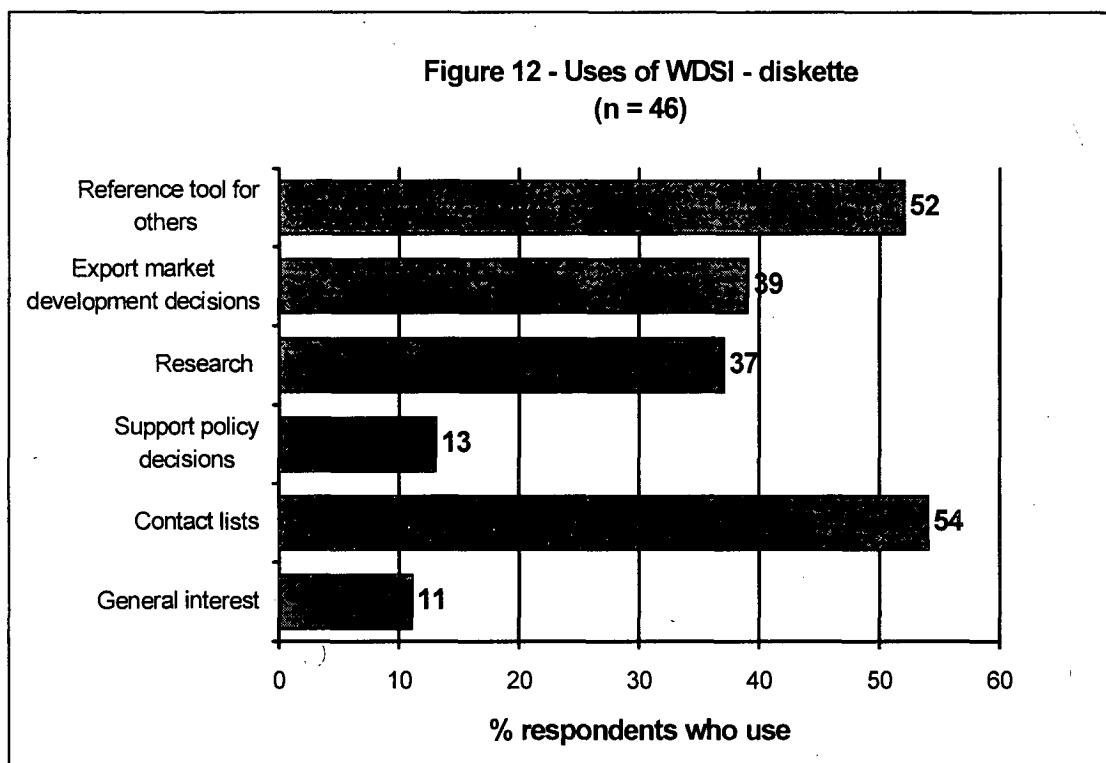


- the subject matter was not directly relevant (26% of respondents who did not use it);
- computer compatibility problems (23%);
- a lack of time (18%); and
- they had not found useful information previous editions (10%).

As shown in Figure 12, the diskette version of the World Directory of Seafood Importers is primarily used for contact lists. Respondents also tend to use the publication as a reference tool and to support export market development decisions.



More than one-third (37%) of the respondents said they circulated the document to others within their organization, distributing it on average to 6 other people. Furthermore, 86% of respondents said they retain the publication for on-going reference.

3.2.5 Guidelines for Canadian Fish Exporters - USA

Fewer than two-thirds of the respondents (63%) on the distribution list recalled receiving Guidelines for Fish Exporters - USA. Of these, 63% said they used it. Overall this means that 40% of those who were sent the document used it. Those who did not use the publication cited the following reasons:

- the subject matter was not directly relevant (46% of respondents who did not use it);
- previous editions did not contain useful information (15%);
- they no longer fished or had fish to export (15%); and
- the information was too general (12%).