

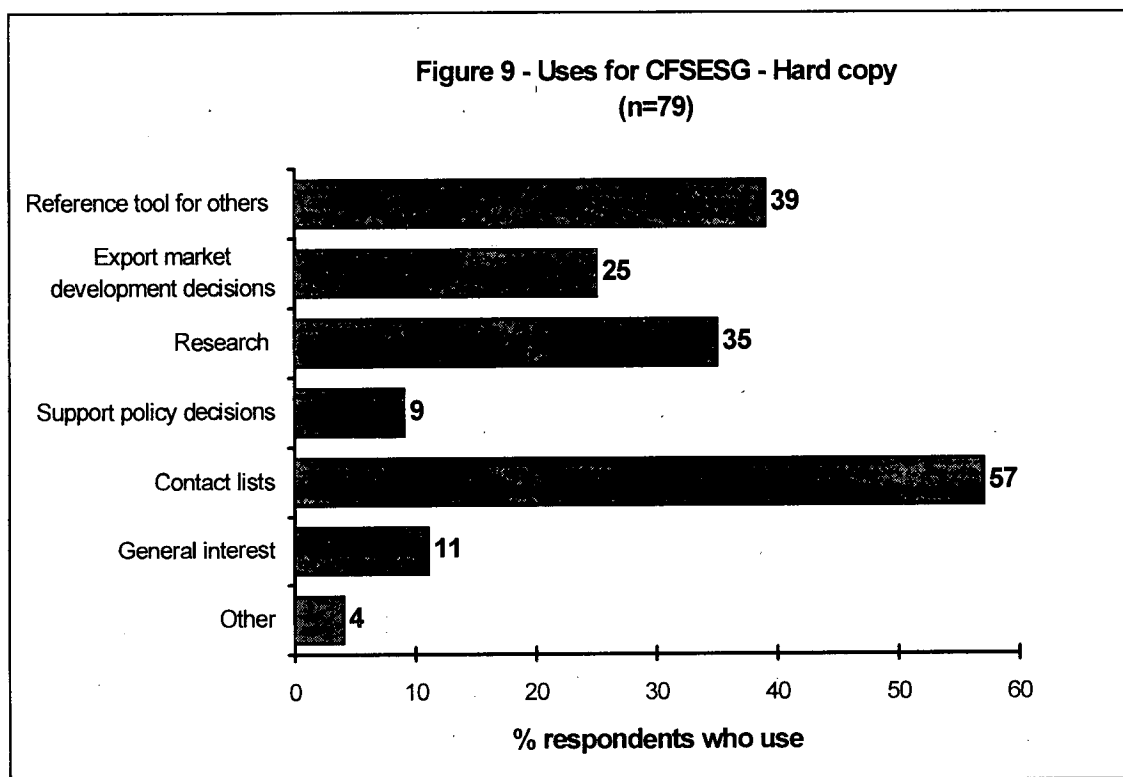
Of those documents that are circulated, nearly 80% are distributed to two or more people. In addition, Departmental publications were highly likely to be kept by users as on-going reference tools (in 87% of the cases), suggesting that they have on-going value to readers.

### 3.2.1 Canadian Fish and Seafood Exporters Sourcing Guide - Hard Copy

Almost 75% of respondents on the distribution list recalled receiving the Canadian Fish and Seafood Exporters Sourcing Guide (CFSESG) and, of these, 67% said they used it. Overall this means that 50% of those who were sent the document used it. Those who did not use the publication cited the following reasons:

- the subject matter was not directly relevant (37% of respondents who did not use it);
- a lack of time (16%); and
- inability to find useful information in previous editions (16%).

Respondents tended to use CFSESG for more than one reason. As shown in Figure 9 below, 57% of respondents said they use the publication for contact lists, while 25% used the publication to support export market development decisions.



More than half (52%) of those who used the publication circulated it to other people within their organization. On average, those who circulated it passed it along to 5 other people. In addition, 88% of those who received the publication retained it for ongoing reference.