

SAMPLE SURVEY QUESTIONNAIRE
Office of Cuba Broadcasting Survey

PERSONAL DATA COLLECTION

FIRST NAME: _____

AGE: _____

SEX: _____

PLACE LIVED IN CUBA: _____

EDUCATION LEVEL: _____

JOB IN CUBA: _____

YEAR OF ARRIVAL IN U.S.: _____

SURVEY QUESTIONS

RADIO:

Did you listen to radio in Cuba?

Which local stations did you regularly tune into?

Were you able to listen to any international radio stations?

Which did you listen to most often? (Why?)

Did you ever have an opportunity to listen to Radio Marti?

How about your friends and family; did they ever listen to Radio Marti?

Thinking now about Radio Marti, in your own words how would you describe Radio Marti to a friend?

What programs do you like best on Radio Marti? (Ask about some specific programs.) (Why?)

What programs do you like least on Radio Marti? (Why?)

If you were program manager of Radio Marti, what would you do to improve its programming - what changes, if any, would you make?

TV:

Tell me about TV in Cuba?

What channels did you watch most?

Which programs?

What did you like most about those shows? (Why?)

Which TV programs did you like least? (Why?)

Did you ever watch TV delivered by satellite?

Did you know of anyone who did watch satellite TV?

Have you watched TV Marti?

If so, which programs did you like best? (Ask about specific programs.) (Why?)

Which programs did you like least? (Why?)

INTERNET:

How about Internet?

Did you have access?

If not, did you know anyone who did?

Are you aware of how they used the Internet?

What sites did you log on to?

Did you ever log on to the Radio/TV Marti web site?

If so, what did you like best about it? (Why?)

What did you like least about it? (Why?)