

The purpose of the focus group discussions described in this report was to obtain qualitative data relating to international trade with a particular focus on trade opportunities with Mexico (a topic which had been raised but not fully explored in the previous studies) as well as issues related to a possible Canada-Mexico-U.S. Free Trade Agreement.

A total of four focus groups were conducted in October/November of 1990. Two focus group sessions were held in English in Toronto and two were held in French in Montreal. Each focus group consisted of approximately 10 individuals who were randomly recruited by telephone upon meeting pre-established selection criteria.

In order to qualify for inclusion in the focus group study, individuals must have been 25 years of age or older, university educated and qualifying in terms of awareness* and personal suitability as measured by four items in the screening questionnaire. The qualifying participant must have rated himself/herself a score of five or more (on a seven point scale) for the first item and for at least two of the remaining three items. The items included:

1. "I am the type of person who reads the newspaper on a daily basis."
2. "I don't mind stating my opinion even if it differs from the opinions of people around me."
3. "I would rather participate in than watch most activities."
4. "I make friends easily and feel comfortable in new social situations."