

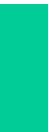
Reference Directory End-Users: Changing Perceptions and Usage Patterns

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Survey Overview

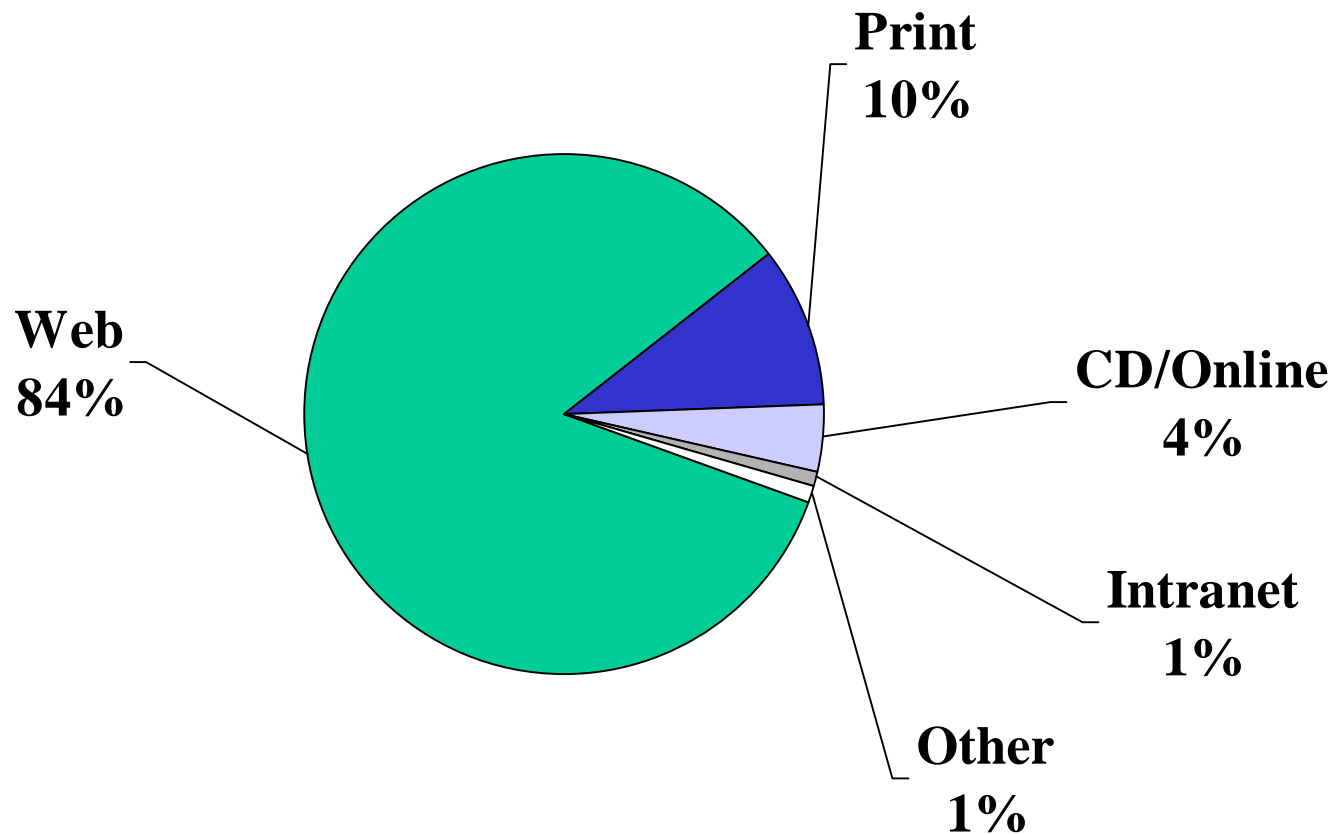
- This survey was designed to measure how the Web has impacted usage of directories in business research activities
- The following charts represent selected findings from this survey



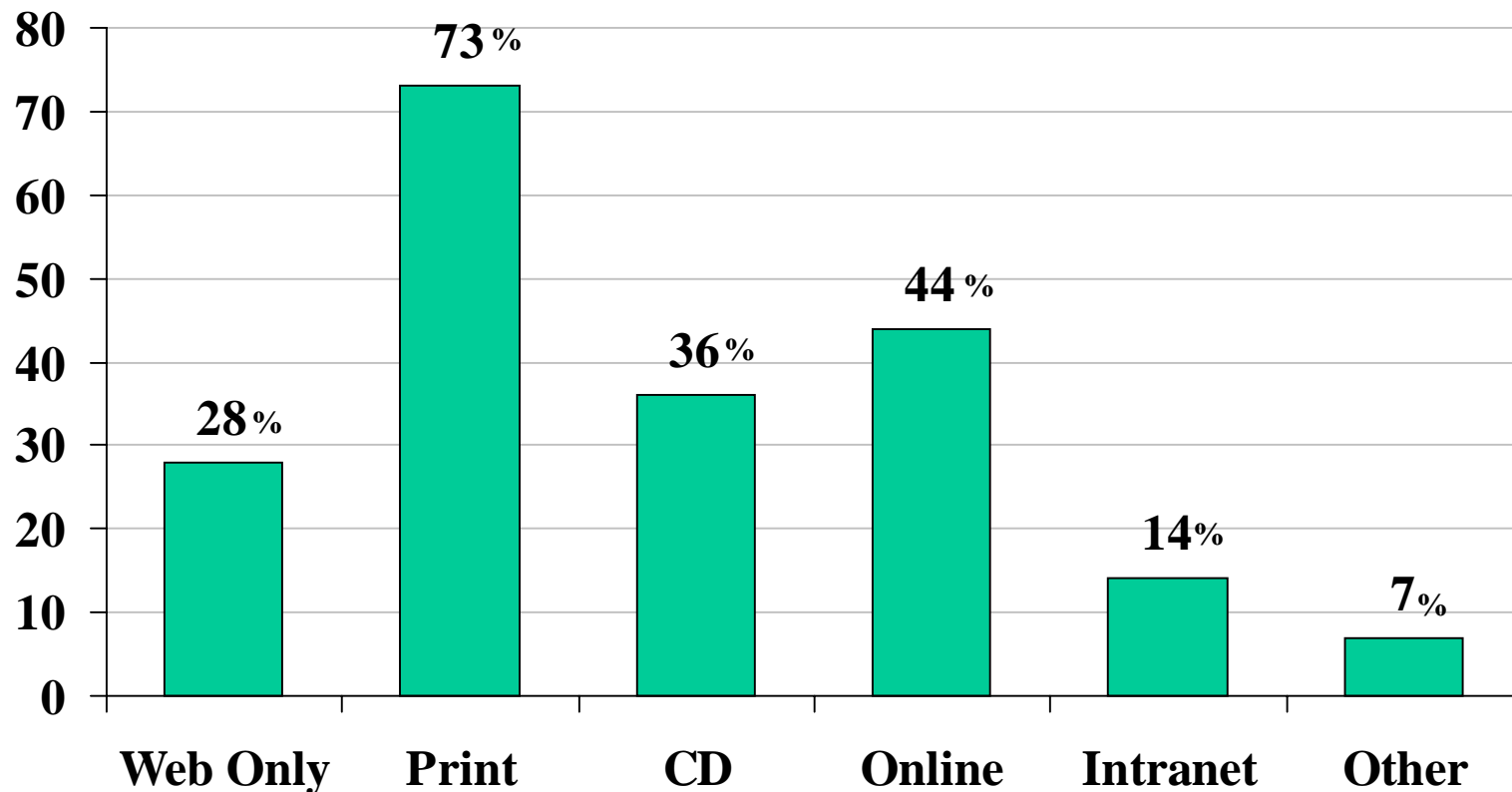
Survey Methodology

- Survey conducted among 5,000 known users of business reference directories
- Survey recipients were selected randomly
- The survey was national, and limited to U.S. addresses
- Librarians were excluded

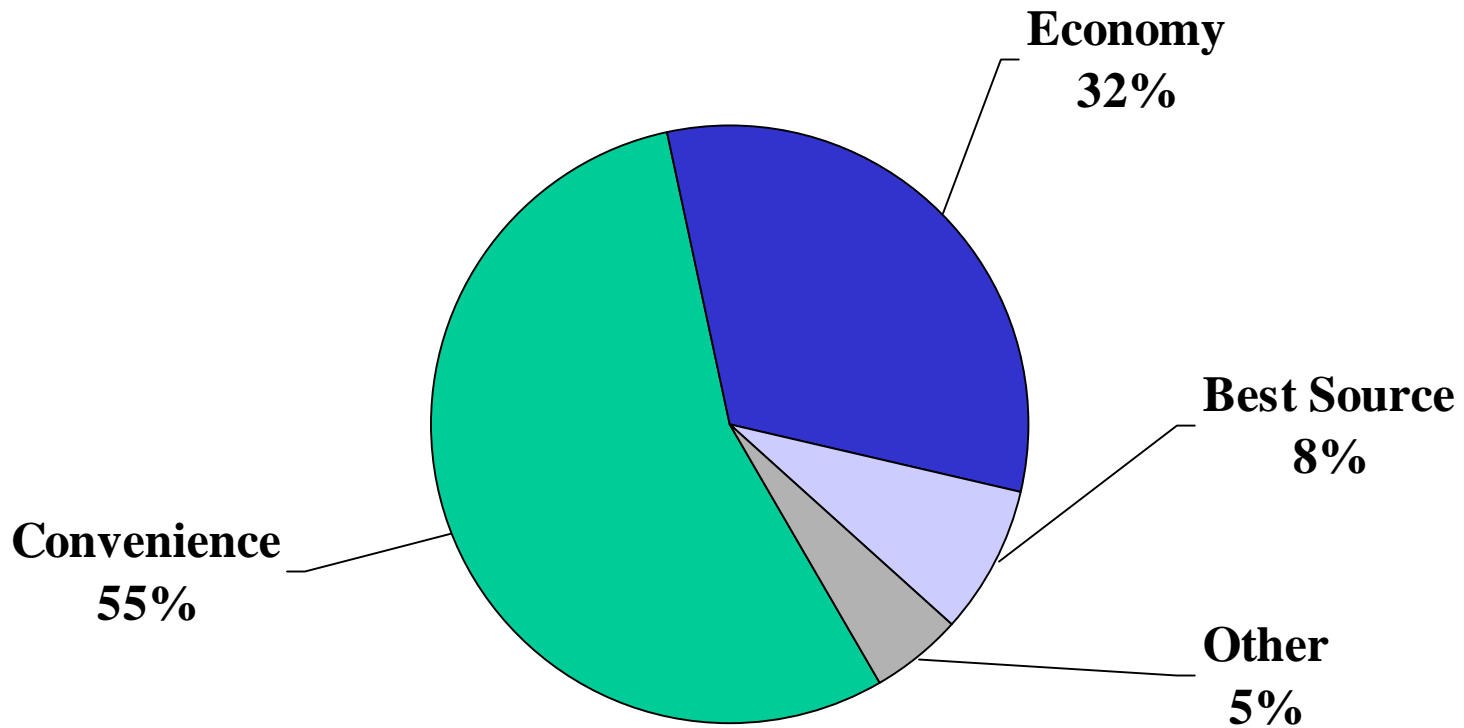
When you need basic business information, where do you generally begin your research?



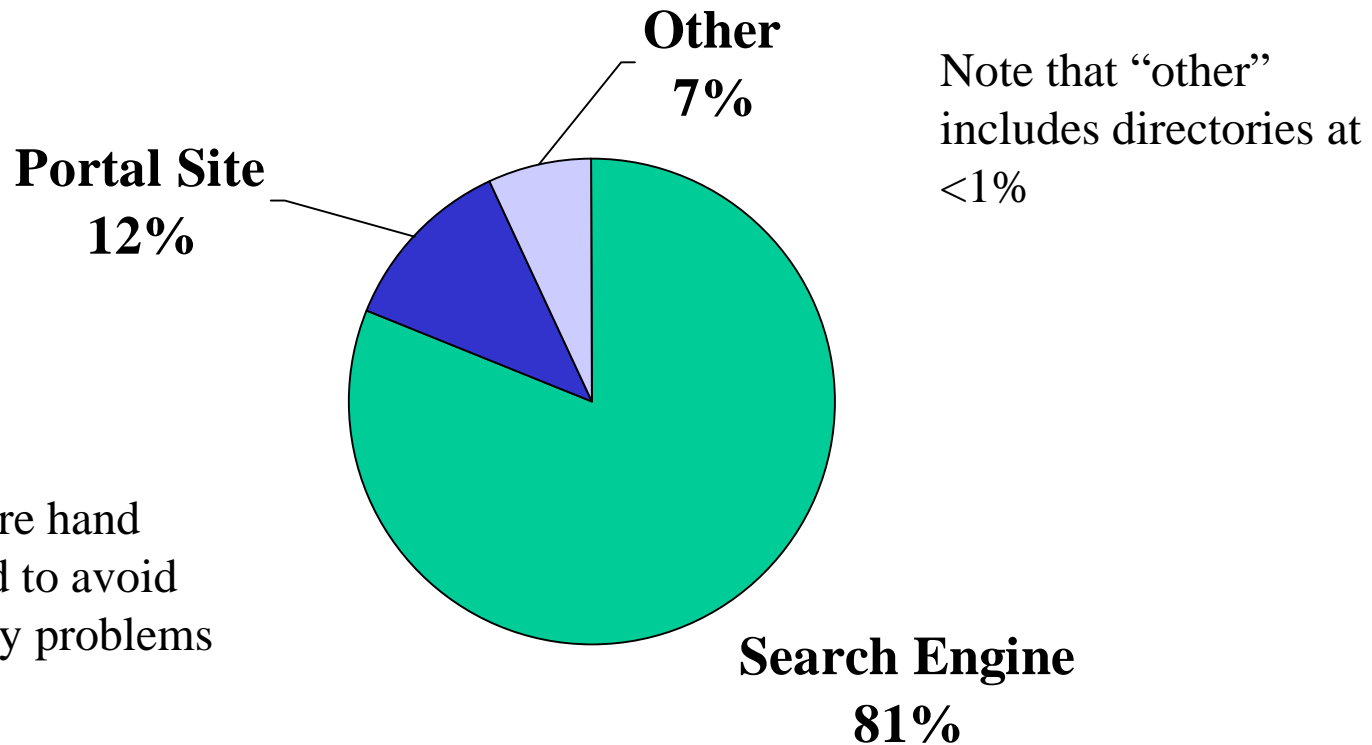
If you start your research on the Web, what other sources do you use as well? (check all that apply)



If you start your research on the Web, what's your primary reason for doing so?

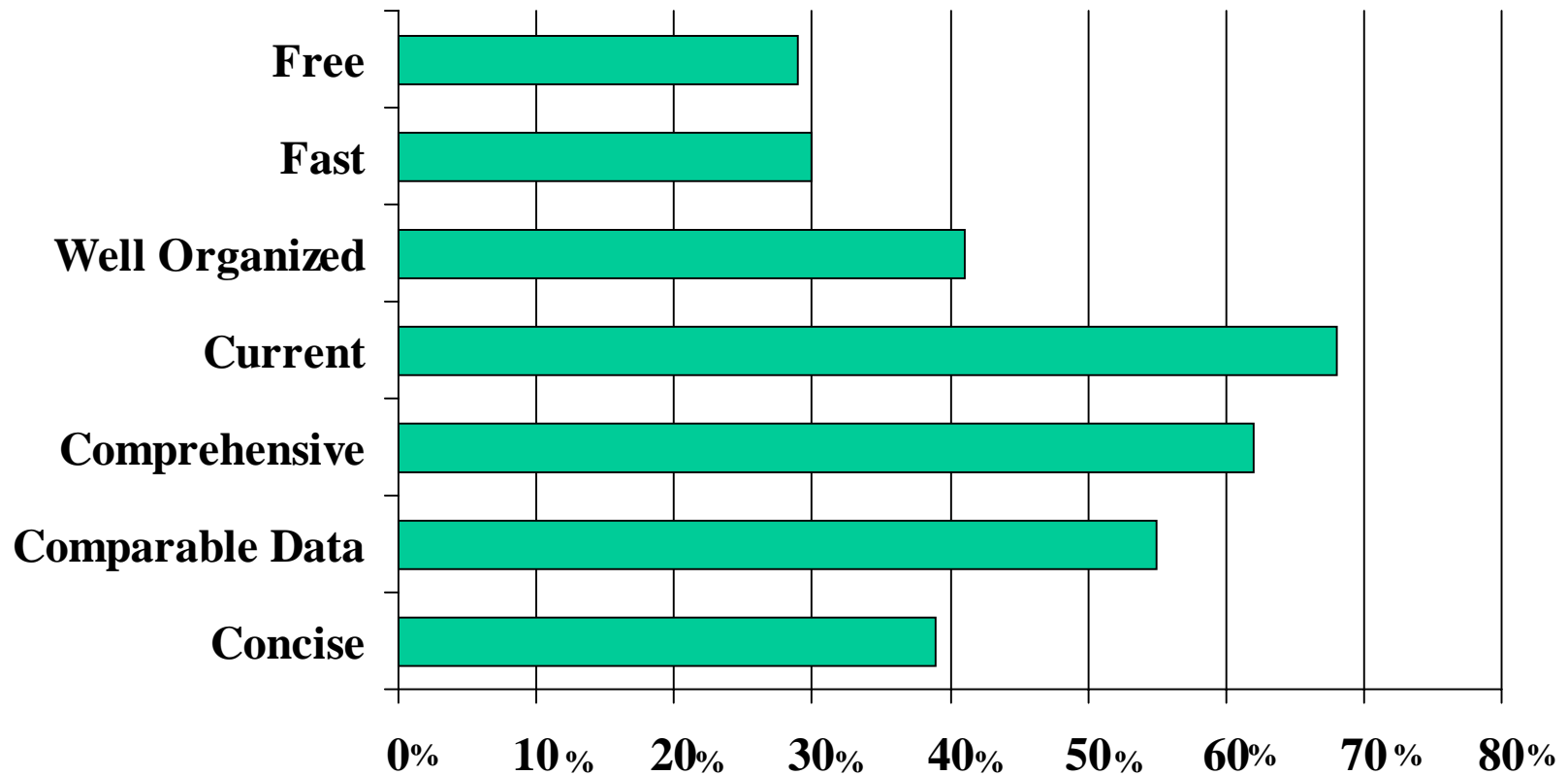


What Web site do you go to most often to start your research? (asked for site by name)



Results were hand categorized to avoid terminology problems

Indicate the most important characteristics of a good information Web site (select up to three choices)

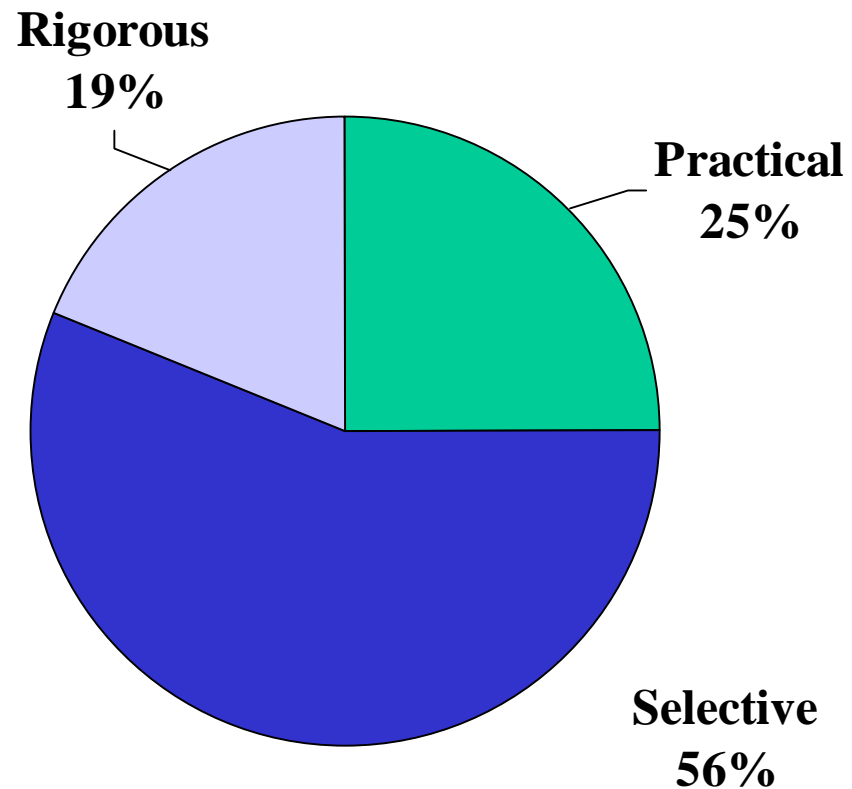


Select the description that most closely describes how you assess information found on the Web

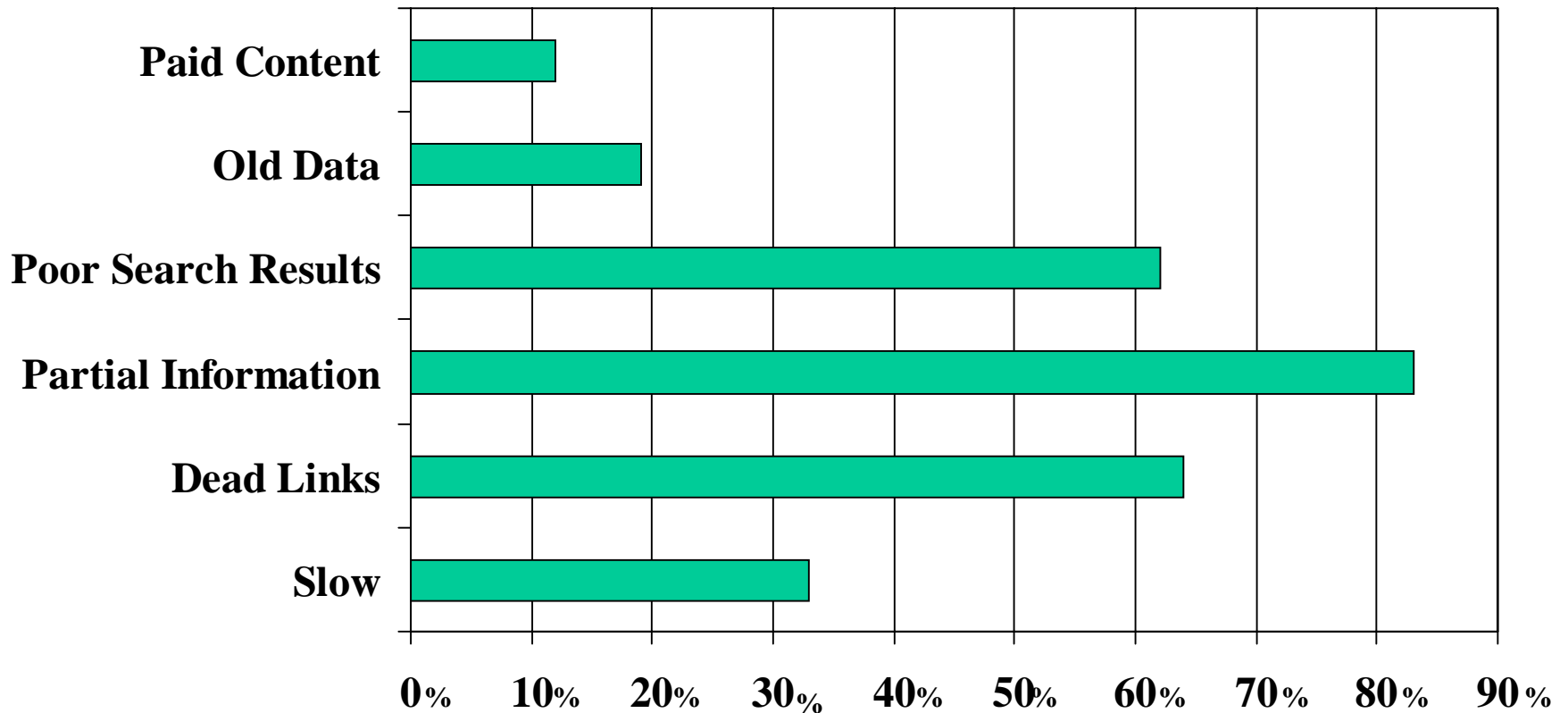
“Practical” – If I find what I am looking for, I generally use it without further research

“Selective” – I only use information that ‘seems right’ or ‘believable,’ or comes from a source I trust

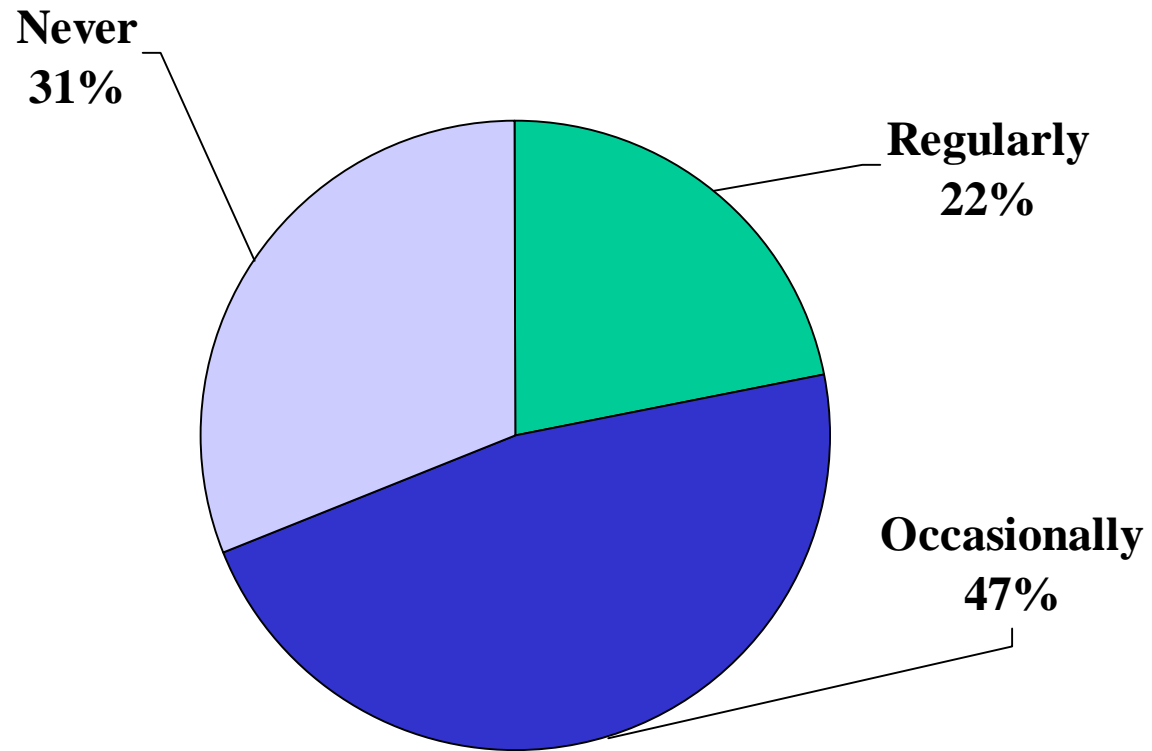
“Rigorous” – It must come from a known or trusted source, and even then I may seek additional information to confirm it



What do you find most frustrating when you are searching for information on the Web? (select up to three choices)

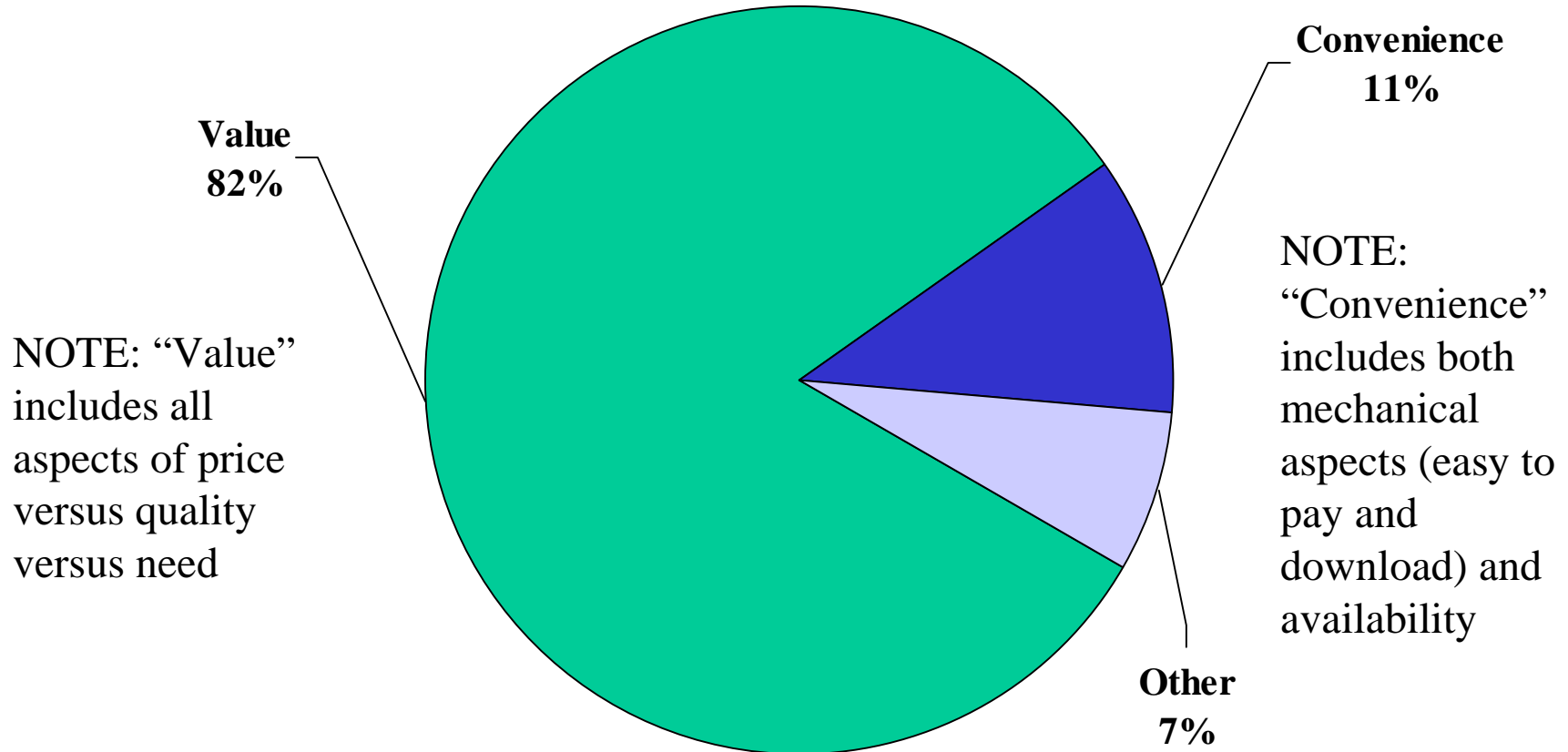


How often do you purchase information on the Web?

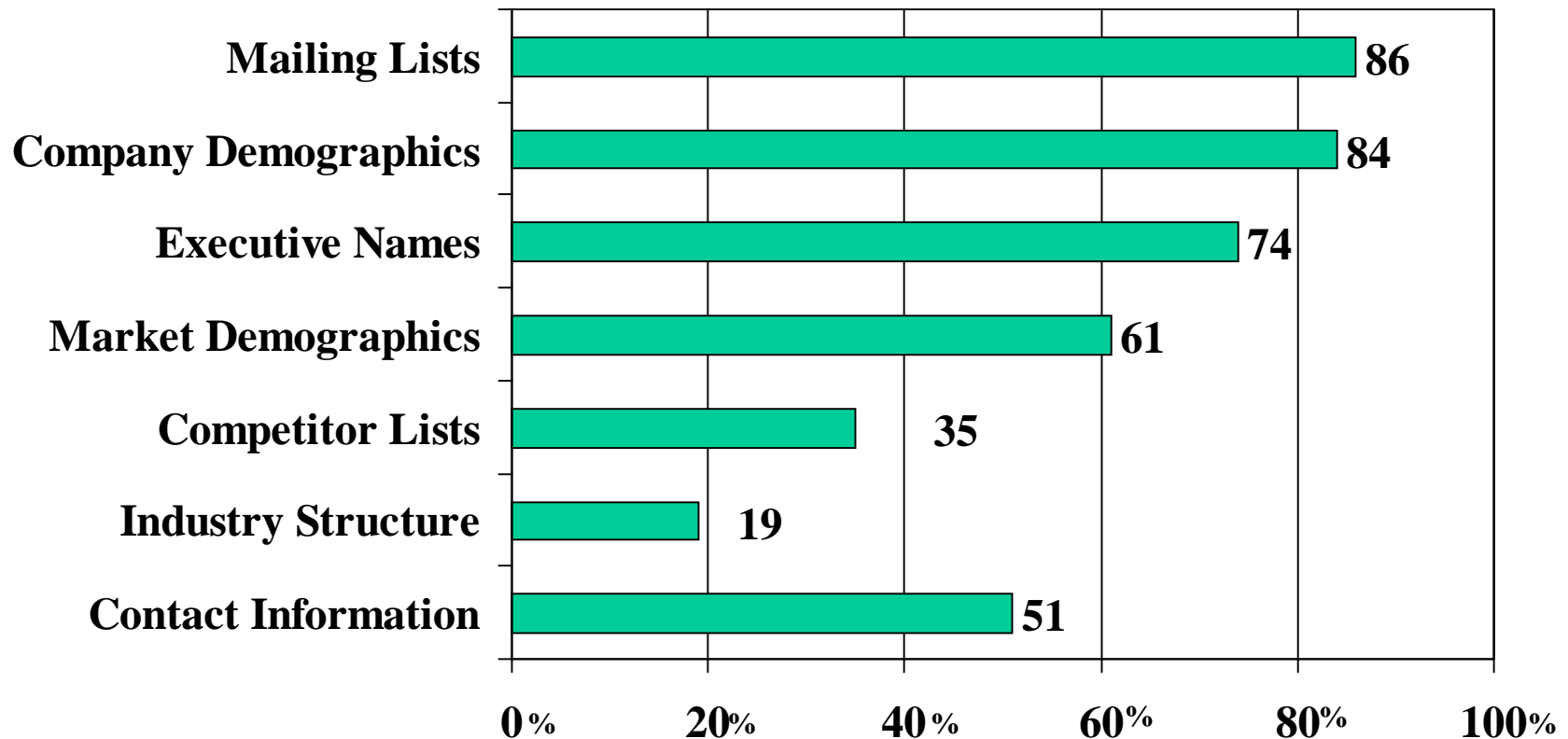


NOTE: includes Intranet and single-user subscription access as well as a la carte access

What's the single most important factor to you when you decide whether or not to purchase information on the Web?

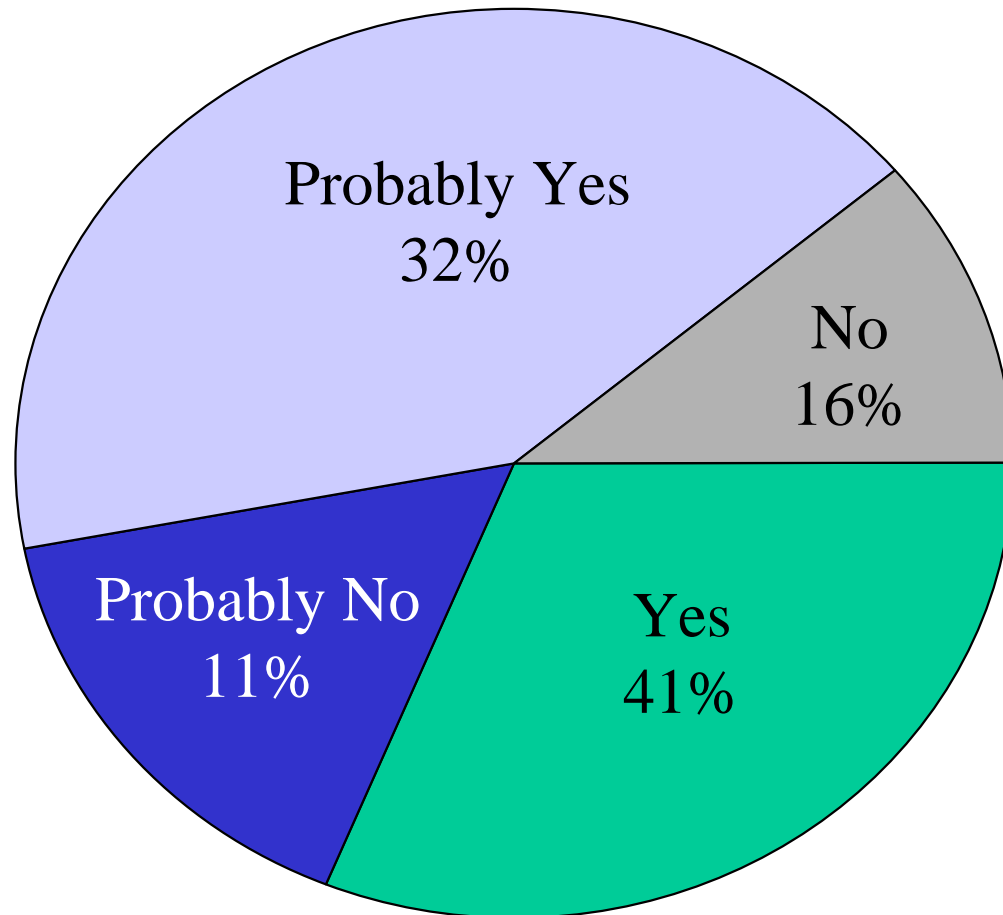


Do print or electronic directories provide you with anything that is hard to find elsewhere on the Web? (list up to three items)



Would you pay to access a site that organized all available information sources for your industry?

A hypothetical paid access vertical portal site was described that contained an industry specific search engine, an industry directory (with links to company sites), market research reports, mailing lists, statistics, and an industry news feed



The Perkins Group (TPG) was formed in 1995 to assist database information publishers in responding to the fundamental shifts taking place in how database content is being created, marketed and distributed -- and the accelerating convergence of content and commerce.

Today, TPG's client list comprises nearly 25 companies in seven countries, ranging from multi-nationals, to Internet start-ups, to small family-owned publishers. TPG prides itself on its willingness and ability to serve all companies in the industry, regardless of size or sophistication.

TPG also works with publisher clients as an agent for database licensing, and has developed pricing benchmarks based on numerous licensing transactions to assist clients in obtaining maximum revenue from each licensing transaction.

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