



Respondents indicated a preference for hardcopy (62%) vs. interactive fax (13%) or electronic formats (25%). Of those who indicated a preference for electronic media:

- 83% would prefer the document on diskette;
- 11% would like to receive it via the Internet; and
- 6% on a direct-dial BBS.

#### 4.1.7 Global Market Opportunities Review - Apparel

Figure 25 provides the mean score of respondent evaluations of content and format elements. Overall, respondents rated the organization, layout and format elements much higher than the information content of the publication.