Springdale Shopping Survey\*

The major shopping areas in the community of Springdale include Springdale Mall, West Mall, and the downtown area on Main Street. A telephone survey has been conducted to identify strengths and weaknesses of these areas and to find out how they fit into the shopping activities of local residents. The 150 respondents were also asked to provide information about themselves and their shopping habits. The data are provided in the file SHOPPING. The variables in the survey were as follows:

**A. How Often Respondent Shops at Each Area (Variables 1–3)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1. Springdale Mall** | **2. Downtown** | **3. West Mall** |
| 6 or more times/wk. | (1) | (1) | (1) |
| 4–5 times/wk. | (2) | (2) | (2) |
| 2–3 times/wk. | (3) | (3) | (3) |
| 1 time/wk. | (4) | (4) | (4) |
| 2–4 times/mo. | (5) | (5) | (5) |
| 0–1 times/mo. | (6) | (6) | (6) |

**B. How Much the Respondent Spends during a Trip to Each Area (Variables 4–6)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **4. Springdale Mall** | **5. Downtown** | **6. West Mall** |
| $200 or more | (1) | (1) | (1) |
| $150–under $200 | (2) | (2) | (2) |
| $100–under $150 | (3) | (3) | (3) |
| $ 50–under $100 | (4) | (4) | (4) |
| $ 25–under $50 | (5) | (5) | (5) |
| $ 15–under $25 | (6) | (6) | (6) |
| less than $15 | (7) | (7) | (7) |

**C. General Attitude toward Each Shopping Area (Variables 7–9)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **7. Springdale Mall** | **8. Downtown** | **9. West Mall** |
| Like very much | (5) | (5) | (5) |
| Like | (4) | (4) | (4) |
| Neutral | (3) | (3) | (3) |
| Dislike | (2) | (2) | (2) |
| Dislike very much | (1) | (1) | (1) |

**D. Which Shopping Area Best Fits Each Description (Variables 10–17)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Springdale****Mall** | **Downtown** | **West****Mall** | **No****Opinion** |
| 10. Easy to return/exchange goods | (1) | (2) | (3) | (4) |
| 11. High quality of goods | (1) | (2) | (3) | (4) |
| 12. Low prices | (1) | (2) | (3) | (4) |
| 13. Good variety of sizes/styles | (1) | (2) | (3) | (4) |
| 14. Sales staff helpful/friendly | (1) | (2) | (3) | (4) |
| 15. Convenient shopping hours | (1) | (2) | (3) | (4) |
| 16. Clean stores and surroundings | (1) | (2) | (3) | (4) |
| 17. A lot of bargain sales | (1) | (2) | (3) | (4) |

**E. Importance of Each Item in Respondent’s Choice of a Shopping Area (Variables 18–25)**

**Not Very**

**Important Important**

**F. Information about the Respondent (Variables 26–30)**

26. Gender: (1) = Male (2) = Female

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 18. Easy to return/exchange goods | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 19. High quality of goods | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 20. Low prices | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 21. Good variety of sizes/styles | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 22. Sales staff helpful/friendly | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 23. Convenient shopping hours | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 24. Clean stores and surroundings | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 25. A lot of bargain sales | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| **t** |

27. Number of years of school completed:

(1) = less than 8 years (3) = 12–under 16 years

(2) = 8–under 12 years (4) = 16 years or more

28. Marital status: (1) = Married (2) = Single or other

29. Number of people in household: persons

30. Age: years

Each respondent in this database is described by 30 variables. As an example of their interpretation, consider row number 1. This corresponds to respondent number 1 and contains the following information.

Variable number 6 = 7. The respondent usually spends less than $15 when she

shops at West Mall.

Variable number 26 = 2. The respondent is a female.

5 5 5 6 7 7 4 4 4 1 1 3 1 1 1 1 1 6 7 7 6 5 6 6 7 2 3 2 4 2 1

Variable number 1 = 5.

The respondent shops at Spring- dale Mall 2–4 times/month.

Variable number 19 = 7. Respondent believes “high quality of goods” is very important in choosing a shopping area.

\*Source: Materials for this case have been provided courtesy of The Archimedes Group, Indiana, PA. Data are based on actual responses obtained to this subset of the questions included in the survey; town and mall identities have been disguised as well as a number of responses were updated.