

5. Canadian Industry Survey

5.1. Methodology

The Canadian industry survey was conducted using a mailed out questionnaire administered to 214 companies across the country. This was conducted in two steps each involving the contact of approximately one hundred companies. Contact names for the survey were derived from several sources including:

- 1) Department of Communications list of Canadian high technology firms;
- 2) Technology companies contacted for the initial briefing sessions by DOC;
- 3) Science Council of Canada high technology company contacts;
- 4) Technology Inflow Program applications; External Affairs;
- 5) NRC Technology Advisors/Contacts list/IRAP;
- 6) Canadian Advanced Technology Association - Membership List;
- 7) External Affairs - Technology Companies in Telecommunications Lists.

These sources provided a population of almost 500 companies, research centres, government labs and centres of excellence at Canadian universities throughout the country. Using this list, the initial sample of 214 names was selected for the survey activity on the basis of their activities, areas of specialization, and past experience in R&D activities. Subsequent surveys are planned which could make use of the company file compiled for the study.

The survey questionnaire was developed to solicit a range of information from the companies and agencies selected for the study. Questions were initially defined and assessed for their meaning and comprehension among a small group of the prospective respondents. (A copy of the complete questionnaire is contained in Appendix 2.)

The main areas of inquiry were:

- 1) basic company information;
- 2) company R&D, products and services (8 topics 50 subtopics);
- 3) market areas for goods and services;
- 4) current R&D activities;
- 5) research projects;
- 6) R&D collaboration;
- 7) future R&D activities;