

Clothing shopper results

Store or project

Date

Number of answers

Tally how many shoppers ticked each box. Percent agree = (number of 4s + number of 5s) divided by the total, times 100.

STATEMENT	1	2	3	4	5	TOTAL	% AGREE
1. I can usually find clothes in my size where I shop.							
2. Clothes I buy usually fit the way I expected.							
3. The clothes I buy are worth what I paid for them.							
4. Clothes I buy keep their shape and colour after washing.							
5. Returning or exchanging clothes that do not work out is easy.							

The last time you returned clothes, what was the main reason

DID NOT FIT	DID NOT LIKE IT	ORDERED TWO SIZES	NOT AS PICTURED	NO RETURNS

Strengths

The two statements with the highest percent agree.

Where shoppers feel let down

The two statements with the lowest percent agree.

What the open answers say

Sort the comments into three or four themes.

You said, we will

What shoppers told you, and what you will change first.
