

Section	Percentage	Number	Question	Values	Points
S2 - Exterior/Parking Lot	3%	Q4	Is Parking Lot Free of Debris?	0 points	0
		Q9	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
S3 - Entrance	7%	Q14	Entrance doors are well maintained; they open and close without problem	Yes = 1 pt	1
		Q1128	The store front windows are clean.	Yes = 1 pt	1
		Q16	The entrance to the store is clean and well lit.	Yes = 1 pt	1
		Q18	There was a shopping basket or cart available to me when I entered the store.	Yes = 2 pt	2
		Q19	The shopping cart available to me was clean (e.g. rust free and immediately usable)	Yes = 1 pt	1
		Q20	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
S4 - Dairy Section	5%	Q27	The dairy section is well organized.	Yes = 1 pt	1
			Is the dairy section clean?	Yes = 1 pt	1
		Q30	It is easy to know what the price of products in the dairy section are.	Yes = 1 pt	1
		Q32	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
S6 - Deli	7%	Q46	The deli section is well organized.	Yes = 1 pt	1
			Is the deli section clean?	Yes = 1 pt	1
		Q49	It is easy to know what the price of products in the deli section are...	Yes = 1 pt	1
		Q51	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
		Q54	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
S8 - Produce	9%	Q68	The produce section is well organized.	Yes = 2 pt	2
			Is the produce section clean?	Yes = 1 pt	1
		Q71	The produce looks fresh and appealing	Yes = 3 pt	3
		Q73	It is easy to know what the price of products in the produce section are...	Yes = 1 pt	1
		Q78	Please select a bagged salad/salad dressing product in the section. Check the code dates.	Products are in code date = 2 point	2
S10 - Meat Section	7%	Q102	The meat section is well organized.	Yes = 1 pt	1
			Is the meat section clean?	Yes = 1 pt	1
		Q105	It is easy to know what the price of products in the meat section are...	Yes = 1 pt	1
		Q107	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
S12 - Bakery	7%	Q110	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
		Q121	Items in the bakery look fresh and appealing.	Yes = 2 pt	2
		Q125	The bakery section is well organized.	Yes = 1 pt	1
			Is the bakery section clean?	Yes = 1 pt	1
		Q128	It is easy to know what the price of products in the bakery section are.	Yes = 1 pt	1
S14 - Frozen	5%	Q130	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
		Q144	The frozen food section is well organized.	Yes = 1 pt	1
			Is the frozen section clean?	Yes = 1 pt	1
		Q147	It is easy to know what the price of products in the frozen food section are.	Yes = 1 pt	1
S16 - Shelving	7%	Q149	Please select any frozen product. Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
		Q163	The shelves in the main body of the store are well organized.	Yes = 1 pt	1
			Are the shelves clean/free of rust/paint?	Yes = 1 pt	1
		Q165	It is easy to know what the price of products are.	Yes = 1 pt	1
		Q167	It's easy to read the overhead aisle signs.	Yes = 2 pt	2
		Q169	Please select any cereal/salad dressing product. Check the code dates for each of these products and select below.	Products are in code date = 2 point	2
S19 - Checkout Lane/Service Behaviors II	10%	Q186	Checkout aisle is clean	Yes = 1 pt	1
		Q188	Checkout aisle is well organized	Yes = 1 pt	1
		Q271	Did the Cashier proactively greet/acknowledge you the moment you reached the checkout counter?	Yes = 1 pt	1
		Q272	Did the cashier ask you if you found everything?	Yes = 1 pt	1
		Q193	Cashier was attentive (not distracted or attending some something other than you as a customer)	Yes = 1 pt	1
		Q196	Cashier was friendly and courteous	Yes= 2 pt	2
		Q273	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
			Are there self-checkouts available at this store?	0 points	0
			Was the credit/debit card pin pad in good working order/clean?	Yes= 1 pt	1
		Q274	Please enter the cashier's first name	0 points	0
S20 - Restroom	4%	Q202	Are the restroom fixtures clean and floors mopped?	Yes = 2 pt	2
		Q203	The restroom had enough supplies (Toilet Paper, Hand towels, etc.)	Yes = 1 pt	1
		Q204	There was little or no trash on the counter or floor	Yes = 1 pt	1
		Q1129	The store signage was in good condition	Yes = 1 pt	1
S22 - Overall Store	29%	Q1133	Is the store signage promoting the current season and/or promotions or are they outdated?	Yes = 1 pt	1
		Q1131	The store floor was clean	Yes = 2 pt	2
		Q1132	The store floor is in good repair	Yes = 1 pt	1
		Q219	Overall the store was well lit	Yes = 2 pt	2
		Q221	This store carried "local" products	Yes = 2 pt	2
		Q223	The store was clean (free of dust and dirt)	Yes = 4 pt	4
		Q224	The store was well marked with signage and it was easy to find the products and sections.	Yes = 1 pt	1
		Q212	Employees are easily identifiable by either uniforms or name tags	Yes = 2 pt	2
		Q275	Was overall store staff and personnel friendly and courteous?	Yes = 1 pt	1
		Q276	On a scale of zero to ten, did staff show friendliness attentive behavior?	10/9 = 5 Points, 8/7 = 4 Points, 7/6 = 3 Points, 5/4 = 2 Points, 3/2 = 1 Points, 0 = -2 Points	5
		Q277	On a scale of zero to ten, did staff show professionalism and knowledge?	10/9 = 5 Points, 8/7 = 4 Points, 7/6 = 3 Points, 5/4 = 2 Points, 3/2 = 1 Points, 0 = -2 Points	5
		Q278	On a scale of zero to ten, how likely are you to recommend this store to a friend or colleague?	10/9 = 2 Points, 8/7 = 0 Points, <6 = -2 Points	2