the government has a legitimate role and even an obligation to provide such information to the public. In short, group participants want to be informed about free trade with the U.S., but they do not want to be "sold" on it.

Therefore, the key themes emerging from the testing are the need for advertisements which are perceived as moderate, informational and balanced. This is not to suggest that there is a demand or expectation that the government should present both sides of the debate through any advertisements. Rather, what the public seem to be saying is that the advertisements should reflect a recognition that some adjustments may be required. Moreover, people are anxious to receive information about such issues and that the government is prepared for and committed to dealing with such adjustments.

The real challenge and opportunity facing the government is to select and run those advertisements which clearly convey not only information, but an opportunity for two-way communication. Given the level of uncertainty and lack of knowledge about what Canada-U.S. free trade will mean, the group discussions suggest that it will be important for government advertising to be seen as presenting an opportunity for

Canadians to seek information, clarification and answers to their questions, rather than as solely a promotional or advocacy exercise. Conveying through the ads the ability for people to call for information and to ask questions and discuss things they do not understand about Canada-U.S. free trade will be key.

With these considerations in mind, Decima recommends that the government consider proceeding with the following three advertisements in sequence:

1. Ad#3 - "Free Trade Opportunity Conference"

2. Ad#4 - "Information About Free Trade"

3. Ad#9 - "Free Trade: We Should Know What It's All About".

These ads are likely to be most effective in accomplishing the government's objectives, while minimizing the amount of risk associated with this type of government advertising. The first two ads are recommended because the research shows that they