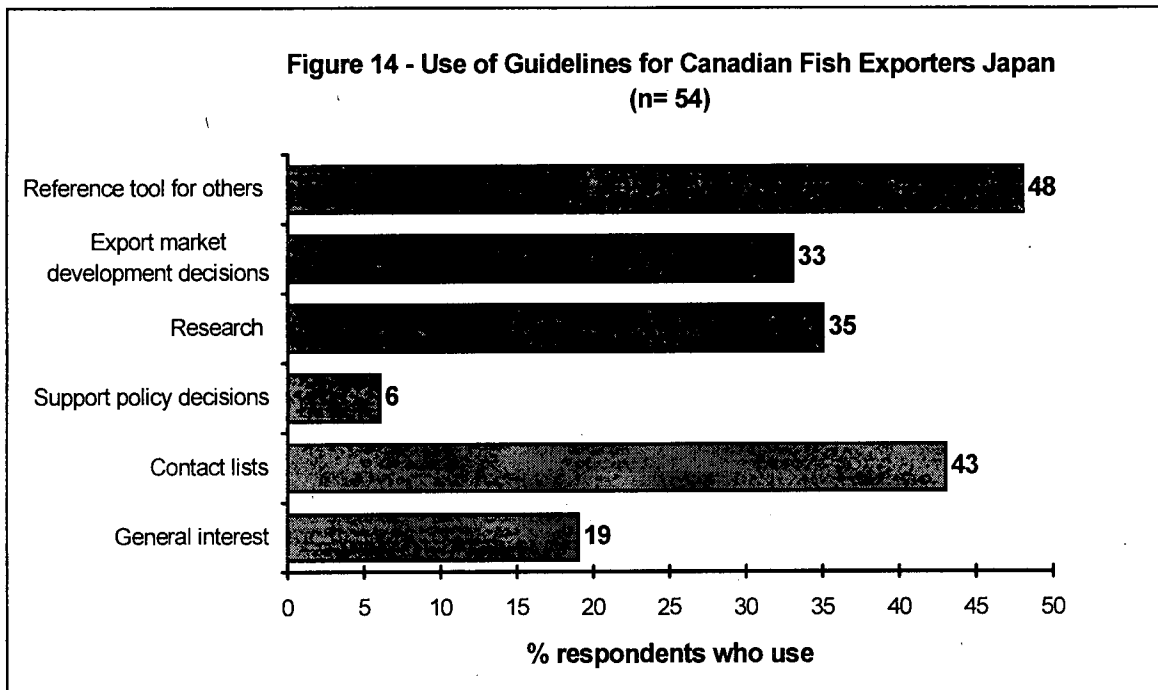


As shown in Figure 14, respondents tended to use the Guidelines for Canadian Fish Exporters - Japan as a reference tool for use by others or use it for contact lists. One-third of respondents said they used it in making decisions about export market development.



Thirty-nine per cent of readers who used the publication circulated it to other people within their organization. On average, those who circulated it passed it along to 4 other people. In addition, 90% of those who received the publication retained it for ongoing reference.

3.2.7 Global Market Opportunities Review for Apparel

Only 33% of respondents on the distribution list recalled receiving Global Market Opportunities Review for Apparel, likely due to the time elapsed between the survey and the date of distribution. Of those who received it, 36% said they used it. Overall this means that about 12% of those who were sent the document used it. Those who did not use the publication cited the following key reasons:

- the subject matter was not directly relevant (64% of respondents who did not use it);
- lack of time (14%);
- previous editions did not contain useful information (14%); and
- the information was too general (5%).

As shown in Figure 15, respondents who received the GMOR for Apparel were most likely to use it for research purposes, to make decisions about export market development, or as a reference tool.