

[Example of a typical 5-point rating scale table, with high-low nets]

1. How would you rate your overall shopping experience today at ABC Stores?

	TOTAL (A)	GENDER		AGE			REGION			
		Male (B)	Female (C)	Under 35 (D)	35-54 (E)	55+ (F)	Northeast (G)	Southeast (H)	Central (I)	West (J)
TOTAL	640 100%	76 100%	76 100%	197 100%	249 100%	158 100%	105 100%	154 100%	80 100%	212 100%
(5) Excellent	404 63%	50 66%	50 66%	140 71% EF	152 61%	95 60%	79 75% IJ	106 69%	46 58%	126 59%
(4) Very good	179 28%	20 26%	20 26%	43 22% EF	75 30%	50 32%	19 18% IJ	35 23% I	30 38%	67 32%
(3) Good	32 5%	4 5%	4 5%	5 3% E	17 7%	8 5%	3 3%	12 8%	2 3%	11 5%
(2) Fair	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
(1) Poor	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 0%
NET HIGH (4+5)	583 91%	70 92%	70 92%	183 93%	227 91%	145 92%	98 93%	141 92%	76 95%	193 91%
NET LOW (1+2)	2 0%	- -	- -	2 1%	- -	- -	- -	- -	- -	1 0%
MEAN	4.59	4.62	4.62	4.68	4.55	4.57	4.75	4.61	4.56	4.55
STD DEV	0.61	0.59	0.59	0.6	0.62	0.59	0.5	0.63	0.55	0.64
STD ERR	0.02	0.07	0.07	0.04	0.04	0.05	0.05	0.05	0.06	0.05

[Example of a typical 4-point agreement scale, with high-low nets and descriptive statistics]

2. Please indicate how much you agree with the following statement:

I am likely to visit ABC Stores again the next time I shop.

	TOTAL (A)	GENDER		AGE			REGION			
		Male (B)	Female (C)	Under 35 (D)	35-54 (E)	55+ (F)	Northeast (G)	Southeast (H)	Central (I)	West (J)
TOTAL	640 100%	76 100%	76 100%	197 100%	249 100%	158 100%	105 100%	154 100%	80 100%	212 100%
(4) Strongly Agree	458 72%	23 30%	23 30%	152 77%	181 73%	112 71%	84 80%	113 73%	60 75%	151 71%
(3) Somewhat Agree	116 18%	28 37%	28 37%	29 15%	52 21%	29 18%	19 18%	28 18%	12 15%	38 18%
(2) Somewhat Disagree	37 6%	15 20%	15 20%	14 7%	8 3%	13 8%	2 2%	6 4%	7 9%	18 8%
(1) Strongly Disagree	11 2%	6 8%	6 8%	2 1%	5 2%	3 2%	- -	4 3%	1 1%	5 2%
NET HIGH (3+4)	574 90%	51 67%	51 67%	181 92%	233 94%	141 89%	103 98%	141 92%	72 90%	189 89%
NET LOW (1+2)	48 8%	21 28%	21 28%	16 8%	13 5%	16 10%	2 2%	10 6%	8 10%	23 11%
MEAN	3.64	2.94	2.94	3.68	3.66	3.59	3.78	3.66	3.64	3.58
STD DEV	0.68	0.93	0.93	0.65	0.64	0.72	0.46	0.68	0.7	0.75
STD ERR	0.03	0.11	0.11	0.05	0.04	0.06	0.04	0.06	0.08	0.05

[Example of an open ended question which has been coded to enable quantitative analysis]

3. What are the main reasons you shop at ABC Stores?

	TOTAL (A)	GENDER		AGE			REGION			
		Male (B)	Female (C)	Under 35 (D)	35-54 (E)	55+ (F)	Northeast (G)	Southeast (H)	Central (I)	West (J)
TOTAL	640 100%	76 100%	76 100%	197 100%	249 100%	158 100%	105 100%	154 100%	80 100%	212 100%
Variety of products/good selection	210 33%	22 29%	22 29%	72 37%	81 33%	43 27%	38 36%	51 33%	26 33%	72 34%
Good/convenient location/ample parking	170 27%	14 18%	14 18%	53 27%	58 23% F	51 32%	33 31%	42 27%	26 33%	52 25%
Well-organized/easy to find what I need	169 26%	10 13%	10 13%	60 30% F	67 27%	32 20%	28 27%	44 29%	20 25%	60 28%
Convenient hours/open late	119 19%	18 24%	18 24%	34 17%	56 22% F	21 13%	19 18%	25 16%	12 15%	43 20%
Low prices/good values	106 17%	4 5%	4 5%	29 15%	43 17%	30 19%	10 10% H	30 19%	14 18%	30 14%
Good quality products/better brands	92 14%	4 5%	4 5%	27 14%	35 14%	27 17%	9 9%	24 16%	13 16%	30 14%
Friendly/courteous employees/good service	30 5%	18 24%	18 24%	7 4%	10 4%	13 8%	5 5%	6 4%	2 3%	13 6%

[Example of a demographic question]

4. Please indicate your gender:

	TOTAL (A)	GENDER		AGE			REGION			
		Male (B)	Female (C)	Under 35 (D)	35-54 (E)	55+ (F)	Northeast (G)	Southeast (H)	Central (I)	West (J)
TOTAL	640 100%	76 100%	76 100%	197 100%	249 100%	158 100%	105 100%	154 100%	80 100%	212 100%
Male	76 12%	76 100%	76 100%	27 14%	26 10%	20 13%	18 17%	11 7%	11 14%	28 13%
Female	544 85%	- -	- -	166 84%	213 86%	135 85%	86 82%	137 89%	68 85%	181 85%

[Example of a demographic question with descriptive statistics]

5. Please indicate your age category:

	TOTAL (A)	GENDER		AGE			REGION			
		Male (B)	Female (C)	Under 35 (D)	35-54 (E)	55+ (F)	Northeast (G)	Southeast (H)	Central (I)	West (J)
TOTAL	640 100%	76 100%	76 100%	197 100%	249 100%	158 100%	105 100%	154 100%	80 100%	212 100%
Under 25	100 16%	19 25%	19 25%	100 51% EF	- -	- -	41 39% HIJ	28 18% J	8 10%	15 7%
25 to 34	97 15%	8 11%	8 11%	97 49% EF	- -	- -	24 23% IJ	33 21% IJ	9 11%	27 13%
35 to 44	102 16%	9 12%	9 12%	- -	102 41% E	- -	7 7% HJ	32 21% I	11 14%	44 21%
45 to 54	147 23%	17 22%	17 22%	- -	147 59% E	- -	10 10% IJ	26 17% IJ	29 36%	64 30%
55 or older	158 25%	20 26%	20 26%	- -	- -	158 100%	19 18% J	33 21%	23 29%	59 28%
MEAN	44.18	43.29	43.29	25.95 F	45.4 F	65	36.01 IJ	41.44 I	47.63 J	47.25
STD DEV	15.39	16.64	16.64	3.51	4.93	-	16.24	15.2	14.13	13.74
STD ERR	0.63	1.95	1.95	0.25	0.31	-	1.62	1.23	1.58	0.95
MEDIAN	45.2	45.29	45.29	24.9	46.53	55	28.96	39.69	49.14	47.89