

## **C. DETAILED FINDINGS ON EXPORTERS' PERCEPTIONS**

The first part of the survey was designed to provide information on perceptions of Canada's ability to compete in international markets and on the usefulness of programs to assist exporters.

### **1. Canada's Ability to Compete**

Respondents were asked whether Canada is better able or less able than other industrialized countries to sell its goods and services internationally. The majority of respondents (52%) considered that Canada is less able to sell its goods and services abroad than other industrialized countries (Table 1). Only 21% said Canada is better able to do so than other industrialized countries, while about 20% indicated there is no difference between Canada and other industrialized countries.

**TABLE 1  
EXPORTERS' OPINIONS ON CANADA'S ABILITY  
TO COMPETE IN INTERNATIONAL MARKETS**

| <b>Canada's Competitive Position</b> | <b>(501)</b> |
|--------------------------------------|--------------|
|                                      | <b>%</b>     |
| <b>Better able to compete</b>        | <b>21</b>    |
| A lot better able                    | 5            |
| A little better able                 | 16           |
| <b>Less able to compete</b>          | <b>52</b>    |
| A little less able                   | 26           |
| A lot less able                      | 24           |
| Don't know                           | 2            |
| <b>Not different from others</b>     | <b>20</b>    |

Source: Questions B3, 4 and 5 (see Appendix B for the survey questionnaire).