

Methodology

- **National random sample survey of 1,211 Canadians**
 - ❖ Telephone interviews conducted from February 27 to March 7, 2003
 - ❖ Pan-Canadian results are accurate to within +/- 2.8 percentage points, at a confidence level of 95 percent
 - ❖ Error margins are larger for regions and other subgroups
- **Presentation of findings**
 - ❖ Tracking data are included for comparison purposes from previous international trade surveys conducted for DFAIT
 - ❖ Many questions were asked on a 7-point scale; data are presented here with results on the low (1 to 3) and high (5 to 7) ends of the scale collapsed and midpoint results (4) on their own
 - ❖ In most cases, “don’t know/no response” category not shown