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**2004 Team Canada Inc  
Customer and Partner Feedback on  
Performance**

Final report

Prepared for

**Industry Canada**  
Trade Integration Directorate  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

January 3, 2005

Ce rapport est disponible en français sur demande.

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# ***EXECUTIVE SUMMARY***

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## ***Background***

The Team Canada Inc (TCI) 1-888 Export Information Service is accessible to all Canadian business people via the network of 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 15,353 calls in 2002-2003.

TCI commissioned client satisfaction studies in 2000, two years after the initiation of the service, in 2002 and again now, in 2004. In 2000 and 2002, clients and federal service delivery partners were surveyed. In 2004, end customers were approached as well as TCI partners (i.e., organizations outside of the federal government which share an interest in increasing Canadian exports, and which provide trade services to Canadian businesses; these partner organizations can include Economic Development Offices, Community Futures Development Corporations, Regional Development Agencies and educational institutions).

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 a Web-based consultation of TCI partners.

It included feedback from a sample of 158 customers recruited by service agents between August 1, 2004 and October 31, 2004. In the absence of comparable population figures, no data weighting was applied. Telephone data collection was managed by Écho Sondage inc. and produced an overall response rate of 57% after the recruiting phase. The maximum sampling error is estimated at  $\pm 7.8$  percentage points based on the entire sample; sampling errors are wider for sub-groups but narrower for proportions smaller and larger than 50%.

The 2002 questionnaire was re-used in 2004 with only minor changes. The 2002 version 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, Web-based questionnaires were completed by 24 individuals representing TCI partners, among some 130 invited to the consultation. The questionnaire focused on the reasons for decreasing use of the toll-free TCI service.

### **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:

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

Moreover, 84% of customers stated that the service met or exceeded their expectations and 90% stated that they would use the export information service again if they required export-related information. More than eight out of ten customers stated that TCI's service increased the likelihood that they would seek additional information, made them more knowledgeable about exporting and made them aware of information sources.

The 2004 study also suggests that callers are smaller companies of more recent formation with less export experience, compared with 2002 callers. The performance measure of 2004 indicates that satisfaction was higher in 2004 compared with 2002, in every aspect of service, but particularly with regard to the following:

- timeliness of responses to telephone messages;
- hours of service;
- ease of understanding the information provided;
- ease of locating the information service among government programs;

- guidance provided by officers; and,
- availability of the information.

With much higher client satisfaction in 2004 than in 2002 and in 2000, the next challenge that the TCI telephone service faces is the decreasing levels of demand for the service.

Few TCI partners indicated making references to the information line (4 of 16). The main reasons for not making references was client inexperience at exporting or their lack of interest in exporting — hence, lack of need for information. TCI partners also stated that clients prefer to search for information on Web sites and in published documents than to call a service line (20 out of 24).

### **Recommendations**

#### **Recommendation 1: service promotion**

Improve the TCI telephone service promotion strategy. Recourse to TCI partners does not appear effective.

#### **Recommendation 2: officer training**

Continue TCI officer training efforts. While quality of advice did not surface as a major issue, critical comments often related to the content of the service transaction rather than to the process.

#### **Recommendation 3: service rationale**

Seriously review the rationale for the existence of the telephone service considering the needs of customers and the various other sources of information available to them.

#### **Recommendation 4: service improvement**

Two aspects of service could be identified as key areas of service improvement for the near future based on the level of satisfaction expressed and on their rating of importance. They are the ease of locating the information service among government programs (related to recommendation 1) and the identification of services offered by other organizations (improving the quantity and relevance of referrals).





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# SOMMAIRE

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## *Aperçu général*

La ligne 1-888 du Service d'information sur l'exportation d'Équipe Canada inc (ÉCI) est accessible à tous les entrepreneurs canadiens par l'intermédiaire du réseau des Centres de service aux entreprises du Canada (CSEC). La ligne téléphonique sans frais relie les personnes qui cherchent de l'information à des agents formés exprès pour répondre à leurs questions ou les mettre en communication avec le fournisseur de services d'exportation le mieux placé pour combler leurs besoins. Équipe Canada inc a répondu à 15 353 appels en 2002-2003.

ÉCI a commandé des études sur la satisfaction de sa clientèle, d'abord en 2000, deux après la mise en place du service, ensuite en 2002 puis la présente étude, en 2004. En 2000 et 2002, les répondants étaient les clients ainsi que les partenaires fédéraux de la prestation du service. L'étude de 2004 s'est adressée aux utilisateurs finals et aux partenaires d'ÉCI (c.-à-d. des organisations de l'extérieur du gouvernement fédéral intéressées à l'expansion des exportations canadiennes et qui procurent des services commerciaux aux entreprises canadiennes; ces partenaires comprennent notamment des Offices d'expansion économique, des Sociétés d'aide au développement des collectivités, des Organismes d'expansion régionale et des établissements d'enseignement).

La présente étude reflète principalement l'opinion de la clientèle. Les clients qui s'adressent à ÉCI s'engagent dans une transaction qui comporte (de leur point de vue) les services fournis en aval par les organisations auxquelles ils sont renvoyés. Il se peut que cette perspective diffère de la façon dont ÉCI envisage son offre de service, compte tenu de sa propre réalité organisationnelle.

## **Méthodologie**

La présente recherche repose sur un sondage téléphonique réalisé auprès des clients et sur une consultation des partenaires d'ÉCI effectuée sur Internet.

Elle se fonde sur les réponses données par un échantillon de 158 clients recrutés par des préposés au service entre le 1<sup>er</sup> août et le 31 octobre 2004. En l'absence de données démographiques comparables, les résultats n'ont pas été pondérés. Écho Sondage inc. a assuré la collecte téléphonique des données et le taux de réponse se situe à 57 % après la phase du recrutement. L'erreur d'échantillonnage maximum est estimée à  $\pm 7,8$  points de pourcentage de l'échantillon complet, les erreurs d'échantillonnage étant plus importantes pour les sous-groupes mais plus faibles lorsque les proportions sont inférieures et supérieures à 50 %.

Le questionnaire de 2002 légèrement modifié a servi de nouveau en 2004. La version de 2002 a été établie en recoupant le questionnaire utilisé pour l'étude de 2000 sur ÉCI avec l'Outil de mesures communes — document qui constitue la norme pour les ministères et agences fédéraux.

Outre les entrevues avec des clients, 24 représentants des partenaires d'ÉCI ont répondu à un questionnaire électronique parmi les 130 invités à prendre part à la consultation. Le questionnaire mettait l'accent sur les raisons de la diminution dans l'utilisation du service de la ligne téléphonique sans frais d'ÉCI.

## **Résultats**

Les résultats sont très positifs dans l'ensemble, 85 % des clients se disant satisfaits de leur communication la plus récente avec le Service d'information sur l'exportation d'ÉCI. Les clients sont particulièrement heureux des aspects suivants :

- les efforts accomplis par les agents pour évaluer leurs besoins;
- la serviabilité et la courtoisie des agents;
- la rapidité du service;
- la disponibilité du service dans la langue officielle choisie par le client.

De plus, 84 % des clients ont affirmé que le service répondait ou était supérieur à leurs attentes et 90 % ont dit vouloir utiliser de nouveau le Service d'information sur l'exportation s'ils ont encore besoin de renseignements en matière d'exportation. Plus de huit clients sur dix déclarent que le service d'ÉCI les a rendu plus susceptibles de rechercher des renseignements supplémentaires, qu'il les a mieux renseignés sur l'exportation et leur a fait connaître d'autres sources d'information.

L'étude de 2004 révèle aussi que les appelants sont, davantage qu'en 2002, de petites compagnies de formation plutôt récente et ayant moins d'expérience dans le domaine de l'exportation. La mesure du rendement indique, en 2004, une satisfaction plus élevée qu'en 2002 en ce qui concerne tous les aspects du service mais, en particulier, les suivants :

- la rapidité avec laquelle on donne suite aux messages téléphoniques;
- les heures de bureau;
- la facilité à comprendre les renseignements fournis;
- la facilité à trouver le service d'information parmi les programmes gouvernementaux;
- l'orientation offerte par les agents;
- la disponibilité de l'information.

Compte tenu d'une plus forte satisfaction de la clientèle en 2004 qu'en 2002 et en 2000, le prochain défi que le service téléphonique d'ÉCI aura à surmonter réside dans la diminution de la demande de service.

Les partenaires d'ÉCI sont peu nombreux (4 sur 16) à dire qu'ils renvoient leurs clients à la ligne d'information. Les principales raisons de ne pas faire de renvoi est l'inexpérience des clients en matière d'exportation ou leur manque d'intérêt à cet égard — d'où l'absence du besoin de s'informer. Les partenaires d'ÉCI affirment également (20 sur 24) que leurs clients préfèrent chercher de l'information sur des sites Web et dans des publications plutôt qu'au téléphone.

### **Recommandations**

#### **Recommandation 1 : promotion du service**

Améliorer la stratégie de promotion du Service téléphonique d'ÉCI. Le recours aux partenaires d'ÉCI ne semble pas efficace.

#### **Recommandation 2 : formation des agents**

Poursuivre les efforts de formation des agents d'ÉCI. Bien que l'étude ne révèle pas de difficulté majeure touchant la qualité des conseils, les critiques portent plus souvent sur le contenu du service que sur le processus.

#### **Recommandation 3 : bien-fondé du service**

Réviser sérieusement le bien-fondé de l'existence du service téléphonique en tenant compte des besoins des clients et des diverses autres sources d'information à leur disposition.

#### **Recommandation 4 : amélioration du service**

Deux aspects du service semblent nécessiter principalement des améliorations à court terme, à en juger par le degré de satisfaction exprimé

et par l'importance qui leur est accordée. Il s'agit de la localisation du service d'information parmi les programmes gouvernementaux (en lien avec la recommandation 1) et de l'identification des services offerts par d'autres organisations (tant du point de vue de la quantité que de la pertinence).

# Section 1

## INTRODUCTION

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"Team Canada Inc (TCI) is a network of federal departments and agencies working with the provinces, territories and other partners to help Canadian businesses succeed in world markets. TCI provides a single, comprehensive source of information to assist exporters at every stage of the export process."

[exportsource.gc.ca](http://exportsource.gc.ca)

Team Canada Inc (TCI) 1-888 Export Information Service is accessible via the network of 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 15,353 calls in 2002-2003<sup>1</sup>.

TCI commissioned client satisfaction studies in 2000, two years after the initiation of the service, in 2002 and again now, in 2004. In 2000 and 2002, clients and federal service delivery partners were surveyed. In 2004, end customers were approached as well as TCI partners (i.e., organizations outside of the federal government which share an interest in increasing Canadian exports, and which provide trade services to Canadian businesses; these partner organizations can include Economic Development Offices, Community Futures Development Corporations, Regional Development Agencies and educational institutions).

<sup>1</sup> According to the TCI *Annual Report 2003*, page 10.

### **Assignment**

This report presents the results of a third assessment of service delivery by TCI. Regarding TCI users, a methodology similar to that used in 2002 was used, i.e., systematic telephone interviews. For TCI partners, a Web-based consultation was used instead of the qualitative telephone interviews fielded in 2000 and 2002. The methodology involved the following steps:

- questionnaire development
- sample design
- quantitative telephone interviews with customers
- Web-based consultation with TCI partners
- data tabulation
- data analysis
- preparation of the report, covering:
  - customer satisfaction and retention levels;
  - customer satisfaction evolution between 2000 and 2004 (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, they hope, to the information they require.

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

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 TCI partners' viewpoints while Section 5 presents key findings, their interpretation and recommendations for action.





# Section 2

## METHODOLOGY

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This research is based on a systematic telephone survey of customers and on a Web-based consultation of TCI partners. 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*

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The customer questionnaire used in this study is a repeat from the 2002 questionnaire, with three additional questions. The 2002 version was inspired mainly by the Common Measurement Tool, which was adapted to suit TCI's situation and the research requirements of the 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.

The questionnaire was pretested in 2002; it was not tested again in 2004. It is reproduced in both official languages at Appendix A.

The TCI member consultation guide was created based on some five in-depth telephone interviews focused on the demand for TCI toll-free telephone service. It is reproduced in both official languages at Appendix B.

## **2.2 *Sampling strategy***

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The customer population was defined as all non-government 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 August 1, 2004 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 October 31, 2004 at which point 304 customer names had been referred to the survey team. During this period, 2545 calls were made to the TCI information line but it is not possible to single out calls from non-government sources among them.

TCI partners were identified by the program. Some 130 members who directly requested to become partners of TCI or were recruited by TCI in one of the partnership recruitment campaigns. This excludes government partners.

## 2.3 **Data collection**

Customer telephone interviews were conducted by Écho Sondage Inc. out of Montreal between August 10, 2004 and November 30, 2004. Interviews lasted 10 minutes on average.

### EXHIBIT 2.1 Sample breakdown

Breakdown	#	#
<b>Numbers obtained from TCI</b>		<b>304 (a)</b>
<b>Ineligible numbers:</b>		<b>(b)</b>
Missing information (number, name, etc.)	9	
Not in service, duplicate, residential, fax	27	
No dealings with TCI	27	
No such name	9	
<b>Eligible numbers: ( a - b )</b>		<b>232 (c)</b>
Refusals (d)	38	
Appointments	12	
Call-backs, no answer, answering machine <sup>1</sup>	24	
TOTAL NOT COMPLETED AMONG ELIGIBLE	74	
<b>Completed</b>		<b>158 (e)</b>
Response rate ( e / c )		68%
Refusal rate ( d / c )		16%

<sup>1</sup> 14 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 and refusals was higher than expected. A total of 158 interviews were completed. Exhibit 2.1 presents the sample breakdown based on the last call made to each number.

The response rate achieved (68%) is positive for a business customer survey. The 16% 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.

In comparison, a response rate of 80% was achieved in 2002 using the 385 names then supplied by TCI officers.

During the 2004 field work, a programming error prevented four questions relative to meeting client expectations from being asked in the initial interview. Additional contacts were attempted with the 158 individuals who completed interviews so that these questions could be posed; all but 7 were reached.

The on-line consultation of TCI partners took place between October 25, 2004 and November 16, 2004. Twenty-four questionnaires were completed out of approximately 130 invitations sent.

## **2.4 Data weighting**

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*Ex post facto* weighting of survey data requires that counts exist for the population of interest. Unfortunately, the number of calls made to the TCI telephone service by non-government sources is unknown. Therefore no data weighting was performed.

## **2.5 Data processing**

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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**

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Most of the data analysis was carried out using basic stubs-and-banners crosstabs developed in StatXP. (See Appendix D.) 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 2002 and 2004 were restricted to entire samples; considering sample sizes used in 2002 and 2004, 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 158 responses and assuming that the sample behaves like a random sample, the maximum sampling error is estimated at  $\pm 7.8$  percentage points — producing rather large confidence intervals. (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***

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The results of this study are based on a sample of 158 TCI customers generated with an 68% response rate. The main limitation of this research stems from the low participation levels experienced during recruiting. Only a small number 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. Nonetheless, we recommend suspending efforts expanded on customer satisfaction studies using live recruitment during telephone transactions until there is a way to ensure the buy-in of the front line or until other research methodologies can be deployed.

Similarly, the relatively low participation rate among TCI partners may be associated with a bias favouring TCI services (i.e., non-participants may be systematically less interested or favourable to Team Canada Inc services).

# Section 3

## CUSTOMER SATISFACTION RESULTS

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### 3.1 *Background*

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Frequency of use by callers did not change significantly between 2002 and 2004.

More than half of the customers surveyed (58%, Q28<sup>1</sup>; 57% in 2002) had been in contact with the TCI Export Information Service only once in the previous twelve months<sup>2</sup>; another quarter of customers (27%; 26% in 2002) had been in touch with the service two or three times. While some customers indicated that they contacted the service every week, the actual average number of contacts was 1.9 times in the previous twelve months,

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

<sup>2</sup> 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).

down from 2.8 in 2002. However, this average does not tell a reliable story, as the most frequent behaviour is a single contact over that period.

In 2002, potential exporters<sup>1</sup> accessed TCI telephone services more frequently than others. In 2004, the situation is the opposite (albeit not statistically significant) with potential exporters accessing the telephone service 1.7 times over 12 months on average compared with 2.3 times for new exporters and 2.1 for established exporters.

The Internet replaced Blue Pages as the most frequent referral mechanism.

One third (34%, Q29) of customers first heard about TCI via the Internet (21% in 2002), 19% through the Blue Pages (33% in 2002); and another fifth (18%; 17% in 2002) by way of other government services. Word-of-mouth was mentioned by 15% of customers (11% in 2002), while print and magazine advertising and articles accounted for 2% of stated sources of information.

Knowledge of [exportsource.ca](http://exportsource.ca) is stable but incidence of use has doubled between 2002 and 2004.

Half (49%; 50% in 2002) of all customers contacted had **never heard** of [exportsource.ca](http://exportsource.ca) (Q31); one in ten (9%, NETXP; 25% in 2002) had heard of it but only through the TCI information service; 2% had heard of it before contacting TCI but had not accessed it; finally four in ten (39%, 22% in 2002) had heard of it before calling TCI and had **accessed it** as well. The group most likely to have accessed [exportsource.ca](http://exportsource.ca) prior to calling the TCI information service was established exporters (47%) contrary to 2002 where it was new exporters (33%). Potential exporters and new exporters were less likely to have consulted the Web site prior to calling (30% and 23% respectively).

Four in ten (42%; 46% in 2002) indicated that their most recent call to the TCI Export Information Service was answered within three rings (Q15). Only 4% stated that it took more than three rings and 13% said that they were put on hold before proceeding with the transaction. One third (39%; 32% in 2002) of customers could not recall how many rings were required to get through.

<sup>1</sup> 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. Note that very few "new" exporters were identified by TCI officers; therefore, the capacity to generalize the results for this category of users is weak.



In 2004, companies calling the TCI telephone service had fewer years of existence than in 2002 (8 vs. 10).

TCI customer organizations had been in business for an average of eight years (Q34; 10 in 2002). More than one third (35%; 28% in 2002) had either been in operation for less than a year, or were not yet in operation. One quarter (22%) had been in operation for two to five years while the largest group (39%; 44% in 2002) had been in operation for more than five years. Potential exporter companies indicated an average age of 5 years, compared with 11 years for new exporters and 10 years for established exporters.

Companies calling the TCI telephone service in 2004 had fewer employees than in 2002 (12 vs. 16).

Two thirds of calling companies (66%, Q37; 57% in 2002) had fewer than five employees. Based on the midpoints of the classes offered in the survey, we estimate the average number of employees at 12 (16 in 2002). Potential exporters had 6 employees on average whereas new exported averaged 14 and experienced exporters, 17.

There are fewer established exporters among 2004 users than there were among 2002 users.

According to the classification provided by TCI, half (49%, table BTYPE in appendix; 63% in 2002) of customers surveyed were established exporters while 8% were new and 36%, potential exporters (15% and 19% respectively in 2002). Customers were asked to categorize themselves in one of these same three classes. They tended to see themselves as less experienced than TCI did: 16% (Q35; 26% in 2002) classified themselves as experienced, 39% (31% in 2002) as preparing to export and one third (37%) 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.

**EXHIBIT 3.1**  
**Export experience**

	According to TCI		According to respondents	
	2002	2004	2002	2004
Established exporter	63%	49%	26%	16%
New exporter	15%	8%	31%	39%
Potential exporter	19%	36%	35%	37%
Don't know / no answer	2%	7%	8%	8%
n	250	158	250	158

Source: tables Q35 and BTYPE in Appendix D and 2002 report.

**3.2 Responsiveness to needs**

All indicators of satisfaction with service responsiveness to needs are up compared with 2002. Some 89% indicated satisfaction with responsiveness in general.

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 3.2 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 efforts made by officers to assess client needs: 95% expressed satisfaction<sup>1</sup> with it (by choosing a 4 or a 5 on a 5-point satisfaction scale); this translated into an average satisfaction score of 88 on the satisfaction scale, which runs from 0 (very dissatisfied) to 100 (very satisfied)<sup>2</sup> compared with 79 in 2002.

<sup>1</sup> 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.

<sup>2</sup> 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.

**EXHIBIT 3.2**  
**Responsiveness to needs**

	2002		2004		% who chose this as the most important aspect
	% "satisfied" or "very satisfied"	Average between 0 and 100 <sup>1</sup>	% "satisfied" or "very satisfied"	Average between 0 and 100 <sup>1</sup>	
efforts made by officers to assess your needs	86%	79	95%	88	16%
helpfulness of officers	88%	81	94%	86	27%
speed of the service	86%	78	93%	86	11%
ease of understanding of the information provided	81%	75	95%	83	15%
<b>RESPONSIVENESS TO NEEDS, IN GENERAL (Q3)</b>	<b>86%</b>	<b>75</b>	<b>89%</b>	<b>80</b>	—
flexibility of the service	74%	73	85%	78	3%
ease of locating the information service among government programs	64%	64	78%	74	23%
	n	243-249		143-158	

<sup>1</sup> 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 D and 2002 report.

By virtue of getting the lowest satisfaction rating and the second highest rating of importance, the "ease of locating the information service among government programs" could be considered a key area of service improvement for the near future.

Three other areas of responsiveness to needs received 90% of positive scores or more: helpfulness of officers, speed of service and ease of understanding of the information provided. These high percentage scores are associated with very positive average scores ranging between 83 and 88. In comparison, the same service elements elicited satisfaction scores ranging between 75 and 81 in 2002.

In 2002, 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 among government programs. In 2004, there was a very positive progression to 78% of satisfaction and a score of 74 points. It remains the trailing aspect of service with regard to responsiveness, however.

Considering that the TCI Export Information Service positions itself as the preferred information supplier for government assistance in its field, this observation carries particular meaning.

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

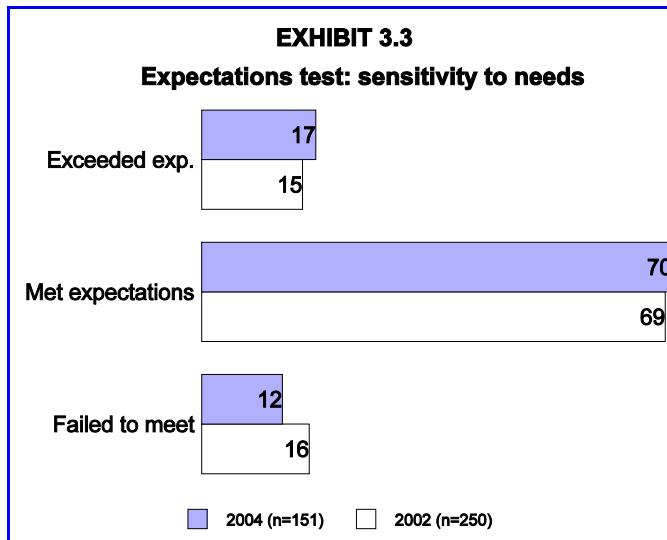


Exhibit 3.3 reports the proportions of customers who indicated that the service of the TCI Export Information Service met their expectations, exceeded them or failed to meet them (Q4) — excluding those who could not provide an answer. Overall, 87% of customers indicated that TCI met or exceeded their expectations in terms of responsiveness to needs. Some 12% stated that the service failed to meet their expectations. These results are very similar to those observed in 2002.

Asked to indicate which elements of responsiveness is most important to them, clients expressed varied opinions:

- the helpfulness of officers came out as most important (chosen by 27%, Q4BB) — also, 94% expressed satisfaction with regard to this aspect of service;
- the ease of locating the information service among government programs as second (23%);
- then came efforts made by officers to assess needs (16%), ease of understanding the information provided (15%) and speed of service (11%).

### 3.3 **Service reliability**

All indicators of satisfaction with service reliability are up compared with 2002. Some 86% indicated satisfaction with reliability in general. Half were provided with a referral they found useful compared with one third in 2002.

Service reliability refers to the trust that the customer can place in a service provider. Exhibit 3.4 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: 96% of customers indicated that they were either satisfied or very satisfied with this aspect of the service delivery.

By virtue of getting the lowest satisfaction rating and the second highest rating of importance, the "identification of services offered by other organizations" could be considered a key area of service improvement for the near future.

The knowledge of officers and the clarity of information provided came second, at 87%, an increase from 80% in 2002. This level of satisfaction was shared by two other service elements: guidance provided by officers (up from 75%) and the clarity of the information provided (up from 80%).

The lowest rating was given to the identification of services offered by other organizations, a key service element for the TCI service line: 65% expressed satisfaction (average of 68), marking an increase from 58% in 2002. This 2004 score still leaves room for improvement, particularly considering how central this service aspect is for TCI. The improvement could take the form of more numerous referrals or better targeted ones.

**EXHIBIT 3.4**  
**Service reliability**

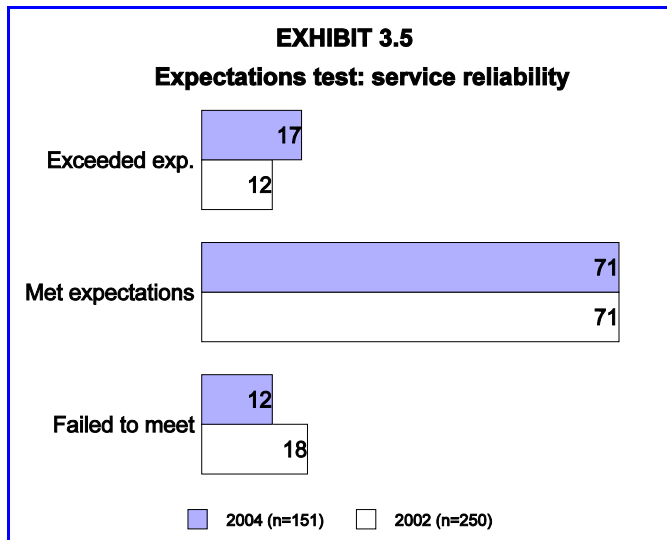
	2002		2004		
	% "satisfied" or "very satisfied"	Average between 0 and 100 <sup>1</sup>	% "satisfied" or "very satisfied"	Average between 0 and 100 <sup>1</sup>	% who chose this as the most important aspect
courtesy of the officers	92%	86	96%	90	9%
knowledge of officers	80%	74	87%	81	28%
guidance provided by officers	75%	72	86%	81	17%
clarity of the information provided	80%	72	87%	79	11%
<b>SERVICE RELIABILITY, IN GENERAL (Q6)</b>	<b>82%</b>	<b>73</b>	<b>86%</b>	<b>79</b>	
keeping information confidential	45%	64	83%	78	6%
availability of the information you needed	67%	66	78%	74	23%
identification of services offered by other organizations	58%	66	65%	68	1%
n	224-250		120-158		

<sup>1</sup> 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 D and 2002 report.

All in all, 88% of customers stated that service reliability met or exceeded their expectations (compared with 83% in 2002) and 12% indicated that the service failed to meet their expectations in this regard (18% in 2002). (See Exhibit 3.5, Q7.)

Three-quarters of customers (76%, Q8; 64% in 2002) mentioned that they received a referral to another source of information or assistance in their most recent contact with TCI.



Almost three-quarters (70%, Q9; 76% in 2002) of customers who were given a referral followed-up on the lead. Among these, 40% (Q10) assessed the referral as "very valuable" and another 49%, as "somewhat valuable", for a total of 89% (up from 69% in 2002). Those who indicated that the referrals were less than somewhat valuable were asked why; their comments are listed starting on page 65.

Considering the proportion of customers with referrals (76%), the proportion following the leads (70%) and the proportion who found the referral at least somewhat valuable (89%), almost half (47%) of all customers came away

from their TCI service interaction with at least a somewhat valuable reference that they used. This is up from 34% in 2002.

When asked which service elements were most important to them under the heading Service Reliability, clients chose the knowledge of the officers first (28%; Q7BB), followed by the availability of the information needed (23%), guidance provided by officers (17%) and clarity of the information provided (11%).

### 3.4 **Service accessibility**

Indicators of satisfaction with service accessibility are up compared with 2002, particularly with regard to hours of service and timeliness of responses.

Service accessibility includes physical access, methods of access and speed of response. Exhibit 3.6 summarizes satisfaction results related to these attributes.

Overall, service attributes related to access are satisfying for nine customers out of ten (91%, Q13; 89% in 2002). Communication in the

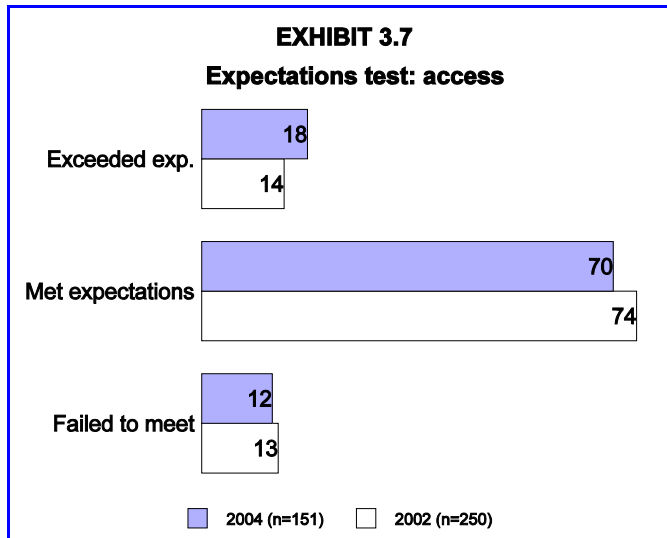
official language of the customer's choice was satisfying for 99% of customers surveyed. In fact, all elements related to accessibility received high ratings, including hours of service and timeliness of responses to enquiries which presented lower than average ratings in 2002. Two years ago, we hypothesized that it was possible that the timeliness rating reflected the experience of customers with organizations to which they were referred rather than with TCI's service; the drastic increase in satisfaction observed in 2004 is indicative of either improved performance or improved separation of perceptions of performance — the former being more likely than the latter in our experience.

**EXHIBIT 3.6**  
**Service accessibility**

	2002		2004		
	% "satisfied" or "very satisfied"	Average between 0 and 100 <sup>1</sup>	% "satisfied" or "very satisfied"	Average between 0 and 100 <sup>1</sup>	% who chose this as the most important aspect
communications in the official language of your choice	95%	84	99%	87	9%
<b>ACCESSIBILITY, IN GENERAL (Q13)</b>	<b>89%</b>	<b>76</b>	<b>91%</b>	<b>81</b>	
ease of reaching the officers	85%	75	90%	81	38%
waiting time to get in touch with officers	87%	76	89%	80	20%
hours of service	74%	71	89%	80	6%
timeliness of responses to telephone messages	54%	65	87%	80	19%
n	224-250		129-157		

<sup>1</sup> 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".

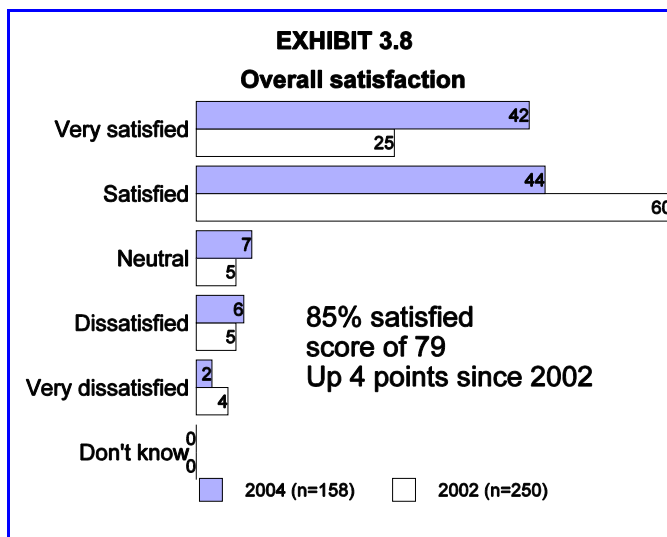
Source: tables relative to Q12 in Appendix D and 2002 report.



Overall, 88% 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 3.7, Q14). These results are very similar to those observed in 2002.

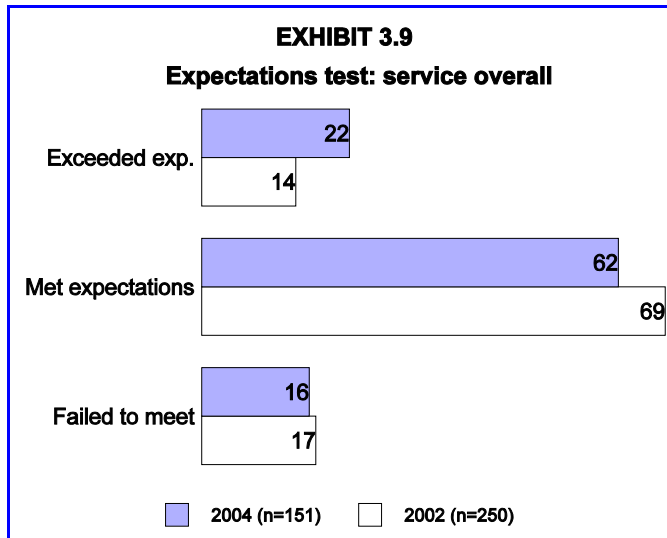
### 3.5 Key satisfaction indicators

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



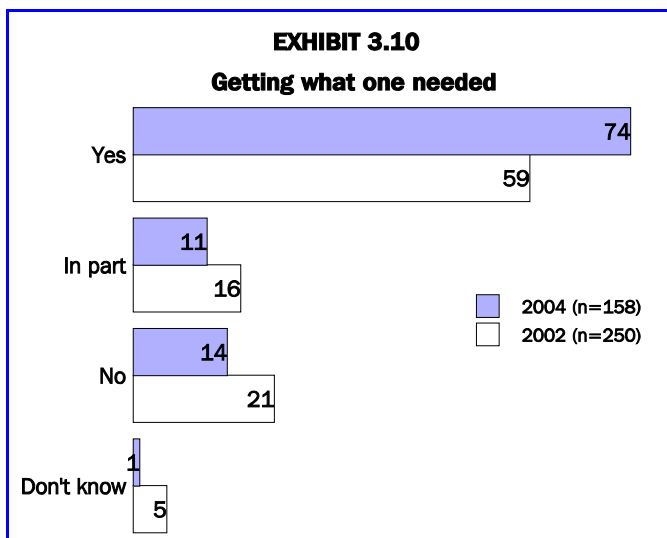
Some 85% of customers expressed satisfaction (by answering "satisfied" or "very satisfied") with their most recent contact (Q16). This is a positive result, indicating that customers see TCI as providing very good service. Using scale points ranging from 0 (for "very dissatisfied") to 100 (for "very satisfied"), the satisfaction rating averaged 79, up 4 points compared with 2002. More importantly, the proportion of clients who indicated they were "very" satisfied grew from 25% to 42% between 2002 and 2004. Satisfaction was statistically the same in all groups and regions.





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 3.9 indicates, overall, 84% 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.



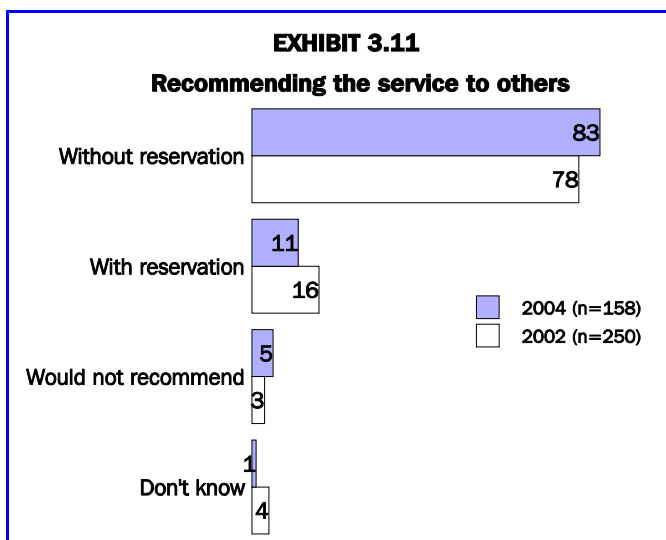
Customers were somewhat critical in their perception of whether or not they received what they needed from the TCI Export Information Service: 14% of customers stated that they did not (Q18; 21% in 2002) and 11% (16% in 2002) indicated that they received only part of what they needed. Note that 74% confirmed that they received what they needed; that is 15 percentage points more than in 2002. Those who indicated that they did not get all they needed were asked why; their comments are listed starting on page 66.

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 with 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. Comments from customers who considered that there was an error in service delivery are listed starting on page 68.

Among a collection of indicators showing improvements between 2002 and 2004, one, the proportion of clients who would use the service again, suggests slippage in performance from 2000 to 2002 to 2004.

More than nine out of ten customers (90%, Q24; 93% in 2002) stated that they would use the Export Information Service again if they required export-related information (Q24); 8% said they would not (up from 4% in 2002). In 2000, 94% had stated that they would use the service again if needed. Established exporters were less likely to state that they would use the service again (83%). 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 four out of five customers (83%) would recommend TCI's information service without reservation (Q26; 78% in 2002); an additional 11% would recommend it with some reservation.

### 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 3.12 along with the proportion of customers who indicated that they were "somewhat more" or "a lot more" likely to feel such effects.

Customer impact indicators are very positive. There was a significant improvement of these impacts between 2002 and 2004.

The main impact of TCI, according to customers surveyed, was to increase the likelihood that they would seek additional information (84%; 78% in 2002) and to likely improve their export practices (76%; 57% in 2002). A large proportion of customers also indicated being more aware of other information sources or other government services related to export (83%). Generally, all tested effects were identified by at least 70% of respondents.

**EXHIBIT 3.12**  
**Customer impact**

	2000	2002		2004	
	% yes	% somewhat or a lot more	Average between 0 and 100 <sup>1</sup>	% somewhat or a lot more	Average between 0 and 100 <sup>1</sup>
likely to seek additional information on exporting	—	78%	55	84%	66
likely to improve your export practices	—	57%	44	76%↗	62
aware of other information sources or other government services relating to export	73%	77%	49	83%	60
knowledgeable about exporting	81%	72%↘ <sup>2</sup>	44	84%↗	56
prepared to take the next step in exporting a product or a service	78%	66%↘	41	72%	55
closer to exporting a product or service	72%	61%↘	39	70%↗	52
aware of other services offered by Team Canada Inc	70%	54%↘	34	71%↗	51
	n	149	250	158	

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

<sup>2</sup> Indicates that the score has decreased by at least nine percentage points since 2000.

Source: tables relative to Q23 in Appendix G.

These results speak well of the effectiveness of the program, in fact, as well as or better than those measured in 2000 — whereas the 2002 results documented a slippage compared with 2000. The improvement in results related to the improvement of export practices (from 57% suggesting a likely impact in 2002 to 76% in 2004) and to awareness of other TCI services (from 54% to 71%) are remarkable.

# Section 4

## ***PARTNERS' POINT OF VIEW***

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Twenty-four TCI partners completed an on-line consultation questionnaire out of approximately 130 who were invited. This section presents their perspective without surmising whether they were factually right or wrong. One caveat should be noted: the low participation rate<sup>1</sup> to this consultation may be indicative of a weak relationship between TCI partners and the program itself; it is therefore possible that the data presented in this section are more favourable than a wider consultation would have uncovered.

### ***4.1 Profile of participants***

---

The 24 participants indicated that they each assisted between 1 and 1300 companies in a typical year, for an average of 200 companies assisted by each TCI member. According to participants, of these companies, about

<sup>1</sup> This consultant's experience suggests that a participation rate of at least 50% can be expected of partners who feel committed to the subject matter.

40% currently export, 20% have the potential to export and 40% have no short-term export potential.

## **4.2 References to the TCI telephone service**

Out of 24 participants, 8 had used none of the TCI products or services. Fourteen had accessed the TCI Web site and eleven had used the TCI publications (*Step-by-step guide to exporting* and *Roadmap to Exporting*). Only one had called the TCI telephone service.

Among the 16 users of TCI products and services, between 11 and 13 routinely do the following:

- read the material/information;
- file the material/information for future reference;
- give the material/information to some clients;
- refer clients to the TCI Web site.

However, only 4 of 16 routinely referred their clients to the 1-888 information line — and they said they do it as often now as they have done it in the past. The main reason for not making references to the TCI telephone service was that clients are not experienced enough in exporting to benefit from the service. The second most cited reason was that their clients don't export.

## **4.3 General explanation of trends**

Participants were told that there appears to be a decrease in use of the TCI telephone service and they were asked why that could be. The overwhelmingly popular answer (20 out of 24) was that clients prefer to search for information on Web sites and in published documents than to call a service line. The second most popular answer was that there are other, more accessible sources of information (5 of 24) or more pertinent ones (3 of 24).

# Section 5

## CONCLUSIONS AND RECOMMENDATIONS

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### 5.1 *Conclusions*

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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:

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

Moreover, 84% of customers stated that the service met or exceeded their expectations and 90% stated that they would use the export information service again if they required export-related information. More than eight out of ten customers stated that TCI's service increased the likelihood that they would seek additional information, made them more knowledgeable about exporting and made them aware of information sources.

The 2004 study also suggests that callers are smaller companies of more recent formation with less export experience, when compared with 2002 callers. The performance measure of 2004 indicates that satisfaction was higher in 2004 to 2002, in every aspect of service, but particularly with regard to the following:

- timeliness of responses to telephone messages;
- hours of service;
- ease of understanding the information provided;
- ease of locating the information service among government programs;
- guidance provided by officers; and,
- availability of the information.

With much higher client satisfaction in 2004 than in 2002 and in 2000, the next challenge that the TCI telephone service faces is the decreasing levels of demand for the service. The next section addresses this question.

## **5.2 *Managing demand for the service***

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Few TCI partners indicated making references to the information line (4 of 16). The main reasons for not making references was client inexperience at exporting or their lack of interest in exporting — hence, lack of need for information. TCI partners also stated that clients prefer to search for information on Web sites and in published documents than to call a service line (20 out of 24).

The following is a list of possible factors influencing the demand for TCI telephone services, based on a general demand analysis framework:

- *service-related factors*:
  - nature of the service (e.g., telephone information service);
  - service promotion;
  - ease of access to the service once known;
  - service features and service quality once accessed;
  - service image and related word-of-mouth promotion;
- *customer-related factors*:
  - knowledge of the service;



- customer preferences (e.g., preference for a live service or for text-based information);
- customer objective needs;
- customer subjective wants;
- *environment-related factors*:
  - competing sources of information;
  - demographics;
  - economics (e.g., currency exchange rate affecting exports);
  - international/foreign country rules and regulations (e.g., fewer trade barriers).

While theoretically significant, several of these factors have been shown in this report to not represent barriers to demand; this is the case, particularly, for access, service features and service quality. It seems to us that the key factors in demand management are the following:

- the telephone- and live person-based nature of the service appears to be losing ground to Internet-based service as long as the latter offers rich and effective search methods; for example, a plurality of customers learned about the service on the Internet whereas Blue Pages were the main channel only two years ago; and,
- the demand for the service suffers from a lack of promotion; in this study, we have demonstrated that TCI partners do not currently act as effective conduits to the service;

### 5.3 **Recommendations**

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The following recommendations were developed from the observations made in this study.

#### **Recommendation 1: promotion**

Improve the TCI telephone service promotion strategy. Recourse to TCI partners does not appear effective.

***Recommendation 2: service delivery***

Continue TCI officer training efforts. While quality of advice did not surface as a major issue, critical comments often related to the content of the service transaction rather than to the process.

***Recommendation 3: service rationale***

Seriously review the rationale for the existence of the telephone service considering the needs of customers and the various other sources of information available to them.

***Recommendation 4: service improvement***

Two aspects of service could be identified as key areas of service improvement for the near future based on the level of satisfaction expressed and on their rating of importance. They are the ease of locating the information service among government programs (related to recommendation 1) and the identification of services offered by other organizations (improving the quantity and relevance of referrals).

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

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**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 \_\_\_\_\_ from Echo Sondage 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 but you may decline to participate without effect on the service you may receive from Team Canada Inc. Our conversation will take about 10 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.**

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## RESPONSIVENESS TO NEEDS

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**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)**

**Q4B Of the following six aspects of service, which one is most important to you in dealing with the export information service... (READ: RAMDOMIZE)**

THE EASE OF LOCATING THE INFORMATION SERVICE AMONG GOVERNMENT PROGRAMS . . . . .	1
THE SPEED OF SERVICE . . . . .	2
THE FLEXIBILITY OF SERVICE . . . . .	3
THE EFFORTS MADE BY OFFICERS TO ASSESS YOUR NEEDS . . . . .	4
THE HELPFULNESS OF OFFICERS . . . . .	5
THE EASE OF UNDERSTANDING OF THE INFORMATION PROVIDED . . . . .	6
DK/NR . . . . .	9

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## RELIABILITY

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**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)**

**Q7B Of the following aspects of service, which one is most important to you in dealing with the export information service... (READ; RAMDOMIZE)**

THE KNOWLEDGE OF THE OFFICERS . . . . .	1
THE COURTESY OF THE OFFICERS . . . . .	2
KEEPING INFORMATION CONFIDENTIAL . . . . .	3
THE GUIDANCE PROVIDED BY OFFICERS . . . . .	4
THE IDENTIFICATION OF SERVICES OFFERED BY OTHER ORGANIZATIONS . . . . .	5
THE CLARITY OF THE INFORMATION PROVIDED . . . . .	6
THE AVAILABILITY OF THE INFORMATION YOU NEEDED . . . . .	7
DK/NR . . . . .	9

**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, 12**  
DK/NR ..... 9 >> **GOTO Q12, 12**

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

YES ..... 1  
No ..... 2 >> **GOTO Q12, 12**  
DK/NR ..... 9 >> **GOTO Q12, 12**

**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)**

**Q14B Of the following five aspects of service, which one is most important to you in dealing with the export information service... (READ; RAMDOMIZE)**

THE HOURS OF SERVICE . . . . .	1
THE EASE OF REACHING OFFICERS . . . . .	2
THE TIMELINESS OF RESPONSES TO TELEPHONE MESSAGES . . . . .	3
THE WAITING TIME TO GET IN TOUCH WITH OFFICERS . . . . .	4
COMMUNICATIONS IN THE OFFICIAL LANGUAGE OF YOUR CHOICE . . . . .	5
DK/NR . . . . .	9

**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

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**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

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## BACKGROUND

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**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 Have 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 CLIENTÈLE  
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 \_\_\_\_\_ d'Écho Sondage 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. Que vous acceptiez ou non de participer n'affectera pas les services que vous recevrez d'Équipe Canada inc. Notre entretien durera une dizaine 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.**

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## SENSIBILITÉ AUX BESOINS

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**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)**

**Q4B Lequel des six aspects suivants du service est le plus important pour vous dans vos contacts avec le service de renseignements sur les exportations... (LIRE; ORDRE ALÉATOIRE)**

LA FACILITÉ À TROUVER LE SERVICE DE RENSEIGNEMENTS PARMIS LES PROGRAMMES GOUVERNEMENTAUX . .	1
LA RAPIDITÉ DU SERVICE . . . . .	2
LA FLEXIBILITÉ DU SERVICE . . . . .	3
LES EFFORTS FAITS PAR LES AGENTS POUR ÉVALUER VOS BESOINS . . . . .	4
L'AIDE APPORTÉE PAR LES AGENTS . . . . .	5
LA FACILITÉ À COMPRENDRE L'INFORMATION FOURNIE . . . . .	6
DK/NR . . . . .	9



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## FIABILITÉ

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**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)**

**Q7B Lequel des aspects suivants du service est le plus important pour vous dans vos contacts avec le service de renseignements sur les exportations... (LIRE; ORDRE ALÉATOIRE)**

LES CONNAISSANCES DES AGENTS	1
LA COURTOISIE DES AGENTS	2
LA PROTECTION DU CARACTÈRE CONFIDENTIEL DE L'INFORMATION	3
L'ORIENTATION OFFERTE PAR LES AGENTS	4
L'IDENTIFICATION DES SERVICES OFFERTS PAR D'AUTRES ORGANISATIONS	5
LA CLARTÉ DE L'INFORMATION FOURNIE	6
LA DISPONIBILITÉ DE L'INFORMATION DONT VOUS AVIEZ BESOIN	7
DK/NR	9

**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, 12**  
NSP/PDR ..... 9 >> **ALLER À Q12, 12**

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

OUI ..... 1  
NON ..... 2 >> **ALLER À Q12, 12**  
NSP/PDR ..... 9 >> **ALLER À Q12, 12**

**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)**

**Q14B Lequel des cinq aspects suivants du service est le plus important pour vous dans vos contacts avec le service de renseignements sur les exportations... (LIRE; ORDRE ALÉATOIRE)**

LES HEURES DE SERVICE	1
LA FACILITÉ À REJOINDRE LES AGENTS	2
LA RÉPONSE EN TEMPS OPPORTUN AUX MESSAGES TÉLÉPHONIQUES	3
L'ATTENTE AVANT DE REJOINDRE LES AGENTS	4
LA COMMUNICATION DANS LA LANGUE OFFICIELLE DE VOTRE CHOIX	5
DK/NR	9

**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

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## QUESTIONS D'ORDRE GÉNÉRAL

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**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 _____	
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 _____	
NSP/PDR .....	9

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

MOT-À-MOT _____	
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 _____	
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 \_\_\_\_\_  
NSP/PDR ..... 9

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## RENSEIGNEMENTS GÉNÉRAUX

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**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](http://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 TCI Member Consultation Questionnaire***

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**PARTNER FEEDBACK QUESTIONNAIRE**  
**Team Canada Inc**  
**for use over the Web**

The Government of Canada's Team Canada Inc (TCI) is contacting you today to get your point of view on TCI's services and on ways to improve our service. Since your organization is a registered partner of TCI, we would really appreciate hearing from you.

We have set up a brief Web-based survey that you can fill out at (URL). It will take you 5 to 10 minutes at the most to complete the questionnaire; your answers will remain confidential and will be reported to TCI in aggregate form only by an outside consultant.

Thanks in advance for taking the time to participate in the survey. Your opinions will be taken into account in review TCI services.

Désirée Sauvé  
Manager, Business Partnerships, Team Canada Inc

**Q1 Have you consulted or used any of the following TCI products or services in the last 3 months?**  
(PLEASE SELECT ALL THAT APPLY.)

THE TCI WEB SITE (HTTP://EXPORTSOURCE.CA) . . . . .	1
THE TCI 1-888 TELEPHONE SERVICE LINE . . . . .	2
TCI PUBLICATIONS: <i>STEP-BY-STEP GUIDE TO EXPORTING OR ROADMAP TO EXPORTING</i> . . . . .	3
OTHER TCI PRODUCTS OR SERVICES (PLEASE SPECIFY) _____ . . . . .	98
NONE OF THEM . . . . .	99

(IF USED SOME PRODUCT/SERVICE)

**Q2 Which of the following uses do you routinely make of the TCI products or services?** (PLEASE SELECT ALL THAT APPLY.)

I READ THE MATERIAL/INFORMATION . . . . .	1
I FILE THE MATERIAL/INFORMATION FOR FUTURE REFERENCE . . . . .	2
I GIVE THE MATERIAL/INFORMATION TO SOME OF MY CLIENTS . . . . .	3
I REFER MY CLIENTS TO THE TCI WEB SITE . . . . .	4
I REFER MY CLIENTS TO THE 1-888 INFORMATION LINE . . . . .	5
OTHER USES (PLEASE SPECIFY) _____ . . . . .	98
NONE OF THEM . . . . .	99

(IF DOES NOT REFER CLIENTS TO THE 1-888 LINE)

**Q3 Why do you not routinely refer some of your clients to the TCI 1-888 service line?** (PLEASE SELECT ALL THAT APPLY.)

THE TCI 1-888 SERVICE IS TOO SLOW . . . . .	1
THE TCI 1-888 SERVICE IS UNINFORMATIVE . . . . .	2
THE TCI 1-888 SERVICE IS UNHELPFUL . . . . .	3
MY CLIENTS DON'T HAVE TIME TO SPEND SEARCHING FOR INFORMATION . . . . .	4
MY CLIENTS DON'T NEED EXPORT-RELATED INFORMATION . . . . .	5
MY CLIENTS ARE NOT EXPERIENCED ENOUGH IN EXPORTING TO BENEFIT FROM THE SERVICE . . . . .	6
OTHER REASONS (PLEASE SPECIFY) _____ . . . . .	98
DON'T KNOW . . . . .	99

(IF REFERS CLIENTS TO THE 1-888 LINE)

**Q4 Would you say that, over the past year, you have referred more, fewer or the same number of clients to the TCI 1-888 service line as you had done previously?**

MORE . . . . .	1
FEWER . . . . .	2
THE SAME NUMBER . . . . .	3
DON'T KNOW / NOT APPLICABLE . . . . .	9

(IF REFERS MORE OR FEWER CLIENTS TO THE 1-888 LINE)

**Q5 Why have you changed how often you refer clients to the TCI 1-888 service line?** (PLEASE SELECT ALL THAT APPLY.)

MY CLIENTELE HAS CHANGED . . . . .	1
MY CLIENT NEEDS HAVE CHANGED . . . . .	2
MY CLIENTS PREFER TO SEARCH FOR INFORMATION ON WEB SITES AND IN PUBLISHED DOCUMENTS THAN TO CALL A SERVICE LINE . . . . .	3
(IF FEWER) THE TCI 1-888 SERVICE LINE IS NOT AS FAST AS IT USED TO BE . . . . .	4
(IF FEWER) THE TCI 1-888 SERVICE LINE IS NOT AS INFORMATIVE AS IT USED TO BE . . . . .	5
(IF FEWER) THE TCI 1-888 SERVICE LINE IS NOT AS HELPFUL AS IT USED TO BE . . . . .	6
(IF FEWER) THERE ARE OTHER, MORE PERTINENT SOURCES OF INFORMATION . . . . .	7
(IF FEWER) THERE ARE OTHER, MORE ACCESSIBLE SOURCES OF INFORMATION . . . . .	8
(IF MORE) THE TCI 1-888 SERVICE LINE IS FASTER THAN IT USED TO BE . . . . .	9
(IF MORE) THE TCI 1-888 SERVICE LINE IS MORE INFORMATIVE THAN IT USED TO BE . . . . .	10
(IF MORE) THE TCI 1-888 SERVICE LINE IS MORE HELPFUL THAN IT USED TO BE . . . . .	11
(IF MORE) SOME OTHER SOURCES OF INFORMATION HAVE DISAPPEARED . . . . .	12
OTHER REASONS (PLEASE SPECIFY) _____ . . . . .	98
DON'T KNOW . . . . .	99

**Q6 Globally, there appears to have been a decrease in use of the TCI 1-888 service line over the years. Based on what you know, why could that be? (PLEASE SELECT ALL THAT APPLY.)**

BUSINESS PEOPLE HAVE CHANGED .....	1
THE NEEDS OF BUSINESS PEOPLE HAVE CHANGED .....	2
BUSINESS PEOPLE PREFER TO SEARCH FOR INFORMATION ON WEB SITES AND IN PUBLISHED DOCUMENTS THAN TO CALL A SERVICE LINE .....	3
THE TCI 1-888 SERVICE LINE IS NOT AS FAST AS IT USED TO BE .....	4
THE TCI 1-888 SERVICE LINE IS NOT AS INFORMATIVE AS IT USED TO BE .....	5
THE TCI 1-888 SERVICE LINE IS NOT AS HELPFUL AS IT USED TO BE .....	6
THERE ARE OTHER, MORE PERTINENT SOURCES OF INFORMATION .....	7
THERE ARE OTHER, MORE ACCESSIBLE SOURCES OF INFORMATION .....	8
OTHER REASONS (PLEASE SPECIFY) _____ .....	98
DON'T KNOW .....	99

(IF MORE PERTINENT/ACCESSIBLE SOURCES OF INFORMATION)

**Q7 Which other more pertinent or accessible sources of information do you have in mind?**

PLEASE SPECIFY _____ .....	1
DON'T KNOW .....	99

**Q8 In your view, what could the TCI 1-888 service line do to better help you and your clients?**

NOTHING .....	1
PLEASE SPECIFY _____ .....	98
DON'T KNOW .....	99

**Q9 Finally, approximately how many companies do you assist in a typical year?**

NUMBER OF COMPANIES _____ .....	1
DON'T KNOW .....	99

**Q10 Of those, approximately how many currently export and how many don't export but have the potential to start exporting soon?**

NUMBER OF CURRENT EXPORTERS _____ .....	99
DON'T KNOW .....	99
NUMBER OF POTENTIAL EXPORTERS _____ .....	99
DON'T KNOW .....	99

**QUESTIONNAIRE DE SUIVI AUPRÈS DES PARTENAIRES**  
**Équipe Canada inc.**  
**À remplir sur Internet**

Équipe Canada inc. (ÉCI) du gouvernement du Canada communique aujourd'hui avec vous pour savoir ce que vous pensez des services d'ÉCI et des moyens pour les améliorer. Puisque votre organisation est un partenaire enregistré d'ÉCI, votre opinion nous intéresse au plus haut point.

Nous avons conçu un bref sondage électronique que vous pourrez remplir à l'adresse (URL). Il vous suffira de 5 à 10 minutes au maximum pour répondre au questionnaire; vos réponses demeureront confidentielles et notre consultant externe n'en fera rapport à ÉCI que sous forme globale.

Merci à l'avance de bien vouloir prendre le temps de participer à ce sondage. Nous tiendrons compte de votre opinion lors de la révision des services d'ÉCI.

Désirée Sauvé  
Gestionnaire, Partenariats, Équipe Canada inc

**Q1 Avez-vous consulté ou utilisé l'un ou l'autre des produits et services d'ÉCI suivants au cours des 3 derniers mois? (SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)**

LE SITE WEB D'ÉCI (HTTP://EXPORTSOURCE.CA) .....	1
LA LIGNE TÉLÉPHONIQUE 1-888 D'ÉCI .....	2
LES PUBLICATIONS D'ÉCI: <i>GUIDE PAS-À-PAS À L'EXPORTATION OU CARNET DE ROUTE POUR L'EXPORTATION</i> .....	3
D'AUTRES PRODUITS OU SERVICES D'ÉCI (VEUILLEZ PRÉCISER) .....	98
RIEN DE CE QUI PRÉCÈDE .....	99

(SI ON A UTILISÉ CERTAINS PRODUITS/SERVICES)

**Q2 De quelles façons, parmi les suivantes, utilisez-vous normalement les produits ou services d'ÉCI? (SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)**

JE LIS LE MATÉRIEL/L'INFORMATION .....	1
JE CLASSE LE MATÉRIEL/L'INFORMATION POUR CONSULTATION FUTURE .....	2
JE DONNE LE MATÉRIEL/L'INFORMATION À CERTAINS DE MES CLIENTS .....	3
JE DIRIGE MES CLIENTS VERS LE SITE WEB D'ÉCI .....	4
JE DIRIGE MES CLIENTS VERS LA LIGNE D'INFORMATION 1-888 .....	5
AUTRES UTILISATIONS (VEUILLEZ PRÉCISER) .....	98
RIEN DE CE QUI PRÉCÈDE .....	99

(SI NE DIRIGE PAS DE CLIENTS À LA LIGNE 1-888)

**Q3 Pourquoi ne dirigez-vous pas normalement certains de vos clients au service téléphonique 1-888 d'ÉCI? (SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)**

LE SERVICE 1-888 D'ÉCI EST TROP LENT . . . . .	1
LE SERVICE 1-888 D'ÉCI N'EST PAS ASSEZ INFORMATIF . . . . .	2
LE SERVICE 1-888 D'ÉCI N'EST PAS ASSEZ UTILE . . . . .	3
MES CLIENTS N'ONT PAS DE TEMPS À PERDRE À CHERCHER DE L'INFORMATION . . . . .	4
MES CLIENTS N'ONT PAS BESOIN D'INFORMATION EN MATIÈRE D'EXPORTATION . . . . .	5
MES CLIENTS N'ONT PAS ASSEZ D'EXPÉRIENCE EN EXPORTATION POUR PROFITER DE CE SERVICE . . . . .	6
AUTRES RAISONS (VEUILLEZ PRÉCISER) _____ . . . . .	98
JE NE SAIS PAS . . . . .	99

(SI DIRIGE DES CLIENTS À LA LIGNE 1-888)

**Q4 Diriez-vous que, dans la dernière année, vous avez dirigé au service téléphonique 1-888 d'ÉCI plus, moins ou le même nombre de clients qu'auparavant?**

PLUS . . . . .	1
MOINS . . . . .	2
LE MÊME NOMBRE . . . . .	3
JE NE SAIS PAS / SANS OBJET . . . . .	9

(SI DIRIGE PLUS DE CLIENTS OU MOINS DE CLIENTS À LA LIGNE 1-888)

**Q5 Pourquoi avez-vous modifié la fréquence à laquelle vous dirigez vos clients vers le service téléphonique 1-888 d'ÉCI? (SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)**

MA CLIENTÈLE A CHANGÉ . . . . .	1
LES BESOINS DE MES CLIENTS ONT CHANGÉ . . . . .	2
MES CLIENTS PRÉFÈRENT CHERCHER DE L'INFORMATION SUR DES SITES WEB ET DANS DES PUBLICATIONS PLUTÔT QUE D'UTILISER UN SERVICE TÉLÉPHONIQUE . . . . .	3
(SI MOINS) LE SERVICE 1-888 D'ÉCI N'EST PLUS AUSSI RAPIDE QU'IL L'ÉTAIT . . . . .	4
(SI MOINS) LE SERVICE 1-888 D'ÉCI N'EST PLUS AUSSI INFORMATIF QU'IL L'ÉTAIT . . . . .	5
(SI MOINS) LE SERVICE 1-888 D'ÉCI N'EST PLUS AUSSI UTILE QU'IL L'ÉTAIT . . . . .	6
(SI MOINS) IL Y A D'AUTRES SOURCES D'INFORMATION PLUS PERTINENTES . . . . .	7
(SI MOINS) IL Y A D'AUTRES SOURCES D'INFORMATION PLUS ACCESSIBLES . . . . .	8
(SI PLUS) LE SERVICE 1-888 D'ÉCI EST PLUS RAPIDE QU'IL L'ÉTAIT . . . . .	9
(SI PLUS) LE SERVICE 1-888 D'ÉCI EST PLUS INFORMATIF QU'IL L'ÉTAIT . . . . .	10
(SI PLUS) LE SERVICE 1-888 D'ÉCI EST PLUS UTILE QU'IL L'ÉTAIT . . . . .	11
(SI PLUS) CERTAINES AUTRES SOURCES D'INFORMATION N'EXISTENT PLUS . . . . .	12
AUTRES RAISONS (VEUILLEZ PRÉCISER) _____ . . . . .	98
JE NE SAIS PAS . . . . .	99

**Q6 De façon générale, l'utilisation du service téléphonique 1-888 d'ÉCI semble avoir diminué au fil des années. À ce que vous sachiez, quelles sont les raisons de cette diminution?**  
(SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)

LES GENS D'AFFAIRES ONT CHANGÉ .....	1
LES BESOINS DES GENS D'AFFAIRES ONT CHANGÉ .....	2
LES GENS D'AFFAIRES PRÉFÈRENT CHERCHER DE L'INFORMATION SUR DES SITES WEB ET DANS DES PUBLICATIONS PLUTÔT QUE D'UTILISER UN SERVICE TÉLÉPHONIQUE .....	3
LE SERVICE 1-888 D'ÉCI N'EST PLUS AUSSI RAPIDE QU'IL L'ÉTAIT .....	4
LE SERVICE 1-888 D'ÉCI N'EST PLUS AUSSI INFORMATIF QU'IL L'ÉTAIT .....	5
LE SERVICE 1-888 D'ÉCI N'EST PLUS AUSSI UTILE QU'IL L'ÉTAIT .....	6
IL Y A D'AUTRES SOURCES D'INFORMATION PLUS PERTINENTES .....	7
IL Y A D'AUTRES SOURCES D'INFORMATION PLUS ACCESSIBLES .....	8
AUTRES RAISONS (VEUILLEZ PRÉCISER) .....	98
JE NE SAIS PAS .....	99

(SI SOURCES D'INFORMATION PLUS PERTINENTES/ACCESSIBLES)

**Q7 Quelles autres sources d'information plus pertinentes ou accessibles avez-vous à l'esprit?**

VEUILLEZ PRÉCISER .....	1
JE NE SAIS PAS .....	99

**Q8 Selon vous, que pourrait faire le service téléphonique 1-888 d'ÉCI pour mieux vous servir, vous et vos clients?**

RIEN .....	1
VEUILLEZ PRÉCISER .....	98
JE NE SAIS PAS .....	99

**Q9 Enfin, à combien de compagnies environ venez-vous en aide dans une année normale?**

NOMBRE DE COMPAGNIES .....	1
JE NE SAIS PAS .....	99



**Q10 De ce nombre, combien exportent présentement et combien n'exportent pas encore mais seront en mesure de le faire sous peu?**

NOMBRE D'EXPORTATEURS ACTUELS \_\_\_\_\_  
JE NE SAIS PAS ..... 99

NOMBRE D'EXPORTATEURS POTENTIELS \_\_\_\_\_  
JE NE SAIS PAS ..... 99



# ***APPENDIX C***

## ***Customer comments***

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**Q10. How would you rate the value of these referrals? Were they...**

Not at all valuable ..... 1  
Not very valuable ..... 2

**Q11 What is the main reason for this?**

- Never succeeded in reaching the referrals.
- Overall the knowledge of the officers was not always there; they are poorly trained.
- The referrals couldn't give any information .
- Paid.
- They didn't call him back.

**Q18. Thinking of your most recent contact with the Export Information Service, did you get what you needed?**

In part ..... 2  
No ..... 3

**Q19. What didn't you get that you needed?**

- Mauvaise information sur les referrals.
- Information about if she was taking certain type of equipments to Mexico what would happen at the airport with the equipments and if there would be specific charges from Mexico on the equipments.
- Need information about a new client (new paper for IRS service from the States).
- List of referrals.
- I need more sources of information.
- N'ont pas d'information précise (juste générale).
- More detail information more specific.
- Duties and regulations information.
- Didn't get as much info as I would like to.
- Need to develop an export with the Quebec provinces and didn't get the information.
- Je n'ai pas reçu la définition des produit dangereux.
- A lack of info about duty and rates.
- Les programmes disponibles au niveau des exportations.
- All they gave me was only a number that wasn't really helpful.
- Information package.
- J'avais besoin de la liste des plus importants concurrents des VTT et au lieu on m'a donné la liste de tous véhicules toute categorie.
- Because I only received an e-mail but nobody returned my call.
- They referred me to the wrong place.
- Information on embargos/restrictions to export to Lybia.
- Didn't get valuable information.
- Didn't get financing.
- I still need to get information from a broker and I don't how to go in the process to export something.
- Need more precise information.
- Demandait des prêts pour l'aider à l'exportation.
- He didn't get all the referrals he wanted.
- Not enough info that I needed.
- I need to get a license as an exporter and importer and I don't get the information I need.
- Lack of information on certain questions.
- Information n'a pas été assez profonde (juste de la surface).
- I didn't get the correct advice for how to make deals.

- Listing of the exporter and importers.
- They send a lot of information but I would prefer to get that info live by an officer.
- I needed specific info, but they referred me to Web sites that only provided general info.
- Never have a answer with the referral.

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

No ..... 2

**Q21. What went wrong?**

- Didn't get any information.
- The officer did not know what I was talking about, they could not help me.
- Never received the information.



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

- To have explicit information concerning assurance that products can be exported without problems, to know the charges on exportations and the required documentation for exportation.
- Enlever la boîte vocale automatique.
- Give more precise information.
- The detail of information available.
- Give more specific information.
- Quantity of information provided.
- The quality of information.
- Making the forms clearer.
- Provide more specific information for specific case.
- Confidentiality.
- The knowledge of officer.
- Extend the hours of operation.
- Availability of the information.
- Officers.
- 24/7 service.
- The simplicity of the services, there should be less choices and links.
- Regrouper tous les services à un seul numero.
- Sur la visibilité du service.
- Clear third parties references.
- Mettre à jour les informations.
- La facilité à trouver l'info au départ.
- Give more information on what needs to be done to get financial support.
- Slow down during the explanations.
- The follow-up.
- Helping people get required info.
- Les agents devraient être plus précis sur les questions posées aux clients et avoir l'option de choisir le mode de réception des documents.
- Information plus détaillée sur le site internet et mettre plus de contacts.
- The speed of the service.
- More incompassing.
- Getting specific information.
- The time it takes to get back to people.
- Le financement des organisations pour les aider à l'exportation.
- There is nothing they can do to improve.
- L'accès au service (comment se rendre au bon service).
- Give more referrals.
- Access to the information.

- Their areas of knowledge.
- L'accès aux ressources.
- They should hold seminars on exporting (presenting distributors, clients, suppliers, etc.).
- Simplifying the info.
- They should have more information on the process we need to go through; information about the country I'm exporting to and add Mexico in the list fo the country on the Web site.
- The government agents must give the same info from one to another.
- La connaissance du personnel.
- Location and parking.
- The ease of accessing information, number on the Web site.
- Rendre le service plus accessible, plus facile à trouver.
- Give clearer information.
- Aucun aspect; tout est parfait.
- More general info for those that are only starting in that field.
- A larger band of information provided.
- The noise of the office himself; they didn't help that much with the information; they should get more information available in front of them; and referral, they could not give me an answer to my questions.
- Access to the service.
- Donner plus d'information spécifique.
- How to contact custom brokers.
- Referrals to other organizations.
- The hours of service, improve the Web site.
- The knowledge of the officers.
- Being more helpful, providing full efforts.
- More specific info.
- The referrals.
- Competence and quality information.
- Being able to give answers on more subjects.
- The info in the Web site.

**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?**

- Didn't get any answers to her questions.
- Na pas eu assez d'aide du service téléphonique.
- Because need more precise information.
- They don't give enough information.
- I feel that I am wasting my time.
- Insatisfait du service.
- I established better contact in the US.
- Never received the information requested.
- Ne peut pas se logger dans le site; pas de mot de passe valide.

**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?**

- L'information trop générale.
- The fact that she did not get the information she was looking for.
- They cannot help.
- The lack of information.
- Donnent de l'information trop générale, pas assez précise.
- They give only little information.
- The officers are not qualified to deliver help.
- Again, it is difficult to find what we seek when you are not well aware of the export aspect. It should be simpler.
- Because it took a while to get the info when I called.
- Le service ne fournit pas assez d'informations.
- Didn't give the appropriate info.
- Because I didn't get the information I was looking for.
- They provided only a part of the needed information.
- Couldn't get access to the service.
- Parce que les informations ne sont pas assez précises.
- I did not get answers to my questions.
- The service only answered to some of the questions, not all of them.
- Because it's a bit complicated to understand the info.

# ***APPENDIX D***

## ***Detailed customer survey tables***

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

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q2A The ease of locating the information service among government programs # of participants:	156	55	13	77	57	61	26	49	60	20	27	51	33	59	102	36	12
<b>DISSATISFIED (somewhat, very)</b>	10%	5%	8%	9%	12%	3%	15%	14%	7%	0%	15%	12%	0%	12%	7%	11%	8%
<b>SATISFIED (somewhat, very)</b>	78%	82%	85%	77%	75%	85%	69%	69%	82%	90%	78%	78%	85%	75%	83%	69%	75%
<b>Very dissatisfied (0)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Dissatisfied (25)</b>	10%	5%	8%	9%	12%	3%	15%	14%	7%	0%	15%	12%	0%	12%	7%	11%	8%
<b>Neutral (50)</b>	12%	13%	8%	14%	12%	11%	15%	16%	12%	10%	7%	10%	15%	14%	10%	19%	17%
<b>Satisfied (75)</b>	53%	53%	54%	52%	53%	57%	38%	47%	57%	50%	56%	45%	67%	49%	58%	44%	50%
<b>Very satisfied (100)</b>	26%	29%	31%	25%	23%	28%	31%	22%	25%	40%	22%	33%	18%	25%	25%	25%	25%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	73.6	76.4	76.9	73.1	71.5	77.5	71.2	69.4	75.0	82.5	71.3	75.0	75.8	72.0	75.5	70.8	72.9
Student's t:		-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-

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

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q2B																	
<b>The speed of the service</b>																	
# of participants:	156	57	13	75	57	61	26	49	62	19	26	53	32	58	103	35	12
<b>DISSATISFIED (somewhat, very)</b>	2%	2%	0%	3%	0%	3%	4%	2%	2%	0%	4%	<b>6%</b> +	0%	0%	3%	0%	0%
<b>SATISFIED (somewhat, very)</b>	93%	93%	100%	92%	95%	92%	88%	94%	90%	100%	92%	91%	94%	95%	91%	100%	83%
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	1%	2%	0%	1%	0%	2%	4%	2%	2%	0%	0%	4%	0%	0%	2%	0%	0%
<b>Neutral (50)</b>	5%	5%	0%	5%	5%	5%	8%	4%	8%	0%	4%	4%	6%	5%	6%	0%	17%
<b>Satisfied (75)</b>	40%	39%	38%	43%	49%	34%	38%	43%	42%	37%	35%	43%	38%	38%	44%	37%	33%
<b>Very satisfied (100)</b>	53%	54%	62%	49%	46%	57%	50%	51%	48%	63%	58%	47%	56%	57%	48%	63%	50%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	85.7	86.4	90.4	84.3	85.1	86.1	83.7	85.7	84.3	90.8	85.6	82.5	87.5	87.9	83.7	<b>90.7</b>	83.3
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-



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

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q2C																	
<b>The flexibility of the service</b>																	
# of participants:	143	53	12	68	55	55	23	45	56	18	24	51	28	51	96	31	10
<b>DISSATISFIED (somewhat, very)</b>	3%	4%	0%	4%	2%	4%	9%	7%	4%	0%	0%	4%	4%	4%	4%	0%	10%
<b>SATISFIED (somewhat, very)</b>	85%	89%	100%	81%	85%	89%	74%	84%	82%	94%	88%	86%	93%	80%	86%	84%	70%
<b>Very dissatisfied (0)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Dissatisfied (25)</b>	3%	4%	0%	4%	2%	4%	9%	7%	4%	0%	0%	4%	4%	4%	4%	0%	10%
<b>Neutral (50)</b>	11%	8%	0%	15%	13%	7%	17%	9%	14%	6%	13%	10%	4%	16%	9%	16%	20%
<b>Satisfied (75)</b>	54%	57%	75%	49%	58%	55%	43%	56%	59%	44%	46%	59%	57%	51%	56%	61%	30%
<b>Very satisfied (100)</b>	31%	32%	25%	32%	27%	35%	30%	29%	23%	50%	42%	27%	36%	29%	30%	23%	40%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	78.3	79.2	81.3	77.2	77.7	80.0	73.9	76.7	75.4	<b>86.1</b>	82.3	77.5	81.3	76.5	78.1	76.6	75.0
Student's t:		-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-

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

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q2D The efforts made by officers to assess your needs																	
# of participants:	156	57	13	75	58	60	26	48	61	20	27	53	32	59	103	35	12
<b>DISSATISFIED (somewhat, very)</b>	2%	0%	0%	4%	2%	2%	4%	2%	0%	0%	7%	2%	3%	2%	2%	3%	0%
<b>SATISFIED (somewhat, very)</b>	95%	96%	92%	93%	97%	95%	88%	96%	97%	95%	89%	98%	94%	92%	97%	91%	83%
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	1%	0%	0%	3%	2%	0%	4%	2%	0%	0%	4%	0%	3%	2%	1%	3%	0%
<b>Neutral (50)</b>	3%	4%	8%	3%	2%	3%	8%	2%	3%	5%	4%	0%	3%	7%	<b>1%</b>	6%	17%
<b>Satisfied (75)</b>	37%	44%	15%	32%	45%	35%	23%	31%	<b>52%</b> +++	20%	22%	45%	25%	32%	39%	34%	25%
<b>Very satisfied (100)</b>	58%	53%	77%	61%	52%	60%	65%	65%	<b>44%</b> --	75%	67%	53%	69%	59%	58%	57%	58%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	87.7	87.3	92.3	87.3	86.6	87.9	87.5	89.6	85.2	92.5	86.1	86.8	89.8	87.3	88.1	86.4	85.4
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q2E																	
<b>The helpfulness of officers</b>																	
# of participants:	157	57	13	76	58	61	26	49	62	20	26	52	33	59	103	36	12
<b>DISSATISFIED (somewhat, very)</b>	1%	2%	0%	1%	2%	0%	4%	0%	0%	0%	8%	0%	0%	3%	0%	6%	0%
<b>SATISFIED (somewhat, very)</b>	94%	89%	100%	95%	95%	93%	88%	92%	95%	95%	92%	96%	91%	93%	94%	92%	92%
<b>Very dissatisfied (0)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Dissatisfied (25)</b>	1%	2%	0%	1%	2%	0%	4%	0%	0%	0%	8%	0%	0%	3%	0%	6%	0%
<b>Neutral (50)</b>	5%	9%	0%	4%	3%	7%	8%	8%	5%	5%	0%	4%	9%	3%	6%	3%	8%
<b>Satisfied (75)</b>	41%	39%	46%	41%	45%	44%	31%	41%	45%	40%	31%	44%	42%	36%	45%	39%	25%
<b>Very satisfied (100)</b>	53%	51%	54%	54%	50%	49%	58%	51%	50%	55%	62%	52%	48%	58%	50%	53%	67%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	86.3	84.6	88.5	86.8	85.8	85.7	85.6	85.7	86.3	87.5	86.5	87.0	84.8	86.9	85.9	84.7	89.6
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q2F The ease of understanding of the information provided																		
# of participants:	153	55	13	74	54	61	26	48	60	20	25	52	32	57	102	33	12	
<b>DISSATISFIED (somewhat, very)</b>	1%	0%	0%	3%	0%	2%	4%	2%	0%	0%	4%	4%	0%	0%	2%	0%	0%	
<b>SATISFIED (somewhat, very)</b>	95%	96%	100%	93%	<b>100%</b> +	93%	88%	92%	98%	100%	92%	92%	97%	96%	95%	100%	83%	
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%	
<b>Dissatisfied (25)</b>	1%	0%	0%	1%	0%	0%	4%	2%	0%	0%	0%	2%	0%	0%	1%	0%	0%	
<b>Neutral (50)</b>	3%	4%	0%	4%	0%	5%	8%	6%	2%	0%	4%	4%	3%	4%	3%	0%	17%	
<b>Satisfied (75)</b>	58%	55%	62%	57%	67%	56%	50%	58%	63%	50%	52%	58%	66%	51%	62%	58%	42%	
<b>Very satisfied (100)</b>	37%	42%	38%	36%	33%	38%	38%	33%	35%	50%	40%	35%	31%	46%	33%	42%	42%	
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
mean:	82.7	84.5	84.6	81.4	83.3	82.0	80.8	80.7	83.3	87.5	81.0	80.3	82.0	85.5	81.4	85.6	81.3	
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q3																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>DISSATISFIED (somewhat, very)</b>	6%	5%	8%	5%	5%	5%	12%	8%	2%	10%	7%	11%	3%	3%	8%	3%	0%
<b>SATISFIED (somewhat, very)</b>	89%	91%	85%	88%	88%	94%	77%	88%	92%	90%	85%	87%	94%	88%	90%	92%	75%
<b>Very dissatisfied (0)</b>	3%	4%	8%	1%	3%	2%	4%	0%	0%	10%	7%	6%	0%	2%	3%	3%	0%
<b>Dissatisfied (25)</b>	3%	2%	0%	4%	2%	3%	8%	8% +	2%	0%	0%	6%	3%	2%	5%	0%	0%
<b>Neutral (50)</b>	5%	4%	8%	6%	7%	2%	12%	4%	6%	0%	7%	2%	3%	8%	2%	6%	25%
<b>Satisfied (75)</b>	50%	51%	62%	47%	60%	48%	38%	51%	55%	50%	37%	55%	55%	42%	54%	53%	17%
<b>Very satisfied (100)</b>	39%	40%	23%	42%	28%	45%	38%	37%	37%	40%	48%	32%	39%	46%	37%	39%	58%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	80.1	80.7	73.1	80.8	76.7	83.1	75.0	79.1	81.9	77.5	79.6	75.5	82.6	82.2	79.1	81.3	83.3
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q4A																	
# of participants:	151	53	13	74	56	57	26	48	58	18	27	52	32	55	102	33	11
<b>Exceeded your expectations</b>	13%	13%	15%	15%	11%	14%	23%	17%	12%	17%	7%	13%	16%	15%	12%	21%	9%
<b>Met your expectations</b>	54%	58%	46%	50%	<b>68%</b> ++	51%	31%	54%	50%	61%	59%	54%	66%	49%	58%	58%	27%
<b>Failed to meet your expectations</b>	9%	8%	8%	12%	<b>2%</b> -	12%	19%	10%	7%	11%	11%	12%	3%	11%	10%	3%	18%
<b>DNK/NA</b>	23%	21%	31%	23%	20%	23%	27%	19%	31%	11%	22%	21%	16%	25%	21%	18%	45%

Of the following six aspects of service, which one is the most important to you in dealing with the export information service...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q4BB																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>The helpfulness of officers</b>	27%	30%	8%	25%	24%	27%	27%	<b>39%</b> +	<b>18%</b> -	20%	33%	28%	30%	27%	29%	22%	25%
<b>The ease of locating the information service among government programs</b>	23%	25%	15%	25%	28%	21%	19%	14%	27%	25%	26%	21%	15%	27%	<b>16%</b> --	<b>39%</b> ++	25%
<b>The efforts made by officers to assess your needs</b>	16%	12%	31%	17%	16%	16%	23%	18%	18%	15%	11%	13%	21%	17%	17%	11%	33%
<b>The ease of understanding of the information provided</b>	15%	16%	31%	12%	17%	11%	12%	12%	15%	25%	11%	17%	18%	10%	15%	11%	17%
<b>The speed of the service</b>	11%	11%	8%	12%	9%	15%	8%	10%	11%	5%	15%	11%	6%	12%	12%	11%	0%
<b>DNK/NA</b>	5%	7%	8%	4%	5%	8%	0%	2%	6%	10%	4%	8%	0%	5%	7%	3%	0%
<b>The flexibility of the service</b>	3%	0%	0%	<b>6%</b> +	2%	2%	12%	4%	5%	0%	0%	2%	<b>9%</b> +	2%	4%	3%	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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5A <b>The knowledge of the officers</b>																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>DISSATISFIED (somewhat, very)</b>	4%	4%	0%	6%	2%	6%	8%	4%	5%	0%	7%	9% +	3%	2%	6%	3%	0%
<b>SATISFIED (somewhat, very)</b>	87%	91%	92%	83%	93%	85%	77%	86%	87%	85%	93%	87%	85%	88%	88%	92%	58%
<b>Very dissatisfied (0)</b>	1%	2%	0%	1%	0%	3%	0%	0%	2%	0%	4%	4%	0%	0%	2%	0%	0%
<b>Dissatisfied (25)</b>	3%	2%	0%	5%	2%	3%	8%	4%	3%	0%	4%	6%	3%	2%	4%	3%	0%
<b>Neutral (50)</b>	8%	5%	8%	10%	5%	8%	15%	10%	8%	15%	0%	4%	12%	10%	6%	6%	42%
<b>Satisfied (75)</b>	46%	40%	54%	47%	57%	40%	46%	51%	44%	35%	48%	49%	42%	42%	48%	50%	17%
<b>Very satisfied (100)</b>	42%	51%	38%	36%	36%	45%	31%	35%	44%	50%	44%	38%	42%	46%	40%	42%	42%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	80.9	84.2	82.7	77.9	81.9	80.2	75.0	79.1	81.0	83.8	81.5	77.8	81.1	83.1	80.3	82.6	75.0
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5B <b>The courtesy of the officers</b>																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>DISSATISFIED (somewhat, very)</b>	1%	0%	0%	3%	0%	2%	4%	2%	0%	0%	4%	4%	0%	0%	2%	0%	0%
<b>SATISFIED (somewhat, very)</b>	96%	98%	100%	94%	98%	97%	88%	96%	95%	100%	96%	96%	97%	97%	96%	100%	83%
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	1%	0%	0%	1%	0%	0%	4%	2%	0%	0%	0%	2%	0%	0%	1%	0%	0%
<b>Neutral (50)</b>	3%	2%	0%	4%	2%	2%	8%	2%	5%	0%	0%	0%	3%	3%	2%	0%	17%
<b>Satisfied (75)</b>	31%	35%	15%	31%	38%	27%	27%	27%	39%	20%	30%	28%	36%	25%	29%	36%	25%
<b>Very satisfied (100)</b>	65%	63%	85%	62%	60%	69%	62%	69%	56%	80%	67%	68%	61%	71%	67%	64%	58%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	89.9	90.4	<b>96.2</b>	88.0	89.7	90.7	86.5	90.8	87.9	<b>95.0</b>	88.9	89.6	89.4	91.9	90.1	91.0	85.4
Student's t:		-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-

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?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5C Keeping information confidential																	
# of participants:	120	40	11	61	45	46	20	43	39	14	24	43	23	47	78	30	8
<b>DISSATISFIED (somewhat, very)</b>	3%	0%	0%	5%	2%	2%	5%	2%	3%	0%	4%	5%	0%	0%	3%	0%	0%
<b>SATISFIED (somewhat, very)</b>	83%	88%	91%	82%	78%	83%	90%	79%	87%	79%	83%	74%	91%	87%	82%	90%	63%
<b>Very dissatisfied (0)</b>	1%	0%	0%	2%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	2%	0%	0%	3%	2%	0%	5%	2%	3%	0%	0%	2%	0%	0%	1%	0%	0%
<b>Neutral (50)</b>	15%	13%	9%	13%	20%	15%	5%	19%	10%	21%	13%	21%	9%	13%	15%	10%	38%
<b>Satisfied (75)</b>	48%	53%	45%	49%	53%	48%	50%	37%	59%	50%	50%	44%	61%	45%	50%	57%	13%
<b>Very satisfied (100)</b>	34%	35%	45%	33%	24%	35%	40%	42%	28%	29%	33%	30%	30%	43%	32%	33%	50%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	78.3	80.6	84.1	77.0	75.0	78.3	81.3	79.7	78.2	76.8	77.1	74.4	80.4	82.4	77.6	80.8	78.1
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5D <b>The guidance provided by officers</b>																	
# of participants:	153	56	13	74	55	61	25	46	60	20	27	51	33	57	101	35	11
<b>DISSATISFIED (somewhat, very)</b>	4%	2%	0%	7%	2%	3%	12%	4%	3%	0%	7%	4%	3%	4%	4%	3%	0%
<b>SATISFIED (somewhat, very)</b>	86%	93%	92%	<b>81%</b>	89%	87%	72%	93%	87%	80%	78%	92%	79%	84%	89%	80%	82%
<b>Very dissatisfied (0)</b>	1%	0%	0%	3%	2%	2%	0%	0%	2%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	3%	2%	0%	4%	0%	2%	12%	4%	2%	0%	4%	2%	3%	4%	3%	3%	0%
<b>Neutral (50)</b>	10%	5%	8%	12%	9%	10%	16%	<b>2%</b>	10%	20%	15%	4%	18%	12%	7%	17%	18%
<b>Satisfied (75)</b>	44%	46%	54%	38%	55%	41%	32%	<b>57%</b>	43%	35%	30%	45%	42%	40%	47%	37%	45%
<b>Very satisfied (100)</b>	42%	46%	38%	43%	35%	46%	40%	37%	43%	45%	48%	47%	36%	44%	43%	43%	36%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	80.9	84.4	82.7	78.7	80.0	82.0	75.0	81.5	81.3	81.3	78.7	83.3	78.0	81.1	81.7	80.0	79.5
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5E The identification of services offered by other organizations																	
# of participants:	131	49	9	63	53	50	18	36	54	17	24	47	26	47	91	29	7
<b>DISSATISFIED (somewhat, very)</b>	10%	8%	0%	14%	9%	10%	17%	6%	15%	6%	8%	11%	8%	11%	9%	10%	14%
<b>SATISFIED (somewhat, very)</b>	65%	73%	78%	<b>56%</b>	66%	58%	72%	75%	65%	47%	63%	70%	58%	62%	66%	59%	71%
<b>Very dissatisfied (0)</b>	2%	2%	0%	3%	4%	2%	0%	0%	2%	0%	8%	2%	0%	4%	1%	7%	0%
<b>Dissatisfied (25)</b>	8%	6%	0%	11%	6%	8%	17%	6%	13%	6%	0%	9%	8%	6%	8%	3%	14%
<b>Neutral (50)</b>	25%	18%	22%	30%	25%	32%	11%	19%	20%	47%	29%	19%	35%	28%	25%	31%	14%
<b>Satisfied (75)</b>	47%	53%	33%	41%	47%	40%	61%	47%	46%	29%	58%	51%	50%	38%	48%	38%	57%
<b>Very satisfied (100)</b>	18%	20%	44%	14%	19%	18%	11%	28%	19%	18%	4%	19%	8%	23%	18%	21%	14%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	67.7	70.9	80.6	<b>63.1</b>	67.9	66.0	66.7	<b>74.3</b>	66.7	64.7	62.5	69.1	64.4	67.6	68.4	65.5	67.9
Student's t:		-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-

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?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5F																	
<b>The clarity of the information provided</b>																	
# of participants:	155	55	13	76	56	61	26	49	61	20	25	52	33	58	102	35	12
<b>DISSATISFIED (somewhat, very)</b>	3%	0%	0%	<b>7%</b>	2%	5%	4%	2%	5%	0%	4%	4%	0%	3%	3%	0%	8%
<b>SATISFIED (somewhat, very)</b>	87%	91%	100%	83%	93%	82%	81%	84%	90%	85%	88%	85%	91%	88%	87%	91%	75%
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	3%	0%	0%	5%	2%	3%	4%	2%	5%	0%	0%	2%	0%	3%	2%	0%	8%
<b>Neutral (50)</b>	10%	9%	0%	11%	5%	13%	15%	14%	5%	15%	8%	12%	9%	9%	10%	9%	17%
<b>Satisfied (75)</b>	54%	55%	69%	47%	<b>64%</b>	49%	42%	53%	56%	45%	56%	58%	61%	45%	58%	51%	25%
<b>Very satisfied (100)</b>	34%	36%	31%	36%	29%	33%	38%	31%	34%	40%	32%	27%	30%	43%	29%	40%	50%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	79.2	81.8	82.7	77.6	79.9	77.0	78.8	78.1	79.9	81.3	78.0	76.4	80.3	81.9	78.2	82.9	79.2
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q5G The availability of the information you needed																	
# of participants:	154	53	13	77	57	59	26	49	59	20	26	50	33	58	101	35	12
<b>DISSATISFIED (somewhat, very)</b>	10%	<b>4%</b> -	0%	<b>17%</b> ++	7%	12%	19%	10%	5%	20%	15%	6%	15%	12%	8%	17%	8%
<b>SATISFIED (somewhat, very)</b>	78%	<b>89%</b> +	92%	<b>69%</b> --	82%	76%	65%	73%	83%	75%	77%	84%	79%	72%	82%	71%	58%
<b>Very dissatisfied (0)</b>	2%	2%	0%	3%	0%	3%	4%	2%	0%	0%	8%	2%	0%	3%	2%	3%	0%
<b>Dissatisfied (25)</b>	8%	<b>2%</b> -	0%	<b>14%</b> ++	7%	8%	15%	8%	5%	20%	8%	4%	15%	9%	6%	14%	8%
<b>Neutral (50)</b>	12%	8%	8%	14%	11%	12%	15%	16%	12%	5%	8%	10%	6%	16%	10%	11%	33%
<b>Satisfied (75)</b>	47%	51%	69%	40%	<b>58%</b> +	42%	31%	39%	56%	35%	50%	54%	52%	38%	52%	37%	42%
<b>Very satisfied (100)</b>	31%	38%	23%	29%	25%	34%	35%	35%	27%	40%	27%	30%	27%	34%	30%	34%	17%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	74.2	<b>80.2</b>	78.8	<b>69.5</b>	75.0	73.7	69.2	74.0	76.3	73.8	70.2	76.5	72.7	72.8	75.5	71.4	66.7
Student's t:		*	-	**	-	-	-	-	-	-	-	-	-	-	-	-	-

Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the reliability of the export information service?																		
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q6																		
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12	
<b>DISSATISFIED (somewhat, very)</b>	7%	4%	0%	10%	5%	5%	19%	12%	<b>2%</b>	5%	11%	9%	3%	8%	8%	6%	8%	
<b>SATISFIED (somewhat, very)</b>	86%	<b>93%</b>	92%	<b>79%</b>	90%	87%	69%	84%	89%	85%	85%	87%	85%	85%	88%	86%	67%	
<b>Very dissatisfied (0)</b>	1%	2%	0%	1%	2%	2%	0%	0%	0%	5%	4%	4%	0%	0%	2%	0%	0%	
<b>Dissatisfied (25)</b>	6%	2%	0%	<b>9%</b>	3%	3%	19%	<b>12%</b>	2%	0%	7%	6%	3%	8%	6%	6%	8%	
<b>Neutral (50)</b>	7%	4%	8%	10%	5%	8%	12%	4%	10%	10%	4%	4%	12%	7%	<b>4%</b>	8%	25%	
<b>Satisfied (75)</b>	49%	53%	46%	44%	55%	45%	42%	49%	52%	35%	52%	47%	55%	44%	50%	53%	25%	
<b>Very satisfied (100)</b>	37%	40%	46%	35%	34%	42%	27%	35%	37%	50%	33%	40%	30%	41%	38%	33%	42%	
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
mean:	78.8	82.0	84.6	75.6	79.3	80.6	69.2	76.5	81.0	81.3	75.9	78.3	78.0	79.2	79.3	78.5	75.0	
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Would you say that the reliability of the export information service exceeded your expectations, met your expectations or failed to meet your expectations?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q7A																	
# of participants:	151	53	13	74	56	57	26	48	58	18	27	52	32	55	102	33	11
<b>Exceeded your expectations</b>	13%	17%	23%	11%	13%	14%	19%	19%	10%	17%	7%	17%	16%	9%	16%	9%	9%
<b>Met your expectations</b>	54%	51%	38%	57%	<b>66%</b> +	47%	42%	48%	52%	67%	63%	50%	66%	56%	53%	70%	36%
<b>Failed to meet your expectations</b>	9%	11%	8%	8%	<b>2%</b> -	14%	12%	13%	7%	6%	7%	12%	3%	7%	10%	3%	9%
<b>DNK/NA</b>	24%	21%	31%	24%	20%	25%	27%	21%	31%	11%	22%	21%	16%	27%	22%	18%	45%



Of the following seven aspects of service, which one is the most important to you in dealing with the export information service...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q7BB																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>The knowledge of the officers</b>	28%	25%	38%	29%	31%	21%	23%	35%	26%	30%	19%	28%	33%	24%	28%	25%	25%
<b>The availability of the information you needed</b>	23%	18%	15%	27%	26%	23%	23%	18%	24%	20%	30%	23%	21%	27%	21%	31%	25%
<b>The guidance provided by officers</b>	17%	18%	15%	16%	12%	24%	19%	16%	18%	10%	22%	13%	24%	17%	16%	19%	25%
<b>The clarity of the information provided</b>	11%	12%	8%	12%	7%	13%	15%	10%	13%	10%	7%	8%	6%	14%	10%	11%	17%
<b>The courtesy of the officers</b>	9%	11%	0%	10%	12%	6%	8%	12%	5%	15%	11%	9%	6%	10%	10%	8%	8%
<b>Keeping information confidential</b>	6%	7%	15%	3%	7%	5%	4%	6%	5%	0%	11%	8%	3%	7%	6%	6%	0%
<b>DNK/NA</b>	5%	<b>11%</b> +	8%	<b>1%</b> -	5%	6%	4%	2%	8%	10%	0%	<b>9%</b> +	3%	2%	<b>8%</b> +	0%	0%
<b>The identification of services offered by other organizations</b>	1%	0%	0%	3%	0%	2%	4%	0%	2%	5%	0%	2%	3%	0%	2%	0%	0%

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?																		
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q8																		
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12	
<b>Yes</b>	76%	79%	69%	78%	<b>67%</b>	82%	81%	86%	77%	65%	63%	74%	73%	80%	76%	69%	92%	
<b>No</b>	22%	19%	31%	21%	29%	16%	19%	14%	21%	30%	33%	25%	24%	19%	21%	31%	8%	
<b>DNK/NA</b>	2%	2%	0%	1%	3%	2%	0%	0%	2%	5%	4%	2%	3%	2%	3%	0%	0%	

Did you follow-up with any of these referrals?																		
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q9																		
# of participants:	120	45	9	60	39	51	21	42	48	13	17	39	24	47	79	25	11	
<b>Yes</b>	70%	71%	67%	70%	64%	78%	71%	<b>57%</b>	77%	77%	76%	72%	88%	64%	75%	68%	64%	
<b>No</b>	29%	27%	33%	30%	36%	20%	29%	<b>43%</b>	21%	23%	24%	28%	13%	36%	24%	32%	36%	
<b>DNK/NA</b>	1%	2%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	

How would you rate the value of these referrals? were they...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q10																	
# of participants:	84	32	6	42	25	40	15	24	37	10	13	28	21	30	59	17	7
<b>Not at all valuable (0)</b>	6%	3%	17%	7%	0%	10%	7%	8%	8%	0%	0%	7%	0%	10%	5%	6%	14%
<b>Not very valuable (33)</b>	1%	0%	0%	2%	0%	0%	7%	0%	3%	0%	0%	0%	0%	3%	0%	0%	14%
<b>Somewhat valuable (67)</b>	49%	53%	33%	48%	64%	45%	40%	50%	46%	50%	54%	54%	48%	47%	53%	41%	43%
<b>Very valuable (100)</b>	40%	41%	50%	38%	32%	43%	40%	38%	38%	50%	46%	39%	48%	33%	41%	47%	14%
<b>DNK/NA</b>	4%	3%	0%	5%	4%	3%	7%	4%	5%	0%	0%	0%	5%	7%	2%	6%	14%
mean:	76.3	78.7	72.3	74.3	78.0	74.5	73.9	74.1	73.5	83.5	82.2	75.2	<b>83.5</b>	70.4	77.2	79.3	55.7
Student's t:		-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-

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?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q12A																	
<b>The hours of service</b>																	
# of participants:	151	54	12	74	55	60	25	49	57	18	27	52	31	56	100	34	11
<b>DISSATISFIED (somewhat, very)</b>	2%	0%	0%	4%	0%	3%	4%	2%	2%	0%	4%	4%	3%	0%	3%	0%	0%
<b>SATISFIED (somewhat, very)</b>	89%	94%	100%	86%	87%	90%	88%	92%	91%	83%	85%	87%	87%	91%	90%	88%	82%
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	1%	0%	0%	3%	0%	2%	4%	2%	2%	0%	0%	2%	3%	0%	2%	0%	0%
<b>Neutral (50)</b>	9%	6%	0%	9%	13%	7%	8%	6%	7%	17%	11%	10%	10%	9%	7%	12%	18%
<b>Satisfied (75)</b>	58%	63%	75%	53%	<b>69%</b> +	50%	56%	67%	63%	28%	52%	58%	58%	54%	62%	47%	45%
<b>Very satisfied (100)</b>	31%	31%	25%	34%	<b>18%</b> -	<b>40%</b> +	32%	24%	28%	56%	33%	29%	29%	38%	28%	41%	36%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	79.5	81.5	81.3	78.7	76.4	81.3	79.0	78.6	79.4	84.7	77.8	77.4	78.2	82.1	78.5	82.4	79.5
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q12B																	
<b>The ease of reaching officers</b>																	
# of participants:	157	56	13	77	58	62	25	49	62	20	26	53	33	58	104	35	12
<b>DISSATISFIED (somewhat, very)</b>	4%	<b>0%</b>	8%	6%	2%	5%	8%	6%	3%	0%	4%	6%	3%	3%	5%	0%	8%
<b>SATISFIED (somewhat, very)</b>	90%	93%	92%	87%	93%	90%	84%	86%	90%	95%	96%	91%	85%	91%	90%	97%	67%
<b>Very dissatisfied (0)</b>	1%	0%	8%	1%	2%	2%	0%	2%	0%	0%	4%	4%	0%	0%	2%	0%	0%
<b>Dissatisfied (25)</b>	3%	0%	0%	5%	0%	3%	8%	4%	3%	0%	0%	2%	3%	3%	3%	0%	8%
<b>Neutral (50)</b>	6%	7%	0%	6%	5%	5%	8%	8%	6%	5%	0%	4%	12%	5%	5%	3%	25%
<b>Satisfied (75)</b>	51%	54%	46%	48%	<b>64%</b>	45%	44%	51%	52%	40%	58%	53%	64%	<b>40%</b>	54%	54%	17%
<b>Very satisfied (100)</b>	39%	39%	46%	39%	29%	45%	40%	35%	39%	55%	38%	38%	<b>21%</b>	<b>52%</b>	37%	43%	50%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	81.2	83.0	80.8	79.5	79.7	82.3	79.0	78.1	81.5	87.5	81.7	79.7	75.8	<b>84.9</b>	80.0	85.0	77.1
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q12C The timeliness of responses to telephone messages																	
# of participants:	129	41	10	69	49	46	25	39	51	15	24	42	25	52	84	30	11
<b>DISSATISFIED (somewhat, very)</b>	5%	2%	0%	7%	2%	7%	8%	5%	6%	0%	4%	5%	8%	4%	6%	0%	9%
<b>SATISFIED (somewhat, very)</b>	87%	90%	90%	86%	94%	<b>78%</b>	88%	82%	84%	100%	92%	83%	84%	92%	86%	93%	73%
<b>Very dissatisfied (0)</b>	2%	0%	0%	3%	0%	4%	0%	3%	0%	0%	4%	2%	0%	2%	2%	0%	0%
<b>Dissatisfied (25)</b>	3%	2%	0%	4%	2%	2%	8%	3%	6%	0%	0%	2%	8%	2%	4%	0%	9%
<b>Neutral (50)</b>	9%	7%	10%	7%	4%	<b>15%</b>	4%	13%	10%	0%	4%	12%	8%	4%	8%	7%	18%
<b>Satisfied (75)</b>	47%	51%	50%	43%	<b>65%</b>	<b>28%</b>	56%	44%	45%	53%	54%	48%	56%	44%	48%	53%	27%
<b>Very satisfied (100)</b>	40%	39%	40%	42%	29%	<b>50%</b>	32%	38%	39%	47%	38%	36%	28%	48%	38%	40%	45%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	80.0	81.7	82.5	79.3	80.1	79.3	78.0	78.2	79.4	86.7	80.2	78.0	76.0	83.7	78.9	83.3	77.3
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q12D The waiting time to get in touch with officers																	
# of participants:	157	56	13	77	58	61	26	49	61	20	27	52	33	59	103	36	12
<b>DISSATISFIED (somewhat, very)</b>	2%	0%	0%	4%	2%	2%	4%	2%	0%	0%	7%	4%	0%	2%	2%	3%	0%
<b>SATISFIED (somewhat, very)</b>	89%	91%	100%	86%	90%	89%	85%	90%	89%	85%	93%	87%	88%	90%	90%	86%	83%
<b>Very dissatisfied (0)</b>	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%
<b>Dissatisfied (25)</b>	1%	0%	0%	3%	2%	0%	4%	2%	0%	0%	4%	2%	0%	2%	1%	3%	0%
<b>Neutral (50)</b>	9%	9%	0%	10%	9%	10%	12%	8%	11%	15%	0%	10%	12%	8%	8%	11%	17%
<b>Satisfied (75)</b>	56%	54%	62%	55%	64%	48%	58%	57%	61%	35%	59%	54%	67%	47%	58%	50%	50%
<b>Very satisfied (100)</b>	33%	38%	38%	31%	26%	41%	27%	33%	28%	50%	33%	33%	21%	42%	32%	36%	33%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	79.9	82.1	84.6	77.9	78.4	81.6	76.9	80.1	79.1	83.8	78.7	78.4	77.3	82.6	79.9	79.9	79.2
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q12E <b>Communications in the official language of your choice</b>																	
# of participants:	157	57	13	76	58	61	26	49	62	20	26	52	33	59	103	36	12
<b>DISSATISFIED (somewhat, very)</b>	1%	0%	0%	1%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%
<b>SATISFIED (somewhat, very)</b>	99%	98%	100%	99%	97%	100%	100%	98%	98%	100%	100%	98%	100%	100%	98%	100%	100%
<b>Very dissatisfied (0)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Dissatisfied (25)</b>	1%	0%	0%	1%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%
<b>Neutral (50)</b>	1%	2%	0%	0%	2%	0%	0%	0%	2%	0%	0%	2%	0%	0%	1%	0%	0%
<b>Satisfied (75)</b>	47%	47%	38%	46%	55%	43%	50%	49%	50%	30%	50%	50%	55%	41%	51%	44%	33%
<b>Very satisfied (100)</b>	52%	51%	62%	53%	41%	57%	50%	49%	48%	70%	50%	48%	45%	59%	47%	56%	67%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	87.4	87.3	90.4	87.5	<b>84.1</b>	89.3	87.5	86.2	86.7	92.5	87.5	86.5	86.4	89.8	85.9	88.9	91.7
Student's t:		-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-

Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the access to export information service?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q13																	
# of participants:	157	57	12	77	58	62	26	48	62	20	27	52	33	59	104	36	12
<b>DISSATISFIED (somewhat, very)</b>	6%	4%	8%	8%	3%	6%	12%	4%	5%	10%	7%	6%	6%	7%	5%	8%	8%
<b>SATISFIED (somewhat, very)</b>	91%	95%	92%	88%	93%	90%	85%	92%	94%	80%	93%	90%	91%	90%	92%	89%	83%
<b>Very dissatisfied (0)</b>	1%	0%	8%	1%	2%	2%	0%	0%	0%	10%	0%	2%	3%	0%	1%	3%	0%
<b>Dissatisfied (25)</b>	4%	4%	0%	6%	2%	5%	12%	4%	5%	0%	7%	4%	3%	7%	4%	6%	8%
<b>Neutral (50)</b>	3%	2%	0%	4%	3%	3%	4%	4%	2%	10%	0%	4%	3%	3%	3%	3%	8%
<b>Satisfied (75)</b>	52%	54%	58%	49%	<b>67%</b> ++	<b>42%</b> -	42%	60%	58%	35%	37%	54%	64%	<b>41%</b> -	54%	53%	33%
<b>Very satisfied (100)</b>	39%	40%	33%	39%	<b>26%</b> -	<b>48%</b> +	42%	31%	35%	45%	56%	37%	27%	49%	38%	36%	50%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	80.7	82.9	77.1	79.5	78.4	82.7	78.8	79.7	81.0	76.3	85.2	79.8	77.3	83.1	81.3	78.5	81.3
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Would you say that the access to the export information service exceeded your expectations, met your expectations or failed to meet your expectations?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q14A																	
# of participants:	151	53	13	74	56	57	26	48	58	18	27	52	32	55	102	33	11
<b>Exceeded your expectations</b>	14%	19%	23%	<b>8%</b>	18%	16%	0%	10%	16%	17%	15%	21%	6%	13%	14%	18%	9%
<b>Met your expectations</b>	54%	51%	38%	59%	59%	49%	62%	56%	47%	72%	56%	46%	<b>78%</b> ++	51%	57%	58%	36%
<b>Failed to meet your expectations</b>	9%	9%	8%	9%	4%	12%	12%	15%	7%	0%	7%	12%	<b>0%</b> -	11%	9%	6%	9%
<b>DNK/NA</b>	23%	21%	31%	23%	20%	23%	27%	19%	31%	11%	22%	21%	16%	25%	21%	18%	45%

Of the following five aspects of service, which one is the most important to you in dealing with the export information service...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q14BB																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>The ease of reaching officers</b>	38%	40%	31%	36%	36%	39%	42%	37%	37%	40%	41%	40%	39%	41%	38%	36%	58%
<b>The waiting time to get in touch with officers</b>	20%	18%	15%	21%	21%	21%	19%	20%	23%	15%	15%	15%	18%	22%	16%	31%	17%
<b>The timeliness of responses to telephone messages</b>	19%	19%	15%	21%	14%	18%	27%	27%	16%	5%	22%	15%	24%	22%	19%	17%	25%
<b>Communications in the official language of your choice</b>	9%	9%	23%	8%	<b>17%</b> +	5%	4%	4%	10%	20%	11%	<b>15%</b> +	6%	5%	11%	8%	0%
<b>DNK/NA</b>	8%	9%	8%	8%	9%	8%	4%	6%	10%	10%	4%	9%	3%	5%	<b>11%</b> +	0%	0%
<b>The hours of service</b>	6%	5%	8%	6%	3%	10%	4%	6%	5%	10%	7%	6%	9%	5%	6%	8%	0%

The last time you called the export information service, was your call answered within three rings, or did it take longer, or was your call put on hold before someone answered?																		
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q15																		
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12	
<b>Within three rings</b>	42%	46%	46%	43%	38%	47%	42%	39%	37%	50%	56%	43%	33%	51%	41%	44%	42%	
<b>Longer</b>	4%	2%	8%	5%	3%	5%	4%	6%	3%	0%	7%	8%	0%	3%	5%	0%	8%	
<b>Put on hold before someone answered</b>	13%	14%	8%	16%	16%	13%	15%	6%	18%	35%	0%	11%	21%	10%	13%	14%	17%	
<b>Other, specify...</b>	1%	0%	0%	1%	2%	2%	0%	2%	0%	0%	4%	2%	3%	0%	2%	0%	0%	
<b>DNK/NA</b>	39%	39%	38%	35%	41%	34%	38%	47%	42%	15%	33%	36%	42%	36%	38%	42%	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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q16																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>DISSATISFIED (somewhat, very)</b>	8%	5%	0%	12%	<b>2%</b>	11%	15%	8%	5%	5%	15%	8%	6%	10%	6%	14%	8%
<b>SATISFIED (somewhat, very)</b>	85%	88%	100%	79%	91%	81%	77%	84%	87%	85%	85%	87%	85%	85%	87%	81%	83%
<b>Very dissatisfied (0)</b>	2%	0%	0%	4%	0%	3%	4%	4%	0%	0%	4%	2%	3%	2%	2%	3%	0%
<b>Dissatisfied (25)</b>	6%	5%	0%	8%	2%	8%	12%	4%	5%	5%	11%	6%	3%	8%	4%	11%	8%
<b>Neutral (50)</b>	7%	7%	0%	9%	7%	8%	8%	8%	8%	10%	0%	6%	9%	5%	8%	6%	8%
<b>Satisfied (75)</b>	44%	44%	62%	39%	<b>59%</b> ++	<b>31%</b> --	42%	47%	48%	35%	33%	43%	48%	42%	46%	44%	25%
<b>Very satisfied (100)</b>	42%	44%	38%	40%	33%	<b>50%</b> +	35%	37%	39%	50%	52%	43%	36%	42%	40%	36%	58%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	79.4	81.6	84.6	76.0	80.6	79.0	73.1	77.0	80.2	82.5	79.6	80.2	78.0	78.8	79.8	75.0	83.3
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Overall, would you say that the export information service exceeded your expectations, met your expectations or failed to meet your expectations?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q17A																	
# of participants:	151	53	13	74	56	57	26	48	58	18	27	52	32	55	102	33	11
<b>Exceeded your expectations</b>	17%	17%	31%	16%	16%	21%	12%	19%	19%	22%	4%	17%	19%	15%	20%	12%	9%
<b>Met your expectations</b>	48%	49%	31%	47%	<b>59%</b> +	42%	38%	44%	43%	56%	63%	48%	56%	47%	46%	64%	36%
<b>Failed to meet your expectations</b>	12%	13%	8%	14%	<b>5%</b> -	14%	23%	19%	7%	11%	11%	13%	9%	13%	14%	6%	9%
<b>DNK/NA</b>	23%	21%	31%	23%	20%	23%	27%	19%	31%	11%	22%	21%	16%	25%	21%	18%	45%

Thinking of your most recent contact with the export information service, did you get what you needed?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q18																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Yes</b>	74%	72%	92%	71%	79%	71%	58%	73%	71%	85%	74%	72%	70%	75%	77%	67%	67%
<b>In part</b>	11%	12%	0%	14%	12%	15%	8%	8%	13%	15%	11%	8%	18%	14%	9%	<b>25%</b> ++	0%
<b>No</b>	14%	14%	8%	14%	<b>7%</b>	15%	35%	18%	16%	0%	11%	19%	12%	12%	13%	8%	33%
<b>DNK/NA</b>	1%	2%	0%	0%	2%	0%	0%	0%	0%	0%	4%	2%	0%	0%	1%	0%	0%



As far as you can tell, was the service provided without error?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q20																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Yes</b>	94%	96%	92%	91%	97%	94%	85%	96%	95%	95%	85%	94%	97%	90%	<b>96%</b> +	94%	67%
<b>No</b>	2%	0%	0%	4%	0%	3%	4%	2%	2%	0%	4%	2%	0%	3%	2%	0%	8%
<b>DNK/NA</b>	4%	4%	8%	5%	3%	3%	12%	2%	3%	5%	11%	4%	3%	7%	<b>2%</b> -	6%	25%

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...																		
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q23A Aware of other information sources or other government services relating to export																		
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12	
<b>AT LEAST SOMEWHAT</b>	83%	86%	85%	79%	86%	85%	69%	82%	84%	90%	78%	83%	82%	83%	85%	86%	67%	
<b>No more (0)</b>	16%	11%	15%	21%	14%	11%	31%	16%	15%	10%	22%	13%	18%	17%	13%	14%	33%	
<b>Somewhat more (50)</b>	47%	49%	54%	44%	50%	47%	42%	35%	56%	45%	52%	43%	48%	49%	47%	50%	50%	
<b>A lot more (100)</b>	35%	37%	31%	35%	36%	39%	27%	47%	27%	45%	26%	40%	33%	34%	38%	36%	17%	
<b>DNK/NA</b>	1%	4%	0%	0%	0%	3%	0%	2%	2%	0%	0%	4%	0%	0%	2%	0%	0%	
mean:	59.9	63.6	57.7	57.1	61.2	64.2	48.1	65.6	56.6	67.5	51.9	63.7	57.6	58.5	62.3	61.1	41.7	
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q23B Aware of other services offered by Team Canada Inc																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>AT LEAST SOMEWHAT</b>	71%	77%	77%	66%	76%	73%	62%	65%	77%	70%	67%	<b>81%</b> +	67%	64%	74%	69%	58%
<b>No more (0)</b>	28%	21%	23%	34%	22%	27%	38%	33%	23%	30%	33%	<b>17%</b> -	33%	36%	25%	31%	42%
<b>Somewhat more (50)</b>	41%	47%	31%	38%	45%	39%	31%	35%	<b>52%</b> +	25%	37%	40%	42%	36%	41%	44%	25%
<b>A lot more (100)</b>	30%	30%	46%	29%	31%	34%	31%	31%	26%	45%	30%	42%	24%	29%	33%	25%	33%
<b>DNK/NA</b>	1%	2%	0%	0%	2%	0%	0%	2%	0%	0%	0%	2%	0%	0%	1%	0%	0%
mean:	51.0	54.5	61.5	47.4	54.4	53.2	46.2	49.0	51.6	57.5	48.1	<b>62.5</b>	45.5	46.6	53.9	47.2	45.8
Student's t:		-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-

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...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q23C																	
<b>Knowledgeable about exporting</b>																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>AT LEAST SOMEWHAT</b>	84%	86%	85%	83%	88%	85%	73%	86%	84%	100%	70%	85%	88%	80%	86%	86%	67%
<b>No more (0)</b>	15%	11%	15%	17%	10%	13%	27%	14%	15%	0%	26%	11%	12%	20%	13%	14%	33%
<b>Somewhat more (50)</b>	58%	54%	69%	60%	67%	55%	54%	57%	58%	80%	44%	57%	58%	59%	59%	58%	58%
<b>A lot more (100)</b>	26%	32%	15%	23%	21%	31%	19%	29%	26%	20%	26%	28%	30%	20%	27%	28%	8%
<b>DNK/NA</b>	1%	4%	0%	0%	2%	2%	0%	0%	2%	0%	4%	4%	0%	0%	2%	0%	0%
mean:	55.8	60.9	50.0	53.2	55.3	59.0	46.2	57.1	55.7	60.0	50.0	58.8	59.1	50.0	57.4	56.9	37.5
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q23D Prepared to take the next step in exporting a product or service																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>AT LEAST SOMEWHAT</b>	72%	79%	92%	<b>66%</b>	74%	<b>84%</b>	42%	73%	71%	75%	70%	<b>83%</b>	79%	<b>61%</b>	75%	75%	42%
No more (0)	24%	16%	8%	<b>32%</b>	22%	<b>15%</b>	54%	22%	26%	25%	22%	<b>11%</b>	21%	<b>34%</b>	21%	25%	42%
Somewhat more (50)	39%	49%	54%	<b>34%</b>	47%	39%	23%	31%	<b>48%</b>	35%	33%	43%	<b>55%</b>	<b>25%</b>	40%	42%	17%
A lot more (100)	34%	30%	38%	32%	28%	<b>45%</b>	19%	43%	<b>23%</b>	40%	37%	40%	24%	36%	35%	33%	25%
DNK/NA	4%	5%	0%	1%	3%	2%	4%	4%	3%	0%	7%	6%	0%	5%	4%	0%	17%
mean:	54.9	57.4	65.4	50.0	52.7	<b>65.6</b>	<b>32.0</b>	60.6	48.3	57.5	58.0	<b>65.0</b>	51.5	50.9	57.0	54.2	40.0
Student's t:		-	-	-	-	**	**	-	-	-	-	*	-	-	-	-	-

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...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q23E Closer to exporting a product or service																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>AT LEAST SOMEWHAT</b>	70%	77%	77%	66%	72%	<b>84%</b>	46%	65%	76%	75%	63%	<b>81%</b>	76%	<b>59%</b>	75%	69%	50%
<b>No more (0)</b>	27%	18%	23%	32%	24%	<b>16%</b>	50%	33%	23%	25%	26%	<b>15%</b>	24%	<b>36%</b>	22%	31%	33%
<b>Somewhat more (50)</b>	41%	47%	38%	38%	<b>55%</b>	37%	23%	35%	48%	45%	30%	47%	45%	31%	41%	47%	25%
<b>A lot more (100)</b>	30%	30%	38%	29%	<b>17%</b>	<b>47%</b>	23%	31%	27%	30%	33%	34%	30%	29%	34%	22%	25%
<b>DNK/NA</b>	3%	5%	0%	1%	3%	0%	4%	2%	2%	0%	11%	4%	0%	5%	3%	0%	17%
mean:	51.6	56.5	57.7	48.0	46.4	<b>65.3</b>	<b>36.0</b>	49.0	52.5	52.5	54.2	59.8	53.0	46.4	55.9	45.8	45.0
Student's t:		-	-	-	-	***	*	-	-	-	-	-	-	-	-	-	-

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...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q23F Likely to seek additional information on exporting																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>AT LEAST SOMEWHAT</b>	84%	86%	92%	83%	86%	90%	73%	82%	89%	90%	70%	92%	85%	80%	87%	86%	67%
<b>No more (0)</b>	13%	9%	8%	16%	10%	10%	23%	16%	10%	10%	19%	<b>4%</b>	12%	17%	10%	14%	25%
<b>Somewhat more (50)</b>	40%	44%	31%	39%	40%	40%	35%	33%	<b>55%</b>	40%	19%	36%	48%	36%	44%	36%	25%
<b>A lot more (100)</b>	44%	42%	62%	44%	47%	50%	38%	49%	<b>34%</b>	50%	52%	57%	36%	44%	42%	50%	42%
<b>DNK/NA</b>	3%	5%	0%	1%	3%	0%	4%	2%	2%	0%	11%	4%	3%	3%	4%	0%	8%
mean:	65.7	67.6	76.9	64.5	68.8	70.2	58.0	66.7	62.3	70.0	68.8	<b>77.5</b>	62.5	64.0	67.0	68.1	59.1
Student's t:		-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-

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...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q23G																	
<b>Likely to improve your export practices</b>																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>AT LEAST SOMEWHAT</b>	76%	75%	92%	74%	76%	81%	73%	82%	74%	75%	70%	<b>87%</b> +	67%	75%	78%	78%	67%
<b>No more (0)</b>	18%	16%	0%	22%	21%	15%	23%	14%	19%	20%	19%	9%	24%	17%	16%	17%	17%
<b>Somewhat more (50)</b>	36%	35%	38%	35%	41%	29%	42%	39%	45%	15%	26%	36%	33%	34%	38%	33%	33%
<b>A lot more (100)</b>	40%	40%	54%	39%	34%	<b>52%</b> +	31%	43%	<b>29%</b> -	60%	44%	51%	33%	41%	39%	44%	33%
<b>DNK/NA</b>	6%	9%	8%	4%	3%	5%	4%	4%	6%	5%	11%	4%	9%	8%	6%	6%	17%
mean:	61.8	63.5	<b>79.2</b>	58.8	57.1	<b>69.5</b>	54.0	64.9	55.2	71.1	64.6	71.6	55.0	63.0	62.2	64.7	60.0
Student's t:		-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-



Would you use the export information service again if you required export related information?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q24																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Yes</b>	90%	95%	100%	<b>83%</b>	95%	89%	77%	88%	92%	95%	85%	92%	94%	88%	90%	92%	83%
<b>No</b>	8%	5%	0%	13%	3%	10%	19%	10%	5%	5%	15%	6%	6%	10%	9%	8%	8%
<b>DNK/NA</b>	2%	0%	0%	4%	2%	2%	4%	2%	3%	0%	0%	2%	0%	2%	1%	0%	8%

<b>Would you recommend Team Canada Inc export information service without reservation, recommend with reservation or not recommend their services at all?</b>																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q26																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Recommend without reservation</b>	83%	86%	92%	78%	88%	79%	73%	82%	82%	90%	81%	79%	85%	83%	84%	83%	75%
<b>Recommend with reservation</b>	11%	11%	0%	13%	9%	13%	15%	12%	13%	10%	4%	13%	12%	8%	11%	8%	17%
<b>Not recommend</b>	5%	4%	0%	8%	2%	6%	12%	4%	3%	0%	15%	4%	3%	8%	4%	8%	8%
<b>DNK/NA</b>	1%	0%	8%	1%	2%	2%	0%	2%	2%	0%	0%	4%	0%	0%	2%	0%	0%

**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?**

	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q28																		
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12	
<b>1</b>	58%	58%	54%	60%	60%	50%	65%	59%	61%	50%	56%	51%	45%	<b>68%</b> +	57%	58%	75%	
<b>2-3</b>	27%	32%	15%	23%	21%	35%	23%	24%	23%	35%	33%	34%	30%	22%	29%	31%	0%	
<b>4-11</b>	11%	7%	23%	14%	12%	15%	8%	14%	10%	15%	7%	11%	<b>24%</b> +	7%	13%	8%	17%	
<b>12+</b>	1%	0%	0%	1%	0%	0%	4%	0%	2%	0%	0%	0%	0%	2%	0%	0%	8%	
<b>DK/NR</b>	3%	4%	8%	1%	<b>7%</b> +	0%	0%	2%	5%	0%	4%	4%	0%	2%	2%	3%	0%	
mean:	1.94	1.69	2.25	2.12	1.78	2.06	2.23	1.94	2.00	2.05	1.73	1.94	2.33	1.86	1.89	1.83	2.92	
Student's t:		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

As far as you recall, how did you first hear about the Team Canada Inc export information service?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q29																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
Through the internet,exportsource.ca, strategis.gc.ca, etc.	34%	32%	38%	38%	26%	35%	42%	33%	<b>47%</b> ++	25%	15%	30%	39%	31%	30%	33%	67%
Telephone book blue pages	19%	18%	15%	21%	26%	16%	12%	16%	<b>11%</b> -	25%	37%	23%	12%	22%	22%	17%	8%
Other government service	18%	25%	15%	13%	19%	19%	12%	20%	16%	25%	11%	21%	12%	20%	20%	19%	0%
Word of mouth	15%	11%	31%	14%	14%	15%	23%	20%	<b>8%</b> -	15%	22%	11%	18%	17%	14%	17%	8%
Other, please specify...	5%	4%	0%	8%	5%	5%	8%	4%	6%	5%	4%	2%	<b>12%</b> +	3%	5%	6%	8%
DNK/NA	5%	5%	0%	5%	5%	5%	4%	4%	5%	5%	7%	4%	6%	5%	4%	6%	8%
Print advertising,magazine advertising	2%	2%	0%	1%	2%	3%	0%	2%	2%	0%	4%	4%	0%	2%	2%	3%	0%
Magazine or newspaper article	2%	<b>5%</b> +	0%	0%	3%	2%	0%	0%	<b>5%</b> +	0%	0%	<b>6%</b> +	0%	0%	3%	0%	0%

<b>Do you have access to the Internet for work purposes?</b>																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q30																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Yes</b>	93%	93%	100%	94%	91%	94%	100%	94%	92%	95%	93%	91%	100%	95%	91%	97%	100%
<b>No</b>	6%	5%	0%	6%	9%	6%	0%	6%	6%	5%	7%	9%	0%	5%	9%	3%	0%
<b>DNK/NA</b>	1%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%

Have you ever heard of the exportsource.ca web site?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q31																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Yes</b>	51%	<b>37%</b> -	46%	<b>60%</b> +	43%	52%	69%	57%	<b>35%</b> --	60%	67%	42%	55%	56%	50%	50%	67%
<b>No</b>	48%	<b>60%</b> +	54%	<b>40%</b> -	55%	48%	31%	43%	<b>61%</b> ++	40%	33%	58%	45%	44%	49%	50%	33%
<b>DNK/NA</b>	1%	4%	0%	0%	2%	0%	0%	0%	3%	0%	0%	0%	0%	0%	1%	0%	0%

Had you heard about it before you first called the export information service?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q32																	
# of participants:	80	21	6	46	25	32	18	28	22	12	18	22	18	33	52	18	8
<b>Yes</b>	48%	43%	50%	50%	44%	44%	56%	46%	45%	58%	44%	45%	50%	52%	42%	56%	75%
<b>No</b>	50%	57%	50%	46%	52%	53%	44%	50%	50%	42%	56%	50%	50%	48%	56%	44%	25%
<b>DNK/NA</b>	3%	0%	0%	4%	4%	3%	0%	4%	5%	0%	0%	5%	0%	0%	2%	0%	0%

Have you ever accessed the <a href="http://exportsource.ca">exportsource.ca</a> web site?																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q33																	
# of participants:	80	21	6	46	25	32	18	28	22	12	18	22	18	33	52	18	8
<b>Yes</b>	78%	81%	50%	78%	64%	78%	89%	71%	91%	75%	72%	64%	89%	82%	69%	89%	100%
<b>No</b>	21%	14%	50%	22%	32%	22%	11%	25%	9%	25%	28%	32%	11%	18%	29%	11%	0%
<b>DNK/NA</b>	1%	5%	0%	0%	4%	0%	0%	4%	0%	0%	0%	5%	0%	0%	2%	0%	0%



Joint results from questions 31 to 33																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
NETXP																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Never heard of exportsource.ca</b>	49%	<b>63%</b> +	54%	<b>40%</b> -	57%	48%	31%	43%	<b>65%</b> ++	40%	33%	58%	45%	44%	50%	50%	33%
<b>Hadn't heard of it before</b>	9%	5%	23%	10%	12%	10%	8%	10%	<b>3%</b> -	15%	19%	13%	3%	8%	<b>13%</b> +	3%	0%
<b>Has not accessed it</b>	2%	2%	0%	3%	3%	2%	0%	<b>6%</b> ++	0%	0%	0%	2%	3%	2%	2%	3%	0%
<b>Has accessed it</b>	39%	30%	23%	<b>47%</b> +	<b>28%</b> -	40%	62%	41%	32%	45%	48%	<b>26%</b> -	48%	46%	35%	44%	67%

For how many years has your organization been in existence?																		
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees			
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24	
Q34																		
# of participants:	151	54	13	73	56	58	25	49	56	19	27	53	33	59	97	36	12	
<b>Not in operations or less than 1 year</b>	35%	<b>56%</b> +++	69%	<b>15%</b> ---	<b>52%</b> ++	36%	8%	33%	41%	32%	30%	<b>100%</b> +++	<b>0%</b> ---	<b>0%</b> ---	<b>52%</b> +++	<b>3%</b> ---	0%	
<b>2-5 years</b>	22%	20%	0%	29%	18%	28%	24%	20%	23%	32%	15%	<b>0%</b> ---	<b>100%</b> +++	<b>0%</b> ---	26%	22%	0%	
<b>More than 5 years</b>	39%	<b>20%</b> ---	31%	<b>52%</b> +++	<b>25%</b> -	34%	68%	43%	30%	32%	56%	<b>0%</b> ---	<b>0%</b> ---	<b>100%</b> +++	<b>21%</b> ---	<b>75%</b> +++	100%	
<b>DK/NR</b>	4%	4%	0%	4%	5%	2%	0%	4%	5%	5%	0%	0%	0%	0%	2%	0%	0%	
mean:	8.3	<b>4.3</b>	10.6	<b>10.3</b>	<b>4.8</b>	5.5	<b>18.4</b>	10.0	7.3	6.5	8.4	<b>0.0</b>	<b>3.3</b>	<b>19.3</b>	<b>3.6</b>	<b>11.5</b>	<b>39.6</b>	
Student's t:		**	-	*	*	-	**	-	-	-	-	***	***	***	***	*	***	

Which if the following three categories best describe the state of your organization...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q35																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>You are an experienced exporter</b>	16%	<b>9%</b>	8%	<b>26%</b>	<b>0%</b>	<b>0%</b>	100%	22%	11%	5%	26%	<b>4%</b>	18%	<b>29%</b>	<b>11%</b>	14%	75%
<b>You are preparing to export</b>	39%	40%	15%	44%	<b>0%</b>	<b>100%</b>	0%	47%	39%	35%	30%	40%	48%	34%	42%	47%	8%
<b>You are a potential exporter</b>	37%	46%	62%	<b>26%</b>	<b>100%</b>	<b>0%</b>	0%	<b>22%</b>	40%	60%	37%	<b>55%</b>	30%	<b>24%</b>	<b>42%</b>	33%	0%
<b>DNK/NA</b>	8%	5%	15%	4%	0%	0%	0%	8%	10%	0%	7%	2%	3%	<b>14%</b>	5%	6%	17%

Exporter type according to the TCI agent																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Established	Potential	New	Established	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
BTYPE																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Potential</b>	36%	<b>100%</b> +++	0%	<b>0%</b> ---	45%	37%	19%	<b>16%</b> ---	<b>58%</b> +++	25%	30%	<b>57%</b> +++	33%	<b>19%</b> ---	<b>44%</b> ++	<b>22%</b> -	8%
<b>New</b>	8%	<b>0%</b> --	100%	<b>0%</b> ---	<b>14%</b> +	3%	4%	14%	6%	10%	0%	<b>17%</b> +	<b>0%</b> -	7%	10%	3%	8%
<b>Established</b>	49%	<b>0%</b> ---	0%	<b>100%</b> +++	<b>34%</b> --	55%	77%	57%	<b>35%</b> --	65%	52%	<b>21%</b> ---	<b>64%</b> +	<b>64%</b> ++	<b>39%</b> ---	<b>69%</b> ++	75%
<b>Other</b>	7%	0%	0%	0%	7%	5%	0%	12%	<b>0%</b> --	0%	19%	6%	3%	10%	7%	6%	8%

Customer location																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
B1V3																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>West</b>	31%	<b>14%</b> --	54%	<b>36%</b> +	<b>19%</b> -	37%	42%	<b>100%</b> +++	<b>0%</b> ---	0%	0%	30%	30%	36%	31%	28%	42%
<b>Ontario</b>	39%	<b>63%</b> +++	31%	<b>29%</b> --	43%	39%	27%	<b>0%</b> ---	<b>100%</b> +++	0%	0%	43%	39%	29%	42%	33%	33%
<b>Québec</b>	13%	9%	15%	17%	<b>21%</b> +	11%	4%	<b>0%</b> --	<b>0%</b> ---	100%	0%	11%	18%	10%	12%	14%	17%
<b>Atlantic</b>	17%	14%	0%	18%	17%	13%	27%	<b>0%</b> ---	<b>0%</b> ---	0%	100%	15%	12%	25%	15%	25%	8%

Including yourself, how many people are employed full-time by your organization? is it...																	
	Total	Export stage according to TCI			Export stage according to the respondent			Customer location				Years in business			Number of employees		
		Potential	New	Establi- shed	Potential	New	Establi- shed	West	Ontario	Québec	Atlantic	Up to 1 year	2-5 years	More than 5 years	< 5	5 - 24	> 24
Q37																	
# of participants:	158	57	13	77	58	62	26	49	62	20	27	53	33	59	104	36	12
<b>Less than 5</b>	66%	<b>81%</b> ++	77%	<b>53%</b> ---	76%	71%	42%	65%	71%	60%	59%	<b>94%</b> +++	76%	<b>34%</b> ---	<b>100%</b> +++	<b>0%</b> ---	0%
<b>5 to 9</b>	11%	9%	0%	17%	9%	13%	15%	8%	13%	10%	15%	<b>2%</b> --	15%	<b>20%</b> +	<b>0%</b> ---	<b>50%</b> +++	0%
<b>10 to less than 25</b>	11%	5%	8%	16%	12%	15%	4%	12%	6%	15%	19%	<b>0%</b> ---	9%	<b>25%</b> +++	<b>0%</b> ---	<b>50%</b> +++	0%
<b>25 to less than 50</b>	1%	0%	0%	3%	0%	0%	8%	2%	2%	0%	0%	0%	0%	3%	<b>0%</b> -	0%	17%
<b>50 to less than 100</b>	2%	0%	0%	3%	0%	0%	8%	4%	2%	0%	0%	0%	0%	<b>5%</b> +	<b>0%</b> -	0%	25%
<b>100 or more</b>	4%	2%	8%	6%	<b>0%</b> -	2%	19%	4%	3%	10%	4%	<b>0%</b> -	0%	<b>12%</b> ++	<b>0%</b> ---	0%	58%
<b>DNK/NA</b>	4%	4%	8%	3%	3%	0%	4%	4%	3%	5%	4%	4%	0%	0%	0%	0%	0%
mean:	12.4	<b>6.0</b>	14.0	<b>16.8</b>	<b>4.8</b>	7.3	<b>37.0</b>	13.9	10.0	18.3	10.9	<b>2.6</b>	<b>4.6</b>	<b>26.7</b>	<b>2.5</b>	12.5	<b>97.9</b>
Student's t:		*	-	*	**	-	**	-	-	-	-	***	***	***	***	-	***