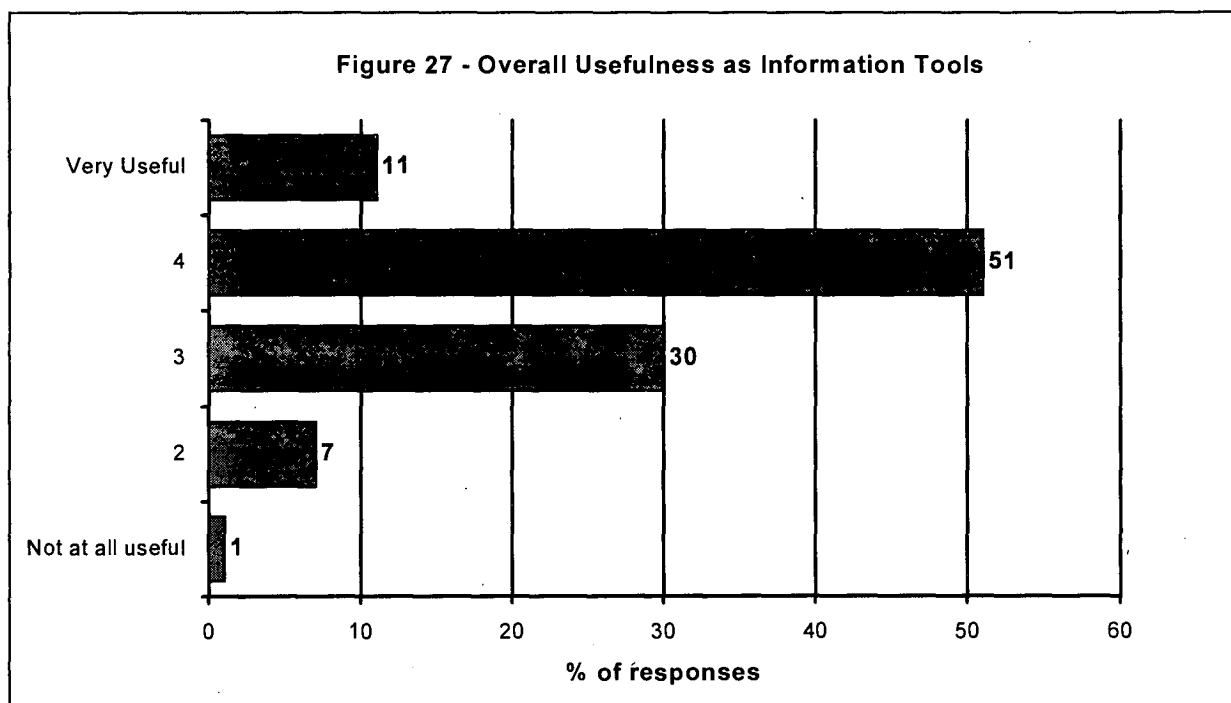


5.0 Utility and Impact

This chapter examines the overall usefulness of publications distributed by the Department and their impact on readers. The findings in this chapter provide aggregate and individual assessments of the publications in terms of respondents' perceptions and behaviour.

5.1 Utility

Respondents were asked to assess each publication in terms of its overall value as an information tool. As shown in Figure 27, publications were ranked highly in terms of their overall usefulness. More than 60% of the time, publications were ranked either "4" or "5" on a scale of 1 to 5 where 1 meant "not at all useful" and 5 meant "very useful".



As shown in Figure 28, the Canadian Fish and Seafood Exporters Sourcing Guide received the highest mean utility score at 4.13 out of a possible 5.0. GMOR - Apparel had the lowest score at 3.05. The mean score for all publications was 3.67 (Readers should note that the small sample sizes for the Global Market Opportunities Reviews for Pork, Beef, Contract Furniture and Medical Devices mean that comparisons with other publications should be made with caution).

Publications which focus on providing directories or contact lists tended to receive higher utility ratings than those publications providing market analyses. As a group, the mean score for directory or list publications was 3.85, while those publications with a greater