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Final Report
Trade Routes Client Satisfaction Survey

Prepared for
the Department of Canadian Heritage

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Ce rapport est également disponible en français.

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EXECUTIVE SUMMARY

The Department of Canadian Heritage commissioned Phoenix SPI to conduct a client satisfaction survey related to the Trade Routes program. Trade Routes is part of the department's strategy to expand international markets for Canada's arts and cultural sector. This survey was designed to determine clients' level of satisfaction with the four program components: market entry support, in-market assistance, research, and contributions. Because some clients did not have access to the Internet, a mixed-mode approach was used, which included both online and mail-out surveys. In total, 733 responded to the survey, which was available online from October 17 to November 16, 2007. Of these, 201 were current clients of Trade Routes, and 532 were former clients or non-clients that had businesses in the Arts and Cultural sector. This represents an overall response rate of 28%.

Current Clients

Awareness and Perceptions of Trade Routes

Three-quarters of surveyed clients were at least moderately familiar with the program overall, although familiarity was much more likely to be moderate than strong (53% vs. 22%). Familiarity was also relatively widespread for the four service components: 78% were at least moderately familiar with the Contributions Program, 67% with Market Entry Support, 46% with In-Market Assistance, and 39% with Research. Just over half of current clients had used Trade Routes for up to two years (54%), with most of these having used it for one year or less (37%).

During the previous 12 months, clients were much more likely to have dealt with Trade Routes using emails to program staff (81%) and the program's website (75%) than any other method (26-53%). The least-used method was the 1-866 toll-free phone number. Satisfaction with the service channels used was strongest regarding personal interactions, such as in-person service and emailing a specific officer (77-78% satisfied, with 54-57% *very* satisfied). Following this, 69-71% were satisfied with service received through the website, telephone, and mail/fax. Satisfaction was lowest for more generic channels – 58% each with the 1-866 number and generic email. Most clients had received at least some of what they needed (83%), including 46% that had received everything they needed.

Overall Perceptions of Service

In total, 68% of clients were satisfied with the overall quality of service they received during the previous 12 months (35% were *very* satisfied). They tended to agree widely that they had been served in their preferred official language (97%), and by courteous staff (92%). There was also widespread agreement that staff were knowledgeable and competent (84%), provided full information on service requirements (81%), and that they were treated fairly (81%). Smaller majorities agreed that they had easy access to program staff (71%), the information was clear and easy to understand (69%), the service was timely (65%) and that staff went the extra mile (64%).

Perceived Impacts

Fully 80% of clients rated the program as valuable or useful to their organization, with a clear majority assessing it as *very* useful (61%). Moreover, majorities (54-85%) identified at least moderate impacts in all of the areas examined. Impacts were most widespread in terms of developing international markets (85%), and building networks and partnerships (82%). Following this were improving export readiness (71%), exposure to markets and best practices (67%), strategic advice (60%), informed investment and export decisions (57%), and skills development (54%). As well, clients' use of the program resulted in increased trade-related connections, a better understanding of international markets, increased exports, and expanded markets – potential outcomes that were identified by 77% to 84% of surveyed clients. All of these were deemed to be *very* important outcomes by two-thirds or more of the clients that identified them (66-76%).

Almost all Trade Routes clients (91%) are at least moderately likely to use the program again in the future. More than three-quarters (78%) consider this to be *very* likely.

Trade Routes Services

In total, 64% of clients had used the Contributions Program in the previous 12 months, making it the most widely-used service. Following this, 45% had used Market Entry Support, 32% In-Market Assistance, and 19% the Research service. It is worth noting that familiarity with these services followed the same pattern.

Presented below are the results for specific Trade Routes services; that is, assessments of the service received by those who used each specific service and who answered the survey module that corresponded with the service[1]. Caution should be exercised when interpreting these results due to the relatively small sample sizes that assessed each service.

Contributions Program

Clients (n = 113) of this service needed assistance for international market development much more often than for export preparedness (93% vs. 31%).They were twice as likely to participate in international trade shows and visits to new markets than any other type of activity (75% vs. 35% or less). As well,

- Clients were largely satisfied with the overall quality of service they received (61%), although more tended to be moderately, not very satisfied (34% vs. 27%).
- Satisfaction with specific aspects of the service varied considerably from a low of 27% to a high of 93%. Clients were most satisfied with staff courteousness (93%) and staff knowledge/competence (81%). They were least satisfied with the timeliness of the approval process (27%). The latter was the only area where a majority expressed dissatisfaction (58%).

[1] Note: Not all current clients that had used a specific service rated that service. To ensure that the response burden was not too onerous, clients that had used more than two Trade Routes services were only asked to complete the survey modules for two of the services they had used.

- Twenty-eight percent experienced problems when using this service, most of which had to do with delays and timeliness issues.
- Potential changes to the program preferred by clients (asked of all 201 Trade Routes clients, whether or not they had used the Contributions Program) were earlier notification of the outcome of applications (73%), online applications (49%), and an approval-in-principle system (43%).

Market Entry Support

Clients who had used this service (n = 82) were most likely to have dealt with headquarters (in Gatineau), or the Montreal or Toronto offices (22-29%), and to have participated in international trade shows and information sessions (46-48%). As well,

- Approximately two-thirds (68%) were satisfied with the overall quality of service they received. Moreover, at least three-quarters were satisfied with each aspect of service. This was highest in terms of staff knowledge/competence and ease of access to service (86-87%), and lowest regarding service timeliness (75%).
- Timeliness issues were also the most common problems identified by the 10 clients who had experienced difficulties with this service in the previous 12 months.
- One-third of all Trade Routes clients (n = 201) felt that the number of Trade Commissioners should be expanded, with cities in Western Canada identified most often as new locations, and with Calgary heading the list (45%).

In-Market Assistance

Clients who had used this service (n = 56) were similarly likely to have dealt with many of the international offices, with New York leading the way (32%), followed by Shanghai, Los Angeles, and London (23-27%). They were least likely to have used the Paris office (16%). As well,

- Considerable numbers participated in events, such as market visits (52%), trade shows and conferences (52%), and networking events (46%).
- Satisfaction with the service received was relatively high: 73% overall, with 43% *very* satisfied. Between 70% and 79% expressed satisfaction with all aspects of the service, with service timeliness ranking the lowest.
- Among the few who experienced problems (n = 11), difficulty accessing a Cultural Trade Development Officer was identified most often.
- A majority (57%) of all Trade Routes clients (n = 201) favour expanding the number of Cultural Trade Development Officers. New locations identified most often were Berlin (66%), Tokyo (51%), and Sao Paulo (43%).

Research

Clients who had used this service (n = 32) offered modest appraisals of the overall quality of service received: 52% expressed satisfaction, with 34% neutral. As well,

- Clients were most likely to be satisfied with the clarity and accessibility of the research (67%), followed by its relevance (65%). Satisfaction was lowest regarding its comprehensiveness (44%).
- Only four clients experienced problems with the service.
- Twenty-two percent of all Trade Routes clients (n = 201) favoured suggestions for new directions for the Research service, the most prevalent of which was market reports by cultural sector (70%).

Non-Clients and Former Clients

Familiarity with Trade Routes was relatively limited among non-clients. In total, 71% of non-clients were no more than *a little* familiar with Trade Routes overall. The proportion of non-clients that were at least moderately familiar with each Trade Routes service ranged from 15% to 25%, and many were completely unfamiliar with these services (38-52%). That said, 63% said they were aware of the program before being contacted for this research, over one-quarter (29%) of whom had been, but were not currently, clients in the past. The most common reason for not continuing using the program was that they had received all the assistance needed (25%). Others had discontinued use because they were not satisfied with the service (13%), felt the program was not appropriate for their level of exporting (12%), or their proposal had been declined (12%). Fully 75% of former clients think it is at least moderately likely that they will use Trade Routes in the future (47% said this is *very* likely).

Former clients (n = 120) offered mixed assessments of the overall value of the program to their organization. In total, 45% rated the program as valuable or useful to them (32% judged it to be *very* useful to them). That said, 24% were neutral, while one in five felt that the program was of little or no use to their organization. Perceived impacts of the program were most widespread in terms of building networks and partnerships (70%), and developing international markets (69%). These were the same items that ranked first for current clients. However, impacts in all areas were less likely to be identified by former clients than current clients. As well, former clients were much less likely to have identified positive Trade Routes outcomes than current clients: compare 74% vs. 84% had increased trade-related connections, 69% vs. 83% developed a better understanding of international markets, 60% vs. 77% had expanded their markets, and 57% vs. 82% had increased exports. That said, these outcomes were similarly important to current clients and former clients among those who identified them.

Conclusions and Implications

Most current clients of the Trade Routes program exhibited moderate familiarity with the program overall, although more than one in five consider themselves to be *very* familiar. Familiarity is clearly driven by the Contributions Program and, to a lesser degree, Market Entry Support. Awareness of In-Market Assistance and Research services is much lower. For many clients, familiarity with the program is based on multiple years of using it.

Use of Trades Routes' four distinct services follows a similar pattern to familiarity, with usage being led by the Contributions Program, followed by Market Entry Support. Levels of use are much lower for the other two services.

To the extent that Canadian Heritage would like to increase future use of Trade Routes services, it should take measures to raise awareness of them among program clients and non-clients. For clients, this should be aimed at increasing awareness of In-Market Assistance, Research services and, to a lesser extent, Market Entry Support.

In their dealings with the program, current clients tend to use electronic channels, both generic (generic email addresses, program website) and specific (individuals' email). There was widespread satisfaction with the channels, regardless of which was used. This was particularly the case, however, when it involved direct contact with program representatives, whether through in person, email or phone service. Implicit in the notion of direct contact with program officers is the receipt of personalized, customized service that responds to the specific needs of client organizations. Not surprisingly, satisfaction with the less-personalized channels (generic email, the 1-866 phone number) was noticeably lower, which would explain, in part, why these are less-used channels.

In terms of satisfaction with the Trade Routes program itself, overall satisfaction was relatively widespread (68%), as was satisfaction with the various service dimensions, such as service in the official language of choice, courteousness and competence of staff, being treated fairly, etc. (64% satisfied or higher for each aspect of service). Satisfaction with specific services varied considerably, from a high of almost three-quarters for In-Market Assistance to a low of just over half for Research services. It is noteworthy that satisfaction was considerably lower for Research services than other services (53% vs. 61-73%). The two specific areas in which significant numbers (24-25%) expressed dissatisfaction with Research services were the comprehensiveness and usefulness/ relevance of the research. These would appear to be areas to focus improvements aimed at raising satisfaction with this service. The large majority (84%) of Research clients needed information in the form of targeted studies of specific countries or markets, and over 70% suggested market reports by cultural sector as a new direction for research.

Satisfaction with specific aspects of the remaining three services followed similar patterns. Satisfaction with staff knowledge and competence was among the highest (top two or better), and satisfaction with timing or timeliness was always the lowest. Moreover, problems encountered with the services also tended to relate to timing. Going forward, increasing Trade Routes' ability to respond quickly to clients might be expected to lead to greater satisfaction with service. However, this should not come at the expense of having knowledgeable and competent staff dealing directly with clients.

In general, dissatisfaction with each of the four services tended to be limited, with one main exception – one-quarter expressed dissatisfaction with the Contributions Program. Clients who used the Contributions Program were also more likely to have encountered problems using that service during the previous 12 months, compared to use of the other services (28% vs. 20% or less for other services). Finally, dissatisfaction was expressed with specific service dimensions of the Contributions Program. In six of the eight areas assessed, the proportion of users that expressed dissatisfaction reached double digits. The Contributions Program emerges as the service most in need of attention, from the perspective of current clients. This is perhaps the most pressing issue given that it is the service that is most known and used.

Despite the general satisfaction with Trade Routes among current clients, there is evidence of some dissatisfaction with the program; that is, 17% expressed dissatisfaction with the Trade Routes program as a whole. Moreover, fewer than half of those seeking service received everything they needed (one in ten received nothing of what they needed). In terms of service delivery, aspects of service that tended to yield higher levels of dissatisfaction included the timeliness of service (24% dissatisfied), access to staff (16%), staff going the extra mile (16%), and clarity of the information (13%). As noted, the timeliness of service was also rated lower for the specific Trade Routes services.

In terms of the impact or overall value of Trade Routes, the large majority of surveyed clients (80%) attributed value to the program for their organization, with 61% viewing it as *very* useful. Moreover, the majority said that Trades Routes had at least a moderate impact on their organization in all of the areas examined, with many attributing a *big* impact to the program, particularly in the area of developing international markets (64% said big impact) and building networks, partnerships and contacts (54%).

In addition, strong majorities (77-84%) said their organization experienced each of the four potential outcomes assessed, and almost everyone felt these were at least moderately important, with two-thirds or more rating them as *very* important to their organization (66-76%). So, not only were most organizations experiencing the outcomes, the outcomes themselves were judged to be important. Former clients also felt these outcomes were important, although fewer felt that they had been achieved (57-74%). As a summary measure of utility, almost all current clients said they would use the program again in the future, with more than three-quarters describing this as *very* likely. In short, Trade Routes appears to be meeting its objectives for most surveyed clients in terms of strengthening their presence and capacity in the international marketplace for cultural services.

In addition to addressing the perceived deficiencies identified above, clients offered feedback on specific issues relating to expanding or improving the program. Significant numbers favour expanding the number of Cultural Trade Commissioners. Any such expansion should clearly focus on the west (top four mentions for new locations). Internationally, even more favour expansion of the number of Trade Development Officers (57%), with the top preferred locations being Berlin, Tokyo and Sao Paulo. As noted above, specific feedback for the Contributions Program includes earlier notification of verdicts, online applications, and approval in principle. Most were unsure about the expansion of Research services, while the majority favour expansion of Trade Routes investment initiatives, where relevant.

It is important to offer an observation regarding the identity or branding of Trade Routes. Through this research, it was apparent that many of those who are Trade Routes clients do not view themselves as such. For instance, during the fieldwork the reminder email was changed for those on the Trade Routes client list (i.e. not the DFAIT list), all of whom the program views as clients, to explicitly inform them that they were clients of the program. Even after the reminder was changed, only 41 completed the client version of the questionnaire, while twice as many (87) completed the non-client/former client version. Clearly, there is an identity issue here, no doubt due, at least in part, to the seamless service delivery involving others (e.g. DFAIT). This has the potential to hamper accountability by increasing confusion/uncertainty regarding assessments of the service received. This is an issue that Trade Routes officials should consider.

More Information:

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PWGSC Contract Number: C1111-070401-001/CY
Award Date: September 6th 2007

To obtain more information on this study, please email por-rop@pch.gc.ca.

INTRODUCTION

The Department of Canadian Heritage (PCH) commissioned Phoenix Strategic Perspectives to conduct a client satisfaction survey related to the Trade Routes program.

Background

The Trade Routes program is part of PCH's strategy to expand international markets for Canada's arts and cultural sector. The strategic objective of Trade Routes is to ensure that Canadian arts and cultural entrepreneurs have access to the Government of Canada's network of trade programs and services in order to expand their export capacity and market development.

Trade Routes is the only comprehensive and cohesive trade development program specifically designed for the arts and cultural sector, including performing arts, visual arts, crafts, design, film/video, and broadcasting/television, music/sound recording, publishing, heritage, and new media. Trade Routes provides international business development services to support Canada's entrepreneurs in the arts and cultural sector so that they become export-ready and can take advantage of opportunities in the global marketplace.

Trade Routes consists of the following four components that are intended to support the program as an export continuum:

Market Entry Support

Market Entry Support provides direct support to arts and cultural clients from both PCH headquarters and Department of Foreign Affairs and International Trade (DFAIT) regional offices (Vancouver, Winnipeg, Toronto, Montreal, Moncton, Halifax and St. John's). The Trade Routes Cultural Trade Commissioners (CTCs) provide services to clients with a focus on export preparedness and international market development, and help with skills development and export counselling.

In-Market Assistance

The In-Market Assistance component offers services to arts and cultural exporters from five key sites around the world (Shanghai, New York, Los Angeles, Paris and London). During the years 2002-2005, the program had a position in Singapore, which has since been relocated to Shanghai. Five Cultural Trade Development Officers, one per site, develop and implement strategies and deliver services to promote Canadian cultural goods and services. They conduct outreach activities and connect with potential partners for Canada's arts and cultural sectors. They work with Canadians interested in exporting to specific markets, and with local partners interested in Canadian contacts.

Contributions Program

The Contributions component provides financial support to organizations in the arts and cultural sector in order to support the development and implementation of long-term export strategies. This component supports Canadian cultural exporters in export preparedness and international market development.

Research

The Research component supports targeted studies of specific markets and countries, including surveys and profiles of export patterns for Canadian cultural sectors, and the development of statistical data on Canadian cultural exporters and cultural trade.

Research Objectives

The department wanted to undertake a client satisfaction survey with clients who use one or more of the above-mentioned components of the Trade Routes program. This survey was designed to determine clients' level of satisfaction with the four program components: market entry support, in-market assistance, research and contributions.

More specifically, the objectives of the survey were to assess:

- The need to access the Trade Routes program;
- The level of awareness of Trade Routes activities;
- The use of research products;
- The services of the Cultural Trade Commissioners in Canada and Cultural Trade Development Officers abroad;
- The level of satisfaction with the Trade Routes program;
- The impact of the four components of the Trade Routes program; and
- Recommendations and suggestions for program renewal.

The findings will be integrated into the analysis for the summative evaluation of Trade Routes, which will examine the performance and the impact of the program including changes, improvements and recommendations. The survey will also contribute to program renewal.

Research Design

To meet the research objectives, a mixed methodology was used, consisting of 1) an online survey conducted with Trade Routes clients, and 2) a mail survey conducted with those few clients that do not have access to the Internet.

The following specifications applied to this study:

- The research consisted of a census survey of Trades Routes clients, and a random sample of potential clients – organizations that *might* have used the program. The sample was drawn from two sources: 1) a client list provided by the Trade Routes program, and 2) a list of potential clients provided by DFAIT.

- In total, 733 individuals completed the survey (all did so online), yielding an overall response rate of 28%. This included both clients (n = 201) and non-clients/former clients (n = 532). No margin of error is provided because the exact size of the client universe for the Trade Routes program is not known.
    - The response rate is calculated as the total number of completed surveys (n = 733), divided by the number of valid contacts that received the survey (n = 2,609), multiplied by 100.
    - As a separate calculation, the number of valid contacts (n = 2,609) is based on the total email or mailing addresses in all lists provided (n = 3,935), minus duplicate individuals between the lists (n = 418), duplicate firms between the lists (n = 412), and bad or invalid contact coordinates (n = 496). This latter group were removed from the calculation because they did not receive an invitation to the survey.
    - Those who began the survey but did not complete it – i.e. terminations – were included in the response rate calculation as non-respondents.
- The table below presents information on the size of the sample, its source, the disposition of the sample vis-à-vis survey completion, and calculation of the response rate.

	Total	Trade Routes List	DFAIT List	Mail (both lists)
Initial Lists	**3935**	**1772**	**2155**	**8**
Duplicates between lists	418	0	418	0
Duplicate companies	412	92	320	0
Completes	733	452	281	0
Bad/Invalid	496	185	309	2
Terminations	118	69	49	0
Refusals	77	23	54	0
Response Rate	**28%**	**30%**	**25%**	**0.0%**

- PCH provided Phoenix with the sample lists, both for the online and mail surveys. These lists contained relevant contact information, including email addresses for online survey respondents and mailing address for mail survey respondents.
- In advance of the fieldwork, a letter was sent by email (as a PDF attachment; on PCH letterhead). The letter explained the background and purpose of the research, offered assurances of confidentiality, introduced Phoenix as the firm hired to conduct the study, encouraged participation, and provided the name and coordinates for a contact person at PCH/Trade Routes who could answer questions about the research and confirm its legitimacy.

- Shortly after the PCH notification letter was sent, Phoenix sent invitation emails to all potential online survey respondents. The email supplemented the PCH letter, reiterated assurances of confidentiality, and encouraged participation. The email contained a URL link to the survey. Mail survey respondents received the same notification letter and survey invitation via the mail, along with the questionnaire and a postage-paid return envelope.
- The questionnaire averaged a little more than 18 minutes to complete for Trade Routes clients. The questionnaire completed by non-clients averaged about five and a half minutes. The time it took clients to complete the questionnaire was related to the number of Trade Routes services the respondent had used.
- There was one version of the questionnaire, with formatting modified to support each data collection method.
- The questionnaire was available in French and English, as was the collateral material, such as invitations and reminders.
- The survey introduction included the following phrase: "This survey is registered with the national survey registration system".
- For the online survey:
    - The survey was programmed by Elemental Data Collection under subcontract to Phoenix. Prior to going 'live', the programming was carefully reviewed and tested by Phoenix and PCH officials to ensure proper functioning.
    - Respondents were able to leave the survey for whatever reason, save their data and resume completing it at their convenience.
    - The survey was available to respondents October 17 to November 16, 2007. It resided on a non-government server, ensuring confidentiality of responses.
    - Online respondent support was available should respondents encounter any difficulties completing the questionnaire.
    - As a reminder regime, up to four emails were sent to potential respondents that had not yet completed the survey. Each reminder was sent approximately one week apart.
    - The initial email distribution of survey invitations resulted in numerous bounce backs. To address this, PCH rechecked the contact information in the lists and a second wave of invitations was sent out for those bounce-back emails for which updated addresses were obtained.
    - **Many individuals/companies on the list of Trade Routes clients (provided to Phoenix by program staff) said they were <u>not</u> clients of the program when, according to the program, they are. This issue was explored with Trade Routes officers to determine whether or not such companies were in fact clients, and if so, why they were not aware of this. It was determined that most, if not all, of these types of respondents were in fact clients; however, because of the seamless approach to service delivery, where some Trade Routes services are provided by employees working out of DFAIT offices, some clients (i.e. users of Trade Routes services) may not be aware**

of the Trade Routes program or that one or more of the services they used are part of this program. To address this issue in the data collection, the reminder emails sent to individuals on the Trade Routes list (not the DFAIT list) were modified to inform potential respondents that they were Trade Routes clients. The final breakdown of clients vs. non-clients/former clients for each of the two lists is as follows:

Type of List	Clients	Non-Clients & Former Clients	Total
Trade Routes List	50	231	281
DFAIT List	151	301	452

- For the mail survey:
  - The questionnaire was sent with a cover letter. Respondents were encouraged to fax back the questionnaire, although they had the option of mailing it back. All mail-out surveys were sent with postage pre-paid envelopes. Two reminder letters were sent to respondents that had not yet completed the survey.

Note to Readers

- For editorial purposes, 'clients' and 'current clients' refers to those whose organization had used the Trade Routes program in the previous 12 months. The term 'non-clients' denotes those who had at one time been clients of the program, but not in the last 12 months, and those who were never users of Trade Routes.
- At times, the number of respondents (i.e. not the percentage) who answered certain questions or answered in a certain way is provided. The following method is used to denote this: n = 100, which means the number of respondents, in this instance, is 100. The number of respondents changes throughout the report because questions were often asked of sub-samples of the survey population (e.g. users of a specific service). Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Some of the graphs do not sum to 100% due to rounding.

Appended to this report is a copy of the online version of the questionnaire, as well as the collateral material[2].

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[2] To avoid repetition, only online versions of these materials are included in the appendix. The mail-out versions of these materials were included on a project CD and submitted to the Department of Canadian Heritage.

CHAPTER 1: CURRENT TRADE ROUTES CLIENTS

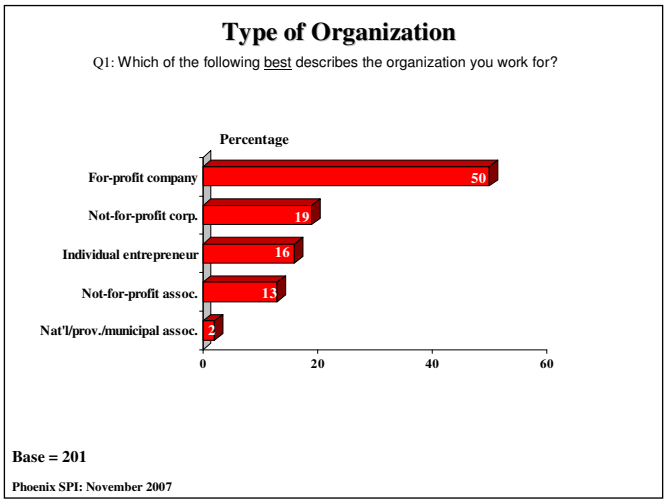
This chapter presents the results for the client portion of the survey. It was completed by 201 respondents, each of whom used Trade Routes services during the previous 12 months.

1.1 - BACKGROUND INFORMATION

This section provides background information on the current clients of Trade Routes.

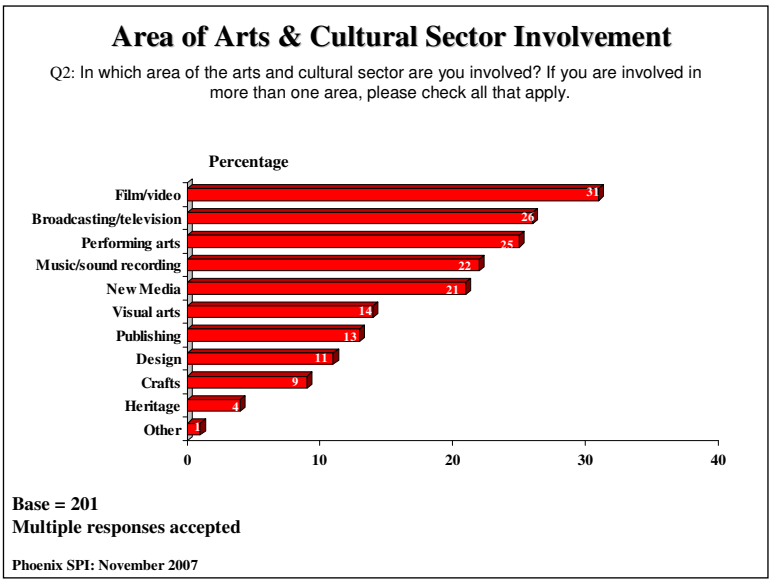
Type of Organization

Half of surveyed clients described the organization they work for as a for-profit company. Following this, 19% were with not-for-profit companies, 16% were individual entrepreneurs, and 13% were not-for-profit associations. Few worked for national, provincial, or municipal associations.



Area of Arts and Cultural Sector Involvement

The leading areas of arts and cultural sector involvement among clients were film and video (31%), broadcasting and television (26%), performing arts (25%), music or sound recording (22%), and new media (21%). A number of clients also operate in visual arts (14%), publishing (13%), design (11%), and crafts (9%). Others were involved in heritage areas (4%).



Sectors included in the 'other' category were education, diverse arts, and research, among others.

1.2 - USE OF TRADE ROUTES PROGRAM

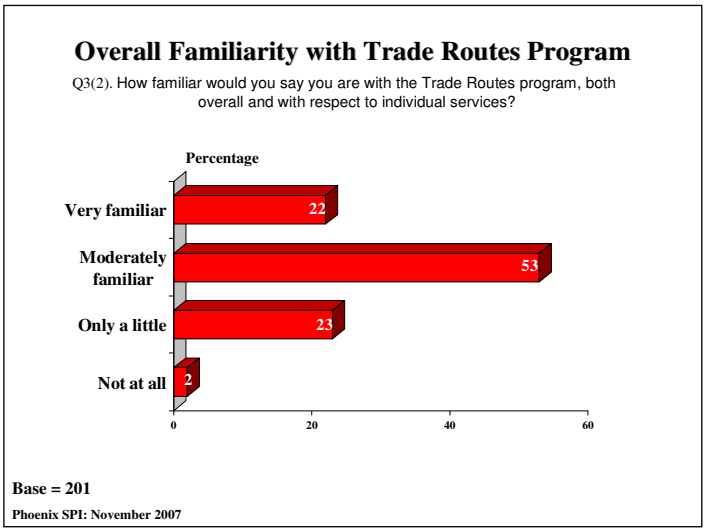
This section examines familiarity with the Trade Routes program, as well as use of the program among current clients (n = 201).

Before answering questions about the program, respondents were given the following information:

> Trade Routes is a trade development program designed for the arts and cultural sector. The program is part of the Department of Canadian Heritage's strategy to expand international markets for Canada's arts and cultural sector. The program provides international business development services to help Canada's cultural entrepreneurs become export-ready and take advantage of opportunities in the global marketplace. The Trade Routes program consists of four services: Market Entry Support, In-Market Assistance, Contributions Program, and Research.

Relatively Widespread Overall Familiarity with Trade Routes

Exactly three-quarters of surveyed clients were at least moderately familiar with the Trade Routes program overall. However, they were much more likely to be moderately than very familiar (53% vs. 22%).



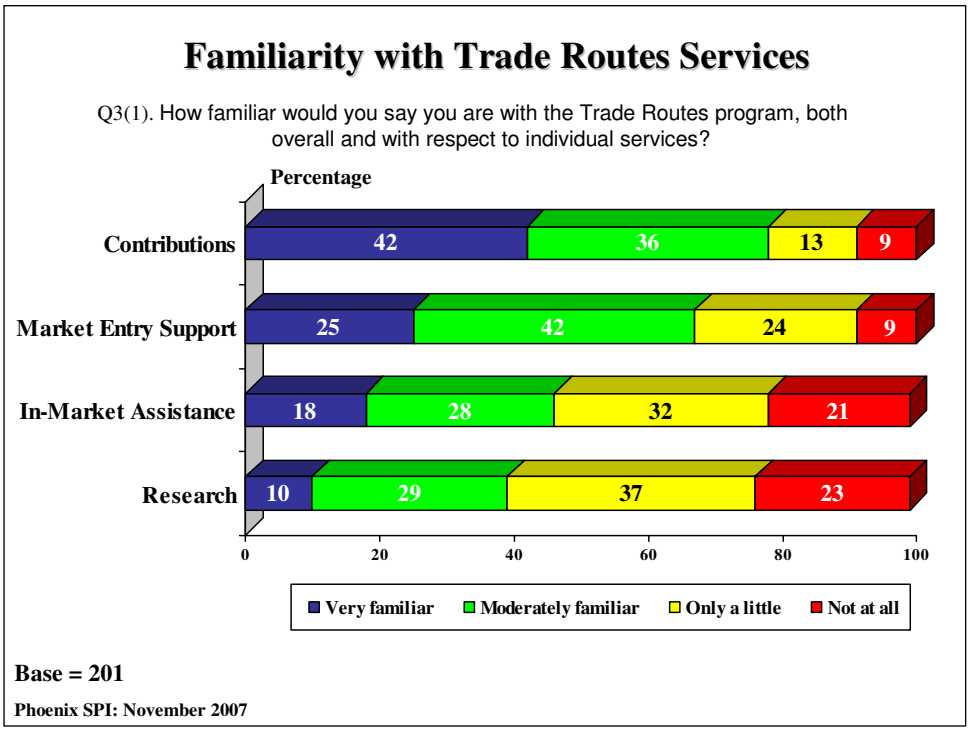
Familiarity Highest for Contributions & Market Entry Support Services

Participants were asked to rate their familiarity with the individual services offered through the Trade Routes program. The four services were[3]:

- Market Entry Support
- In-Market Assistance
- Contributions
- Research

[3] Participants were given a description of each service (similar to that provided in the report introduction).

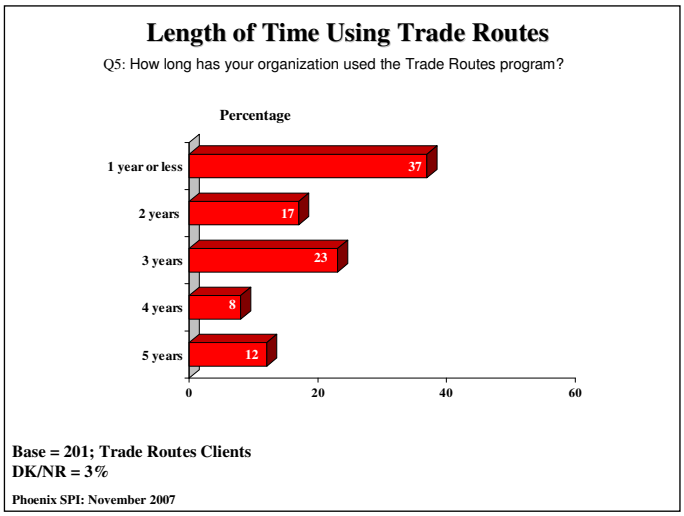
Clients were noticeably more likely to be at least moderately familiar with Contributions (78%), followed by Market Entry Support (67%). Following this, 46% expressed at least moderate familiarity with In-Market Assistance, and 39% with Research. For almost all services, clients were more apt to be moderately, not very familiar. The exception was Contributions, where strong familiarity was higher than moderate familiarity (42% vs. 36%).



Clients were least familiar with In-Market Assistance (53%) and Research (60%), with majorities no more than a little familiar with each service. Moreover, approximately one-fifth (21-23%) were not familiar at all with these services.

Over Half Used Trade Routes for 2 Years or Less

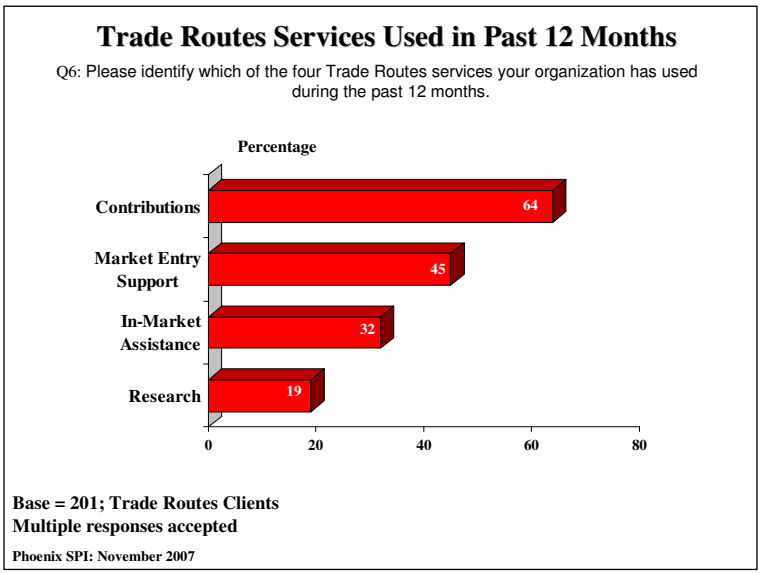
Just over half of surveyed clients used the Trade Routes program for two years or less (54%). The single greatest proportion of respondents had used the program for one year or less (37%). Among longer-term users, 23% had used the program for three years, 8% for four years, and 12% for five years.



Contributions Program – Most Widely Used Service in Past 12 Months

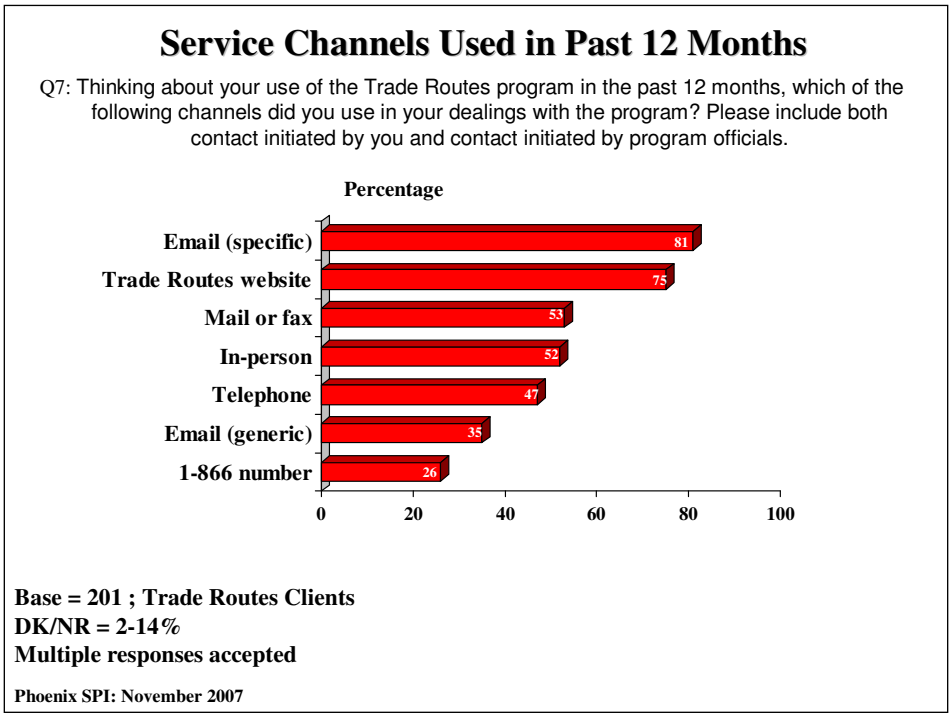
Of the four Trade Routes services, only one was used by a majority of clients in the previous 12 months – the Contributions program, used by almost two-thirds (64%). Following this were Market Entry Support, used by almost half (45%), and In-Market Assistance, used by approximately one-third (32%).

Less than one in five (19%) used Research services in the previous year.



Emailing Specific Officers, Website – Most Used Service Channels

During the previous 12 months, clients used a range of *channels* in their dealings with the program. Of these, two stood out – strong majorities had emailed specific officers (81%) and used the Trade Routes website (75%). Other channels used by around half of clients included mail or fax (53%), in-person visits to offices or events (52%), and the phone (not including the toll-free 1-866 number) (47%). Considerably fewer used less-direct channels – the generic Trade Routes email (35%) or the 1-866 phone number in their program dealings (26%).



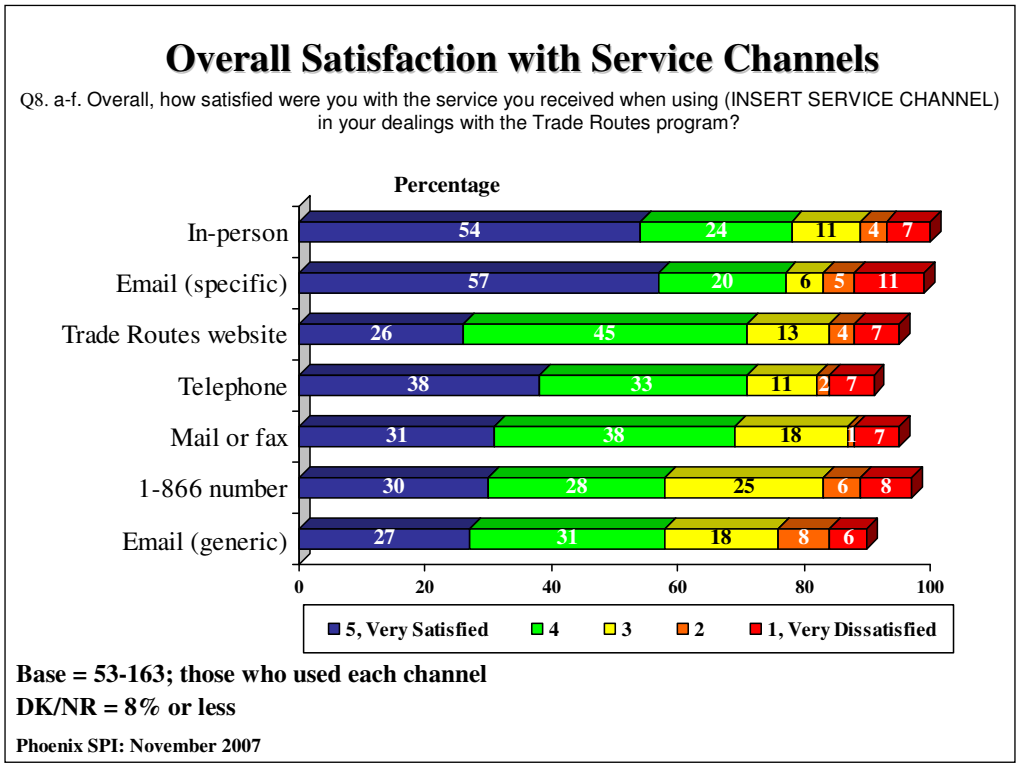
Between 2% and 14% were unsure or provided no response. This was lowest concerning in-person visits and specific email accounts, and highest regarding the 1-866 number.

Widespread Satisfaction With Service Channels Used

Clients were asked to rate their overall satisfaction with the service channels they had used during the previous year (using a 5-point scale: 5 = very satisfied, 1 = very dissatisfied).

In all cases, a majority of clients were satisfied with the service channels used. More than three-quarters (77-78%) were satisfied with in-person service, and with service received when emailing specific officers. Moreover, clear majorities were *very* satisfied with each of these (54-57%). More than two-thirds (69-71%) expressed satisfaction with the Trade Routes website, service received through the telephone (excluding the 1-866 number) and mail or fax.

More than half of those who used the 1-866 number and the generic email (58%) were satisfied with the service they received when using these channels.



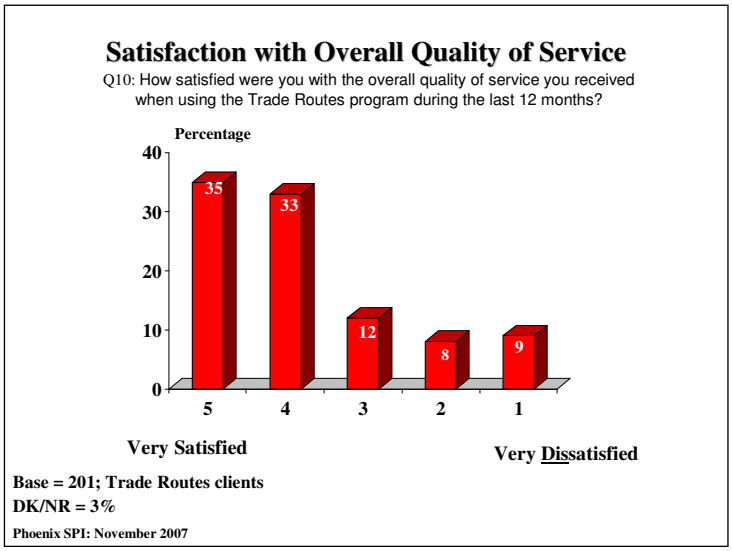
Dissatisfaction ranged from 8% to 16%, and was highest regarding service from specific emails to program officers, the 1-866 number, and generic email.

1.3 - OVERALL PERCEPTIONS OF SERVICE

This section of the report presents client perceptions of the overall level of service they received in their dealings with the Trade Routes program during the previous 12 months.

Two-thirds Satisfied with Overall Quality of Service

In total, 68% of surveyed clients were satisfied with the overall quality of service they received during the previous 12 months (scores of 4-5 on 5-point scale). Moreover, more than half of these were *very* satisfied (35%). Among the rest, 17% were dissatisfied (scores of 1-2), and 12% were neutral – neither satisfied nor dissatisfied.



Almost All Received Service in Official Language, Courteous Service from Staff

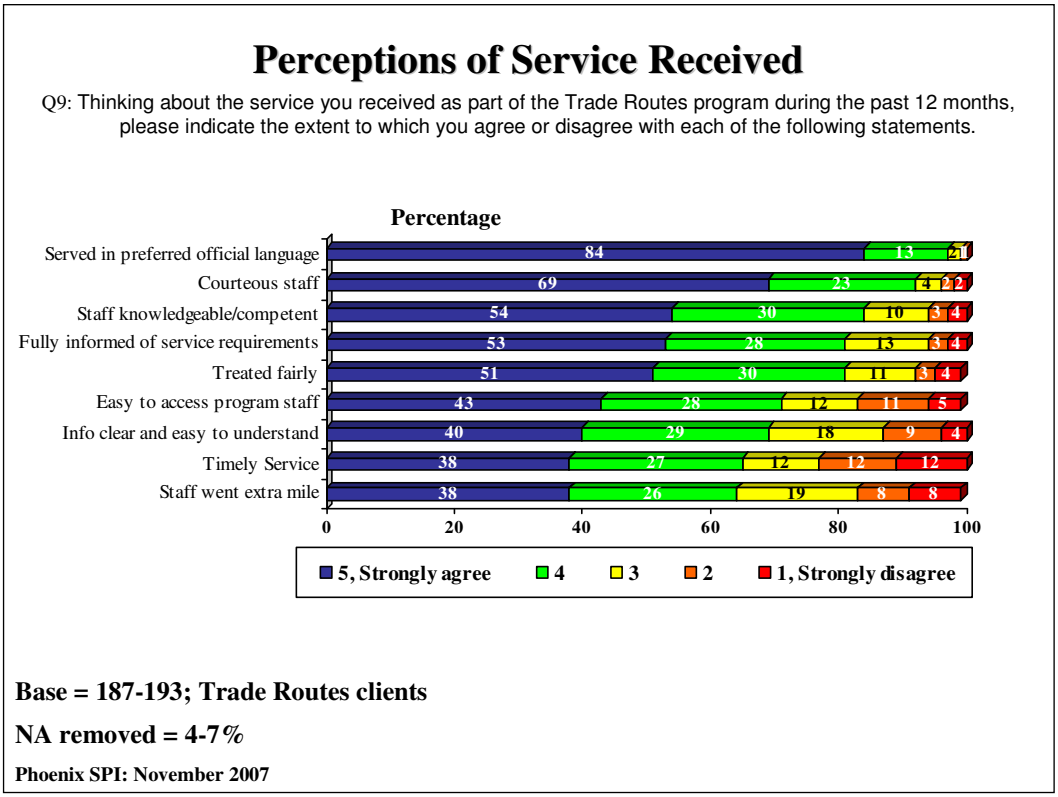
Clients were asked to rate their level of agreement with various statements about the service they received from the program during the past 12 months (using a 5-point scale; 5 = strongly agree, 1 = strongly disagree). Service areas assessed included the following:

- Trade Routes staff were knowledgeable and competent
- Trade Routes staff were courteous
- Service was provided in a timely manner
- They were treated fairly
- They were able to get through to Trade Routes staff without difficulty
- They received service in the official language of your choice (i.e. English or French)
- They were informed of everything they had to do in order to get the service
- The information they received was clear and easy to understand
- Trade Routes staff went the extra mile to make sure they got what they needed

Each of these areas was positively assessed by more than six in ten (64-97%). Moreover, in each area, clients were significantly more apt to offer *strong*, rather than *moderate* agreement (38-84% vs. 13-30%).

Clients were in near-unanimous agreement that they had been served in the official language of their choice (97%) and that program staff were courteous (92%). Decisive majorities also agreed that the staff were knowledgeable and competent, that they were

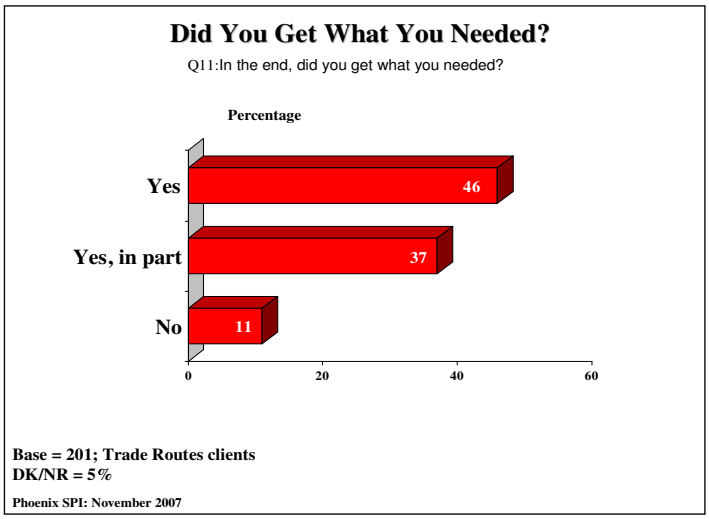
fully informed of the service requirements, and that they were treated fairly (81-84%). Smaller majorities felt that it was easy to access program staff (71%), the information they received was clear and easy to understand (69%), the service was provided in a timely manner, and that staff went the extra mile (64-65%).



Negative perceptions of service ranged from 4% to 24%. Disagreement was highest in four areas. Notably, one-quarter (24%) did not agree that the service they received was timely, 16% each did not experience easy access to staff, and service that went the extra mile, while 13% did not think the information they received was clear.

Most Received At Least Some of What They Needed

In the end, most Trade Routes clients received all (46%) or part (37%) of what they needed. Just 11% did not receive the information or service they were looking for.



1.4 - ASSESSMENT OF SPECIFIC TRADE ROUTES SERVICES

This section presents client perceptions and assessments of the specific Trade Routes services they had used in the previous 12 months (n = 38-129). To minimize the response burden, users of multiple services (i.e. more than two of the four) were randomly asked about only two of the services they had used.

1.4.1 - MARKET-ENTRY SUPPORT

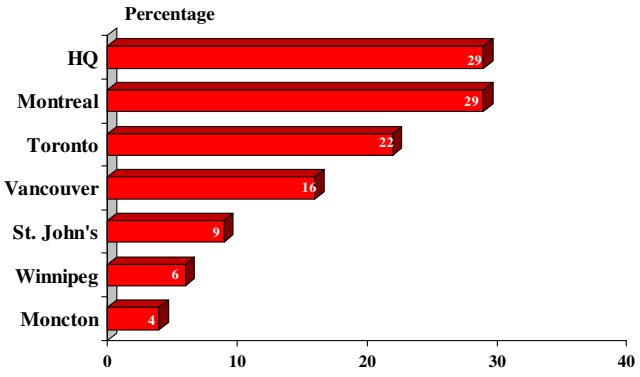
In total, 45% of clients had used the Trade Routes' Market Entry Support service during the past year. The following questions are about their use of this service during the last 12 months. Unless otherwise indicated, the total number of respondents in this section is 82[4]. Caution should be exercised when interpreting the results due to the relatively small sample size.

Offices in Central Canada Used Most Often for Market Entry Support

In terms of the offices responsible for Market Entry Support, those in Central Canada were used most often. Specifically, this includes the headquarters in Gatineau (29%), and the offices in Montreal (29%) and Toronto (22%). Following this was support received from the Vancouver office (16%). Offices used less often included those in St. John's, Winnipeg, and Moncton (4-9%).

Office Responsible for Market Entry Support Received

Q12: Which of the following offices is responsible for the Market Entry Support service you received?



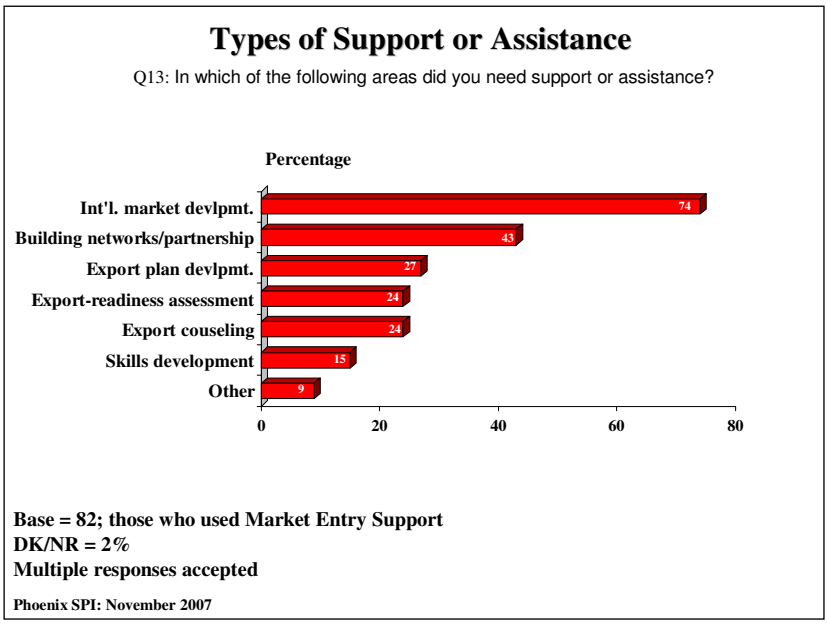
Base = 82; those who used Market Entry Support
DK/NR = 11%
Multiple responses accepted

Phoenix SPI: November 2007

[4] 82 of the 90 who had used this service in the past year completed this module.

International Market Development – Most Needed Type of Support

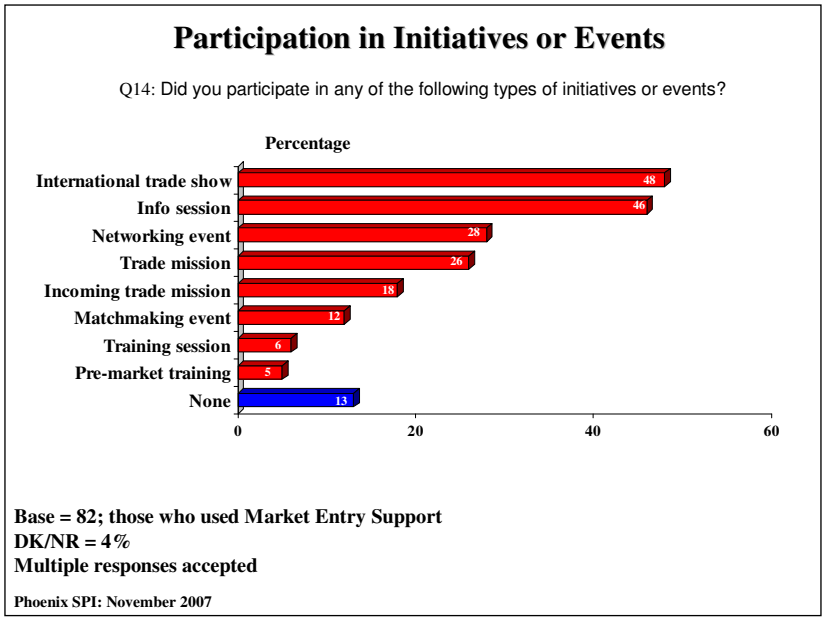
Clients of this service were most likely to need support or assistance in the area of international market development – 74% used this type of support. Following, at a distance, was support with building networks and partnerships (43%). Approximately one-quarter used assistance in terms of exporting. More specifically, 27% sought assistance in terms of developing an export plan, and 24% each for export-readiness assessments, and with export counselling. Clients were least apt to require assistance in terms of skills development (15%).



A further 9% sought assistance or support in other areas, including greater financial assistance, visiting trade shows, and getting products to market.

Almost Half Participated in International Trade Show & Info Session

While no single initiative or event was participated in by a majority of clients, almost half had attended an international trade show (48%) and/or an information session (46%). Following this, just over one-quarter had attended a networking event (28%) or participated in a trade mission organized by Trade Routes (26%).

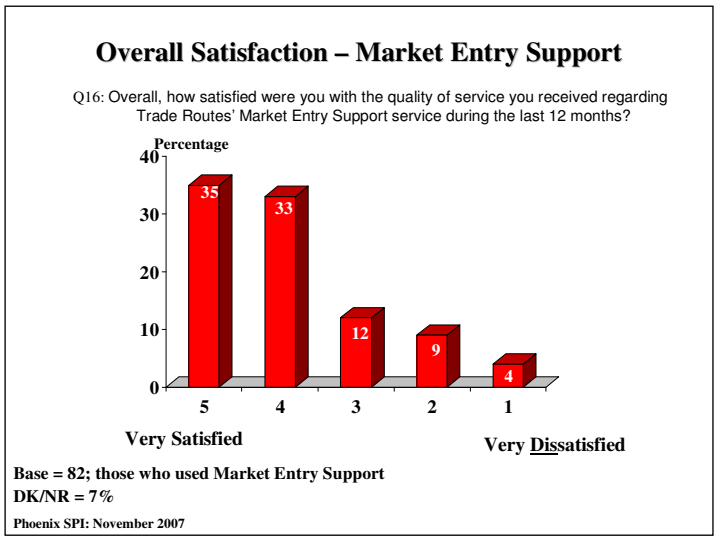


Smaller groups had participated in an incoming trade mission (18%) or matchmaking event (12%). Those who used Market-Entry Support were considerably less likely to attend

training compared to the other initiatives and events – just 5-6% attended a training session or took pre-market training.

Two-Thirds Satisfied with Overall Quality of Service

Approximately two-thirds (68%) of those who used Market-Entry Support were satisfied with the overall quality of service they received in the last 12 months. This includes just over one-third (35%) who were *very* satisfied with the service. The remaining clients were similarly likely to hold a neutral view or express dissatisfaction (12-13%).

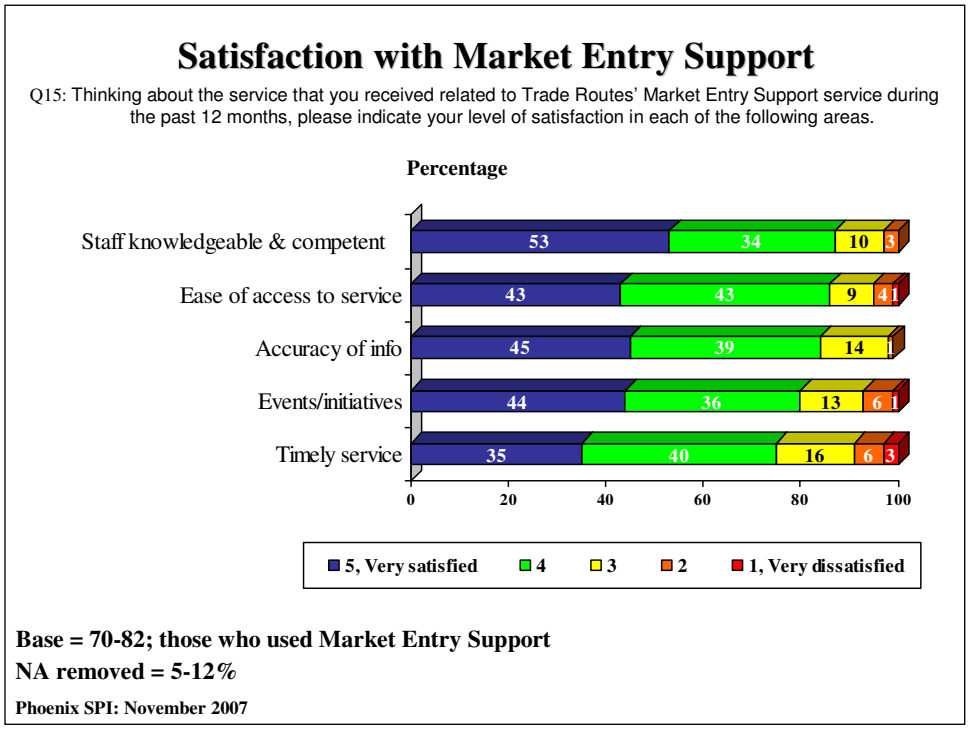


Many Satisfied with All Aspects of Market-Entry Support Service

Participants were asked to rate their level of satisfaction with the following aspects of Market-Entry Support (using a 5-point scale: 5 = very satisfied, 1 = very dissatisfied):

- The knowledge and competence of the staff.
- The ease of access to the service.
- The timeliness of the service.
- The accuracy of the information you received.
- The events/initiatives in which you took part.

Clear majorities were satisfied with each aspect of the service received when using Market-Entry Support (75-87% satisfied). Fully 87% expressed satisfaction with the level of knowledge and competence of the staff, with more than half expressing strong satisfaction (53%). Similarly high proportions expressed satisfaction with the ease of access to service (86%), accuracy of the information they received (84%) and with the events or initiatives they took part in (80%). Moreover, almost half were *very* satisfied with each of these. Exactly three-quarters were satisfied that the service they received was timely.



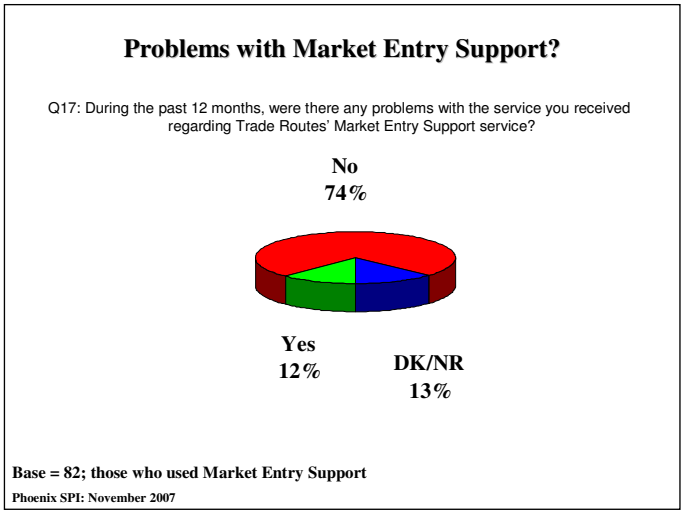
Dissatisfaction ranged from 1% to 9%. Those who were not satisfied in each were more likely to hold neutral rather than negative views (9-16% vs. 1-9%).

Note that overall satisfaction is significantly lower than clients' satisfaction with particular aspects of the Market-Entry Support service (68% overall vs. 75-87%).

Few Experienced Problems with Market-Entry Support

Almost three-quarters of those who had used Market-Entry Support (74%) indicated that they did not experience any problems during the last 12 months. Among the rest, 12% had encountered problems with the service they received, while 13% were unsure.

Several of those who did experience problems (n = 10) noted difficulties related to the timeliness of the service (n = 5), a lack of or incomplete information (n = 4), difficulty accessing or contacting the Cultural Trade Commissioner (n = 3), and inconsistent information (n = 2). One person each pointed to a lack of courtesy and responsiveness, not being acknowledged by headquarters, lack of funding, and difficulty using the website.



1.4.2 - IN-MARKET ASSISTANCE

In total, 32% of clients had used Trade Routes' In-Market Assistance during the past year. The following questions are about their use of this service during the previous 12 months. Unless otherwise indicated, the total number of respondents in this section is 56[5]. Caution should be exercised when interpreting the results due to the relatively small sample size.

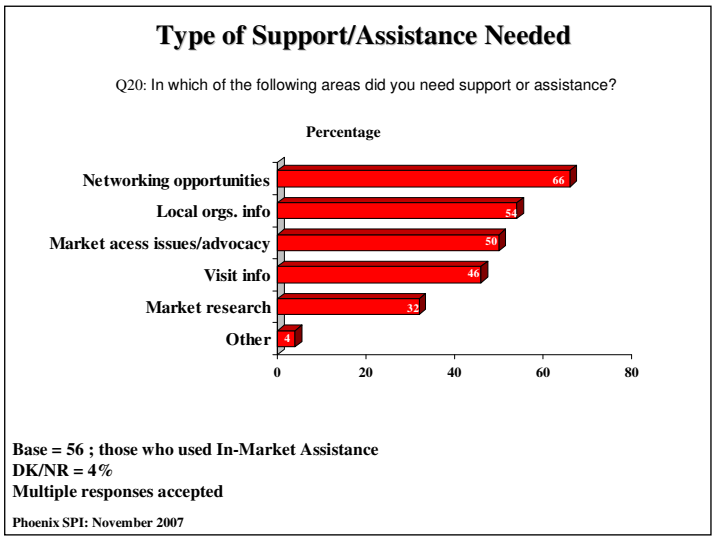
Range of In-Market Assistance Offices Dealt With

Clients were similarly likely to deal with most international Trade Routes offices when using In-Market Assistance. New York lead the way (32%), followed by Shanghai, Los Angeles, and London (23-27%). Clients were least likely to use the Paris office (16%).

One-quarter were unsure or gave no response.

Networking Opportunities – Assistance Needed Most Often

Two-thirds of surveyed clients sought assistance with networking opportunities, while more than half (54%) sought information on local organizations. Following this, around half (46-50%) needed assistance with market access issues and advocacy, as well as visit information. A smaller but significant group (32%) required in-market support in the form of market research.

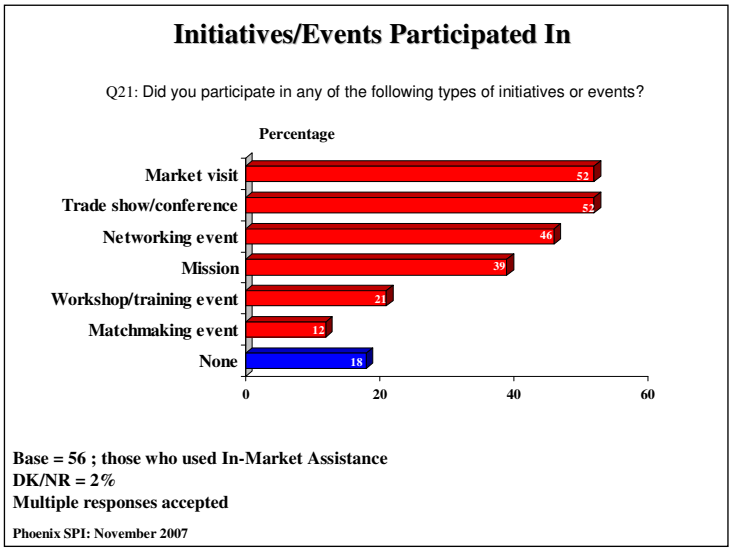


Types of assistance included in the 'other' category are information from Singapore, project assistance, event organizing, and referrals.

[5] 56 of the 65 who had used this service completed this module.

Market Visits, Trade Shows, Networking Events – Events Used Most Often

Just over half of In-Market Assistance clients (52% each) participated in market visits and attended trade shows and conferences. Significant numbers attended networking events (46%), followed by trade missions (39%). A smaller proportion took part in workshops or training events (21%) and matchmaking events (12%).



As well, 18% did not participate in any of these, while 2% were unsure.

High Satisfaction with Overall Quality of Service

In total, 73% of those who used In-Market Assistance were satisfied with the overall quality of service they received, including 43% who were *very* satisfied. Among the rest, 16% were dissatisfied, while 9% were neither satisfied nor dissatisfied.

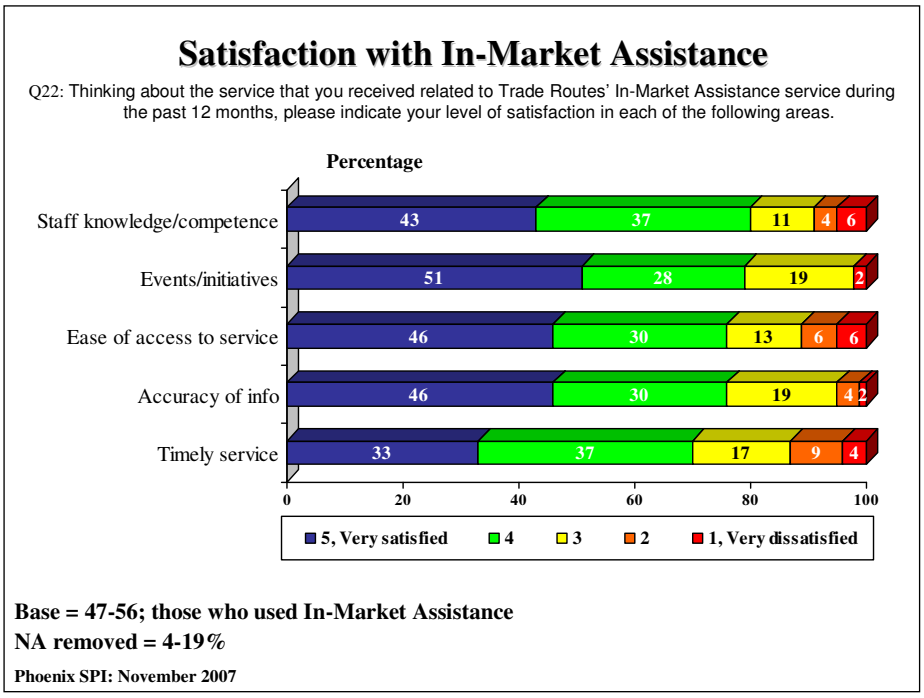
Widespread Satisfaction with Aspects of In-Market Assistance

Participants were asked to rate their level of satisfaction with the following aspects of In-Market Assistance (using a 5-point scale: 5 = very satisfied, 1 = very dissatisfied):

- The knowledge and competence of the staff.
- The ease of access to the service.
- The timeliness of the service.
- The accuracy of the information they received.
- The events/initiatives in which they took part.

Again, perceptions of service were positive, with majorities of respondents (70-80%) indicating they were satisfied with service received in each area. They were most apt to be satisfied with the knowledge and competence of the staff, and the events and initiatives they took part in (79-80%). This was followed closely by ease of access to service, and the accuracy of the information received (76% each).

Satisfaction was more likely to be strong than moderate in each service area. Clients were less satisfied with the timeless of the service they received (70%). This was also the only aspect in which satisfaction was slightly more apt to be moderate than strong.

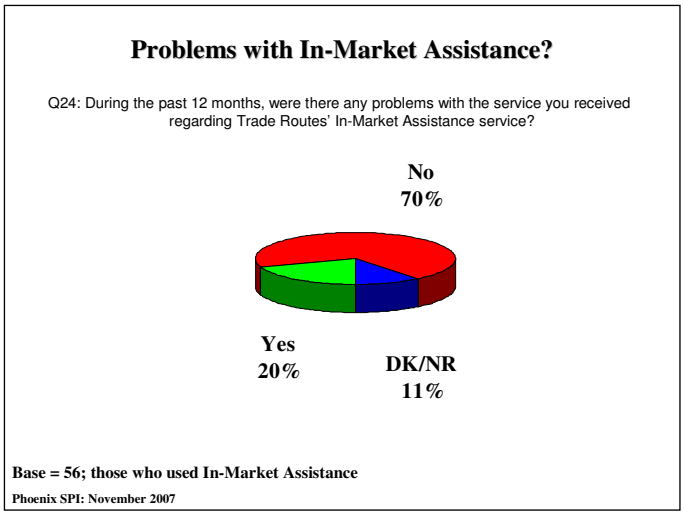


Dissatisfaction ranged from 6% to 13%, and was highest regarding the timeliness of, and ease of access to, service (12-13%).

Most Did Not Experience Problems

The large majority of clients did not experience any problems with In-Market Assistance in the past 12 months (70%). That said, 20% had encountered problems (11% were unsure).

Of those who encountered problems (n = 11), six cited difficulty accessing or contacting their Cultural Trade Development Officer, and four had problems related to the timeliness of service. Three each identified a lack of or



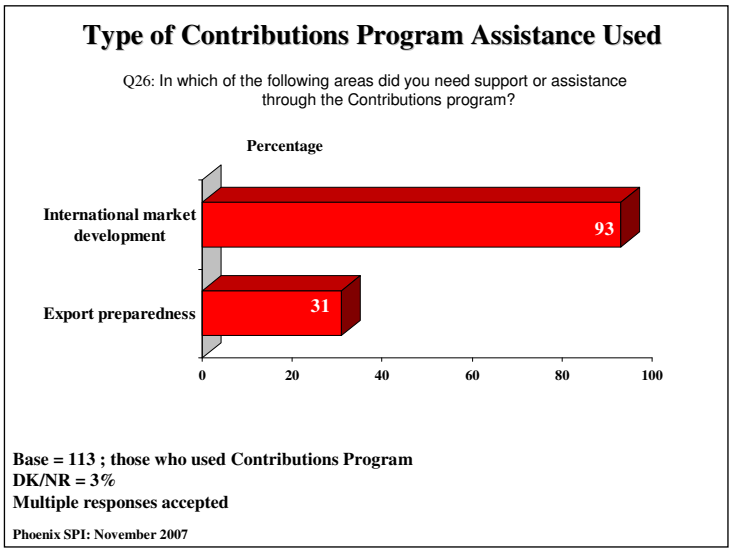
incomplete information, inconsistent information, and insufficient funding.

1.4.3 - CONTRIBUTIONS PROGRAM

In total, 64% of clients had used Trade Routes' Contributions Program during the previous year. The following questions are about their use of this service during the last 12 months. Unless otherwise indicated, the total number of respondents in this section is 113[6]. Caution should be exercised when interpreting the results due to the relatively small sample size.

Almost All Sought Assistance with International Market Development

Of the two areas in which the Contributions Program provides assistance – international market development and export preparedness – almost everyone (93%) sought assistance with the former. A considerably smaller number (31%) sought aid related to export preparedness.



International Trade Shows & Visits to New Markets – Most Undertaken Activity

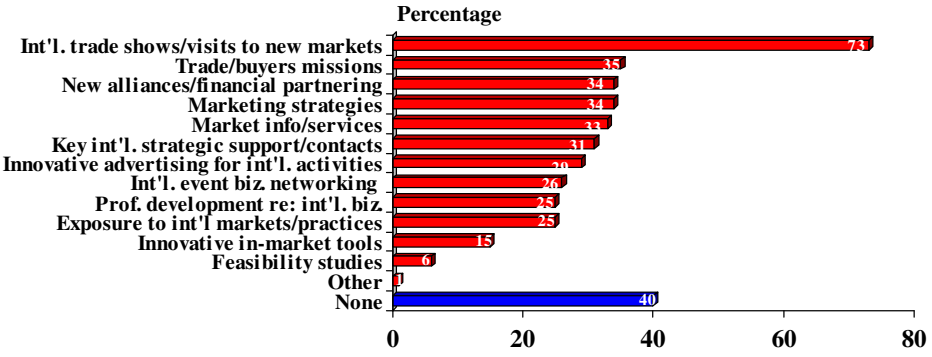
Of all the activities and events associated with Export Preparedness and International Market Development (IMD), only one was widely used. Almost three-quarters (73%) had attended international trade shows or made visits to new markets outside of Canada. This is not surprising given the considerable group who sought assistance with International Market Development.

Other IMD activities or events undertaken by smaller groups included incoming and outgoing trade buyers missions (35%), providing market information and market services (33%), providing strategic support at key trade shows and contact events outside Canada (31%), and conducting business-to-business networking at international events in Canada or internationally (26%). A small number (6%) undertook feasibility studies.

[6] 113 of the 129 who had used this service completed this module.

Export Preparedness Activities/Events

Q27: Did you participate in any of the following types of activities or events?



Base = 113 ; those who used Contributions Program
DK/NR = 4%
Multiple responses accepted

Phoenix SPI: November 2007

Similar numbers participated in activities and events associated with export preparedness. These included developing new alliances/financial partnering and developing marketing strategies (34% each), developing innovative advertising tools and approaches for specific international activities (29%), professional development in international business, and first-hand, online exposure to international markets and their business practices (25% each).

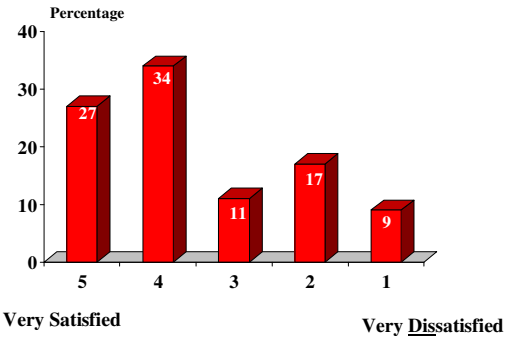
A considerable proportion (40%) did not participate in any of the above activities/events.

Most Satisfied with Overall Quality of Service, Significant Number Dissatisfied

In total, 61% of Contributions Program clients were very (27%) or moderately (34%) satisfied with the overall quality of service they received. However, just over one-quarter (26%) expressed dissatisfaction (11% were neutral).

Overall Satisfaction – Contributions Program

Q29: Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Contributions Program service during the last 12 months?



Base = 113; those who used Contributions Program
DK/NR = 3%

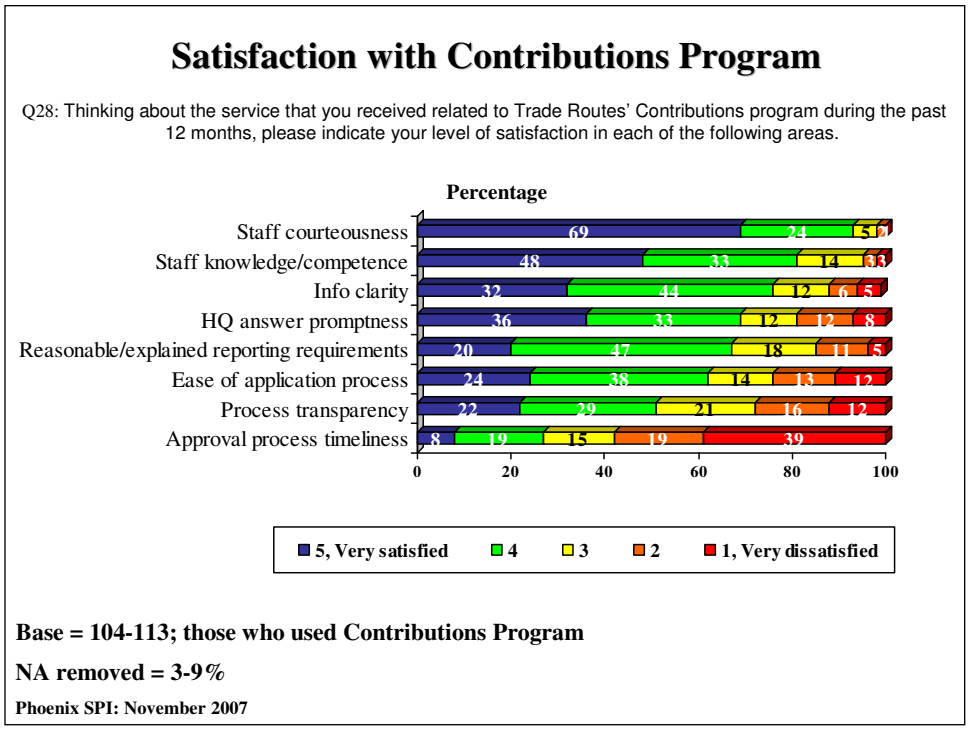
Phoenix SPI: November 2007

Service from Staff Most Favourable Aspect of Contributions Program Service

Participants were asked to rate their level of satisfaction with the following aspects of the Contributions Program (using a 5-point scale: 5 = very satisfied, 1 = very dissatisfied):

- The clarity of the information they received.
- The ease-of-use of the application process.
- The transparency of the process.
- The timeliness of approval process.
- The reporting requirements are reasonable and adequately explained.
- The promptness in obtaining answers from HQ staff.
- The knowledge and competence of the staff.
- The courteousness of the staff.

Satisfaction with aspects of Contributions Program service was noticeably higher regarding measures of staff service. In total, 93% of clients were satisfied with the courteousness of the staff, including 69% who felt strongly about it. Following this, 81% were satisfied with the staff's knowledge and competence (48% *very* satisfied). Just over three-quarters (76%) were satisfied with the clarity of information they received, and 69% with the promptness with which they obtained answers from HQ staff.

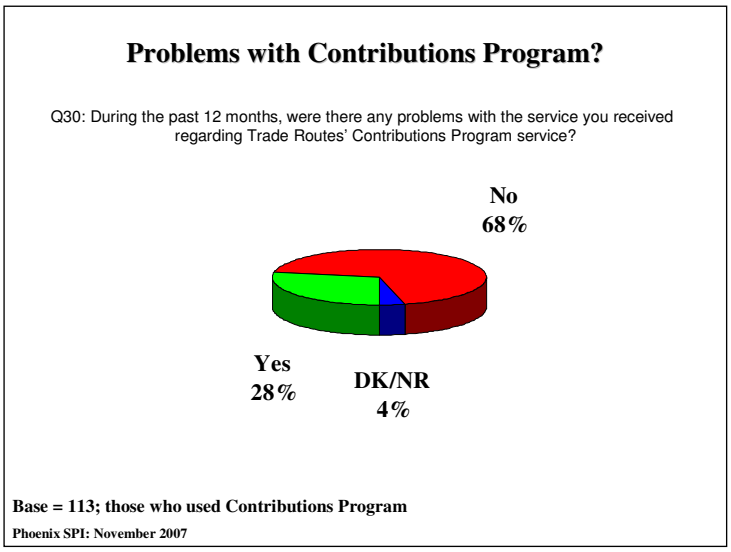


Smaller majorities were satisfied with process requirements. Sixty-seven percent expressed satisfaction with the explanation of the reporting requirements, 62% with the ease of the application process, and 51% with its transparency. Only 20% to 24% were *very* satisfied with these aspects.

The only dimension in which the majority were dissatisfied was the timeliness of the approval process (58% vs. 3-28% with other aspects). Moreover, they were three times more likely to be very dissatisfied with this aspect compared to any other (39% vs. 2-12% of others). Only 27% were satisfied with the timeliness of the approval process.

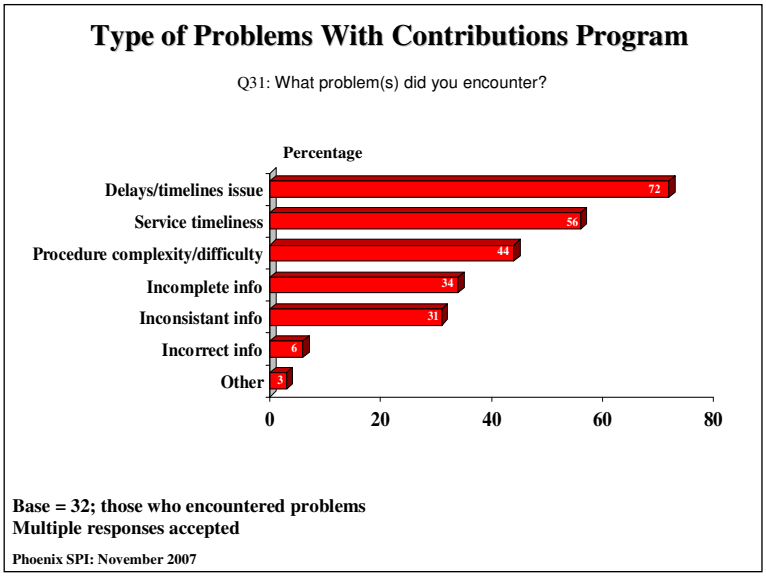
Most Did Not Encounter Problems with Service, But 28% Did

More than two-thirds (68%) did not encounter any problems with the service they received regarding the Contributions Program in the previous 12 months. However, more than one-quarter reported problems (28%).



Timeliness – Most Widespread Problem Experienced

Issues related to timeliness were encountered by many of the 32 clients who experienced problems. More specifically, 72% cited delays and timeliness issues in general, while 56% experienced problems with service timeliness. A number of other issues related to the information received. It was seen to be incomplete (34%), inconsistent (31%), and occasionally incorrect (6%). As well, 44% cited issues related to procedural complexities.



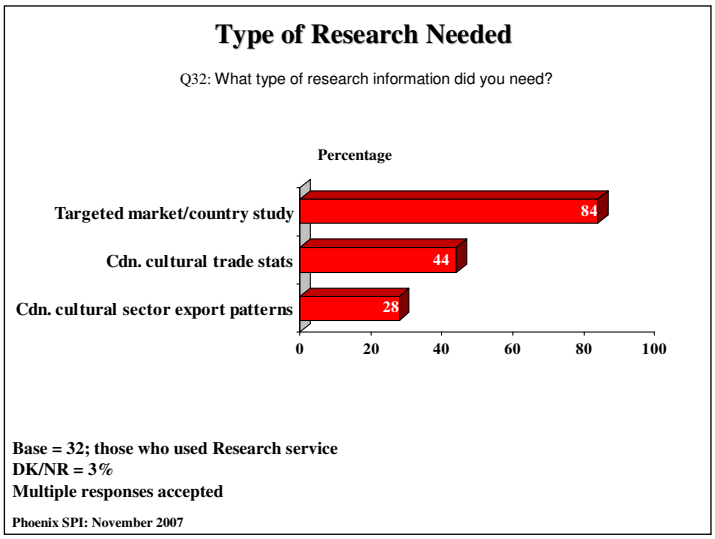
Issues included in the 'other' category include abruptness of service, correspondence issues, and difficulties with application templates.

1.4.4 - RESEARCH

In total, 19% of clients had used Trade Routes' Research service during the past year. The following questions are about their use of this service during the last 12 months. Unless otherwise indicated, the total number of respondents in this section is 32[7]. Caution should be exercised when interpreting the results due to the small sample size.

Majority Need Targeted Market/Country Research

The large majority of Research clients needed information in the form of targeted studies of specific countries or markets (84%). Following this, almost half needed research in the form of statistical data on Canadian cultural trade. Information on export patterns for Canadian cultural sectors was sought by a further 28% of those who used Research services.



Moderate Satisfaction with Overall Quality of Service

Just over half (53%) were satisfied with the overall quality of service they received when using the Research service in the previous 12 months. Moreover, this was much more likely to be moderate, not strong satisfaction (41% vs. 12%). That said, most of the rest (34%) were neutral; very few expressed dissatisfaction (6%).

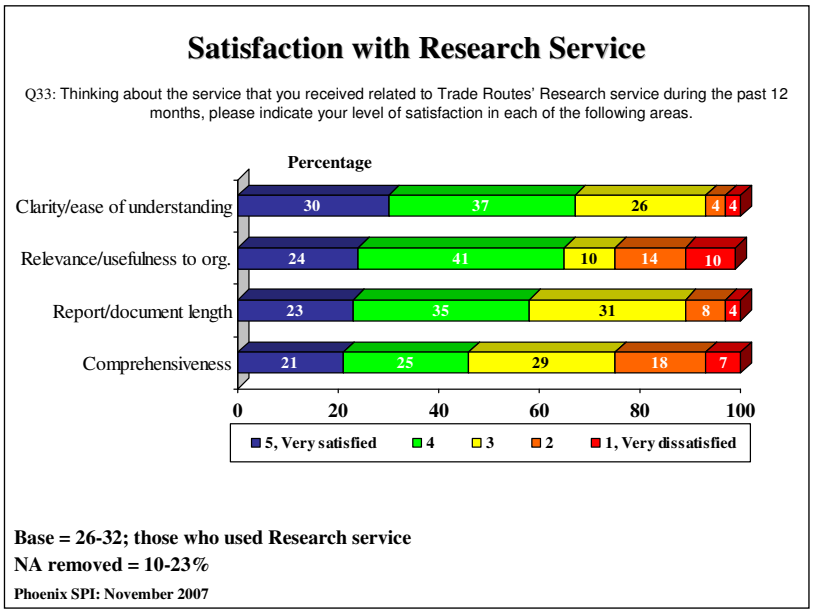
[7] 32 of the 38 who had used this service completed this module.

Two-thirds Satisfied with Clarity of Research Information and Document Length

Participants were asked to rate their level of satisfaction with the following aspects of the Research service (using a 5-point scale: 5 = very satisfied, 1 = very dissatisfied):

- The relevance and usefulness of the research to themselves or their organization.
- The comprehensiveness of the research.
- The clarity and ease of understanding the research.
- The length of the reports and documents.

A modest proportion of clients were satisfied with various aspects of this service, (46-67% satisfied).



Approximately two-thirds were satisfied that the research was clear and understandable (67%), and that it was relevant and useful to their organization (65%). More than half (58%) were satisfied with the length of the reports or documents, and just under half were satisfied with their comprehensiveness (46%). For each dimension, clients were more likely to be moderately, as opposed to very satisfied.

Dissatisfaction ranged from a low of 8% regarding the clarity of the research, to a high of one-quarter in terms of the document's length and comprehensiveness (24-25%).

Few Experienced Problems with Research Service

Just 12% (n = 4) of Research clients had encountered problems with the service they received in the last year. Conversely, 72% experienced no problems (16% were unsure).

Two clients each reported difficulties accessing the research, and accessing or contacting Trade Routes staff. One person each pointed to information lacking relevance, and a lack of courtesy from Trade Routes staff.

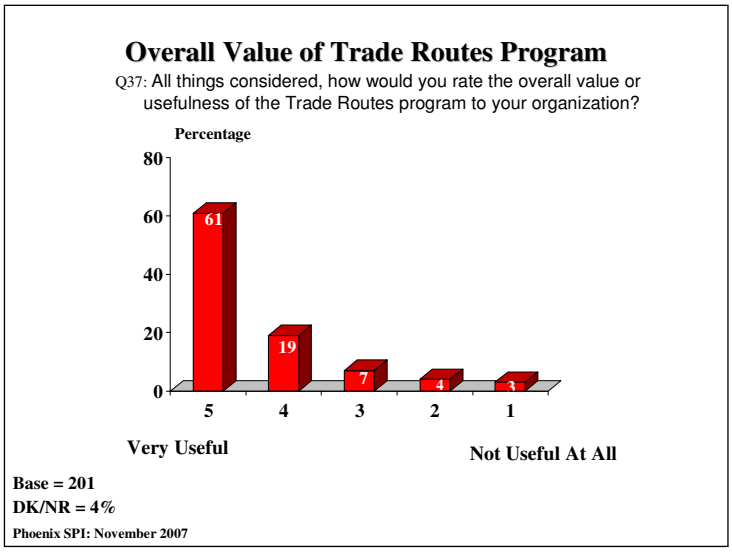
1.5 - IMPACT OF TRADE ROUTES

This section describes client perceptions of the usefulness, impacts and outcomes of the Trade Routes program for their organization. The questions in this section were asked of all surveyed clients.

Trade Routes Considered Valuable to Organization

Fully 80% of Trade Routes clients viewed the program as valuable or useful to their organization. Moreover, 61% rated it a *very* useful.

Among the rest, 7% each did not feel the program was useful, or held a neutral view. Four percent were unsure.



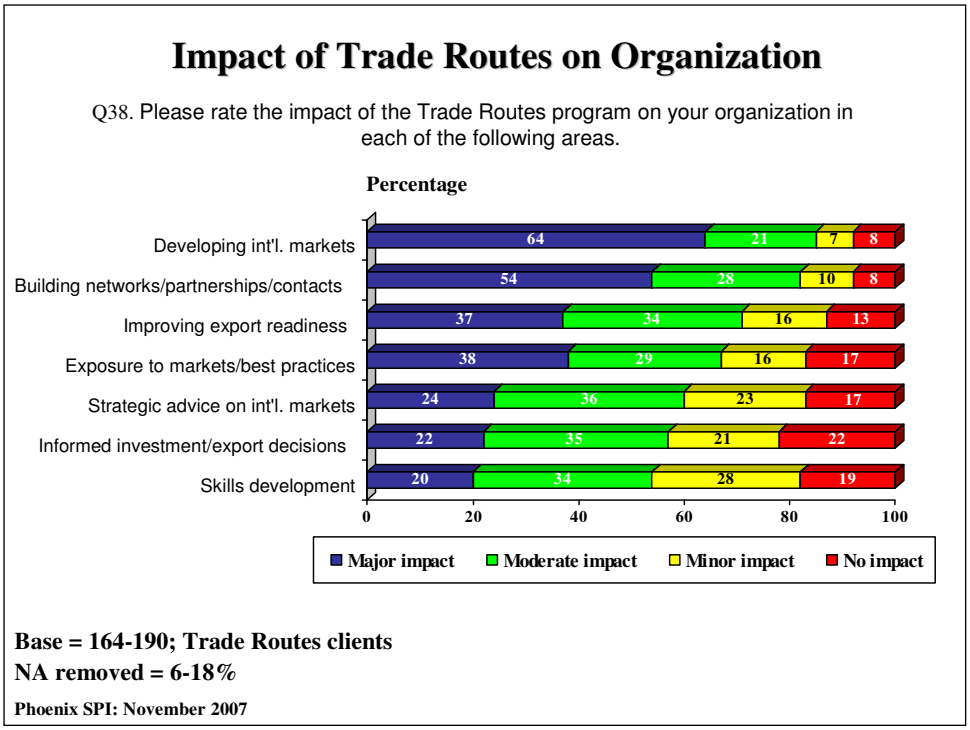
Most Attribute at Least Moderate Impact of Trade Routes in all Areas – Strongest for Developing International Markets & Networking

Clients were asked to assess the impact of Trade Routes on their organization in a number of areas, including:

- Improving their export readiness.
- Helping them to develop international market(s).
- Building networks/partnerships/contacts.
- Providing strategic advice on doing business in one or more international markets.
- Skills development for them or their staff in international business.
- Helping them to make informed decisions about where to invest and/or export.
- First-hand/on-line exposure to markets and their business practices.

Two areas stood out in terms of the impact Trade Routes has had on client organizations. The impact was most widespread in terms of helping to develop international markets (85%) and building networks, partnerships or contacts (82%). Moreover, majorities of 64% and 54% respectively characterized the impact of Trade Routes as *major* in these areas. Following this, many identified at least moderate impact in terms of their organization's export readiness (71%), and its exposure to markets and their business practices (67%). More than one-third (37-38%) judged the impact to be *major* in these areas.

Smaller majorities described at least moderate impacts in terms of strategic advice on doing business internationally (60%), making informed export and investment decisions (57%), and skills development (54%).

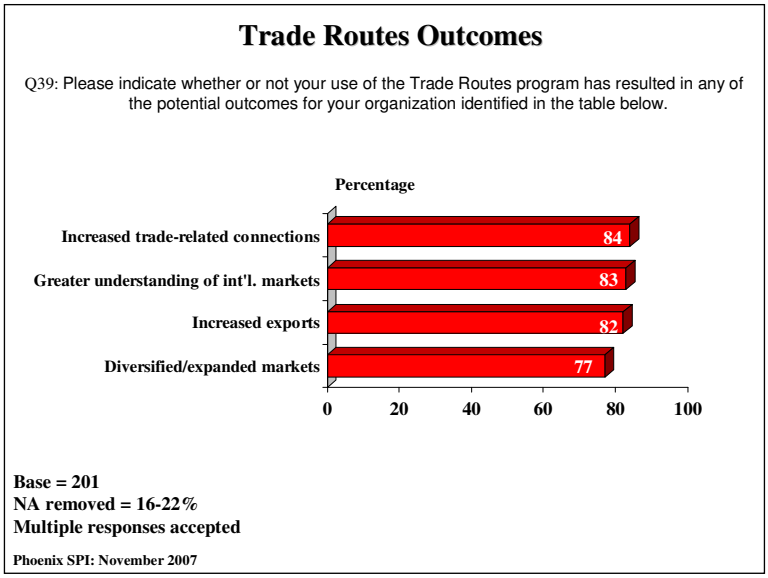


No more than 22% perceived Trade Routes to have had no impact at all in these areas. This was highest vis-à-vis making informed investment and export decisions (22%), followed by skills development (19%), strategic advice on international markets, and exposure to markets and best practices (17% each).

Widespread Achievement of Trade Routes Outcomes

Most clients felt that their use of the program resulted in achieving the full range of potential objectives for their organization. More specifically, 84% achieved better/increased trade-related networks or connections, 83% a better/increased understanding of international markets, and 82% increased exports of products/services.

Lagging slightly behind, 77% had diversified or expanded the markets for their products or services.



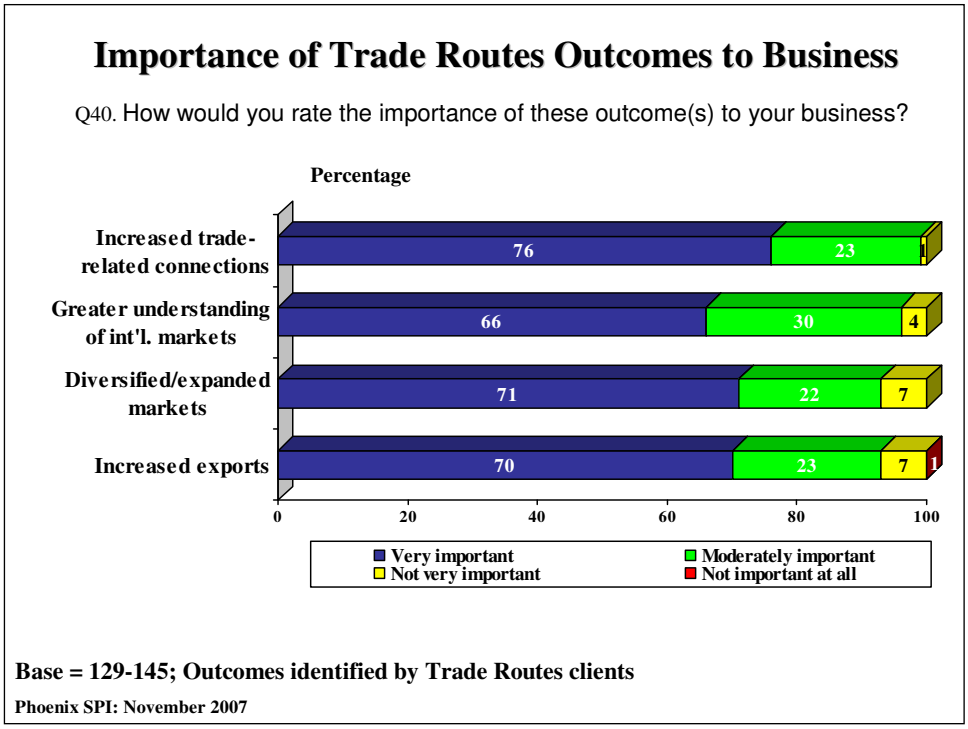
Almost All Consider Trade Routes Outcomes Important

Trade Routes clients were asked to assess the importance to their business of each of the potential outcomes they had identified. Recall that these included the following:

- Increased exports of products/ services
- Diversified/expanded markets for products/services
- Increased trade-related networks/ connections
- Better/increased understanding of international markets

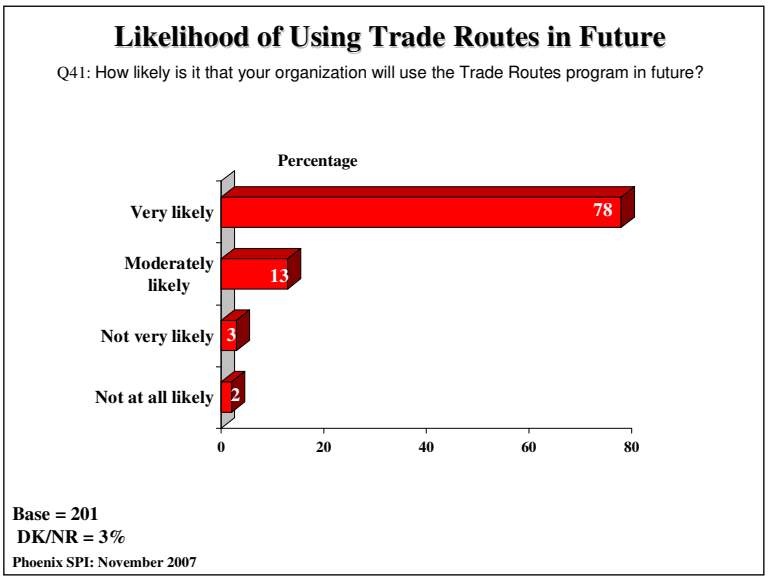
Each of these objectives was deemed to be at least moderately important by more than nine in ten clients who identified them (93-99%). There was somewhat greater variation in terms of those who attributed strong importance to them. Leading the way, increased trade-related connections were seen as a *very* important outcome by 76%, having diversified or expanded their markets by 71%, and having increased exports by 70%. Having a greater understanding of international markets was identified by 66% as being a very important outcome by those who identified this.

Less than one percent saw any of these as not important at all to their business, while no more than 7% saw these outcomes to be of minimal importance.



More Than Three-quarters Very Likely to Use Trade Routes in Future

Almost all Trade Routes clients (91%) are at least moderately likely to use the program again in the future. More than three-quarters (78%) consider this to be *very* likely. Just 5% are unlikely to use the program again.



1.6 - FUTURE DIRECTIONS

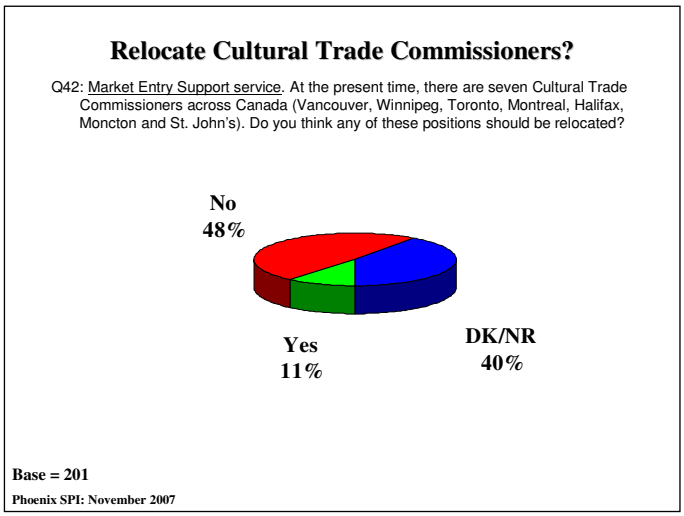
This section looks at some potential new directions for the Trade Routes program. In this section, clients were asked about all Trade Routes services, including those they did not use. Where this was the case, participants were provided a description of the service.

1.6.1 - MARKET-ENTRY SUPPORT

Few Think Cultural Trade Commissioners Should be Relocated

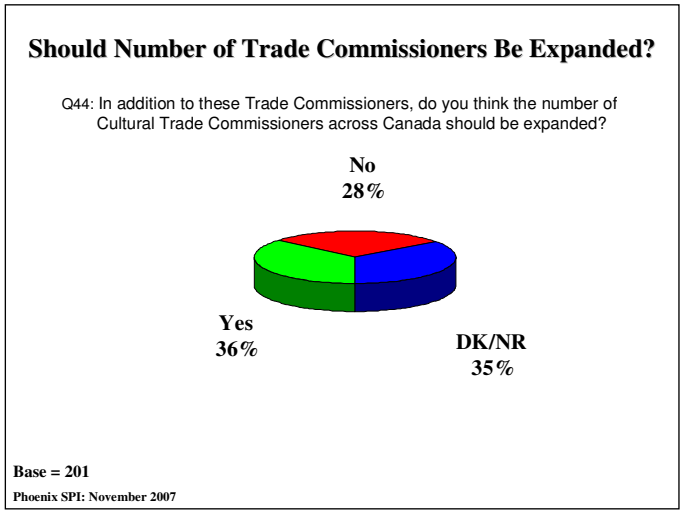
Just 11% felt that one or more of the Cultural Trade Commissioners across Canada should be relocated. Current offices are in Vancouver, Winnipeg, Toronto, Montreal, Halifax, Moncton and St. John's.

Almost half (48%) do not think any of the offices should be relocated, while 40% were uncertain.



More Than One-third Think Number of Trade Commissioners Should be Expanded

Over one-third (36%) felt that the number of Trade Commissioners should be expanded beyond the current seven. Just over one-quarter (28%) disagree with such expansion, and 35% were unsure.

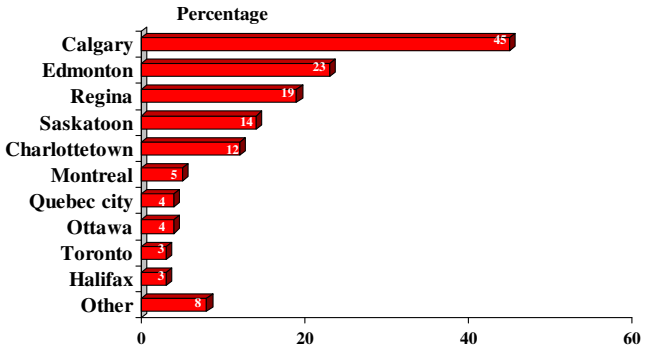


Numerous New Locations Suggested, But Calgary & The West Lead by Wide Margin

Those who would like to see the creation of additional Trade Commissioners (n = 73) were asked to identify the preferred locations. Surveyed clients were considerably more likely to suggest locating a new Trade Commissioner in Calgary compared to any other city: 45% vs. 23% or less elsewhere. Following this, 23% suggested Edmonton, 19% Regina, and 14% Saskatoon. Smaller groups suggested cities outside of the Western provinces including Charlottetown (12%), Montreal (5%), Quebec City, Ottawa, (4% each), Toronto, and Halifax (3% each).

Preferred New Trade Commissioner Locations

Q45: In which location(s) should this expansion occur? Since these Trade Commissioners are co-located at Department of Foreign Affairs and International Trade Canada's Regional Offices, we have identified the remaining potential locations, for easy reference.



Base = 73 ; those who think Trade Commissioners should be increased
DK/NR = 21%
Multiple responses accepted

Phoenix SPI: November 2007

Additional locations in the 'other' category were Victoria, and the identification of more cities in general.

1.6.2 - IN-MARKET ASSISTANCE

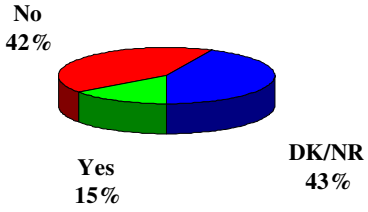
Few Support Relocating Cultural Trade Development Officers

Only 15% felt that one or more of the five Cultural Trade Development Officers at Canadian missions abroad should be relocated. Current Officers are located in Shanghai, Los Angeles, New York, Paris and London.

Conversely, the large majority either do not think this is necessary (42%) or are simply unsure (43%).

Relocate Cultural Trade Development Officers?

Q46: In-Market Assistance service. At the present time, there are five Cultural Trade Development Officers at Canadian missions abroad (Shanghai, Los Angeles, New York, Paris and London). Do you think any of these positions should be relocated?



Base = 201

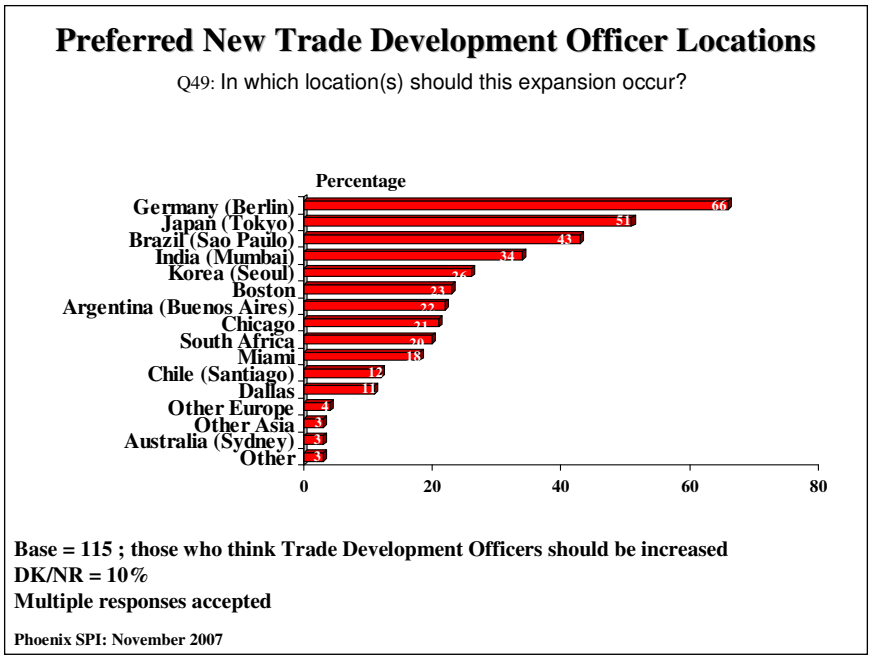
Phoenix SPI: November 2007

Majority Support Expanding Number of Cultural Trade Development Officers

More than half (57%) of surveyed clients support expanding the number of Cultural Trade Development Officers. Eleven percent do not think the number should be increased, while 32% were unsure.

Berlin, Tokyo, Sao Paulo – Top Preferred Locations for Additional Officers

Those who thought that the number of Cultural Trade Development Officers should be expanded (n = 115) suggested most often expansion to three new locations. Leading the way was Berlin (66%), followed Tokyo (51%), Sao Paulo (43%), and Mumbai (34%). Between one-fifth and one-quarter suggested Seoul, Boston, Buenos Aires, Chicago, and South Africa. Locations suggested less often were Miami, Santiago and Dallas.



Proposed locations in the 'other' category were Seattle, one in every country that has an ambassador to Canada, and everywhere possible.

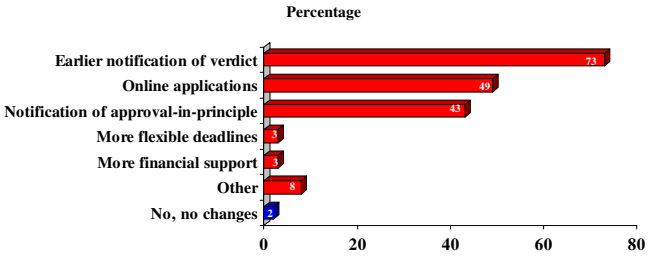
1.6.3 - CONTRIBUTIONS PROGRAM

Earlier Notification – Top Preferred Change to Contributions Program

In terms of changes to the Contributions Program, Trade Routes clients were most likely to prefer having earlier notification of their approval or rejection (73%). Smaller but considerable numbers also suggest online applications (49%) and notifications of approval-in-principle[8] (43%). Other changes were suggested by relatively few respondents and included having more flexible deadlines, and increased financial support (3% each).

Potential Changes to Contributions Program

Q50: Contributions Program. Are there any changes to the Contributions program that you would like to see carried out?



Base = 201
DK/NR = 13%
Phoenix SPI: November 2007

In total, 15% did not suggest any changes to the Contributions Program, including 13% who offered no response. Suggestions included in the 'other' category are a streamlined application process, greater transparency in the process, clearer guidelines, and deadlines not based on the federal government's fiscal year.

1.6.4 - RESEARCH SERVICE

No Consensus on Additional Research Areas

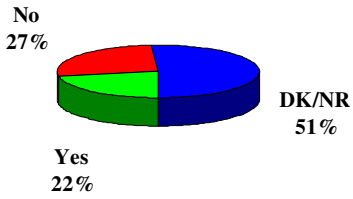
Clients were given the following information about the current areas the Research service focuses on:

> At the present time, the Research service focuses on the analysis of international trade statistics on cultural goods and services, targeted studies of specific markets and countries, surveys and profiles of export patterns.

They were then asked whether there were any other research activities they would like to be carried out.

Should Research Service Examine Additional Areas?

Q51: Research service. At the present time, the Research service focuses on the analysis of international trade statistics on cultural goods and services, targeted studies of specific markets and countries, surveys and profiles of export patterns. Are there any other research activities that you would like to see carried out?



Base = 201
Phoenix SPI: November 2007

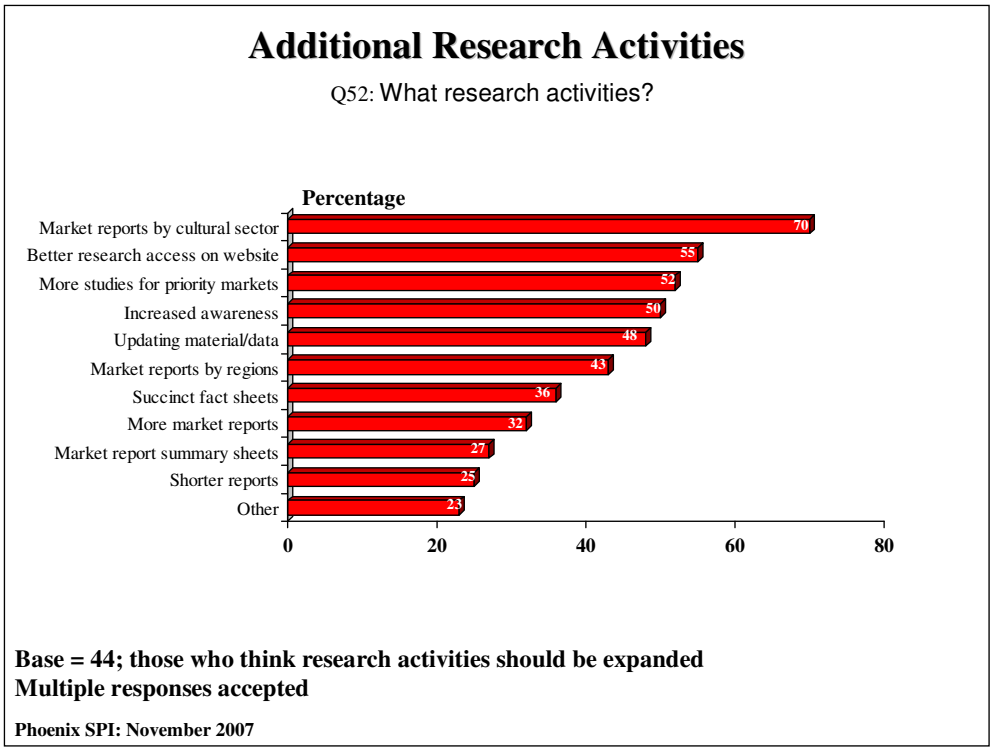
[8] With the understanding that there is always a possibility that the file might be rejected in its final approval stages.

The majority were unsure if there were any additional research activities they would like to see (51%). Those who held an opinion on this issue were similarly likely to perceive a need for (22%), or no need for (27%), additional research activities.

Market Reports by Cultural Sector – Top Suggested Research Activity

Those who felt that the Research service should carry out additional activities (n = 44) pointed to a range of possible directions. The most prevalent was a focus on market reports by cultural sectors (70%). Approximately half would like better access to research on the Trade Routes websites (55%), more studies corresponding to priority markets (52%), and increased awareness of available studies (50%).

Suggested areas made less often, but still by significant numbers, included updating material or data already available (48%), producing market reports by regions (43%), providing succinct fact sheets (36%), and more market reports in general (32%). Suggestions made by approximately one-quarter included summary sheets of market reports (27%) and developing shorter reports (25%).

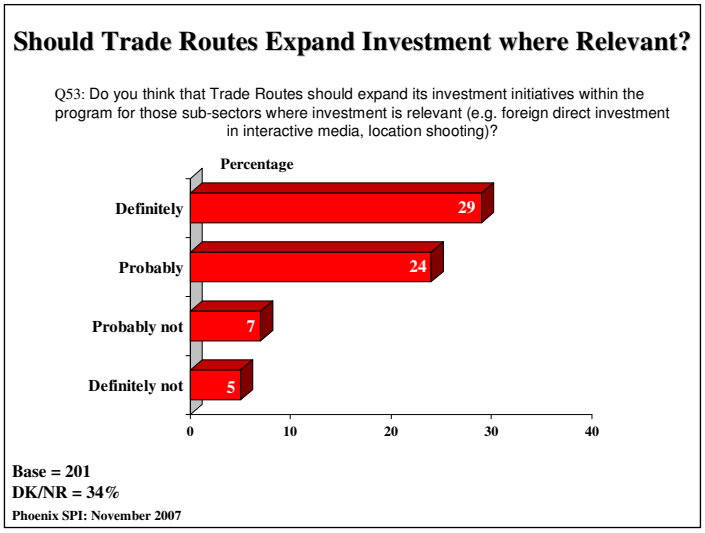


A number of other suggestions were made by much smaller numbers. These included research on potential partners, more niche market reports, analyzing government and industry incentives, emerging digital media trends, research on proven methods, and providing profiling and psychographic information.

1.6.5 - ADDITIONAL CHANGES AND SUGGESTIONS

Half Support Expanding Trade Routes' Investment Where Relevant

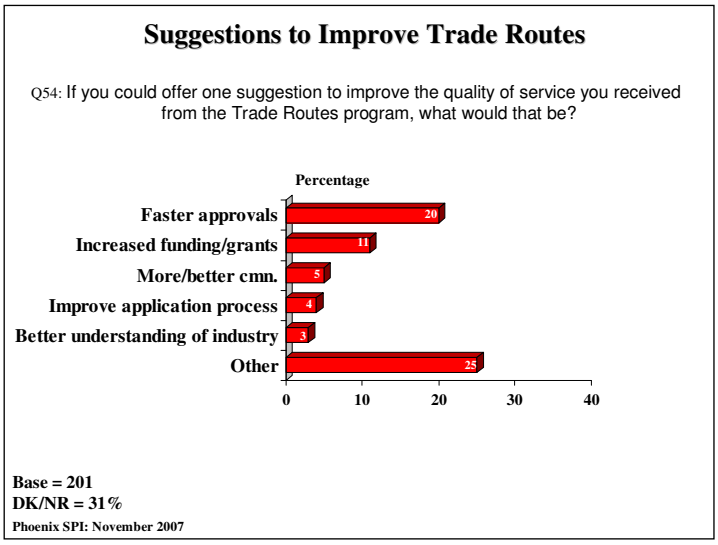
Fully 53% of surveyed clients think that Trade Routes should expand its investment initiatives within the program for those sub-sectors where investment is relevant (e.g. foreign direct investment in interactive media, location shooting). Support was split between those who think the program should definitely (29%) or probably (24%) do this. Conversely, 12% said the program should probably or definitely not make such investments.



Approximately one-third (34%) were unsure or gave no response.

Faster Approvals – Top Suggestion to Improve Trade Routes

Clients were asked to identify one suggestion they could offer to improve the quality of service received from the Trade Routes program. One in five suggested faster approvals. Following this was increased funding or grants (11%). Other recommendations were made by small numbers (3-5%), including more or better communication, improving the application process, and acquiring a better understanding of the industry.

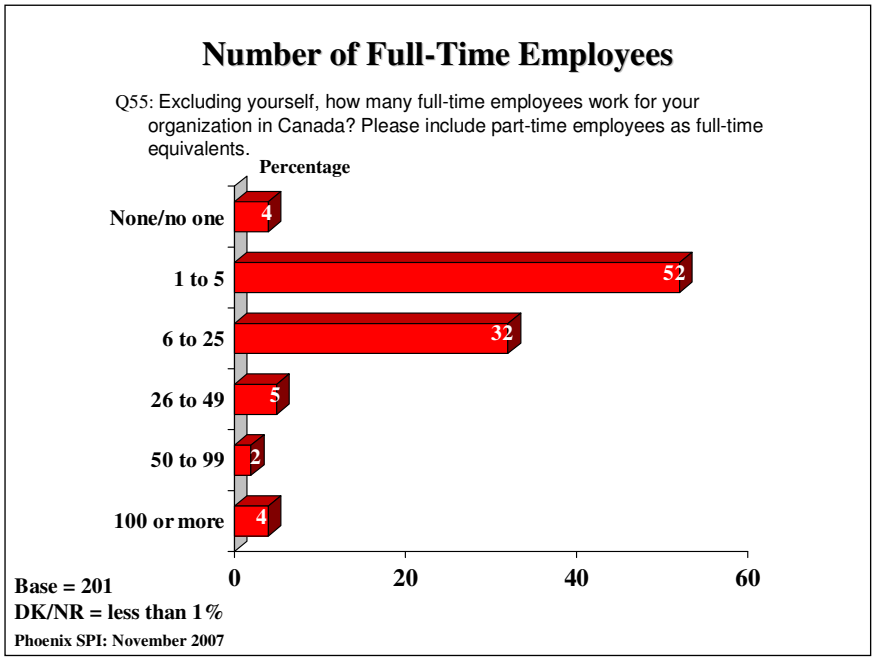


A number of other suggestions were made by handfuls of clients. These included more support from overseas representatives, better or more flexible deadlines, more or clearer information, greater awareness of cultural products, clearer program guidelines, political support for arts, improved service, and better relationships with clients.

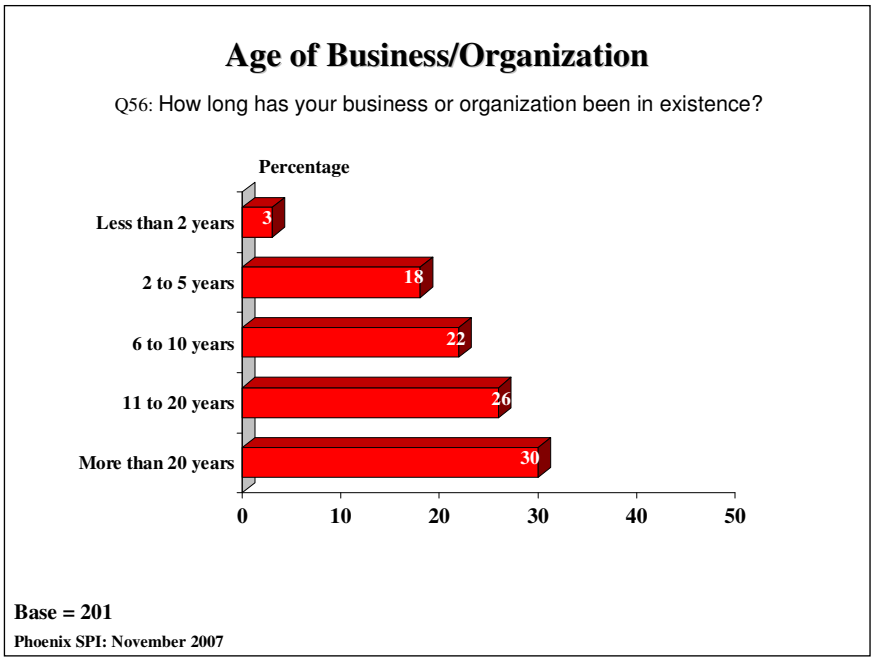
1.7 - CORPORATE PROFILE & CHARACTERISTICS

This section presents information on the characteristics of respondents' organizations and the respondents themselves.

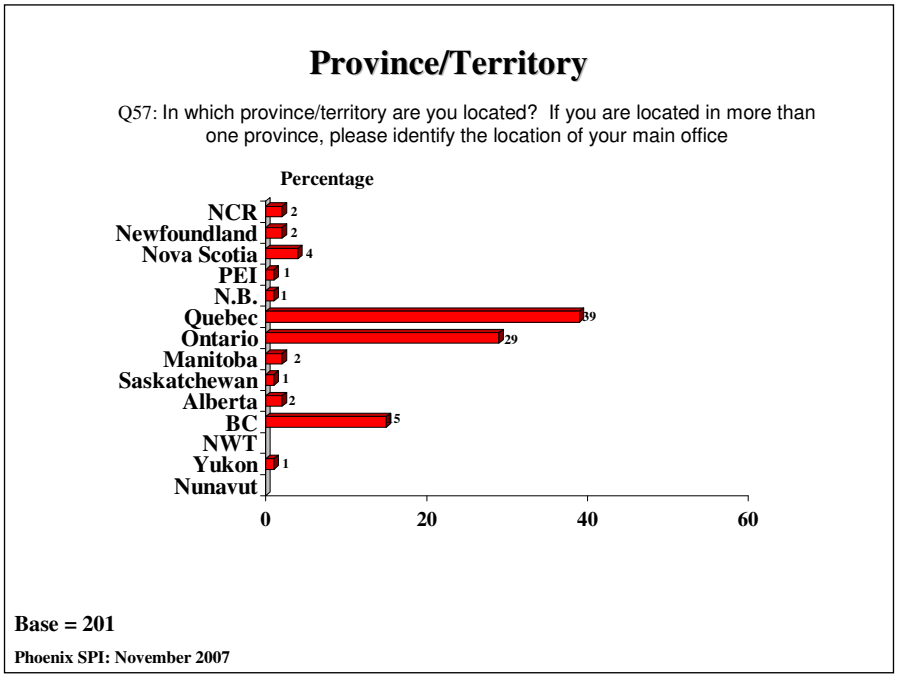
Number of Employees



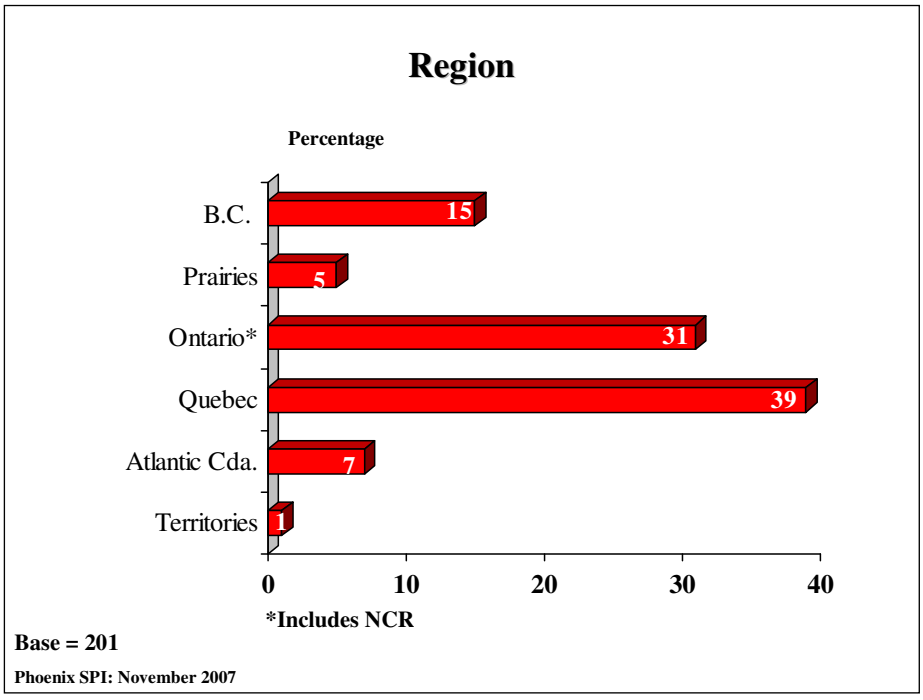
Age of Organization



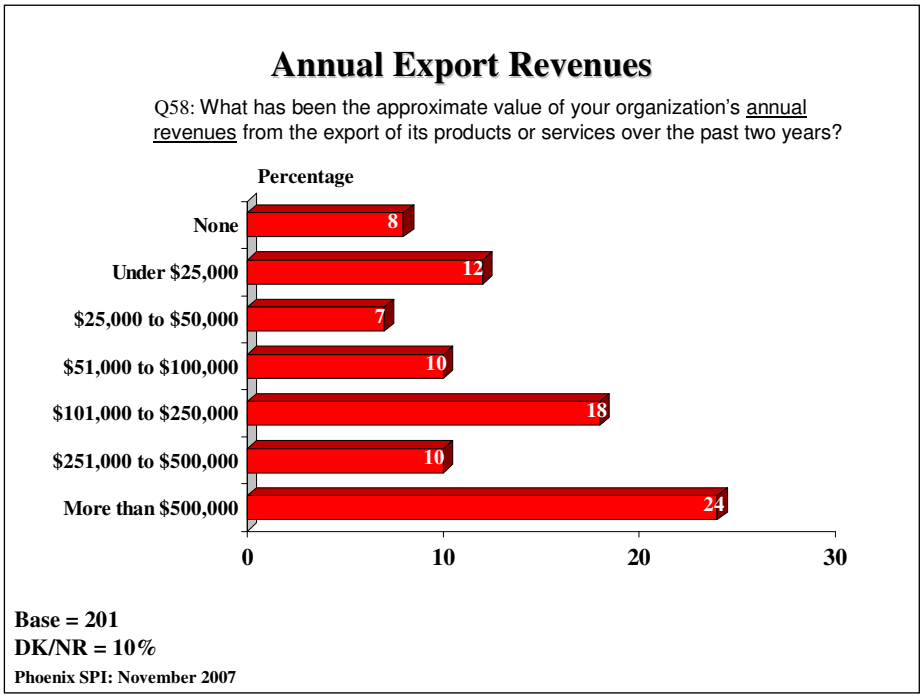
Province or Territory



Region

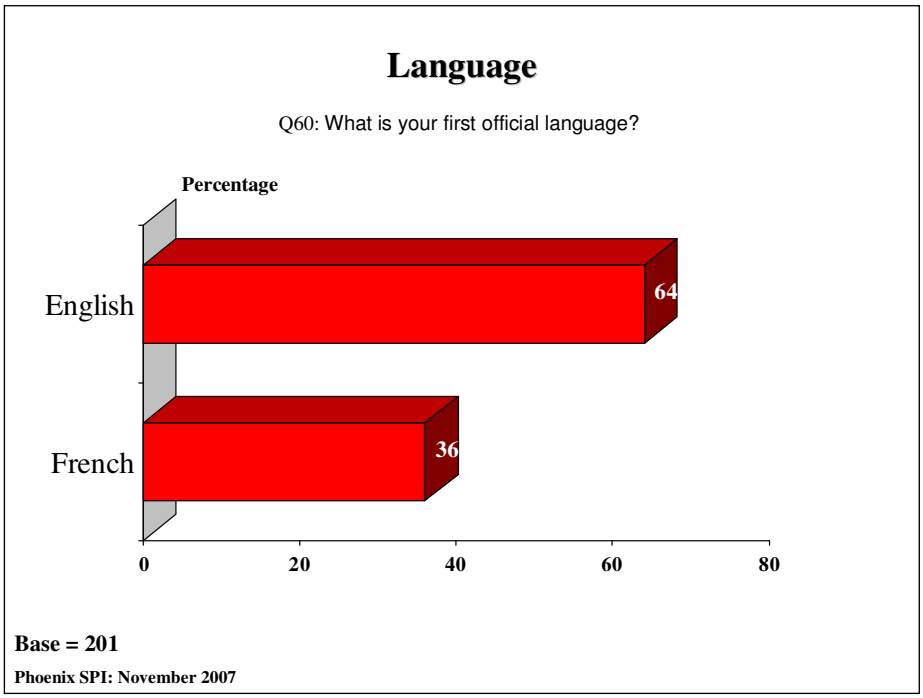


Annual Export Revenues



Group Membership

Language


Language
Q60: What is your first official language?
Percentage
English
64
French
36
0
20
40
60
80
Base = 201
Phoenix SPI: November 2007

CHAPTER 2: NON-CLIENTS AND FORMER CLIENTS

This chapter presents the results of the survey completed by those who are not current Trade Routes clients (n = 532). This includes both arts and cultural sector organizations that were never Trade Routes clients, as well as former clients – organizations that had used Trade Routes in the past, but had not used the program in the previous 12 months.

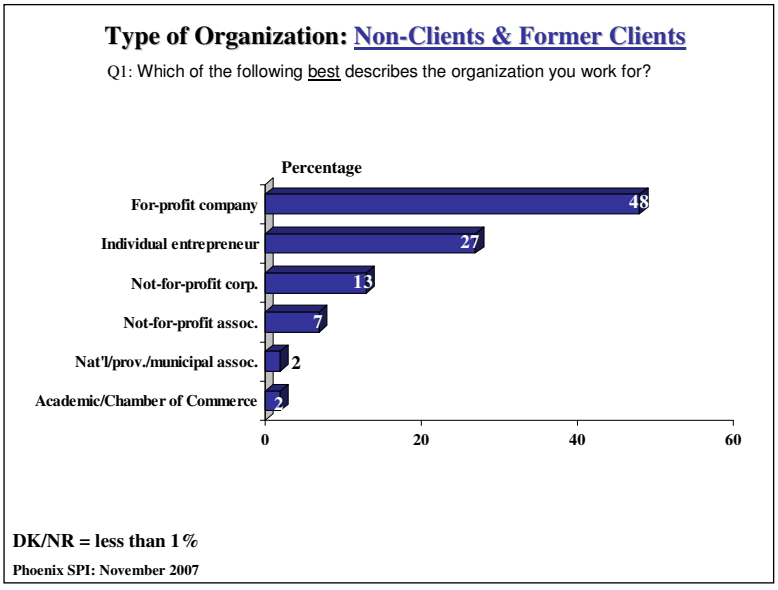
In total, 94% were certain they had not used the Trade Routes program in the last 12 months, while 6% were uncertain. This group is deemed to be non-clients of the program. For ease of reference, the term 'non-client' is used to denote organizations that have never used Trade Routes, as well as those who have used the program in previous years, but did not use it in the previous 12 months.

2.1 - BACKGROUND INFORMATION

This section provides background information on non-client and former client respondents.

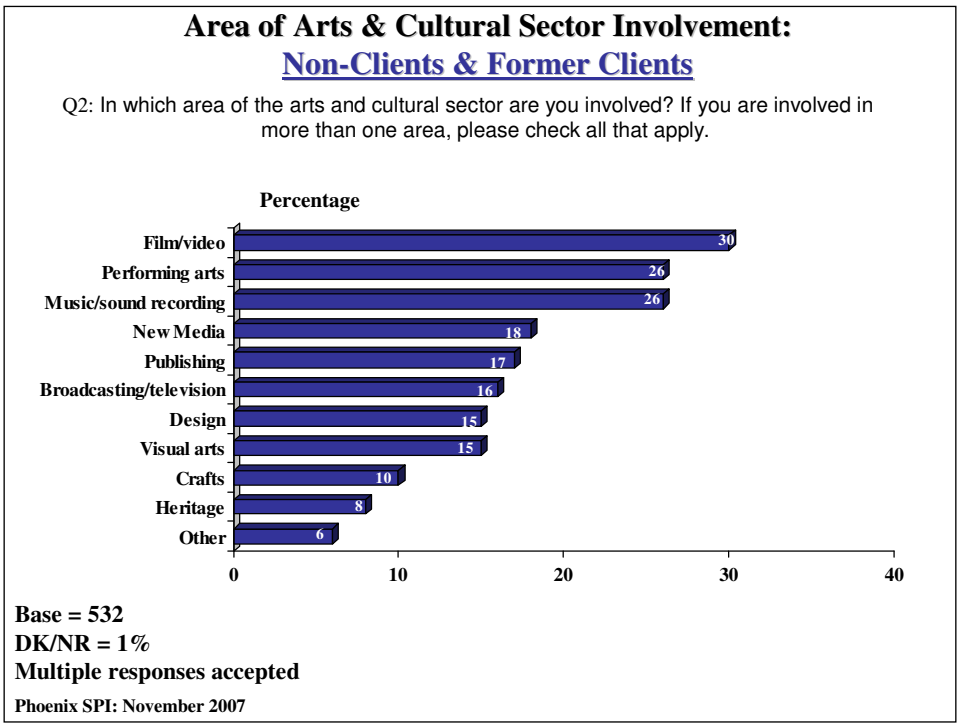
Type of Organization

Almost half of these respondents described the organization they work for as a for-profit company (48%). Following this, 27% were individual entrepreneurs, and 13% worked for not-for-profit companies. A further 7% were with not-for-profit associations. Few described their organizations as associations or academic institutions and chambers of commerce.



Area of Arts and Cultural Sector Involvement

The leading areas of arts and cultural sector involvement were film and video (30%), performing arts (26%), and music or sound recording (26%). Numerous non-clients operate in new media (18%), publishing (17%), broadcasting and television (16%), design, and visual arts (15% each). Others were involved in crafts (10%), and heritage areas (8%).



Sectors included in the 'other' category are education, exhibits and festivals, fashion, and architecture.

2.2 - USE OF TRADE ROUTES PROGRAM

This section examines familiarity with the Trade Routes program, as well as use of the program among the non-client group (N = 532).

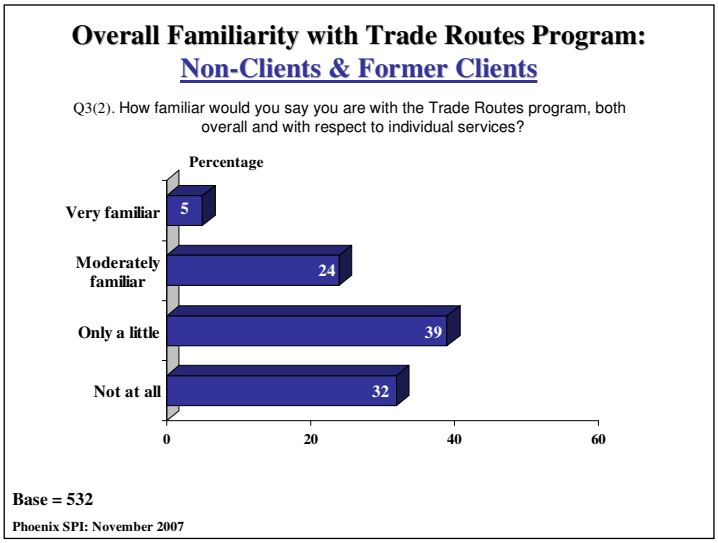
Before answering questions about the program, respondents were given the following description of Trade Routes:

> Trade Routes is a trade development program designed for the arts and cultural sector. The program is part of the Department of Canadian Heritage's strategy to expand international markets for Canada's arts and cultural sector. The program provides international business development services to help Canada's cultural entrepreneurs become export-ready and take advantage of opportunities in the global marketplace. The Trade Routes program consists of four services: Market Entry Support, In-Market Assistance, Contributions Program, and Research.

Limited Familiarity with Trade Routes

In total, 71% were no more than *a little* familiar with the program overall. Moreover, 32% were not familiar with it at all.

Most of the rest were moderately familiar with the program (24%), while few (5%) were *very* familiar with it.



Lack of Familiarity with Services – Highest for Contributions, Market Entry Support

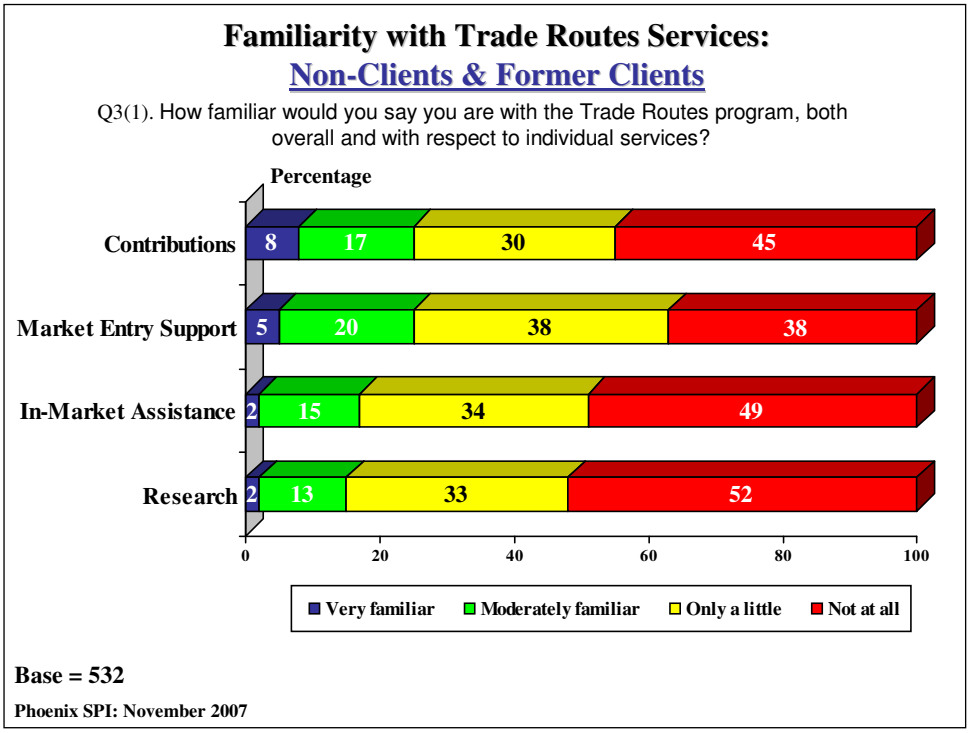
Participants were asked to rate their familiarity with the individual services offered through the Trade Routes program[9]:

- Market Entry Support
- In-Market Assistance
- Contributions
- Research

The proportion that were at least moderately familiar with each Trade Routes service ranged from 15% to 25%. In each case, they were at least twice as likely to be moderately, rather than very familiar.

[9] Participants were given a description of each service.

Non-clients/former clients were noticeably more apt to be at least moderately familiar with the Contributions Program and Market Entry Support (25% each).



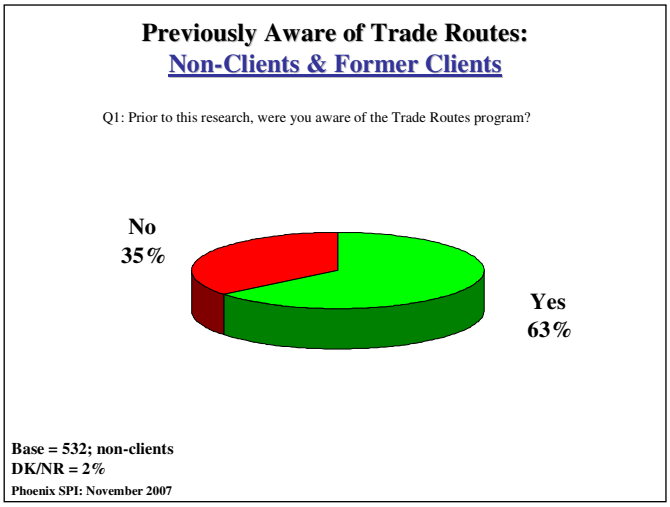
Approximately half were completely unfamiliar with the Research (52%), In-Market Assistance (49%), and Contributions (45%) services. Non-clients were less likely to be unfamiliar with Market Entry Support (38%).

2.3 - RELATIONSHIP TO TRADE ROUTES PROGRAM

This section describes the relationship of non-clients (includes former clients) to the Trade Routes Program in terms of their awareness and past use, and reasons for not using the program at this time.

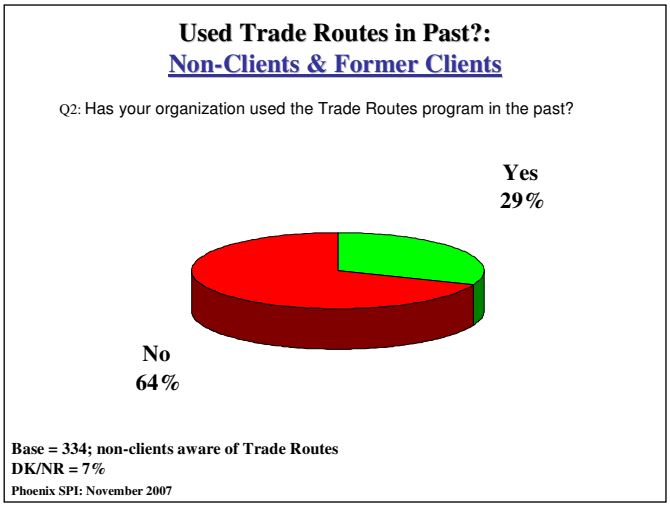
Most Previously Aware of Trade Routes

Prior to this research, 63% of these respondents said they were aware of the Trade Routes program. Conversely, 35% were not, and 2% were unsure.



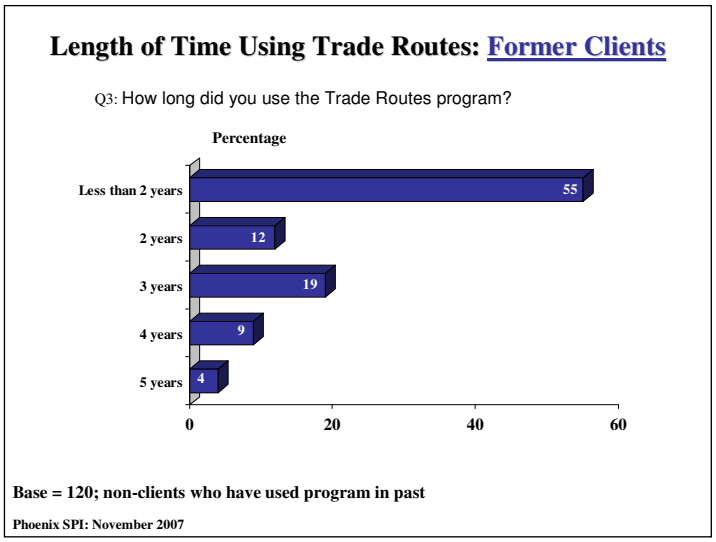
Many Had Used Trade Routes in Past

More than one-quarter (29%) of those who were previously aware of Trade Routes and not currently clients said they had used the program in the past. Almost two-thirds (64%) had not.



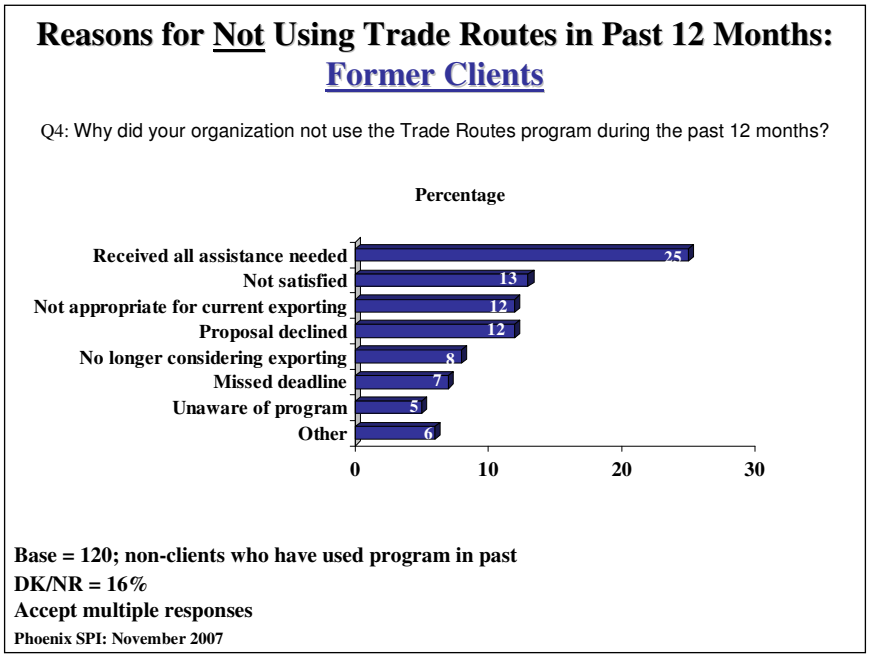
Over Half of Former Clients Were Clients for Less Than Two Years

Most of those who had used Trade Routes in the past (n = 120) were not long-term clients of the program. The greatest proportion of former clients had used the program for less than two years (55%). Following this, 12% had used it for two years, and 19% for three years. Just 13% were clients for four or five years.



No Longer Needed – Most Common Reason for Discontinuing Trade Routes

Former Trade Routes clients (n = 120) provided a range of reasons to explain their lack of use of the program at this time. The most common reason, offered by 25%, was that they had received all the assistance their organization had needed. Others had discontinued use because they were not satisfied with the service (13%), felt the program was not appropriate for their level of exporting (12%), or their proposal had been declined (12%). Smaller numbers said they were no longer considering exporting (8%), had missed the deadline (7%), or were unaware of the program (5%).



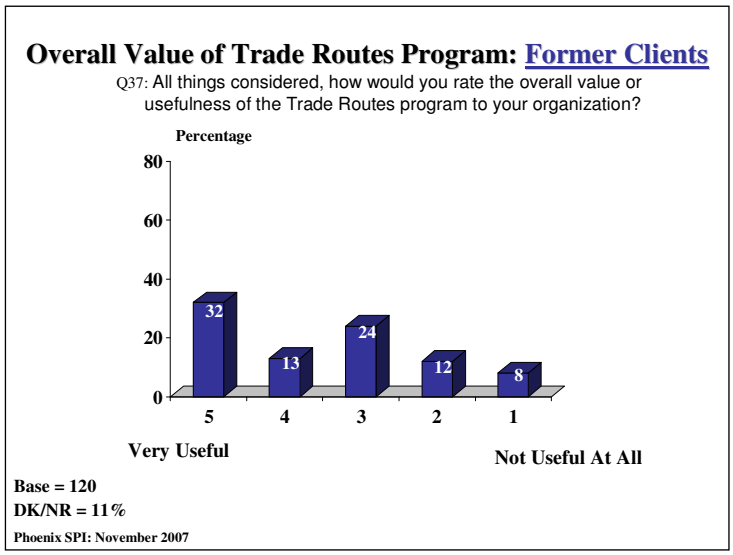
In total, 16% did not respond. Reasons included in the 'other' category are having received alternative assistance, having other priorities, and having reorganized the firm.

2.4 - IMPACT OF TRADE ROUTES (FORMER CLIENTS)

This section describes former clients' perceptions of the usefulness, impacts and outcomes of the Trade Routes program for their organization. Caution should be exercised when interpreting the results due to the relatively small sample size.

Modest Perceptions on Overall Value to Organization

Former Trade Routes clients offered mixed assessments of the overall value of the program to their organization. In total, 45% rated the program as valuable or useful to them. Moreover, 32% of these judged the program to be *very* useful to them. A further 24% held a neutral view, while one in five felt that the program was of little use to their organization. Eleven percent were unsure.



Networking, Developing International Markets – Impacts Identified Most Often

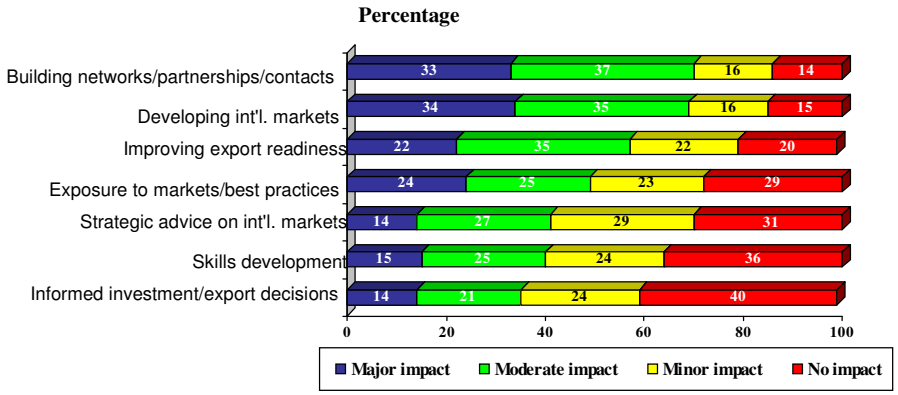
Former clients were asked to assess the impact of Trade Routes on their organization in a number of areas, including:

- Improving their export readiness.
- Helping them to develop international market(s).
- Building networks/partnerships/contacts.
- Providing strategic advice on doing business in one or more international markets.
- Skills development for themselves or their staff in international business.
- Helping them make informed decisions about where to invest and/or export.
- First-hand/on-line exposure to markets and their business practices.

Two areas stood out in terms of the impact Trade Routes has had on former clients' organizations. The impacts most often identified were building networks, partnerships and contacts (70%), and helping to develop international markets (69%). Around one-third (33-34%) also characterized the impact in these areas to be *major*. Following this, more than half noted at least moderate impacts in terms of their organization's export readiness (57%). All remaining areas were identified by minorities of former clients. These included exposure to markets and their business practices (49%), strategic advice on doing business internationally (41%), skills development (40%), and making informed export and investment decisions (35%).

Specific Impacts of Trade Routes on Organization: Former Clients

Q38. Please rate the impact of the Trade Routes program on your organization in each of the following areas.



Base = 94-106; Former Trade Routes clients
NA removed = 13-28%

Phoenix SPI: November 2007

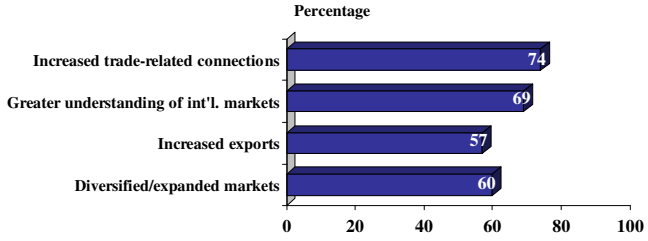
Considerable numbers judged Trade Routes to have had no impact in these areas. This was highest regarding making informed investment and export decisions (40%), followed by skills development (36%), strategic advice on international markets (31%), and exposure to markets and best practices (29%).

Widespread Achievement of Trade Routes Outcomes

Majorities of former clients felt that their use of the program had resulted in achieving potential objectives for their organization. More specifically, 74% achieved better or increased trade-related networks or connection, 69% a better/increased understanding of international markets, 60% had diversified or expanded the markets for their products or services, and 57% had increased exports of products or services.

Trade Routes Outcomes: Former Clients

Q39: Please indicate whether or not your use of the Trade Routes program has resulted in any of the potential outcomes for your organization identified in the table below.



Base = 120
NA removed = 26-40%
Multiple responses accepted

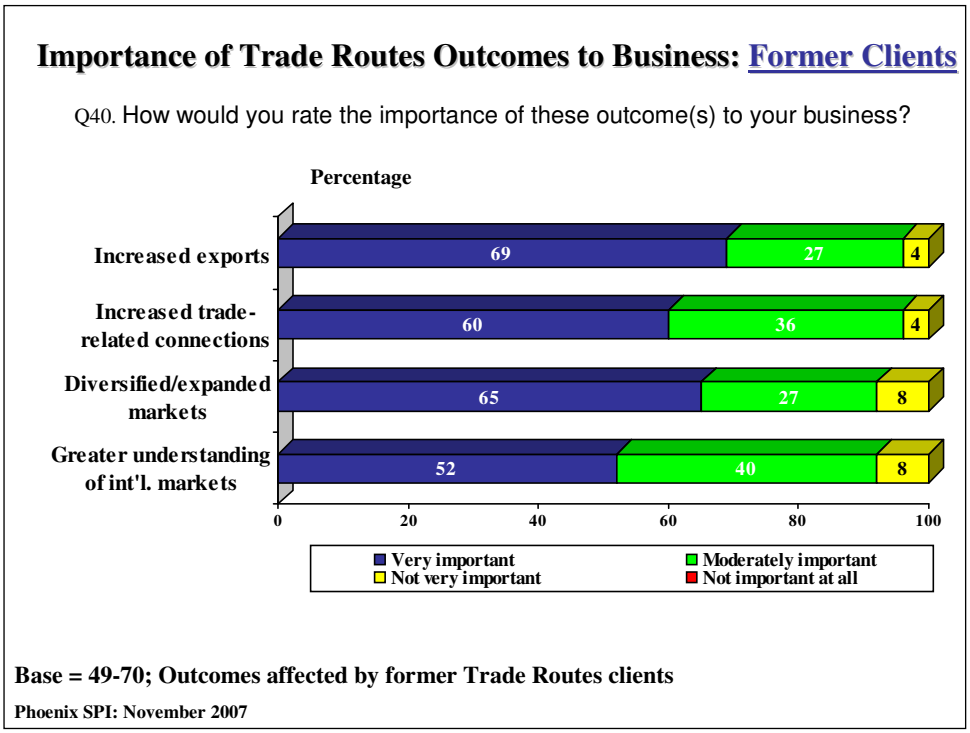
Phoenix SPI: November 2007

Almost All Consider Trade Routes Outcomes Important

Former Trade Routes clients were asked to assess the importance to their business of each of the achieved outcomes they had identified. Recall that these included the following:

- Increased exports of products/ services
- Diversified/expanded markets for products/services
- Increased trade-related networks/ connections
- Better/increased understanding of international markets

Each of these objectives was deemed to be at least moderately important by virtually all of the former clients that had identified them (92-96%). Moreover, three of four were viewed as *very* important by 60% or more. These included increased exports (69%), diversified or expanded markets (65%), and increased trade-related connections (60%). Having a greater understanding of international markets, at 52%, was the least likely to be seen as *very* important to their business.



Between 4% and 8% felt that these outcomes were not very important, while none saw them as unimportant to their business.

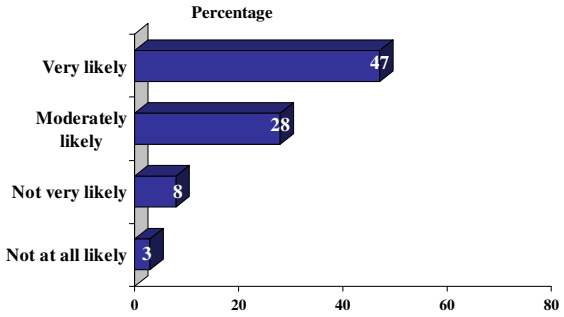
Three-quarters Likely to Use Trade Routes in Future

Exactly three-quarters of former Trade Routes clients are at least moderately likely to use the program again in the future. This includes almost half (47%) that consider this to be *very* likely.

Conversely, 11% are unlikely to use the program again.

Likelihood of Using Trade Routes in Future: Former Clients

Q41: How likely is it that your organization will use the Trade Routes program in future?



Base = 120
DK/NR = 14%
Phoenix SPI: November 2007

2.5 - FUTURE DIRECTIONS

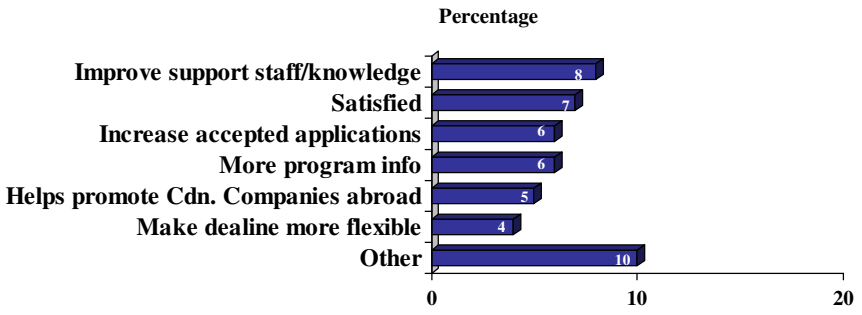
This section provides non-clients' suggestions for improvement, as well as general comments about the Trade Routes program.

Suggestions & Feedback on Trade Routes

More than half of non-clients did not provide a suggestion or feedback about the program (55%). Among those who did (n = 103), a number of suggestions were offered by small numbers of respondents (4-8%). Some of these were items, such as improving support from staff and their knowledge level, increasing the number of accepted applications, providing more program information, and making the deadline more flexible. Other comments simply reflected satisfaction, such as they were satisfied with the program in general, or noting that it helps to promote Canadian companies in international markets.

Suggestions and Feedback Re: Trade Routes:
Non-Clients & Former Clients

Q5: Do you have any comments or feedback you would like to share about the Trade Routes program? If so, please provide below.



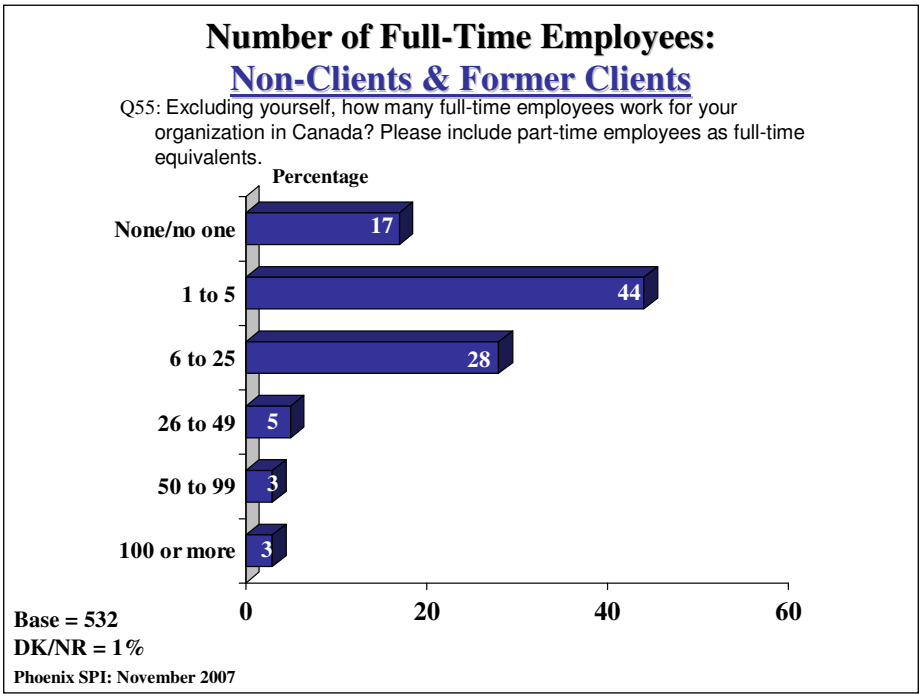
Base = 103; those who provided suggestions/feedback
DK/NR = 55%
Phoenix SPI: November 2007

Suggestions included in the 'other' category are increase the current financial support offered, improve the time between acceptance and financial support, and simplify the application process.

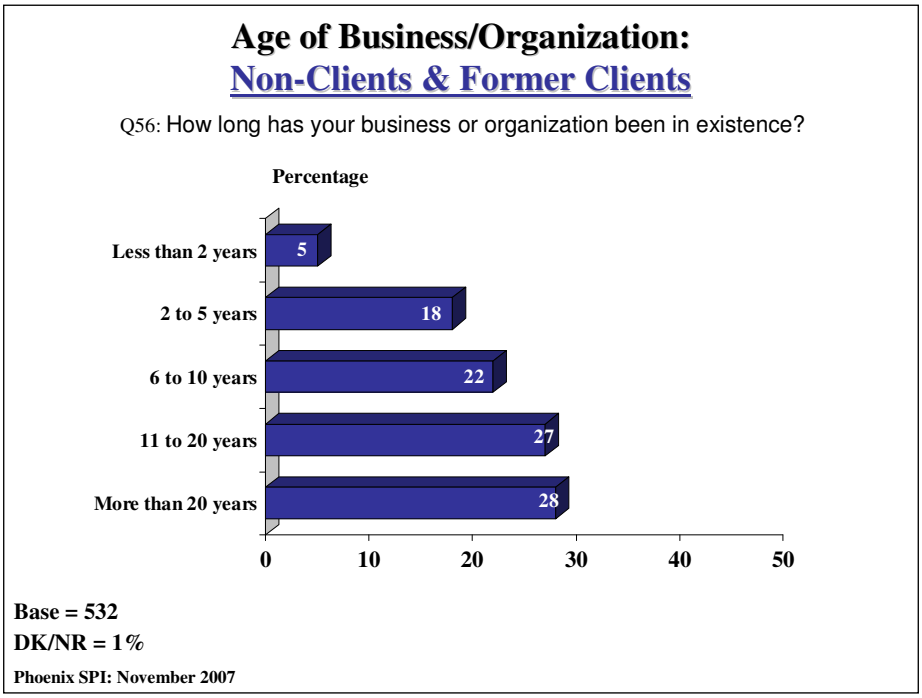
2.6 - CORPORATE PROFILE & CHARACTERISTICS

This section presents information on the characteristics of non-client respondents' organizations and the respondents themselves.

Number of Employees



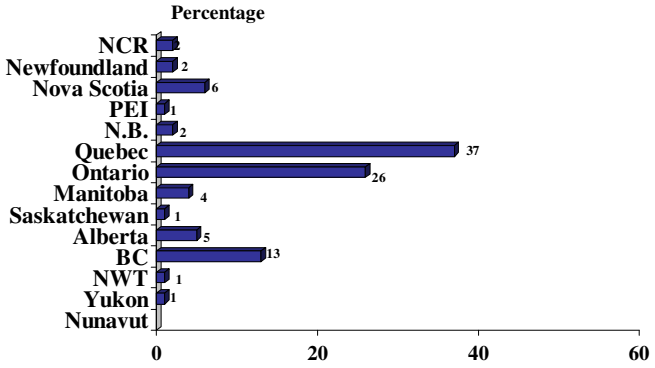
Age of Organization



Province or Territory

Province/Territory: Non-Clients & Former Clients

Q57: In which province/territory are you located? If you are located in more than one province, please identify the location of your main office

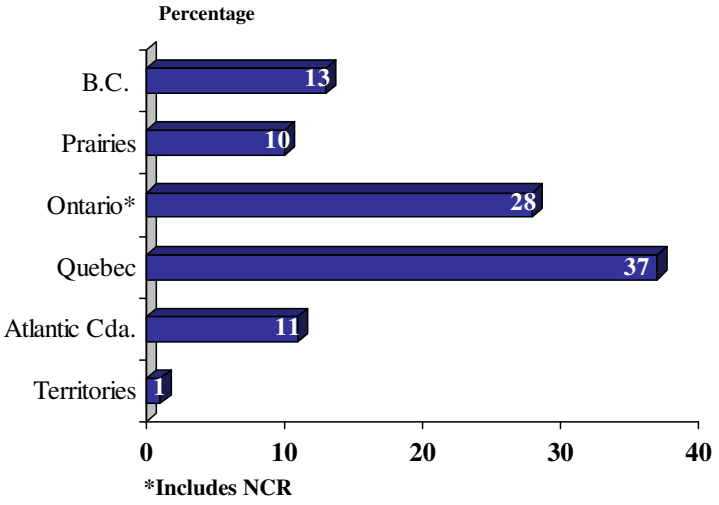


Base = 532
DK/NR = Less than 1%

Phoenix SPI: November 2007

Region

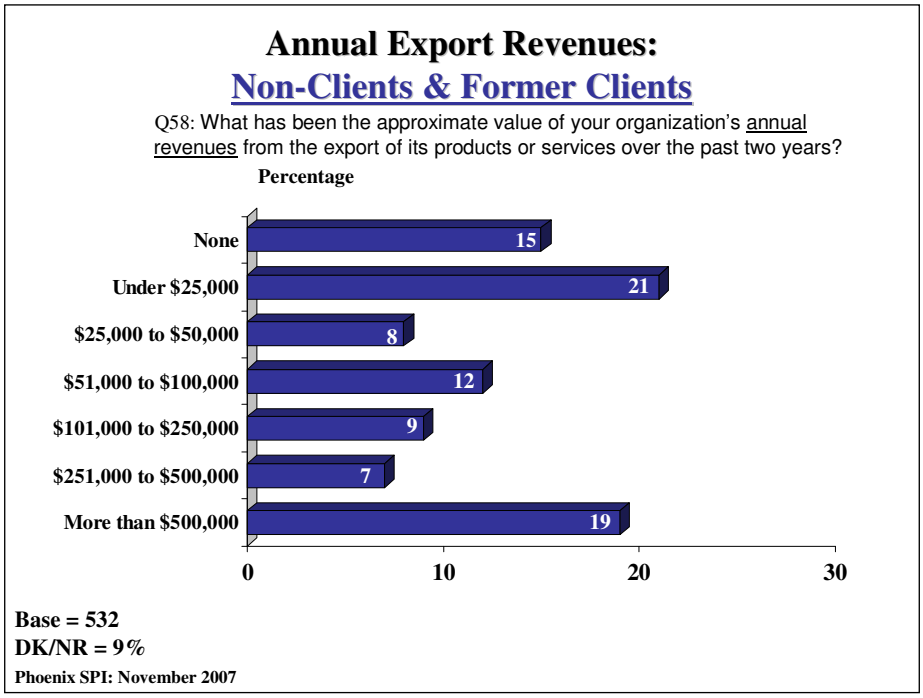
Region: Non-Clients & Former Clients



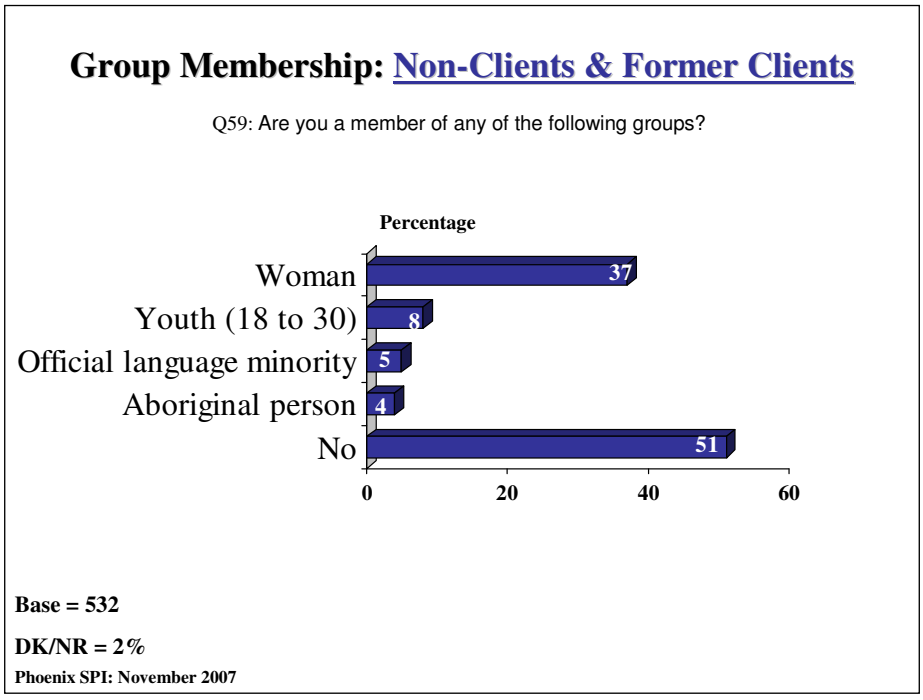
Base = 532

Phoenix SPI: November 2007

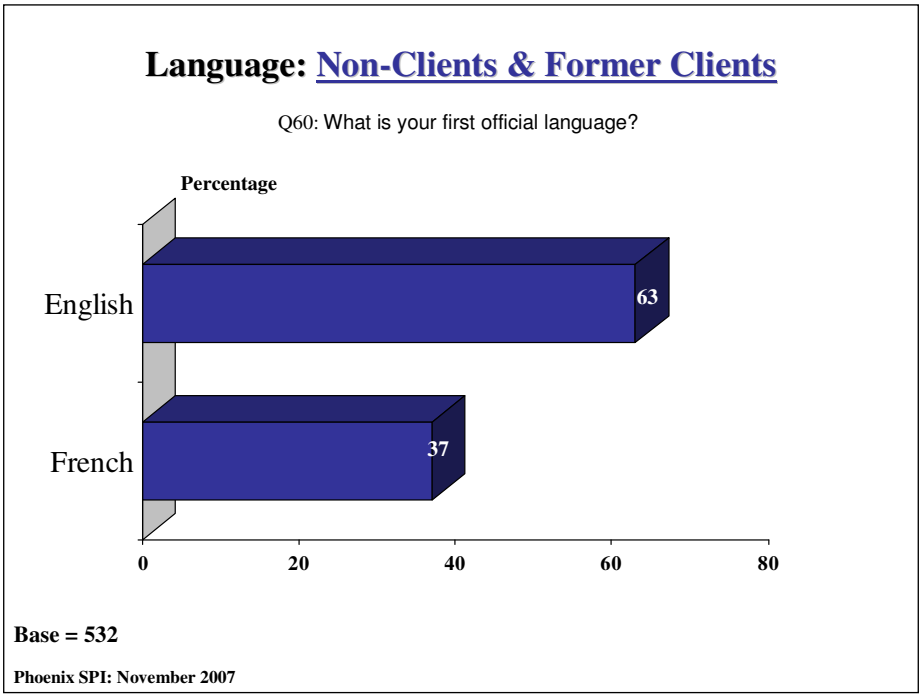
Annual Export Revenues



Group Membership



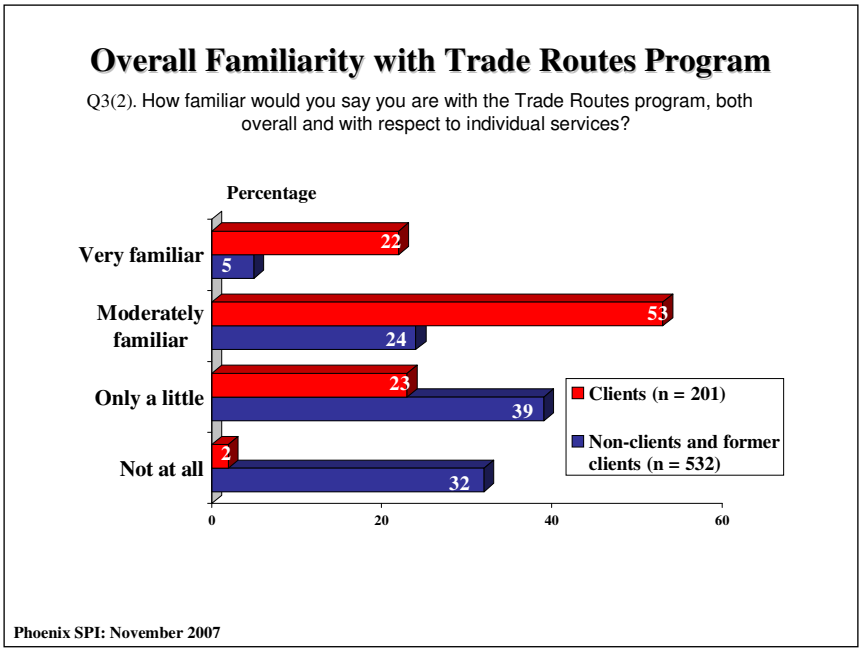
Language


Language: Non-Clients & Former Clients
Q60: What is your first official language?
Percentage
English
French
63
37
0
20
40
60
80
Base = 532
Phoenix SPI: November 2007

COMPARISON OF CLIENTS AND NON-CLIENTS (INCLUDING FORMER CLIENTS)

This section presents comparisons of the results for the current client and non-client groups. The latter includes former clients.

Overall Familiarity with Trade Routes



Familiarity with Trade Routes Services

Familiarity with Trade Routes Services (very/moderate): Clients vs. Non-Clients & Former Clients

	Clients %	Non-Clients/ Former Clients %	Gap +/-
Contributions	78	25	-53
Market Entry Support	67	25	-42
In-Market Assistance	46	17	-29
Research	39	15	-24

Phoenix SPI: November 2007

Specific Impacts of Trade Routes on Business

Specific Impacts of Trade Routes on Organization (major/moderate): Clients vs. Former Clients

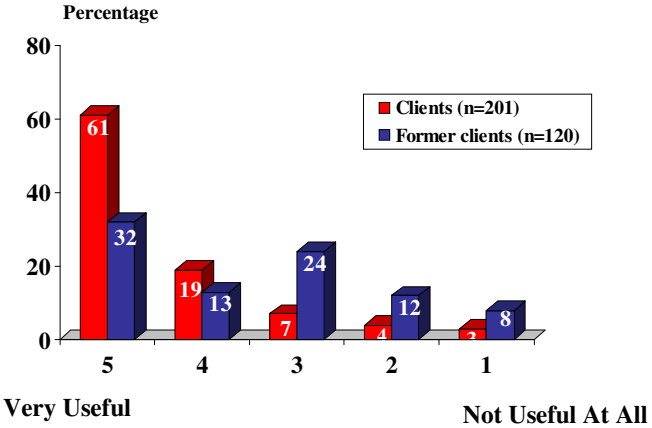
	Clients %	Former Clients %	Gap +/-
Informed investment/export decisions	57	35	-22
Strategic advice on int'l. markets	60	41	-19
Exposure to markets/best practices	67	49	-18
Developing int'l. markets	85	69	-16
Improving export readiness	71	57	-14
Skills development	54	40	-14
Building networks/partnerships/contacts	82	70	-12

Phoenix SPI: November 2007

Overall Value of Trade Routes

Overall Value of Trade Routes Program

Q37: All things considered, how would you rate the overall value or usefulness of the Trade Routes program to your organization?



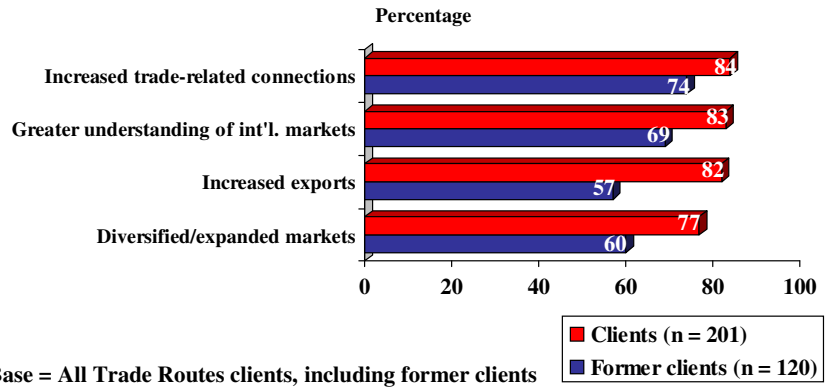
Base = All Trade Routes clients, including former clients
DK/NR = 4-11%

Phoenix SPI: November 2007

Trade Routes Outcomes

Trade Routes Outcomes

Q39: Please indicate whether or not your use of the Trade Routes program has resulted in any of the potential outcomes for your organization identified in the table below.



Base = All Trade Routes clients, including former clients
NA removed = 16-22%
Multiple responses accepted

Phoenix SPI: November 2007

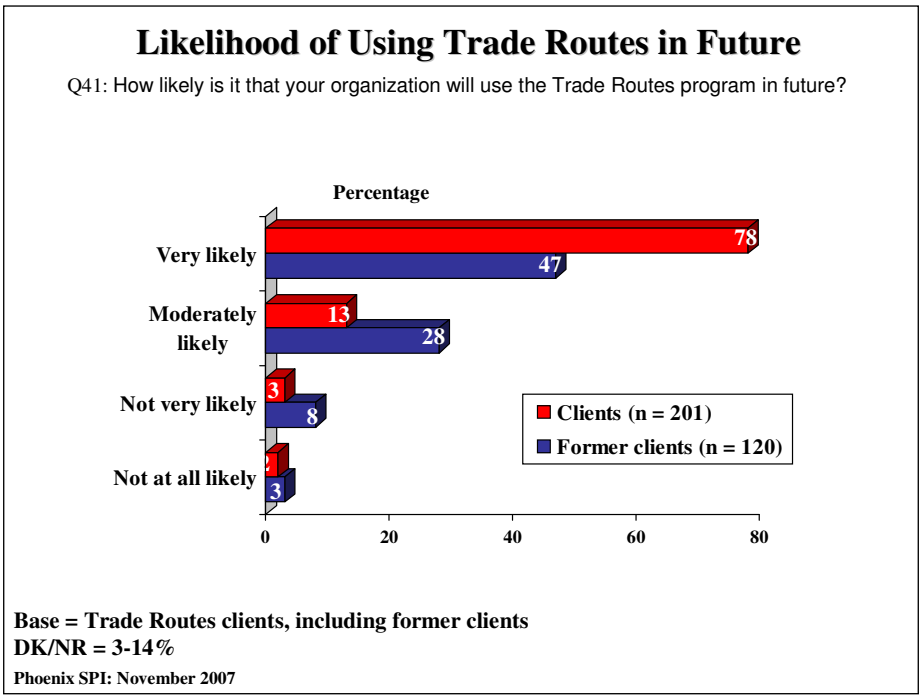
Importance of Trade Routes Outcomes

Importance of Trade Routes Outcomes to Business (very/moderate): Clients vs. Former Clients

	Clients %	Former Clients %	Gap +/-
Increased exports	91	96	+5
Diversified/expanded markets	93	92	-1
Increased trade-related connections	99	96	-3
Greater understanding of int'l. markets	96	92	-4

Phoenix SPI: November 2007

Likelihood of Using Trade Routes in Future



Type of Organization

Area of Arts & Cultural Sector Involvement: Clients vs. Non-Clients & Former Clients

	Clients %	Non-Clients/ Former Clients %	Gap +/-
Publishing	13	17	+4
Music/sound recording	22	26	+4
Design	11	15	+4
Heritage	4	8	+4
Crafts	9	10	+1
Performing arts	25	26	+1
Visual Arts	14	15	+1
Film/video	31	30	-1
New Media	21	18	-3

Area of Arts and Cultural Sector Involvement

Area of Arts & Cultural Sector Involvement: Clients vs. Non-Clients & Former Clients

	Clients %	Non-Clients/ Former Clients %	Gap +/-
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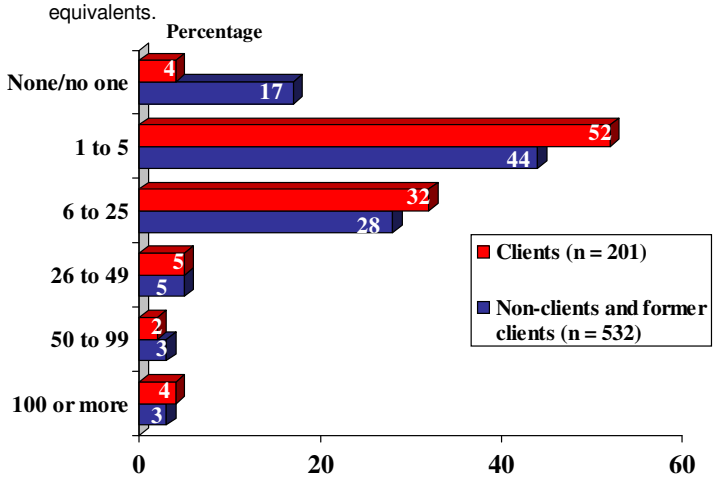
Heritage	4	8	+4
Crafts	9	10	+1
Performing arts	25	26	+1
Visual Arts	14	15	+1
Film/video	31	30	-1
New Media	21	18	-3

Number of Employees

Number of Full-Time Employees

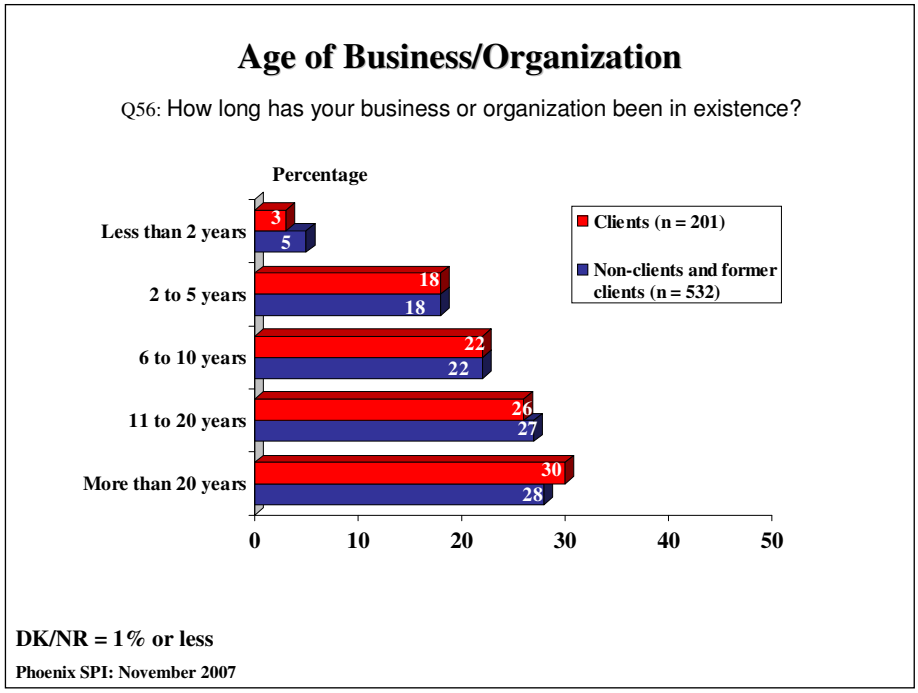
Q55: Excluding yourself, how many full-time employees work for your organization in Canada? Please include part-time employees as full-time equivalents.



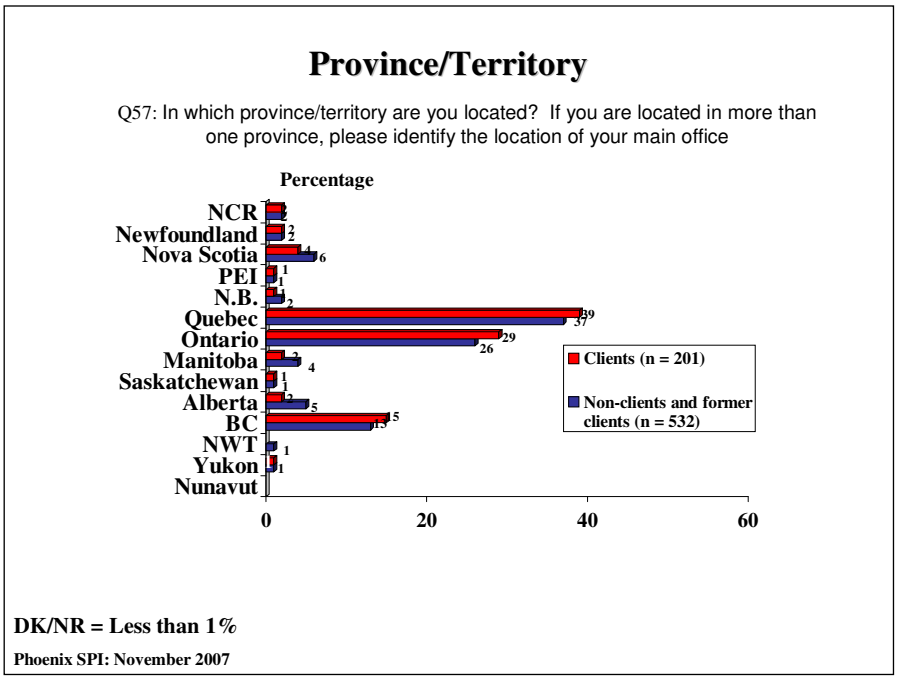
DK/NR = 1% or less

Phoenix SPI: November 2007

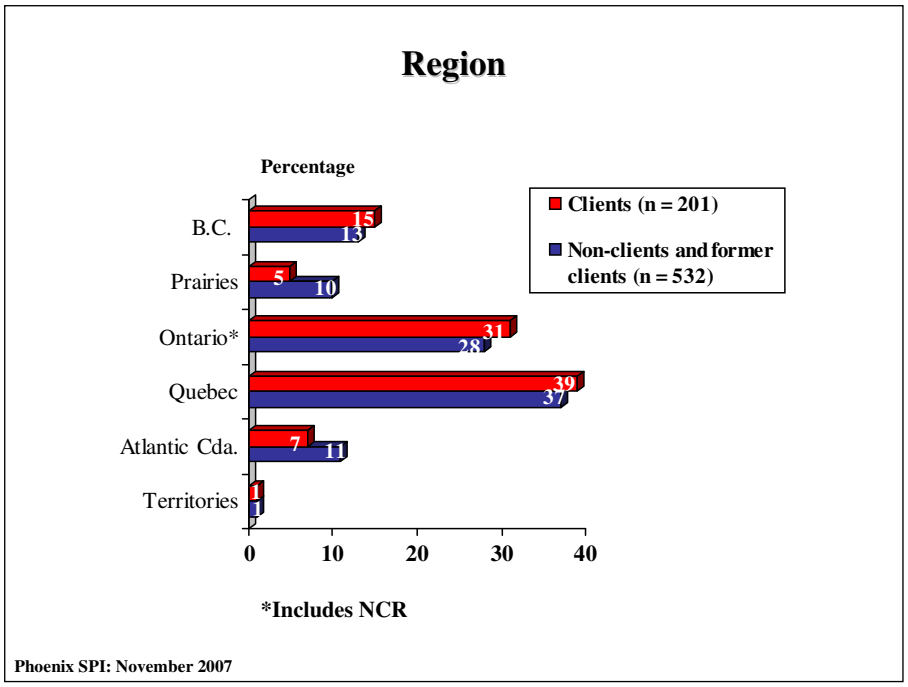
Age of Organization



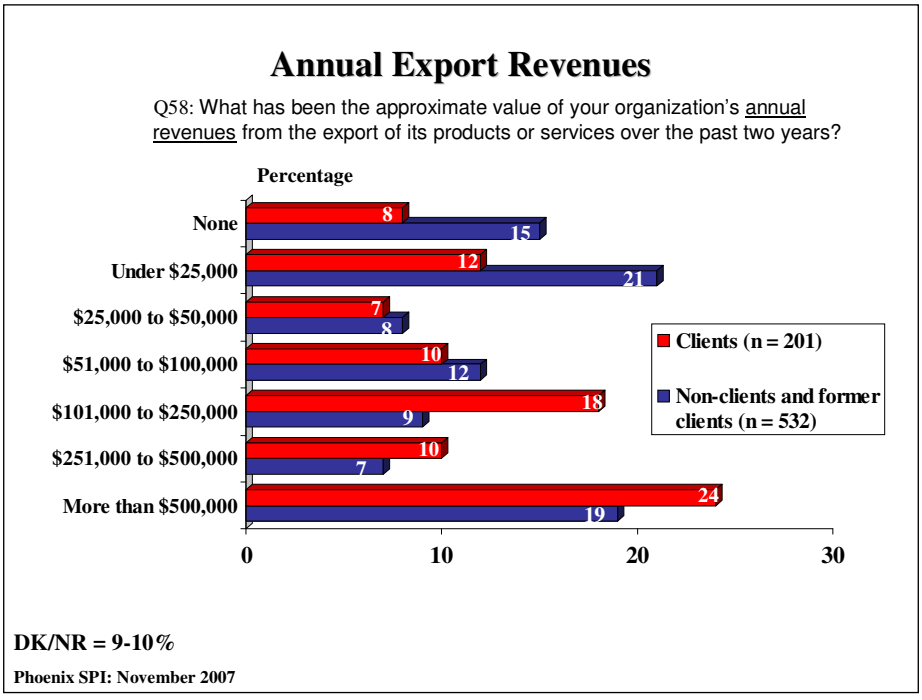
Province or Territory



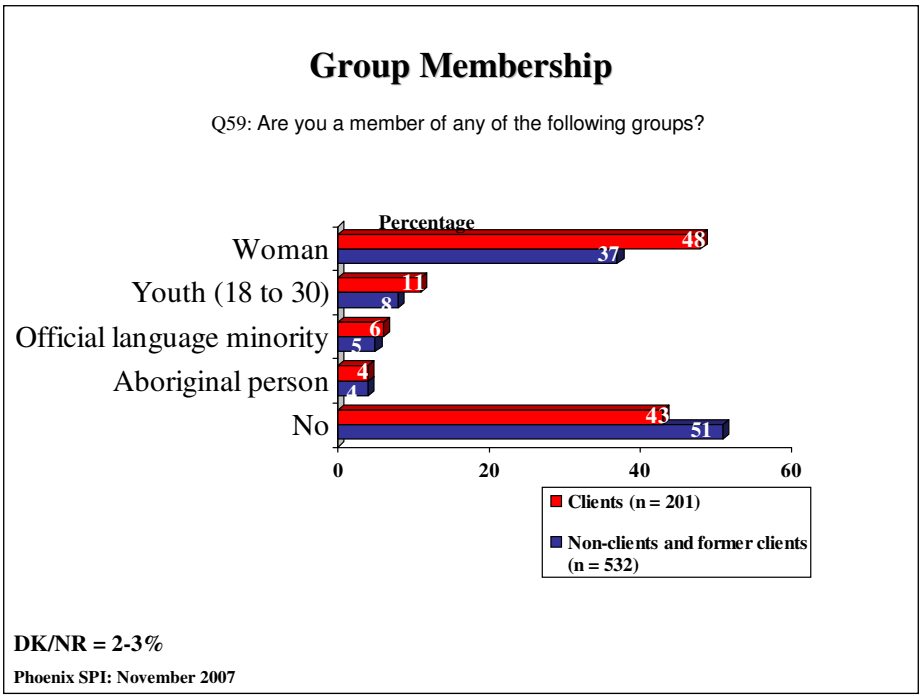
Region



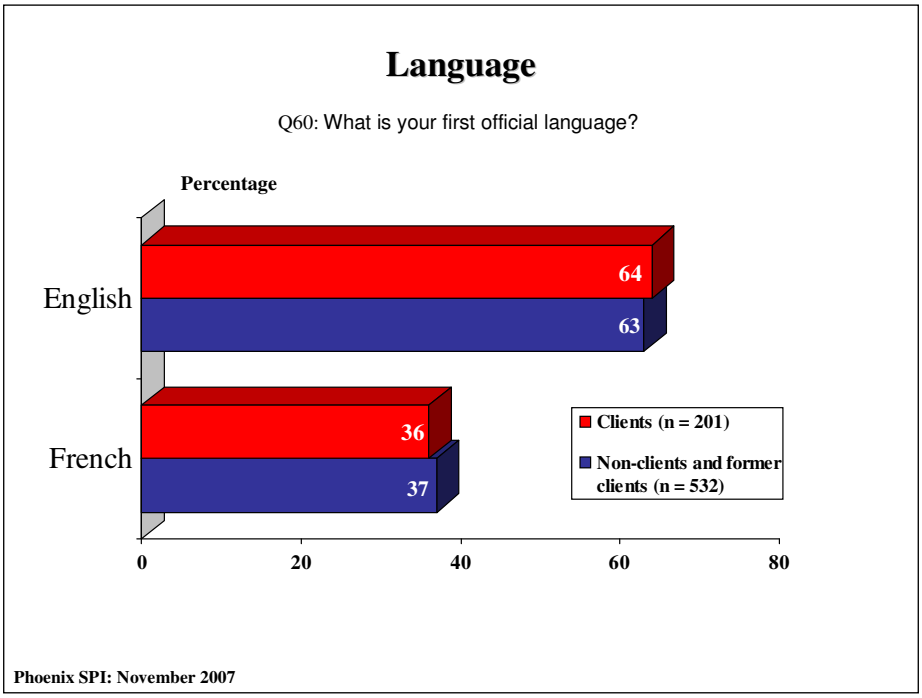
Annual Export Revenues



Group Membership



Language



APPENDIX

Department of Canadian Heritage:

Trade Routes Client Satisfaction Survey

Online Version

Final: October 19, 2007

Text for Introduction Page of Survey

Thank you for agreeing to take part in this online survey about Canadian Heritage's Trade Routes program. This survey is registered with the national survey registration system[10].

Your responses will be kept entirely confidential. The research is being conducted by Phoenix Strategic Perspectives, an independent research firm. Canadian Heritage will only receive combined results – no individuals or organizations will be identified in any way.

The survey should only take 15 minutes or less to complete. You can save your responses at any time and return to complete the questionnaire at your convenience.

If you have any questions about the survey, please contact Philippe Azzie of Phoenix by phone (613-260-1700, x 222) or email (pazzie@phoenixspi.ca).

PROGRAMMING NOTES:

- BLUE LINES INDICATE SCREEN BREAKS.
- DON'T KNOW RESPONSE OPTION TO BE INCLUDED WHERE APPPROPRIATE.
- USERS OF MULTIPLE SERVICES OF TRADE ROUTES PROGRAM: IF CLIENT USED MORE THAN ONE OF THE FOUR SERVICES (I.E. MARKET ENTRY SUPPORT, IN-MARKET ASSISTANCE, CONTRIBUTIONS, RESEARCH), HE/SHE WILL COMPLETE SECTION 4 FOR TWO SERVICES ONLY (DETERMINED AT RANDOM). THIS WILL BE MONITORED DURING FIELDWORK; ADJUSTMENTS MAY BE MADE.

[10] There will be a link to the following descriptive note if respondents want to know more about the national Survey Registration System:

> The Registration System has been created by the survey research industry to allow potential respondents to verify that a survey is legitimate, get information about the survey industry or register a complaint. The Registration System's toll-free phone number is 1-800-554-9996.

Section 1: Background Information

The first two questions are for background purposes.

1. Which of the following best describes the organization you work for?

Individual entrepreneur (i.e. self-employed)	[ ]	
For-profit company	[ ]	CHECK ONE ONLY
Not-for-profit corporation	[ ]	
Not-for profit association	[ ]	
Academic institution or Chamber of Commerce	[ ]	
National/provincial/territorial/municipal association	[ ]	
Other (specify):_____		

2. In which area of the arts and cultural sector are you involved? If you are involved in more than one area, please check all that apply.

Film/video	[ ]	
Broadcasting/television	[ ]	
Music/sound recording	[ ]	
New media	[ ]	
Performing arts	[ ]	CHECK ALL THAT
Crafts	[ ]	APPLY
Visual arts	[ ]	
Publishing	[ ]	
Heritage	[ ]	
Design	[ ]	
Other (specify):_____		

Section 2: Use of Trade Routes Program

Trade Routes is a trade development program designed for the arts and cultural sector. The program is part of the Department of Canadian Heritage's strategy to expand international markets for Canada's arts and cultural sector. The program provides international business development services to help Canada's cultural entrepreneurs become export-ready and take advantage of opportunities in the global marketplace. The Trade Routes program consists of four services: Market Entry Support, In-Market Assistance, Contributions Program, and Research.

3. How familiar would you say you are with the Trade Routes program, both overall and with respect to individual services?

Trade Routes Services	**Level of Familiarity**			
	Not at all	Only a little	Moderately familiar	Very familiar
Overall Trade Routes Program	O	O	O	O
Market Entry Support: This service provides direct support to arts and cultural clients from both Canadian Heritage's headquarters and the Department of Foreign Affairs and International Trade regional offices (Vancouver, Winnipeg, Toronto, Montreal, Moncton, Halifax and St. John's). Based out of these regional offices, the Trade Routes Cultural Trade Commissioners (CTCs) provide services to clients throughout Canada, with a focus on export preparedness and international market development, and help with skills development and export counselling.	O	O	O	O
In-Market Assistance: This component offers services to arts and cultural exporters from five locations around the world (Shanghai, New York, Los Angeles, Paris and London). During the years 2002-2005, the program had a position in Singapore (but it has since been relocated to Shanghai). Five Cultural Trade Development Officers, one per site, develop and implement strategies and deliver services to promote Canadian cultural goods and services. They conduct outreach activities and connect with potential partners for Canada's arts and cultural sectors. They work with Canadians interested in exporting to specific markets, and with local partners interested in Canadian contacts.	O	O	O	O

Contributions: This service provides financial support to arts and cultural entrepreneurs to develop and implement effective long-term export strategies. It supports Canadian cultural exporters in export preparedness and international market development.	O	O	O	O
Research: This service offers targeted studies of specific markets and countries, including surveys and profiles of export patterns for Canadian cultural sectors, and the development of statistical data on Canadian cultural exporters and cultural trade.	O	O	O	O

4. During the last 12 months, has your organization used the Trade Routes program? This includes use of any of the four specific services (i.e. Market Entry Support, In-Market Assistance, Contributions, or Research).

Yes	[ ]	CHECK ONE ONLY
No*	[ ]	

*NOTE: RESPONDENTS WHO HAVE **NOT** USED TRADE ROUTES ('NON-CLIENTS') WILL BE ASKED TO COMPLETE A MINI-QUESTIONNAIRE (SEE APPENDIX TO MAIN QUESTIONNAIRE).

5. How long has your organization used the Trade Routes program?

1 year or less	[ ]	
2 years	[ ]	
3 years	[ ]	CHECK ONE ONLY
4 years	[ ]	
5 years	[ ]	

6. Please identify which of the four Trade Routes services your organization has used during the past 12 months.

Trade Routes Services[11]	**Used service?**	
	Yes	**No**
Market Entry Support	O	O
In-Market Assistance	O	O
Contributions	O	O
Research	O	O

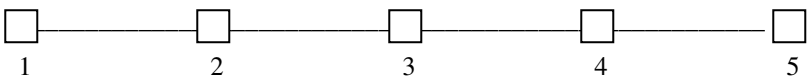
USE RESPONSES TO THIS QUESTION TO DETERMINE WHICH SERVICE MODULE(S) WILL BE COMPLETED BY RESPONDENT IN SECTION 4.

7. Thinking about your use of the Trade Routes program in the past 12 months, which of the following channels did you use in your dealings with the program? Please include both contact initiated by you and contact initiated by program officials.

Service Channel	**Used?**	
	Yes	No
1-866 number		
Telephone (NOT including 1-866 toll-free number)		
Email (Trade Routes generic e-mail account)		
Email (specific officer's account)		
In-person (includes office visits, events, etc.)		
Trade Routes website		
Mail or fax		

OVERALL SATISFACTION QUESTION ASKED FOR EACH SERVICE CHANNEL USED:

8. a-f. Overall, how satisfied were you with the service you received when using (INSERT SERVICE CHANNEL) in your dealings with the Trade Routes program?



1	2	3	4	5
Very Dissatisfied		**Neither**		**Very Satisfied**

[11] Short descriptions would be accessible here for all services (by clicking on the service name) as reminder for those who want it (pulled from Q3)

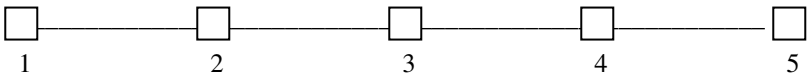
SECTION 3: OVERALL PERCEPTIONS OF SERVICE

9. Thinking about the service you received as part of the Trade Routes program during the past 12 months, please indicate the extent to which you agree or disagree with each of the following statements. To do this, please use a 5-point scale, where '1' means strongly disagree, '5' means strongly agree, and '3' means neither.

PLACE YOUR SCORES IN THE TABLE BELOW. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' BOX

	Strongly disagree 1	**2**	**Neither 3**	**4**	**Strongly agree 5**	**N/A**
Trade Routes staff were knowledgeable and competent	O	O	O	O	O	O
Trade Routes staff were courteous	O	O	O	O	O	O
Service was provided in a timely manner	O	O	O	O	O	O
You were treated fairly	O	O	O	O	O	O
You were able to get through to Trade Routes staff without difficulty	O	O	O	O	O	O
You received service in the official language of your choice (i.e. English or French)	O	O	O	O	O	O
You were informed of everything you had to do in order to get the service	O	O	O	O	O	O
The information you received was clear and easy to understand	O	O	O	O	O	O
Trade Routes staff went the extra mile to make sure you got what you needed	O	O	O	O	O	O

10. How satisfied were you with the overall quality of service you received when using the Trade Routes program during the last 12 months? Please use a 5-point scale, where '1' is very dissatisfied, '5' is very satisfied, and '3' is neither satisfied nor dissatisfied.



Very Dissatisfied **Neither** **Very Satisfied**

11. In the end, did you get what you needed?

Yes [ ]
No, or [ ] CHECK ONE ONLY
You got part of what you needed [ ]

SECTION 4: ASSESSMENT OF SPECIFIC SERVICES OF TRADE ROUTES

QUESTIONS IN THIS SECTION WILL BE ASKED OF THOSE WHO USED SPECIFIC TRADE ROUTES SERVICES. SEE PROGRAMMING INSTRUCTIONS IN FRONT-END NOTE.

Market Entry Support

Earlier you mentioned that you used Trade Routes' Market Entry Support service during the past 12 months. The following questions are about your use of this specific service. For all of the questions in this section, please focus on the last 12 months.

Click here for short description of service[12].

12. Which of the following offices is responsible for the Market Entry Support service you received? CHECK ALL THAT APPLY

Headquarters (Gatineau, Quebec)	[ ]
Vancouver (responsible for clients in British Columbia, Alberta and Yukon)	[ ]
Winnipeg (responsible for clients in Manitoba, Saskatchewan, NWT and Nunavut)	[ ]
Toronto (responsible for clients in Ontario)	[ ]
Montreal (responsible for clients in Quebec)	[ ]
Moncton (responsible for clients in New Brunswick, PEI and Francophone Nova Scotia)	[ ]
St. John's (responsible for clients in Newfoundland and Labrador and Nova Scotia)	[ ]

13. In which of the following areas did you need support or assistance?

Export-readiness assessment	[ ]	
Export plan development	[ ]	
International market development	[ ]	CHECK ALL THAT APPLY
Skills development	[ ]	
Export counseling	[ ]	
Building networks and partnerships	[ ]	
Other (specify):_____		

14. Did you participate in any of the following types of initiatives or events?

Information session	[ ]	
Training session	[ ]	
Pre-market training	[ ]	
Networking event	[ ]	CHECK ALL THAT APPLY
International trade show	[ ]	
Incoming trade mission	[ ]	
Matchmaking event	[ ]	

[12] Short description would be accessible here as reminder for those who want it (pulled from question 3)

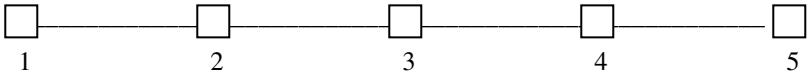
Trade mission (organized by Trade Routes) [ ]
Other (specify):_____
No, did not participate in any of these [ ]

15. Thinking about the service that you received related to Trade Routes' Market Entry Support service during the past 12 months, please indicate your level of satisfaction in each of the following areas.

PLACE YOUR SCORES IN THE TABLE BELOW. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' (NOT APPLICABLE) BOX

	Very dissatisfied 1	**2**	**Neither 3**	**4**	**Very satisfied 5**	**N/A**
The knowledge and competence of the staff.	O	O	O	O	O	O
The ease of access to the service.	O	O	O	O	O	O
The timeliness of the service.	O	O	O	O	O	O
The accuracy of the information you received.	O	O	O	O	O	O
The events/initiatives in which you took part.	O	O	O	O	O	O

16. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Market Entry Support service during the last 12 months?



Very Dissatisfied **Neither** **Very Satisfied**

17. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Market Entry Support service?

Yes [ ]
No [ ]

IF YES:

18. What problem(s) did you encounter?

Received incorrect information	[ ]	
Received out-dated information	[ ]	
Lack of/incomplete information	[ ]	
Received inconsistent information	[ ]	CHECK ALL THAT APPLY
Difficulty accessing/contacting Cultural Trade Commissioner	[ ]	
Lack of courtesy/responsiveness	[ ]	
Timeliness of service	[ ]	
Other (specify):_____		

In-Market Assistance

Earlier you mentioned that you used Trade Routes' In-Market Assistance service during the past 12 months. The following questions are about your use of this specific service. For all of the questions in this section, please focus on the last 12 months.

Click here for short description of service[13].

19. Which of the following offices did you deal with for the In-Market Assistance service?

Shanghai	[ ]	
Los Angeles	[ ]	
New York	[ ]	CHECK ALL THAT APPLY
Paris	[ ]	
London	[ ]	

20. In which of the following areas did you need support or assistance?

Market research	[ ]	
Networking opportunities	[ ]	
Information on local organizations	[ ]	CHECK ALL THAT APPLY
Visit information	[ ]	
Market access issues/advocacy	[ ]	
Other (specify):_____		

[13] Short description would be accessible here as reminder for those who want it (pulled from question 3)

21. Did you participate in any of the following types of initiatives or events?

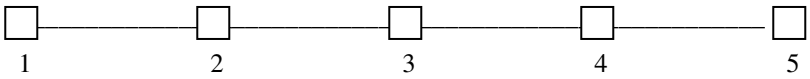
Mission	[ ]	
Matchmaking event	[ ]	
Networking event	[ ]	CHECK ALL THAT APPLY
Workshop/training event	[ ]	
Market visit	[ ]	
Trade show/conference	[ ]	
Other (specify):_____		
No, did not participate in any of these	[ ]	

22. Thinking about the service that you received related to Trade Routes' In-Market Assistance service during the past 12 months, please indicate your level of satisfaction in each of the following areas.

PLACE YOUR SCORES IN THE TABLE BELOW. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' (NOT APPLICABLE) BOX

	Very dissatisfied 1	**2**	**Neither 3**	**4**	**Very satisfied 5**	**N/A**
The knowledge and competence of the staff.	O	O	O	O	O	O
The ease of access to the service.	O	O	O	O	O	O
The timeliness of the service.	O	O	O	O	O	O
The accuracy of the information you received.	O	O	O	O	O	O
The events/initiatives in which you took part.	O	O	O	O	O	O

23. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' In-Market Assistance service during the last 12 months?



Very Dissatisfied **Neither** **Very Satisfied**

24. During the past 12 months, were there any problems with the service you received regarding Trade Routes' In-Market Assistance service?

Yes	[ ]
No	[ ]

IF YES:

25. What problem(s) did you encounter?

Received incorrect information	[ ]	
Lack of/incomplete information	[ ]	
Received inconsistent information	[ ]	CHECK ALL THAT APPLY
Difficulty accessing/ contacting Cultural Trade Development Officer	[ ]	
Lack of courtesy/responsiveness	[ ]	
Timeliness of service	[ ]	
Other (specify):_____		

Contributions Program

Earlier you mentioned that you used Trade Routes' Contributions program service during the past 12 months. The following questions are about your use of this specific service. For all of the questions in this section, please focus on the last 12 months.

Click here for short description of service[14].

26. In which of the following areas did you need support or assistance through the Contributions program?

Export preparedness	[ ]	CHECK ALL THAT APPLY
International market development	[ ]	

27. Did you participate in any of the following types of activities or events? CHECK ALL THAT APPLY

Export Preparedness:

Professional development in international business	[ ]
First-hand, online exposure to markets outside Canada and their business practices	[ ]
Development of new alliances and financial partnering	[ ]
Development of marketing strategies	[ ]
Development of innovative advertising tools and approaches for specific international activities	[ ]
Other (specify):_____	
No, did not participate in any of these	[ ]

[14] Short description would be accessible here as reminder for those who want it (pulled from question 3)

International Market Development:

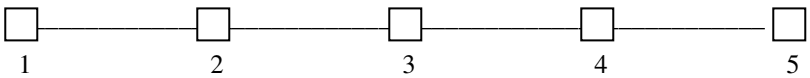
Attending international trade shows and visits to new markets outside of Canada [ ]
Providing strategic support at key trade shows and contact events outside of Canada [ ]
Providing market information and market services [ ]
Developing innovative in-market tools (virtual trade shows, etc.) [ ]
Incoming and outgoing trade/buyers missions (support for and participation in) [ ]
Conducting business-to-business networking at international events in Canada (incoming foreign delegates only) or internationally [ ]
Undertaking feasibility studies [ ]
Other (specify):_____
No, did not participate in any of these [ ]

28. Thinking about the service that you received related to Trade Routes' Contributions program during the past 12 months, please indicate your level of satisfaction in each of the following areas.

PLACE YOUR SCORES IN THE TABLE BELOW. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' (NOT APPLICABLE) BOX

	Very dissatisfied 1	**2**	**Neither 3**	**4**	**Very satisfied 5**	**N/A**
The clarity of the information you received.	O	O	O	O	O	O
The ease-of-use of the application process.	O	O	O	O	O	O
The transparency of the process.	O	O	O	O	O	O
The timeliness of approval process.	O	O	O	O	O	O
The reporting requirements are reasonable and adequately explained.	O	O	O	O	O	O
The promptness in obtaining answers from HQ staff.	O	O	O	O	O	O
The knowledge and competence of the staff.	O	O	O	O	O	O
The courteousness of the staff.	O	O	O	O	O	O

29. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Contributions Program service during the last 12 months?



Very Dissatisfied **Neither** **Very Satisfied**

30. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Contributions Program service?

Yes	[ ]
No	[ ]

IF YES:

31. What problem(s) did you encounter?

Received incorrect information	[ ]	
Received incomplete information	[ ]	
Received inconsistent information	[ ]	CHECK ALL THAT APPLY
Complexity/difficulty of procedure(s)	[ ]	
Delays/timelines not respected	[ ]	
Timeliness of service	[ ]	
Other (specify):_____		

Research

Earlier you mentioned that you used Trade Routes' Research service during the past 12 months. The following questions are about your use of this specific service. For all of the questions in this section, please focus on the last 12 months.

Click here for short description of service[15].

32. What type of research information did you need?

Targeted study of specific market/country	[ ]	
Export patterns for Canadian cultural sectors	[ ]	CHECK ALL THAT APPLY
Statistical data on Canadian cultural trade	[ ]	
Other (specify):_____		

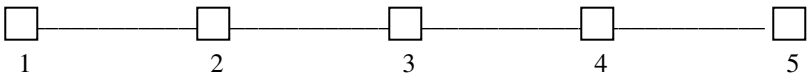
[15] Short description would be accessible here as reminder for those who want it (pulled from question 3)

33. Thinking about the service that you received related to Trade Routes' Research service during the past 12 months, please indicate your level of satisfaction in each of the following areas.

PLACE YOUR SCORES IN THE TABLE BELOW. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' (NOT APPLICABLE) BOX

	Very dissatisfied 1	**2**	**Neither 3**	**4**	**Very satisfied 5**	**N/A**
The relevance and usefulness of the research to you/your organization.	O	O	O	O	O	O
The comprehensiveness of the research.	O	O	O	O	O	O
The clarity and ease of understanding the research.	O	O	O	O	O	O
The length of the reports and documents.	O	O	O	O	O	O

34. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Research service during the last 12 months?



Very Dissatisfied **Neither** **Very Satisfied**

35. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Research service?

Yes [ ]
No [ ]

IF YES:

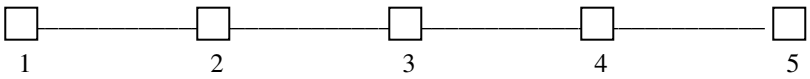
36. What problem(s) did you encounter?

Received incorrect/outdated information [ ]
Information lacked relevance [ ]
Difficulty accessing research [ ] CHECK ALL THAT APPLY
Research not in user-friendly format [ ]
Difficulty accessing/contacting staff [ ]
Lack of courtesy/responsiveness [ ]
Timeliness of service [ ]
Other (specify):_____

SECTION 5: IMPACT OF TRADE ROUTES

The next few questions focus on the value and impact of the Trades Routes program on your organization. For questions in this section, please reflect on your total use of the program, not only during the past 12 months.

37. All things considered, how would you rate the overall value or usefulness of the Trade Routes program to your organization? Please use a 5-point scale, where '1' is not useful at all, and '5' is very useful. CHECK ONE BOX ON SCALE.



Not useful at all **Very Useful**

38. Please rate the impact of the Trade Routes program on your organization in each of the following areas.

PLACE YOUR SCORES IN THE TABLE BELOW. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' BOX

	No impact	**Minor impact**	**Moderate impact**	**Major impact**	**N/A**
Improving your export readiness.	O	O	O	O	O
Helping you develop international market(s).	O	O	O	O	O
Building networks/partnerships/contacts.	O	O	O	O	O
Providing strategic advice on doing business in one or more international markets.	O	O	O	O	O
Skills development for you/your staff in international business.	O	O	O	O	O
Helping you make informed decisions about where to invest and/or export.	O	O	O	O	O
First-hand/on-line exposure to markets and their business practices.	O	O	O	O	O

39. Please indicate whether or not your use of the Trade Routes program has resulted in any of the potential outcomes for your organization identified in the table below.

IF SOMETHING DOES NOT APPLY TO YOU, PLEASE CHECK THE 'N/A' BOX

Potential Outcomes	Yes	No	N/A
Increased exports of products/services	O	O	O
Diversified/expanded markets for products/services	O	O	O
Increased trade-related networks/connections	O	O	O
Better/increased understanding of international markets	O	O	O

40. How would you rate the importance of these outcome(s) to your business?

TABLE WILL ONLY INCLUDE OUTCOMES CITED BY RESPONDENT IN PREVIOUS QUESTION

Potential Outcomes	Not Important at all	Not Very Important	Moderately Important	Very Important
Increased exports of products/ services	O	O	O	O
Diversified/expanded markets for products/services	O	O	O	O
Increased trade-related networks/ connections	O	O	O	O
Better/increased understanding of international markets	O	O	O	O

41. How likely is it that your organization will use the Trade Routes program in future?

Very likely [ ]
Moderately likely [ ] CHECK ONE ONLY
Not very likely [ ]
Not at all likely [ ]

FUTURE DIRECTIONS

This section looks at a number of potential new directions for the Trades Routes program and its related services.

42. Market Entry Support service. At the present time, there are seven Cultural Trade Commissioners across Canada (Vancouver, Winnipeg, Toronto, Montreal, Halifax, Moncton and St. John's). Do you think any of these positions should be relocated?

Yes	[ ]	CHECK ONE ONLY
No	[ ]	

IF YES:

43. Which positions should be relocated, and what cities should they be moved to? PLEASE IDENTIFY THE POSITION(S) YOU THINK SHOULD BE MOVED AND THE NEW CITY(IES) THAT YOU THINK IT SHOULD BE MOVED TO.

Text box

44. In addition to these Trade Commissioners, do you think the number of Cultural Trade Commissioners across Canada should be expanded?

Yes	[ ]	CHECK ONE ONLY
No	[ ]	

IF YES:

45. In which location(s) should this expansion occur? Since these Trade Commissioners are co-located at Department of Foreign Affairs and International Trade Canada's Regional Offices, we have identified the remaining potential locations, for easy reference.

Edmonton	[ ]	
Calgary	[ ]	
Saskatoon	[ ]	CHECK ALL THAT APPLY
Regina	[ ]	
Charlottetown	[ ]	
Other (specify):_____		

46. In-Market Assistance service. At the present time, there are five Cultural Trade Development Officers at Canadian missions abroad (Shanghai, Los Angeles, New York, Paris and London). Do you think any of these positions should be relocated?

Yes	[ ]	CHECK ONE ONLY
No	[ ]	

IF YES:

47. Which positions should be relocated, and what cities should they be moved to? PLEASE IDENTIFY THE POSITION(S) YOU THINK SHOULD BE MOVED AND THE NEW CITY(IES) THAT YOU THINK IT SHOULD BE MOVED TO.

Text box

48. Do you think the number of Cultural Trade Development Officers should be expanded?

Yes	[ ]	CHECK ONE ONLY
No	[ ]	

IF YES:

49. In which location(s) should this expansion occur?

Chicago	[ ]	
Boston	[ ]	
Miami	[ ]	
Dallas	[ ]	
Germany (Berlin)	[ ]	
Brazil (Sao Paulo)	[ ]	CHECK ALL THAT APPLY
Argentina (Bueno Aires)	[ ]	
Chile (Santiago)	[ ]	
Korea (Seoul)	[ ]	
Japan (Tokyo)	[ ]	
India (Mumbai)	[ ]	
South Africa	[ ]	
Other (specify):_____		

50. Contributions Program. Are there any changes to the Contributions program that you would like to see carried out? CHECK ALL THAT APPLY

Earlier notification of approval or rejection	[ ]
Notification of approval-in-principle, with the understanding that there is always a possibility that the file might be rejected in its final approval stages	[ ]
Online applications	[ ]
Other (specify):_____	
No, no changes	[ ]

51. Research service. At the present time, the Research service focuses on the analysis of international trade statistics on cultural goods and services, targeted studies of specific markets and countries, surveys and profiles of export patterns. Are there any other research activities that you would like to see carried out?

Yes	[ ]	CHECK ONE ONLY
No	[ ]	

IF YES:

52. What research activities? CHECK ALL THAT APPLY

Succinct fact sheets	[ ]
More market reports	[ ]
Market reports by cultural sectors	[ ]
Market reports by regions	[ ]
Summary sheets of market reports	[ ]
Improving access to research on Trade Routes website	[ ]
Increasing awareness of available studies	[ ]
Developing shorter reports	[ ]
Increasing market studies that correspond to priority markets	[ ]
Updating available material/data	[ ]
Other (specify): _____	

53. Do you think that Trade Routes should expand its investment initiatives within the program for those sub-sectors where investment is relevant (e.g. foreign direct investment in interactive media, location shooting)?

Definitely	[ ]	
Probably	[ ]	CHECK ONE ONLY
Probably not	[ ]	
Definitely not	[ ]	

54. If you could offer one suggestion to improve the quality of service you received from the Trade Routes program, what would that be?

Text box

SECTION 7: CORPORATE PROFILE/DEMOGRAPHICS

These last questions are for background and analytical purposes only. Please remember that your responses to these and other questions will be kept confidential.

55. Excluding yourself, how many full-time employees work for your organization in Canada? Please include part-time employees as full-time equivalents.

None/no one	[ ]	
1-5	[ ]	
6-25	[ ]	CHECK ONE ONLY
26-49	[ ]	
50-99	[ ]	
100 or more	[ ]	

56. How long has your business or organization been in existence?

Less than 2 years	[ ]	
2-5 years	[ ]	
6-10 years	[ ]	CHECK ONE ONLY
11-20 years	[ ]	
More than 20 years	[ ]	

57. In which province/territory are you located? If you are located in more than one province, please identify the location of your main office.

National Capital Region	[ ]	
Newfoundland and Labrador	[ ]	
Nova Scotia	[ ]	
Prince Edward Island	[ ]	
New Brunswick	[ ]	
Quebec	[ ]	
Ontario	[ ]	CHECK ONE ONLY
Manitoba	[ ]	
Saskatchewan	[ ]	
Alberta	[ ]	
British Columbia	[ ]	
North West Territories	[ ]	
Yukon	[ ]	
Nunavut	[ ]	
Other (please specify): _____		

58. What has been the approximate value of your organization's annual revenues from the export of its products or services over the past two years?

None	[ ]	
Under $25,000	[ ]	
$25,000 to $50,000	[ ]	CHECK ONE ONLY
$51,000 to $100,000	[ ]	
$101,000 to $250,000	[ ]	
$251,000 to $500,000	[ ]	
More than $500,000	[ ]	

59. Are you a member of any of the following groups?

Aboriginal person	[ ]	
Youth (18-30 years of age)	[ ]	CHECK ALL THAT APPLY
Woman	[ ]	
Official language minority community	[ ]	
No	[ ]	

60. What is your first official language?

English	[ ]
French	[ ]

That completes the survey.
Thank you for taking the time to participate.

Trade Routes Client Satisfaction Survey

Non-Client Questionnaire

1. Prior to this research, were you aware of the Trade Routes program?

Yes	[ ]	
No	[ ]	GO TO SECTION 7 (DEMOGRAPHIC QUESTIONS)

IF YES:

2. Has your organization used the Trade Routes program in the past?

Yes	[ ]	
No	[ ]	GO TO Q5 BELOW AND THEN SECTION 7 IN MAIN SURVEY (DEMO QUESTIONS)

IF YES:

3. How long did you use the Trade Routes program?

Less than 2 years	[ ]	
2 years	[ ]	
3 years	[ ]	CHECK ONE ONLY
4 years	[ ]	
5 years	[ ]	

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4. Why did your organization not use the Trade Routes program during the past 12 months?

Received all the assistance we needed	[ ]	
Not satisfied with service	[ ]	CHECK ALL THAT APPLY
No longer considering exporting	[ ]	
Other (specify): _____		

IF RESPONDENT HAS USED PROGRAM IN PAST, GO TO Q5 BELOW AND THEN TO SECTION 5 QUESTIONS (IMPACT OF TRADE ROUTS) IN MAIN SURVEY AND SECTION 7 (DEMOS), BUT NOT SECTION 6 (FUTURE DIRECTIONS)

5. Do you have any comments or feedback you would like to share about the Trade Routes program? If so, please provide below.

Text box

Canadian Heritage Patrimoine canadien

October 15, 2007

Re: Department of Canadian Heritage Research Regarding the Trade Routes Program

The Department of Canadian Heritage is conducting research related to its Trade Routes Program. Trade Routes is a comprehensive trade development program specifically designed for the arts and cultural sector. The program provides international business development services to support Canada's entrepreneurs in the arts and cultural sector in order to help them become export-ready and take advantage of opportunities in the global marketplace.

At this time, the department would like to evaluate the performance and impact of the program. Canadian Heritage has commissioned Phoenix Strategic Perspectives, an independent research firm, to undertake this research on its behalf. When you are contacted by Phoenix, please consider participating in this important research. Your participation is completely voluntary, but would be greatly appreciated. The findings will be used to help improve the program so that it better meets the export and market development needs of cultural organizations and entrepreneurs.

Please note that results from the study will be posted on the departmental Website and will be available to all participants of the research. Please be assured, however, that all information collected from the survey will be kept strictly confidential - no individuals or organizations will be identified in any way.

If you would like more information about the study, please contact Jo-Anne Stewart, Acting Director, Strategic Policy, Planning and Outreach Directorate, Trade and Investment Branch of the Department of Canadian Heritage by phone (819 934-4782) or by email at (jo-anne_stewart@pch.gc.ca).

We hope that you will take part in this valuable research.

Thank you.

Yours sincerely,

Keith Chang
Director General
Trade and Investment Branch

Email Invitation

Re: Canadian Heritage Trade Routes Client Satisfaction Survey

Phoenix Strategic Perspectives is conducting a client satisfaction survey for the Department of Canadian Heritage related to its Trade Routes program. Please take the time to participate in this important research. Your feedback will help the department better support entrepreneurs in the arts and cultural sector.

We ask that you complete the survey even if you have never been involved in the Trade Routes Program. In this case, the survey will be very short.

The survey should take no more than 15 minutes to complete. To participate, please click on the link below and then enter the password provided. If you need to stop while completing the questionnaire, you can return to it and continue at a later time. **We kindly ask that you complete the survey by November 15th.**

Link to survey: [Enter URL]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals will be identified in any way. **Results from the survey will be posted on the departmental Web site and will be available to all participants**.

For more information about the survey, please see the background letter on the study from Canadian Heritage:

Link to background letter [Enter URL]

If you have any questions, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca. If you would prefer to receive a paper copy of the survey, please contact Mr. Azzie and he will send you one by fax or email, along with information on how it can be returned.

Thank you in advance for your cooperation.

Sincerely,

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Revised Email Invitation

Re: Canadian Heritage Trade Routes Client Satisfaction Survey

Phoenix Strategic Perspectives is conducting a client satisfaction survey for the Department of Canadian Heritage, part of the Government of Canada, related to its Trade Routes program. Please take the time to participate in this important research. Your feedback will help the department better support entrepreneurs in the arts and cultural sector.

We have been informed by the Government of Canada that you are a client of the Trade Routes program and have used one or more of its services.

The survey should take no more than 15 minutes to complete. To participate, please click on the link below and then enter the password provided. If you need to stop while completing the questionnaire, you can return to it and continue at a later time. **We kindly ask that you complete the survey by November 15th.**

Link to survey: [Enter URL]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals will be identified in any way. **Results from the survey will be posted on the departmental Web site and will be available to all participants**.

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Thank you in advance for your cooperation.

Sincerely,

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

First Email Reminder

Reminder – Canadian Heritage Trade Routes Client Satisfaction Survey

Approximately one week ago, we invited you to take part in a survey we are conducting for the Department of Canadian Heritage on the Trade Routes program. Please take the time to participate in this important research. Your feedback will help the Department better support organizations and entrepreneurs in the arts and cultural sector.

Please complete the survey even if you have never used the Trade Routes program. In this case, the survey will be very short.

The survey should take no more than 15 minutes to complete. To participate, please click on the link below and then enter the password provided. If you have already begun to complete the questionnaire, you will automatically be taken to the point at which you stopped. **We kindly ask that you complete the survey by November 15th.**

Link to survey: [Enter URL]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals or organizations will be identified in any way. If you have any questions, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you.

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Final Email Reminder:

Final Reminder –Canadian Heritage Trade Routes Client Satisfaction Survey

Approximately two weeks ago, we invited you to take part in a survey we are conducting for the Department of Canadian Heritage on the Trade Routes program.

Please complete the survey even if you have never used the Trade Routes program. In this case, the survey will be very short.

This study is coming to an end. Please take a few minutes to complete the survey – it should take no more than 15 minutes to complete. To participate, please click on the link below and then enter the password provided. If you have already begun the questionnaire, you will automatically be taken to the point at which you stopped. **We kindly ask that you complete the survey by November 15th.**

Link to survey: [Enter URL]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals or organizations will be identified in any way. If you have any questions, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you.

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Revised Final Email Reminder:

Final Reminder –Canadian Heritage Trade Routes Client Satisfaction Survey

Approximately two weeks ago, we invited you to take part in a survey we are conducting for the Department of Canadian Heritage, part of the Government of Canada, on the Trade Routes program.

We have been informed by the Government of Canada that you are a client of the Trade Routes program and have used one or more of its services.

This study is coming to an end. Please take a few minutes to complete the survey – it should take no more than 15 minutes to complete. To participate, please click on the link below and then enter the password provided. If you have already begun the questionnaire, you will automatically be taken to the point at which you stopped. **We kindly ask that you complete the survey by November 15th.**

Link to survey: [Enter URL]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals or organizations will be identified in any way. If you have any questions, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you.

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

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BANNER 1

Table Q1 Page 1.....Q1. Which of the following best describes the organization you work for?

Table Q2 Page 2.....Q2. In which area of the arts and cultural sector are you involved?

Table Q3A Page 3.....Q3. Familiar: Overall Trade Routes Program

Table Q3B Page 4.....Q3. Familiar: Market Entry Support

Table Q3C Page 5.....Q3. Familiar: In-Market Assistance

Table Q3D Page 6.....Q3. Familiar: Contributions

Table Q3E Page 7.....Q3. Familiar: Research

Table Q4 Page 8.....Q4. During the last 12 months, has your organization used the Trade Routes program?

Table Q5 Page 9.....Q5. How long has your organization used the Trade Routes program?

Table Q6A Page 10.....Q6. Used during 12 months: Market Entry Support

Table Q6B Page 11.....Q6. Used during 12 months: In-Market Assistance

Table Q6C Page 12.....Q6. Used during 12 months: Contributions

Table Q6D Page 13.....Q6. Used during 12 months: Research

Table Q7A Page 14.....Q7. Channels used in dealings with the program: 1-866 number

Table Q7B Page 15.....Q7. Channels used in dealings with the program: Telephone (NOT including 1-866 toll-free number)

Table Q7C Page 16.....Q7. Channels used in dealings with the program: Email (Trade Routes generic e-mail account)

Table Q7D Page 17.....Q7. Channels used in dealings with the program: Email (specific officer's account)

Table Q7E Page 18.....Q7. Channels used in dealings with the program: In-person (includes office visits, events, etc.)

Table Q7F Page 19.....Q7. Channels used in dealings with the program: Trade Routes website

Table Q7G Page 20.....Q7. Channels used in dealings with the program: Mail or fax

Table Q8A Page 21.....Q8. Satisfaction: 1-866 number

Table Q8B Page 22.....Q8. Satisfaction: Telephone (NOT including 1-866 toll-free number)

Table Q8C Page 23.....Q8. Satisfaction: Email (Trade Routes generic e-mail account)

Table Q8D Page 24.....Q8. Satisfaction: Email (specific officer's account)

Table Q8E Page 25.....Q8. Satisfaction: In-person (includes office visits, events, etc.)

Table Q8F Page 26.....Q8. Satisfaction: Trade Routes website

Table Q8G Page 27.....Q8. Satisfaction: Mail or fax

Table Q9A Page 28.....Q9. Agreement: Trade Routes staff were knowledgeable and competent

Table Q9B Page 29.....Q9. Agreement: Trade Routes staff were courteous

Table Q9C Page 30.....Q9. Agreement: Service was provided in a timely manner

Table Q9D Page 31.....Q9. Agreement: You were treated fairly

Table Q9E Page 32.....Q9. Agreement: You were able to get through to Trade Routes staff without difficulty

Table Q9F Page 33.....Q9. Agreement: You received service in the official language of your choice (i.e. English or French)

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Table Q9G Page 34.....Q9. Agreement: You were informed of everything you had to do in order to get the service

Table Q9H Page 35.....Q9. Agreement: The information you received was clear and easy to understand

Table Q9I Page 36.....Q9. Agreement: Trade Routes staff went the extra mile to make sure you got what you needed

Table Q10 Page 37.....Q10. How satisfied were you with the overall quality of service you received when using the Trade Routes program during the last 12 months?

Table Q11 Page 38.....Q11. In the end, did you get what you needed?

Table Q12 Page 39.....Q12. Which of the following offices is responsible for the Market Entry Support service you received?

Table Q13 Page 40.....Q13. In which of the following areas did you need support or assistance?

Table Q14 Page 41.....Q14. Did you participate in any of the following types of initiatives or events?

Table Q15A Page 42.....Q15. Satisfaction: The knowledge and competence of the staff.

Table Q15B Page 43.....Q15. Satisfaction: The ease of access to the service.

Table Q15C Page 44.....Q15. Satisfaction: The timeliness of the service.

Table Q15D Page 45.....Q15. Satisfaction: The accuracy of the information you received.

Table Q15E Page 46.....Q15. Satisfaction: The events/initiatives in which you took part.

Table Q16 Page 47.....Q16. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Market Entry Support service during the last 12 months?

Table Q17 Page 48.....Q17. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Market Entry Support service?

Table Q18 Page 49.....Q18. What problem(s) did you encounter?

Table Q19 Page 50.....Q19. Which of the following offices did you deal with for the In-Market Assistance service?

Table Q20 Page 51.....Q20. In which of the following areas did you need support or assistance?

Table Q21 Page 52.....Q21. Did you participate in any of the following types of initiatives or events?

Table Q22A Page 53.....Q22. Satisfaction: The knowledge and competence of the staff.

Table Q22B Page 54.....Q22. Satisfaction: The ease of access to the service.

Table Q22C Page 55.....Q22. Satisfaction: The timeliness of the service.

Table Q22D Page 56.....Q22. Satisfaction: The accuracy of the information you received.

Table Q22E Page 57.....Q22. Satisfaction: The events/initiatives in which you took part.

Table Q23 Page 58.....Q23. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' In-Market Assistance service during the last 12 months?

Table Q24 Page 59.....Q24. During the past 12 months, were there any problems with the service you received regarding Trade Routes' In-Market Assistance service?

Table Q25 Page 60.....Q25. What problem(s) did you encounter?

Table Q26 Page 61.....Q26. In which of the following areas did you need support or assistance through the Contributions program?

Table Q27 Page 62.....Q27. Did you participate in any of the following types of activities or events

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Table Q28B Page 65.....Q28. Satisfaction: The ease-of-use of the application process.

Table Q28C Page 66.....Q28. Satisfaction: The transparency of the process.

Table Q28D Page 67.....Q28. Satisfaction: The timeliness of approval process.

Table Q28E Page 68.....Q28. Satisfaction: The reporting requirements are reasonable and adequately explained.

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Table Q28F Page 69.....Q28. Satisfaction: The promptness in obtaining answers from HQ staff.

Table Q28G Page 70.....Q28. Satisfaction: The knowledge and competence of the staff.

Table Q28H Page 71.....Q28. Satisfaction: The courteousness of the staff.

Table Q29 Page 72.....Q29. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Contributions Program service during the last 12 months?

Table Q30 Page 73.....Q30. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Contributions Program service?

Table Q31 Page 74.....Q31. What problem(s) did you encounter?

Table Q32 Page 75.....Q32. What type of research information did you need?

Table Q33A Page 76.....Q33. Satisfaction: The relevance and usefulness of the research to you/your organization.

Table Q33B Page 77.....Q33. Satisfaction: The comprehensiveness of the research.

Table Q33C Page 78.....Q33. Satisfaction: The clarity and ease of understanding the research.

Table Q33D Page 79.....Q33. Satisfaction: The length of the reports and documents.

Table Q34 Page 80.....Q34. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Research service during the last 12 months?

Table Q35 Page 81.....Q35. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Research service?

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Table Q37 Page 83.....Q37 All things considered, how would you rate the overall value or usefulness of the Trade Routes program to your organization?

Table Q38A Page 84.....Q38. Impact: Improving your export readiness.

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Table Q38C Page 86.....Q38. Impact: Building networks/partnerships/contacts.

Table Q38D Page 87.....Q38. Impact: Providing strategic advice on doing business in one or more international markets.

Table Q38E Page 88.....Q38. Impact: Skills development for you/your staff in international business.

Table Q38F Page 89.....Q38. Impact: Helping you make informed decisions about where to invest and/or export.

Table Q38G Page 90.....Q38. Impact: First-hand/on-line exposure to markets and their business practices.

Table Q39A Page 91.....Q39. Resulted in outcomes: Increased exports of products/services

Table Q39B Page 92.....Q39. Resulted in outcomes: Diversified/expanded markets for products/services

Table Q39C Page 93.....Q39. Resulted in outcomes: Increased trade-related networks/connections

Table Q39D Page 94.....Q39. Resulted in outcomes: Better/increased understanding of international markets

Table Q40A Page 95.....Q40. How would you rate the importance of these outcome(s) to your business? Increased exports of products/ services

Table Q40B Page 96.....Q40. How would you rate the importance of these outcome(s) to your business? Diversified/expanded markets for products/services

Table Q40C Page 97.....Q40. How would you rate the importance of these outcome(s) to your business? Increased trade-related networks/ connections

Table Q40D Page 98.....Q40. How would you rate the importance of these outcome(s) to your business? Better/increased understanding of international markets

Table Q41 Page 99.....Q41. How likely is it that your organization will use the Trade Routes program in future?

Table Q42 Page 100.....Q42. Market Entry Support service - do you think any of these positions should be relocated?

Table Q43 Page 101.....Q43. Which positions should be relocated, and what cities should they be moved to?

Table Q44 Page 102.....Q44. In addition to these Trade Commissioners, do you think the number of Cultural Trade Commissioners across Canada should be expanded?

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Table Q45 Page 103.....Q45. In which location(s) should this expansion occur?

Table Q46 Page 104.....Q46. In-Market Assistance service. Do you think any of these positions should be relocated?

Table Q47 Page 105.....Q47. Which positions should be relocated, and what cities should they be moved to?

Table Q48 Page 106.....Q48. Do you think the number of Cultural Trade Development Officers should be expanded?

Table Q49 Page 107.....Q49. In which location(s) should this expansion occur?

Table Q50 Page 109.....Q50. Contributions Program - Are there any changes to the Contributions program that you would like to see carried out?

Table Q51 Page 110.....Q51. Research service. Are there any other research activities that you would like to see carried out?

Table Q52 Page 111.....Q52. What research activities?

Table Q53 Page 112.....Q53. Do you think that Trade Routes should expand its investment initiatives within the program for those sub-sectors where investment is relevant?

Table Q54 Page 113.....Q54. If you could offer one suggestion to improve the quality of service you received from the Trade Routes program, what would that be?

Table Q55 Page 114.....Q55. Excluding yourself, how many full-time employees work for your organization in Canada? Please include part-time employees as full-time equivalents.

Table Q56 Page 115.....Q56. How long has your business or organization been in existence?

Table Q57 Page 116.....Q57. In which province/territory are you located? If you are located in more than one province, please identify the location of your main office.

Table Q58 Page 117.....Q58. What has been the approximate value of your organization's annual revenues from the export of its products or services over the past two years?

Table Q59 Page 118.....Q59. Are you a member of any of the following groups?

Table Q60 Page 119.....Q60. What is your first official language?

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q1. Which of the following best describes the organization you work for?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
For-profit company	100	2	53	29	15	24	27	31	18	62	38
	50%	25%	50%	45%	65%	55%	61%	58%	30%	48%	52%
					B	I	I	I			
Not-for-profit corporation	38	-	12	20	6	6	3	7	22	18	20
	19%		11%	31%	26%	14%	7%	13%	37%	14%	27%
				C					FGH		J
Individual entrepreneur (i.e. self-employed)	32	3	24	4	1	12	9	10	1	24	8
	16%	38%	23%	6%	4%	27%	20%	19%	2%	19%	11%
			DE			I	I	I			
Not-for profit association	26	2	16	7	1	2	5	4	15	20	6
	13%	25%	15%	11%	4%	5%	11%	8%	25%	16%	8%
			E						FH		
National/provincial/ territorial/municipal association	4	1	-	3	-	-	-	1	3	3	1
	2%	12%		5%				2%	5%	2%	1%
Academic institution or Chamber of Commerce	1	-	-	1	-	-	-	-	1	1	-
	*%			2%					2%	1%	
CHI-SQUARE		<----------38.1---------->				<----------51.21---------->				<---------9.03------->	
SIGNIFICANCE		97%*				100%*				66%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q2. In which area of the arts and cultural sector are you involved?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Film/video	63	2	31	21	9	15	18	14	16	46	17
	31%	25%	30%	33%	39%	34%	41%	26%	27%	36%	23%
Broadcasting/television	53	1	23	19	9	12	13	15	13	36	17
	26%	12%	22%	30%	39%	27%	30%	28%	22%	28%	23%
Performing arts	51	2	23	20	6	7	12	8	24	21	30
	25%	25%	22%	31%	26%	16%	27%	15%	40%	16%	41%
									FH		J
Music/sound recording	44	-	32	10	2	6	11	15	12	33	11
	22%		30%	16%	9%	14%	25%	28%	20%	26%	15%
			DE								
New media	43	-	19	17	7	16	8	6	13	34	9
	21%		18%	27%	30%	36%	18%	11%	22%	27%	12%
						H				K	
Visual arts	29	2	20	4	2	7	4	10	8	24	5
	14%	25%	19%	6%	9%	16%	9%	19%	13%	19%	7%
			D							K	
Publishing	26	2	12	9	3	3	5	9	9	12	14
	13%	25%	11%	14%	13%	7%	11%	17%	15%	9%	19%
Design	23	2	16	5	-	12	1	6	4	21	2
	11%	25%	15%	8%		27%	2%	11%	7%	16%	3%
						GHI				K	
Crafts	18	1	11	3	2	5	1	5	7	14	4
	9%	12%	10%	5%	9%	11%	2%	9%	12%	11%	5%
									G		
Heritage	8	-	4	2	2	1	2	1	4	6	2
	4%		4%	3%	9%	2%	5%	2%	7%	5%	3%
Other	2	-	1	1	-	1	-	1	-	2	-
	1%		1%	2%		2%		2%		2%	
CHI-SQUARE		<----------34.73---------->				<----------45.32---------->				<-------37.79------->	
SIGNIFICANCE		13%*				54%*				100%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q3. Familiar: Overall Trade Routes Program

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Not at all	3	-	1	1	1	1	2	-	-	2	1
	1%		1%	2%	4%	2%	5%			2%	1%
Only a little	46	3	25	16	1	14	5	18	9	21	25
	23%	38%	24%	25%	4%	32%	11%	34%	15%	16%	34%
			E	E		GI		GI			J
Moderately familiar	107	4	52	37	14	21	27	24	35	68	39
	53%	50%	50%	58%	61%	48%	61%	45%	58%	53%	53%
Very familiar	45	1	27	10	7	8	10	11	16	37	8
	22%	12%	26%	16%	30%	18%	23%	21%	27%	29%	11%
										K	
CHI-SQUARE		<----------9.61---------->				<----------15.79---------->				<-------13.17------->	
SIGNIFICANCE		62%*				93%*				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q3. Familiar: Market Entry Support

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Not at all	18	-	8	7	2	6	3	6	3	9	9
	9%		8%	11%	9%	14%	7%	11%	5%	7%	12%
Only a little	49	3	25	19	2	17	9	12	11	27	22
	24%	38%	24%	30%	9%	39%	20%	23%	18%	21%	30%
			E	E		I					
Moderately familiar	84	4	37	29	14	16	16	22	30	50	34
	42%	50%	35%	45%	61%	36%	36%	42%	50%	39%	47%
					C						
Very familiar	50	1	35	9	5	5	16	13	16	42	8
	25%	12%	33%	14%	22%	11%	36%	25%	27%	33%	11%
			D				F		F	K	
CHI-SQUARE		<----------14.8---------->				<----------14.82---------->				<-------12.57------->	
SIGNIFICANCE		90%*				90%				99%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q3. Familiar: In-Market Assistance

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Not at all	43	1	24	13	4	12	9	14	8	25	18
	21%	12%	23%	20%	17%	27%	20%	26%	13%	20%	25%
Only a little	65	4	28	27	6	15	11	13	26	35	30
	32%	50%	27%	42%	26%	34%	25%	25%	43%	27%	41%
				C					GH		J
Moderately familiar	57	2	30	16	9	12	15	17	13	38	19
	28%	25%	29%	25%	39%	27%	34%	32%	22%	30%	26%
Very familiar	36	1	23	8	4	5	9	9	13	30	6
	18%	12%	22%	12%	17%	11%	20%	17%	22%	23%	8%
										K	
CHI-SQUARE		<-------------------7.92------------------>				<-------------------10.64------------------>				<--------9.52------->	
SIGNIFICANCE		46%*				70%				98%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q3. Familiar: Contributions

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Not at all	18	1	10	4	2	6	6	6	-	11	7
	9%	12%	10%	6%	9%	14%	14%	11%		9%	10%
Only a little	26	2	13	7	4	4	5	10	7	14	12
	13%	25%	12%	11%	17%	9%	11%	19%	12%	11%	16%
Moderately familiar	72	2	37	28	5	18	13	18	23	45	27
	36%	25%	35%	44%	22%	41%	30%	34%	38%	35%	37%
				E							
Very familiar	85	3	45	25	12	16	20	19	30	58	27
	42%	38%	43%	39%	52%	36%	45%	36%	50%	45%	37%
CHI-SQUARE		<----------5.52---------->				<----------12.75---------->				<--------1.94------->	
SIGNIFICANCE		21%*				83%				42%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q3. Familiar: Research

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Not at all	47	-	24	16	6	15	8	11	13	24	23
	23%		23%	25%	26%	34%	18%	21%	22%	19%	32%
											J
Only a little	75	6	37	25	7	19	17	18	21	43	32
	37%	75%	35%	39%	30%	43%	39%	34%	35%	34%	44%
		CDE									
Moderately familiar	58	1	27	22	8	7	14	18	19	43	15
	29%	12%	26%	34%	35%	16%	32%	34%	32%	34%	21%
								F		K	
Very familiar	21	1	17	1	2	3	5	6	7	18	3
	10%	12%	16%	2%	9%	7%	11%	11%	12%	14%	4%
			D							K	
CHI-SQUARE		<----------15.79---------->				<----------7.62---------->				<-------11.69------->	
SIGNIFICANCE			93%*				43%			99%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q4. During the last 12 months, has your organization used the Trade Routes program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	201	8	105	64	23	44	44	53	60	128	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHI-SQUARE		<----------.0---------->				<----------.0---------->				<----------.0---------->	
SIGNIFICANCE		%*				%*				%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q5. How long has your organization used the Trade Routes program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
1 year or less	74	1	44	23	5	19	12	21	22	37	37
	37%	12%	42%	36%	22%	43%	27%	40%	37%	29%	51%
			BE								J
2 years	34	-	14	13	7	13	7	6	8	25	9
	17%		13%	20%	30%	30%	16%	11%	13%	20%	12%
						HI					
3 years	47	2	22	16	7	7	18	12	10	30	17
	23%	25%	21%	25%	30%	16%	41%	23%	17%	23%	23%
							FI				
4 years	16	1	9	6	-	-	2	5	9	13	3
	8%	12%	9%	9%			5%	9%	15%	10%	4%
5 years	24	4	13	3	4	4	4	7	9	18	6
	12%	50%	12%	5%	17%	9%	9%	13%	15%	14%	8%
		CD									
Don't Know	6	-	3	3	-	1	1	2	2	5	1
	3%		3%	5%		2%	2%	4%	3%	4%	1%
CHI-SQUARE		<----------26.19---------->				<----------24.75---------->				<-------11.88------->	
SIGNIFICANCE		96%*				95%*				96%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q6. Used during 12 months: Market Entry Support

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	90	3	54	23	9	20	23	25	22	62	28
	45%	38%	51%	36%	39%	45%	52%	47%	37%	48%	38%
			D								
No	111	5	51	41	14	24	21	28	38	66	45
	55%	62%	49%	64%	61%	55%	48%	53%	63%	52%	62%
				C							
CHI-SQUARE		<----------4.37---------->				<----------2.73---------->				<---1.91--->	
SIGNIFICANCE		78%				56%				83%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q6. Used during 12 months: In-Market Assistance

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	65	3	30	20	11	14	13	17	21	45	20
	32%	38%	29%	31%	48%	32%	30%	32%	35%	35%	27%
No	136	5	75	44	12	30	31	36	39	83	53
	68%	62%	71%	69%	52%	68%	70%	68%	65%	65%	73%
CHI-SQUARE		<----------3.34---------->				<----------.36---------->				<--------1.28------->	
SIGNIFICANCE		66%				5%				74%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q6. Used during 12 months: Contributions

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	129	1	66	42	19	26	27	34	42	80	49
	64%	12%	63%	66%	83%	59%	61%	64%	70%	62%	67%
			B	B	BC						
No	72	7	39	22	4	18	17	19	18	48	24
	36%	88%	37%	34%	17%	41%	39%	36%	30%	38%	33%
		CDE	E								
CHI-SQUARE		<----------12.8---------->				<----------1.53---------->				<---------.43-------->	
SIGNIFICANCE		99%				32%				49%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q6. Used during 12 months: Research

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	38	2	20	11	5	10	8	10	10	26	12
	19%	25%	19%	17%	22%	23%	18%	19%	17%	20%	16%
No	163	6	85	53	18	34	36	43	50	102	61
	81%	75%	81%	83%	78%	77%	82%	81%	83%	80%	84%
CHI-SQUARE		<----------.44---------->				<----------.63---------->				<---------.46--------->	
SIGNIFICANCE		7%				11%				50%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: 1-866 number

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	53	3	29	17	4	11	14	11	17	29	24
	26%	38%	28%	27%	17%	25%	32%	21%	28%	23%	33%
No	120	4	62	36	17	30	21	32	37	82	38
	60%	50%	59%	56%	74%	68%	48%	60%	62%	64%	52%
						G					
Don't Know/Can't Recall	28	1	14	11	2	3	9	10	6	17	11
	14%	12%	13%	17%	9%	7%	20%	19%	10%	13%	15%
CHI-SQUARE		<-------------------3.15------------------>				<-------------------7.41------------------>				<--------3.07------->	
SIGNIFICANCE		21%*				72%				78%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: Telephone (NOT including 1-866 toll-free number)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	94	3	54	29	8	19	25	18	32	71	23
	47%	38%	51%	45%	35%	43%	57%	34%	53%	55%	32%
							H		H	K	
No	82	5	39	25	12	21	11	28	22	43	39
	41%	62%	37%	39%	52%	48%	25%	53%	37%	34%	53%
						G		G			J
Don't Know/Can't Recall	25	-	12	10	3	4	8	7	6	14	11
	12%		11%	16%	13%	9%	18%	13%	10%	11%	15%
CHI-SQUARE		<----------5.02---------->				<----------10.7---------->				<-------10.83------->	
SIGNIFICANCE		46%*				90%				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: Email (Trade Routes generic e-mail account)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	71	5	40	18	7	19	17	23	12	47	24
	35%	62%	38%	28%	30%	43%	39%	43%	20%	37%	33%
						I	I	I			
No	115	2	59	41	13	23	26	23	43	71	44
	57%	25%	56%	64%	57%	52%	59%	43%	72%	55%	60%
				B					FH		
Don't Know/Can't Recall	15	1	6	5	3	2	1	7	5	10	5
	7%	12%	6%	8%	13%	5%	2%	13%	8%	8%	7%
								G			
CHI-SQUARE		<----------6.67---------->				<----------14.54---------->				<---------.44-------->	
SIGNIFICANCE		65%*				98%*				20%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: Email (specific officer's account)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	163	5	85	52	20	30	39	41	53	108	55
	81%	62%	81%	81%	87%	68%	89%	77%	88%	84%	75%
							F		F		
No	33	3	17	11	2	13	5	9	6	18	15
	16%	38%	16%	17%	9%	30%	11%	17%	10%	14%	21%
						GI					
Don't Know/Can't Recall	5	-	3	1	1	1	-	3	1	2	3
	2%		3%	2%	4%	2%		6%	2%	2%	4%
CHI-SQUARE		<----------4.24---------->				<----------11.92---------->				<----2.87---->	
SIGNIFICANCE		36%*				94%*				76%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: In-person (includes office visits, events, etc.)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	105	3	51	35	16	21	24	26	34	71	34
	52%	38%	49%	55%	70%	48%	55%	49%	57%	55%	47%
No	91	5	52	27	6	21	19	25	26	52	39
	45%	62%	50% E	42%	26%	48%	43%	47%	43%	41%	53%
Don't Know/Can't Recall	5	-	2	2	1	2	1	2	-	5	-
	2%		2%	3%	4%	5%	2%	4%		4%	
CHI-SQUARE		<----------5.71---------->				<----------3.34---------->				<--------5.24------->	
SIGNIFICANCE		54%*				23%*				93%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: Trade Routes website

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	150	5	84	47	14	31	35	34	50	95	55
	75%	62%	80%	73%	61%	70%	80%	64%	83% H	74%	75%
No	45	3	17	17	7	12	6	18	9	29	16
	22%	38%	16%	27%	30%	27%	14%	34% GI	15%	23%	22%
Don't Know/Can't Recall	6	-	4	-	2	1	3	1	1	4	2
	3%		4%		9%	2%	7%	2%	2%	3%	3%
CHI-SQUARE		<----------9.86---------->				<----------11.05---------->				<---------.04-------->	
SIGNIFICANCE		87%*				91%*				2%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q7. Channels used in dealings with the program: Mail or fax

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	106	2	57	35	12	17	27	25	37	64	42
	53%	25%	54%	55%	52%	39%	61%	47%	62%	50%	58%
							F		F		
No	83	6	41	25	10	24	14	24	21	55	28
	41%	75%	39%	39%	43%	55%	32%	45%	35%	43%	38%
		CD				GI					
Don't Know/Can't Recall	12	-	7	4	1	3	3	4	2	9	3
	6%		7%	6%	4%	7%	7%	8%	3%	7%	4%
CHI-SQUARE		<----------4.37---------->				<----------8.13---------->				<--------1.4-------->	
SIGNIFICANCE		37%*				77%*				50%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: 1-866 number

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	53	3	29	17	4	11	14	11	17	29	24
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	4	-	2	2	-	1	-	2	1	3	1
	8%		7%	12%		9%		18%	6%	10%	4%
2	3	-	2	-	1	1	1	1	-	-	3
	6%		7%		25%	9%	7%	9%			12%
3 - Neither	13	1	5	5	2	2	3	3	5	5	8
	25%	33%	17%	29%	50%	18%	21%	27%	29%	17%	33%
4	15	-	9	6	-	2	5	2	6	7	8
	28%		31%	35%		18%	36%	18%	35%	24%	33%
5 - Very Satisfied	16	2	10	3	1	4	4	3	5	13	3
	30%	67%	34%	18%	25%	36%	29%	27%	29%	45%	12%
										K	
Don't Know	2	-	1	1	-	1	1	-	-	1	1
	4%		3%	6%		9%	7%			3%	4%
BOTTOM 2 BOX	7	-	4	2	1	2	1	3	1	3	4
	13%		14%	12%	25%	18%	7%	27%	6%	10%	17%
TOP 2 BOX	31	2	19	9	1	6	9	5	11	20	11
	58%	67%	66%	53%	25%	55%	64%	45%	65%	69%	46%
CHI-SQUARE		<----------11.26---------->				<----------6.13---------->				<-------10.62------->	
SIGNIFICANCE		49%*				9%*				97%*	
MEAN	3.7	4.3	3.8	3.5	3.2	3.7	3.9	3.3	3.8	4.0	3.4
MEDIAN	4.0	5.0	4.0	4.0	3.0	4.0	4.0	3.0	4.0	4.0	3.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: Telephone (NOT including 1-866 toll-free number)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	94	3	54	29	8	19	25	18	32	71	23
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	7	-	3	4	-	1	2	2	2	5	2
	7%		6%	14%		5%	8%	11%	6%	7%	9%
2	2	-	1	-	1	2	-	-	-	1	1
	2%		2%		12%	11%				1%	4%
3 - Neither	10	-	9	-	1	1	4	1	4	7	3
	11%		17%		12%	5%	16%	6%	12%	10%	13%
4	31	-	15	13	3	5	5	7	14	23	8
	33%		28%	45%	38%	26%	20%	39%	44% G	32%	35%
5 - Very Satisfied	36	3	23	10	-	8	11	7	10	29	7
	38%	100% CD	43%	34%		42%	44%	39%	31%	41%	30%
Don't Know	8	-	3	2	3	2	3	1	2	6	2
	9%		6%	7%	38%	11%	12%	6%	6%	8%	9%
BOTTOM 2 BOX	9	-	4	4	1	3	2	2	2	6	3
	10%		7%	14%	12%	16%	8%	11%	6%	8%	13%
TOP 2 BOX	67	3	38	23	3	13	16	14	24	52	15
	71%	100% CDE	70%	79% E	38%	68%	64%	78%	75%	73%	65%
CHI-SQUARE		<----------23.66---------->				<----------13.79---------->				<--------1.46-------->	
SIGNIFICANCE		98%*				69%*				17%*	
MEAN	4.0	5.0	4.1	3.9	3.4	4.0	4.0	4.0	4.0	4.1	3.8
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.5	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: Email (Trade Routes generic e-mail account)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	71	5	40	18	7	19	17	23	12	47	24
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	4	–	3	1	–	–	2	2	–	1	3
	6%		8%	6%			12%	9%		2%	12%
2	6	1	2	2	1	1	2	3	–	4	2
	8%	20%	5%	11%	14%	5%	12%	13%		9%	8%
3 - Neither	13	–	7	5	1	5	4	2	2	8	5
	18%		18%	28%	14%	26%	24%	9%	17%	17%	21%
4	22	1	10	8	3	6	3	8	5	12	10
	31%	20%	25%	44%	43%	32%	18%	35%	42%	26%	42%
5 - Very Satisfied	19	3	12	1	2	4	5	5	5	15	4
	27%	60%	30%	6%	29%	21%	29%	22%	42%	32%	17%
		D	D								
Don't Know	7	–	6	1	–	3	1	3	–	7	–
	10%		15%	6%		16%	6%	13%		15%	
BOTTOM 2 BOX	10	1	5	3	1	1	4	5	–	5	5
	14%	20%	12%	17%	14%	5%	24%	22%		11%	21%
TOP 2 BOX	41	4	22	9	5	10	8	13	10	27	14
	58%	80%	55%	50%	71%	53%	47%	57%	83%	57%	58%
									G		
CHI-SQUARE		<----------10.99---------->				<----------9.99---------->				<---5.24--->	
SIGNIFICANCE			47%*				38%*			74%*	
MEAN	3.7	4.2	3.8	3.4	3.9	3.8	3.4	3.5	4.2	3.9	3.4
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	3.5	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: Email (specific officer's account)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	163	5	85	52	20	30	39	41	53	108	55
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	18	-	9	8	1	2	5	7	4	9	9
	11%		11%	15%	5%	7%	13%	17%	8%	8%	16%
2	8	-	3	3	2	1	3	2	2	5	3
	5%		4%	6%	10%	3%	8%	5%	4%	5%	5%
3 - Neither	10	-	4	3	3	3	3	2	2	5	5
	6%		5%	6%	15%	10%	8%	5%	4%	5%	9%
4	32	-	17	9	6	4	7	8	13	21	11
	20%		20%	17%	30%	13%	18%	20%	25%	19%	20%
5 - Very Satisfied	93	5	50	29	8	19	21	21	32	66	27
	57%	100% CDE	59%	56%	40%	63%	54%	51%	60%	61%	49%
Don't Know	2	-	2	-	-	1	-	1	-	2	-
	1%		2%			3%		2%		2%	
BOTTOM 2 BOX	26	-	12	11	3	3	8	9	6	14	12
	16%		14%	21%	15%	10%	21%	22%	11%	13%	22%
TOP 2 BOX	125	5	67	38	14	23	28	29	45	87	38
	77%	100% CDE	79%	73%	70%	77%	72%	71%	85%	81%	69%
CHI-SQUARE		<----------11.71---------->				<----------6.88---------->				<---4.25--->	
SIGNIFICANCE		53%*				13%*				63%	
MEAN	4.1	5.0	4.2	3.9	3.9	4.3	3.9	3.9	4.3	4.2	3.8
MEDIAN	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: In-person (includes office visits, events, etc.)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	105	3	51	35	16	21	24	26	34	71	34
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	7	-	5	1	1	-	4	2	1	4	3
	7%		10%	3%	6%		17%	8%	3%	6%	9%
2	4	-	-	4	-	-	1	1	2	3	1
	4%			11%			4%	4%	6%	4%	3%
3 - Neither	12	-	3	5	4	5	3	3	1	6	6
	11%		6%	14%	25%	24% I	12%	12%	3%	8%	18%
4	25	-	14	7	4	6	3	3	13	18	7
	24%		27%	20%	25%	29%	12%	12%	38% GH	25%	21%
5 - Very Satisfied	57	3	29	18	7	10	13	17	17	40	17
	54%	100% CDE	57%	51%	44%	48%	54%	65%	50%	56%	50%
BOTTOM 2 BOX	11	-	5	5	1	-	5	3	3	7	4
	10%		10%	14%	6%		21%	12%	9%	10%	12%
TOP 2 BOX	82	3	43	25	11	16	16	20	30	58	24
	78%	100% CDE	84%	71%	69%	76%	67%	77%	88%	82%	71%
CHI-SQUARE		<----------17.08---------->				<----------18.91---------->				<--------2.54------->	
SIGNIFICANCE		85%*				91%*				36%*	
MEAN	4.2	5.0	4.2	4.1	4.0	4.2	3.8	4.2	4.3	4.2	4.0
MEDIAN	5.0	5.0	5.0	5.0	4.0	4.0	5.0	5.0	4.5	5.0	4.5

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: Trade Routes website

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	150	5	84	47	14	31	35	34	50	95	55
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	10	-	6	4	-	2	2	1	5	6	4
	7%		7%	9%		6%	6%	3%	10%	6%	7%
2	6	-	3	2	1	-	2	2	2	4	2
	4%		4%	4%	7%		6%	6%	4%	4%	4%
3 - Neither	20	-	11	7	2	5	4	4	7	12	8
	13%		13%	15%	14%	16%	11%	12%	14%	13%	15%
4	68	2	37	23	6	13	18	17	20	45	23
	45%	40%	44%	49%	43%	42%	51%	50%	40%	47%	42%
5 - Very Satisfied	39	3	21	10	5	9	8	7	15	24	15
	26%	60%	25%	21%	36%	29%	23%	21%	30%	25%	27%
Don't Know	7	-	6	1	-	2	1	3	1	4	3
	5%		7%	2%		6%	3%	9%	2%	4%	5%
BOTTOM 2 BOX	16	-	9	6	1	2	4	3	7	10	6
	11%		11%	13%	7%	6%	11%	9%	14%	11%	11%
TOP 2 BOX	107	5	58	33	11	22	26	24	35	69	38
	71%	100%	69%	70%	79%	71%	74%	71%	70%	73%	69%
		CD									
CHI-SQUARE		<-------------------5.88------------------->				<-------------------5.45------------------->				<---------.46-------->	
SIGNIFICANCE		8%*				6%*				2%*	
MEAN	3.8	4.6	3.8	3.7	4.1	3.9	3.8	3.9	3.8	3.8	3.8
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q8. Satisfaction: Mail or fax

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	106	2	57	35	12	17	27	25	37	64	42
	100	100	100	100	100	100	100	100	100	100	100
1- Very Dissatisfied	7	–	3	4	–	1	2	1	3	4	3
	7%		5%	11%		6%	7%	4%	8%	6%	7%
2	1	–	–	1	–	–	–	1	–	–	1
	1%			3%				4%			2%
3 – Neither	19	–	11	6	2	3	4	6	6	12	7
	18%		19%	17%	17%	18%	15%	24%	16%	19%	17%
4	40	1	18	15	6	4	11	8	17	22	18
	38%	50%	32%	43%	50%	24%	41%	32%	46%	34%	43%
5 – Very Satisfied	33	1	22	7	3	8	10	6	9	24	9
	31%	50%	39%	20%	25%	47%	37%	24%	24%	38%	21%
			D								
Don't Know	6	–	3	2	1	1	–	3	2	2	4
	6%		5%	6%	8%	6%		12%	5%	3%	10%
BOTTOM 2 BOX	8	–	3	5	–	1	2	2	3	4	4
	8%		5%	14%		6%	7%	8%	8%	6%	10%
TOP 2 BOX	73	2	40	22	9	12	21	14	26	46	27
	69%	100%	70%	63%	75%	71%	78%	56%	70%	72%	64%
		CDE									
CHI-SQUARE		<----------8.92---------->				<----------8.92---------->				<---------4.16------->	
SIGNIFICANCE		29%*				29%*				61%*	
MEAN	3.9	4.5	4.0	3.6	4.1	4.1	4.0	3.8	3.8	4.0	3.8
MEDIAN	4.0	4.5	4.0	4.0	4.0	4.5	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: Trade Routes staff were knowledgeable and competent

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	192	7	98	64	22	41	44	48	59	123	69
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	7	-	3	4	-	-	2	3	2	5	2
	4%		3%	6%			5%	6%	3%	4%	3%
2	6	1	3	2	-	2	2	2	-	6	-
	3%	14%	3%	3%		5%	5%	4%		5%	
3 - Neither	19	-	12	5	2	3	5	5	6	13	6
	10%		12%	8%	9%	7%	11%	10%	10%	11%	9%
4	57	1	29	20	7	9	13	18	17	38	19
	30%	14%	30%	31%	32%	22%	30%	38%	29%	31%	28%
5 - Strongly agree	103	5	51	33	13	27	22	20	34	61	42
	54%	71%	52%	52%	59%	66% H	50%	42%	58%	50%	61%
N/A	9	1	7	-	1	3	-	5	1	5	4
	5%	14%	7%		5%	7%		10%	2%	4%	6%
BOTTOM 2 BOX	13	1	6	6	-	2	4	5	2	11	2
	7%	14%	6%	9%		5%	9%	10%	3%	9%	3%
TOP 2 BOX	160	6	80	53	20	36	35	38	51	99	61
	83%	86%	82%	83%	91%	88%	80%	79%	86%	80%	88%
CHI-SQUARE		<----------8.59---------->				<----------10.12---------->				<----4.9---->	
SIGNIFICANCE		26%*				39%*				70%*	
MEAN	4.3	4.4	4.2	4.2	4.5	4.5	4.2	4.0	4.4	4.2	4.4
MEDIAN	5.0	5.0	5.0	5.0	5.0	5.0	4.5	4.0	5.0	4.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: Trade Routes staff were courteous

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	188	6	98	62	22	39	43	47	59	122	66
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	3	-	-	3	-	-	1	1	1	2	1
	2%			5%			2%	2%	2%	2%	2%
2	4	-	4	-	-	-	3	1	-	2	2
	2%		4%				7%	2%		2%	3%
3 - Neither	8	-	6	2	-	1	4	1	2	5	3
	4%		6%	3%		3%	9%	2%	3%	4%	5%
4	44	-	22	14	8	8	6	15	15	34	10
	23%		22%	23%	36%	21%	14%	32%	25%	28%	15%
								G		K	
5 - Strongly agree	129	6	66	43	14	30	29	29	41	79	50
	69%	100%	67%	69%	64%	77%	67%	62%	69%	65%	76%
		CDE									
N/A	13	2	7	2	1	5	1	6	1	6	7
	7%	33%	7%	3%	5%	13%	2%	13%	2%	5%	11%
						I		I			
BOTTOM 2 BOX	7	-	4	3	-	-	4	2	1	4	3
	4%		4%	5%			9%	4%	2%	3%	5%
TOP 2 BOX	173	6	88	57	22	38	35	44	56	113	60
	92%	100%	90%	92%	100%	97%	81%	94%	95%	93%	91%
		CD			CD	G			G		
CHI-SQUARE		<----------15.93---------->				<----------15.2---------->				<----4.13---->	
SIGNIFICANCE		81%*				77%*				61%*	
MEAN	4.6	5.0	4.5	4.5	4.6	4.7	4.4	4.5	4.6	4.5	4.6
MEDIAN	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: Service was provided in a timely manner

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	191	6	100	63	22	42	43	47	59	123	68
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	22	-	10	9	3	4	4	7	7	14	8
	12%		10%	14%	14%	10%	9%	15%	12%	11%	12%
2	23	-	11	9	3	6	5	4	8	18	5
	12%		11%	14%	14%	14%	12%	9%	14%	15%	7%
3 - Neither	22	-	14	6	2	2	3	9	8	14	8
	12%		14%	10%	9%	5%	7%	19% F	14%	11%	12%
4	51	-	26	18	7	13	12	11	15	31	20
	27%		26%	29%	32%	31%	28%	23%	25%	25%	29%
5 - Strongly agree	73	6	39	21	7	17	19	16	21	46	27
	38%	100% CDE	39%	33%	32%	40%	44%	34%	36%	37%	40%
N/A	10	2	5	1	1	2	1	6	1	5	5
	5%	33%	5%	2%	5%	5%	2%	13% I	2%	4%	7%
BOTTOM 2 BOX	45	-	21	18	6	10	9	11	15	32	13
	24%		21%	29%	27%	24%	21%	23%	25%	26%	19%
TOP 2 BOX	124	6	65	39	14	30	31	27	36	77	47
	65%	100% CDE	65%	62%	64%	71%	72%	57%	61%	63%	69%
CHI-SQUARE		<----------12.63---------->				<----------7.92---------->				<--------2.29------->	
SIGNIFICANCE			60%*				21%			32%	
MEAN	3.7	5.0	3.7	3.5	3.5	3.8	3.9	3.5	3.6	3.6	3.8
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: You were treated fairly

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	187	6	99	60	21	40	42	47	58	121	66
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	7	-	2	4	1	1	1	3	2	5	2
	4%		2%	7%	5%	2%	2%	6%	3%	4%	3%
2	6	-	4	2	-	-	3	2	1	4	2
	3%		4%	3%			7%	4%	2%	3%	3%
3 - Neither	21	-	11	6	4	3	6	5	7	12	9
	11%		11%	10%	19%	8%	14%	11%	12%	10%	14%
4	57	1	29	17	10	13	5	13	26	38	19
	30%	17%	29%	28%	48%	32%	12%	28%	45%	31%	29%
						G			G		
5 - Strongly agree	96	5	53	31	6	23	27	24	22	62	34
	51%	83%	54%	52%	29%	58%	64%	51%	38%	51%	52%
		E	E	E			I				
N/A	14	2	6	4	2	4	2	6	2	7	7
	7%	33%	6%	7%	10%	10%	5%	13%	3%	6%	11%
BOTTOM 2 BOX	13	-	6	6	1	1	4	5	3	9	4
	7%		6%	10%	5%	2%	10%	11%	5%	7%	6%
TOP 2 BOX	153	6	82	48	16	36	32	37	48	100	53
	82%	100%	83%	80%	76%	90%	76%	79%	83%	83%	80%
		CDE									
CHI-SQUARE		<----------11.34---------->				<----------18.57---------->				<---.77--->	
SIGNIFICANCE		50%*				90%*				6%*	
MEAN	4.2	4.8	4.3	4.2	4.0	4.4	4.3	4.1	4.1	4.2	4.2
MEDIAN	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	4.0	5.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: You were able to get through to Trade Routes staff without difficulty

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	187	7	98	61	21	40	41	48	58	121	66
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	10	-	6	4	-	1	3	3	3	5	5
	5%		6%	7%		2%	7%	6%	5%	4%	8%
2	21	-	10	8	3	5	4	5	7	14	7
	11%		10%	13%	14%	12%	10%	10%	12%	12%	11%
3 - Neither	23	1	12	6	4	6	4	5	8	13	10
	12%	14%	12%	10%	19%	15%	10%	10%	14%	11%	15%
4	53	3	23	18	9	12	7	16	18	36	17
	28%	43%	23%	30%	43%	30%	17%	33%	31%	30%	26%
5 - Strongly agree	80	3	47	25	5	16	23	19	22	53	27
	43%	43%	48%	41%	24%	40%	56%	40%	38%	44%	41%
			E								
N/A	14	1	7	3	2	4	3	5	2	7	7
	7%	14%	7%	5%	10%	10%	7%	10%	3%	6%	11%
BOTTOM 2 BOX	31	-	16	12	3	6	7	8	10	19	12
	17%		16%	20%	14%	15%	17%	17%	17%	16%	18%
TOP 2 BOX	133	6	70	43	14	28	30	35	40	89	44
	71%	86%	71%	70%	67%	70%	73%	73%	69%	74%	67%
CHI-SQUARE		<----------9.48---------->				<----------6.53---------->				<----1.98---->	
SIGNIFICANCE		34%*				11%*				26%	
MEAN	3.9	4.3	4.0	3.9	3.8	3.9	4.0	3.9	3.8	4.0	3.8
MEDIAN	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: You received service in the official language of your choice (i.e. English or French)

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	191	7	102	60	21	40	44	49	58	122	69
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	1	-	-	1	-	-	-	-	1	1	-
	1%			2%					2%	1%	
2	1	-	1	-	-	-	1	-	-	1	-
	1%		1%				2%			1%	
3 - Neither	4	-	1	3	-	-	2	1	1	2	2
	2%		1%	5%			5%	2%	2%	2%	3%
4	25	2	6	12	5	5	5	8	7	12	13
	13%	29%	6%	20%	24%	12%	11%	16%	12%	10%	19%
				C							
5 - Strongly agree	160	5	94	44	16	35	36	40	49	106	54
	84%	71%	92%	73%	76%	88%	82%	82%	84%	87%	78%
			D								
N/A	10	1	3	4	2	4	-	4	2	6	4
	5%	14%	3%	7%	10%	10%		8%	3%	5%	6%
BOTTOM 2 BOX	2	-	1	1	-	-	1	-	1	2	-
	1%		1%	2%			2%		2%	2%	
TOP 2 BOX	185	7	100	56	21	40	41	48	56	118	67
	97%	100%	98%	93%	100%	100%	93%	98%	97%	97%	97%
		D			D						
CHI-SQUARE		<----------17.84---------->				<----------8.44---------->				<--------4.59------->	
SIGNIFICANCE		88%*				25%*				67%*	
MEAN	4.8	4.7	4.9	4.6	4.8	4.9	4.7	4.8	4.8	4.8	4.8
MEDIAN	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: You were informed of everything you had to do in order to get the service

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	188	6	98	61	22	41	43	47	57	120	68
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	8	-	3	5	-	-	2	3	3	6	2
	4%		3%	8%			5%	6%	5%	5%	3%
2	5	-	4	-	1	1	1	1	2	5	-
	3%		4%		5%	2%	2%	2%	4%	4%	
3 - Neither	24	-	13	8	3	6	6	7	5	18	6
	13%		13%	13%	14%	15%	14%	15%	9%	15%	9%
4	52	1	24	19	8	12	10	13	17	32	20
	28%	17%	24%	31%	36%	29%	23%	28%	30%	27%	29%
5 - Strongly agree	99	5	54	29	10	22	24	23	30	59	40
	53%	83% DE	55%	48%	45%	54%	56%	49%	53%	49%	59%
N/A	13	2	7	3	1	3	1	6	3	8	5
	7%	33%	7%	5%	5%	7%	2%	13%	5%	7%	7%
BOTTOM 2 BOX	13	-	7	5	1	1	3	4	5	11	2
	7%		7%	8%	5%	2%	7%	9%	9%	9%	3%
TOP 2 BOX	151	6	78	48	18	34	34	36	47	91	60
	80%	100% CDE	80%	79%	82%	83%	79%	77%	82%	76%	88% J
CHI-SQUARE		<----------10.52---------->				<----------4.31---------->				<---5.45--->	
SIGNIFICANCE		43%*				2%*				76%*	
MEAN	4.2	4.8	4.2	4.1	4.2	4.3	4.2	4.1	4.2	4.1	4.4
MEDIAN	5.0	5.0	5.0	4.0	4.0	5.0	5.0	4.0	5.0	4.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: The information you received was clear and easy to understand

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	193	6	101	63	22	41	44	49	59	121	72
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	8	-	4	4	-	-	1	2	5	5	3
	4%		4%	6%			2%	4%	8%	4%	4%
2	17	-	11	4	2	2	8	3	4	11	6
	9%		11%	6%	9%	5%	18%	6%	7%	9%	8%
							F				
3 - Neither	34	-	16	15	3	10	5	9	10	24	10
	18%		16%	24%	14%	24%	11%	18%	17%	20%	14%
4	56	1	27	18	10	10	11	18	17	36	20
	29%	17%	27%	29%	45%	24%	25%	37%	29%	30%	28%
5 - Strongly agree	78	5	43	22	7	19	19	17	23	45	33
	40%	83%	43%	35%	32%	46%	43%	35%	39%	37%	46%
		CDE									
N/A	8	2	4	1	1	3	-	4	1	7	1
	4%	33%	4%	2%	5%	7%		8%	2%	6%	1%
BOTTOM 2 BOX	25	-	15	8	2	2	9	5	9	16	9
	13%		15%	13%	9%	5%	20%	10%	15%	13%	12%
							F				
TOP 2 BOX	134	6	70	40	17	29	30	35	40	81	53
	69%	100%	69%	63%	77%	71%	68%	71%	68%	67%	74%
		CDE									
CHI-SQUARE		<----------12.42---------->				<----------15.02---------->				<----1.83---->	
SIGNIFICANCE		59%*				76%*				23%	
MEAN	3.9	4.8	3.9	3.8	4.0	4.1	3.9	3.9	3.8	3.9	4.0
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q9. Agreement: Trade Routes staff went the extra mile to make sure you got what you needed

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	190	6	99	63	21	42	43	48	57	121	69
	100	100	100	100	100	100	100	100	100	100	100
1 - Strongly disagree	16	-	10	5	1	3	3	4	6	11	5
	8%		10%	8%	5%	7%	7%	8%	11%	9%	7%
2	16	-	8	6	2	3	8	3	2	12	4
	8%		8%	10%	10%	7%	19%	6%	4%	10%	6%
							I				
3 - Neither	37	1	15	14	7	6	4	11	16	17	20
	19%	17%	15%	22%	33%	14%	9%	23%	28%	14%	29%
									G		J
4	49	3	25	17	4	13	9	12	15	30	19
	26%	50%	25%	27%	19%	31%	21%	25%	26%	25%	28%
5 - Strongly agree	72	2	41	21	7	17	19	18	18	51	21
	38%	33%	41%	33%	33%	40%	44%	38%	32%	42%	30%
N/A	11	2	6	1	2	2	1	5	3	7	4
	6%	33%	6%	2%	10%	5%	2%	10%	5%	6%	6%
BOTTOM 2 BOX	32	-	18	11	3	6	11	7	8	23	9
	17%		18%	17%	14%	14%	26%	15%	14%	19%	13%
TOP 2 BOX	121	5	66	38	11	30	28	30	33	81	40
	64%	83%	67%	60%	52%	71%	65%	62%	58%	67%	58%
CHI-SQUARE		<----------7.68---------->				<----------15.06---------->				<---7.82--->	
SIGNIFICANCE		19%*				76%*				90%	
MEAN	3.8	4.2	3.8	3.7	3.7	3.9	3.8	3.8	3.6	3.8	3.7
MEDIAN	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q10. How satisfied were you with the overall quality of service you received when using the Trade Routes program during the last 12 months?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	18	-	6	11	-	1	4	8	5	10	8
	9%		6%	17% C		2%	9%	15% F	8%	8%	11%
2	16	-	7	5	4	5	6	4	1	11	5
	8%		7%	8%	17%	11%	14% I	8%	2%	9%	7%
3 - Neither	24	-	10	10	4	2	5	4	13	17	7
	12%		10%	16%	17%	5%	11%	8%	22% FH	13%	10%
4	66	1	36	20	9	16	10	22	18	39	27
	33%	12%	34%	31%	39%	36%	23%	42% G	30%	30%	37%
5 - Very Satisfied	71	5	42	18	6	18	19	12	22	47	24
	35%	62%	40%	28%	26%	41%	43% H	23%	37%	37%	33%
Don't Know	6	2	4	-	-	2	-	3	1	4	2
	3%	25%	4%			5%		6%	2%	3%	3%
BOTTOM 2 BOX	34	-	13	16	4	6	10	12	6	21	13
	17%		12%	25% C	17%	14%	23%	23%	10%	16%	18%
TOP 2 BOX	137	6	78	38	15	34	29	34	40	86	51
	68%	75%	74% D	59%	65%	77%	66%	64%	67%	67%	70%
CHI-SQUARE		<----------21.1---------->				<----------23.96---------->				<--------2.02-------->	
SIGNIFICANCE		95%*				98%*				27%	
MEAN	3.8	4.8	4.0	3.5	3.7	4.1	3.8	3.5	3.9	3.8	3.8
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q11. In the end, did you get what you needed?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	93	6	50	27	9	18	24	25	26	62	31
	46%	75% D	48%	42%	39%	41%	55%	47%	43%	48%	42%
No	23	1	11	10	1	3	6	8	6	11	12
	11%	12%	10%	16%	4%	7%	14%	15%	10%	9%	16%
You got part of what you needed	75	-	39	23	13	20	13	18	24	47	28
	37%		37%	36%	57%	45%	30%	34%	40%	37%	38%
Don't Know	10	1	5	4	-	3	1	2	4	8	2
	5%	12%	5%	6%		7%	2%	4%	7%	6%	3%
CHI-SQUARE		<----------11.56---------->				<----------5.99---------->				<--------4.04------->	
SIGNIFICANCE		76%*				26%*				74%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q12. Which of the following offices is responsible for the Market Entry Support service you received?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	82	3	49	21	8	19	20	22	21	58	24
	100	100	100	100	100	100	100	100	100	100	100
Headquarters	24	1	13	6	4	6	6	3	9	20	4
	29%	33%	27%	29%	50%	32%	30%	14%	43% H	34%	17%
Montreal	24	1	11	8	3	4	7	5	8	3	21
	29%	33%	22%	38%	38%	21%	35%	23%	38%	5%	88% J
Toronto	18	-	13	3	2	3	6	5	4	18	-
	22%		27%	14%	25%	16%	30%	23%	19%	31%	
Vancouver	13	-	7	5	1	6	2	3	2	13	-
	16%		14%	24%	12%	32%	10%	14%	10%	22%	
St. John's	7	1	4	1	1	-	1	2	4	7	-
	9%	33%	8%	5%	12%		5%	9%	19%	12%	
Winnipeg	5	-	3	1	1	-	-	2	3	5	-
	6%		6%	5%	12%			9%	14%	9%	
Moncton	3	-	2	-	1	-	-	2	1	3	-
	4%		4%		12%			9%	5%	5%	
Don't Know	9	-	6	2	1	3	2	4	-	7	2
	11%		12%	10%	12%	16%	10%	18%		12%	8%
CHI-SQUARE		<----------11.07---------->				<----------25.1---------->				<-------64.15------->	
SIGNIFICANCE		4%*				76%*				100%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q13. In which of the following areas did you need support or assistance?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	82	3	49	21	8	19	20	22	21	58	24
	100	100	100	100	100	100	100	100	100	100	100
International market development	63	3	38	15	6	14	16	18	15	47	16
	77%	100% CD	78%	71%	75%	74%	80%	82%	71%	81%	67%
Building networks and partnerships	36	-	18	12	5	9	7	9	11	28	8
	44%		37%	57%	62%	47%	35%	41%	52%	48%	33%
Export plan development	24	-	15	6	3	5	6	4	9	19	5
	29%		31%	29%	38%	26%	30%	18%	43%	33%	21%
Export counseling	21	-	15	4	2	4	7	5	5	17	4
	26%		31%	19%	25%	21%	35%	23%	24%	29%	17%
Export-readiness assessment	21	-	14	5	2	5	7	4	5	16	5
	26%		29%	24%	25%	26%	35%	18%	24%	28%	21%
Skills development	13	1	8	3	1	2	4	1	6	8	5
	16%	33%	16%	14%	12%	11%	20%	5%	29% H	14%	21%
Financial support	4	-	2	1	1	2	-	-	2	2	2
	5%		4%	5%	12%	11%			10%	3%	8%
Don't Know	2	-	2	-	-	1	-	1	-	2	-
	2%		4%			5%		5%		3%	
CHI-SQUARE		<----------11.34---------->				<----------14.25---------->				<---4.08--->	
SIGNIFICANCE		%*				2%*				9%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q14. Did you participate in any of the following types of initiatives or events?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	82	3	49	21	8	19	20	22	21	58	24
	100	100	100	100	100	100	100	100	100	100	100
International trade show	39	-	23	11	5	7	15	9	8	25	14
	48%		47%	52%	62%	37%	75% FHI	41%	38%	43%	58%
Information session	38	-	25	9	4	8	10	10	10	24	14
	46%		51%	43%	50%	42%	50%	45%	48%	41%	58%
Networking event	23	-	14	6	3	4	6	5	8	16	7
	28%		29%	29%	38%	21%	30%	23%	38%	28%	29%
Trade mission (organized by Trade Routes)	21	1	12	7	-	6	4	7	4	17	4
	26%	33%	24%	33%		32%	20%	32%	19%	29%	17%
Incoming trade mission	15	-	9	6	-	3	4	4	4	13	2
	18%		18%	29%		16%	20%	18%	19%	22%	8%
Matchmaking event	10	-	8	2	-	1	3	4	2	9	1
	12%		16%	10%		5%	15%	18%	10%	16%	4%
Training session	5	-	4	-	1	-	-	3	2	5	-
	6%		8%		12%			14%	10%	9%	
Pre-market training	4	-	3	-	1	-	1	1	2	3	1
	5%		6%		12%		5%	5%	10%	5%	4%
No, did not participate in any of these	11	2	4	4	1	2	3	2	4	8	3
	13%	67% C	8%	19%	12%	11%	15%	9%	19%	14%	12%
Don't Know	3	-	3	-	-	1	-	1	1	3	-
	4%		6%			5%		5%	5%	5%	
CHI-SQUARE		<----------35.81---------->				<----------15.29---------->				<-------10.05------->	
SIGNIFICANCE		79%*				1%*				56%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q15. Satisfaction: The knowledge and competence of the staff.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	77	3	44	21	8	15	20	21	21	54	23
	100	100	100	100	100	100	100	100	100	100	100
2	2	-	2	-	-	-	2	-	-	2	-
	3%		5%				10%			4%	
3 - Neither	8	-	5	2	1	1	3	2	2	7	1
	10%		11%	10%	12%	7%	15%	10%	10%	13%	4%
4	26	-	15	8	3	6	6	6	8	16	10
	34%		34%	38%	38%	40%	30%	29%	38%	30%	43%
5 - Very Satisfied	41	3	22	11	4	8	9	13	11	29	12
	53%	100% CDE	50%	52%	50%	53%	45%	62%	52%	54%	52%
N/A	5	-	5	-	-	4	-	1	-	4	1
	6%		11%			27%		5%		7%	4%
BOTTOM 2 BOX	2	-	2	-	-	-	2	-	-	2	-
	3%		5%				10%			4%	
TOP 2 BOX	67	3	37	19	7	14	15	19	19	45	22
	87%	100% C	84%	90%	88%	93%	75%	90%	90%	83%	96%
CHI-SQUARE		<----------4.34---------->				<----------7.43---------->				<--------2.93------->	
SIGNIFICANCE		2%*				17%*				43%*	
MEAN	4.4	5.0	4.3	4.4	4.4	4.5	4.1	4.5	4.4	4.3	4.5
MEDIAN	5.0	5.0	4.5	5.0	4.5	5.0	4.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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CLIENT

Q15. Satisfaction: The ease of access to the service.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	77	3	44	21	8	15	20	21	21	54	23
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	1	-	1	-	-	-	-	1	-	1	-
	1%		2%					5%		2%	
2	3	-	3	-	-	-	2	1	-	3	-
	4%		7%				10%	5%		6%	
3 - Neither	7	-	2	4	1	2	2	-	3	5	2
	9%		5%	19%	12%	13%	10%		14%	9%	9%
4	33	-	18	11	4	6	8	9	10	24	9
	43%		41%	52%	50%	40%	40%	43%	48%	44%	39%
5 - Very Satisfied	33	3	20	6	3	7	8	10	8	21	12
	43%	100% CDE	45%	29%	38%	47%	40%	48%	38%	39%	52%
N/A	5	-	5	-	-	4	-	1	-	4	1
	6%		11%			27%		5%		7%	4%
BOTTOM 2 BOX	4	-	4	-	-	-	2	2	-	4	-
	5%		9%				10%	10%		7%	
TOP 2 BOX	66	3	38	17	7	13	16	19	18	45	21
	86%	100% CD	86%	81%	88%	87%	80%	90%	86%	83%	91%
CHI-SQUARE		<----------11.82---------->				<----------9.36---------->				<---2.48--->	
SIGNIFICANCE		54%*				33%*				35%*	
MEAN	4.2	5.0	4.2	4.1	4.2	4.3	4.1	4.2	4.2	4.1	4.4
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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CLIENT

Q15. Satisfaction: The timeliness of the service.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	77	3	44	21	8	15	20	21	21	54	23
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	2	-	1	1	-	-	-	1	1	2	-
	3%		2%	5%				5%	5%	4%	
2	5	-	4	1	-	-	1	2	2	3	2
	6%		9%	5%			5%	10%	10%	6%	9%
3 - Neither	12	-	6	5	1	4	5	-	3	10	2
	16%		14%	24%	12%	27%	25%		14%	19%	9%
4	31	-	18	9	4	6	7	10	8	21	10
	40%		41%	43%	50%	40%	35%	48%	38%	39%	43%
5 - Very Satisfied	27	3	15	5	3	5	7	8	7	18	9
	35%	100% CDE	34%	24%	38%	33%	35%	38%	33%	33%	39%
N/A	5	-	5	-	-	4	-	1	-	4	1
	6%		11%			27%		5%		7%	4%
BOTTOM 2 BOX	7	-	5	2	-	-	1	3	3	5	2
	9%		11%	10%			5%	14%	14%	9%	9%
TOP 2 BOX	58	3	33	14	7	11	14	18	15	39	19
	75%	100% CD	75%	67%	88%	73%	70%	86%	71%	72%	83%
CHI-SQUARE		<----------9.33---------->				<----------9.45---------->				<---------2.33------->	
SIGNIFICANCE		33%*				34%*				33%*	
MEAN	4.0	5.0	4.0	3.8	4.2	4.1	4.0	4.0	3.9	3.9	4.1
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q15. Satisfaction: The accuracy of the information you received.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	77	3	44	21	8	15	20	21	21	54	23
	100	100	100	100	100	100	100	100	100	100	100
2	1	-	1	-	-	-	1	-	-	1	-
	1%		2%				5%			2%	
3 - Neither	11	-	6	4	1	3	4	2	2	10	1
	14%		14%	19%	12%	20%	20%	10%	10%	19%	4%
										K	
4	30	-	15	11	4	5	6	6	13	18	12
	39%		34%	52%	50%	33%	30%	29%	62%	33%	52%
									GH		
5 - Very Satisfied	35	3	22	6	3	7	9	13	6	25	10
	45%	100%	50%	29%	38%	47%	45%	62%	29%	46%	43%
		CDE						I			
N/A	5	-	5	-	-	4	-	1	-	4	1
	6%		11%			27%		5%		7%	4%
BOTTOM 2 BOX	1	-	1	-	-	-	1	-	-	1	-
	1%		2%				5%			2%	
TOP 2 BOX	65	3	37	17	7	12	15	19	19	43	22
	84%	100%	84%	81%	88%	80%	75%	90%	90%	80%	96%
		CD									J
CHI-SQUARE		<-------------------7.77------------------->				<-------------------10.84------------------->				<--------4.19------->	
SIGNIFICANCE			20%*				46%*			62%*	
MEAN	4.3	5.0	4.3	4.1	4.2	4.3	4.2	4.5	4.2	4.2	4.4
MEDIAN	4.0	5.0	4.5	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q15. Satisfaction: The events/initiatives in which you took part.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	70	2	40	19	8	16	18	20	16	49	21
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	1	–	1	–	–	1	–	–	–	1	–
	1%		2%			6%				2%	
2	4	–	4	–	–	1	2	–	1	3	1
	6%		10%			6%	11%		6%	6%	5%
3 - Neither	9	–	4	4	1	2	3	2	2	7	2
	13%		10%	21%	12%	12%	17%	10%	12%	14%	10%
4	25	1	14	7	3	6	3	8	8	17	8
	36%	50%	35%	37%	38%	38%	17%	40%	50% G	35%	38%
5 - Very Satisfied	31	1	17	8	4	6	10	10	5	21	10
	44%	50%	42%	42%	50%	38%	56%	50%	31%	43%	48%
N/A	12	1	9	2	–	3	2	2	5	9	3
	17%	50%	22%	11%		19%	11%	10%	31%	18%	14%
BOTTOM 2 BOX	5	–	5	–	–	2	2	–	1	4	1
	7%		12%			12%	11%		6%	8%	5%
TOP 2 BOX	56	2	31	15	7	12	13	18	13	38	18
	80%	100% CD	78%	79%	88%	75%	72%	90%	81%	78%	86%
CHI-SQUARE		<----------5.35---------->				<----------10.09---------->				<---------.86-------->	
SIGNIFICANCE		5%*				39%*				7%*	
MEAN	4.2	4.5	4.0	4.2	4.4	3.9	4.2	4.4	4.1	4.1	4.3
MEDIAN	4.0	4.5	4.0	4.0	4.5	4.0	5.0	4.5	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q16. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Market Entry Support service during the last 12 months?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	82	3	49	21	8	19	20	22	21	58	24
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	3	-	1	1	-	-	-	1	2	2	1
	4%		2%	5%				5%	10%	3%	4%
2	7	-	4	3	-	2	3	2	-	5	2
	9%		8%	14%		11%	15%	9%		9%	8%
3 - Neither	10	-	5	4	1	3	4	1	2	7	3
	12%		10%	19%	12%	16%	20%	5%	10%	12%	12%
4	27	-	16	5	6	4	5	9	9	17	10
	33%		33%	24%	75% CD	21%	25%	41%	43%	29%	42%
5 - Very Satisfied	29	3	17	8	1	5	8	8	8	21	8
	35%	100% CDE	35%	38%	12%	26%	40%	36%	38%	36%	33%
Don't Know	6	-	6	-	-	5	-	1	-	6	-
	7%		12%			26% H		5%		10%	
BOTTOM 2 BOX	10	-	5	4	-	2	3	3	2	7	3
	12%		10%	19%		11%	15%	14%	10%	12%	12%
TOP 2 BOX	56	3	33	13	7	9	13	17	17	38	18
	68%	100% CD	67%	62%	88%	47%	65%	77% F	81% F	66%	75%
CHI-SQUARE		<----------12.94---------->				<----------10.35---------->				<---------.63-------->	
SIGNIFICANCE		63%*				41%*				4%*	
MEAN	3.9	5.0	4.0	3.8	4.0	3.9	3.9	4.0	4.0	4.0	3.9
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q17. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Market Entry Support service?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	82	3	49	21	8	19	20	22	21	58	24
	100	100	100	100	100	100	100	100	100	100	100
Yes	10	-	6	3	1	1	3	1	5	8	2
	12%		12%	14%	12%	5%	15%	5%	24%	14%	8%
No	61	3	35	16	6	12	15	20	14	42	19
	74%	100%	71%	76%	75%	63%	75%	91%	67%	72%	79%
		CD						FI			
Don't Know	11	-	8	2	1	6	2	1	2	8	3
	13%		16%	10%	12%	32%	10%	5%	10%	14%	12%
						H					
CHI-SQUARE		<-----------1.71----------->				<-----------11.93----------->				<---.54--->	
SIGNIFICANCE		6%*				94%*				24%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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CLIENT

Q18. What problem(s) did you encounter?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	10	-	6	3	1	1	3	1	5	8	2
	100		100	100	100	100	100	100	100	100	100
Timeliness of service	5	-	3	1	1	-	1	-	4	5	-
	50%		50%	33%	100% CD		33%		80%	62%	
Lack of/incomplete information	4	-	3	-	1	1	1	-	2	3	1
	40%		50%		100% C	100% GI	33%		40%	38%	50%
Difficulty accessing/ contacting Cultural Trade Commissioner	3	-	3	-	-	-	2	-	1	2	1
	30%		50%				67%		20%	25%	50%
Received inconsistent information	2	-	1	1	-	-	1	-	1	1	1
	20%		17%	33%			33%		20%	12%	50%
Lack of courtesy/ responsiveness	1	-	1	-	-	-	1	-	-	1	-
	10%		17%				33%			12%	
Other	2	-	1	1	-	-	-	1	1	2	-
	20%		17%	33%				100% I	20%	25%	
CHI-SQUARE		<----------6.45---------->				<----------15.5---------->				<--------3.81------->	
SIGNIFICANCE		%*				4%*				8%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q19. Which of the following offices did you deal with for the In-Market Assistance service?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	56	3	24	20	9	12	11	15	18	37	19
	100	100	100	100	100	100	100	100	100	100	100
New York	18	-	10	5	3	2	4	5	7	14	4
	32%		42%	25%	33%	17%	36%	33%	39%	38%	21%
Shanghai	15	-	7	7	1	3	5	4	3	9	6
	27%		29%	35%	11%	25%	45%	27%	17%	24%	32%
Los Angeles	14	1	6	5	2	5	2	4	3	10	4
	25%	33%	25%	25%	22%	42%	18%	27%	17%	27%	21%
London	13	-	5	4	4	3	-	4	6	10	3
	23%		21%	20%	44%	25%		27%	33%	27%	16%
Paris	9	-	5	2	2	1	3	2	3	2	7
	16%		21%	10%	22%	8%	27%	13%	17%	5%	37%
											J
Don't Know	14	2	4	5	3	4	1	5	4	10	4
	25%	67%	17%	25%	33%	33%	9%	33%	22%	27%	21%
CHI-SQUARE		<----------12.44---------->				<----------12.4---------->				<-------10.13------->	
SIGNIFICANCE		35%*				35%*				93%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q20. In which of the following areas did you need support or assistance?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	56	3	24	20	9	12	11	15	18	37	19
	100	100	100	100	100	100	100	100	100	100	100
Networking opportunities	37	2	15	14	6	10	8	8	11	27	10
	66%	67%	62%	70%	67%	83%	73%	53%	61%	73%	53%
Information on local organizations	30	1	12	13	4	7	7	6	10	20	10
	54%	33%	50%	65%	44%	58%	64%	40%	56%	54%	53%
Market access issues/ advocacy	28	2	13	8	5	9	5	6	8	22	6
	50%	67%	54%	40%	56%	75%	45%	40%	44%	59%	32%
						H				K	
Visit information	26	1	9	12	4	8	5	4	9	19	7
	46%	33%	38%	60%	44%	67%	45%	27%	50%	51%	37%
						H					
Market research	18	-	8	5	5	5	3	5	5	13	5
	32%		33%	25%	56%	42%	27%	33%	28%	35%	26%
Other	2	-	1	-	1	-	-	1	1	1	1
	4%		4%		11%			7%	6%	3%	5%
Don't Know	2	1	-	-	1	-	-	1	1	1	1
	4%	33%			11%			7%	6%	3%	5%
CHI-SQUARE		<----------18.31---------->				<----------5.87---------->				<--------2.02-------->	
SIGNIFICANCE		37%*				%*				4%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q21. Did you participate in any of the following types of initiatives or events?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	56	3	24	20	9	12	11	15	18	37	19
	100	100	100	100	100	100	100	100	100	100	100
Market visit	29	1	12	11	5	7	6	7	9	20	9
	52%	33%	50%	55%	56%	58%	55%	47%	50%	54%	47%
Trade show/conference	29	-	13	11	5	6	8	5	10	20	9
	52%		54%	55%	56%	50%	73%	33%	56%	54%	47%
							H				
Networking event	26	1	13	7	5	8	5	5	8	21	5
	46%	33%	54%	35%	56%	67%	45%	33%	44%	57%	26%
										K	
Mission	22	-	11	8	3	6	4	5	7	16	6
	39%		46%	40%	33%	50%	36%	33%	39%	43%	32%
Workshop/training event	12	-	7	4	1	2	4	3	3	6	6
	21%		29%	20%	11%	17%	36%	20%	17%	16%	32%
Matchmaking event	7	-	4	3	-	1	1	2	3	7	-
	12%		17%	15%		8%	9%	13%	17%	19%	
No, did not participate in any of these	10	2	4	2	2	1	1	6	2	5	5
	18%	67%	17%	10%	22%	8%	9%	40%	11%	14%	26%
		D						FGI			
Don't Know	1	-	-	1	-	-	-	-	1	1	-
	2%			5%					6%	3%	
CHI-SQUARE		<----------18.27---------->				<----------13.73---------->				<--------9.25-------->	
SIGNIFICANCE		10%*				2%*				59%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q22. Satisfaction: The knowledge and competence of the staff.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	54	1	24	20	9	12	11	14	17	36	18
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	3	-	2	1	-	-	1	1	1	2	1
	6%		8%	5%			9%	7%	6%	6%	6%
2	2	-	1	1	-	1	1	-	-	1	1
	4%		4%	5%		8%	9%			3%	6%
3 - Neither	6	-	3	2	1	1	2	1	2	3	3
	11%		12%	10%	11%	8%	18%	7%	12%	8%	17%
4	20	-	5	8	7	5	3	6	6	10	10
	37%		21%	40%	78%	42%	27%	43%	35%	28%	56%
					CD						J
5 - Very Satisfied	23	1	13	8	1	5	4	6	8	20	3
	43%	100%	54%	40%	11%	42%	36%	43%	47%	56%	17%
		CDE	E							K	
N/A	2	2	-	-	-	-	-	1	1	1	1
	4%	200%						7%	6%	3%	6%
BOTTOM 2 BOX	5	-	3	2	-	1	2	1	1	3	2
	9%		12%	10%		8%	18%	7%	6%	8%	11%
TOP 2 BOX	43	1	18	16	8	10	7	12	14	30	13
	80%	100%	75%	80%	89%	83%	64%	86%	82%	83%	72%
		CD									
CHI-SQUARE		<----------11.36---------->				<----------5.15---------->				<--------7.76------->	
SIGNIFICANCE			50%*				5%*			90%*	
MEAN	4.1	5.0	4.1	4.0	4.0	4.2	3.7	4.1	4.2	4.2	3.7
MEDIAN	4.0	5.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

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Q22. Satisfaction: The ease of access to the service.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	54	1	24	20	9	12	11	14	17	36	18
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	3	-	2	1	-	-	1	1	1	2	1
	6%		8%	5%			9%	7%	6%	6%	6%
2	3	-	2	1	-	1	1	1	-	1	2
	6%		8%	5%		8%	9%	7%		3%	11%
3 - Neither	7	-	4	1	2	-	2	2	3	4	3
	13%		17%	5%	22%		18%	14%	18%	11%	17%
4	16	-	4	7	5	6	3	2	5	10	6
	30%		17%	35%	56%	50%	27%	14%	29%	28%	33%
					C	H					
5 - Very Satisfied	25	1	12	10	2	5	4	8	8	19	6
	46%	100%	50%	50%	22%	42%	36%	57%	47%	53%	33%
		CDE									
N/A	2	2	-	-	-	-	-	1	1	1	1
	4%	200%						7%	6%	3%	6%
BOTTOM 2 BOX	6	-	4	2	-	1	2	2	1	3	3
	11%		17%	10%		8%	18%	14%	6%	8%	17%
TOP 2 BOX	41	1	16	17	7	11	7	10	13	29	12
	76%	100%	67%	85%	78%	92%	64%	71%	76%	81%	67%
		C									
CHI-SQUARE		<----------9.53---------->				<----------7.96---------->				<--------2.89------->	
SIGNIFICANCE			34%*				21%*			42%*	
MEAN	4.1	5.0	3.9	4.2	4.0	4.2	3.7	4.1	4.1	4.2	3.8
MEDIAN	4.0	5.0	4.5	4.5	4.0	4.0	4.0	5.0	4.0	5.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Q22. Satisfaction: The timeliness of the service.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	54	1	24	20	9	12	11	14	17	36	18
	100	100	100	100	100	100	100	100	100	100	100
1 – Very Dissatisfied	2	–	1	1	–	–	–	1	1	1	1
	4%		4%	5%				7%	6%	3%	6%
2	5	–	3	1	1	2	3	–	–	3	2
	9%		12%	5%	11%	17%	27%			8%	11%
3 – Neither	9	–	5	2	2	1	2	4	2	6	3
	17%		21%	10%	22%	8%	18%	29%	12%	17%	17%
4	20	–	7	8	5	6	2	3	9	13	7
	37%		29%	40%	56%	50%	18%	21%	53%	36%	39%
									G		
5 – Very Satisfied	18	1	8	8	1	3	4	6	5	13	5
	33%	100%	33%	40%	11%	25%	36%	43%	29%	36%	28%
		CDE									
N/A	2	2	–	–	–	–	–	1	1	1	1
	4%	200%						7%	6%	3%	6%
BOTTOM 2 BOX	7	–	4	2	1	2	3	1	1	4	3
	13%		17%	10%	11%	17%	27%	7%	6%	11%	17%
TOP 2 BOX	38	1	15	16	6	9	6	9	14	26	12
	70%	100%	62%	80%	67%	75%	55%	64%	82%	72%	67%
		CDE									
CHI-SQUARE		<----------6.97---------->				<----------15.33---------->				<---.62--->	
SIGNIFICANCE			14%*				78%*			4%*	
MEAN	3.9	5.0	3.8	4.0	3.7	3.8	3.6	3.9	4.0	3.9	3.7
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q22. Satisfaction: The accuracy of the information you received.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	54	1	24	20	9	12	11	14	17	36	18
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	1	-	1	-	-	-	-	1	-	-	1
	2%		4%					7%			6%
2	2	-	1	1	-	-	1	-	1	2	-
	4%		4%	5%			9%		6%	6%	
3 - Neither	10	-	4	4	2	1	2	4	3	6	4
	19%		17%	20%	22%	8%	18%	29%	18%	17%	22%
4	16	-	4	6	6	5	4	2	5	7	9
	30%		17%	30%	67%	42%	36%	14%	29%	19%	50%
					C						J
5 - Very Satisfied	25	1	14	9	1	6	4	7	8	21	4
	46%	100%	58%	45%	11%	50%	36%	50%	47%	58%	22%
		CDE	E	E						K	
N/A	2	2	-	-	-	-	-	1	1	1	1
	4%	200%						7%	6%	3%	6%
BOTTOM 2 BOX	3	-	2	1	-	-	1	1	1	2	1
	6%		8%	5%			9%	7%	6%	6%	6%
TOP 2 BOX	41	1	18	15	7	11	8	9	13	28	13
	76%	100%	75%	75%	78%	92%	73%	64%	76%	78%	72%
		CD									
CHI-SQUARE		<----------11.66---------->				<----------8.53---------->				<-------10.36------->	
SIGNIFICANCE			53%*				26%*			97%*	
MEAN	4.1	5.0	4.2	4.2	3.9	4.4	4.0	4.0	4.2	4.3	3.8
MEDIAN	4.0	5.0	5.0	4.0	4.0	4.5	4.0	4.5	4.0	5.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q22. Satisfaction: The events/initiatives in which you took part.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	47	1	22	16	8	9	11	12	15	32	15
	100	100	100	100	100	100	100	100	100	100	100
1 – Very Dissatisfied	1	–	1	–	–	–	–	1	–	–	1
	2%		5%					8%			7%
3 – Neither	9	–	5	2	2	1	2	4	2	8	1
	19%		23%	12%	25%	11%	18%	33%	13%	25%	7%
4	13	–	4	6	3	4	4	2	3	8	5
	28%		18%	38%	38%	44%	36%	17%	20%	25%	33%
5 – Very Satisfied	24	1	12	8	3	4	5	5	10	16	8
	51%	100%	55%	50%	38%	44%	45%	42%	67%	50%	53%
		CDE									
N/A	9	2	2	4	1	3	–	3	3	5	4
	19%	200%	9%	25%	12%	33%		25%	20%	16%	27%
BOTTOM 2 BOX	1	–	1	–	–	–	–	1	–	–	1
	2%		5%					8%			7%
TOP 2 BOX	37	1	16	14	6	8	9	7	13	24	13
	79%	100%	73%	88%	75%	89%	82%	58%	87%	75%	87%
		C									
CHI-SQUARE		<----------4.63---------->				<----------7.88---------->				<--------4.2-------->	
SIGNIFICANCE			3%*				21%*			62%*	
MEAN	4.3	5.0	4.2	4.4	4.1	4.3	4.3	3.8	4.5	4.2	4.3
MEDIAN	5.0	5.0	5.0	4.5	4.0	4.0	4.0	4.0	5.0	4.5	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q23. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' In-Market Assistance service during the last 12 months?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	56	3	24	20	9	12	11	15	18	37	19
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	5	1	1	3	-	-	1	2	2	3	2
	9%	33%	4%	15%			9%	13%	11%	8%	11%
2	4	-	2	2	-	-	1	-	3	2	2
	7%		8%	10%			9%		17%	5%	11%
3 - Neither	5	-	3	-	2	-	1	3	1	4	1
	9%		12%		22%		9%	20%	6%	11%	5%
4	17	-	6	6	5	6	4	4	3	9	8
	30%		25%	30%	56%	50% I	36%	27%	17%	24%	42%
5 - Very Satisfied	24	1	12	9	2	6	4	6	8	19	5
	43%	33%	50%	45%	22%	50%	36%	40%	44%	51%	26%
Don't Know	1	1	-	-	-	-	-	-	1	-	1
	2%	33%							6%		5%
BOTTOM 2 BOX	9	1	3	5	-	-	2	2	5	5	4
	16%	33%	12%	25%			18%	13%	28%	14%	21%
TOP 2 BOX	41	1	18	15	7	12	8	10	11	28	13
	73%	33%	75%	75%	78%	100% GHI	73%	67%	61%	76%	68%
CHI-SQUARE		<----------14.82---------->				<----------12.21---------->				<---4.16--->	
SIGNIFICANCE		75%*				57%*				61%*	
MEAN	3.9	3.0	4.1	3.8	4.0	4.5	3.8	3.8	3.7	4.1	3.7
MEDIAN	4.0	3.0	4.5	4.0	4.0	4.5	4.0	4.0	4.0	5.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q24. During the past 12 months, were there any problems with the service you received regarding Trade Routes' In-Market Assistance service?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	56	3	24	20	9	12	11	15	18	37	19
	100	100	100	100	100	100	100	100	100	100	100
Yes	11	-	4	6	1	2	2	3	4	7	4
	20%		17%	30%	11%	17%	18%	20%	22%	19%	21%
No	39	1	18	14	6	8	9	9	13	26	13
	70%	33%	75%	70%	67%	67%	82%	60%	72%	70%	68%
Don't Know	6	2	2	-	2	2	-	3	1	4	2
	11%	67%	8%		22%	17%		20%	6%	11%	11%
		C									
CHI-SQUARE		<----------14.95---------->				<----------3.82---------->				<---.04--->	
SIGNIFICANCE		98%*				30%*				2%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q25. What problem(s) did you encounter?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	11	-	4	6	1	2	2	3	4	7	4
	100		100	100	100	100	100	100	100	100	100
Difficulty accessing/ contacting CTD Officer	6	-	3	2	1	2	1	1	2	3	3
	55%		75%	33%	100%	100%	50%	33%	50%	43%	75%
					D	HI					
Timeliness of service	4	-	2	2	-	1	1	1	1	2	2
	36%		50%	33%		50%	50%	33%	25%	29%	50%
Lack of/incomplete information	3	-	2	1	-	-	-	1	2	2	1
	27%		50%	17%				33%	50%	29%	25%
Received inconsistent information	3	-	2	1	-	-	-	1	2	2	1
	27%		50%	17%				33%	50%	29%	25%
Insufficient funding	3	-	1	2	-	-	-	2	1	3	-
	27%		25%	33%				67%	25%	43%	
Other	1	-	-	1	-	-	1	-	-	-	1
	9%			17%			50%				25%
CHI-SQUARE		<----------4.7---------->				<----------13.4---------->				<---------4.03------->	
SIGNIFICANCE			%*				1%*			9%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q26. In which of the following areas did you need support or assistance through the Contributions program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	113	1	58	38	15	23	22	29	39	70	43
	100	100	100	100	100	100	100	100	100	100	100
International market development	105	1	53	37	13	20	21	27	37	63	42
	93%	100% C	91%	97%	87%	87%	95%	93%	95%	90%	98%
Export preparedness	35	-	18	13	4	6	8	7	14	27	8
	31%		31%	34%	27%	26%	36%	24%	36%	39% K	19%
Don't Know	3	-	2	-	1	1	-	1	1	3	-
	3%		3%		7%	4%		3%	3%	4%	
CHI-SQUARE		<----------2.66---------->				<----------1.74---------->				<---------5.04------->	
SIGNIFICANCE		15%*				6%*				92%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q27. Did you participate in any of the following types of activities or events

	TOTAL	# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
		NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	113	1	58	38	15	23	22	29	39	70	43
	100	100	100	100	100	100	100	100	100	100	100
Attending international trade shows/visits to new markets	82	-	41	31	10	19	17	20	26	51	31
	73%		71%	82%	67%	83%	77%	69%	67%	73%	72%
Incoming and outgoing trade/buyers missions	39	1	15	15	7	5	6	12	16	28	11
	35%	100% CDE	26%	39%	47%	22%	27%	41%	41%	40%	26%
Development of new alliances and financial partnering	38	-	19	14	4	3	9	13	13	28	10
	34%		33%	37%	27%	13%	41% F	45% F	33% F	40%	23%
Development of marketing strategies	38	-	21	13	4	6	10	10	12	30	8
	34%		36%	34%	27%	26%	45%	34%	31%	43% K	19%
Providing market information and market services	37	-	18	14	5	5	9	9	14	29	8
	33%		31%	37%	33%	22%	41%	31%	36%	41% K	19%
Providing strategic support at key trade shows	35	-	16	16	3	7	7	8	13	24	11
	31%		28%	42%	20%	30%	32%	28%	33%	34%	26%
Development of innovative advertising tools and approaches	33	-	20	8	5	7	8	7	11	19	14
	29%		34%	21%	33%	30%	36%	24%	28%	27%	33%
Conducting business networking at international events	29	-	14	10	5	4	8	7	10	23	6
	26%		24%	26%	33%	17%	36%	24%	26%	33% K	14%
Professional development in international business	28	-	11	13	4	2	4	7	15	19	9
	25%		19%	34%	27%	9%	18%	24%	38% F	27%	21%
First-hand, online exposure to markets outside Canada	28	-	14	9	5	3	6	5	14	22	6
	25%		24%	24%	33%	13%	27%	17%	36% F	31% K	14%
Developing innovative in-market tools	17	-	8	6	3	-	3	7	7	15	2
	15%		14%	16%	20%		14%	24%	18%	21% K	5%
Undertaking feasibility studies	7	-	3	3	1	1	1	1	4	5	2
	6%		5%	8%	7%	4%	5%	3%	10%	7%	5%
Other	1	-	-	1	-	-	-	-	1	-	1
	1%			3%					3%		2%
No, did not participate in any of these	45	1	23	15	6	11	8	11	15	25	20
	40%	100% CDE	40%	39%	40%	48%	36%	38%	38%	36%	47%

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q27. Did you participate in any of the following types of activities or events

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Don't Know	4	-	3	1	-	2	1	1	-	4	-
	4%		5%	3%		9%	5%	3%		6%	
CHI-SQUARE		<----------21.13---------->				<----------31.58---------->				<-------21.22------->	
SIGNIFICANCE			%*				7%*			87%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The clarity of the information you received.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	111	1	57	37	15	22	22	28	39	68	43
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	6	-	5	1	-	-	1	4	1	3	3
	5%		9%	3%			5%	14%	3%	4%	7%
2	7	-	5	1	1	-	1	1	5	5	2
	6%		9%	3%	7%		5%	4%	13%	7%	5%
3 - Neither	13	-	2	7	4	5	1	3	4	7	6
	12%		4%	19%	27%	23%	5%	11%	10%	10%	14%
				C	C						
4	49	-	26	16	7	10	10	12	17	31	18
	44%		46%	43%	47%	45%	45%	43%	44%	46%	42%
5 - Very Satisfied	36	1	19	12	3	7	9	8	12	22	14
	32%	100%	33%	32%	20%	32%	41%	29%	31%	32%	33%
		CDE									
N/A	2	-	1	1	-	1	-	1	-	2	-
	2%		2%	3%		5%		4%		3%	
BOTTOM 2 BOX	13	-	10	2	1	-	2	5	6	8	5
	12%		18%	5%	7%		9%	18%	15%	12%	12%
TOP 2 BOX	85	1	45	28	10	17	19	20	29	53	32
	77%	100%	79%	76%	67%	77%	86%	71%	74%	78%	74%
		CDE									
CHI-SQUARE		<----------14.38---------->				<----------14.36---------->				<--------1.01------->	
SIGNIFICANCE			72%*				72%*			9%*	
MEAN	3.9	5.0	3.9	4.0	3.8	4.1	4.1	3.7	3.9	3.9	3.9
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The ease-of-use of the application process.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	110	1	56	37	15	22	22	28	38	68	42
	100	100	100	100	100	100	100	100	100	100	100
1 – Very Dissatisfied	13	–	8	2	3	2	2	4	5	8	5
	12%		14%	5%	20%	9%	9%	14%	13%	12%	12%
2	14	–	8	3	3	4	3	3	4	9	5
	13%		14%	8%	20%	18%	14%	11%	11%	13%	12%
3 – Neither	15	–	5	7	3	2	1	7	5	6	9
	14%		9%	19%	20%	9%	5%	25% G	13%	9%	21%
4	42	–	19	18	5	11	10	8	13	28	14
	38%		34%	49%	33%	50%	45%	29%	34%	41%	33%
5 – Very Satisfied	26	1	16	7	1	3	6	6	11	17	9
	24%	100% CDE	29% E	19%	7%	14%	27%	21%	29%	25%	21%
N/A	3	–	2	1	–	1	–	1	1	2	1
	3%		4%	3%		5%		4%	3%	3%	2%
BOTTOM 2 BOX	27	–	16	5	6	6	5	7	9	17	10
	25%		29%	14%	40%	27%	23%	25%	24%	25%	24%
TOP 2 BOX	68	1	35	25	6	14	16	14	24	45	23
	62%	100% CDE	62%	68%	40%	64%	73%	50%	63%	66%	55%
CHI-SQUARE		<----------13.35---------->				<----------9.07---------->				<--------3.62-------->	
SIGNIFICANCE		66%*				30%*				54%*	
MEAN	3.5	5.0	3.5	3.7	2.9	3.4	3.7	3.3	3.6	3.5	3.4
MEDIAN	4.0	5.0	4.0	4.0	3.0	4.0	4.0	3.5	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The transparency of the process.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	108	1	56	35	15	22	22	27	37	68	40
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	13	-	7	2	4	3	2	4	4	7	6
	12%		12%	6%	27%	14%	9%	15%	11%	10%	15%
2	17	-	11	4	2	2	1	7	7	15	2
	16%		20%	11%	13%	9%	5%	26% G	19%	22% K	5%
3 - Neither	23	-	8	13	2	6	6	4	7	12	11
	21%		14%	37% CE	13%	27%	27%	15%	19%	18%	28%
4	31	-	17	9	5	6	8	8	9	20	11
	29%		30%	26%	33%	27%	36%	30%	24%	29%	28%
5 - Very Satisfied	24	1	13	7	2	5	5	4	10	14	10
	22%	100% CDE	23%	20%	13%	23%	23%	15%	27%	21%	25%
N/A	5	-	2	3	-	1	-	2	2	2	3
	5%		4%	9%		5%		7%	5%	3%	8%
BOTTOM 2 BOX	30	-	18	6	6	5	3	11	11	22	8
	28%		32%	17%	40%	23%	14%	41% G	30%	32%	20%
TOP 2 BOX	55	1	30	16	7	11	13	12	19	34	21
	51%	100% CDE	54%	46%	47%	50%	59%	44%	51%	50%	52%
CHI-SQUARE		<----------15.1---------->				<----------7.96---------->				<--------6.52-------->	
SIGNIFICANCE		76%*				21%*				84%*	
MEAN	3.3	5.0	3.3	3.4	2.9	3.4	3.6	3.0	3.4	3.3	3.4
MEDIAN	4.0	5.0	4.0	3.0	3.0	3.5	4.0	3.0	4.0	3.5	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The timeliness of approval process.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	105	1	53	36	14	20	22	25	38	65	40
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	41	-	20	11	10	8	6	11	16	26	15
	39%		38%	31%	71%	40%	27%	44%	42%	40%	38%
					CD						
2	20	-	10	8	2	5	4	5	6	17	3
	19%		19%	22%	14%	25%	18%	20%	16%	26%	8%
										K	
3 - Neither	16	-	8	8	-	1	4	5	6	7	9
	15%		15%	22%		5%	18%	20%	16%	11%	22%
4	20	-	11	8	1	5	6	3	6	12	8
	19%		21%	22%	7%	25%	27%	12%	16%	18%	20%
5 - Very Satisfied	8	1	4	1	1	1	2	1	4	3	5
	8%	100%	8%	3%	7%	5%	9%	4%	11%	5%	12%
		CDE									
N/A	8	-	5	2	1	3	-	4	1	5	3
	8%		9%	6%	7%	15%		16%	3%	8%	8%
BOTTOM 2 BOX	61	-	30	19	12	13	10	16	22	43	18
	58%		57%	53%	86%	65%	45%	64%	58%	66%	45%
					CD					K	
TOP 2 BOX	28	1	15	9	2	6	8	4	10	15	13
	27%	100%	28%	25%	14%	30%	36%	16%	26%	23%	32%
		CDE									
CHI-SQUARE		<----------24.04---------->				<----------6.63---------->				<--------8.85-------->	
SIGNIFICANCE			98%*				12%*			94%*	
MEAN	2.4	5.0	2.4	2.4	1.6	2.3	2.7	2.1	2.4	2.2	2.6
MEDIAN	2.0	5.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	2.0	3.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The reporting requirements are reasonable and adequately explained.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	107	1	55	37	14	19	22	27	39	66	41
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	5	–	2	2	1	–	–	3	2	2	3
	5%		4%	5%	7%			11%	5%	3%	7%
2	12	–	8	2	2	1	5	3	3	6	6
	11%		15%	5%	14%	5%	23%	11%	8%	9%	15%
3 - Neither	19	–	12	4	3	4	2	5	8	13	6
	18%		22%	11%	21%	21%	9%	19%	21%	20%	15%
4	50	–	24	20	6	8	11	13	18	30	20
	47%		44%	54%	43%	42%	50%	48%	46%	45%	49%
5 - Very Satisfied	21	1	9	9	2	6	4	3	8	15	6
	20%	100% CDE	16%	24%	14%	32%	18%	11%	21%	23%	15%
N/A	6	–	3	1	1	4	–	2	–	4	2
	6%		5%	3%	7%	21%		7%		6%	5%
BOTTOM 2 BOX	17	–	10	4	3	1	5	6	5	8	9
	16%		18%	11%	21%	5%	23%	22%	13%	12%	22%
TOP 2 BOX	71	1	33	29	8	14	15	16	26	45	26
	66%	100% CDE	60%	78%	57%	74%	68%	59%	67%	68%	63%
CHI-SQUARE		<----------9.34---------->				<----------11.75---------->				<---------2.96------->	
SIGNIFICANCE		33%*				53%*				43%*	
MEAN	3.7	5.0	3.5	3.9	3.4	4.0	3.6	3.4	3.7	3.8	3.5
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The promptness in obtaining answers from HQ staff.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	104	1	54	34	14	21	21	26	36	66	38
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	8	-	5	2	1	2	1	4	1	4	4
	8%		9%	6%	7%	10%	5%	15%	3%	6%	11%
2	12	-	6	4	2	1	2	4	5	7	5
	12%		11%	12%	14%	5%	10%	15%	14%	11%	13%
3 - Neither	13	-	5	4	4	4	1	2	6	8	5
	12%		9%	12%	29%	19%	5%	8%	17%	12%	13%
4	34	-	19	11	4	6	10	8	10	21	13
	33%		35%	32%	29%	29%	48%	31%	28%	32%	34%
5 - Very Satisfied	37	1	19	13	3	8	7	8	14	26	11
	36%	100% CDE	35%	38%	21%	38%	33%	31%	39%	39%	29%
N/A	9	-	4	4	1	2	1	3	3	4	5
	9%		7%	12%	7%	10%	5%	12%	8%	6%	13%
BOTTOM 2 BOX	20	-	11	6	3	3	3	8	6	11	9
	19%		20%	18%	21%	14%	14%	31%	17%	17%	24%
TOP 2 BOX	71	1	38	24	7	14	17	16	24	47	24
	68%	100% CDE	70%	71%	50%	67%	81%	62%	67%	71%	63%
CHI-SQUARE		<----------6.6---------->				<----------9.76---------->				<---------1.56------->	
SIGNIFICANCE		12%*				36%*				18%*	
MEAN	3.8	5.0	3.8	3.9	3.4	3.8	4.0	3.5	3.9	3.9	3.6
MEDIAN	4.0	5.0	4.0	4.0	3.5	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The knowledge and competence of the staff.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	107	1	54	36	15	22	22	25	38	65	42
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	3	-	2	1	-	-	1	2	-	3	-
	3%		4%	3%			5%	8%		5%	
2	3	-	2	1	-	-	1	1	1	2	1
	3%		4%	3%			5%	4%	3%	3%	2%
3 - Neither	15	-	5	7	3	4	1	3	7	6	9
	14%		9%	19%	20%	18%	5%	12%	18%	9%	21%
4	35	-	15	11	9	7	8	8	12	25	10
	33%		28%	31%	60%	32%	36%	32%	32%	38%	24%
					CD						
5 - Very Satisfied	51	1	30	16	3	11	11	11	18	29	22
	48%	100%	56%	44%	20%	50%	50%	44%	47%	45%	52%
		CDE	E								
N/A	6	-	4	2	-	1	-	4	1	5	1
	6%		7%	6%		5%		16%	3%	8%	2%
BOTTOM 2 BOX	6	-	4	2	-	-	2	3	1	5	1
	6%		7%	6%			9%	12%	3%	8%	2%
TOP 2 BOX	86	1	45	27	12	18	19	19	30	54	32
	80%	100%	83%	75%	80%	82%	86%	76%	79%	83%	76%
		CD									
CHI-SQUARE		<----------11.28---------->				<----------7.83---------->				<--------6.69------->	
SIGNIFICANCE			50%*				20%*			85%*	
MEAN	4.2	5.0	4.3	4.1	4.0	4.3	4.2	4.0	4.2	4.2	4.3
MEDIAN	4.0	5.0	5.0	4.0	4.0	4.5	4.5	4.0	4.0	4.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q28. Satisfaction: The courteousness of the staff.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	108	1	55	36	15	22	22	25	39	67	41
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	1	–	1	–	–	–	–	1	–	1	–
	1%		2%					4%		1%	
2	2	–	1	1	–	–	–	1	1	2	–
	2%		2%	3%				4%	3%	3%	
3 - Neither	5	–	2	2	1	–	2	2	1	3	2
	5%		4%	6%	7%		9%	8%	3%	4%	5%
4	26	–	11	11	4	3	7	6	10	19	7
	24%		20%	31%	27%	14%	32%	24%	26%	28%	17%
5 - Very Satisfied	74	1	40	22	10	19	13	15	27	42	32
	69%	100%	73%	61%	67%	86%	59%	60%	69%	63%	78%
		CDE				GH					
N/A	5	–	3	2	–	1	–	4	–	3	2
	5%		5%	6%		5%		16%		4%	5%
BOTTOM 2 BOX	3	–	2	1	–	–	–	2	1	3	–
	3%		4%	3%				8%	3%	4%	
TOP 2 BOX	100	1	51	33	14	22	20	21	37	61	39
	93%	100%	93%	92%	93%	100%	91%	84%	95%	91%	95%
		C				H					
CHI-SQUARE		<----------3.62---------->				<----------10.96---------->				<---------4.07------->	
SIGNIFICANCE		1%*				47%*				60%*	
MEAN	4.6	5.0	4.6	4.5	4.6	4.9	4.5	4.3	4.6	4.5	4.7
MEDIAN	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q29. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Contributions Program service during the last 12 months?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	110	1	56	38	14	22	22	27	39	69	41
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	10	-	5	3	2	2	2	3	3	5	5
	9%		9%	8%	14%	9%	9%	11%	8%	7%	12%
2	19	-	9	7	3	6	4	4	5	9	10
	17%		16%	18%	21%	27%	18%	15%	13%	13%	24%
3 - Neither	12	-	3	6	3	2	-	3	7	9	3
	11%		5%	16%	21%	9%		11%	18%	13%	7%
4	38	-	21	13	4	7	10	9	12	24	14
	35%		38%	34%	29%	32%	45%	33%	31%	35%	34%
5 - Very Satisfied	31	1	18	9	2	5	6	8	12	22	9
	28%	100% CDE	32%	24%	14%	23%	27%	30%	31%	32%	22%
N/A	3	-	2	-	1	1	-	2	-	1	2
	3%		4%		7%	5%		7%		1%	5%
BOTTOM 2 BOX	29	-	14	10	5	8	6	7	8	14	15
	26%		25%	26%	36%	36%	27%	26%	21%	20%	37%
TOP 2 BOX	69	1	39	22	6	12	16	17	24	46	23
	63%	100% CDE	70%	58%	43%	55%	73%	63%	62%	67%	56%
CHI-SQUARE		<----------8.91---------->				<----------7.6---------->				<---------4.29------->	
SIGNIFICANCE		29%*				18%*				63%*	
MEAN	3.6	5.0	3.7	3.5	3.1	3.3	3.6	3.6	3.6	3.7	3.3
MEDIAN	4.0	5.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q30. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Contributions Program service?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	113	1	58	38	15	23	22	29	39	70	43
	100	100	100	100	100	100	100	100	100	100	100
Yes	32	-	17	9	6	4	5	9	14	22	10
	28%		29%	24%	40%	17%	23%	31%	36%	31%	23%
No	77	1	39	27	9	18	17	18	24	46	31
	68%	100% CDE	67%	71%	60%	78%	77%	62%	62%	66%	72%
Don't Know	4	-	2	2	-	1	-	2	1	2	2
	4%		3%	5%		4%		7%	3%	3%	5%
CHI-SQUARE		<----------2.53---------->				<----------4.95---------->				<--------1.03-------->	
SIGNIFICANCE		13%*				45%*				40%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q31. What problem(s) did you encounter?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	32	-	17	9	6	4	5	9	14	22	10
	100		100	100	100	100	100	100	100	100	100
Delays/timelines not respected	23	-	13	6	4	3	3	8	9	17	6
	72%		76%	67%	67%	75%	60%	89%	64%	77%	60%
Timeliness of service	18	-	11	2	5	2	1	7	8	14	4
	56%		65%	22%	83%	50%	20%	78%	57%	64%	40%
			D		D			G			
Complexity/difficulty of procedure(s)	14	-	10	2	2	1	4	3	6	8	6
	44%		59%	22%	33%	25%	80%	33%	43%	36%	60%
			D								
Received incomplete information	11	-	6	4	1	-	2	4	5	5	6
	34%		35%	44%	17%		40%	44%	36%	23%	60%
											J
Received inconsistent information	10	-	7	2	1	-	1	3	6	7	3
	31%		41%	22%	17%		20%	33%	43%	32%	30%
Received incorrect information	2	-	2	-	-	-	-	1	1	2	-
	6%		12%					11%	7%	9%	
Other	1	-	-	1	-	-	-	1	-	1	-
	3%			11%				11%		5%	
CHI-SQUARE		<----------10.06---------->				<----------10.19---------->				<--------5.95-------->	
SIGNIFICANCE		1%*				1%*				35%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q32. What type of research information did you need?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	32	2	19	8	3	8	6	10	8	23	9
	100	100	100	100	100	100	100	100	100	100	100
Targeted study of specific market/country	27	1	17	7	2	7	5	9	6	21	6
	84%	50%	89%	88%	67%	88%	83%	90%	75%	91%	67%
Statistical data on Canadian cultural trade	14	-	9	4	1	4	3	4	3	9	5
	44%		47%	50%	33%	50%	50%	40%	38%	39%	56%
Export patterns for Canadian cultural sectors	9	-	7	2	-	1	3	3	2	6	3
	28%		37%	25%		12%	50%	30%	25%	26%	33%
Don't Know	1	1	-	-	-	-	-	-	1	-	1
	3%	50%							12%		11%
CHI-SQUARE		<----------26.42---------->				<----------4.88---------->				<--------3.41------->	
SIGNIFICANCE		97%*				1%*				36%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q33. Satisfaction: The relevance and usefulness of the research to you/your organization.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	29	1	17	8	3	6	6	10	7	21	8
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	3	-	2	1	-	-	2	-	1	2	1
	10%		12%	12%			33%		14%	10%	12%
2	4	-	3	1	-	1	2	-	1	2	2
	14%		18%	12%		17%	33%		14%	10%	25%
3 - Neither	3	-	2	1	-	1	-	1	1	1	2
	10%		12%	12%		17%		10%	14%	5%	25%
4	12	-	6	4	2	3	1	4	4	10	2
	41%		35%	50%	67%	50%	17%	40%	57%	48%	25%
5 - Very Satisfied	7	1	4	1	1	1	1	5	-	6	1
	24%	100%	24%	12%	33%	17%	17%	50%		29%	12%
		CDE									
N/A	3	1	2	-	-	2	-	-	1	2	1
	10%	100%	12%			33%			14%	10%	12%
		C									
BOTTOM 2 BOX	7	-	5	2	-	1	4	-	2	4	3
	24%		29%	25%		17%	67%		29%	19%	38%
							F				
TOP 2 BOX	19	1	10	5	3	4	2	9	4	16	3
	66%	100%	59%	62%	100%	67%	33%	90%	57%	76%	38%
		CD			CD			G		K	
CHI-SQUARE		<----------5.82---------->				<----------15.02---------->				<--------4.69-------->	
SIGNIFICANCE		8%*				76%*				68%*	
MEAN	3.6	5.0	3.4	3.4	4.3	3.7	2.5	4.4	3.1	3.8	3.0
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	2.0	4.5	4.0	4.0	3.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q33. Satisfaction: The comprehensiveness of the research.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	28	1	16	8	3	6	6	9	7	20	8
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	2	-	1	1	-	-	2	-	-	1	1
	7%		6%	12%			33%			5%	12%
2	5	-	4	1	-	1	2	-	2	3	2
	18%		25%	12%		17%	33%		29%	15%	25%
3 - Neither	8	-	4	3	1	2	-	3	3	6	2
	29%		25%	38%	33%	33%		33%	43%	30%	25%
4	7	-	3	2	2	3	-	2	2	5	2
	25%		19%	25%	67%	50%		22%	29%	25%	25%
5 - Very Satisfied	6	1	4	1	-	-	2	4	-	5	1
	21%	100%	25%	12%			33%	44%		25%	12%
		CD									
N/A	4	1	3	-	-	2	-	1	1	3	1
	14%	100%	19%			33%		11%	14%	15%	12%
		C									
BOTTOM 2 BOX	7	-	5	2	-	1	4	-	2	4	3
	25%		31%	25%		17%	67%		29%	20%	38%
							F				
TOP 2 BOX	13	1	7	3	2	3	2	6	2	10	3
	46%	100%	44%	38%	67%	50%	33%	67%	29%	50%	38%
		CD									
CHI-SQUARE		<----------9.03---------->				<----------21---------->				<--------1.24------>	
SIGNIFICANCE		30%*				95%*				13%*	
MEAN	3.4	5.0	3.3	3.1	3.7	3.3	2.7	4.1	3.0	3.5	3.0
MEDIAN	3.0	5.0	3.0	3.0	4.0	3.5	2.0	4.0	3.0	3.5	3.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q33. Satisfaction: The clarity and ease of understanding the research.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	27	1	15	8	3	6	5	9	7	19	8
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	1	-	1	-	-	-	1	-	-	1	-
	4%		7%				20%			5%	
2	1	-	1	-	-	-	1	-	-	-	1
	4%		7%				20%				12%
3 - Neither	7	-	4	3	-	2	1	2	2	4	3
	26%		27%	38%		33%	20%	22%	29%	21%	38%
4	10	-	4	4	2	2	-	3	5	8	2
	37%		27%	50%	67%	33%		33%	71%	42%	25%
5 - Very Satisfied	8	1	5	1	1	2	2	4	-	6	2
	30%	100% CDE	33%	12%	33%	33%	40%	44%		32%	25%
N/A	5	1	4	-	-	2	1	1	1	4	1
	19%	100% C	27%			33%	20%	11%	14%	21%	12%
BOTTOM 2 BOX	2	-	2	-	-	-	2	-	-	1	1
	7%		13%				40%			5%	12%
TOP 2 BOX	18	1	9	5	3	4	2	7	5	14	4
	67%	100% CD	60%	62%	100% CD	67%	40%	78%	71%	74%	50%
CHI-SQUARE		<----------7.48---------->				<----------16.15---------->				<---3.91--->	
SIGNIFICANCE			18%*				82%*			58%*	
MEAN	3.9	5.0	3.7	3.8	4.3	4.0	3.2	4.2	3.7	3.9	3.6
MEDIAN	4.0	5.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	3.5

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q33. Satisfaction: The length of the reports and documents.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	26	1	14	8	3	5	5	9	7	18	8
	100	100	100	100	100	100	100	100	100	100	100
1 - Very Dissatisfied	1	-	-	1	-	-	1	-	-	-	1
	4%			12%			20%				12%
2	2	-	2	-	-	-	2	-	-	1	1
	8%		14%				40%			6%	12%
3 - Neither	8	-	6	2	-	2	-	3	3	6	2
	31%		43%	25%		40%		33%	43%	33%	25%
4	9	-	1	5	3	2	-	3	4	6	3
	35%		7%	62%	100%	40%		33%	57%	33%	38%
				C	CD						
5 - Very Satisfied	6	1	5	-	-	1	2	3	-	5	1
	23%	100%	36%			20%	40%	33%		28%	12%
		C									
N/A	6	1	5	-	-	3	1	1	1	5	1
	23%	100%	36%			60%	20%	11%	14%	28%	12%
		C				H					
BOTTOM 2 BOX	3	-	2	1	-	-	3	-	-	1	2
	12%		14%	12%			60%			6%	25%
TOP 2 BOX	15	1	6	5	3	3	2	6	4	11	4
	58%	100%	43%	62%	100%	60%	40%	67%	57%	61%	50%
		CD			CD						
CHI-SQUARE		<----------20.92---------->				<----------20.1---------->				<--------3.31------->	
SIGNIFICANCE		95%*				93%*				49%*	
MEAN	3.7	5.0	3.6	3.4	4.0	3.8	3.0	4.0	3.6	3.8	3.2
MEDIAN	4.0	5.0	3.0	4.0	4.0	4.0	2.0	4.0	4.0	4.0	3.5

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q34. Overall, how satisfied were you with the quality of service you received regarding Trade Routes' Research service during the last 12 months?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	32	2	19	8	3	8	6	10	8	23	9
	100	100	100	100	100	100	100	100	100	100	100
2	2	-	-	2	-	-	-	1	1	1	1
	6%			25%				10%	12%	4%	11%
3 - Neither	11	-	9	2	-	2	4	2	3	8	3
	34%		47%	25%		25%	67%	20%	38%	35%	33%
							H				
4	13	1	5	4	3	4	1	5	3	9	4
	41%	50%	26%	50%	100%	50%	17%	50%	38%	39%	44%
					CD						
5 - Very Satisfied	4	-	4	-	-	1	1	2	-	4	-
	12%		21%			12%	17%	20%		17%	
Don't Know	2	1	1	-	-	1	-	-	1	1	1
	6%	50%	5%			12%			12%	4%	11%
BOTTOM 2 BOX	2	-	-	2	-	-	-	1	1	1	1
	6%			25%				10%	12%	4%	11%
TOP 2 BOX	17	1	9	4	3	5	2	7	3	13	4
	53%	50%	47%	50%	100%	62%	33%	70%	38%	57%	44%
					CD						
CHI-SQUARE		<----------14.85---------->				<----------6.79---------->				<--------2.13-------->	
SIGNIFICANCE			75%*				13%*			29%*	
MEAN	3.6	4.0	3.7	3.2	4.0	3.9	3.5	3.8	3.3	3.7	3.4
MEDIAN	4.0	4.0	3.5	3.5	4.0	4.0	3.0	4.0	3.0	4.0	3.5

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q35. During the past 12 months, were there any problems with the service you received regarding Trade Routes' Research service?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	32	2	19	8	3	8	6	10	8	23	9
	100	100	100	100	100	100	100	100	100	100	100
Yes	4	-	2	2	-	2	-	1	1	3	1
	12%		11%	25%		25%		10%	12%	13%	11%
No	23	1	13	6	3	4	4	9	6	17	6
	72%	50%	68%	75%	100% C	50%	67%	90% F	75%	74%	67%
Don't Know	5	1	4	-	-	2	2	-	1	3	2
	16%	50%	21%			25%	33%		12%	13%	22%
CHI-SQUARE		<----------5.78---------->				<----------6.09---------->				<---.42--->	
SIGNIFICANCE		55%*				59%*				19%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q36. What problem(s) did you encounter?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	4	-	2	2	-	2	-	1	1	3	1
	100		100	100		100		100	100	100	100
Difficulty accessing research	2	-	1	1	-	1	-	1	-	1	1
	50%		50%	50%		50%		100%		33%	100% J
Difficulty accessing/ contacting staff	2	-	-	2	-	-	-	1	1	1	1
	50%			100%				100%	100%	33%	100% J
Information lacked relevance	1	-	1	-	-	1	-	-	-	1	-
	25%		50%			50%				33%	
Lack of courtesy/ responsiveness	1	-	1	-	-	1	-	-	-	1	-
	25%		50%			50%				33%	
CHI-SQUARE		<----------4---------->				<----------5---------->				<--------1.5-------->	
SIGNIFICANCE			%*				%*			1%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q37 All things considered, how would you rate the overall value or usefulness of the Trade Routes program to your organization?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
1 - Not useful at all	7	1	3	2	1	-	1	2	4	3	4
	3%	12%	3%	3%	4%		2%	4%	7%	2%	5%
2	9	-	4	3	2	3	3	-	3	4	5
	4%		4%	5%	9%	7%	7%		5%	3%	7%
3	14	-	7	5	2	4	2	4	4	8	6
	7%		7%	8%	9%	9%	5%	8%	7%	6%	8%
4	39	3	17	14	5	9	8	14	8	25	14
	19%	38%	16%	22%	22%	20%	18%	26%	13%	20%	19%
5 - Very useful	123	4	67	39	12	23	30	31	39	81	42
	61%	50%	64%	61%	52%	52%	68%	58%	65%	63%	58%
Don't Know	9	-	7	1	1	5	-	2	2	7	2
	4%		7%	2%	4%	11%		4%	3%	5%	3%
BOTTOM 2 BOX	16	1	7	5	3	3	4	2	7	7	9
	8%	12%	7%	8%	13%	7%	9%	4%	12%	5%	12%
TOP 2 BOX	162	7	84	53	17	32	38	45	47	106	56
	81%	88%	80%	83%	74%	73%	86%	85%	78%	83%	77%
CHI-SQUARE		<----------6.6---------->				<----------11.09---------->				<--------3.2-------->	
SIGNIFICANCE		12%*				48%*				48%*	
MEAN	4.4	4.1	4.4	4.3	4.1	4.3	4.4	4.4	4.3	4.5	4.2
MEDIAN	5.0	4.5	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: Improving your export readiness.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	171	6	91	54	19	34	42	45	50	115	56
	100	100	100	100	100	100	100	100	100	100	100
No impact	22	2	10	6	4	5	3	5	9	12	10
	13%	33%	11%	11%	21%	15%	7%	11%	18%	10%	18%
Minor impact	28	1	16	7	4	9	4	7	8	19	9
	16%	17%	18%	13%	21%	26%	10%	16%	16%	17%	16%
Moderate impact	58	2	30	20	6	10	18	13	17	36	22
	34%	33%	33%	37%	32%	29%	43%	29%	34%	31%	39%
Major impact	63	1	35	21	5	10	17	20	16	48	15
	37%	17%	38%	39%	26%	29%	40%	44%	32%	42%	27%
										K	
N/A	30	2	14	10	4	10	2	8	10	13	17
	18%	33%	15%	19%	21%	29%	5%	18%	20%	11%	30%
						G		G	G		J
CHI-SQUARE		<----------6.22---------->				<----------14.95---------->				<--------10.7------->	
SIGNIFICANCE		10%*				76%				97%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: Helping you develop international market(s).

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	190	7	97	63	22	39	44	49	58	122	68
	100	100	100	100	100	100	100	100	100	100	100
No impact	16	1	8	5	2	2	4	4	6	9	7
	8%	14%	8%	8%	9%	5%	9%	8%	10%	7%	10%
Minor impact	14	-	7	4	3	6	-	2	6	7	7
	7%		7%	6%	14%	15%		4%	10%	6%	10%
Moderate impact	39	1	20	11	7	9	8	11	11	22	17
	21%	14%	21%	17%	32%	23%	18%	22%	19%	18%	25%
Major impact	121	5	62	43	10	22	32	32	35	84	37
	64%	71%	64%	68%	45%	56%	73%	65%	60%	69%	54%
										K	
N/A	11	1	8	1	1	5	-	4	2	6	5
	6%	14%	8%	2%	5%	13%		8%	3%	5%	7%
			D								
CHI-SQUARE		<----------8.92---------->				<----------16.69---------->				<--------4.53------->	
SIGNIFICANCE			29%*				84%*			66%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: Building networks/partnerships/contacts.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	190	7	98	62	22	39	44	50	57	123	67
	100	100	100	100	100	100	100	100	100	100	100
No impact	15	1	8	4	2	3	3	4	5	8	7
	8%	14%	8%	6%	9%	8%	7%	8%	9%	7%	10%
Minor impact	19	-	11	6	2	7	2	2	8	12	7
	10%		11%	10%	9%	18%	5%	4%	14%	10%	10%
						H					
Moderate impact	53	1	24	20	8	8	9	19	17	33	20
	28%	14%	24%	32%	36%	21%	20%	38%	30%	27%	30%
Major impact	103	5	55	32	10	21	30	25	27	70	33
	54%	71%	56%	52%	45%	54%	68%	50%	47%	57%	49%
							I				
N/A	11	1	7	2	1	5	-	3	3	5	6
	6%	14%	7%	3%	5%	13%		6%	5%	4%	9%
CHI-SQUARE		<----------5.78---------->				<----------17.96---------->				<--------3.14------->	
SIGNIFICANCE		7%*				88%*				47%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: Providing strategic advice on doing business in one or more international markets.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	169	6	87	54	21	34	41	43	51	111	58
	100	100	100	100	100	100	100	100	100	100	100
No impact	29	1	16	9	3	4	4	7	14	16	13
	17%	17%	18%	17%	14%	12%	10%	16%	27% G	14%	22%
Minor impact	39	-	16	14	9	8	8	12	11	23	16
	23%		18%	26%	43% C	24%	20%	28%	22%	21%	28%
Moderate impact	60	2	31	21	6	9	19	16	16	40	20
	36%	33%	36%	39%	29%	26%	46%	37%	31%	36%	34%
Major impact	41	3	24	10	3	13	10	8	10	32	9
	24%	50%	28%	19%	14%	38%	24%	19%	20%	29% K	16%
N/A	32	2	18	10	2	10	3	10	9	17	15
	19%	33%	21%	19%	10%	29% G	7%	23% G	18%	15%	26%
CHI-SQUARE		<----------11.82---------->				<----------16.56---------->				<---6.71--->	
SIGNIFICANCE		54%*				83%				85%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: Skills development for you/your staff in international business.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	166	7	84	54	20	31	42	44	49	106	60
	100	100	100	100	100	100	100	100	100	100	100
No impact	31	1	17	7	6	7	3	7	14	19	12
	19%	14%	20%	13%	30%	23%	7%	16%	29%	18%	20%
									G		
Minor impact	46	1	23	17	5	8	12	16	10	28	18
	28%	14%	27%	31%	25%	26%	29%	36%	20%	26%	30%
Moderate impact	56	4	29	16	7	11	17	13	15	36	20
	34%	57%	35%	30%	35%	35%	40%	30%	31%	34%	33%
Major impact	33	1	15	14	2	5	10	8	10	23	10
	20%	14%	18%	26%	10%	16%	24%	18%	20%	22%	17%
N/A	35	1	21	10	3	13	2	9	11	22	13
	21%	14%	25%	19%	15%	42%	5%	20%	22%	21%	22%
						GH		G	G		
CHI-SQUARE		<----------8.33---------->				<----------19.87---------->				<---.77--->	
SIGNIFICANCE		24%*				93%				6%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: Helping you make informed decisions about where to invest and/or export.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	167	6	87	53	20	34	41	41	51	106	61
	100	100	100	100	100	100	100	100	100	100	100
No impact	37	1	19	10	7	7	6	10	14	20	17
	22%	17%	22%	19%	35%	21%	15%	24%	27%	19%	28%
Minor impact	35	-	19	12	4	10	9	6	10	21	14
	21%		22%	23%	20%	29%	22%	15%	20%	20%	23%
Moderate impact	58	4	28	19	7	7	17	16	18	38	20
	35%	67%	32%	36%	35%	21%	41%	39%	35%	36%	33%
							F				
Major impact	37	1	21	12	2	10	9	9	9	27	10
	22%	17%	24%	23%	10%	29%	22%	22%	18%	25%	16%
N/A	34	2	18	11	3	10	3	12	9	22	12
	20%	33%	21%	21%	15%	29%	7%	29%	18%	21%	20%
						G		G			
CHI-SQUARE		<----------7.15---------->				<----------13.33---------->				<-------3.17------->	
SIGNIFICANCE		15%*				65%				47%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q38. Impact: First-hand/on-line exposure to markets and their business practices.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	164	6	84	54	19	33	41	39	51	104	60
	100	100	100	100	100	100	100	100	100	100	100
No impact	28	1	14	6	7	6	4	4	14	16	12
	17%	17%	17%	11%	37%	18%	10%	10%	27%	15%	20%
					D				GH		
Minor impact	26	-	14	10	1	6	5	7	8	15	11
	16%		17%	19%	5%	18%	12%	18%	16%	14%	18%
Moderate impact	47	2	21	17	7	8	13	14	12	24	23
	29%	33%	25%	31%	37%	24%	32%	36%	24%	23%	38%
											J
Major impact	63	3	35	21	4	13	19	14	17	49	14
	38%	50%	42%	39%	21%	39%	46%	36%	33%	47%	23%
										K	
N/A	37	2	21	10	4	11	3	14	9	24	13
	23%	33%	25%	19%	21%	33%	7%	36%	18%	23%	22%
						G		G			
CHI-SQUARE		<----------11.83---------->				<----------17.01---------->				<---------9.59------->	
SIGNIFICANCE		54%*				85%				95%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q39. Resulted in outcomes: Increased exports of products/services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	165	5	81	58	20	36	38	43	48	105	60
	100	100	100	100	100	100	100	100	100	100	100
Yes	135	3	63	50	18	25	32	36	42	87	48
	82%	60%	78%	86%	90%	69%	84%	84%	88% F	83%	80%
No	30	2	18	8	2	11	6	7	6	18	12
	18%	40%	22%	14%	10%	31% I	16%	16%	12%	17%	20%
N/A	36	3	24	6	3	8	6	10	12	23	13
	22%	60% D	30% D	10%	15%	22%	16%	23%	25%	22%	22%
CHI-SQUARE		<----------11.18---------->				<----------5.73---------->				<--------.21-------->	
SIGNIFICANCE		92%*				55%				10%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q39. Resulted in outcomes: Diversified/expanded markets for products/services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	168	7	83	58	19	35	39	42	52	106	62
	100	100	100	100	100	100	100	100	100	100	100
Yes	129	5	64	43	17	22	29	32	46	81	48
	77%	71%	77%	74%	89%	63%	74%	76%	88% F	76%	77%
No	39	2	19	15	2	13	10	10	6	25	14
	23%	29%	23%	26%	11%	37% I	26%	24%	12%	24%	23%
N/A	33	1	22	6	4	9	5	11	8	22	11
	20%	14%	27% D	10%	21%	26%	13%	26%	15%	21%	18%
CHI-SQUARE		<----------6.06---------->				<----------10.38---------->				<--------.17-------->	
SIGNIFICANCE		58%*				89%				8%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q39. Resulted in outcomes: Increased trade-related networks/connections

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	173	7	84	60	21	37	43	44	49	114	59
	100	100	100	100	100	100	100	100	100	100	100
Yes	145	6	70	53	15	31	38	38	38	101	44
	84%	86%	83%	88%	71%	84%	88%	86%	78%	89%	75%
										K	
No	28	1	14	7	6	6	5	6	11	13	15
	16%	14%	17%	12%	29%	16%	12%	14%	22%	11%	25%
											J
N/A	28	1	21	4	2	7	1	9	11	14	14
	16%	14%	25%	7%	10%	19%	2%	20%	22%	12%	24%
			D			G		G	G		
CHI-SQUARE		<----------10.41---------->				<----------8.81---------->				<----8.11---->	
SIGNIFICANCE		89%*				82%				98%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q39. Resulted in outcomes: Better/increased understanding of international markets

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	173	7	86	59	20	37	41	46	49	114	59
	100	100	100	100	100	100	100	100	100	100	100
Yes	144	5	74	51	13	30	39	40	35	96	48
	83%	71%	86%	86%	65%	81%	95% I	87%	71%	84%	81%
No	29	2	12	8	7	7	2	6	14	18	11
	17%	29%	14%	14%	35%	19%	5%	13%	29% G	16%	19%
N/A	28	1	19	5	3	7	3	7	11	14	14
	16%	14%	22% D	8%	15%	19%	7%	15%	22% G	12%	24%
CHI-SQUARE		<----------9.96---------->				<----------12.71---------->				<--------2.85------->	
SIGNIFICANCE		87%*				95%				76%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Increased exports of products/ services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	135	3	63	50	18	25	32	36	42	87	48
	100	100	100	100	100	100	100	100	100	100	100
Not Important at all	1	-	-	1	-	-	-	-	1	1	-
	1%			2%					2%	1%	
Not Very Important	9	-	1	5	3	1	1	4	3	2	7
	7%		2%	10%	17%	4%	3%	11%	7%	2%	15% J
Moderately Important	31	1	15	11	4	4	9	7	11	18	13
	23%	33%	24%	22%	22%	16%	28%	19%	26%	21%	27%
Very Important	94	2	47	33	11	20	22	25	27	66	28
	70%	67%	75%	66%	61%	80%	69%	69%	64%	76% K	58%
CHI-SQUARE		<----------8.5---------->				<----------6.01---------->				<---------9.47------->	
SIGNIFICANCE		52%*				26%*				98%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Diversified/expanded markets for products/services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	129	5	64	43	17	22	29	32	46	81	48
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	9	-	1	3	5	2	1	2	4	3	6
	7%		2%	7%	29%	9%	3%	6%	9%	4%	12%
					C						
Moderately Important	29	1	11	13	4	4	9	5	11	14	15
	22%	20%	17%	30%	24%	18%	31%	16%	24%	17%	31%
Very Important	91	4	52	27	8	16	19	25	31	64	27
	71%	80%	81%	63%	47%	73%	66%	78%	67%	79%	56%
			DE							K	
CHI-SQUARE		<----------20.07---------->				<----------3.16---------->				<---------8.17------->	
SIGNIFICANCE			98%*				4%*			96%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Increased trade-related networks/ connections

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	145	6	70	53	15	31	38	38	38	101	44
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	2	-	1	1	-	1	1	-	-	1	1
	1%		1%	2%		3%	3%			1%	2%
Moderately Important	33	2	11	15	5	6	10	10	7	18	15
	23%	33%	16%	28%	33%	19%	26%	26%	18%	18%	34%
											J
Very Important	110	4	58	37	10	24	27	28	31	82	28
	76%	67%	83%	70%	67%	77%	71%	74%	82%	81%	64%
										K	
CHI-SQUARE		<----------4.58---------->				<----------3.45---------->				<---------5.17------->	
SIGNIFICANCE		13%*				6%*				84%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Better/increased understanding of international markets

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	144	5	74	51	13	30	39	40	35	96	48
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	6	-	3	2	1	2	1	2	1	2	4
	4%		4%	4%	8%	7%	3%	5%	3%	2%	8%
Moderately Important	43	1	18	19	5	10	12	14	7	23	20
	30%	20%	24%	37%	38%	33%	31%	35%	20%	24%	42% J
Very Important	95	4	53	30	7	18	26	24	27	71	24
	66%	80%	72%	59%	54%	60%	67%	60%	77%	74% K	50%
CHI-SQUARE		<----------3.96---------->				<----------3.57---------->				<---------9.14------->	
SIGNIFICANCE		9%*				6%*				97%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q41. How likely is it that your organization will use the Trade Routes program in future?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Very likely	156	7	77	53	18	33	35	41	47	104	52
	78%	88%	73%	83%	78%	75%	80%	77%	78%	81%	71%
Moderately likely	27	-	18	7	2	8	6	8	5	15	12
	13%		17%	11%	9%	18%	14%	15%	8%	12%	16%
Not very likely	7	-	5	1	1	1	-	1	5	2	5
	3%		5%	2%	4%	2%		2%	8%	2%	7%
Not at all likely	5	1	1	2	1	-	1	2	2	3	2
	2%	12%	1%	3%	4%		2%	4%	3%	2%	3%
Don't Know	6	-	4	1	1	2	2	1	1	4	2
	3%		4%	2%	4%	5%	5%	2%	2%	3%	3%
CHI-SQUARE		<----------10.55---------->				<----------11.14---------->				<--------5.16------->	
SIGNIFICANCE		43%*				48%*				73%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q42. Market Entry Support service - do you think any of these positions should be relocated?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	23	1	14	5	3	7	4	4	8	20	3
	11%	12%	13%	8%	13%	16%	9%	8%	13%	16%	4%
										K	
No	97	6	50	27	13	23	17	28	29	60	37
	48%	75%	48%	42%	57%	52%	39%	53%	48%	47%	51%
		D									
Don't Know	81	1	41	32	7	14	23	21	23	48	33
	40%	12%	39%	50%	30%	32%	52%	40%	38%	38%	45%
			B	B			F				
CHI-SQUARE		<----------6.74---------->				<----------5.5---------->				<--------6.21------->	
SIGNIFICANCE			65%*				52%			96%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q43. Which positions should be relocated, and what cities should they be moved to?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	23	1	14	5	3	7	4	4	8	20	3
	100	100	100	100	100	100	100	100	100	100	100
Eastern Canada to Western Canada	18	1	12	3	2	5	2	4	7	17	1
	78%	100%	86%	60%	67%	71%	50%	100% G	88%	85%	33%
Other	4	-	1	2	1	1	2	-	1	2	2
	17%		7%	40%	33%	14%	50%		12%	10%	67% J
Don't Know	1	-	1	-	-	1	-	-	-	1	-
	4%		7%			14%				5%	
CHI-SQUARE		<----------3.99---------->				<----------6.35---------->				<---------5.86------->	
SIGNIFICANCE		2%*				10%*				79%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q44. In addition to these Trade Commissioners, do you think the number of Cultural Trade Commissioners across Canada should be expanded?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	73	3	36	26	8	16	18	17	22	52	21
	36%	38%	34%	41%	35%	36%	41%	32%	37%	41%	29%
No	57	2	28	20	7	13	11	14	19	30	27
	28%	25%	27%	31%	30%	30%	25%	26%	32%	23%	37%
											J
Don't Know	71	3	41	18	8	15	15	22	19	46	25
	35%	38%	39%	28%	35%	34%	34%	42%	32%	36%	34%
CHI-SQUARE		<----------2.19---------->				<----------1.86---------->				<--------4.85------->	
SIGNIFICANCE		10%*				7%				91%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q45. In which location(s) should this expansion occur?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	73	3	36	26	8	16	18	17	22	52	21
	100	100	100	100	100	100	100	100	100	100	100
Calgary	33	1	17	10	5	8	4	7	14	26	7
	45%	33%	47%	38%	62%	50%	22%	41%	64% G	50%	33%
Edmonton	17	1	8	6	2	2	3	4	8	13	4
	23%	33%	22%	23%	25%	12%	17%	24%	36%	25%	19%
Regina	14	-	8	4	2	3	3	3	5	11	3
	19%		22%	15%	25%	19%	17%	18%	23%	21%	14%
Saskatoon	10	1	5	3	1	1	1	1	7	8	2
	14%	33%	14%	12%	12%	6%	6%	6%	32% FGH	15%	10%
Charlottetown	9	1	3	3	2	1	3	-	5	6	3
	12%	33%	8%	12%	25%	6%	17%		23%	12%	14%
Montreal	4	-	-	2	2	1	-	1	2	-	4
	5%			8%	25%	6%		6%	9%		19%
Quebec City	3	-	1	1	1	1	1	1	-	-	3
	4%		3%	4%	12%	6%	6%	6%			14%
Ottawa	3	-	1	2	-	-	2	-	1	2	1
	4%		3%	8%			11%		5%	4%	5%
Toronto (GTA)	2	-	1	1	-	-	1	-	1	2	-
	3%		3%	4%			6%		5%	4%	
Halifax	2	-	1	-	1	-	-	1	1	2	-
	3%		3%		12%			6%	5%	4%	
Other	6	1	1	4	-	4	-	2	-	5	1
	8%	33%	3%	15%		25%		12%		10%	5%
Don't Know	15	-	11	4	-	3	8	3	1	9	6
	21%		31%	15%		19%	44% I	18%	5%	17%	29%
CHI-SQUARE		<----------27.63---------->				<----------42.4---------->				<-------22.29------->	
SIGNIFICANCE		16%*				79%*				97%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q46. In-Market Assistance service. Do you think any of these positions should be relocated?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	30	2	13	10	5	13	6	7	4	20	10
	15%	25%	12%	16%	22%	30%	14%	13%	7%	16%	14%
						HI					
No	84	4	42	26	12	14	14	26	30	57	27
	42%	50%	40%	41%	52%	32%	32%	49%	50%	45%	37%
Don't Know	87	2	50	28	6	17	24	20	26	51	36
	43%	25%	48%	44%	26%	39%	55%	38%	43%	40%	49%
			E								
CHI-SQUARE		<----------5.21---------->				<----------14.81---------->				<---------1.71------->	
SIGNIFICANCE		48%*				98%				58%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q47. Which positions should be relocated, and what cities should they be moved to?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	30	2	13	10	5	13	6	7	4	20	10
	100	100	100	100	100	100	100	100	100	100	100
Expand to Europe	12	1	7	2	2	6	3	2	1	7	5
	40%	50%	54%	20%	40%	46%	50%	29%	25%	35%	50%
Expand to Asia	9	-	4	5	-	2	3	3	1	7	2
	30%		31%	50%		15%	50%	43%	25%	35%	20%
Expand to South America	4	-	1	1	2	2	-	1	1	2	2
	13%		8%	10%	40%	15%		14%	25%	10%	20%
Expand to Australia	2	-	1	1	-	1	-	1	-	2	-
	7%		8%	10%		8%		14%		10%	
Expand to the US	1	-	-	-	1	1	-	-	-	-	1
	3%				20%	8%					10%
Other	2	1	-	1	-	1	-	-	1	2	-
	7%	50%		10%		8%			25%	10%	
CHI-SQUARE		<----------21.09---------->				<----------9.63---------->				<---5.38--->	
SIGNIFICANCE		73%*				6%*				50%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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CLIENT

Q48. Do you think the number of Cultural Trade Development Officers should be expanded?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	115	7	58	39	10	25	24	31	35	74	41
	57%	88% CDE	55%	61%	43%	57%	55%	58%	58%	58%	56%
No	22	-	9	5	8	5	3	5	9	9	13
	11%		9%	8%	35% CD	11%	7%	9%	15%	7%	18% J
Don't Know	64	1	38	20	5	14	17	17	16	45	19
	32%	12%	36%	31%	22%	32%	39%	32%	27%	35%	26%
CHI-SQUARE		<----------18.43---------->				<----------2.93---------->				<---------6.17------->	
SIGNIFICANCE		99%*				18%				95%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q49. In which location(s) should this expansion occur?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	115	7	58	39	10	25	24	31	35	74	41
	100	100	100	100	100	100	100	100	100	100	100
Germany (Berlin)	76	5	39	24	7	17	15	20	24	48	28
	66%	71%	67%	62%	70%	68%	62%	65%	69%	65%	68%
Japan (Tokyo)	59	4	31	20	4	13	12	16	18	35	24
	51%	57%	53%	51%	40%	52%	50%	52%	51%	47%	59%
Brazil (Sao Paulo)	49	4	19	17	9	11	7	9	22	27	22
	43%	57%	33%	44%	90%	44%	29%	29%	63%	36%	54%
					CD				GH		
India (Mumbai)	39	3	15	16	5	10	7	10	12	27	12
	34%	43%	26%	41%	50%	40%	29%	32%	34%	36%	29%
Korea (Seoul)	30	2	9	14	5	6	5	6	13	18	12
	26%	29%	16%	36%	50%	24%	21%	19%	37%	24%	29%
				C	C						
Boston	26	2	11	11	2	5	5	5	11	14	12
	23%	29%	19%	28%	20%	20%	21%	16%	31%	19%	29%
Argentina (Bueno Aires)	25	1	6	12	5	3	4	6	12	12	13
	22%	14%	10%	31%	50%	12%	17%	19%	34%	16%	32%
				C	C				F		
Chicago	24	1	14	5	4	7	4	4	9	18	6
	21%	14%	24%	13%	40%	28%	17%	13%	26%	24%	15%
South Africa	23	3	6	11	3	4	4	3	12	18	5
	20%	43%	10%	28%	30%	16%	17%	10%	34%	24%	12%
				C					H		
Miami	21	1	11	6	3	7	3	4	7	14	7
	18%	14%	19%	15%	30%	28%	12%	13%	20%	19%	17%
Chile (Santiago)	14	-	5	6	3	3	1	2	8	8	6
	12%		9%	15%	30%	12%	4%	6%	23%	11%	15%
									GH		
Dallas	13	-	9	3	1	4	1	4	4	11	2
	11%		16%	8%	10%	16%	4%	13%	11%	15%	5%
Europe (other)	5	-	3	2	-	1	2	-	2	4	1
	4%		5%	5%		4%	8%		6%	5%	2%
Asia (other)	4	-	2	2	-	1	2	1	-	3	1
	3%		3%	5%		4%	8%	3%		4%	2%
Australia (Sydney)	3	-	2	-	1	1	1	1	-	2	1
	3%		3%		10%	4%	4%	3%		3%	2%
Other	3	-	1	2	-	1	-	-	2	3	-
	3%		2%	5%		4%			6%	4%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q49. In which location(s) should this expansion occur?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Don't Know	11	-	6	5	-	1	4	1	5	7	4
	10%		10%	13%		4%	17%	3%	14%	9%	10%
CHI-SQUARE		<----------38.26---------->				<----------31.54---------->				<-------15.16------->	
SIGNIFICANCE		9%*				1%*				42%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q50. Contributions Program - Are there any changes to the Contributions program that you would like to see carried out?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Earlier notification of approval or rejection	146	6	75	46	19	33	35	33	45	94	52
	73%	75%	71%	72%	83%	75%	80%	62%	75%	73%	71%
Online applications	99	1	51	31	16	26	18	24	31	66	33
	49%	12%	49% B	48% B	70% B	59%	41%	45%	52%	52%	45%
Notification of approval-in-principle	86	4	44	28	10	19	18	23	26	63	23
	43%	50%	42%	44%	43%	43%	41%	43%	43%	49% K	32%
More than one / more flexible deadlines	6	1	2	2	1	1	1	2	2	4	2
	3%	12%	2%	3%	4%	2%	2%	4%	3%	3%	3%
Increase financial support offered	6	-	1	3	2	-	1	1	4	5	1
	3%		1%	5%	9%		2%	2%	7%	4%	1%
Update technology / methods offered	4	-	3	1	-	1	-	1	2	2	2
	2%		3%	2%		2%		2%	3%	2%	3%
Application process must be streamlined	4	-	2	2	-	-	1	2	1	3	1
	2%		2%	3%			2%	4%	2%	2%	1%
Improve knowledge / support of staff	3	-	1	2	-	1	-	1	1	-	3
	1%		1%	3%		2%		2%	2%		4%
Increase long-term support offered	2	-	2	-	-	1	-	-	1	1	1
	1%		2%			2%			2%	1%	1%
Clearer guidelines for application/approval	2	-	1	-	1	-	-	1	1	2	-
	1%		1%		4%			2%	2%	2%	
Other	2	-	1	1	-	1	1	-	-	1	1
	1%		1%	2%		2%	2%			1%	1%
No, no changes	4	-	3	1	-	-	1	1	2	3	1
	2%		3%	2%			2%	2%	3%	2%	1%
Don't Know	27	2	16	6	2	6	4	12	5	21	6
	13%	25%	15%	9%	9%	14%	9%	23% I	8%	16%	8%
CHI-SQUARE		<----------23.92---------->				<----------23.63---------->				<-------12.52------->	
SIGNIFICANCE		3%*				2%*				51%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q51. Research service. Are there any other research activities that you would like to see carried out?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Yes	44	1	26	11	6	11	5	10	18	31	13
	22%	12%	25%	17%	26%	25%	11%	19%	30% G	24%	18%
No	55	3	21	21	9	9	11	18	17	34	21
	27%	38%	20%	33%	39%	20%	25%	34%	28%	27%	29%
Don't Know	102	4	58	32	8	24	28	25	25	63	39
	51%	50%	55%	50%	35%	55%	64% I	47%	42%	49%	53%
CHI-SQUARE		<----------7.4---------->				<----------8.84---------->				<---------1.12------->	
SIGNIFICANCE		71%*				82%				43%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

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Q52. What research activities?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1–5	6–25	26+	5 OR LESS	6–10	11–20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	44	1	26	11	6	11	5	10	18	31	13
	100	100	100	100	100	100	100	100	100	100	100
Market reports by cultural sectors	31	1	17	10	3	8	2	7	14	22	9
	70%	100% CE	65%	91% C	50%	73%	40%	70%	78%	71%	69%
Improving access to research on Trade Routes website	24	1	16	4	3	7	3	4	10	15	9
	55%	100% CDE	62%	36%	50%	64%	60%	40%	56%	48%	69%
Increasing market studies correspond to priority markets	23	–	15	6	2	5	4	4	10	18	5
	52%		58%	55%	33%	45%	80%	40%	56%	58%	38%
Increasing awareness of available studies	22	–	13	7	2	4	4	5	9	16	6
	50%		50%	64%	33%	36%	80%	50%	50%	52%	46%
Updating available material/data	21	–	14	4	3	5	2	2	12	13	8
	48%		54%	36%	50%	45%	40%	20%	67% H	42%	62%
Market reports by regions	19	1	13	4	1	6	2	4	7	14	5
	43%	100% CDE	50%	36%	17%	55%	40%	40%	39%	45%	38%
Succinct fact sheets	16	1	11	4	–	3	4	1	8	14	2
	36%	100% CD	42%	36%		27%	80% FH	10%	44% H	45% K	15%
More market reports	14	1	12	1	–	5	2	2	5	10	4
	32%	100% CD	46% D	9%		45%	40%	20%	28%	32%	31%
Summary sheets of market reports	12	1	11	–	–	2	3	2	5	10	2
	27%	100% C	42%			18%	60%	20%	28%	32%	15%
Developing shorter reports	11	1	5	3	2	2	3	2	4	8	3
	25%	100% CDE	19%	27%	33%	18%	60%	20%	22%	26%	23%
Other	10	–	8	1	1	3	1	3	3	9	1
	23%		31%	9%	17%	27%	20%	30%	17%	29%	8%
CHI-SQUARE		<----------23.89---------->				<----------14.2---------->				<--------6.94------>	
SIGNIFICANCE		6%*				%*				14%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q53. Do you think that Trade Routes should expand its investment initiatives within the program for those sub-sectors where investment is relevant?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Definitely	59	4	20	27	7	17	14	16	12	36	23
	29%	50%	19%	42%	30%	39%	32%	30%	20%	28%	32%
				C		I					
Probably	49	1	27	16	5	9	15	10	15	29	20
	24%	12%	26%	25%	22%	20%	34%	19%	25%	23%	27%
Probably not	14	1	10	3	-	2	2	6	4	8	6
	7%	12%	10%	5%		5%	5%	11%	7%	6%	8%
Definitely not	11	-	2	6	3	3	1	3	4	5	6
	5%		2%	9%	13%	7%	2%	6%	7%	4%	8%
Don't Know	68	2	46	12	8	13	12	18	25	50	18
	34%	25%	44%	19%	35%	30%	27%	34%	42%	39%	25%
			D							K	
CHI-SQUARE		<----------27.25---------->				<----------11.04---------->				<--------5.3-------->	
SIGNIFICANCE		99%*				47%*				74%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q54. If you could offer one suggestion to improve the quality of service you received from the Trade Routes program, what would that be?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Faster approvals	41	1	22	13	5	8	6	11	16	24	17
	20%	12%	21%	20%	22%	18%	14%	21%	27%	19%	23%
Increased funding / grants	22	-	8	11	3	4	4	5	9	12	10
	11%		8%	17%	13%	9%	9%	9%	15%	9%	14%
More / better communication	10	1	6	3	-	3	1	4	2	7	3
	5%	12%	6%	5%		7%	2%	8%	3%	5%	4%
Improve the application process	8	-	5	2	1	2	1	2	3	6	2
	4%		5%	3%	4%	5%	2%	4%	5%	5%	3%
Better understanding of the industry	6	-	2	4	-	2	1	2	1	5	1
	3%		2%	6%		5%	2%	4%	2%	4%	1%
More support from overseas reps, etc.	5	-	4	1	-	-	4	-	1	4	1
	2%		4%	2%			9%		2%	3%	1%
More deadlines / more flexible deadlines	4	-	1	3	-	-	-	3	1	2	2
	2%		1%	5%				6%	2%	2%	3%
More / clearer information	4	1	1	1	1	1	1	-	2	3	1
	2%	12%	1%	2%	4%	2%	2%		3%	2%	1%
Other	38	1	20	10	7	11	8	9	10	20	18
	19%	12%	19%	16%	30%	25%	18%	17%	17%	16%	25%
Don't Know	63	4	36	16	6	13	18	17	15	45	18
	31%	50%	34%	25%	26%	30%	41%	32%	25%	35%	25%
CHI-SQUARE		<----------26.21---------->				<----------27.47---------->				<--------7.64------>	
SIGNIFICANCE			34%*				40%*			34%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q55. Excluding yourself, how many full-time employees work for your organization in Canada? Please include part-time employees as full-time equivalents.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
None/no one	8	8	-	-	-	1	1	3	3	5	3
	4%	100%				2%	2%	6%	5%	4%	4%
1-5	105	-	105	-	-	24	30	28	23	78	27
	52%		100%			55%	68%	53%	38%	61%	37%
							I			K	
6-25	64	-	-	64	-	12	12	15	25	33	31
	32%			100%		27%	27%	28%	42%	26%	42%
											J
26-49	11	-	-	-	11	5	1	2	3	4	7
	5%				48%	11%	2%	4%	5%	3%	10%
50-99	4	-	-	-	4	2	-	1	1	2	2
	2%				17%	5%		2%	2%	2%	3%
100 or more	8	-	-	-	8	-	-	3	5	6	2
	4%				35%			6%	8%	5%	3%
Don't Know	1	-	-	-	-	-	-	1	-	-	1
	*%							2%			1%
CHI-SQUARE		<----------600---------->				<----------23.99---------->				<-------15.24------->	
SIGNIFICANCE		100%*				84%*				98%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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Q56. How long has your business or organization been in existence?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Less than 2 years	7	-	6	1	-	7	-	-	-	6	1
	3%		6%	2%		16%				5%	1%
2-5 years	37	1	18	11	7	37	-	-	-	24	13
	18%	12%	17%	17%	30%	84%				19%	18%
6-10 years	44	1	30	12	1	-	44	-	-	26	18
	22%	12%	29%	19%	4%		100%			20%	25%
			E	E							
11-20 years	53	3	28	15	6	-	-	53	-	36	17
	26%	38%	27%	23%	26%			100%		28%	23%
More than 20 years	60	3	23	25	9	-	-	-	60	36	24
	30%	38%	22%	39%	39%				100%	28%	33%
				C							
CHI-SQUARE		<----------16.71---------->				<----------603---------->				<--------2.66------>	
SIGNIFICANCE			66%*				100%*			25%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q57. In which province/territory are you located? If you are located in more than one province, please identify the location of your main office.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
National Capital Region	4	-	2	1	1	-	1	-	3	4	-
	2%		2%	2%	4%		2%		5%	3%	
Newfoundland and Labrador	5	1	1	3	-	-	1	1	3	5	-
	2%	12%	1%	5%			2%	2%	5%	4%	
Nova Scotia	8	-	5	2	1	1	1	1	5	8	-
	4%		5%	3%	4%	2%	2%	2%	8%	6%	
Prince Edward Island	1	-	1	-	-	-	-	1	-	1	-
	*%		1%					2%		1%	
New Brunswick	3	-	3	-	-	-	1	1	1	2	1
	1%		3%				2%	2%	2%	2%	1%
Quebec	78	3	30	33	11	18	17	19	24	9	69
	39%	38%	29%	52%	48%	41%	39%	36%	40%	7%	95%
				C							J
Ontario	59	1	38	14	6	10	16	15	18	56	3
	29%	12%	36%	22%	26%	23%	36%	28%	30%	44%	4%
			D							K	
Manitoba	5	-	3	2	-	3	-	-	2	5	-
	2%		3%	3%		7%			3%	4%	
Saskatchewan	2	-	2	-	-	-	-	2	-	2	-
	1%		2%					4%		2%	
Alberta	5	-	3	1	1	3	-	1	1	5	-
	2%		3%	2%	4%	7%		2%	2%	4%	
British Columbia	30	2	17	8	3	9	7	11	3	30	-
	15%	25%	16%	12%	13%	20%	16%	21%	5%	23%	
						I		I			
Yukon	1	1	-	-	-	-	-	1	-	1	-
	*%	12%						2%		1%	
CHI-SQUARE		<----------49.35---------->				<----------41.81---------->				<-------151.38------>	
SIGNIFICANCE		58%*				28%*				100%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q58. What has been the approximate value of your organization's annual revenues from the export of its products or services over the past two years?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
None	16	3	10	1	2	4	1	4	7	11	5
	8%	38%	10%	2%	9%	9%	2%	8%	12%	9%	7%
		D	D						G		
Under $25,000	24	2	17	5	-	8	9	2	5	16	8
	12%	25%	16%	8%		18%	20%	4%	8%	12%	11%
						H	H				
$25,000 to $50,000	14	2	11	1	-	1	7	5	1	10	4
	7%	25%	10%	2%		2%	16%	9%	2%	8%	5%
			D				FI				
$51,000 to $100,000	20	-	14	6	-	5	6	6	3	11	9
	10%		13%	9%		11%	14%	11%	5%	9%	12%
$101,000 to $250,000	37	-	19	15	3	6	7	12	12	20	17
	18%		18%	23%	13%	14%	16%	23%	20%	16%	23%
$251,000 to $500,000	20	1	14	4	1	4	3	5	8	11	9
	10%	12%	13%	6%	4%	9%	7%	9%	13%	9%	12%
More than $500,000	49	-	11	23	15	10	8	12	19	33	16
	24%		10%	36%	65%	23%	18%	23%	32%	26%	22%
				C	CD						
Don't Know	21	-	9	9	2	6	3	7	5	16	5
	10%		9%	14%	9%	14%	7%	13%	8%	12%	7%
CHI-SQUARE		<----------69.85---------->				<----------28.42---------->				<--------5.13------->	
SIGNIFICANCE			100%*				87%*			36%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q59. Are you a member of any of the following groups?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
Woman	96	4	55	28	9	19	19	26	32	70	26
	48%	50%	52%	44%	39%	43%	43%	49%	53%	55% K	36%
Youth (18-30 years of age)	22	-	12	7	3	7	2	7	6	15	7
	11%		11%	11%	13%	16%	5%	13%	10%	12%	10%
Official language minority community	13	-	5	7	1	3	3	5	2	7	6
	6%		5%	11%	4%	7%	7%	9%	3%	5%	8%
Aboriginal person	8	-	6	2	-	1	2	4	1	7	1
	4%		6%	3%		2%	5%	8%	2%	5%	1%
No	87	3	42	30	11	18	22	22	25	48	39
	43%	38%	40%	47%	48%	41%	50%	42%	42%	38%	53% J
Don't Know	7	1	4	1	1	2	1	3	1	4	3
	3%	12%	4%	2%	4%	5%	2%	6%	2%	3%	4%
CHI-SQUARE		<----------10.78---------->				<----------9.74---------->				<---------9.09--------->	
SIGNIFICANCE		23%*				16%*				89%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Client Version

CLIENT

Q60. What is your first official language?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	201	8	105	64	23	44	44	53	60	128	73
	100	100	100	100	100	100	100	100	100	100	100
English	128	5	78	33	12	30	26	36	36	128	-
	64%	62%	74%	52%	52%	68%	59%	68%	60%	100%	
			DE								
French	73	3	27	31	11	14	18	17	24	-	73
	36%	38%	26%	48%	48%	32%	41%	32%	40%		100%
				C	C						
CHI-SQUARE		<----------10.52---------->				<----------1.55---------->				<--------201-------->	
SIGNIFICANCE		99%				33%				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

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Table Q4 Page 8.....Q4. During the last 12 months, has your organization used the Trade Routes program?

Table NC1 Page 9.....NC1. Prior to this research, were you aware of the Trade Routes program?

Table NC2 Page 10.....NC2. Has your organization used the Trade Routes program in the past?

Table NC3 Page 11.....NC3. How long did you use the Trade Routes program?

Table NC4 Page 12.....NC4. Why did your organization not use the Trade Routes program during the past 12 months?

Table NC5 Page 13.....NC5. Do you have any comments or feedback you would like to share about the Trade Routes program?

Table Q37 Page 14.....Q37 All things considered, how would you rate the overall value or usefulness of the Trade Routes program to your organization?

Table Q38A Page 15.....Q38. Impact: Improving your export readiness.

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Table Q39A Page 22.....Q39. Resulted in outcomes: Increased exports of products/services

Table Q39B Page 23.....Q39. Resulted in outcomes: Diversified/expanded markets for products/services

Table Q39C Page 24.....Q39. Resulted in outcomes: Increased trade-related networks/connections

Table Q39D Page 25.....Q39. Resulted in outcomes: Better/increased understanding of international markets

Table Q40A Page 26.....Q40. How would you rate the importance of these outcome(s) to your business? Increased exports of products/ services

Table Q40B Page 27.....Q40. How would you rate the importance of these outcome(s) to your business? Diversified/expanded markets for products/services

Table Q40C Page 28.....Q40. How would you rate the importance of these outcome(s) to your business? Increased trade-related networks/ connections

Table Q40D Page 29.....Q40. How would you rate the importance of these outcome(s) to your business? Better/increased understanding of international markets

Table Q41 Page 30.....Q41. How likely is it that your organization will use the Trade Routes program in future?

Table Q55 Page 31.....Q55. Excluding yourself, how many full-time employees work for your organization in Canada? Please include part-time employees as full-time equivalents.

Table Q56 Page 32.....Q56. How long has your business or organization been in existence?

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Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q1. Which of the following best describes the organization you work for?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
For-profit company	254	16	101	100	35	57	63	74	60	159	95
	48%	18%	43%	68%	59%	48%	54%	52%	40%	48%	48%
			B	BC	BC		I	I			
Individual entrepreneur (i.e. self-employed)	146	61	71	11	2	48	39	37	20	103	43
	27%	69%	30%	7%	3%	41%	33%	26%	13%	31%	22%
		CDE	DE			HI	I	I		K	
Not-for-profit corporation	71	4	37	21	9	6	7	19	39	26	45
	13%	5%	16%	14%	15%	5%	6%	13%	26%	8%	23%
			B	B	B			FG	FGH		J
Not-for profit association	37	5	19	7	6	5	8	8	16	26	11
	7%	6%	8%	5%	10%	4%	7%	6%	11%	8%	6%
									F		
National/provincial/ territorial/municipal association	14	-	4	6	3	-	-	2	10	12	2
	3%		2%	4%	5%			1%	7%	4%	1%
									H	K	
Academic institution or Chamber of Commerce	8	1	1	2	4	1	-	2	5	7	1
	2%	1%	*%	1%	7%	1%		1%	3%	2%	1%
Other	1	-	-	1	-	1	-	-	-	-	1
	*%			1%		1%					1%
Don't Know	1	1	-	-	-	-	-	1	-	-	1
	*%	1%						1%			1%
CHI-SQUARE		<----------157.04---------->				<----------86.66---------->				<---------34-------->	
SIGNIFICANCE		100%*				100%*				100%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q2. In which area of the arts and cultural sector are you involved?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Film/video	161	19	74	48	19	33	51	39	36	111	50
	30%	22%	32%	32%	32%	28%	44%	27%	24%	33%	25%
							FHI			K	
Performing arts	138	22	58	44	14	29	25	31	52	60	78
	26%	25%	25%	30%	24%	25%	21%	22%	35%	18%	39%
									GH		J
Music/sound recording	136	34	60	35	6	43	31	35	25	73	63
	26%	39%	26%	24%	10%	36%	26%	24%	17%	22%	32%
		CDE	E	E		HI					J
New media	98	7	41	33	17	27	33	21	16	71	27
	18%	8%	18%	22%	29%	23%	28%	15%	11%	21%	14%
			B	B	B	I	HI			K	
Publishing	90	19	41	24	6	20	18	24	27	58	32
	17%	22%	18%	16%	10%	17%	15%	17%	18%	17%	16%
Broadcasting/television	87	8	36	30	12	20	29	22	15	68	19
	16%	9%	15%	20%	20%	17%	25%	15%	10%	20%	10%
				B			I			K	
Design	82	16	30	26	10	23	18	21	19	65	17
	15%	18%	13%	18%	17%	19%	15%	15%	13%	20%	9%
										K	
Visual arts	78	21	35	15	7	16	14	22	25	60	18
	15%	24%	15%	10%	12%	14%	12%	15%	17%	18%	9%
		D								K	
Crafts	54	12	20	20	2	16	10	10	17	43	11
	10%	14%	9%	14%	3%	14%	9%	7%	11%	13%	6%
		E		E						K	
Heritage	40	5	18	10	7	9	5	10	15	29	11
	8%	6%	8%	7%	12%	8%	4%	7%	10%	9%	6%
Education	8	-	1	3	4	3	1	2	2	8	-
	2%		*%	2%	7%	3%	1%	1%	1%	2%	
Exhibits / festivals	5	-	2	3	-	1	-	1	3	1	4
	1%		1%	2%		1%		1%	2%	*%	2%
3D Animation / video games	4	-	1	2	1	2	2	-	-	2	2
	1%		*%	1%	2%	2%	2%			1%	1%
Other	12	2	3	4	2	4	-	3	4	9	3
	2%	2%	1%	3%	3%	3%		2%	3%	3%	2%
Don't Know	10	1	3	3	3	3	1	3	3	8	2
	2%	1%	1%	2%	5%	3%	1%	2%	2%	2%	1%
CHI-SQUARE		<----------73.25---------->				<----------62.15---------->				<-------75.43------->	
SIGNIFICANCE		100%*				95%*				100%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q3. Familiar: Overall Trade Routes Program

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Not at all	170	37	61	51	21	33	38	51	47	111	59
	32%	42%	26%	34%	36%	28%	32%	36%	31%	33%	30%
		C									
Only a little	207	34	99	56	16	59	46	44	56	111	96
	39%	39%	42%	38%	27%	50%	39%	31%	37%	33%	48%
			E			HI					J
Moderately familiar	130	12	62	35	19	25	28	37	39	92	38
	24%	14%	27%	24%	32%	21%	24%	26%	26%	28%	19%
			B	B	B					K	
Very familiar	25	5	11	6	3	1	5	11	8	19	6
	5%	6%	5%	4%	5%	1%	4%	8%	5%	6%	3%
								F	F		
CHI-SQUARE		<----------15.16---------->				<----------14.87---------->				<-------13.27------->	
SIGNIFICANCE		91%				91%				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q3. Familiar: Market Entry Support

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Not at all	200	44	71	63	22	42	45	56	55	133	67
	38%	50%	30%	43%	37%	36%	38%	39%	37%	40%	34%
		C		C							
Only a little	200	29	102	48	18	55	46	43	54	104	96
	38%	33%	44%	32%	31%	47%	39%	30%	36%	31%	48%
			D			H					J
Moderately familiar	105	11	47	30	16	17	20	36	32	76	29
	20%	12%	20%	20%	27%	14%	17%	25%	21%	23%	15%
					B			F		K	
Very familiar	27	4	13	7	3	4	6	8	9	20	7
	5%	5%	6%	5%	5%	3%	5%	6%	6%	6%	4%
CHI-SQUARE		<----------16.6---------->				<----------10.58---------->				<-------16.71------->	
SIGNIFICANCE		94%				69%				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q3. Familiar: In-Market Assistance

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Not at all	259	58	97	74	29	60	50	74	72	166	93
	49%	66% CDE	42%	50%	49%	51%	43%	52%	48%	50%	47%
Only a little	180	21	94	49	14	42	48	40	50	107	73
	34%	24%	40% BE	33%	24%	36%	41% H	28%	33%	32%	37%
Moderately familiar	81	8	36	22	14	15	16	25	24	52	29
	15%	9%	15%	15%	24% B	13%	14%	17%	16%	16%	15%
Very familiar	12	1	6	3	2	1	3	4	4	8	4
	2%	1%	3%	2%	3%	1%	3%	3%	3%	2%	2%
CHI-SQUARE		<----------21.08---------->				<----------7.17---------->				<----1.19---->	
SIGNIFICANCE		99%				38%*				24%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q3. Familiar: Contributions

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Not at all	239	50	90	72	27	57	53	65	63	158	81
	45%	57% C	39%	49%	46%	48%	45%	45%	42%	47%	41%
Only a little	158	24	74	43	14	37	39	34	46	80	78
	30%	27%	32%	29%	24%	31%	33%	24%	31%	24%	39% J
Moderately familiar	92	9	46	23	14	17	15	30	30	64	28
	17%	10%	20% B	16%	24% B	14%	13%	21%	20%	19%	14%
Very familiar	43	5	23	10	4	7	10	14	11	31	12
	8%	6%	10%	7%	7%	6%	9%	10%	7%	9%	6%
CHI-SQUARE		<----------13.47---------->				<----------7.95---------->				<-------14.48------->	
SIGNIFICANCE		86%				46%				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q3. Familiar: Research

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Not at all	279	55	109	87	27	66	55	78	78	178	101
	52%	62%	47%	59%	46%	56%	47%	55%	52%	53%	51%
		CE		C							
Only a little	174	23	86	43	20	35	48	43	47	102	72
	33%	26%	37%	29%	34%	30%	41%	30%	31%	31%	36%
Moderately familiar	70	9	33	17	10	16	13	20	20	47	23
	13%	10%	14%	11%	17%	14%	11%	14%	13%	14%	12%
Very familiar	9	1	5	1	2	1	1	2	5	6	3
	2%	1%	2%	1%	3%	1%	1%	1%	3%	2%	2%
CHI-SQUARE		<----------11.85---------->				<----------8.14---------->				<--------2.03------->	
SIGNIFICANCE		78%*				48%*				43%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q4. During the last 12 months, has your organization used the Trade Routes program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
No	502	86	225	140	48	113	112	135	140	315	187
	94%	98%	97%	95%	81%	96%	96%	94%	93%	95%	94%
		E	E	E							
Don't Know	30	2	8	8	11	5	5	8	10	18	12
	6%	2%	3%	5%	19%	4%	4%	6%	7%	5%	6%
					BCD						
CHI-SQUARE		<----------23.32---------->				<----------1.09---------->				<---.09--->	
SIGNIFICANCE		100%*				2%*				4%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

NC1. Prior to this research, were you aware of the Trade Routes program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Yes	334	50	163	85	33	72	75	92	93	196	138
	63%	57%	70%	57%	56%	61%	64%	64%	62%	59%	69%
			BDE								J
No	186	37	66	59	23	44	41	47	52	130	56
	35%	42%	28%	40%	39%	37%	35%	33%	35%	39%	28%
		C		C						K	
Don't Know	12	1	4	4	3	2	1	4	5	7	5
	2%	1%	2%	3%	5%	2%	1%	3%	3%	2%	3%
CHI-SQUARE		<----------11.99---------->				<----------2.65---------->				<---6.51--->	
SIGNIFICANCE		94%*				15%*				96%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

NC2. Has your organization used the Trade Routes program in the past?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	334	50	163	85	33	72	75	92	93	196	138
	100	100	100	100	100	100	100	100	100	100	100
Yes	96	14	51	19	12	10	24	37	25	68	28
	29%	28%	31%	22%	36%	14%	32%	40%	27%	35%	20%
							F	F	F	K	
No	214	32	103	63	16	58	48	48	60	112	102
	64%	64%	63%	74%	48%	81%	64%	52%	65%	57%	74%
				E		GHI					J
Don't Know	24	4	9	3	5	4	3	7	8	16	8
	7%	8%	6%	4%	15%	6%	4%	8%	9%	8%	6%
CHI-SQUARE		<----------10.28---------->				<----------16.7---------->				<-------10.03------->	
SIGNIFICANCE		89%				99%				99%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

NC3. How long did you use the Trade Routes program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	120	18	60	22	17	14	27	44	33	84	36
	100	100	100	100	100	100	100	100	100	100	100
Less than 2 years	66	11	32	13	8	11	15	20	19	44	22
	55%	61%	53%	59%	47%	79% H	56%	45%	58%	52%	61%
2 years	15	2	7	2	4	1	4	3	7	10	5
	12%	11%	12%	9%	24%	7%	15%	7%	21%	12%	14%
3 years	23	4	11	4	4	1	5	13	4	18	5
	19%	22%	18%	18%	24%	7%	19%	30% F	12%	21%	14%
4 years	11	1	7	2	1	1	3	5	2	9	2
	9%	6%	12%	9%	6%	7%	11%	11%	6%	11%	6%
5 years	5	-	3	1	-	-	-	3	1	3	2
	4%		5%	5%				7%	3%	4%	6%
CHI-SQUARE		<----------5.1---------->				<----------13.67---------->				<--------2.15------->	
SIGNIFICANCE		5%*				68%*				29%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

NC4. Why did your organization not use the Trade Routes program during the past 12 months?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	120	18	60	22	17	14	27	44	33	84	36
	100	100	100	100	100	100	100	100	100	100	100
Received all the assistance we needed	30	4	16	3	6	4	6	12	7	26	4
	25%	22%	27%	14%	35%	29%	22%	27%	21%	31% K	11%
Not satisfied with service	16	1	9	4	2	2	2	5	7	14	2
	13%	6%	15%	18%	12%	14%	7%	11%	21%	17% K	6%
Inappropriate for current level of export/ services	14	3	7	4	-	1	3	7	3	9	5
	12%	17%	12%	18%		7%	11%	16%	9%	11%	14%
Trade Routes declined our proposal / funding	14	2	4	4	3	1	3	4	6	9	5
	12%	11%	7%	18%	18%	7%	11%	9%	18%	11%	14%
No longer considering exporting	10	3	7	-	-	1	5	2	2	3	7
	8%	17%	12%			7%	19%	5%	6%	4%	19% J
Missed deadline/deadline was inconvenient	8	-	6	1	1	-	-	6	2	4	4
	7%		10%	5%	6%			14%	6%	5%	11%
Unaware of program	6	-	3	2	1	1	2	2	1	3	3
	5%		5%	9%	6%	7%	7%	5%	3%	4%	8%
In process of re-organizing company	4	1	3	-	-	-	2	1	1	3	1
	3%	6%	5%				7%	2%	3%	4%	3%
Other	4	1	2	-	1	-	2	2	-	1	3
	3%	6%	3%		6%		7%	5%		1%	8%
Don't Know	19	3	8	4	3	4	3	6	5	15	4
	16%	17%	13%	18%	18%	29%	11%	14%	15%	18%	11%
CHI-SQUARE		<----------22.56---------->				<----------23.46---------->				<-------21.48------->	
SIGNIFICANCE		17%*				20%*				98%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

NC5. Do you have any comments or feedback you would like to share about the Trade Routes program?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	103	15	54	18	13	13	23	37	28	72	31
	100	100	100	100	100	100	100	100	100	100	100
Improve knowledge/ support of staff	8	–	4	4	–	1	1	3	3	3	5
	8%		7%	22%		8%	4%	8%	11%	4%	16%
Satisfied with Trade Routes program (general)	7	2	4	–	1	–	2	3	2	6	1
	7%	13%	7%		8%		9%	8%	7%	8%	3%
Increase overall number of accepted applicants	6	1	2	2	1	–	2	3	1	5	1
	6%	7%	4%	11%	8%		9%	8%	4%	7%	3%
Need more info. on program available	6	1	2	1	1	–	3	–	2	6	–
	6%	7%	4%	6%	8%		13%		7%	8%	
Helps promote Canadian companies in international markets	5	–	3	1	1	1	1	2	1	4	1
	5%		6%	6%	8%	8%	4%	5%	4%	6%	3%
Make deadline for program more flexible / numerous	4	–	1	3	–	–	1	2	1	3	1
	4%		2%	17%			4%	5%	4%	4%	3%
Current financial support offered by program insufficient	3	2	1	–	–	–	2	1	–	1	2
	3%	13%	2%				9%	3%		1%	6%
Improve time between acceptance and financial support	2	–	–	1	1	1	–	1	–	2	–
	2%			6%	8%	8%		3%		3%	
Simplify application process	2	–	2	–	–	–	–	2	–	1	1
	2%		4%					5%		1%	3%
Other	3	1	2	–	–	–	–	2	1	3	–
	3%	7%	4%					5%	4%	4%	
Don't Know	57	8	33	6	8	10	11	18	17	38	19
	55%	53%	61%	33%	62%	77%	48%	49%	61%	53%	61%
			D			H					
CHI-SQUARE		<----------37.23---------->				<----------24.3---------->				<-------12.93------->	
SIGNIFICANCE		72%*				14%*				70%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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NON CLIENT

Q37 All things considered, how would you rate the overall value or usefulness of the Trade Routes program to your organization?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	120	18	60	22	17	14	27	44	33	84	36
	100	100	100	100	100	100	100	100	100	100	100
1 - Not useful at all	9	-	6	2	-	2	-	5	2	9	-
	8%		10%	9%		14%		11%	6%	11%	
2	14	4	4	4	1	-	4	6	3	12	2
	12%	22%	7%	18%	6%		15%	14%	9%	14%	6%
3	29	6	12	7	4	4	4	11	10	21	8
	24%	33%	20%	32%	24%	29%	15%	25%	30%	25%	22%
4	16	2	7	3	4	3	4	3	6	9	7
	13%	11%	12%	14%	24%	21%	15%	7%	18%	11%	19%
5 - Very useful	39	5	24	5	5	3	11	16	9	26	13
	32%	28%	40%	23%	29%	21%	41%	36%	27%	31%	36%
Don't Know	13	1	7	1	3	2	4	3	3	7	6
	11%	6%	12%	5%	18%	14%	15%	7%	9%	8%	17%
BOTTOM 2 BOX	23	4	10	6	1	2	4	11	5	21	2
	19%	22%	17%	27%	6%	14%	15%	25%	15%	25%	6%
										K	
TOP 2 BOX	55	7	31	8	9	6	15	19	15	35	20
	46%	39%	52%	36%	53%	43%	56%	43%	45%	42%	56%
CHI-SQUARE		<----------12.43---------->				<----------11.97---------->				<---------7.32------->	
SIGNIFICANCE		59%*				55%*				88%*	
MEAN	3.6	3.5	3.7	3.2	3.9	3.4	4.0	3.5	3.6	3.4	4.0
MEDIAN	4.0	3.0	4.0	3.0	4.0	3.5	4.0	3.0	3.5	3.0	4.0

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: Improving your export readiness.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	94	15	45	19	14	11	22	34	26	69	25
	100	100	100	100	100	100	100	100	100	100	100
No impact	19	1	13	3	1	2	4	5	7	14	5
	20%	7%	29%	16%	7%	18%	18%	15%	27%	20%	20%
			BE								
Minor impact	21	4	4	8	5	2	5	7	7	16	5
	22%	27%	9%	42%	36%	18%	23%	21%	27%	23%	20%
				C	C						
Moderate impact	33	7	18	5	3	5	7	13	8	25	8
	35%	47%	40%	26%	21%	45%	32%	38%	31%	36%	32%
Major impact	21	3	10	3	5	2	6	9	4	14	7
	22%	20%	22%	16%	36%	18%	27%	26%	15%	20%	28%
N/A	26	3	15	3	3	3	5	10	7	15	11
	28%	20%	33%	16%	21%	27%	23%	29%	27%	22%	44%
											J
CHI-SQUARE		<----------18.09---------->				<----------3.48---------->				<---------3.01------->	
SIGNIFICANCE		89%*				1%*				44%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: Helping you develop international market(s).

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	106	14	55	21	15	11	23	41	30	74	32
	100	100	100	100	100	100	100	100	100	100	100
No impact	16	1	12	3	-	2	2	6	6	11	5
	15%	7%	22%	14%		18%	9%	15%	20%	15%	16%
Minor impact	17	3	2	6	5	-	3	8	5	14	3
	16%	21%	4%	29%	33%		13%	20%	17%	19%	9%
				C	C						
Moderate impact	37	8	18	6	5	5	9	13	10	26	11
	35%	57%	33%	29%	33%	45%	39%	32%	33%	35%	34%
Major impact	36	2	23	6	5	4	9	14	9	23	13
	34%	14%	42%	29%	33%	36%	39%	34%	30%	31%	41%
			B								
N/A	14	4	5	1	2	3	4	3	3	10	4
	13%	29%	9%	5%	13%	27%	17%	7%	10%	14%	12%
CHI-SQUARE		<----------23.9---------->				<----------7---------->				<--------1.9-------->	
SIGNIFICANCE		98%*				14%*				25%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: Building networks/partnerships/contacts.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	104	15	53	21	14	12	23	39	29	71	33
	100	100	100	100	100	100	100	100	100	100	100
No impact	15	-	9	4	1	2	1	6	5	10	5
	14%		17%	19%	7%	17%	4%	15%	17%	14%	15%
Minor impact	17	3	8	4	2	2	4	8	3	14	3
	16%	20%	15%	19%	14%	17%	17%	21%	10%	20%	9%
Moderate impact	38	8	20	6	4	6	8	11	13	26	12
	37%	53%	38%	29%	29%	50%	35%	28%	45%	37%	36%
Major impact	34	4	16	7	7	2	10	14	8	21	13
	33%	27%	30%	33%	50%	17%	43%	36%	28%	30%	39%
N/A	16	3	7	1	3	2	4	5	4	13	3
	15%	20%	13%	5%	21%	17%	17%	13%	14%	18%	9%
CHI-SQUARE		<----------8.8---------->				<----------7.1---------->				<---3.42--->	
SIGNIFICANCE		28%*				15%*				51%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: Providing strategic advice on doing business in one or more international markets.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	101	14	52	20	14	11	23	37	29	70	31
	100	100	100	100	100	100	100	100	100	100	100
No impact	31	3	18	7	2	2	6	11	11	20	11
	31%	21%	35%	35%	14%	18%	26%	30%	38%	29%	35%
Minor impact	29	2	11	10	6	2	7	11	9	23	6
	29%	14%	21%	50%	43%	18%	30%	30%	31%	33%	19%
				BC							
Moderate impact	27	7	14	1	5	6	6	9	6	16	11
	27%	50%	27%	5%	36%	55%	26%	24%	21%	23%	35%
		D	D		D	I					
Major impact	14	2	9	2	1	1	4	6	3	11	3
	14%	14%	17%	10%	7%	9%	17%	16%	10%	16%	10%
N/A	19	4	8	2	3	3	4	7	4	14	5
	19%	29%	15%	10%	21%	27%	17%	19%	14%	20%	16%
CHI-SQUARE		<----------17.55---------->				<----------6.58---------->				<----3.74---->	
SIGNIFICANCE		87%*				12%*				56%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: Skills development for you/your staff in international business.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	95	13	49	19	13	10	22	34	28	66	29
	100	100	100	100	100	100	100	100	100	100	100
No impact	34	4	18	9	2	2	6	12	13	22	12
	36%	31%	37%	47%	15%	20%	27%	35%	46%	33%	41%
				E							
Minor impact	23	3	11	4	5	2	7	9	5	19	4
	24%	23%	22%	21%	38%	20%	32%	26%	18%	29%	14%
Moderate impact	24	5	10	5	4	4	5	8	7	16	8
	25%	38%	20%	26%	31%	40%	23%	24%	25%	24%	28%
Major impact	14	1	10	1	2	2	4	5	3	9	5
	15%	8%	20%	5%	15%	20%	18%	15%	11%	14%	17%
			D								
N/A	25	5	11	3	4	4	5	10	5	18	7
	26%	38%	22%	16%	31%	40%	23%	29%	18%	27%	24%
CHI-SQUARE		<----------9.12---------->				<----------6.1---------->				<-----2.59----->	
SIGNIFICANCE			31%*				9%*			37%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: Helping you make informed decisions about where to invest and/or export.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	94	13	50	19	11	10	22	36	25	65	29
	100	100	100	100	100	100	100	100	100	100	100
No impact	38	5	22	8	2	3	8	14	12	25	13
	40%	38%	44%	42%	18%	30%	36%	39%	48%	38%	45%
Minor impact	23	4	10	6	3	3	5	7	8	20	3
	24%	31%	20%	32%	27%	30%	23%	19%	32%	31%	10%
										K	
Moderate impact	20	3	10	2	5	3	5	10	2	12	8
	21%	23%	20%	11%	45%	30%	23%	28%	8%	18%	28%
					D			I			
Major impact	13	1	8	3	1	1	4	5	3	8	5
	14%	8%	16%	16%	9%	10%	18%	14%	12%	12%	17%
N/A	26	5	10	3	6	4	5	8	8	19	7
	28%	38%	20%	16%	55%	40%	23%	22%	32%	29%	24%
					CD						
CHI-SQUARE		<----------10.73---------->				<----------6.27---------->				<---4.98--->	
SIGNIFICANCE		45%*				10%*				71%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q38. Impact: First-hand/on-line exposure to markets and their business practices.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	97	13	52	19	12	10	22	37	27	68	29
	100	100	100	100	100	100	100	100	100	100	100
No impact	28	4	14	7	2	3	4	13	7	22	6
	29%	31%	27%	37%	17%	30%	18%	35%	26%	32%	21%
Minor impact	22	4	12	4	2	1	7	8	6	16	6
	23%	31%	23%	21%	17%	10%	32%	22%	22%	24%	21%
Moderate impact	24	3	12	5	4	3	5	7	9	16	8
	25%	23%	23%	26%	33%	30%	23%	19%	33%	24%	28%
Major impact	23	2	14	3	4	3	6	9	5	14	9
	24%	15%	27%	16%	33%	30%	27%	24%	19%	21%	31%
N/A	23	5	8	3	5	4	5	7	6	16	7
	24%	38%	15%	16%	42%	40%	23%	19%	22%	24%	24%
CHI-SQUARE		<----------7.32---------->				<----------6.09---------->				<--------2.1-------->	
SIGNIFICANCE		16%*				9%*				28%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q39. Resulted in outcomes: Increased exports of products/services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	86	12	44	20	10	9	18	34	25	62	24
	100	100	100	100	100	100	100	100	100	100	100
Yes	49	5	25	14	5	6	8	24	11	34	15
	57%	42%	57%	70%	50%	67%	44%	71% I	44%	55%	62%
No	37	7	19	6	5	3	10	10	14	28	9
	43%	58%	43%	30%	50%	33%	56%	29%	56% H	45%	38%
N/A	34	6	16	2	7	5	9	10	8	22	12
	40%	50% D	36% D	10%	70% CD	56%	50%	29%	32%	35%	50%
CHI-SQUARE		<----------8.65---------->				<----------7.49---------->				<--------1.03------->	
SIGNIFICANCE		81%				72%				40%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q39. Resulted in outcomes: Diversified/expanded markets for products/services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	87	12	46	18	11	9	20	31	27	60	27
	100	100	100	100	100	100	100	100	100	100	100
Yes	52	3	31	11	7	4	13	22	13	35	17
	60%	25%	67%	61%	64%	44%	65%	71%	48%	58%	63%
			B	B	B						
No	35	9	15	7	4	5	7	9	14	25	10
	40%	75%	33%	39%	36%	56%	35%	29%	52%	42%	37%
		CDE									
N/A	33	6	14	4	6	5	7	13	6	24	9
	38%	50%	30%	22%	55%	56%	35%	42%	22%	40%	33%
CHI-SQUARE		<----------8.83---------->				<----------6.23---------->				<---.33--->	
SIGNIFICANCE		82%				60%				15%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q39. Resulted in outcomes: Increased trade-related networks/connections

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	95	13	50	19	13	11	21	35	28	67	28
	100	100	100	100	100	100	100	100	100	100	100
Yes	70	8	36	16	10	7	17	28	18	49	21
	74%	62%	72%	84%	77%	64%	81%	80%	64%	73%	75%
No	25	5	14	3	3	4	4	7	10	18	7
	26%	38%	28%	16%	23%	36%	19%	20%	36%	27%	25%
N/A	25	5	10	3	4	3	6	9	5	17	8
	26%	38%	20%	16%	31%	27%	29%	26%	18%	25%	29%
CHI-SQUARE		<----------3.94---------->				<----------3.75---------->				<----------.1---------->	
SIGNIFICANCE		31%*				29%				5%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q39. Resulted in outcomes: Better/increased understanding of international markets

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	91	14	48	17	12	11	22	29	29	62	29
	100	100	100	100	100	100	100	100	100	100	100
Yes	63	11	32	11	9	7	17	20	19	42	21
	69%	79%	67%	65%	75%	64%	77%	69%	66%	68%	72%
No	28	3	16	6	3	4	5	9	10	20	8
	31%	21%	33%	35%	25%	36%	23%	31%	34%	32%	28%
N/A	29	4	12	5	5	3	5	15	4	22	7
	32%	29%	25%	29%	42%	27%	23%	52%	14%	35%	24%
								GI			
CHI-SQUARE		<----------1.74---------->				<----------6.69---------->				<---.84--->	
SIGNIFICANCE			6%*				65%			34%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Increased exports of products/ services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	49	5	25	14	5	6	8	24	11	34	15
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	2	-	-	2	-	-	-	-	2	1	1
	4%			14%					18%	3%	7%
Moderately Important	13	1	5	6	1	2	2	5	4	8	5
	27%	20%	20%	43%	20%	33%	25%	21%	36%	24%	33%
Very Important	34	4	20	6	4	4	6	19	5	25	9
	69%	80%	80%	43%	80%	67%	75%	79%	45%	74%	60%
			D					I			
CHI-SQUARE		<----------8.96---------->				<----------9---------->				<----1.01---->	
SIGNIFICANCE			56%*				56%*			20%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Diversified/expanded markets for products/services

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	52	3	31	11	7	4	13	22	13	35	17
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	4	-	3	1	-	-	2	-	2	2	2
	8%		10%	9%			15%		15%	6%	12%
Moderately Important	14	1	7	4	2	2	5	4	3	9	5
	27%	33%	23%	36%	29%	50%	38%	18%	23%	26%	29%
Very Important	34	2	21	6	5	2	6	18	8	24	10
	65%	67%	68%	55%	71%	50%	46%	82%	62%	69%	59%
								G			
CHI-SQUARE		<----------1.85---------->				<----------7.95---------->				<---.77--->	
SIGNIFICANCE		1%*				46%*				14%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Increased trade-related networks/ connections

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	70	8	36	16	10	7	17	28	18	49	21
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	3	1	1	1	-	1	-	1	1	1	2
	4%	12%	3%	6%		14%		4%	6%	2%	10%
Moderately Important	25	3	12	7	3	2	7	9	7	16	9
	36%	38%	33%	44%	30%	29%	41%	32%	39%	33%	43%
Very Important	42	4	23	8	7	4	10	18	10	32	10
	60%	50%	64%	50%	70%	57%	59%	64%	56%	65%	48%
CHI-SQUARE		<----------3.13---------->				<----------3.01---------->				<---3.12--->	
SIGNIFICANCE		4%*				4%*				63%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q40. How would you rate the importance of these outcome(s) to your business? Better/increased understanding of international markets

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	63	11	32	11	9	7	17	20	19	42	21
	100	100	100	100	100	100	100	100	100	100	100
Not Very Important	5	1	2	1	1	-	2	1	2	1	4
	8%	9%	6%	9%	11%		12%	5%	11%	2%	19%
Moderately Important	25	6	10	6	3	2	7	5	11	15	10
	40%	55%	31%	55%	33%	29%	41%	25%	58% H	36%	48%
Very Important	33	4	20	4	5	5	8	14	6	26	7
	52%	36%	62%	36%	56%	71% I	47%	70% I	32%	62% K	33%
CHI-SQUARE		<----------3.88---------->				<----------7.48---------->				<---------7.58------->	
SIGNIFICANCE		8%*				41%*				94%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q41. How likely is it that your organization will use the Trade Routes program in future?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	120	18	60	22	17	14	27	44	33	84	36
	100	100	100	100	100	100	100	100	100	100	100
Very likely	56	8	29	10	8	6	12	24	13	37	19
	47%	44%	48%	45%	47%	43%	44%	55%	39%	44%	53%
Moderately likely	33	3	18	7	4	4	5	11	13	25	8
	28%	17%	30%	32%	24%	29%	19%	25%	39%	30%	22%
Not very likely	10	4	2	1	3	1	4	1	4	8	2
	8%	22%	3%	5%	18%	7%	15%	2%	12%	10%	6%
Not at all likely	4	1	1	2	-	1	1	1	1	3	1
	3%	6%	2%	9%		7%	4%	2%	3%	4%	3%
Don't Know	17	2	10	2	2	2	5	7	2	11	6
	14%	11%	17%	9%	12%	14%	19%	16%	6%	13%	17%
CHI-SQUARE		<----------13.41---------->				<----------10.21---------->				<---1.68--->	
SIGNIFICANCE		66%*				40%*				21%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q55. Excluding yourself, how many full-time employees work for your organization in Canada? Please include part-time employees as full-time equivalents.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
None/no one	88	88	-	-	-	36	22	20	9	50	38
	17%	100%				31%	19%	14%	6%	15%	19%
						GHI	I	I			
1-5	233	-	233	-	-	51	60	62	60	150	83
	44%		100%			43%	51%	43%	40%	45%	42%
6-25	148	-	-	148	-	22	27	48	50	91	57
	28%			100%		19%	23%	34%	33%	27%	29%
								F	F		
26-49	25	-	-	-	25	4	4	6	11	15	10
	5%				42%	3%	3%	4%	7%	5%	5%
50-99	16	-	-	-	16	3	2	2	9	12	4
	3%				27%	3%	2%	1%	6%	4%	2%
									H		
100 or more	18	-	-	-	18	1	2	5	10	14	4
	3%				31%	1%	2%	3%	7%	4%	2%
									FG		
Don't Know	4	-	-	-	-	1	-	-	1	1	3
	1%					1%			1%	*%	2%
CHI-SQUARE		<----------1584---------->				<----------54.27---------->				<---6.96--->	
SIGNIFICANCE		100%*				100%*				68%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q56. How long has your business or organization been in existence?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Less than 2 years	24	4	15	4	1	24	-	-	-	18	6
	5%	5%	6%	3%	2%	20%				5%	3%
			E								
2-5 years	94	32	36	18	7	94	-	-	-	51	43
	18%	36%	15%	12%	12%	80%				15%	22%
		CDE									
6-10 years	117	22	60	27	8	-	117	-	-	70	47
	22%	25%	26%	18%	14%		100%			21%	24%
			E								
11-20 years	143	20	62	48	13	-	-	143	-	100	43
	27%	23%	27%	32%	22%			100%		30%	22%
										K	
More than 20 years	150	9	60	50	30	-	-	-	150	93	57
	28%	10%	26%	34%	51%				100%	28%	29%
			B	B	BCD						
Don't Know	4	1	-	1	-	-	-	-	-	1	3
	1%	1%		1%						*%	2%
CHI-SQUARE		<----------58.92---------->				<----------1584---------->				<-------10.48------->	
SIGNIFICANCE		100%*				100%*				94%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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NON CLIENT

Q57. In which province/territory are you located? If you are located in more than one province, please identify the location of your main office.

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
National Capital Region	8	3	2	2	1	2	3	2	1	6	2
	2%	3%	1%	1%	2%	2%	3%	1%	1%	2%	1%
Newfoundland and Labrador	8	2	2	3	1	1	2	4	1	8	-
	2%	2%	1%	2%	2%	1%	2%	3%	1%	2%	
Nova Scotia	32	6	16	6	4	6	5	11	10	31	1
	6%	7%	7%	4%	7%	5%	4%	8%	7%	9%	1%
										K	
Prince Edward Island	5	2	1	2	-	2	1	1	1	5	-
	1%	2%	*%	1%		2%	1%	1%	1%	2%	
New Brunswick	12	2	7	2	1	2	3	4	3	6	6
	2%	2%	3%	1%	2%	2%	3%	3%	2%	2%	3%
Quebec	198	33	84	60	19	44	48	42	62	17	181
	37%	38%	36%	41%	32%	37%	41%	29%	41%	5%	91%
							H		H		J
Ontario	136	12	70	33	20	22	26	47	41	130	6
	26%	14%	30%	22%	34%	19%	22%	33%	27%	39%	3%
			B		B			F		K	
Manitoba	21	7	8	5	1	10	4	4	3	20	1
	4%	8%	3%	3%	2%	8%	3%	3%	2%	6%	1%
						I				K	
Saskatchewan	7	2	3	2	-	2	2	3	-	7	-
	1%	2%	1%	1%		2%	2%	2%		2%	
Alberta	29	5	16	6	2	7	5	5	12	28	1
	5%	6%	7%	4%	3%	6%	4%	3%	8%	8%	1%
										K	
British Columbia	70	12	22	26	10	18	17	19	15	70	-
	13%	14%	9%	18%	17%	15%	15%	13%	10%	21%	
				C							
North West Territories	1	1	-	-	-	1	-	-	-	1	-
	*%	1%				1%				*%	
Yukon	4	1	2	1	-	1	1	1	1	4	-
	1%	1%	1%	1%		1%	1%	1%	1%	1%	
Don't Know	1	-	-	-	-	-	-	-	-	-	1
	*%										1%
CHI-SQUARE		<----------38.29---------->				<----------35.77---------->				<-------409.58------>	
SIGNIFICANCE		16%*				10%*				100%*	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

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NON CLIENT

Q58. What has been the approximate value of your organization's annual revenues from the export of its products or services over the past two years?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
None	79	23	36	16	4	22	11	17	29	44	35
	15%	26%	15%	11%	7%	19%	9%	12%	19%	13%	18%
		CDE	E			G			G		
Under $25,000	111	32	55	21	3	39	28	22	21	61	50
	21%	36%	24%	14%	5%	33%	24%	15%	14%	18%	25%
		CDE	DE	E		HI	I				
$25,000 to $50,000	40	13	21	6	-	11	8	13	8	23	17
	8%	15%	9%	4%		9%	7%	9%	5%	7%	9%
		D	D								
$51,000 to $100,000	65	10	35	19	1	13	15	19	18	51	14
	12%	11%	15%	13%	2%	11%	13%	13%	12%	15%	7%
		E	E	E						K	
$101,000 to $250,000	49	3	27	18	1	9	16	14	10	35	14
	9%	3%	12%	12%	2%	8%	14%	10%	7%	11%	7%
			BE	BE							
$251,000 to $500,000	38	1	20	13	4	5	5	14	14	22	16
	7%	1%	9%	9%	7%	4%	4%	10%	9%	7%	8%
			B	B							
More than $500,000	100	4	17	39	39	12	20	28	39	63	37
	19%	5%	7%	26%	66%	10%	17%	20%	26%	19%	19%
				BC	BCD			F	F		
Don't Know	50	2	22	16	7	7	14	16	11	34	16
	9%	2%	9%	11%	12%	6%	12%	11%	7%	10%	8%
			B	B	B						
CHI-SQUARE		<----------174.9---------->				<----------44.66---------->				<-------14.43------->	
SIGNIFICANCE		100%				100%				96%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

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NON CLIENT

Q59. Are you a member of any of the following groups?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
Woman	197	46	91	46	13	42	42	54	58	134	63
	37%	52%	39%	31%	22%	36%	36%	38%	39%	40%	32%
		CDE	E							K	
Youth (18-30 years of age)	42	4	24	10	4	18	11	8	5	25	17
	8%	5%	10%	7%	7%	15%	9%	6%	3%	8%	9%
						HI	I				
Official language minority community	29	3	15	6	5	6	3	6	14	11	18
	5%	3%	6%	4%	8%	5%	3%	4%	9%	3%	9%
									G		J
Aboriginal person	19	3	11	4	1	8	2	3	6	18	1
	4%	3%	5%	3%	2%	7%	2%	2%	4%	5%	1%
										K	
No	272	38	104	90	39	52	64	77	77	166	106
	51%	43%	45%	61%	66%	44%	55%	54%	51%	50%	53%
				BC	BC						
Don't Know	13	-	7	2	2	2	3	3	4	6	7
	2%		3%	1%	3%	2%	3%	2%	3%	2%	4%
CHI-SQUARE		<----------30.26---------->				<----------26.96---------->				<--------20.4------->	
SIGNIFICANCE		99%*				97%*				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Canadian Heritage – Trade Routes Client Satisfaction Survey – Non Client Version

NON CLIENT

Q60. What is your first official language?

		# EMPLOYEES				YEARS IN EXISTENCE				LANGUAGE	
	TOTAL	NONE	1-5	6-25	26+	5 OR LESS	6-10	11-20	>20	ENGLISH	FRENCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL	532	88	233	148	59	118	117	143	150	333	199
	100	100	100	100	100	100	100	100	100	100	100
English	333	50	150	91	41	69	70	100	93	333	-
	63%	57%	64%	61%	69%	58%	60%	70%	62%	100%	
French	199	38	83	57	18	49	47	43	57	-	199
	37%	43%	36%	39%	31%	42%	40%	30%	38%		100%
CHI-SQUARE		<----------2.84---------->				<----------4.54---------->				<--------532-------->	
SIGNIFICANCE		58%				79%				100%	

Comparison Groups: BCDE/FGHI/JK
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.