

4.0 SUMMARY OF QUESTIONNAIRE RESULTS

The qualitative findings of this research were supplemented by a quantitative questionnaire used to assess respondents' reactions to the ads. As noted in the introduction to this report, these findings are to be considered directional rather than conclusive, due to the relatively small sample size and potential self-selection bias of focus groups. A copy of the questionnaire employed in this research is appended to this report.

4.1 Initial Reaction to the Ads

Respondents' initial reactions to the ads were relatively positive. Their responses are presented on Table 1. (Please note, the percentages recorded in Table 1 reflect the total number of mentions for the question and therefore the column percentages exceed 100 percent when summed.)

The first thoughts recorded by a plurality of respondents were classified as "positive" (38%). This included comments such as "interesting ad", "good stories", "upbeat, catchy". The greatest proportion of participants retaining a positive image or reaction were observed in the French focus groups in Montreal.

Twenty-four percent of respondents reacted first to the message of the ad, while 21 percent were immediately struck that it was a federal government ad. Eighteen percent of respondents first noticed "people telling success stories". The greatest sense that the ad was a federal government or political ad was expressed by the group participants in Vancouver