

	Cases	Col Response %
Use of Guidelines for Canadian Fish Exporters - USA		
Primarily a reference tool for use by others.....	24	26.7%
To support decisions about export market development.....	14	15.6%
For research purposes.....	16	17.8%
To support policy decisions.....	5	5.6%
Primarily for the contact lists.....	21	23.3%
Read/look at it out of general interest only.....	8	8.9%
Other.....	2	2.2%
Total.....	46	100.0%
Reason for not using the Guidelines for Canadian Fish Exporters - USA		
Don't have the time, but subject matter is of interest.....	2	7.1%
The subject matter is not directly relevant to job or role.....	12	42.9%
Subject of interest, haven't found useful info in past eds.....	4	14.3%
The lists are inaccurate/not up-to-date.....	1	3.6%
No fish to export / don't fish anymore.....	3	10.7%
Info is too general/irrelevant/only usefual for new co's.....	3	10.7%
Passed it on to Head Office/Clients/Others.....	1	3.6%
Other.....	2	7.1%
Total.....	26	100.0%
Use of the Guidelines for Canadian Fish Exporters - Japan		
Primarily a reference tool for use by others.....	26	26.3%
To support decisions about export market development.....	18	18.2%
For research purposes.....	19	19.2%
To support policy decisions.....	3	3.0%
Primarily for the contact lists.....	23	23.2%
Read/look at it out of general interest only.....	10	10.1%
Total.....	54	100.0%
Reason for not using the Guidelines for Canadian Fish Exporters - Japan		
Don't have the time, but subject matter is of interest.....	4	10.8%
The subject matter is not directly relevant to job or role.....	17	45.9%
Subject of interest, haven't found useful info in past eds.....	4	10.8%
No fish to export / don't fish anymore.....	3	8.1%
Info is too general/irrelevant/only useful for new co's.....	4	10.8%
Passed it on to Head Office/Clients/Others.....	2	5.4%
Other.....	3	8.1%
Total.....	35	100.0%