

B. SUMMARY OF MAJOR SURVEY FINDINGS

- The majority of exporters consider that Canada is less able to sell its goods and services than other industrialized countries, but respondents were somewhat more positive in their opinions when asked whether companies in their industry were better able to compete.
- The value of the Canadian dollar, labour costs and interest rates are the factors most frequently identified as affecting one's industry's ability to compete. Marketing activities were rated fourth of seven factors.
- When exporters were presented with options relating to which sector (government, business, or both) should be responsible for various activities concerning international trade, the majority identified business. A larger number of exporters saw the financial responsibility for R&D resting with government or both business and government than was the case with either increasing international trade or helping to sell products internationally.
- A majority found the idea of a federal government program to provide assistance to exporters by raising the awareness of Canadian products and services and programs that are cost-shared between government and the private sector to be useful. Opinions did it not vary by experience of using specific government programs or by proportion of revenue from exports. More frequent users of existing services were slightly more inclined to say they would find cost-sharing programs very useful.
- Apart from PEMD and trade fairs and trade missions, exporters were not able to recall, unaided, other federal government services or programs to help exporters. But when the exporters were asked specifically about programs and services they used, the majority reported using more than one. Thirty percent of the sample used none of the programs/services listed.
- Respondents who used specific programs were asked to rate their usefulness. The vast majority of users found the programs/services very useful or fairly useful. Frequent users of programs were most likely to rate programs as useful.
- Respondents were divided on whether three possible new services for exporters would be used. A majority said they would likely use both a Government Statistics Data Base and an information service on Tariffs and Rules of Origin, but a majority (60%) of exporters said they were unlikely to use a Government Market Research Service.
- The majority of exporters report a neutral effect of the FTA on their industry with respect to advantages created for either U.S. or Canadian firms in their industry. Thirty-seven percent saw no effect on either country's industries and a further 11% said it was about the same for both. Perceptions of Canadian industries benefitting less than their U.S.