

volume exporters (56%) and the lowest volume exporters (i.e., less than 10% of revenue from exports) not great (47%).

The majority (52%) were evidently users of more than one government program or service. Thirty percent used none. As noted above, the heavier users showed better (unaided) awareness of programs and services.

TABLE 6
AWARENESS AND USE OF VARIOUS
FEDERAL GOVERNMENT PROGRAMS
PROVIDED TO EXPORTERS

Government Service or Program	Indicated Awareness of Program (501) %	Had Used the Program (501) %
Trade Fairs and Trade Missions Abroad	18	45
Trade Commissioner Service	8	44
Program for Export Market Development	33	39
International Trade Centres in Canada's Major Cities	1	22
Canada Export Awards Program	*	9
INFOEXPORT Toll-Free Number	*	8
New Exporters to Border States Program	1	6
Defence Industry Productivity Program	1	6
Western Economic Diversification Program	2	5
Atlantic Canada Opportunities Program	*	3

Source: Questions C1 and C3

* less than 1%

2. Perceived Usefulness of the Programs

Respondents who used specific programs were asked to rate how useful the programs were to them. Without exception, the majority reported that the programs they had used were either very useful or fairly useful (Table 7).