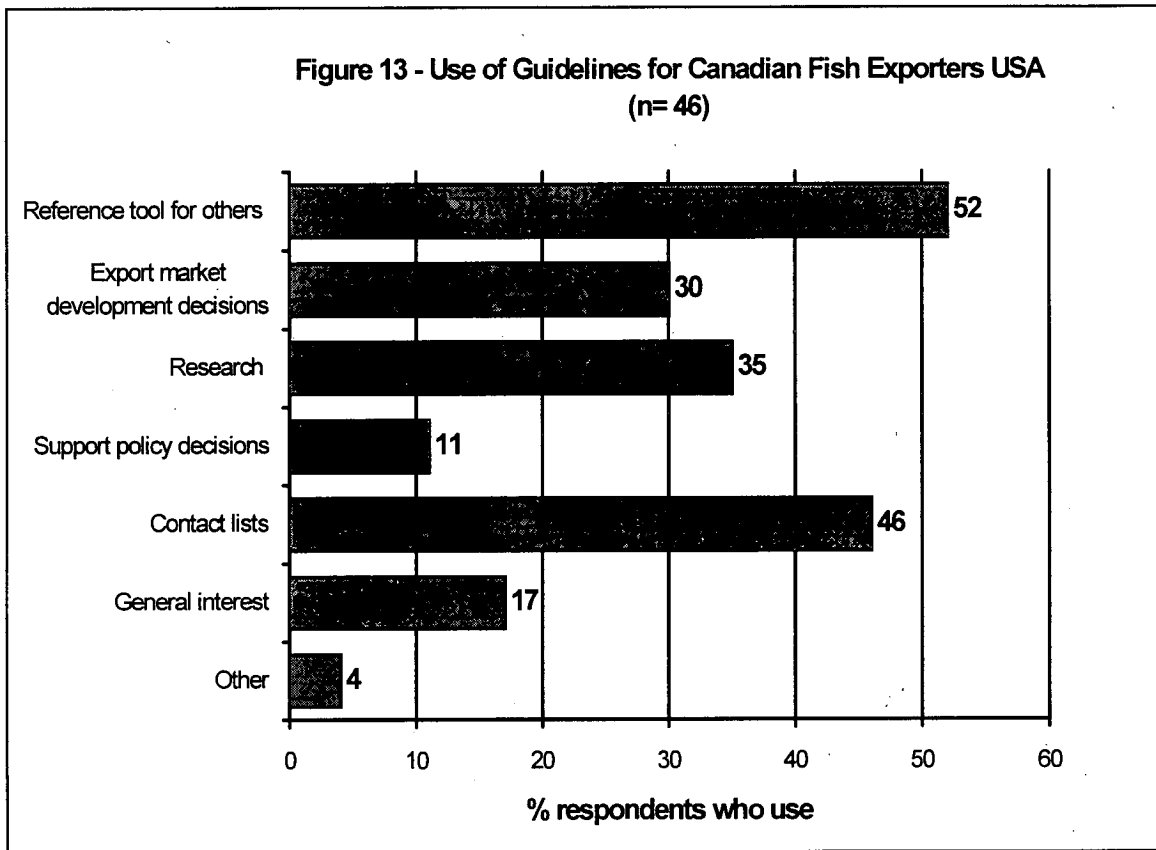


As shown in Figure 13, respondents who received the Guidelines for Canadian Fish Exporters - USA were most likely to keep it as a reference tool for use by others or use it for contact lists. Almost one-third of respondents said they used it in making decisions about export market development.



About 40% of respondents who used the publication circulated it to other people within their organization. On average, those who circulated it passed it along to 3 other people. In addition, 91% of those who received the publication retained it for ongoing reference.

3.2.6 Guidelines for Canadian Fish Exporters - Japan

More than 70% of respondents on the distribution list recalled receiving Guidelines for Fish Exporters - Japan. Of these, 60% said they used it. Those who did not use the publication cited the following reasons:

- the subject matter was not directly relevant (49% of respondents who did not use it);
- previous editions did not contain useful information (11%);
- the information was too general (11%); and
- a lack of time (11%).