

The views of Canadian exporters were to be examined with respect to the following areas:

1. The ability of Canada and the ability of their own industries to compete in international markets compared to other industrialized nations,
2. The degree to which certain factors affect the ability of companies in their own industry to compete in international markets,
3. The usefulness of specific federal government programs which could provide assistance to exporters,
4. Knowledge of the programs and services which are currently provided by the federal government to assist exporters,
5. Use of specific programs and services provided by the federal government to assist exporters,
6. Opinions on the usefulness of programs or services they had used,
7. Likelihood of exporters using some new services being considered to assist exporters,
8. Perspectives on the Free Trade Agreement between Canada and the United States, their expectations with respect to the Free Trade Agreement, its direct consequences with respect to their firm and actions they may have taken as a result of it,
9. Opinions regarding a Free Trade Agreement with Canada, the United States and Mexico; and,
10. Information on their current export markets and the percentage of their company's gross Canadian revenues derived from exports.

The survey was conducted during the period from February 25 to March 8, 1991. Senior representatives of exporting companies were interviewed by staff of Canadian Facts using the computer-assisted FACTS NETWORK. A total of 501 completions was obtained across Canada; specific quotas by region, sector and category were maintained. (See Appendix A for a full discussion of the survey methodology.)