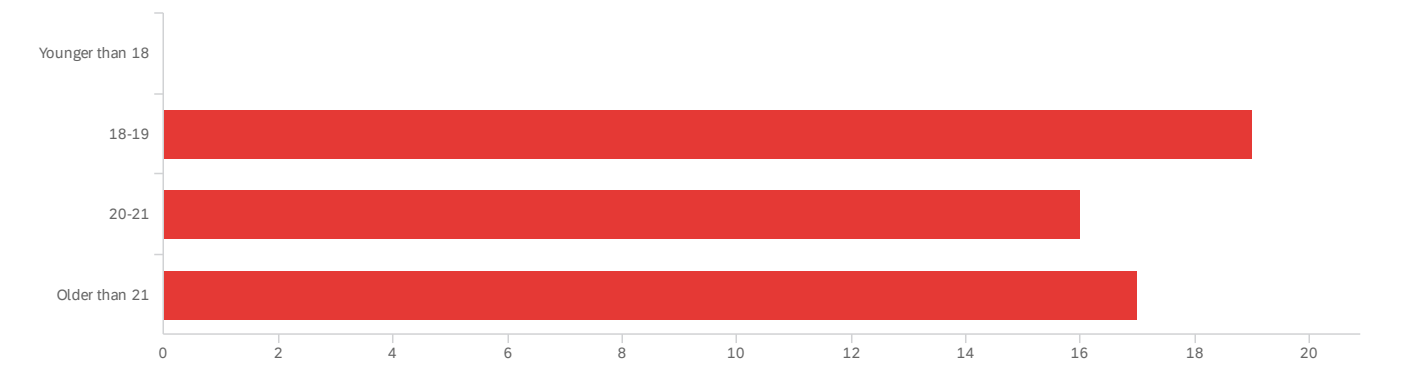


# Default Report

BCOR - 3510 - Section 8: Sephora - Copy

April 20, 2022 3:43 PM MDT

## Q2 - What is your age in completed years?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age in completed years?	2.00	4.00	2.96	0.83	0.69	52

#	Field	Choice Count
1	Younger than 18	0.00% 0
2	18-19	36.54% 19
3	20-21	30.77% 16
4	Older than 21	32.69% 17

52

Showing rows 1 - 5 of 5

### Q3 - If Sephora was an animal, what kind of animal would Sephora be?

If Sephora was an animal, what kind of animal would Sephora be?

---

Dove

cheeta

Black panther

Dolphin

zebra

Zebra

tiger

Zebra

zebra

Flamingo

Zebra

Cheetah

Bear

Zebra

Leopard

Panda

leopard

Zebra

Tiger

zebra

Zebra

Miniature golden doodle

If Sephora was an animal, what kind of animal would Sephora be?

llama

Sheep

zebra

Leopard

Panther

Black cat

Panda

Cat

Zebra

zebra

a cat

Leopard

Zebra

Peacock

Zebra

Zebra

Zebra

Penguin

a cat

Scorpionfish

Dove

zebra

An exotic cat

female dog

If Sephora was an animal, what kind of animal would Sephora be?

---

Tiger

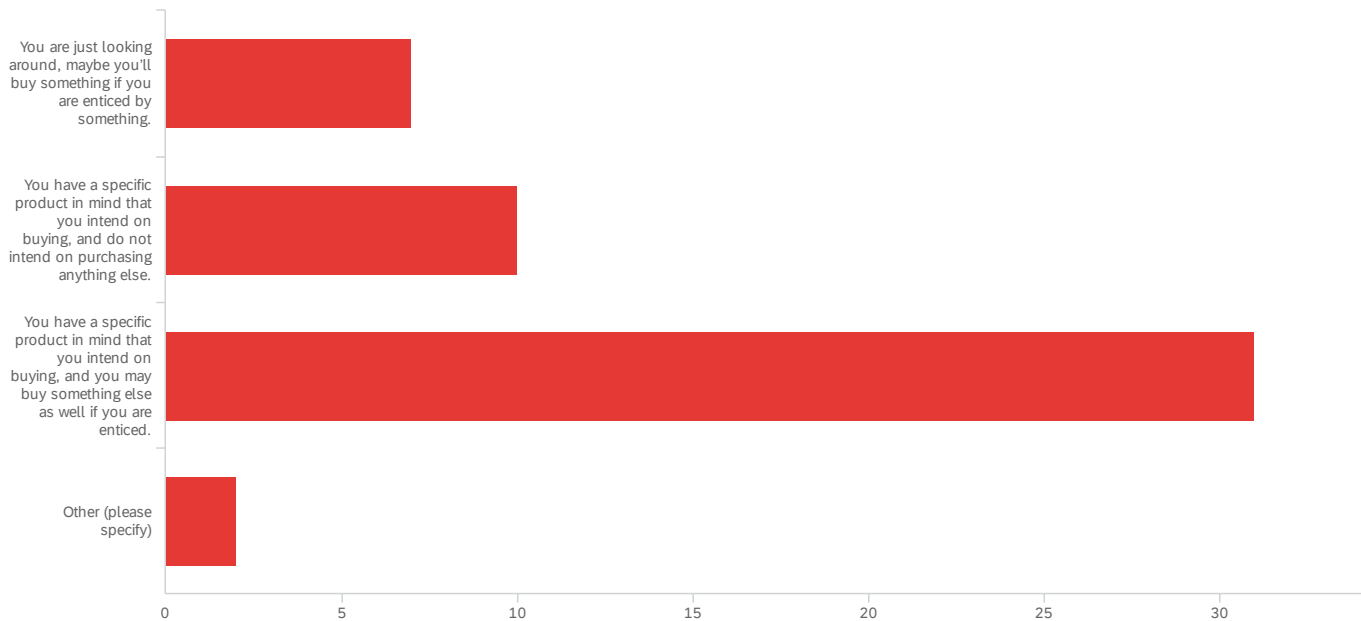
zebra

Zebra

I guess lion, I dont know

Zebra

Q4 - Which of the following reasons are most likely for you to walk into a cosmetic store?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following reasons are most likely for you to walk into a cosmetic store? - Selected Choice	1.00	4.00	2.56	0.78	0.61	50

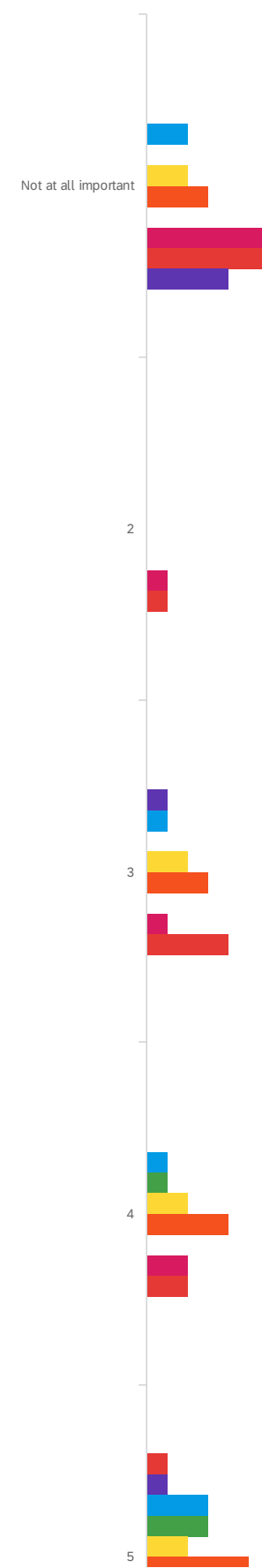
#	Field	Choice Count
1	You are just looking around, maybe you'll buy something if you are enticed by something.	14.00% 7
2	You have a specific product in mind that you intend on buying, and do not intend on purchasing anything else.	20.00% 10
3	You have a specific product in mind that you intend on buying, and you may buy something else as well if you are enticed.	62.00% 31
4	Other (please specify)	4.00% 2

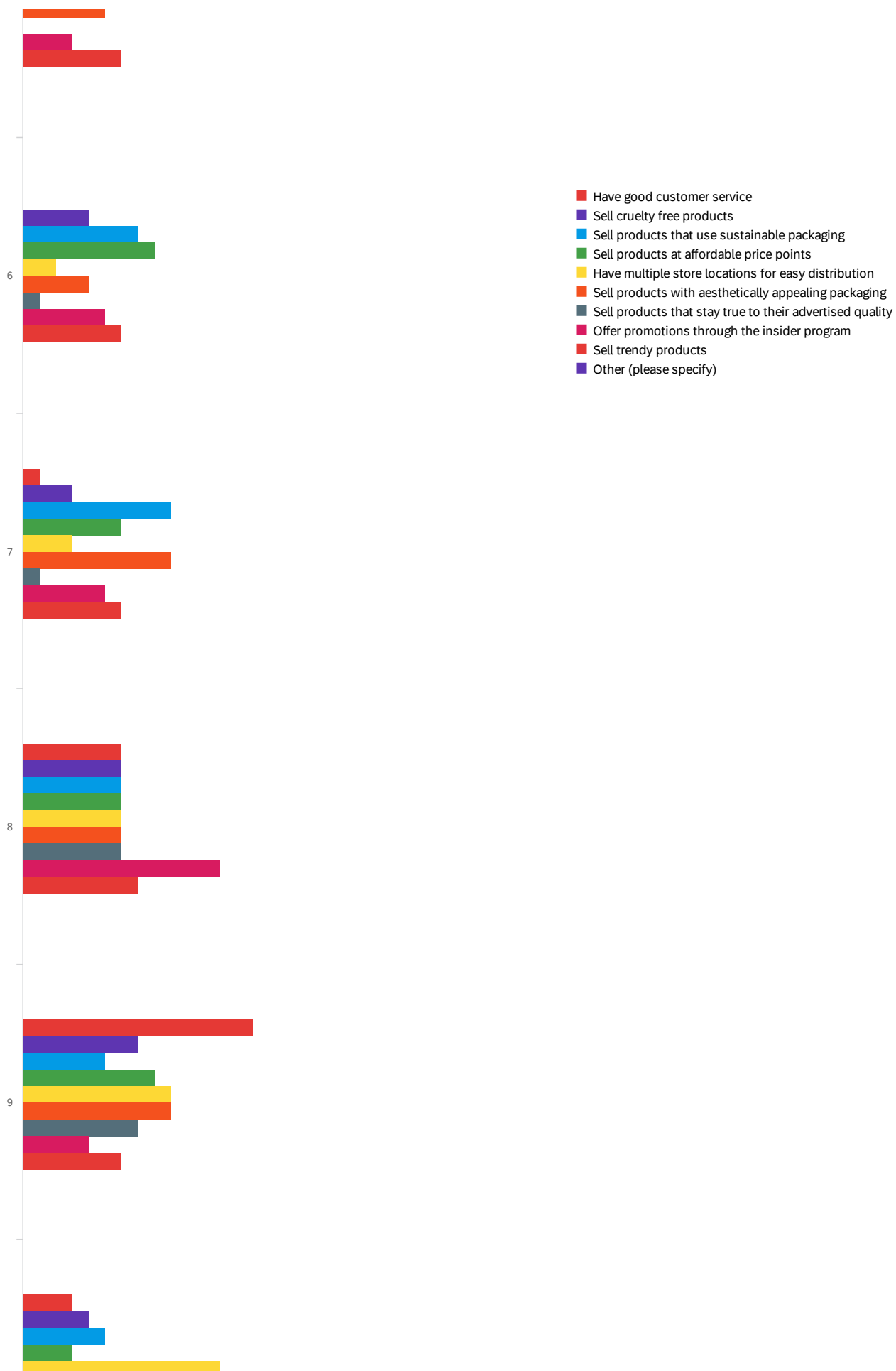
50

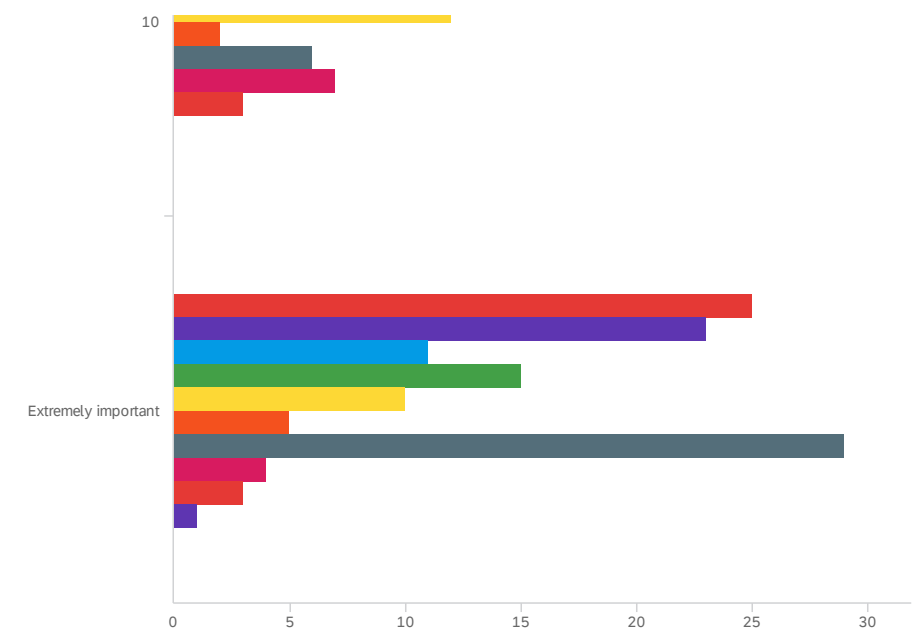
Showing rows 1 - 5 of 5

WIDGET\_ERROR.MISCONFIGURED

Q5 - How unimportant or important is it for a cosmetics retailer to:







#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have good customer service	5.00	11.00	9.82	1.38	1.91	50
2	Sell cruelty free products	3.00	11.00	9.33	2.00	4.02	49
3	Sell products that use sustainable packaging	1.00	11.00	7.86	2.55	6.52	50
4	Sell products at affordable price points	4.00	11.00	8.48	2.12	4.49	50
5	Have multiple store locations for easy distribution	1.00	11.00	8.36	2.64	6.99	50
6	Sell products with aesthetically appealing packaging	1.00	11.00	6.88	2.67	7.11	50
7	Sell products that stay true to their advertised quality	6.00	11.00	10.06	1.30	1.70	50
8	Offer promotions through the insider program	1.00	11.00	6.90	2.99	8.93	50
9	Sell trendy products	1.00	11.00	6.18	2.92	8.51	50
10	Other (please specify)	1.00	11.00	3.00	4.00	16.00	5

#	Field	Not at all important	2	3	4	5	6	7	8
1	Have good customer service	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.00% 1	0.00% 0	2.00% 1	12.00%
2	Sell cruelty free products	0.00% 0	0.00% 0	2.04% 1	0.00% 0	2.04% 1	8.16% 4	6.12% 3	12.24%



#	Field	Not at all important	2	3	4	5	6	7	8
3	Sell products that use sustainable packaging	4.00% 2	0.00% 0	2.00% 1	2.00% 1	6.00% 3	14.00% 7	18.00% 9	12.00%
4	Sell products at affordable price points	0.00% 0	0.00% 0	0.00% 0	2.00% 1	6.00% 3	16.00% 8	12.00% 6	12.00%
5	Have multiple store locations for easy distribution	4.00% 2	0.00% 0	4.00% 2	4.00% 2	4.00% 2	4.00% 2	6.00% 3	12.00%
6	Sell products with aesthetically appealing packaging	6.00% 3	0.00% 0	6.00% 3	8.00% 4	10.00% 5	8.00% 4	18.00% 9	12.00%
7	Sell products that stay true to their advertised quality	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.00% 1	2.00% 1	12.00%
8	Offer promotions through the insider program	12.00% 6	2.00% 1	2.00% 1	4.00% 2	6.00% 3	10.00% 5	10.00% 5	24.00%
9	Sell trendy products	12.00% 6	2.00% 1	8.00% 4	4.00% 2	12.00% 6	12.00% 6	12.00% 6	14.00%
10	Other (please specify)	80.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%

Showing rows 1 - 10 of 10

## Q6 - Where do you purchase most of your cosmetics from?

Where do you purchase most of your cosmetics from?

Nordstrom

Ulta

Sephora

Sephora

sephora

Sephora

cvs

Ulta, Sephora & target

Ulta

Nordstrom and Amazon

Sephora

Various stores

Online

Ulta

Sephora

Sephora and Ulta

Zo skin

sephora or cvs

Sephora

Ulta

ulta

Kiehl's

Where do you purchase most of your cosmetics from?

rare beauty

Sephora

Department Stores/on line

Ulta

Sephora and bobby brown

Cvs

Sephora

sephora

Mac

Amazon

Marshall's

Sephora

N/A

Rite-Aid

Ulta/ Drugstore

Ulta

sephora

Sephora

Ulta

ulta

Sephora

sephora or ulta

Sephora

ulta

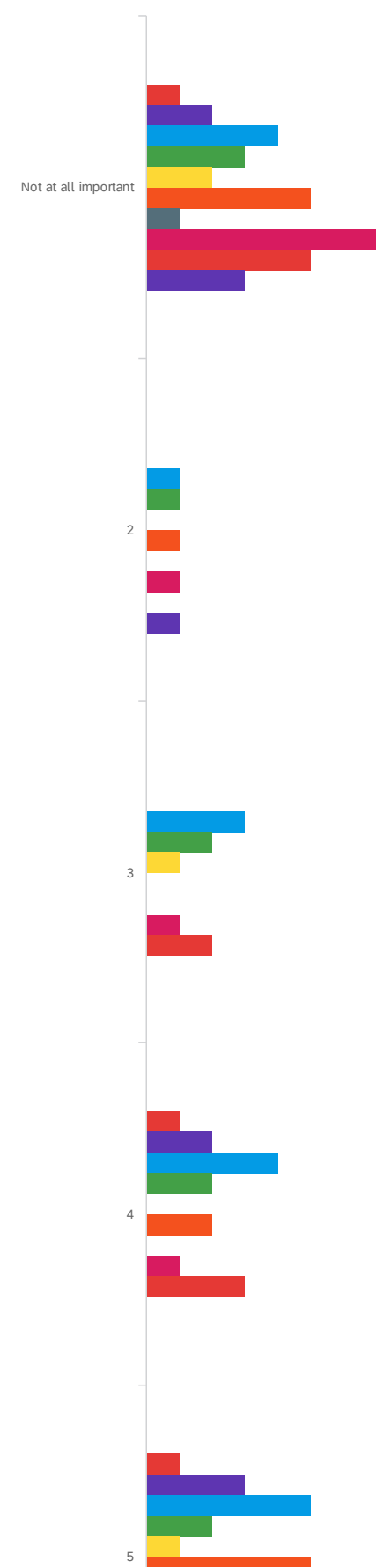
Where do you purchase most of your cosmetics from?

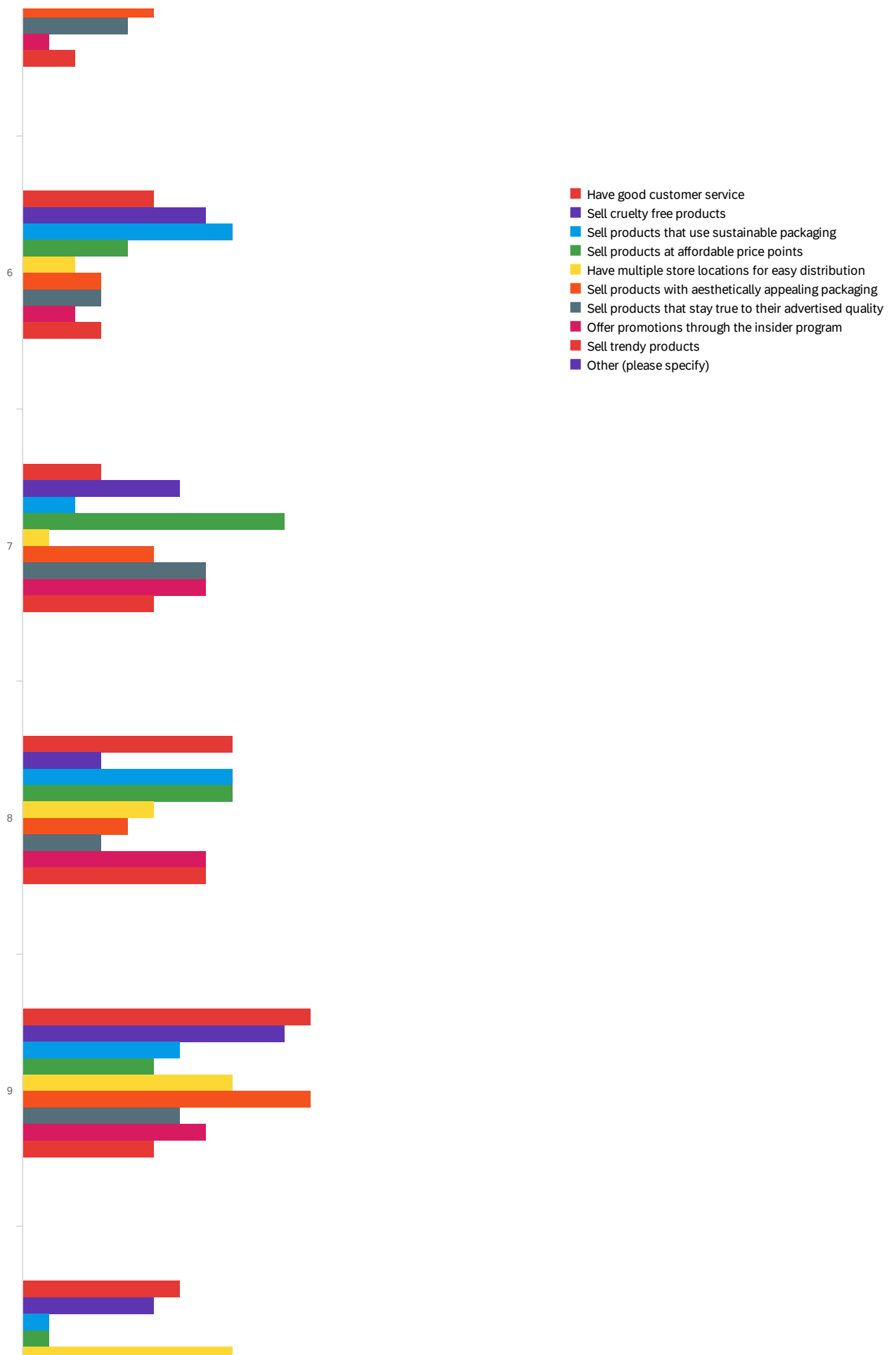
Sephora

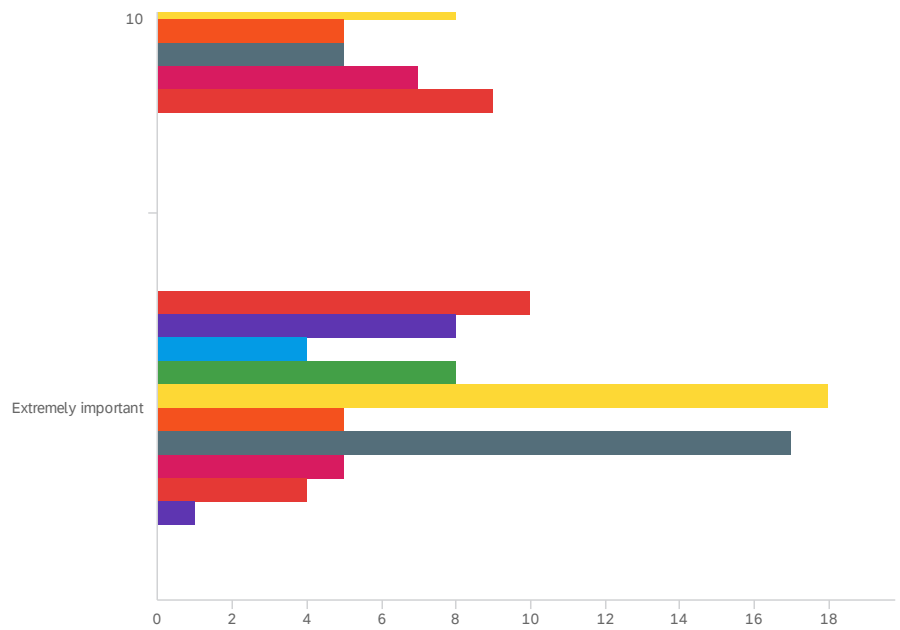
I dont purchase cosmetics

Sephora

Q7 - How likely is it that [QID8-ChoiceTextEntryValue]:







#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have good customer service	1.00	11.00	8.57	2.12	4.51	46
2	Sell cruelty free products	1.00	11.00	7.85	2.52	6.35	46
3	Sell products that use sustainable packaging	1.00	11.00	6.30	2.81	7.91	46
4	Sell products at affordable price points	1.00	11.00	7.17	2.79	7.80	46
5	Have multiple store locations for easy distribution	1.00	11.00	9.11	2.50	6.23	46
6	Sell products with aesthetically appealing packaging	1.00	11.00	7.15	3.01	9.09	46
7	Sell products that stay true to their advertised quality	1.00	11.00	8.76	2.36	5.57	46
8	Offer promotions through the insider program	1.00	11.00	7.09	3.25	10.56	46
9	Sell trendy products	1.00	11.00	7.13	3.06	9.36	45
10	Other (please specify)	1.00	11.00	3.20	3.92	15.36	5

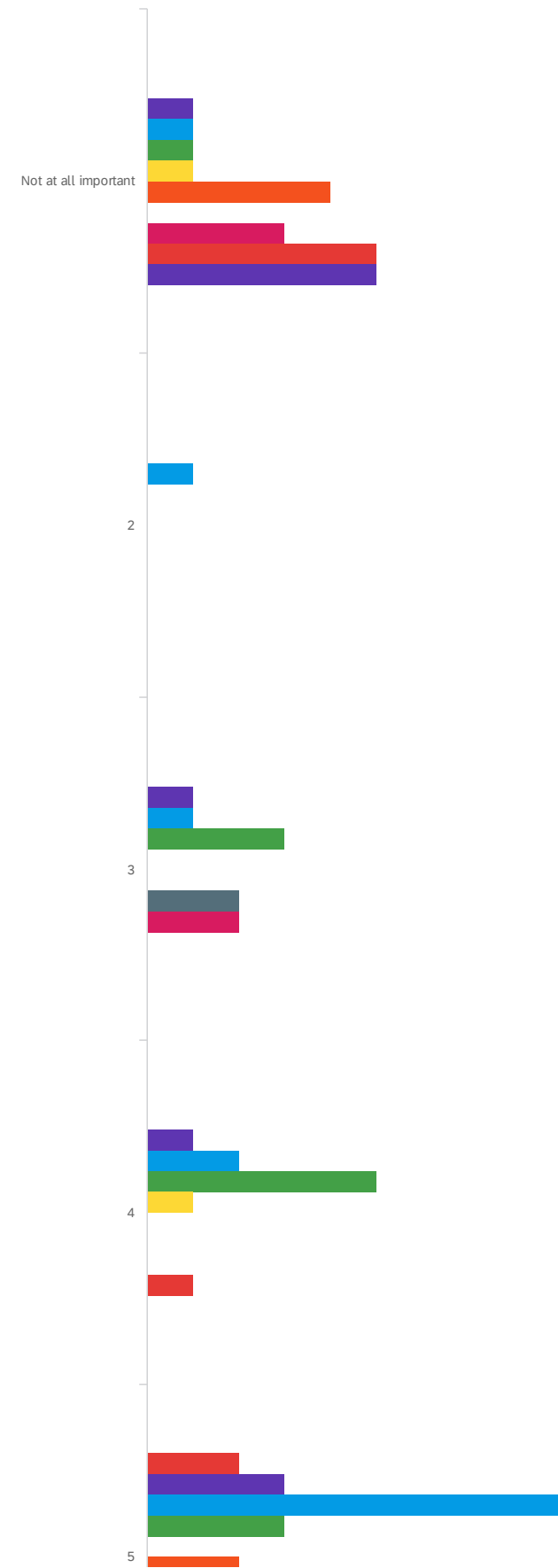
#	Field	Not at all important	2	3	4	5	6	7	8
1	Have good customer service	2.17% 1	0.00% 0	0.00% 0	2.17% 1	2.17% 1	10.87% 5	6.52% 3	17.39
2	Sell cruelty free products	4.35% 2	0.00% 0	0.00% 0	4.35% 2	6.52% 3	15.22% 7	13.04% 6	6.52

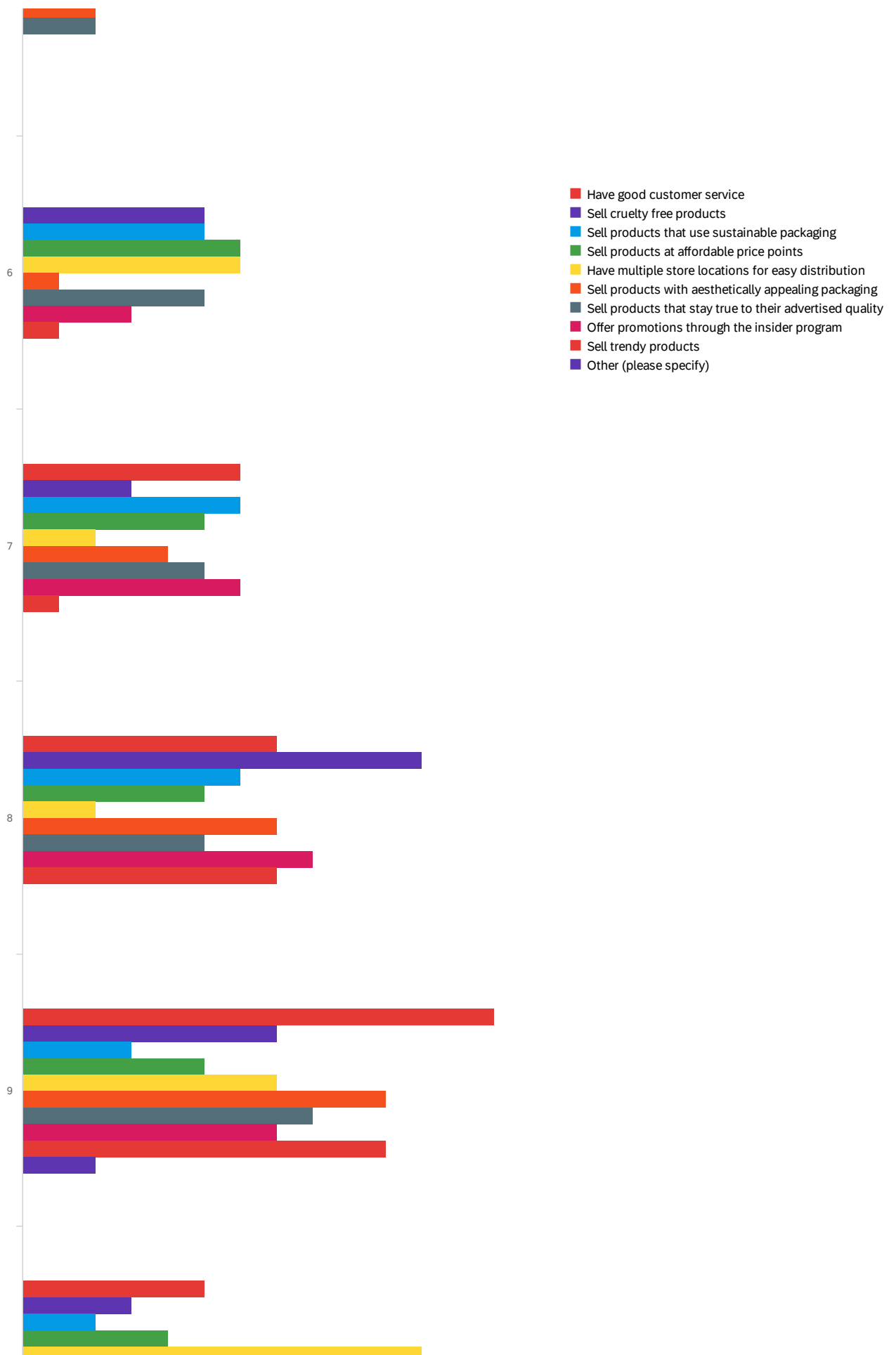
#	Field	Not at all important	2	3	4	5	6	7	8
3	Sell products that use sustainable packaging	8.70% 4	2.17% 1	6.52% 3	8.70% 4	10.87% 5	17.39% 8	4.35% 2	17.39
4	Sell products at affordable price points	6.52% 3	2.17% 1	4.35% 2	4.35% 2	4.35% 2	8.70% 4	21.74% 10	17.39
5	Have multiple store locations for easy distribution	4.35% 2	0.00% 0	2.17% 1	0.00% 0	2.17% 1	4.35% 2	2.17% 1	10.87
6	Sell products with aesthetically appealing packaging	10.87% 5	2.17% 1	0.00% 0	4.35% 2	10.87% 5	6.52% 3	10.87% 5	8.70
7	Sell products that stay true to their advertised quality	2.17% 1	0.00% 0	0.00% 0	0.00% 0	8.70% 4	6.52% 3	15.22% 7	6.52
8	Offer promotions through the insider program	15.22% 7	2.17% 1	2.17% 1	2.17% 1	2.17% 1	4.35% 2	15.22% 7	15.22
9	Sell trendy products	11.11% 5	0.00% 0	4.44% 2	6.67% 3	4.44% 2	6.67% 3	11.11% 5	15.56
10	Other (please specify)	60.00% 3	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00

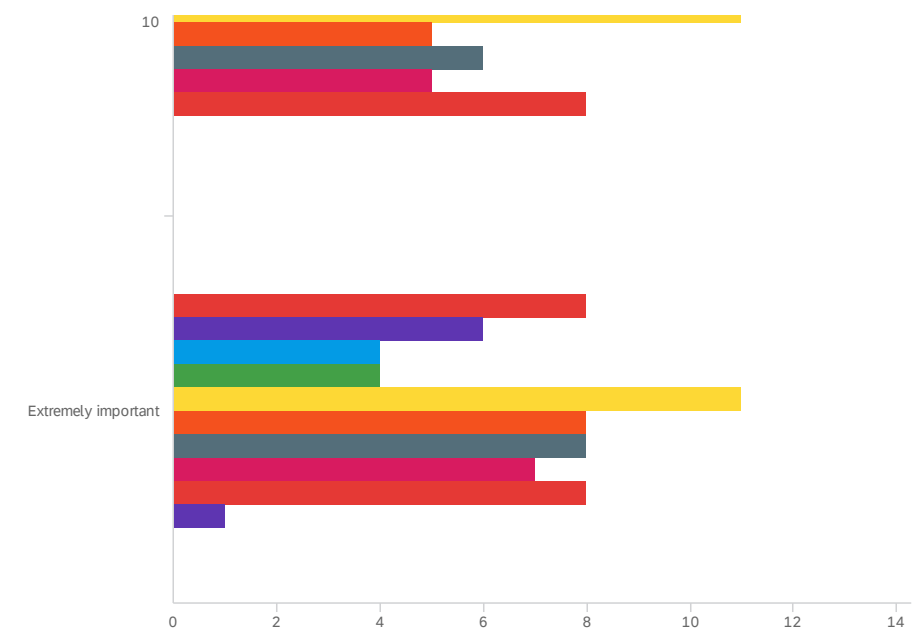
Showing rows 1 - 10 of 10



Q8 - How likely is it that Sephora:







#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have good customer service	5.00	11.00	8.85	1.55	2.42	41
2	Sell cruelty free products	1.00	11.00	7.83	2.27	5.17	41
3	Sell products that use sustainable packaging	1.00	11.00	6.75	2.42	5.84	40
4	Sell products at affordable price points	1.00	11.00	6.95	2.58	6.63	41
5	Have multiple store locations for easy distribution	1.00	11.00	8.90	2.25	5.06	41
6	Sell products with aesthetically appealing packaging	1.00	11.00	8.10	2.81	7.89	41
7	Sell products that stay true to their advertised quality	3.00	11.00	8.32	2.17	4.70	41
8	Offer promotions through the insider program	1.00	11.00	7.88	2.72	7.42	41
9	Sell trendy products	1.00	11.00	8.20	3.04	9.23	41
10	Other (please specify)	1.00	11.00	4.25	4.24	17.94	8

#	Field	Not at all important	2	3	4	5	6	7	8
1	Have good customer service	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.88% 2	0.00% 0	14.63% 6	17.07%
2	Sell cruelty free products	2.44% 1	0.00% 0	2.44% 1	2.44% 1	7.32% 3	12.20% 5	7.32% 3	26.83%

#	Field	Not at all important	2	3	4	5	6	7	8
3	Sell products that use sustainable packaging	2.50% 1	2.50% 1	2.50% 1	5.00% 2	22.50% 9	12.50% 5	15.00% 6	15.00%
4	Sell products at affordable price points	2.44% 1	0.00% 0	7.32% 3	12.20% 5	7.32% 3	14.63% 6	12.20% 5	12.20%
5	Have multiple store locations for easy distribution	2.44% 1	0.00% 0	0.00% 0	2.44% 1	0.00% 0	14.63% 6	4.88% 2	4.88%
6	Sell products with aesthetically appealing packaging	9.76% 4	0.00% 0	0.00% 0	0.00% 0	4.88% 2	2.44% 1	9.76% 4	17.07%
7	Sell products that stay true to their advertised quality	0.00% 0	0.00% 0	4.88% 2	0.00% 0	4.88% 2	12.20% 5	12.20% 5	12.20%
8	Offer promotions through the insider program	7.32% 3	0.00% 0	4.88% 2	0.00% 0	0.00% 0	7.32% 3	14.63% 6	19.51%
9	Sell trendy products	12.20% 5	0.00% 0	0.00% 0	2.44% 1	0.00% 0	2.44% 1	2.44% 1	17.07%
10	Other (please specify)	62.50% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%

Showing rows 1 - 10 of 10

Q9 - What would be a fair price for a luxury perfume or cologne? (sizing: 3.4 oz)

What would be a fair price for a luxury perfume or cologne? (sizing: 3.4 oz...

100\$

\$50

45

100

40

100

\$80

250.00

475.00

\$50

\$50

\$50+

\$75

60

\$50-75

\$80

\$65

\$45

\$30

\$60

\$100

60

What would be a fair price for a luxury perfume or cologne? (sizing: 3.4 oz...

70\$

Don't know don't wear perfume

85

\$150

150

150

60

\$75

100\$

50\$

\$75

\$70

\$40

200

60

100

60-70

\$30

\$45

\$120

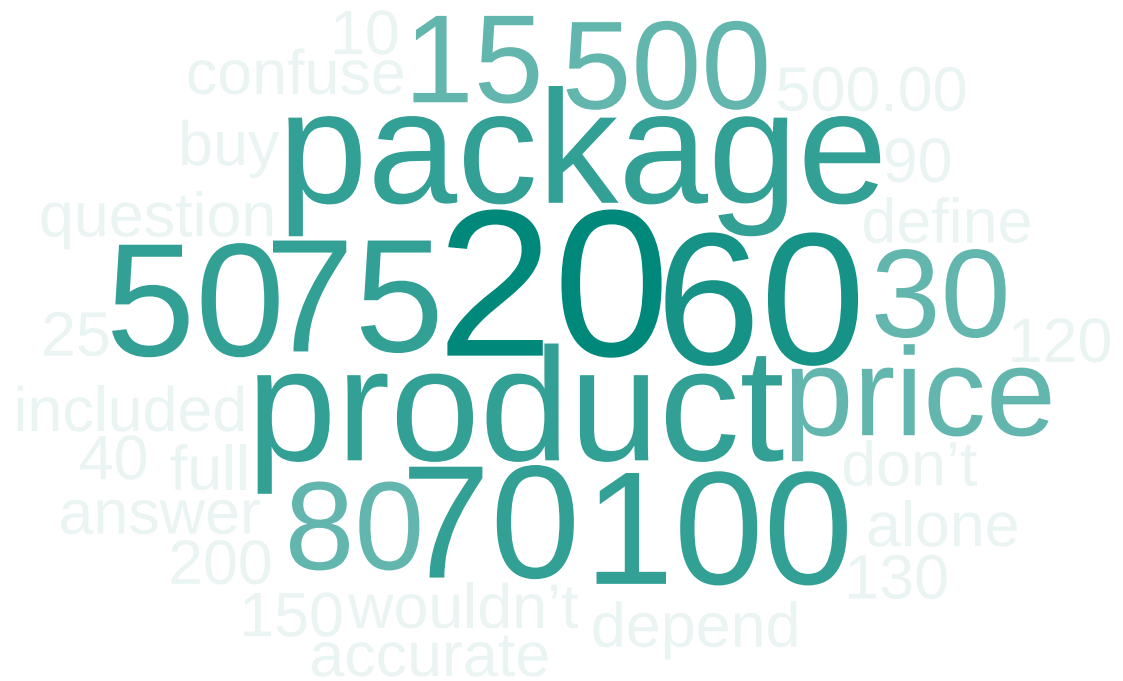
120

55-65?

Q10 - What would be a fair price for a high-quality (effective) moisturizer? (sizing: 50-60 mL)



Q11 - At what price would you consider the packaging of the product to be so expensive that you would not buy the product?

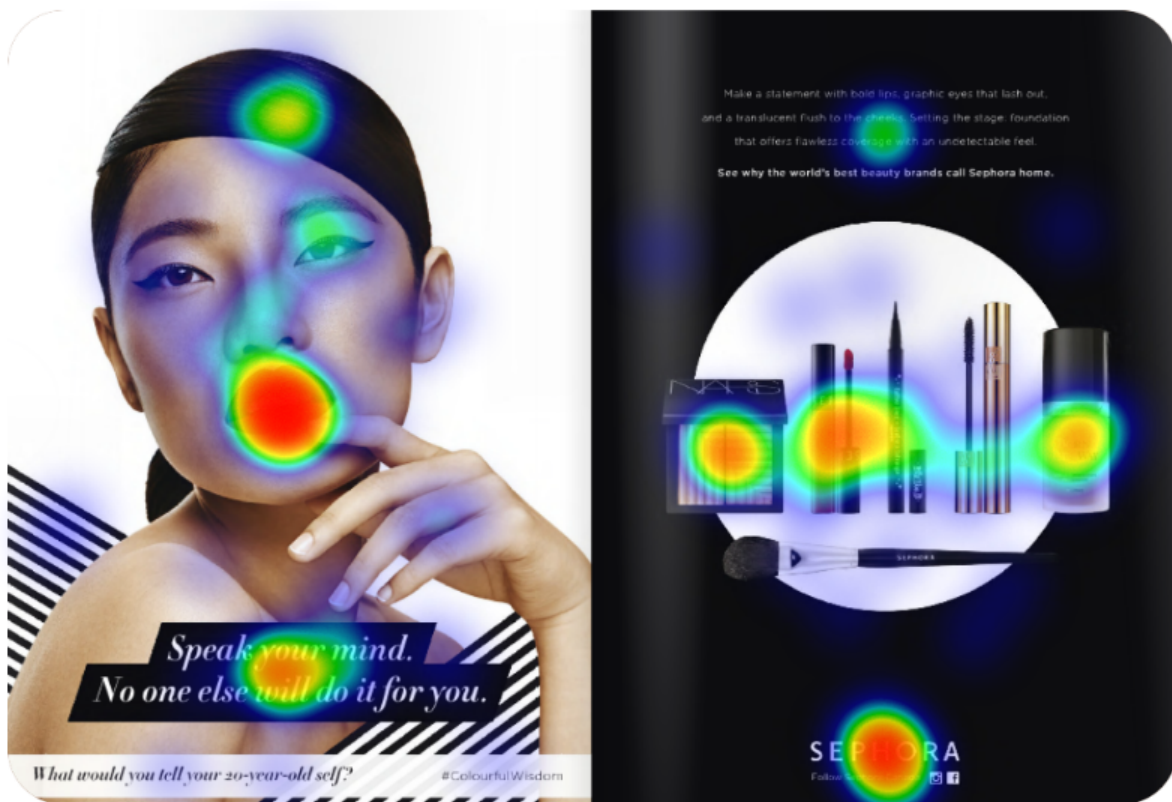




Q12 - At what price would you consider the packaging of the product to be so cheap that you would not buy the product?



Q13 - Click on the first five sections or areas of this ad that attract your attention.



Q14 - You will see an advertising appeal. Please select words or phrases you like a lot, words or phrases you like somewhat, words or phrases you are neutral about, words or phrases you don't like, and words or phrases you dislike a lot. To do so, select the first word or phrase and then select the respective category from the menu that will appear on your screen.

Dislike a lot

We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty, and in life. Our purpose is to inspire fearlessness.

Don't like

We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty, and in life. Our purpose is to inspire fearlessness.

Neutral

We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty, and in life. Our purpose is to inspire fearlessness.

Like somewhat

We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty, and in life. Our purpose is to inspire fearlessness.

Like a lot

We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty, and in life. Our purpose is to inspire fearlessness.

Field	You will see an advertising appeal. Please select words or phrases you like a lot, words or phrases you like somewhat, words or phrases you are neutral about, words or phrases you don't like, and words or phrases you dislike a lot. To do so, select the first word or phrase and then select the respective category from the menu that will appear on your screen. - Dislike a lot	You will see an advertising appeal. Please select words or phrases you like a lot, words or phrases you like somewhat, words or phrases you are neutral about, words or phrases you don't like, and words or phrases you dislike a lot. To do so, select the first word or phrase and then select the respective category from the menu that will appear on your screen. - Don't like	You will see an advertising appeal. Please select words or phrases you like a lot, words or phrases you like somewhat, words or phrases you are neutral about, words or phrases you don't like, and words or phrases you dislike a lot. To do so, select the first word or phrase and then select the respective category from the menu that will appear on your screen. - Neutral	You will see an advertising appeal. Please select words or phrases you like a lot, words or phrases you like somewhat, words or phrases you are neutral about, words or phrases you don't like, and words or phrases you dislike a lot. To do so, select the first word or phrase and then select the respective category from the menu that will appear on your screen. - Like somewhat	You will see an advertising appeal. Please select words or phrases you like a lot, words or phrases you like somewhat, words or phrases you are neutral about, words or phrases you don't like, and words or phrases you dislike a lot. To do so, select the first word or phrase and then select the respective category from the menu that will appear on your screen. - Like a lot
2: believe	0.00% 0	6.67% 1	0.00% 0	7.84% 4	3.23% 2
3: beauty	0.00% 0	6.67% 1	15.00% 3	11.76% 6	1.61% 1
6: each	0.00% 0	0.00% 0	5.00% 1	3.92% 2	4.84% 3
7: person	0.00% 0	0.00% 0	5.00% 1	1.96% 1	3.23% 2
9: define	16.67% 1	0.00% 0	5.00% 1	7.84% 4	4.84% 3
13: celebrate.	16.67% 1	6.67% 1	10.00% 2	9.80% 5	14.52% 9
14: Together,	0.00% 0	0.00% 0	10.00% 2	1.96% 1	1.61% 1
16: support	0.00% 0	6.67% 1	5.00% 1	13.73% 7	6.45% 4
18: encourage	0.00% 0	13.33% 2	5.00% 1	11.76% 6	9.68% 6
19: bold	0.00% 0	20.00% 3	0.00% 0	7.84% 4	8.06% 5
20: choices	0.00% 0	13.33% 2	5.00% 1	0.00% 0	1.61% 1
22: beauty,	0.00% 0	6.67% 1	10.00% 2	3.92% 2	1.61% 1
25: life.	0.00% 0	0.00% 0	15.00% 3	0.00% 0	8.06% 5
27: purpose	16.67% 1	6.67% 1	10.00% 2	3.92% 2	1.61% 1
30: inspire	0.00% 0	0.00% 0	0.00% 0	7.84% 4	9.68% 6
31: fearlessness.	50.00% 3	13.33% 2	0.00% 0	5.88% 3	19.35% 12
	6	15	20	51	62

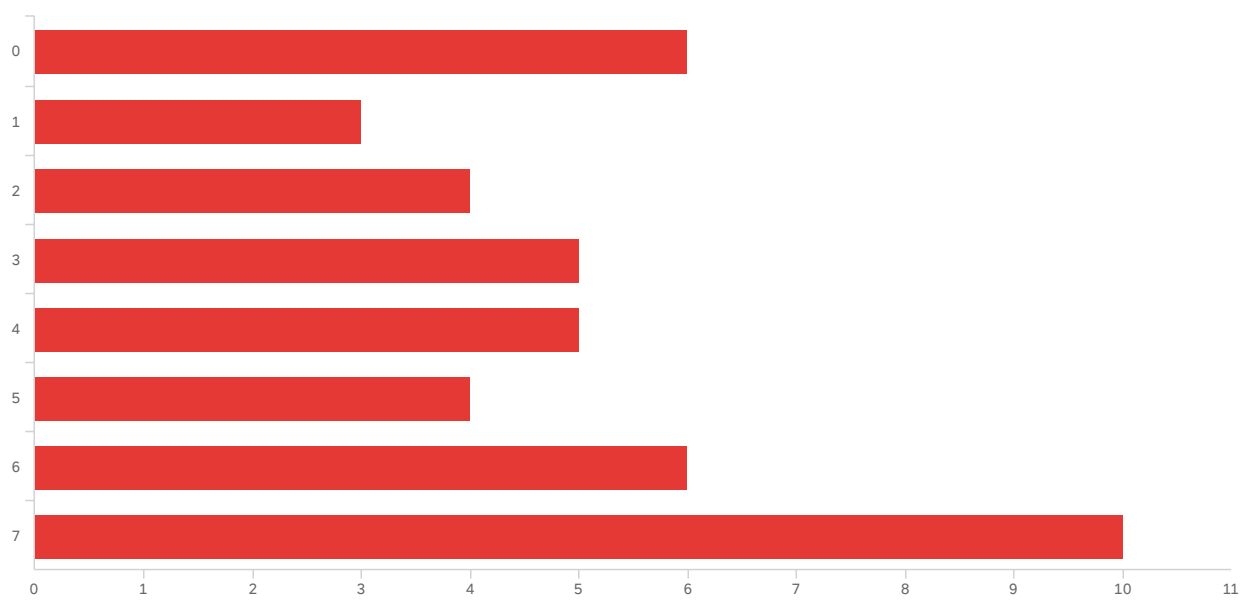
Showing rows 1 - 17 of 17

Q15 - Please indicate sections or areas in this ad that you like and sections or areas you don't like. Please click once on a section or area if you like it, and click twice if you don't like it

#	Field	Choice Count
Dislike	Dislike	6.98% 3
Neutral	Neutral	20.93% 9
Like	Like	72.09% 31
		43

Showing rows 1 - 4 of 4

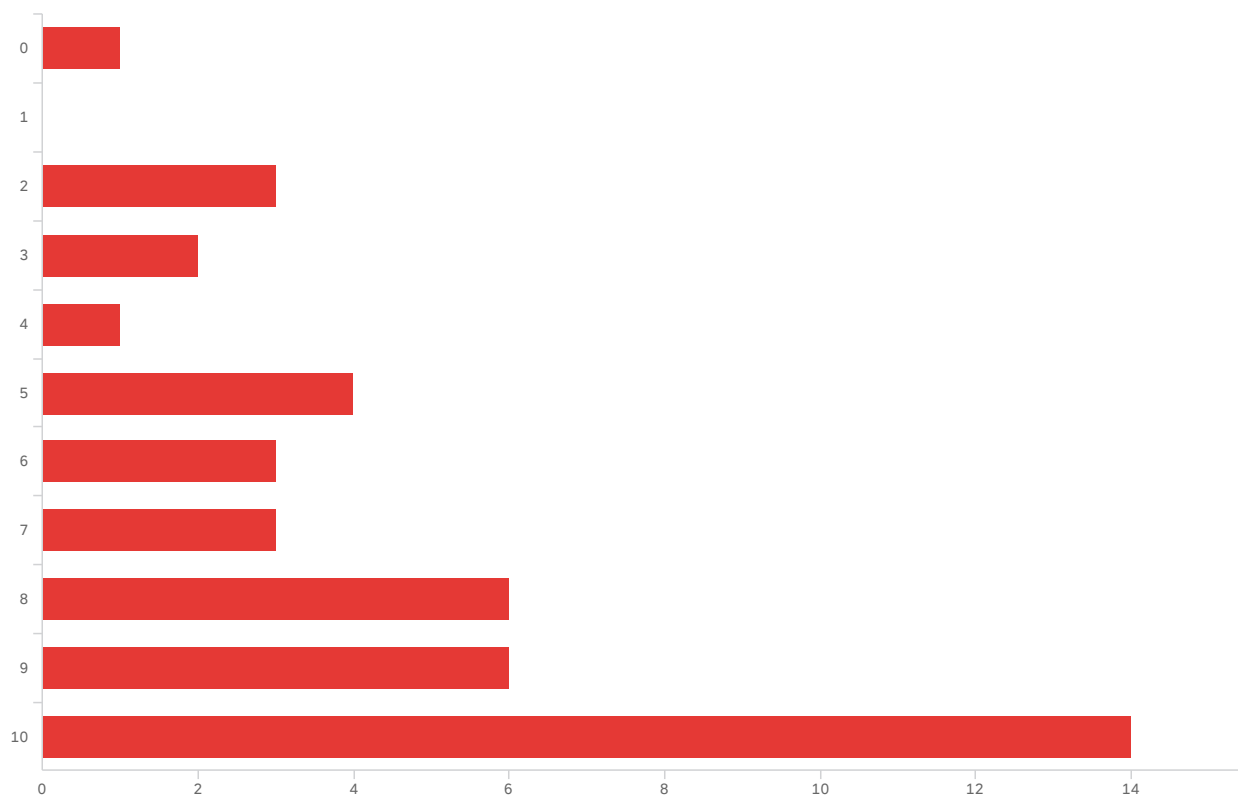
Q16 - On a scale from 0-7, how often do you use cosmetics on a weekly basis?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On a scale from 0-7, how often do you use cosmetics on a weekly basis?	1.00	8.00	5.00	2.47	6.09	43

#	Field	Choice Count
1	0	13.95% 6
2	1	6.98% 3
3	2	9.30% 4
4	3	11.63% 5
5	4	11.63% 5
6	5	9.30% 4
7	6	13.95% 6
8	7	23.26% 10

Q17 - On a scale from 0-10, how important is your skincare routine?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On a scale from 0-10, how important is your skincare routine?	1.00	11.00	8.37	2.79	7.77	43

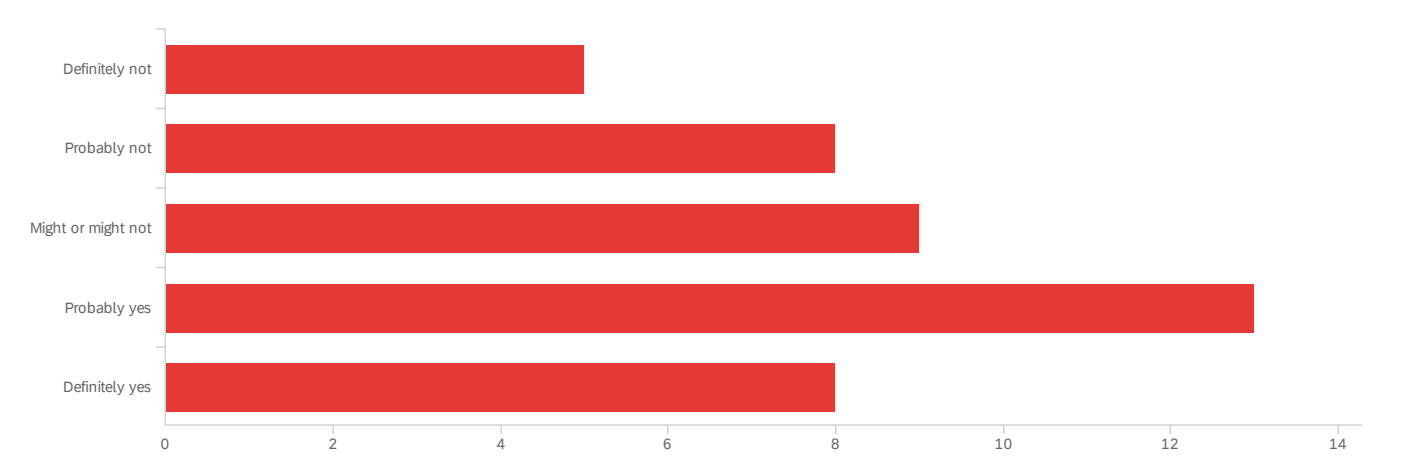
#	Field	Choice Count
1	0	2.33% 1
2	1	0.00% 0
3	2	6.98% 3
4	3	4.65% 2
5	4	2.33% 1
6	5	9.30% 4
7	6	6.98% 3
8	7	6.98% 3

#	Field	Choice Count
9	8	13.95% 6
10	9	13.95% 6
11	10	32.56% 14
		43

Showing rows 1 - 12 of 12



Q18 - Have you ever boycotted a brand because they've acted unethically?

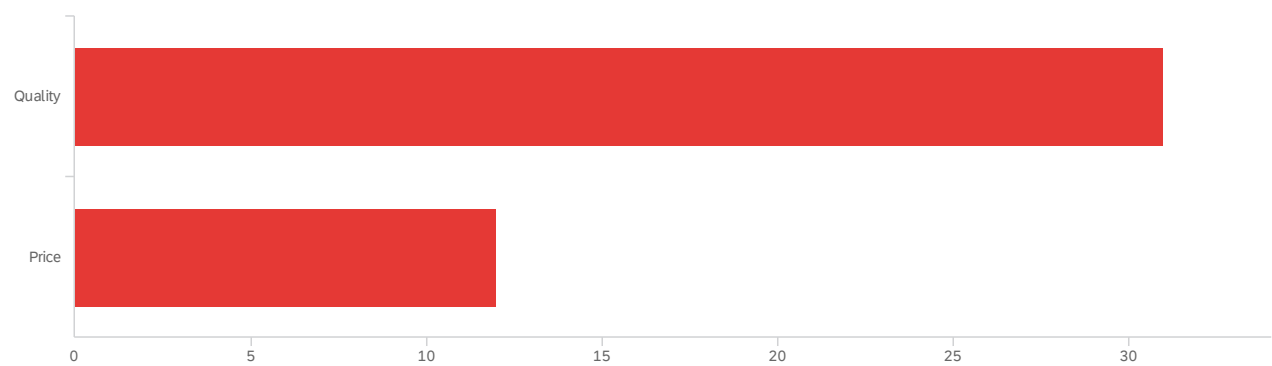


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever boycotted a brand because they've acted unethically?	1.00	5.00	3.26	1.28	1.63	43

#	Field	Choice Count
1	Definitely not	11.63% 5
2	Probably not	18.60% 8
3	Might or might not	20.93% 9
4	Probably yes	30.23% 13
5	Definitely yes	18.60% 8
		43

Showing rows 1 - 6 of 6

Q19 - Do you pay more attention to the price or quality of the items you buy?



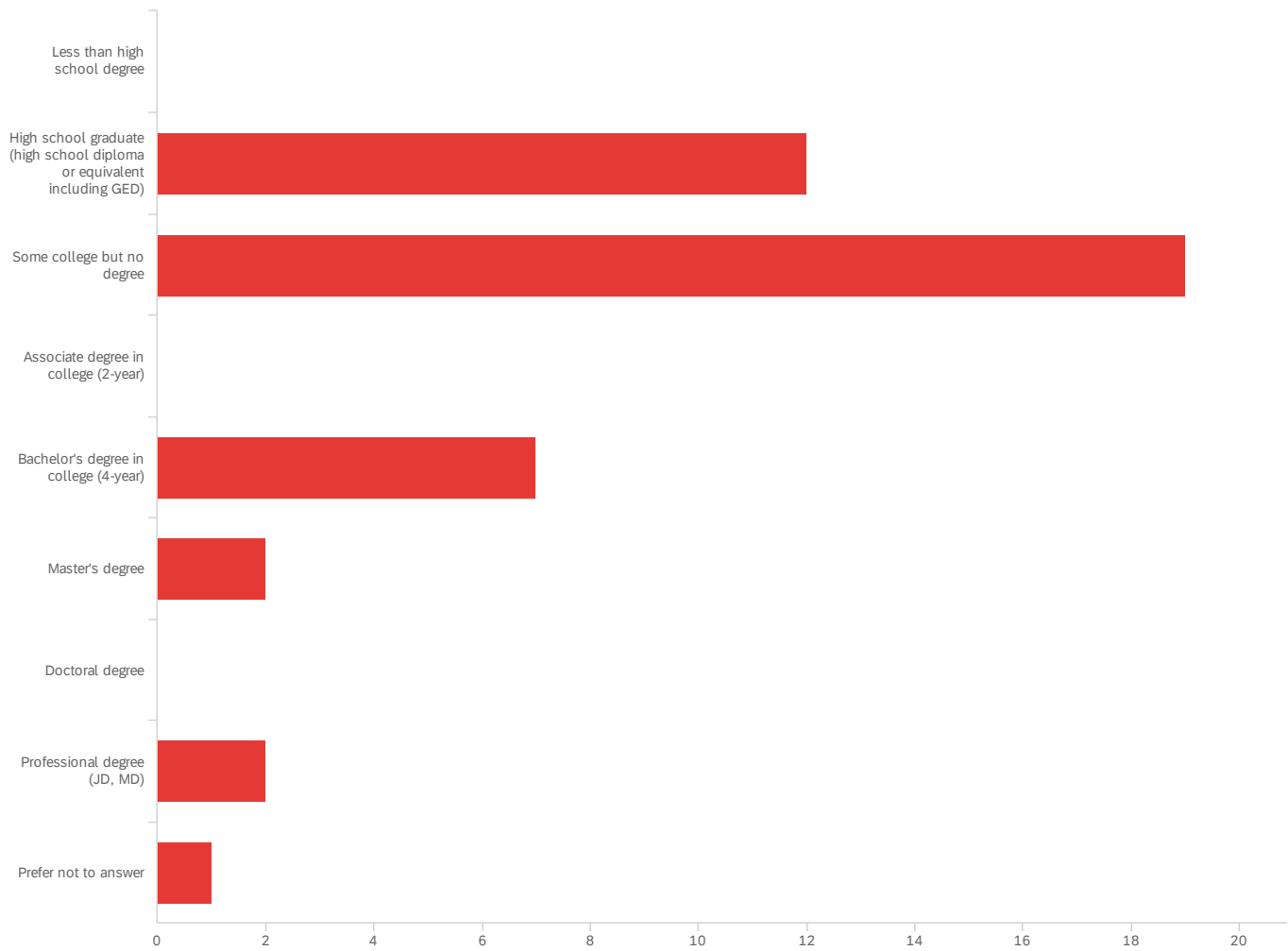
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you pay more attention to the price or quality of the items you buy?	1.00	2.00	1.28	0.45	0.20	43

#	Field	Choice Count
1	Quality	72.09% 31
2	Price	27.91% 12

43

Showing rows 1 - 3 of 3

Q20 - What is the highest level of school you have completed or the highest degree you have received?



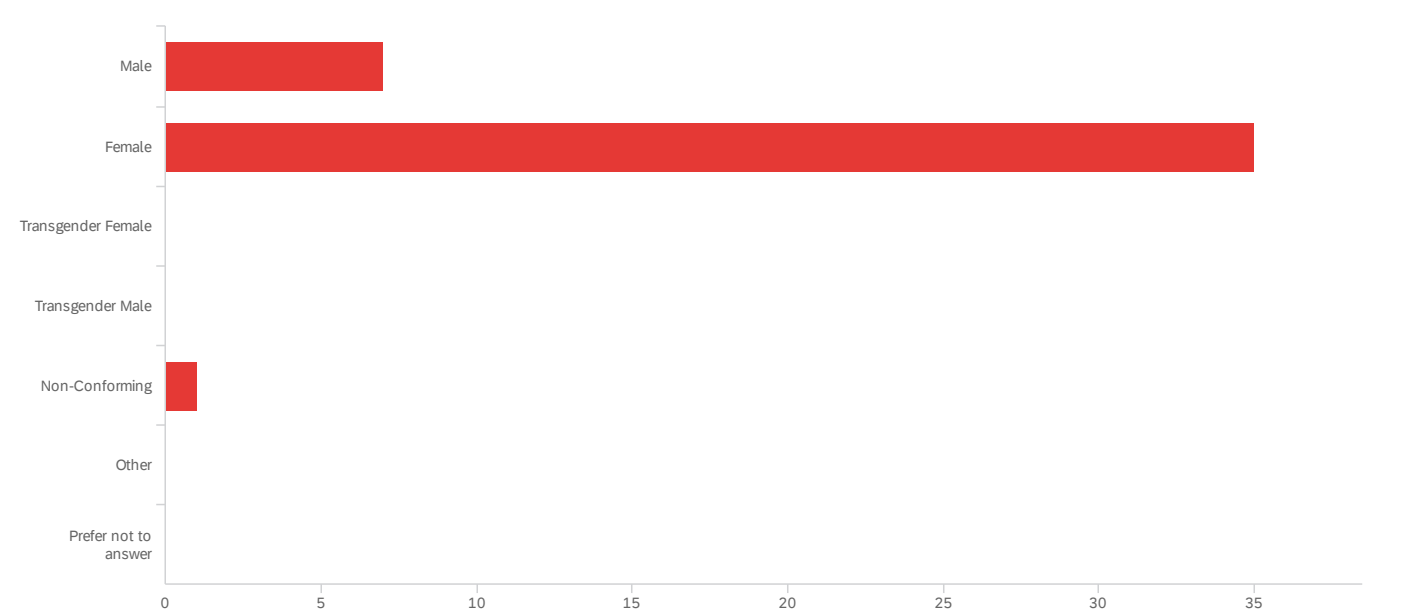
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is the highest level of school you have completed or the highest degree you have received?	2.00	9.00	3.56	1.74	3.04	43

#	Field	Choice Count
1	Less than high school degree	0.00% 0
2	High school graduate (high school diploma or equivalent including GED)	27.91% 12
3	Some college but no degree	44.19% 19

#	Field	Choice Count
4	Associate degree in college (2-year)	0.00% 0
5	Bachelor's degree in college (4-year)	16.28% 7
6	Master's degree	4.65% 2
7	Doctoral degree	0.00% 0
8	Professional degree (JD, MD)	4.65% 2
9	Prefer not to answer	2.33% 1
		43

Showing rows 1 - 10 of 10

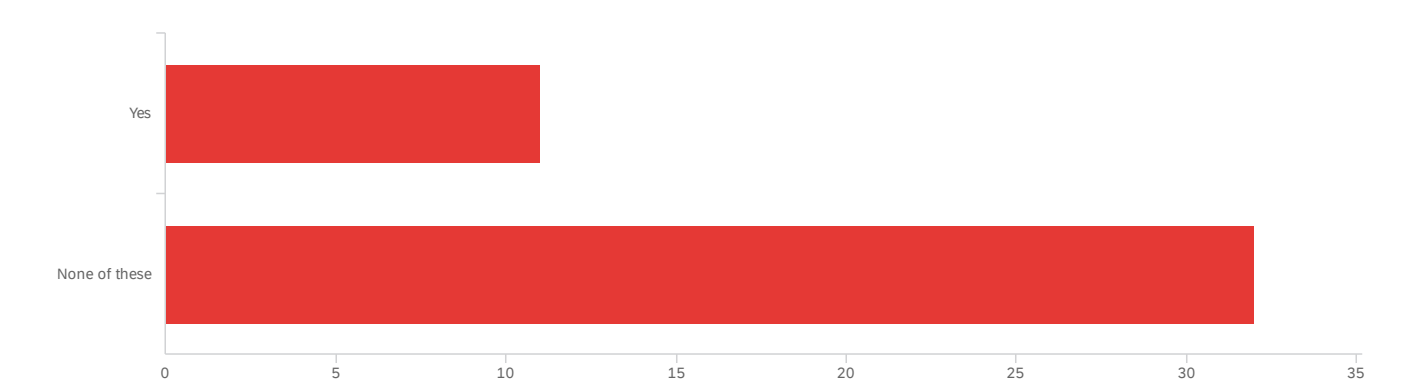
Q21 - To which gender identity do you most identify with?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	To which gender identity do you most identify with?	1.00	5.00	1.91	0.60	0.36	43

#	Field	Choice Count
1	Male	16.28% 7
2	Female	81.40% 35
3	Transgender Female	0.00% 0
4	Transgender Male	0.00% 0
5	Non-Conforming	2.33% 1
6	Other	0.00% 0
7	Prefer not to answer	0.00% 0
		43

Q22 - Are you Spanish, Hispanic, or Latino or none of these?



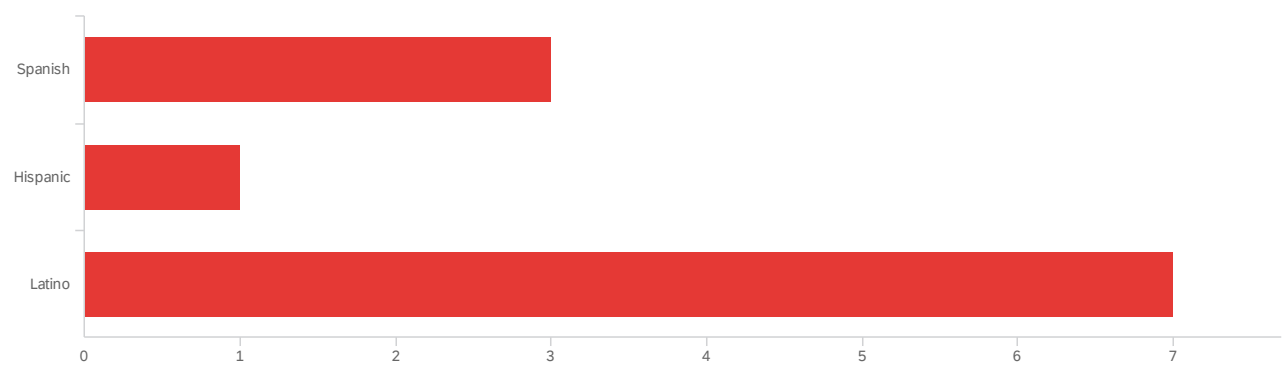
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you Spanish, Hispanic, or Latino or none of these?	1.00	2.00	1.74	0.44	0.19	43

#	Field	Choice Count
1	Yes	25.58% 11
2	None of these	74.42% 32

43

Showing rows 1 - 3 of 3

Q23 - Are you Spanish, Hispanic, or Latino?

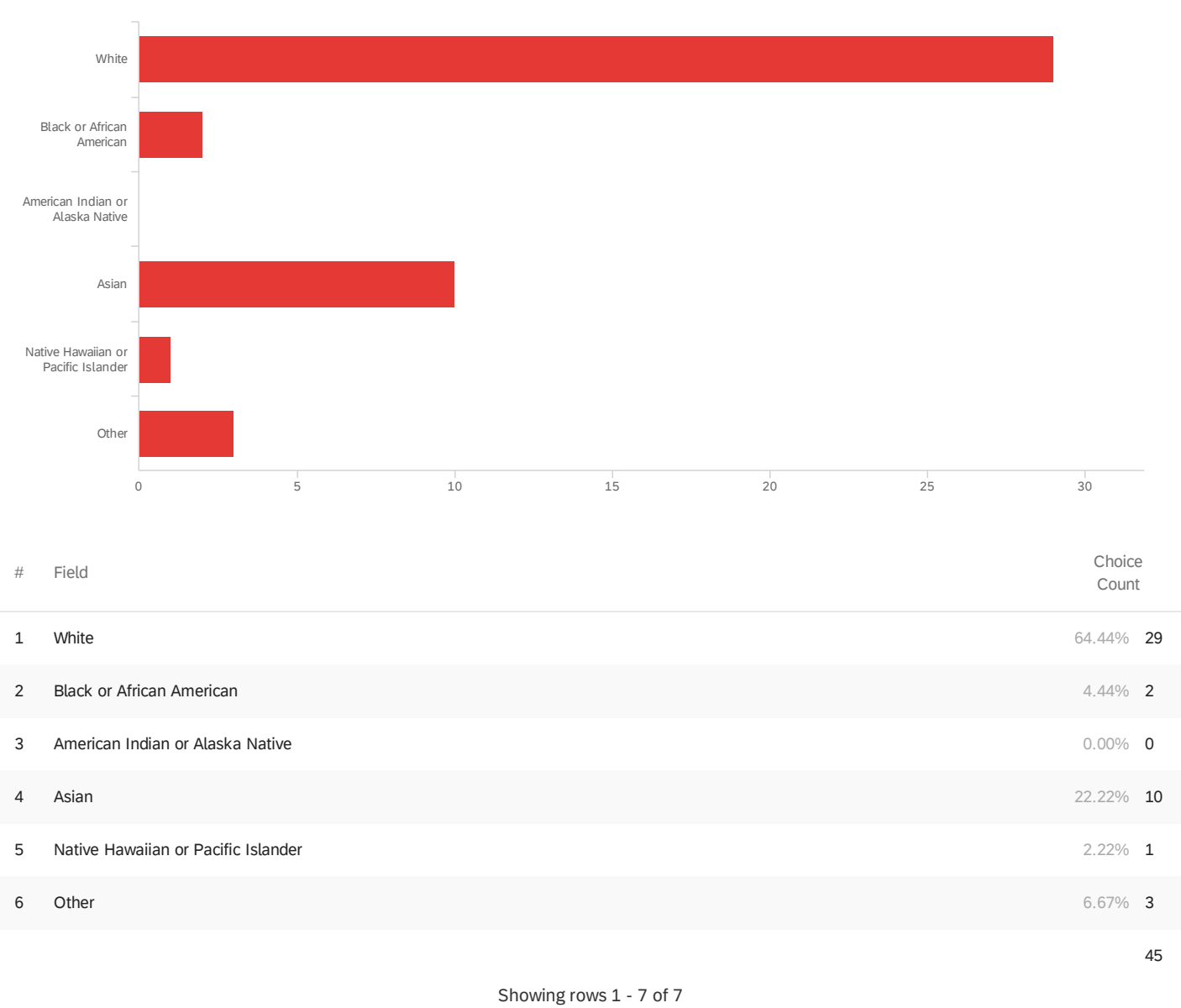


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you Spanish, Hispanic, or Latino?	1.00	3.00	2.36	0.88	0.78	11

#	Field	Choice Count
1	Spanish	27.27% 3
2	Hispanic	9.09% 1
3	Latino	63.64% 7
		11

Showing rows 1 - 4 of 4

Q24 - Choose one or more races that you consider yourself to be:



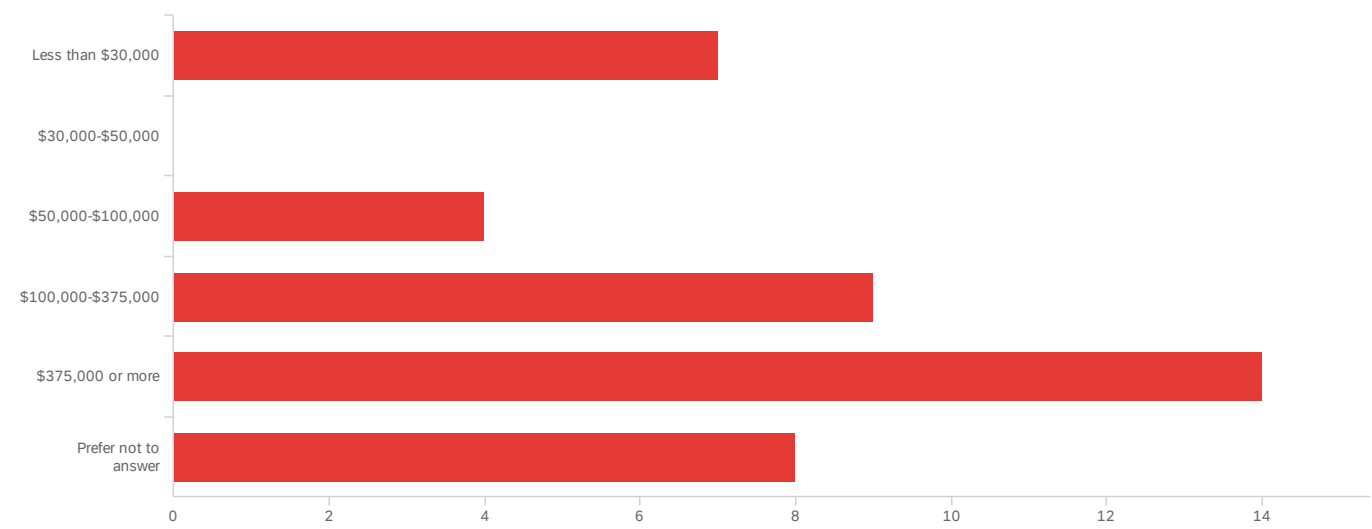
Q24\_6\_TEXT - Other

Other

Latino



Q25 - Please indicate the answer that includes your entire household income in (previous year) before taxes.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please indicate the answer that includes your entire household income in (previous year) before taxes.	1.00	6.00	4.12	1.64	2.68	42

#	Field	Choice Count
1	Less than \$30,000	16.67% 7
2	\$30,000-\$50,000	0.00% 0
3	\$50,000-\$100,000	9.52% 4
4	\$100,000-\$375,000	21.43% 9
5	\$375,000 or more	33.33% 14
6	Prefer not to answer	19.05% 8