

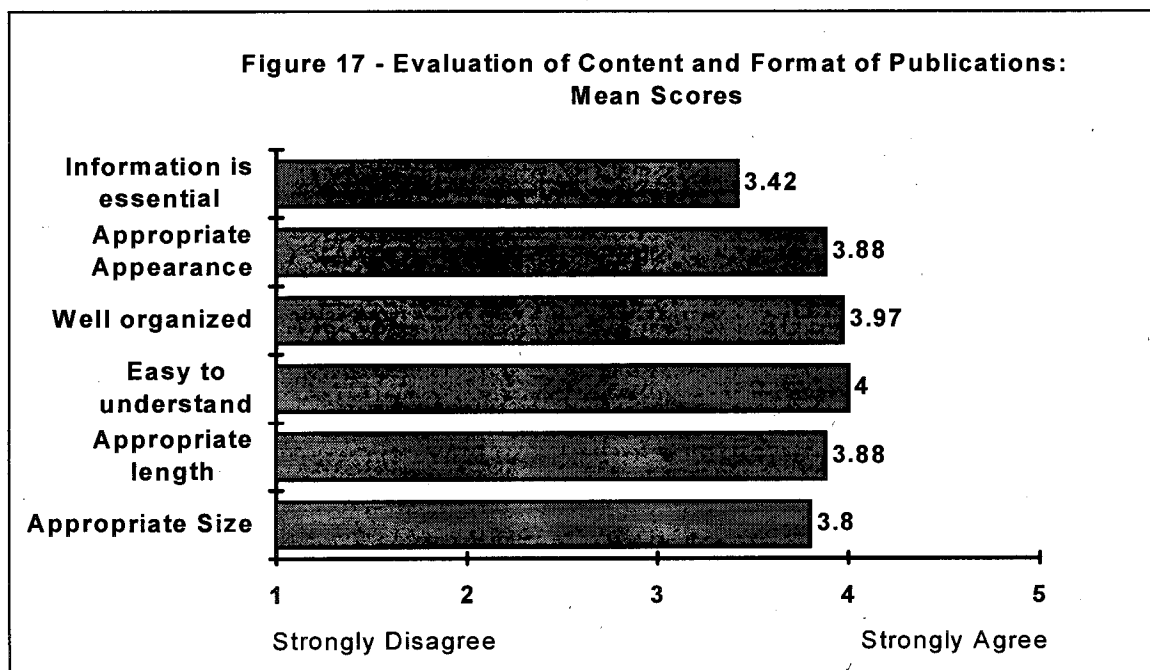
4.0 Content, Format and Delivery Media

This chapter presents findings related to the format and content of the publications. The results can be used to assess reader response to various features of the publication and to identify potential problem areas. In addition, the findings provide a basis for making decisions about dissemination media (e.g. hardcopy versus diskette). Results are presented in aggregate and by publication where the sample size is large enough to warrant analysis (n=30+).

4.1 Overall Findings

4.1.1 Content and Format

As shown in Figure 17, respondents who used publications distributed by the Department tended to assess content and format features quite favourably. This suggests that overall, respondents do not perceive major problems with the information content, appearance and layout, organization, clarity, length and size. This is supported by the fact that when asked what changes they would make to the document, 77% of the time the answer was "none".



However, the importance of the information tended to be rated lower than those elements pertaining to format. Furthermore, most suggestions related to improvements concerned the specificity or timeliness of the information. Findings from past qualitative research³ suggest that business people consider information essential, and are more

³ Phase 5 Consulting Group Inc., *Qualitative Research on the International Trade business Plan*, 1994.