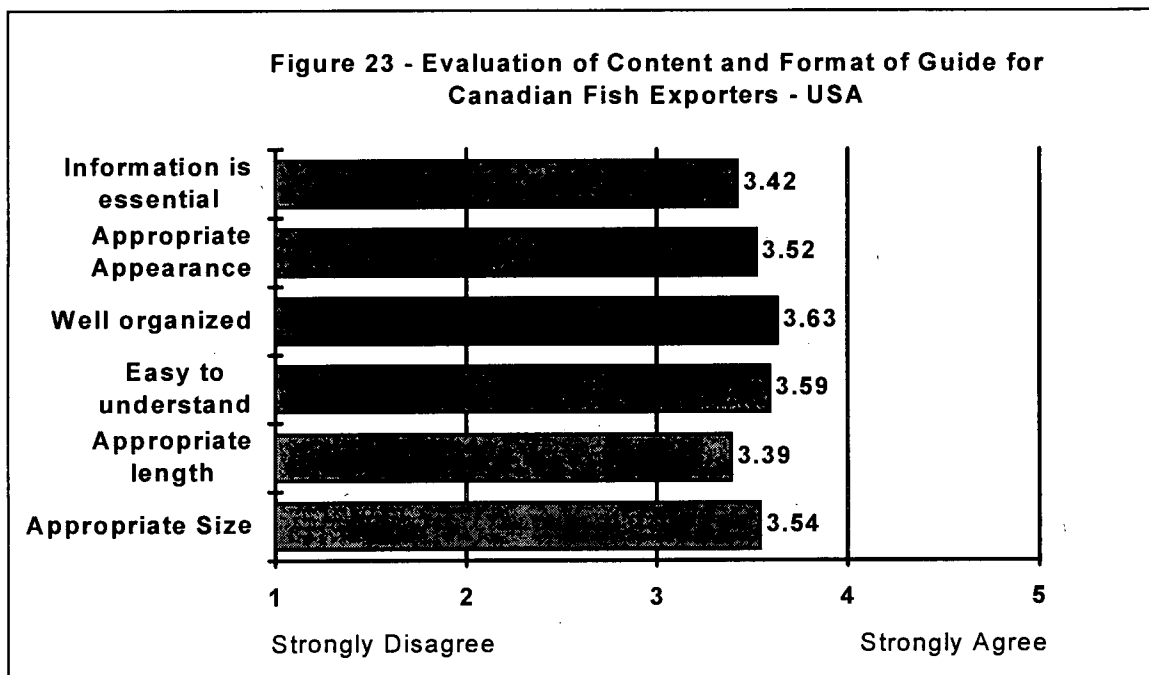


who did express a preference for electronic delivery overwhelmingly preferred diskettes (77%) as opposed to other media.

4.2.5 Guidelines for Canadian Fish Exporters - USA

Figure 23, below, provides the mean score of respondent evaluations of content and format elements. Respondents tended to rate the organization of the document slightly higher than other elements.



Overall, readers indicated a preference for paper formats (63%) vs. interactive fax (12%) or electronic delivery (25%). Of those who indicated a preference for electronic media:

- 79% would prefer the document on diskette;
- 7% would like to receive it on CD ROM; and
- 14% on a direct-dial BBS.

4.1.6 Guidelines for Canadian Fish Exporters - Japan

Figure 24, below, provides the mean score of respondent evaluations of content and format elements. Overall, respondents rated the organization, layout and format elements higher than the information content of the publication.