WABALink Readership Survey 2005

	Agree strongly	Agree	Neutral	Disagree	Disagree Strongly
a) objective					
b) informative					
c) timely					
d) interesting					
e) useful					
Please rate the presentation	on of WABAl	Link. I find th	at the presentat	ion is	
	Agree strongly	Agree	Neutral	Disagree	Disagree Strongly
a) attractive					
b) easy to read					
c) well-illustrated					
	Agree strongly	Agree	Neutral	Disagree	Disagree Strongly
a) raises awareness					
<u> </u>					
) provides useful information					
•					
c) encourages involvement					
b) provides useful information c) encourages involvement d) promotes positive change			out of WADAL:	alr.	
c) encourages involvement d) promotes positive change Please list any suggestions you What do you like most about	ou have for im		art of WABALi	nk:	
c) encourages involvement d) promotes positive change Please list any suggestions you What do you like most about	ou have for im		art of WABALi	nk:	
c) encourages involvement d) promotes positive change Please list any suggestions yo	ou have for im	nk?			?
c) encourages involvement d) promotes positive change Please list any suggestions you What do you like most about What do you like the least about	ou have for im	nk?		4 year-end issue)	?

For more information, please contact the World Alliance for Breastfeeding Action (WABA), PO Box 1200, 10850 Penang, Malaysia • Tel: 604-658 4816 • Fax: 604-657 2655 • Email: waba@streamyx.com • Website: www.waba.org.my

WABA PO Box 1200 10850 Penang Malaysia	
---	--

Please give us 10 minutes of your time!

-- please complete the form overleaf, fold along dotted line and return to WABA, or fax us at 604-657 2655 -----

With your help, we want to further improve the publication and ensure we are meeting your needs. All answers will be treated in confidence.

Thank you!

WHO ARE YOU?	Are you A		
You do not have to answer these questions but if you do,	consumer (mother, father, grandparent, etc)		
THEY WILL HELP US UNDERSTAND MORE ABOUT OUR READERS.	member of a mother support group (please specify)		
Are you a waba endorser?			
If No, would you like to be one? YES NO	health professional (please specify)		
GENDER FEMALE MALE			
Age Group	member of a women's group (please specify)		
☐ 20-35 ☐ 36-50 ☐ 51-65 ☐ 65 & ABOVE	member of a public interest group (please specify)		
Nationality			
How many years have you been reading Wabalink?	others		
1. How many minutes do you spend on average, reading an issue of WABALink?	4. Which of these describes how thoroughly you read WABALink and its inserts?		
□ 0 □ 1-4 □ 5-9 □ 10-30	Front page only		
2. How many other people, besides you, read the copy of	Headlines only/skim through only		
WABALink which you receive?	One or two sections only		
2. For which purposes do you good WADALink?	Everything		
3. For which purposes do you read WABALink? (Tick all boxes that apply)	☐ Don't read it		
For work, study, research, knowledge	5. Over the last 3 issues, WABALink has been reformatted		
☐ Disseminating to others	from 8 pages to a trimmer 4 page version with increased number of inserts. Which version do you prefer?		
Preparing your organisation's information material	Old 8-page version		
Preparing training materials	New 4-page version		
Republishing the articles			
Others			