

For each respondent division or department, the inventory contains data on the commercial and economic communications activities or instruments, type of message, objectives, target groups, resource allocations, and monitoring or follow-up activities. Covering fiscal year 1985-86, the inventory represents the first step in developing a communications project planning and tracking system at DEA. (Appendix C provides a summary of DEA's expenditures in relation to economic and commercial communications by type of tool, intended results and DEA branch for 1985-86).

The focus groups, conducted in English and French with Canadian clients/exporters, discussed commercial and economic communications in general and specifically those originating from DEA. As well, participants recommended services that should be offered to business. The findings were used to develop the survey instrument and approach for Phase II.

1.3.2 Phase II: Data Collection

Exhibit 2 presents the evaluation issues, indicators and related data collection methods employed in Phase II. As shown, several modes of data collection were used.

The first was a telephone survey aimed at domestic clients and related groups. The purpose of this survey was to identify the information needs of clients and the extent to which these needs were being met. With questionnaires for each respondent group (as contained in Appendix D), completions were achieved with:

- . 492 Canadian exporters in nine industrial sectors;