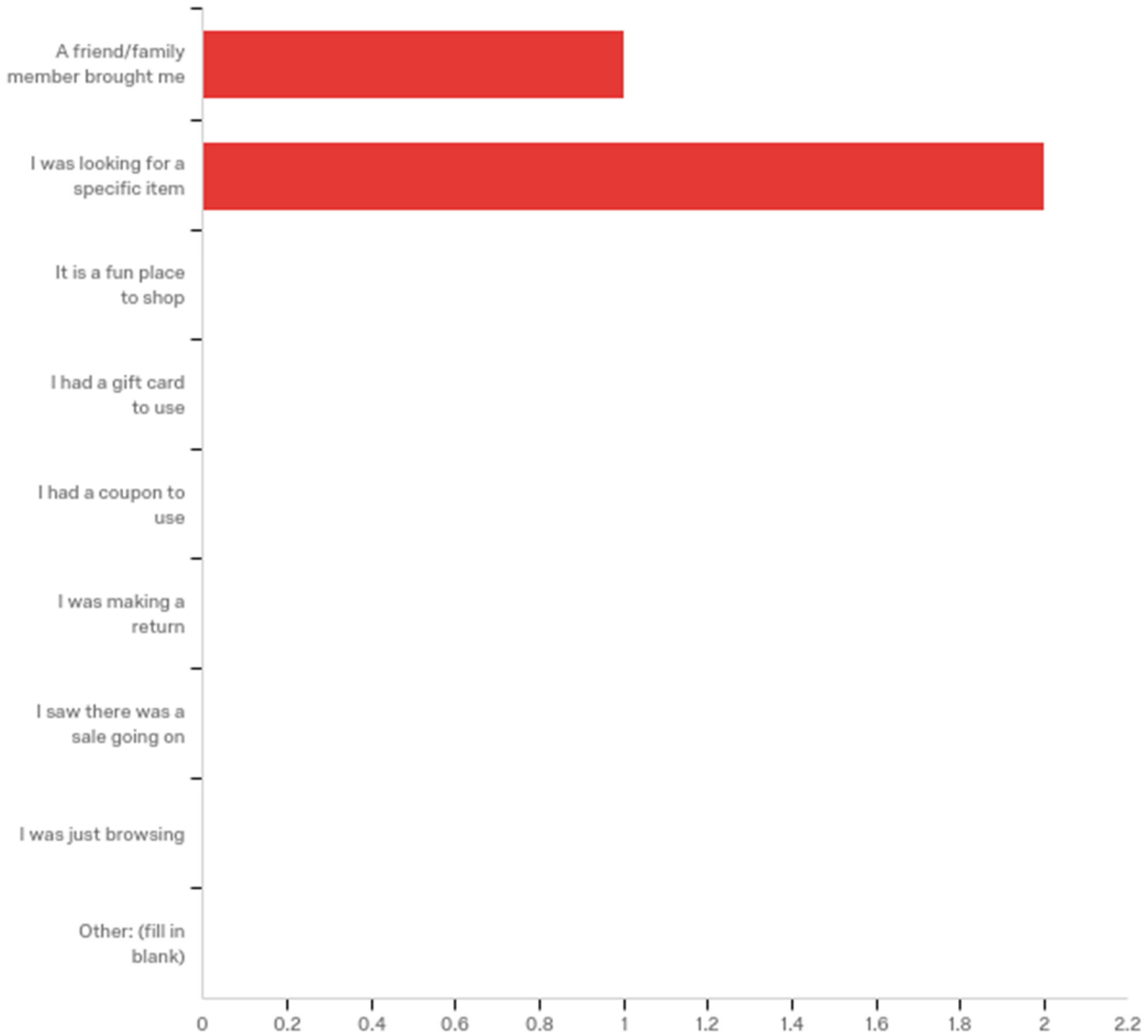


Initial Report

The Belmont Store Customer Satisfaction Survey-Summer 2017 - Copy
 July 11th 2017, 2:59 pm CDT

Q24 - What prompted your most recent shopping trip at our store? (check all that apply)



#	Answer	%	Count
1	A friend/family member brought me	33.33%	1
2	I was looking for a specific item	66.67%	2
3	It is a fun place to shop	0.00%	0

4	I had a gift card to use	0.00%	0
5	I had a coupon to use	0.00%	0
6	I was making a return	0.00%	0
7	I saw there was a sale going on	0.00%	0
8	I was just browsing	0.00%	0
9	Other: (fill in blank)	0.00%	0
	Total	100%	3

Other: (fill in blank)

Other: (fill in blank)

Q3 - Please rate your satisfaction with....

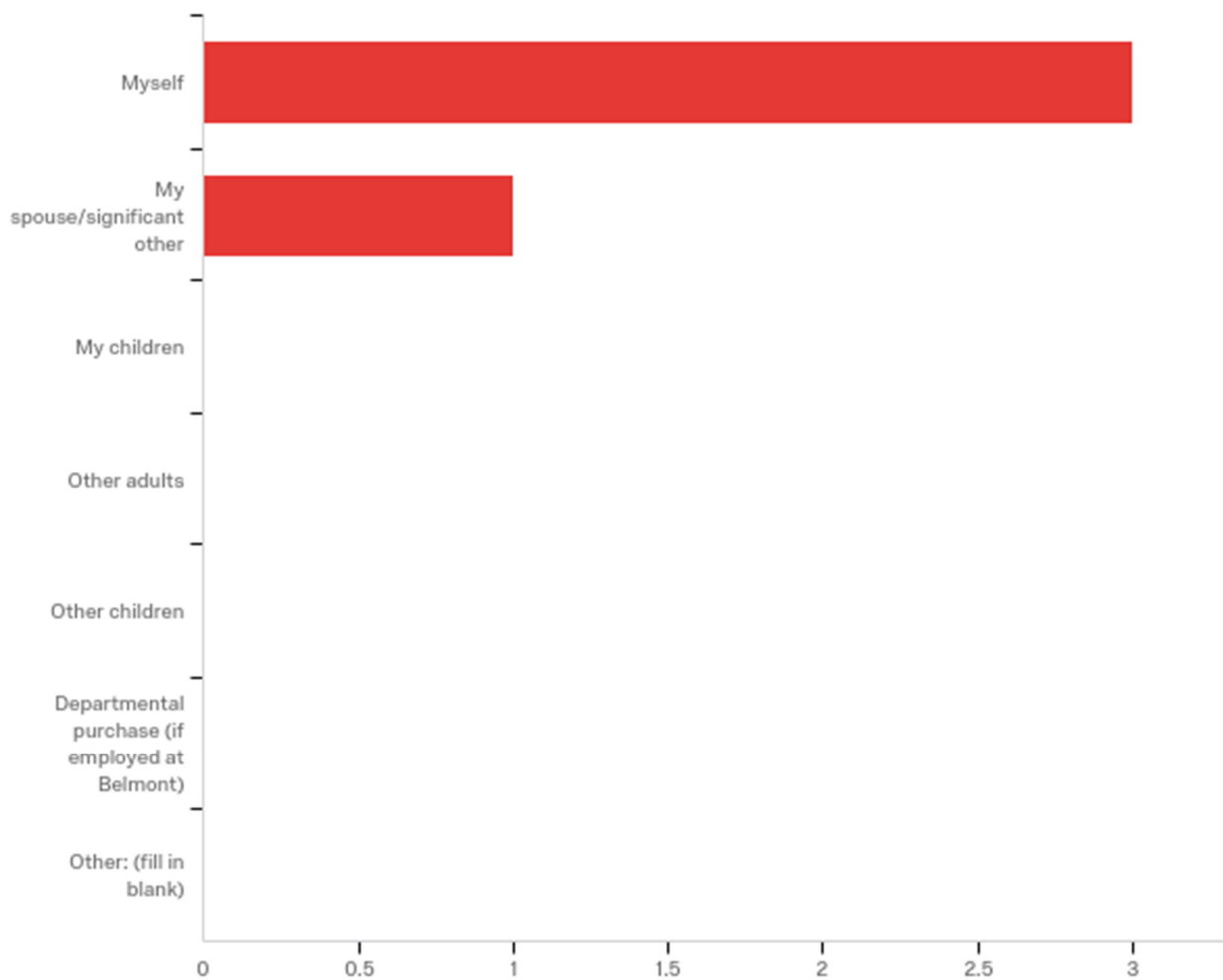
#	Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied	
1	The overall cleanliness of the store	0.00%	0	0.00%	0	0.00%	0	0.00%	0	14.29%	2
2	How neatly the merchandise was presented	0.00%	0	0.00%	0	0.00%	0	0.00%	0	14.29%	2
3	The ease of finding what you were looking for	0.00%	0	0.00%	0	0.00%	0	25.00%	1	14.29%	2
4	The amount of space you had to shop comfortably	0.00%	0	0.00%	0	0.00%	0	0.00%	0	14.29%	2
5	The availability of items you wanted	0.00%	0	0.00%	0	0.00%	0	25.00%	1	14.29%	2
6	The selection of merchandise	0.00%	0	0.00%	0	0.00%	0	25.00%	1	14.29%	2
7	The price of merchandise	0.00%	0	0.00%	0	0.00%	0	25.00%	1	14.29%	2
	Total	Total	0	Total	0	Total	0	Total	4	Total	14

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The overall cleanliness of the store	5.00	5.00	5.00	0.00	0.00	2	0.00%	100.00%
How neatly the merchandise was presented	5.00	5.00	5.00	0.00	0.00	2	0.00%	100.00%
The ease of finding what you were looking for	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The amount of space you had to shop comfortably	5.00	5.00	5.00	0.00	0.00	2	0.00%	100.00%
The availability of items you wanted	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The selection of merchandise	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The price of merchandise	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%

Q20 - Which areas did you visit, or browse, during your trip? (check all that apply)

#	Answer	%	Count
1	Women's apparel	37.50%	3
2	Men's apparel	25.00%	2
3	Children's apparel	12.50%	1
4	Gifts	25.00%	2
5	Textbooks/Course materials	0.00%	0
6	School/Office supplies	0.00%	0
7	Technology/Computer accessories	0.00%	0
8	Food/Beverage	0.00%	0
9	Health/Beauty	0.00%	0
	Total	100%	8

Q26 - Who were you shopping for during your most recent visit to our store? (check all that apply)



#	Answer	%	Count
1	Myself	75.00%	3
2	My spouse/significant other	25.00%	1
3	My children	0.00%	0
4	Other adults	0.00%	0
5	Other children	0.00%	0
6	Departmental purchase (if employed at Belmont)	0.00%	0
7	Other: (fill in blank)	0.00%	0
	Total	100%	4

Other: (fill in blank)

Other: (fill in blank)

Q5 - Please rate your satisfaction with...

#	Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied	
1	The availability of associates	0.00%	0	0.00%	0	0.00%	0	50.00%	1	33.33%	2
2	The helpfulness of associates	0.00%	0	0.00%	0	0.00%	0	50.00%	1	33.33%	2
3	The friendliness of the associate who rang up your purchase	0.00%	0	0.00%	0	0.00%	0	0.00%	0	33.33%	2
	Total	Total	0	Total	0	Total	0	Total	2	Total	6

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The availability of associates	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The helpfulness of associates	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The friendliness of the associate who rang up your purchase	5.00	5.00	5.00	0.00	0.00	2	0.00%	100.00%

Q6 - Was the cashier (or person helping you) wearing a name tag?

#	Answer	%	Count
1	Yes	33.33%	1
2	No	0.00%	0
3	Didn't notice	66.67%	2
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Was the cashier (or person helping you) wearing a name tag?	1.00	3.00	2.33	0.94	0.89	3	100.00%	100.00%

Q31 - If you remember the associate's name that helped you, please enter it here.

If you remember the associate's name that helped you, please enter it here.

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Q7 - Did you shop for online for textbooks?

#	Answer	%	Count
1	Yes	0.00%	0
2	No	100.00%	3
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you shop for online for textbooks?	2.00	2.00	2.00	0.00	0.00	3	100.00%	100.00%

Q8 - Did you make a textbook purchase?

#	Answer	%	Count
1	Yes	0.00%	0
2	No	0.00%	0
	Total	100%	0

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you make a textbook purchase?	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%

Q9 - Please rate your satisfaction...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
1	The price of your textbook purchase	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
2	The availability of the format you preferred (rental, e-book, used, new)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
	Total	Total 0	Total 0	Total 0	Total 0	Total 0

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The price of your textbook purchase	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%
The availability of the format you preferred (rental, e-book, used, new)	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%

Q10 - What was your reason for not purchasing a textbook(s)? Check all that apply.



#	Answer	%	Count
1	Price too high	0.00%	0
2	My textbook(s) was not available	0.00%	0
3	I want to wait and see if I need it	0.00%	0
4	Other: (fill in the blank)	0.00%	0
	Total	100%	0

Other: (fill in the blank)

Other: (fill in the blank)

Q11 - What format of textbooks do you prefer? Please rank in order of preference. (drag and drop the numbers to the right to indicate your order of preference)

#	Question	1		2		3	
1	Printed book	0.00%	0	0.00%	0	0.00%	0
2	E-books (digital format)	0.00%	0	0.00%	0	0.00%	0
3	E-book/print combination	0.00%	0	0.00%	0	0.00%	0
	Total	Total	0	Total	0	Total	0

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Printed book	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%
E-books (digital format)	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%
E-book/print combination	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%

Q32 - When purchasing printed course materials (textbooks), which type do you prefer?

#	Question	1		2		3	
1	New	0.00%	0	0.00%	0	0.00%	0
2	Used	0.00%	0	0.00%	0	0.00%	0
3	Rented books	0.00%	0	0.00%	0	0.00%	0
	Total	Total	0	Total	0	Total	0

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
New	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%
Used	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%
Rented books	0.00	0.00	0.00	0.00	0.00	0	0.00%	0.00%

Q12 - Did you shop for merchandise today? (anything other than textbook purchases)

#	Answer	%	Count
1	Yes	100.00%	3
2	No	0.00%	0
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you shop for merchandise today? (anything other than textbook purchases)	1.00	1.00	1.00	0.00	0.00	3	100.00%	100.00%

Q13 - Did you make a purchase? (not including textbook purchases)

#	Answer	%	Count
1	Yes	100.00%	3
2	No	0.00%	0
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Did you make a purchase? (not including textbook purchases)	1.00	1.00	1.00	0.00	0.00	3	100.00%	100.00%

Q14 - Please rate your satisfaction with...

#	Question	Highly Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Highly Satisfied	
1	The price of your item	0.00%	0	0.00%	0	0.00%	0	33.33%	1	33.33%	2
2	The availability of the item you were looking for	0.00%	0	0.00%	0	0.00%	0	33.33%	1	33.33%	2
3	The selection of items to choose from	0.00%	0	0.00%	0	0.00%	0	33.33%	1	33.33%	2
	Total	Total	0	Total	0	Total	0	Total	3	Total	6

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
The price of your item	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The availability of the item you were looking for	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%
The selection of items to choose from	4.00	5.00	4.67	0.47	0.22	3	0.00%	100.00%

Q15 - What was your reason for not making a purchase? (check all that apply)



#	Answer	%	Count
1	The item(s) was too expensive	0.00%	0
2	What I wanted was not available	0.00%	0
3	I was looking but did not intend to make a purchase today	0.00%	0
4	Other: (fill in the blank)	0.00%	0
	Total	100%	0

Other: (fill in the blank)

Other: (fill in the blank)

Q34 - How satisfied were you with your overall shopping experience on your most recent visit?

#	Answer	%	Count
1	Very Dissatisfied	0.00%	0
2	Dissatisfied	0.00%	0
3	Neutral	0.00%	0
4	Satisfied	0.00%	0
5	Very Satisfied	100.00%	3
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
How satisfied were you with your overall shopping experience on your most recent visit?	5.00	5.00	5.00	0.00	0.00	3	0.00%	100.00%

Q35 - How likely are you to shop in our store again in the next 3 months?

#	Answer	%	Count
1	Very Unlikely	0.00%	0
2	Unlikely	0.00%	0
3	Undecided	0.00%	0
4	Likely	0.00%	0
5	Very Likely	100.00%	3
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
How likely are you to shop in our store again in the next 3 months?	5.00	5.00	5.00	0.00	0.00	3	0.00%	100.00%

Q33 - On a scale from 0-10, how likely are you to recommend our store to a friend or colleague?

#	Answer	%	Count
0	0	0.00%	0
1	1	0.00%	0
2	2	0.00%	0
3	3	0.00%	0
4	4	0.00%	0
5	5	0.00%	0
6	6	0.00%	0
7	7	0.00%	0
8	8	0.00%	0
9	9	0.00%	0
10	10	100.00%	3
	Total	100%	3

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
On a scale from 0-10, how likely are you to recommend our store to a friend or colleague?	10.00	10.00	10.00	0.00	0.00	3	0.00%	100.00%

Q21 - Are you a member of the Belmont Bonus Rewards Club?

#	Answer	%	Count
1	Yes	33.33%	1
2	No	66.67%	2
	Total	100%	3

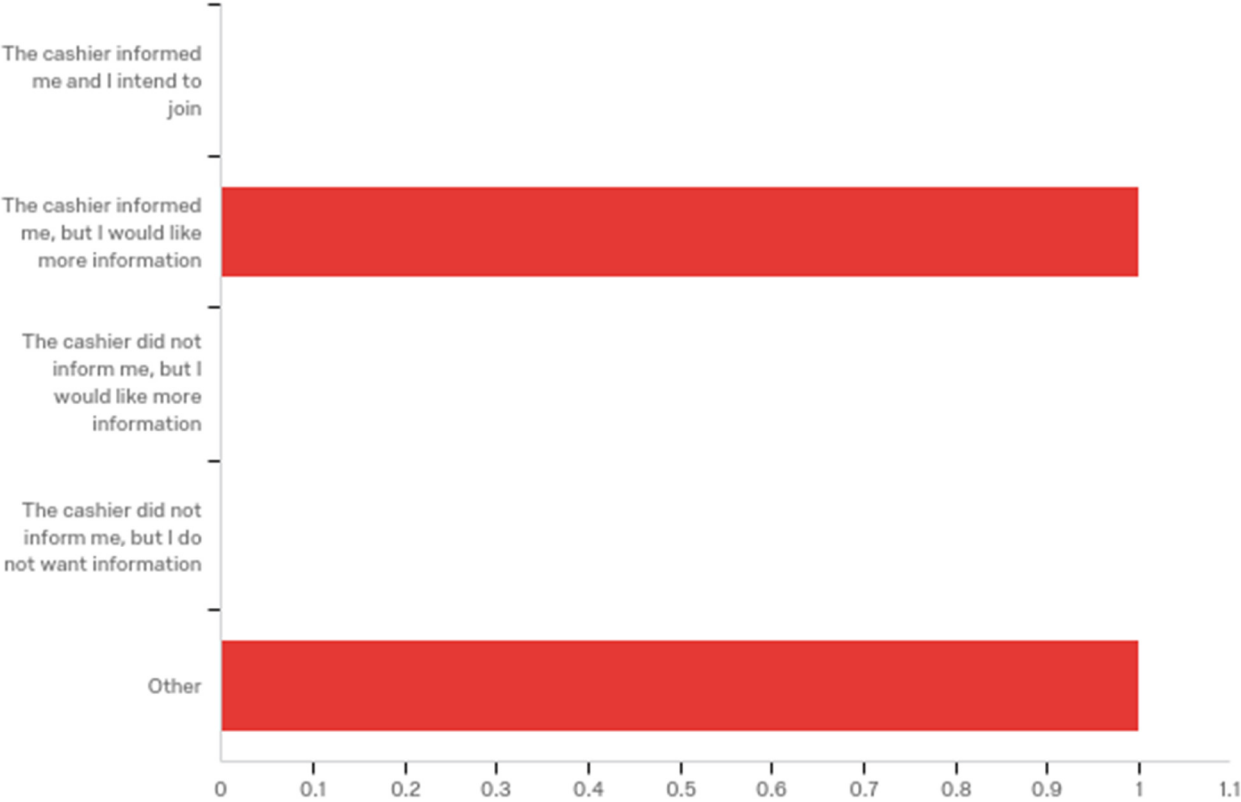
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Are you a member of the Belmont Bonus Rewards Club?	1.00	2.00	1.67	0.47	0.22	3	100.00%	100.00%

Q36 - Please rate your satisfaction with the Belmont Bonus Rewards Club.

#	Answer	%	Count
1	Very Dissatisfied	100.00%	1
2	Dissatisfied	0.00%	0
3	Neutral	0.00%	0
4	Satisfied	0.00%	0
5	Very Satisfied	0.00%	0
	Total	100%	1

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
Please rate your satisfaction with the Belmont Bonus Rewards Club.	1.00	1.00	1.00	0.00	0.00	1	100.00%	0.00%

Q23 - Why have you not joined the Belmont Bonus Rewards Club? Please select the best answer.



#	Answer	%	Count
1	The cashier informed me and I intend to join	0.00%	0
2	The cashier informed me, but I would like more information	50.00%	1
3	The cashier did not inform me, but I would like more information	0.00%	0
4	The cashier did not inform me, but I do not want information	0.00%	0
5	Other	50.00%	1
	Total	100%	2