

## APPENDIX A

## FREE TRADE AD TESTING DISCUSSION AGENDA

I. INTRODUCTION

## PROCEDURES AND INTRODUCTIONS

- INTRODUCTION TO FOCUS GROUP PROCEDURES
- INTRODUCTION OF PARTICIPANTS

## ATTITUDES TOWARDS THE CANADA-U.S. FREE TRADE AGREEMENT

- AS YOU KNOW, CANADA AND THE UNITED STATES HAVE SIGNED A FREE TRADE AGREEMENT. GENERALLY SPEAKING, WOULD YOU SAY YOU ARE IN FAVOUR OF THE FREE TRADE AGREEMENT, OPPOSED TO IT, OR ARE YOU NOT SURE HOW YOU FEEL ABOUT IT?
- ARE YOU EAGER TO RECEIVE MORE INFORMATION ABOUT WHAT THE FREE TRADE AGREEMENT WILL MEAN FOR CANADA AND FOR THE REGION OF THE COUNTRY IN WHICH YOU LIVE, OR DOES IT NOT REALLY MATTER TO YOU?
- I'D NOW LIKE TO SHOW YOU A SERIES OF PRINT ADVERTISEMENTS AND GET YOUR REACTIONS TO THEM. FOR EACH ONE, I'LL DISPLAY THE AD FOR EVERYONE TO LOOK AT AND WILL ALSO DISTRIBUTE PHOTOCOPIES OF EACH AD SO YOU CAN REVIEW THE TEXT AND HAVE A CLOSE UP LOOK AT IT. THEN I'LL ASK YOU SOME QUESTIONS ABOUT YOUR IMPRESSIONS OF IT AND MOVE ON TO THE NEXT ONE...HERE'S THE FIRST ONE....