



QUESTIONNAIRE FOR MONEY
MART



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Section I (Select BEST option for each question, fill in the text where applicable)

1. What is your age?

- a) 18-20
- b) 21-29
- c) 30-39
- d) 40-49
- e) 50-59
- f) 60

2. What is your gender?

- a) Male
- b) Female

3. Are you currently married?

- a) Yes
- b) No

4. Which of the below best describes your ethnicity?

- a) White American
- b) Black American, Afro-American
- c) Asian
- d) European American
- e) Latino Hispanic American
- f) Another Race. Please specify_____

5. How many members currently live in your household?

6. How much do you earn in a year?

- a) 0-\$9,999
- b) \$10,000-\$24,999
- c) \$25,000-\$49,999
- d) \$50,000-\$99,999
- e) \$1,00,000-\$4,99,999
- f) \$5,00,000 or above

7. How much is your combined household income in a year?

- a) 0-\$9,999
- b) \$10,000-\$24,999
- c) \$25,000-\$49,999
- d) \$50,000-\$99,999
- e) \$1,00,000-\$4,99,999
- f) \$5,00,000 or above



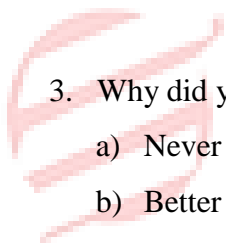
EssayCorp 5 years ★★★★★

Section II (Select BEST option for each question, fill in the text where applicable)

1. How did you first hear about Money Mart?
 - a) From a friend, colleague
 - b) Through advertisements
 - c) From the social media
 - d) Others, please specify_____

2. How user-friendly is Money Mart's website?
 - a) Extremely user-friendly
 - b) Somewhat user-friendly
 - c) Somewhat difficult to use
 - d) Extremely difficult to use
 - e) Never visited Money Mart website

3. Why did you choose Money Mart over other similar firms?
 - a) Never considered other firms
 - b) Better service staff
 - c) Better product options
 - d) Easy processes
 - e) Lower interest rates
 - f) Other reasons, please specify_____



EssayCorp 5 years ★★★★★

Section III (Select BEST option for each question, fill in the text where applicable)

1. Which information sources did you research to select the company offering a Pay Day Loan?
 - a) Business newspapers
 - b) Business websites
 - c) Friends and relatives
 - d) Business magazines
 - e) Other sources, please specify

2. Why do you prefer a Pay Day company in comparison to take credit or credit card cash advance?
 - a) Easy to obtain Pay Day loan
 - b) Lower processing fees
 - c) Able to take higher loan amount
 - d) Lower rate of interest
 - e) Others, please specify _____

3. How many times in the past, have you availed Pay Day loans (including other competitors in market)?
 - a) 1-5 times
 - b) 6-10 times
 - c) More than 10 times

4. How often do you take a Pay Day loan?
 - a) Once a month
 - b) Once in three months
 - c) Once in six months
 - d) Once in a year
 - e) Others, please specify _____

5. Which channel did you use to obtain your Pay-Day Loan (s)?
 - a) Visited store location
 - b) Applied through the internet
 - c) Have used both options

6. Do you think Money Mart charges reasonable fees for Pay Day loan service?
 - a) Yes, the fees are reasonable
 - b) No, the fees are high

7. How likely is it that you will continue to prefer Money Mart for Pay Day loans?
 - a) Extremely likely
 - b) Very likely
 - c) Somewhat likely
 - d) Not at all likely

8. When do you plan to take your next Pay Day Loan from Money Mart?
 - a) Within the next 3 months
 - b) Within the next 6 months
 - c) Within the next year
 - d) Within the next years
 - e) Not in near future
 - f) Never

Section IV (Select BEST option for each question, fill in the text where applicable)

1. How would you rate each of the below services which you have used at Money Mart?

Service used	Never used this service 0	Extremely dissatisfied 1	Somewhat dissatisfied 2	Neither satisfied nor dissatisfied 3	Somewhat satisfied 4	Extremely satisfied 5
Pay Day Loan		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheque cashing services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Currency exchange services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western Union services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash-for-Gold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How would you rate Money Mart's support staff on each of these parameters?

Key staff variables	Extremely dissatisfied 1	Somewhat dissatisfied 2	Neither satisfied nor dissatisfied 3	Somewhat satisfied 4	Extremely satisfied 5
Polite Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Knowledge about different financial products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of processing request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Are you satisfied with the staff behaviour at Money Mart retail stores?

- a) Extremely satisfied
- b) Somewhat satisfied
- c) Neither satisfied nor dissatisfied
- d) Somewhat dissatisfied
- e) Extremely dissatisfied

4. To what extent does the Money Mart staff understand your need and offer you the right advice about which products to choose?

- a) Demonstrate extreme understanding of the need and proactively offer the right advice
- b) Demonstrate moderate understanding of the need and offer advice on that basis
- c) Demonstrate indifference and do not offer proactive advice
- d) Demonstrate poor understanding of the need and offer costliest solutions
- e) Demonstrate no understanding of the need and offer the wrong products

5. How satisfied are you with Money Mart overall?

- a) Extremely satisfied
- b) Somewhat satisfied
- c) Neither satisfied nor dissatisfied
- d) Somewhat dissatisfied
- e) Extremely dissatisfied

6. Which services of Money Mart are you most likely to use again in future?

Pay Day Loan Currency Exchange Cash-for-Gold Western Union Cheque Cashing

7. Which words best describe your experiences so far with Money Mart?

I loved it Easy to deal with It was just OK Frustrating experience

8. Please suggest how can Money Mart further improve its services



EssayCorp 5 years ★★★★★

Section V (Select BEST option for each question)

1. Which new slogan do you think can represent Money Mart brand the best, in the upcoming advertising campaign?
 - a) The Power of Money on Your Side
 - b) Money Mart is Peace of Mind
 - c) Neither of them
2. Will you be interested in purchasing the new “Credit Report” service being launched by Money Mart in order to determine your financial history?
 - a) Yes
 - b) No
 - c) Cannot decide
3. How much maximum money are you ready to pay for the “Credit Report” service? **[Will be disabled for those who enter “No” for question 2]**
 - a) \$20- \$24
 - b) \$25-\$29
 - c) \$30-\$34
4. Which new financial service should Money Mart introduce as per you?

