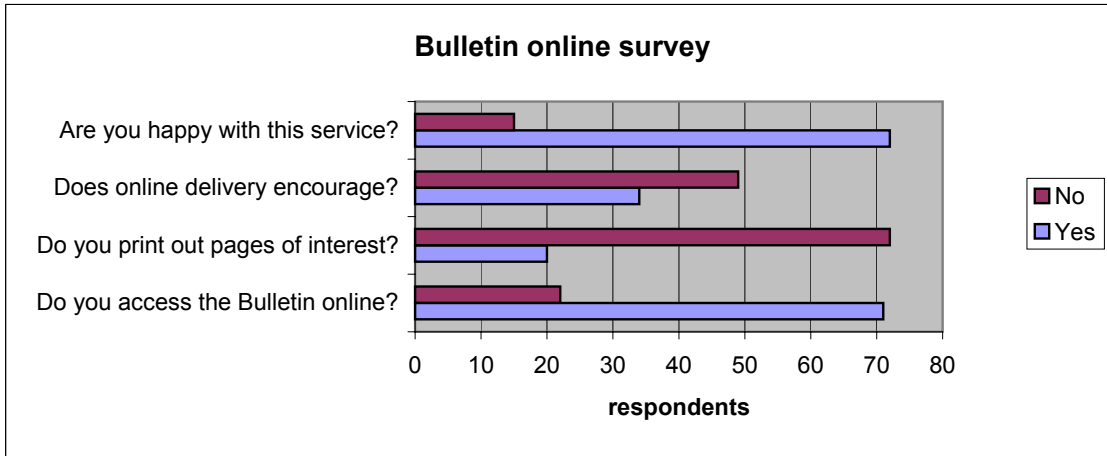


## Do you read the ESA Bulletin online? Survey via email broadcast

Survey respondents	94	
	<b>Yes</b>	<b>No</b>
Do you access the Bulletin online?	71	22
Do you print out pages of interest?	20	72
Does online delivery encourage?	34	49
Are you happy with this service?	72	15



### Comments:

- Lack of time - email overload
- Support the concept, feel it is appropriate for ESA
- Bulletin has a shorter shelf-life when delivered online
- Some indicated reading pattern wasn't affected, never read it anyway
- Alleviates guilt (environmentally); causes guilt (not reading it)
- Approved reduction of costs by providing online access

### Suggestions:

- Format with embedded links in email or hyperlinked index to content
- Email the entire document as a PDF
- Make it more "newsy" - hyperlink headlines
- Change online formatting to make it more printer friendly