



## **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**

#### **Retail Industry - Average Smiles By Region:**

United States                      88%    (92,500 / 105,654)

#### **Retail – Industry Breakdown By Region:**

	<b>United States</b>
Mass Merchandisers	98% (1,266 / 1,291)
Clothing/Specialty Stores	96% (4,274 / 4,433)
Jewelry/Accessories	93% (561 / 601)
Cosmetics	91% (1,162 / 1,277)
Department Stores	90% (403 / 450)
Home Décor/Furniture	89% (20,385 / 22,951)
Convenience Stores	89% (23,928 / 27,007)
Book Stores	86% (9,682 / 11,272)
Automotive	85% (2,351 / 2,773)
Grocery/Food/Supermarkets	85% (26,729 / 31,559)

#### **Retail Industry - Average Smiles By Region (2004 Results):**

United States                      96%    (51,400 / 53,695)

#### **Retail – Industry Breakdown By Region (2004 Results):**

	<b>United States</b>
Mass Merchandisers	98% (22,303 / 22,682)
Convenience Stores	96% (6,860 / 7,169)
Clothing/Specialty Stores	95% (3,014 / 3,182)
Jewelry/Accessories	95% (1,851 / 1,959)
Home Décor/Furniture	93% (4,383 / 4,704)
Grocery/Food/Supermarket	90% (5,422 / 6,033)
Automotive*	--
Book Stores*	--
Cosmetics*	--
Department Stores*	--

\*Industries not polled by IMSA for 2004 survey.