

LA FRANCOPHONIE SCREENER

Hello, I'm \_\_\_\_\_ of R.I.S. Christie, a marketing research company. In our business of marketing research we are frequently asked by our clients in business, government and industry to gather opinions from people such as yourself to help in developing products or services. What happens is this. An individual like yourself, 18 years of age or older is chosen to sit down with several others and give ideas and opinions. We are having a few of these sessions, and would be interested in having you participate. I need to ask you a few questions to see if you qualify for one of these sessions.

The organization sponsoring this research is Foreign Affairs and International Trade. The purpose of this research is to get your opinions about some of the organizations that Canada belongs to and Canada's role in these organizations.

1a) First of all, in the past year or so, which, if any, of the following organizations have you heard, seen or read about? (READ LIST)

	<u>No</u>	<u>Yes</u>
NATO or the North Atlantic Treaty Organization	[ ]	[ ]
United Nations	[ ]	[ ]
La Francophonie	[ ]	[ ]

IF "YES" TO LA FRANCOPHONIE, ASK; OTHERWISE GO TO Q.2a

1b) What do you know about the organization called La Francophonie? (PROBE) What else? (PROBE) Anything else?

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RECORD GENDER: Male [ ] Female [ ]

2a) Do you or does anyone in your immediate family currently work for or ever worked for....? (READ LIST)

	<u>No</u>	<u>Yes</u>
An advertising agency or public relations firm	[ ]	[ ]
A newspaper, magazine, radio, or television station	[ ]	[ ]
A marketing research company	[ ]	[ ]
Department of Foreign Affairs and International Trade	[ ]	[ ]

IF "YES" TO ANY, THANK AND TERMINATE