

Sample Auto Dealership: Monthly Report 02/01/09 – 02/28/09

Sales Department

Feedback Provided By:

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Gross Results

Quick Glance Issue Identification

Sales Sample Report

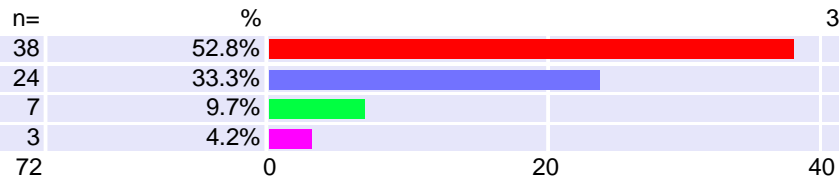
Total respondents: n = 94

47 Text elements were entered. See list at the end of this report

1 Email Address:

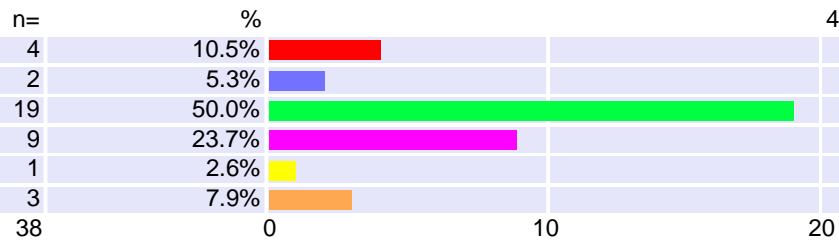
62 Numbers were entered. See list at the end of this report

2 Survey #



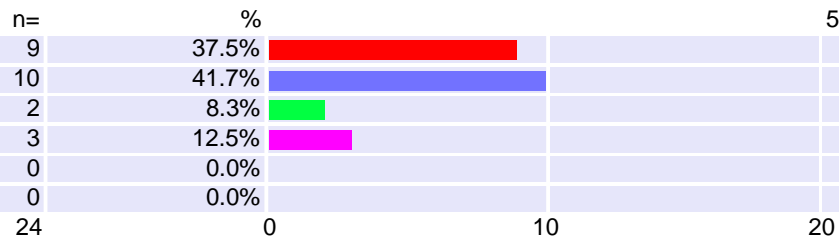
3 I am interested in a...

- Car
- SUV
- Truck
- Van



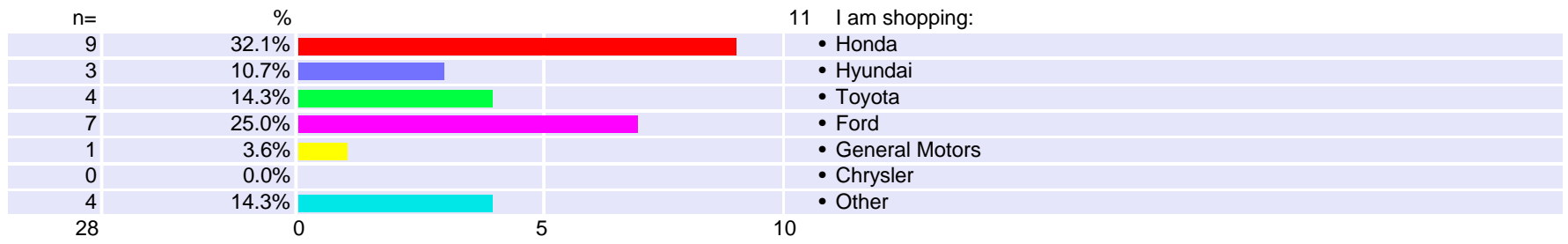
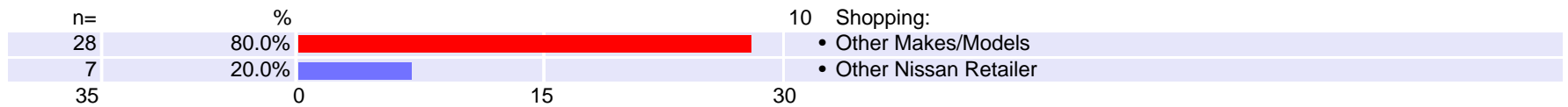
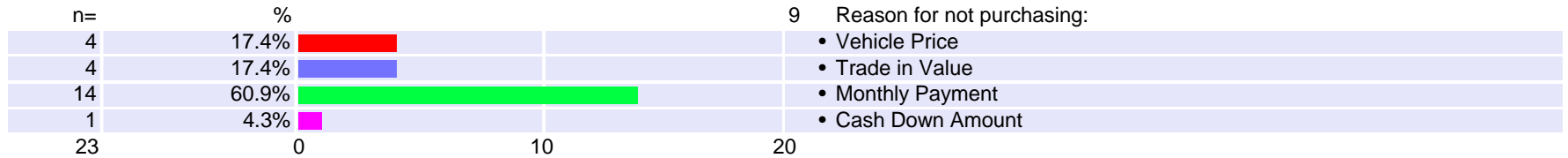
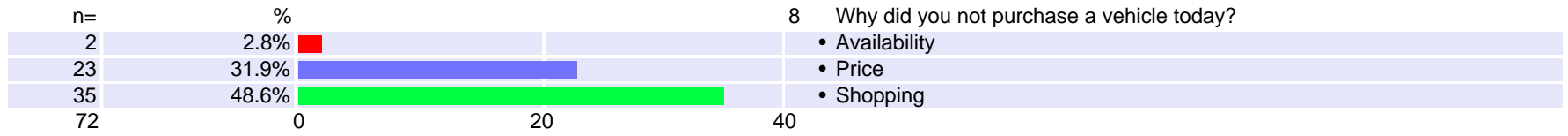
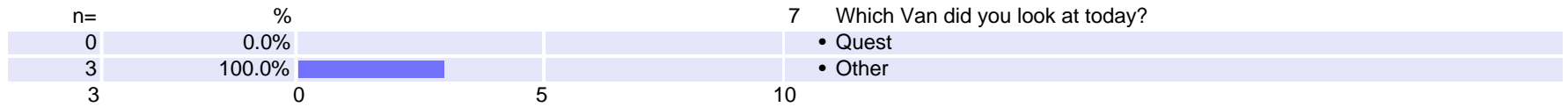
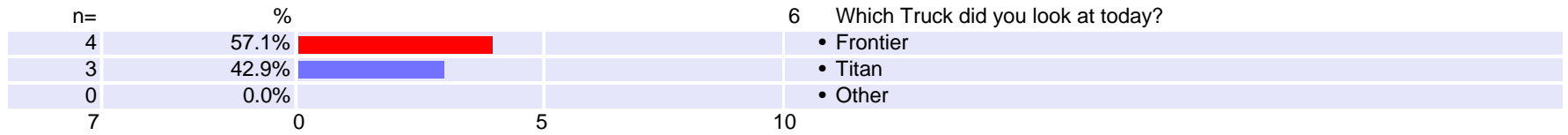
4 Which car did you look at today?

- Versa
- Sentra
- Altima
- Maxima
- 350z
- Other



5 Which SUV did you look at today?

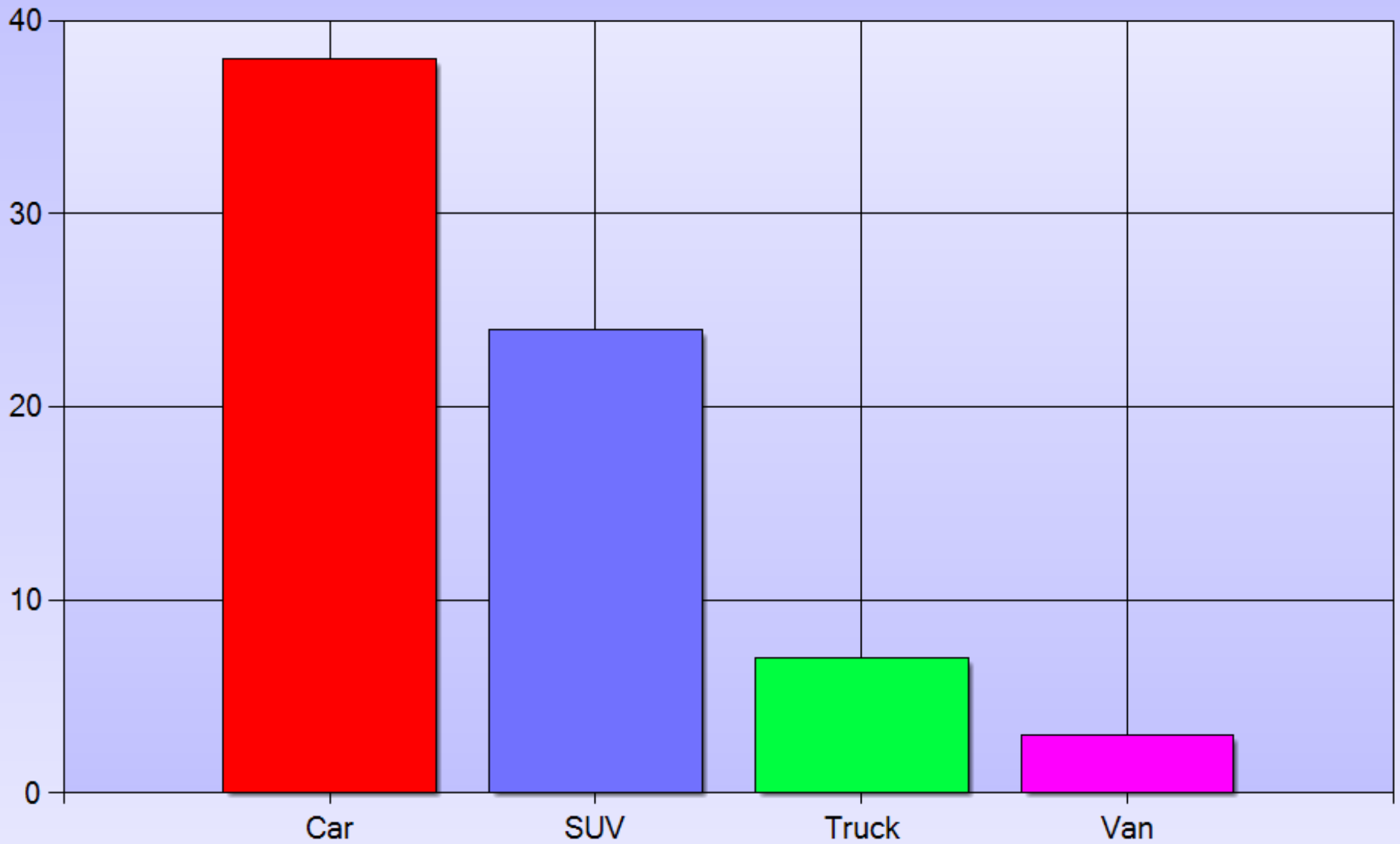
- Rogue
- Murano
- Pathfinder
- Xterra
- Armada
- Other



Comprehensive Report

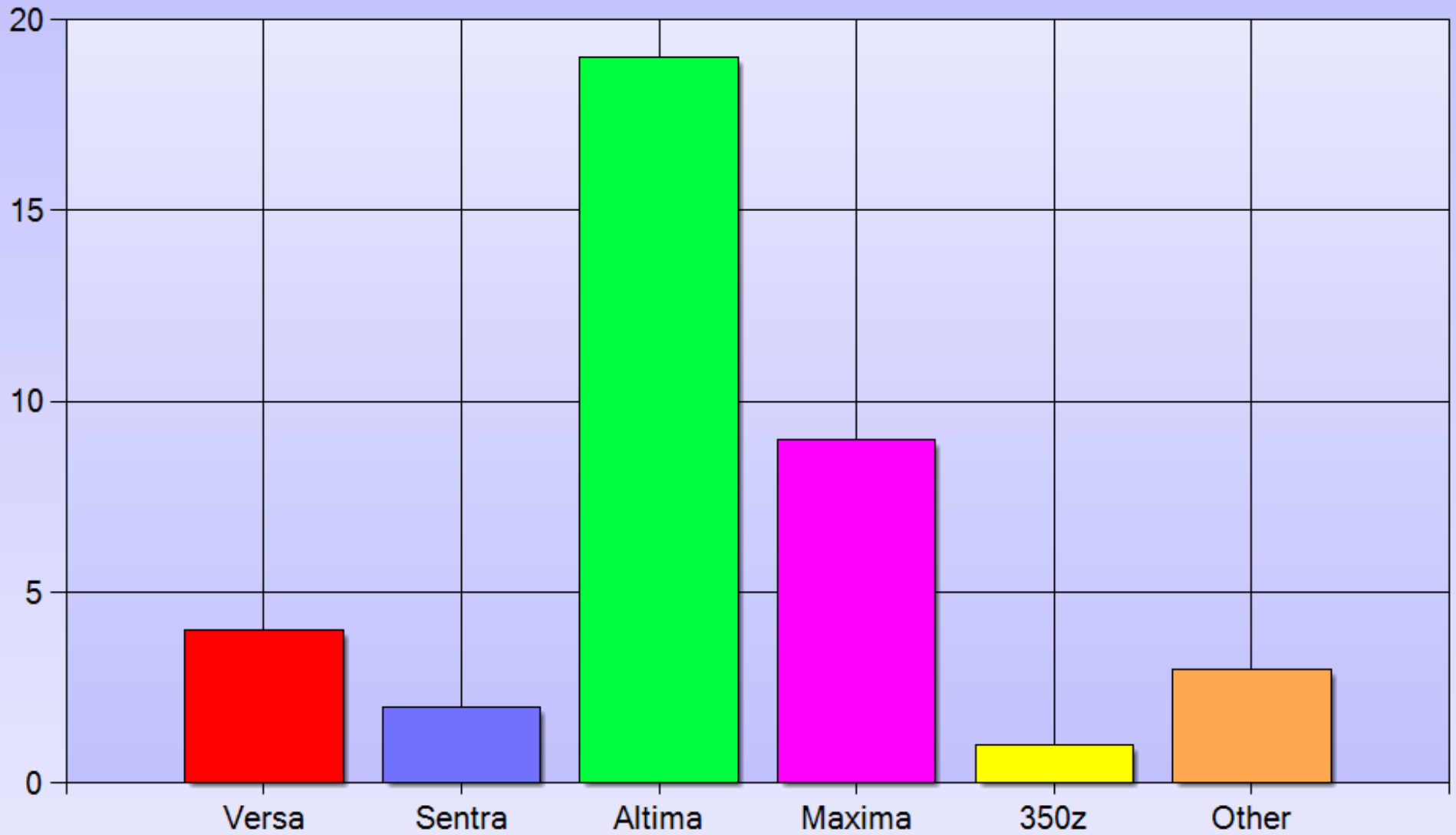
Identify and Solve Issues

I am interested in a...



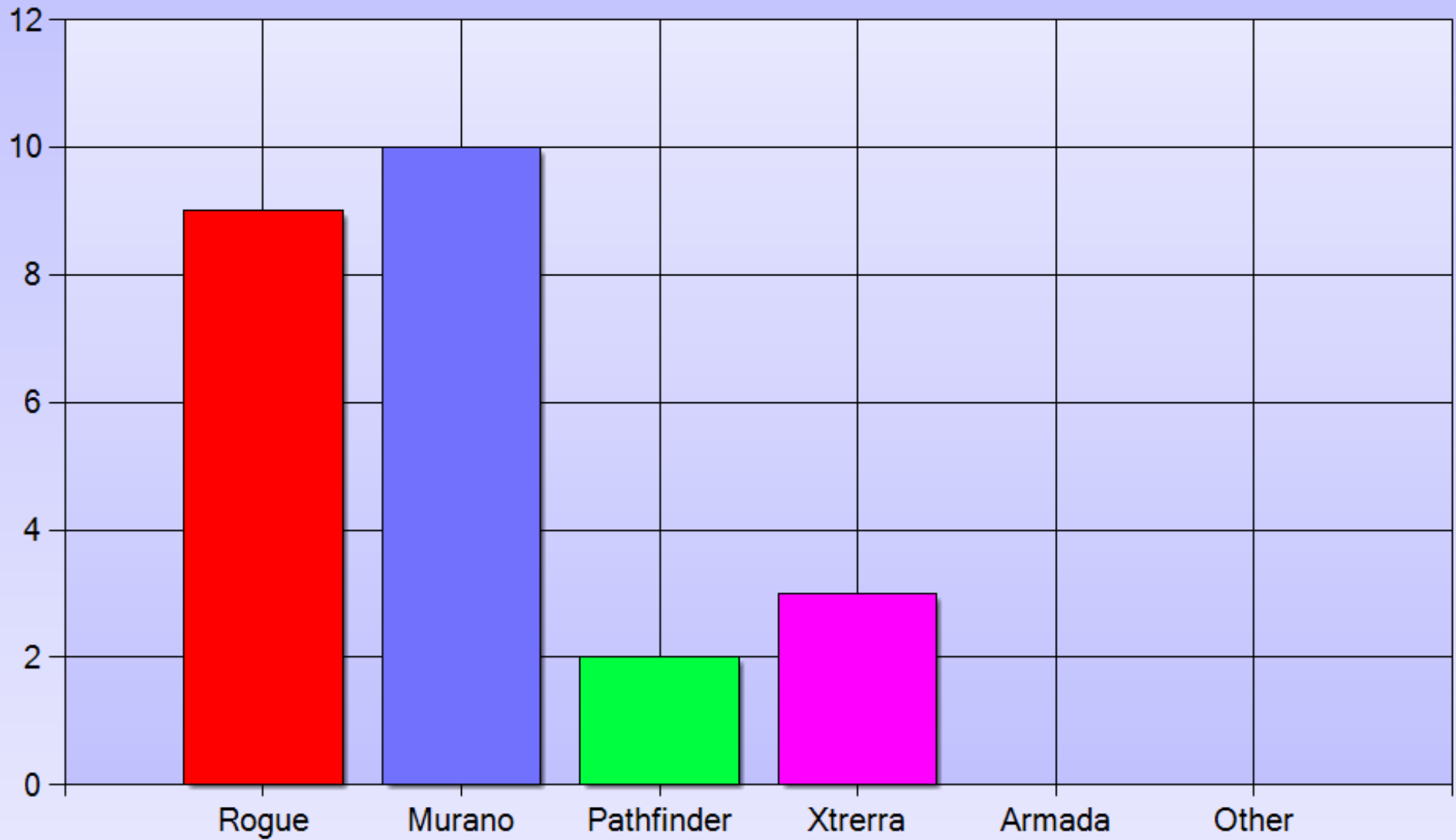
Choice No	Choice Text	Responses	Percentage
1	Car	38	52.8%
2	SUV	24	33.3%
3	Truck	7	9.7%
4	Van	3	4.2%
	Total	72	100.0%

Which car did you look at today?



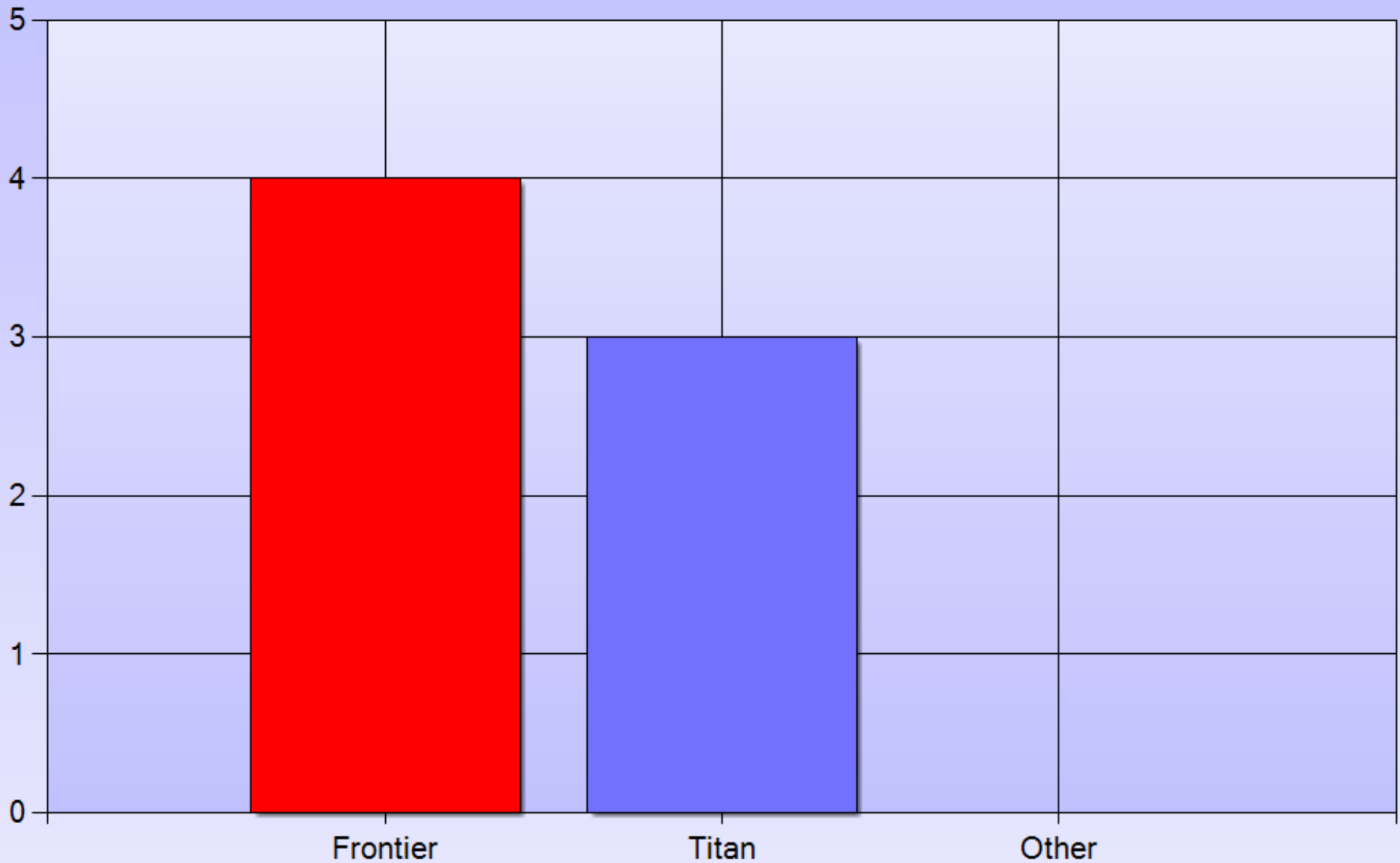
Choice No	Choice Text	Responses	Percentage
1	Versa	4	10.5%
2	Sentra	2	5.3%
3	Altima	19	50.0%
4	Maxima	9	23.7%
5	350z	1	2.6%
6	Other	3	7.9%
	Total	38	100.0%

Which SUV did you look at today?



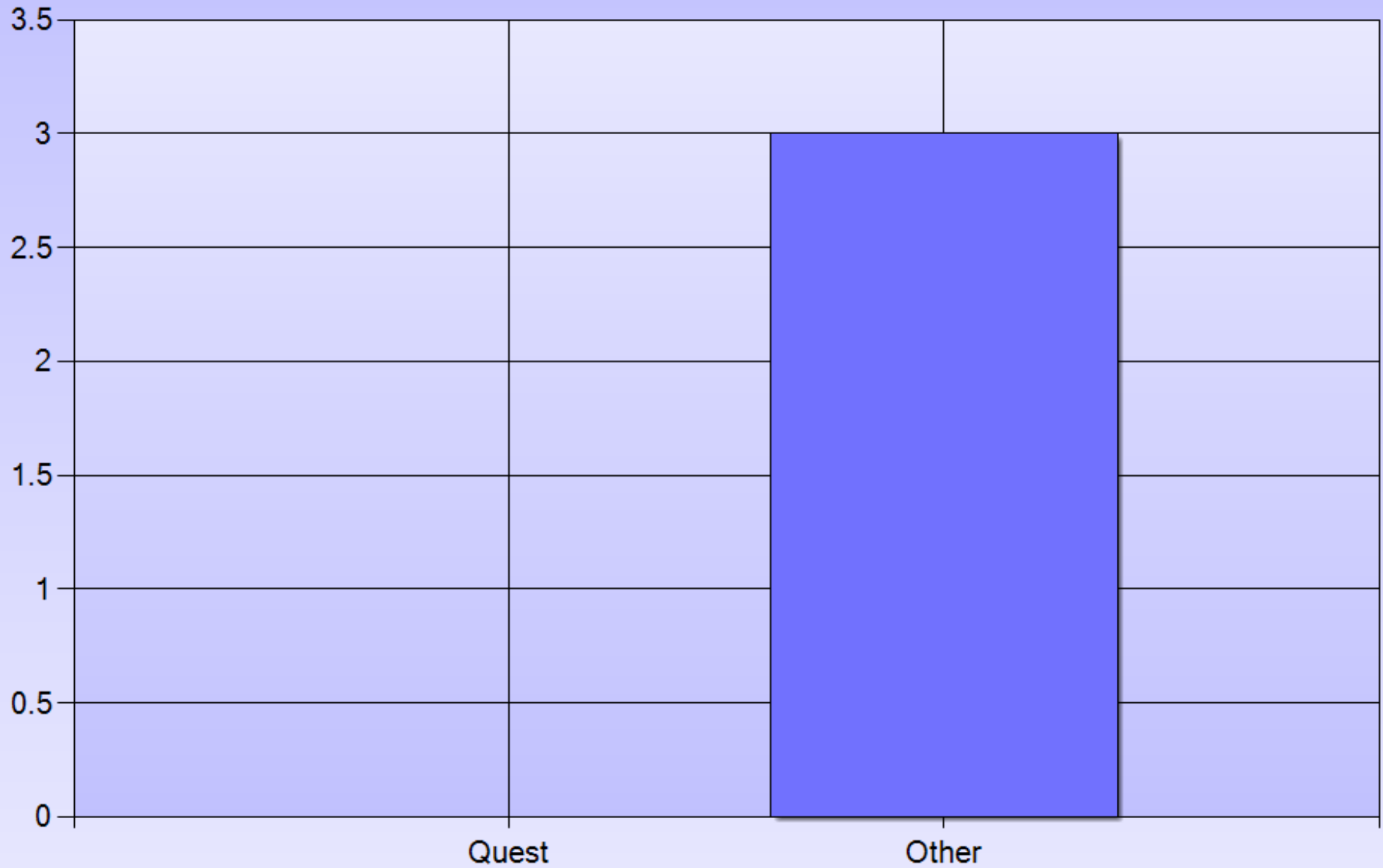
Choice No	Choice Text	Responses	Percentage
1	Rogue	9	37.5%
2	Murano	10	41.7%
3	Pathfinder	2	8.3%
4	Xterra	3	12.5%
5	Armada	0	0.0%
6	Other	0	0.0%
	Total	24	100.0%

Which Truck did you look at today?



Choice No	Choice Text	Responses	Percentage
1	Frontier	4	57.1%
2	Titan	3	42.9%
3	Other	0	0.0%
	Total	7	100.0%

Which Van did you look at today?



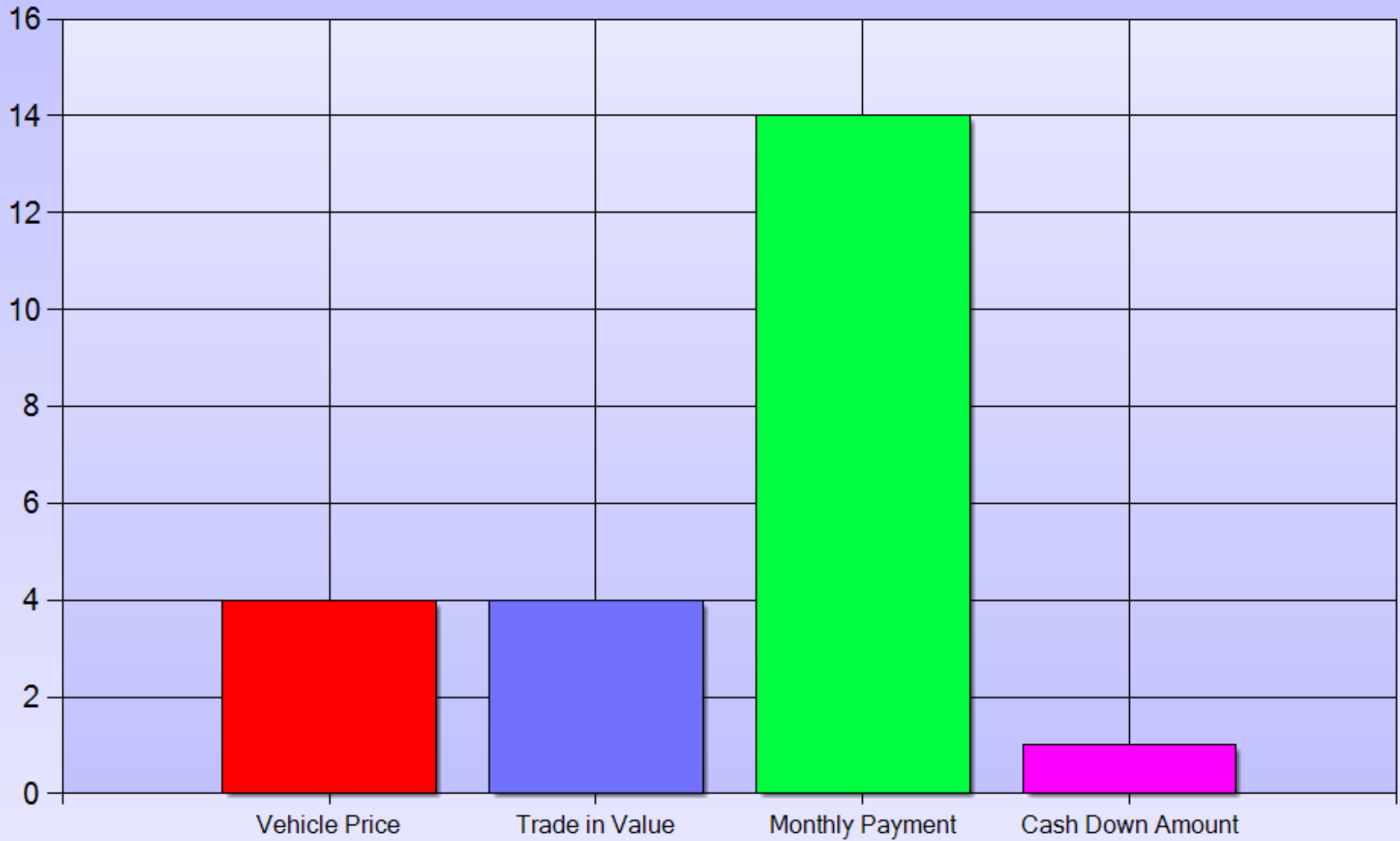
Choice No	Choice Text	Responses	Percentage
1	Quest	0	0.0%
2	Other	3	100.0%
	Total	3	100.0%

Why did you not purchase a vehicle today?



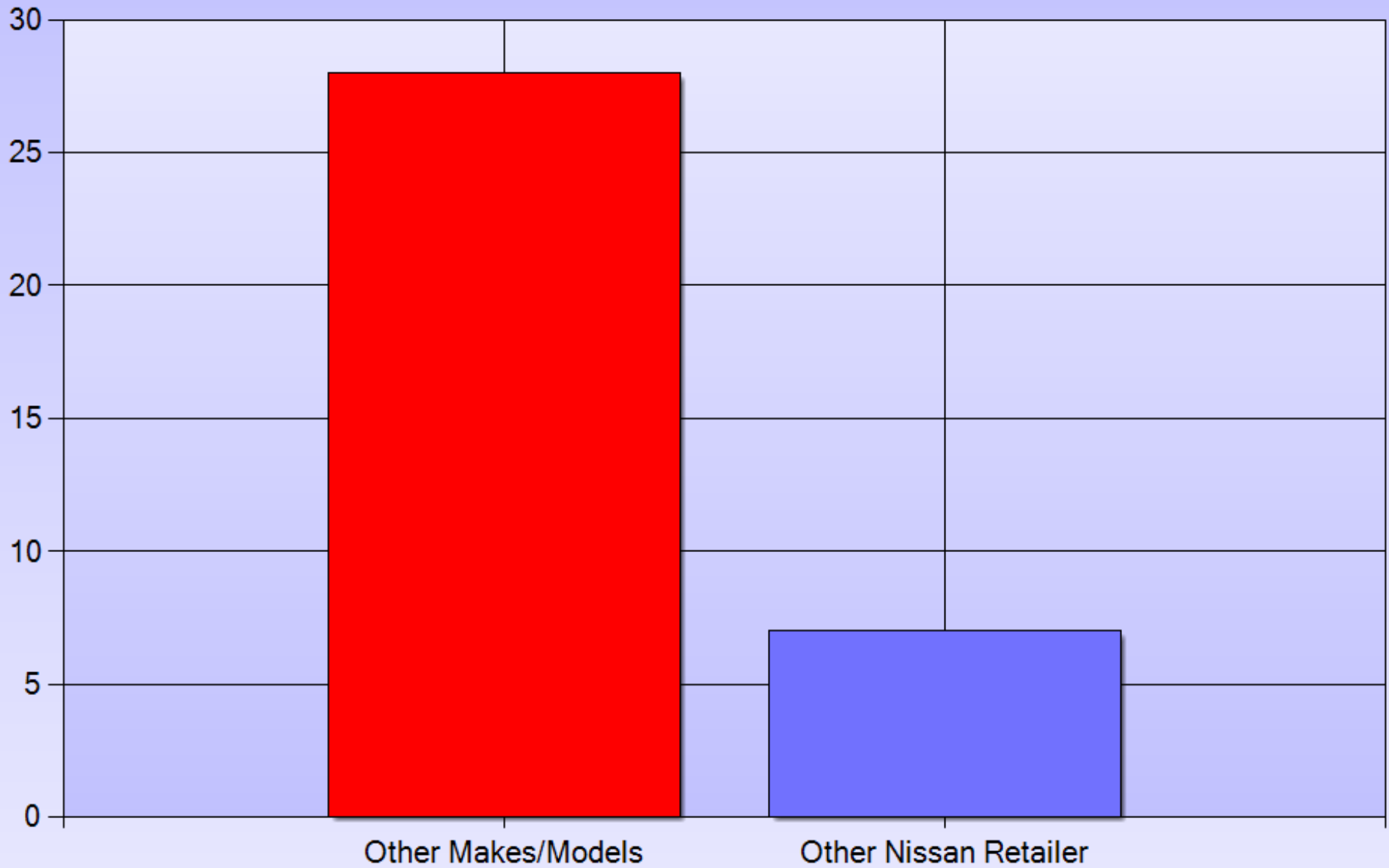
Choice No	Choice Text	Responses	Percentage
1	Availability	2	2.8%
2	Price	23	31.9%
3	Shopping	35	48.6%
	Total	72	100.0%

Reason for not purchasing:



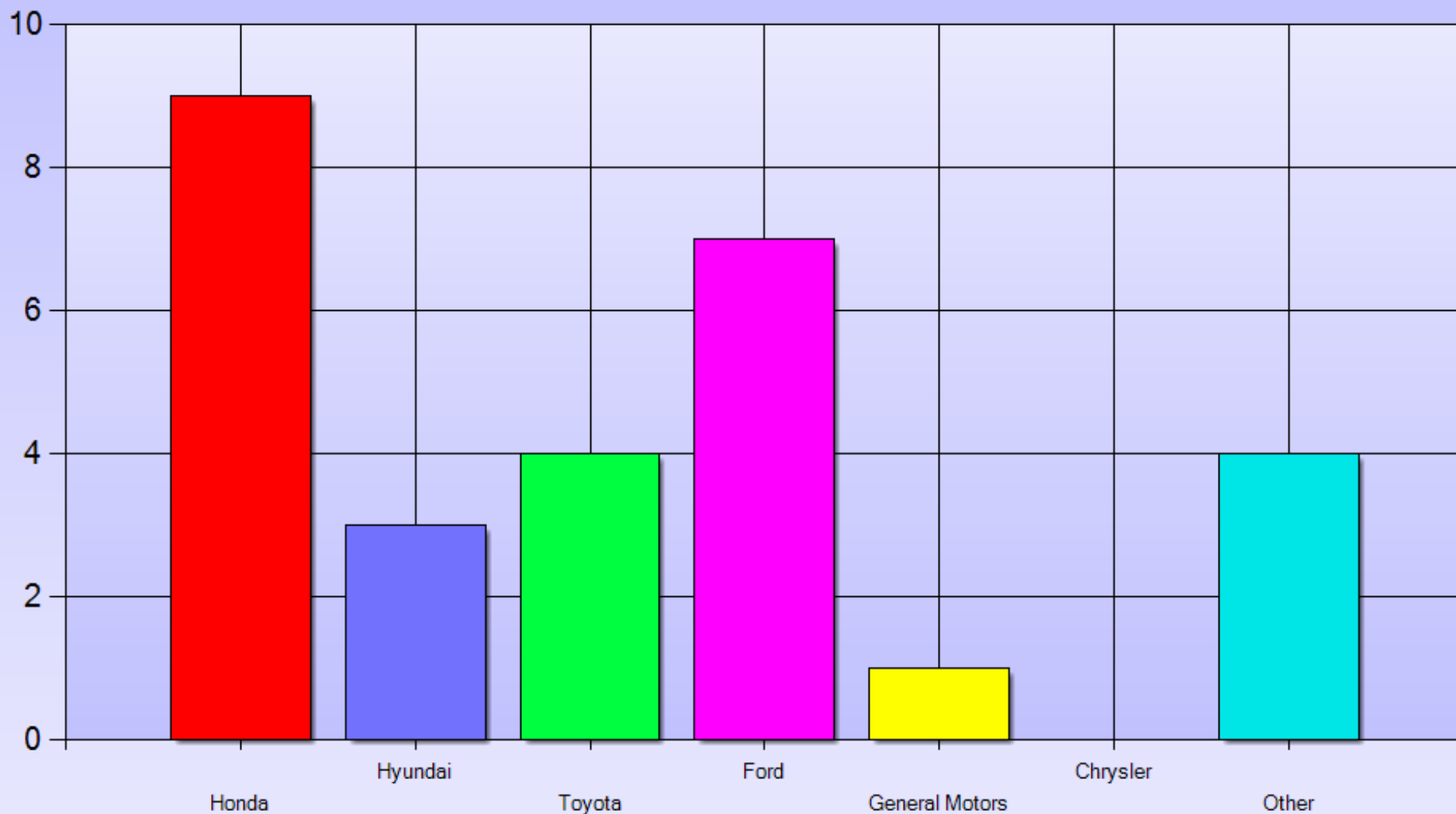
Choice No	Choice Text	Responses	Percentage
1	Vehicle Price	4	17.4%
2	Trade in Value	4	17.4%
3	Monthly Payment	14	60.9%
4	Cash Down Amount	1	4.3%
	Total	23	100.0%

Shopping:



Choice No	Choice Text	Responses	Percentage
1	Other Makes/Models	28	80.0%
2	Other Nissan Retailer	7	20.0%
	Total	35	100.0%

I am shopping:



Choice No	Choice Text	Responses	Percentage
1	Honda	9	32.1%
2	Hyundai	3	10.7%
3	Toyota	4	14.3%
4	Ford	7	25.0%
5	General Motors	1	3.6%
6	Chrysler	0	0.0%
7	Other	4	14.3%
	Total	28	100.0%

Customer Data

Email Addresses

Sales Customer Data

<u>First Name</u>	<u>Last Name</u>	<u>Email Address</u>	<u>Number</u>
RICHARD	JONES	RJONES@email.COM	123
RICHARD	JONES	RJONES@email.COM	1234
LAUREN	TURK	LTURK@HOTMAIL.COM	452
MONICA	WITTS	MWITTS@GMAIL.COM	15237
NICOLE	LEE	NICOLELL@email.COM	478
CHAD	LONES	LONES@gemail.EDU	7856
STEPHANIE	SCARS	SCARS@GMAIL.COM	2158
MONICA	LEWIS	MONICA@RMU.EDU	865
KRISI	SORGEL	SORGEL@gemail.ORG	765
KRISTIAN	GUYS	GUY@gemailTECH.ORG	189
CHAD	LEES	CLEE@PITT.EDU	158
BRIAN	TORA	TORA@RMU.EDU	152
MIKE	MANNA	MMANNA@corporate.COM	189
ROBERT	GRAHAM	RGRAH23@HOTMAIL.COM	652
GARY	CARBON	CCBAR43@email.COM	523
NATE	LANGSTON	NATE74@DUQUESNE.EDU	631
JACKIE	HOBBS	HOBBJ97@gemail.ORG	765
JOHN	HARDY	HARDYJO36@MAIL.COM	21
HAYDEN	MANN	HAY76@MAIL.ORG	21
GREG	GRECO	GRECO@incorporated.COM	13
JOYCE	HOWEY	HOWEY32@email.COM	369
GREG	HAVEY	HAVEY@email.COM	258
JACKIE	HOOVER	HOOVER@email.COM	478
CATY	NAZZO	CNAZZO@GMAIL.COM	654
KIM	SONG	SONGK@email.COM	623
LIZ	LAMPIGN	LIZZY45@RMU.EDU	2589
liz	Jockel	turnedgeliz@gmail.com	1
Nick	Jockel	turnedge@gmail.net	2
RICHARD	JONES	RJONES@email.COM	123
RICHARD	JONES	RJONES@email.COM	1234
LAUREN	TURK	LTURK@HOTMAIL.COM	452
MONICA	WITTS	MWITTS@GMAIL.COM	15237
NICOLE	LEE	NICOLELL@email.COM	478
CHAD	LONES	LONES@gemail.EDU	7856
STEPHANIE	SCARS	SCARS@GMAIL.COM	2158
MONICA	LEWIS	MONICA@RMU.EDU	865
KRISI	SORGEL	SORGEL@gemail.ORG	765
KRISTIAN	GUYS	GUY@gemailTECH.ORG	189
CHAD	LEES	CLEE@PITT.EDU	158
BRIAN	TORA	TORA@RMU.EDU	152
MIKE	MANNA	MMANNA@corporate.COM	189
ROBERT	GRAHAM	RGRAH23@HOTMAIL.COM	652
GARY	CARBON	CCBAR43@email.COM	523
NATE	LANGSTON	NATE74@DUQUESNE.EDU	631