



Rotorua Primary School

PRINCIPAL: F. WHATA B.Ed Dip. Tchg.

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Marketing Survey: Parents

Please answer the questions below to help us improve our service.

Where did you hear about our school?

- ☐ A friend or relative
- ☐ An education agent
- ☐ An education fair
- ☐ The Internet
- ☐ Your child found out and told you
- ☐ Other (specify)

What marketing materials did you see before you chose our school?

- ☐ School Website
- ☐ Education New Zealand Website
- ☐ School brochure
- ☐ Agent brochure
- ☐ School video
- ☐ Youtube video
- ☐ School Facebook page
- ☐ Other (specify)

If you viewed it, please rate our website

😊 😊 😊 😊 😊 😊
1 2 3 4 5 6

If you viewed it, please rate the school brochure

😊 😊 😊 😊 😊 😊
1 2 3 4 5 6

How complete was the information you received?

😊 😊 😊 😊 😊 😊
1 2 3 4 5 6

How would you rate our marketing materials for accuracy?
(Your child's experience of the school is as we described it)

😊 😊 😊 😊 😊 😊
1 2 3 4 5 6

How would you rate our marketing materials for attractiveness & format?

😊 😞
1 2 3 4 5 6

What other school information would you have liked?

other general information about NZ would you have liked?

What

How satisfied are you with your child's experiences at school so far?

😊 😞
1 2 3 4 5 6

What could we do to improve our service?

Thank you for your feedback