Survey Design

I am an undergraduate student at UBC engaged in a technical writing project. The purpose of this survey is to obtain primary data for analysis and investigation that aims to evaluate your response to varying techniques of add-on selling. The final formal report will be addressed to the management staff of London Drugs Store #006. Together with the quantitative sales data, the data I gather from this survey will serve the ultimate purpose of providing recommendations for increasing the conversion rate of add-on product sales. The survey contains 10 multiple-choice questions that should take approximately 5 minutes of your time. Your responses are voluntary and anonymous. Thank you, I appreciate generous participation in my survey.

1. Have you shopped at London Drugs before?

Yes / No

1. Are you familiar with products offered (verbally or visually) at the point-of-sale?

Yes / No

1. Have you ever purchased such a product based on impulse?

Yes / No

1. How likely are you to purchase such a product if placed in your field of vision during your transaction with the cashier?
   1. Very unlikely
   2. Somewhat unlikely
   3. Neutral
   4. Somewhat likely
   5. Very likely
2. How likely are you to purchase such a product following the cashier verbally asking if you’d like to add it to your purchases today, relative to the previous situation?
   1. Very unlikely
   2. Somewhat unlikely
   3. Neutral
   4. Somewhat likely
   5. Very likely
3. How likely are you to purchase such a product following the cashier verbally sharing positive details about the product, relative to product placement in your field of vision alone?
   1. Very unlikely
   2. Somewhat unlikely
   3. Neutral
   4. Somewhat likely
   5. Very likely
4. Are you satisfied with unintended products purchased at the point-of-sale?
   1. Not often
   2. Sometimes
   3. Often
5. How do you view add-on products offered at the point-of-sale?
   1. Negatively
   2. Neutral
   3. Positively
6. What is your preference for add-on products at London Drugs point-of-sale?
   1. Offer less
   2. Keep it the same
   3. Offer more
7. Should London Drugs alter the products they offer?
   1. Less variety
   2. Keep it the same
   3. More variety