**Employees**

1. What are the most common things people can’t find in the store?
2. What are the most popular items?
3. What are the top three or four sections?
4. Is there a certain gender that comes in than the other?
5. Do males or females wander around the store differently?
6. Is the shopping pattern different during the Halloween season or not?
7. Do a lot of people bring their children?

**Customers**

1. What were you looking for and did you need any assistance at any time (do you need any assistance to find it)?
2. Why did you choose to shop in store rather online?
3. Is there anything you really like or don’t like about the store (anything that confused you)?
4. Have you ever been to the store before, if so how many times?
5. And how would you describe the feeling you got as you went through the store.

Andy (employee):

1. The most common thing that people can’t find are wigs depending on which side of the store they enter.
2. The most popular item is superhero costumes for kids and adults.
3. Superhero section (including props), depends on the season if it is Christmas it is Christmas stuff and this season it is the mermaid day parade so it is mermaid costumes. The sexy stuff downstairs is really popular.
4. All the same. Same numbers for both male and female.
5. Girls who come in together browse, and couple who come in together buy matching items.
6. It depends on the season but it is always a constant flow.
7. They do bring in their children in to measure.

First Customer Answer:

1. Was looking for fake teeth for a costume party tomorrow, and needed assistance to find it.
2. He lives in the neighborhood.
3. He likes everything about the store and found the staff super helpful.
4. He goes to the store often.
5. The store feels like magic to him.

Second Customer Answer:

1. No assistance. Does not tell us what he bought.
2. “I’m not online.”
3. No.
4. No never been here before. (LIESSSS)
5. Indifferent.

Third Customer Answer:

1. Looking for a belt of bullets for a costume party, and needed to get help.
2. It was convenient because his work was down the street. It was also a good way to get ideas and inspiration for costumes.
3. “I like the wide range of variety, I’m glad that they are opened year round. I don’t like how the prices are jacked up.”
4. Confused by the floor plan, even though he’s been here 50x. It is always way bigger than he thinks. When he has specific requests he seeks for help.
5. Interesting atmosphere, there were carebear background music and this time it was kind of creepy with the skulls everywhere. It feels different every time. The word to describe it is “curious.”

Fourth Customer Answer:

1. “I was looking for satanic stuff downstairs with my girlfriend so we can get freaky.” (no joke that is what he said) “And the staff was very helpful.
2. “I don’t have paypal so I prefer to buy instore.”
3. Don’t like the overpricing, but is convenient to buy for right now. If you want it cheaper online you would have to wait.
4. “Not confusing, I like it cause it looks Halloween on the outside and I like the freaky costume downstairs.”
5. “I’ve been here almost 100x- as a kid it was scary, but as an adult its funnier. I really like the kinky stuff downstairs.”

The day that we got the assignment, Yvonne and I (Shalyn) went to the store and asked a few questions as well. The answers are pretty interesting and hopefully you find them helpful.

Employee talk:

From Midsummer to end of December the people buying are mainly local, with the rest of the year having mainly European tourists, students, teachers, makeup artists, and theatre companies.

The local folk mainly come in for special occasions, not just Halloween. For example, right now there is going to be a Mermaid Day parade (as mentioned above) so they have an area set at the front and back entrances for the people looking for those specific items. They also get people coming in to buy things for bachelorette/bachelor parties, for ‘fun runs’, photobooth props, and the other holidays that require a bit of dressing up.

The one customer we spoke to was with his little girl and was buying a fun costume for a Halloween event at her Summer camp, and chose to shop in the store so he could make sure that the costume looked the way it was supposed to and fit properly (even though they don’t allow you to try on the less expensive costumes at the store, only the really pricey ones).