Readership Study of Sea Grant '70s

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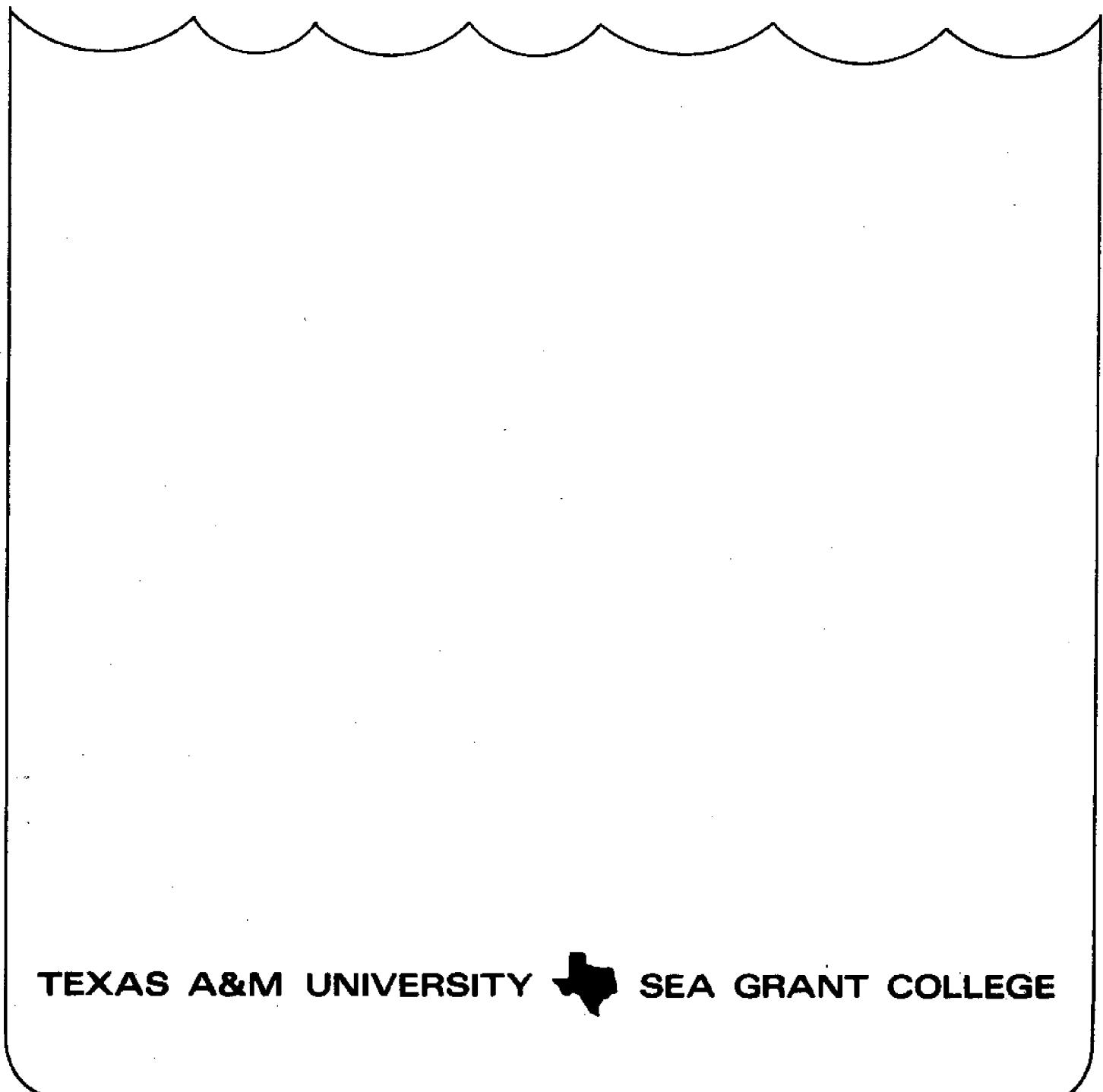
TEXAS A&M UNIVERSITY ⬥ SEA GRANT COLLEGE

READERSHIP STUDY OF SEA GRANT '70s

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TABLE OF CONTENTS

INTRODUCTION

Sea Grant '70s was begun in September 1970 as an 8-page monthly
newsletter to disseminate information about publications and activities
within the institutions supported by the National Sea Grant Program.
Support for Volumes 1 and 2 (September 1970-August 1972) was provided by
a grant to Texas A&M University from the Office of Information Services,
National Science Foundation. Subsequent support has come from the
National Oceanic and Atmospheric Administration (NOAA), Department
of Commerce, now the home of the National Sea Grant Program.

Publication was enlarged to 12 pages in January 1975, and in
March of the same year, a magazine format was adopted. Circulation
has grown from 3,000 the first year to approximately 13,000.
Subscriptions are available without charge upon request, and the magazine
is distributed throughout the United States and in foreign countries.

An Index to articles and new publications is issued annually and
distributed in the August or September issue.

Four sections make up the magazine: feature articles, "Sea
Grant Reports On...", "Calendar", and "New Publications." The
"New Publications" section usually occupies half the space in each
issue, with the remainder of space filled with feature articles,
"Sea Grant Reports On...", and the "Calendar."

Feature articles, with accompanying photographs or other
illustrations, are submitted by the editors from the various Sea Grant
institutions and concern a particular Sea Grant-supported project at
that institution. Two or three feature articles are used in each
issue, depending on length, which varies between two and three pages in
the magazine. "Sea Grant Reports On..." and the "Calendar" usually
occupy one page in Sea Grant '70s.

2

"Sea Grant Reports On..." is a collection of brief news items about Sea Grant-supported activities at the various Sea Grant institutions and the "Calendar" lists upcoming meetings, conferences, seminars or workshops supported by Sea Grant.

PURPOSE OF THE STUDY

This study was initiated to develop a profile of the readership and understanding of subscriber attitudes and perceptions toward Sea Grant '70s as an information source for topics and events associated with the National Sea Grant Program. The information obtained from this investigation should permit the publication's staff to better determine the extent to which the magazine is fulfilling its intent and, if needed, to modify publication policies to more fully accomplish its purposes.

METHODOLOGY

Data for the study were obtained from self-administered questionnaires mailed to a random sample of Sea Grant '70s subscribers. A copy of the questionnaire is included in the Appendix.

Prior to mailing the questionnaire, a pilot study was carried out among a subsample of subscribers to evaluate the effectiveness of the questionnaire design. After modifications in its format, the questionnaire was sent to subscribers in the sample.

Total subscribers to Sea Grant '70s included 13,124 people. Addresses of foreign subscribers were removed from the subscriber list prior to sample selection. A total of 1,300 subscribers were selected on a (systematic) random basis to be included in the sample. Respondents returned the questionnaires to the Department of Marketing, Texas A&M where they were edited, coded, and processed for tabulation through the facilities of the Texas A&M Data Processing Center. One and two-way frequency distribution tables were used in analyzing the data.

Of the 1,300 questionnaires mailed to the sample of the publication's subscribers, 670 were returned for a response rate of 51.5 percent. Of the total number returned, 624 (48%) were analyzed in the study. Of the 46 respondents who returned unusable questionnaires, 6 refused to complete

the questionnaire, 17 could not be reached, 6 said they did not receive the magazine, 2 returned the questionnaire incomplete, and 15 returned their questionnaires after data analysis had been initiated.

FORMAT OF REPORT

The findings are presented in the following format and order. The report presents major findings of aggregate data and, where meaningful, the specific attitudinal attribute under question is cross tabulated by the respondents' type of organization and occupation. All data are expressed in terms of frequency distributions or percentages of total respondents. Not all respondents answered every question in the questionnaire. Consequently, total responses will vary for each question analyzed. The presentation of the results of the analysis begins with a profile of the Sea Grant '70s readership in terms of its geographical distribution, type of organizational employer, and occupation. This section is followed by an assessment of subscribers' attitudes and perceptions regarding the publication in general. The report then turns to a closer look at subscribers' attitudes concerning the four regular sections of Sea Grant '70s-- the feature articles, "New Sea Grant Publications", "Sea Grant Reports On"..., and "Calendar."

The final part of this report examines the attitudes and perceptions of those respondents who indicated that they did not want to continue receiving the publication.

SUMMARY OF FINDINGS

Of the respondents in the sample, 54 percent reside in the 7 states including California, Texas, Massachusetts, Florida, New York, Rhode Island, and Oregon. The remaining 46 percent are distributed among 30 other states and Washington, D.C. Thirty-six percent of the respondents are employed in education, 22 percent work in business organizations, and 23 percent reported government employment. Managers, educators, and re-searchers comprise 59 percent of the sample.

Of the respondents who receive the publication, 68 percent read all 12 issues yearly. An average of four other people read each issue received by a single subscriber. Government employees tend to share their copies with more people than do respondents in other types or organizations.

Fifty-eight percent of the respondents reported that they quite often find otherwise unavailable information in Sea Grant '70s. On the average, respondents find the publication "very" informative, attractive, useful, timely, and readable.

Respondents tend to read the "feature articles" section most often, followed closely by the "new Sea Grant Publications" section, then the "Sea Grant Reports On..." and "Calendar" sections, respectively.

Thirty-nine percent of the respondents read at least one feature article in every issue. Further, 81 percent feel that the readability of the feature articles is "just right". Also, 87 percent find the present length of feature articles adequate. The information in the feature articles is useful to 78 percent of the respondent subscribers.

The "New Sea Grant Publications" section is read in every issue by 52 percent of the respondents. Researchers, consultants, and educators tend to read the "New Sea Grant Publications" section more often than the average respondent. Twenty-two percent of the respondents desire more

entries with less information per entry in the "New Sea Grant Publications" section. Fifty-four percent of the respondents reported having ordered publications that were abstracted in the "New Sea Grant Publications" section in the past year. Of the respondents who have ordered new publications in the past year, 39 percent are employed in education, 27 percent in government jobs, and 19 percent in business organizations.

The "Sea Grant Reports On..." section is read in every issue by 23 percent of the respondents. Only three percent never read the section. There were 64 percent who felt the section was often or occasionally useful. Editors, librarians, and educators find the section more useful than the average respondent.

The "Calendar" section is read in at least three-fourths of the issues by 27 percent of the respondent subscribers and is considered often or occasionally useful by 22 percent of the readership.

Only 6 percent of the respondents who participated in the survey do not want to continue receiving the publication. Of these respondents, 41 percent are employed in business organizations, with an additional 42 percent working in education (27%) and government positions (15%). These respondents tend to prefer the "feature articles" section more than the respondents who do want to continue receiving the publication.

MAJOR FINDINGS

A Profile Of Sea Grant '70s Readership

From the information provided in the Sea Grant '70s survey, it is possible to examine in detail several key characteristics of the typical Sea Grant '70s subscriber.

National Distribution of Readership

The survey indicated that subscribers reside in 74 percent or 37 of the states and Washington, D.C. As is noted in Table 1, 54 percent of the 609 respondents live in the seven states of California (11%), Texas (10%), Massachusetts (8%), Florida (9%), New York (7%), Rhode Island (5%), and Oregon (5%). The remaining 46 percent are distributed among 30 states and Washington, D.C. Although the study sample did not include respondents from 13 states, this does not necessarily indicate an absence of subscribers in these states. However, based on the design of the sample employed, their incidence is estimated to be quite low.

Subscribers' Organizational Employers

The largest group of respondents (36%) reported that they were employed in educational institutions (private--8% and public--28%). Of the 609 respondents, 133 or 22 percent indicated that they worked in business organizations while an additional 23 percent reported federal, state, or local government employment. (See Table 2).

Subscribers' Occupational Positions

Subscribers tend to hold positions in top or middle management (29%), education (15%), or research (15%). However, the distribution of occupational positions reported by the respondents appears to be quite varied. (See Table 3).

TABLE 1

DISTRIBUTION OF RESPONDENTS BY STATE

(n=556)

STATE	NUMBER OF RESPONDENTS	PERCENT	STATE	NUMBER OF RESPONDENTS	PERCENT
California	74	11	Wisconsin	7	1
Texas	63	10	Georgia	7	1
Massachusetts	48	8	Alaska	6	1
Florida	47	8	Hawaii	5	1
New York	42	7	Maine	5	1
Rhode Island	29	5	Michigan	5	1
Oregon	28	5	Indiana	4	1
Virginia	21	3	Colorado	4	1
New Jersey	18	3	Oklahoma	4	1
Louisiana	15	2	Alabama	3	1
Maryland	15	2	Arkansas	3	1
Washington, D.C.	14	2	Ohio	3	1
Connecticut	13	2	Tennessee	3	1
Illinois	12	2	Vermont	2	1
Mississippi	12	2	Minnesota	2	1
Pennsylvania	11	2	Kentucky	1	*
Delaware	11	2	Missouri	1	*
New Hampshire	8	1	Nebraska	1	*
South Carolina	8	1	South Dakota	1	*

* < 1%

TABLE 2

DISTRIBUTION OF RESPONDENTS BY

TYPE OF ORGANIZATION

(N = 609)

TYPE OF ORGANIZATION	NUMBER OF RESPONDENTS	PERCENT (%)
Business	133	22
Federal Government	58	10
State Government	58	10
Local Government	13	2
Private Education	46	8 ⎫
Public Education	177	28 ⎬ 36%
Charitable	5	1
Private Research	24	4
Other	87	14
Total	609	100

TABLE 3

DISTRIBUTION OF RESPONDENTS BY

OCCUPATIONAL POSITIONS

(N = 609)

OCCUPATIONAL POSITION	NUMBER OF RESPONDENTS	PERCENT (%)
Researcher	94	15
Educator	92	15
Top Management	91	15
Middle Management	84	14
Consultant	33	5
Engineer	33	5
Extension Agent	30	5
Public Administrator	16	3
Editor	14	2
Librarian	9	2
Other	113	19
Total	609	100

Frequency That The Issues Are Read

One important objective in the <u>Sea Grant '70s</u> survey was to determine how frequently the publication is read. Two items of interest were:

(1) number of issues read annually and (2) number of readers per issue.

<u>Number of Issues Read Annually</u>--Respondents were asked:

"<u>Sea Grant '70s</u> is issued monthly. Approximately how many issues do you read per year?"

It was found that: (Tables 4-6)

·Irrespective of occupation, 68 percent of the respondents read every issue.

·86 percent read <u>at least</u> nine of the twelve issues.

·On the average each subscriber reads ten of the twelve issues.

·Readership is high among all reported organizational affliations.

In reference to specific occupations:

·Engineers (73%), researchers (77%), and consultants (79%) rank highest in terms of readership of all issues.

·Top managers (55%) and librarians (56%) rank below average in readership of <u>all</u> issues.

<u>Number of Additional Readers</u>--Respondents were asked:

"Usually how many other people read the copy that you receive?"

It was found that: (Tables 7-9)

·Twenty-seven percent of the respondents are not aware of others reading their copy of <u>Sea Grant '70s</u>. However, an average of four other people read each copy received by the average subscriber. Thus, an estimated 52,000 (plus) people read each monthly issue.

·Subscribers who are employed in federal, state, or local government tend to share their copy more frequently than do other subscribers.

·In reference to specific occupations, librarians (78%), public administrators (40%), top managers (33%), and engineers (33%) tend to share their copy more frequently with three or more readers.

TABLE 4

NUMBER OF ISSUES RESPONDENTS READ ANNUALLY

(N = 622)

PERCENT OF ISSUES READ	NUMBER OF RESPONDENTS	PERCENT (%)
100%	425	68 ⎫
75%	115	18 ⎭ 86%
50%	41	7
25%	20	5
None	11	2
Total	622	100

TABLE 5

NUMBER OF ISSUES READ ANNUALLY

BY

TYPE OF ORGANIZATION

(N= 607)

TYPE OF ORGANIZATION	NUMBER OF ISSUES READ ANNUALLY					
	All	75%	50%	25%	None	Total
BUSINESS						
Number of Resp.	86	26	8	9	4	
Percent	64	20	6	7	3	100.0
FEDERAL GOV.						
Number of Resp.	49	9	4	4	0	
Percent	74	4	6	6	0	100.0
STATE GOV.						
Number of Resp.	38	11	8	0	1	
Percent	65	18	14	0	2	100.0
LOCAL GOV.						
Number of Resp.	9	3	0	0	0	
Percent	75	25	0	0	0	100.0
PRIVATE EDUCATION						
Number of Resp.	29	10	3	3	1	
Percent	62	22	7	7	2	100.0
PUBLIC EDUCATION						
Number of Resp.	126	28	10	10	3	
Percent	70	16	6	6	2	100.0
CHARITABLE						
Number of Resp.	1	4	0	0	0	
Percent	20	80	0	0	0	100.0
PRIVATE RESEARCH						
Number of Resp.	16	4	3	1	0	
Percent	66	17	13	4	0	100.00
OTHER						
Number of Resp.	60	17	5	3	1	
Percent	69	20	6	4	1	100.00

TABLE 6

NUMBER OF ISSUES READ ANNUALLY

BY

TYPE OF POSITION
(N = 607)

TYPE OF POSITION	NUMBER OF ISSUES READ ANNUALLY					
	All	75%	50%	25%	None	Total
CONSULTANT						
Number of Resp.	26	4	1	1	1	
Percent (%)	79	12	3	3	3	100.0
RESEARCHER						
Number of Resp.	72	13	7	2	0	
Percent (%)	77	14	7	2	0	100.0
EDUCATOR						
Number of Resp.	66	16	7	2	1	
Percent (%)	72	17	8	2	1	100.0
LIBRARIAN						
Number of Resp.	5	2	2	0	0	
Percent (%)	56	22	22	0	0	100.0
ENGINEER						
Number of Resp.	24	7	1	1	0	
Percent (%)	73	21	3	3	0	100.0
EDITOR						
Number of Resp.	8	2	1	1	2	
Percent (%)	58	14	7	7	14	100.0
TOP MANAGER						
Number of Resp.	49	26	11	2	2	
Percent (%)	55	29	12	2	2	100.0
MIDDLE MANAGER						
Number of Resp.	56	16	4	8	0	
Percent (%)	66	19	5	10	0	100.0
PUBLIC ADMINISTRATOR						
Number of Resp.	10	3	0	1	1	
Percent (%)	66	20	0	7	7	100.0
EXTENSION AGENT (SPEC)						
Number of Resp.	19	5	2	3	1	
Percent (%)	63	17	7	10	3	100.0
OTHER						
Number of Resp.	79	18	5	9	20	
Percent (%)	70	16	4	8	2	100.0

TABLE 7   15

NUMBER OF READERS PER ISSUE RECEIVED BY RESPONDENT

(N = 608)

NUMBER OF READERS	NUMBER OF RESPONDENTS	PERCENT (%)
One Reader	147	24
Two Readers	128	21
Three Readers	75	12
Four Readers	36	6
Five Readers	23	4
Six Readers	13	2
Seven Readers	8	1
More Than Seven	18	3
None	160	27
Total	608	100

TABLE 8
NUMBER OF READERS PER COPY

BY
TYPE OF ORGANIZATION

(N = 593)

TYPE OF ORGANIZATION	NUMBER OF READERS PER COPY									
	One	Two	Three	Four	Five	Six	Seven	More Than Seven	None	Total
BUSINESS										
Number of Resp.	39	26	17	3	2	4	0	1	40	
Percent	29	20	13	2	2	4	0	1	30	100.0
FEDERAL GOV.										
Number of Resp.	14	12	7	4	6	3	1	7	10	
Percent	21	19	11	6	9	5	2	11	16	100.0
STATE GOV.										
Number of Resp.	10	9	7	13	6	2	1	2	8	
Percent	17	16	12	23	10	3	2	3	14	100.0
LOCAL GOV.										
Number of Resp.	3	3	3	1	0	0	0	0	1	
Percent	28	27	27	9	0	0	0	0	9	100.0
PRIVATE EDUCATICN										
Number of Resp.	6	6	3	2	2	1	1	1	23	
Percent	14	11	7	5	5	2	2	2	52	100.0
PUBLIC EDUCATION										
Number of Resp.	52	44	18	7	2	2	3	5	39	
Percent	30	26	11	4	1	1	2	3	33	100.0
CHARITABLE										
Number of Resp.	1	3	0	0	0	0	0	0	1	
Percent	20	60	0	0	0	0	0	0	20	100.0
PRIVATE RESEARCH										
Number of Resp.	4	5	5	0	1	0	1	1	7	
Percent	17	21	21	0	4	0	4	4	29	100.00
OTHER										
Number of Resp.	16	19	13	6	4	0	0	1	24	
Percent	19	23	16	7	5	0	0	1	29	100.00

TABLE 9

NUMBER OF READERS PER COPY

BY

TYPE OF POSITION
(N = 593)

TYPE OF POSITION	NUMBER OF READERS PER COPY									
	1	2	3	4	5	6	7	More	None	Total
CONSULTANT										
Number of Resp.	9	7	7	1	1	0	0	1	7	
Percent (%)	28	21	21	3	3	0	0	3	21	100.0
RESEARCHER										
Number of Resp.	17	19	11	7	4	1	3	2	26	
Percent (%)	19	21	12	8	4	1	3	2	30	100.0
EDUCATOR										
Number of Resp.	22	21	10	3	2	2	1	3	25	
Percent (%)	25	24	11	3	2	2	1	3	29	100.0
LIBRARIAN										
Number of Resp.	1	1	1	2	1	0	0	3	0	
Percent (%)	11	11	11	22	11	0	0	34	0	100.0
ENGINEER										
Number of Resp.	10	5	3	4	1	1	1	1	7	
Percent (%)	31	15	9	12	3	3	3	3	21	100.0
EDITOR										
Number of Resp.	2	4	1	1	0	1	0	0	4	
Percent (%)	15	31	8	8	0	8	0	0	30	100.0
TOP MANAGER										
Number of Resp.	12	23	14	3	8	3	1	1	23	
Percent (%)	14	26	16	3	9	3	1	1	27	100.0
MIDDLE MANAGER										
Number of Resp.	29	17	6	4	5	2	1	3	17	
Percent (%)	35	20	7	5	6	2	1	4	20	100.0
PUBLIC ADMINISTRATOR										
Number of Resp.	3	3	3	1	0	0	0	2	3	
Percent (%)	20	20	20	7	0	0	0	13	20	100.0
EXTENSION AGENT (SPEC)										
Number of Resp.	13	5	3	1	0	0	0	0	7	
Percent (%)	46	17	10	3	0	0	0	0	24	100.0
OTHER										
Number of Resp.	28	22	13	9	1	2	0	2	23	
Percent (%)	26	20	12	8	1	2	0	2	29	100.0

Attitudes Toward The General Content Of Sea Grant '70s

A second objective in the Sea Grant '70s readership study was to examine subscriber attitudes concerning the general content of the magazine.

The Role of Sea Grant '70s as a Source for New Information

Respondents were asked:

"How frequently do you find information in Sea Grant '70s that is not readily available in other sources?"

It was found that: (Tables 10-12)

- ·55 percent of the respondents reported that they "quite often" find information in Sea Grant '70s that is not readily available in other sources.

- ·38 percent report that they "sometimes" find typically unavailable information in Sea Grant '70s.

- ·Thus, 93 percent of the subscribers sampled find information in Sea Grant '70s that is not readily available in other sources.

- ·Only 7 percent feel that they "seldom" or "never" find information in Sea Grant '70s that is not readily available in other sources.

- ·Although respondents in all types of organizations find Sea Grant '70s a good source of otherwise unavailable information, respondents in local governments (83%) and business organizations (63%) tend to find the publication very applicable for this purpose.

- ·Respondents in all types of occupations reported Sea Grant '70s to be a viable source of otherwise unavailable information.

Subscribers' Perceptions of the Publication's General Content

Five additional questions were asked of respondents to determine their general attitudes toward the publication's content.

These questions were concerned with:

(1) informative content, (2) attractiveness, (3) usefulness, (4) timeliness, and (5) readability.

TABLE 10 . 19

FREQUENCY OF FINDING UNAVAILABLE INFORMATION

IN <u>SEA GRANT '70s</u>

(N = 605)

FREQUENCY OF FINDING UNAVAILABLE INFORMATION	NUMBER OF RESPONDENTS	PERCENT (%)
Quite Often	336	55
Sometimes	227	38
Seldom	34	6
Never	8	1
Total	605	100

TABLE 11

FREQUENCY OF FINDING UNAVAILABLE INFORMATION

BY

TYPE OF ORGANIZATION

(N=591)

TYPE OF ORGANIZATION	FREQUENCY OF FINDING UNAVAILABLE INFORMATION				
	Quite Often	Some Times	Seldom	Never	Total
BUSINESS					
Number of Resp.	79	36	8	4	
Percent	63	28	6	3	100.0
FEDERAL GOV.					
Number of Resp.	30	34	1	1	
Percent	45	51	2	2	100.0
STATE GOV.					
Number of Resp.	32	22	3	1	
Percent	55	38	5	2	100.0
LOCAL GOV.					
Number of Resp.	10	2	0	0	
Percent	83	17	0	0	100.0
PRIVATE EDUCATION					
Number of Resp.	27	18	0	0	
Percent	60	40	0	0	100.0
PUBLIC EDUCATION					
Number of Resp.	86	74	11	1	
Percent	50	43	6	1	100.0
CHARITABLE					
Number of Resp.	2	3	0	0	
Percent	40	60	0	0	100.0
PRIVATE RESEARCH					
Number of Resp.	9	13	2	0	
Percent	38	54	8	0	100.00
OTHER					
Number of Resp.	80	22	9	1	
Percent	61	27	11	1	100.00

TABLE 12

FREQUENCY OF FINDING UNAVAILABLE INFORMATION

BY

TYPE OF POSITION
(N = 591)

TYPE OF POSITION	FREQUENCY OF FINDING UNAVAILABLE INFORMATION				
	Quite often	Sometimes	Seldom	Never	Total
CONSULTANT					
Number of Resp.	15	13	3	1	
Percent (%)	47	41	9	3	100.0
RESEARCHER					
Number of Resp.	37	55	3	0	
Percent (%)	40	57	3	0	100.0
EDUCATOR					
Number of Resp.	52	36	3	0	
Percent (%)	57	40	3	0	100.0
LIBRARIAN					
Number of Resp.	5	4	0	0	
Percent (%)	56	44	0	0	100.0
ENGINEER					
Number of Resp.	18	12	1	0	
Percent (%)	58	39	3	0	100.0
EDITOR					
Number of Resp.	8	2	1	0	
Percent (%)	73	18	9	0	100.0
TOP MANAGER					
Number of Resp.	49	30	6	4	
Percent (%)	54	34	7	5	100.0
MIDDLE MANAGER					
Number of Resp.	50	30	3	0	
Percent (%)	60	36	4	0	100.0
PUBLIC ADMINISTRATOR					
Number of Resp.	8	6	0	1	
Percent (%)	53	40	0	7	100.0
EXTENSION AGENT (SPEC)					
Number of Resp.	19	8	2	0	
Percent (%)	65	28	7	0	100.0
OTHER					
Number of Resp.	65	30	12	2	
Percent (%)	59	28	11	2	100.0

Informative Content   (Tables 13-15)

.75 percent of the respondents find the publication either "very" or "extremely" informative.

·In general, subscribers find the publication "very" informative.

·Only 2 percent feel that Sea Grant '70s is a relatively uninformative publication.

·Respondents in all types of organizations and specific occupational positions reported Sea Grant '70s to be a "very" informative publication.

Attractiveness   (Tables 16-18)

·57 percent of the respondents find the publication either "very" or "extremely" attractive.

·Typically subscribers find the publication "very" attractive.

·Only 3 percent feel that Sea Grant '70s is a relatively unattractive publication.

·Respondents in all types of organizations reported Sea Grant '70s to be a "very" attractive publication.

·In reference to specific occupations, librarians, editors, and public administrators find the publication more attractive than do respondents in other reported occupational positions.

·Engineers and managers find the publication less attractive than do respondents in other reported occupational positions.

Usefulness   (Tables 19-21)

·55 percent of the respondents find the publication either "very" or "extremely" useful.

·The typical subscriber finds the publication "very" useful.

·Only 5 percent feel that Sea Grant '70s is a relatively useless publication.

·Although respondents in all types of organizations have similar (positive) perceptions concerning the publication's usefulness, respondents who work for charitable organizations tend to find the publication more useful than do respondents in other reported types of organizations.

·In reference to specific occupations, librarians and consultants tend to find the publication more useful than do respondents in other reported occupations.

·Although all respondents find the publication generally useful, editors, public administrators, and engineers find the publication less useful than do respondents in other reported occupations.

Timeliness (Tables 22-24)

·68 percent of the respondents find the publication either "very" or "extremely" timely.

·Generally subscribers find the publication "very" timely.

·Only 3 percent feel the information is realtively out-of-date.

·Respondents employed in government organizations and private research institutions tend to find the publication more timely than do respondents in other reported types of organizations.

·Although they find the publication timely, in general, respondents in business and charitable organizations find the publication less timely than do respondents in other reported types of organizations.

·In reference to specific occupations, librarians, researchers, and educators tend to find the publication more timely than do respondents in other reported occupational positions. Editors, managers (top and middle), and extension agents find the publication to be less timely than do respondents in other reported occupational positions.

Readability (Tables 25-27)

·85 percent of the respondents find the publication either "very" or "extremely" readable.

·In general subscribers find the publication "very" easy to read.

·Only 2 percent feel that Sea Grant '70s is relatively hard to read.

·Respondents in all types of organizational occupations tend to have similar perceptions concerning the publication's readability.

TABLE 13

INFORMATIVE CONTENT OF <u>SEA GRANT '70s</u>

(N = 601)

INFORMATIVE CONTENT	NUMBER OF RESPONDENTS	PERCENT (%)
Extremely Informative	46	8
Very Informative	408	67
Slightly Informative	126	21
Neither	10	2
Slightly Uninformative	3	1
Very Uninformative	7	1
Extremely Uninformative	1	0
Total	601	100

TABLE 14

INFORMATIVE CONTENT OF SEA GRANT '70s

BY

TYPE OF ORGANIZATION

(N = 591)

TYPE OF ORGANIZATION	INFORMATIVE CONTENT							
	Extremely Infor.	Very Infor.	Slightly Infor.	Neither	Slightly Uninfor.	Very Uninfor.	Extremely Uninfor.	Total
BUSINESS								
Number of Resp.	9	81	29	4	2	1	0	
Percent	7	64	23	3	2	1	0	100.0
FEDERAL GOV.								
Number of Resp.	3	46	18	1	0	0	0	
Percent	5	66	27	2	0	0	0	100.0
STATE GOV.								
Number of Resp.	5	43	7	1	0	0	0	
Percent	9	76	13	2	0	0	0	100.0
LOCAL GOV.								
Number of Resp.	2	9	1	0	0	0	0	
Percent	17	75	8	0	0	0	0	100.0
PRIVATE EDUCATION								
Number of Resp.	3	34	5	0	0	1	1	
Percent	7	78	11	0	0	2	2	100.0
PUBLIC EDUCATION								
Number of Resp.	10	112	43	2	1	3	0	
Percent	6	65	25	1	1	2	0	100.0
CHARITABLE								
Number of Resp.	0	3	2	0	0	0	0	
Percent	0	60	40	0	0	0	0	100.0
PRIVATE RESEARCH								
Number of Resp.	2	17	5	0	0	0	0	
Percent	8	71	21	0	0	0	0	100.00
OTHER								
Number of Resp.	9	59	11	2	0	2	0	
Percent	11	71	13	2	0	2	0	100.00

TABLE 15

INFORMATIVE CONTENT OF SEA GRANT '70s

BY

TYPE OF POSITION

(N = 587)

TYPE OF POSITION	INFORMATIVE CONTENT							
	Extremely Informative	Very Informative	Slightly Informative	Neither	Slightly Uninformative	Very Uninformative	Extremely Uninformative	Total
CONSULTANT								
Number of Resp.	3	20	7	2	0	1	0	
Percent (%)	9	61	21	6	0	3	0	100.0
RESEARCHER								
Number of Resp.	8	57	29	0	0	0	0	
Percent (%)	9	60	31	0	0	0	0	100.0
EDUCATOR								
Number of Resp.	6	69	12	0	0	2	0	
Percent (%)	7	77	14	0	0	2	0	100.0
LIBRARIAN								
Number of Resp.	0	8	1	0	0	0	0	
Percent (%)	0	89	11	0	0	0	0	100.0
ENGINEER								
Number of Resp.	0	25	6	1	0	0	0	
Percent (%)	0	78	19	3	0	0	0	100.0
EDITOR								
Number of Resp.	1	8	2	0	0	0	0	
Percent (%)	9	73	18	0	0	0	0	100.0
TOP MANAGER								
Number of Resp.	1	63	18	2	2	2	0	
Percent (%)	1	72	21	2	2	2	0	100.0
MIDDLE MANAGER								
Number of Resp.	3	57	16	2	0	0	0	
Percent (%)	4	72	21	3	0	0	0	100.0
PUBLIC ADMINISTRATOR								
Number of Resp.	3	8	3	0	0	0	0	
Percent (%)	21	58	21	0	0	0	0	100.0
EXTENSION AGENT (SPEC)								
Number of Resp.	4	18	5	0	1	1	0	
Percent (%)	14	63	17	0	3	3	0	100.0
OTHER								
Number of Resp.	13	68	24	3	0	1	1	
Percent (%)	12	62	22	2	0	1	1	100.0

TABLE 16 · 27

ATTRACTIVENESS OF <u>SEA GRANT '70s</u>

(N = 601)

ATTRACTIVENESS	NUMBER OF RESPONDENTS	PERCENT (%)
Extremely Attractive	49	8
Very Attractive	292	.49
Slightly Attractive	179	30
Neither	59	10
Slightly Unattractive	13	2
Very Unattractive	8	1
Extremely Unattractive	1	**
Total	601	100

** < 1%

TABLE 17

ATTRACTIVENESS OF SEA GRANT '70s

BY

TYPE OF ORGANIZATION

(N= 588)

TYPE OF ORGANIZATION	ATTRACTIVENESS							
	Extremely Attract.	Very Attract.	Slightly Attract.	Neither	Slightly Unattract.	Very Unattract.	Extremely Unattract.	Total
BUSINESS								
Number of Resp.	13	52	45	11	4	3	0	
Percent	10	41	35	9	3	2	0	100.0
FEDERAL GOV.								
Number of Resp.	3	36	21	6	0	0	0	
Percent	5	54	32	9	0	0	0	100.0
STATE GOV.								
Number of Resp.	3	35	12	7	0	0	0	
Percent	5	62	21	12	0	0	0	100.0
LOCAL GOV.								
Number of Resp.	2	4	5	1	0	0	0	
Percent	17	33	42	8	0	0	0	100.0
PRIVATE EDUCATION								
Number of Resp.	0	26	14	2	1	1	1	
Percent	0	59	31	4	2	2	2	100.0
PUBLIC EDUCATION								
Number of Resp.	15	85	45	17	4	2	0	
Percent	9	51	27	10	2	1	0	100.0
CHARITABLE								
Number of Resp.	0	0	4	1	0	0	0	
Percent	0	0	80	20	0	0	0	100.0
PRIVATE RESEARCH								
Number of Resp.	2	13	5	4	0	0	0	
Percent	8	54	21	17	0	0	0	100.00
OTHER								
Number of Resp.	6	36	26	9	4	2	0	
Percent	7	44	31	11	5	2	0	100.00

TABLE 18

ATTRACTIVENESS OF <u>SEA GRANT '70s</u>

BY

TYPE OF POSITION

(N = 588)

TYPE OF POSITION	ATTRACTIVENESS								
	Extremely Attractive	Very Attractive	Slightly Attractive	Neither	Slightly Unattractive	Very Unattractive	Extremely Unattractive		Total
CONSULTANT									
Number of Resp.	6	15	10	1	0	1	0		
Percent (%)	18	46	30	3	0	3	0		100.0
RESEARCHER									
Number of Resp.	8	53	21	11	0	0	0		
Percent (%)	9	56	23	12	0	0	0		100.0
EDUCATOR									
Number of Resp.	8	44	27	6	2	1	0		
Percent (%)	9	50	31	7	2	1	0		100.0
LIBRARIAN									
Number of Resp.	1	6	1	1	0	0	0		
Percent (%)	11	67	11	11	0	0	0		100.0
ENGINEER									
Number of Resp.	0	14	15	2	1	1	0		
Percent (%)	0	42	46	6	3	3	0		100.0
EDITOR									
Number of Resp.	0	8	1	1	1	0	0		
Percent (%)	0	73	9	9	9	0	0		100.0
TOP MANAGER									
Number of Resp.	12	34	30	8	1	3	0		
Percent (%)	14	39	34	9	1	3	0		100.0
MIDDLE MANAGER									
Number of Resp.	6	38	28	8	2	0	0		
Percent (%)	7	47	34	10	2	0	0		100.0
PUBLIC ADMINISTRATOR									
Number of Resp.	0	10	3	1	0	0	0		
Percent (%)	0	72	21	7	0	0	0		100.0
EXTENSION AGENT (SPEC)									
Number of Resp.	2	17	5	4	0	1	0		
Percent (%)	7	59	17	14	0	3	0		100.0
OTHER									
Number of Resp.	3	48	34	15	6	1	1		
Percent (%)	3	43	33	14	6	1	1		100.0

TABLE 19

USEFULNESS OF <u>SEA GRANT</u> '70s

(N = 605)

USEFULNESS	NUMBER OF RESPONDENTS	PERCENT (%)
Extremely Useful	63	10
Very Useful	268	45
Slightly Useful	220	36
Neither	26	4
Slightly Useless	14	2
Very Useless	11	2
Extremely Useless	3	1
Total	605	100

TABLE 20

USEFULNESS OF <u>SEA GRANT '70s</u>

BY

TYPE OF ORGANIZATION

(N= 592)

TYPE OF ORGANIZATION	USEFULNESS							
	Extremely Useful	Very Useful	Slightly Useful	Neither	Slightly Useless	Very Useless	Extremely Useless	Total
BUSINESS								
Number of Resp.	10	52	46	12	3	5	0	
Percent	8	41	36	9	2	4	0	100.0
FEDERAL GOV.								
Number of Resp.	4	30	27	3	0	0	1	
Percent	6	45	42	5	0	0	2	100.0
STATE GOV.								
Number of Resp.	9	26	20	1	1	0	0	
Percent	16	45	35	2	2	0	0	100.0
LOCAL GOV.								
Number of Resp.	2	4	6	0	0	0	0	
Percent	17	33	50	0	0	0	0	100.0
PRIVATE EDUCATION								
Number of Resp.	1	22	18	1	2	0	1	
Percent	2	50	40	2	4	0	2	100.0
PUBLIC EDUCATION								
Number of Resp.	20	79	57	5	5	5	0	
Percent	12	46	33	3	3	3	0	100.0
CHARITABLE								
Number of Resp.	0	4	1	0	0	0	0	
Percent	0	80	20	0	0	0	0	100.0
PRIVATE RESEARCH								
Number of Resp.	4	8	11	0	1	0	0	
Percent	17	33	46	0	4	0	0	100.00
OTHER								
Number of Resp.	10	38	29	4	2	1	1	
Percent	12	45	34	5	2	1	2	100.00

TABLE 21

USEFULNESS OF SEA GRANT '70s

BY

TYPE OF POSITION

(N = 591)

TYPE OF POSITION	USEFULNESS							
	Extremely Useful	Very Useful	Slightly Useful	Neither	Slightly Useless	Very Useless	Extremely Useless	Total
CONSULTANT								
Number of Resp.	5	14	11	2	0	1	0	
Percent (%)	15	43	33	6	0	3	0	100.0
RESEARCHER								
Number of Resp.	12	40	38	2	1	0	0	
Percent (%)	13	43	41	2	1	0	0	100.0
EDUCATOR								
Number of Resp.	11	50	26	0	3	0	0	
Percent (%)	12	56	29	0	3	0	0	100.0
LIBRARIAN								
Number of Resp.	1	8	0	0	0	0	0	
Percent (%)	11	89	0	0	0	0	0	100.0
ENGINEER								
Number of Resp.	0	15	12	4	0	1	0	
Percent (%)	0	46	38	13	0	3	0	100.0
EDITOR								
Number of Resp.	1	4	7	0	0	0	0	
Percent (%)	8	33	59	0	0	0	0	100.0
TOP MANAGER								
Number of Resp.	6	38	33	6	1	3	1	
Percent (%)	7	43	38	7	1	3	1	100.0
MIDDLE MANAGER								
Number of Resp.	5	38	30	2	5	2	0	
Percent (%)	6	47	37	2	6	2	0	100.0
PUBLIC ADMINISTRATOR								
Number of Resp.	1	5	6	1	1	0	0	
Percent (%)	7	36	43	7	7	0	0	100.0
EXTENSION AGENT (SPEC)								
Number of Resp.	3	11	12	1	0	2	0	
Percent (%)	10	38	42	3	0	7	0	100.0
OTHER								
Number of Resp.	16	39	40	7	3	2	2	
Percent (%)	15	36	36	6	3	2	2	100.0

·TABLE 22   33

TIMELINESS OF <u>SEA GRANT '70s</u>

(N = 604)

	NUMBER OF RESPONDENTS	PERCENT (%)
Extremely Timely	88	15
Very Timely	324	53
Slightly Timely	132	22
Slightly Untimely	41	7
Very Unitmely	8	2
Extremely Untimely	3	1
Total	604	100

TABLE 23

TIMELINESS OF SEA GRANT '70s

BY

TYPE OF ORGANIZATION

(N = 591)

TYPE OF ORGANIZATION	TIMELINESS							
	Extremely Timely	Very Timely	Slightly Timely	Neither	Slightly Untimely	Very Untimely	Extremely Untimely	Total
BUSINESS								
Number of Resp.	11	60	40	9	3	2	0	
Percent	9	48	32	7	2	2	0	100.0
FEDERAL GOV.								
Number of Resp.	9	33	18	6	0	0	0	
Percent	14	50	27	8	0	0	0	100.0
STATE GOV.								
Number of Resp.	9	38	7	3	0	0	0	
Percent	16	67	12	5	0	0	0	100.0
LOCAL GOV.								
Number of Resp.	5	6	1	0	0	0	0	
Percent	42	50	8	0	0	0	0	100.0
PRIVATE EDUCATION								
Number of Resp.	6	27	8	0	1	1	1	
Percent	14	62	18	0	2	2	2	100.0
PUBLIC EDUCATION								
Number of Resp.	30	87	33	16	4	2	1	
Percent	17	51	19	9	2	1	1	100.0
CHARITABLE								
Number of Resp.	0	1	3	1	0	0	0	
Percent	0	20	60	20	0	0	0	100.0
PRIVATE RESEARCH								
Number of Resp.	4	15	5	0	0	0	0	
Percent	17	62	21	0	0	0	0	100.00
OTHER								
Number of Resp.	9	51	15	6	0	3	1	
Percent	11	59	18	7	0	4	1	100.00

TABLE 24

TIMELINESS OF SEA GRANT '70s

BY

TYPE OF POSITION

(N = 590)

TYPE OF POSITION	Extremely Timely	Very Timely	Slightly Timely	Neither	Slightly Untimely	Very Untimely	Extremely Untimely	Total
CONSULTANT								
Number of Resp.	2	22	4	4	0	1	0	
Percent (%)	6	67	12	12	0	3	0	100.0
RESEARCHER								
Number of Resp.	12	60	17	4	1	0	0	
Percent (%)	13	64	18	4	1	0	0	100.0
EDUCATOR								
Number of Resp.	21	49	13	4	2	1	0	
Percent (%)	24	55	14	4	2	1	0	100.0
LIBRARIAN								
Number of Resp.	3	5	1	0	0	0	0	
Percent (%)	33	56	11	0	0	0	0	100.0
ENGINEER								
Number of Resp.	0	23	9	1	0	0	0	
Percent (%)	0	70	27	3	0	0	0	100.0
EDITOR								
Number of Resp.	1	4	3	3	0	0	0	
Percent (%)	9	37	27	27	0	0	0	100.0
TOP MANAGER								
Number of Resp.	9	39	27	4	3	3	0	
Percent (%)	11	45	31	5	4	4	0	100.0
MIDDLE MANAGER								
Number of Resp.	10	40	20	10	1	0	1	
Percent (%)	12	49	24	12	2	0	3	100.0
PUBLIC ADMINISTRATOR								
Number of Resp.	2	7	4	1	0	0	0	
Percent (%)	14	50	29	7	0	0	0	100.0
EXTENSION AGENT (SPEC)								
Number of Resp.	7	12	5	3	1	1	0	
Percent (%)	24	41	17	10	3	3	0	100.0
OTHER								
Number of Resp.	27	56	27	6	0	2	2	
Percent (%)	16	51	25	6	0	2	2	100.0

TABLE 25

READABILITY OF SEA GRANT '70s

(N = 606)

READABILITY	NUMBER OF RESPONDENTS	PERCENT (%)
Extremely Readable	168	28
Very Readable	345	57
Slightly Readable	55	9
Neither	24	4
Slightly Unreadable	6	1
Very Unreadable	6	1
Extremely Unreadable	2	**
Total	606	100

** < 1%

TABLE 26

READABILITY OF <u>SEA GRANT</u> '70 s

BY

TYPE OF ORGANIZATION

(N= 593)

TYPE OF ORGANIZATION	READABILITY								
	Extremely Readable	Very Readable	Slightly Readable	Neither	Slightly Unreadable	Very Unreadable	Extremely Unreadable		Total
BUSINESS									
Number of Resp.	36	70	14	5	1	1	0		
Percent	28	55	11	4	1	1	0		100.0
FEDERAL GOV.									
Number of Resp.	20	36	4	5	1	0	0		
Percent	29	55	6	8	2	0	0		100.0
STATE GOV.									
Number of Resp.	17	36	2	2	0	0	0		
Percent	29	63	4	4	0	0	0		100.0
LOCAL GOV.									
Number of Resp.	1	8	2	0	1	0	0		
Percent	8	67	17	0	8	0	0		100.0
PRIVATE EDUCATION									
Number of Resp.	9	31	1	2	0	1	1		
Percent	20	70	2	4	0	2	2		100.0
PUBLIC EDUCATION									
Number of Resp.	54	90	17	7	2	2	0		
Percent	31	53	10	4	1	1	0		100.0
CHARITABLE									
Number of Resp.	0	3	2	0	0	0	0		
Percent	0	60	40	0	0	0	0		100.0
PRIVATE RESEARCH									
Number of Resp.	6	15	3	0	0	0	0		
Percent	25	63	12	0	0	0	0		100.00
OTHER									
Number of Resp.	18	51	9	3	1	2	1		
Percent	21	60	11	4	1	2	1		100.00

TABLE 27

READABILITY OF SEA GRANT '70s

BY

TYPE OF POSITION
(N = 592)

TYPE OF POSITION	READABILITY							Total
	Extremely Readable	Very Readable	Slightly Readable	Neither	Slightly Readable	Very Readable	Extremely Readable	
CONSULTANT								
Number of Resp.	8	16	5	3	0	1	0	
Percent (%)	24	49	15	9	0	3	0	100.0
RESEARCHER								
Number of Resp.	36	51	5	2	0	0	0	
Percent (%)	38	54	5	2	0	0	0	100.0
EDUCATOR								
Number of Resp.	30	54	3	2	0	1	0	
Percent (%)	33	60	3	2	0	1	0	100.0
LIBRARIAN								
Number of Resp.	4	5	0	0	0	0	0	
Percent (%)	44	56	0	0	0	0	0	100.0
ENGINEER								
Number of Resp.	6	19	4	4	0	0	0	
Percent (%)	18	58	12	12	0	0	0	100.0
EDITOR								
Number of Resp.	1	7	2	1	0	0	0	
Percent (%)	9	64	18	9	0	0	0	100.0
TOP MANAGER								
Number of Resp.	20	52	9	4	1	2	0	
Percent (%)	23	59	10	4	1	2	0	100.0
MIDDLE MANAGER								
Number of Resp.	17	47	13	3	2	0	0	
Percent (%)	21	57	16	4	2	0	0	100.0
PUBLIC ADMINISTRATOR								
Number of Resp.	2	10	0	1	1	0	0	
Percent (%)	14	71	0	7	7	0	0	100.0
EXTENSION AGENT (SPEC)								
Number of Resp.	11	13	3	1	0	1	0	
Percent (%)	33	45	10	3	0	3	0	100.0
OTHER								
Number of Resp.	28	63	10	3	2	1	2	
Percent (%)	26	58	9	3	2	1	2	100.0

A Closer Look At Subscribers' Attitudes

Respondents were asked to answer questions relating to specific sections of <u>Sea</u> <u>Grant '70s.</u> An analysis of this information allows a better understanding of the readers' attitudes toward the <u>total</u> publications.

<u>Section Read Most--Respondents were asked:</u>

"Which single part of <u>Sea Grant '70s</u> are you most likely to read?"

It was found that: (Tables 28-30)

- •50 percent read the "feature articles" section most.

- •40 percent read the "New Sea Grant Publications" section most.

- •9 percent read the "Sea Grant Reports On..." section most.

- •1 percent read the "Calendar" section most.

- •Respondents in government organizations and educational institutions (private and public) prefer the "New Sea Grant Publications" section over the "feature articles" section.

- •In reference to specific occupations, consultants, researchers, and librarians read the "New Sea Grant Publications" more often than the "feature articles" section.

<u>Section Read Least--Respondents were asked:</u>

"Which single part of <u>Sea Grant '70s</u> are you least likely to read?'

It was found that: (Tables 31-33)

- •72 percent read the "Calendar" section least.

- •13 percent read the "feature articles" section least.

- •8 percent read the "Sea Grant Reports On..." section least.

- •7 percent read the "New Sea Grant Publications" section least.

- •Respondents in all types of organizations and occupational positions responded to this question similarly.

<u>Attitudes Toward the "Feature Articles" Section in Sea Grant '70s</u>

The "feature articles" make up the main part of <u>Sea Grant '70s.</u> Four factors were of concern here: (1) frequency of readership, (2) readability, (3) length per article, and (4) usefulness.

TABLE 28

WHICH PART OF <u>SEA GRANT '70s</u> DO PEOPLE READ MOST?

(N = 596)

SECTION MOST READ	NUMBER OF RESPONDENTS	PERCENT (%)
New Publications	241	40
Feature Article	299	·50
Sea Grant Reports On...	52	9
Calendar	4	1
Total	596	100

TABLE 29

WHICH PART OF SEA GRANT '70s DO PEOPLE READ MOST?

BY

TYPE OF ORGANIZATION

(N=582)

TYPE OF ORGANIZATION	SECTION MOST READ					
	New Publications	Feature Articles	Sea Grant Reports On	Calendar		Total
BUSINESS						
Number of Resp.	36	64	20	0		
Percent	30	53	17	0		100.0
FEDERAL GOV.						
Number of Resp.	31	29	4	1		
Percent	47	45	6	2		100.0
STATE GOV.						
Number of Resp.	26	23	8	0		
Percent	46	40	14	0		100.0
LOCAL GOV.						
Number of Resp.	4	8	0	0		
Percent	33	67	0	0		100.0
PRIVATE EDUCATION						
Number of Resp.	21	19	4	1		
Percent	47	42	9	2		100.0
PUBLIC EDUCATION						
Number of Resp.	87	74	7	2		
Percent	51	44	4	1		100.0
CHARITABLE						
Number of Resp.	2	3	0	0		
Percent	40	60	0	0		100.0
PRIVATE RESEARCH						
Number of Resp.	11	11	2	0		
Percent	46	46	8	0		100.00
OTHER						
Number of Resp.	18	60	6	0		
Percent	21	72	7	0		100.00

TABLE 30

WHICH PART OF SEA GRANT '70s DO PEOPLE READ MOST?

BY

TYPE OF POSITION

(N = 582)

TYPE OF POSITION	SECTION MOST READ				
	New Publications	Feature Articles	Sea Grant Reports On...	Calendar	Total
CONSULTANT					
Number of Resp.	21	7	2	0	
Percent (%)	70	23	7	0	100.0
RESEARCHER					
Number of Resp.	66	25	1	1	
Percent (%)	71	27	1	1	100.0
EDUCATOR					
Number of Resp.	39	39	11	0	
Percent (%)	44	44	12	0	100.0
LIBRARIAN					
Number of Resp.	5	4	0	0	
Percent (%)	56	44	0	0	100.0
ENGINEER					
Number of Resp.	14	17	2	0	
Percent (%)	42	52	6	0	100.0
EDITOR					
Number of Resp.	1	10	1	0	
Percent (%)	8	84	8	0	100.0
TOP MANAGER					
Number of Resp.	17	53	14	0	
Percent (%)	20	63	17	0	100.0
MIDDLE MANAGER					
Number of Resp.	25	50	4	2	
Percent (%)	31	62	5	3	100.0
PUBLIC ADMINISTRATOR					
Number of Resp.	2	7	2	1	
Percent (%)	17	58	17	8	100.0
EXTENSION AGENT (SPEC)					
Number of Resp.	10	17	2	0	
Percent (%)	35	59	7	0	100.0
OTHER					
Number of Resp.	39	59	12	0	
Percent (%)	36	53	11	0	100.0

TABLE 31

WHICH PART OF SEA GRANT '70s

DO PEOPLE READ LEAST OFTEN?

(N = 592)

SECTION	NUMBER OF RESPONDENTS	PERCENT (%)
New Publications	42	7
Feature Articles	77	13
Sea Grant Reports On...	48	8
Calendar	425	72
Total	592	100

TABLE 32

WHICH PART OF <u>SEA GRANT '70s</u> DO PEOPLE READ LEAST OFTEN?

BY

TYPE OF ORGANIZATION

(N = 578)

TYPE OF ORGANIZATION		SECTION LEAST READ			
	New Publications	Feature Articles	Sea Grant Reports On	Calendar	Total
BUSINESS					
Number of Resp.	7	21	8	88	
Percent	6	17	7	70	100.0
FEDERAL GOV.					
Number of Resp.	10	7	6	41	
Percent	16	11	9	64	100.0
STATE GOV.					
Number of Resp.	3	5	6	41	
Percent	6	9	11	74	100.0
LOCAL GOV.					
Number of Resp.	1	2	1	8	
Percent	8	17	8	67	100.0
PRIVATE EDUCATION					
Number of Resp.	2	4	6	33	
Percent	4	9	13	74	100.0
PUBLIC EDUCATION					
Number of Resp.	12	18	14	123	
Percent	7	11	18	74	100.0
CHARITABLE					
Number of Resp.	0	2	1	1	
Percent	0	50	25	25	100.0
PRIVATE RESEARCH					
Number of Resp.	0	2	0	22	
Percent	0	8	0	92	100.00
OTHER					
Number of Resp.	5	14	5	59	
Percent	6	17	6	71	100.00

TABLE 33

WHICH PART OF <u>SEA GRANT '70s</u> DO PEOPLE READ LEAST OFTEN?

BY

TYPE OF POSITION
(N = 573)

TYPE OF POSITION　　SECTION LEAST READ

	New Publications	Feature Articles	Sea Grant Reports On...	Calendar	Total
CONSULTANT					
Number of Resp.	2	1	1	28	
Percent (%)	6	3	3	88	100.0
RESEARCHER					
Number of Resp.	5	7	13	65	
Percent (%)	6	8	14	72	100.0
EDUCATOR					
Number of Resp.	9	8	5	66	
Percent (%)	10	9	6	75	100.0
LIBRARIAN					
Number of Resp.	1	2	1	5	
Percent (%)	11	22	11	55	100.0
ENGINEER					
Number of Resp.	1	4	2	26	
Percent (%)	3	12	6	79	100.0
EDITOR					
Number of Resp.	1	3	1	7	
Percent (%)	8	25	8	59	100.0
TOP MANAGER					
Number of Resp.	3	16	6	58	
Percent (%)	4	19	7	70	100.0
MIDDLE MANAGER					
Number of Resp.	10	12	5	55	
Percent (%)	12	15	6	67	100.0
PUBLIC ADMINISTRATOR					
Number of Resp.	2	3	1	6	
Percent (%)	17	25	8	50	100.0
EXTENSION AGENT (SPEC)					
Number of Resp.	0	4	2	22	
Percent (%)	0	14	7	79	100.0
OTHER					
Number of Resp.	7	16	10	76	
Percent (%)	6	15	9	70	100.0

Frequency of Readership--Respondents were asked:

"How often to you read at least one of the feature articles in Sea Grant '70s?"

It was found that: (Tables 34-36)

•39 percent of the respondents read at least one of the feature articles in every issue.

•86 percent of the respondents read at least one of the feature articles in one-half of the issues.

•Only 1 percent "never" read a feature article.

•Respondents in all reported types of organizations and occupations responded similarly to this question.

Readability--Respondents were asked:

"In general, how readable are the feature articles?"

It was found that: (Tables 37-39)

•81 percent of the respondent subscribers feel that the readability of the feature articles is "just right".

•16 percent of the respondents indicated that the feature articles were "too simple".

•In general, respondents in different types of organizations have similar attitudes concerning feature article readability; however, a significant percentage of respondents employed in education (21%) and charitable organizations (40%) feel that the feature articles are "too simple".

•In reference to specific occupations, librarians (100%), editors (100%), and public administrators (100%) find the readability of the "feature articles" section "just right".

•A significant percentage of researchers (28%), engineers (26%), and consultants (20%) feel that the feature articles are "too simple".

TABLE 34 . 47

FREQUENCY OF READING THE FEATURE ARTICLE SECTION

(N = 607)

FREQUENCY OF READERSHIP	NUMBER OF RESPONDENTS	PERCENT (%)
All	231	39 ⎫
75%	164	27 ⎬ 86%
50%	122	20 ⎭
25%	50	8
10%	32	5
Never	8	1
Total	607	100

TABLE 35

FREQUENCY OF READING FEATURE ARTICLE SECTION

BY

TYPE OF ORGANIZATION

(N = 593)

TYPE OF ORGANIZATION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
BUSINESS							
Number of Resp.	53	34	21	7	9	3	
Percent	41	27	17	6	7	2	100.0
FEDERAL GOV.							
Number of Resp.	19	21	12	8	4	0	
Percent	30	32	19	13	6	0	100.0
STATE GOV.							
Number of Resp.	15	23	12	4	3	1	
Percent	26	39	21	7	5	2	100.0
LOCAL GOV.							
Number of Resp.	7	2	3	0	0	1	
Percent	54	15	23	0	0	8	100.0
PRIVATE EDUCATION							
Number of Resp.	3	11	9	8	4	0	
Percent	29	24	20	18	9	0	100.0
PUBLIC EDUCATION							
Number of Resp.	56	49	26	16	8	2	
Percent	31	28	26	9	5	1	100.0
CHARITABLE							
Number of Resp.	2	2	1	0	0	0	
Percent	40	40	20	0	0	0	100.0
PRIVATE RESEARCH							
Number of Resp.	11	2	5	3	2	0	
Percent	47	9	22	13	9	0	100.00
OTHER							
Number of Resp.	51	15	11	4	1	1	
Percent	62	18	13	5	1	1	100.00

TABLE 36

FREQUENCY OF READING FEATURE ARTICLE SECTION

BY

TYPE OF POSITION
(N = 592)

TYPE OF POSITION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
CONSULTANT							
Number of Resp.	15	6	4	4	3	1	
Percent (%)	46	18	12	12	9	3	100.0
RESEARCHER							
Number of Resp.	29	27	24	9	4	0	
Percent (%)	32	29	26	10	3	0	100.0
EDUCATOR							
Number of Resp.	29	24	27	7	4	0	
Percent (%)	33	26	29	8	4	0	100.0
LIBRARIAN							
Number of Resp.	3	3	1	0	2	0	
Percent (%)	33	33	11	0	23	0	100.0
ENGINEER							
Number of Resp.	13	9	5	5	0	0	
Percent (%)	40	28	16	16	0	0	100.0
EDITOR							
Number of Resp.	5	4	2	1	0	0	
Percent (%)	42	33	17	8	0	0	100.0
TOP MANAGER							
Number of Resp.	28	29	15	7	4	1	
Percent (%)	33	35	18	8	5	1	100.0
MIDDLE MANAGER							
Number of Resp.	29	25	15	7	6	0	
Percent (%)	35	31	18	9	7	0	100.0
PUBLIC ADMINISTRATOR							
Number of Resp.	5	7	1	1	0	2	
Percent (%)	31	44	6	6	0	13	100.0
EXTENSION AGENT (SPEC)							
Number of Resp.	9	6	9	3	2	0	
Percent (%)	31	21	31	10	7	0	100.0
OTHER							
Number of Resp.	67	21	17	6	7	3	
Percent (%)	52	19	15	5	6	3	100.0

TABLE 37

READABILITY OF THE FEATURE ARTICLE SECTION

OF <u>SEA GRANT '70s</u>

(N = 586)

READABILITY	NUMBER OF RESPONDENTS	PERCENT (%)
Too Technical	19	3
Just Right	474	81
Too Simple	93	16
Total	586	100

TABLE 38

READABILITY OF THE FEATURE ARTICLE SECTION

BY

TYPE OF ORGANIZATION

(N= 572)

TYPE OF ORGANIZATION	FEATURE ARTICLE READABILITY			
	Too Technical	Just Right	Too Simple	Total
BUSINESS				
Number of Resp.	6	95	16	
Percent	5	81	14	100.0
FEDERAL GOV.				
Number of Resp.	1	51	12	
Percent	2	79	19	100.0
STATE GOV.				
Number of Resp.	0	52	3	
Percent	0	94	6	100.0
LOCAL GOV.				
Number of Resp.	0	11	1	
Percent	0	92	8	100.0
PRIVATE EDUCATION				
Number of Resp.	1	33	9	
Percent	2	77	21	100.0
PUBLIC EDUCATION				
Number of Resp.	6	133	30	
Percent	4	78	18	100.0
CHARITABLE				
Number of Resp.	0	3	2	
Percent	0	60	40	100.0
PRIVATE RESEARCH				
Number of Resp.	0	22	2	
Percent	0	92	8	100.00
OTHER				
Number of Resp.	5	66	12	
Percent	6	79	15	100.00

TABLE 39

READABILITY OF THE FEATURE ARTICLE SECTION

BY

TYPE OF POSITION

(N = 752)

TYPE OF POSITION	FEATURE ARTICLE READABILITY			
	Too Technical	Just Right	Too Simple	Total
CONSULTANT				
Number of Resp.	0	24	6	
Percent (%)	0	80	20	100.0
RESEARCHER				
Number of Resp.	1	67	26	
Percent (%)	1	71	28	100.0
EDUCATOR				
Number of Resp.	1	70	14	
Percent (%)	1	82	17	100.0
LIBRARIAN				
Number of Resp.	0	9	0	
Percent (%)	0	100	0	100.0
ENGINEER				
Number of Resp.	1	22	8	
Percent (%)	3	71	26	100.0
EDITOR				
Number of Resp.	0	11	0	
Percent (%)	0	100	0	100.0
TOP MANAGER				
Number of Resp.	4	70	7	
Percent (%)	5	86	9	100.0
MIDDLE MANAGER				
Number of Resp.	4	69	8	
Percent (%)	5	85	10	100.0
PUBLIC ADMINISTRATOR				
Number of Resp.	0	13	0	
Percent (%)	0	100	0	100.0
EXTENSION AGENT (SPEC)				
Number of Resp.	1	24	4	
Percent (%)	3	83	14	100.0
OTHER				
Number of Resp.	7	87	15	
Percent (%)	6	80	14	100.0

Length per Article--Respondents were asked:

"How would you rate the length of the feature articles?"

It was found that: (Tables 40-42)

·87 percent of the respondents feel that the length of the feature article
is "adequate".

·10 percent of the respondents feel that the feature articles are "too
short".

·Respondents employed in business (91%) and charitable organizations (100%)
reported above average satisfaction with the present length of the feature
articles.

·In reference to specific occupations, librarians (100%), editors (92%),
and consultants (91%) reported above average satisfaction with the present
length of feature articles, while engineers (78%) and extension agents (83%)
reported that the articles were "too short".

Usefulness--Respondents were asked:

"How useful is the information in the feature articles that you read?"

It was found that: (Tables 43-45)

·13 percent of the respondents indicated that the information is "often"
useful.

·78 percent of the respondents feel that the information is used "often"
or "occasionally".

·Only 2 percent of the respondents feel that the information is "never"
useful.

·There appears to be no real difference in respondents' general attitudes
toward the usefulness of information contained in the "feature articles"
section based on the type of organization in which they are employed.

·In reference to specific occupations, consultants (91%), top managers (88%),
and extension agents (86%) tend to find the information in the "feature
articles" section more useful than the average respondent does.

TABLE 40

SUBSCRIBER'S PERCEPTION OF THE LENGTH OF THE

FEATURE ARTICLE IN SEA GRANT '70s

(N = 591)

LENGTH OF ARTICLES	NUMBER OF RESPONDENTS	PERCENT (%)
Too Short	57	10
Adequate	515	. 87
Too Long	19	3
Total	591	100

TABLE 41

SUBSCRIBER'S PERCEPTION OF THE LENGTH OF THE
FEATURE ARTICLES IN SEA GRANT '70s
BY

TYPE OF ORGANIZATION

(N=577)

TYPE OF ORGANIZATION	FEATURE ARTICLE LENGTH			
	Too Short	Adequate	Too Long	Total
BUSINESS				
Number of Resp.	7	110	3	
Percent	6	91	3	100.0
FEDERAL GOV.				
Number of Resp.	9	53	2	
Percent	14	83	3	100.0
STATE GOV.				
Number of Resp.	4	50	2	
Percent	7	89	4	100.0
LOCAL GOV.				
Number of Resp.	0	12	0	
Percent	0	100	0	100.0
PRIVATE EDUCATION				
Number of Resp.	7	35	1	
Percent	16	81	3	100.0
PUBLIC EDUCATION				
Number of Resp.	14	150	7	
Percent	8	88	4	100.0
CHARITABLE				
Number of Resp.	0	5	0	
Percent	0	100	0	100.0
PRIVATE RESEARCH				
Number of Resp.	3	20	1	
Percent	13	83	4	100.00
OTHER				
Number of Resp.	12	68	2	
Percent	15	83	2	100.00

TABLE 42

SUBSCRIBER'S PERCEPTION OF THE LENGTH OF THE
FEATURE ARTICLES IN SEA GRANT '70s

BY
TYPE OF POSITION

(N = 577)

TYPE OF POSITION	FEATURE ARITCLE LENGTH			
	Too Short	Adequate	Too Long	Total
CONSULTANT				
Number of Resp.	2	28	1	
Percent (%)	6	91	3	100.0
RESEARCHER				
Number of Resp.	11	79	2	
Percent (%)	12	86	2	100.0
EDUCATOR				
Number of Resp.	8	77	2	
Percent (%)	9	89	2	100.0
LIBRARIAN				
Number of Resp.	0	9	0	
Percent (%)	0	100	0	100.0
ENGINEER				
Number of Resp.	6	25	1	
Percent (%)	19	78	3	100.0
EDITOR				
Number of Resp.	1	11	0	
Percent (%)	8	92	0	100.0
TOP MANAGER				
Number of Resp.	6	73	3	
Percent (%)	7	89	4	100.0
MIDDLE MANAGER				
Number of Resp.	3	72	6	
Percent (%)	4	89	7	100.0
PUBLIC ADMINISTRATOR				
Number of Resp.	2	12	0	
Percent (%)	14	86	0	100.0
EXTENSION AGENT (SPEC)				
Number of Resp.	4	24	1	
Percent (%)	14	83	3	100.0
OTHER				
Number of Resp.	11	94	3	
Percent (%)	10	87	3	100.0

TABLE 43   57

SUBSCRIBER'S PERCEPTION OF THE USEFULNESS OF THE

FEATURE ARTICLE SECTION

(N = 594)

FEATURE ARTICLE USEFULNESS	NUMBER OF RESPONDENTS	PERCENT (%)
Often Useful	78	13
Occasionally Useful	388	65
Seldom Useful	116	20
Never Useful	11	2
Don't Read	1	**
Total	594	100

** < 1.0%

TABLE 44
SUBSCRIBER'S PERCEPTION OF THE USEFULNESS OF THE
FEATURE ARTICLE SECTION
BY
TYPE OF ORGANIZATION

(N= 581)

TYPE OF ORGANIZATION	FEATURE ARTICLE USEFULNESS					
	Often Useful	Occasionally Useful	Seldom Useful	Never Useful	Don't Read	Total
BUSINESS						
Number of Resp.	16	75	28	3	0	
Percent	13	61	23	3	0	100.0
FEDERAL GOV.						
Number of Resp.	13	33	14	4	0	
Percent	20	52	22	6	0	100.0
STATE GOV.						
Number of Resp.	6	41	9	0	0	
Percent	11	73	16	0	0	100.0
LOCAL GOV.						
Number of Resp.	3	7	2	0	0	
Percent	25	58	17	0	0	100.0
PRIVATE EDUCATION						
Number of Resp.	3	31	7	2	0	
Percent	7	72	16	5	0	100.0
PUBLIC EDUCATION						
Number of Resp.	23	114	34	1	0	
Percent	13	66	20	1	0	100.0
CHARITABLE						
Number of Resp.	0	4	1	0	0	
Percent	0	80	20	0	0	100.0
PRIVATE RESEARCH						
Number of Resp.	2	17	4	1	0	
Percent	8	71	17	4	0	100.00
OTHER						
Number of Resp.	12	54	16	0	1	
Percent	15	65	19	0	1	100.00

TABLE 45

SUBSCRIBER'S PERCEPTION OF THE USEFULNESS OF THE
FEATURE ARTICLE SECTION
BY
TYPE OF POSITION
(N = 580)

TYPE OF POSITION	FEATURE ARTICLE USEFULNESS					
	Often Useful	Occasionally Useful	Seldom Useful	Never Useful	Don't Read	Total
CONSULTANT						
Number of Resp.	5	24	3	0	0	
Percent (%)	16	75	9	0	0	100.0
RESEARCHER						
Number of Resp.	10	59	22	2	0	
Percent (%)	11	63	24	2	0	100.0
EDUCATOR						
Number of Resp.	14	55	18	1	0	
Percent (%)	16	62	21	1	0	100.0
LIBRARIAN						
Number of Resp.	3	4	2	0	0	
Percent (%)	33	45	22	0	0	100.0
ENGINEER						
Number of Resp.	0	24	8	0	0	
Percent (%)	0	75	25	0	0	100.0
EDITOR						
Number of Resp.	3	7	2	0	0	
Percent (%)	25	58	17	0	0	100.0
TOP MANAGER						
Number of Resp.	14	59	9	1	0	
Percent (%)	17	71	11	1	0	100.0
MIDDLE MANAGER						
Number of Resp.	9	48	18	6	0	
Percent (%)	11	60	22	7	0	100.0
PUBLIC ADMINISTRATOR						
Number of Resp.	1	8	4	0	0	
Percent (%)	8	61	31	0	0	100.0
EXTENSION AGENT (SPEC)						
Number of Resp.	3	22	4	0	0	
Percent (%)	10	76	14	0	0	100.0
OTHER						
Number of Resp.	15	67	24	1	1	
Percent (%)	14	62	22	1	1	100.0

Attitudes Toward the "New Sea Grant Publications" Section in Sea Grant '70s

In a previous section of this study it was mentioned that a significant percentage of respondents reported that they read the "New Sea Grant Publications" section more often than any other section. Four key points were of concern here: (1) frequency of readership, (2) entry information, (3) format change, and (4) new publications ordered.

Frequency of Readership--Respondents were asked:

"How often do you read the 'New Sea Grant Publications' section?"

It was found that: (Tables 46-48)

·52 percent of the respondents read the "New Sea Grant Publications" section in every issue.

·67 percent read the "New Sea Grant Publications" section in at least three fourths of the issues (9 issues).

·Only 2 percent "never" read the "New Sea Grant Publications" section.

·Respondents employed in private research, charitable organizations, and educational institutions tend to read the "New Sea Grant Publications" section more often than the average respondent does.

·In reference to specific occupations, 88 percent of the researchers, 78 percent of the librarians, and 77 percent of the educators read the "New Sea Grant Publications" section in at least nine issues annually.

·Only 40 percent of the public administrators, 41 percent of the editors, and 52 percent of the top managers read the "New Sea Grant Publications" section in at least nine issues annually.

Entry Information--Respondents were asked:

"How would you rate the amount of information given in each "New Publications" entry?"

It was found that: (Tables 49-51)

·91 percent of the respondents feel that the amount of information given in each "New Sea Grant Publications" entry is "sufficient".

·2 percent feel that the amount of information given in each "New Sea Grant Publications" entry is "too much".

·7 percent feel that the amount of information given in each "New Sea Grant Publications" entry is "not enough".

·There appear to be no real differences in respondents' general attitudes toward the amount of information given in each entry of the "New Sea Grant Publications" section based on the type of organization or occupation in which they are employed.

·However, a significant percentage of librarians (22%)   feel that "too much" information was given in each entry.

Format Change--Respondents were asked:

"Assuming that there is no change in the amount of space allocated to the "New Publications" section of Sea Grant '70s, would you prefer to see more entries with less information about each or would you prefer to keep this section as it is now?"

It was found that: (Tables 52-54)

·50 percent of the respondents are satisfied with the present format of the "New Publications" section.

·22 percent preferred more entries with less information per entry.

·28 percent of the respondents did not feel that the question of a format change in the "New Publications" section was important.

·There appear to be no real differences in respondents' general attitudes toward a change of format based on the type of organization in which they are employed .

·In reference to specific occupations, engineers (67%), consultants (56%), researchers (54%), and educators (54%) are more satisfied with the present format than are editors (25%), public administrators (39%), and Managers (48%)

TABLE 46

FREQUENCY OF READING THE "NEW SEA GRANT PUBLICATIONS" SECTION

(N = 612)

FREQUENCY OF READERSHIP	NUMBER OF RESPONDENTS	PERCENT (%)
100%	322	52
75%	91	15
50%	96	16
25%	42	17
10%	47	8
Never	14	2
Total	612	100

TABLE 47

FREQUENCY OF READING "NEW SEA GRANT PUBLICATIONS" SECTION

BY

TYPE OF ORGANIZATION

(N = 597)

TYPE OF ORGANIZATION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
BUSINESS							
Number of Resp.	57	26	22	10	15	5	
Percent	43	16	17	8	12	4	100.0
FEDERAL GOV.							
Number of Resp.	39	5	9	4	6	3	
Percent	58	8	14	6	9	5	100.0
STATE GOV.							
Number of Resp.	29	12	11	3	2	0	
Percent	51	21	19	5	4	0	100.0
LOCAL GOV.							
Number of Resp.	6	1	4	0	1	0	
Percent	51	8	33	0	8	0	100.0
PRIVATE EDUCATION							
Number of Resp.	29	5	4	3	4	0	
Percent	64	11	9	7	9	0	100.0
PUBLIC EDUCATION							
Number of Resp.	99	32	20	9	11	3	
Percent	57	18	12	5	6	2	100.0
CHARITABLE							
Number of Resp.	3	0	0	1	1	0	
Percent	60	0	0	20	20	0	100.0
PRIVATE RESEARCH							
Number of Resp.	15	3	3	1	2	0	
Percent	62	13	13	4	8	0	100.00
OTHER							
Number of Resp.	44	10	20	9	4	2	
Percent	46	12	24	11	5	2	100.00

TABLE 48

FREQUENCY OF READING "NEW SEA GRANT PUBLICATIONS"

BY

TYPE OF POSITION
(N = 597)

TYPE OF POSITION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
CONSULTANT							
Number of Resp.	19	6	5	0	2	0	
Percent (%)	59	19	16	0	6	0	100.0
RESEARCHER							
Number of Resp.	71	11	8	1	3	0	
Percent (%)	76	12	9	1	3	0	100.0
EDUCATOR							
Number of Resp.	53	17	12	4	5	0	
Percent (%)	58	19	13	4	6	0	100.0
LIBRARIAN							
Number of Resp.	5	2	2	0	0	0	
Percent (%)	56	22	22	0	0	0	100.0
ENGINEER							
Number of Resp.	16	5	10	2	0	0	
Percent (%)	49	15	30	6	0	0	100.0
EDITOR							
Number of Resp.	4	1	2	2	3	0	
Percent (%)	33	8	17	17	25	0	100.0
TOP MANAGER							
Number of Resp.	29	17	18	9	10	4	
Percent (%)	32	20	21	10	12	5	100.0
MIDDLE MANAGER							
Number of Resp.	37	13	10	8	12	3	
Percent (%)	44	15	12	10	15	4	100.0
PUBLIC ADMINISTRATOR							
Number of Resp.	6	0	5	1	1	2	
Percent (%)	40	0	33	7	7	13	100.0
EXTENSION AGENT (SPEC)							
Number of Resp.	15	3	3	4	3	1	
Percent (%)	53	10	10	14	10	3	100.0
OTHER							
Number of Resp.	63	12	17	9	8	3	
Percent (%)	56	11	15	8	7	3	100.0

TABLE 49 .   65

RESPONDENT RATINGS OF THE AMOUNT OF INFORMATION

GIVEN IN A "NEW PUBLICATIONS" ENTRY

(N = 587)

AMOUNT OF INFORMATION	NUMBER OF RESPONDENTS	PERCENT (%)
Too Much	11	2
Sufficient	536	.91
Not Enough	42	7
Total	587	100

TABLE 50

RESPONDENT RATINGS OF THE AMOUNT OF INFORMATION
GIVEN IN A "NEW PUBLICATIONS" ENTRY
BY

TYPE OF ORGANIZATION

(N = 575)

TYPE OF ORGANIZATION	INFORMATION LEVEL			
	Too Much	Sufficient	Not Enough	Total
BUSINESS				
Number of Resp.	2	111	9	
Percent	2	91	7	100.0
FEDERAL GOV.				
Number of Resp.	0	55	7	
Percent	0	88	12	100.0
STATE GOV.				
Number of Resp.	0	54	2	
Percent	0	96	4	100.0
LOCAL GOV.				
Number of Resp.	0	11	1	
Percent	0	92	8	100.0
PRIVATE EDUCATION				
Number of Resp.	0	44	1	
Percent	0	98	2	100.0
PUBLIC EDUCATION				
Number of Resp.	5	154	9	
Percent	3	92	5	100.0
CHARITABLE				
Number of Resp.	0	5	0	
Percent	0	100	0	100.0
PRIVATE RESEARCH				
Number of Resp.	0	21	3	
Percent	0	87	13	100.00
OTHER				
Number of Resp.	4	69	8	
Percent	5	85	10	100.00

TABLE 51

RESPONDENT RATINGS OF THE AMOUNT OF INFORMATION
GIVEN IN A "NEW PUBLICATIONS" ENTRY
BY
TYPE OF POSITION
(N = 575)

TYPE OF POSITION	INFORMATION QUANTITY RATING			
	Too Much	Sufficient	Not Enough	Total
CONSULTANT				
Number of Resp.	0	28	3	
Percent (%)	0	90	10	100.0
RESEARCHER				
Number of Resp.	0	87	6	
Percent (%)	0	94	6	100.0
EDUCATOR				
Number of Resp.	1	86	4	
Percent (%)	1	95	4	100.0
LIBRARIAN				
Number of Resp.	2	7	0	
Percent (%)	22	78	0	100.0
ENGINEER				
Number of Resp.	1	29	3	
Percent (%)	3	88	9	100.0
EDITOR				
Number of Resp.	1	10	1	
Percent (%)	8	84	8	100.0
TOP MANAGER				
Number of Resp.	2	72	6	
Percent (%)	3	90	7	100.0
MIDDLE MANAGER				
Number of Resp.	0	67	9	
Percent (%)	0	88	12	100.0
PUBLIC ADMINISTRATOR				
Number of Resp.	0	13	1	
Percent (%)	0	93	7	100.0
EXTENSION AGENT (SPEC)				
Number of Resp.	1	27	0	
Percent (%)	4	96	0	100.0
OTHER				
Number of Resp.	3	97	8	
Percent (%)	3	90	7	100.0

TABLE 52

RESPONDENTS OPINIONS ON FORMAT CHANGES IN THE

"NEW PUBLICATIONS" SECTION OF SEA GRANT '70s

(N = 591)

FORMAT PREFERENCE	NUMBER OF RESPONDENTS	PERCENT (%)
More Entries- Less Information	129	22
No Change	299	50
Don't Care	163	28
Total	591	100

TABLE 53
RESPONDENTS PREFERENCES ON FORMAT IN
THE "NEW PUBLICATIONS" SECTION OF SEA GRANT '70s
BY
TYPE OF ORGANIZATION

(N=577)

TYPE OF ORGANIZATION	FORMAT PREFERENCE			
	More Entries Less	No Charge	Don't Care	Total
BUSINESS				
Number of Resp.	18	63	42	
Percent	15	51	34	100.0
FEDERAL GOV.				
Number of Resp.	15	30	18	
Percent	24	48	28	100.0
STATE GOV.				
Number of Resp.	10	28	17	
Percent	18	51	51	100.0
LOCAL GOV.				
Number of Resp.	2	5	5	
Percent	6	42	42	100.0
PRIVATE EDUCATION				
Number of Resp.	11	22	12	
Percent	24	49	27	100.0
PUBLIC EDUCATION				
Number of Resp.	48	91	31	
Percent	28	54	18	100.0
CHARITABLE				
Number of Resp.	1	2	2	
Percent	20	40	40	100.0
PRIVATE RESEARCH				
Number of Resp.	7	13	4	
Percent	29	54	17	100.00
OTHER				
Number of Resp.	14	39	27	
Percent	18	48	34	100.00

TABLE 54

RESPONDENTS PREFERENCES ON FORMAT IN

THE "NEW PUBLICATIONS" SECTION OF SEA GRANT '70s

BY

TYPE OF POSITION

(N = 576)

TYPE OF POSITION	FORMAT PREFERENCE			
	More Enteries-Less Info.	No Change	Don't Care	Total
CONSULTANT				
Number of Resp.	9	18	5	
Percent (%)	28	56	16	100.0
RESEARCHER				
Number of Resp.	29	50	13	
Percent (%)	32	54	14	100.0
EDUCATOR				
Number of Resp.	23	49	19	
Percent (%)	25	54	21	100.0
LIBRARIAN				
Number of Resp.	6	3	0	
Percent (%)	67	33	0	100.0
ENGINEER				
Number of Resp.	5	22	6	
Percent (%)	15	67	18	100.0
EDITOR				
Number of Resp.	2	3	7	
Percent (%)	17	25	58	100.0
TOP MANAGER				
Number of Resp.	11	38	31	
Percent (%)	14	47	39	100.0
MIDDLE MANAGER				
Number of Resp.	14	38	26	
Percent (%)	18	49	33	100.0
PUBLIC ADMINISTRATOR				
Number of Resp.	1	5	7	
Percent (%)	8	39	53	100.0
EXTENSION AGENT (SPEC)				
Number of Resp.	8	14	5	
Percent (%)	30	51	19	100.0
OTHER				
Number of Resp.	19	54	36	
Percent (%)	17	50	33	100.0

New Publications Ordered--Respondents were asked:

"Within the last year, have you ordered any of the publications that are abstracted in the "New Sea Grant Publications" section?"

It was found that: (Tables 55-57)

·54 percent, or 323 of the 597 respondents, have ordered publications within the last year.

·46 percent, or 274 of the respondents, have not ordered publications within the last year.

·Respondents employed in charitable organizations (80%) and government (64%) tend to be more inclined to order publications.

·Of the 323 respondents who have ordered publications, 39 percent are in education, 27 percent are in government, and 19 percent work in business organizations.

·In reference to specific occupations, researchers (74%), consultants (67%), and librarians (62%) tend to be more inclined to order publications.

·Of the 323 respondents who have ordered publications, 26% are top or middle managers, 16% are educators, and 21% are researchers.

Attitudes Toward the "Sea Grant Reports On..." Section in Sea Grant '70s

The frequency of readership and usefulness of the "Sea Grant Reports On..." section are discussed in the following analysis.

Frequency of Readership--Respondents were asked:

"How often do you read the "Sea Grant Reports On..." section?"

It was found that: (Tables 58-60)

·23 percent of the respondents read the "Sea Grant Reports On..." section in every issue.

·50 percent read the "Sea Grant Reports On..." section in at least three-fourths of the issues (9 issues).

·Only 3 percent "never" read the "Sea Grant Reports On..." section.

TABLE 55

RESPONDENTS ORDERED MATERIAL LISTED IN THE

"NEW PUBLICATIONS" SECTION OF SEA GRANT '70s

(N = 597)

	NUMBER OF RESPONDENTS	PERCENT (%)
Yes	323	54
No	274	46
Total	597	100

TABLE 56
RESPONDENTS ORDERED MATERIAL LISTED IN THE
"NEW PUBLICATIONS" SECTION OF SEA GRANT '70s
BY
TYPE OF ORGANIZATION

(N=583)

TYPE OF ORGANIZATION	ORDERING OF PUBLICATIONS		
	YES	NO	Total
BUSINESS			
Number of Resp.	60	67	
Percent	47	53	100.0
FEDERAL GOV.			
Number of Resp.	44	20	
Percent	69	39	100.0
STATE GOV.			
Number of Resp.	35	21	
Percent	62	38	100.0
LOCAL GOV.			
Number of Resp.	6	60	
Percent	50	50	100.0
PRIVATE EDUCATION			
Number of Resp.	22	21	
Percent	51	49	100.0
PUBLIC EDUCATION			
Number of Resp.	101	7	
Percent	59	41	100.0
CHARITABLE			
Number of Resp.	4	1	
Percent	80	20	100.0
PRIVATE RESEARCH			
Number of Resp.	13	11	
Percent	54	46	100.00
OTHER			
Number of Resp.	30	51	
Percent	37	63	100.00

TABLE 57

RESPONDENTS ORDERED MATERIAL LISTED IN THE
"NEW PUBLICATIONS" SECTION OF SEA GRANT '70s
BY
TYPE OF POSITION

(N = 583)

TYPE OF POSITION	ORDERING OF PUBLICATIONS		
	Yes	No	Total
CONSULTANT			
Number of Resp.	22	11	
Percent (%)	67	33	100.0
RESEARCHER			
Number of Resp.	68	24	
Percent (%)	74	26	100.0
EDUCATOR			
Number of Resp.	51	39	
Percent (%)	57	43	100.0
LIBRARIAN			
Number of Resp.	5	3	
Percent (%)	62	38	100.0
ENGINEER			
Number of Resp.	16	17	
Percent (%)	48	52	100.0
EDITOR			
Number of Resp.	4	8	
Percent (%)	33	67	100.0
TOP MANAGER			
Number of Resp.	41	42	
Percent (%)	49	51	100.0
MIDDLE MANAGER			
Number of Resp.	41	40	
Percent (%)	51	49	100.0
PUBLIC ADMINISTRATOR			
Number of Resp.	8	6	
Percent (%)	57	43	100.0
EXTENSION AGENT (SPEC)			
Number of Resp.	16	11	
Percent (%)	59	41	100.0
OTHER			
Number of Resp.	43	67	
Percent (%)	39	61	100.0

TABLE 58   .   75

FREQUENCY OF READING THE "SEA GRANT REPORTS ON..." SECTION

(N = 596)

FREQUENCY OF READERSHIP	NUMBER OF RESPONDENTS	PERCENT (%)
All	134	23
75%	163	·27
50%	161	27
25%	80	13
10%	42	7
Never	16	3
Total	596	100

TABLE 59

FREQUENCY OF READING "SEA GRANT REPORTS ON" SECTION

BY

TYPE OF ORGANIZATION

(N = 583)

TYPE OF ORGANIZATION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
BUSINESS							
Number of Resp.	37	32	29	12	10	5	
Percent	29	26	23	10	8	4	100.0
FEDERAL GOV.							
Number of Resp.	14	16	19	8	5	1	
Percent	22	25	30	13	8	2	100.0
STATE GOV.							
Number of Resp.	11	18	15	5	4	1	
Percent	20	34	28	9	7	2	100.0
LOCAL GOV.							
Number of Resp.	3	3	3	2	0	1	
Percent	25	25	25	17	0	8	100.0
PRIVATE EDUCATION							
Number of Resp.	6	10	12	11	3	2	
Percent	14	23	26	25	7	5	100.0
PUBLIC EDUCATION							
Number of Resp.	34	54	42	30	10	5	
Percent	19	31	24	17	6	3	100.0
CHARITABLE							
Number of Resp.	0	1	3	1	0	0	
Percent	0	20	60	20	0	0	100.0
PRIVATE RESEARCH							
Number of Resp.	5	4	8	4	3	0	
Percent	21	17	32	17	13	0	100.00
OTHER							
Number of Resp.	19	22	25	7	7	1	
Percent	24	27	30	9	9	1	100.00

TABLE 60

FREQUENCY OF READING "SEA GRANT REPORTS ON..." SECTION

BY

TYPE OF POSITION
(N = 531)

TYPE OF POSITION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
CONSULTANT							
Number of Resp.	9	10	5	4	3	1	
Percent (%)	28	31	16	13	9	3	100.0
RESEARCHER							
Number of Resp.	21	23	28	15	5	1	
Percent (%)	23	25	30	16	5	1	100.0
EDUCATOR							
Number of Resp.	16	28	28	14	4	0	
Percent (%)	18	31	31	16	4	0	100.0
LIBRARIAN							
Number of Resp.	1	2	3	2	1	0	
Percent (%)	11	22	34	22	11	0	100.0
ENGINEER							
Number of Resp.	7	9	8	7	2	0	
Percent (%)	21	28	24	21	6	0	100.0
EDITOR							
Number of Resp.	2	6	1	2	0	1	
Percent (%)	17	50	8	17	0	8	100.0
TOP MANAGER							
Number of Resp.	22	22	16	7	10	3	
Percent (%)	27	27	20	9	13	4	100.0
MIDDLE MANAGER							
Number of Resp.	17	21	24	12	7	2	
Percent (%)	21	25	29	15	8	2	100.0
PUBLIC ADMINISTRATOR							
Number of Resp.	4	4	2	1	0	3	
Percent (%)	29	29	14	7	0	21	100.0
EXTENSION AGENT (SPEC)							
Number of Resp.	5	9	5	6	4	0	
Percent (%)	17	32	17	21	13	0	100.0
OTHER							
Number of Resp.	27	25	34	10	6	4	
Percent (%)	26	24	31	9	6	4	100.0

·Respondents employed in business, state and local governemnt, and public education tend to read the "Sea Grant Reports On..." section more often than do respondents in charitable organizations, private research, private education, and the Federal government.

·In reference to specific occupations, 67 percent of the editors, 59 percent of the consultants, and 58 percent of the public administrators read the "Sea Grant Reports On...," section in at least nine issues annually, while only 33 percent of the librarians read the section in nine or more issues.

Usefulness--Respondents were asked:

"How useful is the "Sea Grant Reports On..." section to you?"

It was found that: (Tables 61-63)

·8 percent of the respondents indicated that the section is "often" useful.

·64 percent of the respondents feel that the section is used "often" or "occasionally".

·Only 5 percent, or 30 of the respondents, feel that the section is "never" useful.

·Respondents employed in government (69%) and private research organizations (70%) tend to find the "Sea Grant Reports On..." section more useful than the average respondent.

·In reference to specific occupations, editors (86%), librarians (73%), and educators (76%) tend to find the "Sea Grant Reports On..." section more useful than the average respondent, while engineers (52%) and public administrators (58%) tend to find the section less useful.

Attitudes Toward the "Calendar" Section in Sea Grant '70s

The frequency of readership and the usefulness of the "Calendar" section are discussed in the following analysis.

TABLE 61   79

SUBSCRIBER'S PERCEPTION OF THE USEFULNESS OF

"SEA GRANT REPORTS ON..." SECTION

(N = 599)

USEFULNESS OF SECTION	NUMBER OF RESPONDENTS	PERCENT (%)
Often Useful	49	8
Occasionally Useful	340	56
Seldom Useful	167	28
Never Useful	27	5
Don't Read	16	3
Total	599	100

TABLE 62

SUBSCRIBER'S PERCEPTION OF THE USEFULNESS OF
"SEA GRANT REPORTS ON..." SECTION

BY

TYPE OF ORGANIZATION

(N = 585)

TYPE OF ORGANIZATION	"SEA GRANT REPORTS ON" USEFULNESS					
	Often Useful	Occasionally Useful	Seldom Useful	Never Useful	Don't Read	Total
BUSINESS						
Number of Resp.	11	64	39	4	6	
Percent	9	51	32	3	5	100.0
FEDERAL GOV.						
Number of Resp.	6	40	15	3	0	
Percent	9	63	23	5	0	100.0
STATE GOV.						
Number of Resp.	6	33	14	2	1	
Percent	1	58	25	4	2	100.0
LOCAL GOV.						
Number of Resp.	1	6	5	0	1	
Percent	8	46	38	0	8	100.0
PRIVATE EDUCATION						
Number of Resp.	1	28	11	2	2	
Percent	2	63	25	5	5	100.0
PUBLIC EDUCATION						
Number of Resp.	11	106	46	6	4	
Percent	6	61	27	4	2	100.0
CHARITABLE						
Number of Resp.	0	3	1	1	0	
Percent	0	60	20	2	0	100.0
PRIVATE RESEARCH						
Number of Resp.	1	16	4	3	0	
Percent	4	66	17	13	0	100.00
OTHER						
Number of Resp.	9	38	28	5	2	
Percent	11	47	34	6	2	100.00

TABLE 63
SUBSCRIBER'S PERCEPTION OF THE USEFULNESS OF
"SEA GRANT REPORTS ON..." SECTION
BY
TYPE OF POSITION
(N = 584)

TYPE OF POSITION	"SEA GRANT REPORTS ON..." USEFULNESS					
	Often Useful	Occasionally Useful	Seldom Useful	Never Useful	Don't Read	Total
CONSULTANT						
Number of Resp.	2	19	10	0	2	
Percent (%)	6	58	30	0	6	100.0
RESEARCHER						
Number of Resp.	4	58	23	7	1	
Percent (%)	4	62	25	8	1	100.0
EDUCATOR						
Number of Resp.	5	61	19	4	0	
Percent (%)	6	68	21	5	0	100.0
LIBRARIAN						
Number of Resp.	1	6	2	0	0	
Percent (%)	11	67	22	0	0	100.0
ENGINEER						
Number of Resp.	2	15	16	0	0	
Percent (%)	6	46	48	0	0	100.0
EDITOR						
Number of Resp.	2	8	1	0	1	
Percent (%)	17	67	8	0	8	100.0
TOP MANAGER						
Number of Resp.	11	39	25	2	5	
Percent (%)	13	48	31	2	6	100.0
MIDDLE MANAGER						
Number of Resp.	5	48	23	4	2	
Percent (%)	6	59	28	5	2	100.0
PUBLIC ADMINISTRATOR						
Number of Resp.	1	7	3	2	1	
Percent (%)	7	51	21	14	7	100.0
EXTENSION AGENT (SPEC)						
Number of Resp.	3	17	8	1	0	
Percent (%)	10	59	28	3	0	100.0
OTHER						
Number of Resp.	12	56	31	6	3	
Percent (%)	11	51	29	6	3	100.0

TABLE 64

FREQUENCY OF READING OF "CALENDAR" SECTION

(N = 608)

FREQUENCY OF READERSHIP	NUMBER OF RESPONDENTS	PERCENT (%)
All	89	15
75%	70	.12
50%	116	19
25%	114	19
10%	145	23
Never	74	12
Total	608	100

TABLE 65
FREQUENCY OF READING "CALENDAR" SECTION

BY

TYPE OF ORGANIZATION

(N = 594)

TYPE OF ORGANIZATION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
BUSINESS							
Number of Resp.	17	12	27	23	29	19	
Percent	13	9	2	18	24	15	100.0
FEDERAL GOV.							
Number of Resp.	14	5	17	13	12	5	
Percent	2	8	25	20	18	8	100.0
STATE GOV.							
Number of Resp.	8	8	12	10	12	7	
Percent	14	14	21	18	21	12	100.0
LOCAL GOV.							
Number of Resp.	3	0	2	4	2	2	
Percent	23	0	15	32	15	15	100.0
PRIVATE EDUCATION							
Number of Resp.	8	7	6	4	14	5	
Percent	18	16	14	9	32	11	100.0
PUBLIC EDUCATION							
Number of Resp.	22	26	28	41	37	21	
Percent	13	15	16	23	21	12	100.0
CHARITABLE							
Number of Resp.	1	0	1	3	0	0	
Percent	20	0	20	60	0	0	100.0
PRIVATE RESEARCH							
Number of Resp.	3	2	4	5	7	3	
Percent	13	8	17	21	28	13	100.00
OTHER							
Number of Resp.	12	8	15	10	27	11	
Percent	15	10	18	12	32	13	100.00

TABLE 66

FREQUENCY OF READING "CALENDAR" SECTION

BY

TYPE OF POSITION

(N = 593)

TYPE OF POSITION	FREQUENCY OF READERSHIP						
	All	75%	50%	25%	10%	Never	Total
CONSULTANT							
Number of Resp.	3	5	10	5	5	5	
Percent (%)	9	15	31	15	15	15	100.0
RESEARCHER							
Number of Resp.	16	16	17	21	15	9	
Percent (%)	17	17	18	22	16	10	100.0
EDUCATOR							
Number of Resp.	12	9	15	20	28	6	
Percent (%)	13	10	17	22	31	7	100.0
LIBRARIAN							
Number of Resp.	2	2	0	1	1	3	
Percent (%)	22	22	0	11	11	34	100.0
ENGINEER							
Number of Resp.	5	1	9	9	7	1	
Percent (%)	16	3	28	28	22	3	100.0
EDITOR							
Number of Resp.	2	4	2	0	2	2	
Percent (%)	16	33	17	0	17	17	100.0
TOP MANAGER							
Number of Resp.	10	6	19	16	21	12	
Percent (%)	12	7	23	19	25	14	100.0
MIDDLE MANAGER							
Number of Resp.	11	10	11	16	24	11	
Percent (%)	13	12	13	19	30	13	100.0
PUBLIC ADMINISTRATOR							
Number of Resp.	5	2	3	3	0	3	
Percent (%)	30	13	19	19	0	19	100.0
EXTENSION AGENT (SPEC)							
Number of Resp.	5	2	8	2	7	5	
Percent (%)	17	7	28	7	24	17	100.0
OTHER							
Number of Resp.	8	12	18	18	31	14	
Percent (%)	16	11	16	16	28	13	100.0

Frequency of Readership--Respondents were asked:

"How frequently do you read the "Calendar" section in the Sea Grant '70s?"

It was found that : (Tables 64-66)

- 15 percent of the respondents read the "Calendar" section in every issue.

- 27 percent read the "Calendar" section in at least three-fourths of

   the issues (9 issues).

- 12 percent, or 73 of the respondents, "never" read the "Calendar" section.

- There appears to be no real difference in respondents' frequency of readership

   of the "Calendar" section based on the type of organization in which they

   are employed.

- 49 percent of the editors, 44 percent of the librarians, 43 percent of

   the public administrators, and 34 percent of the researchers read the

   "Calendar" section in at least nine issues annually.

Usefulness--Respondents were asked:

"How useful is the "Calendar" section to you?"

It was found that: (Tables 67-69)

- 2 percent of the respondents idnicated that the section is "often" useful.

- 22 percent of the respondents feel that the section is used "often" or

   "occasionally".

- 16 percent, or 97 respondents, feel that the section is "never" useful.

- Respondents employed in government (31%) and education (25%) tend to find

   the "Calendar" section more useful than other respondents.

- Respondents in private research (17%), business (18%), and charitable

   organizations (20%) tend to find the "Calendar" section less useful than

   other respondents.

- In reference to specific occupations, public administrators (49%),

   librarians (45%) and editors (36%) tend to find the "Calendar" section

   more useful than do engineers (15%), managers (15%), and educators (20%).

TABLE 67

SUBSCRIBER'S PERCEPTION OF THE USEFULNESS

OF THE "CALENDAR" SECTION

(N = 604)

USEFULNESS OF SECTION	NUMBER OF RESPONDENTS	PERCENT (%)
Often Useful	13	2
Occasionally Useful	121	· 20
Seldom Useful	314	52
Never Useful	98	16
Don't Read	58	10
Total	604	100

TABLE 68
SUBSCRIBER'S PERCEPTION OF THE USEFULNESS
OF THE "CALENDAR" SECTION
BY
TYPE OF ORGANIZATION

(N = 590)

TYPE OF ORGANIZATION	Often Useful	Occasionally Useful	Seldom Useful	Never Useful	Don't Read	Total
BUSINESS						
Number of Resp.	1	21	67	23	14	
Percent	1	17	53	18	11	100.0
FEDERAL GOV.						
Number of Resp.	0	22	30	11	2	
Percent	0	34	46	17	3	100.0
STATE GOV.						
Number of Resp.	3	14	28	5	6	
Percent	5	25	50	9	11	100.0
LOCAL GOV.						
Number of Resp.	1	1	7	2	2	
Percent	8	8	54	15	15	100.0
PRIVATE EDUCATION						
Number of Resp.	1	10	18	10	5	
Percent	2	23	41	23	11	100.0
PUBLIC EDUCATION						
Number of Resp.	4	39	92	23	17	
Percent	2	23	52	13	10	100.0
CHARITABLE						
Number of Resp.	0	12	4	0	0	
Percent	0	20	80	0	0	100.0
PRIVATE RESEARCH						
Number of Resp.	0	4	14	4	2	
Percent	0	17	58	17	8	100.00
OTHER						
Number of Resp.	3	7	45	8	9	
Percent	4	9	54	22	11	100.00

TABLE 69

SUBSCRIBER'S PERCEPTION OF THE USEFULNESS
OF THE "CALENDAR" SECTION

BY

TYPE OF POSITION
(N = 589)

TYPE OF POSITION	CALENDAR USEFULNESS					
	Often Useful	Occasionally Useful	Seldom Useful	Never Useful	Don't Read	Total
CONSULTANT						
Number of Resp.	0	9	16	3	4	
Percent (%)	0	28	50	9	13	100.0
RESEARCHER						
Number of Resp.	5	23	46	13	5	
Percent (%)	5	25	49	14	6	100.0
EDUCATOR						
Number of Resp.	1	17	48	18	5	
Percent (%)	1	19	54	20	6	100.0
LIBRARIAN						
Number of Resp.	0	4	2	0	3	
Percent (%)	0	45	22	0	33	100.0
ENGINEER						
Number of Resp.	0	5	20	7	1	
Percent (%)	0	15	61	21	3	100.0
EDITOR						
Number of Resp.	1	3	6	0	1	
Percent (%)	9	27	55	0	9	100.0
TOP MANAGER						
Number of Resp.	1	14	47	14	9	
Percent (%)	1	17	54	17	11	100.0
MIDDLE MANAGER						
Number of Resp.	0	14	44	17	8	
Percent (%)	0	17	52	21	10	100.0
PUBLIC ADMINISTRATOR						
Number of Resp.	0	8	4	2	2	
Percent (%)	0	49	25	13	13	100.0
EXTENSION AGENT (SPEC)						
Number of Resp.	2	6	13	4	3	
Percent (%)	7	29	46	14	11	100.0
OTHER						
Number of Resp.	3	18	60	16	12	
Percent (%)	3	17	54	15	11	100.0

TABLE 70 89

WOULD THE RESPONDENT LIKE TO

CONTINUE RECEIVING <u>SEA GRANT '70s</u>?

(N = 621)

CONTINUATION DECISION	NUMBER OF RESPONDENTS	PERCENT (%)
Yes	584	94
No	37	6
Total	621	100

Do You Want to Continue Receiving Sea Grant '70s?

Certainly, one of the most important pieces of information to obtain from present subscribers is whether or not they want to continue receiving Sea Grant '70s.

Respondents were asked:

"Do you want to continue receiving Sea Grant '70s?"

It was found that: (Table 70)

·94 percent of the 621 respondents would like to continue receiving the publication.

·6 percent, or 37 of the respondents, do not want to continue receiving the publication.

It would be advantageous to examine the characteristics and attitudes of the 6 percent of the respondents who do not want to continue receiving the publication. The following analysis related the "do you want to continue receiving..." question to several other key questions in the survey. With this analysis, we can better understand why this portion of the sample do not want to continue receiving Sea Grant '70s.

The results indicate that the respondents who do not want to continue receiving Sea Grant '70s have the following characteristics and attitudes:

Characteristics of the Respondents Who Do Not Wish to Continue Receiving Sea Grant '70s (Tables 71-72)

·41 percent of these respondents are employed in business organizations.

·27 percent of these respondents work in private (8%) or public (19%) educational institutions.

·15 percent are employed in Federal (5%), State (2%) or local (8%) government.

·33 percent of these respondents are top (25%) or middle (8%) managers.

Attitudes of the Respondents Who Do Not Want to Continue Receiving Sea Grant '70s (Tables 73-91)

·31 percent of these respondents "never" read a single issue.

·37 percent either "seldom" or "never" find information is Sea Grant '70s
that is unavailable elsewhere.

·23 percent of these respondents feel that Sea Grant '70s is not an
informative publication.

·38 percent of these respondents do not find the publication attractive.

·48 percent of these respondents do not find the publication useful.

·36 percent of these respondents feel that Sea Grant '70s is not a timely
publication.

·35 percent feel that Sea Grant '70s is not easy to read.

·These respondents (63%) tend to prefer the "feature articles" more than
the respondents who do want to continue receiving the publication (50%).

·These respondents (14%) tend to prefer the "New Sea Grant Publications"
section less than the respondents who do want to continue receiving the
publication (41%).

·32 percent of these respondents "never" read a feature article; however,
24 percent read a feature article in every issue.

·These respondents (26%) tend to find the feature articles more technical
than the respondents who do want to continue receiving the publication (3%).

·None of these respondents have ordered new publications abstracted
in the "New Sea Grant Publications" section.

·88 percent feel that the feature article length is adequate.

·75 percent of these respondents reported a "don't care" response concerning
possible format changes in the "New Sea Grant Publications" section.

·63 percent of these respondents "never" read the calendar section.

·55 percent find the feature articles relatively useless.

TABLE 71

LIKE TO CONTINUE RECEIVING

BY

TYPE OF ORGANIZATION

(N = 606)

TYPE OF ORGANIZATION	LIKE TO CONTINUE RECEIVING		
	YES	NO	Total
BUSINESS			
Number of Resp.	117	15	
Percent	89	11	100.0
FEDERAL GOV.			
Number of Resp.	64	2	
Percent	97	3	100.0
STATE GOV.			
Number of Resp.	57	1	
Percent	88	2	100.0
LOCAL GOV.			
Number of Resp.	10	3	
Percent	77	23	100.0
PRIVATE EDUCATION			
Number of Resp.	43	3	
Percent	93	7	100.0
PUBLIC EDUCATION			
Number of Resp.	170	7	
Percent	96	4	100.0
CHARITABLE			
Number of Resp.	5	0	
Percent	100	0	100.0
PRIVATE RESEARCH			
Number of Resp.	23	0	
Percent	100	0	100.00
OTHER			
Number of Resp.	81	5	
Percent	94	6	100.00

TABLE 72

LIKE TO CONTINUE RECEIVING

BY

TYPE OF POSITION

(N = 606)

TYPE OF POSITION	LIKE TO CONTINUE RECEIVING		
	Yes	No	Total
CONSULTANT			
Number of Resp.	32	1	
Percent (%)	97	3	100.0
RESEARCHER			
Number of Resp.	91	1	
Percent (%)	99	1	100.0
EDUCATOR			
Number of Resp.	91	1	
Percent (%)	99	1	100.0
LIBRARIAN			
Number of Resp.	9	0	
Percent (%)	100	0	100.0
ENGINEER			
Number of Resp.	33	0	
Percent (%)	100	0	100.0
EDITOR			
Number of Resp.	12	2	
Percent (%)	86	14	100.0
TOP MANAGER			
Number of Resp.	8	9	
Percent (%)	90	10	100.0
MIDDLE MANAGER			
Number of Resp.	81	3	
Percent (%)	96	4	100.0
PUBLIC ADMINISTRATOR			
Number of Resp.	13	3	
Percent (%)	81	19	100.0
EXTENSION AGENT (SPEC)			
Number of Resp.	27	3	
Percent (%)	90	10	100.0
OTHER			
Number of Resp.	100	13	
Percent (%)	88	12	100.0

TABLE 73

NUMBER OF ISSUES READ ANNUALLY
BY
LIKE TO CONTINUE RECEIVING

(N = 619)

ISSUES READ ANNUALLY	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
ALL	412	70	11	30
75%	114	20	1	3
50%	36	6	4	11
25%	21	4	9	25
NONE	0	0	11	31
TOTAL	583	100	36	100

TABLE 74

FREQUENCY OF FINDING UNAVAILABLE INFORMATION
BY
LIKE TO CONTINUE RECEIVING

(N = 602)

FREQUENCY OF FINDING UNAVAILABLE INFORMATION	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
QUITE OFTEN	324	57	11	41
SOMETIMES	219	38	6	22
SELDOM	31	5	3	11
NEVER	1	**	7	26
TOTAL	575	100	27	100

** < 1%

TABLE 75

INFORMATIVE CONTENT
BY
LIKE TO CONTINUE RECEIVING

(N = 598)

INFORMATIVE CONTENT	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
EXTREMELY INFORMATIVE	44	8	1	4
VERY INFORMATIVE	396	69	10	36
SLIGHTLY INFORMATIVE	116	20	10	37
NEITHER	8	1	5	11
SLIGHTLY UNINFORMATIVE	3	1	0	0
VERY UNINFORMATIVE	6	1	1	4
EXTREMELY UNINFORMATIVE	1	**	0	0
TOTAL	571	100	27	100

TABLE 76

ATTRACTIVENESS
BY
LIKE TO CONTINUE RECEIVING

(N = 598)

ATTRACTIVENESS	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
EXTREMELY ATTRACTIVE	48	8	0	0
VERY ATTRACTIVE	281	50	9	32
SLIGHTLY ATTRACTIVE	171	30	8	30
NEITHER	51	9	8	30
SLIGHTLY UNATTRACTIVE	12	2	1	4
VERY UNATTRACTIVE	7	1	1	4
EXTREMELY UNATTRACTIVE	1	**	0	0
TOTAL	571	100	27	100

TABLE 77

USEFULNESS
BY
LIKE TO CONTINUE RECEIVING

(N = 602)

USEFULNESS	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
EXTREMELY USEFUL	61	11	1	4
VERY USEFUL	265	46	2	7
SLIGHTLY USEFUL	208	36	11	41
NEITHER	20	4	6	22
SLIGHTLY USELESS	11	2	3	11
VERY USELESS	8	1	3	11
EXTREMELY USELESS	2	**	1	4
TOTAL	575	100	27	100

**

TABLE 78

TIMELINESSS
BY
LIKE TO CONTINUE RECEIVING

(N = 601)

TIMELINESS	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
EXTREMELY TIMELY	85	15	2	8
VERY TIMELY	315	54	8	30
SLIGHTLY TIMELY	124	22	7	26
NEITHER	35	6	6	24
SLIGHTLY UNTIMELY	6	1	2	8
VERY UNTIMELY	7	1	1	4
EXTREMELY UNTIMELY	3	1	0	0
TOTAL	575	100	26	100

TABLE 79

READABILITY
BY
LIKE TO CONTINUE RECEIVING

(N = 603)

READABILITY	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
EXTREMELY READABLE	164	28	3	12
VERY READABLE	331	68	12	45
SLIGHTLY READABLE	53	9	2	8
NEITHER	18	3	6	23
SLIGHTLY UNREADABLE	6	1	2	8
VERY UNREADABLE	5	1	1	4
EXTREMELY UNREADABLE	2	**	0	0
TOTAL	577	100	26	100

** 1%

TA3LE 80

SECTION MOST READ
BY
LIKE TO CONTINUE RECEIVING

(N = 593)

SECTION MOST READ	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUM3ER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
NEW PUBLICATION	237	41	3	14
FEATURE ARTICLE	285	50	13	62
SEA GRANTS REPORTS ON...	47	8	4	19
CALENDAR	3	1	1	5
TOTAL	572	100	21	100

TABLE 81

FREQUENCY OF READING FEATURE ARTICLE
BY
LIKE TO CONTINUE RECEIVING

(N = 605)

FREQUENCY OF READERSHIP	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
ALL	224	38	6	24
75%	161	28	3	12
50%	120	21	2	8
25%	45	8	4	16
10%	30	5	2	8
NEVER	0	0	8	32
TOTAL	180	100	25	100

TABLE 82

FEATURE ARTICLE READABILITY
BY
LIKE TO CONTINUE RECEIVING

(N = 584)

FEATURE ARTICLE READABILITY	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
TOO TECHNICAL	14	3	5	26
JUST RIGHT	459	81	13	68
TOO SIMPLE	92	16	1	6
TOTAL	565	100	19	100

TABLE 83

FEATURE ARTICLE LENGTH
BY
LIKE TO CONTINUE RECEIVING

(N = 589)

FEATURE ARTICLE LENGTH	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
TOO SHORT	56	10	1	6
ADEQUATE	497	87	16	88
TOO LONG	18	3	1	6
TOTAL	571	100	18	100

TABLE 84

FEATURE ARTICLE USEFULNESS
BY
LIKE TO CONTINUE RECEIVING

(N = 592)

FEATURE ARTICLE USEFULNESS	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
OFTEN	76	13	1	5
OCCASIONALLY	380	66	8	40
SELDOM	107	19	8	40
NEVER	9	2	2	10
DON'T READ	0	0	1	5
TOTAL	572	100	20	100

TABLE 85

FREQUENCY OF READING "NEW SEA GRANT PUBLICATIONS" SECTION
BY
LIKE TO CONTINUE RECEIVING

(N = 609)

FREQUENCY OF READERSHIP	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
ALL	315	63	4	15
75%	89	15	2	7
50%	95	15	1	4
25%	40	10	2	7
10%	37	6	10	37
NEVER	6	1	8	30
TOTAL	582	100	27	100

TABLE 86

FORMAT PREFERENCE
BY
LIKE TO CONTINUE RECEIVING

(N = 539)

FORMAT PREFERENCE	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
MORE ENTRIES-LESS INFO.	128	23	1	4
NO CHANGE	293	52	5	21
DON'T CARE	144	25	18	75
TOTAL	565	100	24	100

TABLE 87

ORDERING OF PUBLICATIONS
BY
LIKE TO CONTINUE RECEIVING

(N = 595)

ORDERING OF PUBLICATION	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
YES	322	56	0	0
NO	250	44	23	100
TOTAL	572	100	23	100

TABLE 88

FREQUENCY OF READING "SEA GRANT REPORTS ON..." SECTION
BY
LIKE TO CONTINUE RECEIVING

(N = 594)

FREQUENCY OF READERSHIP	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
ALL	131	23	2	8
75%	160	27	3	12
50%	156	28	4	15
25%	79	14	1	4
10%	5	1	11	42
TOTAL	568	100	26	100

TABLE 89

USEFULNESS OF "SEA GRANTS REPORTS ON..." SECTION
BY
LIKE TO CONTINUE RECEIVING

(N = 597)

USEFULNESS	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
OFTEN USEFUL	46	8	2	7
OCCASIONALLY USEFUL	338	59	2	7
SELDOM USEFUL	157	28	9	33
NEVER USEFUL	23	4	4	15
DON'T READ	6	1	10	38
TOTAL	570	100	27	100

TABLE 90

FREQUENCY OF READING CALENDAR SECTION
BY
LIKE TO CONTINUE RECEIVING

(N = 606)

READERSHIP	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
ALL	86	15	2	7
75%	69	12	1	4
50%	115	20	1	4
25%	111	19	2	7
10%	141	24	4	15
NEVER	57	10	17	63
TOTAL	579	100	27	100

TABLE 91

USEFULNESS OF CALENDAR SECTION
BY
LIKE TO CONTINUE RECEIVING

(N = 602)

USEFULNESS	LIKE TO CONTINUE RECEIVING			
	YES		NO	
	NUMBER OF RESPONDENTS	PERCENT	NUMBER OF RESPONDENTS	PERCENT
OFTEN USEFULL	10	2	2	7
OCCASIONALLY USEFUL	120	21	1	4
SELDOM USEFUL	309	54	4	15
NEVER USEFUL	94	16	4	15
DON'T READ	42	7	16	59
TOTAL	575	100	27	100

APPENDIX

Sea Grant '70s Survey

Please circle the numbers that represent your answers to the questions. Disregard the boxes in the right-hand margin.

1. *Sea Grant '70s* is issued monthly. Approximately how many issues do you read per year?
   1. All of the issues
   2. 75% of the issues
   3. 50% of the issues
   4. 25% of the issues
   5. None

2. Usually how many other people read the copy that you receive?
   1. One
   2. Two
   3. Three
   4. Four
   5. Five
   6. Six
   7. Seven
   8. Over seven
   9. None

3. How frequently do you find information in *Sea Grant '70s* that is not readily available in other sources.
   1. Quite often
   2. Sometimes
   3. Seldom
   4. Never

4. For each of the following dimensions please circle the number that best represents your feelings about *Sea Grant '70s*. For example, with respect to informativeness, if you feel that *Sea Grant '70s* is "slightly informative," then circle the "3" on the informativeness scale:

	Extremely	Very	Slightly	Neither	Slightly	Very	Extremely	
Informative	1	2	3	4	5	6	7	Uninformative
Attractive	1	2	3	4	5	6	7	Unattractive
Useful	1	2	3	4	5	6	7	Useless
Timely	1	2	3	4	5	6	7	Out of date
Easy to Read	1	2	3	4	5	6	7	Hard to Read

The next part of the questionnaire deals with various parts of *Sea Grant '70s*. *Sea Grant '70s* consists of four major parts: (a) feature articles, (b) "Sea Grant Reports On," (c) "New Sea Grant Publications," and (d) a calendar section.

5. Which single part of *Sea Grant '70s* are you most likely to read? (Please circle only one)
   1. Abstracts—New Sea Grant Publications
   2. Feature articles
   3. Sea Grant Reports On. . .
   4. Calendar section

6. Which single part of *Sea Grant '70s* are you least likely to read? (Please circle only one)
   1. Feature articles
   2. Abstracts—New Sea Grant Publications
   3. Sea Grant Reports On. . .
   4. Calendar section

7. How often do you read the "New Sea Grant Publications" section.
   1. Every issue
   2. In 75% of the issues
   3. In 50% of the issues
   4. In 25% of the issues
   5. In 10% of the issues
   6. Never

IF YOUR ANSWER TO QUESTION 11 is "NEVER", PLEASE SKIP TO QUESTION 15.

116

8. How would you rate the amount of information given in each "New Publications" entry?
   1. Too much information   2. Sufficient information   3. Not enough information

9. Assuming that there is no change in the amount of space allocated to the "New Publications"
   section of *Sea Grant '70s*, would you prefer to see more entries with less information about each
   or would you prefer to keep this section as it is now?
   1. Desire more entries with less information   3. I really don't care
   2. Do not change this section.

☐ 17

10. Within the last year have you ordered any of the publications that are abstracted in the "New
    Sea Grant Publications" section?
    1. Yes   2. No

☐ 18

11. How often do you read at least one of the feature articles in *Sea Grant '70s*?
    1. In all of the issues   3. In 50% of the issues   5. In 10% of the issues
    2. In 75% of the issues   4. In 25% of the issues   6. I never read the feature articles

☐ 19

IF YOUR ANSWER TO QUESTION 11 IS "NEVER" PLEASE SKIP TO QUESTION 15.

12. In general, how readable are the feature articles?
    1. Too technical   2. Just right   3. Too simple

☐ 20

13. How would you rate the length of the feature articles?
    1. Too short   2. Adequate   3. Too long

☐ 21

14. How useful to you is the information in the feature articles that you read?
    1. Often useful   3. Seldom useful   5. I don't know because I do not
    2. Occasionally useful   4. Never useful   read this section.

☐ 22

15. How often do you read the "Sea Grant Reports On. . ." section?
    1. Always   3. In about 50% of the issues   5. In about 10% of the issues
    2. In about 75% of the issues   4. In about 25% of the issues   6. Never

☐ 23

16. How useful is the "Sea Grant Reports On. . ." section to you?
    1. Often useful   3. Seldom useful   5. I don't know because I do not
    2. Occasionally   4. Never useful   read this section.

☐ 24

17. How frequently do you read the calendar section in the *Sea Grant '70s*?
    1. Always   3. In about 50% of the issues   5. In about 10% of the issues
    2. In about 75% of the issues   4. In about 25% of the issues   6. Never

☐ 25

18. How useful is the calendar section to you?
    1. Often useful   3. Seldom useful   5. I don't know because I do not
    2. Occasionally useful   4. Never useful   read the calendar section.

☐ 26

FINALLY, some questions about you. . . . . .

19. Do you want to continue receiving *Sea Grant '70s*?
    1. Yes   2. No

☐ 27

20. In what state do you live?_____

☐ 28   ☐ 29

21. Please indicate the type of organization for which you work? (Circle only one)
    1. Business
    2. Federal government
    3. State government
    4. Local government
    5. Private educational institution
    6. Public educational institution
    7. Charitable organization
    8. Private research organization
    9. Other (Specify)

    _____

☐
30

22. Please indicate the type of position you hold. (Circle only one)
    1. Consultant
    2. Researcher
    3. Educator
    4. Librarian
    5. Engineer
    6. Editorial position
    7. Top management
    8. Middle management
    9. Public administrator
    10. Extension agent or specialist
    11. Other (Specify)

    _____

☐ ☐
31 32

23. Please feel free to make comments about *Sea Grant '70s.* _____

_____

_____

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☐
33

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34

Thank you! Please place this completed questionnaire in the self-addressed, postage-paid envelope and mail.