

and Toronto. Vancouver participants were also distinguished by their somewhat higher degree of association of the ads with Free Trade.

A negative image or reaction was recorded by a mere 14 percent of participants and 13 percent focused on the music used in the ads. A good many of the comments about the music used in the ads were that the music could be improved upon.

It is interesting to note that the proportion of women who retained a positive image from the advertisements was nearly double the percentage of men who retained a positive image. On the other hand, over four times as many women as men had a negative reaction to the ads.