

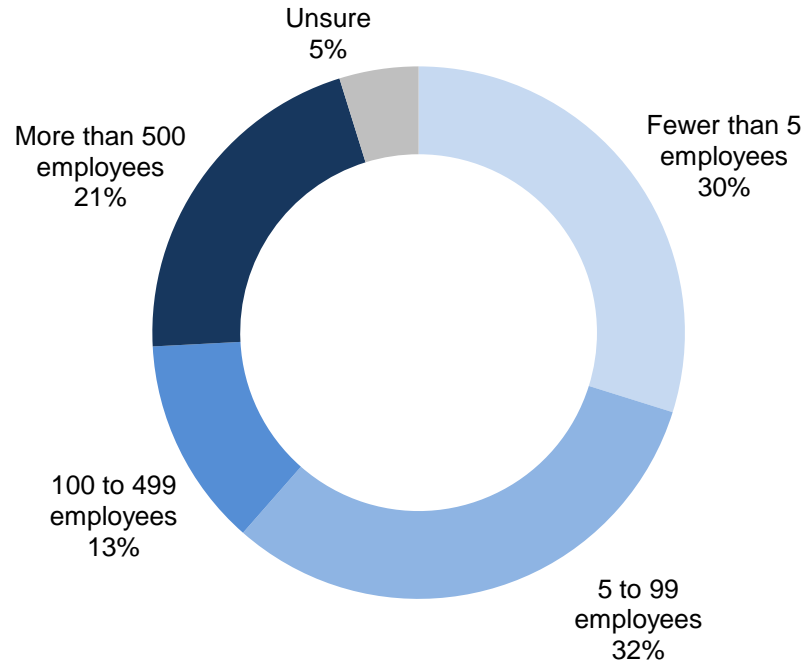


***FITT – Project Summary***

*submitted by Nanos, June 2014 (Submission 2014-522)*

# Full Time Employees

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



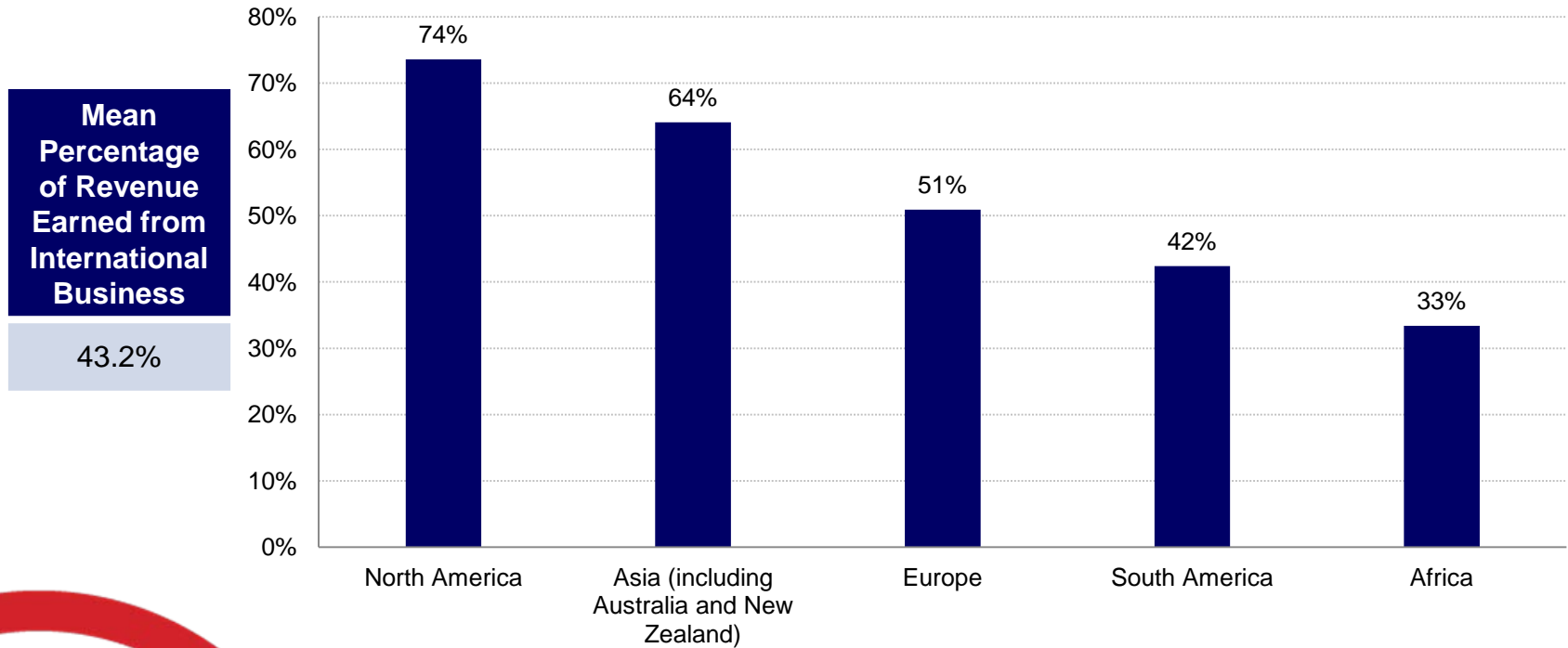
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Our next few questions will help us group responses. How many full time employees are part of your organization?

**Participants come from a wide range of organizational types. While 29.8% have fewer than 5 employees, 21.0% have more than 500 employees.**

# Business in International Markets

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)

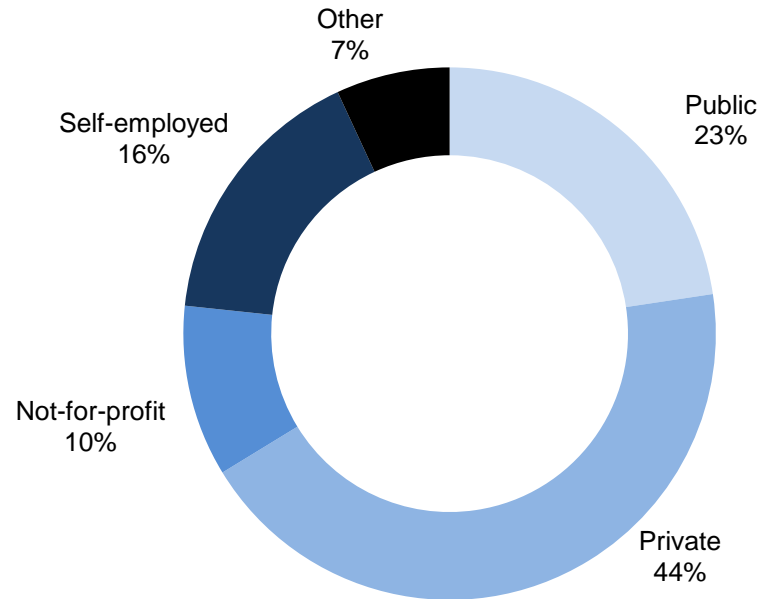


**QUESTION** – In what international markets are you doing business?  
[Choose as many as apply]

**The average percentage of revenue earned from international business is 43.2% and North America (73.6%) is the most likely international market followed by Asia (64.1%).**

# Type of Employer

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



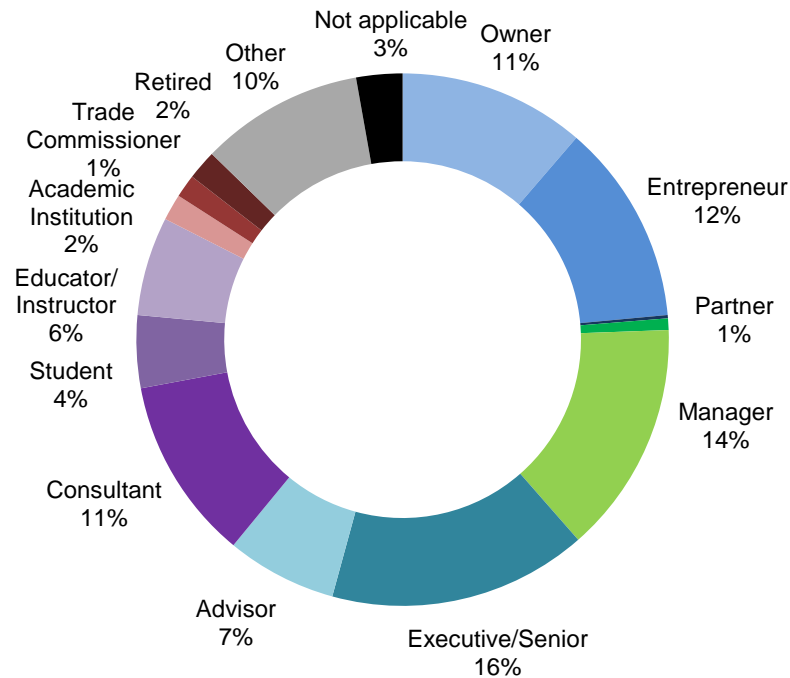
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – For what type of employer do you work?**

**Respondents primarily come from the private sector (43.6%) but many also come from the public sector (22.6%).**

# Type of Position

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



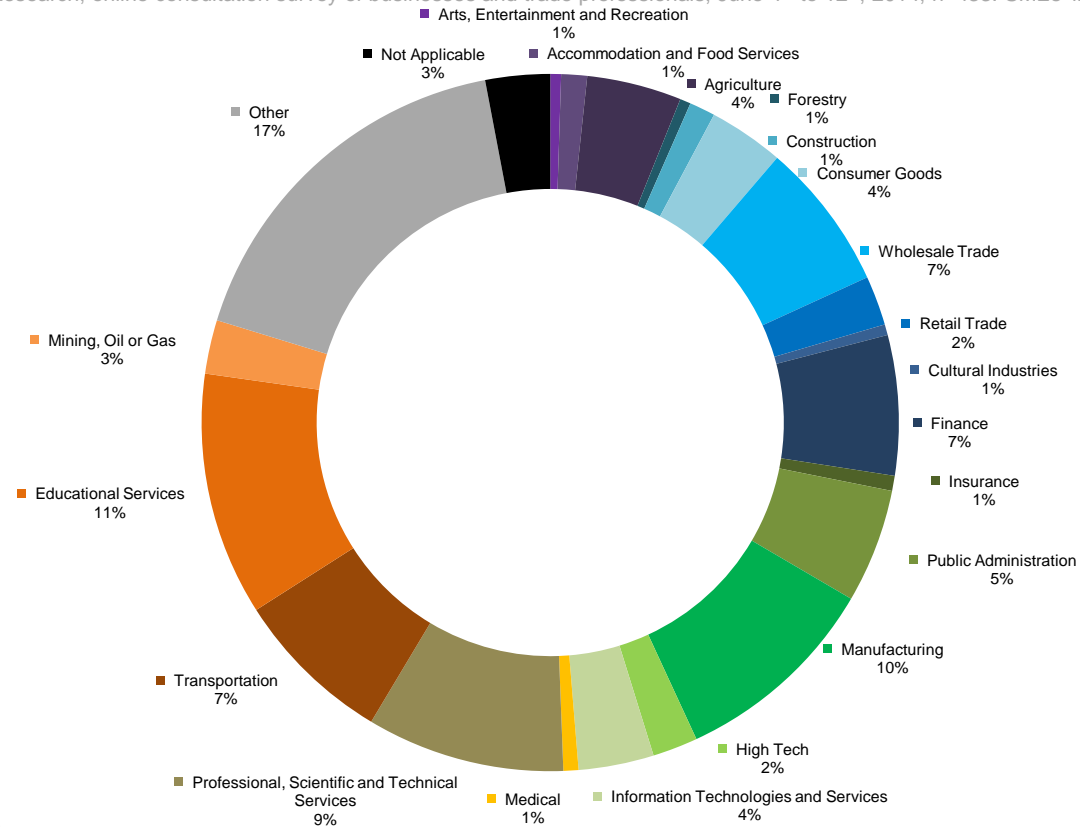
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – What one of the following best describes you?**

**The primary occupational group is executive/ senior manager (15.7%), followed by manager (14.1%), entrepreneur (12.2%), and owner (11.3%).**

# Type of Sector

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



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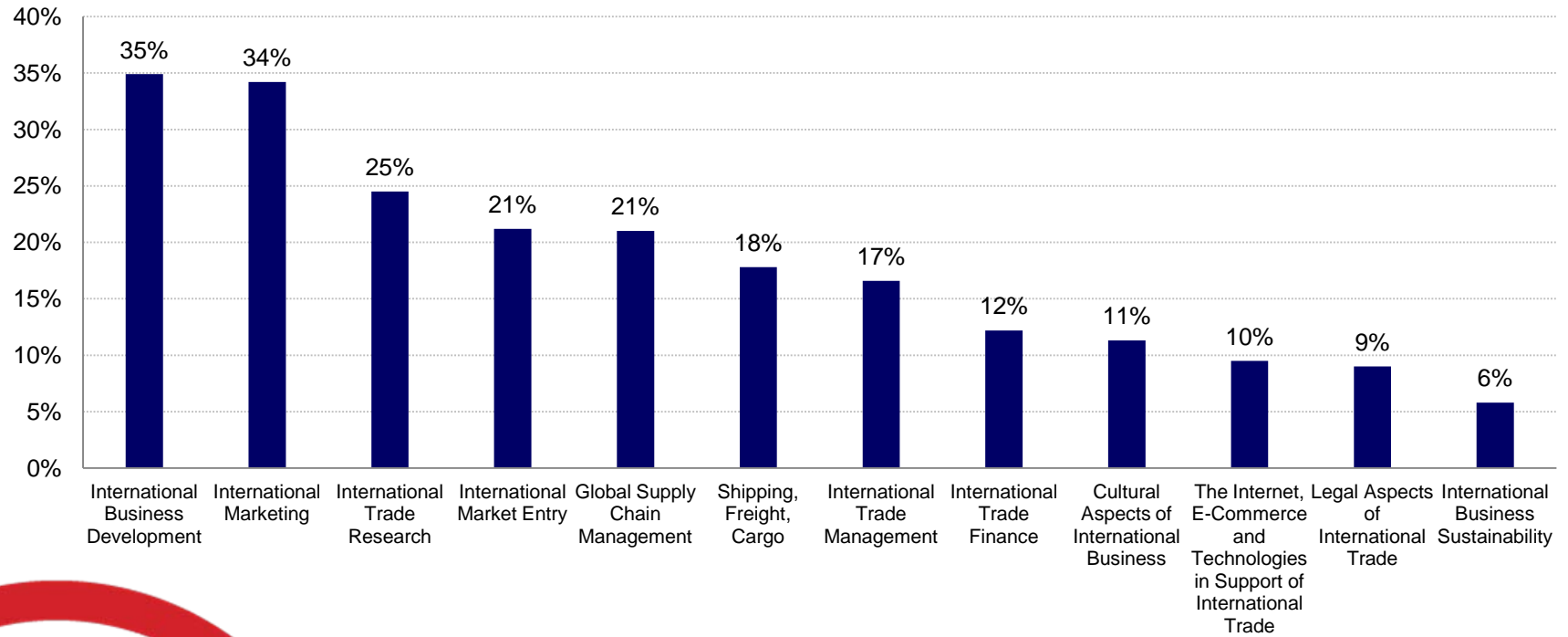
**QUESTION – What best describes the sector in which you work?**

**The primary sector is educational services (11.3%), followed by manufacturing (9.7%) and professional, scientific and technical services (9.2%).**

Confidential

# Area of International Trade

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



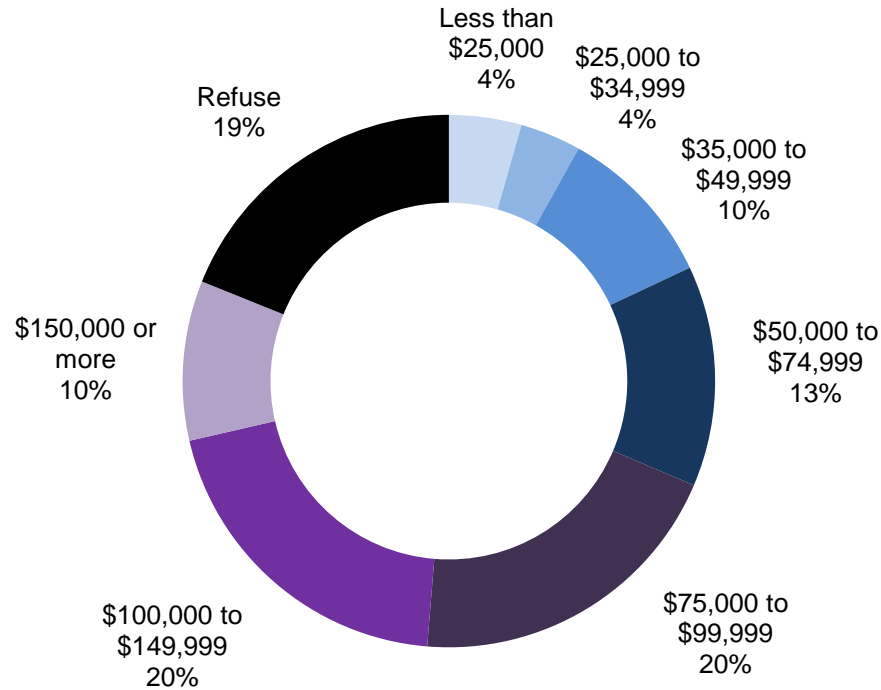
**QUESTION** – In which area of international trade are you employed/Which core competencies of international trade most closely reflect your job?  
[Choose up to 3]

**The primary areas of international trade are international business development (34.9%) and international marketing (34.2%).**

# Annual Salary

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)

**Mean Years of Experience in International Trade**  
14.3



**\*Note: Charts may not add up to 100 due to rounding**

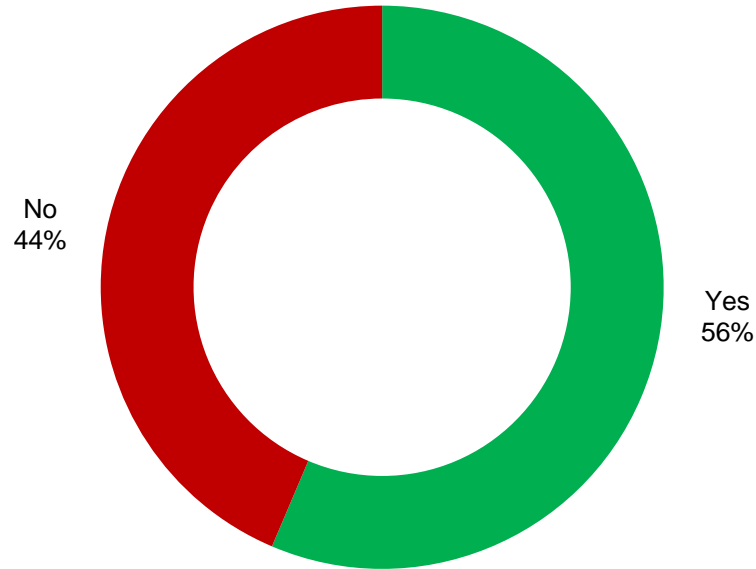
**QUESTION** – For international trade training benchmarking purposes, FITT is interested in knowing the average annual salary of someone in a position similar to yours. Please select from one of the following salary ranges:

**About one in ten (9.7%) have an annual salary of \$150,000 or more and 20.1% make between \$100,000 and \$149,999.**



# Membership to Professional Organization

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Are you a member of any professional organization or industry association?

**Just over half (56.4%) are a member of a professional organization or industry association.**

# Membership to Professional Organization

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)

	Total (n=376)
Academy of International Business	0.4%
APEGA	0.8%
Canadian Society of Custom Brokers	4.1%
CFIB	0.8%
Association of Registrars of the Universities and Colleges of Canada	0.4%
CGA-Canada	1.6%
Chamber of Commerce	3.3%
CIFFA	3.3%
CITP	4.9%
CITT	4.1%
CMA	2.1%
CME	2.5%
CPA	1.2%
International Economic Development Council	0.8%
Economic Developers of Canada	1.2%
EDCO	1.2%
Engineers Nova Scotia	0.8%
Forum of International Trade Training	34.2%
I.E. Canada	2.9%
IEEE	1.2%
Law Society of Upper Canada	0.8%
NASBITE	1.2%
OACETT	0.8%
OWIT	0.8%
Professional Engineers Ontario	0.8%
Chartered Accountants	1.6%
Winnipeg Chamber of Commerce	1.2%
APICS	0.8%
Canadian Society of Customs Brokers	0.8%
Other	70.0%
Refuse	3.7%

**QUESTION – [IF MEMBER OF PROFESSIONAL ORGANIZATION/INDUSTRY ASSOCIATION]**  
Which ones? [OPEN-ENDED]

**The most mentioned association is FITT (34.2%), though 70.0% mention a generic other category.**

# Professional Credentials

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)



**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Do you hold any professional credentials, excluding formal education?

**Less than half (45.3%) have professional credentials, excluding formal education.**

# Professional Credentials

(Source: Nanos Research, online consultation survey of businesses and trade professionals, June 4<sup>th</sup> to 12<sup>th</sup>, 2014, n=433. SMEs' list provided by FITT)

	Total (n=269)
Listed formal education	38.3%
Bar member	1.6%
CA	0.5%
CCLP	4.9%
CCS	7.7%
CDCS	1.1%
CITP	36.1%
CGA-Canada	2.2%
CGBP	1.1%
CIFFA	2.7%
CI	0.5%
CMA	1.1%
CMC	1.6%
FITT	8.2%
P.Log	2.2%
Other	31.7%
Refuse	5.5%

**QUESTION – [IF HOLD PROFESSIONAL CREDENTIALS] Which ones?  
[OPEN-ENDED]**

**Although some people mentioned formal education (38.3%), the CITP (36.1%) is the most mentioned credential.**

PATH FORWARD!

DIAGNOSE ENV

WINNING CONDITIONS

REVIEW RESEARCH

VALIDATE

TEST IDEAS



# Methodology

# Methodology

To follow are the results of the demographic and activity profile questions for FITT Canada.

Nanos Research was retained by CGA-Canada and Forum for International Trade Training to conduct an online consultation of businesses and trade professionals between June 4<sup>th</sup> and 12<sup>th</sup>, 2014. The list of businesses and trade professionals was provided by FITT of its distribution list and consisted of a total of 12,142 emails. 433 responded to the survey. Nanos issued one reminder email for the survey to addresses that had not yet responded. The final response rate was 4%. This survey is not projective to small businesses in Canada, but does provide an understanding of the nuance of opinion.

Response Rate	
All Emails Provided on List (A)	12,142
Bounced Emails	194
Total Number of Completed Surveys (B)	433
<b>Response Rate (B÷A)</b>	<b>4%</b>

\*Note: Charts may not add up to 100 due to rounding.

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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