

**FOCUS GROUP TESTING OF SLOGANS AND GRAPHICS
RELATED TO THE
CONSULAR AWARENESS PROGRAM**

METHODOLOGICAL NOTES

Research objective

The research objective was to assess the probable reactions of Canadian travellers to various slogans and graphic options related to the Consular Awareness Program.

Recruiting

Recruiting was carried out by Opinion Search of Ottawa under the guidance of Jocelyne Despatis.

Eligibility criteria

The specific eligibility criterion was travel to a foreign destination on business or pleasure within the past twelve months, with minimum and maximum quotas applied to business travel.

In addition, sex and age quotas were applied as well as the following general screening criteria:

- No respondent had participated in a focus group within the last 12 months.
- At least three respondents per group never had participated in a focus group.
- No member of the household worked in market research, publishing, broadcasting, graphic design, advertising or for a newspaper.
- Total annual household income was \$15,000 or more.
- No two participants in this study were recruited from the same household.

- No two participants in this study had the same employer.
- No two participants in this study were related or closely acquainted.

- At least half of the participants in each group did not work for the federal civil service.