

# **William Evans Limited**

## **Customer Survey**

William Evans Ltd are constantly looking at ways we can improve our customer service and product offering, to make our products more appealing to both existing and potential customers.

We would be grateful if could spend a couple of minutes, completing the following brief survey. Any details you will give will be treated in the strictest confidence.

## Section 1 About You

1. **Title** ..... **Initials**..... **Surname**.....
2. **Address**.....  
.....  
.....  
.....  
.....Postcode .....
3. **Telephone Number:** .....
4. **E-Mail address** .....
5. **Age group:**  
 18-30       31-45       45-64       65+
6. **Occupation:**.....
7. **Which of the following publications do you read on a regular basis ?**  
(please tick all that apply)  
 The Field       Shooting Gazette       Shooting Times  
 Fieldsports       Country Life       Sporting Gun  
 Country Illustrated       Pull magazine       Clay Shooting Magazine
8. **How long have you been a regular shot?**  
 1-5 years       6 -15 years       15+ years
9. **Approximately how many days do you shoot each year ?**  
 1-5 days       6-10 days       10+ days
10. **How many shotguns do you currently own ?**  
 None       One       More than one
11. **How many rifles do you currently own ?**  
 None       One       More than one
12. **If you were to consider purchasing a new shotgun, are you likely to buy**  
 New       Second hand       Either new or second hand

## Section 2

### About William Evans Ltd

1. **Prior to today, had you heard of William Evans Ltd.?**  
 Yes       No       Not sure
  
2. **How many times do you visit William Evans, St James's Street Shop ?**  
 once a year     1-3 times a year     4+ times a year  
 never visit
  
3. **What is the main reason for you to visit William Evans Ltd ?**  
*Please list in order of importance. (e.g. 1 being most important and 3 being least important)*  
 Gun-room     Clothing       Shooting accessories
  
4. **Have you ever visited the William Evans web-site ?**  
[www.willamevans.com](http://www.willamevans.com)  
 Occasionally       Often       Never
  
5. **Are you likely to visit [www.willamevans.com](http://www.willamevans.com) in the future, either to buy products on-line or for general information ?**  
 Very Likely     Likely     Unlikely     Very unlikely
  
6. **Are you aware that William Evans Ltd also has a shop at The National Shooting Centre at Bisley, Surrey ?**  
 Yes       No (if no please ignore the next question)
  
7. **Are you likely to visit the William Evans shop at The National Shooting Centre at Bisley, Surrey in the next 12 months ?**  
 Very likely     Likely     Unlikely       Very Unlikely



**11. Please use the following space to give details and opinions of any other comments you may have regarding William Evans Ltd.**

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**END**

*Thank you very much for taking the time to complete this brief survey. Please print the first page and hand it in to any member of the William Evans' staff in either our London or Bisley shop and receive our William Evans Guide to Shooting Classic Game DVD for free. And remember all the details you have given will be treated confidentially.*