



## Default Question Block

Thanks for taking a few minutes to tell us about your visits to Northbrook Court. Your feedback helps us to deliver the best shopping experience we can! The survey will take about 5 - 10 minutes to complete and is anonymous. There is a drawing for a \$100 gift card for one lucky participant. If you would like to participate in the drawing, please follow the link at the end of the survey to enter your information. You do not have to complete the survey to enter the drawing, but we would certainly appreciate it!

How often do you visit Northbrook Court?

- ☐ Weekly
- ☐ At least twice a month
- ☐ Once a month
- ☐ Once or twice every three months
- ☐ Twice a year
- ☐ Once a year
- ☐ I don't go to Northbrook Court.

When you go to Northbrook Court, how many stores do you usually visit?

- ☐ Just one
- ☐ Two or three
- ☐ Four or more
- ☐ None, I go to meet my friends

When you go to Northbrook Court, how long is your average visit?

- ☐ One hour or less
- ☐ More than one hour up to two hours
- ☐ More than two hours up to four hours
- ☐ Four hours or longer

Which of the following is the best description of your shopping style?

- ☐ I know exactly what I want, so I purchase it and then leave the mall.
- ☐ I like to know what current trends are, so I do a lot of browsing when I come to the mall.
- ☐ I like to find great deals, so I am interested in finding the best sales and discounts.
- ☐ I think shopping is fun, so I think of my trips to the mall as entertainment.

When you go to Northbrook Court, how much do you spend on average?

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- ☐ 0 - \$25
- ☐ \$25.01 - \$50
- ☐ \$50.01 - \$75
- ☐ \$75.01 - \$100
- ☐ \$100.01 - \$125
- ☐ \$125.01 - \$150
- ☐ \$150.01 - \$175
- ☐ \$175.01 - \$200
- ☐ More than \$200

When you go to Northbrook Court, what do you usually buy? Check all that apply.

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- ☐ Books
- ☐ Electronics
- ☐ Accessories
- ☐ Toys and Games
- ☐ Shoes
- ☐ Jewelry
- ☐ Apparel
- ☐ Cosmetics
- ☐ Fitness / Sports
- ☐ Housewares

Do you usually purchase food and / or beverages when you visit the mall?

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- ☐ Yes
- ☐ No

Which day or days do you usually visit Northbrook Court? Check all that apply.

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- ☐ Sunday
- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday

Is there a particular time of day you prefer to go to Northbrook Court?

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- ☐ Morning
- ☐ Mid-day
- ☐

- ☐ Late afternoon
- ☐ Evening
- ☐ No preference

What is your favorite store at Northbrook Court?

Do you usually go to the mall alone or with other people?

- ☐ Alone
- ☐ With my family
- ☐ With friends

When you visit Northbrook Court, who are you shopping for most often?

- ☐ Myself
- ☐ Family members
- ☐ Friends
- ☐ It depends on the occasion

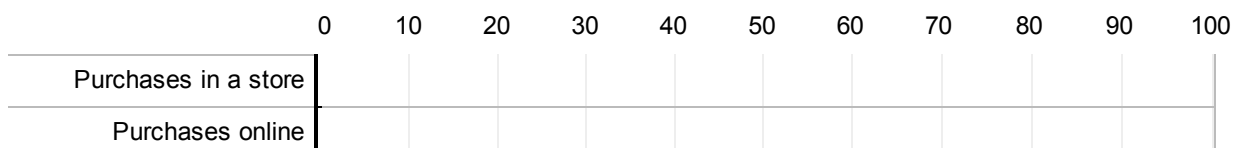
What keeps you from visiting Northbrook Court more often? Check all that apply.

- ☐ I am too busy.
- ☐ It's hard to bring my kids.
- ☐ It's too crowded.
- ☐ Parking is difficult.
- ☐ I am trying to spend less money.
- ☐ I don't like the selection of stores.

Do you browse store websites before coming to the mall?

- ☐ Always
- ☐ Most of the time
- ☐ Some of the time
- ☐ Never

What percent of your discretionary purchases are made in a store versus online? Please don't include purchases that can't be made in a store, such as music downloads. Slide your mouse to the right number. Your answers should add up to 100%.



How frequently do you check the following?

	Daily	A couple of times a week	Once a week	Occasionally	I don't use this
email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MySpace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living Social	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FourSquare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often would you like to receive emails with special offers from us?

- ☐ Daily  
☐ A couple of times a week  
☐ Once a week  
☐ Once a month  
☐ Never

Do you own a smartphone? (iPhone, Android, Blackberry, Palm Pre, etc.)

Yes	No
<input type="radio"/>	<input type="radio"/>

Are you interested in receiving text messages with special promotions from us?

Yes	No
<input type="radio"/>	<input type="radio"/>

Do you use QR codes?

- ☐ Yes  
☐ No  
☐ Never heard of them

## Club Related

Which Club benefit is the most important for you?

- ☐ Points  
☐ Information about upcoming sales  
☐ Information about upcoming special events  
☐ Mail information on my smartphone  
☐ Special promotions only for Club members

Do you belong to any other programs where you earn points or special offers?

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Airline | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Grocery | <input type="checkbox"/> Other      |

☐ Other retail

What else would you like to see from the Club?

## Demo

1. What is your gender?

Male

☐

Female

☐

What is your age?

☐ 13 - 17

☐ 18 - 25

☐ 26 - 34

☐ 35 - 44

☐ 45 - 54

☐ 55 - 64

☐ 65 - 74

☐ 75 or older

Which of the following categories best describes your annual household income?

☐ Less than \$30,000

☐ \$30,000 - \$59,000

☐ \$60,000 - \$99,000

☐ \$100,000 - \$149,000

☐ \$150,000 - \$200,000

☐ More than \$200,000

Please indicate your current family structure.

If you would like to enter the drawing for the \$100 gift card, please click on the link and complete the information.  
Thanks again for participating in this survey! [http://depaul.qualtrics.com/SE/?SID=SV\\_7ONZHeDShuQ6XOY](http://depaul.qualtrics.com/SE/?SID=SV_7ONZHeDShuQ6XOY)