

Model Name	MCX Store Purchaser V2				Red & Strike-Through: Delete					
Model ID	4gohAoVkt09VMB8g8xUhMQ4C				Underlined & Italicized: Re-order					
Partitioned	No				Pink: Addition					
Date					Blue: Reword					
QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
NEW			What is your overall satisfaction with shopping at this MCX store?	1=Very dissatisfied 2= Dissatisfied 3=Neutral 4= Satisfied 5= Very satisfied			N	Radio button, scale, no don't know		Satisfaction - Overall 5pt
NEW			How well did shopping at this MCX store meet your expectations?	1=Falls short 2 = Below expectations 3 = Meets expectations 4 = Above expectations 5= Exceeds			N	Radio button, scale, no don't know		Satisfaction - Expectations 5pt
NEW			How did the shopping experience at this MCX store compare with an ideal shopping experience?	1=Not very close 2 = Somewhat close 3=Neutral 4=Close 5= Very close			N	Radio button, scale, no don't know		Satisfaction - Ideal 5pt
NEW			How likely are you to recommend MCX to someone else?	1=Very unlikely 2 = Unlikely 3 = Neutral 4 = Likely 5= Very likely			N	Radio button, scale, no don't know		Recommend NPS 5pt
NEW			Thinking of the shopping environment of the MCX store you recently visited, please indicate your agreement with the following: There was enough space in the store for me to shop comfortably.	1=Stronly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5= Strongly Agree			N	Radio button, scale, no don't know		Store Atmosphere - Space 5pt
NEW			I was easily able to find the products that I was shopping for.	1=Stronly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5= Strongly Agree			N	Radio button, scale, no don't know		Store Atmosphere - Finding 5pt
NEW			The layout of the store was convenient for shopping.	1=Stronly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5= Strongly Agree			N	Radio button, scale, no don't know		Store Atmosphere - Layout 5pt
NEW			Please rate the store associates who assisted you on the following: Availability of store associates when I needed them	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Service - Availability 5pt
NEW			Responsiveness to my needs in the store	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Service - Responsiveness 5pt
NEW			Ability to answer my questions	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Service - Knowledge 5pt
NEW			Please rate the products that you shopped for at this MCX store on the following: Appeal to my taste and preference	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Merchandise - Appeal 5pt
NEW			Quality of the products	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Merchandise - Quality 5pt
NEW			Variety that I expect	1=Poor 2 = Fair 3 = Good			N	Radio button, scale, no don't know		Merchandise - Variety 5pt

				4 = Very Good 5= Excellent						
NEW			Consider the prices of products that you shopped for at this MCX store. Please rate the following aspects of those prices: The prices of the products, given the quality expected from MCX	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Price - Value 5pt
NEW			Competitiveness of the prices	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Price - Competitiveness 5pt
NEW			Clarity of price information (including what is shown on tags, displays, sales, promotions, and special offer flyers)	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Price - Clarity 5pt
NEW			Consider your checkout experience at this MCX store. Please rate the following: Availability of open registers	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Checkout - Availability 5pt
NEW			Speed of checkout	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Checkout - Speed 5pt
NEW			Accuracy of the transaction (including pricing, promotions, coupons, loyalty cards, special offers)	1=Poor 2 = Fair 3 = Good 4 = Very Good 5= Excellent			N	Radio button, scale, no don't know		Checkout - Accuracy 5pt
NEW			How likely are you to make another purchase from an MCX store in the future?	1=Very Unlikely 2 = Unlikely 3 = Neutral 4 = Likely 5 = Very Likely			N	Radio button, scale, no don't know		Purchase In Store
NEW			How likely are you to shop at the MCX store again the next time you are shopping for similar merchandise?	1=Very Unlikely 2 = Unlikely 3 = Neutral 4 = Likely 5 = Very Likely			N	Radio button, scale, no don't know		Return
MEN0357948	fs_visit_reason		What was your primary reason for your most recent MCX store visit?	Shopping sales that were advertised Shopping for a gift Shopping for a holiday or special event Picking up needed supplies Getting something to eat Just browsing Other, please specify		browse_product_selection	N	Radio button, one-up vertical	Skip Logic Group*	MCX_Primary Reason
MEN0357949	us_marine_corps_mcx_mcx_store_purchaser_primary_reason_other	F	Please specify your other primary reason for your most recent MCX store visit. Do not include Personally Identifiable Information.		F	other_please_specify	N	Text area, no char limit	Skip Logic Group*	MCX_Primary Reason Other
MEN0357952	fs_products_sought		What type of product, if any, did you purchase during your store visit? (Select all that apply)	Automotive 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 Health and Hygiene Home Goods (kitchen, small appliances, sheets and towels) Jewelry and Accessories Pets Shoes for Men, Women, and Children Sporting Goods Sports Nutrition Tactical Equipment Uniforms or Uniform Items Beer, alcohol, spirits Cleaning & organizing Luggage Toys Lawn & Garden Office Supplies Marine Logo			N	Checkbox, one-up vertical	Skip Logic Group*	MCX_Products Purchased

				Gift Cards				Mutually Exclusive	
				Cigarettes, nicotine products					
				Sunglasses					
				None of these					
MEN0357954			Approximately, how frequently do you shop at the MCX?	Daily		N	Radio button, one-up vertical		MCX_Shop Frequency
				More than once a week					
				Weekly					
				1-3 times per month					
				Every 2-6 months					
				Once per year					
				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
				Super Star Student					
				Military Exclusive Pricing					
				Exchange Select					
				Military Star					
				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?	Yes	A	N	Radio button, one-up vertical	Skip Logic Group *	Purchase All
CUE0314249	us_marine_corps_mcx_purchase_all_no	A	What was the main reason you did not purchase everything you intended to?	No		N	Radio button, one-up vertical	Skip Logic Group *	Purchase All_No
				Still considering purchase					
				Product was out of stock					
				Did not have enough time					
				The size I needed was not offered in the store					
				Product price was too high					
				Product did not look the same as what was expected	C				
				I did not see the product I wanted in the store					
				Other, please specify	B			Anchor Answer Choice	
CUE0314251	us_marine_corps_mcx_purchase_all_no_ot	B	Please specify the other reason you didn't purchase all intended items. Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group *	Purchase All No Other
CUE0314252	us_marine_corps_mcx_purchase_all_no_sp	C	Please specify the product you were looking for. Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group *	Purchase All No Specify Product
SZA0405058			Please rate the cleanliness of the store.	1=Poor	A	N	Radio button, scale, no don't know	Skip Logic Group *	Cleanliness 5pt
				2=fair	A				
				3=Good					
				4=Very Good					
				5=Excellent					
SZA0405059		A	What specifically troubled you about the cleanliness of the store? Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group *	OE_Cleanliness 5pt
RAJ0534689			Please rank how competitive MCX pricing is when compared to other comparable retailers.	1=Not very competitive		N	Radio button, scale, no don't know		Competitive Pricing Rank 5pt
				2=Somewhat Competitive					
				3=Neutral					
				4=Competitive					
				5= Very competitive					
PAT0611092			What is your military affiliation?	Active Duty	A	N	Radio button, one-up vertical	Skip Logic Group *	Military Affiliation
				Reservist	A				
				Veteran	A				
				Retired	A				
				Military Spouse	A				
				Military Dependent					
				Other Family Member	A				
				DoD Civilian					
				Contractor					
				Other					
				Not military-affiliated					
MEN0355681		A	With which branch of Service are you or the military family member in your household now or last associated?	Marine Corps		N	Radio button, one-up vertical	Skip Logic Group *	Demos: Branch of Service
				Army					
				Air Force					
				Navy					
				Coast Guard					
MEN0355761			Are you: Mark all that apply.	Male		N	Checkbox, one-up vertical		Demos: Gender
				Female					
				Transgender, non-binary, or another gender identity					
				Prefer not to respond					
ZAK8546Q040	fs_improve		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.			N	Text area, no char limit		OE_Improve
MIL0306923	us_marine_corps_mcx_contact		Would you like to be contacted by MCX management regarding an outstanding issue?	Yes	B	N	Drop down, select one		Contact?
				No					
MIL0306959	us_marine_corps_mcx_oe_issue_descriptio	B	Please provide a brief description of your issue or concern. Do not include Personally Identifiable Information.			N	Text area, no char limit		OE_Issue Description