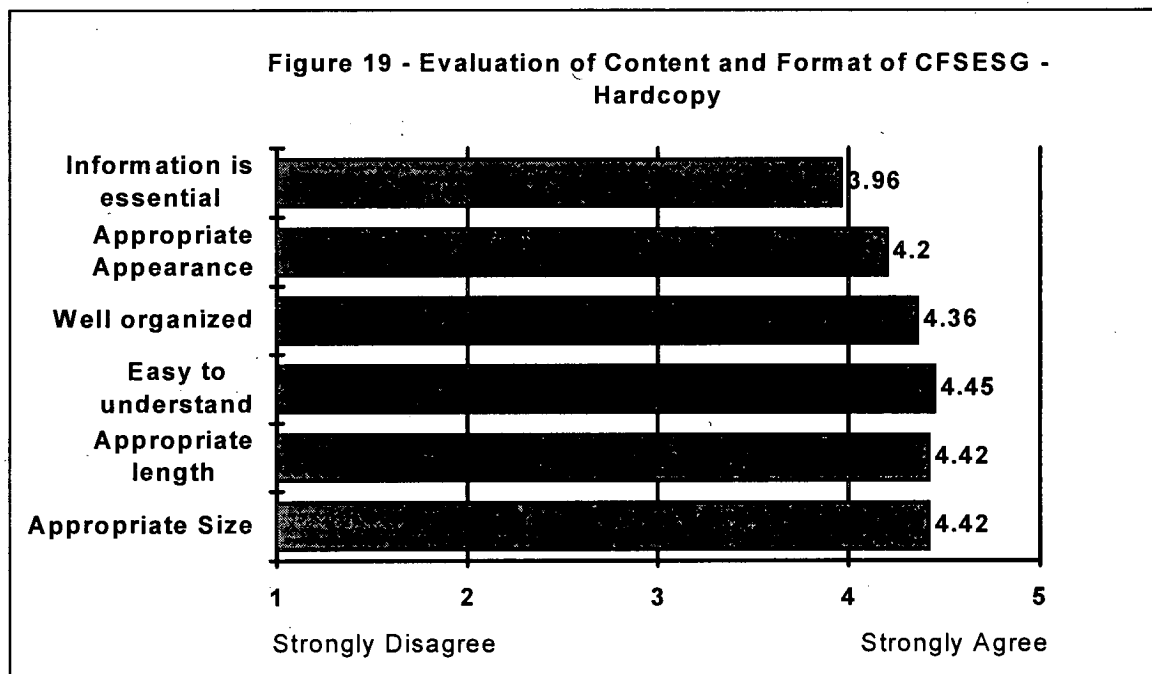


## 4.2 Findings by Publication

### 4.2.1 Canadian Fish and Seafood Exporters Sourcing Guide - Hardcopy

As shown in Figure 19 below, respondents tended to rate content and format elements of the publication favourably. Respondents were most impressed with the clarity of the writing. While the importance of the information was rated lowest, the ranking is high in comparison with other publications.



Overall, readers indicated a preference for hardcopy format (55%) vs. interactive fax (12%) or electronic formats (33%). Of those who indicated a preference for electronic format:

- 73% would prefer the document on diskette;
- 15% via the Internet;
- 6% would like to receive it on CD ROM; and
- 6% on a direct-dial BBS.

### 4.2.2 Canadian Fish and Seafood Exporters Sourcing Guide - Diskette

Respondents tended to rate content and format elements of the publication less favourably than the hardcopy version (see Figure 20). The length of the document and the ease of understanding the writing received the highest ratings, while the organization of the document and the importance of the information were rated lower. (Size and appearance were not rated for diskette versions of publications).