

Section	Percentage	Number	Question	Values	Points
S12 - Exterior/Parking Lot	6%	Q4	Is Parking Lot Free of Debris?	Yes = 2 pt	2
		Q1179	Did you find the shopping carts corralled in the appropriate places in the parking lot?	Yes, I found all of the carts orderly and in the corrals = 1 point	1
		Q61	Please rate the overall appearance of the EXTERIOR of the store.Include store sign, lights, and physical attributes of the building.	Well maintained = 3 point	3
S27 - Service Behaviors I	8%	Q1190	Did store staff proactively greet you?	Yes = 1 pt	1
		Q1191	Did store staff make eye contact?	Yes = 1 pt	1
		Q1192	Did store staff offer you help?	Yes = 1 pt	1
		Q1193	Did store staff give you undivided attention?	Yes = 1 pt	1
		Q1194	Did store staff provide above-and-beyond service?	Yes = 1 pt	1
		Q1195	Record first name only of the store staff	0 points	0
		Q1196	Store staff seemed knowledgeable about the products and/or what is available at the store.	Yes = 2 pt	1
	11%	Q199	Employees are easily identifiable by either uniforms or name tags	Yes = 2 pt	2
		Q200	Was store staff and personnel friendly and courteous?	Yes = 1 pt	1
		Q201	On a scale of zero to ten, did staff show friendliness attentive behavior?	10, 9, 8, 7 = 5 Points <6 = 0 Points	5
		Q203	On a scale of zero to ten, did staff show professionalism and knowledge?	10, 9, 8, 7 = 5 Points <6 = 0 Points	5
S13 - Entrance	7%	Q63	Entrance doors are well maintained; they open and close without problem	Yes = 1 pt	1
		Q65	The store front windows are clean	Yes = 1 pt	1
		Q66	The entrance to the store is clean.	Yes = 1 pt	1
		Q1180	The entrance to the store is well lit.	Yes = 1 pt	1
		Q67	There was a shopping basket or cart available to me when I entered the store.	Yes = 1 pt	1
		Q68	The shopping cart available to me was clean (e.g. rust free and immediately usable)	Yes = 1 pt	1
		Q69	The cart I am pushing glides on the floor (i.e. the wheels do not stick; there are no mechanical problems with the cart).	Yes = 1 pt	1
S14 - Dairy Section	5%	Q81	The dairy section is well organized.	Yes = 1 pt	1
		Q1181	The dairy section is well stocked.	Yes = 1 pt	1
		Q83	It is easy to know what the price of products in the dairy section are.	Yes = 1 pt	1
		Q84	Please randomly select TWO products in the section. One should be a milk product, the other can be any (food) product in the section. Check the code dates for each of these products and select below.	Products are in code date = 2 points	2
S15 - Deli	7%	Q90	The deli section is well organized.	Yes = 1 pt	1
		Q1182	The deli section is well stocked.	Yes = 1 pt	1
		Q95	It is easy to know what the price of products in the deli section are...	Yes = 1 pt	1
		Q96	Please select a prepackaged meat product.Check the code dates for each of these products and select below.	Products are in code date = 2 points	2
		Q98	Please select a bagged cheese product in the section. Check the code dates for each of these products and select below.	Products are in code date = 2 points	2
S16 - Produce	9%	Q106	The produce section is well organized.	Yes = 2 pt	2
		Q1183	The produce section is well stocked.	Yes = 1 pt	1
		Q108	The produce looks fresh and appealing	Yes = 3 pt	3
		Q109	It is easy to know what the price of products in the produce section are...	Yes = 1 pt	1
		Q110	Please select a prepackaged juice or fruit product in the section. Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
S17 - Meat Section	7%	Q120	The meat section is well organized.	Yes = 1 pt	1
		Q1184	The meat section is well stocked.	Yes = 1 pt	1
		Q122	It is easy to know what the price of products in the meat section are...	Yes = 1 pt	1
		Q123	Please select a prepackaged chicken product.Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
		Q124	Please select a prepackaged beef product in the section. Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
S18 - Bakery	7%	Q139	Items in the bakery look fresh and appealing.	Yes = 2 pt	2
		Q140	The bakery section is well organized.	Yes = 1 pt	1
		Q1185	The bakery section is overall well stocked.	Yes = 1 pt	1
		Q142	It is easy to know what the price of products in the bakery section are...	Yes = 1 pt	1
		Q143	Please select a packaged bakery product. Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
S19 - Frozen	3%	Q144	The frozen food section is well organized.	Yes = 1 pt	1
		Q1186	The frozen section is well organized.	Yes = 1 pt	1
		Q146	It is easy to know what the price of products in the frozen food section are...	Yes = 1 pt	1
S20 - Shelving	8%	Q160	The shelves in the main body of the store are well organized.	Yes = 1 pt	2
		Q1187	The main body of the store is well stocked.	Yes = 1 pt	1
		Q162	It is easy to know what the price of products are...	Yes = 1 pt	1
		Q163	It's easy to read the aisle signs.	Yes = 2 pt	2
		Q164	Please select any baby formula product. Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
S21 - Checkout Lane/Service Behaviors II	9%	Q173	Checkout aisle is clean	Yes = 1 pt	1
		Q174	Checkout aisle is well organized	Yes = 1 pt	1
		Q175	Did the Cashier greet/acknowledge you the moment you reached the checkout counter?	Yes = 1 pt	1
		Q176	Did the cashier ask you if you found everything?	Yes = 1 pt	1
		Q1188	The cashier provided above-and-beyond service?	Yes = 1 pt	1
		Q177	Cashier was attentive (not distracted or attending some something other than you as a customer)	Yes = 1 pt	1
		Q178	Cashier was friendly and courteous	Yes= 1 pt	1
		Q179	Did the cashier provide a pleasant closing comment (e.g. Have a good day, Thanks for shopping with us, Thank you etc.)	Yes = 2 pt	2
		Q184	Please enter the cashier's first name	0 points	0
S22 - Restroom	4%	Q187	The restroom was clean	Yes = 2 pt	2
		Q188	The restroom had enough supplies (Toilet Paper, Hand towels, etc..)	Yes = 1 pt	1
		Q189	There was little or no trash on the counter or floor	Yes = 1 pt	1
S23 - Overall Store	9%	Q190	The store signage was in good condition	Yes = 1 pt	1
		Q1189	Does the store signage need to be replaced?	0 points	0
		Q191	Are the signs promoting the current season and/or promotions or are they outdated?	0 points	0
		Q192	The store floor was clean	Yes = 1 pt	1
		Q193	The store floor is in good repair	Yes = 1 pt	1
		Q194	Overall the store was well lit	Yes = 1 pt	1
		Q195	This store carried "local" products	Yes = 2 pt	2
		Q197	The store was clean (free of dust and dirt)	Yes = 2 pt	2
		Q198	The store was well marked with signage and it was easy to find the products and sections.	Yes = 1 pt	1
				TOTAL POINTS	100