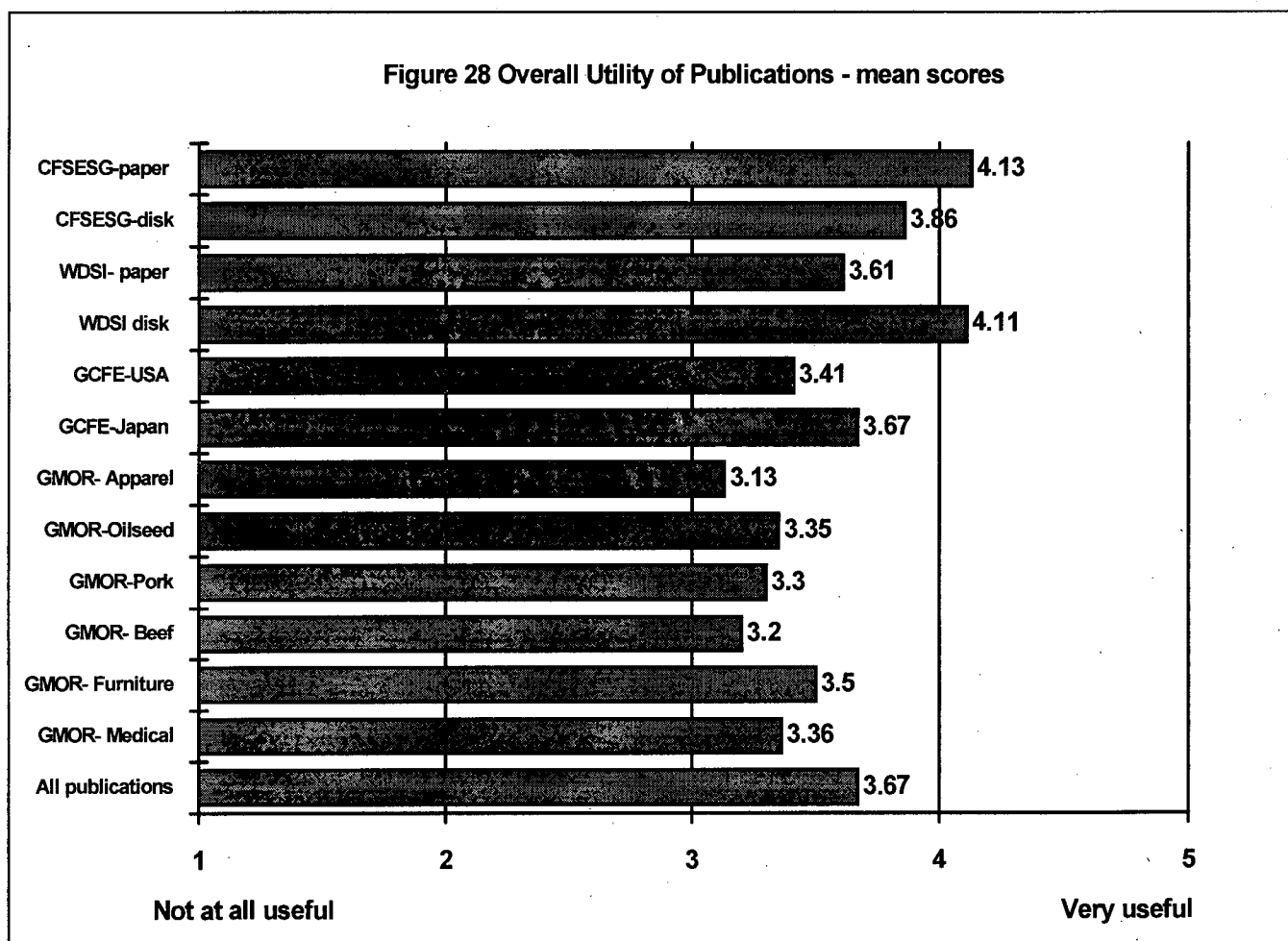


analytical focus were rated on average at 3.24. Again, this corresponds with previous qualitative research on export publications which suggests that information that can be used to generate sales is of higher utility to clients.



As shown in Figure 29, respondents from the seafood sector tended to rate overall utility higher than those respondents from apparel or agri-food sectors (sample size did not permit analysis for furniture or medical devices sectors).