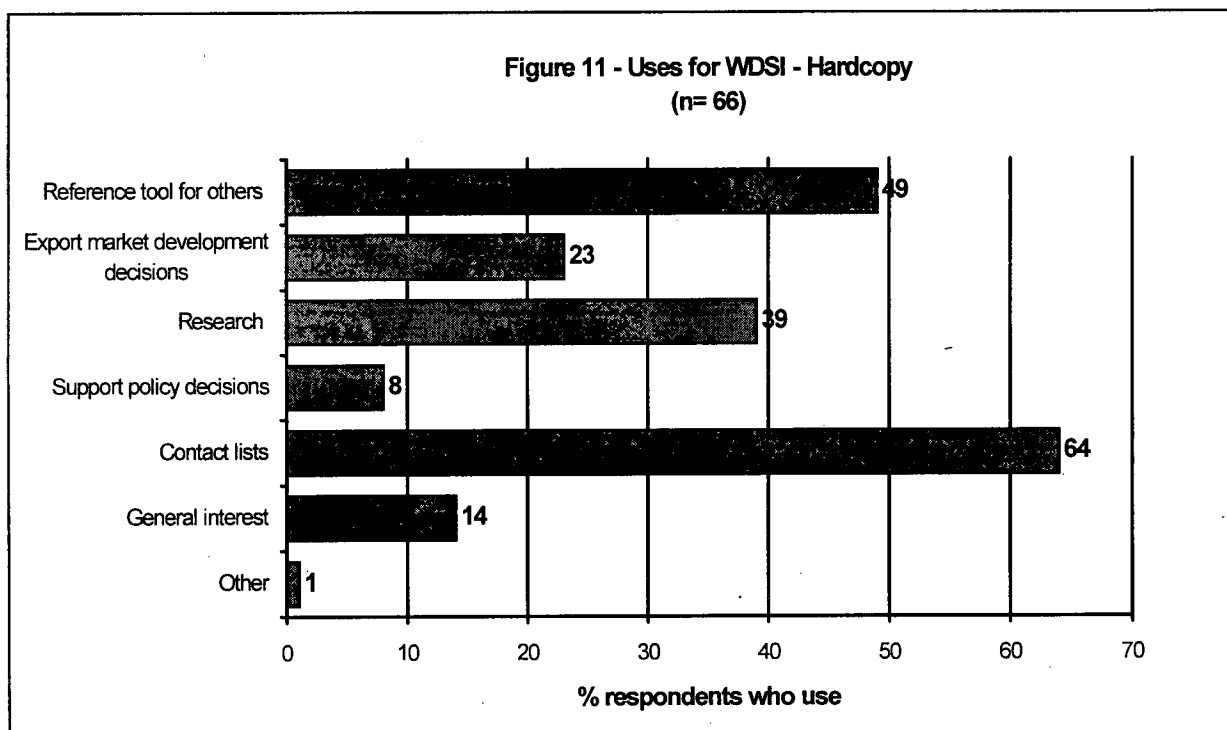


said they used it. Overall this means that 44% of those who were sent the document used it. Those who did not use the publication cited the following reasons:

- the subject matter was not directly relevant (26% of respondents who did not use it);
- a lack of time (22%); and
- they no longer fished or had fish to export (19%).

Respondents tended to use the WDSI for more than one reason. As shown in Figure 11, 64% of respondents said they use the publication for contact lists, while 23% used the publication to support export market development decisions. Another 39% used the publication for research purposes.



Slightly more than one-third (36%) of those who used the publication circulated it to other people within their organization. On average, those who circulated it passed it along to 8 other people. In addition, 95% of those who received the publication retained it for ongoing reference.

3.2.4 World Directory of Seafood Importers - Diskette

Only 52% of respondents on the distribution list recalled receiving the diskette version of the World Directory of Seafood Importers (WDSI). Again, this document was distributed approximately one week before the survey occurred, with resulting implications for recall and usage rates. Of these, 54% said they used it. Those who did not use the publication cited the following major reasons: