Customer Survey Form

1. Name of the Customer

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1. Age group

* 15 – 30
* 30 – 45
* 45 – 60
* 60 Above

1. Gender

* Male
* Female

1. Race

* Chinese
* Indian
* Malay
* Others\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| I buy below items from | Shops in Malls or Work Location | Hypermarket (e.g. Giant, NTUC, etc)or Conveinence store (e.g. 7eleven, Cheers) | Shops near my HDBs or Wet markets |
| Poulty, Seafood and Meat | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Fruits and Veggies | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Groceries | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Fresh Bakes / Made  (e.g. Pasteries, Salads, Sandwiches etc) | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Beverages  (e.g. Coffee, Tea, Fresh juices) | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Clothes and Accessories | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Electronics | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
| Electical and Home care | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly | * Once a Week * Few times a week * Occasionaly |
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Have you ever missed to get fresh stock