

# CARINGTIMES

## READER SURVEY

Please complete and return using our FREEPOST address

### 200 PRIZES TO BE WON

Dear Reader,

Caring Times is committed to providing you with the information you need to make your work as effective as possible. Your views and feedback are therefore invaluable to us.

We would be grateful if you would complete this questionnaire. It will only take a few minutes and the first **200 people** who return the survey will win a copy of **How to Be A Great Care Assistant**, worth **£14.99**, or **And Still The Music Plays: Stories of people with dementia**, worth **£10**

All those who answer the survey will also be entered into a prize draw to **win a Fortnum & Mason Hamper** worth at least **£50** (closing date July 11th, 2008).

Details from all completed surveys will be treated in the strictest confidence, and will only be used for statistical purposes and not released to any third party.

Thank you for your much appreciated time and we look forward to receiving your completed form.

Yours sincerely,

*Richard Hawkins*

Dr Richard Hawkins  
Editor-in-Chief, Caring Times

*Geoff Hodgson*

Geoff Hodgson  
Editor, Caring Times



To win one of the books and/or to be entered into the prize draw, please complete the following:

Full name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Daytime telephone number: \_\_\_\_\_

Email: \_\_\_\_\_

Book choice (please tick one): And Still the Music Plays \_\_\_\_\_ How to be a Great Care Assistant \_\_\_\_\_

Please return your completed survey to:  
Freepost Plus RRXG-ZRGT-AERU, Hawker Publications Ltd  
(CT Survey), PO Box 9546, Wethersfield, Essex CM7 4WY

**01. How important are the following issues to you?**

	Essential	Very important	Fairly important	Not very important	No opinion
1. Fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Inspection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Regulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Recruitment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Representation by associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Technological advances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Legal issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Research findings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Overseas care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**02. What is your primary position?:**

Manager/Matron  Owner   
 Deputy Manager  Director   
 Senior nursing staff member

**03. How long have you been:**

a) working in the sector b) reading Caring Times

	(a)	(b)
Up to 1 year	<input type="checkbox"/>	<input type="checkbox"/>
1 - 2 years	<input type="checkbox"/>	<input type="checkbox"/>
3 - 4 years	<input type="checkbox"/>	<input type="checkbox"/>
5 - 6 years	<input type="checkbox"/>	<input type="checkbox"/>
7 years or more	<input type="checkbox"/>	<input type="checkbox"/>

**04. How many homes does your organisation have?**

1  16 - 30   
 2 - 5  31 - 60   
 6 - 15  60 +

**05. Is your organisation involved in any of the following types of care (please tick all that apply)?**

Domiciliary care  Assisted Living   
 Sheltered Housing  Learning Difficulties   
 Dementia care

**06. What are your reasons for reading Caring Times?**

(please tick all that apply)

Quality of content  
 To keep abreast of current issues/news  
 As a source of information and advice  
 To aid decision making  
 To improve your management skills  
 To ensure you follow good practice  
 To help you in your day-to-day work  
 Advertising Content  
 Other (please state)

**07. How important are the following sections to you?**

	Essential	Very important	Fairly important	Not very important	No opinion
1. News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Business and Property News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Legal matters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Inspection matters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. General features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Business and Property features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Opinion pieces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Interviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Properties sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. New Product pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Clinical/nursing features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Training features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**08. How much time do you spend reading Caring Times?**

Less than 10 minutes  
 10 - 30 minutes  
 More than 30 minutes

**09. How often do you read?**

	Always read	Sometimes read	Never read
1. News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Business and Property News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Legal matters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Inspection articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Business and Property features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Opinion pieces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Interviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Properties sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. New Product pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Clinical/nursing features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Training features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Cartoon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. How do you find the length of articles?**

	Too short	OK	Too long
News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Features (e.g. training, legal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business and Property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**11. Are you responsible for making purchasing decisions?**

- Yes  
 No

**If yes, do you plan to buy any of the following equipment in the next 12 months?**

*(please tick all that apply)*

- Bedroom Furniture  
 Laundry Equipment and Supplies  
 Bathroom Equipment and Supplies  
 Software packages  
 Lounge/Dining Furniture  
 Nursecall Systems  
 Catering Equipment  
 Hoists/Lifting Aids/Stairlifts  
 Stairlifts  
 Pressure Relief Products  
 Uniforms/Clothing  
 Infection Control Products  
 Fire and Safety Equipment  
 Garden furniture

**12. Caring Times' monthly frequency is**

- The right frequency

**Should be more frequent:**

- every two weeks  
 weekly

**Should be less frequent:**

- every two months  
 quarterly

**13. Caring Times' design is**

- Readable, clear and enjoyable  
 OK, nothing special  
 Would benefit from a re-design

**14. Which magazines apart from Caring Times do you read? (please tick all that apply)**

- Care Management Matters  
 Caring UK  
 Community Care  
 Healthcare Bi-Weekly  
 Healthcare Business  
 Journal of Dementia Care  
 Nursing and Residential Care  
 Nursing Standard  
 This Caring Business  
 Other (please state)

**15. Do you pass on your copy of Caring Times to a work colleague?**

- Yes  No

If yes, please estimate how many people read your copy (please circle) 1 2 3 4 5 or more

**16. Looking to the future: should Caring Times include more on? (please tick all that apply)**

- Assisted Living  
 Sheltered Housing  
 Homecare  
 Learning Disabilities  
 Evidence-based Clinical/Nursing Topics  
 Specialist Care (please specify area)

**17. Do you use the internet for work purposes?**

- Yes  No

**18. Have you visited the Caring Times' website, www.careinfo.org?**

- Within the last month  
 Within the last six months  
 Within the last year  
 Not at all

**If you answered yes to the above question, what did you use the site for?**

- News  
 Searching articles in the back issues of Caring Times  
 Viewing the current issue of Caring Times  
 Searching for particular topics related to your work  
 Conferences  
 Books  
Other (please state)

**If you answered no to the above question, why do you not use the site?**

- No access to a computer  
 Didn't know the address of the website  
 Don't find websites helpful  
 No time to visit  
 Other (please state)

**19. Which of the following statements do you think most accurately describes Caring Times?**

- It is the publication I choose to read   
It accurately reflects the issues arising in elderly care   
Reader-friendly, yet authoritative publication   
Consistently high quality editorial   
An informative read

**20. If you have any other comments that you would like to make about Caring Times then please make them below.**

Fold 1 - fold here

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**Freepost Plus RRXG-ZRGT-AERU  
Hawker Publications Ltd (CT Survey)  
PO Box 9546  
Wethersfield  
CM7 4WY**

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Fold 2 - fold here and tuck into Fold 1