



Interestingly, readers who used the diskette version of the publication indicated a preference for hard copy media (51%), vs. electronic media (40%) or interactive fax (9%). Of those who indicated a preference for electronic format:

- 77% would prefer the document on diskette;
- 10% would like to obtain it via the Internet;
- 10% via a direct-dial BBS; and
- 3% would like to receive it on CD ROM.

#### **4.2.3 World Directory of Seafood Importers - Hard Copy**

As shown in Figure 21, respondents rated the appearance and clarity of writing highest. In comparison with other factors, the importance of the information was rated lowest.

Overall, readers indicated a preference for hardcopy format (58%) vs. interactive fax (13%) or electronic formats (29%). Of those who indicated a preference for electronic format:

- 72% would prefer the document on diskette;
- 16% on a direct-dial BBS;
- 8% would like to receive it via the Internet; and
- 4% would like to receive it on CD ROM.