

\*O DOES IT EXAGGERATE OR USE ADVOCACY LANGUAGE, OR DO YOU SEE IT AS INFORMATIVE?

\* CORE QUESTIONS

B. "WHAT IT MEANS TO ALBERTA BUSINESSES AND WORKERS" - PICTORIAL

O WHAT ARE YOUR OVERALL IMPRESSIONS OF THIS VERSION OF THE AD? WHAT'S DIFFERENT ABOUT IT?

O WOULD THIS ONE CATCH YOUR ATTENTION? WOULD YOU READ IT?

O LOOKING AT BOTH OF THESE VERSIONS OF THE AD, WHICH ONE DO YOU THINK WORKS BEST AS AN ANNOUNCEMENT OR PRESENTATION OF INFORMATION ABOUT THE BENEFITS OF THE CANADA-U.S. FREE TRADE AGREEMENT?

III. THE CONFERENCE AD

A. DISPLAY THE "ANNOUNCEMENT" AD AND DISTRIBUTE PHOTOCOPIES

O AFTER OVERALL IMPRESSIONS, ASK:

O WHO DO YOU SEE AS SPONSORING THIS CONFERENCE? WHAT DO YOU THINK OF THE IDEA OF THE FEDERAL GOVERNMENT SPONSORING CONFERENCES TO EXPLORE OPPORTUNITIES ARISING FROM THE CANADA-U.S. FREE TRADE AGREEMENT?

O REPEAT CORE QUESTION SERIES