	Cases	Col Response %
Use of the GMOR for Apparel		
Primarily a reference tool for use by others.....................................	15	20.0%
To support decisions about export market development...........................	15	20.0%
For research purposes...	16	21.3%
To support policy decisions...	6	8.0%
Primarily for the contact lists..	9	12.0%
Read/look at it out of general interest only...................................	13	17.3%
Other..	1	1.3%
Total..	37	100.0%
Reason for not using the GMOR for Apparel		
Don't have the time, but subject matter is of interest.........................	9	12.0%
The subject matter is not directly relevant to job or role.....................	41	54.7%
Subject of interest, haven't found useful info in past eds.....................	9	12.0%
The lists are inaccurate/not up-to-date..	2	2.7%
Info is too general/irrelevant/only useful for new co's........................	3	4.0%
Other..	11	14.7%
Total..	64	100.0%
Use of the GMOR for Oilseed		
Primarily a reference tool for use by others...................................	18	30.0%
To support decisions about export market development...........................	11	18.3%
For research purposes..	13	21.7%
To support policy decisions..	4	6.7%
Primarily for the contact lists..	8	13.3%
Read/look at it out of general interest only...................................	6	10.0%
Total..	31	100.0%
Reason for not using the GMOR for Oilseed		
Don't have the time, but subject matter is of interest.........................	5	25.0%
The subject matter is not directly relevant to job or role.....................	8	40.0%
Subject of interest, haven't found useful info in past eds.....................	3	15.0%
The lists are inaccurate/not up-to-date..	1	5.0%
Passed it on to Head Office/Clients/Others.....................................	2	10.0%
Other..	1	5.0%
Total..	19	100.0%