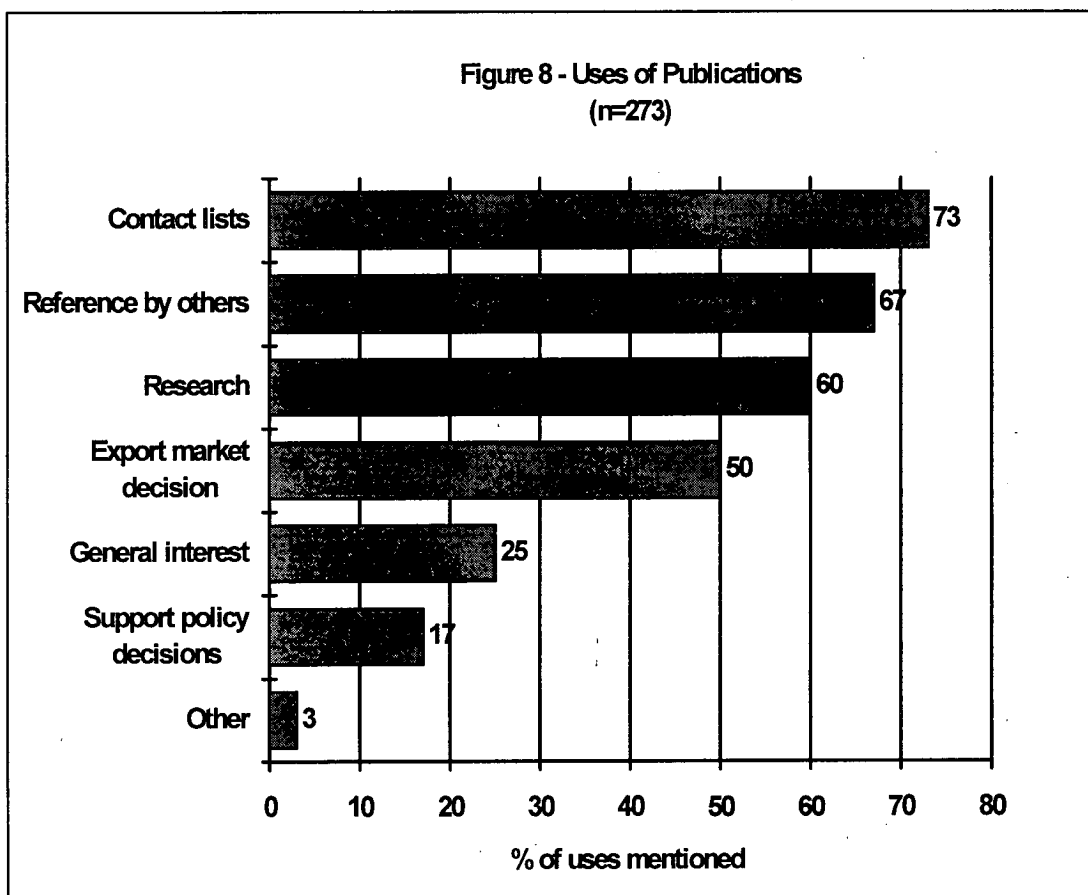


### 3.2 Uses and Behaviour

As shown in Figure 8, the publications distributed by the Department are used mostly for their contact lists, as a reference tool used by someone other than the respondent, for research purposes, and to support decisions about export market development. It is also important to note that respondents use publications for more than one reason: on average, respondents who used the publications mentioned two uses.



The reach of Departmental publications is often extended by users: overall, respondents who recalled receiving documents circulated them to other people 43% of the time. As shown in Table 3, *opposite*, those respondents who use documents were about equally likely to circulate them as not. On the other hand, when documents are not used by the recipients, they are more than twice as likely not to be circulated. However, 12% of respondents did not use publications but circulated them to others within their organization. Administrators/office managers (25%) and executives/owners (14%) were more likely than other occupations to be among those who did not use publications, but passed them on to someone else. This suggests that distribution might be better targeted to people in certain functional positions (e.g. marketing, sales, business development).