

1.0 INTRODUCTION AND METHODOLOGY

This report presents the results of a series of focus group discussions conducted by the Angus Reid Group on behalf of External Affairs and International Trade Canada. The purpose of this research was to obtain qualitative feedback on a series of radio advertisements concerning the Department's initiatives to promote international trade and competitiveness and Export Trade Month.

Following exposure to the radio ads in the focus group session, participants were requested to complete a short questionnaire concerning their reactions (likes and dislikes) to the message and ability to recall specific aspects of the message content. This attitudinal and executional testing was followed by a group discussion which had two components. First, participants were engaged in a broad and general discussion on the subject of international trade and competitiveness in order to situate the radio ads in this context. Second, the commercials were played again and a detailed discussion was generated on respondents' reactions to the ads, believability of the commercials, and the main message of the series. Copies of the moderator's guide and the questionnaire which were used in this study are appended to this report.

A total of eight focus groups were held in Toronto, Montreal and Vancouver. Each focus group consisted of approximately 10 individuals who were randomly recruited by telephone upon meeting pre-established selection criteria. Two groups - segregated by gender - were conducted in English in each of the focus group centres. Two additional groups - one with men and one with women - were conducted in French in Montreal.