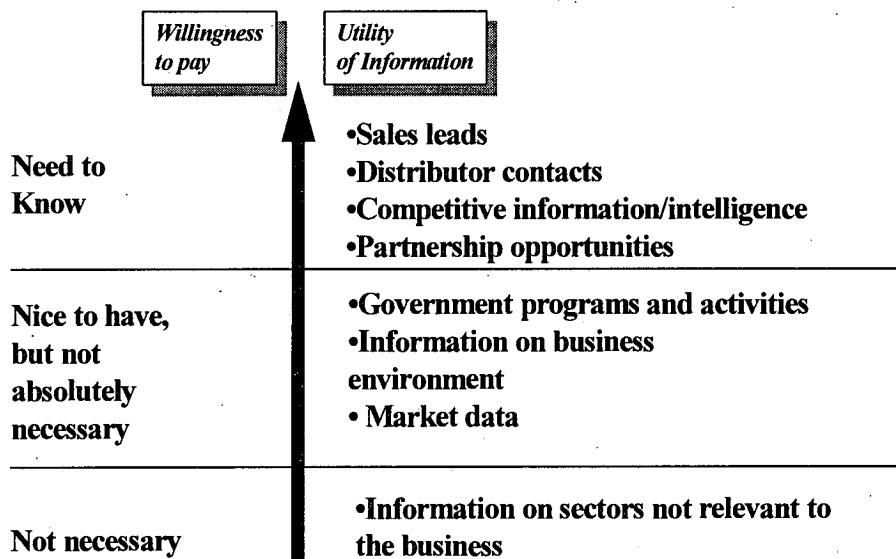


willing to pay for it, when it can be directly linked to sales. As shown in Exhibit 1 below, sales leads, distributor contacts and competitive intelligence are considered essential.

## Exhibit 1 Hierarchy of Information Needs



Because at least six out of 12 publications examined in this study contained other types of information (e.g. market analyses) that is viewed as "nice to have, but not absolutely necessary" the lower mean score for information utility is not surprising. Overall, those publications which focused on contact information, lists or directories (CFSESG, WDSI, GCFEs) received significantly higher mean scores for utility of information (3.59) compared to the Global Market Opportunity Reviews (2.91).

### 4.1.2 Delivery Media

Users of Departmental publications expressed an interest in receiving the information in more than one medium (e.g. hard copy and diskette). On average, each respondent indicated just over two delivery media or dissemination vehicle preferences. However, as shown in Figure 18, hard copy was most frequently mentioned as the preferred format. Even those respondents who used diskette versions of publications indicated a preference for paper publications (see sections 4.2.2 and 4.2.4). This suggests that while alternative dissemination vehicles such as diskettes and bulletin boards may be implemented, paper versions of the publications should be retained to meet user preferences.