

Survey:
DeCA Store
Purchaser
IA#: 30912
Date:
06/10/2020

SURVEY TYPE: Store Purchaser

Survey Q#	Type#	Topic Type
1	Model	Satisfaction - Overall
2	Model	Satisfaction - Expectations
3	Model	Satisfaction - Ideal
4	Model	Store Atmosphere - Space
5	Model	Store Atmosphere - Finding
6	Model	Store Atmosphere - Layout
7	Model	Service - Availability
8	Model	Service - Responsiveness
9	Model	Service - Knowledge
10	Model	Merchandise - Appeal
11	Model	Merchandise - Quality
12	Model	Merchandise - Variety
13	Model	Price - Value
14	Model	Price - Competitiveness
15	Model	Price - Clarity
16	Model	Checkout - Availability
17	Model	Checkout - Speed
18	Model	Checkout - Accuracy
19	Model	Purchase in Store
20	Model	Purchase Next Time
21	Model	Recommend
22	Custom	Acquisition Source
23	Custom	Why Visit

24	Custom	Distance Traveled
25	Custom	Why On Installation
26	Custom	Savings Percentage
27	Custom	Commissary Brands Y/N
28	Custom	Commissary Brands Why
29	Custom	Purchase All
30	Custom	Purchase All_No
31	Custom	Products Not Purchased
32	Custom	Purchase All No Do Next
33	Custom	Staff interaction
34	Custom	Visit frequency
35	Custom	Why shop other stores_New
36	Custom	Other stores shopped
37	Custom	How Purchased Outside Commissary
38	Custom	Delighted comment
39	Custom	Improve
40	Custom	Contact
41	Custom	\$ Range Spent
42	Custom	Sponsor Status
43	Custom	Sponsor Grade
44	Custom	Demos: Age
45	Custom	Demos: Gender
46	Custom	Demos: Marital Status
47	Custom	Household Number
48	Custom	Demos: Children
49	Custom	ZipCode

