

1) Please identify yourself for our records (check as many as apply):

- Canada-based
- locally-engaged
- rotational
- non-rotational
- commercial officer
- support staff
- HQ
- ITC
- post
- other

2) Place a checkmark in the box beside the issues of *The Trade Post / Trade Commissioner* you have read:

- January 1994
- April 1994
- July 1994
- October 1994
- January 1995
- April 1995

3) On average, do you read the newsletter

- as soon as it is received
- within 1-2 days of receipt
- when you find the time
- seldom
- never

4) If anything, what keeps you from reading it?

- lack of time
- lack of interest
- irrelevant content
- other

5) Check as many as apply:

- I read the articles that catch my eye
- I read only those that suit my needs
- I read all or almost all of the articles
- I keep and refer to back issues
- I read it at the office and/or during office hours
- I take it home and/or read it in my spare time
- I spend less than 15 minutes reading an issue
- I spend more than 15 minutes reading an issue

6) On a scale of "1" to "10", where "1" is *not useful* and "10" is *very useful*, how would you rate *The Trade Post*?

1 2 3 4 5 6 7 8 9 10

7) In your opinion, how important are the following items to *The Trade Post*? Please rank them, starting with "1" as *most important*.

- ___ humorous/entertaining
- ___ informative
- ___ light, informal, friendly, personable
- ___ attractive design
- ___ other

8) Do you prefer:

- objective, reporter-style journalism
- subjective, unedited authorship from your colleagues

9) Please rate the following elements by circling the number that best describes your opinion: 1= poor, 2= acceptable, 3= good, 4= excellent

content relevancy	1	2	3	4
content variety	1	2	3	4
graphics/visuals	1	2	3	4
writing style (readability)	1	2	3	4
article length	1	2	3	4
font (legibility)	1	2	3	4
organization	1	2	3	4
overall appeal (design)	1	2	3	4

10) If you rated the elements in question 9 any less than a "3", please state why:

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11) Rank the following items according to personal interest ("1" would indicate most interest, "2" second most, etc.). If a topic does not interest you, leave it blank.

- ___ best practices
- ___ trade policy changes
- ___ innovative developments
- ___ the impact of technology on the TCS
- ___ current events at HQ
- ___ post issues/concerns
- ___ other(s)

12) We are considering devoting one page of each issue to an "Issues Update" column; that is, including brief summaries of new policy guidelines. Would you find an "Issues Update" column useful?

- ___ yes
- ___ no

13) What do you like best about *The Trade Post*? The least? What can be improved?

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Name: (for the draw).....

phone #