

APPENDIX B

The following are the headlines of the advertisements tested in the focus groups conducted in Vancouver, Toronto, Montreal, and Halifax.

Ad 1 - "The Canada-U.S. Free Trade Agreement" What it means to Alberta Consumers

Ad 2 - "The Canada-U.S. Free Trade Agreement" What it means to Alberta businesses and workers

Ad 3 - Free Trade Opportunity Conference

Ad 4 - Information about Free Trade

Ad 5 and 6 - *

Ad 7 - "The Canada-U.S. Free Trade Agreement" These questions and answers are provided by the Government of Canada to help Canadians gain a fuller understanding of the Free Trade Agreement.

Ad 8 - "Free Trade" -It will make our forests grow. (Vancouver)

-A great boost for our auto industry. (Toronto)

-It will give our energy industry more power. (Montreal)

-A great catch for our fish industry. (Halifax)

Ad 8 (b) - radio version of the above ad

Ad 9 - Free Trade: We should know what it is all about, because it's going to affect British Columbia.

-Ontario.

-Quebec.

-Atlantic Canada