	Cases	Col Response
Use of the GMOR for Pork		
Primarily a reference tool for use by others	3	11.1%
To support decisions about export market development	5	18.5%
For research purposes	7	25.9%
To support policy decisions	3	11.1%
Primarily for the contact lists	5	18.5%
Read/look at it out of general interest only	4	14.8%
Total	13	100.0%
Reason for not using the GMOR for Pork		
Don't have the time, but subject matter is of interest	1	16.7%
The subject matter is not directly relevant to job or role	2	33.3%
Subject of interest, haven't found useful info in past eds	3	50.0%
Total	6	100.0%
Use of the GMOR for Beef		
Primarily a reference tool for use by others	5	14.7%
To support decisions about export market development	7	20.6%
For research purposes	8	23.5%
To support policy decisions	2	5.9%
Primarily for the contact lists	7	20.6%
Read/look at it out of general interest only	5	14.7%
Total	15	100.0%
Reason for not using the GMOR for Beef		
Don't have the time, but subject matter is of interest	1	16.7%
The subject matter is not directly relevant to job or role	3	50.0%
Subject of interest, haven't found useful info in past eds	1	16.7%
Info is too general/irrelevant/only useful for new co's	1	16.7%
Total	5	100.0%

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