

5. What do you dislike about this ad?

	TOTAL	GROUP			GENDER		
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Monotonous/ Music/ Loud	28.0%	42.9%	55.6%	4.8%	13.6%	25.0%	31.0%
Message/ Ideology	12.2%	28.6%	5.6%	14.3%		12.5%	11.9%
Confusing/ Boring	9.8%	14.3%	11.1%	4.8%	9.1%	12.5%	7.1%
Suspicious/ Propaganda	12.2%	14.3%	16.7%	14.3%	4.5%	15.0%	9.5%
Fake/ One Sided/ Biased	22.0%	19.0%	22.2%	33.3%	13.6%	30.0%	14.3%
Should Have Included large Companies	1.2%	4.8%				2.5%	
Should Be Mentioned up Front	1.2%		5.6%				2.4%
Too Long/ Not Specific Enough	15.9%		11.1%	23.8%	27.3%	5.0%	26.2%
No Telephone # to phone	1.2%				4.5%	2.5%	
None	12.2%	14.3%	5.6%	14.3%	13.6%	17.5%	7.1%
(DK/NS)	6.1%	4.8%			18.2%	2.5%	9.5%