TABLE OF CONTENTS

۰.

2

1	EXE	CUTIVE SUMMARY
	А.	FINDINGS
		1. Background 1 2. Overview of Reaction 2
	В.	PARTICIPANTS' SUGGESTED IMPROVEMENTS
2.	INTR	RODUCTION
	А.	BACKGROUND AND OBJECTIVES
		1. Purpose of the Study 7 2. Target Audience 8
	В.	METHODOLOGY
		1.Qualitative Approach82.Number of Groups83.Participant Selection Criteria94.Participant Incentive95.Test Materials96.Focus Group Procedure107.Discussion Guide118.Moderating and Analysis129.About This Report12
З.	DET,	AILED FINDINGS
	3.1	INFORMATION NEEDS AND PERCEPTIONS
		1.Information Needs142.Information Sources15a)General Sources15b)Internet Sources153:Awareness of InfoExport and Trade Commissioners164.Perceptions of the Internet16
	3.2	INFOEXPORT: OVERALL REACTION
		1.Perceived Purpose182.Perceived Browse-time193.Initial Reaction204.General Appeal215.Main Criticisms22