

**EXIT SURVEY OF CUSTOMER PURCHASES. (200) CUSTOMERS SURVEYED
 CONDUCTED AT A LARGE DISCOUNT RETAIL CHAIN IN NEW JERSEY
 STORE SIZES: 10,000 TO 15,000 SF
 THREE SEPARATE LOCATIONS ON FIVE DIFFERENT DATES/TIMES**

WINE/SPIRITS

# BOTTLES PURCHASED	3 or less	4 to 6	7 to 9	10 to 12	13 to 18	19 to 24	25+
# CUSTOMERS	109	29	5	20	7	1	0
% CUSTOMERS	54.50%	14.50%	2.50%	10%	3.50%	<1%	<1%

BEER

AMOUNT PURCHASED	6 PACK	12 PACK	24-30 PACK
# CUSTOMERS	17	26	24
% CUSTOMERS	8.50%	13%	12%

CART USAGE

	USED CART	CHILDSEAT
# CUSTOMERS	53	2
% CUSTOMERS	26.50%	1%

STORE LOCATION

CITY	GR	USR	GR	W	USR
DAY/DATE	THUR 3/30	FRI 3/31	SAT, 4/1	MON 4/3	TUES 4/4
TIME	6PM	4PM	2:30PM	5:30PM	2:35PM
# CUSTOMERS	30	30	60	30	50

KEY FACTS:

- 120 CUSTOMERS SURVEYED AT PEAK HOURS.
- 80 CUSTOMERS SURVEYED AT NON-PEAK HOURS
- ONLY 53 CUSTOMERS USED A CART, 26.5%
- MORE THAN HALF THE CUSTOMERS, (109) PURCHASED 3 BOTTLES OR LESS
- WHEN A CUSTOMER DOESN'T USE A CART THE BUY IS LIMITED TO A MAXIMUM OF 3 BOTTLES
- THE MOST EFFECTIVE/EASIEST WAY TO INCREASE SALES IS TO INCREASE CART USAGE
- THE WINE AND CHEER CART IS PROVEN TO INCREASE CART USAGE