

Information needs do not vary significantly by region across Canada. Moreover, needs do not vary much by firm size although there is a slight tendency for larger firms to require less foreign market information.

Needs do vary slightly by age of firm, however. Generally, emphasis on the top three specified needs (foreign markets, foreign regulations and export assistance) increases with the age of the firm.

Respondents were also asked to identify more precisely the types of information required within the three main information need categories specified by exporters. The most frequent types of information cited are shown below: