

TABLE OF CONTENTS

1.0 INTRODUCTION

- 1.1 Commercial and Economic Communications Services:
An Overview
 - 1.1.1 Historical perspective
 - 1.1.2 Focus of the evaluation: defining the
program
- 1.2 Background and Objectives of the Study
- 1.3 Evaluation Methodology
 - 1.3.1 Phase I: Evaluation planning
 - 1.3.2 Phase II: Data collection
- 1.4 Organization of the report

2.0 IS DEA MEETING THE INFORMATION NEEDS OF CANADIAN EXPORTERS?

- 2.1 Profile of Business Survey Respondents
- 2.2 Information Needs of Canadian Exporters
 - 2.2.1 Types of information needed
 - 2.2.2 Presentation of information
- 2.3 How are these Information Needs Being Met?
 - 2.3.1 Sources of information
 - 2.3.2 Unfilled information needs

3.0 IS DEA MEETING THE INFORMATION NEEDS OF OTHER CLIENT GROUPS?

- 3.1 Surveys of Other Client Groups: An Overview
- 3.2 Information Needs of Academics
- 3.3 Information Needs of the Media
- 3.4 Information Needs of Trade Associations
- 3.5 Information Needs of Provincial Trade Promotion
Agencies
- 3.6 Information Needs of Foreign Clients