

# Reader Survey

## HELP US TO SERVE YOU BETTER

We are interested in your views on this publication. Please take a few minutes to respond to the questions below.

1. What is your overall opinion of this publication?

- very useful
- useful
- moderately useful
- not useful

2. Please provide your assessment of each of the following aspects of this publication.

a) Quality of text discussion (mark one only):

- excellent
- good
- fair
- poor

b) Presentation of information (mark one only):

- excellent
- good
- fair
- poor

c) Use of graphics and other visual aids (mark one only):

- excellent
- good
- fair
- poor

3. If this publication were updated, revised and re-issued in the future, would you be interested in receiving a copy?

- yes, very interested
- probably interested
- no, not interested
- not sure

4. How did you find the structure and format of this publication?

- clear and easy to follow
- confusing and difficult to follow

5. For your purposes, did this publication provide a sufficiently complete treatment of the subject(s) reviewed?

- yes, definitely
- to some extent
- no
- can't say/don't know

6. This publication would have been more useful to me if it had (mark all that apply):

- provided more qualitative information
- provided less quantitative information
- made greater use of graphs, charts and tables
- contained a longer textual discussion
- contained a shorter textual discussion
- used more examples, case studies, company profiles

7. In your opinion, was there important information missing from this publication?

yes — please specify:

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8. Are there any issues relevant to the subject of this publication that you would like to have seen covered in more detail?

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9. Please offer any suggestions for improving the next version of this publication.

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10. Will this publication assist you in your business development?

yes  no

11. a) Does your company currently export?

Yes, go to 11 b)  
 No, go to 11 c)

b) If yes, to which foreign markets?

U.S.A.  Europe  Japan  
 Mexico  Latin America  
 Other (please specify) \_\_\_\_\_

c) If not, are you planning to export within the next 12 months?

Yes, where?  
 U.S.A.  Europe  Japan  
 Mexico  Latin America  
 Other (please specify) \_\_\_\_\_

12. What is the approximate size of your company?

under \$1 million  
 \$1 to 5 million  
 \$5 and \$10 million  
 over \$10 million

**Please return the completed survey by fax to (613) 943-8806 or to the address below:**

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MARKET PROFILE  
OPPORTUNITIES IN MEXICO: THE PLASTICS INDUSTRY