

12/31/2010

Commercial Service Perception and Awareness Survey

Thank you for participating in this survey. This survey is voluntary and is estimated to take 15 minutes to complete. If you require technical assistance with this survey, please contact our Customer Care Hotline at 1-866-481-8111 or customer.care@mail.doc.gov.

1. Same Where did you first find out about the Commercial Service?

- Advertising: Trade Publications
- Articles: Newspaper/Magazines
- Colleagues/Friends/Family
- Email broadcasts from the Commercial Service
- Product brochures
- Commercial Service staff
- State Trade Office
- Tradeshows
- Industry Associations
- Website (please specify below)
- Don't remember
- Other (please specify)

If you selected other, please specify: _____

2. Same Why did you first choose to work with the Commercial Service?

- Reputation
- Recommended by friends/family/colleagues
- Advertising: Publications
- Newspaper/Magazine articles
- Variety of service offerings
- U.S. Government
- Trusted brand/organization
- Trade and global knowledge
- Trade and global network
- Good value for money
- Good market research products
- Convenient location
- Other (please specify)

If you selected other, please specify: _____

3. Same Where do you most often hear about the Commercial Service? (Pick top 3)

- Advertising: Trade Publications
- Articles: Newspaper/Magazines
- Colleagues/Friends/Family
- Email broadcasts from the Commercial Service

- Events
- Industry associations
- Product brochures
- Relationship with Commercial Service staff
- State Trade Office
- Tradeshows
- Website (please specify): _____

4. Same Using a scale of 1 to 10 where "1" means "Limited" and "10" means "Very much" how much do you rely on the Commercial Service for export assistance/support services?

- 1 2 3 4 5 6 7 8 9 10 N/A

5. Same What other organizations do you work with for your international sales/exporting assistance?

- Local Chamber of Commerce
- City Government
- State Government
- Consultants
- Banks
- Commercial Service only
- Other (please specify): _____

6. Same Using a scale of 1 to 10 where "1" means "Very weak association" and "10" means "Very strong association" to what extent do you associate the following word descriptions with the Commercial Service:

	1	2	3	4	5	6	7	8	9	10
Network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resourceful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry/Technical Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Same Using a scale of 1 to 10 where "1" means "Very negative" and "10" means "Very positive" please rate your overall perception of the Commercial Service as a source for advocacy assistance:

- 1 2 3 4 5 6 7 8 9 10 N/A

8. Same Using a scale of 1 to 10 where "1" means "Very negative" and "10" means "Very positive" please rate your overall perception of the Commercial Service as a source of international sales/exporting assistance:

1 2 3 4 5 6 7 8 9 10 N/A

Thank you very much for your opinions, they are very valuable to us.

This survey is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). Public reporting for this collection of information is estimated to be 15 minutes per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary. Notwithstanding any other provision of law, no person is required to respond to, nor shall a person be subject to penalty for, failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue, N.W., Washington, D.C. 20230.