



**2005 IMSA SURVEY
SMILE REPORT – COMPOSITE RESULTS**

Results from a survey compiled by National Shopping Service in association with the International Mystery Shopping Alliance (IMSA), based on 411,350 mystery shops in 2005. Not all industries were surveyed in all regions. For more information, contact National Shopping Service at (800) 800-2704, or visit <http://www.nationalshoppingservice.com>.

Customers Receiving a Smile Upon Entering Business

All Industries Combined - Average Smiles By Region:

North America	90%	(234,208 / 259,864)
Europe	75%	(111,999 / 148,838)

Industry Breakdown By Region:

	North America	Europe
Financial	93% (29,894 / 32,302)	67% (2,474 / 3,690)
Health and Beauty Care	92% (4,795 / 5,186)	88% (880 / 1,000)
Food Service	91% (95,930 / 105,141)	76% (9,128 / 12,053)
Leisure	--	79% (1,309 / 1,665)
Retail	88% (103,589 / 117,235)	72% (57,101 / 78,813)
Travel	--	80% (40,886 / 51,353)

Food Service – Industry Breakdown By Region:

	North America	Europe
Cafés	87% (4,958 / 5,669)	63% (1,437 / 2,265)
Fine Dining Restaurants	94% (5,071 / 5,376)	77% (5,772 / 7,448)
Quick Service Restaurants	91% (85,801 / 93,989)	79% (1,395 / 1,770)

Retail – Industry Breakdown By Region:

	North America	Europe
Automotive	85% (2,351 / 2,773)	77% (1,496 / 1,931)
Clothing - Specialty Stores	96% (4,549 / 4,725)	71% (631 / 889)
Convenience Stores	89% (25,399 / 28,588)	65% (13,788 / 21,076)
Cosmetics	91% (1,162 / 1,277)	86% (711 / 825)
Department Stores	90% (403 / 450)	62% (350 / 567)
Grocery/Food/Supermarkets	85% (26,729 / 31,559)	85% (5,469 / 6,444)
Home Decor/Furniture	89% (21,660 / 24,275)	81% (1,078 / 1,330)
Mass Merchandisers	98% (1,266 / 1,291)	35% (229 / 799)