

3. Satisfaction with Team Canada missions

The questions pertaining to satisfaction were directed to those who had actually participated in the missions; they were not applicable to respondents who had not. Since over 90 percent of the 28 who did not participate in the missions were representatives of non-business organizations, the findings on satisfaction are heavily weighted with business respondents.

The level of satisfaction with all six aspects of the mission on which Team Canada participants were asked to report was high. The results are shown in Table 3.

Table 3: Business and non-business respondents who were very satisfied or somewhat satisfied with Team Canada missions

Aspects of visit	Business		Non-business	
	f	%	f	%
Degree of financial success obtained, involving contracts agreed to or promised	30	91	7	78
New knowledge gained about business methods, technologies, and relevant markets	29	88	10	100
New knowledge, insights concerning economic conditions of the host countries, such as jobs, housing, education and health	27	82	10	91
New understanding of the social and political conditions in the host countries, such as the legal system, democratic institutions or their lack of freedom of speech or otherwise	23	77	11	100*
New personal friendships made with persons in host countries	29	88	11	85
Development of a network in Canada with others who participated in the Team Canada mission	27	77	10	83

*Difference in satisfaction - $p < .08$

The results indicate that there was a substantially higher level of satisfaction among non-business respondents with understanding gained of social and political conditions in the host countries. Perhaps this difference is due to social and political conditions of a country being perceived as more relevant to the purposes of the non-business organizations than to their business counterparts. In all other respects, the levels of satisfaction for business and non-business representatives were substantially the same.