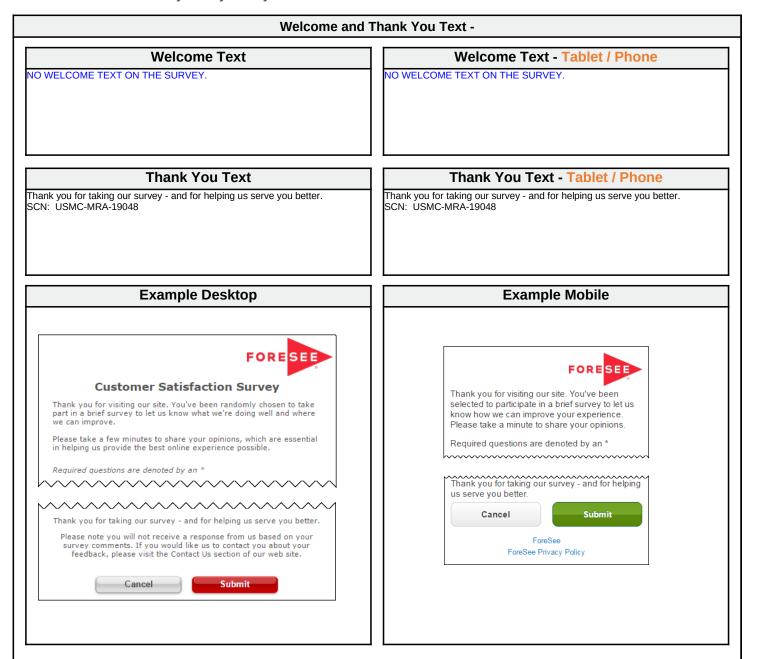


The text you see here will appear at the top and bottom of your survey, examples below. Default text is included and you may modify this text as needed.



Model Name	MCX Marine Mart V2	Red & Strike Through: Delete	
Model ID		Underlined & Italicized: Re-order	
Partitioned	No	Pink: Addition	FORESEE
Date	4/5/2024		
Model Version		Blue: Reword	

Label	Satisfaction Questions		Label	Future Behaviors
	Satisfaction	ı		Recommend (NPS) (1=Very Unlikely, 10=Very Likely)
Satisfaction - Overal	What is your overall satisfaction with shopping at this MCX store? (1=Very Dissatisfied, 10=Very Satisfied)	4	Recommend	How likely are you to recommend this MCX store to someone else?
Satisfaction - Expectations	How well did shopping at this MCX store meet your expectations? (1=Falls Short, 10=Exceeds)			
Satisfaction - Ideal	How did the shopping experience at this MCX store compare with an ideal shopping experience? (1=Not Very Close, 10=Very Close)			

STORE SURVEY MAPPING:

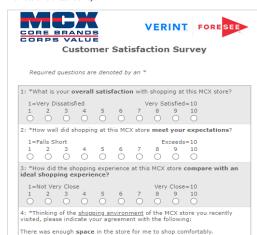
Store_Class

Main Store Purchaser

Marine Mart Marine Mart Purchaser (New)
Package Store Marine Mart Purchaser (New)
Tactical Store Marine Mart Purchaser (New)

MCX Store Purchaser Survey:

1=Strongly Disagree 1 2 3 4 5



Strongly Agree=10
7 8 9 10 Don't Know

ForeSee Results - Confidential and Proprietary

Model Name MCX Marine Mart V2
Model ID

No

3/8/2022

Partitioned

Date

0 Legacy Survey Style Red & Strike-Through: Delete
Underlined & Italicized: Re-order
Pink: Addition

Blue: Reword

licized: Re-order

Required **Answer Choices** QID Skip From **Question Text** Skip To Type Special Instructions CQ Label Y/N Radio button, scale, no NEW What is your overall satisfaction with shopping at this MCX store? Satisfaction - Overall 5pt don't know 1=Very dissatisfied 5= Very satisfied NEW How well did shopping at this MCX store meet your expectations? Radio button, scale, no Satisfaction - Expectations 5pt don't know 1=Falls short 5= Exceeds How did the shopping experience at this MCX store compare with an NEW Radio button, scale, no Satisfaction - Ideal 5pt ideal shopping experience? 1=Not very close don't know 5= Very close NEW How likely are you to recommend this MCX store to someone else? Recommend NPS 5pt Radio button, scale, no don't know 1=Very unlikely 5= Very likely SBD9429Q001 Did you receive fast and friendly service at the time of checkout? Radio button, one-up Service Friendly Yes vertical RAJ0574067 Did your purchase include ready-to-eat / food-bar items? (Mark all that Yes, hot items Α Checkbox, one-up Skip Logic Group* Ready to Eat YN apply) vertical Yes, cold items Α В Mutually Exclusive SBD9429Q003 Were the ready-to-eat / food-bar items readily available? Yes Ν Radio button, one-up Skip Logic Group* Ready to Eat Available Е PAT0633510 Why weren't your ready to eat/food bar items available? Do not include Ν Text area, no char limit Skip Logic Group* O.E.: Ready to Eat Available Personally Identifiable Information. SBD9429Q004 Were the ready-to-eat / food-bar items at the appropriate temperature? Yes Ν Radio button, one-up Skip Logic Group* Ready to Eat Hot vertical С RAJ0574068 What wasn't as expected with the temperature of your food? Do not С Ν Text area, no char limit Skip Logic Group* O.E.: Ready to Eat Hot include Personally Identifiable Information. SBD9429Q005 Were the ready-to-eat / food-bar items fresh? Yes Ν Radio button, one-up Skip Logic Group* Ready to Eat Fresh vertical No D RAJ0574069 What wasn't as expected with the freshness of your food? Do not Ν Text area, no char limit Skip Logic Group* O.E.: Ready to Eat Fresh include Personally Identifiable Information. RAJ0574070 Why didn't you purchase any ready-to-eat / food bar items? Do not Ν Text area, no char limit Skip Logic Group* O.E.: Ready to Eat - Why not include Personally Identifiable Information. purchase SBD9429Q007 Were you able to find the item(s) you were shopping for? Items Found Yes Radio button, one-up Skip Logic Group* vertical No Α Partially Α SBD9429Q008 The item(s) were out of stock Items Found Why Not Why were you unable to find the item(s) you were shopping for? В Checkbox, one-up Skip Logic Group* vertical MCX did not carry the item I was looking for С The item(s) were not available in the variety I was looking for (e.g. D brand, flavor, color) Other Е RAJ0574087 What particular item(s) where out-of-stock? (Please be as specific as В Ν Text area, no char limit | Skip Logic Group* O.E: Out-of-Stock item possible.) Do not include Personally Identifiable Information. RAJ0574088 What item(s) was MCX not carrying that you were interested in? (Please be as specific as possible.) Do not include Personally С O.E: Item not carried Text area, no char limit Skip Logic Group* . Identifiable Information. RAJ0574089 What variety (e.g. brand, flavor, or color) of the item(s) you were looking for was not available? (Please be a specific as possible) Do not Ν Text area, no char limit Skip Logic Group* O.E: Variety not carried include Personally Identifiable Information.

	E	Why you were unable to find the item(s) you were shopping for? Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E: Other reason not carried
RAJ0574091		What types of items did you buy on your visit to the MCX Store? (Mark all that apply)	Hot prepared food (Tornados, hot dogs, etc.)		Y	Checkbox, one-up vertical	Skip Logic Group*	Product Shopping For
			Cold prepared food (e.g. sandwiches, salads, etc.)					
			Beer, alcohol, spirits					
			Bottled or canned beverages (e.g. soda, energy drinks, tea, etc.)					
			Cigarettes, nicotine products					
			Cleaning & organizing					
			Fountain beverages (e.g. soda, coffee, hot-chocolate, etc.)					
			Gas					
			Health & Hygiene					
			Pre-packaged Snacks (e.g. chips, pretzels, candy, etc.)		.,	- "		
SBD9429Q010		How frequently do you shop at MCX Marine Mart?	Every day		Υ	Radio button, one-up vertical		Visit Frequency
			5 - 6 times a week					
			2 - 4 times a week					
			Once a week					
			Less than once a week					
PAT0633511		Did you find MCX pricing competitive with other convenience stores?	. No		Y	Radio button, one-up		Competitive Pricing_NEW 5pt
			1=Not very competitive	- I		vertical		
			2	-				
			3	- I				
			5= Very competitive	-				
PAT0611889			Active Duty	Α	N	Radio button, one-up	Skip Logic Group*	Military Affiliation
PA10611889					I N	vertical	Skip Logic Group	Military Allillation
			Reservist	A				
			Veteran	A				
			Retired	A				
			Military Spouse	A				
			Military Dependent	A				
			Other Family Member DoD Civilian	Α				
			Contractor					
			Other					
			Not military-affiliated					
PAT0611890	A	With which branch of Service are you or the military family member in	Marine Corps		N	Radio button, one-up	Skip Logic Group*	Demos: Branch of Service
	^	your household now or last associated?				vertical		
			Army					
			Air Force					
			Navy					
			Coast Guard					
PAT0633512		Are you: (Mark all thar apply.)	Male		N	Checkbox, one-up vertical		Demos: Gender
			Female					
			Transgender, non-binary, or another gender identity					
			Prefer not to answer					
SBD9429Q012		Do you have any other comments you would like to make regarding your Marine Mart visit today? Do not include Personally Identifiable Information.			N	Text area, no char limit		Comments
PAT0534675		Would you like to be contacted by MCX Management regarding an outstanding issue? Opting out does not impact your sweepstakes entry.	Yes		Y	Radio button, one-up vertical		Contact by Mgt