

2.0 GROUP DISCUSSION ON INTERNATIONAL TRADE AND COMPETITIVENESS

The focus group findings outlined in this section of the report deal with participants' general reactions and impressions pertaining to international competitiveness and Canada's strengths and weaknesses in this area. Participants' views and concerns relating to the general topic of trade competitiveness provide a context within which to interpret specific reactions to advertisements being tested. Specific reactions to the radio commercials are discussed in Section Three of the report.

2.1 Top-of-Mind Awareness

Focus group discussants were asked about what they might have seen, read or heard about international trade competitiveness. The responses were diverse; many of the themes and perceptions echoed here, however, were also found in the quantitative survey in June of 1990.

- o The thrust of many of the comments was that Canada is not doing too well in international trade and competitiveness at present but that we can and we should become more competitive in the future.

- o Many said that at present Canada mainly exports non-renewable natural resources such as electricity, lumber and fossil fuels. Some felt that Canada needs to diversify and that we should be exporting more manufactured goods.