5. Following are several pairs of words which could be used to describe the production quality of the commercials. Each pair consists of two opposite or dissimilar words or phrases. 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)
Not convincing	13.4%	9.5%	11.1%	23.8%	9.1%	15.0%	11.9%
2	13.4%	9.5%	11.1%	14.3%	18.2%	10.0%	16.7%
3	25.6%	23.8%	22.2%	23.8%	31.8%	27.5%	23.8%
4	31.7%	38.1%	33.3%	28.6%	27.3%	30.0%	33.3%
Convincing	15.9%	19.0%	22.2%	9.5%	13.6%	17.5%	14.3%
Mean	3.2	3.5	3.4	2.9	3.2	3.3	3.2
Discouraging	4.9%	9.5%	5.6%		4.5%	7.5%	2.4%
2	8.5%		5.6%	23.8%	4.5%	5.0%	11.9%
3	36.6%	38.1%	33.3%	42.9%	31.8%	32.5%	40.5%
4	29.3%	23.8%	22.2%	23.8%	45.5%	35.0%	23.8%
Encouraging	20.7%	28.6%	33.3%	9.5%	13.6%	20.0%	21.4%
Mean	3.5	3.6	3.7	3.2	3.6	3.6	3.5