

The focus group approach to research typically seeks to explore individual reactions to specific messages and to promote discussion. The intent is to elicit as wide a range of viewpoints as possible. The results of such groups are strictly qualitative in nature and the findings should, therefore, be viewed as directional rather than conclusive. The questionnaires used in this study serve to provide a quantitative profile of the views of the group. Because of the size and nature of the groups, the results of the questionnaire should also be viewed as directional rather than conclusive. It should also be noted that participants completed the questionnaires prior to discussing their reactions with other group members. The questionnaire results provide a useful snapshot of individual initial reactions to the ads outside of the context of group dynamics.

This ad testing is part of a larger comprehensive study involving a comprehensive quantitative survey of 1500 Canadians which was conducted in June, 1990. The quantitative survey was preceded by a series of eight focus group discussions across Canada designed to provide an in-depth exploration of issues and concerns with respect to international trade and competitiveness and to provide direction to the development of the quantitative survey. The findings of these previous research components have been detailed in separate reports.