
ExportSouce.ca Website:
WebValidator
for May 2002



Summary Report

submitted to:

Team Canada Inc.

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Strathmere Associates
International Limited

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1.0 Summary

The complete WebValidator consists of 6 separate reports:

1. **Summary Report** – this report, which is a summary of data as well as analysis and recommendations
2. **Survey Results Report** – a complete summary of Overall results, Dimensions, Attributes, Strengths/ Weaknesses and Consensus/Disagreement
3. **User Profile Report** – a cross tab analysis of respondent demographics
4. **Detailed User Group Report** – 3 levels of analysis by demographic profiles
5. **User Opinions Report (English and French)** – a complete report of open-ended responses and keyword analysis

1.1 General Comments and Recommendations

ExportSource continues to rate well with the majority of its users. There is a high level of sight satisfaction which is seen directly in the demographic tagging and indirectly through the low level of complaints in the open-ended questions. We also noted a high level of users found out about the site via referrals from friends and colleagues which reinforces confidence by existing users.

The user population remains consistent with previous years – generally with little or no exporting experience, from small (or home) business, and looking for information related to preparation to export and market research.

The strength of the site remains its access to a large amount of credible information and as a portal to this information.

Its perceived weakness is in the ability to provide tools or other resources to sort and apply the information available and these should be the primary areas of focus over the next year. A number of site attributes which were shown reflect site satisfaction, and related to practical aspects of exporting, rated among the lowest, particularly by the manufacturing sector.

One factor to keep in perspective, is that a large component of ExportSource's user population have never exported, and in all likelihood, never get to the point of being able to export. Our experience with small business development is that there is always a high level of interest and enthusiasm in starting a small

business, but when it gets down to it, very few individuals who start the process actually start the business. Therefore, there will always be a core group of potential exporters who will not be able to use the information and tools offered by ExportSource regardless of their completeness or quality.

This is an important factor in the degree of “hand holding” that should be offered by ExportSource when considering the recommendations below.

Recommendations:

Based on the findings and feedback, we propose a series of recommendations that should be given priority over the next year.

Recommendation 1

*Continue to refine site tools to allow users to **find specific information** more easily and to identify situations where information is not available.*

Recommendation 2

Building on recommendation 1, Information management should remain a key priority.

Recommendation 3

Any tools which would assist in the application of knowledge would be valued. This would include tools related to “step-by-step” guides such as the Step-by-Step Guide to Exporting and tools such as the Interactive Export Planner and Export Diagnostic

Recommendation 4

Continue to add relevant and pre-qualified information to the site while monitoring content for relevance and timeliness

Recommendation 5

Continue to add to its external links, remaining a single point of entry for export information

Recommendation 6

Provide an opportunity (e.g. a hot link) for site users to send and/or recommend site information to colleagues and associates

2.0 Background and Introduction

2.1 Purpose of the Survey

To capture the perceptions of users of the client web site and match them to their demographic profiles to determine the strategic value and effectiveness of the site to those who actually use it, its strengths and weaknesses and through the in-depth analysis, understand what initiatives might be taken to improve it. This feedback provides the basis for comparative assessment of the site's value by the Website Snapshot after a period of time.

2.2 General Approach and Methodology

The WebValidator questionnaire is comprised of 25 questions, which encompass 5 dimensions, each of which are subsequently characterized by 5 individual attributes. This is slightly different, from the previous ExportSource Validators where 30 question were used (6 attributes per dimension). Experience has shown that 25 question surveys yield the same results and conclusions. In addition, new user groups were added this year as well as enhanced reporting of previous user groups, providing more specific information and higher value-added results. Dimension nomenclature has also changed slightly from previous years. Current dimensions (with past terminology) and attributes are as follows:

Dimensions and Associated Attributes

1) Motivation

(previously *Motivation*) : Refers to the extent that the website appeals to the users and encourages repeated use.

Attributes : *Visual appeal, Convenience, Outcome, Availability, Return.*

2) Interactivity

(previously *Communication*) : Refers to how well the website's objectives are communicated and the strength of the relationship between the website and the users, between users, between partners and how well it facilitates interactions between them.

Attributes : *Awareness, Decision making, Organization, Referral, Beneficial.*

3) Navigation

(previously **Navigation**) : Refers to the extent that the website enables the user to quickly and easily select and find what they are looking for.

Attributes : *Intuitiveness, Efficient, Casual browsing, Sensible access, Guidance.*

4) Content

(previously **Information**) : Refers to the extent that the website provides the user with the information being sought.

Attributes : *Accuracy, Relevancy, Easy to read, Practicality, Timeliness, Quality of information.*

5) Adoption

(previously **Customization**) : Refers to the extent that the website delivers personalization and services desired by the user – and ultimately the likelihood of long-term adoption.

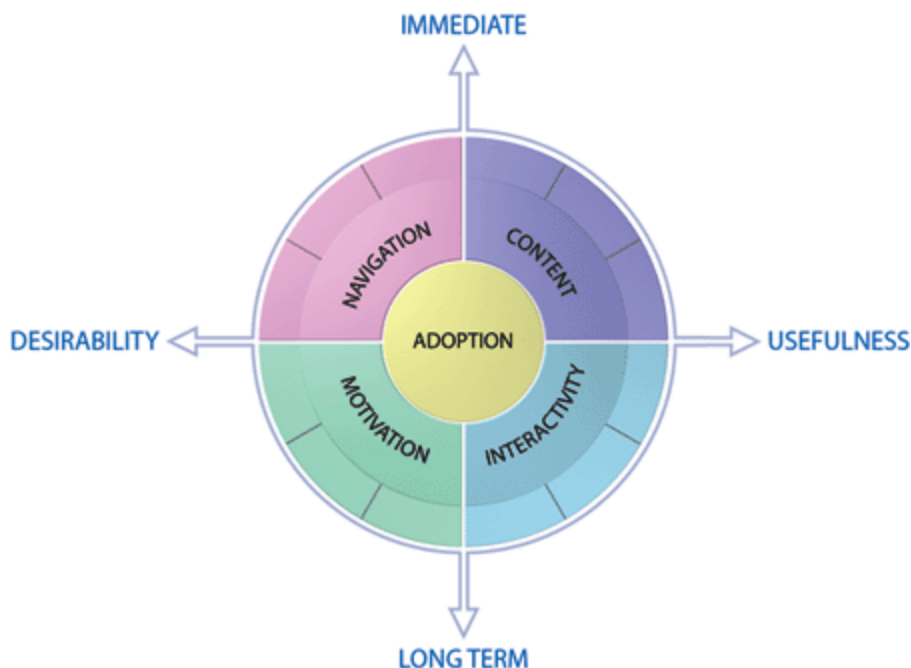
Attributes : *Links, Search, Help, Customized information, Entirety.*

For the final User Value Index (UVI), each dimension is weighted equally. There are 5 questions associated with each of the 5 dimensions, one for each attribute and rated as follows:

0 - 1	POOR
2 - 3	BELOW AVERAGE
4 - 5	FAIR
6 - 7	GOOD
8 - 9	VERY GOOD
10	OUTSTANDING

Questions and related Dimensions/Attributes are given in the Executive Summary Reports.

From the data obtained, a strategic overview can be developed encompassing immediate versus long-term perspectives as well as the usefulness and desirability of the site as shown below.



2.3 Respondent Sampling

Solicitation Method Used:

Online Sampling

A script on the ExportSource site after the language selection, called a popup invitation from the iPerceptions¹ (webValidator) server, inviting the respondent to participate in the survey. The respondent was given the choice of;

1. Completing the survey immediately,
2. Completing it later in the visit, or,
3. Not to undertake the survey and move on to the site.

Cookie tracking minimized the chances of the same respondent being asked to undertake the survey more than once.

Responses:

Online Sample - 245 (up from 156 in 2001)

¹ Based in Montreal, iPerceptions is the proprietary owner of WebValidator and related methodologies

Summary of Demographic Groups Analyzed:

The following demographic groups were tracked in 2002 as well as those tracked in 2001.

Table 2.1 - User Groups Tracked

2002		2001	
User Group	Subgroup	User Group	Subgroup
Sector	Primary Industry Manufacturer Wholesaler or Distributor Retailer Provider of Business Services Provider of Other Service Government or Public Service Student Educator or Academic Institution Individual (not a business or part of an organization) Other	Business Type	Product Service Other
Primary purpose of visit	Preparing to Export Marketing Exports Financing Exports Preventing and Resolving Problems Market Research Entering a Market Taking Products/Services to Market Understanding the Global Marketplace To Link to another site Just Browsing Other, please specify	N/A	
Export Experience	Never exported Recent exporter (first export within the last year) Experienced exporter	Export Experience	Never exported Recent exporter Experienced exporter
Region	Nova Scotia, New Brunswick, P.E.I., Newfoundland Quebec Ontario Alberta, Manitoba, Saskatchewan British Columbia Yukon, N.W.T., Nunavut USA Not from Canada or the USA	Region	Atlantic Quebec Ontario Prairies BC Outside Canada
Size of business or organization	Under 10 people 10-50 people 51 or more people Not part of a business or organization	Business size	Small Medium Large not a business

2002		2001	
User Group	Subgroup	User Group	Subgroup
Visits in last 6 months	This is my first time 2 to 5 times 6 to 10 times 11 times or more	N/A	
Plan to Visit – next 6 months	Yes, Occasionally (1-2 times) Yes, Regularly (1-2 times per month) Yes, Frequently (more than 2 times per month) No Don't know	N/A	
Overall Satisfaction	Very satisfied Somewhat satisfied Neutral Somewhat unsatisfied Very dissatisfied	N/A	
Awareness of other information or government services relating to export	A lot more Somewhat more No more	N/A	
Awareness of other services offered by Team Canada inc	A lot more Somewhat more No more	N/A	
N/A		Web Experience	Inexperienced Experienced

Survey Dates

March 14, 2002 to April 12, 2002

3.0 Survey Results and Analysis

Details of results are given in separate documents as described previously and dated May 1, 2001. The following is a summary of these reports. A total of 245 individuals responded to the questionnaire over the period from March 14, 2001 to April 12, 2001.

3.1 Basis for the Analysis

The analysis is based on responses to both closed and open-ended questions as outlined in the methodology. It focuses on answering the following questions:

- | | |
|------------------------------|--|
| Overall Effectiveness | Overall, how is this site rated by users? Is the site meeting the needs of its prime target? |
| Dimensions | How is each of the five attributes viewed by key users? What should be the focus of attention to targeted users in the immediate future? |
| User Group | Are there major differences in ratings given by the specific user groups? Within each group, are there differences in ratings by sub-demographic levels? |

3.3 Assessing User Value Index Changes and Differences

Due to the mathematics of linear scale ratings (e.g. rating 1-10), the significance of changes between specific Dimensions, Attributes and Years, will vary according to the number of respondents and where the ratings are in the scale.

As the number of respondents increases in sample sizes, the significance of any differences increases due to more certainty of the data.

The significance of changes in ratings also increases at both extremes of the rating scale. That is to say, typically a change of 0.1 in the User Value Index (UVI) tends to be more significant from as the rating approaches 0 or 10. This is because the simple mathematics makes it harder to move to the extremes of the scale. For example, it is mathematically impossible for a rating to reach 10.0 if even one respondent rates a UVI question less than 10.

For this reason, we place more emphasis on UVI changes between say 0-4 and 7-10 than on changes between 5-7.

3.4 Overall Effectiveness: Level 1 – User Value Index

The overall effectiveness rating measures the average score across respondents and questions. It is useful when making an overall comparison between consecutive surveys to determine whether there has been an overall change in the user value between surveys. It does not capture specific reasons for changes, which is covered in subsequent analysis.

Table 3.1 User Value Index (UVI), Total Sample by Year

	UVI by Year		
	2002	2000/01	1999/00
All Attributes	6.6	6.7	6.6

The change over the 3-year period is 0.1 is considered insignificant.

3.5 Strategic Focus: Level 2 – User Value Index

The WebValidator Strategic Focus Lens has four focus areas that are viewed by the lens: IMMEDIATE, LONG TERM, DESIRABILITY and USEFULNESS.

The Strategic Focus Lens itself is comprised of the five dimensions: Motivation, Interactivity, Navigation, Content and Adoption.

Each dimension contributes to two focus areas. For example, the dimension of Communication contributes to both LONG TERM and USEFULNESS. The dimension of Motivation contributes to LONG TERM and DESIRABILITY.

The shading of each section of the lens represents the rank of each dimension (strongest to weakest) within the lens. The ranking of each dimension, in turn, represents its strength of contribution to each of the focus areas.

Adoption contributes equally to all four focus areas of LONG TERM, IMMEDIATE, USEFULNESS and DESIRABILITY. Adoption is the hub of the website, where loyalty and user satisfaction can be derived from the user's personalized experience. Adoption is directly linked to all other dimensions and

successful websites will be the ones that deliver highly personalized positive experiences and long term adoption.

Figure 3.1 Online Sample – Strategic Focus 2002

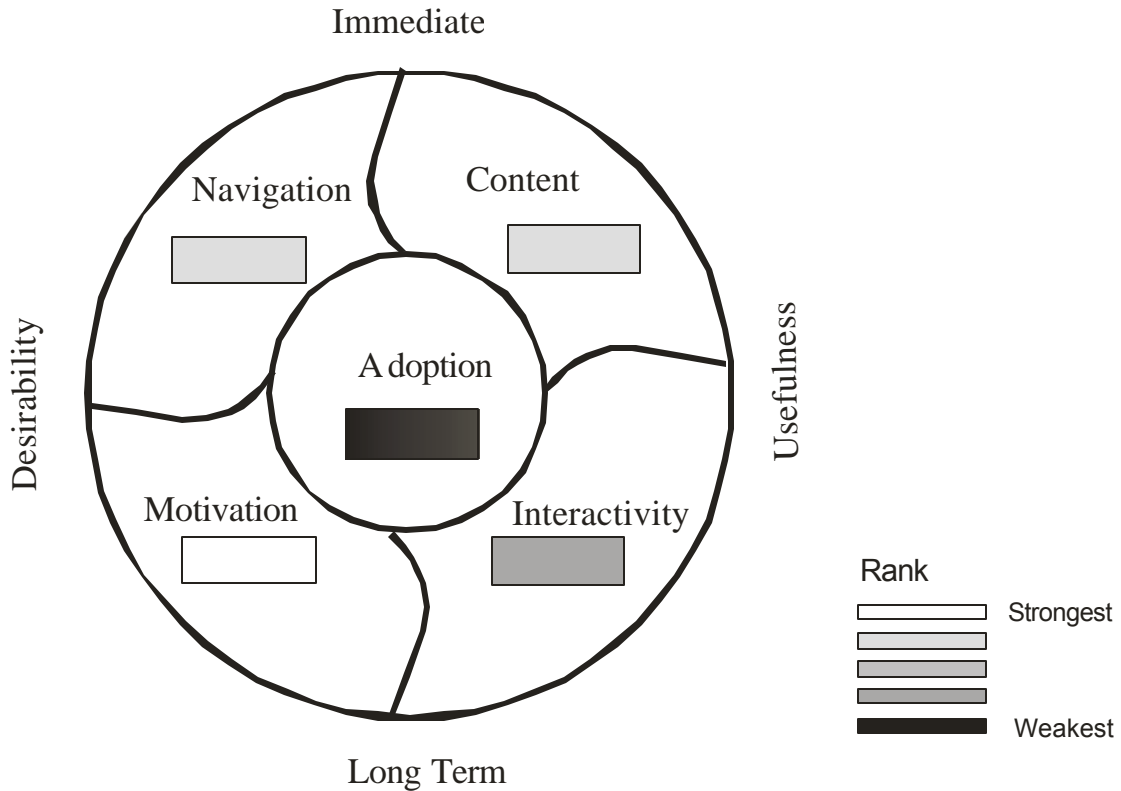


Table 3.2 – User Value Index by Dimension

	Year (Rank) User Value Index		
	2002	2001	1999/00
Motivation	6.8 (1)	6.9 (1)	6.8 (1)
Content	6.6 (2)	6.8 (2)	6.7 (2)
Navigation	6.6 (2)	6.5 (4)	6.5 (5)
Interactivity	6.5 (3)	6.7 (3)	6.7 (2)
Adoption	6.4 (4)	6.5 (4)	6.6 (4)

The relative strength and/or weakness of the 5 Dimensions define the Strategic Focus. In the case of the ExportSource website, the individual dimensions scored in the *good* range for the sample and in the *good* range. In addition, the relative differences between dimensions are significant but relatively small with User Value Indexes ranging from 6.4-6.8 in the sample.

The strategic focus, indicates that **the site has a high level of long-term usefulness and desirability** with the highest ranking going to Motivation (and consistent with the 2001 survey). The sample rated Content and Navigation slightly less indicating a slightly lower level immediate usefulness. Interactivity came in third showing lower long term usefulness while Adoption ranked the lowest (consistent with the previous year).

From a strategic perspective, this means that **while respondents are overall satisfied with the site and its content, they are looking for more help in how to apply the information they are receiving**. They are still looking for tools to assist them in practical aspect of exporting.

Motivation

The highest ranked dimension in this sample was **Motivation** 6.8. This is considered a moderately high score and is the same as in 2001.

Highest rated attributes for this dimension were *return* (7.0) and *visual appeal* (6.9). Lowest rated were *convenience* (6.8) and *outcome* (6.7).

Motivation was also the highest ranked dimension in this sample in both the 2001 and 1999/00 samples.

This indicates that as in previous years, users in these samples are highly likely to return to the site when its services are needed.

Interactivity

Interactivity was ranked fourth by this sample at 6.5 although just slightly under the second rated dimensions of Content and Navigation which were tied at 6.3. It is down slightly and not significantly from its third place ranking in 2001 of 6.7.

Highest rated attributes for this dimension were *referral* (7.1) – which was the highest overall attribute rating - and *organization* (6.7). Lowest rated were *decision making* and *awareness*, both at 6.2 and down significantly from 2001 (6.5 and 6.6 respectively). Attributes for this dimension, scored at both ends of the overall attribute results.

This indicates that the respondents view their visit(s) to ExportSource as very useful and would recommend it to others. However, the drop in awareness and decision making attributes should be examined further.

Navigation

Navigation was tied for second ranking at 6.6 and up slightly from 6.5 in 2001.

Highest rated attributes for this dimension were *guide* (6.8) and *casual browsing/efficient* (6.7). Lowest rated were *sensible access* (6.5) and *intuitiveness* (6.4).

There has been a steady increase in Navigation ranking over the years correlating with very few negative comments in open-ended questions.

Content

Content was ranked second by this sample at 6.6 (tied with Navigation) although with only a slight difference from Interactivity (6.5). This is the same ranking as in 2001.

Highest rated attributes for this dimension were *accuracy* (6.8) and *practicality/quality of information* (6.7). Lowest rated were *timeliness* (6.5) and *relevancy* (6.2).

Although *accuracy* and *quality of information* have always been a high ranking attributes, this year we see a significant jump in practicality and a corresponding drop in relevancy.

Users therefore believe that they are receiving a high level of more practical information which they believe is accurate and understandable but the information is not always viewed as complete

Adoption

Adoption was ranked last by this sample at 6.4 and down very slightly (and insignificantly) from 2001 at 6.5. This is the same ranking as in 2001.

Highest rated attributes for this dimension were *links* (6.8) and *entirety* (6.5). Lowest rated were *customized info* and *help* (6.2).

A number of users are still having trouble with support tools on the site or believe that they could be augmented and enhanced.

3.2 Strengths and Weaknesses

Attribute results were tabulated according to primary strengths and weaknesses. These attributes are given in the tables below with the previous year's results. As this level of detail was not tracked previously, there is no historical data available. This data supports the general findings through individual attributes.

Table 3.3

Strengths: Attributes with the highest ratings				
Attribute	Dimension	Rating	Attribute	Rating
2002			2001	
Referral	Interactivity	7.1	Return	7.2
Return	Motivation	7.0	Referral	7.1
Visual Appeal	Motivation	6.9	Links	7.1
Links	Adoption	6.8	Availability	7.0
Accuracy	Content	6.8	Accuracy	7.0
Availability	Motivation	6.8	Beneficial	7.0
Convenience	Motivation	6.8		
Guide	Navigation	6.8		

Table 3.4

Weaknesses: Attributes with the lowest ratings				
Attribute	Dimension	Rating	Attribute	Rating
2002			2001	
Customized info	Adoption	6.2	Relevancy	6.4
Help	Adoption	6.2	Customized info	6.4
Relevancy	Content	6.2	Awareness	6.3
Awareness	Interactivity	6.2	Clarity	6.1
Decision making	Interactivity	6.2		

4.0 Results by Demographic and Target Group

An important factor for website improvement is to examine ratings by specific demographic profiles. In section 3, we provided an overall summary of the site as a whole, as well as by Dimension and Attribute. This section will focus on specific demographic profiles. The demographic tags are divided into primary and secondary. Primary tags are those where observation of UVI is actionable to a target group. For secondary tags, we look more at the number count because UVI is generally tied to the tag (e.g. it is obvious that site satisfaction will be tied directly to UVI – the key is to know the proportion of satisfied respondents)

4.1 RECPAM Analysis

A new tool for 2002 is RECURSIVE Partition and Amalgamation or RECPAM. RECPAM is a statistical approach which works with a multivariate response and the algorithm segments the sample according to difference in the structure of the multivariate response. Furthermore, after a recursive partition or branching, the algorithm also recombines groups from different branches that exhibit similar structure, thus reaching the goal of identifying homogeneous *and* distinct subgroups.

In simple terms, RECPAM examines the results group by group to see if they behave similarly or differently. The prediction is that if groups behave similarly, any intervention to the web site should affect the groups in a similar way. RECPAM deals specifically with behavior. That is not to say that groups and subgroups might rate the site differently for User Value Index.

RECPAM analysis on the 2002 ExportSource responses shows no significant difference between groups and sub-groups

RECPAM also examines individual attributes to determine which have a high degree of correlation, hence the best predictors of overall satisfaction.

For the 2002 ExportSource samples, the following 9 attributes together were found to be the most correlated (hence are the best site satisfaction determinants). Numbers in brackets show the relative ranking in the whole sample:

- Availability (8)
- Visual appeal (3)
- Efficient (10)
- Entirety (17)
- Help (22)
- Practicality (13)
- Awareness (24)
- Beneficial (17)
- Decision making (24)

This is a key result because three of these attributes (*help, awareness and decision making*) are the lowest ranking. A focus on these attributes will be required to significantly improve overall satisfaction.

4.2 User Value Index by Primary Demographic

The following is a summary of User Value Index by key demographic. Where significant differences exist, demographics are drilled down to the dimension and/or attribute level to see if they can be explained by specific demographic variations.

Examination of Attributes

Analysis of individual attributes within and between demographic samples can provide insight into dealing with a particular category. For example, two demographic groups may have similar total and dimensional UVI, but for different reasons. For example, one group may rate *tools* very high and another low. An opposite rating of some other attribute may offset this. Such an analysis can therefore look at whether the ratings are dependent or independent of the demographic group.

Attribute examination also takes into account both the absolute rating (the actual UVI) as well as relative ranking. Typically the latter tends to be most useful in determining where and if differences exist between groups.

Presentation of Data

Data is presented here by individual demographic tags. Historical UVI is also given as well as historical frequency distribution where it is significantly different from the current year.

4.2.1 Business Size

Table 4.1

Business Size	2002 # Respondents	% Total (2001 in brackets)	Cumulative % Total	2002 User Value Index	2001	1999/00
Small	105	43% (56%)	43%	6.7	6.8	6.6
Large	57	23% (5%)	66%	6.4	6.3	6.6
Not a Business	50	20% (23%)	86%	6.7	6.9	n/a*
Medium	33	13% (16%)	99%	6.5	6.1	6.6
Total Overall	245	100%		6.6	6.7	6.6

* not tracked in 1999/00

Observations – Business Size:

- *Small* and *not a business* groups in both samples rated the site highest. This follows a similar pattern to 2001.
- There is an increasing percentage of respondents from larger businesses
- There was a significant increase in UVI in *medium* size business from 6.1 in 2001 to 6.5 in 2002. Overall, the UVI gap is narrowing between groups – similar to that in 1990/00

Business Size – Key Differences in Attributes

The following are some attribute findings where there are differences between groups and represent relative rankings within a demographic group :

- Attributes of *referral* and *beneficial* are much higher in *small*, *medium*, and *not a business* and lower in *large business*.
- Attribute of *return* is high overall, but highest in *small* and *medium* groups.
- *Quality of information* attribute is ranked higher in the *not a business* group and moderately in the other groups.

4.2.2 Region

Table 4.2

Region	2002 # Respondents	% Total (2001 in brackets)	Cumulative % Total	2002 User Value Index	2001	1999/00
Ontario	77	31%(37)	31%	6.3	6.3	6.6
Quebec	72	29%(24)	60%	6.7	6.9	6.4
MB/SK/AB	27	11%(8)	80%	6.4	7.4	6.8
BC	23*	9.3%(10)	69%	6.4	6.9	6.8
NS/NB/PEI/NF	12*	5%(6)	85%	7.1	6.5	6.8
Not Can/US	22*	9%**	94%	6.8	**	
US	12*	5%**	99%	7.3	**	
Total Overall	245	100%		6.6	6.7	6.6

* not statistically significant

**in 2001 these two groups had a combined % total of 15% and UVI of 6.9

Observations – Region

- The frequency of responses from within Canada in combined samples are roughly the same as the country's population distribution (and is similar to the 2001 distribution) indicating usage of the site based on this distribution.
- Just over 14% of online respondents were from outside Canada, similar to 2001 (15%).

Regions – Key Differences in Attributes

- Regionally, Quebec remains the site with the highest rating in significant samples. Language analysis showed that this was not a factor satisfaction. However practicality attributes were significantly different with respondent from Quebec rating practicality and organization much higher than those in Ontario as follows:

Province	UVI Practicality	UVI Organization
Quebec	7.0	6.9
Ontario	6.1	6.2

4.2.3 Sector

In 2002, "Business Type" which included *product*, *service* and *other* was replaced by a more in depth sector breakdown to more accurately reflect the diversity of Internet users. For this reason, we include previous years' results in a separate table.

Table 4.3

Business Type	2000/01 # Respondents	% Total	Cumulative % Total	2000/01 User Value Index	1999/00	1999/00 % Total
Product	71	45.5%	45.5%	6.4	6.6	41%
Service	46	29.4%	74.9%	6.9	6.5	47%
Other	39	25%	99.9%	6.9	7.2*	12%*
Total Overall	156	100%		6.7	6.6	

*not statistically significant

Table 4.4

Sector	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
Manufacturer	48	19.5%	19.5%	6.3
Provider of Bus Services	32	13%	32.5%	7.3
Student	28	11.4%	44%	6.7
Gov't/Public Service	27	11%	55%	7.0
Wholesale/Distribution	24*	9.8%	65%	6.4
Provider of Other Services	21*	8.5%	73%	6.2
Educator/Academic Institution	21*	8.5%	82%	6.5
Other	19*	7.7%	90%	6.4
Individual	14*	5.7%	96%	6.7
Retailer	6*	2.4%	98%	6.6
Primary Industry	5*	2%	99%	6.0
Total Overall	245	100%		6.6

*not statistically significant

Observations – Business Type

- It is clear that ExportSource is being accessed by a wide cross section of users. Of the 11 sectors tracked, the 4 highest number of respondents represented only 55% of the total.
- Non business respondents included 20% students/academic institutions and 11% government.

Business Type – Key Differences in Attributes

- There are few differences in the relative rankings of attributes in the online sample
- Exceptions include the attribute of *entirety*, where the product group ranked it significantly lower than for the rest of the samples.

4.2.4 Export Experience

Table 4.5

Export Experience	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index	2001	1999/00	1999/00 % Total
Never	149	61%(51)	61%	6.7	6.9	6.5	44%
Experienced	54	22(23)	83%	6.3	6.6	6.8	27%
Recent/Some	42	17%(26)	100%	6.8	6.4	6.6	29%
Total Overall	245	100%		6.6	6.7	6.6	

Observations – Export Experience

- In the online sample, *never exported* represent the largest proportion and majority of respondents followed by experienced and recent exporters. The proportion of non-exporters has been increasing steadily since 1999, from 44% to 51% to 61% while the proportion of recent and experienced groups has decreased over the same time.
- The highest UVI ratings were from non and recent exporters while experienced exporters ranked it the lowest. UVI for experienced exporters has been decreasing steadily over the last 3 years.

Export Experience – Key Differences in Attributes

- The *Never Exported* group followed the general attribute patter of the sample as a whole.

- For *Recent Exporters*, *availability* and *convenience* were ranked particularly high at 7.4 and 7.3 respectively
- For *Experience Exporters*, *accuracy*, *casual browsing* and *efficient* were ranked highly compared with other attributes in the group at 6.8, 6.6 and 6.7 respectively

4.2.5 Purpose of Visit

Table 4.6

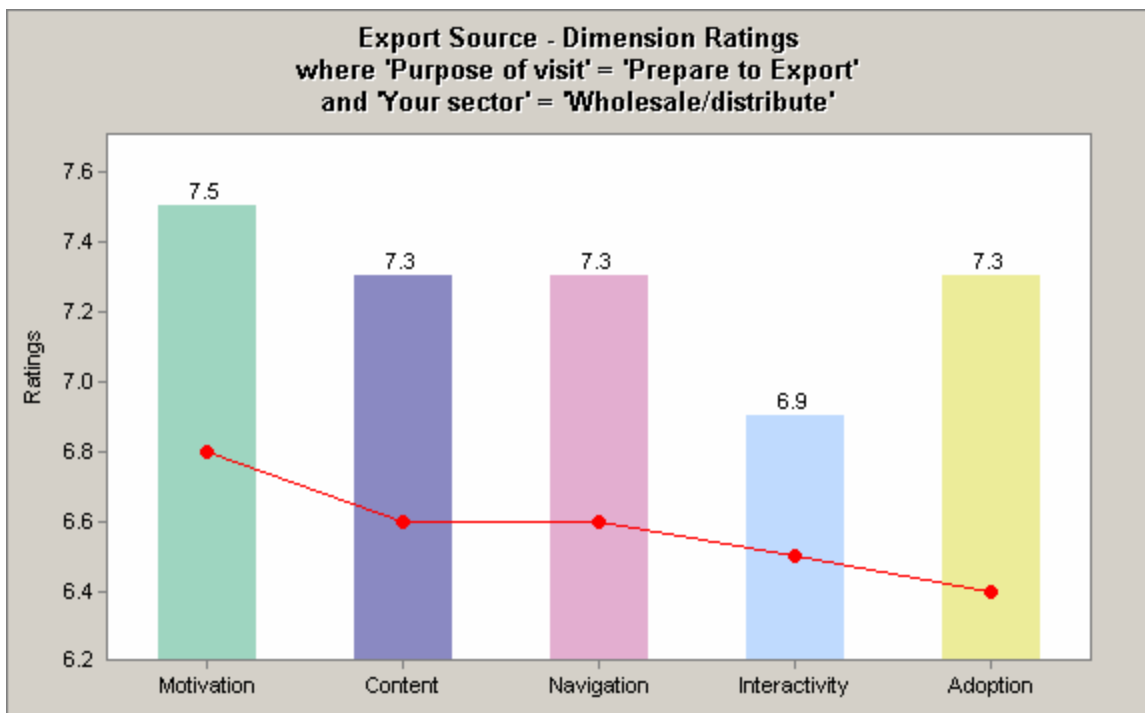
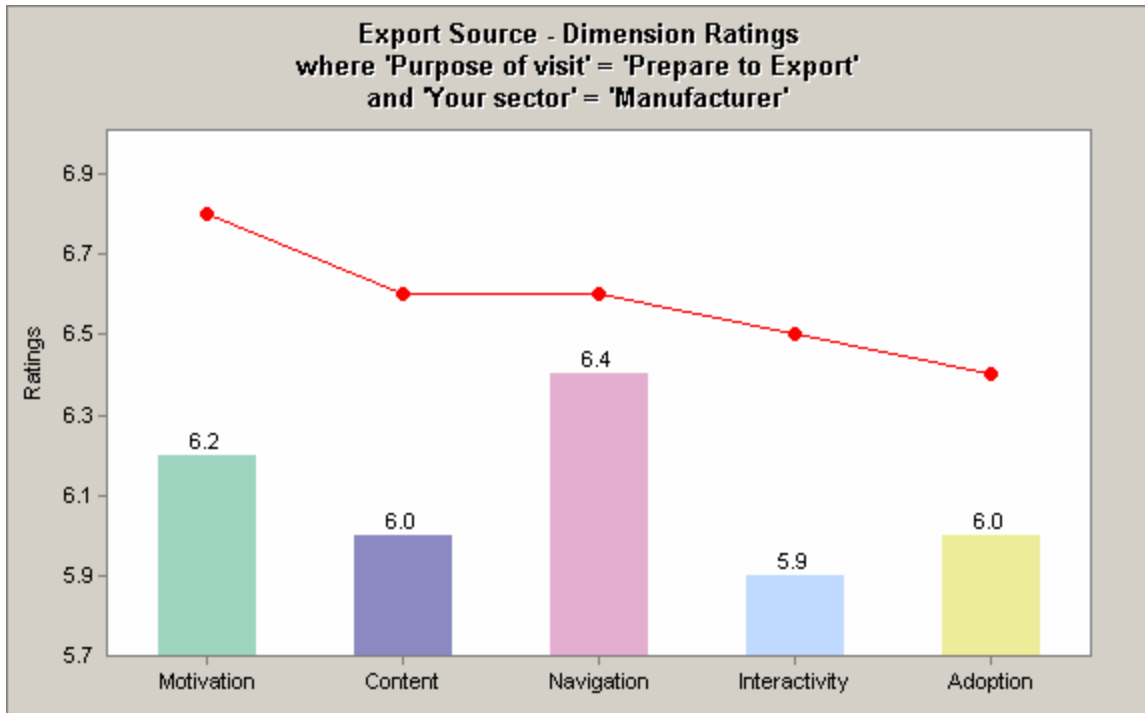
Purpose	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
Prepare to Export	62	25%	25%	6.7
Market Research	47	19%	44%	6.4
Browsing	38	16%	60%	6.6
Marketing Exports	22*	9%	69%	6.6
Other	20*	8%	77%	6.4
Understand Global Mkts	15*	6%	83%	6.7
Enter a Market	13*	5%	88%	6.8
Prod/Serv to Market	11*	4%	92%	6.7
Financing Exports	7*	2.8%	95%	6.6
Prev/resolve Problems	6*	2.4%	97.5%	6.9
Link to Other Site	4*	1.65	99%	5.7
Total Overall	245	100%		6.6

*not statistically significant

This is the first year that purpose of visit was tracked and represents a major component of satisfaction.

Observations

- All major site components were used by at least some respondents with the largest groups preparing to export or doing market research. This correlates with the large number of respondents also stating that they had never exported.
- The third largest groups were browsers. Browsers tend to represent an increasing proportion of Government sites.
- A high UVI (6.7) was observed with respondents preparing to export but a much lower UVI for market research (6.4)
- For those preparing to export, the largest groups were Manufacturers (15) and Wholesale/Distribution (12). Interestingly, the Manufacturers in this group rated the site quite low but wholesalers quite high (see below)



4.3 Secondary Demographics

Secondary demographics show a very high proportion of first time visitors at 60% with a very high likelihood of return. Only 4% of visitors stated they would not return and 14% were unsure. This corresponds highly with the overall site satisfaction whereby 73% of respondents were somewhat or very satisfied with site and only 6% expressed some level of dissatisfaction. The site also appears to be effective in terms of awareness of export information and the services of Team Canada inc.

4.3.1 Visits over the Last 6 Months

Table 4.7

Visits	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
First time	146	60%	60	6.5
2-5 times	63	26	86	6.6
11+ times	23*	9	95	7.4
6-10 times	13*	5	100	6.7
Total Overall	245	100%		6.6

*not statistically significant

4.3.2 Return over the next 6 Months

Table 4.8

Return	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
Yes, frequently	74	30	30	7.1
Yes, occasionally	70	29	59	6.6
Yes, regularly	56	23	82	6.8
Don't know	34*	14	96	5.8
No	11*	4	100	5.0
Total Overall	245	100%		6.6

*not statistically significant

4.3.3 Site Satisfaction

Table 4.9

Satisfaction	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
Somewhat satisfied	97	40	40	6.5
Very satisfied	81	33	73	7.9
Neutral	52	21	94	5.7
Somewhat unsatisfied	9	4	98	4.3
Very dissatisfied	6	2	100	1.9
Total Overall	245	100%		6.6

*not statistically significant

4.3.4 Awareness of Export Information

Table 4.10

Awareness – Export Information	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
Somewhat more	131	53	53	6.2
A lot more	95	39	92	7.4
No more	19	8	100	5.7
Total Overall	245	100%		6.6

*not statistically significant

4.3.5 Awareness of Team Canada

Table 4.11

Awareness – Team Canada inc.	2002 # Respondents	% Total	Cumulative % Total	2002 User Value Index
Somewhat more	123	50	50	6.5
A lot more	79	32	82	7.3
No more	43	18	100	5.4
Total Overall	245	100%		6.6

*not statistically significant

5.0 Open-ended Responses – User Opinions

A complete summary of open-ended response contained in two separate reports by language entitled “User Opinions Report”. The following represents key findings of those reports. However the full report should be consulted as specific issues in smaller sample groups may be of importance to certain readers.

Question 1 – What did you value most about the site?

response rate 40%

The majority of responses dealt with praising the vast amount of information, its comprehensive nature and its ability to link to other sites. The site was considered a good starting point or single point of access. Many of the responses mirrored those from the 2001 survey indicating that the site is maintaining its high value amongst users.

Question 2 – What did you dislike most about the site?

response rate 36%

Nearly half the respondents did not have any complaints about the site.

Those who did have comments, either could not find what they were looking for, or were overwhelmed by the amount of information that was available. Other points dealt with visual aspects (too busy or not busy enough), or felt they needed some step by step guidance in how to start.

Some respondents were looking for very specific information and could not find it.

Question 3 – Is there anything that you would like to see/do on the site that was not there?

response rate 34%

Overall, respondents believed that the site was quite comprehensive and for the most part satisfied their needs. There were a number of suggestions made however, some of which were the same as in 2001. The most common (although still not very frequent), was more in the way of “step-by-step” guides through the entire exporting process.

Some representative examples are shown below – those marked with an asterisk reflect similar comments from 2001.

- step-by-step guides*
- Leads/Contacts*
- Links to company directories*
- Case studies*
- Export trends*

- Less bias on manufacturing*
- Better help line
- HS numbers
- Exporting province to province
- Finding Canadian products import

Question 4 – How did you first hear about ExportSource.ca?

The majority of respondents cited one of three ways they learned about ExportSource:

- Government of Canada web site (e.g. gc.ca, Strategis)
- A variety of common search engines
- Recommendation from a colleague, friend, teacher, etc.

Other sources included:

- Canadian government agencies
- Briefing sessions (e.g. Strategis)
- Link from another site
- General browsing/searching
- Magazine articles