

3. 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)
RELEVANCE TO CANADIANS LIKE MYSELF							
Irrelevant	9.8%	4.8%	16.7%	19.0%		7.5%	11.9%
2	13.4%		16.7%	28.6%	9.1%	12.5%	14.3%
3	24.4%	33.3%		9.5%	50.0%	27.5%	21.4%
4	25.6%	38.1%	38.9%	19.0%	9.1%	12.5%	38.1%
Relevant	26.8%	23.8%	27.8%	23.8%	31.8%	40.0%	14.3%
Mean	3.5	3.8	3.4	3.0	3.6	3.7	3.3
SUCCESS IN TELLING ME THAT TRADE IS IMPORTANT							
Not successful	3.7%	4.8%		9.5%		5.0%	2.4%
2	22.0%	19.0%	16.7%	33.3%	18.2%	22.5%	21.4%
3	17.1%	9.5%	11.1%	19.0%	27.3%	10.0%	23.8%
4	35.4%	42.9%	33.3%	28.6%	36.4%	45.0%	26.2%
Successful	22.0%	23.8%	38.9%	9.5%	18.2%	17.5%	26.2%
Mean	3.5	3.6	3.9	3.0	3.5	3.5	3.5
THE COMPANY SUCCESS STORIES							
2	7.3%	4.8%	5.6%	14.3%	4.5%	5.0%	9.5%
3	19.5%	23.8%	27.8%	19.0%	9.1%	27.5%	11.9%
4	30.5%	42.9%	22.2%	28.6%	27.3%	22.5%	38.1%
Believable	42.7%	28.6%	44.4%	38.1%	59.1%	45.0%	40.5%
Mean	4.1	4.0	4.1	3.9	4.4	4.1	4.1