

. Following are several pairs of words. Each pair consists of two opposite or dissimilar words or phrases which could be used to describe the messages of the ads or things they want you to remember. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

	TOTAL	GROUP				GENDER	
		Van.	Tor.	Mtl. Eng.	Mtl. Fr.	Male	Female
BASE=ALL RESPONDENTS	(82)	(21)	(18)	(21)	(22)	(40)	(42)
USING A SMALL FIRM'S SUCCESS STORY							
More relevant	25.6%	14.3%	22.2%	33.3%	31.8%	25.0%	26.2%
2	22.0%	38.1%	22.2%	19.0%	9.1%	25.0%	19.0%
3	22.0%	28.6%	11.1%	28.6%	18.2%	32.5%	11.9%
4	12.2%		16.7%	14.3%	18.2%	5.0%	19.0%
Less relevant	17.1%	19.0%	27.8%	4.8%	18.2%	10.0%	23.8%
DK/NS	1.2%				4.5%	2.5%	
Mean	2.7	2.7	3.1	2.4	2.8	2.5	3.0
THE BENIFITS TRADE WILL GIVE COMPANIES							
Does not oversell	8.5%	9.5%	16.7%		9.1%	7.5%	9.5%
2	22.0%	23.8%	11.1%	19.0%	31.8%	32.5%	11.9%
3	37.8%	23.8%	38.9%	42.9%	45.5%	37.5%	38.1%
4	23.2%	33.3%	22.2%	23.8%	13.6%	15.0%	31.0%
Oversells	7.3%	9.5%	5.6%	14.3%		7.5%	7.1%
DK/NS	1.2%		5.6%				2.4%
Mean	3.0	3.1	2.9	3.3	2.6	2.8	3.1
ADVERTISE TO TELL CANADIANS							
Not worth the money	15.9%	14.3%	5.6%	23.8%	18.2%	15.0%	16.7%
2	12.2%		11.1%	28.6%	9.1%	7.5%	16.7%
3	17.1%	23.8%	11.1%	4.8%	27.3%	17.5%	16.7%
4	35.4%	42.9%	44.4%	23.8%	31.8%	40.0%	31.0%
Worth the money	18.3%	19.0%	27.8%	19.0%	9.1%	17.5%	19.0%
DK/NS	1.2%				4.5%	2.5%	
Mean	3.3	3.5	3.8	2.9	3.0	3.4	3.2