

1993 Survey Synopsis

Profile of *CanadExport* Readers ... (part I)

We were eager to find out about our readers; their jobs, their needs and expectations, what they liked and didn't like about *CanadExport*, and how we could improve our product. At last, our survey figures are coming together and we can share the findings with you. In this first part, we look at the readers' profiles; in the next one, we shall focus on the comments and suggestions we received and how we intend to respond.

The response has been overwhelming and completed questionnaires are still coming in. For the purpose of our research, however, we had to put a cut-off date, which was June 30, 1993 and we based our analysis on the 9,424 completed questionnaires received by that date.

More than half of you (51.9%) work in business organizations with less than 20 employees. An additional 16% work in businesses with 21 to 100 employees, for a total of 67% who work in small organizations of less than 100 employees. Hence, we really are reaching the small business public. The remaining 33% work in bigger businesses, the media, education or various governments.

You are engaged in a wide variety of economic activities: consulting services, 14.6%; forest products, 8.7%; industrial and specialized machinery, 5.1%; equipment/technologies, 5.1%; agriculture, 4.7%. The largest group, 34.8%, is in secondary industries; another 28.3% are in the service sectors. Of our readers, 80.7% want to receive *CanadExport* in English. Some more statistics: the largest single group of respondents, 42.1%, are owners of their businesses; 74.5% are male.

As regards exporting, the population represents a

mix: almost half, 46.5%, are currently exporting; almost one-quarter, 23.5%, are considering exporting; and one-sixth, 15.7%, are neither exporting nor considering exporting at the present time. For those who are exporting, the most frequently-mentioned market is the United States, 39.5%. Also important are Europe, 26.4%; Asia-Pacific 25.9%; Latin America/Caribbean, 20.9%.

When asked how they became aware of *CanadExport*, the largest group, 27%, said that they discovered the publication at their place of work. However, if we combine the various government channels through which *CanadExport* is likely to be offered, we find that it is through these that 34% of respondents became aware of the publication. Respondents in middle and large-sized organizations are more likely to have learned about *CanadExport* at the office, whereas those working in small businesses of 20 employees or less are more likely to discover the publication through *InfoExport* (now *InfoEx*) or an International Trade Centre.

Moving to the usefulness of *CanadExport* to respondents, articles about business opportunities are more likely than any other type to be described as very useful, particularly and not surprisingly among respondents of the private sector. Almost half, 45%, of respondents who work for businesses find articles about business opportunities very useful. This rating for business opportunities is higher than for any other type of article, and goes even higher in the cases of organizations with 1 to 20 employees.

Country or region profiles, special features on NAFTA, FTA, etc., industry and sector profiles are accorded high levels of interest. There appears to be a trend that smaller businesses favour short-term oriented features on business opportunities, fairs, agendas, "how-to" advice. Bigger organizations look for more in-depth assessments and profiles.

In assessing the usefulness of articles, there were no significant differences between French-speaking or English-speaking respondents.

(To be continued.)

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CANADEXPORT

ISSN 0823-3330

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Telephone: (613) 996-2225

Fax: (613) 992-5791

Circulation: 38,500

Articles may be reprinted with credit to *CANADEXPORT*

CANADEXPORT is published twice monthly, in both English and French, by External Affairs and International Trade Canada (EAITC), Trade Communications Division (BCT).

CANADEXPORT is available in Canada to interested exporters and business oriented people. For subscription send your business card. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: *CANADEXPORT* (BCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.