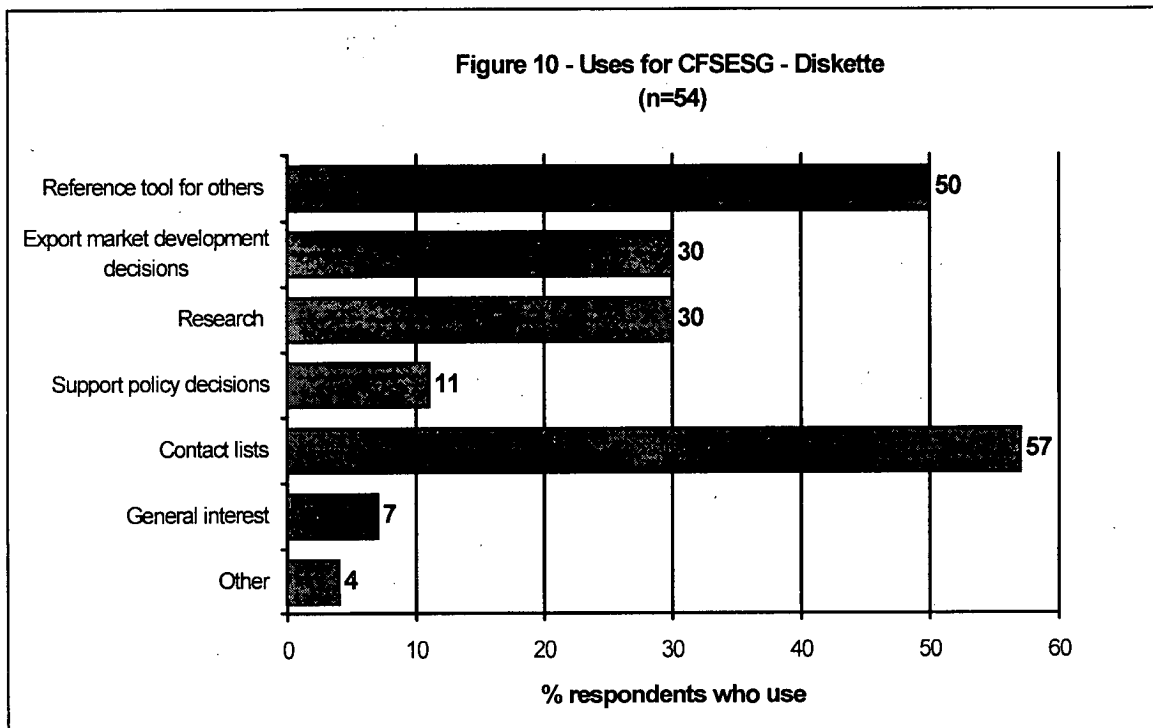


3.2.2 Canadian Fish and Seafood Exporters Sourcing Guide - Diskette

Only 58% of respondents recalled receiving the diskette version of CFSESG, and, of these, 52% said they used it. The low recall rate for the diskette version of the publication is likely due to limited distribution. Those who did not use the publication cited the following reasons:

- the subject matter was not directly relevant (29% of respondents who did not use it);
- computer compatibility problems (22%); and
- they had not found useful information in previous editions (8%).

As shown in Figure 10 below, 57% of respondents said they use the publication for contact lists, while 50% said the publication was used a reference tool by others. Almost one-third of respondents said they used the publication to support export market development decisions.



Fewer than half (43%) of those who used the publication circulated it to other people within their organization. On average, those who circulated it passed it along to three other people. In addition, 90% of those who received the publication retained it for ongoing reference.

3.2.3 World Directory of Seafood Importers - Hardcopy

Almost two-thirds of the respondents (62%) on the distribution list recalled receiving the hardcopy version of the World Directory of Seafood Importers (WDSI). Of these, 71%