

II RESULTS & COMMENTARY

1. Survey Population and Respondent Sample

The survey population of 812 to whom the questionnaire was mailed consisted of 741 persons representing business organizations and 71 representatives of non-business organizations. The distribution of the survey population and the respondent sample is shown in Table 1.

Table 1: Survey population and respondent sample.

	Business		Non-business		Total	
	f	%	f	%	f	%
Survey population	741	91.3	71	8.7	812	100.0
Respondent sample	44	51.2	42	48.8	86*	100.0
Participated in a "Team Canada" mission	42	72.4	16	27.6	58	100.0

* In addition to the 86 respondents shown in this table, there were 4 respondents who returned questionnaires with little usable data.

The original response from the questionnaire mailings was expectedly low. Many of those who had not responded were phoned and reminded of the survey, some more than once. The response rate was 10.6%, and non-business representatives were more likely to respond (59.2%) than business representatives (5.9%). Furthermore, business respondents were more likely to have participated in a Team Canada mission (95.5%) than non-business respondents (38.1%).

The disappointing overall response rate, and the under-representation of business representatives amongst respondents, is consistent with other reports that companies doing business in Asian countries either have no positions on observing human rights or environmental protection with respect to their Asian business activities, or are reluctant to declare them. It also suggests that those companies that did respond were not representative of the total group of companies surveyed.

Given the small size and non-random character of the respondent sample, any generalizations from the survey data to the study population would be unwarranted. Consequently, the sections that follow simply describe the characteristics of the respondent sample itself. The statistical analysis compares the responses of the business respondents with the non-business respondents. Insofar as the differences between the two sub-samples reflect actual differences between these constituencies, they indicate substantial differences in opinions and assumptions on some issues, and considerable agreement or consensus on others. The differences that are statistically significant at $p < .1$, applying the difference of proportions test, are indicated by asterisks.