

## MODERATOR'S GUIDE

**FOCUS GROUPS:** EXTERNAL AFFAIRS AND INTERNATIONAL  
TRADE CANADA

**SUBJECT:** NORTH AMERICAN FREE TRADE AGREEMENT AND  
COMPETITIVENESS

**LOCATION:** OTTAWA

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### 1. INTRODUCTION AND WARM-UP

- everyone participates
- role of participants
- confidentiality
- one-way mirror/audio taping
- first name and occupation

### 2. GENERAL ATTITUDES TOWARD THE ECONOMY AND ECONOMIC EXPECTATIONS (max. 15 minutes)

How do you think we compare economically with other industrialized countries?

And how about in terms of our standard of living here in Canada? How do you think we compare to other industrialized countries?

What other countries do we compare ourselves to? (Japan, U.S., EC?)

Are we better off today than we were then years ago?

### 3. INTERNATIONAL TRADE (35 - 40 minutes)

How important are exports to Canada's economy? Of all the things produced in Canada, what percent do you think are exported to other countries?

In the future, will international trade become more or less important in your opinion? Why and how?