

# 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:  
\_\_\_\_\_  
\_\_\_\_\_
8. Are there any issues relevant to the subject of this publication that you would like to have seen covered in more detail?  
\_\_\_\_\_  
\_\_\_\_\_
9. Please offer any suggestions for improving the next version of this publication.  
\_\_\_\_\_  
\_\_\_\_\_
10. Will this publication assist you in your business development?
  - yes
  - no
11. a) Does your company currently export?
  - Yes, go to 11b)
  - No, go to 11c)

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 million to \$5 million
  - \$5 million 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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