

Recommended strategies for improving the organization of commercial and economic communications, as derived from interview data, are presented separately.

2.0 IS DEA MEETING THE INFORMATION NEEDS OF CANADIAN EXPORTERS?

2.1 Profile of Business Survey Respondents

The survey population consisted of exporters from across Canada in industrial and service sectors that were expected to be current or potential users of DEA's commercial and economic communications services. The sample size of 500 allowed for 10 sectors with about 50 respondents in each.

The number of completed interviews by sector and region is shown in Exhibit E-1 (Appendix E). Two of the sectors -- electronics and telecommunications -- were combined for the purpose of analysis. The survey found that most firms in these fields produce both types of products.

Of the nine sectors surveyed, two are service (consulting and software) and seven are industrial. The characteristics examined were:

- . type of products produced and exported;
- . size of business in terms of gross revenues and number of employees;
- . years of export experience;
- . importance of exports in relation to total revenues;
and