



# Readership Survey: Heifer International Exchange Newsletter

Please take a moment to give us your feedback on the Heifer International *Exchange* Newsletter. Please mail the completed survey to the *Exchange* Editor, Heifer International, 1 World Ave., Little Rock, AR 72202 USA or email us at: [exchange@list.heifer.org](mailto:exchange@list.heifer.org). Your feedback is important to us!

## Product Quality

Please check all that apply.

### How often do you read the *Exchange*?

- First time
- Quarterly – each new issue
- Once in a while
- Only when the articles and resources appeal to me

### Where did you hear about the *Exchange*?

- Friend / Colleague
- Mail
- Internet
- Other \_\_\_\_\_

### What do you find to be most useful?

- Lead article
- Resources & announcements
- Free resource articles

### How would you rate the content?

- Interesting
- Generally good
- Quality varies
- Useful to a broad audience

### Do you share your copy of the *Exchange*?

- With a library
- With colleagues
- With neighbors
- With others \_\_\_\_\_

### Do you request free resource articles?

- On a regular basis
- Occasionally
- Never

Where do you live? \_\_\_\_\_

### Would you prefer to receive the *Exchange*:

- By mail
- Online

### What would you like to see in the *Exchange*?

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### Do you have suggestions for improvement?

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**Additional Comments:**

***Thank you for your participation!!***