

Surprisingly, only 10% of those who identified foreign markets as their most important information need specified information on how to develop contacts.

2.2.2 Presentation of Information

For each type of information need identified, respondents were asked to describe how they currently receive the information (i.e., publication, telex, industry contacts, etc.) and how they would prefer to receive it. The results are shown in Exhibits 4 and 5.

The same type of information is often received in more than one form. For example, information on foreign market opportunities could be obtained through briefings, industry contacts and/or publications. Thus, multiple responses were given and the percentages in the exhibits reflect this. Percentages are based on 460 firms receiving information from all sources.

As shown, none of the current methods of presentation emerge significantly more than the others, although news-letters and pamphlets were reported somewhat more frequently. For over 50% of the information needs cited, respondents reported being satisfied with the existing method of presentation. However, of the information not currently received in newsletter or pamphlet format, 7% and 17% of the respondents respectively would prefer that format.