

Lack of relevance was the major reason cited by respondents for not using publications (39% of responses). This suggests that the distribution of the publications could be more focused, or that the information contents do not meet the needs of all audience segments, or both. Other major reasons respondents said they did not use the publications were:

- a lack of time (15%);
- no useful information was found in previous editions (12%);
- they no longer exported the product (5%);
- the information was too general (5%); and
- computers were not compatible with the diskette publication (6%).

Analysis of profiling variables revealed that the respondents from following segments tended to have *high* rates of usage:

- associations or educational institutions;
- businesses with sales of between \$1 and \$5 million;
- businesses which earned more than half their revenues from exporting; and
- organizations which had participated in programs or activities sponsored by Foreign Affairs and International Trade.

Segments with *low* usage rates; meanwhile, included:

- respondents who work in a financial occupation such as corporate treasurers and comptrollers; and
- organizations with no export activity in the previous year;

Respondents who contacted the InfoCentre to request documents did not have significantly higher overall usage rates than those who received documents through targeted distribution, suggesting that neither approach was more effective.

Overall, analysis of recall and usage shows that the dissemination of publications could be more focused on smaller businesses. Low levels of usage and recall also suggest that there are opportunities to trim distribution lists and to better target distribution within organizations. As both recall and usage tend to be related highly with participation in programs or activities sponsored by the Departments of Foreign Affairs and International Trade and/or Agriculture, these activities appear to present an ideal distribution channel.