Red & Strike Through: Delete <u>Underlined & Italicized</u>: Re-order <u>Pink</u>: Addition <u>Blue</u>: Reword



ate										
QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Туре	Special Instructions	CQ Label
EW			What is your overall satisfaction with shopping at this MCX store?	1=Very dissatisfied			N	Radio button, scale, no don't know		Satisfaction - Overall 5pt
				2= Dissatisfied			-			
				3=Neutral			-			
				4= Satisfied			-			
				5= Very satisfied			-			
w			How well did shopping at this MCX store meet your expectations?	5 Very satisfied			N	Radio button, scale, no		Satisfaction - Expectations 5
.**			,	1=Falls short				don't know		
				2 = Below expectations			-			
				3 = Meets expectations			-			
				4 = Above expectations			-			
				5= Exceeds			-			
w			How did the shopping experience at this MCX store compare with an ideal shopping	J- Exceeds			N	Radio button, scale no		Satisfaction - Ideal 5pt
·vv			experience?	1=Not very close			IN	Radio button, scale, no don't know		Satisfaction - ideal Spt
				2 = Somewhat close	-					
				3=Neutral			-			
				4=Close			-			
				5= Very close						
w			How likely are you to recommend MCX to someone else?	5- very close			N	Radio button, scale, no		Recommend NPS 5pt
**			now likely are you to recommend wex to someone else.	1=Very unlikely				don't know		Recommend N 5 Spt
				2 = Unlikely		-	-			
	1					-	-			1
				3 = Neutral		-	⊣			
	1			4 = Likely 5= Very likely		-	⊢			1
W	+		Thinking of the shopping environment of the MCX store you recently visited, please indicate	J- very iikely		+	N	Radio button, scale, no	+	Store Atmosphere - Space 5
.vv			your agreement with the following:				IN .	don't know		Store Atmosphere - Space 5
			There was enough space in the store for me to shop comfortably.	1=Stronly Disagree			1			
	1			2 = Disagree		<u> </u>	⊣			
				3 = Neutral		 	┥			
	1			4 = Agree		1	⊣			
	1			5= Strongly Agree			⊣			
	1						⊣			
W			I was easily able to find the products that I was shopping for.				N	Radio button, scale, no		Store Atmosphere - Finding 5
••			was casily able to find the products that I was shopping for.	1=Stronly Disagree				don't know		Store Atmosphere Tinding
				2 - Disagree			_			
				2 = Disagree			_			
				3 = Neutral			_			
				4 = Agree			_			
				5= Strongly Agree		1				
W							N	8 8 1 11		Store Atmosphere - Layout 5
vv			The layout of the store was convenient for shopping.	1=Stronly Disagree 2 = Disagree			_ N	Radio button, scale, no don't know		Store Atmosphere - Layout 5
				3 = Neutral			-			
				4 = Agree	-		-			
					-		-			
				5= Strongly Agree			-			
W			Please rate the store associates who assisted you on the following:				N	Padio button, scale no		Service - Availability 5pt
**								Radio button, scale, no don't know		Service Availability Spt
			Availability of store associates when I needed them	1=Poor						
				2 = Fair			-			
				3 = Good			-			
				4 = Very Good			_			
				5= Excellent			_			
				3- Excellent		-	-			
w			Desponsiveness to my needs in the store				N	Radio button, scale, no		Consista Desponsivoness Fr
**			Responsiveness to my needs in the store	1-Deer			IN	don't know		Service - Responsiveness 5
				1=Poor 2 = Fair	-	-	⊣			
	1			2 = Fair 3 = Good	-	-	⊢			1
	1			3 = Good 4 = Very Good	-	-	-			1
	1				-	+	⊣			
	1			5= Excellent		+	4			
A/	+		Ability to answer my questions			-	N	Padio button coalo	-	Service - Knowledge 5pt
EW			Ability to answer my questions	4 0			IN	Radio button, scale, no don't know		service - knowledge Spt
	1			1=Poor 2 = Fair	-	ļ	4			1
	1				-	<u> </u>	4			
	1			3 = Good	-	ļ	4			
	1			4 = Very Good	-	-	4			
	1			5= Excellent			4			
.,			None and the search of the first of the search of the sear					Dadia butta		Manakanan A. 15
W	1		Please rate the products that you shopped for at this MCX store on the following:				N	Radio button, scale, no don't know		Merchandise - Appeal 5pt
	1		Appeal to my taste and preference	I			1	GOLL KILOW		1
			L 1		1	1		i)		
				1=Poor	_					I .
				2 = Fair						
				2 = Fair 3 = Good						
				2 = Fair 3 = Good 4 = Very Good						
				2 = Fair 3 = Good						
				2 = Fair 3 = Good 4 = Very Good						
EW .			Quality of the products	2 = Fair 3 = Good 4 = Very Good 5 = Excellent			N	Radio button, scale, no		Merchandise - Quality 5pt
W			Quality of the products	2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor			N	Radio button, scale, no don't know		Merchandise - Quality 5p
œw			Quality of the products	2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair			N	Radio button, scale, no don't know		Merchandise - Quality 5pt
w			Quality of the products	2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good			N	Radio button, scale, no don't know		Merchandise - Quality 5pi
EW			Quality of the products	2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good 4 = Very Good			N	Radio button, scale, no don't know		Merchandise - Quality Spt
w			Quality of the products	2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good			N	Radio button, scale, no don't know		Merchandise - Quality Spt
				2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good 4 = Very Good			N	don't know		
EW			Quality of the products Variety that I expect	2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good 4 = Very Good			N	don't know		
				2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent				don't know		
				2 = Fair 3 = Good 4 = Very Good 5 = Excellent 1=Poor 2 = Fair 3 = Good 4 = Very Good				don't know		Merchandise - Quality 5pt Merchandise - Variety 5pt

	I		4 = Very Good				1	I	I
			5= Excellent						
NEW		Consider the prices of products that you shopped for at this MCX store. Please rate	e the			N	Radio button, scale, no		Price - Value 5pt
		following aspects of those prices:					don't know		
		The prices of the products, given the quality expected from MCX	1=Poor						
			2 = Fair 3 = Good						
			4 = Very Good						
EW			5= Excellent						
		Competitiveness of the prices				N	Radio button, scale, no		Price - Competitiveness 5p
			1=Poor 2 = Fair				don't know		
			2 = Fair 3 = Good						
			4 = Very Good						
			5= Excellent						
		Clarity of price information (including what is shown on tags, displays, sales, promand special offer flyers)				N	Radio button, scale, no don't know		Price - Clarity 5pt
		and special orier rivers)	1=Poor 2 = Fair				don't know		
			3 = Good						
			4 = Very Good 5= Excellent						
			3- Excellent						
EW		Consider your checkout experience at this MCX store. Please rate the following:				N	Radio button, scale, no don't know		Checkout - Availability 5p
		Availability of open registers	1=Poor						
			2 = Fair						
			3 = Good 4 = Very Good	-					
			5= Excellent						
	+	Speed of checkout		_		N	Radio button, scale, no		Checkout - Speed 5pt
		Special of checkods	1=Poor			14	don't know		Checkout - speed Spt
			2 = Fair						
			3 = Good 4 = Very Good						
			5= Excellent						
		Accuracy of the transaction (including pricing, promotions, coupons, loyalty cards,	special			N	Radio button, scale, no		Checkout - Accuracy 5pt
		offers)	1=Poor				don't know		
			2 = Fair 3 = Good						
			3 = G00d 4 = Very Good						
			5= Excellent						
		How likely are you to make another purchase from an MCX store in the future?				N	Radio button, scale, no		Purchase In Store
			1=Very Unlikely				don't know		
			2 = Unlikely 3 = Neutral						
			4 = Likely						
,		How likely are you to shop at the MCX store again the next time you are shopping	5 = Very Likely			N	Radio button, scale, no		Return
		merchandise?	1=Very Unlikely				don't know		Ketuiii
			2 = Unlikely						
			3 = Neutral 4 = Likely						
			5 = Very Likely						110/ 5 : 5
0357948	fs_visit_reason	What was your primary reason for your most recent MCX store visit?	Shopping sales that were advertised			N	Radio button, one-up vertical	Skip Logic Group*	MCX_Primary Reason
			Shopping for a gift						
			Shopping for a holiday or special event Picking up needed supplies		_				
			Getting something to eat						
			Just browsing		browse_product_selection			Randomize	
			Other, please specify	F	other_please_specify			Anchor Answer Choice	
0357949	us_marine_corps_mcx_mcx_store_purchas er_primary_reason_other	Please specify your other primary reason for your most recent MCX store visit. Do include Personally Identifiable Information.	not			N	Text area, no char limit	Skip Logic Group*	MCX_Primary Reason Othe
357952	fs_products_sought	What type of product, if any, did you purchase during your store visit? (Select all th	at apply) Automotive			N	Checkbox, one-up vertical	Skip Logic Group*	MCX_Products Purchased
			Clothing for Children, Infants, Toddlers, Boys and Girls		1				
			Clothing for Children, Infants, Toddlers, Boys and Girls Clothing for Men and Young Men						
			Clothing for Women and Juniors						
			Cosmetics and Fragrances Electronics						
			Firearms		_				
			Food and Drinks		4				
			Health and Hygiene Home Goods (kitchen, small appliances, sheets and towels)		1				
			Jewelry and Accessories		1				
			Pets Shoes for Men, Women, and Children	_					
			Sporting Goods		<u> </u>				
			Sports Nutrition						
			Tactical Equipment Uniforms or Uniform Items		1				
			Beer, alcohol, spirits						
			Cleaning & organizing Luggage						
			Toys		_				
	- I	l I	Lawn & Garden		1				
			Office Supplies		7				
			Office Supplies Marine Logo						

	1		T.	Citt Couds				i .	i	I
				Gift Cards Cigarettes, nicotine products						
				Sunglasses	_					
				None of these					Mutually Exclusive	
MEN0357954			Approximately, how frequently do you shop at the MCX?	Daily			N	Radio button, one-up	ridedally Exclusive	MCX_Shop Frequency
1112140037731			pproximately, now requestly do you stop at the mext	Duil,			.,	vertical		inex_shop rrequency
				More than once a week						
				Weekly						
				1-3 times per month						
				Every 2-6 months						
				Once per year		1				
				Less than once per year						
MEN0357955			Do you know about the following MCX-Programs? (Select all that apply)	Baby & Me	_		N	Checkbox, one-up vertical		MCX_Program Awareness
INEI40037733			bo you know about the following Mexit logishis. (Select all that apply)	baby & Mc				checkbox, one up vertical		MCA_FTOGRAM AWARCINGS
				Super Star Student						
				Military Exclusive Pricing		i				
				Exchange Select		1				
				Military Star		i				
				1775						
				Xtreme Value						
				Price Match Guarantee						
				None					Mutually Exclusive	
CUE0314248	us_marine_corps_mcx_purchase_all		Were you able to purchase everything you intended to during your store visit?	TOTAL	_		N	Radio button, one-up	Skip Logic Group*	
CUEU314246	ds_manne_corps_mex_parenase_an		vere you able to parenase everything you intended to during your store visit.	W				vertical	Skip Logic Group	D All
				Yes	— .			ver dear		Purchase All
CUECOA ADAO	 			No	A			Dadia badaa aa	Chia Laula Casa *	Donahara All Nia
CUE0314249	us_marine_corps_mcx_purchase_all_no	A	What was the main reason you did not purchase everything you intended to?	L			N	Radio button, one-up vertical	Skip Logic Group*	Purchase All_No
		l		Still considering purchase				vertical		1
		l		Product was out of stock				1		1
		1		Did not have enough time						1
		l		The size I needed was not offered in the store				1		1
1		l		Product price was too high				1		1
				Product did not look the same as what was expected		1				
				I did not see the product I wanted in the store	С					
				Other, please specify	В	1			Anchor Answer Choice	
CUE0314251	us_marine_corps_mcx_purchase_all_no_ot	В	Please specify the other reason you didn't purchase all intended items. Do not include				N	Text area, no char limit	Skip Logic Group*	Purchase All No Other
CUE0314252	us_marine_corps_mcx_purchase_all_no_sp		Personally Identifiable Information. Please specify the product you were looking for. Do not include Personally Identifiable				N	Text area, no char limit	Skip Logic Group*	Purchase All No Specify Product
CUE0314252	us_marine_corps_mcx_purchase_aii_no_sp		Information.				N	rext area, no char ilmit	Skip Logic Group	Purchase All No Specify Product
SZA0405058			Please rate the cleanliness of the store.		A		N	Radio button, scale, no	Skip Logic Group*	Cleanliness 5pt
				1=Poor				don't know		
				2=fair	A	1				
				3=Good	_					
				4=Very Good						
				5=Excellent	_					
SZA0405059		А	What specifically troubled you about the cleanliness of the store? Do not include Personally		_		N	Text area, no char limit	Skip Logic Group*	OE_Cleanliness 5pt
32A0403037		_ ^	What specifically troubled you about the cleanliness of the store? Do not include Personally Identifiable Information.					Text area, no chai illilit	Skip Łogic Group	OC_CICAIIIIICSS SPC
RAJ0534689			Please rank how competitive MCX pricing is when compared to other comparable retailers.				N	Radio button, scale, no		Competitive Pricing Rank 5pt
10 0050 1007			rease rank now competitive men pricing is when compared to other comparable retailers.	1=Not very competitive				don't know		competitive i ricing name spe
				2=Somewhat Competitive						
				3=Neutral						
				4=Competitive						
PAT0611092			N	5= Very competitive				0 1 1 11		
PA10611092			What is your military affiliation?	Active Duty	A		N	Radio button, one-up vertical	Skip Logic Group*	Military Affiliation
		1						rerecal		1
1		l		Reservist	A			1		1
		l		Veteran	A			1		1
		l		Retired	A			1		1
1		l		Military Spouse	A			1		1
		1		Military Dependent						1
I		1		Other Family Member	A					1
		i		DoD Civilian				1		1
			1	Contractor]		1		1
				CONTRACTOR				1		1
				Other						1
				Other						
MEN0355681			With which branch of Service are you or the military family member in your household now	Other Not military-affiliated			N	Radio button, one-up	Skip Logic Group*	Demos: Branch of Service
MEN0355681		A	With which branch of Service are you or the military family member in your household now or last associated?	Other Not military-affiliated			N	Radio button, one-up vertical	Skip Logic Group*	Demos: Branch of Service
MEN0355681		A	With which branch of Service are you or the military family member in your household now or last associated?	Other Not military-affiliated Marine Corps Army			N	Radio button, one-up vertical	Skip Logic Group*	Demos: Branch of Service
MEN0355681		A	With which branch of Service are you or the military family member in your household now or last associated?	Other Not military-affiliated Marine Corps Army			N	Radio button, one-up vertical	Skip Logic Group*	Demos: Branch of Service
MEN0355681		A	With which branch of Service are you or the military family member in your household now or last associated?	Other Not military-affiliated Marine Corps			N	Radio button, one-up vertical	Skip Logic Group*	Demos: Branch of Service
MEN0355681		A	With which branch of Service are you or the military family member in your household now or last associated?	Other Not military-affiliated Marine Corps Army Air Force Nawy			N	Radio button, one-up vertical	Skip Logic Group*	Demos: Branch of Service
		A	or last associated?	Other Not military-affiliated Marine Corps Army Air Force				vertical	Skip Logic Group*	
MEN0355681 MEN0355761		A	With which branch of Service are you or the military family member in your household now or last associated? Are you: Mark all that apply.	Other Not military-affiliated Marine Corps Army Air Force Navy Coast Guard			N	Radio button, one-up vertical Checkbox, one-up vertical	Skip Logic Group*	Demos: Branch of Service Demos: Gender
		A	or last associated?	Other Not military-affiliated Marine Corps Army Air Force Navy Coast Guard Male				vertical	Skip Logic Group*	
		A	or last associated?	Other Not military-affiliated Marine Corps Army Air Force Navy Coast Guard Male Female				vertical	Skip Logic Group*	
		A	or last associated?	Other Not military-affiliated Marine Corps Army Air Force Nawy Coast Guard Male Female Fremale				vertical	Skip Logic Group*	
		A	or last associated?	Other Not military-affiliated Marine Corps Army Air Force Navy Coast Guard Male Female				vertical	Skip Logic Group*	
MEN0355761		A	or last associated? Are you: Mark all that apply.	Other Not military-affiliated Marine Corps Army Air Force Nawy Coast Guard Male Female Fremale			N	vertical Checkbox, one-up vertical	Skip Logic Group*	Demos: Gender
MEN0355761	fs_improve	A	or last associated? Are you: Mark all that apply. What else would you like to share with us to help improve your in-store shopping	Other Not military-affiliated Marine Corps Army Air Force Nawy Coast Guard Male Female Fremale				vertical	Skip Logic Group*	
MEN0355761	fs_improve	A	or last associated? Are you: Mark all that apply.	Other Not military-affiliated Marine Corps Army Air Force Nawy Coast Guard Male Female Fremale			N	vertical Checkbox, one-up vertical	Skip Logic Group*	Demos: Gender
MEN0355761 ZAK8546Q040		A	or last associated? Are you: Mark all that apply. What else would you like to share with us to help improve your in-store shopping experience with MCX? Do not include Personally Identifiable Information.	Other Other Marine Corps Marine Corps Army Air Force Navy Coast Guard Male Female Transgender, non-binary, or another gender identity Prefer not to respond	В		N	vertical Checkbox, one-up vertical Text area, no char limit	Skip Logic Group*	Demos: Gender OE_Improve
MEN0355761	rs_improve us_marine_corps_mcx_contact	A	or last associated? Are you: Mark all that apply. What else would you like to share with us to help improve your in-store shopping	Other Not military-affiliated Marine Corps Army Air Force Nawy Coast Guard Male Female Fremale	В		N	vertical Checkbox, one-up vertical	Skip Logic Group*	Demos: Gender
MEN0355761 ZAK8546Q040		A	or last associated? Are you: Mark all that apply. What else would you like to share with us to help improve your in-store shopping experience with MCX? Do not include Personally Identifiable Information.	Other Other Marine Corps Marine Corps Army Air Force Navy Coast Guard Male Female Transgender, non-binary, or another gender identity Prefer not to respond	В		N	vertical Checkbox, one-up vertical Text area, no char limit	Skip Logic Group*	Demos: Gender OE_Improve
MEN0355761 ZAK8546Q040		A	or last associated? Are you: Mark all that apply. What else would you like to share with us to help improve your in-store shopping experience with MCX? Do not include Personally Identifiable Information.	Other Other Marine Corps Marine Corps Army Air Force Navy Coast Guard Male Female Transgender, non-binary, or another gender identity Prefer not to respond	В		N	vertical Checkbox, one-up vertical Text area, no char limit	Skip Logic Group*	Demos: Gender OE_Improve