

## INTRODUCTION

### I PURPOSE

After careful and detailed discussions with personnel of the External Affairs Department, a research design was planned and executed by Goldfarb Consultants of Toronto. The overall objective of the research was to discover the awareness by the Canadian public of Canada's foreign policy.

The study was designed to provide data on attitudes and perceptions of Canada's foreign policy. Included in the questionnaire were questions designed to focus on.

- \* awareness of overseas government services
- \* the passport office
- \* usage of the Canadian embassies abroad
- \* mediums for information on foreign affairs
- \* perceived key areas of Canadian foreign policy
- \* where Canadian foreign policy should concentrate

### II METHODOLOGY

Once the questionnaire had been designed, adjusted, and agreed upon, the study was initiated. A copy of the questionnaire is included in the Appendix of this report.

Due to the nature and purpose of this study, interviewing was conducted by telephone. The information required and interviewing techniques involved were