

U.S. Commercial Service Perception and Awareness Survey

OMB Control No. 0625-0262
Expiration Date: xx/xx/xxxx

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. 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. 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. 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. 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? (If you do not rely on the Commercial Service for assistance, please select "N/A" for Not Applicable.)

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

5. 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): _____
- Not Applicable

6. 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:

Very Weak
Association

Very Strong
Association

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

7. 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. (If you have not experienced advocacy assistance within the past 12 months, please select "N/A" for not applicable.)

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

8. 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. (If you have not experienced international sales/exporting assistance within the past 12 months, please select "N/A" for not applicable.)

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.

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