

Readers write back

The December 2006 issue of the *APO News* featured a quiz on page 8, as in previous years. Those submitting their quiz answers were required to complete a short survey indicating which types of articles they read most frequently and give suggestions for improvement of the newsletter to be eligible for the prizes. While *APO News* staff are always delighted to hear from our readership, we also need more structured feedback at least once per year and were pleased to receive 58 survey responses and 44 pertinent suggestions, with two from outside the APO membership (one each from Myanmar and Egypt). As shown in the table below, Common Sense Talk (CST) and p-Watch were the most popular regular features. More than 85% of respondents read all the articles in the survey either “always” or “sometimes.” Among the suggestions received, one was for shorter, more concise quotations in CST and one requested more productivity-related quotations. These will be accommodated in future issues to the extent possible. The cartoons are a hit with readers, with several requesting more and larger ones. Two each also expressed the hope that more pages could be added in the future and that more quizzes would be included. Some respondents suggested that articles on follow-up activities and by individuals/resource persons in member countries would be appreciated, and we would be glad to consider those types of submission from our readers for publication (*see page 5 of the March issue and page 6 of the April issue*).

	p-Watch (%)	Common Sense Talk (%)	p-TIPs (%)	Articles on projects (%)	Experts Dispatched (%)	Program Calendar (%)	NPO activities (p. 8) (%)
Always	60.34	72.41	58.62	53.45	43.10	68.97	53.45
Sometimes	34.48	24.14	37.93	37.93	43.10	22.41	39.66
Never	3.45	1.72	1.72	3.45	10.34	6.90	5.17
No answer	1.72	1.72	1.72	5.17	3.45	1.72	1.72

The survey results and suggestions will be taken into account when attempting to make the *APO News* into a more useful, attractive publication that brings our readers “information to make a difference in productivity.” We would like to thank all those who took the time to assist us in our improvement efforts by answering the survey and giving suggestions. 🌀