

## **Impulse Survey of Focus Facilities - User Survey**

December 2005

This research project was designed to assess opinions about the value of the Impulse Survey of Focus Facilities to those who use it.

The survey was conducted online. A total of 3,153 email invitations were sent to moderators who purchased the Impulse Survey of Focus Facilities in the past four years for whom we had an email address. Of these, 491 emails bounced.

A total of 517 valid responses were received by the cut-off date for the survey, a 19% response rate. Research was conducted in November 2005.

The overall sampling error for this survey is +/- 5% at the 95% level of confidence.

### **How many of the annual editions have you used?**

|              |     |
|--------------|-----|
| Four or more | 55% |
| Three        | 15% |
| Two          | 13% |
| One          | 17% |

### **How often do you use the Impulse Survey of Focus Facilities**

|                 |     |
|-----------------|-----|
| Always          | 24% |
| Almost always   | 47% |
| Sometimes       | 25% |
| Rarely or never | 4%  |

### **How helpful has the Impulse Survey of Focus Facilities been to you in selecting facilities**

|                   |     |
|-------------------|-----|
| Extremely helpful | 39% |
| Very helpful      | 46% |
| Helpful           | 15% |
| Not helpful       | >1% |

**How do you use the Impulse Survey of Focus Facilities**

|   |     |
|---|-----|
| Find facilities in new markets                        | 95% |
| Compare quality of facilities in a market             | 88% |
| Find facilities with specific capabilities            | 49% |
| Find popular facilities                               | 40% |
| To recommend a facility to others                     | 29% |
| Choose markets to visit                               | 13% |
| Find lesser known quality facilities                  | 11% |
| Note Adds to more than 100% due to multiple responses |     |

**In your experience, how accurate are the ratings**

|                     |     |
|---------------------|-----|
| Extremely accurate  | 5%  |
| Very accurate       | 62% |
| Somewhat accurate   | 33% |
| Not very accurate   | 0%  |
| Not at all accurate | 0%  |

**How important are each of the following ratings to you**  
**(Very Important)**

|                  |     |
|------------------|-----|
| Recruiting       | 95% |
| Personnel        | 56% |
| Facility         | 73% |
| Location         | 52% |
| Food service     | 11% |
| Value            | 40% |
| Overall rating   | 77% |
| Number of raters | 82% |

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