



Reception and Usage of Publications

Despite their high degree of impact, those Departmental publications reviewed in the study have low overall recall (55%) and usage rates (32%). While low levels of recall can in part be explained by the time elapsed between distribution and the survey, the research suggests that distribution could be more focused on small businesses with some previous export activity. Distribution might also be more targeted *within* end-user organizations, as many respondents who did not use publications circulated them to others within their organization.

Uses of Departmental Publications

End-users of Departmental publications tend to use them for a variety of purposes. Most often, respondents used the publications for contact lists, as reference tools, for research, and to support decisions about export market development.