

Reasons for Considering CanadExport Useful

	<u>Total</u>
<u>Readers Who Say CanadExport is Extremely, Very or Fairly Useful</u>	<u>100.0%</u>
Informative/Gives a general overview	24.0
Provides market information/information on export markets	15.1
Gives leads/names/references/contacts	14.1
Provides listings of upcoming trade shows/trade missions/seminar	12.8
Gives marketing ideas/marketing opportunities	7.3
For international awareness/global coverage	6.9
Has very little that relates to my line of business/not pertinent to our industry	13.2

Principal Mentions

Reasons for Considering CanadExport Not Useful

	<u>Total</u>
<u>Readers Who Say CanadExport is Not Very/Not At All Useful</u>	<u>100.0%</u>
Has very little that relates to my line of business/not pertinent to our industry	62.2
Very general/not specific enough	7.9
Mainly about big projects/good for large companies	6.7
No leads/no pertinent tender tips/leads don't often go through	6.7

Principal Mentions