

8. Now, I'd like to ask you about what you think of each of these countries. There are no right or wrong answers. It's just what you think, based on what you know or have read or what you have seen here at Expo.

These are the four countries we're talking about. SHOW CARD B. (NOTE: RESPONDENT RANKS ALL FOUR REGARDLESS OF WHETHER OR NOT PAVILION VISITED).

First of all, (ROTATE ORDER OF READING STATEMENTS, STARTING WITH TICK. YOU PROBABLY ONLY NEED TO READ THE SENTENCE IN BRACKETS FOR THE FIRST STATEMENT).

FOR EACH STATEMENT YOU MUST CIRCLE ONE CODE ONLY FOR 'MOST', ONE FOR '2ND' AND SO ON. AFTER COMPLETING EACH QUESTION CHECK THAT YOU HAVE ONE CODE '1', ONE '2', ONE '3' AND ONE '4' CIRCLED.

- () How would you rank these countries for their level of overall industrial development? (Which do you believe is most industrially developed, which next and so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- () How would you rank them for how much you feel you know about them? (Which do you feel you know most about, which next & so on)

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- () How would you rank them for their achievements in high technology? (Which do you believe has the highest technology achievements, which next & so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- () How would you rank them for being a source of high quality sporting equipment. (Which do you feel is the best source of high quality sporting equipment, which next and so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- () How would you rank them for being places where you would most like to take a holiday. (Where would you most like to take a holiday, where next & so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

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