Bibliography

1. *Survey of Canadian Exporters*, August 1991. Canadian Facts survey commissioned by DFAIT (External Affairs). A total of 501 phone interviews with Canadian companies across Canada, of varying sizes and sectors.

2. *Canadian Trade and Adjustment Study*, April 1992. Angus Reid Group, Inc. commissioned by DFAIT (External Affairs). Nationwide telephone survey of 1509 Canadians. Data was statistically weighted to ensure that sample reflects age/sex composition of the country as a whole.

3. *Canadian Public Opinion on International Trade Issues*, October 1992. Angus Reid Group, Inc. commissioned by DFAIT (External Affairs) to investigate attitudes toward the Free Trade Agreement and NAFTA. 1500 phone interviews nationwide with men and women of varying socio-economic status.

4. *Trade Commissioner Service Business Client Survey*, April 1993. TPP survey of 100 Canadian exporters who had visited one of three U.S. posts: Atlanta, Chicago and Minneapolis during the first quarter of 1993. 33 responses received and evaluated.

5. *Survey of Canadian Businesses, 1993*, April 28, 1993. Commissioned by the Task Force on International Market Information and Market Intelligence Network (included members of DFAIT; Industry, Science and Technology Canada; Agriculture Canada; Energy, Mines and Resources Canada; and Communications Canada). 237 companies across Canada of all sizes and ranging in experience in the international market were surveyed to determined their market information and intelligence requirements.

6. *Survey of CanadExport Readers, Analysis of Results,* September 1993. Survey included in the April 1, 1993 issue of CanadExport. 9,424 responses began arriving in mid-April and continued to arrive through the end of June 1993. A majority of respondents work in business organizations of fewer than 20 employees. A majority of respondents are currently exporting or considering exporting to many global markets.

7. *Royal Bank's Focus Group on Proposed Export Helpline*, January 5, 1994. Focus group sponsored by the Royal bank to determine how active exporters go after new export markets and how they get their information. The Trade Commissioner Service was discussed in some detail.