| Model Name Model ID Partitioned Date Model Version | DeCA CCSS Store Browser VUsQ9k0tcMY1gMd8RtFQUQ4C No 17.2.G | FORESEE | Red & Strike Through: Delete <u>Underlined & Italicized</u> : Re-order Pink: Addition Blue: Reword | FORE |
|--|---|---------|---|----------|
| | NO MODEL | | | NO MODEL |
| | | | | |

| tioned | | | DeCA CCSS Store Browser VUsQ9k0tcMY1gMd8RtFQUQ4C No | | | | Underlined & Pink: Addition Blue: Reword | Through: Delete Italicized: Re-order | I | FORESEE |
|--------|----------------------------|--------------|--|---|----------|---------------|--|---|----------------------|----------------------|
| QID | AP Question Tag | Skip From | Question Text | Answer Choices | Skip To | AP Answer Tag | Required Y/N | Туре | Special Instructions | CQ Label |
| | SBD8584Q001 | FIUM | Please rate our performance on the following: | | | - • • • | Y | Radio button, scale, no don't know | | Price/Savings |
| | | | Low prices/overall savings | 1=Poor 2 | | 1 | | don't KNOW | | |
| | | | | 3 | | | | | | |
| | | | | 5=Excellent | | | | | | |
| | SBD8584Q002 | | Well stocked, full shelves | 1=Poor | | | Y | Radio button, scale, no don't know | | Stock Level |
| | | | | 2 | | | | | | |
| | | | | 4 | | | | | | |
| | SBD8584Q003 | | Convenient hours | 5=Excellent | : | | Y | Radio button, scale, no | | Hours |
| | | | | 1=Poor | | | | Radio button, scale, no don't know | | |
| | | | | 3 | | | | | | |
| | | | | 5=Excellent | | | | | | |
| | SBD8584Q004 | | Cleanliness of entrance, sales area, restrooms | 1=Poor | | | Y | Radio button, scale, no don't know | | Cleanliness |
| | | | | 2 | | | | | | |
| | | | | 4 | | | | | | |
| | SBD8584Q005 | | Produce quality/selection | 5=Excellent | | | Y | Radio button, scale, no | | Produce |
| | | | | 1=Poor | | | | Radio button, scale, no don't know | | |
| | | | | | | | | | | |
| | | | | 4 5=Excellent | | | | | | |
| | SBD8584Q006 | | Meat quality/selection | 1=Poor | | | Y | Radio button, scale, no don't know | | Meat |
| | | | | 1=P00 | | | | don't know | | |
| | | | | 3 | | | | | | |
| | CODOFOACCO | | Pati avalitate la star | 5=Excellent | | | | Pada butten | | a. 1 |
| | SBD8584Q007 | | Deli quality/selection | 1=Poor | | | Y | Radio button, scale, has don't know | | Deli |
| | | | | 2 | | | | | | |
| | | | | 4 | | | | | | |
| | | | | 5=Excellent Not Applicable | | I | | | | |
| | SBD8584Q008 | | Bakery quality/selection | 1=Poor | | | Y | Radio button, scale, has don't know | | Bakery |
| | | | | 1=Poor 2 | | 1 | | Son's AllOW | | |
| | | | | 3 | - | | | | | |
| | | | | 5=Excellent Not Applicable | | | | | | |
| | SBD8584Q009 | | Selection of other items (dry, frozen, dairy) | | 1 | | Y | Radio button, scale, no don't know | | Other Items |
| | | | | 1=Paor 2 | - | | | don't know | | |
| | | | | 3 | | 1 | | | | |
| | | | | 5=Excelent | 1 | | | | | |
| | SBD8584Q010 | | Store layout and time required to shop | 1=Poor | | | Y | Radio button, scale, no don't know | | Layout/Time |
| | | | | 2 | | | | | | |
| | | | | 3 | | | | | | |
| | SBD8584Q011 | | Plandoust condition time. | 5=Excellent | | | | Pada butten anala an | | Checkout |
| | 3806364Q011 | | Checkout waiting time | 1=Poor | | | | Radio button, scale, no don't know | | Checkout |
| | | | | 2 | | | | | | |
| | | | | 4 5=Excellent | | | | | | |
| | SBD8584Q012 | | Attractive displays/store décor | | | | Y | Radio button, scale, no | | Décor |
| | | | | 1=Poor 2 | | | | don't know | | |
| | | | | 3 | | | | | | |
| | | | | 5=Excelent | 1 | | | | | |
| | SBD8584Q013 | | Courteous, friendly and helpful employees | 1=Poor | | | Y | Radio button, scale, no don't know | | Employees |
| | | | | 2 | | | | | | |
| | | | | 4 | | | | | | |
| | SBD8584Q014 | | Overall satisfaction (how did we do?) | 5=Excelent | | | v | Radio button scale on | | Overall Satisfaction |
| | | | | 1=Poor | - | | | Radio button, scale, no don't know | | |
| | | | | | | | | | | |
| | | | | 4 5=Excellent | | | | | | |
| | SBD8584Q015 | | Which is most important to you? | Low prices/overall savings | | | Y | Radio button, one-up vertical | | Most Important |
| | | | | Well stocked, full shelves | | | | vertical | | |
| | | | | Convenient hours | | | | | | |
| | | | | Cleanliness of entrance, sales area, restrooms Produce quality/selection | | 1 | | | | |
| | | | | Meat guality/selection Deli guality/selection | | | | | | |
| | | | | | | | | | | |
| | | | | Selection of other items (dry, frozen, dairy) Store layout and time required to shop | | 1 | | | | |
| | | | | | | | | | | |
| | | | | Attractive displays/store décor Courteous, friendly and helpful employees | | | | | | |
| | SBD8584Q016 | | If you could improve one of these things, what would it be? | Not sure Low prices/overall savings | | | Y | Radio button, one-up vertical | | Improve |
| | | | | Well stocked, full shelves | - | | | vertical | | |
| | | | | Convenient hours | | 1 | | | | |
| | | | | Convenient hours Cleanliness of entrance, sales area, restrooms Produce quality/selection | | | | | | |
| | | | | Meat quality/selection | | 1 | | | | |
| | | | | Deli quality/selection Bakery quality/selection | | 1 | | | | |
| | | | | Selection of other items (dry, frozen, dairy) Store layout and time required to shop | | | | | | |
| | | | | | | 1 | | | | |
| | | | | Attractive displays/store décor Courteous, friendly and helpful employees | | | | | | |
| | CODOFOLOGIC | | Discourse and and a second sec | Not sure | | | | Dana davan | | Page 011 |
| | SBD8584Q017 | | Please select your sponsor's status. | Active duty Retired military | | 1 | Y | Drop down, select one | | Sponsor Status |
| | | | | Guard/reserve (G/R active) G/R Inactive | | | | | | |
| | | | | | | 1 | | | | |
| | | | | Civilian Other | | | | | | |
| | | | | Prefer not to respond | | | | | | A |
| | SBD8584Q018 | | Please select your sponsor's service membership. | Army Air Force | \vdash | | Y | Drop down, select one | | Service Membership |
| | | | | Marines Coast Guard | | 1 | | | | |
| | | | | Navy | | 1 | | | | |
| | | | | Navy Other Prefer not to respond | — | | | | | |
| | 1 | | Please select your sponsor's highest grade achieved. | | | | Y | Drop down, select one | | Highest Grade |
| | SBD8584Q019 | | | E3-E4 E5-E6 | | | | | | |
| | SBD8584Q019 | | | | - | | | | | |
| | SBD8584Q019 | | | E7-E0 | - | | | | | |
| | SBD8584Q019 | | | E7-E0 W1-W3 | | | | | | |
| | SBD8584Q019 | | | E7-E0 W1-W3 W4-W5 01-03 | | | | | | |
| | SBD8584Q019 SBD8584Q020 | | What is the gender of the <u>primary shopper</u> ? | E7-E0 W1-W3 | | male | | Radio button, one-up vertical | | Gender |

| | | | Prefer not to respond | _ | prefer not to respond | | 1 | 1 | 1 |
|---|---|--|--|------------------|---|-----|----------------------------------|--------------------|----------------------------------|
| SBD85840021 | | Your home zip code | | | president and a first state of the state of | Y | Text field. <100 char | | ZipCode |
| SBD8584Q022 | | Which category includes the age of the primary shooper? | Under 20 | | | N | Drop down, select one | | Demos: Age |
| | | (interest of the second s | 20 - 24 | | | | | | |
| | | | 20 - 24 25 - 29 30 - 34 35 - 39 | | | - | | | |
| | | | 30 - 34 | | | - | | | |
| | | | 35 - 34 | - | | - | | | |
| | | | 40 - 44 | - | | - | | | |
| | | | 40 - 44 45 - 49 | - | | - | | | |
| | | | F0 - F4 | | | - | | | |
| | | | 50 - 54 55 - 59 | - | | - | | | |
| | | | 60 - 64 | - | | - | | | |
| | | | 65+ | - | | - | | | |
| | | | Prefer not to respond | - | | - | | | |
| SBD8584Q023 | | | Preter not to respond | - | | | | Mutually Exclusive | |
| 58D8584Q023 | | household? (Please select all that apply.) | No children in household | | no_children_in_household | N | Checkbox, one-up vertical | Mutually Exclusive | Demos: Children |
| | | | Expecting a baby | | expecting_a_baby | | | | |
| | | | 0 to 2 years old | | 0 2 | | | | |
| | | | 3 to 5 years old | | | | | | |
| | | | 6 to 7 years old | | | | | | |
| | | | 8 to 12 years old | | 8 12 | - | | | |
| | | | 13 to 15 years old | | 13 15 | - | | | |
| 1 | | | 16 to 17 years old | | 16 17 | - | 1 | | 1 |
| | | | Adult child(ren) 18 or older living at home | - | adult children 18 or older | - | 1 | Mutually Exclusive | 1 |
| 1 | | | Prefer not to respond | 1 | prefer not to respond | -1 | 1 | | 1 |
| SBD8584Q024 | - | Which category includes your household income? | Under \$21,000 | - | | N | Radio button, one-up | | Income |
| p | | interesting and the second state of the second | | | | 1 " | vertical | 1 | monthe |
| | | | \$21,000-\$24,999 | - | | - | | | |
| | | | \$25,000-\$24,999 \$25,000 - \$34,999 | - | | - | | | |
| | | | 525,000 - 534,999 | - | | - | | | |
| | | | \$35,000 - \$49,999 \$50,000 - \$74,999 | - | | _ | | | |
| | | | \$50,000 - \$74,999 | - | | _ | | | |
| | | | \$75,000-\$100,000 | | | _ | | | |
| | | | More than \$100,000 | | | | | | |
| SBD8584Q025 | | How many people including yourself currently live in your household? | 1 | | | Y | Radio button, one-up vertical | | Household Numbr |
| | | | 2 | | | | | | |
| | | | 3 | | | | | | |
| | | | 4 | | | | | | |
| | | | 5 | | | | | | |
| | | | | - | | | | | |
| | | | 7 | - | | | | | |
| | | | | - | | | | | |
| | | | | | | | | | |
| 1 | | | 8 or more | | | | | | |
| | | | Prefer not to respond | | | | Dress davas - estant ann | | Visit Francisco |
| SBD8584Q026 | | | | 1 | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | 1 | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | 1 | | Ŷ | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | 1 L 2 3 | | Ý | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | 1 L 2 3 | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | | | | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | | | | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | | | ¥ | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond | | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond Less than once a most | | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Preter not to respond Less than once a moret | | | Y | Drop down, select one | | Visit Frequency |
| SBD8584Q026 | | How many times per month do you usually shop at the | Prefer not to respond Less than once a mooth | 5 | | Y | Drop down, select one | | Visit Frequency |
| | | How many times per month do you usually shop at the commissey? | Preter not to respond Less than once a moret | 5 | | | | | |
| SBD8584Q026 SBD8584Q026 SBD8584Q027 | | How many times per month do you usually shop at the commissary? How much do you typically spend per month at a commissary? | Prefer not to respond Less than once a model 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | 5 | | Y | Radio button, one-up | | |
| | | Now many since per month do you usually shop at the commissary? Now much do you typically spend per month at a commissary? | Preter not to respond Less than once a mooth 1 1 10 to 1 13 to 12 13 to 12 | 5 | | | | | |
| | | How much do you typically spend per month at a commissary? | Prefer not to respond Less than once a moret | 5 | | | Radio button, one-up | | |
| | | Now many times per month do you usually shop at the commissary? Now much do you typically spend per month at a commissary? | Pheter not to respond Less than once a model Less than once a model Less than once a model Less than once a model 10 to 1 10 to 10 10 to 1 | 5 | | | Radio button, one-up | | |
| | | Now many since per month do you usually shop at the commons y? | Prefer not to respond Less than once a model 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | 5 | | | Radio button, one-up | | |
| | | How much do you usually shop at the commission? | Prefer not to respond Less than once a more Less than once a more | 5 | | | Radio button, one-up | | |
| | | Now many times per month do you usually shop at the commonary? | Preter not to respond Less than once a model Less than once a model Less than once a model Less than once a model 1 1 1 1 1 1 1 1 1 1 1 1 1 | 5 | | | Radio button, one-up | | |
| | | Now many since per month do you usually shop at the commons of ? | Prefer not to respond Less than once a mode Less than once a mode 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | 5 | | | Radio button, one-up | | |
| | | Here many times per month do you usually shop at the commissary? Here much do you typically spend per month at a commissary? | Imperiant to respond Less than once a more Less than once a more 1 | 5 | | | Radio button, one-up | | |
| | | Now many times per month do you usually shop at the commonary? | Preter not to respond Less than once a more test test test test test test test tes | 5 | | | Radio button, one-up | | |
| | | Now many dense per month do you usually shop at the commons y? | Peter not to respond Less than once a most Less than once a most l | 5 | | | Radio button, one-up | | |
| | | Now many dense per month do you usually shop at the commons y? | Peter not to respond Less than once a most Less than once a most l | 5 | | | Radio button, one-up | | |
| | | Now many times per month do you usually shop at the commissary? | Prefer not to respond Less than once a more Less than once a more 1 | 5 | | | Radio button, one-up | | Viol Prequency S Range Sperit |
| | | Now many dense per month do you usually shop at the commissary? | Peter not to respond Less than once a most Less than once a most l | 5 | | | Radio button, one-up | | Visil Frequency S Range Spent |

| Attribute | Value | | | | |
|-------------------------------------|--------------------|--|--|--|--|
| Channel | Store | | | | |
| Touchpoint Name | In-Location Browse | | | | |
| Hierarchy | Yes | | | | |
| Model Type | NonModel | | | | |
| Journey Phase | Consideration | | | | |
| Touchpoint Type | Premium | | | | |
| Partner Involved | No | | | | |
| Replay | No | | | | |
| Version Number of Model Template | NA | | | | |

| Survey Type | NONMODEL |
|---------------|-------------|
| Look and Feel | Single Page |
| Theme Color | #009fea |