

TABLE 4.14

Description of Commercials or Ads Seen Recently

% of
Mentions

68% TOURISM

- o Tourism/Tour groups/Tours/Travel for vacation/Vacationing
- o Vacation ads for tourists/Travel commercials, Tourist ads
- o Vacation in Canada/Vacation in Manitoba/Toronto/Quebec
- o Visit Canada/Come see Canada/Promoting the country
- o Beautiful terrain/Wildlife and beautiful country/Woods/Mountains
- o Inviting tourists to visit Canada/Telling tourists to come visit Canada
- o 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

- o Sporting activities - Skiing trips/Hunting/Fishing
- o Come see Ontario/Visit Ontario/Vacation in Ontario
- o Niagara Falls