

- (xiv) knowledge level with respect to information which might affect belief component of attitude;
- (xv) key attitudinal statements concerning trade which are necessary for segmentation analysis.

### **2.3 Questionnaire Pre-Testing**

Regardless of the amount of time devoted to the development of questionnaires, it has been our experience that all questionnaires benefit significantly from pre-testing. Accordingly, the questionnaire will be thoroughly pre-tested before launching the main survey. The pre-test would be designed to ensure that all the questions were clearly understood by respondents and that the question sequencing did not bias or confuse the respondents. The pre-test, would involve interviews using the draft questionnaire with 25 Anglophone and 25 Francophone respondents (total of 50 pre-test interviews). The pre-test interviews will be conducted from the Angus Reid Group's central dialling field centre in Ottawa.

The researchers from the Angus Reid Group and the Client representatives will monitor the pre-test interviewing in progress and offer immediate input to questionnaire modification (clients are encouraged to attend the questionnaire pre-test). The results of the pre-test along with any suggested changes or modifications to questions will be submitted to the client for review and final approval prior to fielding. Full fielding will