

Saar's Customer Satisfaction Survey

July 2014

Thank you for taking a few minutes to answer the following questions. Your preferences and opinions provide information that can improve your shopping experience with us.

1. How often do you shop at Saar's Super Saver Foods in Tukwila?

- Less than 1 time a month
- 1-2 times a month
- 3-5 times a month
- More than 5 times a month

2. a. How do you usually travel to shop here?

- Drive
- Bus
- Walk
- Other (Please specify) _____

b. Please estimate the time you travel to shop here.

- Less than 10 minutes
- 10-30 minutes
- 30-60minutes
- More than an hour

3. How much do you typically spend every time you visit us?

- \$30 and under
- \$31-\$60
- \$61-\$100
- \$100 and above

4. a. Is Saar's your primary grocery store? Yes No

b. Which of the following grocery stores do you shop at most often (Check all that apply)?

- Saar's Super Saver Foods Seafood City Supermarket Safeway Grocery Outlet
- Fred Meyer Target Costco WinCo Foods Wal-Mart Bartell Drugs
- Cash & Carry Trader Joe's 99 Ranch Uwajimaya Other(Please specify) _____

5. a. How satisfied are you with the following departments at Saar's?					
	Very Dissatisfied			Very Satisfied	
Bakery	1	2	3	4	5
Beer and wine	1	2	3	4	5
Dairy	1	2	3	4	5
Deli	1	2	3	4	5
Frozen	1	2	3	4	5
Grocery	1	2	3	4	5
Health and beauty care	1	2	3	4	5
Meat-fresh	1	2	3	4	5
Meat-packed	1	2	3	4	5
Meat-Seafood	1	2	3	4	5
Pets	1	2	3	4	5
Produce	1	2	3	4	5
b. Please circle the number that best represents how well Saar's Super Saver Foods in Tukwila meets your shopping expectations.					
	Not well			Very well	
Quality of food	1	2	3	4	5
Availability of food (variety, brands, etc.)	1	2	3	4	5
Prices of food	1	2	3	4	5
Customer service	1	2	3	4	5
Store layout	1	2	3	4	5
Travel time to store	1	2	3	4	5
Buying locally grown foods	1	2	3	4	5
Your overall shopping experience with us	1	2	3	4	5

6. a. What time during a day do you usually shop at Saar's?

- Daytime Nighttime Both

b. Do you feel safe while shopping inside the store?

- Yes No

c. Do you feel safe in our parking lot?

- Yes No

6. Please check the statements that you agree with.

a. I shop at Saar's because it is the nearest grocery store to where I live.

I shop at Saar's because I prefer it over other grocery stores.

b. I prefer well-known name brands over generic or store brands.

I don't pay attention to the brand, but only care about the quality of the product and price

c. I prefer to have a broad selection in brands when I am looking to buy a particular item.

I prefer to spend less time shopping and don't care for having a broad selection of an individual product.

d. I prefer large chain grocery stores.

I prefer smaller local grocery stores.

7. What other services would you like to see at our store (check all that apply)?

Banking

Coffee Shop

Food court/Restaurants

Pharmacy/Compounder

Liquor Sales

Video/DVD Rental

Floral

Other (Please list, and you can also list food options you want here)

8. As a customer of Saar's, what further recommendations would you like to give us/what do you expect to see in the future?

9. a. What is your gender?

- Male
- Female

b. What is your age group?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and above

c. What is your household size? _____

d. What is your estimated annual household income?

- \$10,000 and under
- \$10,001-\$25,000
- \$25,001-\$40,000
- \$40,000-\$55,000
- \$55,001 and above
- I prefer not to disclose

e. Which neighborhood are you currently living in?

- Cascade View
 - McMicken Heights
 - Riverton
 - Foster
 - Tukwila Hill
 - Ryan Hill
 - Allentown
 - Duwamish
 - Thorndyke
 - Southcenter
 - Outside Tukwila (Please specify) _____
 - Not sure? Please provide the nearest cross street to where you live.
-

f. What language do you use most commonly?

- English
- Arabic العربية
- Spanish español
- Somali Soomaali
- Serbian/Bosnian/Croatian српски/bosanski/hrvatski
- Russian русский
- Vietnamese Việt
- Mandarin/Cantonese 中文
- Other (Please specify) _____

Thank you very much for your participation! We are excited to bring you more healthy food options in the near future, and glad that you are interested in lending your knowledge to helping Tukwila grow.