

- . 21 members of the academic community interested in commercial and economic issues;
- . 20 media representatives;
- . 10 trade associations; and
- . 10 provincial government trade representatives.

The exporter group was chosen on the basis of a stratified random sample and yielded a response rate of approximately 80%. The other respondent groups were chosen on a selective basis.

The second survey was aimed at foreign audiences. This involved two approaches:

- . An indirect survey of foreign audiences: personnel in each commercial/economic related program area at a sampling of Canadian missions abroad filled out a questionnaire. Twenty-six Canadian missions were approached and 15 responded.
- . A direct survey of foreign audiences: Canadian missions abroad identified selected foreign clients, and asked these clients to fill out a questionnaire. Returns were received from 53 clients associated with seven missions.

The purpose of this survey was to identify information needs and problems outside Canada. The response rate was quite low: posts were left the option to survey clients in their area as they felt it appropriate. For reasons of cost and timing, the survey could not be conducted on a random basis abroad.