

Human Services Department Senior Services Program

Customer Satisfaction Survey

April, 2012

City of Phoenix



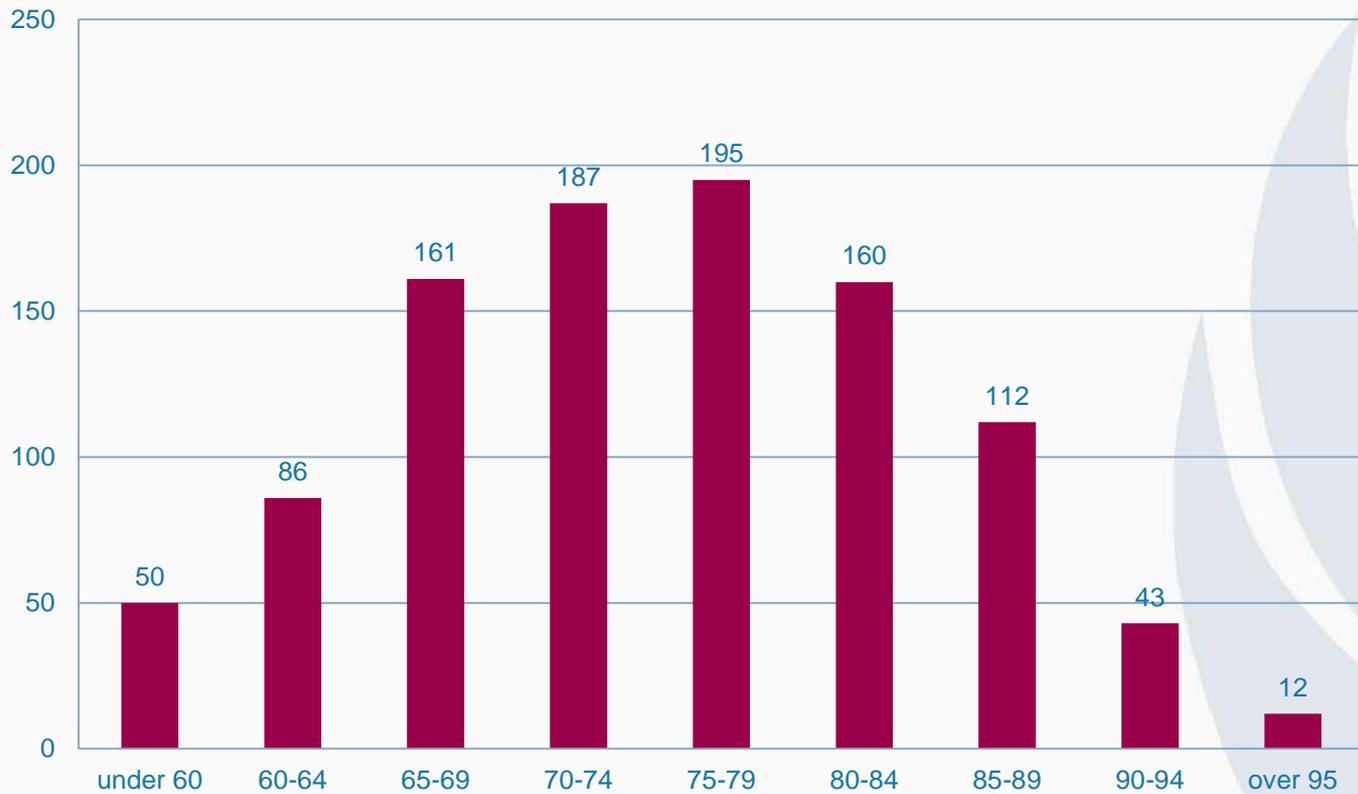
Introduction

- **Survey Reviewed and Approved by HSAC in May, 2011**
- **1800 surveys distributed in April, 2012**
 - Available in English, Spanish and Chinese
- **1204 surveys returned**
- **Customer Satisfaction Survey is now Bi-annual**
 - First survey occurred in August, 2011
 - Due to impromptu Meal Survey in January, the survey was implemented in April.



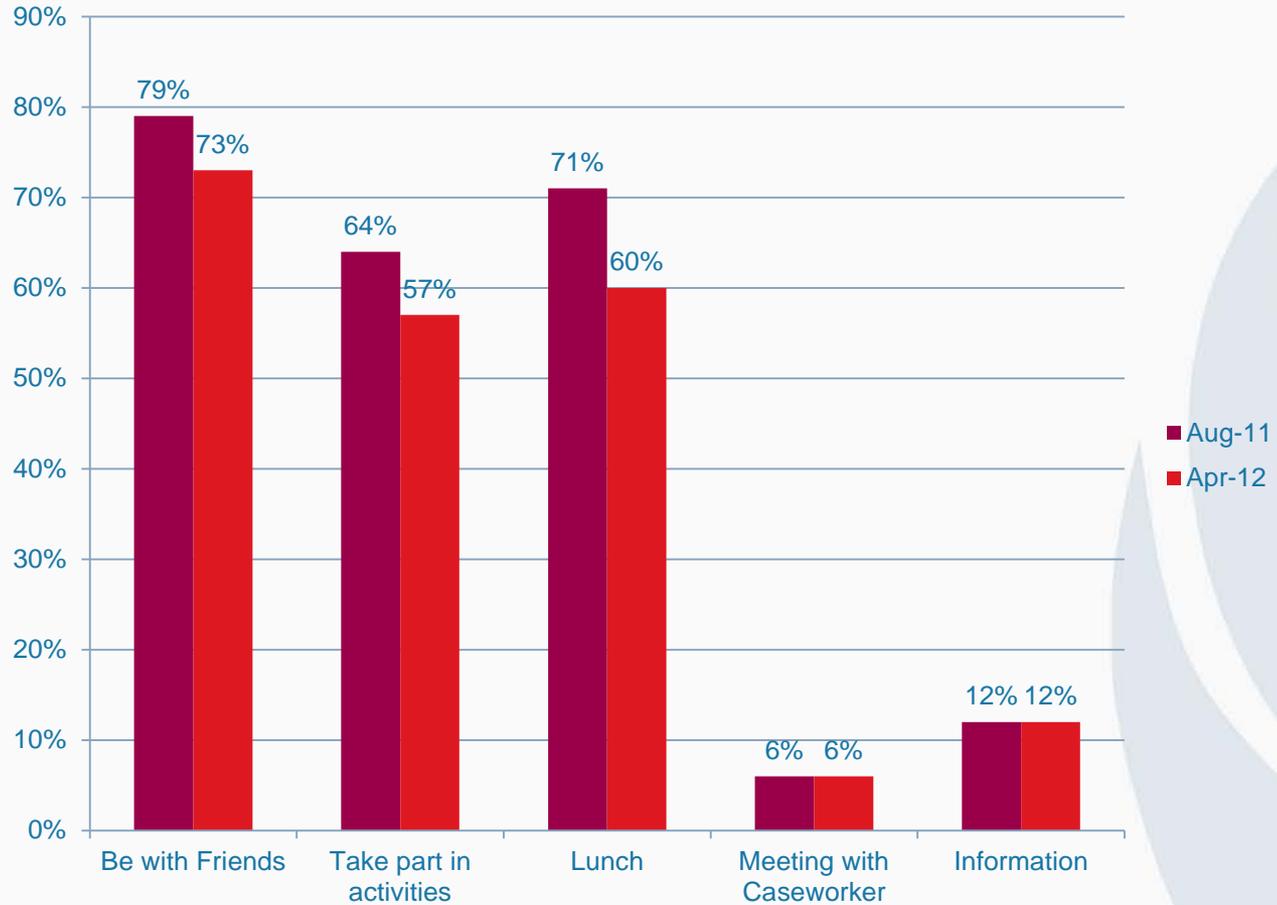
Members Ages

Age Range
1006 responses





Reasons for Attending





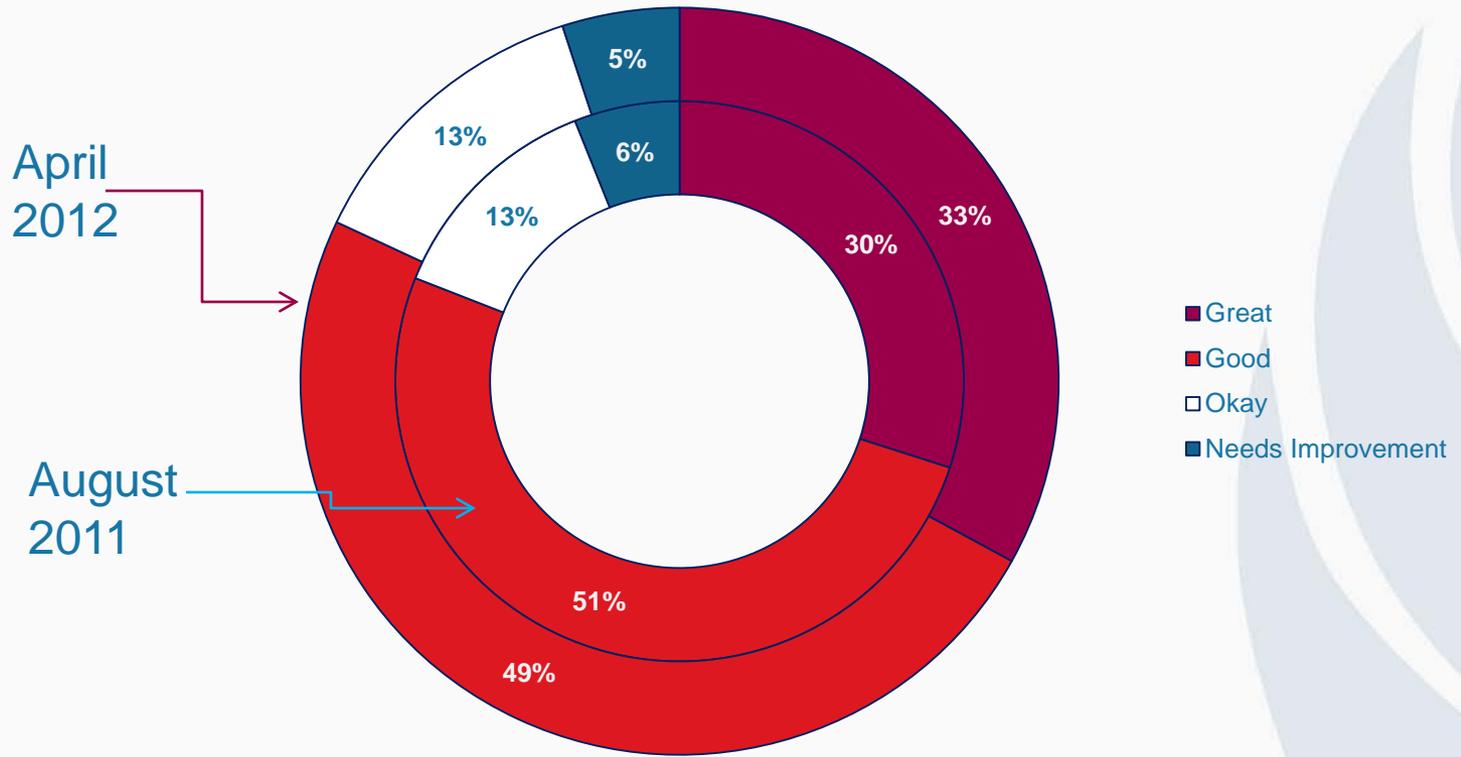
Reasons for Attending

Comments from senior center participants included:

- **“Help people who need help”**
- **“Get out of the house”**
- **“Escape boredom”**
- **“Email on computer”**
- **“Hacer ejercicio”**
- **“Volunteer”**



How was your lunch?





How was your lunch?

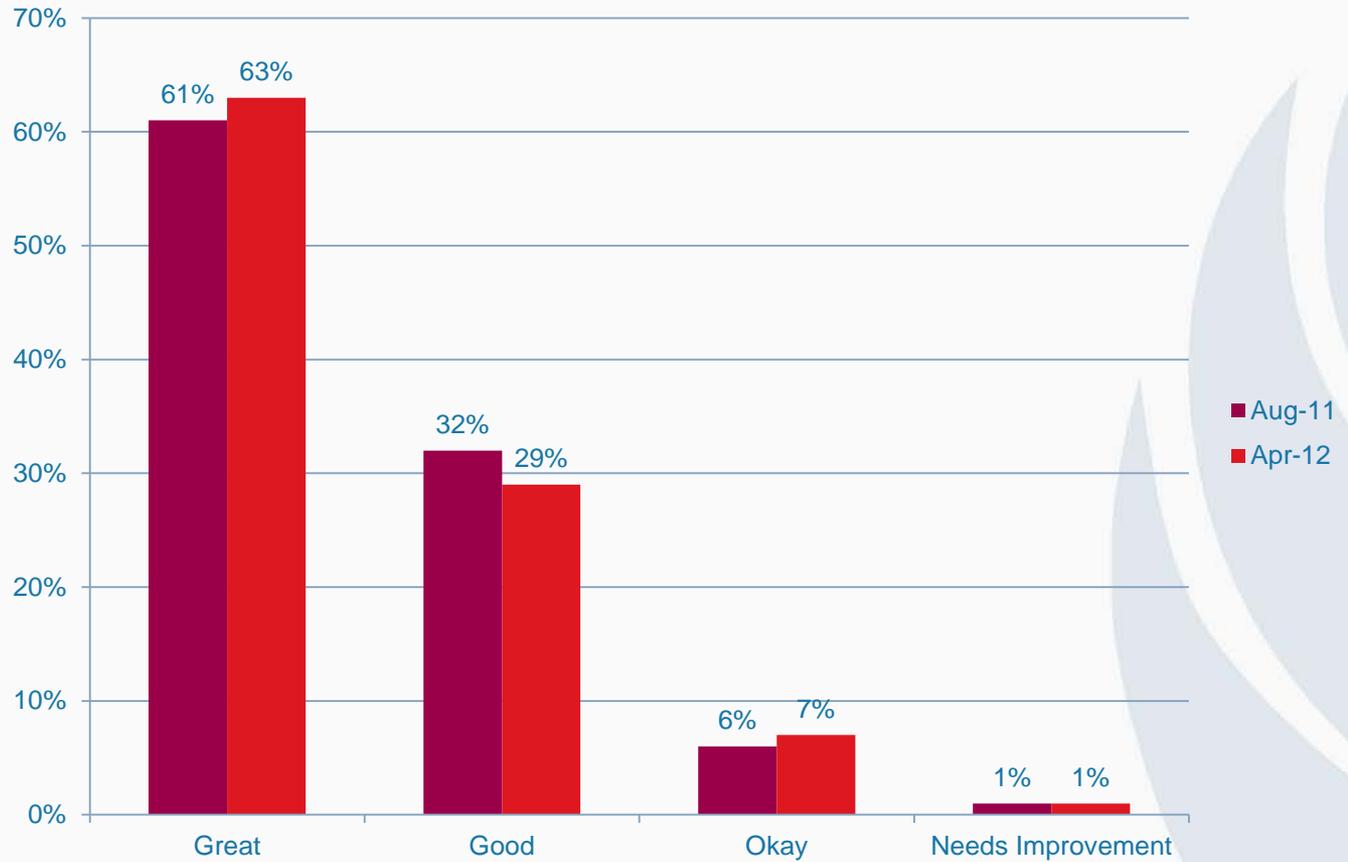
Comments from senior center participants included:

- **“One helping isn’t enough. It could be twice as much.”**
- **“Always very good”**
- **“Good food 99.99% of the time”**
- **“Veggies are always overcooked, pastas always overcooked, meat is always tough”**
- **“Muy bien la comida”**



Customer Service

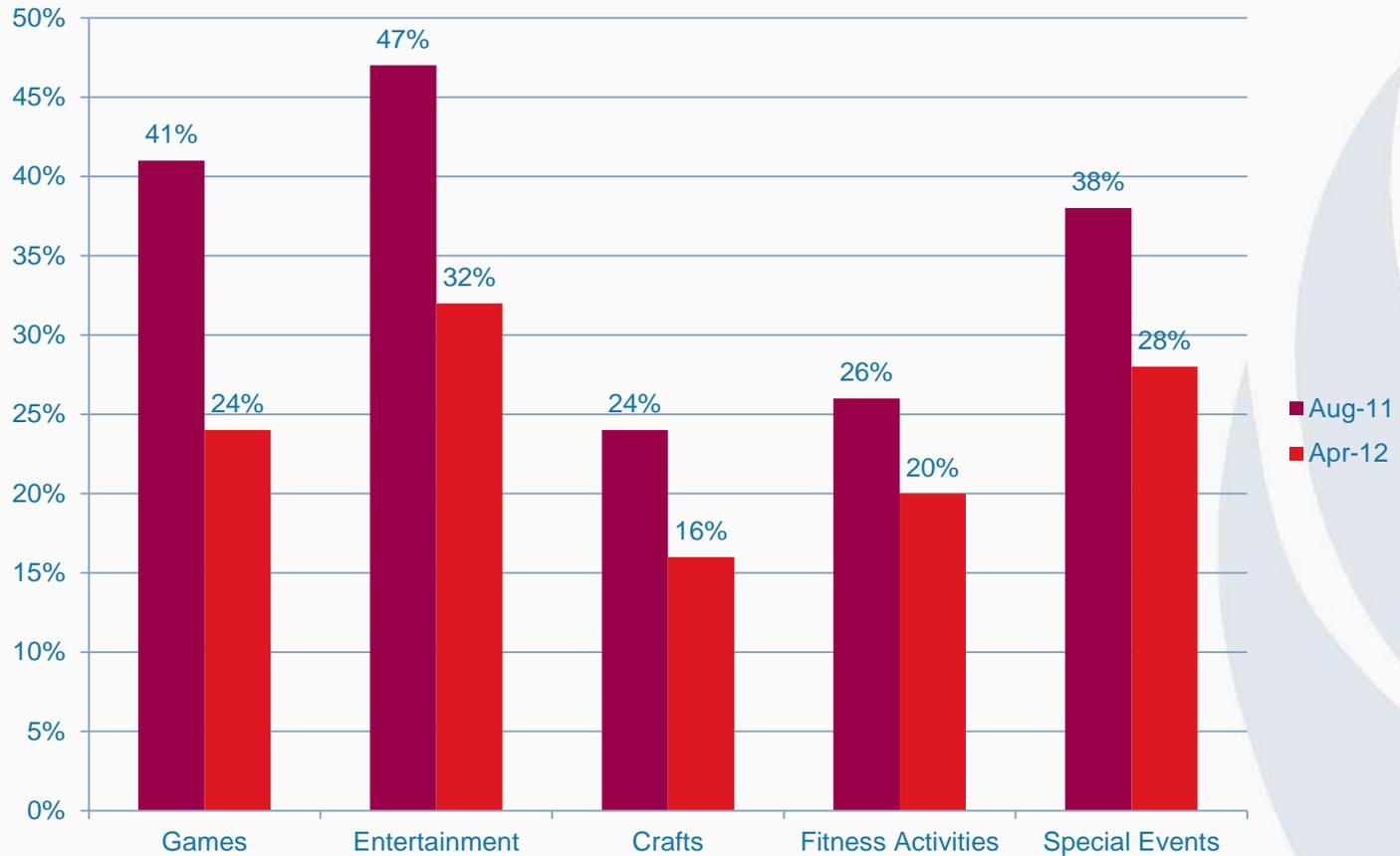
How did the staff treat you?





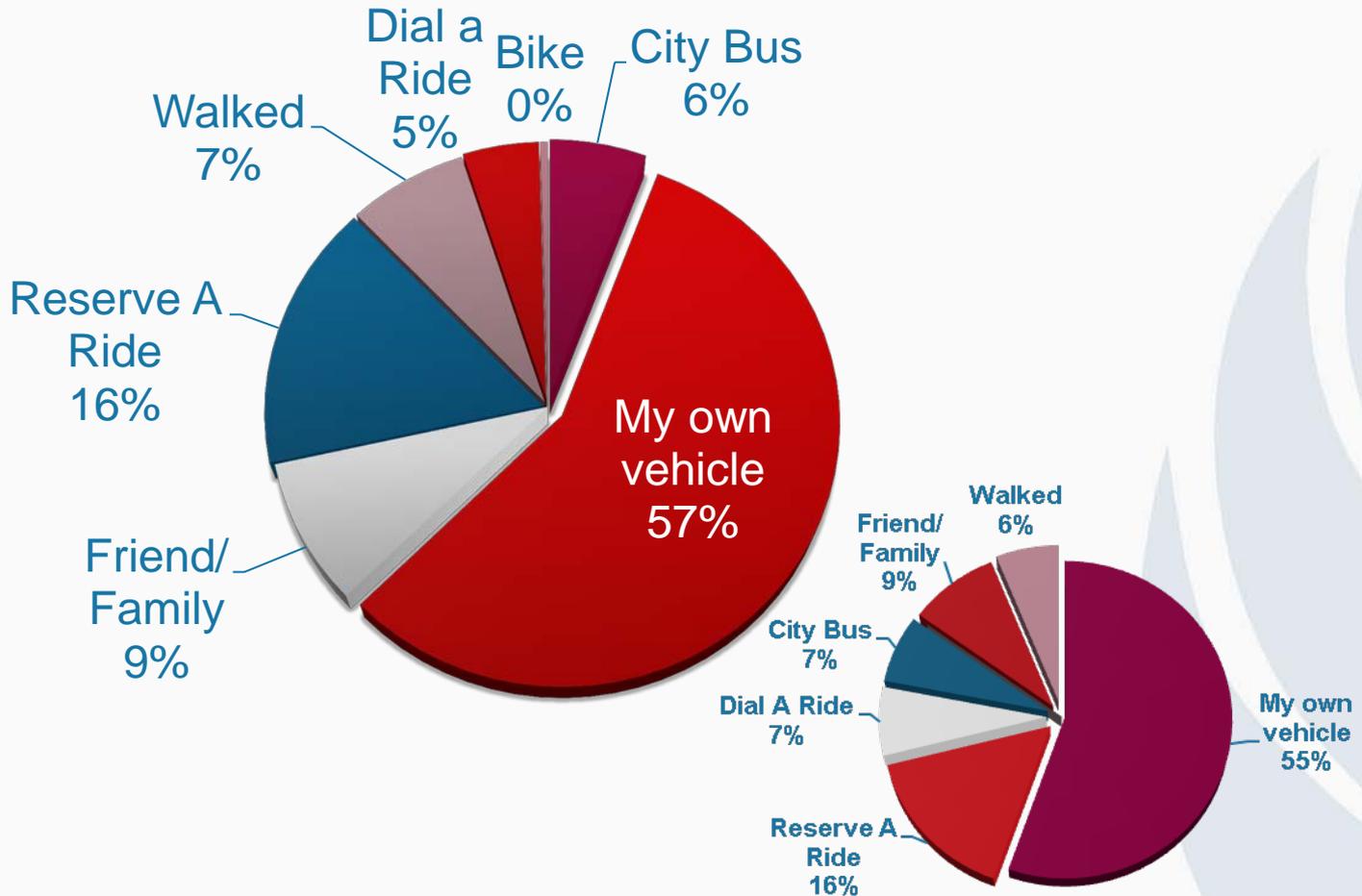
What can we do to improve?

More activities such as...





Transportation

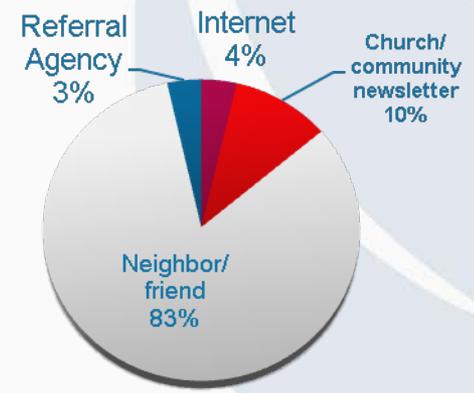
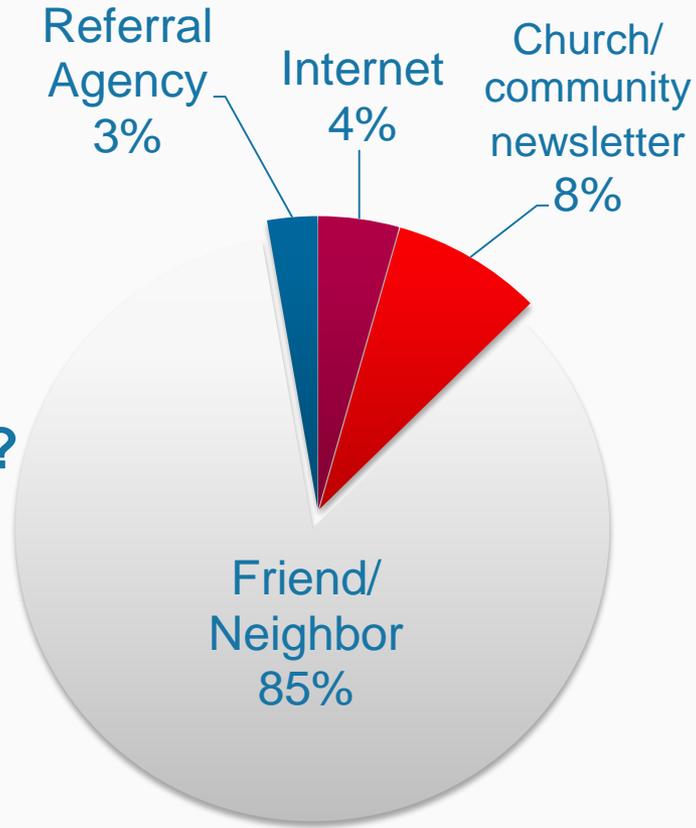


How Did You Get to the Senior Center Today?



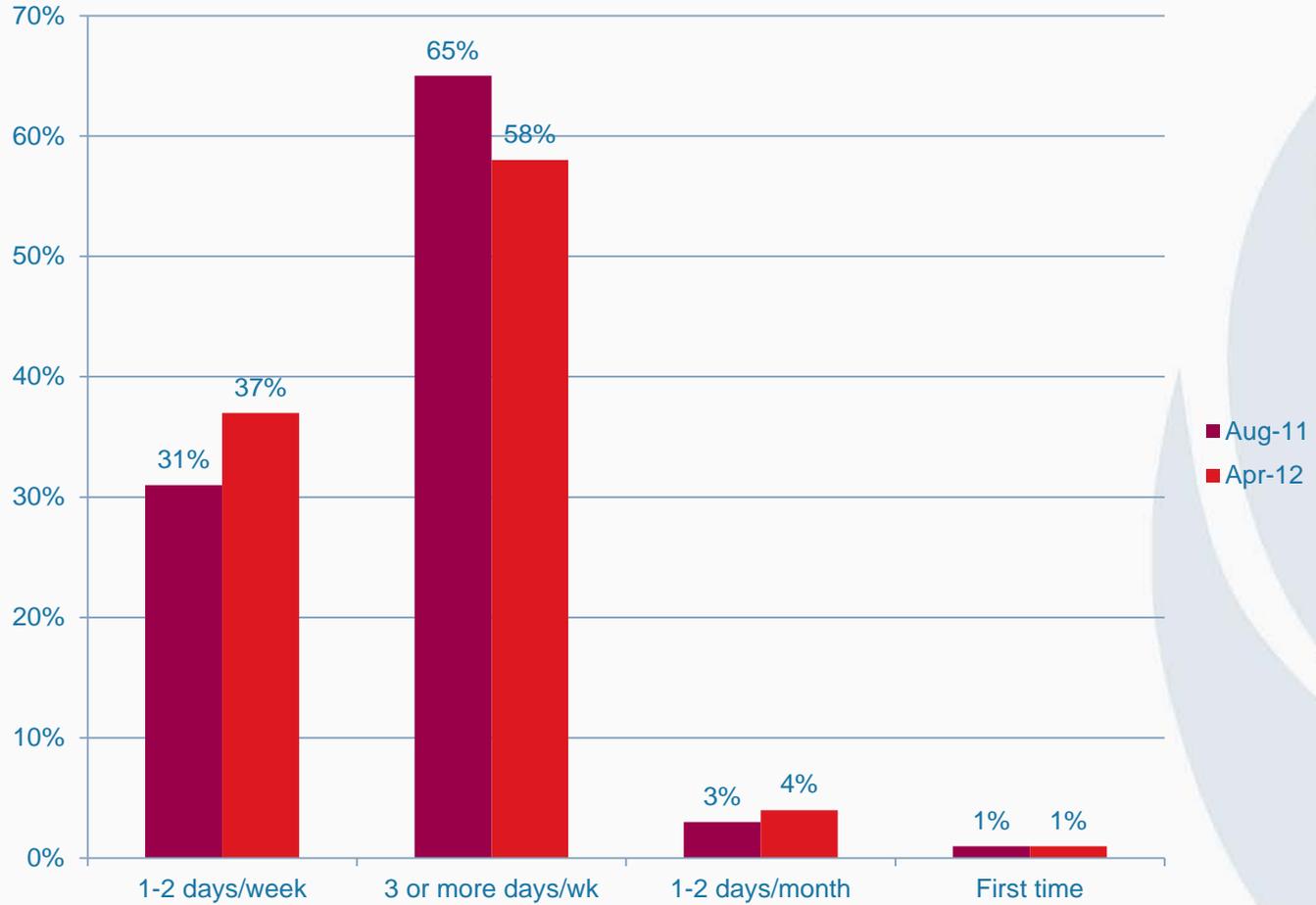
Awareness of Center

How did you hear about the Senior Center?



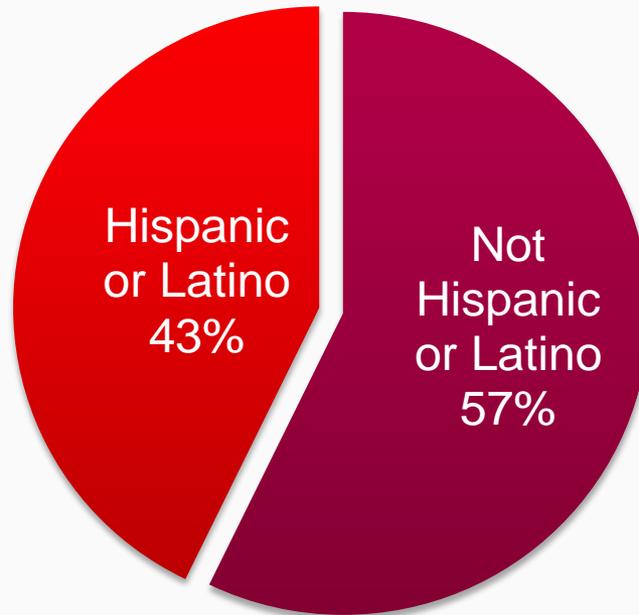


Attendance





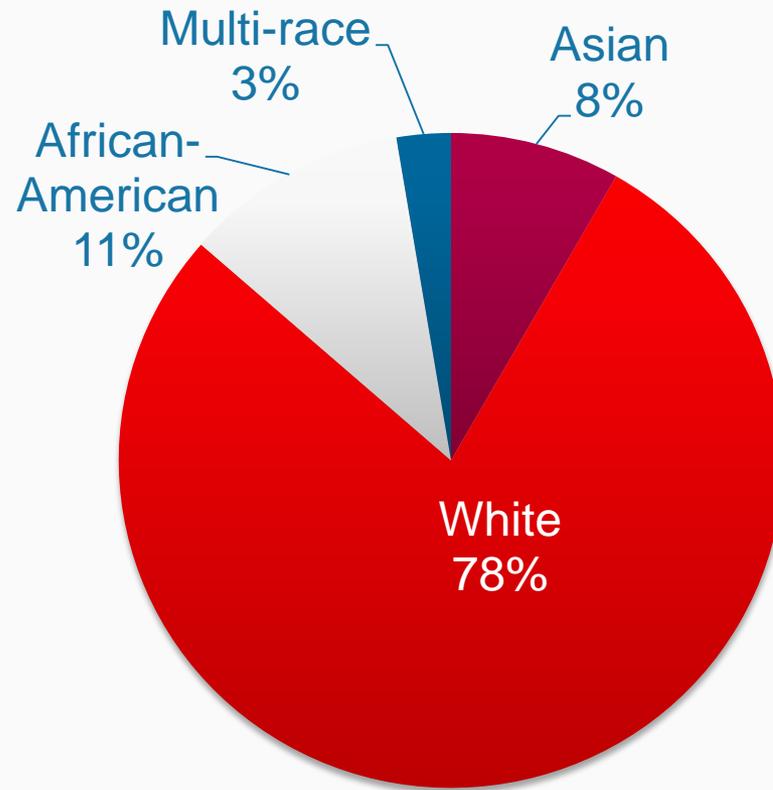
Ethnicity



(40% response rate)



Race



(66% response rate)



Questions?

