



# OzoNews

## 2009 READERS FEEDBACK

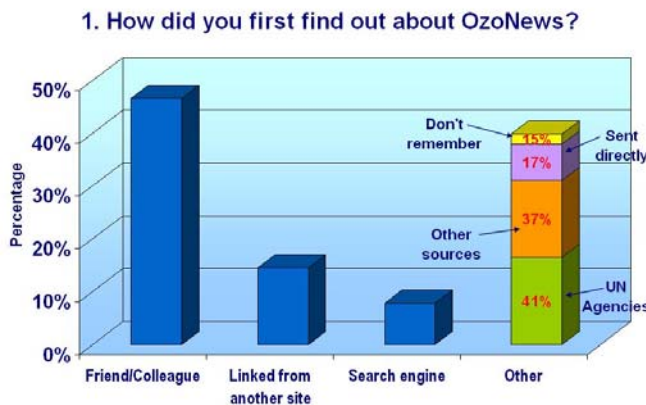
We carried out a readers survey on the occasion of OzoNews 10th anniversary, in early 2009, in order to get feedback on readers' satisfaction of our electronic news services and suggestions to improve the quality and relevance of the newsletter.

Approximately 17% of all direct subscribers replied (103 out of roughly 600), which is a satisfactory response rate (indeed, surveys typically yield <10% response rates).

Readers from all regions often work for government agencies, international or regional organizations, NGOs, private corporations and National Ozone Units.

**Feedback from the readers' survey is overwhelmingly positive** and shows the necessity and usefulness of OzoNews in providing ozone-related information and news to the Montreal Protocol community.

### GENERAL FEEDBACK



Source : OzoNews Readers Survey 2009

OzoNews' main vector of communication is the Montreal Protocol community's professional and personal social networks. Indeed, **almost half of OzoNews' direct subscribers who participated in the survey found out about the newsletter through friends or colleagues.**

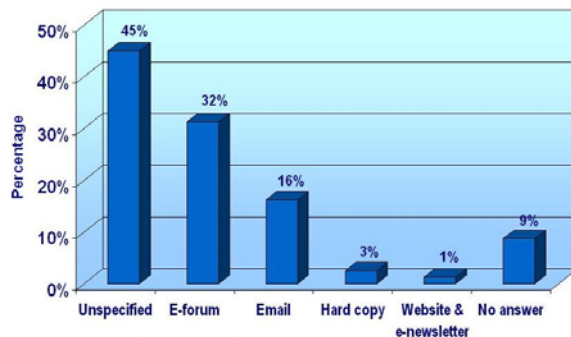
OzoNews also benefits from Internet links (15%) and search engines (8%).

Out of all those who became aware of OzoNews through other means, most of them work within UN agencies (41% of readers who answered "Other") or received OzoNews directly (17%).

Out of the 79 readers who indicated that they share OzoNews with others, most of them do so through e-forums and forwarding by email (this figure is certainly underestimated since “email, hard copy, website and e-newsletter” were directly submitted by survey respondents, as well as the field entry “Other” in Question 1).

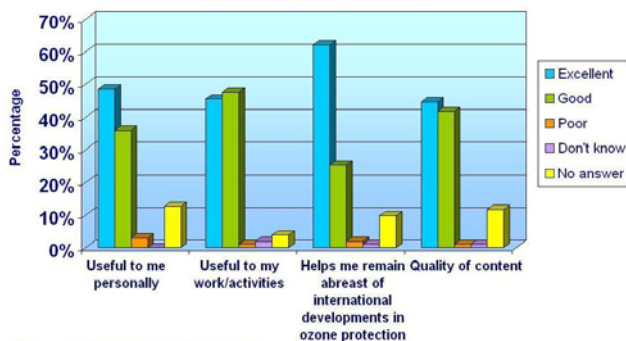
Overall, **the 103 respondents of this survey share the newsletter with more than 9400 people; we can extend this number to several tens of thousands** if we extrapolate this figure for the entire number of direct subscribers.

2. Do you share OzoNews with others? If so, how?



Source : OzoNews Readers Survey 2009

3. How would you rate OzoNews on each of the following characteristics?



Source : OzoNews Readers Survey 2009

**96% of responding readers are very satisfied or satisfied by OzoNews.**

Two-thirds of all responding OzoNews readers declare it is an excellent publication to remain abreast of international developments in ozone protection.

What is striking is that OzoNews is useful not only professionally for our readers since they also declare receiving a personal benefit from the newsletter.

**The quality of OzoNews’ content is positively perceived by 86% of readers** (with either “excellent” or “good” selected for this field).

**OzoNews readers** who have participated in the survey **almost unanimously agree that the current fortnightly frequency is convenient.** This result shows that the change in frequency (from weekly to fortnightly) operated several years ago is satisfactory for most readers.

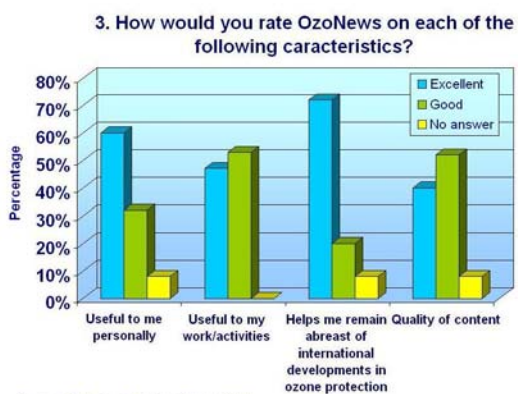
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## NATIONAL OZONE UNITS FEEDBACK

National Ozone Units are an important part of OzoNews readers. Indeed, one fourth of all respondents represent a NOU and their feedback is particularly crucial for OzonAction.

Out of 148 National Ozone Units, 24 are represented in our survey, which is a considerable response rate (more than 15%).

NOUs play an important part in sharing OzoNews with others: indeed, **92% of NOU staff participating in this survey declares sharing the newsletter.**



**100% of participating NOU staff is very satisfied or satisfied by OzoNews** (respectively two-thirds and one third).

OzoNews is considered to be an excellent or good source of information in both personal and professional environments by respectively 92% and 100% of responding National Ozone Officers. The quality of content and usefulness to remain abreast of international developments in ozone protection are rated just as favorably, with again 92% positive feedback (the remaining 8% resulting from absence of response).

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OzonAction would like to thank you for taking the time to respond to OzoNews Readers Survey. We greatly appreciated receiving your thoughts and opinions!

Your invaluable support and feedback will help us serve you better. We always welcome your feedback to continue spreading news about the importance of ozone layer protection and the implementation of the Montreal Protocol.

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