

	Cases	Col Response %
Use of hardcopy version of the Canadian Fish & Seafood Exporters Sourcing Guide		
Primarily a reference tool for use by others.....	31	21.7%
To support decisions about export market development.....	20	14.0%
For research purposes.....	28	19.6%
To support policy decisions.....	7	4.9%
Primarily for the contact lists.....	45	31.5%
Read/look at it out of general interest only.....	9	6.3%
Other.....	3	2.1%
Total.....	79	100.0%
Reason for not using the hardcopy version of the Canadian Fish & Seafood Exporters sourcing Guide		
Don't have the time, but subject matter is of interest.....	6	14.6%
The subject matter is not directly relevant to job or role.....	14	34.1%
Subject of interest, haven't found useful info in past eds.....	6	14.6%
No fish to export / don't fish anymore.....	3	7.3%
Info is too general/irrelevant/only useful for new co's.....	1	2.4%
Just received / haven't received yet.....	1	2.4%
Passed it on to Head Office/Clients/Others.....	3	7.3%
Prefer information on diskette.....	2	4.9%
Other.....	5	12.2%
Total.....	38	100.0%
Use of diskette copy of the Canadian Fish & Seafood Exporters Sourcing Guide		
Primarily a reference tool for use by others.....	27	26.5%
To support decisions about export market development.....	16	15.7%
For research purposes.....	16	15.7%
To support policy decisions.....	6	5.9%
Primarily for the contact lists.....	31	30.4%
Read/look at it out of general interest only.....	4	3.9%
Other.....	2	2.0%
Total.....	54	100.0%
Reason for not using the diskette copy of the Canadian Fish & Seafood Exporters Sourcing Guide		
Don't have the time, but subject matter is of interest.....	3	6.0%
The subject matter is not directly relevant to job or role.....	14	28.0%
Subject of interest, haven't found useful info in past eds.....	4	8.0%
The lists are inaccurate/not up-to-date.....	2	4.0%
No fish to export / don't fish anymore.....	2	4.0%
Info is too general/irrelevant/only useful for new co's.....	1	2.0%
Computer incompatibility.....	11	22.0%
Just received / haven't received yet.....	3	6.0%
Passed it on to Head Office/Clients/Others.....	2	4.0%
Other.....	8	16.0%
Total.....	49	100.0%