

C. FIELD PROCEDURES

Interviewing was conducted by telephone during the period from February 25 to March 8, 1991 using the FACTS NETWORK at Canadian Facts' CLT offices across Canada. Respondents were defined as those individuals who were responsible for making decisions about the development of their company's export markets.

Up to five attempts were made during different time periods to contact a company before identifying that the firm could not be reached. In cases where the firm was contacted but the respondent was not available, appointments were made for a later contact. After the target in any stratum was obtained, no further calls were attempted for firms of that size in that sector. The average times for interviewing ranged from 20 minutes to 26 minutes, depending on the location of interview. A total of 501 interviews were completed. The final sample distribution is presented in Tables C and D below.

**TABLE C
FINAL DISTRIBUTION OF FIRMS
BY SECTOR AND NUMBER OF EMPLOYEES**

Sector	1-49 Employees	50-499 Employees	500+ Employees	Total
Manufacturing	108	133	45	286
Services	67	33	5	105
Agriculture & Forestry	46	45	19	110
Total	221	211	69	501