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| **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