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2002 Team Canada Inc Customer and Partner Feedback on Performance

Final report

Prepared for

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EXECUTIVE SUMMARY

Background

Team Canada Inc (TCI) Export Information Services are accessible to all Canadian business people via local Canada Business Service Centres (CBSCs). A toll-free number links information seekers to trained information officers who either answer questions or refer the call to the export service provider best positioned to meet their needs. Team Canada Inc answered 14,446 calls in 2000-2001, down 19% from 1999-2000.

In 2000, after two years of service, TCI commissioned an initial study to evaluate its service from the standpoint of the end customer (the service seeker) and from the standpoint of the many partners involved in service delivery: federal and provincial departments and agencies, as well as non-profit organizations, municipalities and business associations. This report presents the results of a second assessment of TCI service.

This study reflects the customer's point of view. When accessing TCI's service, customers engage in a service transaction which includes (in their perception) downstream service offered by organizations they are referred to. This perspective may differ with how TCI sees its service offering within the framework of its organizational realities.

Methodology

This research was based on a telephone survey of customers and partners.

It included feedback from a representative sample of 250 customers recruited by service agents between January 22 and April 26, 2002. The sample was split by province; *ex post facto* weighting was applied to allow comparison with the actual number of callers during the recruiting period (based on TCI information systems). Data collection was managed by Écho

Sondage inc. and produced an overall response rate of 80% after the recruiting phase, which itself resulted in 9% of customers participating in the study. The maximum sampling error is estimated at ± 6.2 percentage points based on the entire sample; sampling errors are wider for sub-groups but narrower for proportions smaller and larger than 50%.

The questionnaire was designed by crossbreeding the questionnaire from the TCI study conducted in 2000 with the Common Measurement Tool — the *de facto* standard for federal departments and agencies.

In addition to customer interviews, telephone interviews were conducted with 45 individuals from the following groups: Senior Trade Commissioners, CBSC Managers, CBSC staff and TCI partners. Interview guides used in these instances were identical to those used in 2000.

Results

Overall, results were very positive, with 85% of customers expressing satisfaction with their most recent contact with the TCI export information service. Customers were particularly pleased with:

- the helpfulness and courtesy of officers;
- efforts made by officers to assess needs;
- speed of the service;
- availability of service in the official language of the customer's choice;
- waiting time; and
- ease of reaching the officers.

Moreover, 78% of customers stated that the service met or exceeded their expectations and 93% stated that they would use the export information service again if they required export-related information. More than seven out of ten customers stated that TCI's service made them aware of information sources, increased the likelihood that they would seek additional information and made them more knowledgeable about exporting.

While the overall customer satisfaction picture is positive, results indicate that there is still room for improvement. Three key findings support this conclusion:

- 25% of customers rated themselves as "very satisfied" and 60% as "satisfied" (as opposed to, for example, the opposite proportions);
- although 78% of customers indicated that the service met or exceeded their expectations, 12% stated that it failed to meet them;
- where reasonable comparisons could be made between 2000 and 2002 study results, they indicated a drop in customer satisfaction.

This drop is particularly troubling, especially as the service itself has not changed significantly. We explored several hypotheses to explain this situation. Although there is no one definitive answer, two possibilities appear more likely:

- the 2000 study may have overestimated customer satisfaction;
- customers may have raised their expectations since 2000.

Recommendations

- Update communications materials and strategies to ensure that the nature, scope and standards of TCI's service are clearly conveyed. Take into consideration that the customer views TCI's service as only one component of a broader service transaction often involving referrals to partners.
- Develop a more proactive and a stronger communication plan to promote the TCI information line.
- Negotiate service standards with referral partners so that customers can be told early on what service level to expect. Implementation of such standards could begin with federal partners and then spread to other organizations.
- Step-up training efforts, especially in regions with higher turnover rates. This could involve improved self-teaching tools or increased investment in traditional training.
- Improve information sharing among organizations so that a customer's background is passed on when a referral happens.
- Conduct a scientific study of customer expectations to update the TCI's understanding. If a gap is identified, a re-evaluation of the service planning may be warranted.

Section 1

INTRODUCTION

"Team Canada Inc, a network of federal government departments and agencies, works with the provinces and territories as well as Regional Trade Networks located in each province to help Canadian businesses succeed in world markets. This single window for Canadian business vastly simplifies access to everything from training and financing programs for the new exporter, to on-the-ground support in foreign markets for more experienced Canadian businesses. Team Canada Inc is your first stop en route to the information, counselling, market intelligence, financial assistance and on-the-ground support you need to make your export venture a successful one."

exportsource.gc.ca

Team Canada Inc (TCI) Export Information Services are accessible via local Canada Business Service Centres (CBSCs). A toll-free number links information seekers to trained information officers who either answer questions on the spot or refer the call to the export service provider best positioned to meet their needs. The telephone information service is available Monday to Friday, from 9:00AM to 5:00PM across Canadian time zones. Team Canada Inc answered 14,446 calls in 2000-2001, down 19% from 1999-2000.

In 2000, after two years of service, TCI commissioned an initial study to evaluate its service from the standpoint of the end customer (the service seeker) and from the perspective of the many partners involved in service delivery: Federal and provincial departments and agencies, as well as non-profit organizations, municipalities and business associations.

Assignment

This report presents the results of a second assessment of service delivery by TCI. Methodologies similar to those used in 2000 were used, i.e., systematic telephone interviews of customers and qualitative interviews of partners in delivery. The methodology involved the following steps:

- questionnaire development
- sample design
- quantitative telephone interviews with customers
- qualitative telephone interviews with partners
- data tabulation
- data analysis
- preparation of the report, covering:
 - customer satisfaction and retention levels;
 - customer satisfaction evolution between 2000 and 2002 (where feasible);
 - priorities for improvement from a customer standpoint;
 - key issues and priorities for improvement from a partner standpoint.

This study reflects the point of view of customers, which sometimes contrasts with TCI's perspective and the organizational realities of a government program.

For customers, the call to the TCI service number is only one step in what they conceive as a single service event leading, hopefully, to the information they require.

For TCI, their action is a distinct, specifically identifiable component of the government service process.

For customers, satisfaction with the service means satisfaction with the entire service experience— even if we, as analysts, try to parcel out the TCI-specific component.

For TCI, the span of control is limited to responding to the initial enquiry, identifying customer needs and locating the appropriate resource.

Because of this divergence in viewpoints, TCI Managers may perceive some of the comments and findings in this study as unfair or even inadequate. However, it is important to adopt the customer viewpoint as much as possible; Section 5 of the report will propose ways for TCI to improve downstream service components as well as customer perceptions.

Report structure

Study methodology is presented in Section 2. Conclusions regarding the state and the evolution of customer satisfaction are presented in Section 3. Section 4 focuses on the partners' viewpoints while Section 5 presents key findings, their interpretation and recommendations for action.

Section 2

METHODOLOGY

This research is based on a systematic telephone survey of customers and on qualitative interviews with TCI partners in service delivery. The following aspects of the methodology are discussed: Questionnaire design, sampling strategy, data collection, data weighting, data processing, data analysis and study limitations.

2.1 *Questionnaire design*

The customer questionnaire used in this study was inspired mainly by the Common Measurement Tool, which was adapted to suit TCI's situation and the research requirements of this assignment. Some questions from the 2000 survey were maintained to allow comparison.

The customer questionnaire was organized into seven sections, as follows:

- a screening question to ensure that the person listed recalled using TCI services;
- satisfaction with service attributes related to TCI's responsiveness to its customers' needs;

- satisfaction with service attributes related to TCI's reliability as a service supplier as well as questions on referrals;
- satisfaction with service attributes related to access to TCI services;
- overall satisfaction and priorities for improvement;
- potential impact of TCI services on customer organizations;
- background on the customer organization.

This questionnaire was pretested on February 13, 2002. It was found to flow without issue; customers indicated no comprehension problems. No change was made to the questionnaire and pre-test interviews were retained in the final database.

Partner interview guides were the same as those used in 2000, focusing on service delivery and customer and partner needs.

2.2 *Sampling strategy*

The customer population was defined as all customers who contact the TCI telephone information service. No sampling frame existed for this population. For operational reasons, recruiting took place during service transactions. Customers were asked at the beginning of the service process whether they would agree to be contacted for a satisfaction survey. In theory, this procedure was to be implemented by all TCI service delivery agents during the recruiting period which started on January 22, 2002 and which was to last until enough customers were recruited to complete 300 interviews. Some service agents were of considerable help in recruiting; others less so. Recruiting continued until April 26, at which point 385 customer names had been referred to the survey team. During this period, 4,204 calls were made to the TCI information line. This means the combined participation of TCI agents and customers was only 9%.

2.3 **Data collection**

Customer telephone interviews were conducted by Écho Sondage Inc. out of Montreal between February 13 and May 13, 2002. Interviews lasted eight minutes on average.

EXHIBIT 2.1 Sample breakdown

Breakdown	#	#
Numbers obtained from TCI		385 (a)
Ineligible numbers:		74 (b)
Not in service, duplicate, residential, fax	34	
No dealings with TCI	27	
No such name	13	
Eligible numbers: (a - b)		311 (c)
Refusals (d)	32	
Appointments	6	
Call-backs, no answer, answering machine ¹	23	
TOTAL NOT COMPLETED AMONG ELIGIBLE	61	
Completed		250 (e)
Response rate (e / c)		80%
Refusal rate (d / c)		10%

¹ 21 calls were made on average before the closing of the fieldwork.

It was not possible to complete the 300 interviews originally planned for. Recruiting resulted in a fewer number of customers than expected and sample attrition due to ineligible contacts was higher than expected. A total of 250 interviews were completed. Exhibit 2.1 presents the sample breakdown based on the last call made to each number.

The response rate achieved (80%) is very positive for a business customer survey. The 10% refusal rate suggests that the fieldwork was not handicapped by a poor relationship between TCI and its customers. However, it is worth noting that 27 of those contacted within a week or two

of their service transaction indicated not having had dealings with TCI. Assuming that TCI customer records are accurate, this response can be interpreted as an awareness or branding issue for TCI.

Qualitative interviews with Senior Trade Commissioners, CBSC Managers, CBSC Export Specialists and TCI partners took place between early April and mid-May 2002. Forty-five such interviews were completed.

2.4 ***Data weighting***

Because of varying levels of participation from province to province, the final sample was not adequately representative of the provincial distribution of calls received during the recruitment period. *Ex post facto* weights were calculated to adjust overall estimates to the observed proportions. Weights applied were neither light nor heavy, varying from 0.4 to 4. The variance of the weight set was 1.432. Because the data collected in this research are qualitative in nature, no adjustment was made to the sampling error calculation based on this weighting variance.

2.5 ***Data processing***

Survey data were managed using VoxCo's StatXP software and SPSS. Data were edited to ensure conformity to the established response categories and to limit distribution of unbound variables to within reasonable values. Filtering logic instructions were developed to ensure the reported data conformed to the skip logic of the questionnaire. Data were weighted according to provincial call counts during the recruitment period.

2.6 **Data analysis**

Most of the data analysis was carried out using basic stubs-and-banners crosstabs developed in StatXP. (See Appendix G.) Percentage-based differences were tested on a percentage-versus-complement basis using two-tailed binomial distributions. Differences between means were tested using two-tailed t-tests. Comparisons between 2000 and 2002 were restricted to entire samples; considering sample sizes used in 2000 and 2002, a very large difference of proportion would be required to assess differences on a statistical basis. Instead, we conducted a qualitative analysis of these differences, looking for patterns of change rather than a quantitative measure of these changes.

Based on the complete sample of 250 responses and assuming that the sample behaves like a random sample, the maximum sampling error is estimated at ± 6.2 percentage points. (This applies to proportions of 50%, at a confidence level of 95% and does not account for stratification design effects, nor for correction for a finite population.) Sampling errors are wider for sub-samples and narrower for proportions smaller or larger than 50%.

2.7 **Study limitations**

The results of this study are based on a sample of 250 TCI customers generated with an 80% response rate. The main limitation of this research stems from the low participation levels experienced during recruiting. Only 9% of callers were asked to participate in the survey and accepted to do so. If this sub-sample was made up of a random selection of all callers, this low rate of participation would not be a concern; however, we are not in a position to substantiate such a claim. Some comfort can be found in the fact that recruiting took place at the beginning of the service transaction, before the decision to recruit/participate could be tainted by the service event itself.

Section 3

CUSTOMER SATISFACTION RESULTS

3.1 Background

More than half of the customers surveyed (57%, Q28¹) had been in contact with the TCI Export Information Service only once in the previous twelve months²; another quarter of customers (26%) had been in touch with the service twice or three times. While some customers indicated that they contacted the service every week, the actual average number of contacts was 2.8 times in the previous twelve months. However, this average does

¹ Detailed data results can be found in Appendix G. Within the report, question numbers are provided (e.g., Q28 is question 28); the same numbers used in the Appendix G tables, which are laid out according to the order of the questionnaire.

² Note that the 2000-2001 Annual Performance Report stated that 83% of TCI customers were first-time callers. If the TCI administrative data are right, the sample in this study is biased toward repeat callers and repeat callers are likely to be more satisfied than average (since a dissatisfied first-time caller is less likely to call again).

not tell a reliable story, as the most frequent behaviour is a single contact over that period.

Single contacts were most frequent for potential exporters¹ (73%), followed by established exporters (58%); new exporters declared a more frequent use of TCI services (5.2 times in the course of a year, on average compared to 2.8 and 2.3 in the other two groups).

One third (33%, Q29) of customers first heard about TCI via the Blue Pages, one fifth (21%) via the Internet and another fifth (17%) by way of other government services. Word-of-mouth was mentioned by 11% of customers, while print and magazine advertising and articles accounted for 5% of stated sources of information.

Half (50%) of all customers contacted had never heard of exportsource.ca (Q31); one quarter (25%, NETXP) had heard of it but only through the TCI information service; 3% had heard of it before contacting TCI but had not accessed it; finally one quarter (22%) had heard of it before calling TCI and had accessed it as well. The group most likely to have accessed exportsource.ca prior to calling the TCI information service was new exporters (33%). Potential exporters and experienced exporters were less likely to have consulted the Web site prior to calling (6% and 23% respectively).

Almost half (46%) indicated that their most recent call to the TCI Export Information Service was answered within three rings (Q15). Only 5% stated that it took more than three rings and 11% said that they were put on hold before proceeding with the transaction. One third (32%) of customers could not recall how many rings were required to get through.

TCI customer organizations had been in existence for an average of ten years (Q34). More than one quarter (28%) had less than a year of existence or were not in operations yet. Another quarter (24%) had been in operation for two to five years while the largest group (44%) had more than five years of operations. Potential exporter companies indicated an average

¹ This paragraph is based on TCI's classification of customer stages of development. As will be documented later, there is limited congruence between TCI's classification and that of customers.

age of 5 years, compared to 6 for new exporters and 12 for established exporters.

More than half of calling companies (57%, Q37) had fewer than five employees. Based on the midpoints of the classes offered in the survey, we estimate the average number of employees at 16. Potential and new exporters both had five employees on average while established exporters had 21.

According to the classification provided by TCI, two thirds (63%) of customers surveyed were established exporters (EXPTP), while the rest of customers were evenly split between potential (19%) and new (15%) exporters. Customers were asked to categorize themselves in one of these same three classes. They tended to see themselves as less experienced than TCI did: one quarter (26%, Q35) classified themselves as experienced, one third (31%) as preparing to export and one third (35%) as potential exporters (8% could not self-classify). The cross-tabulation of the two categorizations indicates that, although there is some correlation between the two, the value of one classification is not very high if the other one is taken as the reference. Since TCI is used to working with its own classification, unless otherwise stated, these data will be referred to in this report.

3.2 *Responsiveness to needs*

Responsiveness to needs comprises service attributes that demonstrate that the service provider treats the customer as an individual with specific requirements, as opposed to dealing with customers in a monolithic, one-size-fits-all manner.

Exhibit 3.1 summarises the satisfaction of TCI customers with the aspects of service grouped under the umbrella of responsiveness to needs. The dimension most satisfying to customers was the level of help they received

from TCI officers: 88% expressed satisfaction¹ with it (by choosing a 4 or a 5 on a 5-point satisfaction scale); this translated into an average satisfaction score of 81 on the satisfaction scale, which runs from 0 (very dissatisfied) to 100 (very satisfied)².

EXHIBIT 3.1
Responsiveness to needs

	% of customers rating "satisfied" or "very satisfied"	Average between 0 and 100 ¹
helpfulness of officers	88%	81
speed of the service	86%	78
efforts made by officers to assess your needs	86%	79
RESPONSIVENESS TO NEEDS, IN GENERAL (Q3)	86%	75
ease of understanding of the information provided	81%	75
flexibility of the service	74%	73
ease of locating the information service among government programs	64%	64
	n	243-249

¹ Scale points were converted to scores by assigning 0 to "very dissatisfied", 25 to "dissatisfied", 50 to "neutral", 75 to "satisfied" and 100 to "very satisfied".

Source: tables relative to Q2 in Appendix G.

Two other areas of responsiveness to needs received 85% of positive scores or more: speed of service and efforts made in assessing customer needs. Overall responsiveness to needs received a high score of 86%. Although these scores are high, the associated average ratings — mostly in the 70's — suggest that there is still room for improvement.

One service attribute received a relatively harsh rating of 64% (with an average rating of 64 as well): The ease of locating the information service

¹ Satisfaction scores are based on the subset of respondent who were in a position to express their level of satisfaction, excluding those who indicated that specific service dimensions were not relevant to them and those who were unable to provide an answer.

² See *Reporting on Results of Customer Satisfaction Surveys, Reporting Guidelines*, by Peter Hajmasy and Jeff King, Innovation and Quality Services Division, Service and Innovation Sector, Treasury Board of Canada Secretariat, December, 2001.

among government programs. Considering that the TCI Export Information Service positions itself as the preferred information supplier for government assistance in its field, this score carries an important message. It should be analysed in conjunction with the main sources of information on TCI identified in the previous section.

There are no systematic differences in judgment about TCI responsiveness to customer needs according to region or type of customer.

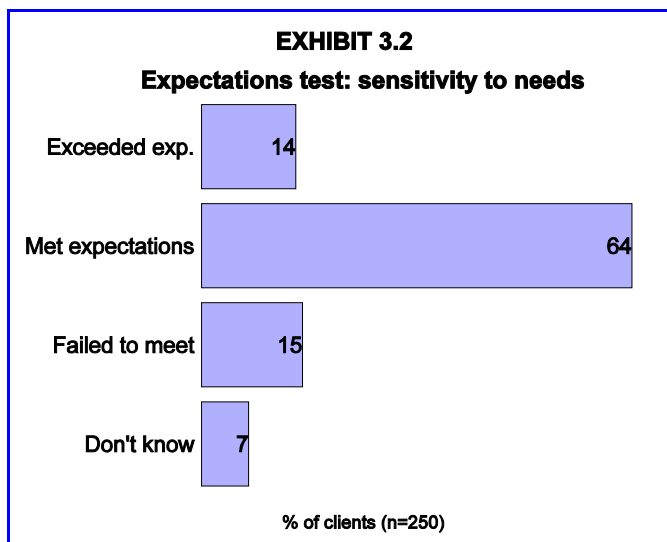


Exhibit 3.2 reports the proportions of customers who indicated that the service of the TCI Export Information Service met their expectations, exceeded them or failed to meet them (Q4). Overall, 78% of customers indicated that TCI met or exceeded their expectations in terms of responsiveness to needs. Some 15% stated that the service failed to meet their expectations. Note that, according to available data, the proportions indicating failure to meet expectations in similar areas in the 2000 study represented less than 5% of the sample.

3.3 ***Service reliability***

Service reliability refers to the trust that the customer can place in a service provider. Exhibit 3.3 summarizes the satisfaction results obtained in this study with regard to service reliability.

Staff courtesy is the highest rated service reliability attribute of the customer relationship: 92% of customers indicated that they were either satisfied or very satisfied with this aspect of the service delivery.

The knowledge of officers and the clarity of information provided came second, at 80%. Below this level, there is clearly room for improvement. In

particular, the rating given to the identification of services offered by other organizations is low, at 58%.

The low rating extended to securing confidential information stems from a large group of customers (53%), indicating a "neutral" response. It is possible that this response was a synonym for "not applicable" in this case.

EXHIBIT 3.3
Service reliability

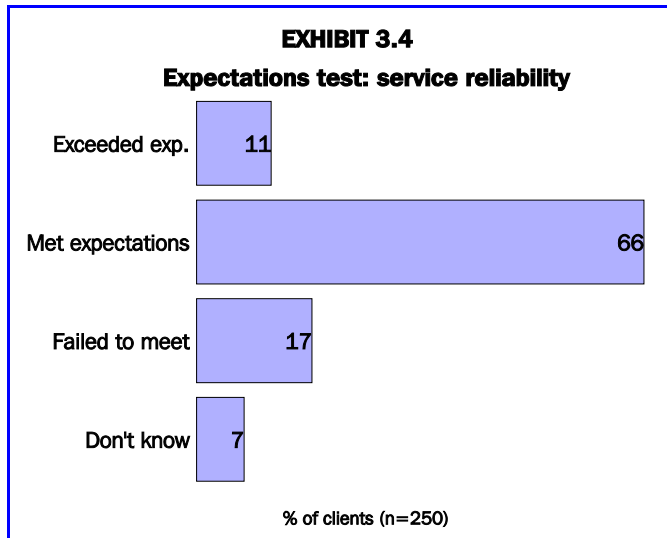
	% of customers rating "satisfied" or "very satisfied"	Average between 0 and 100 ¹
courtesy of the officers	92%	86
SERVICE RELIABILITY, IN GENERAL (Q6)	82%	73
knowledge of officers	80%	74
clarity of the information provided	80%	72
guidance provided by officers	75%	72
availability of the information you needed	67%	66
identification of services offered by other organizations	58%	66
keeping information confidential	45%	64
	n	224-250

¹ Scale points were converted to scores by assigning 0 to "very dissatisfied", 25 to "dissatisfied", 50 to "neutral", 75 to "satisfied" and 100 to "very satisfied".

Source: tables relative to Q5 in Appendix G.

All in all, 77% of customers stated that service reliability met or exceeded their expectations and 17% indicated that the service failed to meet their expectations in this regard. (See Exhibit 3.4, Q7.) Self-assessed new exporters (25%) were harsher in their judgment as were companies employing more than 24 employees (29%).

Almost two thirds (64%) of customers mentioned that they received a referral to another source of information or assistance in their most recent contact with TCI (Q8).



Three quarters (76%) of customers who were given a referral followed-up on the lead (Q9). Among these, one quarter (27%) assessed the referral as "very valuable" and another 42%, as "somewhat valuable", for a total of 69%. Those who indicated that the referrals were less than somewhat valuable were asked why; their comments are listed starting on page 81.

Considering the proportion of customers with referrals (64%), the proportion following the leads (76%) and the proportion who found the referral at least somewhat valuable, one third (34%) of all customers came away from their TCI service interaction with at least a somewhat

valuable reference that they used.

3.4 **Service accessibility**

Service accessibility includes physical access, methods of access and speed of response. Exhibit 3.3 summarizes satisfaction results related to these attributes.

Overall, service attributes related to access are satisfying for almost nine customers out of ten (89%, Q13). Communication in the official language of the customer's choice was satisfying for 95% of customers surveyed. Waiting time and ease of reaching officers received marks of at least 85%. Customers were somewhat more critical of hours of service (74%). They also indicated a problem with response time to telephone messages (54%), however it is very possible that this rating reflects the experience of customers with organizations to which they were referred rather than with TCI's service.

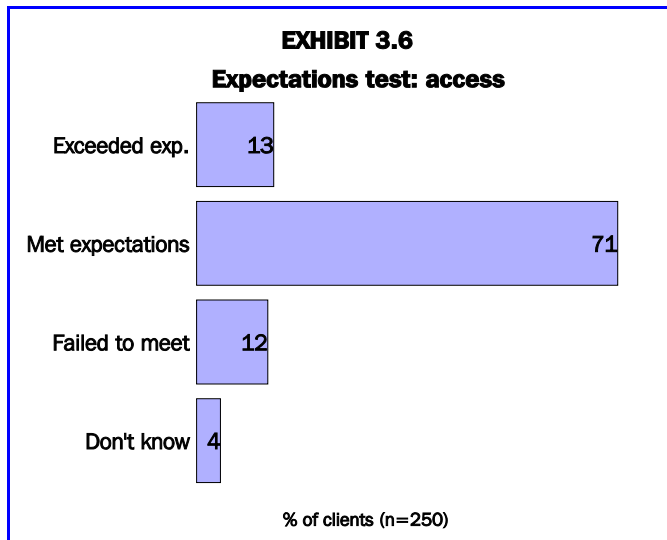
EXHIBIT 3.5
Service accessibility

	% of customers rating "satisfied" or "very satisfied"	Average between 0 and 100 ¹
communications in the official language of your choice	95%	84
ACCESSIBILITY, IN GENERAL (Q13)	89%	76
waiting time to get in touch with officers	87%	76
ease of reaching the officers	85%	75
hours of service	74%	71
timeliness of responses to telephone messages	54%	65
	n	231-249

¹ Scale points were converted to scores by assigning 0 to "very dissatisfied", 25 to "dissatisfied", 50 to "neutral", 75 to "satisfied" and 100 to "very satisfied".

Source: tables relative to Q12 in Appendix G.

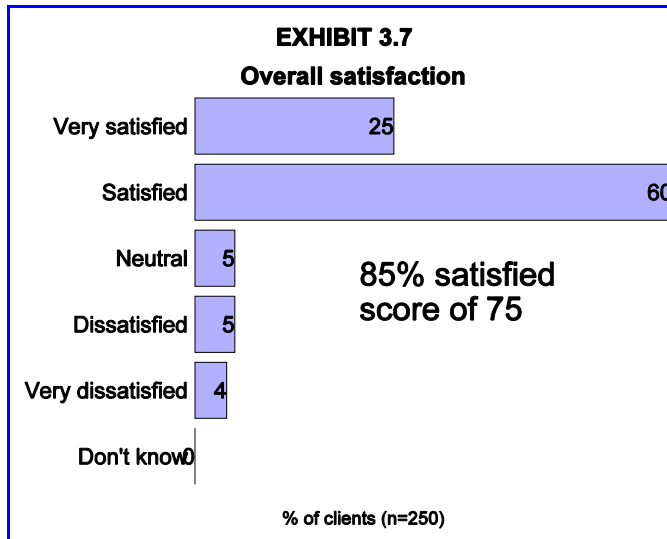
Potential exporters expressed less satisfaction than new and established exporters in all aspects of access to TCI services.



Overall, 84% of customers stated that access to service met or exceeded their expectations and 12% indicated that the service failed to meet their expectations in this regard (Exhibit 3.6, Q14). Larger companies (more than 24 employees) were more critical (23% fail) than mid-size companies (5-24 employees; 2% fail) on this theme.

3.5 Key satisfaction indicators

The survey included several questions to capture the notion of overall customer satisfaction. These results are presented here.

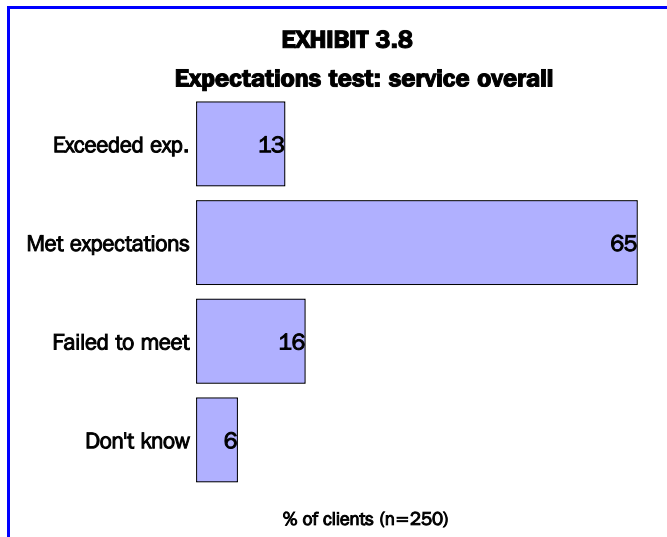


Some 85% of customers expressed satisfaction (by answering "satisfied" or "very satisfied") with their most recent contact (Q16). This is a positive result, indicating that customers see TCI as providing very good service. Using scale points ranging from 0 (for "very dissatisfied") to 100 (for "very satisfied"), the satisfaction rating averaged 75. Customers in Atlantic Canada, customers who are not in operations or who have been in business for more than five years and mid-size companies (5 to 24 employees) expressed greater satisfaction than other customers.

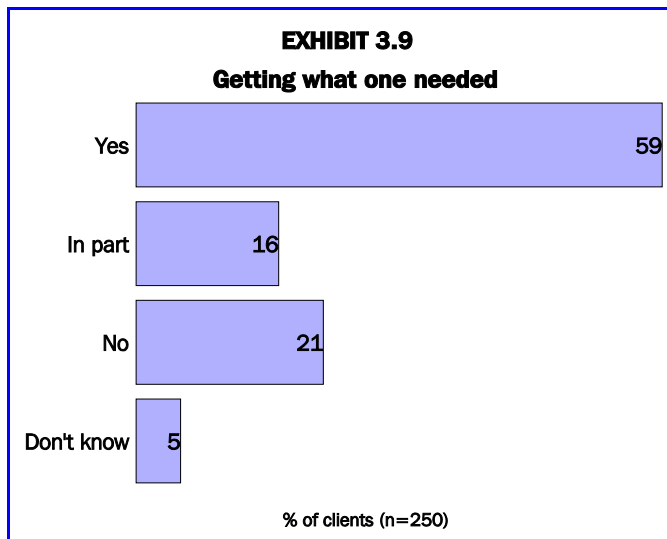
Our experience with customer satisfaction measurement in the public sector indicates that an 85% satisfied

customers rating is something an organization can be proud of. It is also important to consider the distribution of customers between "very satisfied" and "satisfied". In fact, it is only with "very satisfied" customers that a service provider can build loyalty. Merely "satisfied" customers perceive that they received competent treatment but that there is room for improvement; in a competitive environment, another supplier could offer merely "satisfied" customers a service package that could lure them away from their current supplier.

Satisfaction is the result of customers comparing their expectations with their



perceptions of the service they received. As Exhibit 3.8 indicates, overall, 78% of customers stated that the service met or exceeded their expectations. For 16%, the service came short of their expectations. We don't know what customers' expectations are; further study would be required to identify them. It is possible that customers' expectations exceed TCI's ability to deliver. As the last section of this report highlights, communications to customers are key in managing customer satisfaction. Customers in Ontario (19%) and Atlantic Canada (23%) were more likely than others to indicate that the service experience exceeded their expectations.



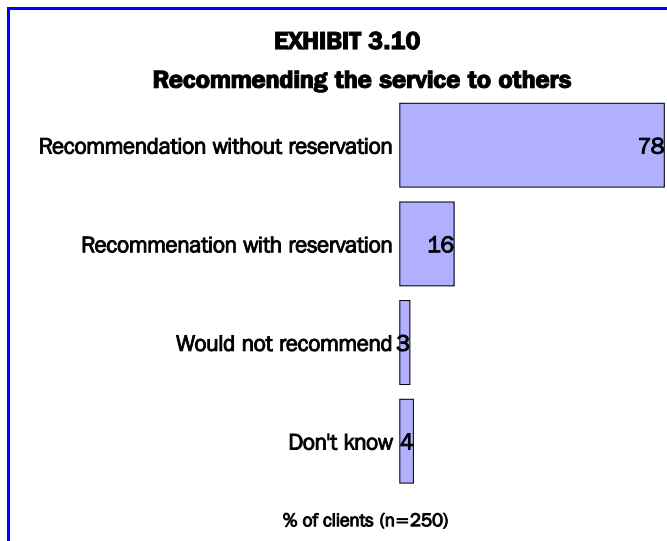
Customers were somewhat critical in their perception of whether or not they received what they needed from the TCI Export Information Service: One fifth (21%) of customers stated that they did not and one sixth (16%) indicated that they received only part of what they needed. New exporters (50%) and customers from Quebec (49%) were more likely to report what they considered incomplete service while customers in Ontario were less likely to do so (27%). Those who indicated that they did not get all they needed were asked why; their comments are listed starting on page 83.

These reported levels of critical feedback from customers in terms of getting what they needed are higher than we have observed within the federal public service. It may be that information services, in comparison to benefit programs, have a more difficult task in providing what the customer perceives is needed. Information needs are varied and complex compared to the relative simplicity of standardized programs where customer expectations are managed via eligibility rules and benefit calculation formulas.

Some 2% of customers replied that the service was not without error (Q20). This level is typical of feedback we have gathered within the federal public service in recent years. Companies with more than 24 employees were more critical than others, with 9% mentioning an error. Comments from

customers who considered that there was an error in service delivery are listed starting on page 87.

More than nine out of ten customers (93%) stated that they would use the Export Information Service again if they required export-related information (Q24); 4% said they would not. In 2000, 94% had stated that they would use the service again if needed. Companies with more than 24 employees were more likely to indicate that they would not be repeat customers (14%). Presumably, the information needs of these customers are more complex and they were unable to find all the business intelligence they were seeking from TCI.



More than three out of four customers (78%) would recommend TCI's information service without reservation (Q24); an additional 16% would recommend it with some reservation. Self-assessed potential exporters were especially positive about the service (90% would recommend without reservation), while self-assessed new exporters had more lukewarm reactions (61% without reservation; 33% with reservation). Companies with more than 24 employees were more critical, with 10% indicating that they would not make a recommendation.

3.6 Customer impact

Team Canada Inc strives to produce a real impact on the decisions and actions of its customers. This impact can range from improving the likelihood of customers seeking additional information to improving their export practices. Specific effects are listed in Exhibit 3.11 along with the proportion of customers who indicated that they were "somewhat more" or "a lot more" likely to feel such effects.

The main impact of TCI, according to customers surveyed, was to make them aware of information sources (77%) and to increase the likelihood that they would seek additional information (78%). A large proportion of customers also indicated that they felt more knowledgeable about exporting (72%). Other effects were also felt by a majority of customers (down to increased awareness of TCI services at 54%).

These are positive results, but not as positive as they were in 2000 when customers were asked whether ("yes" or "no") they felt the same repercussions.¹ The change in the response scheme (from yes/no in 2000 to no/somewhat/a lot in 2002) should have led to higher reported figures in 2002 (since some of those who would have answered "no" if asked "yes or no" might have selected "somewhat" under the 2002 scheme).² Yet, we find opposite results. Where comparisons are feasible, 2002 results are weaker, by some ten percentage points, than 2000 results.

¹ Question wording in 2000: "This part of the survey asks you questions about the impact of your experience with the information line on your decisions or actions. Please respond yes or no to the following questions.
1. As a result of using the information line, are you more aware of other information sources or other government services relating to export?
2. As you may be aware, this information line is one of the services currently offered through Canada Business Service Centres. As a result of using the information line, are you more aware of other services offered directly by the Canada Business Service Centres?
3. As a result of using the information line, do you more knowledgeable about exporting?
4. Has the information received assisted you in subsequent decision-making or taking the next step in exporting a product?
5. Are you closer to exporting a product or service?"

² Question wording in 2002:
"As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...
1. aware of other information sources or other government services relating to export
2. aware of other services offered by Team Canada Inc
3. knowledgeable about exporting
4. prepared to take the next step in exporting a product or a service
5. closer to exporting a product or service
6. likely to seek additional information on exporting
7. likely to improve your export practices."

EXHIBIT 3.11
Customer impact

	% somewhat or a lot more	Average between 0 and 100¹	2000: % yes
likely to seek additional information on exporting	78%	55	—
aware of other information sources or other government services relating to export	77%	49	73%
knowledgeable about exporting	72% ²	44	81%
prepared to take the next step in exporting a product or a service	66%	41	78%
closer to exporting a product or service	61%	39	72%
likely to improve your export practices	57%	44	—
aware of other services offered by Team Canada Inc	54%	34	70%
	n		149

¹ Scale points were converted to scores by assigning 0 to "no more", 50 to "somewhat more" and 100 to "a lot more".

² Indicates that the score has decreased by at least nine percentage points since 2000. Source: tables relative to Q23 in Appendix G.

Section 4

PARTNERS' POINT OF VIEW

Forty-five key informant interviews were conducted with Senior Trade Commissioners, CBSC Managers, CBSC Export Specialists and TCI partners. This section presents their perspective without surmising whether they were factually right or wrong.

4.1 *Senior Trade Commissioners*

The service network

Senior Trade Commissioners perceive the role of the TCI Export Information Service as critical, because it is the first point of contact with governments on export issues for most customers (who are not familiar with services to exporters). As one respondent stated, "the TCI line is the initial point of call to help companies avoid the alphabet soup by coordinating and leading to the regional trade networks". It was qualified as "one-stop shopping, no maze" and a way to answer basic questions on exporting before the customer is referred to a partner for more specific information.

Senior Trade Commissioners perceive CBSCs as providers of general business information for any company, exporter or not. They view regional trade networks (RTN) as providing detailed information to companies that are export-ready; RTNs are partnerships amongst federal and provincial departments and agencies, as well as the private sector for servicing the business community. They coordinate activities and plans to avoid duplication of services.

Senior Trade Commissioners see themselves as coordinators of the three entities (TCI service, CBSCs, RTNs). They work on market diversification, they provide more sophisticated and individualized services to export-ready enterprises, they deliver PEMD, they organize outreach programs for incoming buyers and so on.

Senior Trade Commissioners identified a number of other players and partners in the field, from provincial agencies like the Saskatchewan Trade and Export Partnership to federal entities like EDC and the BDC, as well as a few private sector initiatives.

Relationships between partners are viewed as very positive. They meet frequently and work together on joint projects (events, local publications, promotional events, etc.). Cooperation is active and information flows easily.

The continuum of services is perceived as very well integrated; none of the respondents identified any gaps in the system. Partners concentrate on what they do best and if they are unable to answer customers' questions, they refer the customer to a more appropriate partner, as they are well aware of who does what in the system.

On the critical side, Senior Trade Commissioners identified the following problems and issues regarding the service network. Issues affecting more than one province were given priority here.

- The 1-888 number is unevenly promoted because of regional variations in available resources.
- Mistakes occur occasionally in customer references; this is associated with new hires.

- Sometimes, there is confusion with regard to program responsibility (e.g.: PEMD).
- Contact lists and responsibility assignments become stale; updates are not necessarily sent to the TCI information service.
- Jurisdictional issues arise from time to time.
- Information on callers is not shared among organizations, meaning that service providers receiving a reference have no background on which to build. CBSCs could send monthly reports of callers reporting what services they received.

Customer routing

In response to a question on who is currently responsible for assisting a potential exporter to become "export-ready", Senior Trade Commissioners responded with a long list of organizations: CBSCs, WED, FITT, NTC, provincial economic development organizations, STEP, ACOA, CNBSC, all partners (but at different levels), etc.

Most Senior Trade Commissioners felt that customers should be referred from the TCI Expert Information Service to a partner only once it has been clearly established that the customer has done their exporting homework and their need for specialised information has been substantiated. Hence, TCI must first assess customer needs and then refer them accordingly. A referral should also be initiated when the customer question is very specific or related to a particular foreign region.

One commissioner stated that callers seeking specific information should be referred as soon as possible so as to establish a relationship with one of the partners with whom he/she may be in contact for the remainder of the process. Another commissioner stated that customers are referred after discussion among partners and agreement on the relevance of the referral.

The TCI Information service

All Senior Trade Commissioners indicated being satisfied or very satisfied with the performance of the TCI information service. They listed the following service strengths:

- the opportunity to talk to a live human being as very appreciated by companies and individuals;
- the service offers an initial path to follow;
- it is a single window, a single point of entry for government services related to trade;
- it adds value to the CBSC services; without it, trade commissioners couldn't handle the demand;
- it is the entry point for all RTN partners;
- it is a way to implement the principle of single referral;
- TCI provides regionally personalized service (as opposed to federal and generic);
- where it exists, co-localisation simplifies partner relationships.

Senior Trade Commissioners also identified the following weaknesses:

- a shortage of up-to-date information;
- TCI cannot proactively follow-up with companies in touch with CBSCs;
- service promotion is insufficient;
- in smaller provinces, the business community knows the partners already so they go directly to a partner instead of calling to TCI information service;
- the TCI telephone number which is seen by some as "...another phone number to try to get customers to use. Customers may be better off using the CBSC general number than the trade line";
- the level of turnover in personnel;
- the absence of a TCI database on callers.

Senior Trade Commissioners had the following suggestions for improvement:

- be more active at promoting the service;
- develop a common database of customers to simplify referrals;
- improve customer tracking and provide individualized support;
- research whether or not a separate access line for trade is really necessary.

4.2 **CBSC Managers**

CBSC Managers responsible for the delivery of TCI information service identified the following management challenges:

- maintaining officer knowledge levels is difficult, especially in centres with low call volumes;
- budgets are tight;
- some of the costs for training and salary are not covered since all staff must receive training, not only staff answering the 1-888 line;
- some centres experience increased call volumes while others have very few calls;
- promotion of the service and awareness are limited;
- customers expect that referrals will take place immediately and that the service will be seamless; this is often not possible considering how partnerships work.

Service quality

The service staff's ability to answer export inquiries is closely related to the volume of calls: The more calls officers respond to, the more comfortable they become. Knowledge acquired in training is lost if it's not applied regularly.

Most CBSC Managers felt confident that their staff were at ease in answering export inquiries — "We are good at what we do" — and provide quality service. However, some respondents expressed dissatisfaction with the number of calls they receive and, subsequently, with the ability of their staff to handle more than basic information requests.

CBSC Managers made the following suggestions for improvement:

- provide more extensive training, especially to new employees, and training on up-to-date information and tools;
- build a trade information manual;
- improve promotion strategies and target local markets;
- improve on the means used to reach partners.

Training

Comments provided by CBSC Managers suggest that there is variation in the availability of training from centre to centre — some managers stating that training is sparse, except for the odd export conference or a visit to a partner's office, others declaring that training is consistent, with access to speakers, presentations, exams, etc.

Quality of service is affected by turnaround. A constant influx of new hires translates into a continuous need for training — content training as well as training on how to analyse customer needs.

Suggestions for improvement were:

- a training program provided locally;
- a scaled training program including higher levels of expertise;
- training with an emphasis on business and financial decisions;
- training on foreign markets specific to regions of Canada;
- the development of a repertoire of useful trade-related Web sites.

More hands-on training was also proposed, such as participation in NEBS missions to border states to see how trade officers work.

Most CBSC Managers were satisfied with the role and contribution of the National Secretariat with respect to training although they would like more of it happening.

Aids or tools

CBSC Managers generally see current aids and tools as useful. It was suggested that a customer diagnostic tool/guide would be a good addition, as would updated information, information on exporting to the US market specifically, export rules and regulations, electronic databases, referral guides, etc.

National Secretariat

CBSC Managers expect National Secretariat to support them via coordination activities, tool development and through the provision of information. Hiring staff familiar with export activities was also suggested.

At this point in time, the most visible contributions of National Secretariat are support conference calls and statistical reports. Other mentions included team meetings, liaison with DFAIT, training tools, funding for training, contacts and resources, annual in-person meetings, yearly conferences and the development of information products.

CBSC Managers forwarded the following suggestions for National Secretariat improvement:

- publish training budgets in April to allow for better planning;
- confirm funding faster;
- establish working relationships with Export Specialists (logistics, customs);
- increase liaison with DFAIT;
- develop national information products;
- increase the speed of communications;
- provide more focussed and frequent training;
- give more attention to operational topics rather than policy issues;
- work on improving understanding of the local level environment.

CBSC Managers were concerned with the promotion of TCI and its current branding — some people call in because they want to buy jerseys. The organization is often mistaken for the Olympic Team (also named Team Canada). During the Olympics, TCI received many calls and questions on sport results.

4.3 CBSC Export Specialists

Challenges

According to CBSC Export Specialists, key TCI service challenges are:

- understanding and focussing customer needs;
- helping customers understand what exporting involves, in particular, financing issues;
- accessing information on the US market, the main export target for TCI customers;

- keeping knowledge and contacts up to date in low call volume offices¹;
- handling the emergency situation often caused by the twenty-second answer requirement, especially when officers are busy with walk-in customers;
- finding appropriate referrals.

Export Specialists offered the following general suggestions for improvement:

- develop/maintain/distribute information guides for customers, including a guide on essential steps before exporting, a US export guide, etc.;
- develop more operational documents for customers, such as a step-by-step guide and a technical guide on exporting;
- clarify trade commissioners' role and responsibilities, as some referrals "bounce back" to the TCI line;
- better inform CBSCs about RTNs and their activities;
- increase training on general export logistics and processes as well as on specific topics such as customs and financing;
- provide information on services offered by partners;
- fill the gap in TCI service for potential exporters who are not yet in business.

Training

Three of the Export Specialists contacted had not yet received training to do their job; three others had trained with FITT and had attended various conferences and seminars offered by the government and regional partners; one had received in-house training. Export Specialists interviewed expressed dissatisfaction with the type and availability of training offered to them.

According to Export Specialists, training could be improved by:

- offering on-site training (in sync with their job patterns);
- offering training sessions about Internet-based tools (with which staff were not familiar and felt uncomfortable);
- offering more specific training, e.g. cross-border movements;

¹ One respondent jokingly noted that employees hide when a call comes in on the TCI line—they get so few, they are not comfortable handling them.

- developing an FAQ booklet;
- producing up-to-date information on changes in rules and regulations since September 11;
- offering in-depth training on export controls and permits;
- providing training on services provided by DFAIT and CCRA to the customers after referrals;
- enriching the TCI Web site;
- providing additional funding for training.

Aids and tools

Export Specialists mentioned the following aids and tools: Statistics, EXTRA, Web-based Interactive export planner, info-export, Export Source and FORMEX. They were generally critical of these tools and aids, mentioning difficulties in using some (such as statistics), difficulties in getting a hold of others (like a guide to exporting to the US), difficulties with the stability of yet other tools (such as FORMEX). Export Specialists perceived that National Secretariat was responsible for developing tools and making them available.

Support provided by the National Secretariat

Export Specialists perceived that coordination is the main role of National Secretariat, followed by partnership negotiation and collaboration with other departments. National Secretariat sends specialists monthly statistics, information on newly published government reports and occasionally a brochure. Among these, statistics were rated as most useful to Export Specialists.

According to Export Specialists, since local promotion is a CBSC responsibility, TCI could benefit from providing stationery with its own letterhead so as to enhance its visibility in customer contacts.

4.4 ***TCI partners***

Customers needs

According to TCI partners, TCI customers are exporters or potential exporters, as well as employees from export service organizations. Their needs are as varied as the groups they represent; they include the following non-exhaustive list:

- information on permits, regulation, customs issues, national practices;
- market reports, market assessments, foreign market intelligence;
- cultural advice;
- information on logistics, sources of financing;
- training on international trade;
- region-specific export counselling;
- support in contract negotiation;
- partnership development, strategic alliances;
- mentoring.

Relationship with CBSCs

Mutual referrals is the most common link between partners and the CBSCs, but TCI partners also noted information sharing, acting as a clearinghouse for information, providing assistance in distributing provincial information, developing partnerships, providing updates on publications and information, and providing training support documents.

TCI Export Information Service

TCI partners view TCI Export Information Service as a provider of general information and as a point of referral to resources related to trade. They appreciate the service because, as they see it, it makes the export process simpler for customers by providing a single point of access to a broad network of information sources.

A number of partners were unable to state how many referrals they receive from TCI — no such data is available. Those able to attempt an answer provided a wide range of estimates: From none at all to three times a week.

TCI partners identified the following strengths of TCI's service:

- bilingual service;
- immediate, fast service;
- contact with a "live" person, who takes time to answer questions;
- one number, "one stop shopping";
- regionally-based service;
- good knowledge of tools and services;
- universal service.

They also identified some weaknesses, as follows:

- lack of training and updating of information;
- high employee turnover;
- customers who bypass the system and access partners directly;
- lack of specific information on national markets;
- uneven officer qualifications on international markets.

Suggestions for improvement

Partners reported the following areas as having room improvement:

- set up an annual meeting with TCI export officers;
- increase the promotion of the service with partners;
- upon referral, provide the partner with a summary of customer interaction and the initial need assessment;
- offer on-going training to officers;
- build programming for potential exporters;
- invest in updating information and in frequently verifying the validity of information on hand;
- allow in-depth intervention by TCI officers;
- develop and implement a tool to assess customer export-readiness;
- increase TCI officers' participation in RTN seminars;
- dedicate a trade coordinator to the RTN to facilitate relationships among numerous partners.

Section 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 **Conclusions**

Overall, results were very positive, with 85% of customers expressing satisfaction with their most recent contact with the TCI export information service. Customers were particularly pleased with:

- the helpfulness and courtesy of officers;
- efforts made by officers to assess needs;
- speed of the service;
- availability of service in the official language of the customer's choice;
- waiting time; and
- ease of reaching the officers.

Moreover, 78% of customers stated that the service met or exceeded their expectations and 93% stated that they would use the export information service again if they required export-related information. More than seven out of ten customers stated that TCI's service made them aware of

information sources, increased the likelihood that they would seek additional information and made them more knowledgeable about exporting.

While the overall customer satisfaction picture is positive, results indicate that there is still room for improvement. Three key findings support this conclusion:

- 25% of customers rated themselves as "very satisfied" and 60% as "satisfied" (as opposed to, say, the opposite proportions);
- although 78% of customers indicated that the service met or exceeded their expectations, 12% stated that it failed to meet them;
- where reasonable comparisons could be made between 2000 and 2002 study results, they indicated a drop in customer satisfaction.

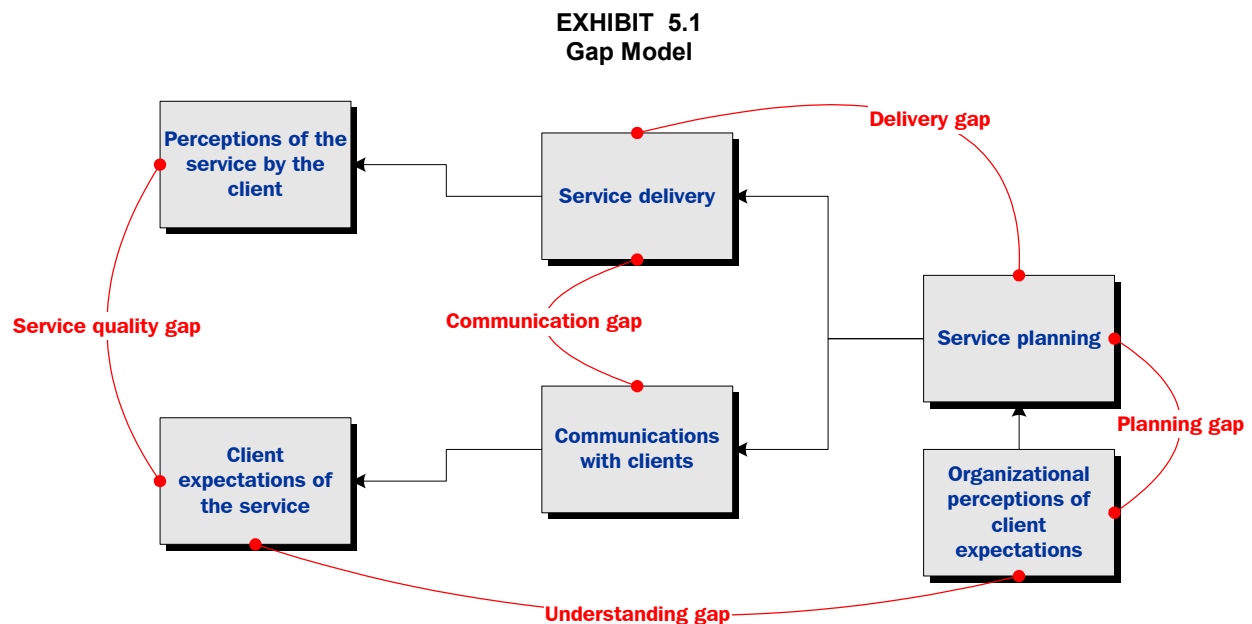
This drop is particularly troubling — especially as the service itself has not changed significantly. There are at least four possible explanations for this:

- *The 2000 and 2002 methodologies may be too different to allow comparison.* While there were several modifications made to the 2000 questionnaire to bring it closer to the Common Measurement Tool, some questions were maintained almost intact to allow comparison; therefore, we don't believe this explanation to be valid.
- *The 2000 study may have overestimated customer satisfaction.* The recruitment of the sample was more difficult in 2000 and took place after the service call whereas it was done before the call in 2002; it is possible that this led to a slight over-estimation of customer satisfaction in 2000.
- *An objective deterioration in service may have occurred between 2000 and 2002.* Operational statistics don't appear to support this hypothesis.
- *Customers may have raised their expectations since 2000.* Consistent service quality coupled with rising customer expectations would translate into lower customer satisfaction. Literature in the customer satisfaction management field suggests that customers' expectations have risen in most sectors in recent years. This could at least partially explain the 2000-2002 change in customer satisfaction.

The following section presents a conceptual model of customer satisfaction that will integrate some of these hypotheses and be used to develop recommendations for action.

5.2 A model for customer satisfaction

The most recognized model of service quality and of customer satisfaction was developed by Parasuraman, Zeithaml and Berry¹ and presented most extensively by Zeithaml and Bitner.² It is depicted graphically in Exhibit 5.1.



Source: adapted from *Services Marketing*, Valerie Zeithaml and Mary Jo Bitner, McGraw Hill, 2000

In this model, customer satisfaction is a function of the "service quality gap", that is, the difference between customer expectations and the perceptions that customers have of the service they were offered. Customer satisfaction is higher:

- when customers perceive that they were given good service, and
- when their expectations are in line with the service the organization is able to provide.

¹ Parasuraman, Zeithaml and Berry, "A Conceptual Model of Service Quality and Its Implications for Future Research" in *Journal of Marketing*, Fall 1985, pp. 41-50.

² Valerie Zeithaml and Mary Jo Bitner, *Services Marketing*, McGraw-Hill, 2000.

Perceptions of service are a function:

- of a variety of external factors (which vary from service to service) that are outside the control of the service deliverer, and
- of actual service delivery characteristics (e.g., waiting time on the telephone).

Customer expectations are a function:

- of a variety of external factors like hearsay and the general consumer mood which are outside managers' control and
- of communications with customers by the program.

If service delivery is not in line with customer communications (i.e., customers are told to expect a service that cannot be delivered or are not told what to expect of the service), a communication gap forms and will eventually affect customer satisfaction.

Service delivery is a function:

- of the plans laid out for the delivery of service and
- of the front line reality where limited resources and other factors (e.g., low demand for service) affect the ability to deliver.

If service plans are not in line with the actual service delivery (because they are not feasible or because service delivery slipped for another reason), a delivery gap forms and could lead to customer dissatisfaction.

Service planning is a function:

- of a variety of factors outside the control of the managers (e.g., limited resources, loose partnerships) and
- of the perceptions that the organization has formed of customer expectations.

If service planning is too constrained by external factors to give meaning to customer expectations, a planning gap can take shape. This gap will eventually reduce customer satisfaction.

Finally, organizational perceptions of customer satisfaction are a function:

- of tradition, unorganized observation, anecdotes, personal experience and other varied influences, and

- of rigorous and regular analysis of customer expectations through scientific methods.

If organizational perceptions of customer expectations are not in sync with the reality of customer expectations (because of the way these perceptions were produced or because the reality has changed since these perceptions were developed), the entire service planning and delivery chain is bound to produce less satisfied customers (e.g., offering speedy service when customers are looking for reliable service).

The evolution of TCI customer satisfaction between 2000 and 2002 could be related to any one of these factors:

- customer expectations may have risen;
- organizational perceptions of customer expectations may be out-of-sync with reality;
- service planning may not conform to customer expectations;
- service delivery may not conform to service planning (e.g., service standards);
- communications targeting customers may not clearly outline the service offered.

5.3 **Recommendations**

The following recommendations were developed from the observations made in this study and from the theory of customer satisfaction.

Recommendation 1: Communication gap

Update communications materials and strategies to ensure that the nature, scope and standards of TCI's service are clearly conveyed. Take into consideration that the customer views the TCI service as only one component of a broader service transaction often involving referrals to partners.

Recommendation 2: Communication gap

Develop a more proactive and a stronger communication plan to promote the TCI information line.

Recommendation 3: delivery gap

Negotiate service standards with referral partners so that customers can be told early on what service level to expect. Implementation of such standards could begin with federal partners and then spread to other organizations.

Recommendation 4: delivery gap

Step-up training efforts, especially in regions with higher turnover rates. This could involve improved self-teaching tools or increased investment in traditional training.

Recommendation 5: delivery gap

Improve information sharing among organizations so that a customer's background is passed on when a referral happens.

Recommendation 6: understanding gap

Conduct a scientific study of customer expectations to update the TCI's understanding. If a gap is identified, a re-evaluation of the service planning may be warranted.

APPENDIX A ***Customer*** ***Questionnaire***

TELEPHONE SERVICE CLIENT SATISFACTION QUESTIONNAIRE
Team Canada Inc
for use over the telephone

INTRODUCTION: (Get in touch with the person identified on the list.) Hello. My name is _____ and I am calling you on behalf of the toll-free export information telephone service offered by Team Canada Inc. You recently agreed to be contacted to discuss your satisfaction with their service. Team Canada Inc is counting on your feedback to help improve its service. It will take about 15 minutes, and your answers will be kept strictly confidential. May I start now?

SCREENING

Q1 According to records from the Team Canada Inc export information telephone service, you have contacted them recently. Can you confirm that?

YES 1
No 2 >> **TERMINATE**
DK/NR 9 >> **TERMINATE**

The next questions are organized into three sections dealing with the service offered to you by the Team Canada Inc export information service.

RESPONSIVENESS TO NEEDS

Q2 First, thinking of your most recent contact with the export information service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the responsiveness of the export information service to your needs? (RANDOMIZE THE ORDER)

- 2.1 the ease of locating the information service among government programs
- 2.2 the speed of the service
- 2.3 the flexibility of the service
- 2.4 the efforts made by officers to assess your needs
- 2.5 the helpfulness of officers
- 2.6 the ease of understanding of the information provided

Q3 Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the responsiveness of the export information service to your needs as defined in the previous prompts?

Q4 Would you say that the responsiveness of the export information service to your needs exceeded your expectations, met your expectations or failed to meet your expectations? (REVERSE THE ORDER RANDOMLY)

RELIABILITY

Q5 Thinking of your most recent contact with the export information service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the reliability of the export information service? (RANDOMIZE THE ORDER)

- 5.1 the knowledge of the officers
- 5.2 the courtesy of the officers
- 5.3 keeping information confidential
- 5.4 the guidance provided by officers
- 5.5 the identification of services offered by other organizations
- 5.6 the clarity of the information provided
- 5.7 the availability of the information you needed

Q6 Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the reliability of the export information service?

Q7 Would you say that the reliability of the export information service exceeded your expectations, met your expectations or failed to meet your expectations? (REVERSE THE ORDER RANDOMLY)

Q8 In the context of the most recent contact, did the export information service make any referrals to other sources of information or people who might be of assistance to you and your organization?

YES 1
No 2 >> **GOTO Q12**
DK/NR 9 >> **GOTO Q12**

Q9 Did you follow-up with any of these referrals?

YES 1
No 2 >> **GOTO Q12**
DK/NR 9 >> **GOTO Q12**

Q10 How would you rate the value of these referrals? Were they... (READ; ROTATE THE ORDER)

NOT AT ALL VALUABLE 1
NOT VERY VALUABLE 2
SOMEWHAT VALUABLE 3
VERY VALUABLE 4
DK/NR 9

(IF NOT AT ALL OR NOT VERY VALUABLE AT Q10)

Q11 What is the main reason for this?

VERBATIM _____
DK/NR 9

ACCESS

Q12 Thinking of your most recent contact with the export information service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the access to the export information service? (RANDOMIZE THE ORDER)

- 12.1 the hours of service
- 12.2 the ease of reaching officers
- 12.3 the timeliness of responses to telephone messages
- 12.4 the waiting time to get in touch with officers
- 12.5 communications in the official language of your choice

Q13 Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the access to export information service?

Q14 Would you say that the access to the export information service exceeded your expectations, met your expectations or failed to meet your expectations? (REVERSE THE ORDER RANDOMLY)

Q15 The last time you called the export information service, was your call answered within three rings, did it take longer, or was your call put on hold before someone answered?

WITHIN THREE RINGS	1
LONGER	2
PUT ON HOLD BEFORE SOMEONE ANSWERED	3
OTHER, SPECIFY _____ (DO NOT READ)	8
DK/NR	9

GENERAL QUESTIONS

Q16 On the whole, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with your most recent contact with the export information service?

Q17 Overall, would you say that the export information service exceeded your expectations, met your expectations or failed to meet your expectations? (REVERSE THE ORDER RANDOMLY)

Q18 Thinking of your most recent contact with the export information service, did you get what you needed?

YES	1
IN PART	2
No	3
DK/NR	9

(IF IN PART OR NO AT Q18)

Q19 What didn't you get that you needed?

VERBATIM _____	
DK/NR	9

Q20 As far as you can tell, was the service provided without error?

YES	1
No	2
DK/NR	9

(IF NO AT Q20)

Q21 What went wrong?

VERBATIM _____	
DK/NR	9

Q22 If only one general area of the service could be improved, which one should be focussed on?

CAPTURE VERBATIM _____	
DK/NR	99

Q23 As a result of your dealings with the export information service, would you say that you are no more, somewhat more or a lot more...

- 23.1 aware of other information sources or other government services relating to export
- 23.2 aware of other services offered by Team Canada Inc
- 23.3 knowledgeable about exporting
- 23.4 prepared to take the next step in exporting a product or a service
- 23.5 closer to exporting a product or service
- 23.6 likely to seek additional information on exporting
- 23.7 likely to improve your export practices

Q24 Would you use the export information service again if you required export related information?

YES	1
No	2
DK/NR	9

(IF NO AT Q24)

Q25 What is the main reason for this?

VERBATIM _____	
DK/NR	9

Q26 Would you recommend Team Canada Inc export information service without reservation, recommend with reservation or not recommend their services at all?

RECOMMEND WITHOUT RESERVATION	1
RECOMMEND WITH RESERVATION	2
NOT RECOMMEND	3
DK/NR	9

(IF NOT RECOMMEND OR WITH RESERVATION AT Q26)

Q27 What is the main reason for this?

VERBATIM _____	
DK/NR	9

BACKGROUND

Q28 I have a few final questions for statistical purposes. Over the past 12 months, approximately how many times have you been in contact with the export information service of Team Canada Inc?

NUMBER OF TIMES _____
DK/NR 9999

Q29 As far as you recall, how did you first hear about the Team Canada Inc export information service? (DO NOT READ)

THROUGH THE INTERNET, EXPORTSOURCE.CA, STRATEGIS.GC.CA, ETC. 1
TELEPHONE BOOK BLUE PAGES 2
PRINT ADVERTISING, MAGAZINE ADVERTISING 3
MAGAZINE OR NEWSPAPER ARTICLE 4
WORD OF MOUTH 5
OTHER GOVERNMENT SERVICE 6
OTHER, PLEASE SPECIFY _____ 8
DK/NR 9

Q30 Do you have ACCESS to the Internet for work purposes?

YES 1
No 2
DK/NR 9

Q31 Have you ever heard of the exportsource.ca Web site?

YES 1
No 2
DK/NR 9

(IF YES TO Q31)

Q32 Had you heard about it before you first called the export information service?

YES	1
No	2
DK/NR	9

(IF YES TO Q31)

Q33 Had you ever accessed the exportsource.ca Web site?

YES	1
No	2
DK/NR	9

Q34 For how many years has your organization been in existence?

NOT IN OPERATIONS YET	1
LESS THAN 1	2
RECORD THE NUMBER OF YEARS _____	3
DK/NR	9

Q35 Which if the following three categories best describe the state of your organization...

YOU ARE AN EXPERIENCED EXPORTER	1
YOU ARE PREPARING TO EXPORT	2
YOU ARE A POTENTIAL EXPORTER	3
DK/NR	9

Q36 In which province region of Canada are you located? (DO NOT READ)

NEWFOUNDLAND	01
PEI	02
NOVA SCOTIA	03
NEW BRUNSWICK	04
QUEBEC	05
ONTARIO	06
MANITOBA	07
SASKATCHEWAN	08
ALBERTA	09
BRITISH COLUMBIA	10
OTHER, SPECIFY _____	98
DK/NR	99

Q37 Including yourself, how many people are employed full-time by your organization? Is it... (READ)

LESS THAN 5	1
5 TO 9	2
10 TO LESS THAN 25	3
25 TO LESS THAN 50	4
50 TO LESS THAN 100	5
100 OR MORE	6
DK/NR	9

THANK AND TERMINATE

**QUESTIONNAIRE SUR LA SATISFACTION DE LA CustomerÈLE
DU SERVICE TÉLÉPHONIQUE
Équipe Canada inc
à utiliser au téléphone**

INTRODUCTION: (Rejoindre la personne dont le nom figure sur la liste.) Bonjour Madame/ Monsieur. Je m'appelle _____ et je vous téléphone au sujet du service téléphonique sans frais de renseignements sur les exportations offert par Équipe Canada inc. Vous avez accepté dernièrement qu'on communique avec vous pour discuter de votre satisfaction à l'égard de ce service. Équipe Canada inc compte sur votre opinion afin d'améliorer son service. Il suffira d'une quinzaine de minutes et vos réponses seront absolument confidentielles. Puis-je commencer tout de suite?

SÉLECTION

Q1 D'après nos dossiers, vous auriez utilisé récemment le service téléphonique de renseignements sur les exportations d'Équipe Canada inc. Confirmez-vous cette information?

OUI 1
NON 2 >> **TERMINER**
NSP/PDR 9 >> **TERMINER**

Les prochaines questions sont réparties en trois sections portant sur le service que vous offre le service de renseignements sur les exportations d'Équipe Canada inc.

SENSIBILITÉ AUX BESOINS

Q2 Tout d'abord, lors de votre contact le plus récent avec le service de renseignements sur les exportations, diriez-vous que vous avez été très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne les aspects suivants relatifs à la sensibilité à vos besoins de la part du service de renseignements sur les exportations? (RANDOMISER L'ORDRE)

- 2.1 la facilité à trouver le service de renseignements parmi les programmes gouvernementaux
- 2.2 la rapidité du service
- 2.3 la flexibilité du service
- 2.4 les efforts faits par les agents pour évaluer vos besoins
- 2.5 l'aide apportée par les agents
- 2.6 la facilité à comprendre l'information fournie

Q3 Dans l'ensemble, vous diriez-vous très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne la sensibilité à vos besoins de la part du service de renseignements sur les exportations, telle que définie précédemment?

Q4 Diriez-vous que la sensibilité à vos besoins de la part du service de renseignements sur les exportations a dépassé vos attentes, qu'elle était conforme à vos attentes ou qu'elle n'a pas comblé vos attentes? (INVERSER L'ORDRE AU HASARD)

FIABILITÉ

Q5 Lors de votre contact le plus récent avec le service de renseignements sur les exportations, diriez-vous que vous avez été très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne les aspects suivants de la fiabilité du service de renseignements sur les exportations? (RANDOMISER L'ORDRE)

- 5.1 les connaissances des agents
- 5.2 la courtoisie des agents
- 5.3 la protection du caractère confidentiel de l'information
- 5.4 l'orientation offerte par les agents
- 5.5 l'identification des services offerts par d'autres organisations
- 5.6 la clarté de l'information fournie
- 5.7 la disponibilité de l'information dont vous aviez besoin

Q6 Dans l'ensemble, vous diriez-vous très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne la fiabilité du service de renseignements sur les exportations?

Q7 Diriez-vous que la fiabilité du service de renseignements sur les exportations a dépassé vos attentes, qu'elle était conforme à vos attentes ou qu'elle n'a pas comblé vos attentes?
(INVERSER L'ORDRE AU HASARD)

Q8 Lors de votre contact le plus récent, le service de renseignements sur les exportations vous a-t-il recommandé d'autres sources de renseignements ou d'autres personnes susceptibles de vous venir en aide, à vous et à votre organisation?

OUI 1
NON 2 >> **ALLER À Q12**
NSP/PDR 9 >> **ALLER À Q12**

Q9 Avez-vous donné suite à l'une ou l'autre de ces recommandations?

OUI 1
NON 2 >> **ALLER À Q12**
NSP/PDR 9 >> **ALLER À Q12**

Q10 Que pensez-vous de la valeur de ces recommandations? Vous ont-elles été... (LIRE; PERMUTER L'ORDRE)

PAS DU TOUT UTILES 1
PAS TRÈS UTILES 2
PLUTÔT UTILES 3
TRÈS UTILES 4
NSP/PDR 9

(SI C'EST PAS DU TOUT OU PAS TRÈS UTILES À Q10)

Q11 Quelle en est la principale raison?

MOT-À-MOT _____
NSP/PDR 9

ACCÈS

Q12 Lors de votre contact le plus récent avec le service de renseignements sur les exportations, diriez-vous que vous avez été très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne les aspects suivants de l'accès au service de renseignements sur les exportations? (RANDOMISER L'ORDRE)

- 12.1 les heures de service
- 12.2 la facilité à rejoindre les agents
- 12.3 la réponse en temps opportun aux messages téléphoniques
- 12.4 l'attente avant de rejoindre les agents
- 12.5 la communication dans la langue officielle de votre choix

Q13 Dans l'ensemble, vous diriez-vous très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne l'accès au service de renseignements sur les exportations?

Q14 Diriez-vous que l'accès au service de renseignements sur les exportations a dépassé vos attentes, qu'il était conforme à vos attentes ou qu'il n'a pas comblé vos attentes? (INVERSER L'ORDRE AU HASARD)

Q15 La dernière fois que vous avez téléphoné au service de renseignements sur les exportations, vous a-t-on répondu en trois coups ou moins, en plus de trois coups, ou bien votre appel a-t-il été mis en attente avant que quelqu'un puisse vous répondre?

TROIS COUPS OU MOINS	1
PLUS DE TROIS COUPS	2
MIS EN ATTENTE AVANT QUE QUELQU'UN RÉPONDE	3
AUTRE, PRÉCISER _____ (NE PAS LIRE)	8
NSP/PDR	9

QUESTIONS D'ORDRE GÉNÉRAL

Q16 Dans l'ensemble, diriez-vous que vous avez été très insatisfait, insatisfait, neutre, satisfait ou très satisfait en ce qui concerne votre contact le plus récent avec le service de renseignements sur les exportations?

Q17 **Diriez-vous que, globalement, le service de renseignements sur les exportations a dépassé vos attentes, qu'il était conforme à vos attentes ou qu'il n'a pas comblé vos attentes ?** (INVERSER L'ORDRE AU HASARD)

Q18 **Lors de votre contact le plus récent avec le service de renseignements sur les exportations, avez-vous obtenu ce dont vous aviez besoin?**

OUI	1
EN PARTIE	2
NON	3
NSP/PDR	9

(SI C'EST EN PARTIE OU NON À Q18)

Q19 **De quoi aviez-vous besoin et que vous n'avez pas obtenu?**

MOT-À-MOT	9
NSP/PDR	9

Q20 **À ce que vous sachiez, le service vous a-t-il été procuré sans erreur?**

OUI	1
NON	2
NSP/PDR	9

(SI C'EST NON À Q20)

Q21 **Qu'est-ce qui a fait défaut?**

MOT-À-MOT	9
NSP/PDR	9

Q22 **S'il était possible d'améliorer un seul aspect général du service, sur quoi devrait-on insister?**

MOT-À-MOT	99
NSP/PDR	99

Q23 Après avoir traité avec le service de renseignements sur les exportations, vous diriez-vous pas plus, un peu plus ou beaucoup plus...

- 23.1 au courant d'autres sources de renseignements ou d'autres services gouvernementaux reliés aux exportations
- 23.2 au courant des autres services offerts par Équipe Canada inc
- 23.3 renseigné en matière d'exportation
- 23.4 prêt à passer à l'étape suivante en vue d'exporter un produit ou un service
- 23.5 prêt à exporter un produit ou un service
- 23.6 susceptible de chercher à vous renseigner davantage en matière d'exportation
- 23.7 susceptible d'améliorer vos pratiques en matière d'exportation

Q24 Feriez-vous de nouveau appel au service de renseignements sur les exportations si vous aviez besoin de renseignements en matière d'exportation?

OUI	1
NON	2
NSP/PDR	9

(SI C'EST NON À Q24)

Q25 Quelle en est la principale raison?

MOT-À-MOT	9
NSP/PDR	9

Q26 Recommanderiez-vous sans réserve le service de renseignements sur les exportations d'Équipe Canada inc, le recommanderiez-vous avec réserve ou bien est-ce que vous ne le recommanderiez pas du tout?

RECOMMANDER SANS RÉSERVE	1
RECOMMANDER AVEC RÉSERVE	2
NE PAS RECOMMANDER	3
NSP/PDR	9

(SI C'EST NE PAS RECOMMANDER OU AVEC RÉSERVE À Q26)

Q27 Quelle en est la principale raison?

MOT-À-MOT	9
NSP/PDR	9

RENSEIGNEMENTS GÉNÉRAUX

Q28 Il me reste quelques questions à des fins statistiques. Dans les 12 derniers mois, environ combien de fois avez-vous communiqué avec le service de renseignements sur les exportations d'Équipe Canada inc?

NOMBRE DE FOIS _____
NSP/PDR 9999

Q29 En autant que vous vous rappeliez, comment avez-vous appris l'existence du service de renseignements sur les exportations d'Équipe Canada inc? (NE PAS LIRE)

INTERNET, EXPORTSOURCE.CA, STRATEGIS.GC.CA, ETC. 1
PAGES BLEUES DE L'ANNUAIRE TÉLÉPHONIQUE 2
PUBLICITÉ ÉCRITE, PUBLICITÉ DANS REVUE 3
ARTICLE DE REVUE OU JOURNAL 4
BOUCHE-À-OREILLE 5
AUTRE SERVICE GOUVERNEMENTAL 6
AUTRE, VEUILLEZ PRÉCISER _____ 8
NSP/PDR 9

Q30 Avez-vous ACCÈS à Internet pour votre travail?

Oui 1
Non 2
NSP/PDR 9

Q31 Avez-vous entendu parler du site Web exportsource.ca?

Oui 1
Non 2
NSP/PDR 9

(SI C'EST OUI À Q31)

Q32 En aviez-vous entendu parler avant d'appeler le service de renseignements sur les exportations?

OUI	1
NON	2
NSP/PDR	9

(SI C'EST OUI À Q31)

Q33 Avez-vous déjà consulté le site Web exportsource.ca?

OUI	1
NON	2
NSP/PDR	9

Q34 Depuis combien d'années votre organisation existe-t-elle?

NE FONCTIONNE PAS ENCORE	1
MOINS DE 1 AN	2
INSCRIRE LE NOMBRE D'ANNÉES _____	3
NSP/PDR	9

Q35 Laquelle des trois catégories suivantes décrit le mieux l'état de votre organisation...

VOUS ÊTES UN EXPORTATEUR D'EXPÉRIENCE	1
VOUS VOUS APPRÊTEZ À EXPORTER	2
VOUS ÊTES UN EXPORTATEUR POTENTIEL	3
NSP/PDR	9

Q36 Dans quelle province du Canada êtes-vous situé? (NE PAS LIRE)

TERRE-NEUVE	01
Î.-P.-É.	02
NOUVELLE-ÉCOSSE	03
NOUVEAU-BRUNSWICK	04
QUÉBEC	05
ONTARIO	06
MANITOBA	07
SASKATCHEWAN	08
ALBERTA	09
COLOMBIE-BRITANNIQUE	10
AUTRE, PRÉCISER _____	98
NSP/PDR	99

Q37 Vous-même y compris, combien de personnes travaillent à plein temps pour votre organisation? Est-ce... (LIRE)

MOINS DE 5	1
5 À 9	2
10 À MOINS DE 25	3
25 À MOINS DE 50	4
50 À MOINS DE 100	5
100 OU PLUS	6
NSP/PDR	9

REMERCIER ET TERMINER

APPENDIX B

Interview Guide for Senior Trade Commissioners

Interview Guide for Senior Trade Commissioners

1. Please describe your view of the roles of the TCI Information Line, the CBSCs, and the Regional Trade Networks in providing an integrated information service to exporters and potential exporters in your region.
 - Role of TCI line
 - Role of CBSC
 - Role of RTN
 - Your own role
 - Are there other regional players? Other important roles?

2. How are the relationships between these various partners working?
 - What is going well in your region?
 - Are there gaps in the system with respect to the TCI Information line, where the customer may not be well served?
 - Are there issues between any parts of the process? Between players?

3. With respect to export preparedness: which partners are responsible for assisting a potential exporter to become "export-ready"?
 - At what point should a caller be referred from the TCI Information line to a partner service? To your service?

4. Are you satisfied with the performance of the TCI Information line?
 - What are its strengths?
 - What are its weaknesses?
 - Can you suggest improvements?

5. Do you have any other comments, which have not been covered?

APPENDIX C

Interview Guide for CBSC Managers

Interview Guide for CBSC Managers

1. Please describe the nature of your responsibilities with respect to the Team Canada Inc information line.
 - *Probe to understand nature of service challenge in delivering the line; associated management challenges.*
 - Do you feel that your front-line staff is comfortable in answering export inquiries on the 1- 888 ligne?
 - Are you satisfied with the overall nature and quality of service that you and your staff are able to provide through the TCI line?
 - Can you identify areas of possible service improvement?

2. What kind of training have your staff received to enable them to deliver this service?
 - Has this training been effective? How? Could it be improved? In what way?
 - Is there other training that could be provided?
 - Are you satisfied with the role and contribution of the National Secretariat with respect to training?

3. What aids or tools (such as procedures on referrals, statistics on call volumes, or diagnostic tools) do your staff require in order to do their jobs effectively?
 - Do they have such aids or tools at the present time?
 - Are these aids and tools effective? How?
 - Can they be improved? In what way?
 - Are there additional aids or tools that would be useful? What are they? Can you prioritize them for me?
 - What is the appropriate role of the National Secretariat in developing such aids and tools?

4. What kind of support (in the form of advice, information, national coordination) is provided to you and your staff by the National Secretariat?
 - Is this support useful? In what way?
 - Could it be improved? How?
 - Do your staff receive support from other places --other offices, for example? Other players?
 - In your opinion, how effectively has the Team Canada Inc 1-888 service been implemented in the last 18 months?
 - Is there anything else that the National Secretariat can do to support you and your staff, beyond what is presently provided?

APPENDIX D

Interview Guide for CBSC Staff

Interview Guide for CBSC Staff

1. Please describe the nature of your responsibilities with respect to the Team Canada Inc information line.
 - Probe to understand nature of service challenge in delivering the line.
 - Do you feel comfortable in answering export inquiries on the 1-888 line?
 - Are you satisfied with the overall nature and quality of service that you are able to provide through the TCI line? Can you identify areas of possible service improvement?

2. What kind of training have you received to enable you to deliver this service?
 - Has this training been effective? How? Could it be improved? In what way?
 - Is there other training that could be provided? Are you satisfied with the role and contribution of the National Secretariat with respect to training?

3. What aids or tools (such as procedures on referrals, statistics on call volumes, or diagnostic tools) do you require in order to do your job effectively?
 - Do you have such aids or tools at the present time?
 - Are these aids and tools effective? How?
 - Can they be improved? In what way?
 - Are there additional aids or tools that would be useful? What are they?
 - Can you prioritize them for me?
 - What is the appropriate role of the National Secretariat in developing such aids and tools?

4. What kind of support (in the form of advice, information, national coordination) is provided to you by the National Secretariat?
 - Is this support useful? In what way?
 - Could it be improved? How?
 - Do you receive support from other places, other offices, for example? Other players?
 - In your opinion, how effectively has the Team Canada Inc 1-888 service been implemented in the last 18 months?
 - Is there anything else that the National Secretariat can do to support you, beyond what is presently provided?

5. Are there service issues that have not been raised through previous questions?
 - Can any of these issues be addressed through training, aids and tools, and support to you?
6. Do you have other comments that you wish to make?

APPENDIX E

Interview Guide for TCI Partners

Interview Guide for TCI Partners

1. Please describe the nature of the work you do in assisting Canadian businesses that are interested in exporting products or services.
 - Subquestion to identify the nature of customers and customer needs
 - Subquestion to identify the types of information customers require
 - Subquestion to determine whether advice is provided to customers as well as information; and if so, what kind
 - Subquestion to understand the nature of the respondent's present relationship with the Canada Business Service Centre

2. Are you aware of the services of the TCI export information line? In your view, what services does it provide?
 - Are you in regular contact with officers of the line?
 - What is the purpose of those contacts?
 - Is the line useful to you?
 - Do you receive referrals from it?
 - Are its services useful to your customers?

3. Do you receive referrals from officers of the TCI line? *(Possible subquestion, depending on circumstances: Do you receive referrals from the Canada Business Service Centre?)*
 - Quantity; nature of referrals *(Establish whether partner tracks calls)*
 - Are referrals well prepared with basic understanding of relevant export processes and requirements?

4. What are the strengths of the TCI line, including the expert referral process?

5. What are its weaknesses, including the expert referral process?

6. How could your interaction with the TCI line be improved?

7. How can the TCI line improve the provision of front-line export information to export-ready and non-export ready customers?

APPENDIX F

Customer comments

Q11. How would you rate the value of these referrals? Were they...

Not at all valuable	1
Not very valuable	2

Q12 What is the main reason for this?

- access to info that probably would find in usa
- CAN'T GET ANY ANSWERS
- cherchait de l'info pour de la main-d'oeuvre canadienne employee aux usa; on a fournit seulement info pour les cadres
- elle cherchait sue simple info a savoir comment deplacer de la marchandiseaux usa; permis necessaires, frais de douanes etc.
- FINALLY CANNOT USE THE INFORMATIONS PROVIDED BY THEM
- first refferal came to a dead end; the second had problem with it difficult to use; WIN because of confidential matter; the officer would not cooperate at all
- he receives too much info. by e-mail; info on subjects he doesn't need
- he was looking to access cies that already exporting or in the process of exporting to give shares a provider service was not able to get that done
- ils n'ont pas reussi a regler le probleme; information inexistante
- mauvais renseignements
- no real help we needed list of customers in usa
- nobody seems to want to make a decision
- pas assez precis dans les informations recues
- pass the responsibility to another; ball bounces
- referred to a person that referred again same person; turn in circle for 4 days
- referred to revenu canada but they couldn't help; needed a code for a product sporting good;a special nylon mesh for sports cages; could not find a code for duty free and tax free importing from the states
- small canadian manufacture exporting product usa by canadian post service under nafta agreement; forms neccesary and locational forms; talk for 5 working days all fed. and provinc export offices web sites with results
- the market he was exposed to was too localised
- the officer gave him to much information for what he asked; brokeridge fee exporting material to the usa;the officer took too much time to exhaust information
- the referrals some met her expectations and accurate but others didn't give her right numbers
- to broad base didn't focus needs of small cie

- TRY TO HAVE SOME INFO ON EXPORTING TO ISRAEL; CUSTOM AND DUTY PROCEDURES FROM ISRAEL AND TO ISRAEL PEMD
- wanted list of restricted countries (embargo) could not find them on the web; he gave up
- when they gave her referrals these referrals send her back to the service; info about number pleasure boats in canada she went to one depart to another

Q14. Thinking of your most recent contact with the Export Information Service, did you get what you needed?

In part 2
No 3

Q15. What didn't you get that you needed?

- when a product is not listed it should be possible to find a way to get a number and identify duty ; import from usa of a product impossible to find in canada; mesh for sport cages not fishing cages
- was looking for info to buy a ship; but the info provided was not enough
- use a contact name in each agencies recommended by the service
- un chef de pupitre responsable de l'iran a ottawa
- Took too long to get the information.
- TOO MUCH STUFF TO READ AND WITHOUT ANY CLUE OF WHAT HE NEEDED. NO HELP HAVE TO DO ALL THE WORK WITHOUT ANY ANSWERS
- the people who provided info were outstanding; but the writing content was weak for a large cie
- the officer couldn't get the information on where is manufactured material for the usa if they accept certain materials depending on where they come from
- STILL HAVE TO DEAL WITH SOME CONTACTS
- she needed info how to find a ressource person to help her to elaborate her market study; she wants to know if her idea of a cie specialized in creating kilts is possible and the exporting of those kilts
- she is following seminars; she wants to have a one on one contact with a person that could give all the info; as a beginner she needed simple info and had to loose time phoning all the gov programs and agency labyrinthe
- she didn't receive yet the information (package) she asked for by internet
- service was not available for him, for what he needed
- Service d'aide sur l'information des commerces etrangers. Doit passer par les ambassades.
- rules and regulation duties from india
- renseignements sur l'exportation des produits consignes
- renseignement plus precis
- referrals to others offices were not so helpfull than team
- problems to have information on textile going in the u.s.
- problem communicating in England; commodity code not sure it is right; had problem with a duty with england compare to usa ; they are commercial artists; problems of forms

- pas trouve de reponse au probleme d'importation d'un chapiteau de France
- not the exact answer; taxes with holding web forms for the irs
- no complete ressource for the info she was looking for; computer hardware certification
- new project begin 2008 prequalified biting is now in process; asking for any documentation canada is behind other countries; only two firms from Canada, Lavallin et Bombardier don't care for middle and small cies
- needed rules of inspection for food conteners
- NEEDED INFO ON PROCEDURES FOR EXPORTING AND IMPORTING ISRAEL
- needed info on exporting from west africa to the states; insurance was not available he received the info but his problem was not solvable
- needed customers in usa, lack of understanding of our industry
- need to find a product iron; team couldn't help after trying
- more information on marketing
- more difficult to give info for small and particular organisation; potery cie
- listes potentielles dans leurs domaines, surtout a L'EXTERIEUR afin de les aider dans leurs recherches
- la reglementation sur l'etiquettage des produits nettoyants aux usa et en europe
- infos precises sur des cies aux usa; voulait des ref d'entreprises avec lesquelles il pourrait acceder a des banques de donnees, listes de cie
- INFORMATIONS PLUS CONCRETES AU BESOIN ET NON PAS SUR LE GENERAL UNIQUEMENT
- information sur les permis et frais d'exportation de marchandises vers les usa
- information on upcoming trade shows
- information on companies
- information not useful and no followup
- information for small export
- information
- info sur taxes de luxe par des pays europeens
- info sur les frais de douanes, lois qui regissent l'exportation de meubles artisanaux aux usa
- info sur les exportations de materiel informatique vers l'afrique; il n'a pas encore recu le kit promis par team
- info sur la main-d'oeuvre canadienne aux usa; pour les employes non les cadres
- info regarding cies manufacturers in the process exporting or already exporting so he can be of service his business is freight
- info on whosalers in Mexico and Panama; list of whosalers in fact motorcycles accessories

- info on used machinery and equipment for vehicules; info on high tech propane fuel injection system for vehicule in africa;
- info on packaging and labeling; order to be compliant for export to usa;
- info on market report
- info on joint partnership software develop. with cuba; info on support and financing; wants to sell sotware services as a consultant
- info on grants working capital;
- info in terms of in house representation; person could represent their cie in the states; business visa info;
- he needed info on border information as to duty timing; info that would speed the process at the usa border
- he is very mad because teh service didn't call him back and he had to phone again
- handling beetween usa and Canada with goods coming from outside usa for ex china problem of quotas
- general information
- finally got the answer after 5 days with usa customs airport on exporting with post Canada to usa
- export control kit
- excellent service par contre elle est inondee d'infos que l'on ne peut pas juger si on est debutant
- didn't talk to anybody yet very displeased
- diddn't get anything
- did not receive the information he ask for
- couldn't have statistical info on pleasure boats; no bridge from one depart to anothwr
- contacts with people to demonstrate product
- contacts and prospects
- recherche de l'aide pour mieux comprendre et facilite les processus d'exportation
- bonding and insurance
- besoin de manufacturiers specifiques dans des pays specifiques pour produits specifiques il a du faire la recherche lui-meme; cooperation des gouv etrangers
- aucune reponse sur le marche americain ainsi que sur les personnes-ressource
- ask for a fax copy of pemd and didn't receive it
- any information
- aide au demarrage d'une cie d'exportation; aspect legal et fiscal; pourquoi passer par avocat plutot que par team; cie exportation de services
- aide au demarrage
- adresses des ambassades etrangeres au Canada; ils ont propose un site d'affaires etrangeres, processus incomplet.

- a program that would help export for his business
- a consultant to help find a supplier of soft wood lumber

Q20. As far as you can tell, was the service provided without error?

No 2

Q21. What went wrong?

- web site didn't work
- typing error in the street name
- they gave her a number but it was the wrong information, the number was not good
- les agents sont mal informés
- Lack of information
- email error

Q22. If only one general area of the service could be improved, which one should be focussed on?

- website is confusing; hard to find; the search fonctionality not helpfull
- webs program difficult to access
- un meilleur suivi, mise a jour de l'information
- try to create an umbrella to identify products made usa and canada; with nafta he is not suppose to pay taxes or duty; for the time beeing he cannot go on with his importing bad for business
- to have a direct access to info by team and not having to phone to other agencies; so many gov programs; the web site is too complicated
- to have a consultant
- to be more precise with the info
- Time reaction to information demands.
- they need a coordinator of all their services
- the web could be easier to gather info
- the service is lousy
- the officer was really enthousiastic; he overshut his mark; too much info for what he asked
- the info he received was too technical for him; for a beginner
- temps de reponse au courriel beaucoup trop long
- telephone service
- support entrepreneurship especially when someone has an airtight contract
- SUIVI AU SERVICE A LA CustomerELE, AIDE POUR COMPRENDRE LA DOCUMENTATION RECUE
- speed
- SPECIFY THE INFORMATION
- specific information
- specializing in small business
- someone to help her trough the process
- site web trop complexe pour se retrouver; il attend toujours de l'aide pour regler exportation de services aux usa
- site internet tres difficile d'y naviguer; pouvoir etre en contact avec une personne-ressource qui connait ce type de probleme ou reference a une autre personne
- simplify the information brochures; difficult to understand for beginners
- should put together at team canada all info like taxes business, numbers business info like shipping cies
- service too slow; lack of knowledge
- savoir ou diriger les customers
- savoir comment rejoindre equipe Canada
- s'adresser a une personne-ressouce et toujours la meme

- reliable information
- relevance of information
- referencing to ccra information
- providing specific info. on markets
- provide more contacts
- priority of information less extensive requirements for information, too much forms
- prefer one on one meeting and a follow up
- plus spécifique
- plus de ressources
- plus de choix au niveau des regions pour les seminaires
- petits entrepreneurs devraient pouvoir participer aux trades show avec le premier ministre
- overseas officers and liaisons with diff ambassies; they were not cooperative overseas
- overseas export;
- officers specialized for small cics for exemple artists
- officers should have inf available; small cics
- NUMBER MORE ACCESSIBLE
- networking whit other departements
- need one on one consultation
- more precise info
- More knowledge of the officers.
- more information
- more info on importation; to invest in Canada for foreign cics
- More human contacts rather than automated systems.
- more human contact
- mise a jour des donnees
- mieux cibler la customerelle des e-mail, arreter le trop plein d'info sur tous les sujets
- market
- Making sure that the sites of the service stay up.
- making more efforts to be specific needs; for example buy and sell ships
- make it more easy to have the right department, i.e receptionist
- mail the information
- less referrals
- Less arduous telephone menus and tagging.
- laying out what each depart. does
- lack of consideration for small businesses
- L'ACCOMPAGNEMENT DES INFORMATIONS, UN SUIVI PAR UN AGENT(LE MEME AGENT)
- keep their officers more informed
- internet
- inter office communication

- informations plus approfondies
- information on web more detailed and ease of operation
- information on specifics
- information from other countries; ex with india;
- information for smaller businesses
- information didn't know really how to answer her questions
- info on the web site about fcc csa; sell electrical equipment internationnaly
- improve comm. with gov counterparts in beijin and shangaï to obtain all poss. info and recommandations in advance as the other imp countries are doing
- il a du s'adresser a des conseillers specialistes ; avec les services gouver. l'information est trop theorique pas assez pratique
- having officers specialized in some field
- have access to the info provided by other services; the refferals are not as efficient than team
- have a one on one relation with a specialized person
- frustrating to be passed on
- follow ups
- finding the phone number was difficult
- finding the phone number of the service
- everything is perfect
- easier way to locate the service
- easier access
- ease to obtain information
- ease of finding information; accessibility of forms on line
- ease of acces for small business for compliants; service should be offered later during the day until 5:30
- difficult to use the web site
- des agents specailises dans le demarrage de l'entreprise et dans differents secteurs d'exportation par ex produits cadeaux
- de cibler le type d'organisme pour ensuite envoyer une information plus pertinente
- could give a person to speak to in each department of referrals
- content
- contact no follow up
- connaissance des agents; identification au depart du probleme du customer
- communication beetween depart.
- comment avoir de l'aide avec le dedouanement
- customers potentiels a l'etranger
- clarity of the documents
- CLARITY OF INFORMATIONS
- CLARITY OF INFORMATION AND MORE FOLLOW UP WITH THE Customer

- CLARITY INFORMATION AND REFERENCE FOR MACINTHOSH
- can't find any information on exporting to south korea
- better way to access the phone number at the beginning
- better ties to the other services instead of just giving referrals
- better interface with us information concerning import
- better information
- better followup
- Better directions to the proper sources or people for the demanded information.
- better communication
- bad website full of words no proper data; numbers given are linked together not useful at all; one person should direct you instead of losing time phoning everywhere; same with web sites; narrow the search
- avoir un contact avec une personne specialisee dans un domaine particulier qui nous concerne
- avoid long phone delays
- ask from the officers to know more about the different programs
- approche est trop globale; voudrait avoir un service plus specifique; par ex dans les pages bleues, specifier les departements par ex animaux exotiques lamas, emeus...
- an officer specialised in small business export; the info is too scattered
- aller plus en detail pour aider au demarrage d'une cie, dans ce cas-ci importation
- AGENTS SHOULD HAVE MORE DETAILS TO PROVIDE RIGHT AWAY, AND TOO MANY GENERAL INFORMATION (SPECIFY THEM)
- agents mieux informes sur un domaine particulier; les references n'etaient pas adequates
- accessibility
- access to research; case studies
- access to getting to the right department; more inf in the phone book
- ACCESS TO A PERSON WHO COULD GIVE INFO DIRECTLY INSTEAD OF GIVING REFFERALS
- 1.attitude moins paternaliste - 2.ambassades tres insatisfaisantes en matiere de services renvoi au Canada - listes potentielles de customers...

Q25. Would you use the Export Information Service again if you required export related information?

No 2

Q25. What is the main reason for this?

- weak content
- waist of time
- not satisfied with the service
- no adequate info. provided
- mauvais service, a du tout faire lui-meme
- hes a small exporter
- elle a du engager un specialiste des douanes pour solutionner son probleme
- DIDN'T GET WHAT HE NEED.

Q26. Would you recommend Team Canada Inc Export Information Service without reservation, recommend with reservation or not recommend their services at all?

Recommend with reservation 2
Not recommend 3

Q27 What is the main reason for this?

- weak content for large cie
- too much wasting time
- the officers are doing a good job but they don't have the info available
- the info provided as a tendency to be too large, not focus on the specific problem
- THE INFO IS TOO LARGE NOT FOCUSED ON THE PROBLEM THEY NEED
- small business problem
- should answer faster
- she wants to have reliable suppliers
- reserve pour les debutants
- renseignements pas assez precis
- problem of information
- place to get sarterd; things are too complicated; help specialized in small cies
- pas l'endroit ideal pour les informations en matiere d'exportation
- pas assez de precision ; l'info est trop vaste et renvoie a trop de demarches quand sa demande etait peu complexe; info sur l'exportation de marchandises vers les usa
- Not satisfied with the timeliness of the service.
- not enough help to entrepreneurs
- mauvais service; service impeccable pour ce qui touche aux generalites mais mauvais pour les questions plus specifiques
- manque d'information pertinente pour exporter
- les prevenir qu'il risque de ne pas avoir l'info; normalement avec alena on devrait pouvoir obtenir facilement info pour les usa
- les agents devraient etre specialises dans certains domaines
- information pas assez au point pour un importateur d'experience
- good personnel but terrible backup; should use kiss formula
- finding the right depart. or internet or telephone concerning overseass export; all they need: a document and it took hours didn't know certificat for europe
- exportateur sans experience sera degoute du manque de facilite pour acceder aux services de renseignements
- expect to do a few phone calls before getting to the right place

- en fonction de la proposition
- easy access for small business
- ease of answering without being transfered all over the country
- difficile de trouver une personne-ressource specialisee dans leur domaine
- didn't receive the info needed
- didn't do nothing for us
- DID GET ANSWERS. NOBODY TELL WHAT TO DO. LEAVE ALONE WITH PROBLEMS
- could e-mail the information
- considering communication problem
- beware of the communication problem
- because of the lousy service
- Because of being misdirected or overtagged by different people.
- avertir que la demarche est longue et que l'on risque de na pas avoir de reponses a toutes nos questions

APPENDIX G

Detailed customer survey tables

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	EXPORT STAGE-----							-Customer LOCATION-----				YEARS IN BUSINESS-----			-----NUMBER OF-----+			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q2A locating the info service among gov. progr. weighted # of part.:	4083	762	620	2612	1425	1292	1048	1256	1622	996	209	336	809	998	1785	2349	896	562
real # of participants:	244	49	37	151	79	82	63	39	139	46	19	22	51	58	106	138	55	36
DISSATISFIED (somewhat, very)	21%	20%	17%	23%	14%	30%	21%	21%	19%	24%	20%	23%	19%	21%	23%	19%	27%	20%
SATISFIED (somewhat, very)	64%	64%	82%	59%	77%	51%	65%	65%	65%	61%	67%	63%	63%	65%	62%	70%	46%	67%
very dissatisfied (0)	7%	0%	11%	9%	1%	15%	8%	13%	5%	4%	8%	0%	5%	9%	9%	4%	6%	14%
dissatisfied (25)	14%	20%	6%	14%	14%	15%	13%	8%	14%	20%	12%	23%	14%	12%	14%	14%	21%	5%
neutral (50)	15%	17%	2%	18%	8%	19%	14%	15%	16%	15%	12%	13%	18%	14%	15%	11%	28%	13%
satisfied (75)	42%	32%	56%	43%	46%	35%	47%	38%	45%	43%	41%	39%	41%	44%	44%	45%	28%	54%
very satisfied (100)	22%	32%	26%	16%	31%	16%	18%	27%	19%	17%	27%	25%	22%	21%	18%	25%	18%	14%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	64.3	69.2	70.0	61.0	73.3	55.6	63.6	64.6	64.9	62.5	66.4	66.2	65.3	64.1	62.2	68.0	57.7	61.7
sig. test for means:				*	***	**										*	*	

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	EXPORT STAGE-----EXPORT STAGE-----							-Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----+			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q2B the speed of the service weighted # of part.:	4054	728	632	2606	1401	1276	1048	1189	1634	1039	193	336	814	1010	1806	2315	901	550
real # of participants:	245	50	38	150	80	81	63	38	140	48	18	22	51	59	107	139	55	35
DISSATISFIED (somewhat, very)	7%	8%	13%	6%	6%	11%	4%	11%	7%	2%	10%	3%	7%	6%	8%	8%	5%	10%
SATISFIED (somewhat, very)	86%	86%	86%	86%	87%	84%	82%	83%	88%	85%	81%	83%	86%	87%	86%	86%	86%	81%
very dissatisfied (0)	1%	3%	0%	1%	1%	1%	2%	0%	2%	0%	10%	0%	4%	0%	1%	0%	2%	4%
dissatisfied (25)	6%	5%	13%	5%	4%	10%	2%	11%	5%	2%	0%	3%	3%	6%	6%	8%	3%	6%
neutral (50)	7%	6%	2%	8%	7%	5%	13%	6%	5%	12%	9%	13%	7%	7%	7%	6%	9%	9%
satisfied (75)	52%	44%	55%	55%	45%	49%	57%	55%	45%	60%	47%	44%	43%	59%	54%	49%	57%	53%
very satisfied (100)	34%	42%	31%	31%	43%	35%	26%	28%	43%	25%	34%	40%	43%	28%	31%	37%	29%	28%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	77.7	79.6	76.1	77.4	80.7	77.0	75.3	75.1	80.4	77.1	73.7	79.8	79.4	77.4	77.0	78.8	77.1	73.6

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	-----EXPORT STAGE-----			-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----				
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q2C the flexibility of the service weighted # of part.:	3964	693	632	2550	1389	1185	1059	1098	1634	1039	193	324	814	943	1795	2292	901	562
real # of participants:	243	48	38	150	79	79	64	36	140	48	18	21	51	58	107	138	55	36
DISSATISFIED (somewhat, very)	4%	4%	2%	5%	4%	1%	8%	4%	6%	0%	14%	0%	7%	2%	3%	3%	3%	11%
SATISFIED (somewhat, very)	74%	81%	80%	71%	76%	72%	73%	67%	80%	77%	54%	60%	80%	85%	69%	77%	80%	62%
very dissatisfied (0)	1%	3%	0%	1%	1%	0%	3%	2%	1%	0%	10%	0%	5%	0%	1%	1%	2%	4%
dissatisfied (25)	3%	1%	2%	3%	2%	1%	4%	1%	5%	0%	3%	0%	2%	2%	3%	3%	1%	6%
neutral (50)	22%	16%	18%	24%	20%	27%	19%	29%	14%	23%	32%	40%	12%	13%	28%	20%	17%	27%
satisfied (75)	52%	53%	60%	50%	48%	45%	60%	55%	49%	56%	30%	33%	58%	57%	49%	53%	62%	43%
very satisfied (100)	23%	28%	20%	21%	28%	27%	13%	12%	31%	21%	24%	27%	22%	28%	20%	25%	18%	19%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	72.9	75.4	74.6	71.3	74.7	74.4	68.6	68.4	76.1	74.5	63.5	71.6	72.4	77.6	71.3	74.6	73.1	66.6

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q2D efforts by officers to assess your needs	3980	716	632	2543	1389	1202	1059	1121	1610	1039	209	324	831	943	1795	2304	894	562
weighted # of part.:	100%	18%	16%	64%	35%	30%	27%	28%	40%	26%	5%	8%	21%	24%	45%	58%	22%	14%
real # of participants:	243	49	38	149	79	79	64	37	138	48	19	21	52	58	106	138	54	36
DISSATISFIED (somewhat, very)	5%	5%	2%	5%	2%	5%	8%	4%	7%	2%	8%	0%	12% ++	2%	3%	4%	2%	11%
SATISFIED (somewhat, very)	86%	81%	93%	86%	88%	86%	86%	92%	86%	81%	73%	77%	80%	85%	91% +	89%	83%	86%
very dissatisfied (0)	1%	0%	0%	2%	1%	2%	0%	0%	1%	0%	8%	0%	3%	1%	0%	1%	2%	0%
dissatisfied (25)	4%	5%	2%	4%	1%	3%	8% +	4%	5%	2%	0%	0%	9% +	1%	3%	4%	0%	11% +
neutral (50)	9%	14%	6%	9%	10%	9%	6%	4%	7%	17% +	19%	23%	8%	13%	6%	7%	15% +	4%
satisfied (75)	50%	47%	62%	49%	50%	51%	44%	62%	40% --	58%	22%	40%	55%	46%	51%	57% +	36% -	47%
very satisfied (100)	36%	34%	31%	37%	38%	34%	41%	30%	46% ++	23% -	52%	37%	25%	39%	41%	31%	46%	39%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	79.1	77.6	80.5	78.9	80.9	78.2	79.8	79.8	81.2	75.5	77.3	78.7	72.4 *	79.9	82.4 *	78.8	81.4	78.5
sig. test for means:																		

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	EXPORT STAGE							Customer LOCATION				YEARS IN BUSINESS			NUMBER OF EMPLOYEES			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Atlantic/Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q2E the helpfulness of officers weighted # of part.:	4033	694	632	2617	1368	1276	1059	1189	1634	1018	193	324	793	1010	1818	2282	901	562
real # of participants:	244	48	38	151	78	81	64	38	140	47	18	21	50	59	108	137	55	36
DISSATISFIED (somewhat, very)	5%	6%	0%	6%	6%	6%	3%	3%	1%	11%	10%	7%	17%	0%	2%	4%	5%	6%
SATISFIED (somewhat, very)	88%	87%	94%	86%	87%	90%	87%	95%	90%	77%	86%	78%	76%	94%	92%	90%	86%	88%
very dissatisfied (0)	1%	3%	0%	0%	1%	1%	0%	0%	1%	0%	10%	0%	4%	0%	0%	0%	2%	0%
dissatisfied (25)	4%	3%	0%	5%	4%	5%	3%	3%	1%	11%	0%	7%	13%	0%	2%	4%	2%	6%
neutral (50)	7%	7%	6%	8%	7%	4%	10%	2%	9%	13%	3%	15%	7%	6%	6%	6%	10%	6%
satisfied (75)	48%	50%	67%	43%	48%	49%	41%	55%	41%	53%	30%	40%	40%	58%	47%	54%	35%	44%
very satisfied (100)	40%	37%	27%	43%	40%	41%	46%	40%	49%	23%	56%	37%	36%	37%	45%	36%	50%	43%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	80.6	78.6	80.5	80.7	79.9	81.2	82.3	82.7	84.3	72.3	80.5	77.2	72.5	82.7	83.9	80.4	82.3	81.1
sig. test for means:									*	**			*		*			

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	Poten- tial	New blishd	Estab- lishd	Poten- tial	New blishd	Estab- lishd	West	Onta- rio	Quebec	Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q2F ease of understanding of the weighted # of part.:	4064	728	620	2627	1389	1276	1069	1189	1622	1061	193	336	803	1010	1828	2304	901	572
real # of participants:	245	50	37	151	79	81	64	38	139	49	18	22	50	59	108	138	55	36
DISSATISFIED (somewhat, very)	8%	6%	13%	7%	7%	9%	8%	7%	8%	6%	20%	6%	7%	4%	10%	9%	5%	10%
SATISFIED (somewhat, very)	81%	91% +	78%	79%	81%	82%	83%	84%	81%	80%	76%	70%	83%	87%	80%	83%	83%	79%
very dissatisfied (0)	1%	3%	0%	1%	2%	0%	2%	0%	2%	0%	10%	0%	2%	1%	1%	1%	2%	2%
dissatisfied (25)	6%	3%	13%	6%	4%	9%	6%	7%	6%	6%	10%	6%	5%	3%	9%	8%	3%	8%
neutral (50)	11%	3%	9%	14%	13%	9%	9%	9%	11%	14%	3%	23%	10%	9%	10%	8%	12%	12%
satisfied (75)	53%	58%	50%	54%	48%	62%	50%	67% +	43% --	55%	47%	35%	51%	63%	53%	53%	56%	56%
very satisfied (100)	28%	33%	28%	26%	33%	20% -	33%	17%	38% ++	24%	29%	36%	32%	23%	27%	30%	27%	23%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	75.1	78.9	73.3	74.1	76.3	73.2	76.3	73.5	77.3	74.5	68.6	74.9	76.4	76.1	74.1	75.5	75.8	72.5

First, thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RESPONSIVENESS of the Export Information Service to your needs?

	EXPORT STAGE							Customer LOCATION				YEARS IN BUSINESS			NUMBER OF EMPLOYEES			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q3 OVERALL	4171	795	632	2655	1468	1292	1081	1256	1645	1061	209	336	831	1010	1840	2383	918	584
weighted # of part.:	100%	19%	15%	64%	35%	31%	26%	30%	39%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	249	51	38	153	81	82	65	39	141	49	19	22	52	59	109	140	56	37
DISSATISFIED (somewhat, very)	6%	11%	6%	5%	8%	4%	9%	9%	6%	4%	9%	0%	11% +	1%	4%	5%	4%	14% +
SATISFIED (somewhat, very)	86%	82%	91%	86%	83%	91%	80%	86%	86%	86%	84%	83%	86%	86%	90%	87%	85%	80%
very dissatisfied (0)	3%	8% +	0%	2%	6% +	1%	2%	9% ++	1%	0%	0%	0%	6% ++	1%	0%	4%	0%	4%
dissatisfied (25)	3%	2%	6%	3%	1%	3%	6%	0%	4%	4%	9%	0%	5%	0%	4%	1% -	4%	10% +
neutral (50)	8%	7%	4%	9%	9%	5%	12%	6%	9%	10%	6%	17%	3%	13%	6%	7%	11%	6%
satisfied (75)	62%	50% -	70%	66%	57%	67%	56%	77% +	52% --	65%	42%	64%	66%	58%	65%	64%	59%	52%
very satisfied (100)	23%	32%	20%	20%	26%	23%	24%	9% --	34% ++	20%	42%	19%	20%	28%	25%	23%	26%	28%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	74.9	73.8	76.4	74.6	73.7	77.3	73.1	69.4	78.2 *	75.5	79.3	75.5	72.3	77.8	77.5	75.2	76.6	72.4

Would you say that the responsiveness of the Export Information Service to your needs exceeded your expectations, met your expectations or failed to meet your expectations?

	EXPORT STAGE--				EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
	Poten- tial	New	Estab- lishd	Poten- tial	New	Estab- lishd												
Q4																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
exceeded your expectations	14%	4%	17%	15%	10%	18%	16%	14%	20%	0%	33%	16%	16%	15%	14%	13%	16%	19%
met your expectations	64%	65%	58%	66%	71%	58%	60%	62%	59%	76%	61%	50%	65%	75%	63%	66%	69%	49%
failed to meet your expectations	15%	16%	20%	14%	10%	22%	18%	18%	13%	16%	6%	3%	18%	5%	19%	15%	10%	30%
DK/NR	7%	14%	6%	4%	8%	2%	5%	6%	7%	8%	0%	31%	1%	6%	5%	6%	5%	2%

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q5A the knowledge of the officers weighted # of part.:	4092	728	632	2644	1401	1281	1081	1189	1634	1061	209	336	831	998	1840	2304	918	584
real # of participants:	247	50	38	152	80	81	65	38	140	49	19	22	52	58	109	138	56	37
DISSATISFIED (somewhat, very)	9%	7%	13%	8%	2%	18%	6%	15%	6%	6%	9%	0%	15%	9%	7%	6%	4%	16%
					--	+++												+
SATISFIED (somewhat, very)	80%	74%	82%	81%	90%	70%	83%	81%	81%	78%	75%	78%	77%	75%	85%	84%	80%	78%
					+	--												
very dissatisfied (0)	1%	0%	0%	1%	0%	0%	2%	2%	0%	0%	0%	0%	3%	0%	0%	0%	0%	4%
								+					+					++
dissatisfied (25)	8%	7%	13%	7%	2%	18%	3%	13%	6%	6%	9%	0%	12%	9%	7%	6%	4%	11%
					-	+++												
neutral (50)	11%	19%	6%	11%	8%	12%	12%	4%	13%	16%	16%	22%	8%	16%	8%	10%	16%	6%
satisfied (75)	56%	48%	58%	58%	62%	49%	62%	70%	45%	59%	55%	55%	57%	51%	59%	63%	48%	59%
								+	--									
very satisfied (100)	24%	26%	24%	23%	28%	21%	21%	11%	36%	18%	20%	23%	19%	23%	26%	22%	31%	19%
								-	+++									
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	73.6	73.1	73.4	73.7	79.1	68.2	74.0	68.9	78.0	72.4	71.5	75.3	69.3	72.2	75.7	75.0	76.7	69.3
sig. test for means:					**	**			**									

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q5B the courtesy of the officers weighted # of part.:	4092	716	632	2655	1401	1292	1069	1189	1634	1061	209	336	831	1010	1828	2304	918	584
real # of participants:	247	49	38	153	80	82	64	38	140	49	19	22	52	59	108	138	56	37
DISSATISFIED (somewhat, very)	1%	0%	0%	2%	3%	1%	1%	1%	1%	2%	0%	0%	6% ++	0%	1%	2%	0%	2%
SATISFIED (somewhat, very)	92%	94%	84%	94%	91%	89%	97%	91%	93%	92%	100%	84%	91%	94%	94%	90%	100%	96%
very dissatisfied (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
dissatisfied (25)	1%	0%	0%	2%	3%	1%	1%	1%	1%	2%	0%	0%	6% ++	0%	1%	2%	0%	2%
neutral (50)	6%	6%	16% ++	4% -	6%	10%	2%	8%	6%	6%	0%	16%	3%	6%	6%	8% +	0% -	2%
satisfied (75)	40%	45%	54% +	35% -	43%	29% -	43%	41%	38%	39%	48%	34%	36%	49%	38%	41%	31%	46%
very satisfied (100)	53%	49%	30% --	59% ++	48%	59%	54%	50%	55%	53%	52%	50%	55%	46%	56%	48% -	69% ++	50%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	85.9	85.6	78.3 **	87.7 *	83.9	86.7	87.4	84.9	86.6	85.7	87.9	83.3	85.1	85.0	87.3	83.9 **	92.2 ***	86.0

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	EXPORT STAGE-----							-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q5C keeping information confidential																		
weighted # of part.:	3761	693	562	2417	1298	1144	1001	1142	1435	974	209	324	718	905	1726	2052	873	560
real # of participants:	224	47	33	137	72	73	59	36	123	45	19	21	45	51	101	121	53	35
DISSATISFIED (somewhat, very)	2%	3%	0%	3%	3%	3%	1%	1%	2%	2%	9%	0%	10% +++	0%	1%	2%	5%	0%
SATISFIED (somewhat, very)	45%	50%	57%	41%	52%	43%	40%	25% --	53%	58% +	42%	36%	47%	52%	43%	48%	45%	55%
very dissatisfied (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
dissatisfied (25)	2%	3%	0%	3%	3%	3%	1%	1%	2%	2%	9%	0%	10% +++	0%	1%	2%	5%	0%
neutral (50)	53%	48%	43%	57%	45%	54%	59%	73% ++	46%	40% -	48%	64%	43%	48%	56%	51%	50%	45%
satisfied (75)	33%	38%	43%	29%	35%	26%	39%	22%	36%	40%	42%	26%	30%	38%	34%	35%	28%	49%
very satisfied (100)	12%	12%	15%	12%	17%	17%	1%	3% --	17%	18%	0%	11%	17%	14%	10%	12%	17%	6%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	63.8	64.7	68.0	62.5	66.6	64.2	60.0	56.9	67.1	68.3	58.2	61.8	63.7	66.5	63.0	64.5	64.2	65.4
sig. test for means:							*	***	*									

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----				-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----		
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q5D the guidance provided by officers weighted # of part.:	4081	716	632	2644	1401	1281	1069	1189	1622	1061	209	336	831	998	1828	2292	918	584
real # of participants:	246	49	38	152	80	81	64	38	139	49	19	22	52	58	108	137	56	37
DISSATISFIED (somewhat, very)	8%	6%	18%	7%	4%	15%	5%	7%	9%	8%	9%	0%	12%	5%	10%	8%	7%	11%
			+			++												
SATISFIED (somewhat, very)	75%	83%	76%	72%	84%	68%	74%	82%	78%	65%	73%	61%	79%	78%	75%	79%	77%	68%
				+						-								
very dissatisfied (0)	1%	0%	2%	1%	1%	0%	1%	0%	2%	0%	0%	0%	0%	2%	1%	1%	0%	2%
dissatisfied (25)	8%	6%	16%	6%	3%	15%	4%	7%	7%	8%	9%	0%	12%	2%	9%	8%	7%	9%
			+			++												
neutral (50)	16%	11%	6%	21%	12%	17%	20%	11%	13%	27%	17%	39%	9%	17%	15%	13%	16%	20%
			-	+						+								
satisfied (75)	54%	56%	54%	53%	57%	49%	56%	70%	47%	49%	41%	32%	65%	58%	50%	62%	47%	43%
								++								+		
very satisfied (100)	22%	27%	22%	19%	27%	19%	19%	12%	31%	16%	33%	29%	14%	20%	25%	18%	30%	26%
									++									
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	71.9	76.0	69.7	70.8	76.6	68.1	71.6	71.5	74.3	68.4	74.2	72.7	70.0	72.7	72.5	72.0	75.1	70.1
sig. test for means:					*	*												

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q5E the id of services offered by other orgs. weighted # of part.:	4125	783	620	2632	1457	1292	1046	1256	1599	1061	209	324	819	998	1828	2348	906	584
real # of participants:	100%	19%	15%	64%	35%	31%	25%	30%	39%	26%	5%	8%	20%	24%	44%	57%	22%	14%
DISSATISFIED (somewhat, very)	245	50	37	151	80	82	62	39	137	49	19	21	51	58	108	137	55	37
	10%	13%	4%	10%	8%	8%	12%	7%	12%	10%	9%	4%	10%	6%	9%	8%	12%	14%
SATISFIED (somewhat, very)	58%	55%	68%	56%	60%	60%	56%	53%	66%	53%	58%	32%	67%	72%	55%	62%	57%	53%
very dissatisfied (0)	2%	9%	0%	1%	5%	0%	1%	5%	2%	0%	0%	0%	0%	1%	1%	3%	0%	4%
dissatisfied (25)	7%	4%	4%	9%	2%	8%	11%	1%	9%	10%	9%	4%	10%	5%	9%	5%	12%	10%
neutral (50)	32%	32%	28%	33%	33%	32%	33%	40%	23%	37%	33%	65%	24%	23%	35%	31%	31%	33%
satisfied (75)	40%	32%	50%	40%	39%	38%	44%	44%	41%	33%	45%	12%	47%	52%	37%	43%	32%	42%
very satisfied (100)	18%	23%	19%	16%	21%	22%	12%	9%	25%	20%	12%	19%	19%	19%	18%	18%	25%	11%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	66.1	64.2	70.9	65.2	66.8	68.4	63.5	62.5	69.2	65.8	65.2	61.9	69.0	71.1	65.8	67.2	67.4	61.7

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----				-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----		
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q5F the clarity of the information provided	4069	716	620	2644	1389	1292	1069	1189	1610	1061	209	336	808	1010	1828	2292	918	572
weighted # of part.:	100%	18%	15%	65%	34%	32%	26%	29%	40%	26%	5%	8%	20%	25%	45%	56%	23%	14%
real # of participants:	245	49	37	152	79	82	64	38	138	49	19	22	50	59	108	137	56	36
DISSATISFIED (somewhat, very)	9%	6%	17%	8%	7%	16%	7%	9%	12%	6%	9%	6%	17%	3%	9%	11%	8%	8%
						+							+					
SATISFIED (somewhat, very)	80%	75%	76%	83%	78%	78%	86%	81%	77%	84%	75%	60%	75%	87%	82%	79%	78%	90%
very dissatisfied (0)	1%	0%	0%	2%	1%	0%	4%	2%	2%	0%	0%	0%	3%	1%	1%	1%	0%	8%
							+											+++
dissatisfied (25)	8%	6%	17%	6%	6%	16%	2%	7%	9%	6%	9%	6%	14%	2%	8%	10%	8%	0%
			+			++	-											
neutral (50)	11%	20%	7%	9%	15%	7%	7%	10%	12%	10%	16%	34%	8%	10%	8%	11%	14%	2%
		+																
satisfied (75)	60%	46%	55%	66%	56%	60%	63%	70%	49%	67%	52%	41%	49%	72%	61%	57%	56%	75%
		-		+					--					+				+
very satisfied (100)	20%	28%	21%	16%	22%	18%	23%	12%	28%	16%	23%	19%	25%	14%	21%	22%	21%	15%
									+									
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	72.3	74.3	70.0	72.1	73.1	70.0	74.5	70.4	72.8	73.5	72.3	68.1	69.9	74.1	73.2	72.3	72.7	71.9
sig. test for means:																		

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----				-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----		
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q5G availability of the information you needed	4171	795	632	2655	1468	1292	1081	1256	1645	1061	209	336	831	1010	1840	2383	918	584
weighted # of part.:	100%	19%	15%	64%	35%	31%	26%	30%	39%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	249	51	38	153	81	82	65	39	141	49	19	22	52	59	109	140	56	37
DISSATISFIED (somewhat, very)	18%	24%	20%	16%	13%	26% +	17%	20%	17%	14%	30%	6%	15%	13%	19%	17%	20%	14%
SATISFIED (somewhat, very)	67%	62%	73%	67%	70%	63%	66%	62%	70%	67%	64%	64%	69%	75%	65%	71%	56%	66%
very dissatisfied (0)	5%	8%	4%	5%	5%	8%	3%	11% +	5%	0%	0%	0%	1%	8% +	3%	4%	0%	6%
dissatisfied (25)	13%	16%	16%	11%	7%	19%	14%	9%	12%	14%	30%	6%	14%	6%	17%	12%	20%	8%
neutral (50)	16%	13%	7%	17%	17%	11%	17%	19%	13%	18%	6%	29%	15%	12%	16%	12%	23%	20%
satisfied (75)	47%	37%	58%	49%	48%	48%	46%	51%	45%	45%	48%	39%	56%	58%	41%	53% +	34% -	46%
very satisfied (100)	19%	25%	15%	18%	22%	14%	21%	10%	25%	22%	16%	26%	13%	17%	23%	18%	22%	20%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	65.7	63.7	66.0	65.9	68.6	60.7	66.7	60.3	68.3	68.9	62.5	70.9	66.5	67.6	66.5	67.0	64.5	66.6
sig. test for means:																		

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the RELIABILITY of the Export Information Service?

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q6 OVERALL																		
weighted # of part.:	4171	795	632	2655	1468	1292	1081	1256	1645	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	100%	19%	15%	64%	35%	31%	26%	30%	39%	25%	5%	8%	20%	24%	44%	57%	22%	14%
DISSATISFIED (somewhat, very)	249	51	38	153	81	82	65	39	141	49	19	22	52	59	109	140	56	37
	10%	11%	16%	8%	6%	16%	10%	17%	8%	4%	9%	0%	7%	8%	10%	9%	4%	12%
								+										
SATISFIED (somewhat, very)	82%	80%	80%	83%	87%	74%	81%	77%	83%	84%	88%	97%	78%	85%	82%	83%	84%	74%
very dissatisfied (0)	3%	8%	2%	1%	5%	2%	1%	5%	3%	0%	0%	0%	1%	1%	1%	4%	0%	2%
		++																
dissatisfied (25)	7%	2%	14%	7%	1%	14%	9%	12%	5%	4%	9%	0%	6%	7%	9%	5%	4%	10%
					--	+												
neutral (50)	9%	9%	4%	9%	7%	11%	9%	6%	9%	12%	3%	3%	15%	7%	8%	7%	11%	14%
satisfied (75)	60%	60%	62%	61%	64%	53%	59%	67%	51%	65%	55%	78%	59%	61%	58%	63%	59%	48%
									-									
very satisfied (100)	22%	20%	18%	22%	23%	21%	22%	10%	32%	18%	33%	19%	19%	24%	24%	20%	25%	26%
								-	++									
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	72.8	70.1	70.1	73.8	74.5	69.3	72.7	66.1	76.1	74.5	77.8	78.8	72.2	75.0	73.5	72.6	76.3	71.7
sig. test for means:								*										

Would you say that the reliability of the Export Information Service exceeded your expectations, met your expectations or failed to meet your expectations?

	---EXPORT STAGE--- ACCORDING TO TCI				---EXPORT STAGE--- ACCORDING TO THE RESPONDENT			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF EMPLOYEES---			
	TOTAL	Poten- tial	Estab- lishd	Poten- tial	Estab- lishd	West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q7																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
exceeded your expectations	11%	4%	9%	12%	7%	12%	15%	7%	15% +	4%	23%	5%	4%	16%	12%	8%	16%	15%
met your expectations	66%	71%	62%	67%	73% +	60%	59%	65%	63%	71%	64%	57%	79% +	67%	63%	71%	67%	54% -
failed to meet your expectations	17%	13%	20%	17%	10% -	25% +	20%	22%	12%	18%	12%	3%	15%	12%	19%	15%	11%	29% +
DK/NR	7%	12%	9%	4%	10%	3%	6%	6%	10%	6%	0%	34%	1%	6%	6%	6%	6%	2%

In the context of the most recent contact, did the Export Information Service make any referrals to other sources of information or people who might be of assistance to you and your organization?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Onta-rio	Quebec	Atlan-tic	Canada	Not in opera-tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
		Poten-tial	New blishd	Estab-lishd	Poten-tial	New blishd	Estab-lishd												
		TOTAL																	
Q8	weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
	Yes	64%	53%	69%	67%	65%	70%	62%	57%	71%	59%	84%	64%	58%	72%	66%	62%	67%	70%
	No	32%	42%	27%	29%	33%	25%	34%	38%	25%	39%	12%	30%	33%	27%	31%	33%	31%	30%
	DK/NR	4%	5%	4%	4%	2%	5%	4%	5%	4%	2%	3%	5%	10% +	1%	2%	5%	2%	0%

Did you follow-up with any of these referrals?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West		Onta-	Quebec	Atlan-	Not in	< 1	2-5	> 5	< 5	5-24	> 24
		TOTAL	Poten-	Estab-	Poten-	New	Estab-		rio		tic	opera-	year	years	years				
			tial	lishd	tial	blishd	lishd				Canada	tions							
Q9	weighted # of part.:	2697	425	436	1774	957	899	674	714	1179	628	177	216	481	728	1218	1478	617	410
	real # of participants:	165	27	26	107	54	60	41	21	101	29	14	14	31	45	72	91	39	26
	Yes	76%	55%	89%	78%	67%	82%	79%	78%	76%	76%	70%	52%	84%	78%	75%	76%	68%	80%
	No	23%	40%	11%	22%	31%	18%	21%	22%	24%	21%	30%	48%	16%	19%	25%	22%	32%	20%
	DK/NR	1%	5%	0%	0%	2%	0%	0%	0%	0%	3%	0%	0%	0%	3%	0%	1%	0%	0%

How would you rate the value of these referrals? Were they...

	EXPORT STAGE--			EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--				
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
		Potential	New	Established	Potential													New
Q10																		
weighted # of part.:	2055	232	390	1379	640	736	534	556	899	476	124	113	403	570	915	1129	418	327
	100%	11%	19%	67%	31%	36%	26%	27%	44%	23%	6%	6%	20%	28%	45%	55%	20%	16%
real # of participants:	125	14	22	85	36	46	34	18	77	22	8	7	26	33	56	69	28	20
Not at all valuable	8%	8%	0%	11%	2%	13%	11%	17%	4%	5%	16%	0%	11%	14%	5%	1%	13%	11%
Not very valuable	15%	14%	20%	15%	7%	18%	15%	16%	13%	23%	0%	19%	6%	12%	20%	21%	14%	7%
Somewhat valuable	42%	40%	50%	41%	55%	33%	45%	46%	51%	27%	21%	50%	40%	41%	43%	47%	35%	43%
Very valuable	27%	32%	21%	27%	29%	27%	21%	17%	25%	41%	34%	21%	25%	33%	25%	26%	25%	34%
DK/NR	7%	5%	9%	6%	7%	9%	8%	4%	8%	5%	29%	10%	19%	0%	7%	5%	15%	6%

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the ACCESS to the Export Information Service?

	EXPORT STAGE--							Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q12A the hours of service weighted # of part.:	4106	795	620	2602	1433	1281	1074	1256	1587	1061	203	336	831	963	1821	2348	918	565
real # of participants:	243	51	37	148	78	81	64	39	136	49	18	22	52	55	107	137	56	35
DISSATISFIED (somewhat, very)	5%	17% +++	0%	3%	9%	5%	1%	9%	3%	4%	10%	7%	7%	0%	4%	6%	2%	10%
SATISFIED (somewhat, very)	74%	75%	67%	75%	75%	66%	82%	69%	77%	76%	69%	83%	78%	75%	75%	69%	85% +	71%
very dissatisfied (0)	2%	8% ++	0%	1%	5%	2%	0%	5% +	0% -	2%	0%	0%	0%	0%	1%	3%	0%	4%
dissatisfied (25)	3%	8% +	0%	2%	4%	4%	1%	3%	3%	2%	10%	7%	7%	0%	3%	3%	2%	6%
neutral (50)	21%	8% -	33%	22%	17%	29% +	17%	22%	20%	20%	21%	10%	15%	25%	22%	25%	13%	19%
satisfied (75)	58%	65%	52%	58%	55%	54%	67%	53%	62%	61%	53%	68%	67%	65%	54%	55%	66%	58%
very satisfied (100)	15%	10%	15%	17%	19%	12%	15%	16%	15%	14%	16%	15%	11%	11%	21%	15%	19%	12%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	70.5	65.1	70.5	72.0	70.2	67.6	74.1*	67.9	72.4	70.9	68.9	72.9	70.5	71.5	72.5	68.8	75.6**	67.2

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the ACCESS to the Export Information Service?

	EXPORT STAGE--							Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q12B the ease of reaching officers weighted # of part.:	4171	795	632	2655	1468	1292	1081	1256	1645	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	249	51	38	153	81	82	65	39	141	49	19	22	52	59	109	140	56	37
DISSATISFIED (somewhat, very)	9%	14%	6%	8%	9%	6%	11%	10%	11%	6%	0%	3%	8%	4%	9%	9%	3%	19%
SATISFIED (somewhat, very)	84%	72%	93%	86%	83%	88%	82%	86%	81%	86%	97%	80%	87%	89%	85%	83%	91%	76%
very dissatisfied (0)	3%	8%	2%	2%	5%	3%	2%	5%	3%	2%	0%	0%	0%	0%	2%	3%	0%	10%
dissatisfied (25)	6%	6%	4%	6%	4%	4%	8%	5%	8%	4%	0%	3%	8%	4%	6%	6%	3%	10%
neutral (50)	7%	14%	2%	6%	8%	6%	7%	4%	9%	8%	3%	16%	5%	6%	6%	7%	6%	4%
satisfied (75)	58%	55%	69%	58%	58%	64%	50%	64%	48%	67%	64%	61%	73%	62%	51%	61%	52%	51%
very satisfied (100)	26%	17%	24%	28%	25%	24%	32%	22%	33%	18%	33%	19%	14%	27%	33%	23%	39%	26%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	74.6	66.6	77.2	76.1	73.8	75.9	75.3	73.0	75.2	74.0	82.4	73.9	73.3	78.1	76.8	73.3	81.8	68.2
sig. test for means:		*									*						**	

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the ACCESS to the Export Information Service?

	EXPORT STAGE--							Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q12C timeliness of responses to phone messages weighted # of part.:	3878	725	529	2534	1343	1189	1028	1142	1494	1039	203	301	763	873	1786	2119	906	577
real # of participants:	231	45	34	145	75	76	60	36	128	48	18	19	48	53	104	125	55	36
DISSATISFIED (somewhat, very)	7%	15% +	2%	6%	9%	4%	9%	7%	6%	10%	0%	4%	8%	0% -	7%	8%	0% -	19% ++
SATISFIED (somewhat, very)	54%	51%	72% +	51%	56%	60%	49%	44%	65% ++	48%	61%	25%	76% ++	58%	51%	57%	53%	60%
very dissatisfied (0)	2%	9% +++	0%	1% -	5% +	0%	1%	6% +	2%	0%	0%	0%	0%	0%	1%	3%	0%	4%
dissatisfied (25)	5%	6%	2%	5%	4%	4%	8%	1%	5%	10% +	0%	4%	8%	0%	7%	4%	0% -	15% ++
neutral (50)	39%	34%	26%	43%	35%	36%	42%	49%	29% -	42%	39%	71%	16% ---	42%	42%	35%	47% +	20% -
satisfied (75)	38%	41%	55% +	33% -	39%	47%	29%	38%	40%	33%	40%	25%	63% +++	37%	33% -	40%	40%	37%
very satisfied (100)	16%	9%	17%	18%	17%	13%	20%	6% -	25% ++	15%	21%	0%	14%	21%	18%	17%	12%	23%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	65.2	58.9	71.7 *	65.2	65.0	67.3	64.6	59.2 *	70.5 **	63.0	70.6	55.2 ***	70.4	69.8	65.2	65.7	66.3	65.0

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the ACCESS to the Export Information Service?

	EXPORT STAGE--							Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF EMPLOYEES--			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q12D waiting time to get in touch with officers weighted # of part.:	4138	795	632	2622	1447	1281	1081	1256	1634	1039	209	336	831	998	1818	2371	896	584
real # of participants:	246	51	37	151	80	80	65	39	140	48	19	22	51	58	108	138	55	37
DISSATISFIED (somewhat, very)	5%	13% ++	4%	3%	7%	4%	6%	8%	6%	0%	0%	7%	5%	0%	4%	6%	0%	10%
SATISFIED (somewhat, very)	87%	72% ---	94%	90%	86%	90%	85%	88%	85%	88%	97%	87%	89%	92%	88%	86%	94%	80%
very dissatisfied (0)	2%	8% ++	2%	1% -	5%	1%	2%	5%	2%	0%	0%	0%	0%	0%	1%	3%	0%	4%
dissatisfied (25)	3%	4%	2%	2%	2%	3%	4%	3%	4%	0%	0%	7%	5%	0%	3%	3%	0%	6%
neutral (50)	8%	15% +	2%	7%	7%	7%	8%	3%	9%	12%	3%	6%	7%	8%	8%	8%	6%	10%
satisfied (75)	63%	55%	71%	64%	62%	68%	60%	75%	51% --	69%	63%	66%	72%	68%	58%	61%	67%	58%
very satisfied (100)	24%	17%	24%	26%	24%	21%	25%	14%	34% ++	19%	34%	21%	16%	24%	30%	25%	27%	22%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	76.0	67.1 **	78.2	77.9 *	74.8	76.6	75.3	72.1	77.7	76.6	82.8 *	75.1	75.1	79.2	78.1	75.3	80.1 *	71.8

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the ACCESS to the Export Information Service?

	EXPORT STAGE--							Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF EMPLOYEES--			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q12E comm. in official language of your choice weighted # of part.: real # of participants:	4160 100%	795 19%	620 15%	2655 64%	1457 35%	1292 31%	1081 26%	1256 30%	1634 39%	1061 26%	209 5%	336 8%	819 20%	1010 24%	1840 44%	2371 57%	918 22%	584 14%
DISSATISFIED (somewhat, very)	3%	8% +	0%	2%	6%	3%	0%	8% ++	0% --	2%	0%	0%	5% +	2%	0%	4%	2%	0%
SATISFIED (somewhat, very)	95%	90%	100%	95%	93%	95%	96%	90% -	96%	98%	100%	100%	94%	93%	98%	93%	96%	98%
very dissatisfied (0)	2%	8% +++	0%	0% --	5% ++	0%	0%	5% +++	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
dissatisfied (25)	1%	0%	0%	2%	1%	3%	0%	3%	0%	2%	0%	0%	5% +	2%	0%	2%	2%	0%
neutral (50)	2%	1%	0%	3%	2%	2%	4%	2%	4%	0%	0%	0%	1%	5%	2%	2%	1%	2%
satisfied (75)	51%	56%	72% ++	44% --	56%	48%	49%	46%	51%	53%	64%	49%	57%	49%	51%	52%	44%	63%
very satisfied (100)	44%	34%	28% -	51% ++	36%	47%	46%	43%	45%	45%	36%	51%	37%	44%	47%	41%	52%	35%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	83.5	76.7 *	82.0	85.7 *	79.7	84.5	85.5	79.8	85.2	85.2	84.0	87.7	81.7	83.7	86.3	81.6	86.6	83.2

Thinking of your most recent contact with the Export Information Service, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the ACCESS to the Export Information Service?

	EXPORT STAGE--							Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
Q13 OVERALL																		
weighted # of part.:	4171	795	632	2655	1468	1292	1081	1256	1645	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	100%	19%	15%	64%	35%	31%	26%	30%	39%	25%	5%	8%	20%	24%	44%	57%	22%	14%
	249	51	38	153	81	82	65	39	141	49	19	22	52	59	109	140	56	37
DISSATISFIED (somewhat, very)	6%	11%	4%	5%	6%	3%	7%	7%	6%	6%	0%	3%	5%	0%	6%	6%	0%	15%
																	-	+
SATISFIED (somewhat, very)	89%	84%	93%	89%	90%	91%	85%	86%	89%	92%	92%	93%	90%	97%	88%	90%	97%	70%
																	+	---
very dissatisfied (0)	2%	8%	2%	0%	5%	1%	1%	5%	1%	0%	0%	0%	0%	0%	1%	3%	0%	2%
		++		-				+										
dissatisfied (25)	4%	3%	2%	4%	2%	3%	6%	1%	4%	6%	0%	3%	5%	0%	5%	3%	0%	13%
																		+++
neutral (50)	5%	4%	4%	6%	3%	6%	8%	8%	5%	2%	8%	3%	5%	3%	6%	4%	3%	14%
																		+
satisfied (75)	66%	59%	76%	65%	70%	67%	57%	69%	61%	69%	66%	71%	74%	72%	61%	70%	59%	53%
																+		
very satisfied (100)	23%	26%	17%	24%	21%	24%	28%	16%	28%	22%	27%	22%	16%	25%	27%	20%	38%	17%
																	++	
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data:	76.1	72.5	75.9	77.0	75.0	77.5	76.1	72.5	77.7	77.0	79.7	78.0	75.5	80.3	76.9	75.1	83.7	67.7
sig. test for means:																	***	*

Would you say that the access to the Export Information Service exceeded your expectations, met your expectations or failed to meet your expectations?

	---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q14																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
exceeded your expectations	13%	3%	15%	14%	9%	14%	19%	13%	15%	4%	33%	5%	6%	15%	17%	9%	25%	13%
		-								-						-	++	
met your expectations	71%	72%	74%	71%	75%	71%	63%	69%	69%	78%	64%	54%	85%	76%	68%	77%	70%	62%
													+					
failed to meet your expectations	12%	16%	6%	13%	10%	13%	14%	15%	10%	14%	3%	13%	10%	10%	10%	11%	2%	23%
																	-	++
DK/NR	4%	9%	6%	3%	6%	2%	4%	4%	6%	4%	0%	27%	0%	0%	4%	3%	3%	2%

The last time you called the Export Information Service, was your call answered within three rings, did it take longer, or was your call put on hold before someone answered?

	---EXPORT STAGE---							---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Atlantic Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
		Poten- tial	New	Estab- lished	Poten- tial	New	Estab- lished											
Q15																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Within three rings	46%	37%	54%	47%	51%	57%	30%	54%	43%	41%	53%	56%	34%	56%	46%	49%	42%	37%
						+	--						-					
Longer	5%	6%	6%	4%	3%	7%	5%	2%	6%	8%	0%	0%	10%	4%	4%	6%	6%	2%
Put on hold before answered	11%	11%	7%	12%	12%	12%	10%	8%	11%	18%	0%	17%	15%	8%	12%	9%	11%	22%
																		+
Other	5%	17%	2%	3%	8%	3%	5%	5%	6%	2%	12%	7%	5%	0%	5%	6%	3%	6%
		+++		-														
DK/NR	32%	29%	31%	34%	26%	20%	49%	32%	34%	31%	34%	20%	36%	32%	34%	29%	38%	33%
						-	+++											

On the whole, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with your most recent contact with the export information service?

	EXPORT STAGE							Customer LOCATION				YEARS IN BUSINESS			NUMBER OF EMPLOYEES			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Atlantic Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
		Poten- tial	New	Estab- lished	Poten- tial	New	Estab- lished											
Q16																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
DISSATISFIED (somewhat, very)	9%	11%	7%	9%	9%	12%	8%	16% +	9%	2%	0%	7%	9%	12%	4%	9%	0%	14%
SATISFIED (somewhat, very)	86%	80%	91%	86%	88%	80%	87%	82%	85%	88%	97%	93%	86%	82%	90%	87%	92%	78%
very dissatisfied (0)	4%	8%	6%	3%	5%	5%	3%	7%	5%	0%	0%	0%	6%	2%	1%	5%	0%	6%
dissatisfied (25)	5%	3%	2%	6%	3%	8%	4%	8%	4%	2%	0%	7%	3%	10% +	2%	4%	0%	8%
neutral (50)	5%	8%	2%	6%	4%	8%	5%	2%	5%	10%	3%	0%	5%	5%	6%	4%	8%	8%
satisfied (75)	60%	49%	78% +	59%	60%	56%	58%	61%	54%	67%	67%	61%	65%	61%	60%	63%	55%	57%
very satisfied (100)	25%	31%	13%	27%	27%	24%	29%	22%	31%	20%	30%	32%	20%	21%	30%	24%	37% +	20%
DK/NR	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean for these data: sig. test for means:	74.6	73.1	72.6	75.2	75.2	71.6	76.4	70.2	75.7	76.5	81.7 *	79.6	72.8	72.3	78.8 *	74.2	82.1 **	69.5

Overall, would you say that the Export Information Service exceeded your expectations, met your expectations or failed to meet your expectations?

	EXPORT STAGE--			EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--				
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
		Poten- tial	Estab- lished	Poten- tial	Estab- lished													
Q17																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
exceeded your expectations	13%	8%	11%	15%	12%	19% +	7%	9%	19% +	6%	23%	12%	15%	16%	11%	14%	11%	15%
met your expectations	65%	71%	76%	62%	64%	57%	73%	66%	62%	67%	67%	61%	68%	70%	65%	64%	79% +	56%
failed to meet your expectations	16%	15%	11%	18%	16%	20%	15%	20%	13%	18%	9%	7%	16%	12%	16%	17%	10%	21%
DK/NR	6%	6%	2%	6%	8%	4%	5%	5%	6%	8%	0%	20%	0% -	2%	8%	6%	0%	8%

Thinking of your most recent contact with the Export Information Service, did you get what you needed?

	---EXPORT STAGE--- ACCORDING TO TCI			---EXPORT STAGE--- ACCORDING TO THE RESPONDENT			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF EMPLOYEES---				
	TOTAL	Poten- tial	Estab- lished	Poten- tial	Estab- lished	West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q18																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Yes	59%	60%	60%	58%	64%	47%	65%	55%	68%	47%	61%	54%	61%	61%	59%	58%	63%	57%
						-			+	-								
In part	16%	19%	16%	15%	17%	21%	12%	20%	9%	22%	12%	20%	20%	16%	14%	19%	15%	13%
No	21%	17%	20%	23%	14%	29%	19%	20%	18%	27%	27%	15%	18%	20%	20%	18%	22%	23%
						+												
DK/NR	5%	4%	4%	4%	6%	3%	4%	5%	5%	4%	0%	10%	0%	3%	6%	5%	0%	6%

As far as you can tell, was the service provided without error?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
		Poten- tial	New blishd	Estab- lishd	Poten- tial	New blishd	Estab- lishd												
		TOTAL																	
Q20	weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	real # of participants:	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
		250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Yes		79%	80%	76%	80%	83%	75%	82%	75%	86% +	73%	88%	63%	88%	83%	81%	80%	92% +	71%
No		2%	0%	6%	2%	1%	2%	5%	0%	3%	4%	0%	0%	1%	0%	4%	1%	0%	9% ++
DK/NR		18%	20%	18%	18%	17%	23%	13%	25%	11% -	22%	12%	37%	11%	17%	15%	19%	8%	20%

If only one general area of the service could be improved, which one should be focussed on?

	EXPORT STAGE-----EXPORT STAGE-----			Customer LOCATION-----				YEARS IN BUSINESS-----			NUMBER OF-----							
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
	Poten- tial	Estab- lished	Poten- tial	Estab- lished														
Q22																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Verbatim	50%	41%	46%	53%	27%	69%	61%	48%	52%	47%	64%	27%	58%	50%	53%	48%	51%	66%
					---	+++	+											
DK/NR	50%	59%	54%	47%	73%	31%	39%	52%	48%	53%	36%	73%	42%	50%	47%	52%	49%	34%
					+++	---	-											

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	-----EXPORT STAGE-----				-----EXPORT STAGE-----			-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----+			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
	Poten- tial	New	Estab- lished	Poten- tial	New	Estab- lished												
Q23A aware of info sources...relating to export weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
AT LEAST SOMEWHAT	77%	79%	85%	74%	76%	86%	68%	84%	75%	67%	89%	73%	81%	80%	77%	78%	81%	67%
no more (0)	21%	17%	11%	25%	21%	14%	30%	15%	20%	33%	11%	23%	17%	18%	21%	20%	18%	31%
somewhat more (50)	57%	55%	74%	54%	48%	67%	58%	77%	48%	43%	80%	48%	64%	63%	55%	57%	60%	50%
a lot more (100)	20%	24%	11%	20%	28%	19%	10%	7%	27%	24%	9%	25%	16%	18%	23%	22%	21%	17%
DK/NR	2%	4%	4%	1%	3%	0%	1%	1%	5%	0%	0%	3%	3%	1%	2%	2%	1%	2%
mean for these data:	49.2	53.7	50.0	47.5	53.5	52.6	39.8	45.8	54.1	45.9	49.2	51.0	49.8	49.7	51.1	51.0	51.9	42.6
sig. test for means:							**											

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	EXPORT STAGE--				EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q23B aware of other services of weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
AT LEAST SOMEWHAT	54%	57%	71%	49%	65%	54%	42%	43%	60%	57%	61%	57%	62%	56%	52%	56%	59%	48%
no more (0)	41%	36%	24%	47%	30%	44%	54%	54%	31%	43%	39%	36%	35%	40%	44%	41%	38%	46%
somewhat more (50)	44%	45%	62%	39%	53%	43%	35%	42%	40%	49%	61%	41%	54%	48%	40%	46%	47%	37%
a lot more (100)	10%	12%	9%	10%	12%	12%	6%	1%	20%	8%	0%	17%	8%	8%	12%	11%	11%	12%
DK/NR	5%	7%	6%	4%	5%	2%	4%	3%	9%	0%	0%	7%	3%	3%	5%	3%	4%	6%
mean for these data:	33.8	37.0	42.4	30.5	40.5	33.5	25.3	23.0	43.8	32.7	30.5	39.9	36.1	33.5	33.4	34.7	36.2	31.9
sig. test for means:				*	*		*	**	***									

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	EXPORT STAGE--				EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
	Potential	New	Established	Potential	New	Established												
Q23C knowledgeable about exporting weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
AT LEAST SOMEWHAT	72%	74%	89%	67%	69%	78%	70%	79%	71%	61%	83%	62%	79%	77%	71%	73%	76%	64%
no more (0)	26%	23%	7%	31%	28%	21%	28%	20%	24%	39%	17%	34%	19%	22%	26%	26%	22%	34%
somewhat more (50)	57%	57%	76%	53%	46%	65%	65%	74%	51%	43%	83%	43%	67%	68%	52%	59%	56%	51%
a lot more (100)	14%	17%	13%	14%	23%	13%	5%	5%	20%	18%	0%	20%	12%	9%	18%	14%	20%	13%
DK/NR	2%	3%	4%	2%	3%	1%	1%	1%	5%	0%	0%	3%	1%	1%	3%	1%	3%	2%
mean for these data:	44.0	46.6	52.9	41.2	47.6	46.3	38.3	42.7	48.1	39.8	41.4	42.6	46.6	43.5	45.9	44.1	48.8	39.6
sig. test for means:			*	*			*											

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	EXPORT STAGE--				EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	Poten- tial	Estab- lishd	Poten- tial	Estab- lishd	West	Onta- rio	Quebec	Atlan- tic	Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q23D prepared for the next step in exporting	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
weighted # of part.:	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
AT LEAST SOMEWHAT	66%	64%	76%	64%	64%	80%	64%	72%	68%	51%	88%	40%	78%	70%	67%	65%	74%	60%
no more (0)	28%	30%	18%	29%	32%	20%	27%	25%	24%	41%	12%	54%	17%	24%	26%	30%	22%	26%
somewhat more (50)	54%	46%	60%	56%	49%	67%	57%	72%	47%	41%	77%	29%	60%	57%	58%	52%	62%	54%
a lot more (100)	11%	18%	17%	8%	15%	13%	8%	0%	20%	10%	11%	10%	17%	14%	8%	13%	12%	6%
DK/NR	6%	6%	6%	7%	5%	0%	8%	3%	8%	8%	0%	6%	6%	6%	7%	5%	4%	13%
mean for these data:	41.0	43.6	49.2	38.7	41.3	46.3	39.2	37.0	48.1	33.3	49.3	26.8	50.4	44.5	40.3	41.2	45.0	38.4
sig. test for means:									**			*	*					

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	EXPORT STAGE--ACCORDING TO TCI				EXPORT STAGE--ACCORDING TO THE RESPONDENT			Customer LOCATION				YEARS IN BUSINESS			NUMBER OF EMPLOYEES			
	TOTAL	Poten- tial	Estab- lished	Poten- tial	Estab- lished	West	Onta- rio	Quebec	Atlan- tic	Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q23E closer to exporting a product or service weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
AT LEAST SOMEWHAT	61%	64%	73%	57%	61%	76%	53%	68%	60%	49%	84%	38%	76%	67%	58%	63%	64%	54%
no more (0)	31%	29%	18%	34%	32%	22%	36%	29%	28%	41%	16%	56%	18%	24%	32%	30%	31%	30%
somewhat more (50)	50%	54%	54%	48%	49%	64%	42%	64%	46%	35%	77%	31%	55%	58%	49%	53%	53%	39%
a lot more (100)	11%	10%	18%	9%	12%	12%	10%	4%	14%	14%	8%	7%	22%	8%	9%	11%	10%	15%
DK/NR	8%	7%	9%	9%	7%	2%	12%	3%	12%	10%	0%	6%	6%	9%	9%	6%	5%	15%
mean for these data:	38.9	39.6	50.2	36.3	38.9	45.1	35.8	36.8	42.0	35.2	46.2	23.9	51.9	41.4	36.9	39.4	39.0	41.3
sig. test for means:			*									*	**					

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	EXPORT STAGE--				EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q23F likely to seek add. info on exporting weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
AT LEAST SOMEWHAT	78%	79%	87%	76%	78%	80%	79%	78%	79%	73%	94%	71%	87%	79%	78%	83%	81%	70%
no more (0)	15%	18%	6%	15%	18%	12%	13%	15%	13%	18%	3%	25%	10%	10%	14%	15%	9%	20%
somewhat more (50)	54%	46%	58%	57%	47%	55%	64%	64%	51%	47%	45%	29%	57%	52%	61%	55%	61%	52%
a lot more (100)	24%	32%	29%	19%	31%	25%	15%	14%	27%	27%	48%	42%	31%	27%	17%	28%	21%	18%
DK/NR	7%	4%	7%	9%	4%	8%	8%	7%	8%	8%	3%	3%	3%	11%	9%	3%	10%	9%
mean for these data:	55.2	57.7	62.7	52.0	56.7	56.8	51.3	49.6	57.6	54.4	73.4	58.7	60.7	59.5	51.6	56.5	56.7	48.9
sig. test for means:											*				*			

As a result of your dealings with the Export Information Service, would you say that you are no more, somewhat more or a lot more...

	-----EXPORT STAGE-----				-----EXPORT STAGE-----				-----Customer LOCATION-----				-----YEARS IN BUSINESS-----			-----NUMBER OF-----		
	TOTAL	Poten- tial	Estab- lishd	Poten- tial	Estab- lishd	West	Onta- rio	Quebec	Atlan- tic	Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
Q23G likely to improve your export practices																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
AT LEAST SOMEWHAT	57%	49%	60%	59%	50%	65%	68%	59%	59%	47%	78%	26%	76%	66%	55%	57%	62%	60%
no more (0)	20%	23%	6%	21%	21%	15%	23%	20%	17%	27%	6%	38%	12%	15%	19%	20%	13%	24%
somewhat more (50)	46%	40%	45%	48%	36%	55%	55%	58%	43%	33%	64%	22%	58%	51%	46%	45%	52%	48%
a lot more (100)	11%	9%	15%	11%	14%	10%	12%	1%	16%	14%	14%	3%	18%	15%	9%	13%	10%	13%
DK/NR	23%	28%	34%	20%	29%	20%	9%	21%	24%	27%	16%	37%	12%	20%	27%	22%	25%	15%
mean for these data:	44.3	40.2	57.0	43.4	45.1	47.0	44.0	37.9	49.5	41.7	54.7	23.1	53.0	50.0	43.2	45.0	47.6	43.3
sig. test for means:			*									**						

Would you use the Export Information Service again if you required export related information?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
		TOTAL	Poten- tial	Estab- lished	Poten- tial	Estab- lished													
Q24	weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
	Yes	93%	99%	94%	91%	98%	87%	94%	93%	93%	94%	100%	100%	96%	90%	93%	97%	98%	84%
	No	4%	0%	4%	5%	2%	6%	4%	2%	5%	4%	0%	0%	4%	2%	5%	3%	0%	14%
	DK/NR	3%	1%	2%	4%	0%	7%	1%	5%	2%	2%	0%	0%	0%	8%	2%	0%	2%	2%

Would you recommend Team Canada Inc Export Information Service without reservation, recommend with reservation or not recommend their services at all?

	-EXPORT STAGE- ACCORDING TO TCI			-EXPORT STAGE- ACCORDING TO THE RESPONDENT			-Customer LOCATION-				-YEARS IN BUSINESS-			-NUMBER OF EMPLOYEES				
	TOTAL	Poten- tial	Estab- lishd	Poten- tial	Estab- lishd	West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q26																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
recommend without reservation	78%	86%	78%	74%	90% ++	61% ---	83%	77%	80%	73%	91%	73%	81%	77%	79%	80%	82%	76%
recommend with reservation	16%	9%	18%	18%	5% ---	33% +++	8%	19%	11%	20%	9%	10%	12%	21%	14%	17%	13%	10%
not recommend	3%	1%	2%	4%	2%	4%	3%	2%	4%	2%	0%	3%	6%	1%	2%	2%	0%	10% ++
DK/NR	4%	3%	2%	5%	4%	2%	5%	2%	6%	4%	0%	13%	1%	1%	4%	2%	5%	4%

Over the past 12 months, approximately how many times have you been in contact with the Export Information Service of Team Canada Inc?

		---EXPORT STAGE--- ACCORDING TO TCI				---EXPORT STAGE--- ACCORDING TO THE RESPONDENT			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF--- EMPLOYEES			
		Poten- tial	Estab- lished	Poten- tial	Estab- lished	West	Onta- rio	Quebec	Atlan- tic	Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q28	weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
1		57%	73%	38%	58%	71%	41%	56%	61%	51%	63%	48%	65%	35%	54%	66%	55%	64%	50%
			+	--		+++	---							---		++			
2-3		26%	18%	29%	28%	21%	33%	27%	28%	27%	20%	39%	31%	36%	30%	20%	27%	20%	32%
																-			
4-11		13%	5%	24%	12%	5%	21%	15%	9%	16%	12%	12%	3%	21%	13%	12%	13%	14%	12%
				+		--	+												
12+		3%	3%	7%	2%	3%	3%	2%	2%	3%	4%	0%	0%	7%	2%	2%	3%	1%	6%
DK/NR		1%	1%	2%	0%	0%	2%	0%	0%	2%	0%	0%	0%	1%	0%	1%	1%	0%	0%
	mean for these data:	2.8	2.8	5.2	2.3	3.0	3.4	2.3	2.9	2.4	3.6	2.2	1.5	5.2	2.3	2.4	3.2	2.0	3.5
	sig. test for means:												**					*	

As far as you recall, how did you first hear about the Team Canada Inc Export Information Service?

	EXPORT STAGE-----EXPORT STAGE-----							-Customer LOCATION-----				-YEARS IN BUSINESS-----			-NUMBER OF-----+			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
	Poten- tial	New	Estab- lishd	Poten- tial	New	Estab- lishd												
Q29	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
weighted # of part.:	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Telephone book blue pages	33%	37%	40%	31%	47%	28%	27%	58%	21%	22%	33%	47%	22%	33%	38%	34%	33%	21%
					++			+++	---				-					
Through the Internet	21%	10%	22%	24%	13%	20%	23%	9%	27%	29%	0%	10%	19%	21%	24%	16%	25%	37%
		-						-								-		+
Other government service	17%	23%	13%	15%	9%	18%	25%	7%	20%	20%	28%	29%	17%	16%	15%	21%	12%	12%
					-		+	-										
Word of mouth	11%	0%	7%	15%	9%	13%	12%	4%	11%	16%	17%	3%	24%	10%	7%	8%	15%	16%
		--		++									++					
Other	9%	14%	13%	6%	13%	9%	4%	16%	7%	2%	9%	3%	4%	11%	7%	10%	5%	12%
								+										
Print-magazine advertising	5%	8%	2%	5%	5%	5%	6%	1%	6%	6%	9%	3%	6%	5%	5%	4%	10%	3%
DK/NR	4%	7%	4%	3%	2%	5%	2%	5%	5%	2%	3%	0%	8%	1%	3%	5%	1%	0%
													+					
Magazine or newspaper article	1%	1%	0%	1%	2%	1%	1%	0%	2%	2%	0%	3%	0%	3%	1%	2%	0%	0%

Do you have ACCESS to the Internet for work purposes?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
		Poten- tial	New blishd	Estab- lishd	Poten- tial	New blishd	Estab- lishd												
		TOTAL																	
Q30	weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
	Yes	91%	71%	96%	96%	81%	96%	100%	92%	92%	88%	97%	64%	95%	97%	95%	89%	99%	100%
			---		+++	---		++									--	+	
	No	9%	27%	4%	4%	19%	4%	0%	8%	7%	12%	3%	36%	5%	3%	5%	11%	1%	0%
			+++		---	+++		--									++	-	
	DK/NR	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Have you ever heard of the exportsource.ca Web site?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Onta-rio	Quebec	Atlan-tic	Canada	Not in opera-tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
		Poten-tial	New	Estab-lishd	Poten-tial	New	Estab-lishd												
		TOTAL																	
Q31	weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	real # of participants:	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
		250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
	Yes	50%	45%	65%	47%	43%	61%	48%	52%	54%	43%	45%	53%	48%	58%	44%	53%	35%	60%
				+			+											-	
	No	48%	53%	33%	52%	56%	37%	52%	46%	44%	57%	55%	44%	51%	42%	55%	46%	65%	37%
				-			-											++	
	DK/NR	1%	1%	2%	1%	1%	2%	0%	1%	2%	0%	0%	3%	1%	0%	1%	0%	0%	3%

Had you heard about it before you first called the Export Information Service?

		---EXPORT STAGE---			---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---				
		ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24	
		Poten- tial	Estab- lished	Poten- tial	Estab- lished	Poten- tial	Estab- lished												
		TOTAL																	
Q32	weighted # of part.:	2106	365	413	1257	636	789	520	658	899	455	95	178	400	584	813	1266	319	352
	real # of participants:	100%	17%	20%	60%	30%	37%	25%	31%	43%	22%	5%	8%	19%	28%	39%	60%	15%	17%
		125	22	24	74	34	46	35	19	77	21	7	12	23	34	51	73	23	21
Yes		50%	25%	50%	55%	20%	68%	61%	58%	47%	48%	28%	25%	62%	54%	50%	50%	39%	50%
						---	++												
No		49%	75%	50%	42%	77%	32%	39%	42%	52%	48%	72%	75%	33%	46%	49%	48%	61%	50%
						-	+++	--											
DK/NR		2%	0%	0%	3%	3%	0%	0%	0%	1%	5%	0%	0%	5%	0%	1%	3%	0%	0%

Had you ever accessed the exportsource.ca Web site?

	EXPORT STAGE							Customer LOCATION				YEARS IN BUSINESS			NUMBER OF EMPLOYEES			
	TOTAL	ACCORDING TO TCI			ACCORDING TO THE RESPONDENT			West	Ontario	Quebec	Atlantic Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
		Poten- tial	New blishd	Esta- lishd	Poten- tial	New blishd	Esta- lishd											
Q33	2106	365	413	1257	636	789	520	658	899	455	95	178	400	584	813	1266	319	352
weighted # of part.:	100%	17%	20%	60%	30%	37%	25%	31%	43%	22%	5%	8%	19%	28%	39%	60%	15%	17%
real # of participants:	125	22	24	74	34	46	35	19	77	21	7	12	23	34	51	73	23	21
Yes	80%	53%	97%	81%	62%	89%	84%	91%	71%	86%	62%	55%	85%	90%	77%	81%	77%	84%
No	19%	47%	3%	17%	38%	9%	13%	9%	26%	14%	38%	45%	15%	10%	20%	18%	23%	13%
DK/NR	1%	0%	0%	2%	0%	1%	2%	0%	3%	0%	0%	0%	0%	0%	3%	1%	0%	3%

Joint result from questions 30 to 33.

	EXPORT STAGE-- ACCORDING TO TCI			EXPORT STAGE-- ACCORDING TO THE RESPONDENT			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF EMPLOYEES				
	TOTAL	Poten- tial	Estab- lished	Poten- tial	Estab- lished	West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
NETXP																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Never heard of exportsource.ca	50%	55%	35%	53%	57%	39%	52%	48%	46%	57%	55%	47%	52%	42%	56%	47%	65% +	40%
Hadn't heard of it before	25%	34%	33%	21%	35%	20%	19%	22%	29%	22%	33%	40%	18%	26%	22%	27%	21%	30%
Had not accessed it before	3%	6%	0%	3%	4%	2%	3%	1%	5%	2%	0%	0%	4%	1%	4%	2%	3%	4%
Had accessed it before	22%	6% --	33%	23%	5% ---	40% +++	26%	29%	20%	18%	12%	13%	26%	30%	18%	24%	11% -	26%

For how many years has your organization been in existence?

	EXPORT STAGE--				EXPORT STAGE--			Customer LOCATION--				YEARS IN BUSINESS--			NUMBER OF--			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q34																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Not in operations yet	8%	30%	4%	3%	18%	2%	2%	6%	7%	12%	9%	100%	0%	0%	0%	9%	1%	0%
		+++		---	+++	-	-						-	--	---	++		
Less than 1	20%	27%	24%	17%	18%	32%	9%	18%	21%	18%	30%	0%	100%	0%	0%	27%	17%	4%
						+++	--						+++	---	---	++		--
2-5	24%	7%	40%	25%	23%	29%	22%	25%	25%	20%	27%	0%	0%	100%	0%	30%	19%	5%
		--	+										---	+++	---	++		--
6+	44%	25%	31%	53%	35%	35%	67%	46%	43%	47%	25%	0%	0%	0%	100%	29%	64%	88%
		--		+++	-	-	+++						---	---	+++	---	++	+++
DK/NR	4%	11%	2%	2%	6%	1%	0%	5%	3%	2%	9%	0%	0%	0%	0%	5%	0%	0%
		++		-	+											+		
mean for these data:	10.1	5.1	6.2	12.4	9.2	6.8	15.3	13.2	9.4	8.3	7.0	0.0	1.0	3.6	19.7	6.6	13.1	21.6
sig. test for means:		***	*	***		**	**					***	***	***	***	***		***

Which if the following three categories best describe the state of your organization...

	---EXPORT STAGE--- ACCORDING TO TCI			---EXPORT STAGE--- ACCORDING TO THE RESPONDENT			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF EMPLOYEES---				
	TOTAL	Poten- tial	Estab- lishd	Poten- tial	Estab- lishd	West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
Q35																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
experienced exporter	26%	12%	15%	33%	0%	0%	100%	22%	29%	27%	22%	7%	11%	23%	40%	17%	33%	59%
		--		+++	---	---	+++						--		+++	---		+++
preparing to export	31%	23%	40%	31%	0%	100%	0%	34%	37%	18%	33%	7%	50%	38%	25%	34%	30%	19%
					---	+++	---			-			++		-			
potential exporter	35%	58%	43%	26%	100%	0%	0%	44%	26%	37%	42%	78%	31%	34%	28%	44%	29%	7%
		+++		---	+++	---	---		-							+++		---
DK/NR	8%	7%	2%	10%	0%	0%	0%	0%	8%	18%	3%	8%	7%	5%	7%	5%	7%	15%
								-		++								+

Exporter type - according to the TCI agent

	EXPORT STAGE-- ACCORDING TO TCI				EXPORT STAGE-- ACCORDING TO THE RESPONDENT			Customer LOCATION				YEARS IN BUSINESS			NUMBER OF EMPLOYEES			
	TOTAL	Poten- tial	New	Estab- lishd	Poten- tial	New	Estab- lishd	West	Onta- rio	Quebec	Atlan- tic Canada	Not in opera- tions	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24
EXPTP																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Potential	19%	100%	0%	0%	32%	14%	9%	15%	20%	20%	34%	71%	27%	6%	11%	25%	12%	2%
		+++	---	---	+++		--							--	--	++		--
New	15%	0%	100%	0%	19%	20%	8%	20%	22%	2%	0%	7%	18%	25%	11%	22%	6%	4%
		---	+++	---			-		+	--				+		+++	-	-
Established	63%	0%	0%	100%	47%	64%	81%	65%	56%	76%	50%	20%	55%	66%	76%	51%	80%	91%
		---	---	+++	---		+++			+					+++	---	++	+++
Others	2%	0%	0%	0%	2%	2%	2%	0%	2%	2%	16%	2%	0%	3%	3%	2%	1%	3%

In which province region of Canada are you located?

	---EXPORT STAGE---				---EXPORT STAGE---			---Customer LOCATION---				---YEARS IN BUSINESS---			---NUMBER OF---			
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic Canada	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24		
	Poten- tial	New	Estab- lishd	Poten- tial	New	Estab- lishd												
Q36																		
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584
	100%	19%	15%	63%	35%	31%	26%	30%	40%	25%	5%	8%	20%	24%	44%	57%	22%	14%
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37
Atlantic Canada	5%	9%	0%	4%	6%	5%	4%	0%	0%	0%	100%	6%	7%	6%	3%	2%	10%	9%
									---							-		
Quebec	25%	27%	3%	30%	27%	15%	26%	0%	0%	100%	0%	39%	23%	21%	27%	23%	28%	30%
			---	+				---	---	+++								
Ontario	40%	41%	57%	35%	29%	47%	44%	0%	100%	0%	0%	35%	42%	42%	39%	40%	42%	38%
			+		-			---	+++	---								
West	30%	24%	39%	31%	38%	33%	25%	100%	0%	0%	0%	21%	27%	31%	31%	35%	20%	23%
								+++	---	---						+		
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Including yourself, how many people are employed full-time by your organization? Is it...

	EXPORT STAGE-----EXPORT STAGE-----				Customer LOCATION-----				YEARS IN BUSINESS-----			NUMBER OF-----+							
	TOTAL	ACCORDING TO TCI		ACCORDING TO THE RESPONDENT		West	Ontario	Quebec	Atlantic	Not in operations	< 1 year	2-5 years	> 5 years	< 5	5-24	> 24			
Q37																			
weighted # of part.:	4183	807	632	2655	1468	1292	1081	1256	1657	1061	209	336	831	1010	1840	2383	918	584	
real # of participants:	250	52	38	153	81	82	65	39	142	49	19	22	52	59	109	140	56	37	
Less than 5	57%	74%	82%	46%	71%	63%	38%	66%	58%	51%	25%	61%	77%	71%	38%	100%	0%	0%	
		++	+++	---	++		---						+++	++	---	+++	---	---	
5 to 9	15%	12%	2%	19%	13%	16%	14%	9%	14%	18%	35%	0%	19%	12%	18%	0%	67%	0%	
			-	+												---	+++	--	
10 to less than 25	7%	2%	7%	9%	5%	5%	15%	5%	9%	6%	9%	2%	0%	5%	13%	0%	33%	0%	
							+							-	++	---	+++		
25 to less than 50	6%	0%	4%	9%	1%	5%	14%	7%	6%	4%	12%	0%	3%	3%	11%	0%	0%	43%	
		-		+	-		+++								++	---	-	+++	
50 to less than 100	2%	1%	0%	3%	2%	0%	3%	0%	3%	4%	3%	0%	0%	0%	5%	0%	0%	17%	
															++	--		+++	
100 or more	6%	0%	0%	8%	0%	4%	14%	4%	5%	8%	9%	0%	0%	0%	12%	0%	0%	40%	
				++	--		+++							-	-	+++	---	-	+++
DK/NR	7%	11%	6%	6%	8%	7%	2%	8%	6%	8%	6%	37%	1%	9%	2%	0%	0%	0%	
															--				
mean for these data:	15.9	4.6	5.1	21.1	5.8	10.9	30.8	11.6	15.3	20.1	25.0	3.0	4.4	5.1	28.3	2.5	10.5	79.1	
sig. test for means:		***	***	***	***		***					***	***	***	***	***	**	***	