

Marketing Questionnaire to Parents

How did you first hear about this program?

- Drove by and noticed the sign
- Heard about it from a friend
- Found it in the yellow pages
- Saw an ad (please list publication name):
- Referred by an agency (please list agency):
- Via our Web site
- Other (please list):

Did you receive a copy of the program's brochure in the mail? Yes No

If yes, was the brochure

- Interesting and helpful
- Confusing
- Lacking information (please list):
- Other (please list):

Did you find it helpful to visit the program before your child enrolled here? Yes No

Was there anything memorable about your visit? Yes No

If yes, please describe:

During your visit, what was the most important thing you saw that you really like or that made you decide to send your child here?

If we could offer any type of class, activity, or service to your child at our program, what would you like it to be?

Any other comments?

