

sized business tended to rate the overall utility highly, this suggests a greater impact on this sector.

Departmental publications are having a significant and positive effect on the export activities of end-users. In 36% of cases where publications were used (10% of intended recipients), respondents indicated that their organizations' generated new export sales as a direct result of using Departmental publications. The survey results indicate that a greater focus on publications which provide sales leads, directories and contact lists may boost export sales activities.

8.4 Willingness to Pay

Most users of Departmental publications would be willing to pay to receive them. Overall, end-users would pay \$5 for publications in 82% of the cases. Respondents would pay \$10 for publications 70% of the time. Interestingly, in the majority of cases (66%), respondents would pay for publications even when no impact was observed. The research also suggests that users are more willing to pay \$10 for diskette publications than for paper publications.

8.5 InfoCentre Service Delivery

Respondents were very satisfied with the service provided by the InfoCentre and staff should take pride in their accomplishments.

8.6 Marketing

The results of the research suggest that the Department may want to consider a publications marketing strategy with the following objectives:

- to increase usage of publications among the recipient base;
- to rationalize distribution to minimize the incidence of non-use; and
- to encourage the adoption of electronic products.

8.6.1 Strategies to Increase Usage

The survey found that the major reasons for not using publications were: lack of relevance to the business (39% of responses); dissatisfaction with the information contents of the publication (17%); and lack of time (15%). To address these concerns, the Department should consider the following approaches:

1. Address distribution issues (see section 8.6.2);
2. Focus product development activities on those areas that users feel have a higher utility. Results of this and previous studies suggest that the priority for businesses is