

## Survey of New Patients

We'd like to understand where our new patients are coming from. Please mark ANY of the following factors that influenced you to come to us for your eyecare?

- |   |   |
|---|---|
| <input type="checkbox"/> Recommendation - friend or family  | <input type="checkbox"/> Advertising - TV                   |
| <input type="checkbox"/> Recommendation - doctor            | <input type="checkbox"/> Advertising - Radio                |
| <input type="checkbox"/> Recommendation - pharmacy          | <input type="checkbox"/> Advertising - Newspaper            |
| <input type="checkbox"/> Recommendation - school            | <input type="checkbox"/> Advertising - Magazine             |
| <input type="checkbox"/> Recommendation - employer          | <input type="checkbox"/> Advertising - White Pages          |
| <input type="checkbox"/> Recommendation - health fund       | <input type="checkbox"/> Advertising - Yellow Pages         |
| <hr/>   | <input type="checkbox"/> Advertising - Local Directory      |
| <input type="checkbox"/> Reputation - quality care          | <input type="checkbox"/> Advertising - Practice Website     |
| <input type="checkbox"/> Reputation - technology            | <hr/>   |
| <input type="checkbox"/> Reputation - a specialty service   | <input type="checkbox"/> Internet Search - Bigpond          |
| <input type="checkbox"/> Reputation - range of frames       | <input type="checkbox"/> Internet Search - Google           |
| <input type="checkbox"/> Reputation - good value            | <input type="checkbox"/> Internet Search - Yahoo            |
| <hr/>   | <input type="checkbox"/> Internet Search - Other            |
| <input type="checkbox"/> Location - convenient to home      | <hr/>   |
| <input type="checkbox"/> Location - convenient to work      | <input type="checkbox"/> Facebook                           |
| <input type="checkbox"/> Location - convenient for parking  | <input type="checkbox"/> A talk by one of the optometrists  |
| <input type="checkbox"/> Location - noticed when passing by | <input type="checkbox"/> Friend or family of a staff member |
| <hr/>   | <hr/>   |

***Thank you for completing this survey***