

What would you consider to be the best thing about CanadExport as it exists now - things you wouldn't want to change?

	<u>Total Readers</u>	<u>English Speaking</u>	<u>French Speaking</u>
Listing of trade opportunities/ Tender calls/sales leads/ upcoming projects	18.8%	19.1%	17.8%
Notices of upcoming trade events: trade shows/trade missions/fairs	11.8	11.4	13.3
Gives a general overview/ a good source of information	11.8	13.6	4.4
Provides international perspective/information on export marketing	10.6	10.3	11.9
Well written	7.2	5.5	14.1
Good quality newsletter	7.2	5.3	14.8
Concise/short/to the point	6.5	6.4	6.7
Like the format/compact size	5.6	5.0	8.1
Like the current frequency of the publication	4.4	5.3	0.7
Provides information on inter- national trade policies/GATT/ free trade	4.1	4.6	2.2
Very topical/current/covers contemporary events	4.0	4.0	3.7
Update of Canadian success stories	2.6	2.8	2.2
Easy to read	2.6	2.8	2.2
Shows that External Affairs is trying to help	1.8	1.8	1.5
It's free	1.3	1.7	0.0
Not stated/Don't know	20.0	19.6	21.5