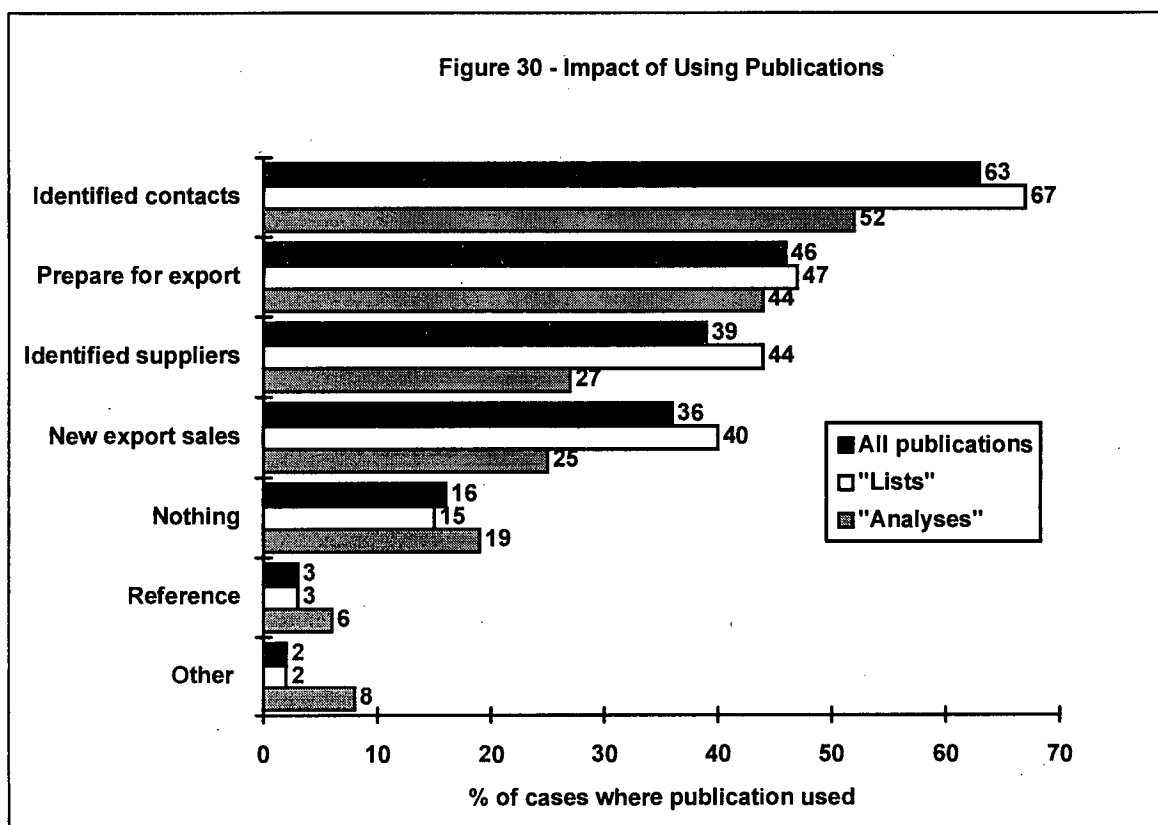


## 5.2 Impact

Departmental publications had a significant, direct and positive impact on the activities of those who used them. Overall, respondents identified on average two direct impacts, typically including identifying new contacts for exporting, undertaking activities or making preparations to export, identifying suppliers of goods and services, and generating new export sales.

As shown in Figure 30, departmental publications also proved to be highly effective in helping users generate export sales: **in 36% of the cases where a respondent used a particular publication, new sales in export markets were generated as a direct result of this usage.** Additionally, in almost half of the cases, respondents said they undertook activities or made preparations to export.



Those publications which focus on providing directories or lists tended to have a greater impact in generating export sales or causing respondents to undertake activities or preparations for export. In 40% of the cases where "list" or directory publications were used, new export sales were generated as a direct result. This occurred in only 25% of the cases for analytical publications. No significant difference was found between list publications and analyses when it came to making preparations for export.