

TABLE OF CONTENTS

| | | |
|------------|--|----|
| 1.0 | INTRODUCTION AND METHODOLOGY | 1 |
| 2.0 | GROUP DISCUSSION ON INTERNATIONAL TRADE AND COMPETITIVENESS | 3 |
| 2.1 | Top-of-Mind Awareness | 3 |
| 2.2 | Necessity for Canada to Become More Competitive Internationally | 4 |
| 2.3 | Comparison of Respondents' Perceptions With the Message of the Ads | 6 |
| 2.4 | Canada's Strengths | 6 |
| 2.5 | Relevance of the Testimonials | 7 |
| 2.6 | The Role of Government | 8 |
| 2.7 | The Role of Business | 9 |
| 2.8 | The Role of Individual Canadians | 10 |
| 2.9 | Comments on Survey Findings | 11 |
| 3.0 | GROUP DISCUSSION ON RADIO COMMERCIALS | 13 |
| 3.1 | Observations from the Toronto Focus Groups | 14 |
| 3.2 | Observations on Radio Commercials in Vancouver | 18 |
| 3.3 | Observations on the Ads by the Montreal English-Speaking Groups | 21 |
| 3.4 | Observations on the Commercials by Montreal French-Speaking Groups | 23 |