

ELECTRONIC EXPORT INFORMATION:

Are our clients using it?

By Fred Veenema

In June 1995, 2500 Canadian companies' use of electronic information sources was surveyed on behalf of several federal departments and other interested parties. The results, entitled the *Canada Information Monitor*, are available by subscription only. The companies surveyed included 314 Canadian exporters. The InfoCentre commissioned a report based on this subset. The following are some of its findings.

- Out of 100 Canadian exporters,
- 68 use computers
 - 20 use electronic sources of information
 - 6 use on-line commercial or BBS information services or databases
 - 4 use information sources on the Internet

Companies' intentions to begin using these services within one year indicated

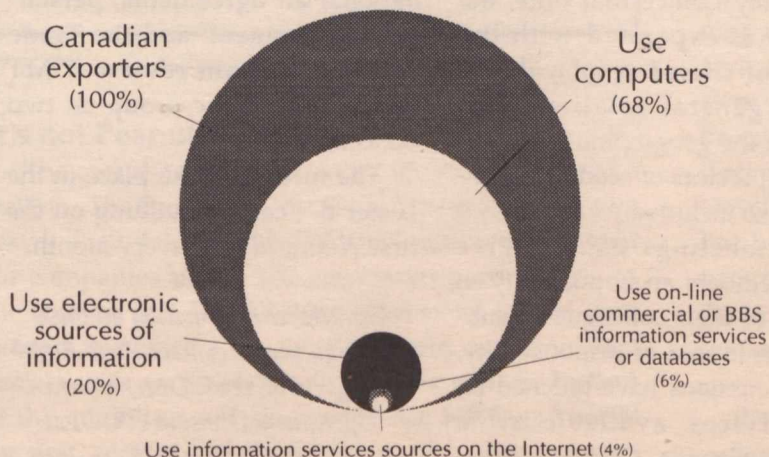
that, for 1996, the last two estimates should both be raised to the same level: 11%.

Diskettes and CD-ROMs were more popular than dial-up or Internet sources of information. Faxback was only slightly less popular. Paper remained the overwhelming favourite, even for 90% of electronic information users.

Respondents from companies which exported over 50% of their production were clearly more likely to use electronic sources of information than either less export-oriented companies or non-exporters. However, 60% of employees of companies which exported less than 50% of their production and did not use the Internet intended to do so within one year.

If you are interested in receiving a copy of the report by e-mail, send an Icondesk message to Fred Veenema, Director of Infocentre (SKI).

A Small But Growing Subset



Internet Use Among Canadian Exporters

