Study CB785 CANADIAN FACTS

Date 10-MAY-91

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WRONG NUMBER	
INITIAL REFUSAL 4	IF Q3 (LESS ABLE), ASK Q5
NO ANSWER	
BUSY	Q5 Would that be a little less able or a lot less able?
NOT IN SERVICE	A LITTLE LESS ABLE 30- 1
OTHER (TERMINATE)	A LOT LESS ABLE 2
APPOINTMENT	DON'T KNOW
LANGUAGE PROBLEM	Q6 And thinking about your own industry, would you say that Canadian companies in your industry are better able or less able than similar companies in industrialized
%N, YOU WILL NOW BE RETURNED TO THE INTRO.	countries to sell products internationally? (DO NOT READ LIST)
Al the second second second in the second seco	BETTER ABLE 31- 1
Q1 Are you the person responsible for making decisions about the development of your company's export markets?	LESS ABLE 2
YES 26- 1	NDT DIFFERENT FROM OTHERS 3
NO 2	DON'T KNOW
+	REFUSED
IF NO TO Q1, ASK Q2	++
+	IF Q6 (BETTER ABLE), ASK Q7
%N, YOU WILL NOW BE RETURNED TO THE INTRO.	07 Would that be a lot better or a little better able?
START TIME	A LOT BETTER ABLE
++++ 27-	A LITTLE BETTER ABLE
+	DON'T KNOW
First, we would like to ask you about your views on Canada's ability to compete in international markets.	IF Q6 (LESS ABLE), ASK Q8
+	+
Q3 Overall, would you describe Canada as better able or less able to sell its goods and services internationally than other industrialized countries.	Q8 Would that be a little less able or a lot less able? A LITTLE LESS ABLE
(EXAMPLES, IF ASKED: the United States, the countries of	A LOT LESS ABLE 2
the European Economic Community, and Japan?) (DO NOT READ LIST)	DON'T KNOW
BETTER ABLE 28- 1	Q9A Now I am going to read you a list of seven 1
LESS ABLE 2	factors which may affect the ability of companies in your industry to compete in international markets.
NOT DIFFERENT FROM OTHERS	For each please tell me how much you think it affects your competitive position. Using a scale of 1 to 4, in which 1 stands for NOT AT ALL and 4
DON'T KNOW	1 to 4, in which 1 stands for NOT AT ALL and 4 stands for VERY MUCH, how much would you say that
RE FUSED	your competitive position is affected by
+	Interest rates in Canada.
IF Q3 (BETTER ABLE), ASK Q4	NOT AT ALL
Q4 Would that be a lot better or a little better able?	
A LOT BETTER ABLE 29- 1	3
A LITTLE BETTER ABLE	VERY MUCH
DON'T KNOW	DON'T KNOW