



The Trade Post Readership Survey

Many thanks to everyone who completed our readership survey. The compliments are encouraging, and the criticism constructive. Here's what we discovered from your responses:

"READERSHIP DOUBLED FROM THE FIRST ISSUE IN JANUARY 1994 TO THE APRIL 1995 ISSUE".

ALMOST ALL OF YOU (85%) FIND THE TRADE POST (TP) EITHER USEFUL OR VERY USEFUL.

THERE IS LARGE CONSENSUS (87%) THAT AN INFORMATIVE TP IS MOST IMPORTANT. A LIGHT, INFORMAL, FRIENDLY AND PERSONAL NEWSLETTER RANKS SECOND IN PRIORITY.

YOU INDICATE SATISFACTION WITH TP'S CONTENT RELEVANCY AND VARIETY, WRITING STYLE, ARTICLE LENGTH, LEGIBILITY, AND OVERALL APPEAL. WE GOT THE MESSAGE THAT OUR GRAPHICS AND VISUALS NEED SOME IMPROVEMENT.

YOUR FIRST CHOICE IN TOPICS IS BEST PRACTICES; FOLLOWING IN SEQUENCE ARE INNOVATIVE DEVELOPMENTS, CURRENT EVENTS, THE IMPACT OF TECHNOLOGY, AND LASTLY, TRADE POLICY CHANGES.

WE HAD AN OVERWHELMING RESPONSE (87%) IN FAVOUR OF AN "ISSUES UPDATE" COLUMN.

OPEN-ENDED COMMENTS ALLOW US TO HEAR YOUR INPUT

AND SUGGESTIONS ON TOPICS WE DIDN'T SPECIFICALLY ASK ABOUT:

"HOW ABOUT A CORNER FEATURING IDEAS (FROM POSTS) WHICH HAVE WORKED LIKE THE TEST ARTICLE AND RECOGNIZING IMPORTERS?"

"GET RETIRED TRADE COMMISSIONERS WHO ARE ACTIVE IN BUSINESS TO CONTRIBUTE."

"TOO T-BRANCH FOCUSED — NEEDS MORE POST PERSPECTIVES. MORE OF EZIO'S STORIES SHOULD BE ENCOURAGED."

"IT COULD INCLUDE SELECTED ARTICLES ON INDUSTRY AND TECHNOLOGICAL BREAKTHROUGHS AND SERVICES THAT REPRESENT CANADIAN COMPETITIVE ADVANTAGE."

"DON'T SEND IT BY E-MAIL. IT WILL NOT GET READ AMONG THE PILE OF STUFF WE GET."

The survey shows that we, the TP staff, have our work cut out for us. What readers want is short, sharp articles focussing on post concerns and which help officers and staff address the common challenges they face, as well as articles which keep readers informed of what is going on Service-wide. It is a tall order, but we will do our best to meet your wishes!

One reader reminded us that practice makes, well, almost perfect. "It's all good and getting better with each issue."

Speaking of Surveys... A Blast from the Past

The following survey first appeared in the Spring 1985 issue of *Travel News*, published by the Consulate General in Buffalo.

Dear Canada:

I had a frightening time in your country.
 wonderful
 sinful

I always thought that Canada was
 buried under five feet of snow,
 a province of Norway,
 full of farmers,

but now I know that it has
 comfortable year-round shopping
 lakeside concerts
 an ice hog.

I found the
 cities
 ethnic restaurants
 fruit bats

especially
 abundant
 exciting
 smelly.

And of course I appreciated the
 Thousand Island Cruise
 food poisoning
 day in jail.

Your people are so
 neanderthal
 warm
 skinny

that I will certainly send my
 mother-in-law
 enemies
 clients) to visit.

Please mail me more
 upcoming events
 good luck charms
 slides.

The group tour information
 bribe
 waterbed

you sent me was really
 the wrong colour
 helpful
 bizarre.

Many thanks
 May the fleas of a hundred camels
 infest your nose hairs
 Good riddance

from a
 distraught for life
 happy
 anonymous
 tour operator.

Signed: ***XYZ TOURS***