

In addition, any individuals who were employed in any of the following areas were excluded: advertising agencies; market research companies; radio, television or newspaper; public relations; international banking; import or export agency, and teaching in the area of economics or business. Prospective participants who had ever lived in Mexico for at least one year were excluded. Anyone who had attended a focus group session within the past six months was excluded from participation.

In each centre (Toronto, Montreal), the group structure included one group of individuals who opposed and one group who supported the Free Trade Agreement. Moderate support/moderate opposition to the Free Trade Agreement was measured on the screening questionnaire using the item: "Generally speaking, do you support or oppose the Free Trade Agreement that was reached between Canada and the United States?...Would that be strongly or moderately (support/oppose)?" The wording of this question is identical to that used in the National Angus Reid Poll tracking research on the Free Trade issue.

In each centre, a quota system was employed to ensure that each group (supporters, opponents) included a balanced representation of respondents by gender and by age category.

Throughout this qualitative report, the responses will be identified for each group and then will be summarized by way of comparing the two groups. Groups A constituted the participants who were neutral to positive in their support of Free Trade and Groups B, those who were neutral to negative in their support of Free Trade.