

ANNEX F
RESPONSE TO QUESTION ONE OF THE DFAIT IMAGE STUDY
INTERNAL SUBJECT MATTER EXPERT INTERVIEWS

1. If you could describe your impression of Canada in 3 words or phrases what would they be? (eg. vast, open, friendly, neutral, prosperous, generous, cold, conservative, bilingual, safe, free, multicultural, healthy, democratic, fair, diverse, tolerant, trade, new, young, mediator, etc...)

OUT OF 23 PEOPLE INTERVIEWED THE FOLLOWING RESPONSES WERE MADE:

- | | |
|----------------------------------|------------------------------|
| * modern (x 7) | * tolerant |
| * multicultural (x 6) | * modest |
| * technologically advanced (x 4) | * attractive |
| * efficient/organized (x 4) | * high quality |
| * not European (x 4) | * generic |
| * open (x 4) | * not neutral |
| * not ostentatious (x 3) | * not cold |
| * not overly formal (x 3) | * not conservative |
| * democratic (x 3) | * not out-dated |
| * diverse (x 3) | * not corny |
| * vast/spacious (x 3) | * not snobbish/pretentious |
| * clean (x 3) | * not traditional |
| * functional (x 3) | * not tacky |
| * prosperous (x 2) | * not torn |
| * dynamic (x 2) | * not dull |
| * friendly (x 2) | * not opulent |
| * simple (x 2) | * not average Canadian |
| * tasteful (x 2) | * supporter of world peace & |
| * laid-back/low key (x 2) | * development |
| * welcoming/comfortable (x 2) | * outdoors |
| * colourful (x 2) | * fresh |
| * professional | * urban |
| * quality | * cultivated |
| * subdued elegance | * bilingual |
| * traditional | * conservative |
| * fair | * neutral |
| * decent | |
| * balanced | |
| * moderate//rational | |