

6.0 Willingness to Pay

In the vast majority of instances, respondents would be willing to pay for the publications distributed by the Department. Overall, respondents who use the Departmental publications would buy them 81% of the time. In 70% of the cases, respondents would be willing to pay \$10 while in 81% of the cases, respondents would pay \$5. These results suggest that if the Department wishes to maximize revenue, the publications should be priced at \$10. However, if the department wants to maximize distribution while recovering some costs, the publications should be priced at \$5.

To the extent that willingness to pay is a measure of value, the results correspond with the high overall utility ratings and the impacts of using the publications reported by respondents. Not surprisingly, willingness to pay was greatest where a publication resulted in new export sales (96%). Nevertheless, in those instances where publications did not result in any observed impact, respondents would pay in nearly two-thirds (66%) of cases. This suggests that charging for the publications would have no significant negative impact on the generation of new export sales by Canadian firms.

As shown in Table 5, *opposite*, respondents were most likely to pay for Canadian Fish and Seafood Exporters Sourcing Guide (diskette) and the World Directory of Seafood Importers (diskette). However, only one-third of respondents were willing to pay for Global Market Opportunities Review Furniture. Respondents were more likely to pay \$10 for diskette publications. This may suggest that respondents value the capabilities inherent in electronic formats (e.g. easy creation of electronic mailing lists, simple manipulation, etc.). Figure 39, below, shows the different price/demand curves for hardcopy and diskette publications.