**Customer Survey: Hospital Gift Shop**

1. How often do you visit the gift shop?

\_\_ Once a day \_\_ Once in a while

\_\_ Once a week \_\_ Never

\_\_ Twice a week \_\_ If Never, why:

\_\_ 4-6 times a month

2. How visually appealing is the Gift Shop?

\_\_ Extremely appealing

\_\_ Very appealing

\_\_ Somewhat appealing

\_\_ Not so appealing

\_\_ Not at all appealing

3. Who do you shop for at the Gift Shop?

\_\_ Myself \_\_ My friends

\_\_ My family \_\_ My co-worker

4. I would shop there more if the Gift Shop:

5. What is the average amount you spend per week?

\_\_ $1.00 - $5.00

\_\_ $5.00 - $10.00

\_\_ $10.00 - $15.00

\_\_ $15.00 - $20.00

\_\_ More than $20.00

6. What do you purchase most often in the Gift Shop? (select more than one)

\_\_ Candy/Snacks \_\_ Books/Magazines

\_\_ Gifts \_\_ Greeting Cards

\_\_ Clothing \_\_ Books/Magazines

\_\_ Jewelry \_\_ Seasonal Items

\_\_ Other:

7. Please rate the following?

Candy selection GOOD FAIR POOR

Fresh flower selection GOOD FAIR POOR

Gift selection GOOD FAIR POOR

Plush animal selection GOOD FAIR POOR

Magazine selection GOOD FAIR POOR

Jewelry selection GOOD FAIR POOR

Apparel/Clothing GOOD FAIR POOR

Sundry selection GOOD FAIR POOR

Greeting card selection GOOD FAIR POOR

Baby/Infant selection GOOD FAIR POOR

Toy Selection GOOD FAIR POOR

Seasonal items GOOD FAIR POOR

Quality of merchandise GOOD FAIR POOR

Display of merchandise GOOD FAIR POOR

Store layout and ambience GOOD FAIR POOR

Friendliness of staff GOOD FAIR POOR

Customer service GOOD FAIR POOR

Hours of operation GOOD FAIR POOR

8. Does our merchandise selection meet your needs?

\_\_ Yes \_\_ No. If no, please tell us why:

9. What additional items would you like the shop to carry?

10. What are your favorite candy bars?

11. Would you like the shop to open at 7:00AM one day a week (night shift employees only)?

\_\_ Yes \_\_ No

12. Would you purchase a gift certificate as a co-worker gift?

\_\_ Yes \_\_ No. If no, please tell us why:

13. Your feedback is valuable. Please let us know what other comments you would like to make:

Your name is optional, but necessary to be included in the drawing for a $25 gift certificate. Receive a free candy bar when you turn the survey in to the gift shop.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_