

Appendix: Raw scores for Surveys 1 and 2

Table 1. In total, how satisfied are you with X

		Response in second survey							
		1	2	3	4	5	6	7	Total
Response in first survey	1	13	6	4	5	3	1	1	33
	2	9	21	29	20	10	10	2	101
	3	7	25	64	93	69	29	6	293
	4	6	20	78	248	298	155	37	842
	5	3	30	83	353	1036	1001	173	2679
	6	5	27	41	175	861	2967	1402	5478
	7	5	9	7	41	147	894	2347	3450
	Total	48	138	306	935	2424	5057	3968	12,876

Table 2. X is the ideal furniture store

		Response in second survey							
		1	2	3	4	5	6	7	Total
Response in first survey	1	35	18	15	16	5	3	1	93
	2	24	75	81	78	46	9	3	316
	3	22	69	159	230	135	34	9	658
	4	6	53	193	585	592	224	48	1701
	5	6	39	137	542	1371	1108	216	3419
	6	5	24	42	220	841	2091	883	4106
	7	1	4	4	45	137	724	1636	2551
	Total	99	282	631	1716	3127	4193	2796	12,844

Table 3. Taking into account all aspects that are related to buying furniture, I am very satisfied with X.

		Response in second survey							
		1	2	3	4	5	6	7	Total
Response in first survey	1	14	10	6	6	2	2	1	41
	2	18	39	46	34	24	8	3	172
	3	9	43	94	140	86	39	10	421
	4	6	35	139	345	425	200	37	1187
	5	2	33	105	451	1058	1004	216	2869
	6	8	33	47	204	957	2545	1165	4959
	7	3	5	11	58	168	921	2007	3173
	Total	60	198	448	1238	2720	4719	3439	12,822

