

# “For the Love of Dog – Have you hear of Blasto?”

## Survey for dog owners:

1. How likely is it that you would pass this pamphlet on to a fellow dog owner (please circle)?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely likely

2. Overall, how would you rate the pamphlet (please circle)?

Excellent Very good Good Fair Poor

3. What did you like about the pamphlet?

4. What did you dislike about the pamphlet?

5. How organized was the information in the pamphlet (please circle)?

Extremely organized Very organized Somewhat organized Not so organized Not at all organized

6. How attractive was the pamphlet to you?

Extremely attractive Very attractive Somewhat attractive Not so attractive Not at all attractive

7. How helpful was the information in the pamphlet (please circle)?

Extremely helpful Very helpful Somewhat helpful Not so helpful Not at all helpful

8. Was the amount of information in the pamphlet too much, not enough or about right (please circle)?

Not enough information 1 2 3 4 5 6 7 8 9 10 Way too much information

9. Do you have any suggestions on how the pamphlet can be improved?