

3. Reactions to Possible New Services for Exporters

Respondents were asked about the likelihood of using new services being considered by the federal government. Three new services were identified:

1. A database to provide statistics and other information on specific geographic markets;
2. A customized market research service with a fee for service being charged;
3. Information on tariffs and rules of origin under the Free Trade Agreement.

Respondents were divided over whether or not they would use the services identified (Table 8). Respondents indicated that it was least likely that they would use a government market research service (only 40% said they would be likely to use it). There was a higher likelihood of using the database (55%) and the information service on tariffs and rules of origin (57%).

TABLE 8
LIKELIHOOD OF EXPORTERS USING THREE
NEW FEDERAL GOVERNMENT SERVICES

New Federal Government Service	Likelihood Service Would Be Used By Exporters				Number of Respondents
	Very Likely	Fairly Likely	Not Very Likely	Not at All Likely	
Government Statistics Database	25	30	23	22	496
Government Market Research Service	10	30	30	30	491
Information Service on Tariffs and Rules of Origin	27	30	30	23	496

Source: Questions 5A, 5B, 5C.