

PART II -- ACCEPTABILITY

I. OVERALL IMPRESSIONS

- O PUTTING ASIDE CONSIDERATION OF ANY ONE AD FOR THE MOMENT, HOW DO YOU FEEL ABOUT THE IDEA OF THE FEDERAL GOVERNMENT RUNNING PRINT AND/OR RADIO ADVERTISEMENTS DEALING WITH THE CANADA-U.S. FREE TRADE AGREEMENT?
- O DO YOU THINK THIS IS A GOOD THING OR A BAD THING, OR DO YOU NOT REALLY CARE ONE WAY OR THE OTHER?
- O IS SUCH ADVERTISING IN YOUR VIEW IMPORTANT AND WORTHWHILE ? DO YOU THINK IT PROVIDES CANADIANS WITH SOMETHING THAT THEY NEED TO KNOW AND WHICH THEY HAVE NOT HAD BEFORE?
- O IN TERMS OF WHEN ADS SUCH AS THESE ARE RUN, WOULD YOU PREFER TO SEE THEM RUN WHILE THE FREE TRADE LEGISLATION IS BEING STILL DEBATED IN PARLIAMENT OR WOULD YOU PREFER TO SEE THEM AFTER THE GOVERNMENT HAS DEBATED AND PASSED THE FREE TRADE LEGISLATION? (WHY/WHY NOT...PROBE THE IDEA OF HAVING INFORMATION DURING THE DEBATE OR AFTER THE FTA HAS BEEN PASSED BY PARLIAMENT)
- O DO YOU THINK THAT THE COST ASSOCIATED WITH ADVERTISING SUCH AS YOU'VE SEEN TONIGHT IS JUSTIFIED OR NOT, AS A SERVICE PROVIDED TO CANADIANS BY THE FEDERAL GOVERNMENT?

NOW I'D LIKE TO BRIEFLY DISPLAY EACH OF THE PRINT ADS AGAIN AND ASK YOU, FOR EACH ONE, HOW YOU FEEL ABOUT THE FEDERAL GOVERNMENT'S ROLE IN PAYING FOR THIS KIND OF ADVERTISEMENT. (SHOW ADS)

