



Hi-Lite

Fresh Market

Thank you for participating in the customer survey for Hi-Lite Fresh Market. Fill this survey out completely to receive 5% off your next visit to our store.

Please answer the following questions about your visit to the store.

Please indicate which department(s) you shopped during this visit. (Check all that apply.)

- Produce
- In-store bakery
- Deli
- Meat
- Wine
- Some other department

Please rate your overall satisfaction with your experience at this store when you received this invitation.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Please rate your satisfaction with...

The ease of finding what you were looking for.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The speed of checkout.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The professional appearance of the associates.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The interior cleanliness of the store.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The exterior appearance of the store.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The convenience of this location.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The availability of the products you needed.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The availability of assistance.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The associates' knowledge.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The price you paid.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The cleanliness of the restroom.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The friendliness of the cashier.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The value of your shopping trip.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Please rate your satisfaction with...

The freshness of the produce.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The selection of produce.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Please rate your satisfaction with...

The helpfulness of the staff in the bakery.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The freshness of the bakery items.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The selection of bakery items.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Please rate your satisfaction with...

The helpfulness of the staff in the deli department.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The freshness of the deli items.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The selection of deli items.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Please rate your satisfaction with...

The helpfulness of the staff in the meat department.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The freshness of the meat.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

The selection of meat.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Did you experience a problem during your visit?

- 1 - Yes
- 2 - No

Please rate your satisfaction with how well your problem was resolved. If you did not bring the problem to an associate's attention, select Not Applicable.

- 9 - Not Applicable
- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Based on this visit, what is the likelihood that you will...

Return to this store next time you need groceries?

- 5 - Highly Likely
- 4 - Likely
- 3 - Somewhat Likely
- 2 - Not Very Likely
- 1 - Not At All Likely

Recommend this store to others for their next grocery purchase?

- 5 - Highly Likely
- 4 - Likely
- 3 - Somewhat Likely
- 2 - Not Very Likely
- 1 - Not At All Likely

Please tell us what we could do to improve your experience during your next visit to this store.

Please tell us what you liked most about your experience at this store.

Thanks for your feedback. We have just a few more questions.

Where should we focus to improve the availability of products?

- 1 - Ensure products are in stock and available
- 2 - Carry more products
- 3 - Not sure

What type of product was not in stock?

- 1 - A non-sale item
- 2 - A sale item
- 3 - Both

Please tell us about any specific product you were looking for that this store does not carry.

Please indicate how much you agree or disagree with the following statements:

Shopping at this store is more convenient than shopping at other grocery stores.

- 5 - Strongly Agree
- 4 - Agree
- 3 - Neither Agree nor Disagree
- 2 - Disagree
- 1 - Strongly Disagree

The selection of grocery items is better at this store than at other grocery stores.

- 5 - Strongly Agree
- 4 - Agree
- 3 - Neither Agree nor Disagree
- 2 - Disagree
- 1 - Strongly Disagree

The service at this store is better than at other grocery stores.

- 5 - Strongly Agree
- 4 - Agree
- 3 - Neither Agree nor Disagree
- 2 - Disagree
- 1 - Strongly Disagree

Was this your first visit ever to this store?

- 1 - Yes
- 2 - No

Including this visit, how many times have you visited this store in the past 30 days?

- 1 - One time
- 2 - Two times
- 3 - Three times
- 4 - Four times
- 5 - Five or more times

How many children under the age of 18 live in your household?

- 1 - None
- 2 - One
- 3 - Two
- 4 - Three
- 5 - Four
- 6 - Five or more
- 9 - Prefer not to answer

Please indicate your age:

- 1 - Under 18
- 2 - 18 to 24
- 3 - 25 to 34
- 4 - 35 to 44
- 5 - 45 to 54
- 6 - 55 to 64
- 7 - 65 and over
- 9 - Prefer not to answer

Please indicate your gender:

- 1 - Female
- 2 - Male
- 9 - Prefer not to answer

Thank you for your feedback. Please return this survey to any of our checkout associates to receive your 5% discount. To enroll in our upcoming rewards program please provide your name, phone number, and email address.

Name: _____

Phone number: _____
(ex. 555-555-5555)

Email address: _____

Would you like to have a representative from _____ contact you about your experience?

- 1 - Yes
- 2 - No

Have you visited our website www.hilitefreshmarket.com?

- Yes
- No

Any comments on about our website would be appreciated.

Thank you for taking the time to complete our survey. We appreciate your feedback and hope you will visit Hi-Lite Fresh Market again very soon.