

FOCUS GROUP OUTLINE
CANADA - U.S. - MEXICO FREE TRADE
EXTERNAL AFFAIRS

(4-723-05)

1. **INTRODUCTION** (approx. 3 min.)

- . explanation of focus group techniques
- . individual opinions are important
- . encouragement of all people to comment
- . confidentiality of all information and respondents' identity
- . taping and observing
- . introduction of moderator and participants

2. **BACKGROUND/CONTEXT** (approx. 15 min.)

A. **[NOTE TO MODERATOR: To get at what trade means to the participants and then get into Free Trade/globalization.]**

Now I want to talk to you for a while about trade. How does trade affect you, the country, the economy? How capable or prepared do you think we are in Canada to trade?

PROBE FOR:

- . skilled labour
- . quality of products
- . productivity
- . technology
- . competitiveness
- . entrepreneurial
- . etc./other

B. Thinking about the new Europe of 1992, how do you view this as affecting Canada?

PROBE FOR:

- . a move to a world economy
- . need for Canada to become more competitive
- . need for Canada to form trade alliances inevitable
- . moving from products traditionally made internally to only producing/specializing in products which we would have a competitive advantage - is this what globalization is leading to? Is this good or bad? Why?
- . What does this move to globalization mean for poorer or third world nations? How will it affect them?