

OBJECTIVES

The primary objective of the research is to obtain an appraisal of CanadExport from a representative cross section of people who receive the newsletter. The research examines the extent of readership, current perceptions and opinions of CanadExport and the information needs with respect to export marketing.

The data in this report can help to point towards what changes or modifications will improve the effectiveness of the newsletter in the future and to develop a new format for CanadExport.