4. What do you like about these ads?

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
Brief/ Concise/ Interesting stories	52.4%	52.4%	61.1%	47.6%	50.0%	52.5%	52.4%
Positive Image Of Canada	19.5%	23.8%	22.2%	4.8%	27.3%	20.0%	19.0%
Pleasant/ Upbeat/ Humorous ads	18.3%	19.0%	22.2%	19.0%	13.6%	20.0%	16.7%
Music	8.5%	4.8%	5.6%	9.5%	13.6%	5.0%	11.9%
Small Businesses As Examples	7.3%	4.8%	11.1%	9.5%	4.5%	7.5%	7.1%
Message/ Makes Can Aware	17.1%	28.6%	11.1%	19.0%	9.1%	20.0%	14.3%
Fed Gov't Promoting/ Small Busns	8.5%	4.8%	16.7%	9.5%	4.5%	7.5%	9.5%
None	3.7%		5.6%	9.5%		7.5%	
(DK/NS)	3.7%	4.8%			9.1%		7.1%