

Example of Customer Survey

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New Freedom Initiative Caregiver Broadcast Survey

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1. How did you first learn about the broadcast?

- From a work colleague
- From a friend or relative
- At a meeting or conference
- From the radio, newspaper or magazine
- From an e-mail, liseserv or website
- Other

2. What is your background or place of employment?

- I am a caregiver (paid)
- I am a caregiver (unpaid)
- I work for a state or local government
- I work for a Federal agency
- I work for a non-profit
- Tribe or Tribal organization
- Other

3. Has the NFI broadcast increased your knowledge and awareness about caregiving issues?

(5=maximum knowledge and awareness, 1=no knowledge or awareness gained)

- 5
- 4

- 3
- 2
- 1

4. Overall, I think the broadcast was:

- Very interesting and informative
- Somewhat interesting and informative
- Not at all interesting and informative

5. Please rate the broadcast: how useful was it to you?

(5=very useful, 1=not useful)

- 5
- 4
- 3
- 2
- 1

6. What topics would you like to see in future broadcasts? (check all that apply)

- Serving Rural Caregivers
- Reaching Out To Culturally Diverse Communities
- Young Caregivers
- Health Implications of Caregiving on the Caregiver
- Disaster Education and Planning For Caregivers
- How To Reach Caregivers That May Not Be In the System or May Not Know They Are Caregivers
- Integrating Volunteers into the Systems of Care
- Expanding Caregiver related Programs in An Era of Flat Budgets
- Other topics:

7. I thought the broadcast (check all that apply):

- Should have included *more time* for presentations
- Should have included *less time* for presentations
- Should have included *more* time for Questions & Answers
- Should have included *less* time for Questions & Answers
- Lasted about the right length of time
- Lasted too long

8. Did you like the format of the broadcast?

- Yes
- No
- Unsure or undecided

9. In what ways could the format of the broadcast be improved, please explain:

10. What do you suggest to improve future broadcasts?

