



YES – CONTINUE  
NO – THANK AND TERMINATE

3. Are you a dual citizen? That is, do you also have citizenship in another country? **MAXIMUM OF 3 PARTICIPANTS PER GROUP WITH DUAL CITIZENSHIP.**  
YES – RECORD WHICH OTHER COUNTRY. CONTINUE  
NO – CONTINUE

4. Have you travelled outside Canada in the past 2 years?  
YES – SKIP TO Q.6  
NO – ASK Q.5

5. Are you planning to travel outside Canada over the course of the coming year?  
YES – CONTINUE  
NO – THANK AND TERMINATE

6. Which of the following best describes your use of the Internet when planning your travel?  
I use/would use the Internet exclusively when planning my travel – CONTINUE  
I use/would use the Internet along with other resources when planning my travel – CONTINUE  
I would not rely much on the Internet – THANK AND TERMINATE

7. Are you familiar with the concept of a focus group?

IF YES, CONTINUE

IF NO, EXPLAIN FOLLOWING *“a focus group consists of eight to ten participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined.”*

8. How comfortable are you in expressing your views in public, reading written materials or looking at images projected onto a screen?

Very Comfortable

Somewhat Comfortable

Somewhat Uncomfortable (THANK & TERMINATE)

Very Uncomfortable (THANK & TERMINATE)

9. Have you previously participated in a focus group or an in-depth interview for which you received a sum of money?

YES NO – GO TO Q.10 AND CONTINUE

**IF YES** – How long ago was that? \_\_\_\_\_

(TERMINATE IF LESS THAN 12 MTHS)

How many have you been involved with? \_\_\_\_\_

(TERMINATE IF MORE THAN 3 FOCUS GROUPS)

Were any of these groups being conducted on behalf of the Government of Canada?

(IF YES, THANK AND TERMINATE)

10. We’d like to know a little more about your international travel habits. How many times have you travelled outside Canada over the past 5 years? **TO THE EXTENT POSSIBLE, ENSURE A MIX OF FREQUENT AND LESS FREQUENT TRAVELLERS**