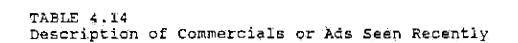
MARKET OPINION RESEARCH



% of <u>Mentions</u>

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68% TOURISM

- o Tourism/Tour groups/Tours/Travel for vacation/Vacationing
- Vacation ads for tourists/Travel commercials, Tourist ads
- Vacation in Canada/Vacation in Manitoba/ Toronto/Quebec
- Visit Canada/Come see Canada/Promoting the country
- Beautiful terrain/Wildlife and beautiful country/Woods/Mountains
- Inviting tourists to visit Canada/Telling tourists to come visit Canada
- Send for vacation brochures/Travel brochures/Travel Magazine
- o Promoting tourism in Montreal/Travel to Montreal/Vacation in Montreal
- o Vacation spots/vacation areas
- o Canada hot spots/Tourist attractions
- 11% Specific Location
 - Sporting activities Skiing trips/Hunting/ Fishing
 - Come see Ontario/Visit Ontario/Vacation in Ontario
 - o Niagara Falls