

Constant Contact Survey Results

Survey Name: Blessings! For Seniors Newsletter

1. How often do you read our newsletter?

	Number of Response(s)	Response Ratio
Always	13	40.6%
Frequently	14	43.7%
Sometimes	3	9.3%
Rarely	0	0.0%
No Responses	2	6.2%
Total	32	100%

2. How often would you like to receive our newsletter?

	Number of Response(s)	Response Ratio
Weekly	2	6.2%
Every two weeks	3	9.3%
Monthly	22	68.7%
Quarterly	4	12.5%
Semi-annually	0	0.0%
Annually	0	0.0%
No Responses	1	3.1%
Total	32	100%

3. How much of our newsletter do you read?

	Number of Response(s)	Response Ratio
A quarter or less	4	12.5%
From a quarter to half	3	9.3%
Half to three-quarters	7	21.8%
More than three-quarters	16	50.0%
No Responses	2	6.2%
Total	32	100%

4. What is your overall satisfaction with the newsletter?

	Number of Response(s)	Response Ratio
Very satisfied	20	62.5%
Somewhat satisfied	8	25.0%
Neutral	2	6.2%
Somewhat dissatisfied	0	0.0%
Very dissatisfied	0	0.0%
No Responses	2	6.2%
Total	32	100%

5. Rate your satisfaction with the following features of this newsletter.

1 = Very Dissatisfied, 2 = Somewhat Dissatisfied, 3 = Neutral, 4 = Somewhat Satisfied, 5 = Very Satisfied

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	1	2	3	4	5
Length	0 0%	0 0%	6 20%	7 23%	17 57%
Design	0 0%	0 0%	5 17%	8 27%	17 57%
Content	0 0%	0 0%	3 10%	11 38%	15 52%
Color	0 0%	0 0%	6 20%	6 20%	18 60%
Layout	0 0%	0 0%	6 20%	9 30%	15 50%

6. How relevant do you find the information in the newsletter?

	Number of Response(s)	Response Ratio
Very relevant	19	59.3%
Somewhat relevant	10	31.2%
Neutral	1	3.1%
Somewhat irrelevant	0	0.0%
Very irrelevant	0	0.0%
No Responses	2	6.2%

Total 32 100%

7. What can we do to improve?

3 Response(s)

Better color pictures. Shorter articles	
Font sizing for those of us optically challenged and keeping the font a more readable style for the senior market.	
Ask what others would like to see in the newsletter.	

8. Would you be interested in providing content for this newsletter?

	Number of Response(s)	Response Ratio
Yes	8	25.0%
No	9	28.1%
Maybe	12	37.5%
No Responses	3	9.3%
Total	32	100%

9. What would you like to see in future newsletters?

5 Response(s)

Answer	
anything that promotes wellness. And perhaps events in the senior community.	
You both are doing an awesome job! Keep up the good work on the West side. Jamie	
See previous notes	
I like content now.	
Quick reads on "How to" ie. how to be a rested caregiver; how to know in 30 minutes what your financials looks like; bullet point of why should I see an attorney at age 60-70 etc. Small pieces that you can read quickly with a link for more info. I think you already do this, but I'd like to see more the newsletter in this style.	