

2.0 Approach and Profile of Participants

2.1 Overall Approach

Our overall approach involved five focus group discussions with business people in the following locations:

- Toronto (executives from large businesses);
- Montreal (executives from large businesses);
- Halifax (small business owner/operators);
- Calgary (small business owner/operators); and
- Vancouver (small business owner/operators).

The groups were conducted during the week of October 4, 1993.

2.2 Participant Selection and Recruitment

Participants for the focus groups were selected using a brief, screening questionnaire (Appendix A). The screening interviews ensured that we captured a range of views on the basis of:

- size of organization;
- industry sector; and
- level of international business activity (i.e. those with a high level of export activity vs. those with a low level of export activity).

The following tables profile the focus group participants by sector, and level of export activity.