

2.3 How are These Information Needs Being Met?

2.3.1 Sources of Information

Respondents were asked to identify the source of information they currently receive. As shown in Exhibit 6:

- . For information needed by exporters, the largest source is DEA (39.3%) with the second largest being other federal government sources (35.9%). Overall 59.1% of firms identified the federal government as the source. (Multiple responses account for the difference here).
- . 35% of the respondents perceive that information they need is not available to them;
- . Provincial and private sources each provide information needed for only 19%;
- . The "other" category combines seven miscellaneous sources which together provide 43 percent of the needed information. These sources fall into three groups: U.S. sources and development banks (18.6%); other foreign sources (19.3%); personal contacts, academic and other sources (24.3%).

Exhibit 7 compares the types of information supplied by External Affairs with other federal government sources. As shown, External Affairs is not the most frequently identified source for two of the three most important information needs, foreign markets and foreign government regulations.