

3. Awareness of InfoExport and Trade Commissioners

- In the pre-browse conversation, only a few respondents in each group knew about InfoExport. Their specific knowledge was not probed at this point, so as not to influence others in the group.
- Only some in both groups said they were aware of the Canadian Trade Commissioner Service.
 - ◊ Those who said they knew about Canadian Trade Commissioners appeared to have only a general awareness of the service, but no clear understanding of the available support. They could neither talk about nor describe the services provided.
 - Some who knew about the Trade Commissioner Service said they received a mailing from them on a regular basis.
 - A few anglophones thought it was a newsletter which was mailed to them about once a month, but they weren't certain.
 - One respondent in the anglophone group said he had used the Trade Commissioner Service some years ago before some apparent cutbacks were instituted. He felt the service had been excellent.

4. Perceptions of the Internet

- In both groups, due to time constraints, the perceived benefits and drawbacks of the Internet as an information source were probed only briefly.
- Participants agreed that compared to other information sources, the Internet was relatively quick, free and simple to use. For francophones, the Internet made it easier to establish contacts.
- On the other hand, participants expressed 4 main concerns about using the Internet as an information source:
 - 1) lack of credibility – participants had to check whatever information they found to ensure it was correct.
 - Anglophone respondents emphatically agreed there was a lot of “garbage” on the Internet.
 - 2) incompleteness – because sites were often “marketing-oriented,” they were not informative enough or technical enough to meet the needs of exporters in this study.