

## World Duty Free

- **Interviewing location:**
  - Directly outside the exits of the main WDF stores.
- **Sampling:**
  - Employing a methodical route around the various exits of the store approach every third passenger exiting the store (excluding all children under 16). As approx. one third of passengers are browsers it is important to interview a representative sample of browsers.
  - Foreign speakers- When approaching foreign speakers hold up the IPAD with the flags for them to press in their language for self-completion. Stand close to the passenger to offer assistance with the tablet.
  - If you see Russian, Chinese or Japanese passengers please target them without using the random selection as these passengers are high spenders in the store.
- **Survey objectives:**
  - to measure how customers feel about their experience in the WDF stores at Heathrow. The results will help the business to make changes which improve the shopping experience and which will, ultimately help WDF to increase their sales.