



Thirty-four per cent of readers who received the publication circulated it to other people within their organization. On average, those who circulated it passed it along to three other people. In addition, 70% of those who received the publication retained it for ongoing reference.

### 3.2.8 Global Market Opportunities Review for Oilseed

Sixty per cent of respondents on the distribution list recalled receiving Global Market Opportunities Review for Oilseed. Of these, 63% said they used it. Overall this means that 38% of those who were sent the document used it. Those who did not use the publication cited the following reasons:

- the subject matter was not directly relevant (42% of respondents who did not use it);
- previous editions did not contain useful information (16%);
- the publication was distributed to others (11%); and
- a lack of time (26%).

As shown in Figure 16, respondents who received the GMOR for Oilseed were most likely to keep it as a reference tool for use by others, or for research purposes. More than one-third of respondents said they used it in making decisions about export market development.