

Appendix 1

Customer satisfaction data

Percentage of customers giving customer satisfaction scores* between 1 and 5

Narrative	Score	20X3		20X4				20X5	
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Completely satisfied	5	5%	5%	50%	5%	5%	0%	5%	45%
Very satisfied	4	10%	5%	0%	14%	15%	5%	20%	1%
Satisfied	3	70%	65%	0%	56%	50%	65%	45%	1%
Somewhat dissatisfied	2	10%	20%	0%	20%	25%	25%	25%	8%
Completely dissatisfied	1	5%	5%	50%	5%	5%	5%	5%	45%
Mean score		3.00	2.85	3.00	2.94	2.90	2.70	2.95	2.93

* Satisfaction scores were collected from a large number of customers when paying for their items.