Barometer
Measures

Profiling
Gender
Age
Country
Region / State
Socio-economic group (UK only)
Employment status
Postcode / Zipcode
Distance to city (US only)
Annual household income
Disposable monthly income
Ethnicity
Household size: adults and children
Clothing sizing: top-half, bottom-half, dresses
Personal style: open comments
Style icons: open comments

Womenswear shopping habits – last 7 days
In-store / online shopping behaviour last 7 days
Location of main shopping occasion – by channel
Length of main shopping occasion – by channel
Womenswear products browsed
Womenswear products purchased
Spend on womenswear products purchased

Brand health benchmarking for each retailer
Unaided awareness
Aided awareness
Familiarity (when a respondent is aware and has an opinion of a retailer)
Ever purchased
Purchased in last 12 months
Positive Buzz
Negative Buzz
Net Buzz
Overall opinion (scale from love to hate)
Affinity (when a respondent states that they 'love' a retailer or 'like it a lot')
Love (when a respondent states that they 'love' a retailer)
Consideration
Preference
Rejection
Last month visitation for each retailer – by channel
Last month purchase for each retailer – by channel
Monthly spend in each retailer – by channel
Annual purchase frequency
In-store satisfaction
Online satisfaction

Image for each retailer
Open image associations
Stated image associations
· Caring
· Classic
· Comfortable
· Confident
· Distinctive
· Energetic
· Exciting
· Expert
· Famous designers
· Fresh
· Has a rich heritage
· Iconic
· Innovative
· Inspiring
· Modern
· Premium
· Professional
· Quality
· Stylish
· Trusted
· Worth every penny
· Youthful

Retailer visit details – by channel
Visit purpose (purchase intention and specific items / departments in mind or not)
Key retailer or not for shopping occasion
Key reasons behind the visit
· Browse item(s) seen in-store earlier
· Browse item(s) seen on their website earlier
· Browse item(s) seen in a magazine
· Browse item(s) seen in a blog / vlog
· Browse item(s) seen in a TV program
· Heard something positive from Friends / family
· To replace an existing item
· To buy gifts / clothes for someone else
· Seen an advert
· Clicked on an advert
· Browsing for something new
· Just looking around - not really planning to buy something
· The store had a sale on
· Received an email / a letter from the retailer
· Had a gift card
· Planned to browse for something new
· Was close to other shops I was visiting
· Other

Womenswear products browed
Womenswear products purchased
Key wear occasions
·   Work
·   Sports / Exercise
·   Going out / Special Occasions
·   Casual / Weekends
·   At home
·   On holiday
·   Other
·   The person who the respondent was
browsing / purchasing clothes for
·   Yourself
·   For a friend
·   For a relative
·   For my partner
Total expenditure on this visit
Number of items purchases
Whether any of the items were on sale or on discount
Actual spend versus planned spend
Impulse vs. planned purchases

Detailed satisfaction measures
Satisfaction with service dimensions
How clean & tidy the store was
How long it takes to pay / queue
How busy the store was
Availability and condition of fitting rooms
The availability of items in stock, especially in your size
How easy it was to navigate the store / find the sort of items you wanted
to browse
Helpfulness/ knowledge of staff
The return / refund policy
Convenience of store location
Product reviews
The images and videos of the products
Text description of products
Personalized customer service (i.e. through live chat or emails)
Delivery options (deliver to home / work, or collect in-store)
Shipping cost / speed
How easy it was to navigate or search the site / find the sort of items you
wanted to browse
Checkout process / payment options
How closely the products resembled what you were expecting when
they arrived
Satisfaction with pricing dimensions
Overall prices at the retailer
Prices of products at the cheaper end of the retailer's range
Prices of products at the more premium end of the retailer's range
Number of reduced price products available
Number of special offers and the discounts offered
Offers targeted directly to you (e.g. by email)
The regular prices of their products i.e. when not on sale
The range of prices of their products i.e. when you are on a budget or
wanting a treat
Sales, discounts and promotions on their products
Satisfaction with product dimensions

The quality of their products (i.e. materials, stitching, etc.)
The durability of their products
The range of colours of their products
The range of styles of their products available
Ease of product care for their products (e.g. washing, cleaning)
The retailer generally offers products in your size / fit your body shape
The comfort of wearing products from the retailer
How stylish / on-trend products from the retailer are
The retailer generally offers products that suit your style
The ethical position of their products
Satisfaction with products purchased

Advocacy
Recommendation (NPS)

Lost demand analysis
In-store browsers – what would have encouraged them to purchase something
· Better fitting products
· Better priced products
· Better quality products
· Products available in my size
· Better range of styles
· Shorter queues
· More helpful / knowledgeable staff
· Better store layout
· Other
· I was only browsing

Online browsers – what would have encouraged them to purchase something
· Better fitting products
· Better priced products
· Better quality products
· Products available in my size
· Better range of styles
· Easier navigation around products / departments
· Better delivery options
· Better product descriptions / photos