

SUMMARY

- . A majority of CanadExport receivers are active exporters.
- . CanadExport receives high readership.
- . CanadExport serves a useful function for its audience.

A majority of readers rate it as useful.

On an unaided basis, CanadExport is mentioned as one of the main sources from which respondents get most of their information on export marketing.

- . CanadExport readers cite the need for export marketing information by industry or product type as one of their main requirements. The opinion of readers on several factors suggests that the newsletter is not fulfilling this important need.

The main criticism readers give of the newsletter is that it does not provide enough information pertinent to their industry.

Suggestions for improvement of the newsletter focus mainly on providing information by industry sector or product group.

A large majority of respondents say they prefer to receive export marketing information organized by product group.

- . Providing listings of trade opportunities and trade events and giving a general overview of the export markets are the aspects of CanadExport most frequently applauded.
- . CanadExport gets positive ratings on its newsletter format and its style.

The physical features that appear to warrant attention are:

- . Brown colour ink
- . Small print size
- . Busy look