

Email address: _____

CODE:

1. Why did you come into The Commuter Store™ today? (please choose all that apply)

- | | |
|---|---------------------------------------|
| _____ Needed a fare card, tokens, ticket, or pass | _____ Needed information |
| _____ Looking for ways to make my commute better | _____ Needed a map/bus schedule/guide |
| _____ Just interested in seeing what it's about | _____ Needed someplace to kill time |

Other: _____

2. Did you make a purchase?
(if yes, ask what it was they purchased and enter it here; if no, leave this blank and ask Question 2A)

2A. (if No in Q2) Why did you not make a purchase? (please choose all that apply)

- | | |
|---|---|
| _____ Did not need anything today | _____ Did not find what I was looking for |
| _____ Prices were too high/higher than expected | _____ Changed my mind |

Other: _____

3. Is this your first visit to any Commuter Store?

- | | |
|---|---|
| _____ Yes | _____ No, have visited <u>this and other</u> Stores before |
| _____ No, have visited <u>only this Store</u> before | _____ No, have visited <u>other</u> Stores before <u>but not this one</u> |

4. Was there anything you were looking for that you did not find?
(if yes, ask them to describe; if no, leave this blank)

