

Table 1
Sampling

	Agreed to Participate		Recall Publication		Use Publication	
	n	%	n	%	n	%
1. Canadian Fish and Seafood Exporters Sourcing Guide - hardcopy	158	100%	118	75%	79	50%
2. Canadian Fish and Seafood Exporters Sourcing Guide - diskette **	181	100%	104	58%	54	30%
3. World Directory of Seafood Importers - hardcopy	150	100%	93	62%	66	44%
4. World Directory of Seafood Importers - diskette **	165	100%	85	52%	46	28%
5. Guidelines for Canadian Fish Exporters - USA	116	100%	73	63%	46	40%
6. Guidelines for Canadian Fish Exporters - Japan	129	100%	91	71%	55	43%
7. GMOR for Apparel	307	100%	102	33%	37	12%
8. GMOR for Oilseed	85	100%	51	60%	32	38%
9. GMOR for Pork *	33	100%	20	61%	13	39%
10. GMOR for Beef *	47	100%	20	43%	15	32%
11. GMOR for Contract Furniture *	26	100%	14	54%	3	12%
12. GMOR for Medical Devices *	39	100%	25	64%	13	33%

* Small sample did not permit detailed analysis

** Lower usage rates reflect limited distribution and the time of the survey