

## Website for parents

Welcome to 'reachout'

**'reachout' is a website aimed at helping parents find useful resources within their city.  
This survey aims to collect data about your use of the web, social media, and your reactions to sample components of the 'reachout' website.  
It will take approximately 10 minutes.**

**Thank you for your help**

## Website for parents

### Your reactions to 'reachout' sample components



\* 1. This is the 'reachout' logo. In 5 words or less describe your impression of the logo

\* 2. Rank your reactions to the logo and 'reachout' title

<input type="checkbox"/>	<input type="checkbox"/>	Friendly
<input type="checkbox"/>	<input type="checkbox"/>	Welcoming
<input type="checkbox"/>	<input type="checkbox"/>	Professional
<input type="checkbox"/>	<input type="checkbox"/>	Corporate
<input type="checkbox"/>	<input type="checkbox"/>	Bland
<input type="checkbox"/>	<input type="checkbox"/>	Family friendly
<input type="checkbox"/>	<input type="checkbox"/>	Distant

\* 3. Do you believe that website colors and design themes should be reflective of their target audience age and gender. Or will 'good' design appeal across populations? Why?

Rating
Price
Hours
More

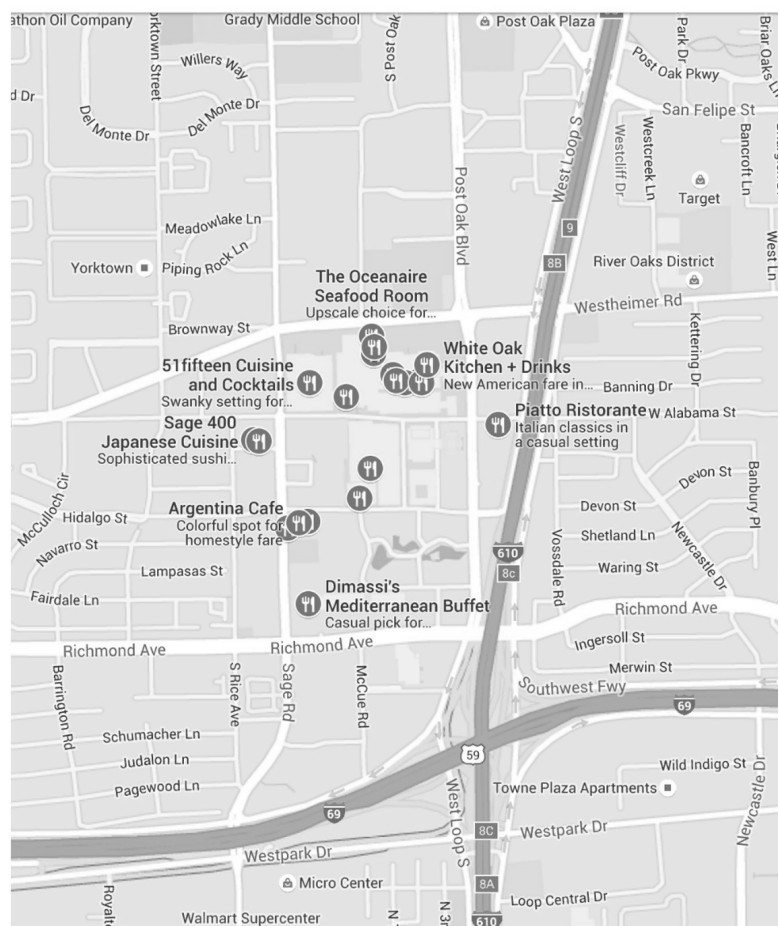
Argentina Cafe
4.2 (72) · \$\$ · Argentinian
Colorful cafe with Argentinian comfort food, coffees & traditional desserts, plus soccer on TV.
3055 Sage Rd #130

51fifteen Cuisine and Cocktails
4.0 (26) · \$\$ · Eclectic Restaurant
High-end hideaway in the Galleria Saks plating New American cuisine in modern, ultra-chic surrounds.
The Galleria, 5175 Westheimer Rd
Zagat rated

Alexander the Great - Greek Restaurant
4.2 (48) · \$\$ · Greek
Traditional Greek fare served in an inviting interior with live music & belly dancing on weekends.
3055 Sage Rd #170

Tango & Malbec | Steakhouse and Wine Bar
3.8 (37) · \$\$ · Steak
Upscale Argentinian & Uruguayan chophouse with a Latin-influenced wine list & fixed-price lunches.
A-100, 2800 Sage Rd
Zagat rated

E-Tao Asian Eatery
3.7 (22) · Chinese



\* 4. Above is a search for restaurants in Houston, Texas.

When you search for a business do you find yourself more likely to use the list of results, or the map?

Why do you think this is?

### About you

\* 5. What is your age?

- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 years or older

\* 6. What is your gender?

- ☐ Female
- ☐ Male

\* 7. How many children are in your family?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

\* 8. How frequently do you use these social media sites?

	Never	Every day	2-3 times per week	Once per week	Rarely
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>