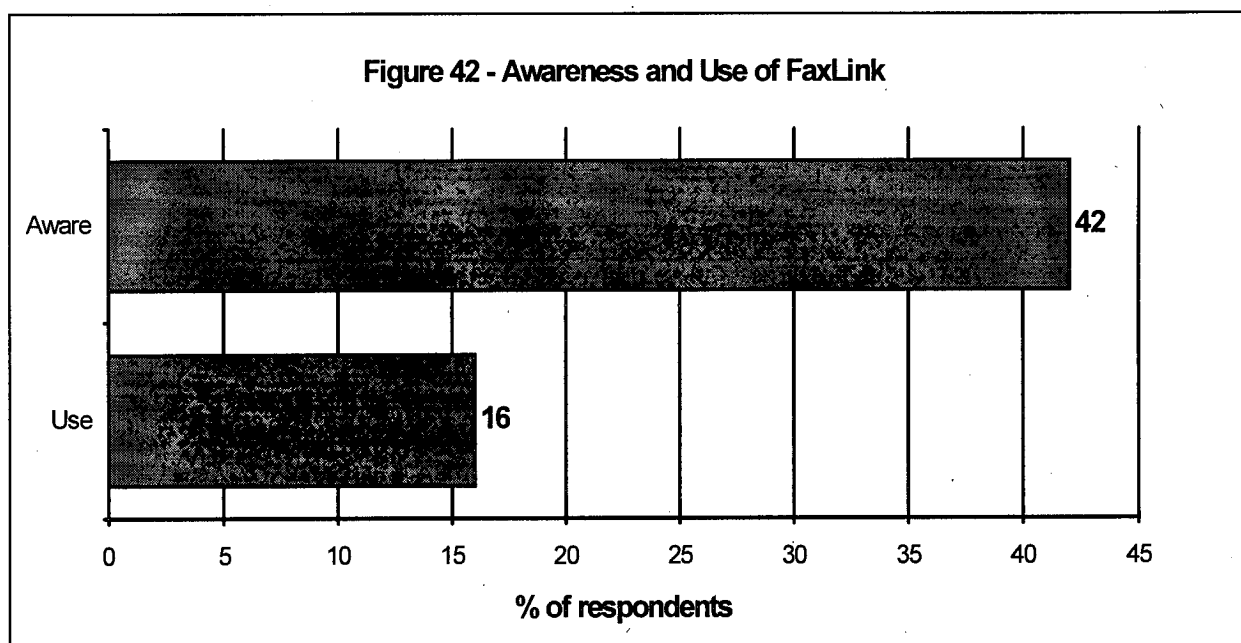


7.2 FaxLink

Fewer than half of the respondents (42%) were aware of the FaxLink service. While 16% said they had used the service in the past (see Figure 42)⁴, thirty per cent of those respondents who did not use the service were aware of its existence. This group tended not to use the service because:

- the information did not meet their needs (27% of respondents);
- they had not yet had the chance to use it (27% of respondents); or
- they preferred alternative delivery media. (17%)

Only 6% said they did not use FaxLink because they preferred personal contact. Again, those respondents who had participated in programs sponsored by Foreign Affairs or Agriculture Canada had higher levels of awareness and usage.



More than half of those who had used FaxLink said they were "very satisfied" with the service. As shown in Figure 43, levels of dissatisfaction were low (3%). The most common cause of dissatisfaction was difficulty in getting an open line.

⁴ This figure corresponds closely to the 15% who listed fax-back as their preferred format (see Section 4.1.2).