

I. INTRODUCTION

Decima Research Limited is pleased to present this report to the Department of External Affairs. The report is based on a series of six focus group discussions.

All of the groups consisted of members of the general public, 18 years of age or older. Each group consisted of approximately half men and half women. Two groups were held in Toronto on December 20, 1984, two French language groups were held in Montreal, on January 3, 1985, and two in Vancouver on January 7, 1985.

Bruce Anderson was the Project Director for this study, assisting in various phases of the research was Martha Cronyn.

The agenda for the groups addressed perceptions regarding national attributes, perceptions of the domestic and international environments, attitudes toward the Canada-U.S. relationship, issues related to international competition, beliefs about personal sacrifices that Canadians are willing to make, assessments of Canada's economic influence in the world, Canadian and international security, Canada's relationship with the Third World, and a discussion of Canada's overall role in the world in terms of trade, military, aid, and security (see Appendix for detailed Agenda).

The report is organized into sections which loosely correspond to the agenda. Group differences (according to venue) are noted throughout the report, wherever appropriate. Conclusions drawn from this research are outlined at the end of the report.