

APPENDIX A

METHODOLOGY

A. SAMPLING PROCEDURES

The sample frame used for the study consisted of the mailing list for WINEXPORT, a database of Canadian companies interested in exporting. A total of 500 completed interviews for the quantitative survey were required, with stratification by each of the following variables:

- Region: Atlantic, Quebec, Ontario, the Prairies and B.C.
- Sector : Services, Manufacturing and Agriculture and Forestry; and,
- Size of firm: under 50 employees, 50 to 499 employees and 500 or more employees.

The allocation of the sample to each stratum is shown in Table A below:

TABLE A
STRATIFICATION OF THE RANDOM SAMPLE OF EXPORTERS
BY SECTOR AND NUMBER OF EMPLOYEES

Sector	1-49 Employees	50-499 Employees	500+ Employees	Total
Manufacturing	401	527	137	1065
Services	245	106	23	374
Agriculture & Forestry	164	162	62	388
Total	810	795	222	1,827