

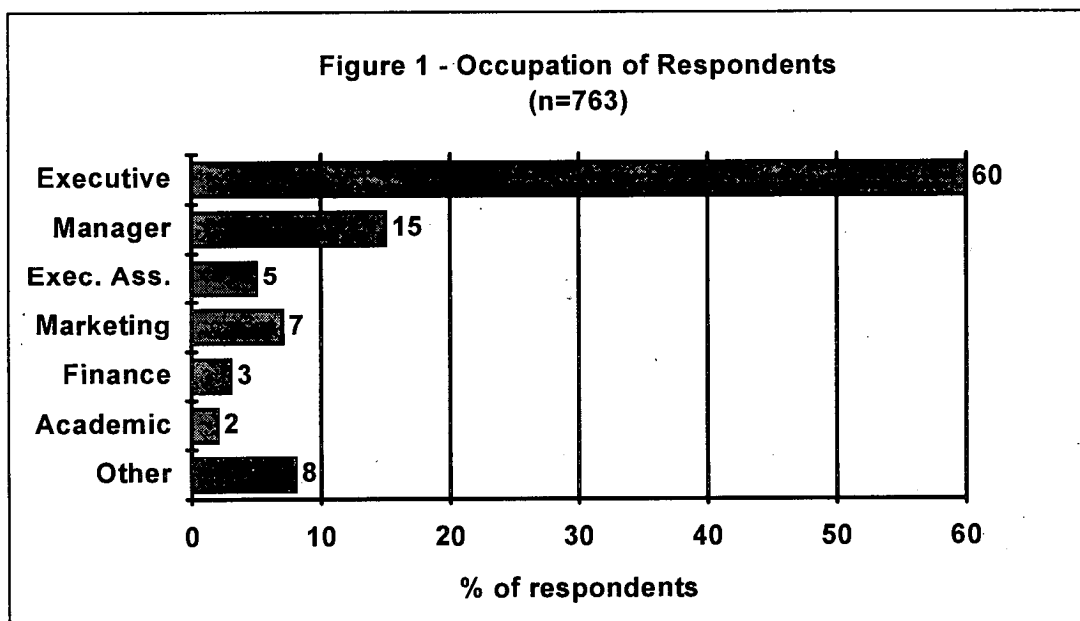
## 2.0 Profile of Respondents

This chapter presents a description of the survey respondents based on the nature of their organization, size and type of business, extent of exporting and previous participation in programs or activities sponsored by Foreign Affairs and International Trade Canada or Agriculture Canada.

The information can be used to gain a better understanding of publication recipients and to segment users into groups for product development, packaging or promotion purposes. For example, more than two-thirds of respondents were from very small or small businesses with fewer than 50 employees. Consequently the Department may consider packaging information on exporting strategies and "how to" tips for small enterprises with sourcing guides and market analyses, as previous research suggests this is an information need of this segment.<sup>2</sup>

### 2.1 Organizational Profile

As shown in Figure 1, most respondents worked at a senior level, with 60% describing themselves as executives and another 15% as managers. The "other" category includes traders, brokers, librarians and others. The high proportion of managers in the sample may in part determine usage patterns. For example, the high proportion of executives in the sample may explain why many respondents indicated that the documents they receive are used primarily as a reference tool by others in their organization (see Section 3.2)



<sup>2</sup> Phase 5 Consulting Group Inc., *Qualitative Research on the International Trade Business Plan*, 1994, pp. 8-9.