

The Telephone Questionnaire:

The survey questionnaire, suggested by the Department of Foreign Affairs and International Trade, was developed by Connect Research and took approximately 5 minutes to administer. The questionnaire contained thirteen questions which varied in length and format. A copy of the questionnaire is contained in the Appendix.

Procedure:

Interviewers made a concerted effort to talk to exhibitors designated by the business contacts provided by the Department of Foreign Affairs and International Trade. If contact was not made on the initial call, interviewers were instructed to make a least two additional calls in order to contact the appropriate individual.

Upon contact, interviewers stated that they were calling on behalf of the Department of Foreign Affairs and International Trade to survey exhibitors at Globe '94. They then asked for the cooperation of the individual in answering a few questions about the show.