

1. About how many live auctions do you attend a year?  
 1  this is my first ever! 2  fewer than 3 3  4-10 4  11-20 5  more than 21
2. How did you hear about this auction? (please check only one)  
 1  friends 2  direct mail 3  radio 4  newspaper 5  Internet 6  television
3. About how far did you travel to attend this auction?  
 1  10 miles or less 2  11-20 miles 3  21-40 miles 4  41-60 miles 5  more than 60 miles
4. Generally, do you purchase items for resale or for your own personal use?  
 1  resale mostly 2  personal use mostly 3  business use mostly
5. If your answer to question 4 was "mostly resale," do you sell at Internet auction markets or at antique/collectable outlets?  
 1  Internet 2  antiques/collectables outlets 3  my own store 4  not applicable
6. Approximately how much did you purchase at this auction?  
 1  nothing 2  less than \$100 3  \$100- \$999 4  \$1,000 + \$4,999 5  \$5,000 + \$9,999 6  \$10,000 +

Please answer the following based on how strongly you agree with the statements. **Strongly Agree = 4 Strongly Disagree = 0 Not applicable = N/A**

- |  | 4                        | 3                        | 2                        | 1                        | 0                        | N/A                      |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 7. I was able to preview items to my satisfaction. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. The registration process was easy and efficient. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. The bidding and auction process was clear due to the auctioneer's explanation of terms and conditions. .... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. The auction facilities were neat and clean. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. I could easily understand the auctioneer. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. I was very satisfied with the food and beverage service. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. I was able to check-out in a timely manner. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. The auction staff treated me courteously and with respect. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. I would return here for another auction. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. What did you like best about this auction? _____   |                          |                          |                          |                          |                          |                          |
| 17. What did you like least? _____   |                          |                          |                          |                          |                          |                          |

**Thank you for your valuable input.**

# CUSTOMER SATISFACTION SURVEY

*Your company logo  
and information here*

*We would really like to know if you enjoyed this auction, and what we could do to improve the experience.  
Please take just a few minutes to answer the questions on the other side of the card  
and provide any additional comments you like at the end of the survey.*

**Please return to the cashier at checkout.**

