

1. Please describe your first thoughts that came to mind when you heard the ads?

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Federal government/ political ad	20.7%	38.1%	33.3%	9.5%	4.5%	20.0%	21.4%
Negative image or reaction	14.6%		16.7%	28.6%	13.6%	5.0%	23.8%
Positive image or reaction	37.8%	23.8%	33.3%	33.3%	59.1%	27.5%	47.6%
People with success stories	18.3%	9.5%	33.3%		31.8%	20.0%	16.7%
Free Trade	9.8%	23.8%		9.5%	4.5%	10.0%	9.5%
Message of ad/ Purpose	24.4%	28.6%	16.7%	28.6%	22.7%	22.5%	26.2%
Music	13.4%	9.5%	22.2%	19.0%	4.5%	17.5%	9.5%
None	1.2%				4.5%		2.4%
Other	3.7%		11.1%	4.8%		5.0%	2.4%
(DK/NS)	1.2%	4.8%				2.5%	

Source: Angus Reid Group