**STRATFOR PROFESSIONAL SURVEY**

Thank you for reviewing STRATFOR's new professional product(s). Please help us to better meet your needs by filling out this short questionnaire.  
  
***1. Which product(s) did you review?***

Stratfor Pro Mexico: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Stratfor Pro China: \_\_\_\_\_\_\_\_X\_\_\_\_\_\_\_\_\_\_\_

***2. Do the intelligence analysis and updates meet your needs for monitoring developments in China and/or Mexico? Why/why not?***

While my personal uses of info on China are now only in following and understanding its development, there is no question that the Pro China product produces a lot of good and useful information. As to Corporate uses for understanding markets and the environment for corporate investments there, it would depend on how deep is their need and their internal resources. For those organizations *without* deep internal resources and capability, this product would serve them very well. Even for those who have their own research and analysis capability, the analysis and viewpoint in the Weekly Memos and 30-Day Reports would be of value, I would think.

But a lot of the e-mails sent out daily and compiled in the Situation Reports are the kind of reporting that can be found in *China Daily* and *Xin Hua* news service. Of course, for those folks who do not want to read a lot of public reporting sources, you save them the trouble on that as well.

***3. Do you find the content layout and presentation accessible and useful?***

I think the web-site is well organized and the information well presented. Again, I like the easy access to the latest Weekly Memos and the archive of 30-Day Reports. The Situation Reports in the upper left allow a quick review of the dot-point daily reporting items.

My only thought on the e-mail reports is that there are so many of them, and many are somewhat mundane reports, that it might be worth narrowing them to “flash” reports of unique intelligence or information of some moment. The rest could just go in the daily Situation Report on the web site. Of course, if some individual customers want it all, and some want less, then customized choices would likely be attractive. (See also the next question.)

***4. The intelligence analysis and updates will be sent via email and will be available to subscribers on our website. Would you prefer to receive this information in a different format if available (text message, twitter notification, phone calls, mobile device application, or other)? Would you like to have the ability to control the timing of your receipt of emails?***

For some, text messages and twitter may be useful because it is their preferred medium, but only for reports of moment, I would think. But having as many options as practicable would likely be attractive to today’s younger, “info-now” professionals. The more you can tailor the product reporting to their needs and preferred media, the better. A survey of such potential users might be helpful (although I would assume you mat have already done that).

***5. The list price for STRATFOR Professional is $6,499 for the first five seats of the first country and $3,499 for the first five seats of the second country (each of these seats includes a subscription to the global intelligence database at www.stratfor.com). Do you believe that this price accurately reflects the value of the product to your company and to other similarly situated companies? If not, is it too high? Too low? What other price would you recommend?***

Since it has been 10 years since I had a sense of what corporate strategic planning departments or operating business segments paid for country-specific information like this, my opinion here is of little value to you. And I don’t know what your competition offers at what price, if there is direct competition (but there must be). A company might well subscribe to complementary services--or even redundant services for their point of point of view—depending on the materiality of their commitment in the PRC. Certainly companies I worked for did that.

I that vein, another thing you may have already considered is offering different cuts or segments of your total product output for those who don’t think they need the whole package, either because they have their own in-house capability, or other products they’ve already subscribed to. I could see some customers preferring just to receive the Weekly Memos or 30-Day Reports, for the analysis or just as another view., regardless of what they already get elsewhere. Again, I’m sure you’ve put lots of time and research into market demand and segmentation.

**6. Stratfor plans to offer these products for the first several months following their launch at an introductory price of $2,999 for the first five seats of the first country and $1,999 for the first five seats of the second country (again with a subscription to** [**www.stratfor.com**](http://www.stratfor.com)**). Do you believe that the availability of these products at this discount would induce you and similarly situated companies to purchase subscriptions?**

Certainly for those companies with a need, and especially for those who are on the fense for whatever reason, the discount justifies giving the product a chance to be appreciated and sold internally.

***7. Are there any other observations about this product or STRATFOR in general that you would like to share?***

I think that’s about it. I did enjoy the opportunity to spend some time with the product, and I’ve found it informative and enjoyable. My kind of stuff. But I feel I get some of the same information from regular reading of *China Daily* and *Xin Hua*, along with info, analysis and opinions from *The Economist,* *Foreign Affairs*, and other on-line and hard-copy sources (although the journals are not contemporaneous or current, and often not even timely). But this product is more comprehensive and timely, with disciplined, defined coverage, and ordered analysis and opinion. I do like the weekly and monthly reports. And that—along with unique intelligence—is what makes it valuable. Thanks.

Thank you for taking the time to help us evaluate our new offering. Please return this survey via email to [karen.hooper@stratfor.com](mailto:karen.hooper@stratfor.com) or via fax to Karen Hooper at (202) 729-1809.