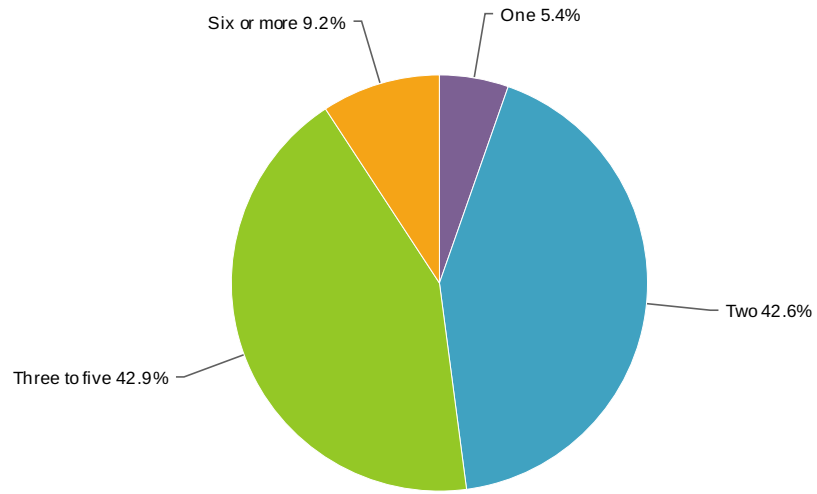
Survey: Visitor Survey

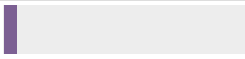


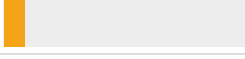
1. How often do you visit Aldeburgh?



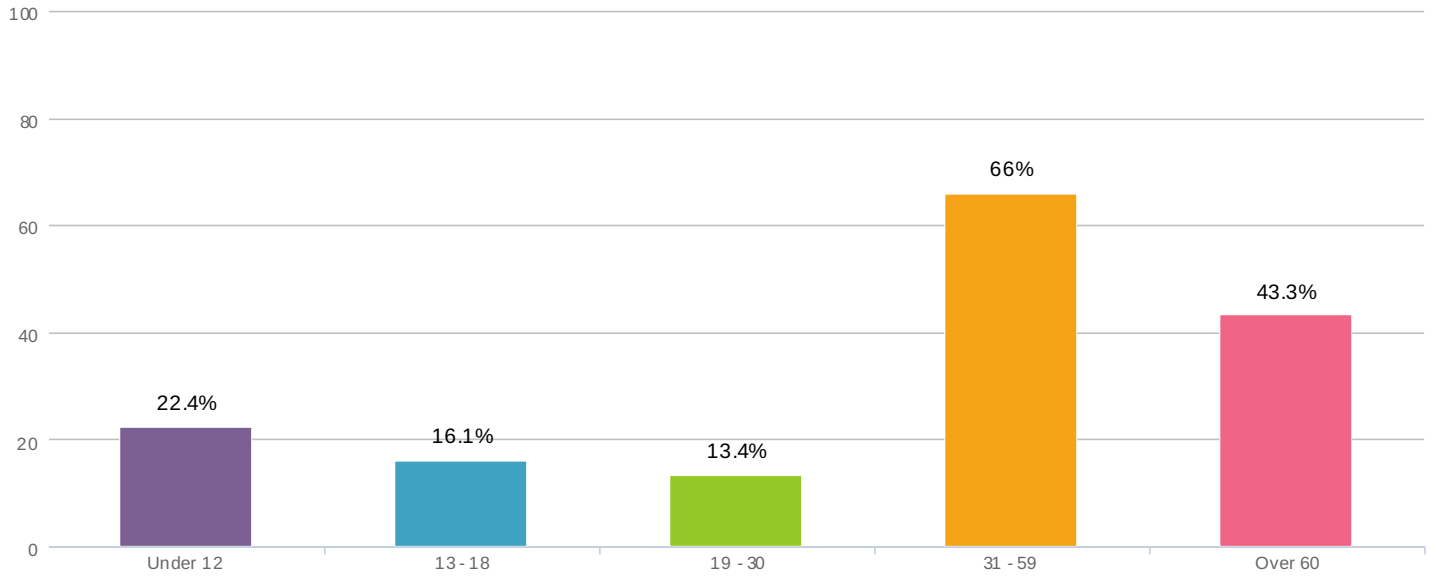
First time	11.3%		38
Every few years	17.6%		59
Every year	17.3%		58
More than once a year	19.4%		65
Frequently during the year	34.5%		116
Total			336






2. How many people usually make up your party



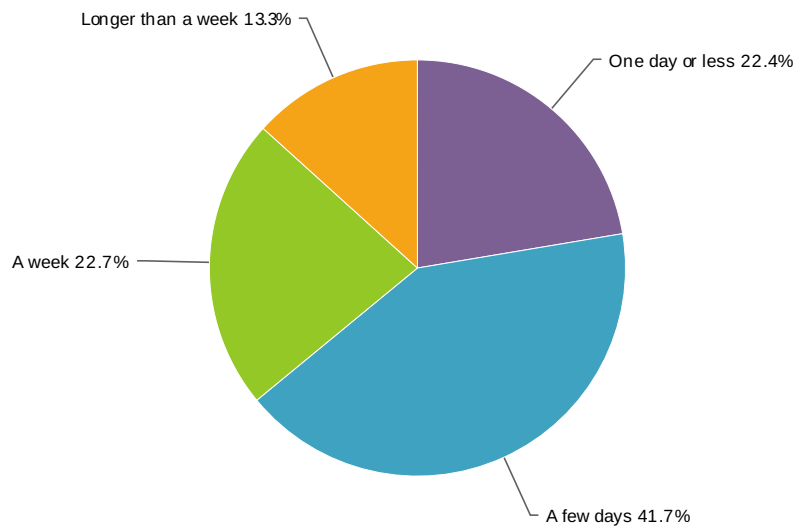
One	5.4%		18
Two	42.6%		143
Three to five	42.9%		144
Six or more	9.2%		31
Total			336

3. In what age bracket do they typically fall?



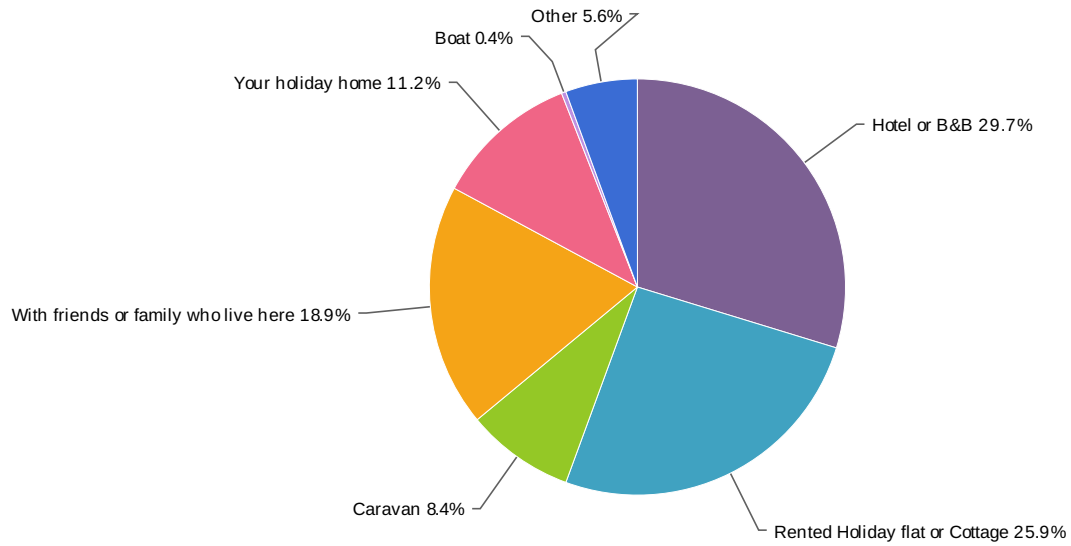
Under 12	22.4%		75
13 - 18	16.1%		54
19 - 30	13.4%		45
31 - 59	66.0%		221
Over 60	43.3%		145
Total			335

4. How long is your visit this time or normally?



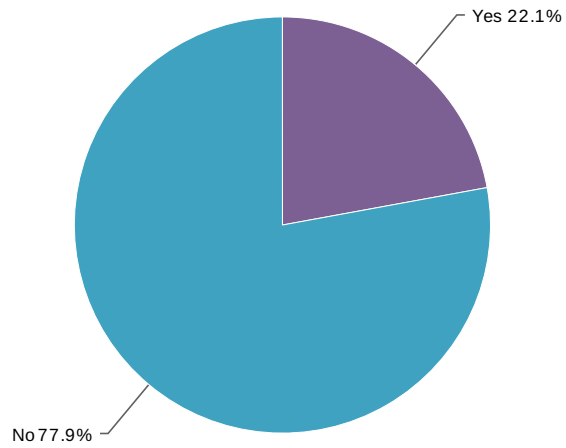
One day or less	22.4%		74
A few days	41.7%		138
A week	22.7%		75
Longer than a week	13.3%		44
Total			331

5. If you stay overnight in Aldeburgh, where do you normally stay?



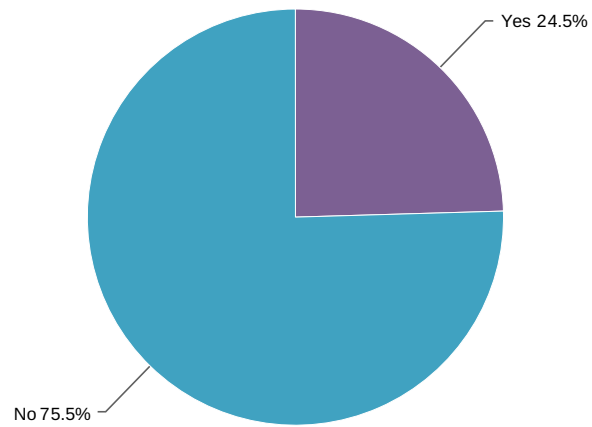
Hotel or B&B	29.7%		85
Rented Holiday flat or Cottage	25.9%		74
Caravan	8.4%		24
With friends or family who live here	18.9%		54
Your holiday home	11.2%		32
Boat	0.4%		1
Other	5.6%		16
Total			286

6. If you came by car, did you have a significant problem parking here?



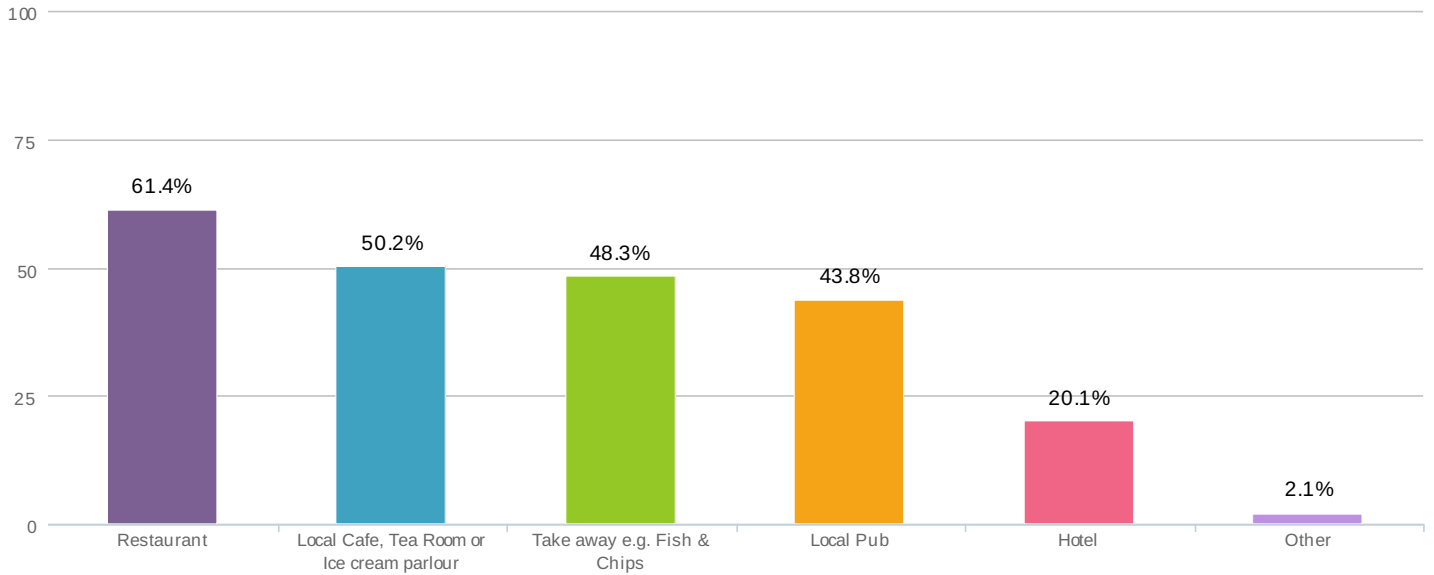
Yes	22.1%		71
No	77.9%		250
Total			321

7. Would you use a hopper bus / ride facility around town?



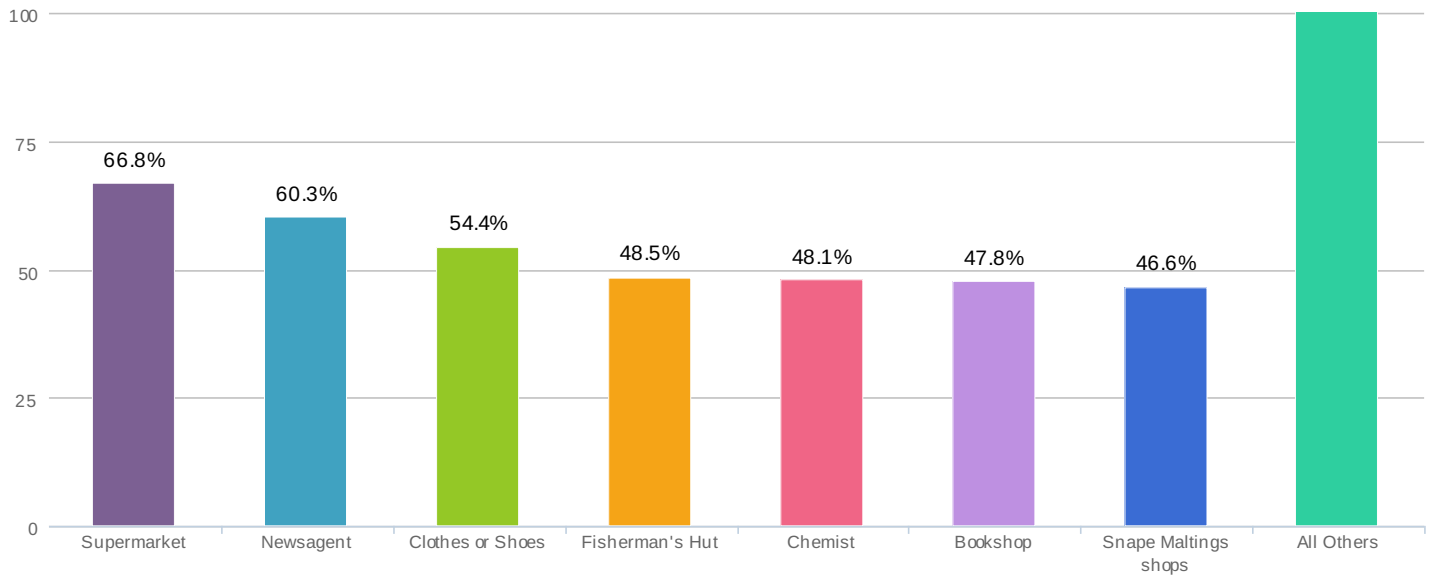
Yes	24.5%		80
No	75.5%		246
Total			326

8. If you eat out / drink in Aldeburgh, which type of place do you prefer?



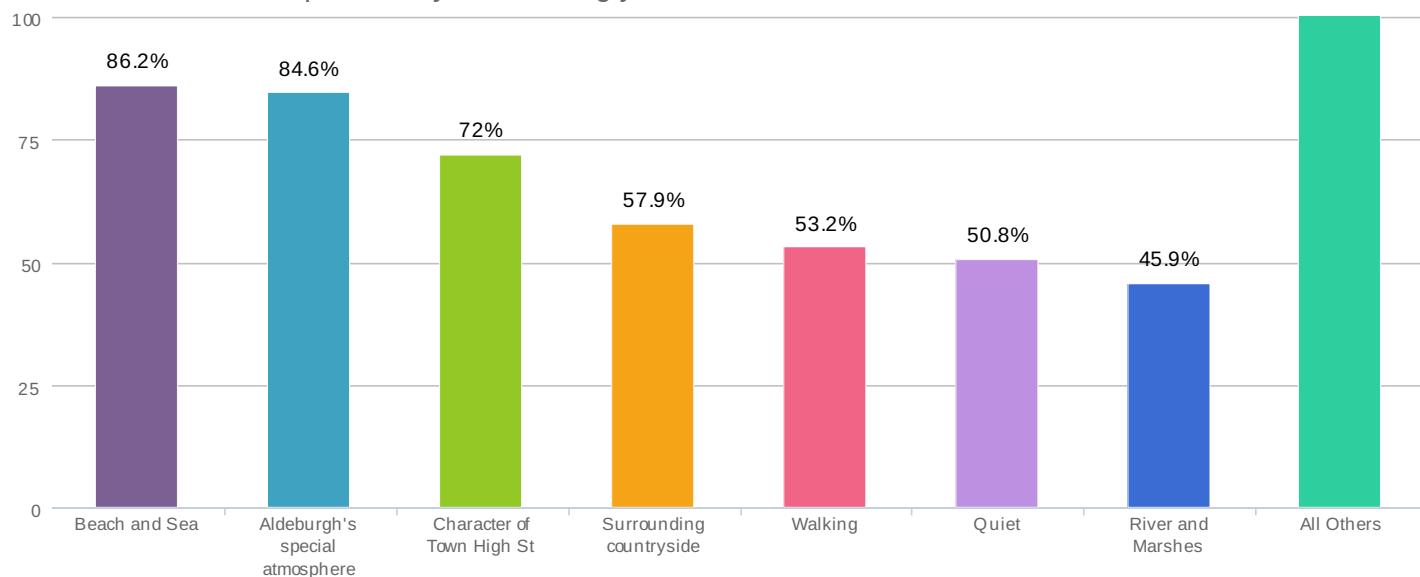
Restaurant	61.4%		202
Local Cafe, Tea Room or Ice cream parlour	50.2%		165
Take away e.g. Fish & Chips	48.3%		159
Local Pub	43.8%		144
Hotel	20.1%		66
Other	2.1%		7
Total			329

10. If you shopped, which types of shop did you use during your visit?



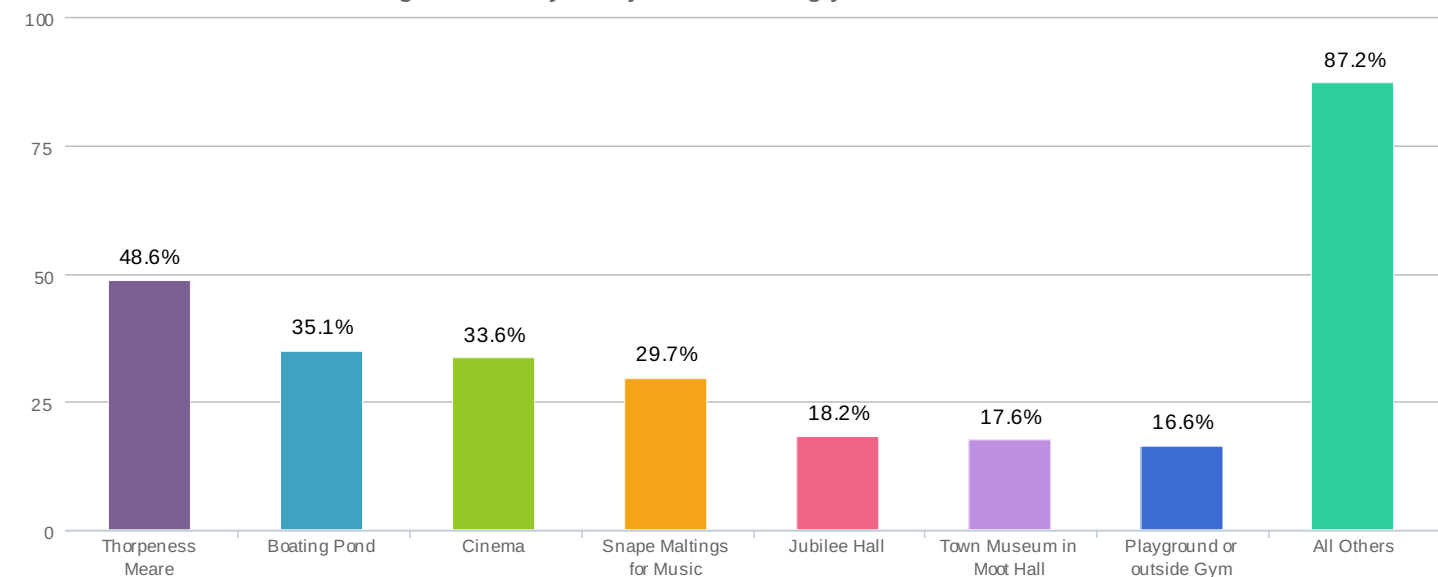
Supermarket	66.8%		215
Newsagent	60.3%		194
Clothes or Shoes	54.4%		175
Fisherman's Hut	48.5%		156
Chemist	48.1%		155
Bookshop	47.8%		154
Snape Maltings shops	46.6%		150
Bakery or Cake shop	46.6%		150
Delicatessen	42.2%		136
Gift, Antiques or Jewellery shop	40.4%		130
Post Office	30.8%		99
Wine Merchant	27.0%		87
Butcher	24.8%		80
Household goods	22.4%		72
Hardware	19.9%		64
Vintage shop	14.6%		47
Other	9.6%		31
Total			322

12. Please tick items important to you in making your choice to visit ?



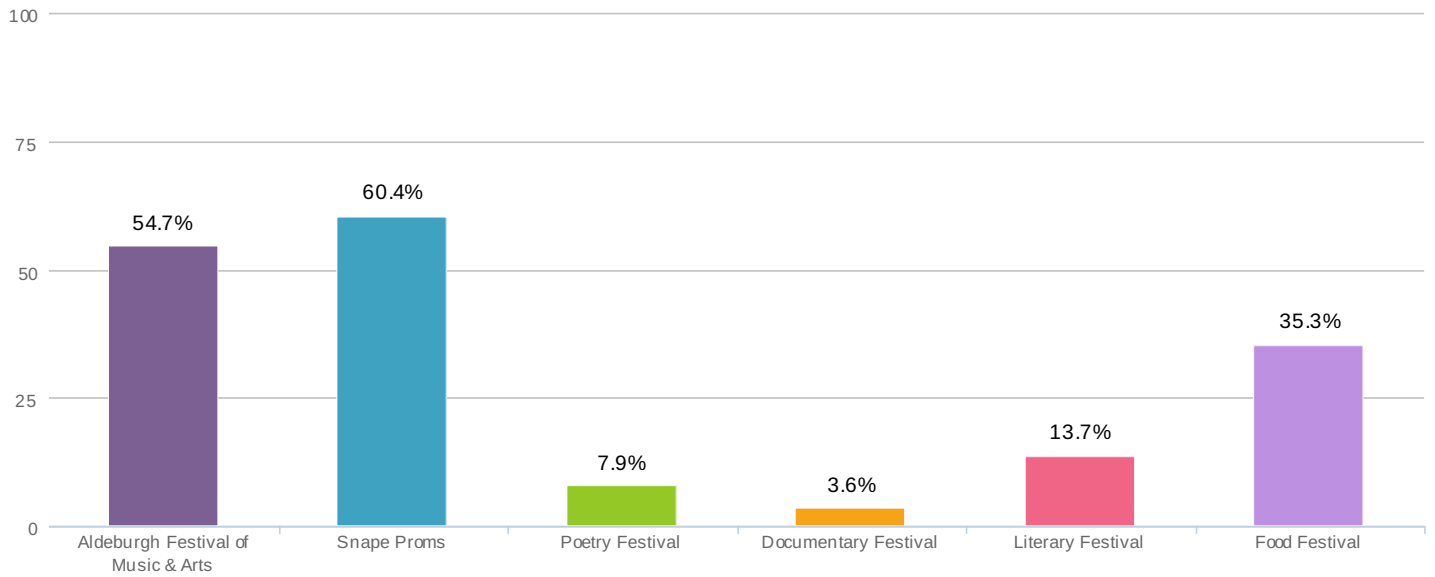
Beach and Sea	86.2%		280
Aldeburgh's special atmosphere	84.6%		275
Character of Town High St	72.0%		234
Surrounding countryside	57.9%		188
Walking	53.2%		173
Quiet	50.8%		165
River and Marshes	45.9%		149
Culture and Festivals here or nearby	41.9%		136
Fish & Chips	40.9%		133
Friends and Family	36.0%		117
Accommodation	32.6%		106
Good base to explore area	31.1%		101
Shopping	30.5%		99
Nature activities such as bird watching	19.7%		64
Activities for family	16.3%		53
Golf, Yachting or other amenities	10.2%		33
Total			325

13. Which venues, in Aldeburgh or nearby, did you use during your visit?



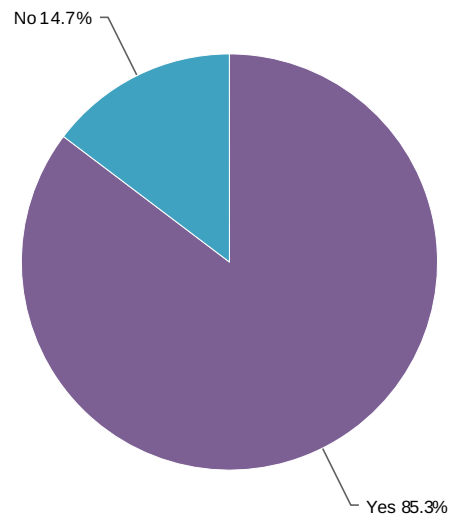
Thorpeness Meare	48.6%		152
Boating Pond	35.1%		110
Cinema	33.6%		105
Snape Maltings for Music	29.7%		93
Jubilee Hall	18.2%		57
Town Museum in Moot Hall	17.6%		55
Playground or outside Gym	16.6%		52
None or almost none	16.6%		52
Other	12.1%		38
The Red House (Britten Museum)	11.5%		36
Library	11.2%		35
Tennis Courts	10.5%		33
Britten Gallery	8.6%		27
Golf Course	7.4%		23
The Pump House	4.8%		15
Sailing	4.5%		14
Total			313



14. Do you go to local festivals in Aldeburgh or Snape ?



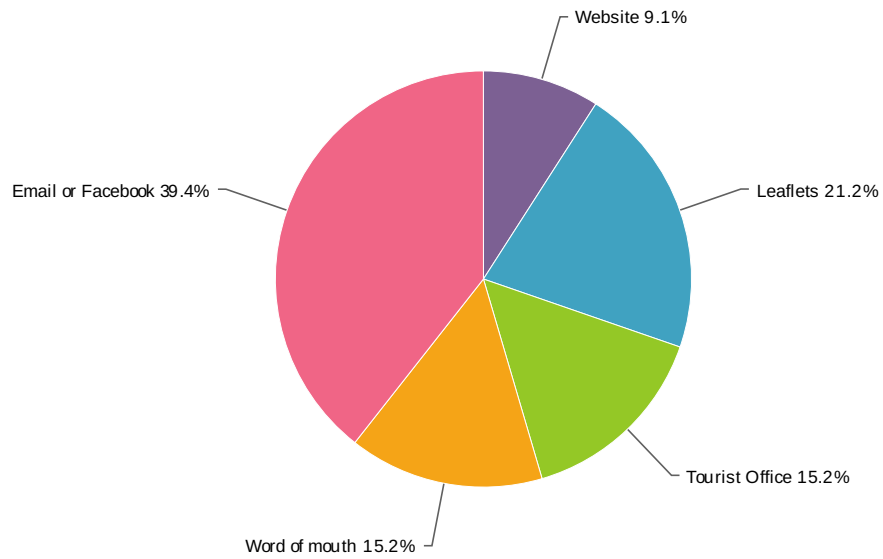
Aldeburgh Festival of Music & Arts	54.7%		76
Snape Proms	60.4%		84
Poetry Festival	7.9%		11
Documentary Festival	3.6%		5
Literary Festival	13.7%		19
Food Festival	35.3%		49
Total			139

15. Were you made easily aware of what was on around Aldeburgh during your stay?



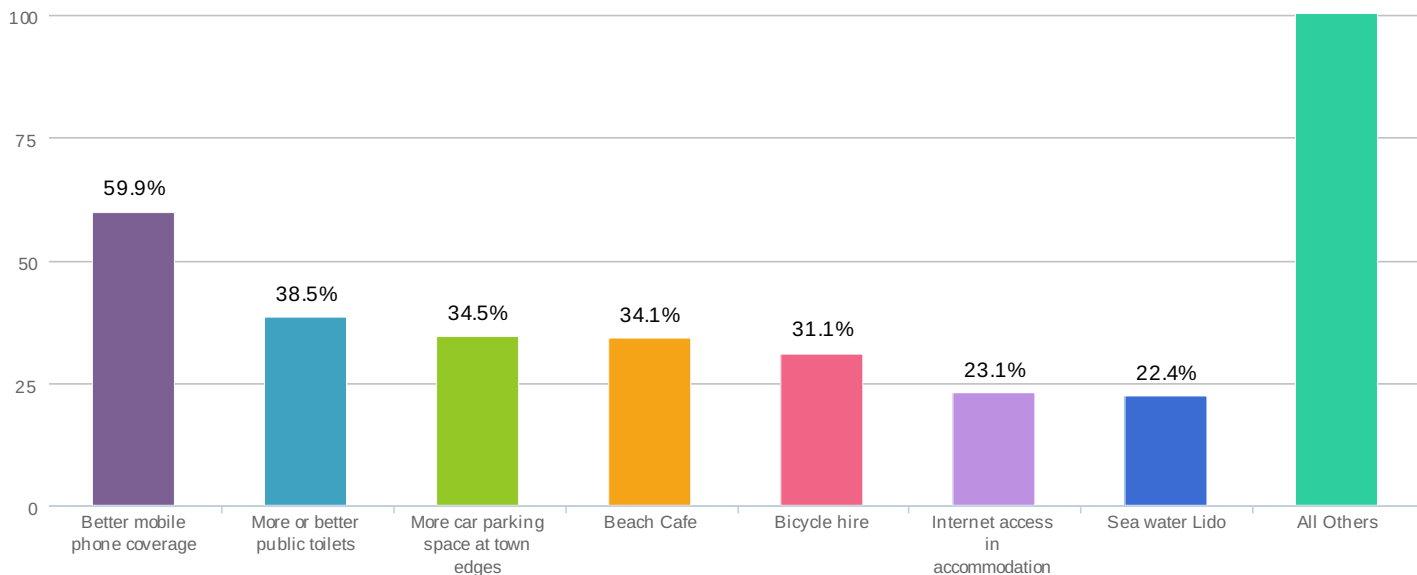
Yes	85.3%		267
No	14.7%		46
Total			313

16. If yes, how were you made aware?



Website	1.1%	3
Leaflets	2.6%	7
Tourist Office	1.9%	5
Word of mouth	1.9%	5
Email or Facebook	4.9%	13
Total		267

18. Tick, if important, any of the following improvements you would like to see in Aldeburgh



Better mobile phone coverage	59.9%		179
More or better public toilets	38.5%		115
More car parking space at town edges	34.5%		103
Beach Cafe	34.1%		102
Bicycle hire	31.1%		93
Internet access in accommodation	23.1%		69
Sea water Lido	22.4%		67
Reserved Parking for holiday cottages	18.7%		56
More information on heritage and history	17.7%		53
Better online information for "What's on"	14.7%		44
Better signposting of walks and sights	14.1%		42
Beach Huts	12.4%		37
More cultural activities in Aldeburgh town	12.4%		37
More pedestrian friendly areas	9.7%		29
More playgrounds	8.0%		24
More information on surrounding areas	7.7%		23
Total			299