

2. What do you think was the main message of the ads?

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Candns Can Get Help/ Extrnl Affrs	30.5%	14.3%	44.4%	42.9%	22.7%	27.5%	33.3%
Encourage International Trade	30.5%	28.6%	33.3%	19.0%	40.9%	35.0%	26.2%
Can Be Succssful	46.3%	52.4%	66.7%	19.0%	50.0%	42.5%	50.0%
Promote Free Trade/ Advantages of	23.2%	23.8%	16.7%	47.6%	4.5%	20.0%	26.2%
(DK/NS)	1.2%			4.8%			2.4%