

	Cases	Col Response %
Use of the GMOR for Contract Furniture		
For research purposes.....	1	20.0%
To support policy decisions.....	1	20.0%
Primarily for the contact lists.....	2	40.0%
Read/look at it out of general interest only.....	1	20.0%
Total.....	3	100.0%
Reason for not using the GMOR for Contract Furniture		
Don't have the time, but subject matter is of interest.....	3	27.3%
The subject matter is not directly relevant to job or role.....	7	63.6%
Info is too general/irrelevant/only useful for new co's.....	1	9.1%
Total.....	11	100.0%
Use of the GMOR for Medical Devices		
Primarily a reference tool for use by others.....	4	16.7%
To support decisions about export market development.....	4	16.7%
For research purposes.....	9	37.5%
Primarily for the contact lists.....	5	20.8%
Read/look at it out of general interest only.....	2	8.3%
Total.....	13	100.0%
Reason for not using the GMOR for Medical Devices		
Don't have the time, but subject matter is of interest.....	6	50.0%
The subject matter is not directly relevant to job or role.....	4	33.3%
Subject of interest, haven't found useful info in past eds.....	1	8.3%
Info is too general/irrelevant/only useful for new co's.....	1	8.3%
Total.....	12	100.0%