Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

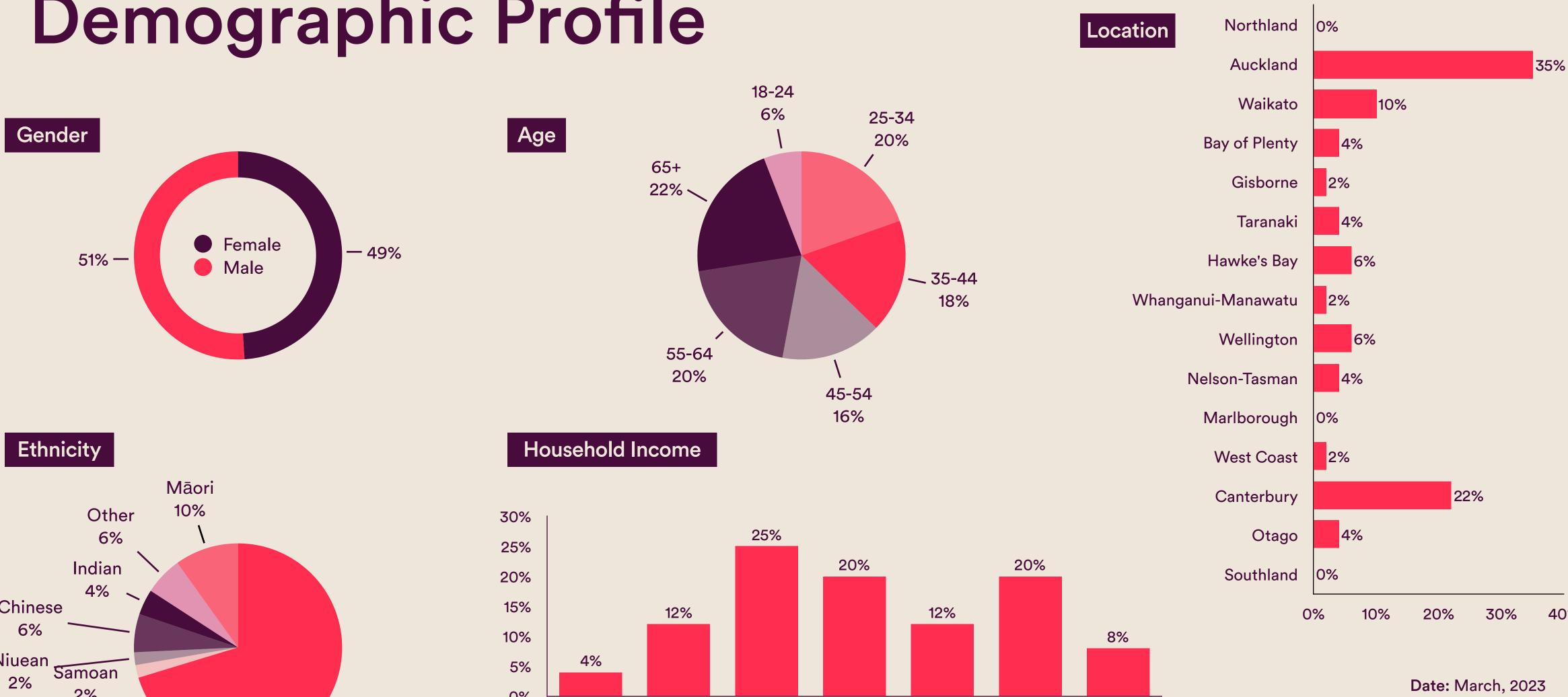
Ask Them Anything





FoxIQ.nz

Demographic Profile



Between

\$50,000

and

\$74,999

Between

\$75,000

and

\$99,999

Between

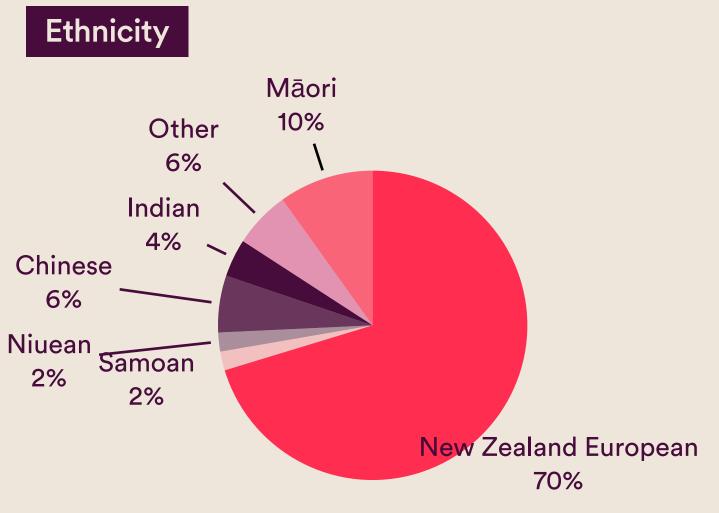
\$100,000

and

\$150,000

Over

\$150,000







Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No



40%

Question 01 Familiarity

ls my favourite brand

How familiar are you with BRAND A?

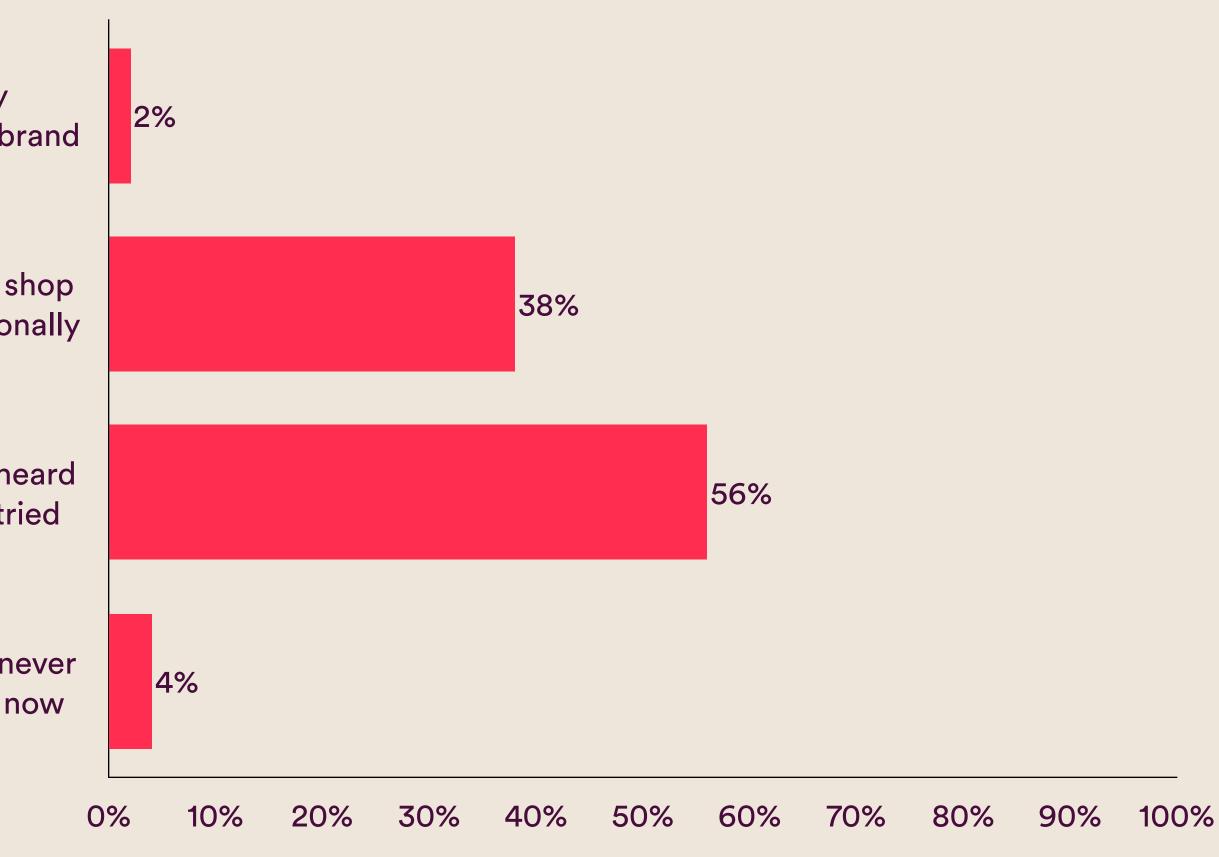
Date: March, 2023 Brand: Brand A Project: Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No Presentation: No

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Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey! Is a brand I shop with occasionally

Is a brand I've heard of, but never tried

Is a brand I've never heard of until now





6

Question 02 Attributes

Is New Zealand owned

Which of the following do you agree relates the MOST to BRAND A?

Date: March, 2023 Brand: Brand A Project: Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No Presentation: No

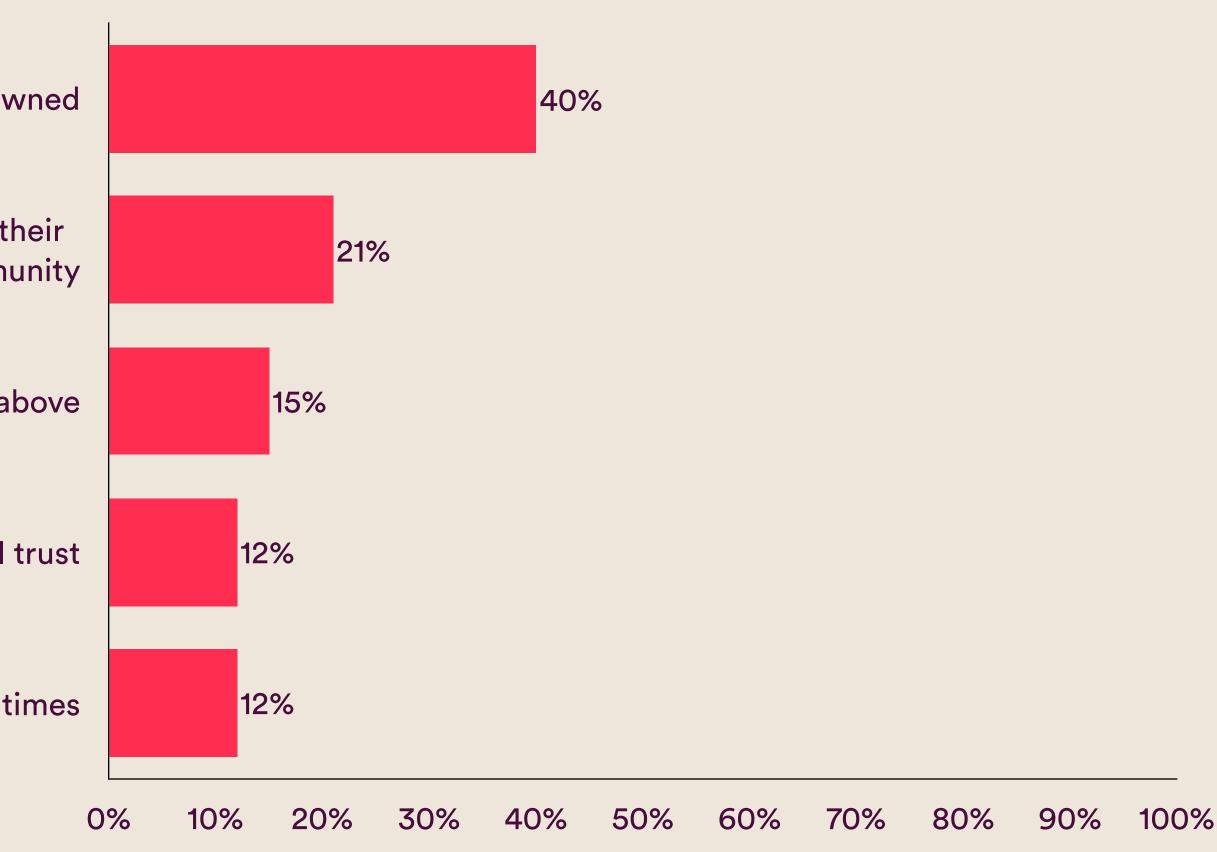
$\bullet \bullet \bullet$

Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey! Supports their local community

None of the above

Is a brand I trust

Is up with the times





6

Question 03 Freshness

In general, how do you feel about the freshness of food available at BRAND A?

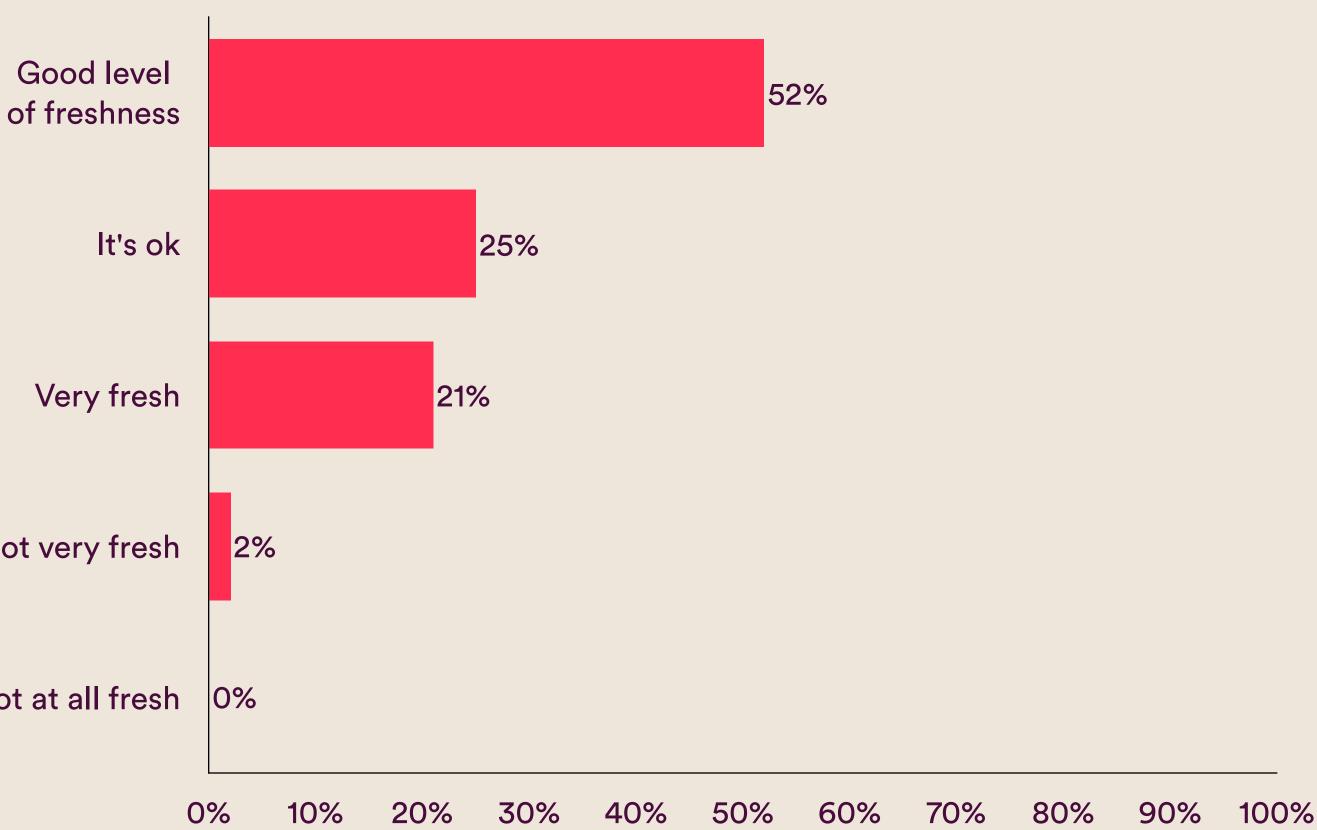
Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Good level

Not very fresh

Not at all fresh





Question 04 Product Range

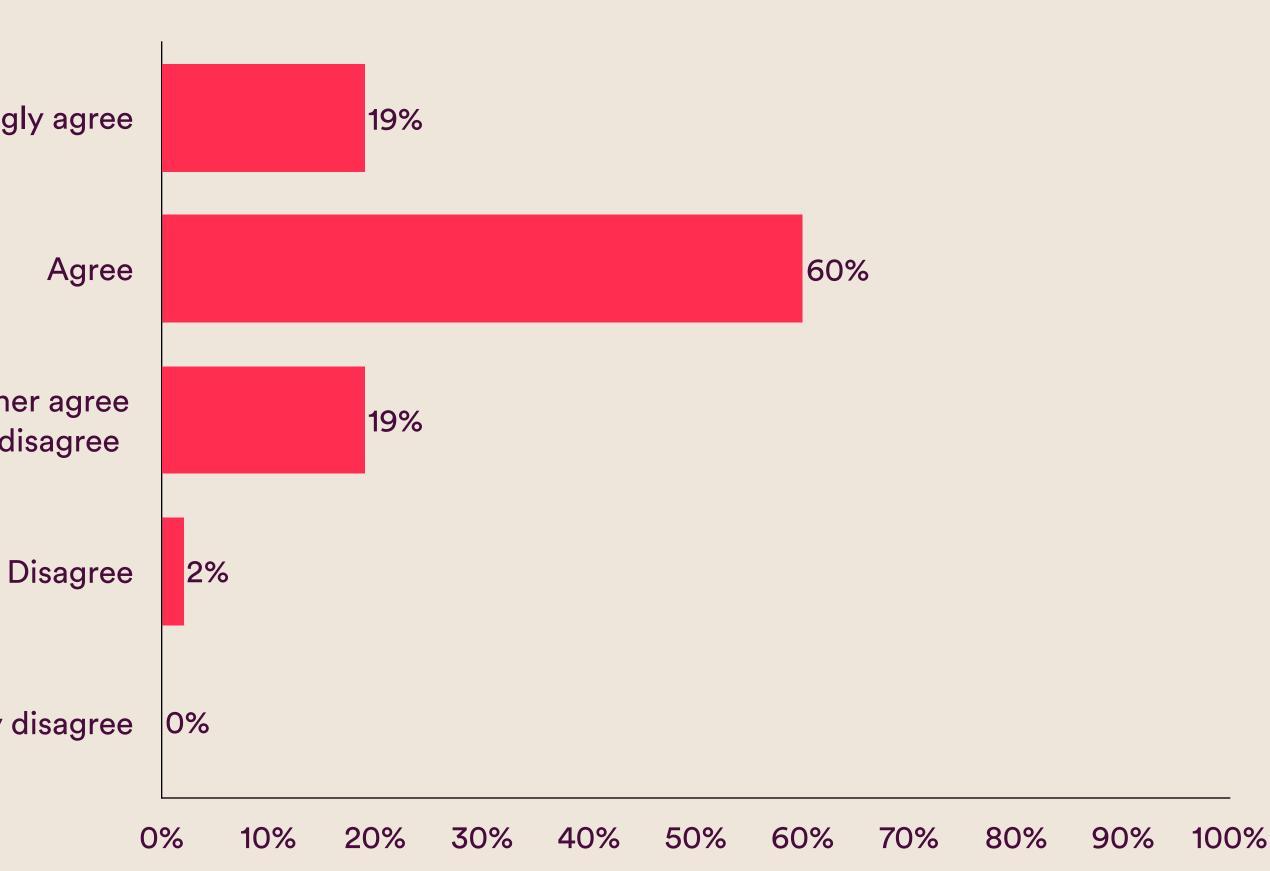
To what extent do you agree BRAND A has a good range of products available?

Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No Presentation: No

Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Strongly agree

Neither agree nor disagree





Question 05 Customer Service

To what extent do you agree BRAND A staff are friendly and helpful?

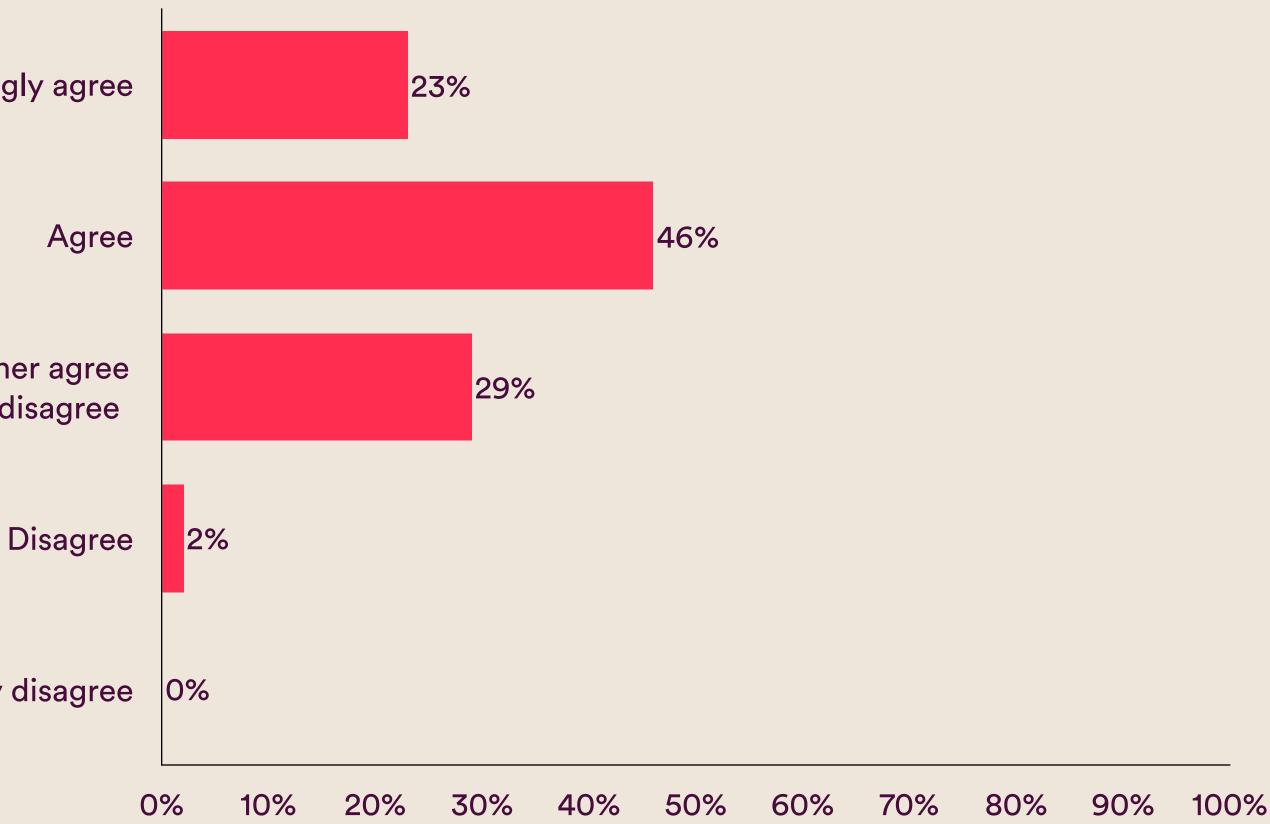
Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

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Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Strongly agree

Neither agree nor disagree





Question 06 Inspiration

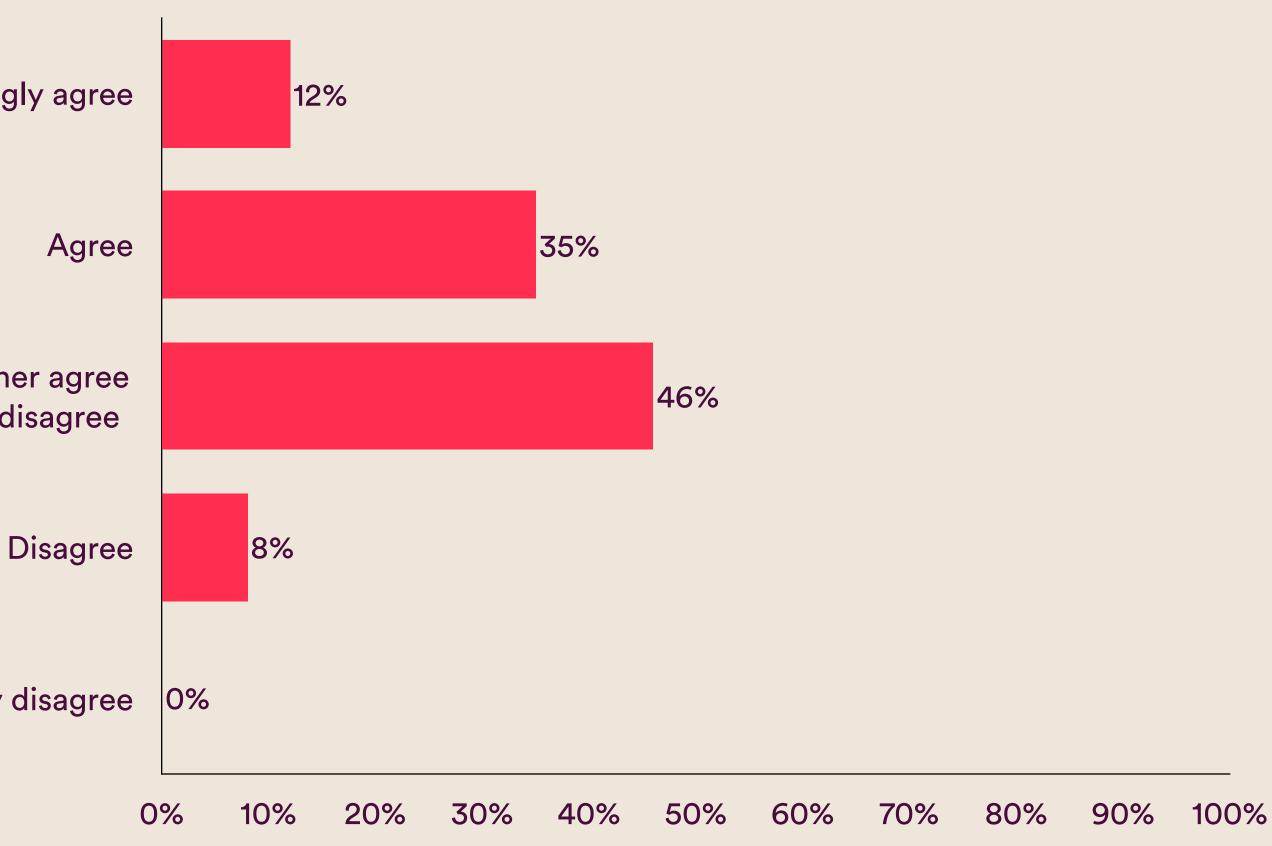
To what extent do you agree BRAND A provides helpful food inspiration and meal ideas?

Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Strongly agree

Neither agree nor disagree





Question 07 In-Store Experience

How would you rate BRAND A on the following in-store experience elements?

Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

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Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Cleanliness of store

Atmosphere

Overall shopping experience

Navigation/ability to navigate easily

Store hours



				46%				15%	4	
	21%				60%				15%	4
	15%		60%					23%		
	15%	58%						23% 4		
	12%	65%						23%		
0%	10%	209	% 30%	40%	50%	60%	70%	80%	90%	1
	Excellent Good Average Evor							Very Poor		















Question 08 Differentiation

Very different

How different do you feel BRAND A is vs. other similar stores in New Zealand?

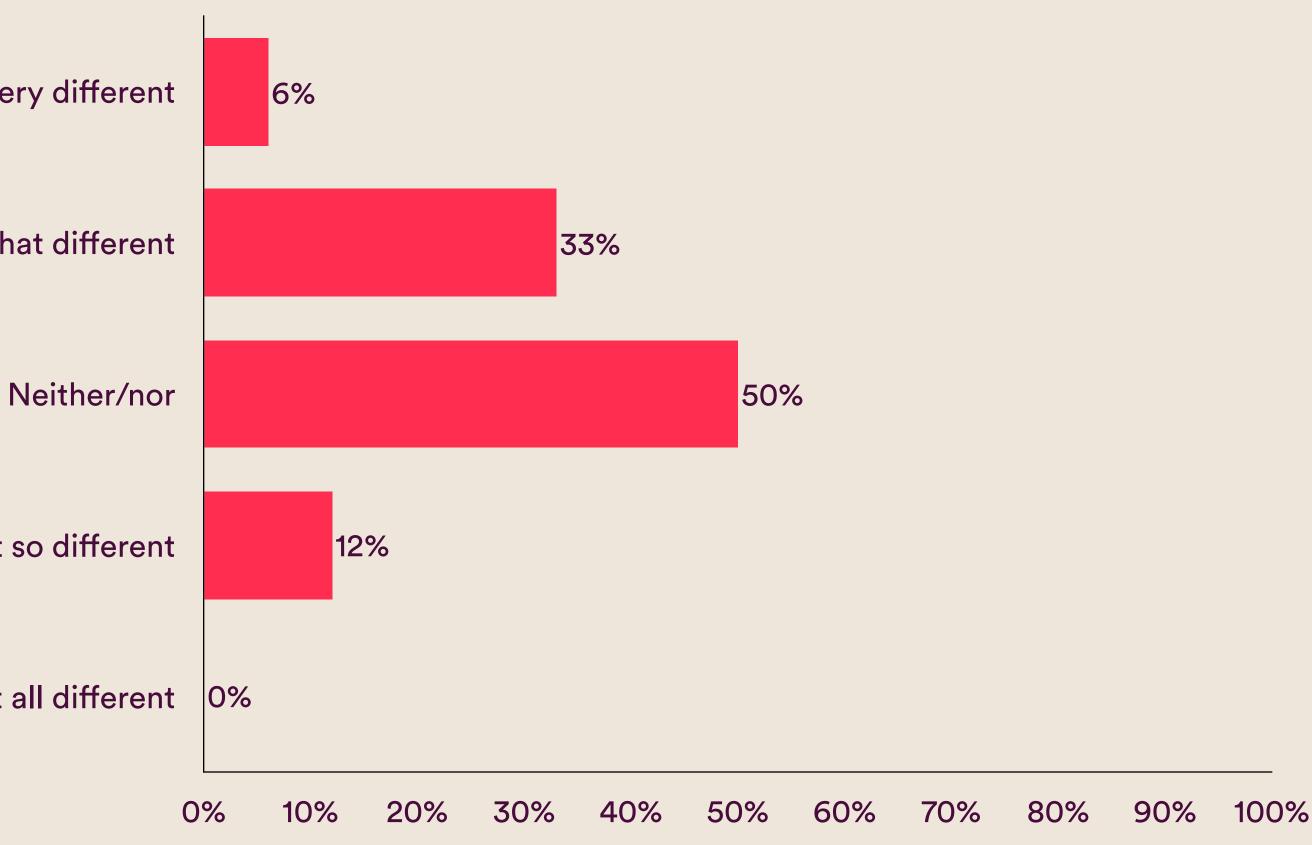
Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No Presentation: No

Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Somewhat different

Not so different

Not at all different





Question 09 Price Perception

How do you feel about the pricing in BRAND A stores? BRAND A is...

Date: March, 2023 Brand: Brand A **Project:** Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

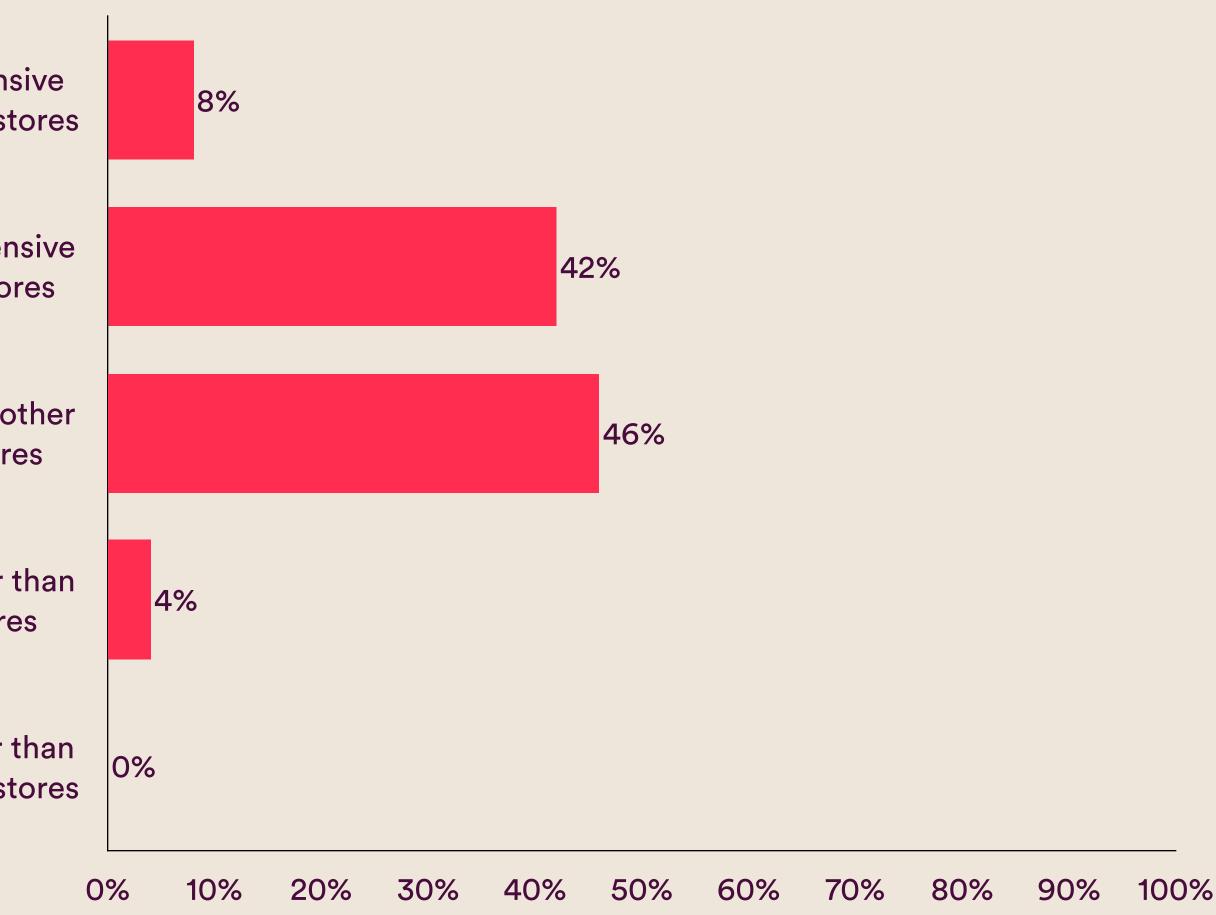
Much more expensive than other similar stores

Somewhat more expensive than other similar stores

> On par with other similar stores

Somewhat cheaper than other similar stores

> A lot cheaper than other similar stores





Question 10 Value for Money

To what extent do you agree that BRAND A offers value for money?

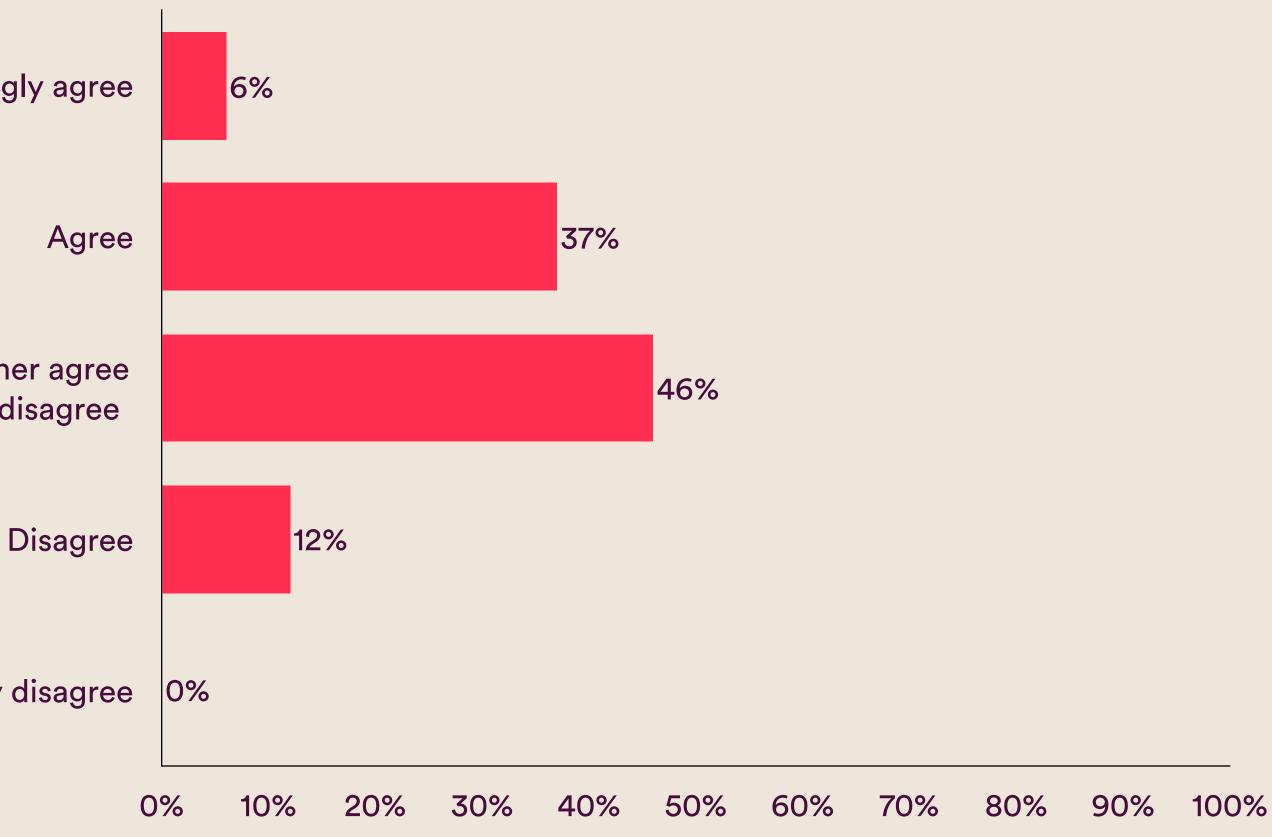
Date: March, 2023 Brand: Brand A Project: Ask Them Anything Sample: n=500 Visualisation: Standard Analysis: No **Presentation:** No

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Just tell us the 10 questions you would most love to ask your customers and we'll help you write them in the perfect form for a survey!

Strongly agree

Neither agree nor disagree





Thank you.

For further inquiries and information, contact <u>hello@foxiq.nz</u>

