

INTRODUCTION

Background

On behalf of the Department of Foreign Affairs and Free Trade, the Angus Reid Group was commissioned to examine and assess current attitudes of Puget Sound residents in the U.S. concerning the West Coast Salmon Fishery: in particular, reactions to various Canadian messages on the salmon issue and the effectiveness and impact of newspaper ads developed to advocate Canada's position. Two focus groups were held in Seattle to evaluate these issues.

Research Objectives

The purposes of this study were to:

- assess the knowledge and awareness of the salmon issue;
- assess the effectiveness for being in favour or opposed to Canada's position on the salmon issue;
- assess the reaction to Canadian messages on the salmon issue;
- assess the reaction to two newspaper ads developed to advocate Canada's position.

Methodology and Target Group

Two focus groups, each lasting approximately two hours, were conducted in Seattle on May 8th, 1996. Twelve participants were recruited for each group. The first group was representative of Seattle's general population aged 18 and over, while the second was comprised of people aged 18 and over who have at least college education. The participants were selected via random digit dialed telephone interviews and were offered an honorarium of US\$40.00.