

PART I -- PRINT ADS

II. CONSUMER/WORKER ADSA. "WHAT IT MEANS TO ALBERTA CONSUMERS" - PICTORIAL

NOTE THAT THE AD TALKS ABOUT ALBERTA, BUT THIS IS JUST FOR ILLUSTRATION PURPOSES. THERE WOULD BE ADS DEALING WITH EACH PROVINCE THAT WOULD APPEAR IN PAPERS AND MAGAZINES IN THAT PROVINCE.

- *O WHAT ARE YOUR OVERALL IMPRESSIONS OF THIS ADVERTISEMENT? WHAT DO YOU SEE AS THE MAIN MESSAGE BEING CONVEYED?
- *O IF YOU SAW THIS IN A NEWSPAPER, MAGAZINE OR POSTER, DO YOU THINK IT WOULD ATTRACT YOUR ATTENTION? WOULD YOU READ IT? WHY/WHY NOT?
- *O DO YOU FIND THE AD TO BE INFORMATIVE? DOES IT TELL YOU THE KIND OF THING YOU WOULD LIKE TO KNOW ABOUT THE CANADA-U.S. FREE TRADE AGREEMENT? DO YOU FEEL IT IS PRESENTED IN A MANNER THAT IS EASY TO UNDERSTAND?
- *O DO YOU THINK IT PROVIDES MOST CANADIANS WITH SOMETHING THEY NEED AND THAT THEY HAVE NOT HAD BEFORE?
- *O DOES IT MEAN ANYTHING TO YOU PERSONNALLY? IS THE AD RELEVANT TO YOU AS AN INDIVIDUAL? ARE YOU INTERESTED IN THE INFORMATION THAT IT PRESENTS OR IS IT NOT OF INTEREST TO YOU? (WHY/WHY NOT?)
- *O IS THE AD BALANCED? DOES IT PRESENT ANY PARTICULAR SIDE OF THE FREE TRADE DEBATE OR DOES IT COME ACROSS AS NEUTRAL OR BALANCED?