

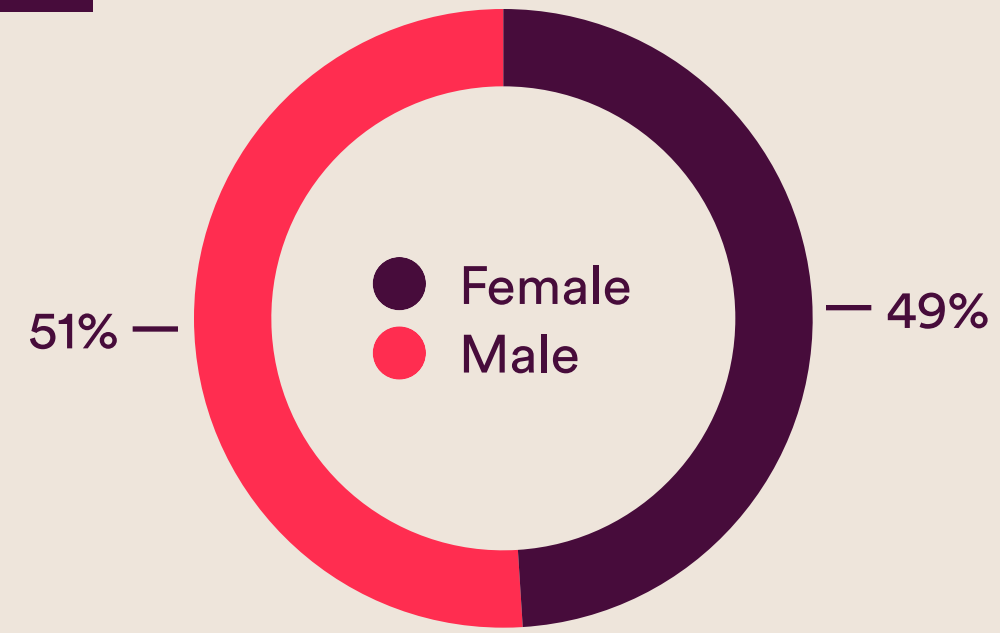
Date: March, 2023
Brand: Brand A
Project: Ask Them Anything
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



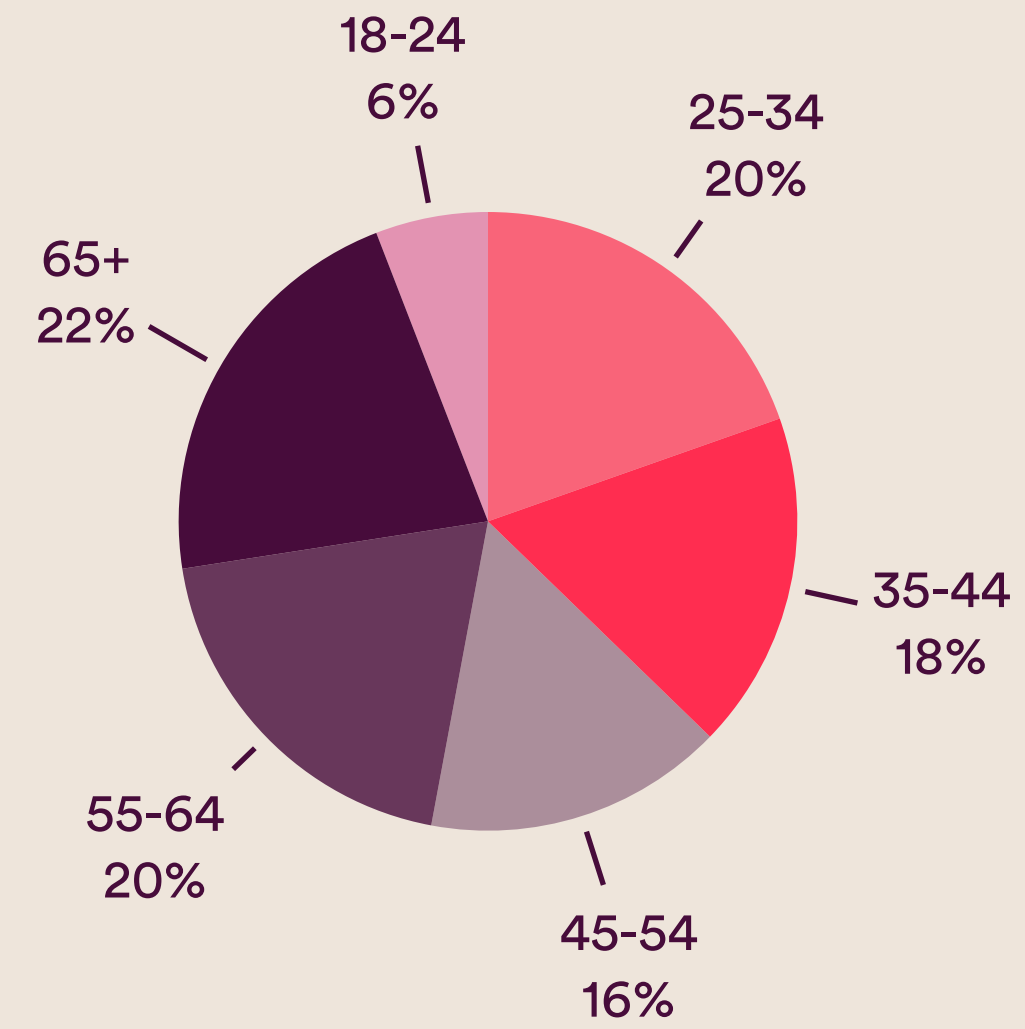
Ask Them Anything

Demographic Profile

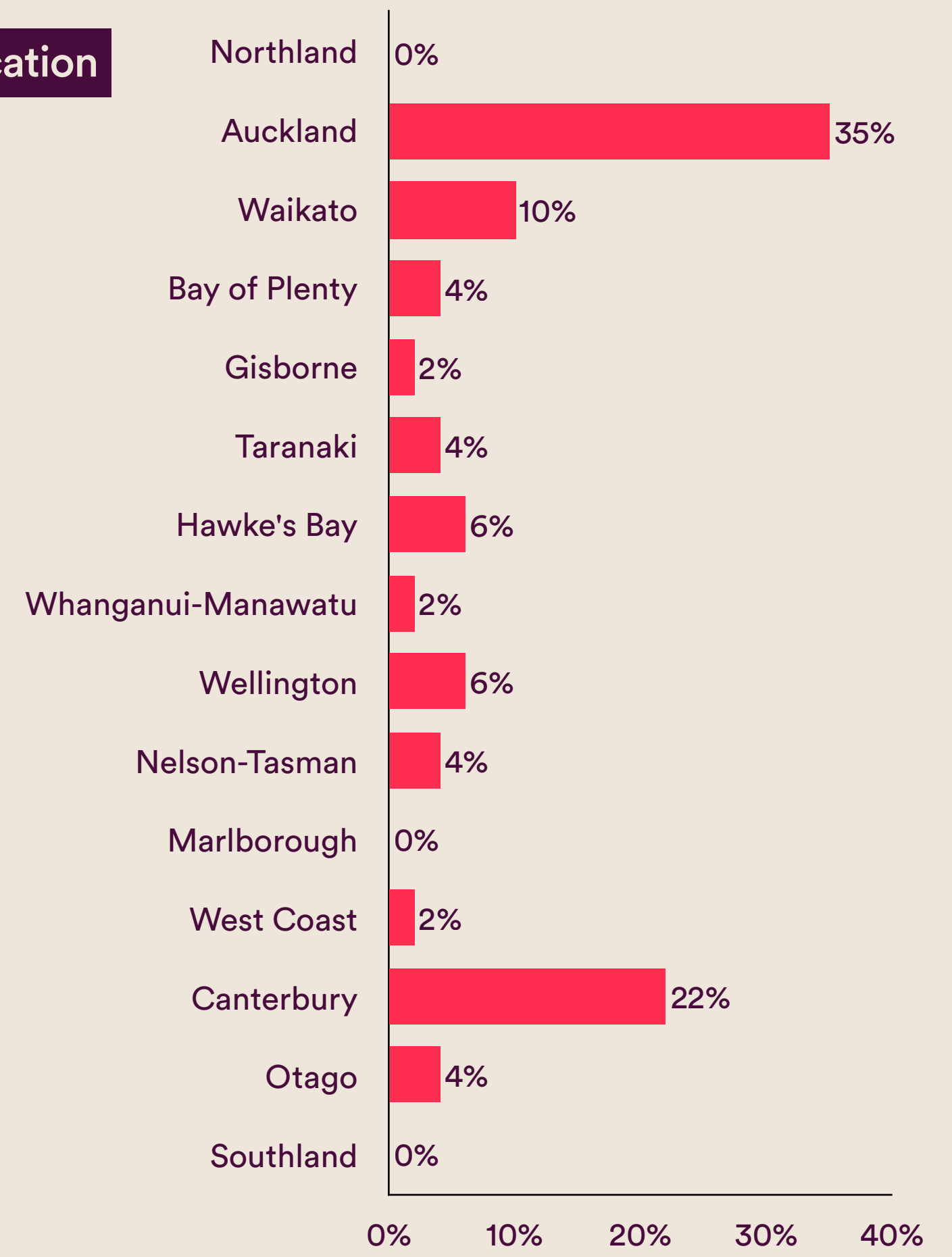
Gender



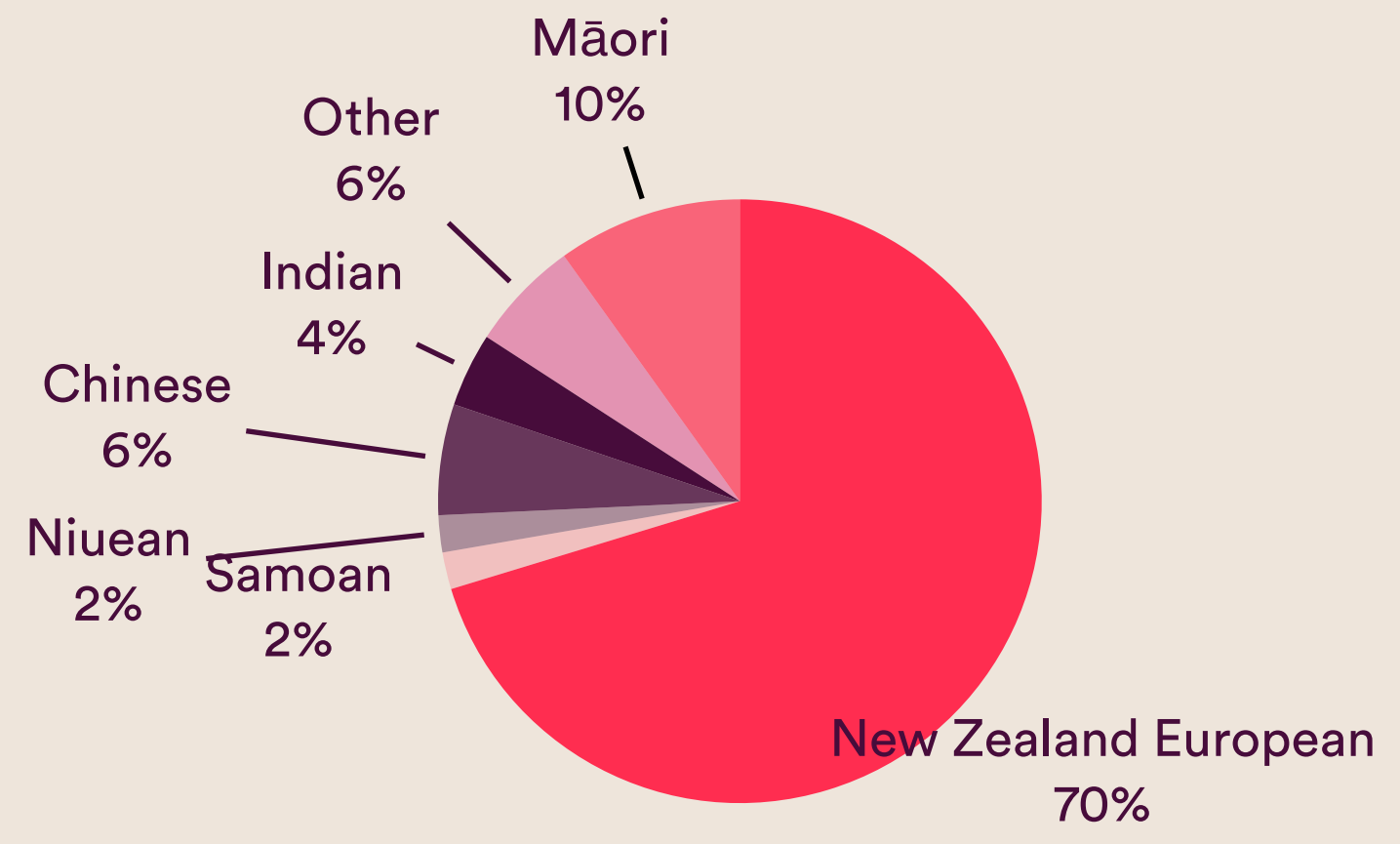
Age



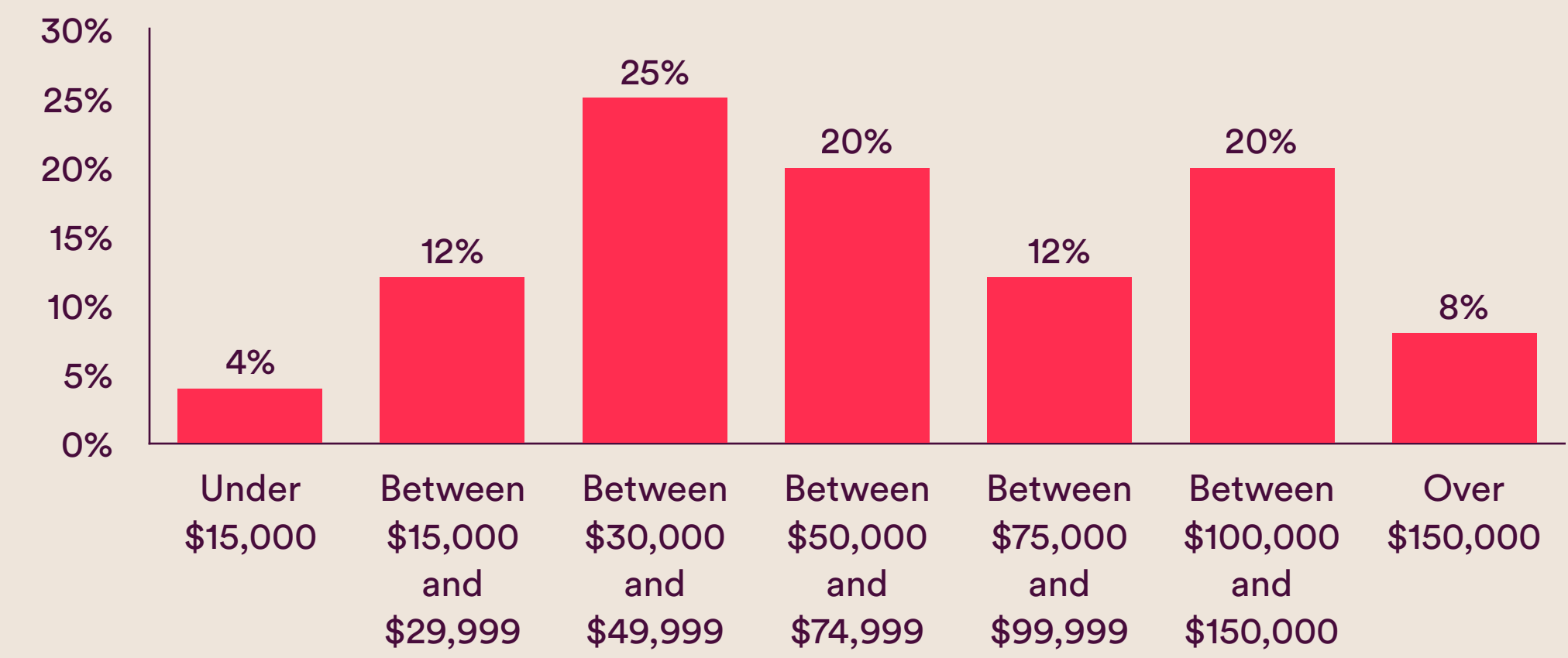
Location



Ethnicity



Household Income



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

Question 01

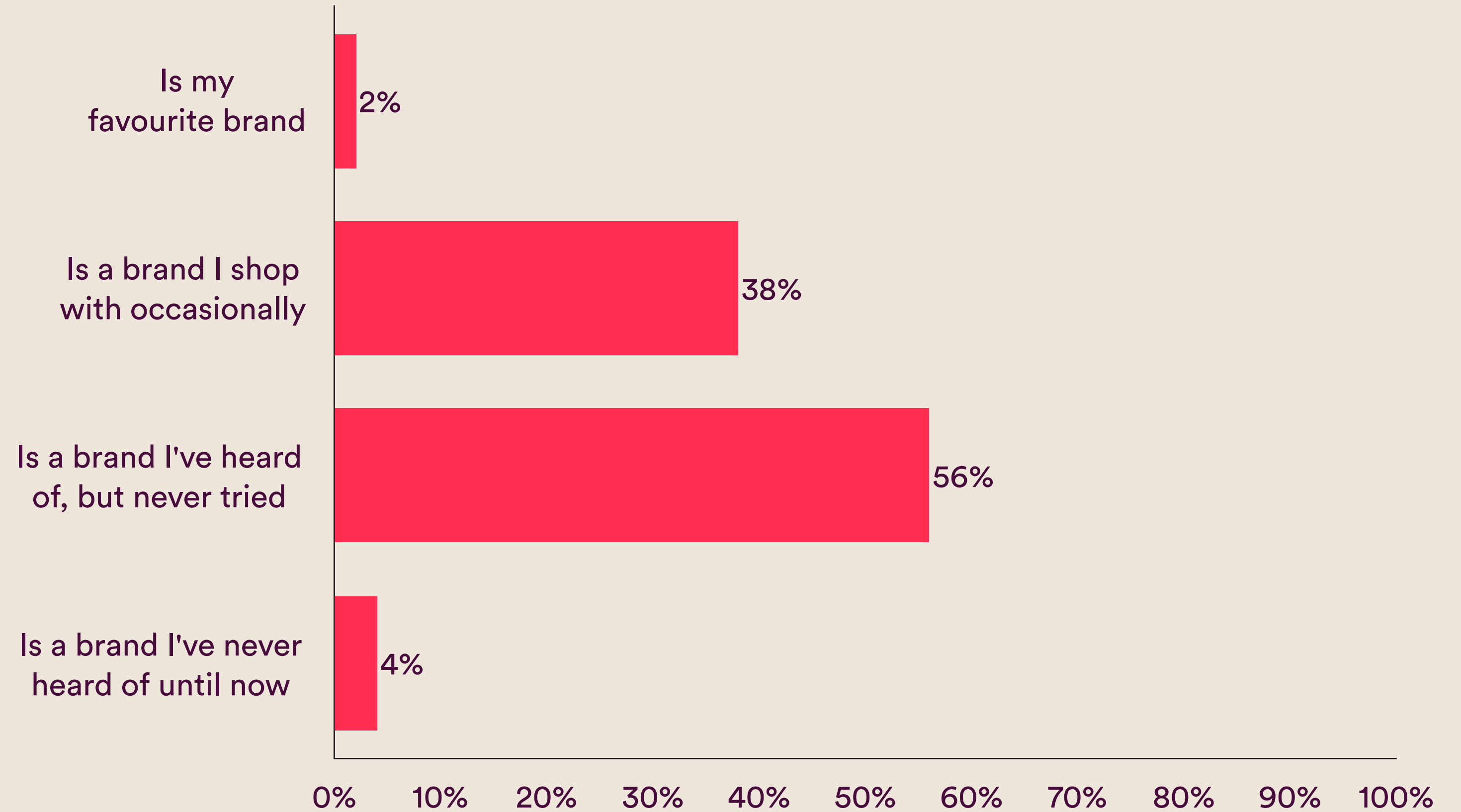
Familiarity

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



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!



Question 02

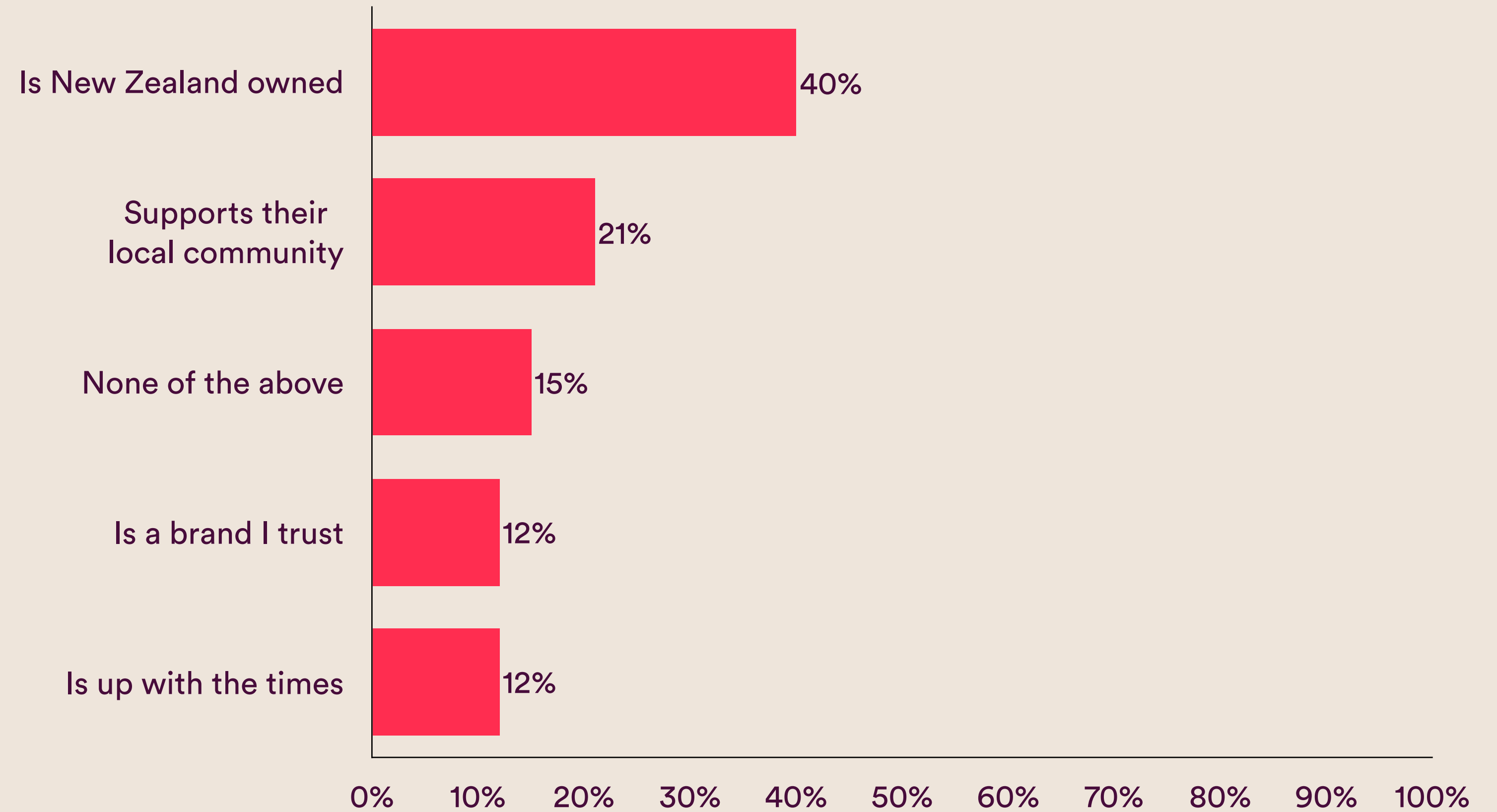
Attributes

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



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Question 03

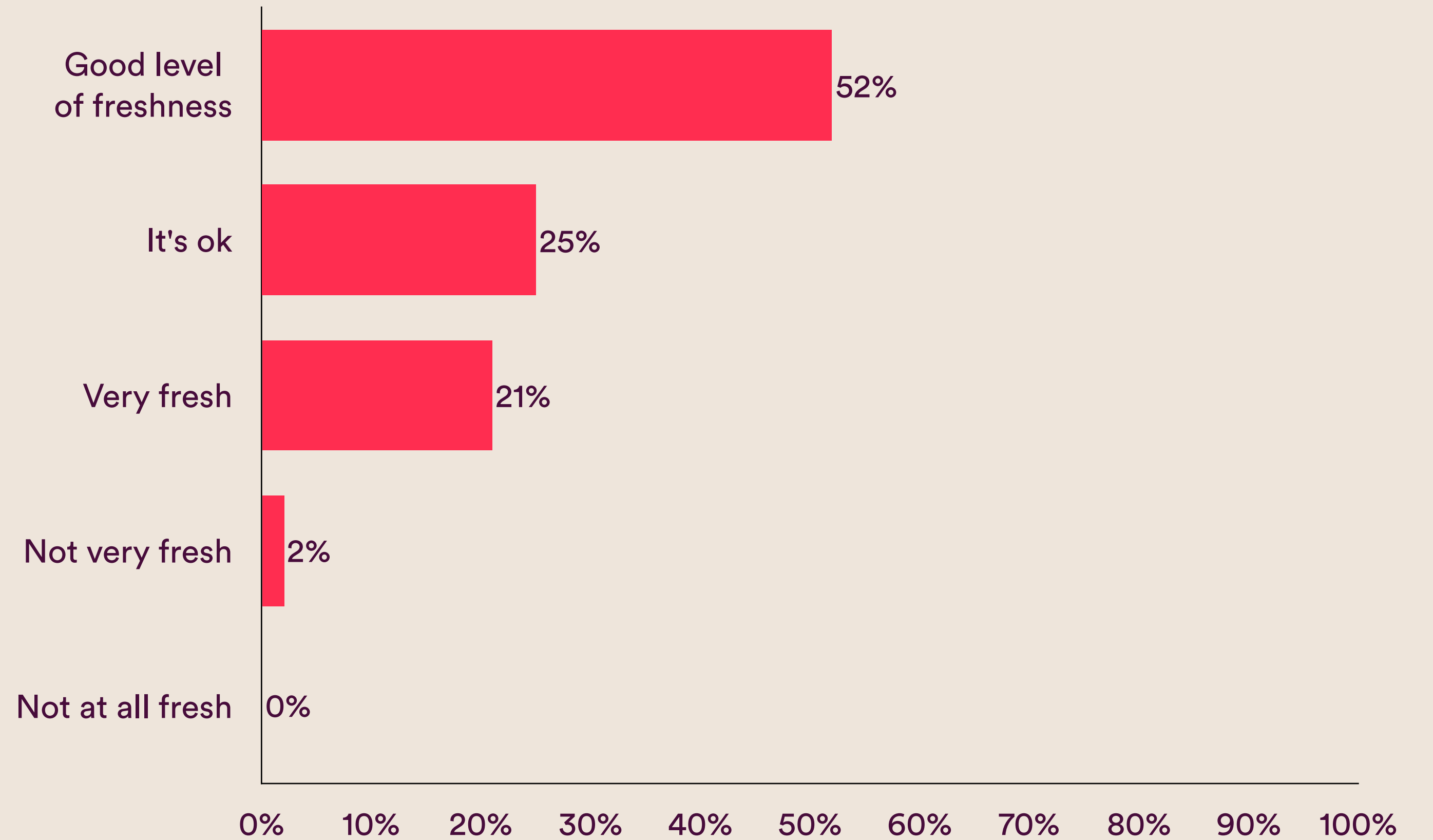
Freshness

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



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Question 04

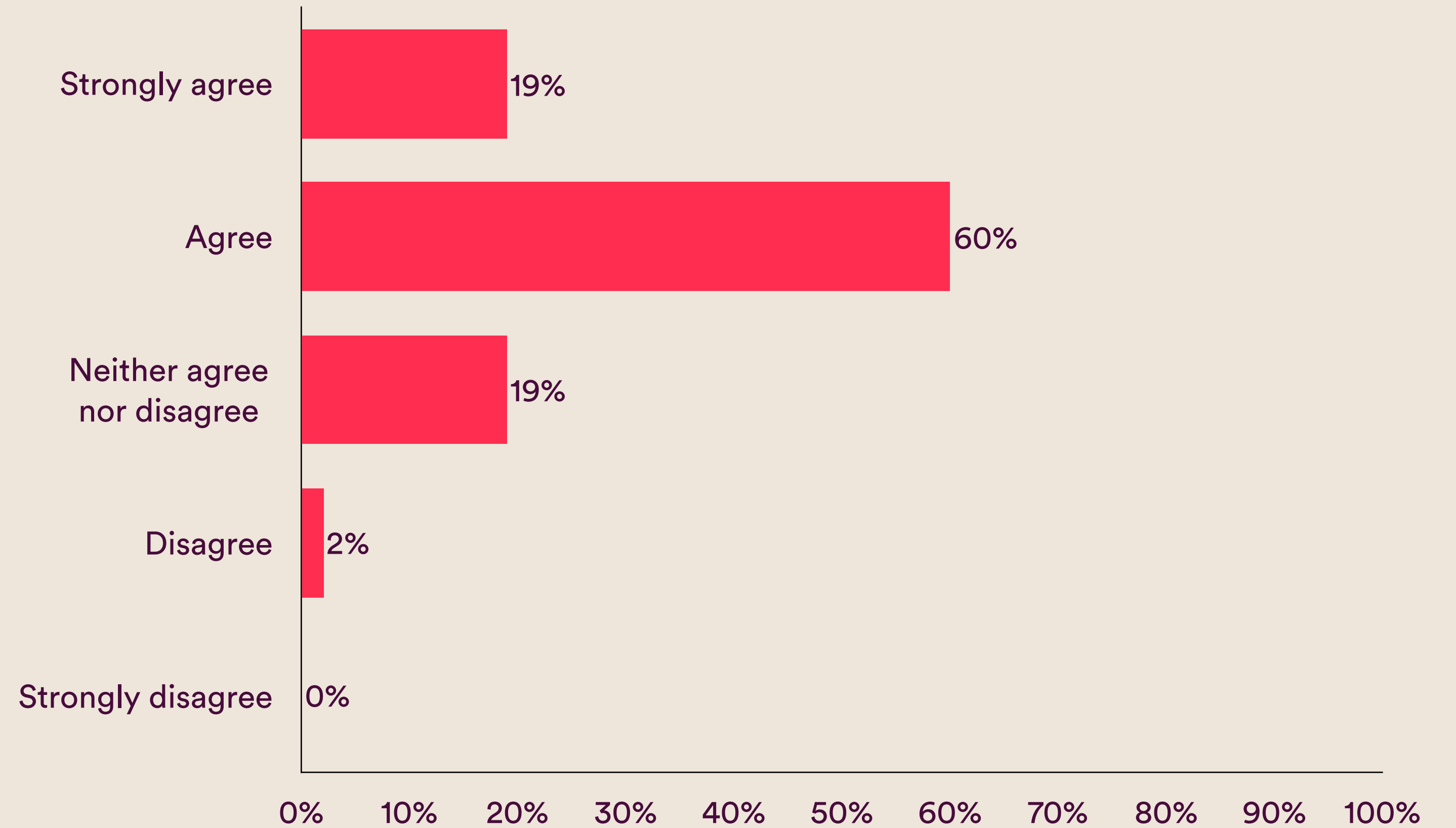
Product Range

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



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Question 05

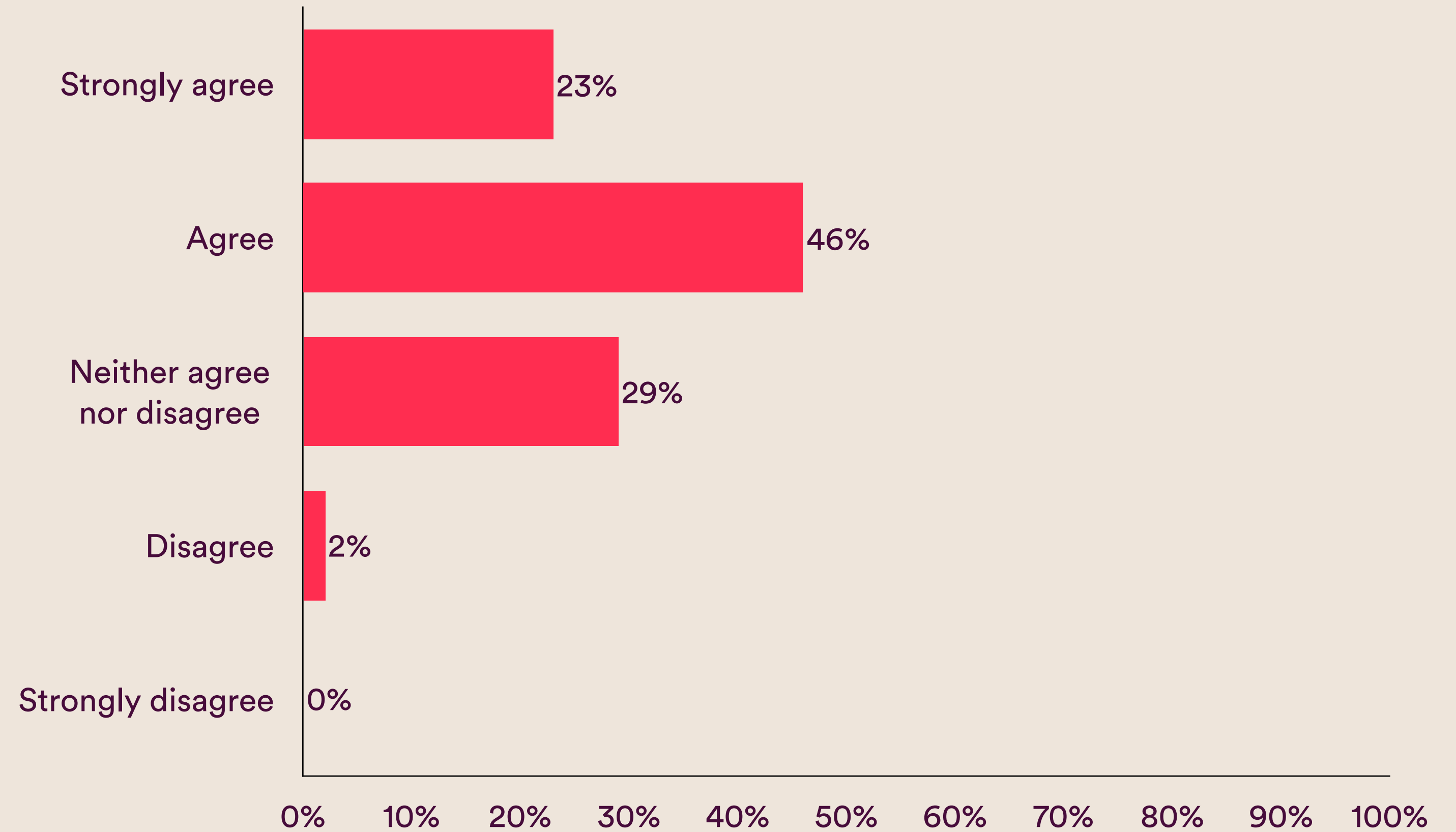
Customer Service

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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Question 06

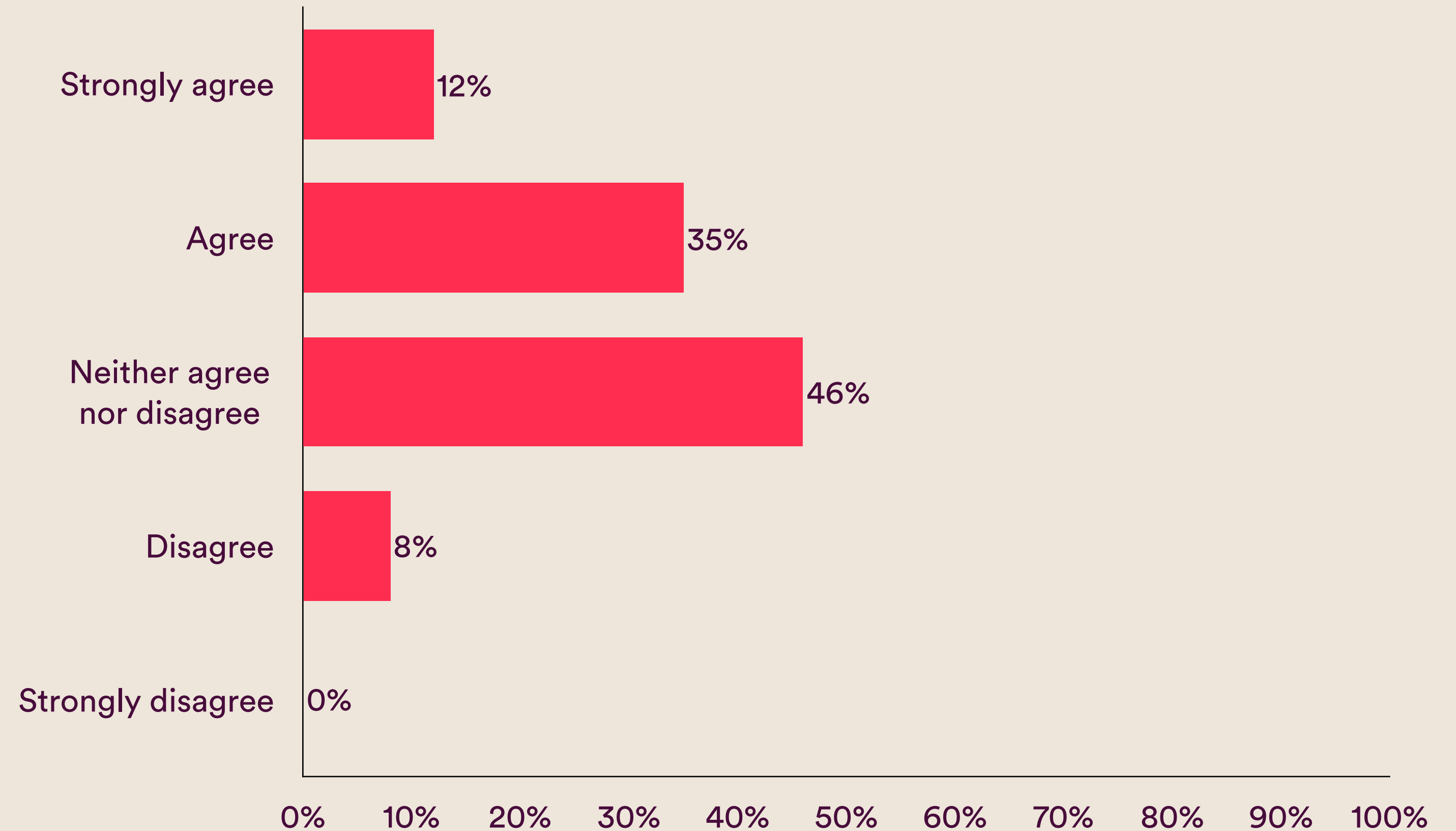
Inspiration

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



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Question 07

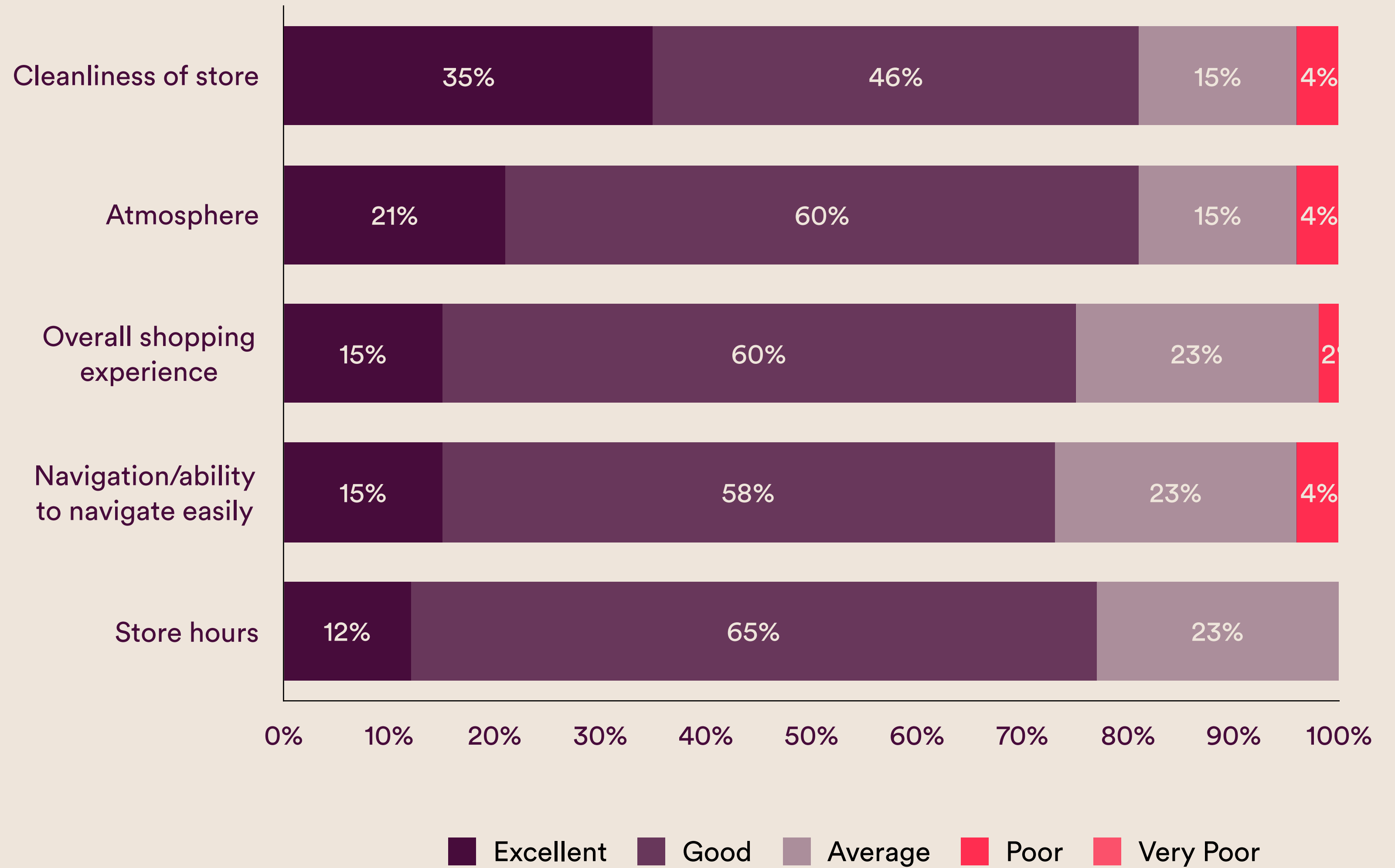
In-Store Experience

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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Question 08

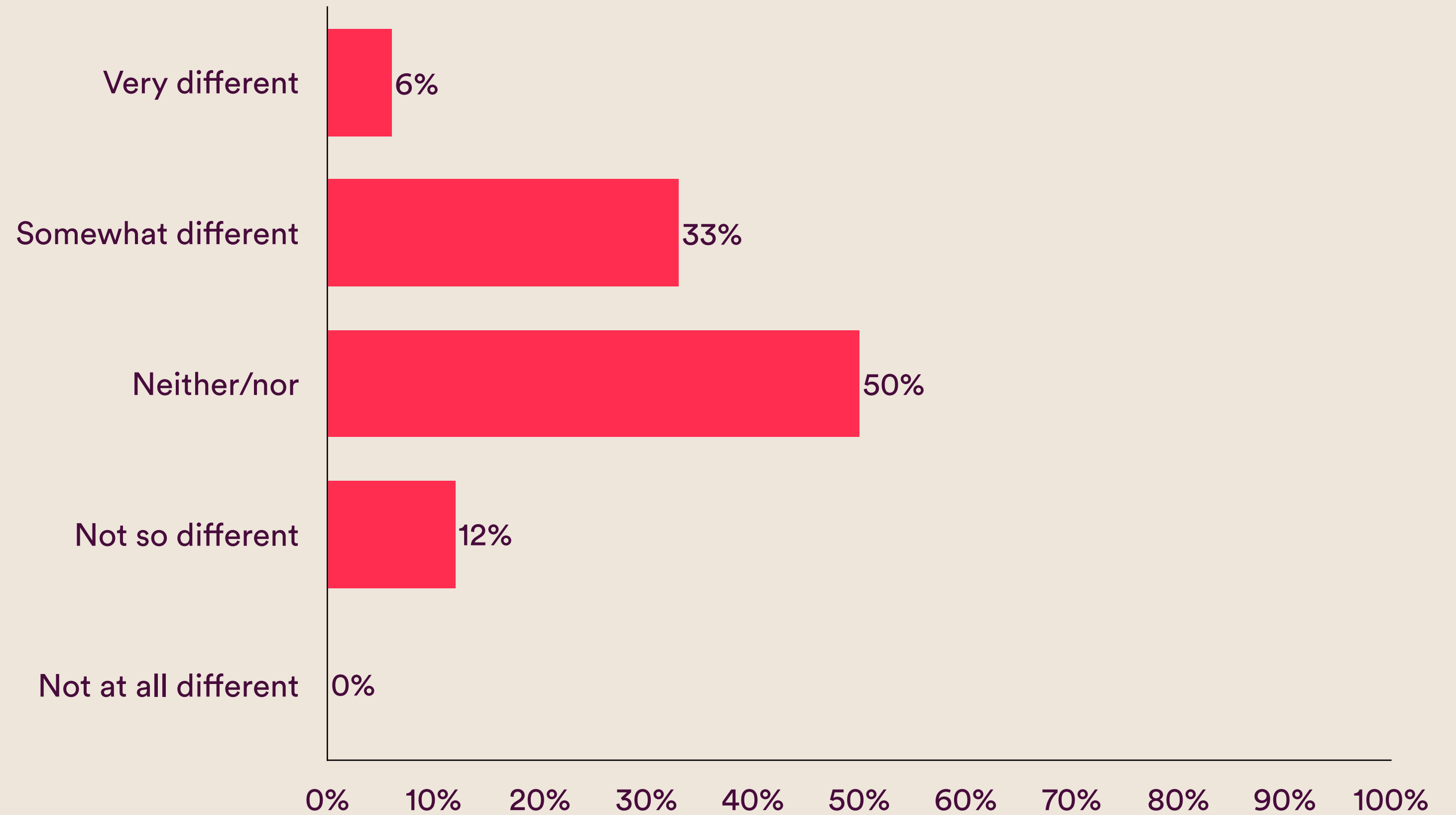
Differentiation

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



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Question 09

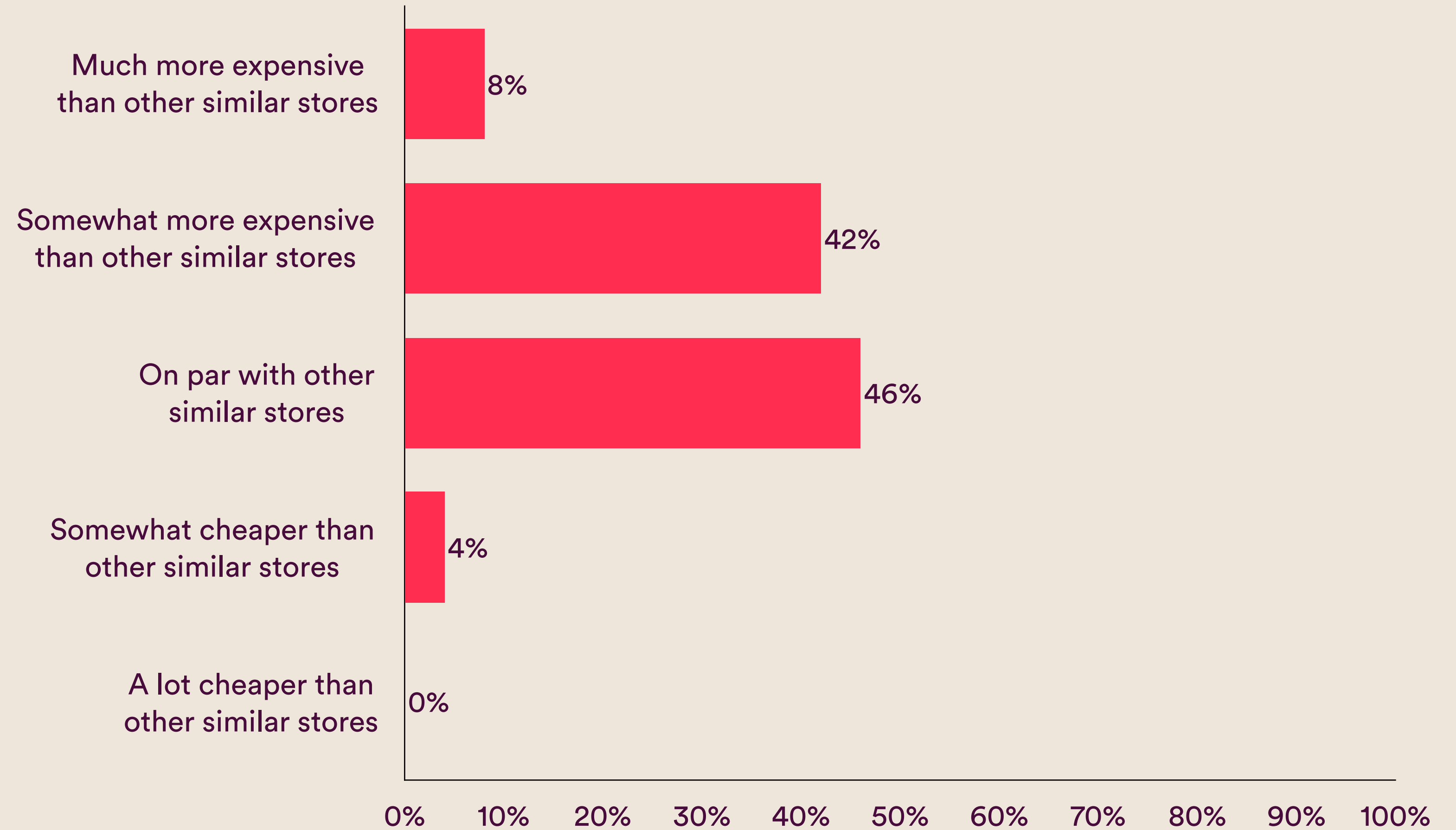
Price Perception

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!



Question 10

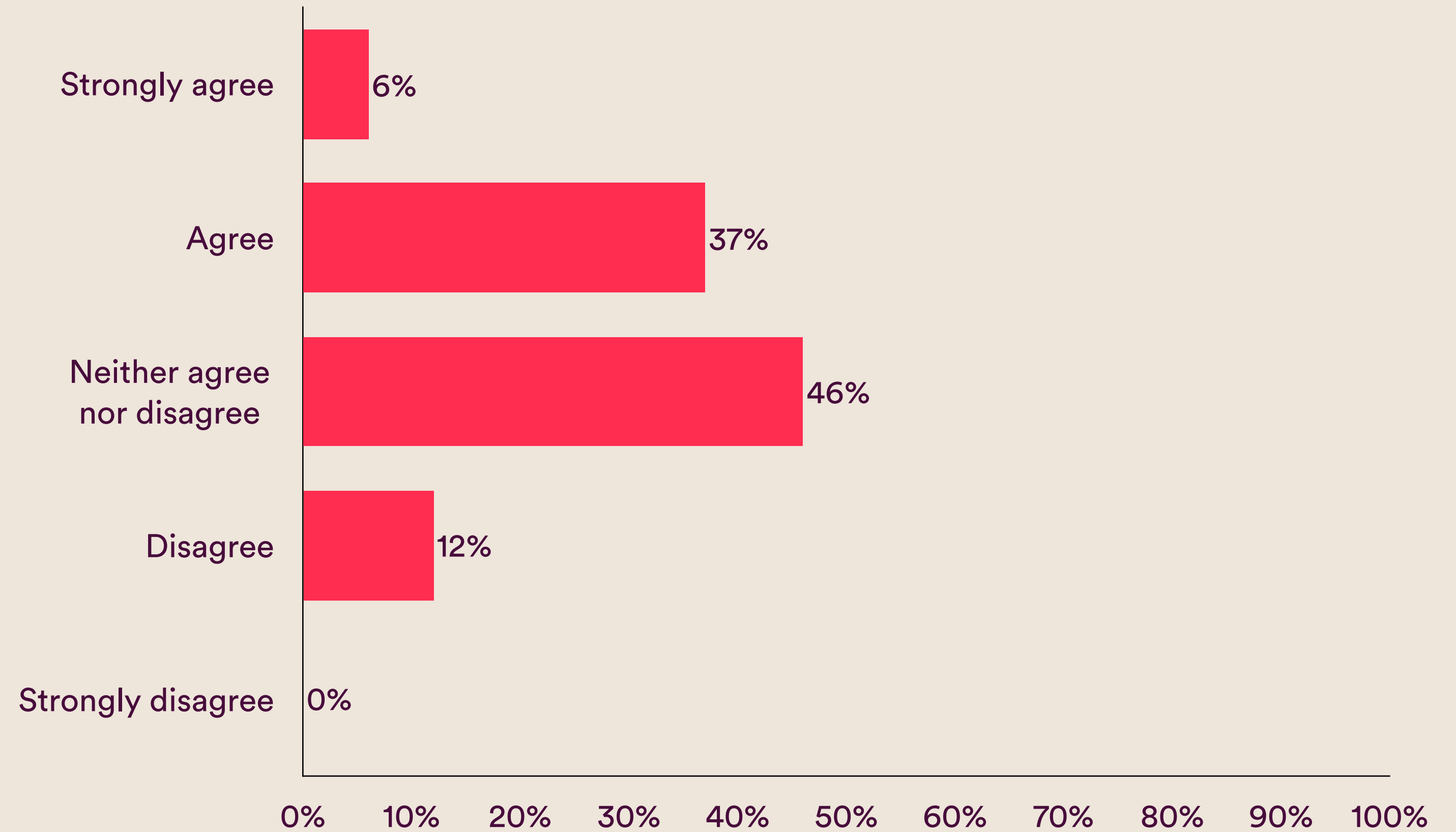
Value for Money

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



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!



Thank you.

For further inquiries and information, contact hello@foxiq.nz

