

Question	Descr.	Total Responses	Answers	Answer Selections	Answer Selections (%)
Q1	Did you find Second Look a useful reminder of some of the companies whose booths you visited?	90	Yes, useful to be reminded of these companies.	41	45.56%
			Yes, and I did some post-show research by visiting their websites, prompted by Second Look.	25	27.78%
			No, I didn't find Second Look useful.	24	26.67%
Q2	Did you receive Second Look in the mail within the last 5-10 days?	88	Yes	62	70.45%
			No	6	6.82%
			I'm not sure	20	22.73%
Q3	One of Second Look's goals is to uncover companies in the categories you expressed an interest in that you may have MISSED at the show. Even if you didn't visit them, was it useful to see these companies? (Check all that apply).	90	Yes, it's useful to know who these companies are that I missed.	40	44.44%
			Yes, I was interested in some of the products listed for these companies I missed.	22	24.44%
			Yes, wish I'd had the chance to visit some of their booths at the show.	12	13.33%
			As a result of Second Look, I visited the websites of some of the companies that I missed, and conducted some research.	21	23.33%
			No	20	22.22%
Q4	Do you find the format of Second Look useful, with four products, a photo, subcategory information, a brief company profile, and contact info?	90	Yes, useful to be reminded of these companies.	57	63.33%
			Yes, and I did some post-show research by visiting their websites, prompted by Second Look.	19	21.11%
			No, I did not find the format useful.	14	15.56%
Q5	Please explain why you did not find the format useful.	14	Didn't receive it.	1	7.14%
			I already made my purchasing decision.	1	7.14%
			I cannot keep up with the emails from Packaging World and associated companies. One would think that with the volume you send out, all I have time for is reading your emails.	1	7.14%
			I don't remember getting anything from Second Look. I might have just deleted it thinking it was spam.	1	7.14%
			I don't remember getting the second look?	1	7.14%
			I have no need for look #2.	1	7.14%
			It seemed to be pointed towards companies that paid to be there.	1	7.14%
			No.	1	7.14%
			No interest.	1	7.14%
			Not applicable.	1	7.14%
			There isn't really anything wrong with the format. Maybe there is too much information. It is OK on a printed booklet but isn't too big for on the screen.	1	7.14%
			Unrelated, it also didn't list all the exhibitors I visited. It only showed 2 but my badge was scanned a lot more than twice.	1	7.14%
			Too broad, I was there to see two pieces of equipment don't remember seeing the email with second look don't remember seeing it.	1	7.14%
			A quick reminder.	1	1.32%
			A reminder of some of the companies I visited.	1	1.32%
			Augara	1	1.32%
			Convenience	1	1.32%
			Detail	1	1.32%
			Didn't have time to research all companies before the show. Good to have 2nd and 3rd quotes to compare for projects.	1	1.32%
			Easy to find companies and main points.	1	1.32%
Easy to read and was reminded of a few good companies I wanted to look into.	1	1.32%			
Easy to scroll through and find items that maybe of interest.	1	1.32%			
Find the product I miss in my visit.	1	1.32%			
Glenroy, Inc. I was looking for Spouted Pouches and this was a location I didn't get to visit during the EXPO.	1	1.32%			
Good design. Excellent layout and presentation.	1	1.32%			
Good reminder of what I saw at show and things that are similar.	1	1.32%			
Good reminder of what took place 60 days ago.	1	1.32%			
Helpful.	1	1.32%			
Helpful reminders and related manufacture tips.	1	1.32%			
Helpful review of target solutions.	1	1.32%			
I got to find a company whose information I missed.	1	1.32%			
I like the brief descriptions.	1	1.32%			
I liked that it included companies I visited as well as some of the ones I missed and the way it was organized with pictures of the equipment lets me easily identify what the company produces.	1	1.32%			
I liked that it's well condense and precise with the information.	1	1.32%			
I liked the format.	1	1.32%			
It gave the opportunity to contact some reps that I initially did not.	1	1.32%			
It is a reminder of things I may have overlooked.	1	1.32%			
It's nice to see images of their products to jog the memory.	1	1.32%			
Just a reminder of other companies.	1	1.32%			
Just the refresher portion. With this event being my first it was so overwhelming. It was nice to have this backup.	1	1.32%			
Just the reminder.	1	1.32%			
Many of the companies I visited with were not listed. I would have liked all of them to be listed even if not in full detail.	1	1.32%			
NO	1	1.32%			
Nice highlight of show targets, especially some I was unable to visit due to time and full schedule.	1	1.32%			
Nice reminder.	1	1.32%			
No comment.	1	1.32%			
Nothing special.	1	1.32%			
Outlined my preferences made from my account page.	1	1.32%			
Reminder.	1	1.32%			
Reminder function so as not to forget the seen.	1	1.32%			
Reminder of areas of interest.	1	1.32%			
Some packaging machinery was useful. I wish this was digital instead of paper waste.	1	1.32%			
That you can stumble on material that was missed previously.	1	1.32%			
The added company profiles that I did not visit at the show.	1	1.32%			
The information.	1	1.32%			
The layout, colors and also the description.	1	1.32%			
The reminder of where I went.	1	1.32%			
The reminder.	1	1.32%			
The show itself is overwhelming and it's good to look at it a bit afterward.	1	1.32%			
The updates.	1	1.32%			
The way it was summarized, put together very well.	1	1.32%			
There may have been companies I missed or sparked interest in different areas.	1	1.32%			
There's so much to see at the show, and they start to look alike. It's a good reminder.	1	1.32%			
Unlike the planning document that can be assembled using the Pack Expo App, this was useful. Thanks for sending.	1	1.32%			
Useful reminder tool.	1	1.32%			
Vendor information on what they have to offer.	1	1.32%			
A recyclable pouch that I missed.	1	1.32%			
adco	1	1.32%			
brief reminder of companies and equipment I may have missed at the show.	1	1.32%			
brought back ideas I had forgotten to look at.	1	1.32%			
It provided me with information on companies I had missed at the show.	1	1.32%			
It reminded me to check on some I forgot.	1	1.32%			
it was helpful.	1	1.32%			
it was nice to have that recap because I don't always take the best notes, or you end up stopping at a booth you don't plan to. It was helpful.	1	1.32%			
Just knowing who they are.	1	1.32%			
o	1	1.32%			
provide more data and information of the product and equipments.	1	1.32%			
reasonable summary of company w/ relevant info.	1	1.32%			
refreshed my mind.	1	1.32%			
reminded	1	1.32%			
sadistakf	1	1.32%			
see the machines again.	1	1.32%			
simple consolidated view.	1	1.32%			
small and clean.	1	1.32%			
so far I like Second Look the way it is.	1	1.32%			
test.	1	1.32%			
the format is very clear and easy to look through, just not the type of info I was looking for.	1	1.32%			
user friendly to navigate.	1	1.32%			
Q7	Based on your experience, how likely is it that you would recommend Second Look to a friend or colleague?	90	Extremely likely.	33	36.67%
			Somewhat likely.	37	41.11%
			Not likely at all.	19	21.11%