





The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text	
<p>Welcome Text</p> <p>This survey is voluntary and is being conducted under the authority of OMB Control. No. 1090-0008</p>	<p>Welcome Text - Tablet / Phone</p>
<p>Thank You Text</p>	<p>Thank You Text - Tablet / Phone</p>
<p>Example Desktop</p> <div><p>Customer Satisfaction Survey</p><p>Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.</p><p><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	<p>Example Mobile</p> <div><p>Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p>ForeSee ForeSee Privacy Policy</p></div>

Model Name DeCA Core Store Purchaser
 Model ID 9B4I9Uw09NwJmGbx5ZgJlg4C
 Partitioned No
 Date
 Model Version 17.2.G



~~Red & Strike Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
1 Satisfaction - Overall	Satisfaction What is your overall satisfaction with shopping at this commissary? (1=Very Dissatisfied, 10=Very Satisfied)	5 Store Atmosphere - Space	Store Atmosphere (1=Strongly Disagree, 10=Strongly Agree, Don't Know) Thinking of the <u>shopping environment</u> of the commissary you recently visited, please indicate your agreement with the following: There was enough space in the commissary for me to shop comfortably.	20 Purchase In Store	Purchase In Store (1=Very Unlikely, 10=Very Likely) How likely are you to make another purchase from a commissary in the next 30 days?
	2 Satisfaction - Expectations How well did shopping at this commissary meet your expectations ? (1=Falls Short, 10=Exceeds)	6 Store Atmosphere - Finding	I was easily able to find the products that I was shopping for.		Purchase Next Time (1=Very Unlikely, 10=Very Likely) How likely are you to purchase from the commissary the next time you purchase similar merchandise?
	3 Satisfaction - Ideal How did the shopping experience at this commissary compare with an ideal shopping experience ? (1=Not Very Close, 10=Very Close)	7 Store Atmosphere - Layout The layout of the commissary was convenient for shopping.	8 Service - Availability Service (1=Poor, 10=Excellent, Don't Know/Does Not Apply) Please rate the <u>associates</u> who assisted you on the following: Availability of associates when I needed them	21 Purchase Next Time	Recommend (NPS) (1=Very Unlikely, 10=Very Likely) How likely are you to recommend shopping at a commissary to someone else?
		9 Service - Responsiveness Responsiveness to my needs in the commissary	22 Recommend		
		10 Service - Knowledge Ability to answer my questions			
		11 Merchandise - Appeal Merchandise (1=Poor, 10=Excellent, Don't Know) Please rate the <u>products that you shopped for</u> at this commissary on the following: Appeal to my taste and preference			
		12 Merchandise - Quality Quality of the products			
		13 Merchandise - Variety Variety that I expect			
		14 Price - Value Price (1=Poor, 10=Excellent, Don't Know) Consider the <u>prices of products that you shopped for</u> at this commissary. Please rate the following aspects of those prices: The prices of the products, given the quality expected from the commissary			
		15 Price - Competitiveness Competitiveness of the prices			
		16 Price - Clarity Clarity of price information (including what is shown on displays, sales, promotions, and online flyers)			
		17 Checkout - Availability Checkout (1=Poor, 10=Excellent, Don't Know) Consider your <u>checkout</u> experience at this commissary. Please rate the following: Availability of open registers			
		18 Checkout - Speed Speed of checkout			
		19 Checkout - Accuracy Accuracy of the transaction (including pricing, promotions, coupons, rewards card, special offers)			

DeCA Core Store Purchaser 98480w09wJmgbx5ZgJg4C No		Red = Delete Underlined & italicized = Re-order Pink = Addition Blue = Rework		FORESEE				
Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	Notes
	Which of the following prompted your most recent visit to the commissary?	Billboard Deal of the Week Promotions "YES" Items (Your Everyday Savings) Marketing Outreach Events (Cooking Demos, Celebrity Chef, Military Appreciation Event) Sales Flyer Promotion with the Exchange (Military Star Card Giveaway, Bounce Back Coupon) Health and Wellness Radio Advertisements I shop at the commissary regularly Other		Y	Radio button, one-up vertical	Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source	
	Did you come to the installation to shop at the commissary, or were you on the installation for another reason?	I made a special trip to the installation to shop at the commissary I was already on the installation for another reason I work on the installation	A	Y	Radio button, one-up vertical	Skip Logic Group*	Why Visit	
A	Why were you on the installation when you decided to shop at the commissary?	I live on the installation I had appointments on the installation I was on the installation for a special event Other		Y	Radio button, one-up vertical	Skip Logic Group*	Why On Installation	
	What type(s) of product(s) did you purchase during this visit? (Please select all that apply.)	Bread Cereal Coffee Dairy/Frozen Drinks Fresh Meat Household International Foods Pet Food Prepared Foods Produce Snacks/Candy Other	A	Y	Checkbox, one-up vertical		Products Purchased	
	Did your purchase include any commissary store brand products? (e.g. Freedom's Choice, Full Circle, Home Base, Top Care, Tippy Toes, etc.)	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Commissary Brands Y/N	
A	Why did you decide to purchase commissary store brand products? (Please select all that apply.)	Prices lower than national brands National brand item was not available Product quality is equal to national brands Other		Y	Checkbox, one-up vertical	Skip Logic Group*	Commissary Brands Why	
	Were you able to purchase everything you intended to during your commissary visit?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Purchase All	
A	What was the main reason you did not purchase everything you intended to?	Item is carried, but not in stock Item is not carried Price too high Expired product on the shelf Quality of meat Quality of produce Selection of meat Selection of produce Other	A, E, G	Y	Radio button, one-up vertical	Randomize Anchor Answer Choice	Purchase All_No	
E	What type(s) of product(s) were you unable to purchase during your visit? (Please select all that apply.)	Produce Bread Cereal Coffee Dairy/Frozen Drinks Fresh Meat Household International Foods Pet Food Prepared Foods Snacks/Candy Other		Y	Checkbox, one-up vertical	Skip Logic Group*	Products Not Purchased	
C	Since you did not purchase everything you intended to during your commissary visit, what do you plan to do next?	Return to this commissary at another time Shop at another store Visit another store's website Purchase a substitute for the item I was unable to purchase Other	I	Y	Radio button, one-up vertical	Skip Logic Group*	Purchase All No Do Next	
	Where did you interact with the commissary associates during your visit? (Please select all that apply)	Entering the store Shopping in the aisles Deli/Bakery Produce Meat Only interacted with the associate during checkout This was my first visit to the commissary		Y	Checkbox, one-up vertical	Mutually Exclusive	Staff Interaction	
	How frequently do you shop at the commissary?	Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Drop down, select one		Visit Frequency	
	Where else have you shopped for the type of products sold at the commissary (i.e. the past month)? (Please select all that apply.)	Traditional Grocery stores (e.g. Kroger, Publix, Food Lion, etc.) Warehouse club stores (e.g. Costco, Sam's Club, etc.) Premier Grocery (Wegmans, Whole Foods) Value Grocery (Aldi, Lidl, etc.) Supercenter store (Walmart, Target, Meijer, etc.) Fresh (Fresh Market, Trader Joe's) Online only retailer (e.g. Amazon) Other	D, B	Y	Checkbox, one-up vertical	Randomize Anchor Answer Choice Mutually Exclusive	Other stores shopped	
D	How did you make your non-commissary purchase(s)? (Please select all that apply.)	I have only shopped at the commissary in the last month I purchased at a physical store I ordered online and picked up in the store I ordered online and shipped the items to my home Other		Y	Checkbox, one-up vertical	Skip Logic Group*	How Purchased Outside Commissary	

B	Why didn't you shop for these items at the commissary? (Please select all that apply.)	The commissary operating days are not convenient		Y	Checkbox, one-up vertical	Skip Logic Group*	Why shop other stores
		The commissary location is not convenient				Randomize	
		The commissary hours are not convenient					
		The commissary doesn't carry the specific item(s) I wanted					
		The commissary was out of stock of the item(s) I wanted					
		I wanted to have the item(s) delivered					
		The quality of items at the commissary is poor					
		Other					
		Prefer not to respond					
		I did not make a purchase					
	How much do you typically spend per month at a commissary?			Y	Drop down, select one	Anchor Answer Choice	\$ Range Spent
		\$0-\$50					
		\$51-\$100					
		\$101-\$150					
		\$151-\$200					
		\$201-\$250					
		\$251-\$300					
		\$301-\$350					
		\$351-\$400					
		\$401-\$450					
		\$451-\$500					
		\$501-\$600					
		\$601 or more					
		Prefer not to respond					
	Please select your sponsor's status.			Y	Drop down, select one		Sponsor Status
		Active duty					
		Retired military					
		Guard/reserve (G/IR active)					
		G/IR inactive					
		Veteran					
		Civilian					
		Other					
		Prefer not to respond					
	Which category includes the age of the primary shopper?			N	Drop down, select one		Demos: Age
		Under 20					
		20 - 24					
		25 - 29					
		30 - 34					
		35 - 39					
		40 - 44					
		45 - 49					
		50 - 54					
		55 - 59					
		60 - 64					
		65+					
		Prefer not to respond					
	What is the gender of the primary shopper?			N	Radio button, one-up vertical		Demos: Gender
		Male					
		Female					
		Prefer not to respond					
	What is your marital status?			N	Drop down, select one		Demos: Marital Status
		Single, never married					
		Married or domestic partnership					
		Widowed					
		Divorced					
		Separated					
		Prefer not to respond					
	How many people including yourself currently live in your household?			Y	Drop down, select one		Household Number
		1					
		2					
		3					
		4					
		5					
		6					
		7					
		8 or more					
		Prefer not to respond					
	What are the age groups of any children that live in your household? (Please select all that apply.)			N	Checkbox, one-up vertical	Mutually Exclusive	Demos: Children
		No children in household					
		Expecting a baby					
		0 to 2 years old					
		3 to 5 years old					
		6 to 7 years old					
		8 to 12 years old					
		13 to 15 years old					
		16 to 17 years old					
		Adult child(ren) 18 or older living at home					
		Prefer not to respond				Mutually Exclusive	