



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 -	
Welcome Text NO WELCOME TEXT ON THE SURVEY.	Welcome Text - Tablet / Phone NO WELCOME TEXT ON THE SURVEY.
Thank You Text Thank you for taking our survey - and for helping us serve you better. SCN: USMC-MRA-19048	Thank You Text - Tablet / Phone Thank you for taking our survey - and for helping us serve you better. SCN: USMC-MRA-19048
Example Desktop  Customer Satisfaction Survey 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. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. <i>Required questions are denoted by an *</i> Thank you for taking our survey - and for helping us serve you better. 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. Cancel Submit	 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. Required questions are denoted by an * Thank you for taking our survey - and for helping us serve you better. Cancel Submit ForeSee ForeSee Privacy Policy



Model Name	MCX Marine Mart V2		Red & Strike Through: Delete	
Model ID	0		<u>Underlined & Italicized</u> : Re-order	
Partitioned	No	Legacy Survey Style	Pink: Addition	
Date	3/8/2022		Blue: Reword	

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
NEW		What is your overall satisfaction with shopping at this MCX store?	1=Very dissatisfied 2 3 4 5= Very satisfied		Y	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 3 4 5= Exceeds		Y	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 3 4 5= Very close		Y	Radio button, scale, no don't know		Satisfaction - Ideal 5pt
NEW		How likely are you to recommend this MCX store to someone else?	1=Very unlikely 2 3 4 5= Very likely		Y	Radio button, scale, no don't know		Recommend NPS 5pt
SBD9429Q001		Did you receive fast and friendly service at the time of checkout?	Yes No		Y	Radio button, one-up vertical		Service Friendly
RAJ0574067		Did your purchase include ready-to-eat / food-bar items? (Mark all that apply)	Yes, hot items Yes, cold items No	A A B	Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Ready to Eat YN
SBD9429Q003	A	Were the ready-to-eat / food-bar items readily available?	Yes No		N	Radio button, one-up vertical	Skip Logic Group*	Ready to Eat Available
PAT0633510	E	Why weren't your ready to eat/food bar items available? Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E.: Ready to Eat Available
SBD9429Q004	A	Were the ready-to-eat / food-bar items at the appropriate temperature?	Yes No		N	Radio button, one-up vertical	Skip Logic Group*	Ready to Eat Hot
RAJ0574068	C	What wasn't as expected with the temperature of your food? Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E.: Ready to Eat Hot
SBD9429Q005	A	Were the ready-to-eat / food-bar items fresh?	Yes No		N	Radio button, one-up vertical	Skip Logic Group*	Ready to Eat Fresh
RAJ0574069	D	What wasn't as expected with the freshness of your food? Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E.: Ready to Eat Fresh
RAJ0574070	B	Why didn't you purchase any ready-to-eat / food bar items? Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E.: Ready to Eat - Why not purchase
SBD9429Q007		Were you able to find the item(s) you were shopping for?	Yes No Partially		Y	Radio button, one-up vertical	Skip Logic Group*	Items Found
SBD9429Q008	A	Why were you unable to find the item(s) you were shopping for?	The item(s) were out of stock MCX did not carry the item I was looking for The item(s) were not available in the variety I was looking for (e.g. brand, flavor, color) Other	B C D E	Y	Checkbox, one-up vertical	Skip Logic Group*	Items Found_Why Not
RAJ0574087	B	What particular item(s) where out-of-stock? (Please be as specific as possible.) Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E: Out-of-Stock item
RAJ0574088	C	What item(s) was MCX not carrying that you were interested in? (Please be as specific as possible.) Do not include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E: Item not carried
RAJ0574089	D	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 include Personally Identifiable Information.			N	Text area, no char limit	Skip Logic Group*	O.E: Variety not carried

RAJ0574090	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		Y	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?	1=Not very competitive		Y	Radio button, one-up vertical		Competitive Pricing_NEW 5pt
			2					
			3					
			4					
			5= Very competitive					
PAT0611889		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	A				
			Other Family Member	A				
			DoD Civilian					
			Contractor					
			Other					
			Not military-affiliated					
PAT0611890	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					
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
			No					