

# GROCERY STORE COMPETITOR SHOP

## INSTRUCTIONS • QUESTIONNAIRE

Visit Produce, Meat, Deli/Bakery, Dairy, Front End, and the restroom to make anonymous observations of stock levels, cleanliness, and customer service to ensure standards are being met.



### Before You Begin

- Review your shop confirmation
- Know the observations to make
- Understand the purchase requirements



### Don't Forget!

- Arrive after 11am and leave before 8pm
- Visit all required departments
- Make the required purchase



## General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Shop the store at the address listed in your shop confirmation.
- Arrive between 11am-7pm on the date assigned. Do not start before 11am or finish after 8pm.
  - Complete all counter assessments by 7:30pm.
- Get associate names; look for and read their name badges to capture their names.
- Spend a minimum of 30 minutes in the store, and complete the shop alone.
- Buy 3 or more different/unique items totaling \$9 or more, and get a receipt.
- Submit your report and a clear copy of your receipt to CX Group within 12 hours of the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for this store.



## Interior / Exterior Store Observations

- Parking lot must be free from excess dirt/marks/spills (oil stains are okay) or anything an associate could easily clean up with no more than 3 areas of trash. Also confirm there are no more than 10 carts out of cart corrals in the parking lot.
- Sidewalk must be free from excess dirt/marks/stains and have no more than 3 areas of trash.
- Entrance foyer must be free from excess dirt/marks/stains and have no more than 3 areas of trash. Shopping carts in the foyer must be free from excess dirt/marks/spills with no more than 2 carts with debris.
- Interior floor should be free from spills, debris, excess boxes/carts left unattended, empty pallets or unattended carts, or product displays that impede movement through the aisles.

- Restroom should be visited before the individual departments. All stores have public restrooms.
  - Look for long-term cleanliness issues (e.g., soiled toilets, overflowing trash cans, excessive debris, missing supplies, or buildup of dirt).
  - Do not assess any issues present due to recent use within the last hour (e.g., unflushed toilets, water on the mirror or sink counter, or paper towel remnants on the floor).
  - Toilet paper, hand soap, and paper towels or a working hand dryer should be available.



## Produce Department Observations

### Produce Associate Interaction

- Walk within 6 feet of any Produce associate, making sure you are fully within their field of vision.
  - ✓ Appearance: Name badge is worn with clean clothing that is not ripped, torn, faded, or excessively wrinkled. Remember the name from the name badge.
  - ✓ Welcome: Associate should provide a pleasant greeting (e.g., "Hi," "Hello," "Welcome," or a non-verbal greeting such as a wave, smile, or nod).
  - ✓ Helpful: Associate should demonstrate a willingness to assist (e.g., guide you to an item, ask what you are preparing for dinner, help you select the best item for an event, let you know they are available in case you need assistance, etc.).
- If no associate is present or the only associate is assisting customers, wait 5 minutes for an associate to become available before moving on to other departments.

### Produce Department Cleanliness

- Look for any of the following cleanliness issues on the floor or in the berry cases:
  - ✓ Produce debris such as onion peels, fallen or loose produce, etc.
  - ✓ Trash/non-produce debris such as papers, wrappers, etc.
  - ✓ Excessive water or sticky substances (unidentifiable non-water spill)

### Produce Department Stock

- Check the overall stock levels of the following sections:
  1. Bagged Salads (all bagged salad kits, lettuce, coleslaw, etc. but not the salad bar or deli case salads)
  2. Tomatoes (all loose varieties)
  3. Berries (all berries in the berry case or berries on tables/displays if no berry case)
  4. Bananas (all bananas)
- Consider a section to be:
  - Full if the overall product stock level is 85% or more
  - Half full if the product stock level is 50-84%
  - Less than half full if the product stock level is less than 50%
- If any section is less than 85% full, look for out-of-stock signage on the pricing tag/sign or on/in the product case. Look in both locations for any of the out-of-stock signage shown below.

Out-of-stock signage examples



For any empty racks in the Bagged Salads section:

- If there is an individual empty section, the rack should have an out-of-stock tag.
- If the item has more than one rack, only the far left item must have an out-of-stock tag to count as properly labeled.

Produce Department Freshness

- Evaluate the freshness of the following products:
  1. Bagged Salad Kits
  2. Non-Organic Tomatoes
  3. Non-Organic Berries
  4. Non-Organic Bananas

**Bagged Salad Kits.** Select 3 random packages to evaluate for general freshness. Do not open them. Base your evaluation on what you can see through the exterior packaging.

- Fresh bagged salad is within the sell-by date, cold to the touch, brightly colored (no rust), and free of wilting.
- Bagged salad is not fresh if it has any of the following attributes:
  - ✓ Discolored: rust colored, brown, etc.
  - ✓ Out of date/past sell-by date
  - ✓ Wilted
  - ✓ Warm to the touch

PACKAGED Salads/Vegetables



In date, cold, bright colored (no rust)



Out of date, discolored (rust colored/brown, wilted, warm)

**Non-Organic Tomatoes.** Select 3 random tomatoes to evaluate from all types of loose tomatoes.

- Fresh tomatoes are brightly colored, firm to the touch, and free of blemishes and dark spots.
- Tomatoes are not fresh if they have any of the following attributes:
  - ✓ Pale
  - ✓ Too soft
  - ✓ Blemished
  - ✓ Dark spots

**Tomatoes**



Brightly colored, firm, fresh scent



Pale, soft, blemished, dark spots

**Non-Organic Berries.** Look for a berry case. Select 3 random packages of berries (chosen from among strawberries, blueberries, blackberries, and raspberries) to assess general freshness.

- Fresh strawberries are bright red (with minimal pale tips or shoulders), free of blemishes, bruising, dark (black or brown) spots, shriveling, and mold. Slight white shoulders also count as fresh. Dark red strawberries are considered fresh if they are firm, have a sheen, and have no signs of bruising or decay.
- Blueberries, raspberries, and blackberries should be free from blemishes and not visibly shriveled.



**Berries**



Ripe, bright red, fresh scent



Pale or dark red, blemished, shriveled



**Non-Organic Bananas.** Evaluate the entire display for general freshness.

- Fresh bananas may be fully ripe (completely yellow) or partially ripe (50% green and yellow or yellow with green tips).
- Bananas are not fresh if more than 50% of the bananas on display have any of the following attributes:
  - ✓ Bruising
  - ✓ Blemishes
  - ✓ Excessive green or gray color



**Bananas**



Little green or fully yellow, unblemished, unbruised



Green or gray, blemished, bruised



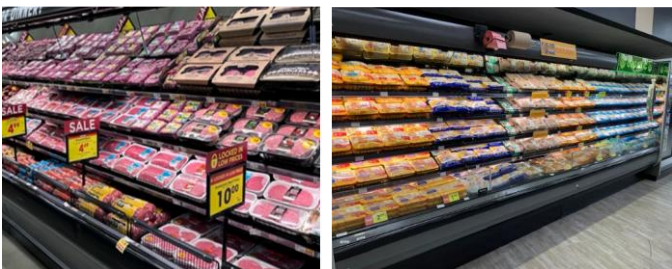
## Meat Department Observations

### Meat Associate Interaction

- A full-service meat counter will have a display case with items for sale that a customer is unable to select on their own. A case that only contains items a customer could take without assistance is not a full-service counter.
  - If there is a full-service meat counter, evaluate the associate behind the counter.
  - If there is no full-service meat counter, evaluate any associate working in the Meat area.
- Walk within 6 feet of a Meat associate, making sure you are fully within their field of vision.
  - ✓ Appearance: Name badge is worn with clean clothing that is not ripped, torn, faded, or excessively wrinkled. Remember the name from the name badge.
  - ✓ Welcome: Associate should provide a pleasant greeting (e.g., "Hi," "Hello," "Welcome," or a non-verbal greeting such as a wave, smile, or nod).
  - ✓ Helpful: Associate should demonstrate a willingness to assist (e.g., guide you to an item, ask what you are preparing for dinner, help you select the best item for an event, let you know they are available in case you need assistance, etc.).
- If no associate is present or the only associate is assisting customers, wait 5 minutes for an associate to become available before moving on to other departments.

### Meat Department Cleanliness

- Look for debris, buildup/grime, leakage/spills, or peeling paint or rust on the self-serve shelves and any unpleasant odor in the department.
- Check the cleanliness of the meat service case at the full-service counter. Look for smudges on the glass, visible grime/buildup, dirty or old signage, and any unpleasant odor.



Self-service shelves in the Meat department



Meat service case at the full-service counter

### Meat Department Stock

- Check the overall stock level of the following sections:
  1. Meat service case at the full-service counter (all unpackaged meat in the case; evaluate the case as a whole, not any specific items)
  2. Chicken breast on the self-service shelves (prepackaged)
  3. Ground beef on the self-service shelves (prepackaged)
  4. Beef steaks and roasts on the self-service shelves (prepackaged)

- Consider a section to be:
  - Full if the overall product stock level is 85% or more
  - Half full if the product stock level is 50-84%
  - Less than half full if the product stock level is less than 50%
- If any section is less than 85% full, look for out-of-stock signage on the price tag/sign or on/in the product case.

### Meat Department Freshness

- Evaluate the freshness of the following products:
  1. Meat service case at the full-service counter (all unpackaged meat in the case)
  2. Chicken breast on the self-service shelves (prepackaged, brands will vary by store)
  3. Ground beef on the self-service shelves (prepackaged)
  4. Beef steaks and roasts on the self-service shelves (prepackaged)

**Meat service case.** Check the unpackaged meat in the full-service counter for general freshness.

- Products are not fresh if any of the following attributes are present:
  - ✓ Dry meat
  - ✓ Discolored meat
  - ✓ Excessive purging of liquids or spills visible on shelves



**Chicken Breast.** Evaluate 3 random packages of chicken breast from the self-service cases/shelves.

- Chicken breast is not fresh if any of the following attributes are present:
  - ✓ Packages out of date/expired
  - ✓ Packages leaking
  - ✓ Packages warm to the touch
  - ✓ Packages frozen or partially frozen



### Chicken



Fresh, not expired, no leaks.



Gray in color, skin looks dry, packaging not intact.

**Ground Beef.** Evaluate 3 random packages of ground beef from the self-service cases/shelves.

- Ground beef is not fresh if any of the following attributes are present:
  - ✓ Packages out of date/expired
  - ✓ Packages leaking
  - ✓ Meat is gray or brown in color

### Ground Beef



Product is fresh, with a bright red/pink color and intact packaging.



Product may be slightly faded and shows no signs of graying.



Gray or pale in color, package has excess liquid.

**Beef steaks and roasts.** Evaluate 3 random packages from the self-service cases/shelves.

- Beef steaks and roasts are not fresh if any of the following attributes are present:
  - ✓ Packages out of date/expired
  - ✓ Packages leaking
  - ✓ Meat is gray or brown in color

**Beef Roasts**



**Beef Steaks**



 **Dairy Department Observations**

**Dairy Department Cleanliness**

- Look for any of the following cleanliness issues in the refrigerated milk case:
  - ✓ Crusted milk/buildup present
  - ✓ Debris on shelving or floor of case
  - ✓ Dirty or smudged glass doors
  - ✓ Sour milk smell
- Look for any of the following cleanliness issues in the egg and yogurt cases:
  - ✓ Buildup/grime present
  - ✓ Debris on shelving or floor of case



Milk case



Egg case



Yogurt case

**Dairy Department Stock**

- Check the overall stock levels of the following sections:
  1. Eggs
  2. Yogurt

- Consider a section to be:
  - Full if the overall product stock level is 85% or more
  - Half full if the product stock level is 50-84%
  - Less than half full if the product stock level is less than 50%
- If any section is less than 85% full, look for out-of-stock signage on the price tag/sign or on/in the product case.

### Dairy Department Freshness

- Select 3 random containers of store brand milk, checking a mix of sizes (gallon and half-gallon) and types (whole, 2%, 1%, skim).
  - Store brand = the brand of the store you are assigned to shop.
  - Do not evaluate any milk that is intentionally marked down in price for a quicker sale.



- Using the largest-sized stamped expiration date on the milk, count if the expiration date is 9 days or more from the current date. For example, if your shop date is Dec. 5, all milk dated Dec. 14 and later is fresh.
  - In Alaska, the requirement is 3 days or more from current date.
  - In Louisiana, Montana, and Virginia, the requirement is 6 days or more from current date.



Stamped expiration date

## Deli/Bakery Department Observations

### Bakery/Deli Associate Interaction

- A full-service deli counter will have a display case with items for sale that a customer is unable to select on their own. A case that only contains items a customer could take without assistance is not a full-service counter.
  - If there is a full-service deli counter, evaluate the associate behind the counter.
  - If there is no full-service deli counter, evaluate any associate working in the Bakery/Deli area.
- Walk within 6 feet of a Bakery/Deli associate, making sure you are fully within their field of vision.
  - ✓ Appearance: Name badge is worn with clean clothing that is not ripped, torn, faded, or excessively wrinkled. Remember the name from the name badge.
  - ✓ Welcome: Associate should provide a pleasant greeting (e.g., "Hi," "Hello," "Welcome," or a non-verbal greeting such as a wave, smile, or nod).



Full-service deli counter

- ✓ Helpful: Associate should demonstrate a willingness to assist (e.g., guide you to an item, ask what you are preparing for dinner, help you select the best item for an event, let you know they are available in case you need assistance, etc.).
- If no associate is present or the only associate is assisting customers, wait 5 minutes for an associate to become available before moving on to other departments.

**Deli/Bakery Department Cleanliness**

- Look for any of the following cleanliness issues with the floor or in display cases:
  - ✓ Debris on floor
  - ✓ Crumbs/trash near fresh displays (artisan bread, donut case)
  - ✓ Buildup/grime/debris in chicken warmer

**Deli/Bakery Department Stock & Freshness**

- Evaluate the following products for both overall stock levels and freshness:
  1. Rotisserie and Fried Chicken (in the chicken warmer)
  2. Artisan Bread Display (or cake shelf/case if the store doesn't have artisan bread)
  3. Breakfast Sweets (tables of danishes, cinnamon rolls, croissants, etc.)

**Rotisserie and Fried Chicken.** Evaluate the stock level and freshness of the rotisserie chicken and fried chicken (4pc. or 8pc.) in the warmer (disregard any other products in the warmer).

- Rotisserie and fried chicken are not fresh if any of the following attributes are noticed:
  - ✓ Open or greasy packaging
  - ✓ Improper packaging (proper packaging examples at right)
  - ✓ Burnt or soggy
  - ✓ Past sell-by time (prepared no more than 4 hours earlier per the label)
- Full is at least two rotisserie chickens and two packages of fried chicken (4pc. or 8pc.) available before 7pm.



Sell-by time label



**Artisan Bread Display (or Cake Case).** Evaluate the stock level of all products on display.

- If the store doesn't have an artisan bread display, evaluate the cake case/shelves instead.
- Full is 85% or more
- Half full is 50-84%
- Less than half full is under 50%



Artisan bread display



Cake case/shelves

### Breakfast Sweets. Evaluate the freshness and stock level of all products on display.

- Breakfast sweets are not fresh if any of the following attributes are noticed:
  - ✓ Packages out of date/expired
  - ✓ Condensation inside packages
  - ✓ Burnt or underbaked
  - ✓ Broken/smashed
  - ✓ Marked-down products on table
  - ✓ Partially frozen
- Full is 85% or more in stock.
- Half full is 50-84% in stock
- Less than half full is under 50%



## Front End Observations

### Checkout/Purchase/Receipt

- Always go to the front of the store to check out. Do not use department-specific registers.
- You may choose full-service checkout or self-checkout. If you use full-service, select a lane with a cashier and a bagger, if possible.
- Required purchase: Buy 3 or more different items (each with a different/unique barcode), totaling a minimum of \$9 or more after all discounts and coupons. Do not purchase gift cards.
- Get a legible receipt before leaving the store. Ask for a receipt if you are not offered one.
  - If the receipt doesn't print correctly or if any portion is cut off, request a duplicate copy from Customer Service while still in the store.
  - Upload an image that clearly shows the entire receipt with your report; the date, time, store address, items purchased, and amount spent must be readable. If you cannot fit the receipt into one photo, upload photos of the top half and bottom half.

### Checkout Staff Interactions (Cashier, Bagger, or Self-Checkout Associate)

- Appearance: Name badge is worn with clean clothing that is not ripped, torn, faded, or excessively wrinkled. Remember the names from the name badges.
- Welcome: Associates should provide a pleasant greeting (e.g., "Hi," "Hello," "Welcome," or a non-verbal greeting such as a wave, smile, or nod).
  - A self-checkout associate may greet you or another customer at any point.
- Helpful: Associates should be engaged and free from distractions, not conversing with coworkers about anything other than customers, avoiding interactions with customers, using a personal device or earbuds to listen to music, or reading magazines, books, etc.
- Thankful: A bagger may thank you or offer a parting comment at the end of the transaction or earlier if they are pulled away to another task.



# QUESTIONNAIRE

Shop date:

Start time:

End time:

## General Store

### 1. Was the parking lot clean and free from debris?

*Answer Yes unless you saw more than 10 loose carts in the outside corrals or the parking lot was not clean (excessive dirt, marks, spills, and/or trash visible in multiple areas). Do not assess stains or other issues associates wouldn't be able to easily clean up throughout the day. Only answer No if the issues could have been easily cleaned by associates.*

Yes

No

### 2. Was the sidewalk clean and free from debris?

*Answer Yes unless you saw multiple areas of the sidewalk with debris present.*

Yes

No

### 3. Was the foyer clean and free from debris?

*Answer Yes unless the entrance foyer was not clean (excessive dirt, marks, spills, and/or trash visible in multiple areas of the foyer) or shopping carts in the foyer were not clean (trash visible in multiple carts).*

Yes

No

### 4. Was the interior perimeter floor clean and free of debris?

*Answer Yes unless the interior perimeter floor was not clean (excessive dirt, marks, spills, and/or trash visible in multiple areas), or there were product displays or excessive boxes, carts, or pallets (unattended) that impeded movement in the aisles. Do not assess stains or other issues associates wouldn't be able to easily clean up throughout the day. Only answer No if the issues could have been easily cleaned by associates.*

Yes

No

### 5. Was the restroom clean and well stocked?

*Answer Yes if the restroom was clean, free from unpleasant odor, and stocked with some amount of toilet paper, hand soap, and paper towels or a working hand dryer. If any of those supplies are empty, answer No.*

Yes

N/A – restroom was being cleaned by staff

No

N/A – restroom was out of order

N/A – restroom was locked

### 6. Select any specific issues noted in your assessment of store cleanliness:

*Select all that apply.*

More than 10 loose carts were present in the parking lot

Parking lot was not clean (excessive trash, dirt, marks, or spills were visible)

Trash (plastic cups and bottles, newspapers etc.) was scattered throughout multiple areas of the sidewalk

Entrance foyer was not clean (excessive trash, dirt, marks, or spills were visible)

Carts in the foyer were not clean (excessive trash, dirt, marks, or spills were visible)

Trash (plastic cups and bottles, newspapers etc.) was strewn throughout multiple areas of the interior perimeter floor

Excessive amount of unattended boxes, carts, or pallets throughout the interior perimeter floor

Product displays impeded movement through the aisles

- Unattended pickup carts impeded movement through the aisles
- Restroom was not clean
- Restroom had an unpleasant odor
- Restroom hand soap was empty

- Restroom toilet paper was empty
- Restroom paper towels were empty and hand dryer was not working
- N/A – no areas needed attention

## Produce

### 7. Name of Produce associate:

*Enter the name from the name badge. Enter 'Unknown' if you were unable to obtain the name. If the name was overheard or you only have a portion of it due to a covered or unreadable name badge, enter the information you have and note that the name was overheard or incomplete. Enter N/A if no associate was present/available after 5 minutes.*

### 8. If unable to obtain the Produce associate's name from a name badge, select the reason:

- Badge was not worn
- Badge was obscured by counter
- Badge was obscured by article of clothing
- Badge was worn, but name not readable for another reason
- N/A – name was obtained from a badge
- N/A – associate was not present/available within 5 minutes

### 9. Was the Produce associate's attire clean and in good repair?

*Answer No if the associate's attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled) or if they were not wearing a name badge*

- Yes
- No - Attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled)
- No - Badge was not worn
- No – Attire dirty/not in good repair and badge was not worn
- N/A – associate was not present/available within 5 minutes

### 10. Did the Produce associate provide a pleasant greeting?

*Any greeting (verbal or non-verbal such as a smile, wave, or nod) counts for a Yes.*

- Yes
- No – associate did not welcome, was focused on task
- No – associate did not welcome, was engaged in conversation with another associate
- No – associate did not welcome or only engaged when approached
- N/A – associate was not present/available within 5 minutes

### 11. Did the Produce associate demonstrate a willingness to assist?

*Any statement offering to help you find something, answer a question, etc. counts for a Yes.*

- Yes
- No – associate remained focused on task
- No – associate was engaged in conversation with another associate
- No – associate did not seem willing to assist, only engaged when approached, and/or was not pleasant
- N/A – associate was not present/available within 5 minutes

### 12. What best describes the stock level of the entire packaged/bagged salad section?

*Only assess the packaged/bagged salads, lettuce, coleslaw, etc. (no salad bar area or deli case salads). Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full
- N/A – less than full, but proper out-of-stock signage was posted
- Half full
- Less than half full

13. Were the bagged salad kits in the bagged salads section fresh?

- Yes  N/A – bagged salad kits were out of stock  
 No

14. If no, which of the following was seen on the bagged salad kits?

*Select all that apply.*

- Wilted  Product warm to the touch  
 Discoloration (rusted/brown)  N/A  
 Product out of date

15. What best describes the stock level of the entire tomatoes section?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full  
 N/A – less than full, but proper out-of-stock signage was posted  Less than half full

16. Were the non-organic tomatoes fresh?

*Answer Yes if too pale was the only issue.*

- Yes  N/A – non-organic tomatoes were out of stock  
 No

17. If no, which of the following was seen on the non-organic tomatoes?

*Select all that apply.*

- Dark spots  Blemished  
 Soft/shriveled  N/A  
 Pale

18. What best describes the stock level of the entire berry case?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full  
 N/A – less than full, but proper out-of-stock signage was posted  Less than half full

19. Were the non-organic berries fresh?

*Answer Yes if too pale was the only issue.*

- Yes  N/A – non-organic berries were out of stock  
 No

20. If no, which of the following was seen on the non-organic berries?

*Select all that apply.*

- Blemished  Pale  
 Shriveled  N/A  
 Too dark/overripe

21. What best describes the stock level of the entire bananas section?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full  
 N/A – less than full, but proper out-of-stock signage was posted  Less than half full

**22. Were the non-organic bananas fresh?**

*Answer Yes if too green was the only issue. Only answer No if over 50% of the non-organic bananas had a freshness issue.*

- Yes  N/A – non-organic bananas were out of stock  
 No

**23. If no, which of the following was seen on over 50% of the non-organic bananas?**

*Select all that apply.*

- Too green  Bruising  
 Gray  N/A  
 Blemished

**24. Were the berry cases clean and free from debris?**

*Refers to the cases with raspberries, strawberries, blackberries, blueberries, etc.*

- Yes  No

**25. If no, which of the following was observed in the berry cases in the Produce department?**

*Select all that apply.*

- Produce debris (loose berries, etc.)  Sticky substance (unidentifiable non-water spill)  
 Non-produce debris (papers, plastic bags, etc.)  N/A

**26. Was the Produce floor clean and free from debris?**

- Yes  No

**27. If no, which of the following was observed on the floor of the Produce department?**

*Select all that apply.*

- Produce debris (onion skins, fallen grapes, etc.)  Sticky substance (unidentifiable non-water spill)  
 Non-produce debris (papers, plastic bags, etc.)  N/A  
 Excessive water on the floor

**Meat****28. Name of Meat associate:**

*Enter the name from the name badge. Enter 'Unknown' if you were unable to obtain the name. If the name was overheard or you only have a portion of it due to a covered or unreadable name badge, enter the information you have and note that the name was overheard or incomplete. Enter N/A if no associate was present/available after 5 minutes.*

**29. If unable to obtain the Meat associate's name from a name badge, select the reason:**

- Badge was not worn  N/A – name was obtained from a badge  
 Badge was obscured by counter  N/A – associate was not present/available within 5 minutes  
 Badge was obscured by article of clothing  
 Badge was worn, but name not readable for another reason

**30. Was the Meat associate's attire clean and in good repair?**

*Answer No if the associate's attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled) or if they were not wearing a name badge.*

- Yes  No - Attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled)

- No - Badge was not worn  
 No – Attire dirty/not in good repair and badge was not worn

- N/A – associate was not present/available within 5 minutes

### 31. Did the Meat associate provide a pleasant greeting?

*Any greeting (verbal or non-verbal such as a smile, wave, or nod) counts for a Yes. For stores with no full-service meat counter, walk within 6 feet of any Meat associate to evaluate greeting and assistance offer.*

- Yes  
 No – associate did not welcome, was focused on task  
 No – associate did not welcome, was engaged in conversation with another associate
- No – associate did not welcome or only engaged when approached  
 N/A – associate was not present/available within 5 minutes

### 32. Did the Meat associate demonstrate a willingness to assist?

*Any statement offering to help you find something, answer a question, etc. counts for a Yes.*

- Yes  
 No – associate remained focused on task  
 No – associate was engaged in conversation with another associate
- No – associate did not seem willing to assist, only engaged when approached, and/or was not pleasant  
 N/A – associate was not present/available within 5 minutes

### 33. What best describes the stock level of the entire meat service case?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  
 N/A – less than full, but proper out-of-stock signage was posted  
 Half full
- Less than half full  
 N/A – no meat service case

### 34. Was the freshness standard for meat in the meat service case met?

- Yes  
 No
- N/A – no meat service case

### 35. If no, which of the following was seen in the meat service case?

*Select all that apply.*

- Dry meat  
 Discolored meat
- Excess purging of liquid/spills on shelves visible  
 N/A

### 36. Was the meat service case clean and free from debris and unpleasant odor?

- Yes  
 No
- N/A – no meat service case

### 37. If no, which of the following was seen in the meat service case?

*Select all that apply.*

- Smudges on service case glass  
 Grime/buildup visible in case  
 Unpleasant odor
- Signage dirty/hard to read/old  
 N/A

### 38. What best describes the stock level of the chicken breast on the meat shelves?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  
 N/A – less than full, but proper out-of-stock signage was posted

Half full Less than half full**39. Was the freshness standard met for chicken breast on the meat shelves?**

- Yes  N/A – chicken breast was out of stock  
 No

**40. If no, which of the following was seen on the chicken breast?***Select all that apply.*

- Packages out of date/expired  Packages frozen or partially frozen  
 Packages leaking  N/A  
 Packages warm to the touch

**41. What best describes the stock level of the ground beef on the meat shelves?***Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full  
 N/A – less than full, but proper out-of-stock signage was posted  Less than half full

**42. Was the freshness standard met for ground beef on the meat shelves?**

- Yes  N/A – ground beef was out of stock  
 No

**43. If no, which of the following was seen on the ground beef?***Select all that apply.*

- Packages out of date/expired  Gray/brown in color  
 Packages leaking  N/A

**44. What best describes the stock level of the beef steaks and roasts on the meat shelves?***Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full  
 N/A – less than full, but proper out-of-stock signage was posted  Less than half full

**45. Was the freshness standard met for beef steaks and roasts on the meat shelves?**

- Yes  N/A – beef steaks and roasts were out of stock  
 No

**46. If no, which of the following was seen on the beef steaks and roasts?***Select all that apply.*

- Packages out of date/expired  Gray/brown in color  
 Packages leaking  N/A

**47. Were the Meat department shelves clean and free from debris and any unpleasant odor?**

- Yes  N/A – only rust and/or peeling paint  
 No

**48. If no, which of the following was seen on the Meat department shelves?***Select all that apply.*

- Debris  Leakage/spills  
 Buildup/grime  Peeling paint/rusting shelves  
 Unpleasant odor  Label remnants built up on shelving

N/A

## Dairy

49. Was the date stamped on the store brand fresh milk containers 10 days or more from today?

- Count ahead to the largest printed date on the milk. If that date equals today's date + 9 days or more, answer Yes.
- Alaska: today's date + 3 days or more = Yes
- Louisiana, Montana, and Virginia: today's date + 6 days or more = Yes

Yes  N/A – store brand fresh milk was completely out of stock

No

50. Were the shelves inside the refrigerated case containing the store brand fresh milk varieties (gallon & half-gallon sizes) clean and free from debris and sour milk odor?

Yes  No

51. If no, which of the following was seen in the refrigerated case?

*Select all that apply.*

- Crusted milk/buildup was present  Glass doors were dirty/smudged
- Sour milk odor was present  N/A
- Debris was present on shelving or floors

52. What best describes the stock level of the eggs?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full
- N/A – less than full, but proper out-of-stock signage was posted  Less than half full

53. Were the shelves containing eggs clean and free of buildup, grime, and debris?

- Yes  No – debris present
- No – buildup/grime present  No – both buildup and debris present

54. What best describes the stock level of the yogurt?

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if a section was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  Half full
- N/A – less than full, but proper out-of-stock signage was posted  Less than half full

55. Were the shelves containing yogurt clean and free of buildup, grime, and debris?

- Yes  No – debris present
- No – buildup/grime present  No – both buildup and debris present

## Deli/Bakery

56. Name of Deli associate:

*Enter the name from the name badge. Enter 'Unknown' if you were unable to obtain the name. If the name was overheard or you only have a portion of it due to a covered or unreadable name badge, enter the information you have and note that the name was overheard or incomplete. Enter N/A if there was no associate was present/available after 5 minutes.*

57. If unable to obtain the Deli associate's name from a name badge, select the reason:

- Badge was not worn
- Badge was obscured by counter
- Badge was obscured by article of clothing
- Badge was worn, but name not readable for another reason

- N/A – name was obtained from a badge
- N/A – associate was not present/available within 5 minutes

### 58. Was the Deli associate's attire clean and in good repair?

*Answer No if the associate's attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled) or if they were not wearing a name badge.*

- Yes
- No - Attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled)
- No - Badge was not worn

- No – Attire dirty/not in good repair and badge was not worn
- N/A – associate was not present/available within 5 minutes

### 59. Did the Deli associate provide a pleasant greeting?

*Any greeting (verbal or non-verbal such as a smile, wave, or nod) counts for a Yes. For stores with no full-service deli counter, walk within 6 feet of any Bakery/Deli associate to evaluate greeting and assistance offer.*

- Yes
- No – associate did not welcome, was focused on task
- No – associate did not welcome, was engaged in conversation with another associate

- No – associate did not welcome or only engaged when approached
- N/A – associate was not present/available within 5 minutes

### 60. Did the Deli associate demonstrate a willingness to assist?

*Any statement offering to help you find something, answer a question, etc. counts for a Yes.*

- Yes
- No – associate remained focused on task
- No – associate was engaged in conversation with another associate

- No – associate did not seem willing to assist, only engaged when approached, and/or was not pleasant
- N/A – associate was not present/available within 5 minutes

### 61. What best describes the stock level of the rotisserie and fried chicken in the deli chicken warmer?

*Full is a minimum of two rotisserie chickens and two packages of fried chicken (4pc. or 8pc.) available before 7pm. After 7pm, answer N/A.*

- Full
- Half full
- Less than half full

- N/A – no chicken warmer or arrived after 7pm

### 62. Was the freshness standard for rotisserie chicken and fried chicken met?

*Assess rotisserie chicken and fried chicken (4pc. or 8pc.) in the warmer for freshness. Look for a 'prepared by' time of no more than 4 hours before the time of your visit.*

- Yes
- No

- N/A – rotisserie and fried chicken were out of stock
- N/A – no chicken warmer or arrived after 7pm

### 63. If no, which of the following was seen on the rotisserie chicken and/or fried chicken?

*Select all that apply.*

- Open packaging
- Improper packaging
- Greasy packaging
- Burnt

- Soggy
- Past sell-by time
- N/A

**64. What best describes the stock level of the artisan bread display (or cake case if no artisan bread present)?**

*Full is 85% or more in stock. Only select 'Half full' or 'Less than half full' if the bread was less than full AND an out-of-stock tag was NOT present. If an out-of-stock tag was present for a less than full section, answer N/A.*

- Full  
 N/A – less than full, but proper out-of-stock signage was posted  
 Half full  
 Less than half full  
 N/A – no cake case or artisan bread display

**65. Was the freshness standard for breakfast sweets met?**

*This refers to the table with croissants, cinnamon rolls, and pies. Assess the items on the table for freshness.*

- Yes  
 No  
 N/A – breakfast sweets were out of stock

**66. If no, which of the following was seen on the breakfast sweets table/display?**

*Select all that apply.*

- Packages out of date/expired  
 Condensation inside packages  
 Burnt  
 Underbaked  
 Broken/smashed  
 Marked-down product on table  
 Partially frozen  
 N/A

**67. Was the Deli/Bakery area clean and free from debris?**

- Yes  
 No

**68. If no, which of the following was observed in the Deli/Bakery area?**

*Select all that apply.*

- Debris on floor  
 Crumbs/trash near fresh displays (artisan bread, donut case)  
 Buildup/grime/debris in chicken warmer  
 N/A

## Front End

**69. Select the type of checkout used:**

*If you used a different method than assigned, select the type you actually used.*

- Full-service  
 Self-checkout

**70. Cashier name:**

*Enter the name from the name badge. Enter 'Unknown' if you were unable to obtain the name. If the name was overheard or you only have a portion of it due to a covered or unreadable name badge, enter the information you have and note that the name was overheard or incomplete. Enter N/A if you used self-checkout.*

**71. If unable to obtain the cashier's name from a name badge, select the reason:**

- Badge was not worn  
 Badge was obscured by counter  
 Badge was obscured by article of clothing  
 Badge was worn, but name not readable for another reason  
 N/A – name was obtained from a badge  
 N/A – self-checkout was used

**72. Was the cashier's attire clean and in good repair?**

*Answer No if the cashier's attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled) or if they were not wearing a name badge.*

- Yes  
 No - Attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled)

No - Badge was not worn

N/A – self-checkout was used

No – Attire dirty/not in good repair and badge was not worn

### 73. Did the cashier provide a pleasant greeting?

*Any greeting (verbal or non-verbal such as a smile, wave, or nod) counts for a Yes.*

Yes

N/A – self-checkout was used

No

### 74. Was the cashier engaged and free from distractions throughout the transaction?

*Answer Yes if the cashier focused on your needs during the transaction in a way that made you feel seen and understood.*

Yes

No – cashier was only engaged when approached and/or was not pleasant

No – cashier was distracted by non-work-related task (cell phone, magazine, etc.)

N/A – self-checkout was used

No – cashier was engaged in conversation with another associate

### 75. Self-checkout associate name:

*Enter the name from the name badge. Enter 'Unknown' if you were unable to obtain the name. If the name was overheard or you only have a portion of it due to a covered or unreadable name badge, enter the information you have and note that the name was overheard or incomplete. Enter N/A if an associate was not present in the self-checkout area or you used full-service checkout.*

### 76. If unable to obtain the self-checkout associate's name from a name badge, select the reason:

Badge was not worn

N/A – name was obtained from a badge

Badge was obscured by counter

N/A – associate was not present in self-checkout area

Badge was obscured by article of clothing

Badge was worn, but name not readable for another reason

N/A – full-service checkout was used

### 77. Was the self-checkout associate's attire clean and in good repair?

*Answer No if the associate's attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled) or if they were not wearing a name badge.*

Yes

No – Attire dirty/not in good repair and badge was not worn

No - Attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled)

N/A – associate was not present in self-checkout area

No - Badge was not worn

N/A – full-service checkout was used

### 78. Did the self-checkout associate provide a pleasant greeting to you or other customers at any point during the transaction?

*Any greeting (verbal or non-verbal such as a smile, wave, or nod) given to you or another customer counts for a Yes.*

Yes

N/A – associate was not present in self-checkout area

No

N/A – full service checkout was used

### 79. Was the self-checkout associate engaged and free from distractions throughout the transaction?

*Answer Yes if the associate focused on your needs and/or those of other customers in a way that suited the customer.*

Yes

No – associate was distracted by non-work-related task (cell phone, magazine, etc.)

No – associate was engaged in conversation with another associate

No – associate was only engaged when approached and/or was not pleasant

N/A – associate was not present in self-checkout area

N/A – full service checkout was used

### 80. Bagger name:

*Enter the name from the name badge. Enter 'Unknown' if you were unable to obtain the name. If the name was overheard or you only have a portion of it due to a covered or unreadable name badge, enter the information you have and note that the name was overheard or incomplete. Enter N/A if a bagger was unavailable or you did not use full-service checkout.*

### 81. If unable to obtain the bagger's name from a name badge, select the reason:

Badge was not worn

Badge was obscured by counter

Badge was obscured by article of clothing

Badge was worn, but name not readable for another reason

N/A – name was obtained from a badge

N/A – bagger was not available

### 82. Was the bagger's attire clean and in good repair?

*Answer No if the associate's attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled) or if they were not wearing a name badge.*

Yes

No - Attire was dirty and/or not in good repair (ripped, torn, faded, excessively wrinkled)

No - Badge was not worn

No – Attire dirty/not in good repair and badge was not worn

N/A – bagger was not available

### 83. Was the bagger engaged and free from distractions throughout the transaction?

*Answer Yes if the bagger focused on bagging your order and conversing with you in a way that suited your needs.*

Yes

No – bagger was distracted by non-work-related task (cell phone, magazine, etc.)

No – bagger was engaged in conversation with another associate

N/A – bagger was not available

### 84. Did the bagger end the transaction by thanking you or providing a pleasant parting remark?

*Answer Yes if the bagger said, "Thanks," or, "Thank you," or gave any parting remark such as, "Have a nice day," "Have a good one," "Take care," or something similar.*

Yes

No

N/A – bagger was not available

## NPS

### 85. Based on this experience, how likely are you to recommend this store/company to others?

*10 = Highly Likely, 0 = Highly Unlikely*

10

9

8

7

6

5

4

3

2

1

0

### 86. Time range for this visit:

11:00am – 2:00pm

2:01pm – 5:00pm

5:01pm – 8:00pm

### 87. Upload a clear receipt for your purchase:

END OF QUESTIONNAIRE