

Some people felt that, given the nature of the information they require (e.g. intelligence, current information), it would not be possible to provide this information through sources other than personal contact.

When given a choice between hard copy and electronic delivery formats, participants preferences differed depending on their level of comfort with technology.

People who were comfortable using on-line services preferred this format because of the ability to customize requests and to receive up-to-date information.

Senior executives or older people who felt they did not have the time or knowledge to use electronic services preferred traditional hard copy sources of information.

As a means of addressing the needs of those who are not comfortable with electronic sources, yet require the same timeliness of information, several people suggested a "fax-back" service.

- *"They should target us...otherwise we get shelves full of these things (the Plan). That's why a fax would be better...no bound publication, just a fax saying 'next quarter, these are the things that are happening in your sector. And if there are any new contacts to list, put them in. When we're finished reading it, we can throw it out."*

The facsimile was viewed as a means of forwarding *necessary* material in a timely manner, without inundating business people with paper publications. Again, this reflects the time sensitivity of clients and their desire for quick information products.