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Mehta, Sudha
Receivers appraise CanadExport
newsletter and relate their
information needs : a presentation
62737258

Dept. of Foreign Affairs
Min. des Affaires étrangères

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RECEIVERS APPRAISE CANADEXPORT NEWSLETTER

AND

RELATE THEIR INFORMATION NEEDS

A Presentation by:

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CONTEMPORARY RESEARCH CENTRE LIMITED

Ottawa • Toronto • Montreal

July 5, 1989

62737252

OBJECTIVES

The primary objective of the research is to obtain an appraisal of CanadExport from a representative cross section of people who receive the newsletter. The research examines the extent of readership, current perceptions and opinions of CanadExport and the information needs with respect to export marketing.

The data in this report can help to point towards what changes or modifications will improve the effectiveness of the newsletter in the future and to develop a new format for CanadExport.

RESEARCH METHOD

- . Representative sample of CanadExport subscribers
- . Telephone Interview Method
- . In total, 770 interviews.

710 interviews with a representative sample.

Oversample of 60 interviews
(40 in Atlantic Provinces,
20 in British Columbia).

- . Interviewing done by trained and experienced CRC interviewers during May 29, to June 12, 1989.

I

PROFILE OF PEOPLE WHO RECEIVE CANADEXPORT
AND THEIR INVOLVEMENT IN EXPORT TRADE

PROFILE OF RECEIVERS
INCLUDED IN THE SAMPLE

	<u>Percent of Receivers</u>
<u>Region</u>	
Atlantic	5.4
Quebec	24.5
Ontario	44.2
Prairies	14.6
B.C.	11.3
<u>Company Size</u>	
Small	58.6
Medium	27.5
Large	13.1
<u>Type of Company</u>	
Manufacturing	58.5
Service	38.3
Natural resources	5.2
<u>Exporting Activity</u>	
Currently exporting	73.9
Considering exporting	20.1
Not exporting or considering	6.0
<u>Respondent Status</u>	
Top management	40.7
Middle management	34.5
Lower management	22.4
<u>Language of Interview</u>	
English	79.7
French	20.3

Are you/Is your company currently involved in export trade?

	<u>Percent of Receivers Currently Exporting</u>
<u>Total</u>	<u>73.9</u>
<u>Region</u>	
Atlantic	69.2
Quebec	73.6
Ontario	76.8
Prairies	67.3
B.C.	75.0
<u>Company Size</u>	
Small	62.0
Medium	90.8
Large	93.5
<u>Type of Company</u>	
Manufacturing	80.5
Service	62.9
Natural resources*	73.0
<u>Language of Interview</u>	
English	74.9
French	70.1
<u>Respondent Status</u>	
Top management	71.3
Middle management	77.6
Lower management	76.1

* Base small. Read with caution.

Which export markets are you involved in at the present time?

Which export markets are you considering?

	<u>Receivers Currently Involved in Export Trade</u>	<u>Receivers Considering Exporting</u>
	<u>100.0%</u>	<u>100.0%</u>
<u>United States</u>	<u>65.0%</u>	<u>61.5%</u>
<u>Asia/Pacific Rim</u>	<u>38.5%</u>	<u>36.4%</u>
Japan, Korea, Hong Kong	15.2	14.0
Australia/New Zealand	11.8	6.3
China	4.8	7.7
Taiwan	3.6	1.4
India	3.2	1.4
<u>Europe</u>	<u>38.1%</u>	<u>34.3%</u>
United Kingdom	9.3	9.1
France	5.5	3.5
Germany	5.0	1.4
<u>Latin America and the Carribbean</u>	<u>17.7%</u>	<u>11.9%</u>
Carribbean/West Indies	8.2	4.2
South America	7.2	6.3
Mexico	3.0	1.4
<u>Middle East</u>	<u>9.3%</u>	<u>2.1%</u>
<u>Africa</u>	<u>6.7%</u>	<u>5.6%</u>
<u>Worldwide</u>	<u>2.7%</u>	<u>2.1%</u>
Not reported	3.2	5.6

Principal Mentions

7

Products
Currently Exporting or Considering Exporting

	<u>Receivers Currently Involved in Export Trade</u>	<u>Receivers Considering Exporting</u>
	<u>100.0%</u>	<u>100.0%</u>
<u>Capital Projects and Secondary Industries</u>	<u>35.4%</u>	<u>30.1%</u>
Consumer products	12.2	18.9
Transportation systems	10.3	3.5
Industrial machinery plants	8.2	5.6
Construction and related products	3.6	2.8
Power and energy equipment	2.7	1.4
<u>Agriculture, Food, Fish, Resource Products</u>	<u>24.8%</u>	<u>26.6%</u>
Agriculture and food products	9.7	14.0
Forest products	7.0	5.6
Mining, metal and minerals	3.4	1.4
Chemical and petrochemical	3.2	4.2
Oil and gas	1.7	1.4
Grain and oil seeds	1.3	0.0
Fisheries, sea products	0.8	1.4
<u>Other Services</u>	<u>13.9%</u>	<u>19.6%</u>
Services not specified elsewhere	8.0	10.5
Education and training, medical, health care	4.6	5.6
Consumer services	1.5	3.5
<u>Defence Programs and Advanced Technology</u>	<u>11.0%</u>	<u>9.1%</u>
Advanced technology	9.5	7.7
Defence programs	1.7	1.4
Not reported	19.6	18.9

Principal Mentions

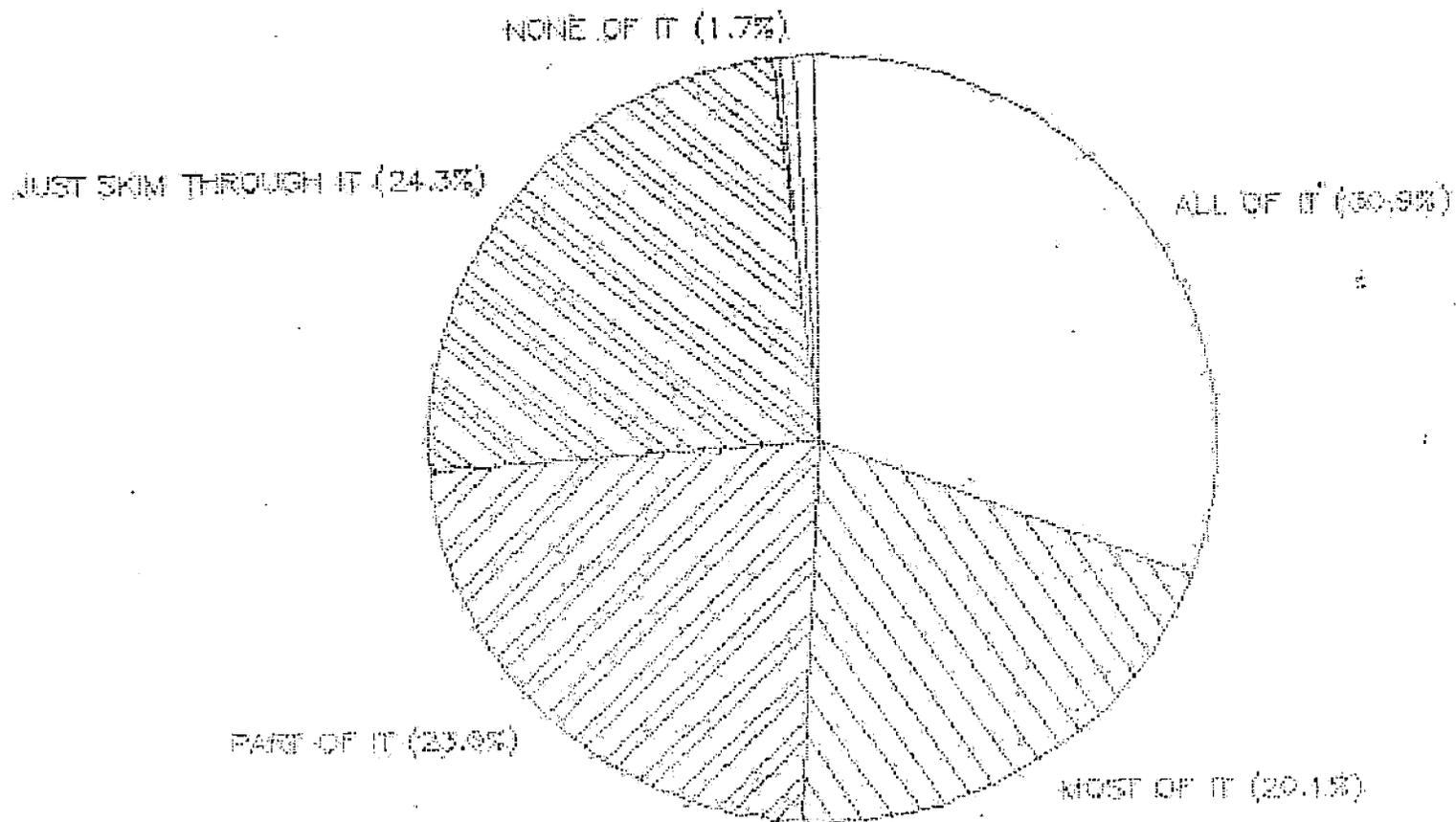
II

READERSHIP OF CANADEXPORT

From which two or three sources do you get most of the information you want on export marketing?

	<u>Total Mentions</u>	<u>First Mention</u>	<u>Other Mentions</u>
Personal or Professional contacts/word of mouth	40.4%	25.9%	14.5%
CanadExport Newsletter	35.1	23.1	12.0
Trade Publications	19.8	8.3	11.5
Other than trade publications	16.4	5.8	10.6
External Affairs	15.1	9.0	6.1
Other federal government departments	14.9	7.3	7.6
Trade shows	10.0	3.5	6.5
Provincial governments	8.9	2.3	6.6
Trade consultants	5.3	1.5	3.8
Board of Trade/Chamber of Commerce	3.5	1.7	1.8
Canadian Exporters Association	3.3	1.8	1.5
Canadian Manufacturers' Association	2.1	0.6	1.5

READERSHIP OF CANADEXPORT



How much of CanadExport do you usually read? Would you say you read ---

Do you usually pass along your copy of CanadExport to someone else or not?

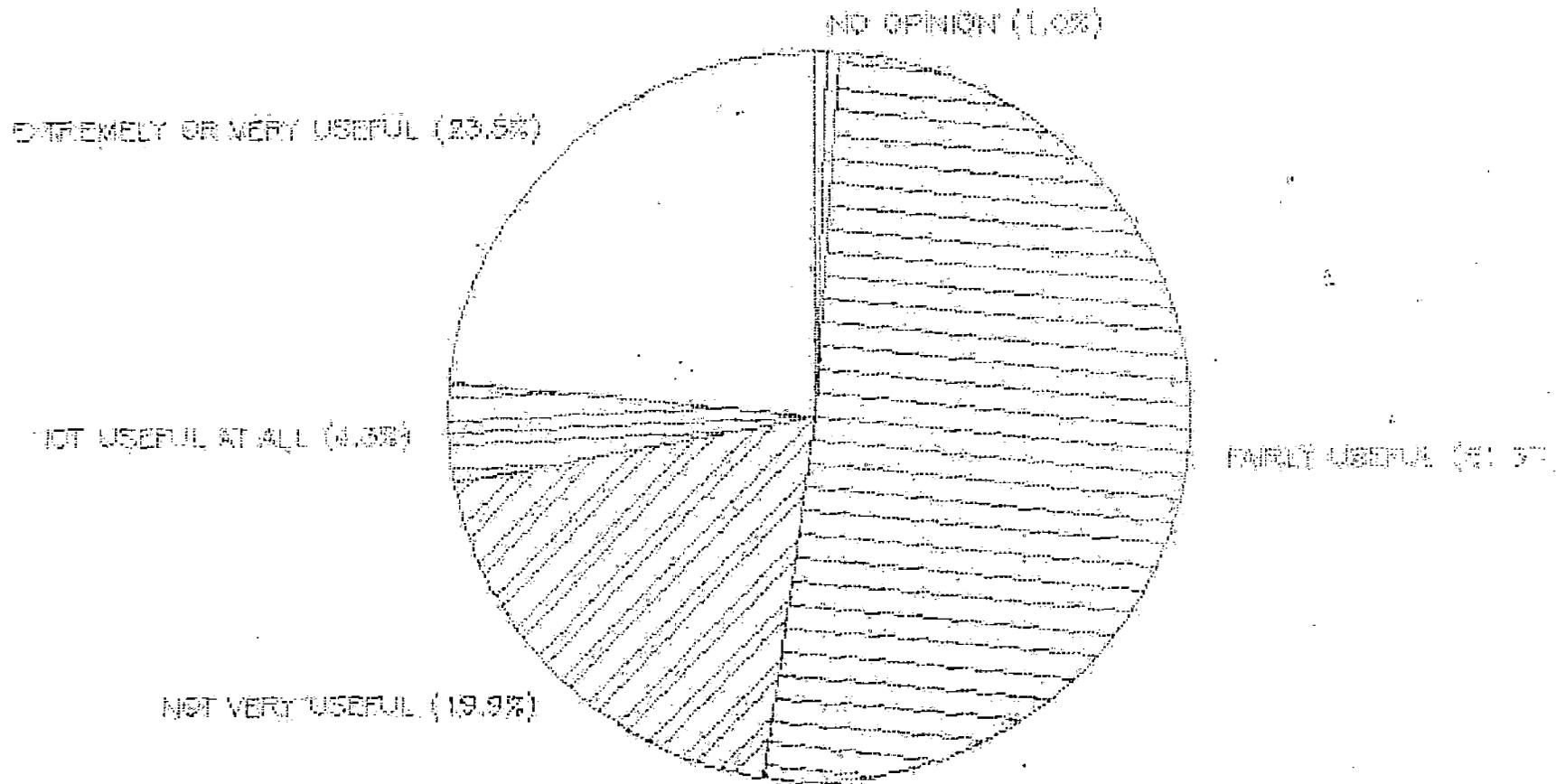
Do you keep back copies of CanadExport available for reference?

	<u>Total Readers</u>	<u>English Speaking</u>	<u>French Speaking</u>
Yes, copy also goes to someone else	55.4%	56.1%	52.6%
No, it doesn't	44.6	43.9	47.4
Yes, keep back copies for reference	61.9%	65.0%	49.6%
No, don't keep	38.1	35.0	50.4

III

OPINION OF THE NEWSLETTER

USEFULNESS OF CANADEXPORT



Overall, would you say that you have found CanadExport to be extremely useful, very useful, fairly useful, not very useful or not at all useful to you?

Reasons for Considering CanadExport Useful

	<u>Total</u>
<u>Readers Who Say CanadExport is Extremely, Very or Fairly Useful</u>	<u>100.0%</u>
Informative/Gives a general overview	24.0
Provides market information/information on export markets	15.1
Gives leads/names/references/contacts	14.1
Provides listings of upcoming trade shows/ trade missions/seminar	12.8
Gives marketing ideas/marketing opportunities	7.3
For international awareness/global coverage	6.9
Has very little that relates to my line of business/not pertinent to our industry	13.2

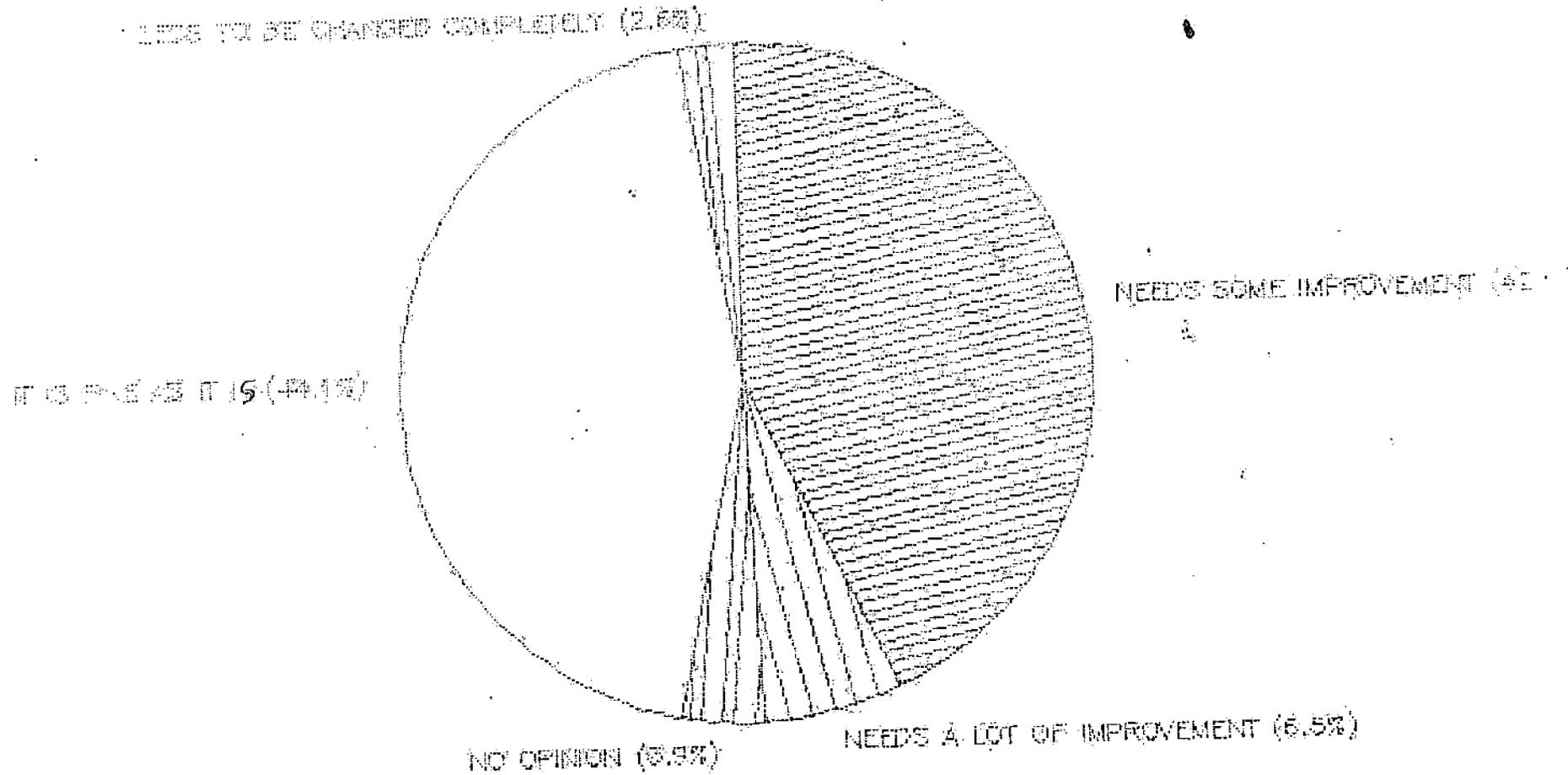
Principal Mentions

Reasons for Considering CanadExport Not Useful

	<u>Total</u>
<u>Readers Who Say CanadExport is Not Very/Not At All Useful</u>	<u>100.0%</u>
Has very little that relates to my line of business/not pertinent to our industry	62.2
Very general/not specific enough	7.9
Mainly about big projects/good for large companies	6.7
No leads/no pertinent tender tips/leads don't often go through	6.7

Principal Mentions

OPINION OF CANADEXPORT



Which of the following best describes your opinion of CanadExport?

- It is fine as it is
- It needs some improvement
- It needs a lot of improvement
- It needs to be completely changed

What do you feel needs to be improved?

	<u>Total</u>
<u>Readers Who Say CanadExport Needs Improvements</u>	<u>100.0%</u>
Give more information pertinent to my industry/it doesn't have enough relevant information for my industry	14.7%
Needs to be more specific/concentrate on specific industries/too general	13.6
Provide broader scope to encompass more areas of business/broader listing of products	9.9
Format is too crowded/too busy looking newsletter	9.6
Provide more emphasis on small business/support small exporters	9.3
Provide timely listing of tenders/usually information on tenders too late to take any action	8.8
Make it longer/more pages	6.8
Give more leads/names/contacts	5.9
Provide more information on international trade policies e.g. GATT/free trade	4.5
Categorize by product groups/information should be broken down by industry types	4.2
Give more timely information/faster information (unspecified)	4.2

Principal Mentions

What would you consider to be the best thing about CanadExport as it exists now - things you wouldn't want to change?

	<u>Total Readers</u>	<u>English Speaking</u>	<u>French Speaking</u>
Listing of trade opportunities/ Tender calls/sales leads/ upcoming projects	18.8%	19.1%	17.8%
Notices of upcoming trade events: trade shows/trade missions/fairs	11.8	11.4	13.3
Gives a general overview/ a good source of information	11.8	13.6	4.4
Provides international perspective/information on export marketing	10.6	10.3	11.9
Well written	7.2	5.5	14.1
Good quality newsletter	7.2	5.3	14.8
Concise/short/to the point	6.5	6.4	6.7
Like the format/compact size	5.6	5.0	8.1
Like the current frequency of the publication	4.4	5.3	0.7
Provides information on inter- national trade policies/GATT/ free trade	4.1	4.6	2.2
Very topical/current/covers contemporary events	4.0	4.0	3.7
Update of Canadian success stories	2.6	2.8	2.2
Easy to read	2.6	2.8	2.2
Shows that External Affairs is trying to help	1.8	1.8	1.5
It's free	1.3	1.7	0.0
Not stated/Don't know	20.0	19.6	21.5

I am going to read a number of statements which may be used to describe CanadExport and would like your opinion on how much you agree or disagree with them. As I read each one, please tell me how you would rate it on a scale of one to five where one means you agree completely with the statement and five means you disagree completely with it. A rating of three means you neither agree or disagree with the statement.

<u>Positive Statements</u>	<u>Total Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Total Disagree</u>	<u>Mean Rating</u>
Clearly written	79.4%	13.1	6.0	1.82
Very interesting	61.5%	27.5	10.0	2.26
Gives me useful information that I don't get elsewhere	60.4%	19.9	18.1	2.38
Style of writing is appealing	58.5%	32.4	7.5	2.23
Tender information it provides is timely	37.5%	26.3	27.1	2.85
<u>Negative Statement</u>				
Never find anything in CanadExport that I can use	20.7%	16.8	61.3	3.68

OPINION ON THE FORMAT
OF CANADEXPORT

<u>Positive Statements</u>	<u>Total Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Total Disagree</u>	<u>Mean Rating</u>
The newsletter format is appropriate for this kind of information	84.0%	10.6	5.0	1.65
Fold-out format of CanadExport is convenient	77.1%	13.4	8.5	1.82
Special bulletins included in the newsletter e.g. free trade, are useful	75.3%	12.2	11.5	1.92
Brown colour ink it is printed with is attractive	44.7%	36.5	15.6	2.55
<u>Negative Statements</u>				
Current schedule of publishing twice a month is too frequent	24.7%	13.1	61.2	3.69
Print size is too small	20.6%	16.3	62.5	3.74
Most of the articles are too long	12.5%	15.9	70.9	3.97

IV .

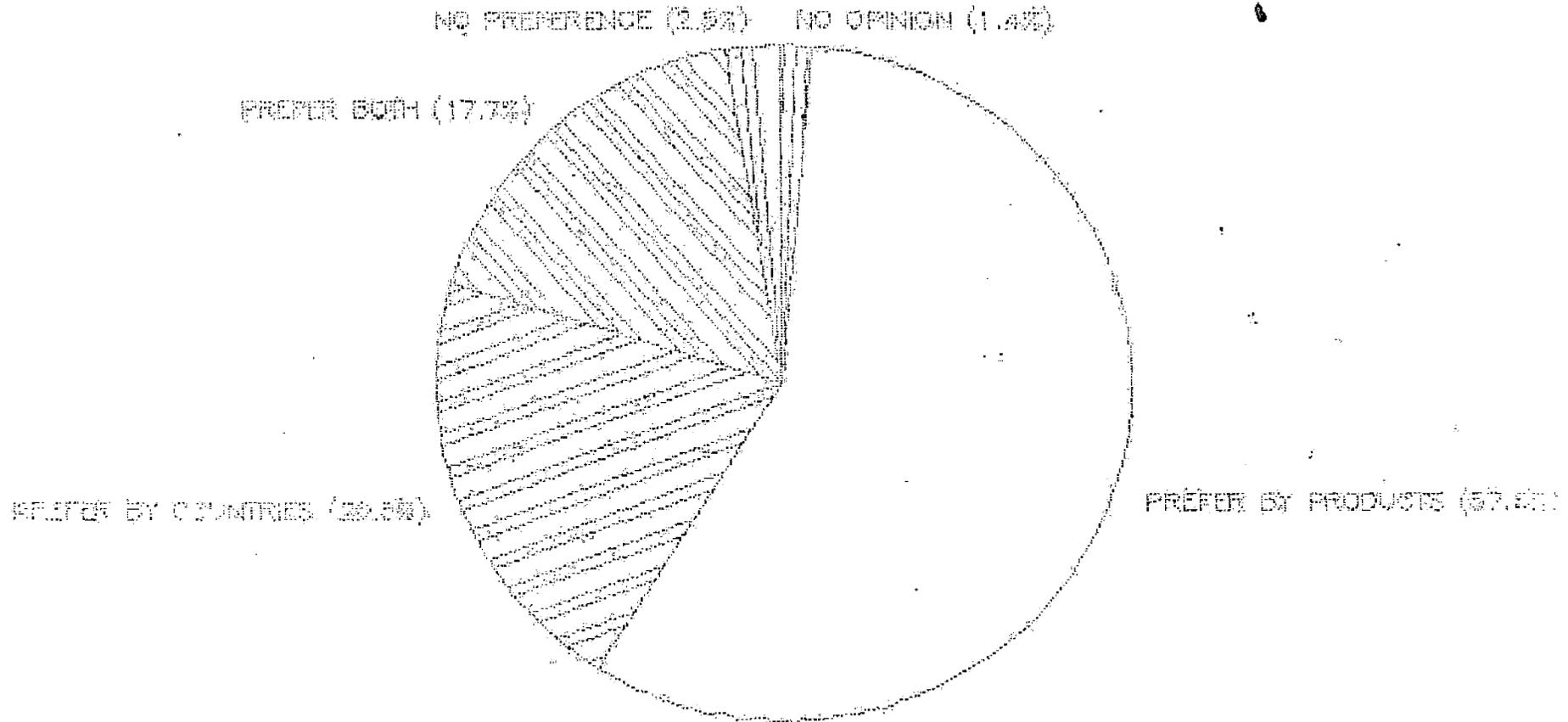
INFORMATION NEEDS ON EXPORT MARKETING

What types of information do you need on export marketing?

	<u>Total</u>	<u>Type of Company</u>	
		<u>Manufacturing</u>	<u>Service</u>
Information relating to our industry	23.7%	19.3%	28.3%
Market opportunities/markets for our products	15.4	16.9	13.6
Foreign market needs: products needed/needs of other countries	13.5	13.0	14.3
Names/leads/contacts	11.1	10.8	9.9
On pricing/how much to charge/dollar amount of product value	8.9	7.4	10.8
Customs regulations/import rules of foreign countries	7.3	8.2	6.3
International policies governing trade/tariff structures/trade agreements/GATT	6.5	7.0	5.9
Projects available throughout the world/tenders coming up	6.3	6.7	6.3
Market size/volume	4.4	4.6	4.4
Financing/financial assistance	4.1	1.9	7.0
Names of distributors in foreign countries	3.9	3.4	5.1
Canadian export regulations	3.8	4.3	3.3
Upcoming trade events: trade fairs/missions/seminars	3.8	3.9	3.7
Countries profile/political, cultural, economic situation	3.5	3.1	4.0
Government export assistance programs	3.4	2.7	4.8

Principal Mentions

PREFERENCE
PRODUCT/COUNTRY



Some people prefer to receive information about export markets organized country by country, other people prefer to receive such information organized by product type or sector. Generally speaking, which of these two ways do you prefer to receive information about export markets?

I am going to read a list of topics related to export marketing that companies like yours might be interested in receiving information about on a periodic basis. Please tell me how often you would like to get information on it.

	<u>About Once A Year</u>	<u>Three or Four Times A Year</u>	<u>About Once A Month</u>	<u>About Once A Week</u>	<u>Never</u>
1. Federal government assistance programs	13.4%	34.2	35.4	8.6	5.2
2. International rules and policies governing trade	22.1	35.5	24.9	7.2	6.8
3. Upcoming trade events: e.g. trade fairs, trade missions, seminars, etc.	5.4	22.7	50.3	14.1	4.8
4. Economic conditions in foreign countries affecting Canadian exports	8.9	31.4	39.3	11.4	6.6
5. Specific foreign tender calls/market opportunities	6.3	14.2	38.5	25.2	11.1
6. Foreign government policies and regulations affecting Canadian exports	15.6	31.3	33.1	10.6	6.5
7. Canadian export success stories	19.7	29.7	31.4	6.3	10.3
8. Announcements of new trade publications	12.3	32.1	38.6	9.0	4.4

Now, I would like to know how interested you would be in receiving information from the federal government about developments affecting Canadian exports to the following areas of the world.

	<u>Very Interested</u>	<u>Fairly Interested</u>	<u>Not Very Interested</u>	<u>Not At All Interested</u>
United States	74.2%	13.2	5.1	6.6
European Economic Community	51.3	27.5	9.3	11.1
Japan, Korea, Hong Kong	44.4	27.5	11.0	15.8
China	38.7	26.1	13.2	20.4
Australia/New Zealand	28.9	32.1	18.3	19.6

Other areas of interest volunteered by respondents

Latin America and Caribbean	17.6%
Africa	9.0
Middle East	7.9
Soviet Union	4.4
India	3.0
Eastern Europe	2.3

Principal Mentions

SUMMARY

- . A majority of CanadExport receivers are active exporters.
- . CanadExport receives high readership.
- . CanadExport serves a useful function for its audience.

A majority of readers rate it as useful.

On an unaided basis, CanadExport is mentioned as one of the main sources from which respondents get most of their information on export marketing.

- . CanadExport readers cite the need for export marketing information by industry or product type as one of their main requirements. The opinion of readers on several factors suggests that the newsletter is not fulfilling this important need.

The main criticism readers give of the newsletter is that it does not provide enough information pertinent to their industry.

Suggestions for improvement of the newsletter focus mainly on providing information by industry sector or product group.

A large majority of respondents say they prefer to receive export marketing information organized by product group.

- . Providing listings of trade opportunities and trade events and giving a general overview of the export markets are the aspects of CanadExport most frequently applauded.
- . CanadExport gets positive ratings on its newsletter format and its style.

The physical features that appear to warrant attention are:

- . Brown colour ink
- . Small print size
- . Busy look

How interested would you or your company be in receiving export marketing information from the federal government if it was made available in a computerized form?

	<u>Total Receivers</u>	<u>Currently Exporting</u>	<u>Considering Exporting</u>
Very interested	36.1%	34.9%	43.3%
Fairly interested	26.5	26.5	23.8
Not very interested	13.1	13.9	11.9
Not at all interested	16.5	17.5	12.6
Do not have a computer	3.9	3.4	5.6
No opinion/Don't know	3.9	3.8	2.8

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