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# **The Use and Impact of Selected Marine Publications**

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THE USE AND IMPACT  
OF  
SELECTED MARINE PUBLICATIONS

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In cooperation with the  
Research Center in Business and Economics

January, 1973

## ACKNOWLEDGEMENTS

The authors are grateful for the assistance of Walter Gray, director of the New England Marine Resources Information Program, and William Bivona, manager of the information center. Their full cooperation and understanding were essential to the completion of this study.

Appreciation is also expressed for the cooperation of Dr. Richard Hellman, Mrs. Sandra Wright and Miss Lois Pazienza of the Research Center in Business and Economics.

A special thank you is extended to Mrs. Alice Carsten who patiently typed the final copy of the report.

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## CHAPTER I

### BACKGROUND OF STUDY

#### Problem Statement

The New England Marine Resources Information Program (NEMRIP) is an agency created to encourage and strengthen marine activities and business throughout New England. NEMRIP is supported by the Sea Grant College and Program Act, the State Technical Services Act, and the University of Rhode Island. The Sea Grant Act stipulates that one of NEMRIP's primary purposes should be:

Encouraging and developing programs consisting of instruction, practical demonstrations, publications and otherwise by sea grant colleges and other suitable institutes, laboratories and public or private agencies through marine advisory programs with the object of imparting useful information to persons currently employed or interested in the various fields related to the development of marine resources, the scientific community and the general public.

NEMRIP utilizes workshops, short courses, field personnel, and publications to accomplish this objective.

Through its publications program the agency disseminates marine information to the region's ocean-oriented businesses and industries as well as to government, educational institutions and the general public. NEMRIP's publication program includes producing newsletters, periodicals and nonperiodical titles. The agency has assumed an ever-increasing role in the publication of information to satisfy the needs of interested parties. For example, NEMRIP records for 1971 indicate that 2,044 information requests were processed, 11,444 requests for



publications of various types were filled and 12,712 individuals and organizations received the monthly newsletter.

Although requests for publications have increased significantly over the last several years, no formal objective research has been conducted to determine the actual impact which such informational activities have on recipients. Efforts made in the past to determine effects of the program have been largely subjective, consisting of spontaneous and informal feed-back from receivers, general publication distribution data, and judgments of NEMRIP officials. Thus, this study was implemented to provide NEMRIP officials with more valid measures of the quantitative and qualitative impact of certain requested nonperiodical marine publications.

### Research Objectives

The study has five goals:

1. To identify and classify major requester segments of selected NEMRIP publications. This information is useful in determining who NEMRIP's "customers" are and in identifying the major "market segments" for NEMRIP publications.
2. To identify major uses of selected NEMRIP publications. That is, what did requesters do with information contained in the publications?
3. To measure the impact of selected NEMRIP publications. More specifically, did the information prove useful to requesters of the publications (i.e., did publications provide any economic, personal, or other benefits)?
4. To develop a measurement instrument useful for evaluating similar publications and information services. Numerous other agencies face a similar need to evaluate their services. The instrument developed for NEMRIP should be one which may be profitably used by such agencies.

5. To suggest alternatives for increasing the usefulness of NEMRIP's publication program and improving the effectiveness of distributing marine publications.

### Limitations

The research faced several limitations. One was the form in which primary data existed. Since these data consisted of original correspondence from individuals requesting publications and/or information from NEMRIP, identification, classification and sample selection were slow and difficult tasks. In addition, this limitation necessitated certain assumptions which influenced the information compiled. Various effects of this constraint will be specified in latter portions of the report.

A second limitation is that only a portion of the many nonperiodical publications offered by NEMRIP were analyzed. At the time of analysis, sixty-five titles comprised the nonperiodical group; however, in-depth research was conducted on only twenty of these titles. Efforts were made to select publications representative of a number of aspects of this program, but any generalization of findings to the entire scope of NEMRIP's publication activities must be made with caution.

A third limitation concerns the infeasibility of identifying, classifying and surveying all readers of the publications studied. Although several copies of a particular publication may have been sent to an individual who then perhaps passed these copies on to others, only the original requester was studied. Thus, it was impossible to determine the impact which a publication might have had on additional readers. Also, only individuals to whom the publications were mailed by NEMRIP were studied. Those who received publications through other distribution methods were not analyzed because they could not be identified.

Finally, two limitations of the survey instrument itself should be noted. First, since a mail survey was used, probing of individual responses was not possible. Second, a unique questionnaire was not designed for each publication. Instead, a survey instrument was developed which had applicability to all titles studied and at the same time allowed for unique, specific, and detailed

answers regarding individual publications. Thus, the questionnaire was adaptable to each of the diverse NEMRIP publications and also allowed for comparability among them.

### Preview

The following chapters describe the methodology and results of the investigation. Chapter II describes the methodology of the research project. Chapter III analyzes patterns in requests received by NEMRIP for the twenty publications studied. Chapter IV describes results of the survey designed to gather from requesters data on the use and impact of the selected marine publications. Survey findings are presented for the publications as a group and individually. The final chapter summarizes the research findings and presents several recommendations for improvement of the NEMRIP publication program.

## CHAPTER II

### RESEARCH METHODOLOGY

The research methodology designed to accomplish the stated objectives consisted of three major activities: analysis of previous requests, exploratory interviews, and a mail survey to requesters of selected publications.

#### Analysis of Requests

Using information provided in NEMRIP's files, all requests for the agency's publications in 1971 and the first six months of 1972 were analyzed. The purposes of analyzing request patterns of the publications were:

1. To determine total request figures and the distribution of these requests among publications under study;
2. To provide preliminary classificatory information on characteristics of the population of requesters;
3. To obtain information useful in selecting a stratified random sample of requesters for further investigation.

A computer data bank was compiled. Information tabulated included the total number and percentage of requests from selected geographical areas, the percentage of requests accounted for by various requester categories, and the percentage of total requests accounted for by the particular publication. This analysis permitted the researchers to prepare a Publication-Requester Matrix which was useful for preliminary analysis and in choosing the survey sample. Further description of the matrix and results from its analysis will be presented in a following section.

## Exploratory Interviews

The second major research activity involved interviews with representatives of numerous government agencies which provide information services similar to those offered by NEMRIP. Individuals connected with the project held personal interviews with representatives of the Commerce Department, the National Bureau of Standards, the National Oceanic and Atmospheric Administration, the National Technical Information Service, the Department of Agriculture, and the Forest Service. All respondents were very sensitive to the evaluation problem, but only limited formal study has been given by them to evaluating their publications. In addition, little new information on concepts and methods of evaluation was learned from the review of literature and examples provided by these agencies.

Another aspect of the interviews was an opportunity to contact individuals with noted expertise in the field of survey techniques. This enabled the researchers to obtain suggested revisions of later designs of the mail questionnaire.

A related activity was the researchers' participation in the National Sea Grant Publications Workshop held in Kingston, Rhode Island. Discussions at the workshop were of assistance in orienting the study toward NEMRIP's needs.

## Publications Survey

The major research activity was a mail survey of nearly 900 requesters of NEMRIP publications. The details of the survey design are outlined in this section.

### Selection of Publications

Since the cost of surveying requesters of sixty-five publications would have been prohibitive, it was deemed necessary to limit this number. In determining which publications would not be surveyed, two major criteria were considered: 1) the total size of a publication's distribution and 2) the degree of specialization of the publication (in audience appeal and content). Publications included in the survey were selected using these criteria in conjunction with NEMRIP officials. The twenty publications selected for in-depth analysis are

TABLE I  
TITLES OF SELECTED PUBLICATIONS

<u>Publication Title</u>	<u>Publication Number</u>
<u>Two-Boat Midwater Trawling for Herring</u>	2
<u>Factors Involved in the Storage and Transport of the American Lobster</u>	3
<u>Long-Lining for Swordfish</u>	4
<u>Migrations and Growth of Deep-Sea Lobsters</u>	10
<u>Marine Insurance Guide</u>	11
<u>Cutting Web Tapers</u>	13
<u>Computing Horsepower Used in Trawling</u>	14
<u>Rhode Island Marinas and Boat Yards 1970</u>	16
<u>New FCC Marine Radio Regulations</u>	18
<u>Studies of the Simulation of Drifting Oil by Polyethylene Sheets</u>	23
<u>The Dynamics of European Wing Trawls</u>	24
<u>The New England Marine Industry</u>	26
<u>Aquaculture: A New England Perspective</u>	27
<u>Seven Points on the Marina Business</u>	29
<u>The Potential for Fishery Development in the Caribbean and Adjacent Seas</u>	37
<u>Center-Console Boats: The Fisherman's Dream</u>	38
<u>How to Build and Save Beaches and Dunes</u>	44
<u>Integration of Computer Modeling Techniques with Laboratory Experiments</u>	46
<u>Marine Recreation Conference: Boating in New England</u>	47
<u>Mass and Metabolism of a Mussel Bed</u>	48

presented in Table I. The NEMRIP publication number is supplied for future reference.

### Questionnaire Design

The questionnaire was structured and nondisguised. That is, it was designed to present a logical, orderly sequence of questions (structured) and to make the purpose of the research evident to respondents (nondisguised). Organization of the questionnaire encompasses four major sections which were designed to provide data relevant to the first three goals of the project. Information was sought on selected characteristics of NEMRIP's market, on requesters' major uses of NEMRIP publications and on requesters' assessments of the usefulness and impact of the publications. The major sections are presented below and samples of the survey instruments employed for the publication, Seven Points on the Marina Business, are presented in Appendix A.

#### I. Background and Classificatory Information

- A. Source of information regarding availability of NEMRIP publication
- B. Number of copies received
- C. Number of persons exposed to requester's personal copy
- D. Occupation of requester

#### II. Readership

- A. Extent of reading
- B. Reasons for not reading
- C. Plans for future reading
- D. Intensity of reading (e.g. skim, read carefully, etc.)
- E. Extent of reader's exposure to new information

### III. Use of Publication

- A. Expected use or reason for requesting
- B. Type of application
- C. Level of action orientation in use (i.e., general information, planning, or taking some action)
- D. Plans for future use

### IV. Usefulness or Impact

- A. Overall rating of usefulness
- B. Economic and other resulting benefits
- C. Effect on requester's interest and knowledge of subject area
- D. Extent of usable ideas presented
- E. Suggestions for increasing effectiveness of the publication

### Pretests

The questionnaire was pretested via two methods-- telephone and mail. Telephone was used initially to quickly evaluate the quality of the questionnaire and make modifications where necessary. A telephone pretest offered the advantages of low cost (since mostly Rhode Islanders were queried), flexibility (since responses could be probed more deeply), and accuracy.

A mail pretest was also conducted. The objective was to insure that the survey instrument was in a form which would facilitate written (as opposed to verbal) responses. After sufficient mail and telephone pretesting had been conducted, the final questionnaire was formalized as it appears in Appendix A.

### Sample Design

Sample design involved defining the population, determining an appropriate sample size and devising sample



selection procedures. The population was defined as all requesters of the twenty publications specified (see Table I) during the period from January, 1971 to June, 1972. An appropriate minimum sample size for the study was then determined by employing standard statistical procedures and estimates of population parameters obtained from pretest data. The minimum sample size was determined to be 216 usable responses. The reader may wish to refer to Appendix B for a more detailed discussion of sample size determination.

Mail surveys of this type may be conservatively expected to produce approximately a twenty-five percent usable response rate. Therefore, in order to insure obtaining the minimum sample size of usable returns, nearly 900 potential respondents were surveyed.

The sampling technique used to select respondents is known as stratified random sampling. The technique allows for efficient and representative sampling by having population segments represented to the same proportion in the sample as they are in the population. Thus, each publication's proportion of the total number of requesters was determined and the total number of usable responses required was allocated (i.e., stratified) to each publication on this basis. The resulting figures became target quotas for each publication, and, as already mentioned, approximately four times as many questionnaires were mailed out to achieve these quotas. However, in the event that a publication accounted for less than one percent of the population a minimum quota of ten usable responses was established.

In addition to stratification on the basis of population sizes, each publication sample was also stratified by requester types. Since library and research comprised such small proportions of distribution figures these two categories were included in the education category for purposes of stratification.

After determining the sample size to be allocated among publications and requester types for each publication, requester names were randomly selected within these categories to receive the questionnaires.

## Mail Survey

Mail was selected as the medium for the survey because of the need to contact a large, widespread sample at a reasonable cost per response. A telephone survey would have been much too expensive and time consuming. As indicated above, the original mailing included nearly 900 questionnaires. Follow-up mailings were used to reach nonrespondents in certain categories.

## CHAPTER III

### ANALYSIS OF REQUEST PATTERNS

As reported earlier, analysis of request patterns for the sixty-five NEMRIP publications was conducted. However, because the scope of later aspects of the study was confined to twenty titles, only information pertaining to these publications will be reported here. Data on the remaining titles are available to NEMRIP officials.

It should be noted that only more salient aspects of the data are discussed in the text. Further study of tables by interested readers will reveal additional comparisons and insights.

#### Publication-Requester Matrix

Analysis of request patterns resulted in development of a Publication-Requester Matrix in a computer data bank. A pictorial representation of the matrix with data describing publication number one appears in Table II. Each publication represents one page of the matrix; a complete representation of the matrix in Table II would therefore contain sixty-five pages.

The matrix is useful for assessing characteristics of NEMRIP's actual market (distinguished from the potential or "target market") for publications. It allows one to study, in manageable terms, the distribution of copies of a publication among various requester types. Preliminary assessments can then be made of how well a publication matched the audience for which it was intended (its "target" market). The matrix also allows quick examination of geographical distribution data. This is useful for analyzing the degree of regional appeal or awareness of various publications of interest. In addition, the matrix portrays the total distribution pattern for a publication.

TABLE II  
PUBLICATION-REQUESTER MATRIX

Requester Category	New England			Other U.S.			Foreign			Total Requesters	Total Copies	Percent
	Number of Requests	Number of Copies	Number of Copies Requested	Number of Requests	Number of Copies	Number of Copies Requested	Number of Requests	Number of Copies	Number of Copies Requested			
Business	24	94	17	17	1	0	1	0	36	106	33.8	
State/Local	21	29	10	18	7	2	7	2	61	69	22.0	
Government	26	28	18	38	6	6	6	6	50	72	22.9	
Industry	1	1	0	0	1	0	0	0	1	1	1.6	
Personal	24	26	13	13	0	0	0	0	37	49	17.4	
Research	3	3	6	6	1	1	1	1	10	10	3.2	
Miscellaneous	7	7	5	5	1	1	1	1	13	13	4.1	
Total	110	190	92	114	10	19	10	19	212	314	100.0	
Percent	51.9	60.5	63.4	56.3	4.7	3.2	4.7	3.2				

Thus, estimates of the potential use and impact of a publication may be developed. Further, since the matrix provides such information on all publications, comparisons among the publications are possible.

The geographical location of each requester was categorized into one of three groupings. The categories were 1) New England, 2) other U.S. location and 3) foreign. These categories appeared appropriate for the scope of NEMRIP's orientation which is primarily, but not exclusively, regional in focus.

Preliminary analysis of NEMRIP files suggested that it would also be feasible and useful to classify requesters by their apparent usage pattern for information. The categories employed to classify requesters were 1) business, 2) education, 3) government, 4) library, 5) personal, 6) research and 7) miscellaneous. Requests were classified on the basis of information available in NEMRIP records. As noted in Chapter I, judgment regarding appropriate classification was necessary in many cases since it was only possible to work within the constraints of existing information. Despite this limitation, the matrix concept does appear to have usefulness for NEMRIP in planning and controlling a publications program. In addition, the information was useful in devising stratified sampling procedures.

### Overall Distribution Patterns

During the period from January, 1971, through June, 1972, NEMRIP distributed a total of 11,545 copies of the sixty-five publications to requesters of information. This represents a large scale publication effort, especially when one considers that it is only one aspect of the total information program. In addition, the publication figures appear even more impressive when one realizes that these are requested publications rather than titles distributed to a mailing list. Thus, the data indicate that NEMRIP has been successful in encouraging interested parties to utilize this aspect of the information program.

Table III presents total distribution data for the twenty publications selected for analysis. The NEMRIP publication number is included for future reference. Total distribution of the twenty titles was 7,459 copies

TABLE III  
DISTRIBUTION OF COPIES BY PUBLICATION

<u>Publication Title</u>	(1) <u>Publication Number</u>	(2) <u>Copies Distributed</u>	(3) <u>Rank</u>	(4) <u>Average<sup>a</sup> Copies per Month</u>	(5) <u>Rank</u>
<u>Two-Boat Midwater Trawling for Herring</u>	2	230	13	14	16
<u>Factors Involved in the Storage and Transport of the American Lobster</u>	3	217	14	13	17
<u>Long-Lining for Swordfish</u>	4	208	15	12	18
<u>Migrations and Growth of Deep-Sea Lobsters</u>	10	348	9	32	13
<u>Marine Insurance Guide</u>	11	1,680	1	120	2
<u>Cutting Web Tapers</u>	14	680	2	62	5
<u>Computing Horsepower Used in Trawling</u>	14	347	3	54	6
<u>Rhode Island Marinas and Boat Yards 1970</u>	17	360	8	33	11
<u>New FCC Marine Radio Regulations</u>	18	506	5	46	8
<u>Studies of the Simulation of Drifting Gill by Polyethylene Sheets</u>	21	12	19	7	20
<u>The Dynamics of European Wing Trawls</u>	24	335	10	31	14
<u>The New England Marine Industry</u>	26	24	18	9	19
<u>Aquaculture: A New England Perspective</u>	27	509	4	46	7
<u>Seven Points on the Marina Business</u>	29	234	12	21	15
<u>The Potential for Fishery Development in the Caribbean and Adjacent Seas</u>	31	101	11	127	1
<u>Center-Console Boats: The Fisherman's Dream</u>	34	482	7	96	3
<u>How to Build and Save Beaches and Dunes</u>	35	125	6	85	4
<u>Integration of Computer Modeling Techniques with Laboratory Experiments</u>	36	95	17	32	12
<u>Marine Recreation Conference: Boating in New England</u>	37	155	16	40	9
<u>Mass and Metabolism of a Mussel Bed</u>	48	12	19	36	10
	Total	7,458			

a) Rounded to nearest whole number

or approximately sixty-five percent of the total distribution of all titles. Column two presents the distribution by publication, and column three ranks publications on the basis of copies distributed during the period analyzed. Although these figures do not indicate publication effectiveness or impact in the final sense, they do point to the potential for impact by indicating the size of audiences for particular publications.

Table III shows that the Marine Insurance Guide ranks as the most highly requested publication with 1,680 copies distributed, approximately two and one-half times as many requests as the next most popular publication. Another highly requested publication has been Cutting Web Tapers. This brochure ranks second in total copies distributed with 680 requests. Although the remaining publications were requested to a lesser extent, many still have significant distribution figures. The least requested publications were numbers 23, 26, 46, and 48, all of which had less than 100 copies requested. With one exception these titles are scientifically oriented and therefore might be expected to have smaller, more specialized audiences.

Total distribution figures may be misleading since only the time period from January, 1971 through June, 1972, was analyzed. Many publications were first offered after January, 1971, and were not available over the entire time span of the analysis. Therefore, column four of Table III presents average distribution per month statistics. These statistics were obtained by dividing total publication distribution figures by the number of months they were available during the observation period. Again, in column five the publications are ranked, but this time by average distribution per month.

A large number of shifts in ranking occur due to the difference in methods of reporting. Publication 37 narrowly assumed the first rank, followed closely by publication 11, which previously occupied the first rank. Publication 23 ranked last by this measure also.

In general, the average distribution per month statistics reveal that more recent titles are ranked higher than earlier titles. This points to a tendency for publications to have a high rate of demand soon after the initial announcement and then experience a decrease in the rate of demand over time. Consequently, this method of

distribution measurement tends to bias rankings in favor of recent publications because earlier published titles may be in later stages of their "life cycle". This suggests a benefit NEMRIP would realize if continuous auditing rather than cross sectional study were adopted. More will be said on this topic in the concluding chapter.

### Distribution by Region

Table IV presents information on distribution of the twenty publications by geographical region. This information depicts the broad market base to which NEMRIP publications appeal. The overall percentage distribution figures of the table indicate that 50% of the copies are distributed to New England requesters, 46% are sent to requesters residing in other parts of the United States and 4% of the copies are mailed to foreign requesters. Thus, although NEMRIP functions as an organization meeting the information needs of New Englanders (which is its primary focus), it also serves a much wider geographic market desiring information concerning marine subjects.

A closer review of data presented in Table IV indicates that publications 3, 4, 10, 16 and 47 are most popular with New England requesters. For each of these titles, the region accounted for at least two-thirds of the copies distributed. Publications most heavily requested from other areas of the country are numbers 13, 14, and 37. For each of these titles at least six out of ten copies were distributed outside New England. Several other titles (24, 27, 44, and 46) had over half of their copies distributed to areas of the United States outside New England. It may be worthwhile for NEMRIP officials to explore possible reasons for the widespread appeal of these titles. Publication strategies may accrue from such an activity.

None of the publications has attracted a significant number of foreign requesters. Only for publications number 2 and 24 did the number of foreign requests exceed 10% of total demand. However, foreign requests have been experienced for all but two of the titles, some from as distant as Korea and India. Thus, nearly all of the publications are helping to meet the needs of some foreign receivers as well as those of domestic requesters.



TABLE IV  
 PERCENTAGE DISTRIBUTION OF COPIES BY REGION<sup>a</sup>

Publication Title	Publication Number	New England	Other U.S.	Foreign
<u>Two-Boat Midwater Trawling for Herring</u>	2	56	29	15
<u>Factors Involved in the Storage and Transport of the American Lobster</u>	7	71	26	3
<u>Long-Lining for Swordfish</u>	4	66	30	3
<u>Migrations and Growth of Deep-Sea Lobsters</u>	10	72	27	2
<u>Marine Insurance Guide</u>	11	49	50	1
<u>Cutting Web Tapers</u>	1	30	63	7
<u>Computing Horsepower Used in Trawling</u>	12	31	61	8
<u>Rhode Island Marinas and Boat Yards</u>	16	82	17	1
<u>New FCC Marine Radio Regulations</u>	18	59	40	2
<u>Studies of the Simulation of Drifting Oil by Polyethylene Sheets</u>	21	36	44	0 <sup>b</sup>
<u>The Dynamics of European Wing Trawls</u>	24	29	57	13
<u>The New England Marine Industry</u>	26	55	38	6
<u>Aquaculture: A New England Perspective</u>	27	44	53	3
<u>Seven Points on the Marina Business</u>	29	55	42	3
<u>The Potential for Fishery Development in the Caribbean and Adjacent Seas</u>	31	25	68	6
<u>Center-Console Boats: The Fisherman's Dream</u>	38	59	38	3
<u>How to Build and Save Beaches and Dunes</u>	44	47	52	1
<u>Integration of Computer Modeling Techniques with Laboratory Experiments</u>	46	44	56	0 <sup>b</sup>
<u>Marine Recreation Conference: Boating in New England</u>	47	79	20	1
<u>Mass and Metabolism of a Mussel Bed</u>	48	58	40	1
Percentage Distribution by Region		50	46	4

a) Rounded to nearest percent

b) Signifies actual 0.0%

## Distribution by Requester Type

Table V presents information on the percentages of copies distributed by requester type. Reference to the table reveals that requesters classified as business in orientation accounted for the largest share (25 percent) of total copies distributed. The second largest number of copies (23 percent) was distributed to those classified as educators, and the third major category (21 percent) was comprised of personal requesters. These three categories accounted for 69 percent of the total copies distributed. Next in order of significance were the categories of government (15 percent), miscellaneous (12 percent), library and research (with 2 percent each).

Looking at the distribution for individual titles, for publications 2, 3, 4, 26 and 38 business requests accounted for the largest share of copies distributed. For publications 10, 14, 18, 23, 24, 27, 37, 44, 46 and 48 education ranked as the largest category of requesters. Publications 11 and 13 were distributed predominantly to those with a personal use for the information.

The categories of government, library, and research were not ranked first for any of the publications. However, government did rank second in importance for three of the publications; 27, 44, and 48. The library and research categories did not account for a significant share of the copies distributed for any publication.

The above information should prove useful to NEMRIP in identifying major requester markets for particular publications. A useful endeavor may involve comparison of expected distribution patterns with these data in order to gain insights as to why certain publications enjoy higher distribution in one market than another. In addition, attention should be devoted to whether request patterns are emanating from the intended or target market to the extent expected. Such investigations may be beneficial in the planning of future publication efforts.

Review of the previous information is seen, therefore, to be helpful in identifying major market segments for publications. However, this analysis can only point to potential areas of possible use and impact of the publications. Survey results presented in the next chapter provide a much better understanding of the actual use and impact of these NEMRIP publications.

TABLE V

PERCENTAGE DISTRIBUTION OF COPIES BY REQUESTER TYPE<sup>a</sup>

Publication Title	Publication Number						Miscellaneous
	Business	Education	Government	Library	Personal	Research	
<u>Two-Boat Midwater Trawling for Herring</u>	52	20	7	1	16	2	3
<u>Factors Involved in the Storage and Transport of the American Lobster</u>	53	7	5	1	26	7	3
<u>Long-Lining for Swordfish</u>	44	20	8	3	21	2	2
<u>Migrations and Growth of Deep-Sea Lobsters</u>	20	35	9	3	29	1	3
<u>Marine Insurance Guide</u>	28	10	19	0 <sup>b</sup>	29	0 <sup>b</sup>	14
<u>Cutting Web Tapers</u>	18	26	17	2	30	1	6
<u>Computing Horsepower Used in Trawling</u>	27	33	13	2	10	9	7
<u>Rhode Island Marinas and Boat Yards 1970</u>	18	23	12	1	8	1	38
<u>New FCC Marine Radio Regulations</u>	21	42	13	1	19	0 <sup>b</sup>	4
<u>Studies of the Simulation of Drifting Oil by Polyethylene Sheets</u>	18	29	13	8	19	6	7
<u>The Design of European Wing Trawls</u>	22	32	11	1	19	7	11
<u>The New England Marine Industry</u>	38	23	14	5	11	4	5
<u>Aquaculture: A New Field Perspective</u>	14	10	20	4	19	9	4
<u>Seven Points on the Marine Business</u>	16	5	10	0 <sup>c</sup>	3	1	45
<u>The Potential for Fishery Development in the Caribbean and Adjacent Seas</u>	24	27	17	3	21	6	4
<u>Center-Console Boats: The Fisherman's Dream</u>	36	9	5	0 <sup>c</sup>	20	1	28
<u>How to Build and Save Beaches and Dunes</u>	10	33	26	3	18	2	8
<u>Integration of Computer Modeling Techniques with Laboratory Experiments</u>	14	54	14	5	8	4	1
<u>Marine Recreation Conference: Roaring in New England</u>	47	3	17	1	4	0 <sup>c</sup>	65
<u>Mass and Metabolism of a Mussel Bed</u>	48	44	18	3	17	6	1
Percentage Distribution by Type	25	23	15	2	21	2	12

<sup>a</sup> Rounded to nearest percent<sup>b</sup> Denotes less than 0.5%<sup>c</sup> Signifies actual 0.0%

## CHAPTER IV

### ANALYSIS OF SURVEY RESULTS

This chapter describes results of the survey conducted among a random sample of NEMRIP requesters. The first topic to be discussed concerns the survey response pattern. Following this, survey results will be reported for the twenty publications as a whole, and significant features will be highlighted for individual publications.

#### Response Rates

A total of 899 questionnaires were mailed out to the sample of requesters. Responses totaled 430; the survey achieved a high return rate of 47.8 percent. However, because not all of the returned questionnaires had been fully or properly completed, survey results are computed on the basis of 409 usable replies, still a high response rate of 45.5 percent. No doubt the interest of receivers in the work of NEMRIP contributed to this high response rate. In addition, the questionnaire was designed to be swiftly and easily completed.

Table VI reports response rates by publication. The highest rate (95 percent) was for publication 26, The New England Marine Industry. The lowest rate (22 percent) was for publication 3, Factors Involved in the Storage and Transport of the American Lobster. Ten of the publications had a response rate of at least 50 percent--very high for mail surveys.

A disturbing fact uncovered by the survey is that 7.2 percent of the respondents replied they had not received the publication in question. It is possible that this group may be even larger than indicated by returns since many who did not receive the publications may have merely discarded the questionnaire rather than return it.

TABLE VI

## SURVEY RESPONSE RATE BY PUBLICATION

<u>Publication Number</u>	<u>Usable Responses</u>	<u>Response Rate (%)</u>
2	14	56
3	11	22
4	14	67
10	37	51
11	41	35
13	18	47
14	20	65
16	22	50
18	15	40
23	11	29
24	16	46
26	20	95
27	40	54
29	11	24
37	16	40
38	17	52
44	38	58
46	17	37
47	14	58
48	<u>17</u>	<u>43</u>
<b>Total Usable Responses</b>	409	<b>Average Response Rate 46%</b>

## Survey Results

This section describes the survey findings. Data are referred to on an overall basis for the twenty publications and, where significant, for individual publications. Appendix C presents a summary of responses. The first section of the Appendix presents data on an overall basis for the twenty publications. Next, responses are presented by question for each of the twenty titles to facilitate any comparative analysis the reader may wish to make. Lastly, the third section of the Appendix presents results by publication to facilitate the interested reader in obtaining a capsule view of results for a particular publication.

The Appendix presents considerable information. Only the most significant aspects of this data can be discussed in the text. Results will be discussed by topic area as outlined in Chapter II.

### Background Information

#### Source of Information Regarding Availability of Publications

Almost 3 out of 5 respondents learned of the availability of their requested publication from the NEMRIP newsletter. Chart 1 illustrates the overall percentage of respondents mentioning each source. Other specific sources were important for some of the publications. For example, word of mouth was an important source for publication number 4; the Commercial Fisheries Newsletter was an important source for publication number 24; and the National Marine Fisheries Service Report was reported to be an important source for publication 37. However, no consistent pattern appeared to exist for these other sources across the majority of publications. It would be useful for NEMRIP officials to explore reasons for differences in these source effects.

#### Number of Copies Received

Among the 409 respondents a total of 570 publication copies were received, an average of 1.4 copies per individual. The average number of copies per receiver ranged from 2.2 for publication 16 to 1.0 for titles 4, 14, 23 and 26.

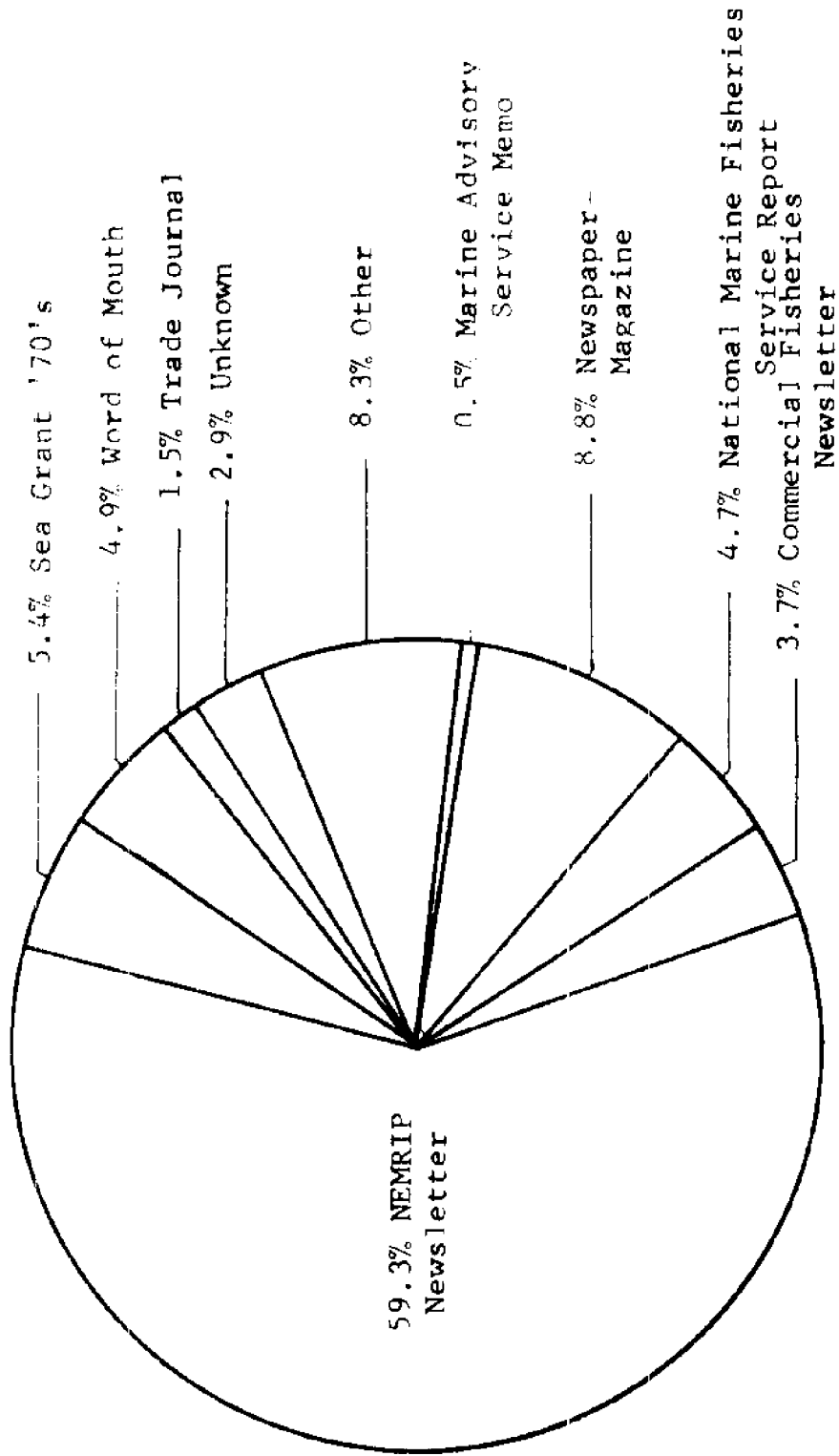


CHART 1. Information Sources For NEMRIP Publications

## Additional Exposures to Requester's Copy

Question three was designed to obtain a conservative measure of the number of additional exposures to requesters' personal copies. The number of such additional exposures (i.e., "pass alongs") totaled 845. Summing the number of initial requesters and the additional exposures, the number of reported exposures for all respondents totals 1,254 persons. Therefore, an average of 3.1 exposures occurred for each individual requesting information. The variance on this measure for the 20 publications was quite high, ranging from 1.5 for publication 46 to 6.1 for publication 24.

The previously reported census revealed that there were 4,226 requesters for the twenty publications studied. A total estimated potential exposure of 13,101 individuals was calculated using the average of 3.1 exposures per requester. Estimated potential exposures by publication are presented in Appendix C. Chart 2 illustrates the relationship between the number of requesters and the estimated number of exposures.

The actual number of exposures is, in all likelihood, greater than estimated because multiple copies are distributed to some requesters. These additional copies are probably also distributed to interested individuals who may themselves pass the copies along to others. Thus, the total estimated potential exposure figure is stated conservatively.

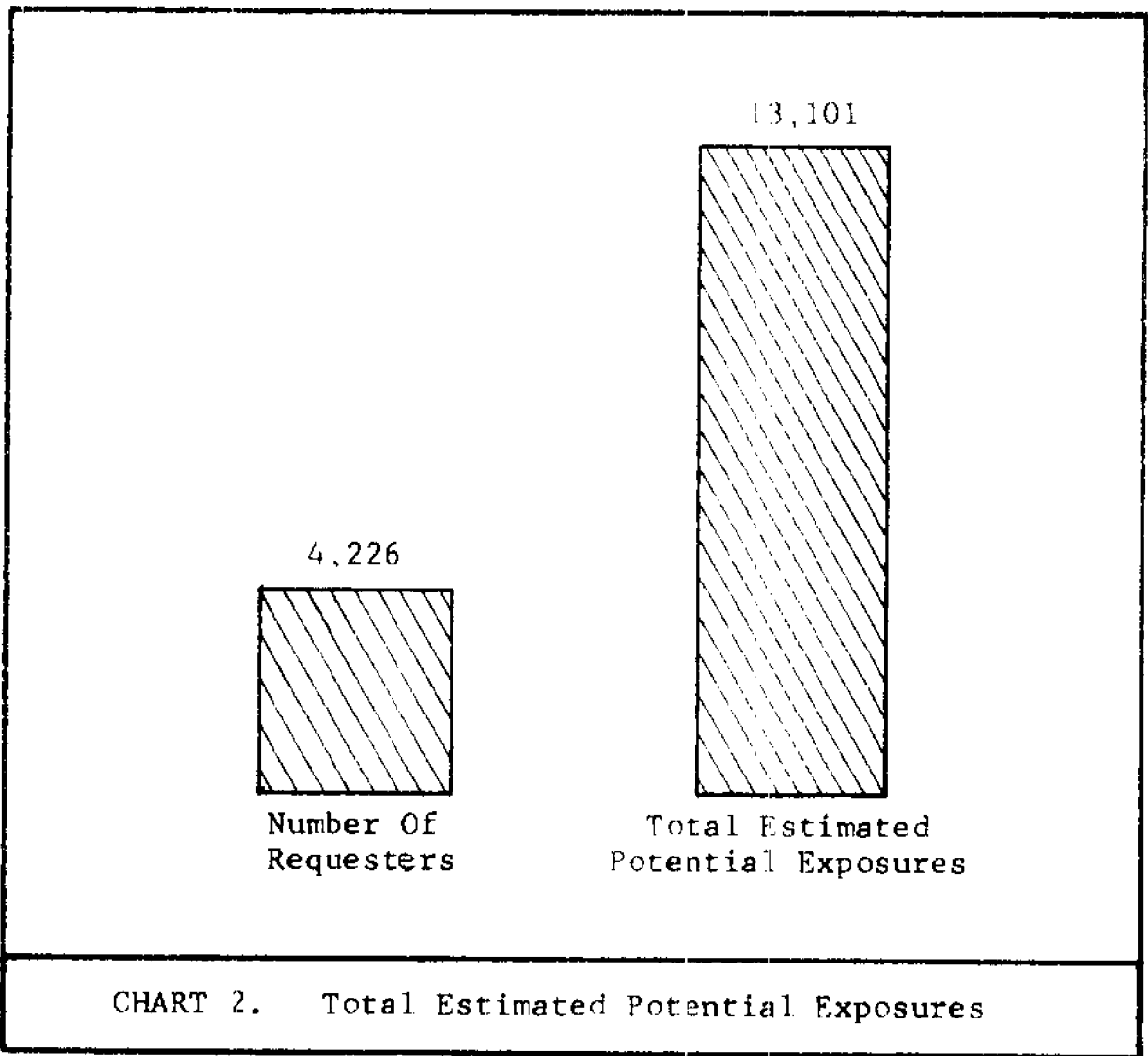
## Readership

### Extent of Reading

Chart 3 indicates that three out of five respondents reported that they read all of the publication. Over 25 percent said that they read most of it, and another 11 percent read some of the publication. It is significant that only thirteen individuals, or a little over 3 percent of the respondents, reported that they did not read the publication. Two publications, numbers 3 and 38, received very high scores on readership. Over 90 percent of their respondents reported complete reading.

Since a key goal of the information program is to obtain readership of publications, these data provide a





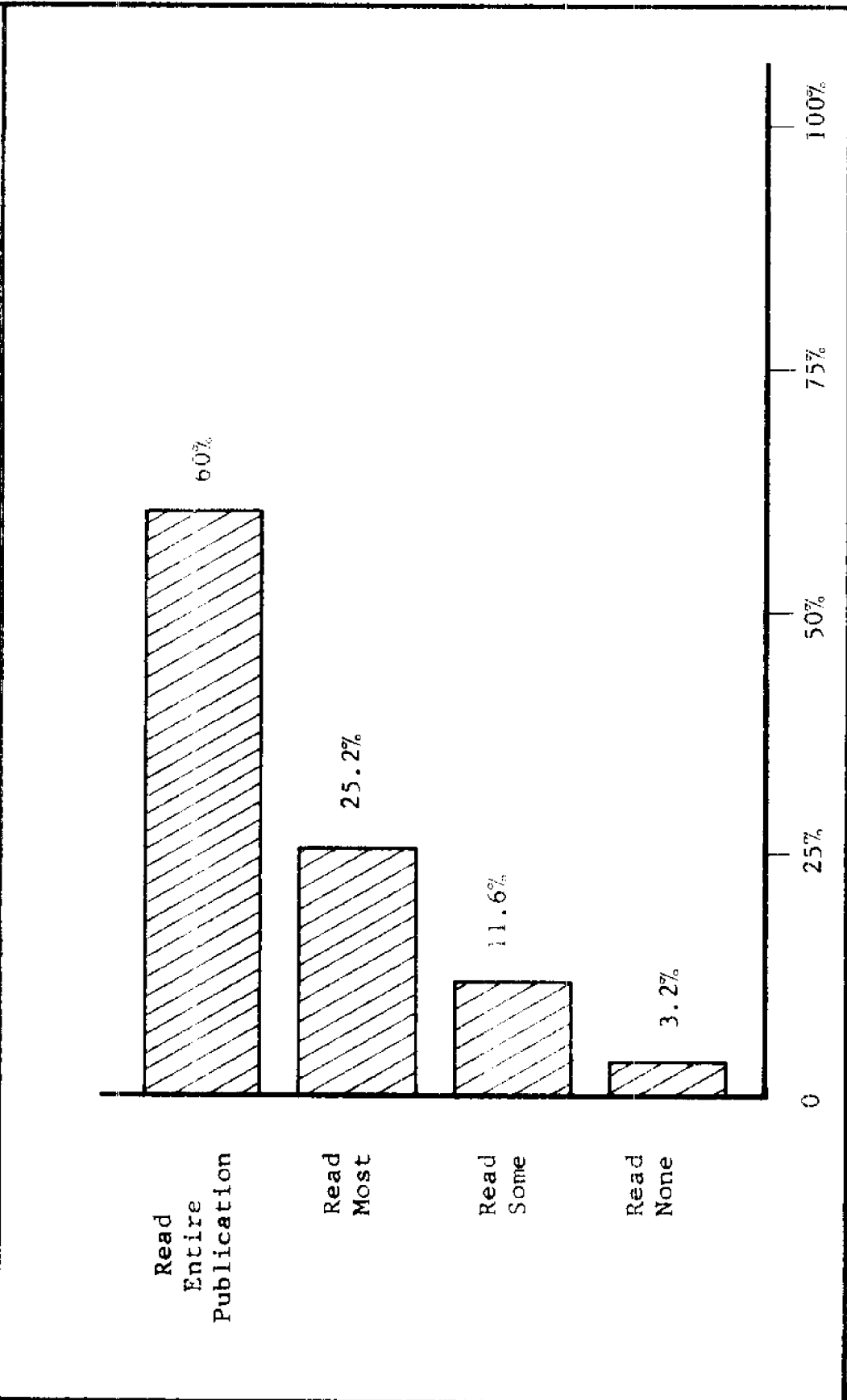


CHART 3. Extent of Reading Profile

favorable indication of the potential impact of the publications. Attitudes cannot be influenced unless reading first takes place.

#### Reasons for Not Reading

For those thirteen individuals who indicated they did not read the publications, the primary reason was lack of time; that is, the individuals were simply too busy. Seven of those not reading indicated that they planned to read the publication in question in the near future. Thus, only six out of 409 respondents reported that they had not read and had no immediate plans to read the publication they requested.

#### Intensity of Reading

Over half of the respondents reported that they read their publication carefully, approximately one-third indicated casual reading, and less than one out of ten respondents stated that the publication was only skimmed. Chart 4 presents the pattern of readership intensity. Publications which fared best on this measure include numbers 3 (100 percent reported reading it carefully), 2, 24 and 37. Publications resulting in low intensity scores were 11, 26 and 46. The overall average scale value was 1.5 which is midway between careful and casual reading.

These findings are important for measuring impact since they reveal that a sizable group read the publications carefully. However, another group of respondents did not read with great care and this finding could be detrimental to impact, unless there is an adequate explanation for the lack of careful reading.

#### Extent of Exposure to New Information

The extent of exposure to new information provides a partial explanation for the lack of in depth reading by some respondents. Chart 5 presents the percentage of respondents who reported being already familiar with information contained in the publications. As shown in the Chart, 30 percent stated that they were already familiar with either most or all of the information in the publication. Hence, a tendency toward casual reading or skimming might be expected among these respondents. On the

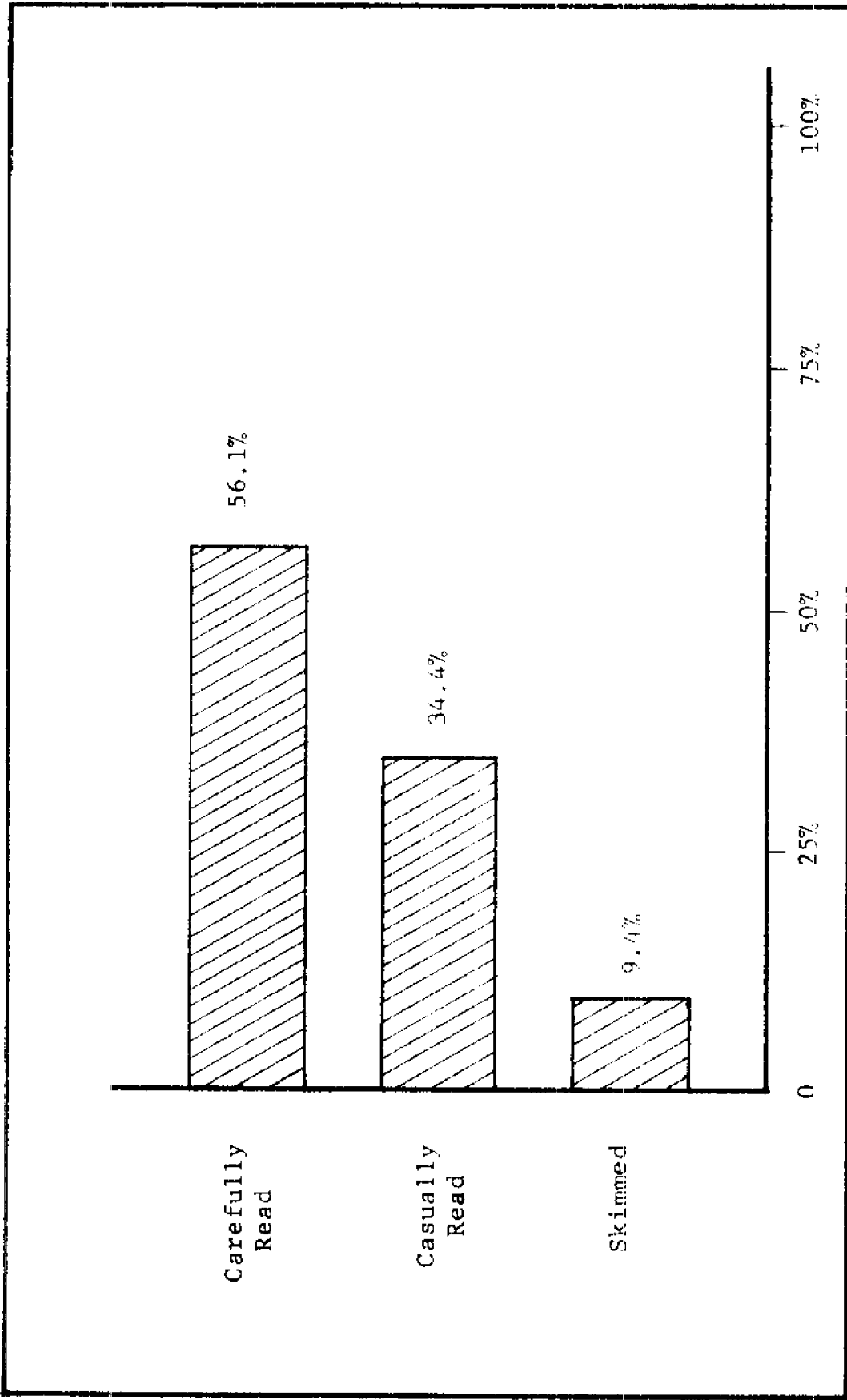


CHART 4. Reading Intensity Profile

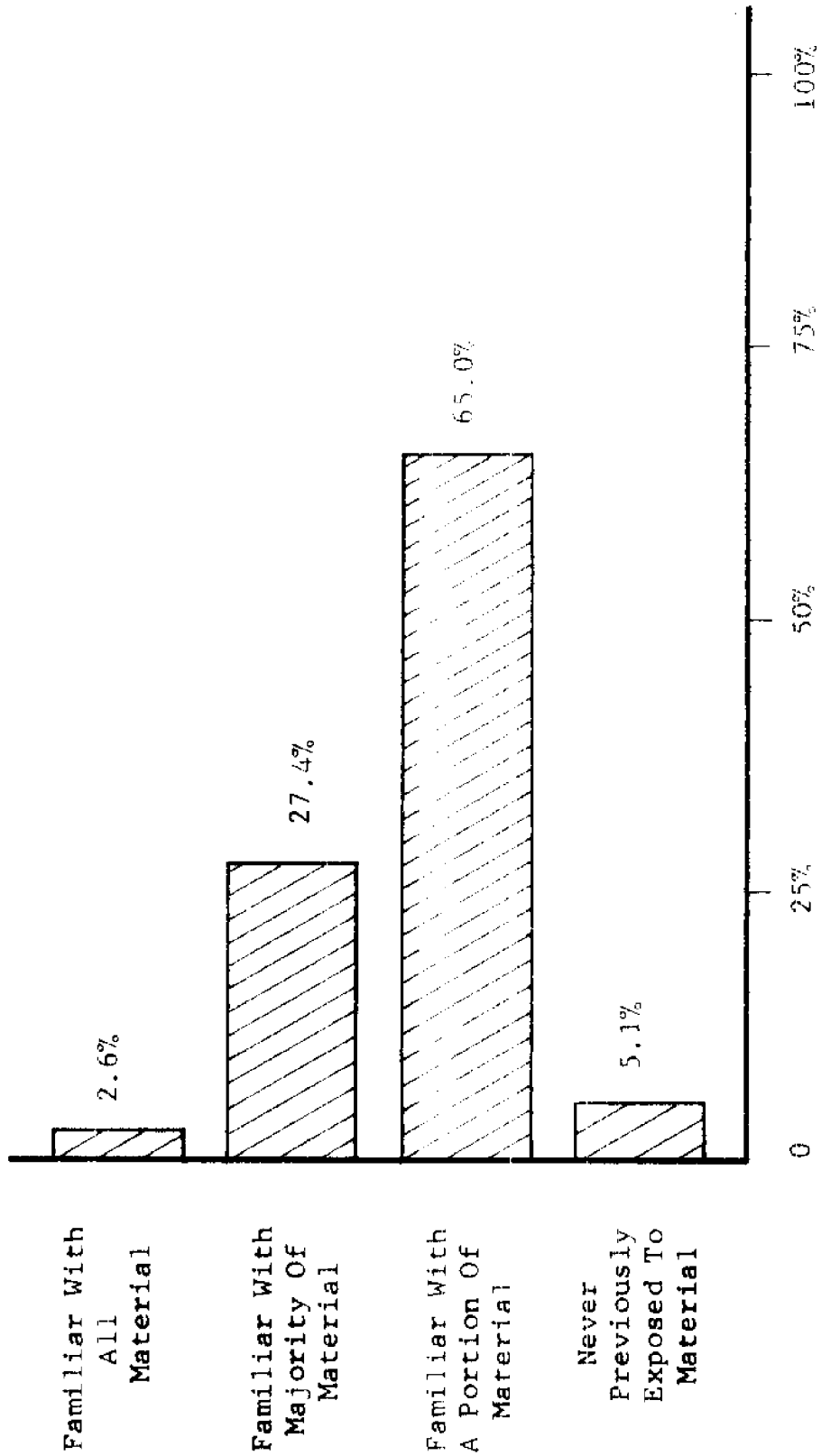


CHART 5. Extent Of Exposure To New Information

other hand, 70 percent of those surveyed stated that they were familiar with, at best, only some of the information contained therein. These individuals, then, might have a strong tendency to read carefully in order to assimilate the new information.

From this standpoint it appears that NEMRIP is meeting its objective to provide service to a market which in large measure needs additional information on marine related topics. Since much of the information provided is new to respondents (all but 2.6 percent stated that at least some of the information was new to them), it would definitely appear that NEMRIP is meeting the need for dissemination of marine information.

### Use of Publications

Aspects of this category of responses include the type of application made of the information, the level of action orientation of the use, and plans for future use of the information.

#### Type of Application

The major type of application most often mentioned by respondents was personal use; over one-third of those questioned gave such an answer. Other significant responses, in order, were: business planning or operations (24 percent), educating others (20 percent), scientific research, government planning or operations, and other uses. Chart 6 shows the percentage of responses for each type of application.

The type of application varied by publication. Personal use was a major application for all publications except numbers 3, 16, 18, 29, and 48. Business planning or operations was mentioned frequently for publications 3, 11, 13, 16, 23, 24, 26, 29, and 38. Government planning or operations accounted for a large share of responses for publications 16, 44, and 47. Scientific research was significant for items 14, 18, 46, and 48. Those who used a publication for educating others accounted for a large share of responses for titles 10, 14, 27, and 44.

A valuable comparison may be made between use patterns derived from the survey and use patterns inferred from NEMRIP's correspondence files (as presented earlier in

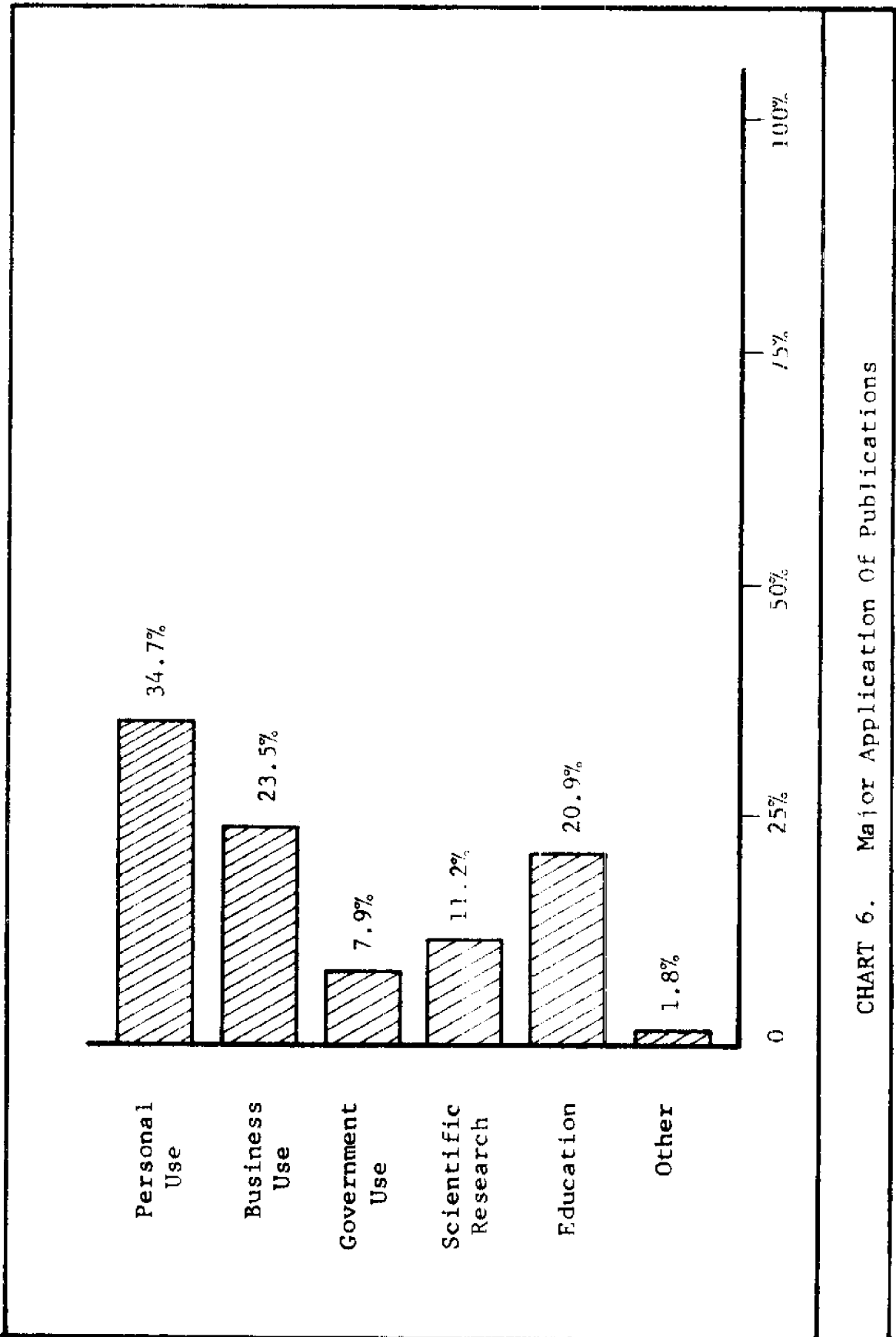


CHART 6. Major Application Of Publications

the Publication-Requester Matrix. The comparison is shown in Table VII. The categories of library and education in the Matrix are combined for comparison with the education category in the survey. Although many of the categories closely approximate each other, there are discrepancies between the sets of data. This results in a rather low correlation between the two measures.

Discrepancies are explained by several factors. A significant factor is the nature of the Publication-Requester Matrix which, as already discussed, is based on inferences from primary data. Intended uses inferred from letters of request may differ dramatically from actual uses after receipt of the publications. In addition, defects in the sample response rate could account for some of the divergence between the two sets of data. Failure of certain groups to respond to initial and follow-up mailings could distort some categories.

It is apparent that the need exists for a combination of approaches to analyze and understand the market. The Publication-Requester Matrix is a valuable tool for analysis. However, it can be improved dramatically with the incorporation of data obtained directly from requesters after they have received the publications.

#### Level of Action Orientation

As presented in Chart 7, almost two out of three respondents used the publications for general information. Others used information contained in the publication for planning (almost 18 percent) or taking some action (nearly 13 percent). Publications 13, 24 and 38 had the largest percentages of respondents taking action. Publications 2, 3, 11, 16, 37, 38 and 44 had large groups mentioning that the publications were instrumental in planning.

These replies indicate that not only does the publication service provide information, but, more importantly, many individuals have actively used the information to plan, make decisions and take action. In addition, many of those who obtain a publication to satisfy general information needs may also actively use the information at a later date when a tangible need arises.



TABLE VII  
MATRIX AND SURVEY CLASSIFICATIONS OF REQUESTER TYPES\*

Publication Number	Personal		Business		Government		Research		Education		Other	
	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix	Survey Matrix
2	57	16	14	52	0	7	7	2	14	21	7	3
3	18	26	64	53	0	9	0	2	18	8	0	3
4	36	21	7	44	7	8	21	2	21	23	7	2
10	33	29	8	20	8	9	19	1	28	38	3	3
11	61	29	27	28	0	19	2	0	10	10	0	14
13	39	30	39	18	0	17	6	1	17	28	0	6
14	22	10	22	27	0	13	28	9	28	35	0	7
16	5	8	32	18	36	12	5	1	14	24	9	38
18	7	19	21	21	0	13	50	0	21	43	0	4
23	36	19	27	18	9	13	9	6	18	37	0	7
24	33	19	40	22	0	11	7	2	20	35	0	11
26	22	11	39	38	0	14	17	4	22	28	0	5
27	30	19	19	19	5	20	16	4	27	34	3	4
29	9	3	55	36	18	10	0	1	18	5	0	45
37	39	21	23	24	15	17	0	4	15	30	8	4
38	59	20	29	36	0	9	0	1	12	9	0	28
44	38	18	8	10	24	33	0	2	20	36	0	8
46	31	8	0	14	0	54	56	4	13	59	0	1
47	42	4	8	3	25	17	8	0	8	18	8	65
48	13	17	19	11	6	44	44	6	19	47	0	1

\* In percentage

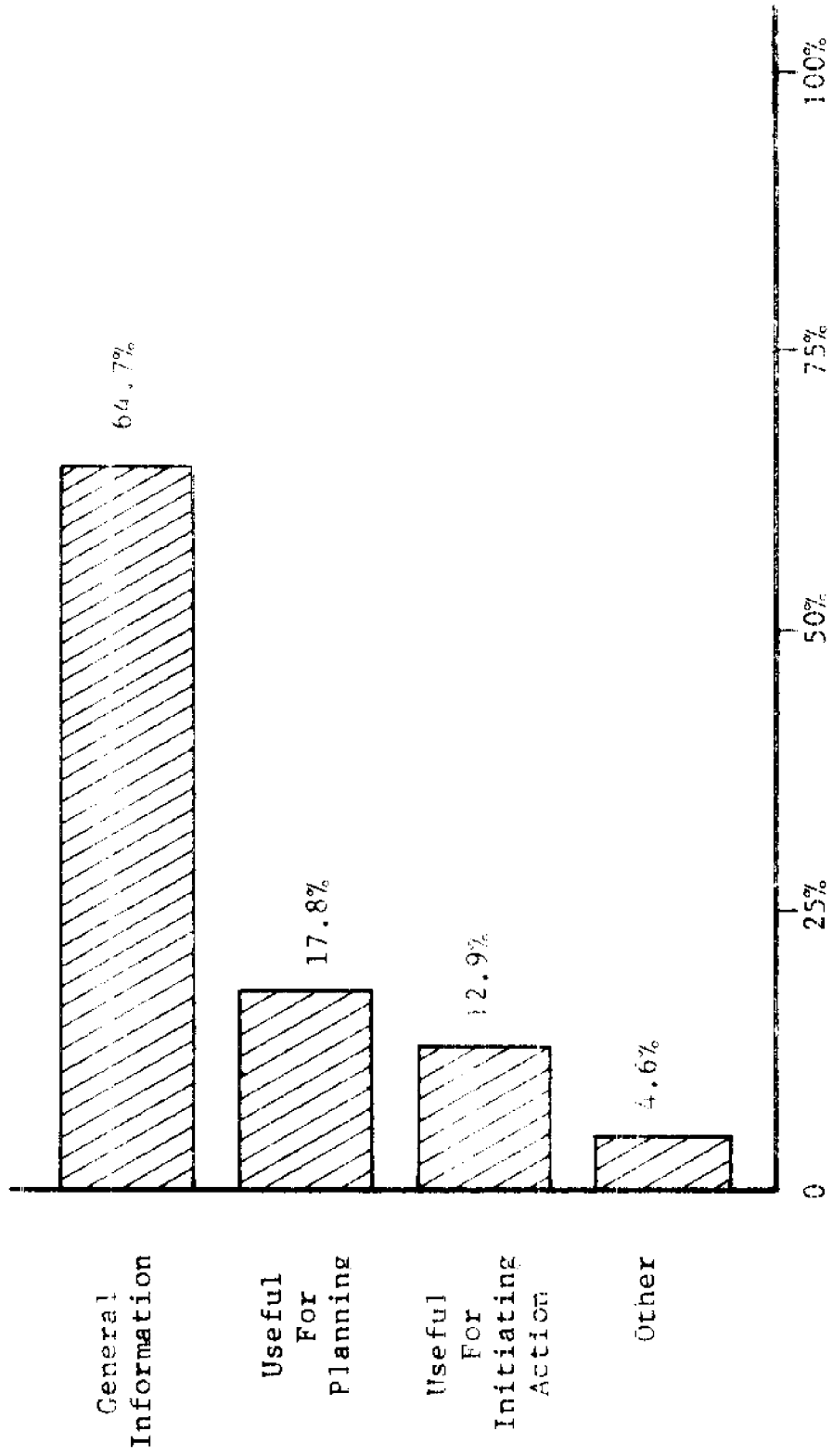


CHART 7. Level Of Action Orientation In Use

## Plans for Future Use

Nearly 60 percent of those responding had future plans for using the information. The most frequently mentioned plan was for educating others. Business planning or operations ranked a very close second.

## Usefulness or Impact of Publications

### Economic and Other Benefits

The publications provide economic and other benefits to readers. Some respondents were able to articulate specific types of benefits obtained from reading the publications although many others found this a difficult task.

One form of benefit cited by approximately 15 percent of those surveyed was economic in nature. Time savings were most frequently mentioned as an aspect of these economic benefits. Frequently, respondents reported that a publication had consolidated much of the information they needed, thus eliminating or reducing the time required to consult numerous other sources. However, also significant in this category was the number of respondents who indicated time savings on particular tasks or business operations. Cost savings and greater revenue were also within the economic benefit category but were cited to a lesser extent. Of course these categories are interrelated, and time savings could be considered cost savings.

As mentioned earlier, although a significant number of respondents indicated economic benefits, few were able to estimate the extent of these benefits. Rather, many chose to use adjectives to describe the benefits accrued. The following comment typifies a number of responses: "It will result in considerable savings...". However, a few respondents were able to specifically estimate economic benefits. The largest dollar amount estimated was from a marine biologist who used How to Build and Save Beaches and Dunes in consulting with several townships on dune stabilization. He estimated that at least \$2,000 per year is saved by the townships as a result of information contained in the publication.

A number of readers indicated that although economic

benefits had not been realized to date, such benefits were expected in the future through anticipated use of a publication's information. Thus, the number of respondents who will incur an economic benefit will probably increase in the future. Although the researchers were unable to estimate specific dollar amounts, these findings are significant because they point to economic benefits accruing to readers or their organizations through information contained in the publications.

There were other benefits of a less tangible nature cited by readers. Almost 4 out of 10 respondents mentioned personal benefits. They specifically noted the acquisition of knowledge as a major personal benefit. Comments such as: "It increased my knowledge and competence on the job" or "It gave me personal satisfaction in understanding more about an interesting subject" are representative. Possibly, the number responding in this fashion would have been higher if all of those who increased their knowledge had responded in a similar manner.

#### Attitude Changes

The following three topics relate to attitudinal changes among respondents as a measure of publication impact. In each case respondents were asked the extent to which they agreed or disagreed with certain statements concerning the publications.

Effect on Requester's Knowledge Over 9 out of 10 individuals agreed that the publications had increased their knowledge. Less than three percent of the respondents disagreed with the statement, while approximately four percent were undecided. Among those concurring with the statement, nearly 80 percent indicated either moderate or strong agreement. The overall average scale value for this question is +2.0 out of a high of +3.0, or moderate agreement. Publications which were highly rated were numbers 3 and 23. Poorly rated publications included 11, 29 and 46.

As a group, the publications had a strong impact on the knowledge of most respondents. Even among those reporting no increase in knowledge, other useful functions may have been served, such as refreshing the memory of readers. Overall, the publications increased respondents' knowledge of marine subjects, a primary

goal of NEMRIP.

Effect on Requester's Interest Almost 8 out of 10 respondents agreed that the publications increased their interest in the subject area. Only 13 percent disagreed. Publications highly rated on this measure included numbers 3, 23 and 24. Those rated least favorably were numbers 15, 16, 26 and 46. However, it must be noted that negative responses cannot simply be viewed unfavorably. Those who disagree with the statement may have done so because their interest was already at a relatively high level. In fact, this point was explicitly made by a number of respondents.

The overall scale average for the interest question is +1.3, which lies somewhat between slight and moderate agreement. Results of this question reflect favorably upon NEMRIP's efforts to stimulate interest in marine subjects.

Extent of Usable Ideas Approximately 80 percent of those surveyed agreed that usable ideas were presented in the publications while only 13 percent disagreed. The overall average for this question is +1.5 which lies midway between slight and moderate agreement. Results of this question give an insight into the overall practicality of the publications. Judging by responses, the publications are generally viewed as pragmatic and useful in problem solving.

Publications receiving high rankings on this question were numbers 3, 13 and 23. Those publications rated less favorably were numbers 4, 11, 25, 29 and 37.

To summarize, the effect of NEMRIP publications on respondents' attitudes has been favorable. The average scale value for all attitude questions is +1.6 which tends toward moderate agreement. NEMRIP's publications program appears to be perceived as disseminating useful information which increases the knowledge of recipients and heightens their interest in marine-related activities.

#### Overall Rating of Usefulness

Question 10 was included to assess respondents' overall rating of the usefulness of their publication. An extremely high percentage of respondents (97.2 percent)

found overall that the NEMRIP publication was useful. Over 50 percent stated that their publication was moderately useful; an additional 23 percent described their publication as extremely useful; and another 21 percent responded that their publication was slightly useful. Chart 8 depicts the profile of these responses. The overall average scale value for this question is 1.9, which is somewhat better than moderately useful.

Publications most favorably rated are numbers 3, 13, 16, 24, 37, and 44. Those rated least favorably include publications 4, 11, 18, 29, 38, 46, and 48.

Based upon the responses to this and other questions focusing on components of impact, one can infer that the publications were rated as useful and have a positive impact.

#### Suggestions for Increasing Effectiveness of Publications

Several suggestions for improving the publications were presented. Major changes suggested were: more topics be included within a publication; greater detail or depth of coverage be presented; less technical writing style be utilized; and changes in format be adopted (e.g. more pictures, etc.). Such suggestions varied from publication to publication and no overall trends were detected across publications.

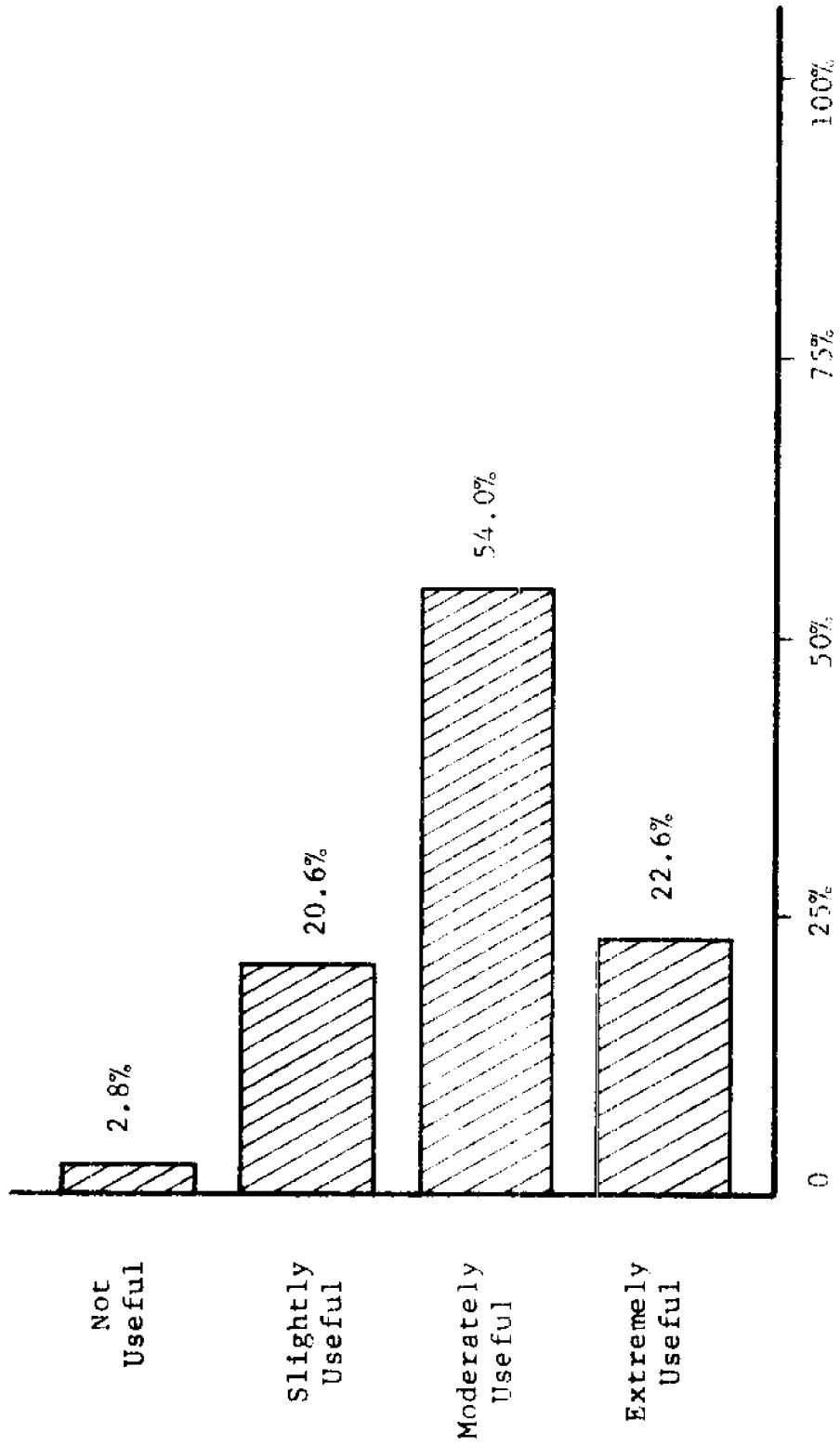


CHART 8. Profile of Overall Usefulness Ratings

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes results of the research project. In addition, recommendations to assist NEMRIP in increasing the effectiveness of its publication program are suggested.

#### Summary and Conclusions

Results of the survey provide insight into the value of NEMRIP's publication program. To summarize, most respondents:

- Learned of the availability of publications from the NEMRIP newsletter
- Sought the publications for personal, business or educational reasons
- Passed the publication on to others, thus significantly increasing circulation
- Read all of the publication
- Read the publication carefully
- Stated that information contained in the publication was new
- Found the publications useful with most rating them as moderately useful
- Had difficulty articulating specific types of benefits accruing from receiving publications
- Used the publication to obtain general information



-Agreed that the publication increased their knowledge and interest in the subject and provided them with usable ideas

-Had plans for future use of the information obtained from the publication

Therefore, results of the survey reflect favorably on those aspects of the NEMRIP program and the twenty publications that respondents evaluated. They indicate that NEMRIP has disseminated information that is useful and has a positive impact on readers.

### Recommendations

The research process has provided additional insight into the operations of NEMRIP. Thus, some of the following recommendations are derived from the research process itself as well as from the survey results.

Although the overall image of NEMRIP is highly favorable, there are areas of the publication program which could be improved. Recommendations fall into three general categories: (1) publication policies, (2) market research and (3) a management information system.

#### Publication Policies

Increased attention to publication policies should improve NEMRIP's effectiveness. Several recommendations are discussed below.

#### Establishing Objectives

An attempt should be made to formulate clear, specific objectives for each publication. NEMRIP officials and authors of intended publications should be jointly involved in establishing such objectives. Factors to consider when establishing objectives for a publication include determining the magnitude of distribution, defining the geographic pattern of distribution, identifying "target" audiences, specifying expected readership behavior and describing benefits expected to accrue to readers of the publication. The benefit to NEMRIP would be the establishment of benchmarks from which evaluations of particular publications could be conducted.

## Meeting Information Needs

Since a primary goal of NEMRIP is to provide marine information to interested parties, NEMRIP must develop a mechanism for identifying information needs. Although many topic suggestions are now received from field personnel, workshops, potential authors and others, it is recommended that the agency put additional formal emphasis on soliciting topics from a wider cross-section of interested parties. This will allow NEMRIP to better serve the interests of individuals who, for a variety of reasons, have not taken the initiative in making their information needs known. Market research, which could assist in accomplishing this, is discussed in a later section.

## Writing for the Market

NEMRIP's success could be further enhanced by directing increased effort toward determining writing levels which are consistent with major requester categories. Educational backgrounds of various information "markets" differ, and writing and format styles should reflect this divergence to facilitate effective communication. Measures exist, such as the Gunning Fog Index and the Flesch Readability Formula, to assess the degree of reading difficulty in various writing styles. NEMRIP could effectively employ such measures to improve the communication of marine information.

So that potential requesters will have a clear idea of the purposes and benefits of NEMRIP publications prior to ordering, perhaps NEMRIP should reconsider its announcement policies. For example, it might be helpful to potential requesters if more comprehensive and descriptive abstracts were used to announce the availability of publications. Since most respondents learn of publications from the NEMRIP Newsletter, this would be the logical medium for descriptive abstracts. Also, attempts should be made to persuade editors of other media to provide space for similar comprehensive announcements.

## Publication Life Cycle Management

The life cycle of a publication was discussed in Chapter III. Briefly, the concept involved tracking the distribution of a publication over its "life" and being aware of alternative actions which can be taken at various stages in the life cycle. Management of the life cycle

would involve decisions about announcement policies, printing plans (timing as well as magnitude) and plans for discontinuing or "reviving" publications. For example, tracing distribution patterns in the form of a life cycle may enable NEMRIP to make more effective decisions on whether to discontinue or re-announce the availability of a publication. It is recommended that the agency adopt the life-cycle management concept and collect distribution data required for its implementation.

#### Distribution Control

As mentioned in Chapter IV, a disturbingly high rate (7.2 percent of the respondents) indicated they had not received the requested publication. A variety of possible causes may exist for the problem, such as address changes and lost mail. NEMRIP administrators should explore the reasons for this problem and develop alternatives for reducing the number of unreceived publications.

#### Market Research

The use of market research would provide informational inputs needed for developing effective publication policies. Both ongoing and periodic research activities are appropriate.

Ongoing research would involve follow-up surveys of publications' requesters. The purpose of this research would be to gather demographic data on major requester markets, to obtain information on usage patterns, and to solicit readers' evaluations of publications. Also, individuals who requested but did not receive publications could be quickly identified before NEMRIP's image suffered. One method for acquiring this information might be a tear-off sheet provided at the end of publications, or separate postcards or one page questionnaires could be sent to a sample of all requesters after some appropriate time had elapsed since receipt of the publication.

Periodic research, also of a survey nature, would deal more specifically with future information needs of individuals interested in marine subjects. For example, suggestions for publication topics could be solicited by announcements placed in the NEMRIP Newsletter on a semi-annual basis. Thus, new topics might be suggested, and

individuals who had not requested publications might become more interested in this aspect of NEMRIP's program.

Market research activities could take a variety of forms, many different from those suggested above. However, it is important that NEMRIP engage in some form of periodic evaluation of its information services in order to provide direction for new activities. To do this, relevant information and feedback from the agency's "market" is crucial.

### Information System

If NEMRIP is to act on the recommendations made so far, it will need to reorganize its present data collection and recording procedures. Under the present system, requests and other correspondence are filed together under the name of the individual involved. Although this system helps to develop a background on individual information needs, it is extremely cumbersome for aggregating individuals and detecting distribution trends in various markets or for specific publications. In addition, the lack of current information on various distribution figures makes the quick identification of trends impossible.

A more comprehensive and time-sensitive information system is needed. Although a specific form is not suggested here, a possibility is a system similar in form to the Publication-Requester Matrix described in Chapter III. The variables of analysis would result from information requirements suggested by a review of publication policies. Information could then be categorized and posted along dimensions useful to NEMRIP in managing its information program. This may include categories based on geographical region, requester types and other variables.

A management information system developed for use on a computer time sharing basis might be well suited for this purpose. Remote terminals are close to NEMRIP's offices and such a system would allow for frequent updating with current information quick accessibility to data and an opportunity to analyze many cross-classifications and interrelationships among data. However, whether or not this particular system is developed, it is clear that changes are needed in present data collection and storage methods in order to more fully utilize available

information.

In summary, this research project has provided a foundation for continued feedback from NEMRIP publication requesters. By using techniques suggested in this paper, an increased understanding of the requester market may be gained and a successful publication program can be improved.

APPENDIX A

SURVEY INSTRUMENTS

# New England Marine Resources Information Program

Narragansett Bay Campus, University of Rhode Island  
Narragansett, Rhode Island 02882

Dear Reader:

WE NEED YOUR HELP!

You recently received the publication SEVEN POINTS ON THE MARINA BUSINESS from the Marine Information Program at the University of Rhode Island.

The improvement of this publication is helped immeasurably by knowing what our readers think of it.

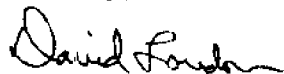
You have been selected as a reader who can help us evaluate this publication. Would you please take just a few minutes right now and fill out the enclosed questionnaire to give us the information we need in achieving this goal.

It is very important that we receive your completed questionnaire. For most of the questions, your answer can be made simply by checking the appropriate response. Your answers will be kept completely confidential.

When you have completed the questionnaire, please place it in the enclosed postage-free envelope (no stamp is needed) and drop it in the mail.

Thank you very much for your assistance and for helping us make this publication more satisfactory to you and future requestors.

Sincerely,



David Loudon  
Senior Researcher

ADB/rm

Enclosure

MARINE PUBLICATION SURVEY  
of  
SEVEN POINTS ON THE MARINA BUSINESS

1. How did you learn that this publication was available?
  - 1)  New England Marine Resources Information Newsletter
  - 2)  Marine Advisory Service Memo
  - 3)  Sea Grant 70's
  - 4)  Commercial Fisheries Newsletter
  - 5)  National Marine Fisheries Service Report (Blue Sheet)
  - 6)  Trade Journal Notice
  - 7)  Newspaper or Magazine
  - 8)  Word of Mouth
  - 9)  Other (specify) \_\_\_\_\_
  
2. How many copies of this publication did you receive? \_\_\_\_\_
  
3. How many people besides you read your personal copy of this publication? \_\_\_\_\_
  
4. Why did you request this publication? That is, why were you interested in this particular brochure? (Please be as specific as possible.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
5. Would you say that you read:
  - 1)  All of it
  - 2)  Most of it
  - 3)  Some of it
  - 4)  None of it(If answer to above is "None of it" continue with questions 6 and 7. Otherwise go to question 8.)
  
6. Would you say that you have not read it because:
  - 1)  You have been too busy
  - 2)  It was too technical
  - 3)  It did not contain the information you were seeking
  - 4)  Some other reason (please specify) \_\_\_\_\_
  
7. Do you plan to read it in the near future? 1)  Yes 2)  No  
(Now go to question 18.)
  
8. How would you characterize your reading? That is would you say you:
  - 1)  Read it Carefully
  - 2)  Read it Casually
  - 3)  Just Skimmed Through it
  
9. How much information contained in the publication were you already familiar with?
  - 1)  All of it
  - 2)  Most of it
  - 3)  Some of it
  - 4)  None of it
  
10. Overall, did you find the publication:
  - 1)  Extremely Useful
  - 2)  Moderately Useful
  - 3)  Slightly Useful
  - 4)  Not Useful at All
  
11. Which one of the following responses best describes the use you made of this publication? (Check one of the following.)
  - 1)  Personal Use
  - 2)  Business Planning or Operations
  - 3)  Government Planning or Operations
  - 4)  Scientific Research
  - 5)  Educating Others
  - 6)  Other (specify) \_\_\_\_\_

(PLEASE ANSWER REVERSE SIDE)



12. How did you actually use the information contained in this publication?  
 1)  General Information  
 2)  Instrumental in Planning or Reaching a Decision  
 3)  Instrumental in Taking Some Action  
 4)  Other (specify) \_\_\_\_\_  
 (Important: Please elaborate on your particular use) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

13. Do you have any future plans to use the information in the publication?  
 1)  Yes 2)  No (If yes, please elaborate on your planned use)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

14. Did the use of the information in this publication result in any economic benefits? (Such as cost savings, time savings, greater revenue, etc.)  
 1)  Yes 2)  No (If yes, please describe or estimate them)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

15. Did the use of the information in this publication result in any other benefits? (Such as personal benefits)  
 1)  Yes 2)  No (If yes, please describe them)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

16. For each of the following four statements, please indicate with a check mark (✓) the extent to which you agree or disagree with that statement.

	Strongly Agree	Moderately Agree	Slightly Agree	Slightly Disagree	Moderately Disagree	Strongly Disagree
1) The publication has increased my knowledge of the subject	___	___	___	___	___	___
2) It has increased my interest in the subject	___	___	___	___	___	___
3) It provided me with usable ideas	___	___	___	___	___	___
4) The publication was difficult to understand	___	___	___	___	___	___

17. How could this publication have been made more useful to you? That is, how might it be improved to better meet your needs?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

18. What is your occupation? (Please denote position) \_\_\_\_\_

THANK YOU FOR YOUR HELP

## APPENDIX B

### SAMPLE SIZE DETERMINATION

The minimum acceptable size sample in a given situation is dependent on three factors:

1. the degree of accuracy desired for purposes of making a decision, that is, the sample tolerance;
2. the risk that sampling procedures may not provide results that fall within the range of sample tolerance, that is, sampling error;
3. the magnitude of variation of characteristics in the population being sampled.

The appropriate minimum sample size can be determined by application of the following standard statistical formulation:

$$n = \frac{z^2(p \cdot q)}{e^2}$$

where:

n = the minimum acceptable sample size

z = the number of standard deviation units associated with a given level of confidence

p = proportion of those surveyed responding in a positive manner

e = the limit of tolerable error

In this study the level of confidence was set at 95%. Pretest results indicated that on the basis of the usefulness question the proportion  $p$  could be set at 90%. The limit of tolerable error was set at 4%.

Thus,

$$n = \frac{(1.96)^2 (90 \cdot 10)}{(4)^2} = 216 \text{ respondents}$$

## APPENDIX C

### SURVEY RESULTS

1. Aggregate Results
2. Comparative Results  
by Question
3. Results by Publication

Section 1

Aggregate Results

1. Number of respondents: 409

2. Source of knowledge regarding availability of publication:

59.3% New England Marine Resources Information Newsletter  
0.5% Marine Advisory Service Memo  
5.4% Sea Grant 70's  
3.7% Commercial Fisheries Newsletter  
4.7% National Marine Fisheries Service Report  
1.5% Trade Journal Notice  
8.8% Newspaper or Magazine  
4.9% Word of Mouth  
8.3% Other  
2.9% Don't Know

3. Publication exposure potential:

Average copies per receiver 1.4  
Average potential exposures per receiver 3.1  
Total estimated potential exposures 13,101

4. Extent of reading:

60.0% All of it 25.2% Most of it 11.6% Some of it 3.2% None of it

5. Reason for reading none of it:

50.0% Too busy  
- It was too technical  
- It did not contain the desired information  
50.0% Other

6. Nonreaders' plans for future reading:

50.0% Plan to read 33.3% Do not plan to read 16.7% Don't Know

7. Intensity of reading:

56.1% Carefully 34.4% Casually 9.4% Skimmed through it

Average scale value 1.5

8. Amount of information already familiar with:

2.6% All of it 27.4% Most of it 65.0% Some of it 5.1% None of it

Average scale value 2.6

9. Use made of publication:

34.7% Personal 23.5% Business 7.9% Government  
11.2% Scientific research 20.9% Educating others 1.8% Other

10. Level of action orientation in use:

64.7% General Information  
17.8% Instrumental in planning  
12.9% Instrumental in taking action  
4.6% Other

11. Type of use planned for future:

9.3% Personal 17.6% Business 4.4% Government 5.5% Scientific research  
20.9% Educating others 1.1% Other 37.4% None 3.8% Don't know

12. Types of benefits cited:

Economic benefits  
4.1% Cost savings 6.3% Time savings 0.8% Increased revenues  
3.0% Other 4.1% Don't know 81.6% None specified

Other benefits  
37.0% Personal and other 63.0% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>34.1%</u>	<u>42.9%</u>	<u>15.9%</u>	<u>4.4%</u>	<u>1.0%</u>	<u>0.5%</u>	<u>1.2%</u>

Average scale value 2.0

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>22.8%</u>	<u>30.4%</u>	<u>25.0%</u>	<u>8.3%</u>	<u>7.4%</u>	<u>3.4%</u>	<u>2.2%</u>

Average scale value 1.3

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>24.0%</u>	<u>32.4%</u>	<u>24.0%</u>	<u>7.4%</u>	<u>7.8%</u>	<u>2.2%</u>	<u>2.2%</u>

Average scale value 1.5

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>1.0%</u>	<u>3.9%</u>	<u>5.1%</u>	<u>10.8%</u>	<u>7.6%</u>	<u>23.0%</u>	<u>48.5%</u>

Average scale value 1.9

14. Extent of usefulness of publication:

22.6% Extremely useful 54.0% Moderately useful 20.6% Slightly useful 2.8% Not useful at all

Average scale value 1.9

15. Suggestions for improving the publication:

<u>70.4%</u> None	<u>9.6%</u> More detail
<u>1.8%</u> More application oriented	<u>1.5%</u> Less detail
<u>2.2%</u> More technically oriented	<u>6.4%</u> More topics
<u>1.0%</u> More current information	- Fewer topics
<u>4.4%</u> Change format	<u>2.7%</u> Other

**Section 2**

**Comparative Results by Question**

SOURCE OF KNOWLEDGE REGARDING AVAILABILITY OF PUBLICATION  
(in Percent)

Publication Number	NEMRIP Newsletter	M.A.S.	S.G. '70's	C.F.N.	N.M.F.S.R.	Trade Journal	Newspaper or Magazine	Word of Mouth	Other	Don't Know
2	71.4	0.0	0.0	7.1	0.0	0.0	0.0	0.0	14.3	7.1
3	45.5	0.0	0.0	0.0	0.0	0.0	9.1	9.1	36.4	0.0
4	71.4	0.0	0.0	0.0	0.0	0.0	0.0	21.4	7.1	0.0
10	70.3	0.0	0.0	0.0	5.4	2.7	0.0	13.5	8.1	0.0
11	46.3	0.0	2.4	4.9	7.3	2.4	29.4	7.3	2.4	2.4
13	55.6	0.0	5.6	0.0	16.7	0.0	11.1	0.0	11.1	0.0
14	70.0	0.0	10.0	0.0	5.0	0.0	5.0	5.0	5.0	0.0
16	81.8	0.0	0.0	4.5	0.0	0.0	4.5	4.5	4.5	0.0
18	93.3	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0
23	63.6	0.0	18.2	0.0	0.0	0.0	0.0	9.1	9.1	0.0
24	31.3	0.0	18.8	25.0	18.8	0.0	0.0	6.3	0.0	0.0
26	35.0	5.0	15.0	5.0	5.0	0.0	0.0	5.0	10.0	20.0
27	74.4	0.0	5.1	2.6	0.0	0.0	0.0	7.7	7.7	2.6
29	36.4	0.0	0.0	0.0	0.0	18.2	18.2	0.0	27.3	0.0
37	50.0	0.0	6.3	12.5	25.0	0.0	6.3	0.0	0.0	0.0
38	58.8	0.0	0.0	5.9	0.0	5.9	23.5	0.0	0.0	5.9
44	63.2	0.0	5.3	0.0	0.0	2.6	13.2	5.3	7.9	2.6
46	58.8	5.9	17.6	0.0	5.9	0.0	0.0	0.0	5.9	5.9
47	35.7	0.0	21.4	0.0	0.0	0.0	28.6	0.0	14.3	0.0
48	88.2	0.0	5.9	5.9	0.0	0.0	0.0	0.0	0.0	0.0
Aggregate Percentage	59.3	0.5	5.4	3.7	4.7	1.5	8.8	4.9	8.3	2.9



PUBLICATION EXPOSURE POTENTIAL

<u>Publication Number</u>	<u>Copies Per Receiver</u>	<u>Average Potential Exposures</u>	<u>Total Estimated Potential Exposures</u>
2	1.3	3.1	356.1
3	1.1	3.4	433.4
4	1.0	1.8	208.3
10	1.2	2.8	772.8
11	1.1	2.5	1932.0
13	1.2	4.4	1487.4
14	1.0	1.8	372.8
16	2.2	3.0	480.3
18	1.3	5.1	1169.6
23	1.0	2.6	178.8
24	1.1	6.1	1151.4
26	1.0	2.7	243.0
27	1.9	2.7	1222.0
29	1.5	4.1	466.3
37	1.1	2.4	511.9
38	1.2	3.9	853.6
44	1.6	2.7	869.9
46	1.2	1.5	127.9
47	1.1	2.9	111.2
48	<u>1.1</u>	<u>5.1</u>	<u>353.5</u>
Aggregate Percentage	1.4	3.1	13,101

EXTENT OF READING OF PUBLICATION  
(in Percent)

<u>Publication Number</u>	<u>All of It</u>	<u>Most of It</u>	<u>Some of It</u>	<u>None of It</u>
2	64.3	28.6	7.1	0.0
3	90.9	9.1	0.0	0.0
4	78.6	14.3	7.1	0.0
10	70.3	18.9	8.1	2.7
11	43.9	39.0	17.1	0.0
13	77.8	16.7	5.6	0.0
14	68.4	15.8	10.5	5.3
16	47.6	38.1	14.3	0.0
18	53.3	33.3	6.7	6.7
23	36.4	36.4	27.3	0.0
24	68.8	18.8	6.3	6.3
26	45.0	25.0	20.0	10.0
27	33.3	33.3	30.8	2.6
29	45.5	45.5	9.1	0.0
37	50.0	25.0	6.3	18.8
38	94.1	0.0	5.9	0.0
44	71.1	25.7	2.6	2.6
46	47.1	35.3	11.8	5.9
47	71.4	14.3	14.3	0.0
48	<u>47.1</u>	<u>35.3</u>	<u>11.8</u>	<u>5.9</u>
Aggregate Percentage	60.0	25.2	11.6	3.2

REASONS FOR NOT READING PUBLICATION

Publication Number	Number Not Reading	Percent Mentioning			
		Too Busy	Too Technical	Contain Information	Did Not Contain Information
2	0	-	-	-	-
3	0	-	-	-	-
4	0	-	-	-	-
10	1	-	-	-	100.0
11	0	-	-	-	-
13	0	-	-	-	-
14	1	-	-	-	100.0
16	0	-	-	-	-
18	1	-	-	-	100.0
23	0	-	-	-	-
24	1	50.0	-	-	50.0
26	2	100.0	-	-	-
27	1	-	-	-	100.0
29	0	-	-	-	-
37	3	66.7	-	-	33.3
38	0	-	-	-	-
44	1	100.0	-	-	-
46	1	-	-	-	100.0
47	0	-	-	-	-
48	1	-	-	-	100.0
Aggregate Percentage	13	50.0	-	-	50.0

NONREADERS' PLANS FOR FUTURE READING  
(in Percent)

<u>Publication Number</u>	<u>Plan to Read</u>	<u>Do Not Plan to Read</u>	<u>Don't Know</u>
2	-	-	-
3	-	-	-
4	-	-	-
10	-	100.0	-
11	-	-	-
13	-	-	-
14	100.0	-	-
16	-	-	-
18	100.0	-	-
23	-	-	-
24	50.0	-	50.0
26	-	-	100.0
27	-	100.0	-
29	-	-	-
37	66.7	33.3	-
38	-	-	-
44	-	-	100.0
46	-	100.0	-
47	-	-	-
48	<u>100.0</u>	<u>-</u>	<u>-</u>
Aggregate Percentage	50.0	33.3	16.7

INTENSITY OF READING OF PUBLICATION

Publication Number	Percentage Indicating			Average Scale Value
	Read It Carefully	Read It Casually	Skipped	
2	78.6	14.3	7.1	1.3
3	100.0	0.0	0.0	1.0
4	42.9	57.1	0.0	1.6
10	50.0	47.2	2.8	1.5
11	48.8	36.6	14.6	1.7
13	61.1	33.3	5.6	1.4
14	63.2	31.6	5.3	1.3
16	59.1	27.3	13.6	1.5
18	42.9	57.1	0.0	1.5
23	54.5	27.3	18.2	1.6
24	73.3	20.0	6.7	1.3
26	72.2	50.0	27.8	1.8
27	48.6	35.1	16.2	1.6
29	50.0	30.0	20.0	1.5
37	69.2	30.8	0.0	1.1
38	64.7	29.4	5.9	1.4
44	62.2	32.4	5.4	1.4
46	37.5	37.5	25.0	1.8
47	64.3	21.4	14.3	1.5
48	43.8	50.0	6.3	1.5
Aggregate Percentage	56.1	34.4	9.4	1.5

AMOUNT OF INFORMATION IN PUBLICATION ALREADY FAMILIAR TO RESPONDENT

Publication Number	Percent Indicating				Average Scale Value
	All of It	Most of It	Some of It	None of It	
2	0.0	28.6	64.3	7.1	2.8
3	0.0	9.1	81.8	9.1	3.0
4	0.0	21.4	71.4	7.1	2.9
10	0.0	25.0	69.4	5.6	2.7
11	12.5	30.0	55.0	2.5	2.4
13	0.0	27.8	72.2	0.0	2.7
14	5.3	26.3	63.2	5.3	2.5
16	0.0	22.7	68.2	9.1	2.9
18	0.0	7.1	78.6	14.3	2.9
23	0.0	36.4	54.5	9.1	2.7
24	0.0	26.7	66.7	6.7	2.6
26	0.0	16.7	72.2	11.1	2.6
27	0.0	27.8	66.7	5.6	2.6
29	9.1	0.0	90.9	0.0	2.8
37	7.7	15.4	61.5	15.4	2.3
38	11.8	35.3	52.9	0.0	2.4
44	0.0	45.9	54.1	0.0	2.5
46	0.0	37.5	56.3	6.3	2.5
47	0.0	42.9	57.1	0.0	2.6
48	0.0	0.0	87.5	12.5	2.9
Aggregate Percentage	2.6	27.4	65.0	5.1	2.6

EXTENT OF USEFULNESS OF PUBLICATION

Publication Number	Percent Indicating				Average Scale Value
	Extremely Useful	Moderately Useful	Slightly Useful	Not Useful	
2	28.6	50.0	14.3	7.1	2.0
3	27.3	63.6	9.1	0.0	1.8
4	0.0	64.3	28.6	7.1	2.4
10	16.7	63.9	16.7	2.8	2.0
11	12.2	48.8	34.1	4.9	2.3
13	44.4	33.3	22.2	0.0	1.8
14	16.7	44.4	33.3	5.6	2.0
16	36.4	45.5	18.2	0.0	1.8
18	0.0	46.2	53.8	0.0	2.2
23	9.1	81.8	9.1	0.0	2.0
24	46.7	33.3	20.0	0.0	1.6
26	11.1	66.7	22.2	0.0	1.9
27	16.2	70.3	13.5	0.0	1.9
29	18.2	45.5	18.2	18.2	2.4
37	46.2	30.8	23.1	0.0	1.4
38	23.5	41.2	29.4	5.9	2.2
44	25.0	63.9	11.1	0.0	1.8
46	0.0	60.0	33.3	6.7	2.2
47	28.6	57.1	7.1	7.1	1.9
48	0.0	53.3	46.7	0.0	2.2
Aggregate Percentage	22.6	54.0	20.6	2.8	1.9

TYPE OF USE MADE OF PUBLICATION  
(in Percent)

<u>Publication Number</u>	<u>Personal Use</u>	<u>Business Planning or Operations</u>	<u>Government Planning or Operations</u>	<u>Scientific Research</u>	<u>Educating Others</u>	<u>Other</u>
2	57.1	14.3	0.0	7.1	14.3	7.1
3	18.2	63.6	0.0	0.0	18.2	0.0
4	35.7	7.1	7.1	21.4	21.4	7.1
10	33.3	8.3	8.3	19.4	27.8	2.8
11	61.0	26.8	0.0	2.4	9.8	0.0
13	38.9	38.9	0.0	5.6	16.7	0.0
14	22.2	22.2	0.0	27.8	27.8	0.0
16	4.5	31.8	36.4	4.5	13.6	9.1
18	7.1	21.4	0.0	50.0	21.4	0.0
23	36.4	27.3	9.1	9.1	18.2	0.0
24	33.3	40.0	0.0	6.7	20.0	0.0
26	22.2	38.9	0.0	16.7	22.2	0.0
27	29.7	18.9	5.4	16.2	27.0	7.7
29	9.1	54.5	18.2	0.0	18.2	0.0
37	38.5	23.1	15.4	0.0	15.4	7.7
38	58.8	29.4	0.0	0.0	11.8	0.0
44	37.8	8.1	24.3	0.0	29.7	0.0
46	31.3	0.0	0.0	56.3	12.5	0.0
47	41.7	8.3	25.0	8.3	8.3	8.3
48	12.5	18.8	6.3	43.8	18.8	0.0
Aggregate Percentage	34.7	23.5	7.9	11.2	20.9	1.8



LEVEL OF ACTION ORIENTATION IN USE OF PUBLICATION  
(in Percent)

<u>Publication Number</u>	<u>General Information</u>	<u>Instrumental In Planning</u>	<u>Instrumental In Taking Action</u>	<u>Other</u>
2	64.3	28.6	7.1	0.0
3	54.5	27.3	18.2	0.0
4	85.7	7.1	7.1	0.0
10	77.8	8.3	13.9	0.0
11	62.5	30.0	7.5	0.0
13	52.9	0.0	47.1	0.0
14	84.2	5.3	10.5	0.0
16	45.5	36.4	9.1	9.1
18	78.6	7.1	7.1	7.1
23	81.8	9.1	0.0	9.1
24	66.7	13.3	20.0	0.0
26	66.7	11.1	0.0	22.2
27	67.6	13.5	8.1	10.8
29	54.5	18.2	18.2	9.1
37	61.5	30.8	7.7	0.0
38	41.2	29.4	23.5	5.9
44	54.3	22.9	17.1	5.7
46	93.3	0.0	6.7	0.0
47	92.3	7.7	0.0	0.0
48	62.5	12.5	12.5	12.5
Aggregate Percentage	64.7	17.8	12.9	4.6

TYPE OF USE PLANNED FOR FUTURE  
(in Percent)

Publication Number	Personal Use	Business Planning or Operations	Government Planning or Operations	Scientific Research	Educating Others	Other	No Future Plans	Don't Know
2	27.3	27.3	0.0	9.1	0.0	0.0	36.4	0.0
3	0.0	72.7	0.0	0.0	18.2	0.0	9.1	0.0
4	9.1	9.1	0.0	9.1	27.3	9.1	36.4	0.0
10	12.1	12.1	3.0	6.1	24.2	3.0	39.4	0.0
11	20.0	17.1	0.0	0.0	5.7	0.0	57.1	0.0
13	0.0	55.6	0.0	5.6	22.2	0.0	16.7	0.0
14	0.0	5.3	0.0	5.3	31.6	0.0	57.9	0.0
16	10.5	5.3	31.6	5.3	5.3	0.0	31.6	10.5
18	0.0	14.3	0.0	28.6	14.3	0.0	28.6	14.3
23	9.1	27.3	0.0	0.0	45.5	0.0	18.2	0.0
24	15.4	30.8	0.0	0.0	7.7	0.0	38.5	7.7
26	6.3	12.5	0.0	6.3	18.8	6.3	50.8	0.0
27	8.3	13.9	0.0	5.6	33.3	0.0	33.3	5.6
29	0.0	30.0	0.0	0.0	10.0	0.0	50.0	10.0
37	0.0	30.8	7.7	0.0	46.2	0.0	7.7	7.7
38	17.6	5.9	0.0	0.0	0.0	0.0	76.5	0.0
44	11.1	2.9	20.0	0.0	45.7	0.0	14.3	5.7
46	0.0	0.0	0.0	26.7	13.3	0.0	46.7	13.3
47	0.0	15.4	0.0	7.7	15.4	7.7	46.2	7.7
48	0.0	12.5	6.3	37.5	12.5	0.0	31.3	0.0
Aggregate Percentage	9.3	17.6	4.4	5.5	20.9	1.1	37.4	3.8

TYPES OF BENEFITS CITED  
(in Percent)

Publication Number	Economic Benefits						Other Benefits	
	Cost Savings	Time Savings	Greater Revenue	Other	Don't Know	None Specified*	Personal and Other Benefits	None Specified*
2	0.0	8.3	0.0	0.0	8.3	83.3	30.8	69.2
3	22.2	0.0	0.0	11.1	0.0	66.7	33.3	66.7
4	0.0	0.0	0.0	0.0	0.0	100.0	57.1	42.9
10	0.0	2.9	0.0	2.9	2.9	91.4	51.4	48.6
11	7.5	0.0	0.0	7.5	7.5	77.5	28.9	71.1
13	11.1	33.3	5.6	0.0	0.0	50.0	66.7	33.3
14	0.0	5.6	0.0	5.6	0.0	88.9	29.4	70.6
16	10.0	15.0	0.0	0.0	0.0	75.0	25.0	75.0
18	0.0	0.0	0.0	0.0	0.0	100.0	25.0	75.0
23	0.0	18.2	0.0	18.2	0.0	63.6	54.5	45.5
24	7.7	0.0	0.0	7.7	15.4	69.2	45.5	54.5
26	0.0	16.7	0.0	0.0	0.0	83.3	47.1	52.9
27	2.8	8.3	0.0	8.3	2.8	77.8	41.7	58.3
29	0.0	0.0	0.0	0.0	18.2	81.8	9.1	90.9
37	0.0	7.7	0.0	0.0	0.0	92.3	53.8	46.2
38	6.3	6.3	6.3	0.0	0.0	81.3	31.3	68.8
44	6.3	3.1	0.0	0.0	9.4	81.3	29.0	71.0
46	0.0	0.0	0.0	0.0	0.0	100.0	26.7	73.3
47	0.0	0.0	0.0	0.0	0.0	100.0	23.1	76.9
48	0.0	14.3	0.0	0.0	0.0	85.7	28.6	71.4
Aggregate Percentage	4.1	6.5	0.8	3.0	4.1	81.6	37.0	63.0

\* In response to open ended questions number 14 and number 15 on page 50.

**EXTENT OF AGREEMENT WITH THE FOLLOWING STATEMENTS**  
(in Percent)

a. The publication increased my knowledge.

Publication Number	Strongly Agree		Moderately Agree		Slightly Agree		Undecided		Slightly Disagree		Moderately Disagree		Strongly Disagree		Average Scale Value
	Agree	Agree	Agree	Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	
2	50.0	42.9	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
3	54.5	45.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	
4	35.7	57.1	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	
10	45.9	51.4	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
11	22.0	31.7	29.3	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
13	55.6	22.2	22.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	
14	30.0	45.0	20.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	
16	31.8	45.5	18.2	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	
18	26.7	46.7	26.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	
23	63.6	27.3	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	
24	43.8	31.3	12.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
26	15.0	55.0	20.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	
27	33.3	48.7	15.4	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
29	9.1	54.5	18.2	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	
37	31.3	37.5	12.5	18.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	
38	29.4	29.4	29.4	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	
44	39.5	44.7	13.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
46	5.9	47.1	41.2	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
47	14.3	64.3	7.1	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	
48	47.1	41.2	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
Aggregate Percentage	34.1	42.9	15.9	4.4	1.0	0.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	2.0	

b. The publication increased my interest.

Publication Number	Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree	Average Scale Value
2	35.7	21.4	28.6	7.1	0.0	7.1	0.0	1.6
3	54.5	27.3	9.1	0.0	9.1	0.0	0.0	2.2
4	21.4	35.7	35.7	0.0	7.1	0.0	0.0	1.6
10	24.3	43.2	21.6	5.4	5.4	0.0	0.0	1.8
11	14.6	17.1	34.1	2.4	17.1	12.2	2.4	0.6
13	27.8	22.2	27.8	11.1	5.6	5.6	0.0	1.4
14	20.0	35.0	25.0	10.0	5.0	0.0	5.0	1.3
16	27.3	4.5	36.4	9.1	13.6	9.1	0.0	1.0
18	6.7	53.3	20.0	13.3	6.7	0.0	0.0	1.4
23	27.3	54.5	18.2	0.0	0.0	0.0	0.0	2.1
24	37.5	31.3	25.0	6.3	0.0	0.0	0.0	2.0
26	5.0	25.0	25.0	15.0	25.0	5.0	0.0	0.5
27	23.1	41.0	20.5	5.1	2.6	2.6	5.1	1.5
29	18.2	45.5	16.2	9.1	0.0	9.1	0.0	1.3
37	31.3	25.0	25.0	18.8	0.0	0.0	0.0	1.7
38	29.4	17.6	23.5	11.8	11.8	0.0	5.9	1.2
44	23.7	44.7	23.7	5.3	0.0	2.6	0.0	1.8
46	0.0	47.1	29.4	11.8	5.9	0.0	5.9	1.0
47	21.4	35.7	21.4	7.1	7.1	0.0	7.1	1.3
48	<u>11.8</u>	<u>41.2</u>	<u>29.4</u>	<u>11.8</u>	<u>5.9</u>	<u>0.0</u>	<u>0.0</u>	<u>1.4</u>
Aggregate Percentage	22.8	30.4	25.0	8.8	7.4	3.4	2.2	1.3

c. The publication provided me with usable ideas.

<u>Publication Number</u>	<u>Strongly Agree</u>	<u>Moderately Agree</u>	<u>Slightly Agree</u>	<u>Undecided</u>	<u>Slightly Disagree</u>	<u>Moderately Disagree</u>	<u>Strongly Disagree</u>	<u>Average Scale Value</u>
2	28.6	28.6	21.4	7.1	0.0	14.3	0.0	1.4
3	45.5	36.4	9.1	9.1	0.0	0.0	0.0	2.2
4	14.3	21.4	21.4	0.0	28.6	14.3	0.0	0.5
10	18.9	24.3	32.4	5.4	16.2	2.7	0.0	1.2
11	14.6	29.3	24.4	4.9	9.8	7.3	9.8	0.7
13	44.4	27.8	22.2	0.0	0.0	5.6	0.0	2.0
14	20.0	35.0	20.0	5.0	15.0	0.0	5.0	1.2
16	31.8	22.7	27.3	9.1	9.1	0.0	0.0	1.6
18	13.3	53.3	20.0	6.7	6.7	0.0	0.0	1.6
23	18.2	72.7	9.1	0.0	0.0	0.0	0.0	2.1
24	43.8	25.0	18.8	6.3	6.3	0.0	0.0	1.9
26	15.0	20.0	30.0	10.0	20.0	5.0	0.0	0.8
27	12.8	56.4	23.1	2.6	5.1	0.0	0.0	1.7
29	0.0	45.5	27.3	9.1	9.1	9.1	0.0	0.9
37	18.8	18.8	18.8	18.8	25.0	0.0	0.0	0.9
38	35.3	11.8	41.2	5.9	0.0	0.0	5.9	1.5
44	31.6	50.0	10.5	2.6	0.0	0.0	5.3	1.9
46	17.6	23.5	41.2	5.9	5.9	0.0	5.9	1.2
47	35.7	28.6	21.4	7.1	7.1	0.0	0.0	1.8
48	11.8	47.1	17.6	11.8	11.8	0.0	0.0	1.4
Aggregate Percentage	24.0	32.4	24.0	7.4	7.8	2.2	2.2	1.5

Overall Average Scale Value for Attitudes = 1.6

d. The publication was difficult to understand.

Publication Number	Strongly Disagree	Moderately Disagree	Slightly Disagree	Undecided	Slightly Agree	Moderately Agree	Strongly Agree	Average Scale Value
2	71.4	14.3	0.0	14.3	0.0	0.0	0.0	2.4
3	72.7	18.2	0.0	0.0	0.0	0.0	9.1	2.3
4	50.0	35.7	7.1	0.0	7.1	0.0	0.0	2.2
10	51.4	29.7	10.8	5.4	0.0	2.7	0.0	2.2
11	41.5	22.0	19.5	4.9	4.9	7.3	0.0	1.7
13	33.3	16.7	11.1	11.1	16.7	5.6	5.6	1.0
14	35.0	35.0	0.0	5.0	5.0	15.0	5.0	1.3
16	40.9	31.8	4.5	4.5	13.6	4.5	0.0	1.7
18	40.0	26.7	6.7	13.3	6.7	0.0	6.7	1.5
23	36.4	54.5	9.1	0.0	0.0	0.0	0.0	2.3
24	18.8	31.3	0.0	25.0	12.5	12.5	0.0	0.8
26	35.0	30.0	10.0	15.0	5.0	5.0	0.0	1.6
27	46.2	33.3	7.7	7.7	5.1	0.0	0.0	2.1
29	54.5	18.2	18.2	9.1	0.0	0.0	0.0	2.2
37	50.0	6.3	12.5	18.8	6.3	6.3	0.0	1.6
38	76.5	11.8	0.0	11.8	0.0	0.0	0.0	2.5
44	68.4	13.2	2.6	13.2	2.6	0.0	0.0	2.3
46	23.5	35.3	5.9	11.8	11.8	11.8	0.0	1.1
47	64.3	21.4	0.0	7.1	7.1	0.0	0.0	2.3
48	35.3	23.5	17.6	11.8	5.9	0.0	5.9	1.5
Aggregate Percentage	48.5	23.0	7.6	10.8	5.1	3.9	1.0	1.9

SUGGESTIONS FOR IMPROVING THE PUBLICATION  
(in Percent)

<u>Publication Number</u>	<u>No Suggestions</u>	<u>More Applications</u>	<u>More Technical</u>	<u>More Current</u>	<u>Change Format</u>	<u>More Detailed</u>	<u>Less Detailed</u>	<u>More Topics</u>	<u>Fewer Topics</u>	<u>Other</u>
2	71.4	7.1	0.0	0.0	0.0	14.3	0.0	7.1	0.0	0.0
3	72.7	9.1	0.0	0.0	0.0	9.1	9.1	0.0	0.0	0.0
4	71.4	0.0	0.0	0.0	14.3	7.1	0.0	7.1	0.0	0.0
10	72.2	0.0	2.8	2.8	8.3	2.8	2.8	8.3	0.0	0.0
11	61.0	4.9	7.3	2.4	2.4	17.1	0.0	4.9	0.0	0.0
13	66.7	0.0	0.0	0.0	27.8	0.0	0.0	0.0	0.0	5.6
14	84.2	0.0	0.0	0.0	0.0	5.3	10.5	0.0	0.0	0.0
16	63.6	0.0	0.0	4.5	4.5	22.7	4.5	0.0	0.0	0.0
18	73.3	0.0	0.0	0.0	0.0	6.7	6.7	0.0	0.0	13.3
23	81.8	0.0	0.0	0.0	0.0	9.1	0.0	9.1	0.0	0.0
24	62.5	0.0	6.3	0.0	0.0	6.3	0.0	18.8	0.0	6.3
26	75.0	0.0	0.0	0.0	0.0	15.0	0.0	5.0	0.0	5.0
27	71.8	2.6	2.6	2.6	5.1	10.3	0.0	5.1	0.0	0.0
29	63.6	0.0	0.0	0.0	0.0	18.2	0.0	18.2	0.0	0.0
37	87.5	0.0	0.0	0.0	0.0	6.3	0.0	6.3	0.0	0.0
38	52.9	5.9	5.9	0.0	11.8	17.6	0.0	0.0	0.0	5.9
44	76.3	2.6	2.6	0.0	5.3	2.6	0.0	10.5	0.0	0.0
46	58.8	0.0	0.0	0.0	5.9	5.9	0.0	11.8	0.0	17.6
47	78.6	0.0	7.1	0.0	0.0	7.1	0.0	7.1	0.0	0.0
48	64.7	0.0	0.0	0.0	0.0	11.8	5.9	0.0	0.0	17.6
Aggregate Percentage	70.4	1.8	2.2	1.0	4.4	9.6	1.5	6.4	0.0	2.7



### Section 3

#### Results by Publication

Publication 2: TWO-BOAT MIDWATER TRAWLING FOR HERRING

1. Number of respondents: 14
2. Source of knowledge regarding availability of publication:
  - 71.4% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - 7.1% Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - Newspaper or Magazine
  - Word of Mouth
  - 14.3% Other
  - 7.1% Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.3
  - Average potential exposures per receiver 3.1
  - Total estimated potential exposures 356
4. Extent of reading:
  - 64.3% All of it 28.6% Most of it 7.1% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 78.6% Carefully 14.3% Casually 7.1% Skimmed through it
  - Average scale value 1.3
8. Amount of information already familiar with:
  - All of it 28.6% Most of it 64.3% Some of it 7.1% None of it
  - Average scale value 2.8
9. Use made of publication:
  - 57.1% Personal 14.3% Business - Government
  - 7.1% Scientific research 14.3% Educating others 7.1% Other
10. Level of action orientation in use:
  - 64.3% General Information
  - 28.6% Instrumental in planning
  - 7.1% Instrumental in taking action
  - Other

11. Type of use planned for future:

27.3% Personal 27.3% Business - Government 9.1% Scientific  
 - Educating - Other 36.4% None - Don't know  
 others research

12. Types of benefits cited:

Economic benefits  
 - Cost savings 8.3% Time savings - Increased revenues  
 - Other 8.3% Don't know 83.3% None specified

Other benefits  
 30.8% Personal and other 69.2% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree <u>50.0%</u>	Moderately Agree <u>42.9%</u>	Slightly Agree <u>7.1%</u>	Undecided <u>-</u>	Slightly Disagree <u>-</u>	Moderately Disagree <u>-</u>	Strongly Disagree <u>-</u>
Average scale value <u>2.4</u>						

b. The publication increased my interest.

Strongly Agree <u>35.7%</u>	Moderately Agree <u>21.4%</u>	Slightly Agree <u>28.6%</u>	Undecided <u>7.1%</u>	Slightly Disagree <u>-</u>	Moderately Disagree <u>7.1%</u>	Strongly Disagree <u>-</u>
Average scale value <u>1.6</u>						

c. The publication provided me with usable ideas.

Strongly Agree <u>28.6%</u>	Moderately Agree <u>28.6%</u>	Slightly Agree <u>21.4%</u>	Undecided <u>7.1%</u>	Slightly Disagree <u>-</u>	Moderately Disagree <u>14.3%</u>	Strongly Disagree <u>-</u>
Average scale value <u>1.4</u>						

d. The publication was difficult to understand.

Strongly Agree <u>-</u>	Moderately Agree <u>-</u>	Slightly Agree <u>-</u>	Undecided <u>14.3%</u>	Slightly Disagree <u>-</u>	Moderately Disagree <u>14.3%</u>	Strongly Disagree <u>71.4%</u>
Average scale value <u>2.4</u>						

14. Extent of usefulness of publication:

28.6% Extremely 50.0% Moderately 14.3% Slightly 7.1% Not useful  
 useful useful useful at all

Average scale value 2.0

15. Suggestions for improving the publication:

<u>71.4%</u> None	<u>14.3%</u> More detail
<u>7.1%</u> More application oriented	<u>-</u> Less detail
<u>-</u> More technically oriented	<u>7.1%</u> More topics
<u>-</u> More current information	<u>-</u> Fewer topics
<u>-</u> Change format	<u>-</u> Other

Publication 3: FACTORS INVOLVED IN THE STORAGE AND TRANSPORT  
OF THE AMERICAN LOESTER

1. Number of respondents: 11
2. Source of knowledge regarding availability of publication:
  - 45.5% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - 9.1% Newspaper or Magazine
  - 9.1% Word of Mouth
  - 36.4% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.1
  - Average potential exposures per receiver 3.4
  - Total estimated potential exposures 433
4. Extent of reading:
  - 90.9% All of it 9.1% Most of it - Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 100.0% Carefully - Casually - Skinned through it
  - Average scale value 1.0
8. Amount of information already familiar with:
  - All of it 9.1% Most of it 81.8% Some of it 9.1% None of it
  - Average scale value 3.0
9. Use made of publication:
  - 18.2% Personal 63.6% Business - Government
  - Scientific research 18.2% Educating others - Other
10. Level of action orientation in use:
  - 54.5% General Information
  - 27.3% Instrumental in planning
  - 18.2% Instrumental in taking action
  - Other

11. Type of use planned for future:

72.7% Personal    9.1% Business    - Government    - Scientific research  
18.2% Educating others    - Other    9.1% None    - Don't know

12. Types of benefits cited:

Economic benefits  
22.2% Cost savings    - Time savings    - Increased revenues  
11.1% Other    - Don't know    66.7% None specified  
  
 Other benefits  
33.3% Personal and other    66.7% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>54.5%</u>	<u>45.5%</u>	-	-	-	-	-

Average scale value 2.5

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>54.5%</u>	<u>27.3%</u>	<u>9.1%</u>	-	<u>9.1%</u>	-	-

Average scale value 2.2

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>45.5%</u>	<u>36.4%</u>	<u>9.1%</u>	<u>9.1%</u>	-	-	-

Average scale value 2.2

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>9.1%</u>	-	-	-	-	<u>18.2%</u>	<u>72.7%</u>

Average scale value 2.3

14. Extent of usefulness of publication:

27.3% Extremely useful    63.6% Moderately useful    9.1% Slightly useful    - Not useful at all

Average scale value 1.8

15. Suggestions for improving the publication:

<u>72.7%</u> None	<u>9.1%</u> More detail
<u>9.1%</u> More application oriented	<u>9.1%</u> Less detail
- More technically oriented	- More topics
- More current information	- Fewer topics
- Change format	- Other

Publication 4: LONG-LINING FOR SWORDFISH

1. Number of respondents: 14
2. Source of knowledge regarding availability of publication:
  - 71.4% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - Newspaper or Magazine
  - 21.4% Word of Mouth
  - 7.1% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.0
  - Average potential exposures per receiver 1.8
  - Total estimated potential exposures 208
4. Extent of reading:
  - 78.6% All of it 14.3% Most of it 7.1% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 42.9% Carefully 57.1% Casually - Skimmed through it
  - Average scale value 1.6
8. Amount of information already familiar with:
  - All of it 21.4% Most of it 71.4% Some of it 7.1% None of it
  - Average scale value 2.9
9. Use made of publication:
  - 35.7% Personal 7.1% Business 7.1% Government
  - 21.4% Scientific research 21.4% Educating others 7.1% Other
10. Level of action orientation in use:
  - 85.7% General Information
  - 7.1% Instrumental in planning
  - 7.1% Instrumental in taking action
  - Other

11. Type of use planned for future:

<u>9.1%</u> Personal	<u>9.1%</u> Business	<u>-</u> Government	<u>9.1%</u> Scientific research
<u>27.3%</u> Educating others	<u>9.1%</u> Other	<u>36.4%</u> None	<u>-</u> Don't know

12. Types of benefits cited:

Economic benefits

<u>-</u> Cost savings	<u>-</u> Time savings	<u>-</u> Increased revenues
<u>-</u> Other	<u>-</u> Don't know	<u>100.0%</u> None specified

Other benefits

<u>57.1%</u> Personal and other	<u>42.9%</u> None specified
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13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>35.7%</u>	<u>57.1%</u>	<u>7.1%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 2.3

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>21.4%</u>	<u>35.7%</u>	<u>35.7%</u>	<u>-</u>	<u>7.1%</u>	<u>-</u>	<u>-</u>

Average scale value 1.6

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>14.3%</u>	<u>21.4%</u>	<u>21.4%</u>	<u>-</u>	<u>28.6%</u>	<u>14.3%</u>	<u>-</u>

Average scale value 0.5

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>-</u>	<u>7.1%</u>	<u>-</u>	<u>7.1%</u>	<u>35.7%</u>	<u>50.0%</u>

Average scale value 2.2

14. Extent of usefulness of publication:

<u>-</u> Extremely useful	<u>64.3%</u> Moderately useful	<u>28.6%</u> Slightly useful	<u>7.1%</u> Not useful at all
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Average scale value 2.4

15. Suggestions for improving the publication:

<u>71.4%</u> None	<u>7.1%</u> More detail
<u>-</u> More application oriented	<u>-</u> Less detail
<u>-</u> More technically oriented	<u>7.1%</u> More topics
<u>-</u> More current information	<u>-</u> Fewer topics
<u>14.3%</u> Change format	<u>-</u> Other

Publication 10: MIGRATIONS AND GROWTH OF DEEP-SEA LOBSTERS

1. Number of respondents: 37
2. Source of knowledge regarding availability of publication:
  - 70.3% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - Commercial Fisheries Newsletter
  - 5.4% National Marine Fisheries Service Report
  - 2.7% Trade Journal Notice
  - Newspaper or Magazine
  - 13.5% Word of Mouth
  - 8.1% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.2
  - Average potential exposures per receiver 2.8
  - Total estimated potential exposures 773
4. Extent of reading:
  - 70.3% All of it 18.9% Most of it 8.1% Some of it 2.7% None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - 100.0% Other
6. Nonreaders' plans for future reading:
  - Plan to read 100.0% Do not plan to read - Don't Know
7. Intensity of reading:
  - 50.0% Carefully 47.2% Casually 2.8% Skimmed through it
  - Average scale value 1.5
8. Amount of information already familiar with:
  - All of it 25.0% Most of it 69.4% Some of it 5.6% None of it
  - Average scale value 2.7
9. Use made of publication:
  - 33.3% Personal 8.3% Business 8.3% Government
  - 19.4% Scientific research 27.8% Educating others 2.8% Other
10. Level of action orientation in use:
  - 77.8% General Information
  - 8.3% Instrumental in planning
  - 13.9% Instrumental in taking action
  - Other



11. Type of use planned for future:

12.1% Personal   12.1% Business   3.0% Government   6.1% Scientific research  
24.2% Educating others   3.0% Other   39.4% None   - Don't know

12. Types of benefits cited:

Economic benefits  
- Cost savings   2.9% Time savings   - Increased revenues  
2.9% Other   2.9% Don't know   91.4% None specified

Other benefits  
51.4% Personal and other   48.6% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>45.9%</u>	<u>51.4%</u>	<u>-</u>	<u>2.7%</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 2.4

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>24.3%</u>	<u>43.2%</u>	<u>21.6%</u>	<u>5.4%</u>	<u>5.4%</u>	<u>-</u>	<u>-</u>

Average scale value 1.8

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>18.9%</u>	<u>24.3%</u>	<u>32.4%</u>	<u>5.4%</u>	<u>16.2%</u>	<u>2.7%</u>	<u>-</u>

Average scale value 1.2

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>2.7%</u>	<u>-</u>	<u>5.4%</u>	<u>10.8%</u>	<u>29.7%</u>	<u>51.4%</u>

Average scale value 2.2

14. Extent of usefulness of publication:

16.7% Extremely useful   63.9% Moderately useful   16.7% Slightly useful   2.8% Not useful at all

Average scale value 2.0

15. Suggestions for improving the publication:

<u>72.2%</u> None	<u>2.8%</u> More detail
<u>-</u> More application oriented	<u>2.8%</u> Less detail
<u>2.8%</u> More technically oriented	<u>8.3%</u> More topics
<u>2.8%</u> More current information	<u>-</u> Fewer topics
<u>8.3%</u> Change format	<u>-</u> Other

Publication 11: MARINE INSURANCE GUIDE

1. Number of respondents: 41

2. Source of knowledge regarding availability of publication:

46.3% New England Marine Resources Information Newsletter  
- Marine Advisory Service Memo  
2.4% Sea Grant 70's  
4.9% Commercial Fisheries Newsletter  
7.3% National Marine Fisheries Service Report  
2.4% Trade Journal Notice  
24.4% Newspaper or Magazine  
7.3% Word of Mouth  
2.4% Other  
2.4% Don't Know

3. Publication exposure potential:

Average copies per receiver 1.1  
Average potential exposures per receiver 2.5  
Total estimated potential exposures 1932

4. Extent of reading:

43.9% All of it 39.0% Most of it 17.1% Some of it - None of it

5. Reason for reading none of it:

- Too busy  
- It was too technical  
- It did not contain the desired information  
- Other

6. Nonreaders' plans for future reading:

- Plan to read - Do not plan to read - Don't Know

7. Intensity of reading:

48.8% Carefully 36.6% Casually 14.6% Skimmed through it  
Average scale value 1.7

8. Amount of information already familiar with:

12.5% All of it 30.0% Most of it 55.0% Some of it 2.5% None of it  
Average scale value 2.4

9. Use made of publication:

61.0% Personal 26.8% Business - Government  
2.4% Scientific research 9.8% Educating others - Other

10. Level of action orientation in use:

62.5% General Information  
30.0% Instrumental in planning  
7.5% Instrumental in taking action  
- Other

11. Type of use planned for future:

20.0% Personal 17.1% Business - Government - Scientific research  
5.7% Educating - Other 57.1% None - Don't know  
 others

12. Types of benefits cited:

Economic benefits  
7.5% Cost savings - Time savings - Increased revenues  
7.5% Other 7.5% Don't know 77.5% None specified

Other benefits  
28.9 Personal and other 71.1% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>22.0%</u>	<u>31.7%</u>	<u>29.3%</u>	<u>2.4%</u>	<u>4.9%</u>	<u>2.4%</u>	<u>7.3%</u>

Average scale value 1.3

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>14.6%</u>	<u>17.1%</u>	<u>34.1%</u>	<u>2.4%</u>	<u>17.1%</u>	<u>12.2%</u>	<u>2.4%</u>

Average scale value 0.6

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>14.6%</u>	<u>29.3%</u>	<u>24.4%</u>	<u>4.9%</u>	<u>9.8%</u>	<u>7.3%</u>	<u>9.8%</u>

Average scale value 0.7

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>7.3%</u>	<u>4.9%</u>	<u>4.9%</u>	<u>9.5%</u>	<u>22.0%</u>	<u>41.5%</u>

Average scale value 1.7

14. Extent of usefulness of publication:

12.2% Extremely useful      48.8% Moderately useful      34.1% Slightly useful      4.9% Not useful at all

Average scale value 2.3

15. Suggestions for improving the publication:

<u>61.0%</u> None	<u>17.1%</u> More detail
<u>4.9%</u> More application oriented	<u>-</u> Less detail
<u>7.3%</u> More technically oriented	<u>4.9%</u> More topics
<u>2.4%</u> More current information	<u>-</u> Fewer topics
<u>2.4%</u> Change format	<u>-</u> Other

Publication 13: CUTTING WEB TAPERS

1. Number of respondents: 18
2. Source of knowledge regarding availability of publication:
  - 55.6% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 5.6% Sea Grant 70's
  - Commercial Fisheries Newsletter
  - 16.7% National Marine Fisheries Service Report
  - Trade Journal Notice
  - 11.1% Newspaper or Magazine
  - Word of Mouth
  - 11.1% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.2
  - Average potential exposures per receiver 4.4
  - Total estimated potential exposures 1437
4. Extent of reading:
  - 77.8% All of it 16.7% Most of it 5.6% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 61.1% Carefully 33.3% Casually 5.6% Skimmed through it
  - Average scale value 1.4
8. Amount of information already familiar with:
  - All of it 27.8% Most of it 72.2% Some of it - None of it
  - Average scale value 2.7
9. Use made of publication:
  - 38.9% Personal 38.9% Business - Government
  - 5.6% Scientific research 16.7% Educating others - Other
10. Level of action orientation in use:
  - 52.9% General Information
  - Instrumental in planning
  - 47.1% Instrumental in taking action
  - Other

11. Type of use planned for future:

55.6% Personal   5.6% Business   5.6% Government   5.6% Scientific research  
22.2% Educating others   16.7% Other   16.7% None   5.6% Don't know

12. Types of benefits cited:

Economic benefits  
11.1% Cost savings   33.3% Time savings   5.6% Increased revenues  
5.6% Other   50.0% Don't know   50.0% None specified

Other benefits  
66.7% Personal and other   33.3% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>55.6%</u>	<u>22.2%</u>	<u>22.2%</u>	-	-	-	-

Average scale value 2.3

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>27.8%</u>	<u>22.2%</u>	<u>27.8%</u>	<u>11.1%</u>	<u>5.6%</u>	<u>5.6%</u>	-

Average scale value 1.4

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>44.4%</u>	<u>27.8%</u>	<u>22.2%</u>	-	-	<u>5.6%</u>	-

Average scale value 2.0

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>5.6%</u>	<u>5.6%</u>	<u>16.7%</u>	<u>11.1%</u>	<u>11.1%</u>	<u>16.7%</u>	<u>33.3%</u>

Average scale value 1.0

14. Extent of usefulness of publication:

44.4% Extremely useful   33.3% Moderately useful   22.2% Slightly useful   5.6% Not useful at all

Average scale value 1.8

15. Suggestions for improving the publication:

<u>66.7%</u> None	- More detail
- More application oriented	- Less detail
- More technically oriented	- More topics
- More current information	- Fewer topics
<u>27.8%</u> Change format	<u>5.6%</u> Other

Publication 14: COMPUTING HORSEPOWER USED IN TRAWLING

1. Number of respondents: 20
2. Source of knowledge regarding availability of publication:
  - 70.0% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 10.0% Sea Grant 70's
  - Commercial Fisheries Newsletter
  - 5.0% National Marine Fisheries Service Report
  - Trade Journal Notice
  - 5.0% Newspaper or Magazine
  - 5.0% Word of Mouth
  - 5.0% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.0
  - Average potential exposures per receiver 1.8
  - Total estimated potential exposures 373
4. Extent of reading:
  - 68.4% All of it 15.8% Most of it 10.5% Some of it 5.3% None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - 100.0% Other
6. Nonreaders' plans for future reading:
  - 100.0% Plan to read    - Do not plan to read    - Don't Know
7. Intensity of reading:
  - 63.2% Carefully 31.6% Casually 5.3% Skimmed through it
  - Average scale value 1.3
8. Amount of information already familiar with:
  - 5.3% All of it 26.3% Most of it 63.2% Some of it 5.3% None of it
  - Average scale value 2.5
9. Use made of publication:
  - 22.2% Personal                      22.2% Business                      - Government
  - 27.8% Scientific research 27.8% Educating others    - Other
10. Level of action orientation in use:
  - 84.2% General Information
  - 5.3% Instrumental in planning
  - 10.5% Instrumental in taking action
  - Other

11. Type of use planned for future:

     Personal 5.3% Business      Government 5.3% Scientific  
31.6% Educating      Other 57.9% None      Don't know  
 others

12. Types of benefits cited:

Economic benefits  
     Cost savings 5.6% Time savings      Increased revenues  
5.6% Other      Don't know 88.9% None specified

Other benefits  
29.4% Personal and other 70.6% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>30.0%</u>	<u>45.0%</u>	<u>20.0%</u>	<u>5.0%</u>	<u>    </u>	<u>    </u>	<u>    </u>

Average scale value 2.0

b. The publication increased my interest.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>20.0%</u>	<u>35.0%</u>	<u>25.0%</u>	<u>10.0%</u>	<u>5.0%</u>	<u>    </u>	<u>5.0%</u>

Average scale value 1.3

c. The publication provided me with usable ideas.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>20.0%</u>	<u>35.0%</u>	<u>20.0%</u>	<u>5.0%</u>	<u>15.0%</u>	<u>    </u>	<u>5.0%</u>

Average scale value 1.2

d. The publication was difficult to understand.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>5.0%</u>	<u>15.0%</u>	<u>5.0%</u>	<u>5.0%</u>	<u>    </u>	<u>35.0%</u>	<u>35.0%</u>

Average scale value 1.3

14. Extent of usefulness of publication:

16.7% Extremely 44.4% Moderately 33.3% Slightly 5.6% Not useful  
 useful useful useful at all

Average scale value 2.0

15. Suggestions for improving the publication:

<u>84.2%</u> None	<u>5.3%</u> More detail
<u>    </u> More application oriented	<u>10.5%</u> Less detail
<u>    </u> More technically oriented	<u>    </u> More topics
<u>    </u> More current information	<u>    </u> Fewer topics
<u>    </u> Change format	<u>    </u> Other

Publication 16: RHODE ISLAND MARINAS AND BOAT YARDS 1970

1. Number of respondents: 22
2. Source of knowledge regarding availability of publication:
  - 81.8% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - 4.5% Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - 4.5% Newspaper or Magazine
  - 4.5% Word of Mouth
  - 4.5% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 2.2
  - Average potential exposures per receiver 3.0
  - Total estimated potential exposures 480
4. Extent of reading:
  - 47.6% All of it 38.1% Most of it 14.3% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 59.1% Carefully 27.3% Casually 13.6% Skimmed through it
  - Average scale value 1.5
8. Amount of information already familiar with:
  - All of it 22.7% Most of it 68.2% Some of it 9.1% None of it
  - Average scale value 2.9
9. Use made of publication:
  - 4.5% Personal 31.8% Business 36.4% Government
  - 4.5% Scientific research 3.6% Educating others 9.1% Other
10. Level of action orientation in use:
  - 45.5% General Information
  - 36.4% Instrumental in planning
  - 9.1% Instrumental in taking action
  - 9.1% Other



11. Type of use planned for future:

10.5% Personal    5.3% Business    31.6% Government    5.3% Scientific research  
5.3% Educating others    - Other    31.6% None    10.5% Don't know

12. Types of benefits cited:

Economic benefits  
10.0% Cost savings    15.0% Time savings    - Increased revenues  
- Other    - Don't know    75.0% None specified

Other benefits  
25.0% Personal and other    75.0% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>31.8%</u>	<u>45.5%</u>	<u>18.2%</u>	<u>4.5%</u>	-	-	-
Average scale value <u>2.0</u>						

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>27.3%</u>	<u>4.5%</u>	<u>36.4%</u>	<u>9.1%</u>	<u>13.6%</u>	<u>9.1%</u>	-
Average scale value <u>1.0</u>						

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>31.8%</u>	<u>22.7%</u>	<u>27.3%</u>	<u>9.1%</u>	<u>9.1%</u>	-	-
Average scale value <u>1.6</u>						

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	<u>4.5%</u>	<u>13.6%</u>	<u>4.5%</u>	<u>4.5%</u>	<u>31.8%</u>	<u>40.9%</u>
Average scale value <u>1.7</u>						

14. Extent of usefulness of publication:

36.4% Extremely useful    45.5% Moderately useful    18.2% Slightly useful    - Not useful at all

Average scale value 1.8

15. Suggestions for improving the publication:

<u>63.6%</u> None	<u>22.7%</u> More detail
- More application oriented	<u>4.5%</u> Less detail
- More technically oriented	- More topics
<u>4.5%</u> More current information	- Fewer topics
<u>4.5%</u> Change format	- Other

Publication 18: NEW FCC MARINE RADIO REGULATIONS

1. Number of respondents: 15
2. Source of knowledge regarding availability of publication:
  - 93.3% New England Marine Resources Information Newsletter
    - Marine Advisory Service Memo
    - Sea Grant 70's
  - 6.7% Commercial Fisheries Newsletter
    - National Marine Fisheries Service Report
    - Trade Journal Notice
    - Newspaper or Magazine
    - Word of Mouth
    - Other
    - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.3
  - Average potential exposures per receiver 5.1
  - Total estimated potential exposures 1170
4. Extent of reading:
  - 53.3% All of it 33.3% Most of it 5.7% Some of it 6.7% None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - 100.0% Other
6. Nonreaders' plans for future reading:
  - 100.0% Plan to read    -      Do not plan to read    -      Don't Know
7. Intensity of reading:
  - 42.9% Carefully 57.1% Casually    -      Skimmed through it
  - Average scale value 1.5
8. Amount of information already familiar with:
  - All of it 7.1% Most of it 78.6% Some of it 14.3% None of it
  - Average scale value 2.9
9. Use made of publication:
  - 7.1% Personal                      21.4% Business                      -      Government
  - 50.0% Scientific research 21.4% Educating others -      Other
10. Level of action orientation in use:
  - 78.6% General Information
  - 7.1% Instrumental in planning
  - 7.1% Instrumental in taking action
  - 7.1% Other

11. Type of use planned for future:

- Personal 14.3% Business - Government 23.6% Scientific  
14.3% Educating - Other 28.6% None 14.3% Don't know  
 others

12. Types of benefits cited:

Economic benefits  
 - Cost savings - Time savings - Increased revenues  
 - Other - Don't know 100.0% None specified

Other benefits  
25.0% Personal and other 75.0% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>26.7%</u>	<u>46.7%</u>	<u>26.7%</u>	-	-	-	-

Average scale value 2.0

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>6.7%</u>	<u>53.3%</u>	<u>20.0%</u>	<u>13.3%</u>	<u>6.7%</u>	-	-

Average scale value 1.4

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>13.3%</u>	<u>53.3%</u>	<u>20.0%</u>	<u>6.7%</u>	<u>6.7%</u>	-	-

Average scale value 1.6

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>6.7%</u>	-	<u>6.7%</u>	<u>13.3%</u>	<u>6.7%</u>	<u>26.7%</u>	<u>40.0%</u>

Average scale value 1.5

14. Extent of usefulness of publication:

- Extremely useful 46.2% Moderately useful 53.8% Slightly useful - Not useful at all

Average scale value 2.2

15. Suggestions for improving the publication:

<u>73.3%</u> None	<u>6.7%</u> More detail
- More application oriented	<u>6.7%</u> Less detail
- More technically oriented	- More topics
- More current information	- Fewer topics
- Change format	<u>13.3%</u> Other

Publication 23: STUDIES OF THE SIMULATION OF DRIFTING  
OIL BY POLYETHYLENE SHEETS

1. Number of respondents: 11
2. Source of knowledge regarding availability of publication:
  - 63.6% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 18.2% Sea Grant 70's
  - Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - Newspaper or Magazine
  - 9.1% Word of Mouth
  - 9.1% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.0
  - Average potential exposures per receiver 2.6
  - Total estimated potential exposures 179
4. Extent of reading:
  - 36.4% All of it 36.4% Most of it 27.3% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 54.5%Carefully 27.3%Casually 18.2%Skimmed through it
  - Average scale value 1.6
8. Amount of information already familiar with:
  - All of it 36.4%Most of it 54.5%Some of it 9.1%None of it
  - Average scale value 2.7
9. Use made of publication:
  - 36.4%Personal 27.3%Business 9.1%Government
  - 9.1%Scientific research 18.2%Educating others - Other
10. Level of action orientation in use:
  - 81.8%General Information
  - 9.1%Instrumental in planning
  - Instrumental in taking action
  - 9.1%Other

11. Type of use planned for future:

9.1% Personal 27.3% Business - Government - Scientific research  
45.5% Educating others - Other 18.2% None - Don't know

12. Types of benefits cited:

Economic benefits  
- Cost savings 18.2% Time savings - Increased revenues  
18.2% Other - Don't know 63.6% None specified

Other benefits  
54.5% Personal and other 45.5% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>63.6%</u>	<u>27.3%</u>	<u>9.1%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 2.3

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>27.3%</u>	<u>54.5%</u>	<u>18.2%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 2.1

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>18.2%</u>	<u>72.7%</u>	<u>9.1%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 2.1

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>9.1%</u>	<u>54.5%</u>	<u>36.4%</u>

Average scale value 2.1

14. Extent of usefulness of publication:

9.1% Extremely useful 81.8% Moderately useful 7.1% Slightly useful - Not useful at all

Average scale value 2.0

15. Suggestions for improving the publication:

<u>81.8%</u> None	<u>9.1%</u> More detail
<u>-</u> More application oriented	<u>-</u> Less detail
<u>-</u> More technically oriented	<u>9.1%</u> More topics
<u>-</u> More current information	<u>-</u> Fewer topics
<u>-</u> Change format	<u>-</u> Other

Publication 24: THE DYNAMICS OF EUROPEAN WING TRAWLS

1. Number of respondents: 16
2. Source of knowledge regarding availability of publication:
  - 31.3% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 18.8% Sea Grant 70's
  - 25.0% Commercial Fisheries Newsletter
  - 18.8% National Marine Fisheries Service Report
  - Trade Journal Notice
  - Newspaper or Magazine
  - 6.3% Word of Mouth
  - Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.1
  - Average potential exposures per receiver 6.1
  - Total estimated potential exposures 151
4. Extent of reading:
  - 68.8% All of it 18.8% Most of it 6.3% Some of it 6.3% None of it
5. Reason for reading none of it:
  - 50.0% Too busy
  - It was too technical
  - It did not contain the desired information
  - 50.0% Other
6. Nonreaders' plans for future reading:
  - 50.0% Plan to read - Do not plan to read 50.0% Don't Know
7. Intensity of reading:
  - 73.3% Carefully 20.0% Casually 6.7% Skimmed through it
  - Average scale value 1.3
8. Amount of information already familiar with:
  - All of it 26.7% Most of it 66.7% Some of it 6.7% None of it
  - Average scale value 2.6
9. Use made of publication:
  - 33.3% Personal 40.0% Business - Government
  - 6.7% Scientific research 20.0% Educating others - Other
10. Level of action orientation in use:
  - 66.7% General Information
  - 13.3% Instrumental in planning
  - 20.0% Instrumental in taking action
  - Other

11. Type of use planned for future:

15.4% Personal    30.8% Business    - Government    - Scientific research  
7.7% Educating others    - Other    38.5% None    7.7% Don't know

12. Types of benefits cited:

Economic benefits  
7.7% Cost savings    - Time savings    - Increased revenues  
7.7% Other    15.4% Don't know    69.2% None specified

Other benefits  
45.5% Personal and other    54.5% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>43.8%</u>	<u>31.3%</u>	<u>12.5%</u>	<u>12.5%</u>	-	-	-

Average scale value 2.1

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>37.5%</u>	<u>31.3%</u>	<u>25.0%</u>	<u>6.3%</u>	-	-	-

Average scale value 2.0

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>43.8%</u>	<u>25.0%</u>	<u>18.8%</u>	<u>6.3%</u>	<u>6.3%</u>	-	-

Average scale value 1.9

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	<u>12.5%</u>	<u>12.5%</u>	<u>25.0%</u>	-	<u>31.3%</u>	<u>18.8%</u>

Average scale value 0.8

14. Extent of usefulness of publication:

46.7% Extremely useful    33.3% Moderately useful    20.0% Slightly useful    - Not useful at all

Average scale value 1.6

15. Suggestions for improving the publication:

<u>62.5%</u> None	<u>6.3%</u> More detail
- More application oriented	- Less detail
<u>6.3%</u> More technically oriented	<u>18.8%</u> More topics
- More current information	- Fewer topics
- Change format	<u>6.3%</u> Other

Publication 26: THE NEW ENGLAND MARINE INDUSTRY

1. Number of respondents: 20
2. Source of knowledge regarding availability of publication:
  - 38.0% New England Marine Resources Information Newsletter
  - 5.0% Marine Advisory Service Memo
  - 15.0% Sea Grant 70's
  - 5.0% Commercial Fisheries Newsletter
  - 5.0% National Marine Fisheries Service Report
  - Trade Journal Notice
  - Newspaper or Magazine
  - 5.0% Word of Mouth
  - 10.0% Other
  - 20.0% Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.0
  - Average potential exposures per receiver 2.7
  - Total estimated potential exposures 242
4. Extent of reading:
  - 45.0% All of it 25.0% Most of it 20.0% Some of it 10.0% None of it
5. Reason for reading none of it:
  - 100.0% Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read 100.0% Don't Know
7. Intensity of reading:
  - 22.2% Carefully 50.0% Casually 27.8% Skimmed through it
  - Average scale value 1.8
8. Amount of information already familiar with:
  - All of it 16.7% Most of it 72.2% Some of it 11.1% None of it
  - Average scale value 2.6
9. Use made of publication:
  - 22.2% Personal 38.9% Business - Government
  - 16.7% Scientific research 22.2% Educating others - Other
10. Level of action orientation in use:
  - 66.7% General Information
  - 11.1% Instrumental in planning
  - Instrumental in taking action
  - 22.2% Other



11. Type of use planned for future:

6.3% Personal 12.5% Business - Government 6.3% Scientific  
18.8% Educating 6.3% Other 50.8% None - Don't know  
 others

12. Types of benefits cited:

Economic benefits  
- Cost savings 16.7% Time savings - Increased revenues  
- Other - Don't know 83.3% None specified

Other benefits  
47.1% Personal and other 52.9% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>15.0%</u>	<u>55.0%</u>	<u>20.0%</u>	<u>10.0%</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 1.3

b. The publication increased my interest.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>5.0%</u>	<u>25.0%</u>	<u>25.0%</u>	<u>15.0%</u>	<u>25.0%</u>	<u>5.0%</u>	<u>-</u>

Average scale value 0.5

c. The publication provided me with usable ideas.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>15.0%</u>	<u>20.0%</u>	<u>30.0%</u>	<u>10.0%</u>	<u>20.0%</u>	<u>5.0%</u>	<u>-</u>

Average scale value 0.8

d. The publication was difficult to understand.

Strongly	Moderately	Slightly	Undecided	Slightly	Moderately	Strongly
Agree	Agree	Agree		Disagree	Disagree	Disagree
<u>-</u>	<u>5.0%</u>	<u>5.0%</u>	<u>15.0%</u>	<u>10.0%</u>	<u>30.0%</u>	<u>35.0%</u>

Average scale value 1.6

14. Extent of usefulness of publication:

<u>11.1%</u> Extremely useful	<u>66.7%</u> Moderately useful	<u>22.2%</u> Slightly useful	<u>-</u> Not useful at all
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Average scale value 1.9

15. Suggestions for improving the publication:

<u>75.0%</u> None	<u>15.0%</u> More detail
<u>-</u> More application oriented	<u>-</u> Less detail
<u>-</u> More technically oriented	<u>5.0%</u> More topics
<u>-</u> More current information	<u>-</u> Fewer topics
<u>-</u> Change format	<u>5.0%</u> Other

Publication 27: AQUACULTURE: A NEW ENGLAND PERSPECTIVE

1. Number of respondents: 40

2. Source of knowledge regarding availability of publication:

74.4% New England Marine Resources Information Newsletter  
- Marine Advisory Service Memo  
5.1% Sea Grant 70's  
2.6% Commercial Fisheries Newsletter  
- National Marine Fisheries Service Report  
- Trade Journal Notice  
- Newspaper or Magazine  
7.7% Word of Mouth  
7.7% Other  
2.6% Don't Know

3. Publication exposure potential:

Average copies per receiver 1.9  
Average potential exposures per receiver 2.7  
Total estimated potential exposures 1222

4. Extent of reading:

33.3% All of it 33.3% Most of it 30.8% Some of it 2.6% None of it

5. Reason for reading none of it:

- Too busy  
- It was too technical  
- It did not contain the desired information  
100.0% Other

6. Nonreaders' plans for future reading:

- Plan to read 100.0% Do not plan to read - Don't Know

7. Intensity of reading:

48.6% Carefully 35.1% Casually 15.2% Skimmed through it

Average scale value 1.6

8. Amount of information already familiar with:

- All of it 27.8% Most of it 56.7% Some of it 5.6% None of it

Average scale value 2.6

9. Use made of publication:

29.7% Personal 18.9% Business 5.4% Government  
16.2% Scientific research 27.0% Educating others 2.7% Other

10. Level of action orientation in use:

67.6% General Information  
13.5% Instrumental in planning  
8.1% Instrumental in taking action  
10.8% Other

11. Type of use planned for future:

8.3% Personal 13.9% Business - Government 5.6% Scientific research  
33.3% Educating others - Other 33.3% None 5.6% Don't know

12. Types of benefits cited:

Economic benefits  
2.8% Cost savings 8.3% Time savings - Increased revenues  
8.3% Other 2.8% Don't know 77.8% None specified

Other benefits  
41.7% Personal and other 58.3% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>33.3%</u>	<u>48.7%</u>	<u>15.4%</u>	<u>2.6%</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 2.1

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>23.1%</u>	<u>41.0%</u>	<u>20.5%</u>	<u>5.1%</u>	<u>2.6%</u>	<u>2.6%</u>	<u>5.1%</u>

Average scale value 1.5

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>12.8%</u>	<u>56.4%</u>	<u>23.1%</u>	<u>2.6%</u>	<u>5.1%</u>	<u>-</u>	<u>-</u>

Average scale value 3.1

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>-</u>	<u>5.1%</u>	<u>7.7%</u>	<u>7.7%</u>	<u>33.3%</u>	<u>46.2%</u>

Average scale value 2.1

14. Extent of usefulness of publication:

16.2% Extremely useful 70.3% Moderately useful 13.5% Slightly useful - Not useful at all

Average scale value 1.9

15. Suggestions for improving the publication:

<u>71.8%</u> None	<u>10.3%</u> More detail
<u>2.6%</u> More application oriented	<u>-</u> Less detail
<u>2.6%</u> More technically oriented	<u>5.1%</u> More topics
<u>2.6%</u> More current information	<u>-</u> Fewer topics
<u>5.1%</u> Change format	<u>-</u> Other

Publication 29: SEVEN POINTS ON THE MARINA BUSINESS

1. Number of respondents: 11
2. Source of knowledge regarding availability of publication:
  - 36.4% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - 18.2% Trade Journal Notice
  - 18.2% Newspaper or Magazine
  - Word of Mouth
  - 27.3% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.5
  - Average potential exposures per receiver 4.1
  - Total estimated potential exposures 466
4. Extent of reading:
  - 45.5% All of it 45.5% Most of it 9.1% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 50.0% Carefully 30.0% Casually 20.0% Skimmed through it
  - Average scale value 1.5
8. Amount of information already familiar with:
  - 9.1% All of it - Most of it 90.9% Some of it - None of it
  - Average scale value 2.8
9. Use made of publication:
  - 9.1% Personal 54.5% Business 18.2% Government
  - Scientific research 18.2% Educating others - Other
10. Level of action orientation in use:
  - 54.5% General Information
  - 18.2% Instrumental in planning
  - 18.2% Instrumental in taking action
  - 9.1% Other

11. Type of use planned for future:

- Personal 30.0% Business - Government - Scientific research  
10.0% Educating others - Other 50.0% None 10.0% Don't know

12. Types of benefits cited:

Economic benefits  
 - Cost savings - Time savings - Increased revenues  
 - Other 18.2% Don't know 81.8% None specified

Other benefits  
9.1% Personal and other 90.9% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>9.1%</u>	<u>54.5%</u>	<u>18.2%</u>	<u>9.1%</u>	-	<u>9.1%</u>	-

Average scale value 1.4

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>18.2%</u>	<u>45.5%</u>	<u>18.2%</u>	<u>9.1%</u>	-	<u>9.1%</u>	-

Average scale value 1.5

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	<u>45.5%</u>	<u>27.3%</u>	<u>9.1%</u>	<u>9.1%</u>	<u>9.1%</u>	-

Average scale value 0.9

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	-	-	<u>9.1%</u>	<u>18.2%</u>	<u>18.2%</u>	<u>54.5%</u>

Average scale value 2.2

14. Extent of usefulness of publication:

18.2% Extremely useful    45.5% Moderately useful    18.2% Slightly useful    18.2% Not useful at all

Average scale value 2.4

15. Suggestions for improving the publication:

<u>63.6%</u> None	<u>18.2%</u> More detail
- More application oriented	- Less detail
- More technically oriented	<u>18.2%</u> More topics
- More current information	- Fewer topics
- Change format	- Other

Publication 37: THE POTENTIAL FOR FISHERY DEVELOPMENT  
IN THE CARIBBEAN AND ADJACENT SEAS

1. Number of respondents: 16
2. Source of knowledge regarding availability of publication:
  - 50.0% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 6.3% Sea Grant 70's
  - 12.5% Commercial Fisheries Newsletter
  - 25.0% National Marine Fisheries Service Report
  - Trade Journal Notice
  - 6.3% Newspaper or Magazine
  - Word of Mouth
  - Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.1
  - Average potential exposures per receiver 2.4
  - Total estimated potential exposures 12
4. Extent of reading:
  - 50.0% All of it 25.0% Most of it 6.3% Some of it 18.8% None of it
5. Reason for reading none of it:
  - 66.7% Too busy
  - It was too technical
  - It did not contain the desired information
  - 33.3% Other
6. Nonreaders' plans for future reading:
  - 66.7% Plan to read 33.3% Do not plan to read - Don't Know
7. Intensity of reading:
  - 69.2% Carefully 30.8% Casually - Skimmed through it
  - Average scale value 1.1
8. Amount of information already familiar with:
  - 7.7% All of it 15.4% Most of it 61.5% Some of it 15.4% None of it
  - Average scale value 2.3
9. Use made of publication:
  - 38.5% Personal 23.1% Business 15.4% Government
  - Scientific research 15.4% Educating others 7.7% Other
10. Level of action orientation in use:
  - 61.5% General Information
  - 30.8% Instrumental in planning
  - 7.7% Instrumental in taking action
  - Other

11. Type of use planned for future:

- Personal 30.8% Business 7.7% Government - Scientific research  
46.2% Educating others - Other 7.7% None 7.7% Don't know

12. Types of benefits cited:

Economic benefits  
 - Cost savings 7.7% Time savings - Increased revenues  
 - Other - Don't know 92.3% None specified

Other benefits  
53.8% Personal and other 46.2% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>31.3%</u>	<u>37.5%</u>	<u>12.5%</u>	<u>18.8%</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 1.8

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>31.3%</u>	<u>25.0%</u>	<u>25.0%</u>	<u>18.8%</u>	<u>-</u>	<u>-</u>	<u>-</u>

Average scale value 1.7

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>18.8%</u>	<u>18.8%</u>	<u>18.8%</u>	<u>18.8%</u>	<u>25.0%</u>	<u>-</u>	<u>-</u>

Average scale value 0.9

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>6.3%</u>	<u>6.3%</u>	<u>18.8%</u>	<u>12.5%</u>	<u>6.3%</u>	<u>50.0%</u>

Average scale value 1.6

14. Extent of usefulness of publication:

46.2% Extremely useful      30.8% Moderately useful      23.1% Slightly useful      - Not useful at all

Average scale value 1.4

15. Suggestions for improving the publication:

<u>87.5%</u> None	<u>6.3%</u> More detail
- More application oriented	- Less detail
- More technically oriented	<u>6.3%</u> More topics
- More current information	- Fewer topics
- Change format	- Other

Publication 38: CENTER-CONSOLE BOATS: THE  
FISHERMAN'S DREAM

1. Number of respondents: 17
2. Source of knowledge regarding availability of publication:
  - 58.8% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - Sea Grant 70's
  - 5.9% Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - 5.9% Trade Journal Notice
  - 23.5% Newspaper or Magazine
  - Word of Mouth
  - Other
  - 5.9% Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.2
  - Average potential exposures per receiver 3.9
  - Total estimated potential exposures 854
4. Extent of reading:
  - 96.1% All of it - Most of it 5.9% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 66.7% Carefully 29.4% Casually 5.9% Skimmed through it
  - Average scale value 1.4
8. Amount of information already familiar with:
  - 11.8% All of it 35.3% Most of it 52.9% Some of it - None of it
  - Average scale value 2.4
9. Use made of publication:
  - 58.8% Personal 29.4% Business - Government
  - Scientific research 11.8% Educating others - Other
10. Level of action orientation in use:
  - 41.2% General Information
  - 29.4% Instrumental in planning
  - 23.5% Instrumental in taking action
  - 5.9% Other



11. Type of use planned for future:

17.6% Personal    5.9% Business    - Government    - Scientific research  
 - Educating others    - Other    76.57 None    - Don't know

12. Types of benefits cited:

Economic benefits  
6.3% Cost savings    6.3% Time savings    6.3% Increased revenues  
 - Other    - Don't know    81.3% None specified

Other benefits  
31.3% Personal and other    68.8% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>29.4%</u>	<u>29.4%</u>	<u>29.4%</u>	<u>5.9%</u>	-	-	<u>5.9%</u>

Average scale value 1.6

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>29.4%</u>	<u>17.6%</u>	<u>23.5%</u>	<u>11.8%</u>	<u>11.8%</u>	-	<u>5.9%</u>

Average scale value 1.2

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>35.3%</u>	<u>11.8%</u>	<u>41.2%</u>	<u>5.9%</u>	-	-	<u>5.9%</u>

Average scale value 1.5

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	-	-	<u>11.8%</u>	-	<u>11.8%</u>	<u>76.5%</u>

Average scale value 2.5

14. Extent of usefulness of publication:

23.5% Extremely useful    41.2% Moderately useful    29.4% Slightly useful    5.9% Not useful at all

Average scale value 2.2

15. Suggestions for improving the publication:

<u>52.9%</u> None	<u>17.6%</u> More detail
<u>5.9%</u> More application oriented	- Less detail
<u>5.9%</u> More technically oriented	- More topics
- More current information	- Fewer topics
<u>11.8%</u> Change format	<u>5.9%</u> Other

Publication 44: HOW TO BUILD AND SAVE BEACHES  
AND DUNES

1. Number of respondents: 38
2. Source of knowledge regarding availability of publication:
  - 63.2% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 5.3% Sea Grant 70's
  - Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - 2.6% Trade Journal Notice
  - 13.2% Newspaper or Magazine
  - 5.3% Word of Mouth
  - 7.9% Other
  - 2.6% Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.6
  - Average potential exposures per receiver 2.7
  - Total estimated potential exposures 870
4. Extent of reading:
  - 71.1% All of it 23.7% Most of it 2.6% Some of it 2.6% None of it
5. Reason for reading none of it:
  - 100.0% Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read 100.0% Don't Know
7. Intensity of reading:
  - 62.2% Carefully 32.4% Casually 5.4% Skimmed through it
  - Average scale value 1.4
8. Amount of information already familiar with:
  - All of it 45.9% Most of it 54.1% Some of it - None of it
  - Average scale value 2.5
9. Use made of publication:
  - 37.8% Personal 8.1% Business 24.3% Government
  - Scientific research 29.7% Educating others - Other
10. Level of action orientation in use:
  - 54.3% General Information
  - 22.9% Instrumental in planning
  - 17.1% Instrumental in taking action
  - 5.7% Other

11. Type of use planned for future:

11.1% Personal    2.9% Business    20.0% Government    - Scientific research  
45.7% Educating others    - Other    14.3% None    5.7% Don't know

12. Types of benefits cited:

Economic benefits  
6.3% Cost savings    3.1% Time savings    - Increased revenues  
- Other    9.4% Don't know    81.3% None specified

Other benefits  
29.0% Personal and other    71.0% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>39.5%</u>	<u>44.7%</u>	<u>13.2%</u>	-	-	-	<u>2.6%</u>

Average scale value 2.1

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>23.7%</u>	<u>44.7%</u>	<u>23.7%</u>	<u>5.3%</u>	-	<u>2.6%</u>	-

Average scale value 1.8

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>31.6%</u>	<u>50.0%</u>	<u>10.5%</u>	<u>2.6%</u>	-	-	<u>5.2%</u>

Average scale value 1.9

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	-	<u>2.6%</u>	<u>13.2%</u>	<u>2.6%</u>	<u>13.2%</u>	<u>68.4%</u>

Average scale value 2.3

14. Extent of usefulness of publication:

25.0% Extremely useful    63.9% Moderately useful    11.1% Slightly useful    - Not useful at all

Average scale value 1.3

15. Suggestions for improving the publication:

<u>76.3%</u> None	<u>2.6%</u> More detail
<u>2.6%</u> More application oriented	- Less detail
<u>2.6%</u> More technically oriented	<u>10.5%</u> More topics
- More current information	- Fewer topics
<u>5.3%</u> Change format	- Other

Publication 46: INTEGRATION OF COMPUTER MODELING  
TECHNIQUES WITH LABORATORY EXPERIMENTS

1. Number of respondents: 17

2. Source of knowledge regarding availability of publication:

58.8% New England Marine Resources Information Newsletter  
5.9% Marine Advisory Service Memo  
17.6% Sea Grant 70's  
- Commercial Fisheries Newsletter  
5.9% National Marine Fisheries Service Report  
- Trade Journal Notice  
- Newspaper or Magazine  
- Word of Mouth  
5.9% Other  
5.9% Don't Know

3. Publication exposure potential:

Average copies per receiver 1.2  
Average potential exposures per receiver 1.5  
Total estimated potential exposures 128

4. Extent of reading:

47.1% All of it 35.3% Most of it 11.8% Some of it 5.9% None of it

5. Reason for reading none of it:

- Too busy  
- It was too technical  
- It did not contain the desired information  
100.0% Other

6. Nonreaders' plans for future reading:

- Plan to read 100.0% Do not plan to read - Don't Know

7. Intensity of reading:

37.5% Carefully 37.5% Casually 25.0% Skimmed through it

Average scale value 1.8

8. Amount of information already familiar with:

- All of it 37.5% Most of it 56.3% Some of it 6.3% None of it

Average scale value 2.5

9. Use made of publication:

31.3% Personal - Business - Government  
56.3% Scientific research 12.5% Educating others - Other

10. Level of action orientation in use:

93.3% General Information  
- Instrumental in planning  
6.7% Instrumental in taking action  
- Other

11. Type of use planned for future:

- <u>Personal</u>	- <u>Business</u>	- <u>Government</u>	<u>26.7%</u>	Scientific research
<u>13.3%</u>	<u>Educating others</u>	- <u>Other</u>	<u>46.7%</u>	None
			<u>13.3%</u>	Don't know

12. Types of benefits cited:

Economic benefits

- <u>Cost savings</u>	- <u>Time savings</u>	- <u>Increased revenues</u>
- <u>Other</u>	- <u>Don't know</u>	<u>100.0%</u>
		None specified

Other benefits

<u>26.7%</u>	Personal and other	<u>73.3%</u>	None specified
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13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>5.9%</u>	<u>47.1%</u>	<u>41.2%</u>	<u>5.9%</u>	-	-	-
Average scale value <u>1.5</u>						

b. The publication increased my interest

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	<u>47.1%</u>	<u>29.4%</u>	<u>11.8%</u>	<u>5.9%</u>	-	<u>5.9%</u>
Average scale value <u>1.0</u>						

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>17.6%</u>	<u>23.5%</u>	<u>41.2%</u>	<u>5.9%</u>	<u>5.9%</u>	-	<u>5.9%</u>
Average scale value <u>1.2</u>						

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
-	<u>11.8%</u>	<u>11.8%</u>	<u>11.8%</u>	<u>5.9%</u>	<u>35.3%</u>	<u>23.5%</u>
Average scale value <u>1.1</u>						

14. Extent of usefulness of publication:

- <u>Extremely useful</u>	<u>60.0%</u>	- <u>Moderately useful</u>	<u>33.3%</u>	- <u>Slightly useful</u>	<u>6.7%</u>	- <u>Not useful at all</u>
Average scale value <u>2.2</u>						

15. Suggestions for improving the publication:

<u>58.8%</u>	None	<u>5.9%</u>	More detail
-	More application oriented	-	Less detail
-	More technically oriented	<u>11.8%</u>	More topics
-	More current information	-	Fewer topics
<u>5.9%</u>	Change format	<u>17.6%</u>	Other

Publication 47: MARINE RECREATION CONFERENCE:  
BOATING IN NEW ENGLAND

1. Number of respondents: 14
2. Source of knowledge regarding availability of publication:
  - 35.7% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 21.4% Sea Grant 70's
  - Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - 28.6% Newspaper or Magazine
  - Word of Mouth
  - 14.3% Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.1
  - Average potential exposures per receiver 2.9
  - Total estimated potential exposures 111
4. Extent of reading:
  - 71.4% All of it 14.3% Most of it 14.3% Some of it - None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - Other
6. Nonreaders' plans for future reading:
  - Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 64.3% Carefully 21.4% Casually 14.3% Skimmed through it
  - Average scale value 1.5
8. Amount of information already familiar with:
  - All of it 42.9% Most of it 57.1% Some of it - None of it
  - Average scale value 2.6
9. Use made of publication:
  - 41.7% Personal 8.3% Business 25.0% Government
  - 8.3% Scientific research 8.3% Educating others 8.3% Other
10. Level of action orientation in use:
  - 92.3% General Information
  - 7.7% Instrumental in planning
  - Instrumental in taking action
  - Other

11. Type of use planned for future:

- Personal 15.4% Business - Government 7.7% Scientific  
15.4% Educating 7.7% Other 46.2% None 7.7% Don't know  
 others

12. Types of benefits cited:

Economic benefits  
- Cost savings - Time savings - Increased revenues  
- Other - Don't know 100.0% None Specified

Other benefits  
23.1% Personal and other 76.9% None Specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>14.3%</u>	<u>64.3%</u>	<u>7.1%</u>	<u>7.1%</u>	<u>7.1%</u>	<u>-</u>	<u>-</u>

Average scale value 1.7

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>21.4%</u>	<u>35.7%</u>	<u>21.4%</u>	<u>7.1%</u>	<u>7.1%</u>	<u>-</u>	<u>7.1%</u>

Average scale value 1.3

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>35.7%</u>	<u>28.6%</u>	<u>21.4%</u>	<u>7.1%</u>	<u>7.1%</u>	<u>-</u>	<u>-</u>

Average scale value 1.8

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>-</u>	<u>-</u>	<u>7.1%</u>	<u>7.1%</u>	<u>-</u>	<u>21.4%</u>	<u>64.3%</u>

Average scale value 2.3

14. Extent of usefulness of publication:

28.6% Extremely useful      57.1% Moderately useful      7.1% Slightly useful      7.1% Not useful at all

Average scale value 1.9

15. Suggestions for improving the publication:

<u>78.6%</u> None	<u>7.1%</u> More detail
<u>-</u> More application oriented	<u>-</u> Less detail
<u>7.1%</u> More technically oriented	<u>7.1%</u> More topics
<u>-</u> More current information	<u>-</u> Fewer topics
<u>-</u> Change format	<u>-</u> Other

Publication 48: MASS AND METABOLISM OF A MUSSEL BED

1. Number of respondents: 17
2. Source of knowledge regarding availability of publication:
  - 88.2% New England Marine Resources Information Newsletter
  - Marine Advisory Service Memo
  - 5.9% Sea Grant 70's
  - 5.9% Commercial Fisheries Newsletter
  - National Marine Fisheries Service Report
  - Trade Journal Notice
  - Newspaper or Magazine
  - Word of Mouth
  - Other
  - Don't Know
3. Publication exposure potential:
  - Average copies per receiver 1.1
  - Average potential exposures per receiver 5.1
  - Total estimated potential exposures 353
4. Extent of reading:
  - 47.1% All of it 35.2% Most of it 11.8% Some of it 5.9% None of it
5. Reason for reading none of it:
  - Too busy
  - It was too technical
  - It did not contain the desired information
  - 100.0% Other
6. Nonreaders' plans for future reading:
  - 100.0% Plan to read - Do not plan to read - Don't Know
7. Intensity of reading:
  - 43.8% Carefully 50.0% Casually 6.3% Skimmed through it
  - Average scale value 1.5
8. Amount of information already familiar with:
  - All of it - Most of it 87.5% Some of it 12.5% None of it
  - Average scale value 2.9
9. Use made of publication:
  - 12.5% Personal 18.8% Business 6.3% Government
  - 43.8% Scientific research 18.8% Educating others - Other
10. Level of action orientation in use:
  - 62.5% General Information
  - 12.5% Instrumental in planning
  - 12.5% Instrumental in taking action
  - 12.5% Other



11. Type of use planned for future:

- Personal 12.5% Business 6.3% Government 37.5% Scientific research  
12.5% Educating others - Other 31.3% None - Don't know

12. Types of benefits cited:

Economic benefits  
 - Cost savings 14.3% Time savings - Increased revenues  
 - Other - Don't know 85.7% None specified

Other benefits  
28.6% Personal and other 71.4% None specified

13. Extent of agreement with the following statements:

a. The publication increased my knowledge.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>47.1%</u>	<u>41.2%</u>	<u>11.8%</u>	-	-	-	-

Average scale value 2.4

b. The publication increased my interest.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>11.8%</u>	<u>41.2%</u>	<u>29.4%</u>	<u>11.8%</u>	<u>5.9%</u>	-	-

Average scale value 1.4

c. The publication provided me with usable ideas.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>11.8%</u>	<u>47.1%</u>	<u>17.6%</u>	<u>11.8%</u>	<u>11.8%</u>	-	-

Average scale value 1.4

d. The publication was difficult to understand.

Strongly Agree	Moderately Agree	Slightly Agree	Undecided	Slightly Disagree	Moderately Disagree	Strongly Disagree
<u>5.9%</u>	-	<u>5.9%</u>	<u>11.8%</u>	<u>17.6%</u>	<u>23.5%</u>	<u>35.3%</u>

Average scale value 1.5

14. Extent of usefulness of publication:

Extremely useful - 53.3% Moderately useful 46.7% Slightly useful - Not useful at all

Average scale value 2.2

15. Suggestions for improving the publication:

<u>64.7%</u> None	<u>11.8%</u> More detail
- More application oriented	<u>5.9%</u> Less detail
- More technically oriented	- More topics
- More current information	- Fewer topics
- Change format	<u>17.6%</u> Other

