

OPINION ON THE FORMAT
OF CANADEXPORT

<u>Positive Statements</u>	<u>Total Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Total Disagree</u>	<u>Mean Rating</u>
The newsletter format is appropriate for this kind of information	84.0%	10.6	5.0	1.65
Fold-out format of CanadExport is convenient	77.1%	13.4	8.5	1.82
Special bulletins included in the newsletter e.g. free trade, are useful	75.3%	12.2	11.5	1.92
Brown colour ink it is printed with is attractive	44.7%	36.5	15.6	2.55
<u>Negative Statements</u>				
Current schedule of publishing twice a month is too frequent	24.7%	13.1	61.2	3.69
Print size is too small	20.6%	16.3	62.5	3.74
Most of the articles are too long	12.5%	15.9	70.9	3.97