

Table 4.4 Typical Items on Customer Satisfaction Surveys

How many people were in line ahead of you at checkout?

_____ None

_____ One person

_____ Two people

_____ Three people

_____ Four people

_____ Five or more people

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

_____ Once

_____ Twice

_____ Three times

_____ Four times

_____ Five or more times