Shopping hierarchy coursework: shopping quality survey

Old Town Katy

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance** | **Description** | **Score** |
| A | The upkeep of the area (cleanliness of the street and facilities) |  | 1  2  3  4  5 |
| B | Vacant premises |  | 1  2  3  4  5 |
| C | Exterior appearance of shops |  | 1  2  3  4  5 |
| D | Interior appearance of shops |  | 1  2  3  4  5 |
| E | Amount of high order goods |  | 1  2  3  4  5 |
| F | Amount of low order goods |  | 1  2  3  4  5 |
| G | The initial atmosphere |  | 1  2  3  4  5 |