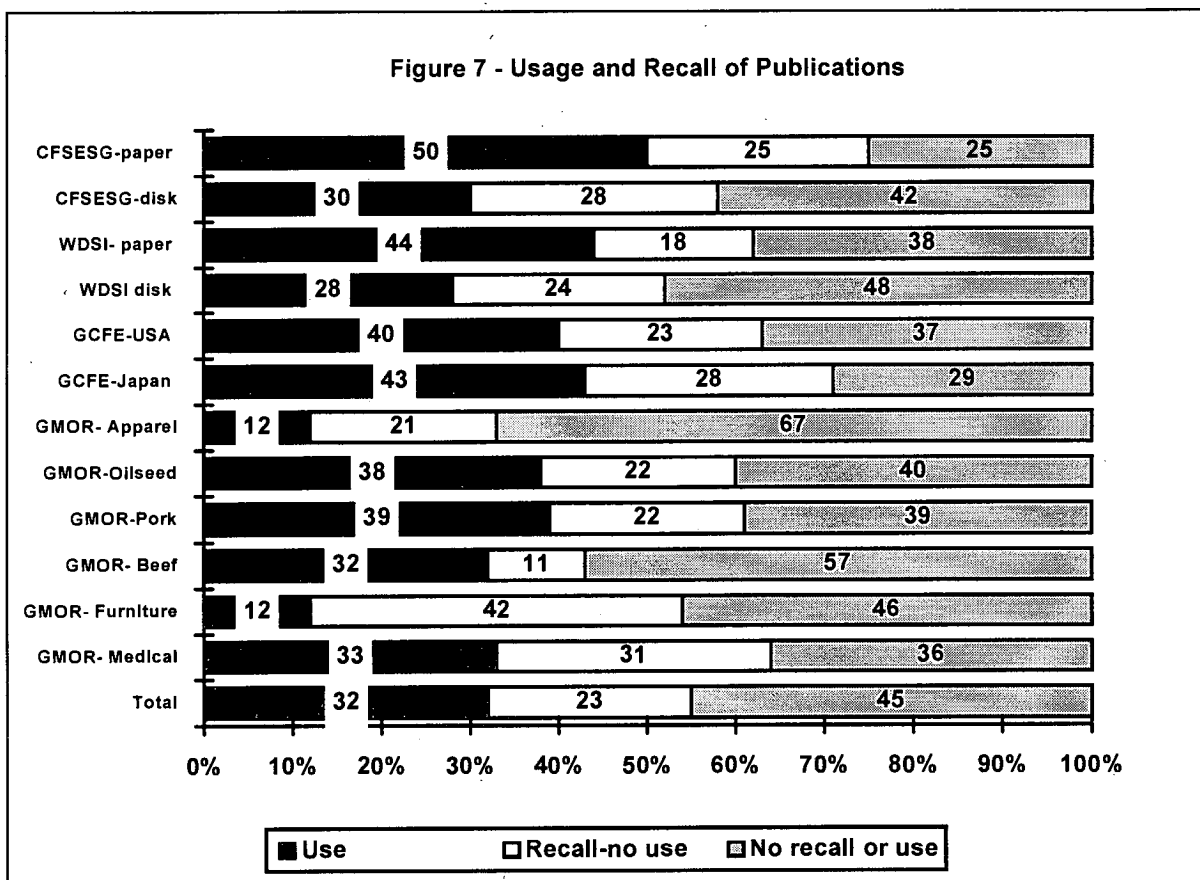


reviewed in the survey, the Canadian Fish and Seafood Exporters Sourcing Guide (hard copy) had the highest rate of usage at 50%. The Global Market Opportunities Review - Apparel, on the other hand, had the lowest rate of recall at 33%. (However, it should be noted that the vast majority of copies of this title were mailed more than two years before the survey, which could account for lower recall rates). Global Market Opportunities Review -Furniture, and GMOR- Apparel, had the lowest rates of usage at 12% and 13% respectively. However, readers should keep in mind that the limited sample sizes for the Global Market Opportunity Reviews for Pork, Beef, Contract Furniture and Medical Devices mean that comparisons with other publications should be made with caution.



Usage rates for diskette format are likely understated for the following reasons:

- the Canadian Fish and Seafood Exporters Sourcing Guide (diskette) had a limited distribution list;
- both diskette publications were distributed just before the survey, and thus some respondents may not have received it or had the opportunity to use it.