

Some people thought this ad was better than the "conference ad" because it was more informative and was considered to be directed toward and relevant to all Canadians and not just business people. This is reflected in comments by the general population group participants such as:

- o This one is better.
- o One is gaining information in this one while the last one appealed to only one segment of the population and
- o This one pretty well covers everything. You're getting information, not just a sales pitch.

It also passes the essential test of balance as many people noted that the ad recognizes that adjustment might be required and that information about this aspect of what free trade with the U.S. means for Canada would also be available.

Of particular significance is the fact that people viewed this advertisement as not only balanced, but also neutral. That is, several comments were made indicating a perception that this advertisement is not partisan or political, but rather seems to be an advertisement by the "institution" of the federal government. Since there appeared to be a belief in the legitimacy of expenditure by the institution of the federal government on advertisements providing information about free trade, the "Information About Free Trade" ad was seen as especially appropriate.

One criticism that was offered by some relates to accessibility. That is, while people want to be actively involved in making a personal decision about Canada-U.S. free trade, many do not want to be inconvenienced or at least say they do not want to call an 800 number or write the government to get the information. A possible response by the government is to make the pamphlets available for pick-up at specified locations in major centres across the country.