

SURVEY SUMMARY

	<u>Consumer Products</u>		<u>Hi-Tech.</u>		<u>Energy & Minerals</u>		<u>Agri-Food</u>		<u>Forestry</u>		<u>Service Sector</u>	
	<u>Round</u>		<u>Round</u>		<u>Round</u>		<u>Round</u>		<u>Round</u>		<u>Round</u>	
	1	2	1	2	1	2	1	2	1	2	1	2
SECTION 1: SUPPLY												
Access to raw materials	10	5	.	.	15	5	.	5	5	5	.	5
Access to skilled labour	10	10	.	5	.	5	.	10	.	.	.	5
Supply of Financing	-5	5	5	5	5	10	5	5	5	.	.	5
Access to supply of Tech.	15	10	15	10	5	10	5	15	.	10	10	15
SECTION 2 - DEMAND												
Market Potential	15	10	10	.	10	5	5	5	5	.	10	10
Competition	.	5	-5	.	5	5	-5
Pricing Strategy	.	5
Revenues	15	15	5	10	5	5	5	5	.	.	5	5
SECTION 3 - COSTS												
Material costs	.	10	5	10	5	5	10	10	.	5	.	5
Labour costs	.	5	5	.	.
Manufacturing overhead	5	5	.	.
Non-manufacturing o/h	5	5	.	5
SECTION 4 - PROFITS												
Operating Income	5	5	5	10	10	10	5	5	5	.	5	.
Net Income	10	5	5	10	10	5	5	5	5	-5	5	.

- Notes:
1. All figures are in percent and indicate the expected change up or down (-) as a result of the FTA. If no change was expected, this was indicated by "."
 2. Please note that a positive effect on supply, demand or profits indicates a rise in those areas, whereas a positive effect on costs indicates an expected decline in that area.
 3. All results are based on the modal responses. The "mode" represents the most frequent response.

Other measures of central tendency include the median, which is the middle response in a rank ordering, and the arithmetic mean, which is an average of all responses. Neither of the last two is considered in opinion research to be dependable measures of respondent attitudes.