

On What Type of Associations are the Results of the Research Based?

The results are based on a cross section of associations - small, medium and large sized - as one would expect from such a high response rate. Some have large revenues, other small. Similarly the membership base is widely dispersed. Geographically, responses have come from associations dealing in almost all of the major foreign markets of interest to Canadian exporters.

Support for the Analysis of the Results

Database

Jean-Pierre Guertin, Computer Technologist, European Union Division, designed a database for manipulation of the resulting data.

Analysis Enhancement and Quality Control

The Trade and Economic Analysis Division (EET) assisted with statistical data manipulation.