

This sample was then used to determine the distribution of the target samples within each stratum to meet the established requirement for 500 interviews of companies identified as exporters. The target samples for each strata were selected using a proportional allocation sampling procedure. Before selection, firms were sorted geographically within each stratum to ensure national representation. For interviewing purposes, 10 replicates were assigned to each stratum independently. The target sample allocation is provided in Table B below.

TABLE B
TARGET SAMPLE ALLOCATION OF COMPANIES
BY SECTOR AND NUMBER OF EMPLOYEES

Sector	1-49 Employees	50-499 Employees	500+ Employees	Total
Manufacturing	100	130	60	290
Services	60	30	10	100
Agriculture & Forestry	40	40	30	110
Total	200	200	100	500

B. QUESTIONNAIRE DESIGN

The questionnaire used in the survey was developed in conjunction with the Corporate Communications Group of External Affairs and International Trade Canada in Ottawa. The structure of the questionnaire was designed to complement qualitative information already obtained in focus groups with exporters and interviews with customs brokers.

The questionnaire was pre-tested before a final version was approved for use in the survey. The instrument was prepared in both official languages. The French translation was approved by External Affairs and International Trade Canada prior to conducting interviews with respondents whose language preference was French. The questionnaire used in the survey is provided in Appendix B.