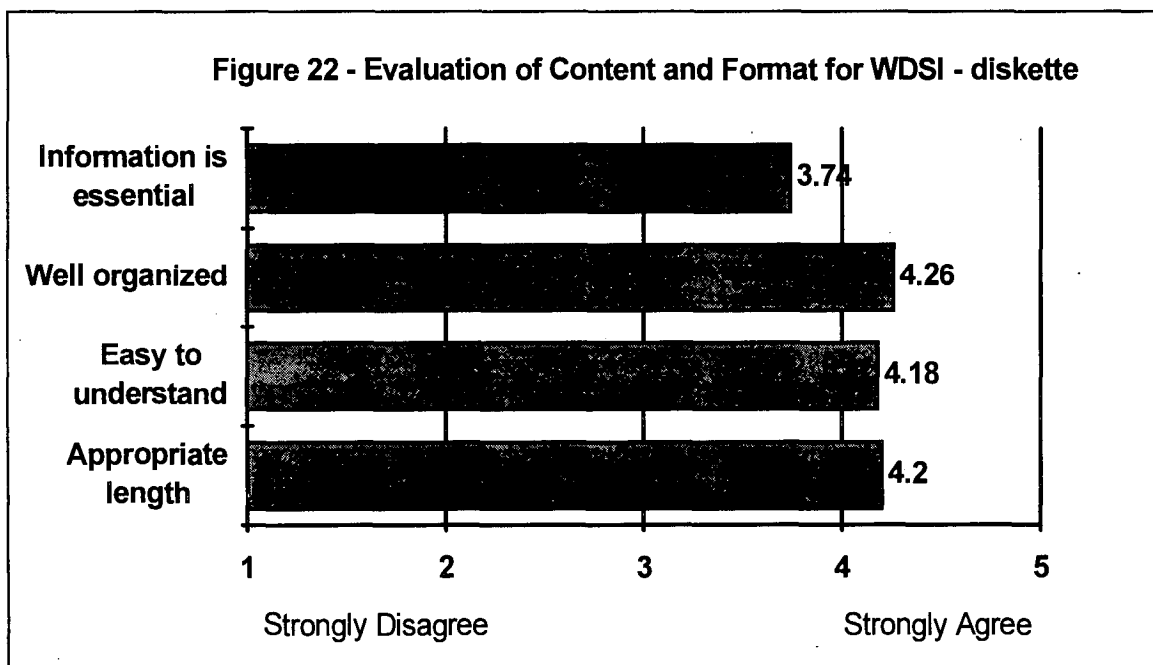


4.2.4 World Directory of Seafood Importers - Diskette

In the case of the World Directory of Seafood Importers - diskette, respondents rated the content and format elements of the publication *more* favourably than the hardcopy version (see Figure 22). The organization of the document and the length received the highest ratings. (Size and appearance were not rated for diskette versions of publications).



Again, users of the diskette version of this publication expressed a preference for hardcopy media (51%) versus electronic delivery (39%) or interactive fax (10%). Those