

From which two or three sources do you get most of the information you want on export marketing?

	<u>Total Mentions</u>	<u>First Mention</u>	<u>Other Mentions</u>
Personal or Professional contacts/word of mouth	40.4%	25.9%	14.5%
CanadExport Newsletter	35.1	23.1	12.0
Trade Publications	19.8	8.3	11.5
Other than trade publications	16.4	5.8	10.6
External Affairs	15.1	9.0	6.1
Other federal government departments	14.9	7.3	7.6
Trade shows	10.0	3.5	6.5
Provincial governments	8.9	2.3	6.6
Trade consultants	5.3	1.5	3.8
Board of Trade/Chamber of Commerce	3.5	1.7	1.8
Canadian Exporters Association	3.3	1.8	1.5
Canadian Manufacturers' Association	2.1	0.6	1.5