



We are excited to recommit to you, our customers. Last year we worked extra hard to bring you Piccadilly Pizza and Green Chili Mexican Grill. WE put in a whole new look with new cases and item placement in our produce, meat and frozen foods department. WE also have done a major remodel in our gasoline and diesel pumps. We now have 24-hour gas service with a credit card.

Now we need your help to make our store better. Our theme for 2009 and our 28th anniversary year is:

EVERYBODY SHOPS AT FOOD RANCH

Let us sweeten you up. The first 100 people who fill out this short survey and return it to Food Ranch will be given a free Western Family ½ gallon of ice cream. This is our way of saying “Thanks.” We need your help to improve and remain your grocery store. Collect your free ice cream when you give the completed survey to us.

1. Do you shop with us at Food Ranch? Yes No
 If yes, what percentage of your shopping would you say that you do at Food Ranch? _____

2. What is the distance from your home to Food Ranch? _____

3. Do you feel that Food Ranch is neat and clean? Yes No
 Comments _____

4. Please rate our store for quality, availability, price, and variety, 1 being lowest and 10 being highest.

Produce Department	1	2	3	4	5	6	7	8	9	10
Meat Department	1	2	3	4	5	6	7	8	9	10
Hot Deli Department	1	2	3	4	5	6	7	8	9	10
Bakery Department	1	2	3	4	5	6	7	8	9	10
Grocery Department	1	2	3	4	5	6	7	8	9	10
Frozen Foods Department	1	2	3	4	5	6	7	8	9	10
Meat/Cheese Department	1	2	3	4	5	6	7	8	9	10
Non Foods Department	1	2	3	4	5	6	7	8	9	10
Sporting Goods Department	1	2	3	4	5	6	7	8	9	10

5. Please rate the helpfulness and cheerfulness of our employees, 1 being lowest and 10 being highest.

Cashiers	1	2	3	4	5	6	7	8	9	10
Bakery/Deli	1	2	3	4	5	6	7	8	9	10
Meat Department	1	2	3	4	5	6	7	8	9	10
Bag Boys	1	2	3	4	5	6	7	8	9	10
Comments	_____									

6. Please rate our Piccadilly Pizza. 1 2 3 4 5 6 7 8 9 10

In your opinion, how can we improve this department? _____

7. Please rate our Green Chili Mexican Grill 1 2 3 4 5 6 7 8 9 10

In your opinion, how can we improve this department? _____

8. Do you buy your gas from us? Yes No Percentage of time _____

In your opinion, how can we improve this department? _____

9. When choosing a place to do your shopping, do you consider the cost of gasoline? Yes No

Do you consider your time? Yes No

10. Do price busters influence your decision to shop with us? Yes No

11. Would you be interested in a racquetball membership for you and your family? Yes No

If no, what would make you more interested? _____

12. What could we do at Food Ranch to gain your confidence so you would do most or all of your shopping with us? _____

13. We would appreciate any other comments and suggestions. _____

