

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [NEWSPAPER]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	3.9
2 6	11.5
3 5	19.3
4 4	24.8
5 3	12.0
6 2	10.0
7 1 – Has no influence at all	18.5
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [MAGAZINE]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	3.8
2 6	8.6
3 5	16.7
4 4	22.3
5 3	16.0
6 2	12.9
7 1 – Has no influence at all	19.7
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [RADIO]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	2.2
2 6	7.9
3 5	15.7
4 4	22.0
5 3	15.0
6 2	12.8
7 1 – Has no influence at all	24.5
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [TV]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	7.8
2 6	18.4
3 5	25.8
4 4	20.3
5 3	8.1
6 2	6.6
7 1 – Has no influence at all	12.9
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [OUTDOOR ADVERTISING SUCH AS BILLBOARDS OR BUS SHELTERS]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	2.0
2 6	4.3
3 5	12.7
4 4	22.0
5 3	19.8
6 2	16.1
7 1 – Has no influence at all	23.1
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [ONLINE OR WEBSITE BASED ADVERTISING ]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	2.6
2 6	4.8
3 5	11.0
4 4	18.3
5 3	16.4
6 2	18.8
7 1 – Has no influence at all	28.1
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [ADVERTISING ON SOCIAL MEDIA SITES LIKE FACEBOOK OR MYSPACE]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	1.0
2 6	2.7
3 5	4.3
4 4	9.2
5 3	9.4
6 2	15.6
7 1 – Has no influence at all	57.8
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [IN-STORE DISPLAYS]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	7.4
2 6	17.0
3 5	25.4
4 4	23.0
5 3	10.6
6 2	6.8
7 1 – Has no influence at all	9.8
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [SEEING A PRODUCT ON A TV SHOW OR MOVIE YOU ARE WATCHING DISCRETELY INCORPORATED INTO THE STORY LINE]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	4.4
2 6	4.3
3 5	11.7
4 4	18.4
5 3	15.8
6 2	15.4
7 1 – Has no influence at all	30.0
BASE	1,017

Q9. What follows are a number of sources where you might encounter advertising today. Generally speaking, how much, if at all, does each source of advertising influence your purchase decisions? SCALE 7 = “makes me much more likely to buy” and 1 = “has no influence at all”. [STREET MARKETING (PEOPLE HANDING OUT INFORMATION OR PRODUCTS ON THE STREET)]

Percentage (%)	Total
1 7 – Makes me much more likely to buy	1.6
2 6	4.4
3 5	11.6
4 4	16.6
5 3	13.6
6 2	16.4
7 1 – Has no influence at all	35.8
BASE	1,017

Q10. We have a number of statements below that Canadians have made that relate to advertising. Using the following 7-point scale, please indicate the extent to which you agree or disagree with each. SCALE 7 = “strongly agree” and 1 = “strongly disagree”. "Advertising plays an important role in encouraging consumer spending"		
Percentage (%)		Total
1 7 – Strongly Agree		21.2
2 6		22.9
3 5		24.4
4 4		21.8
5 3		4.8
6 2		2.2
7 1 – Strongly Disagree		2.7
BASE		1,017

Q10. We have a number of statements below that Canadians have made that relate to advertising. Using the following 7-point scale, please indicate the extent to which you agree or disagree with each. SCALE 7 = “strongly agree” and 1 = “strongly disagree”. "I love clever advertising"		
Percentage (%)		Total
1 7 – Strongly Agree		30
2 6		27
3 5		21
4 4		13
5 3		4
6 2		3
7 1 – Strongly Disagree		3
BASE		1,017

Q10. We have a number of statements below that Canadians have made that relate to advertising. Using the following 7-point scale, please indicate the extent to which you agree or disagree with each. SCALE 7 = “strongly agree” and 1 = “strongly disagree”. "Most of the advertising we see in Canada should be created in Canada"		
Percentage (%)		Total
1 7 – Strongly Agree		29.9
2 6		17.3
3 5		18.1
4 4		19.7
5 3		5.9
6 2		3.9
7 1 – Strongly Disagree		5.2
BASE		1,017

Q10. We have a number of statements below that Canadians have made that relate to advertising. Using the following 7-point scale, please indicate the extent to which you agree or disagree with each. SCALE 7 = “strongly agree” and 1 = “strongly disagree”. "We need more advertising created in Canada"		
Percentage (%)		Total
1 7 – Strongly Agree		16.2
2 6		15.3
3 5		22.6
4 4		24.3
5 3		8.4
6 2		3.9
7 1 – Strongly Disagree		9.3
BASE		1,017

Q10. We have a number of statements below that Canadians have made that relate to advertising. Using the following 7-point scale, please indicate the extent to which you agree or disagree with each. SCALE 7 = “strongly agree” and 1 = “strongly disagree”. "Certain advertisements can make me feel more proud about being a Canadian"		
Percentage (%)		Total
1 7 – Strongly Agree		14.8
2 6		18.0
3 5		19.9
4 4		24.3
5 3		8.7
6 2		5.9
7 1 – Strongly Disagree		8.4
BASE		1,017

Q10. We have a number of statements below that Canadians have made that relate to advertising. Using the following 7-point scale, please indicate the extent to which you agree or disagree with each. SCALE 7 = “strongly agree” and 1 = “strongly disagree”. "It means a lot to me when I see advertising that is distinctly Canadian"

Percentage (%)	Total
1 7 – Strongly Agree	16.7
2 6	17.1
3 5	22.0
4 4	23.4
5 3	7.6
6 2	6.6
7 1 – Strongly Disagree	6.6
BASE	1,017

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "RACIAL EQUALITY"

Percentage (%)	Total
1 7 – Has made a positive impact	12.2
2 6	12.4
3 5	20.1
4 4	44.0
5 3	6.3
6 2	2.1
7 1 – Has made a negative impact	2.9
BASE	1,017

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "WOMEN'S RIGHTS"

Percentage (%)	Total
1 7 – Has made a positive impact	11.9
2 6	16.3
3 5	22.8
4 4	37.3
5 3	5.8
6 2	2.3
7 1 – Has made a negative impact	3.6
BASE	1,017

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "LIVING GREEN"

Percentage (%)	Total
1 7 – Has made a positive impact	17.4
2 6	23.4
3 5	29.9
4 4	19.4
5 3	5.6
6 2	1.8
7 1 – Has made a negative impact	2.5
BASE	1,017

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "DRINKING AND DRIVING"

Percentage (%)	Total
1 7 – Has made a positive impact	26.5
2 6	27.9
3 5	23.8
4 4	16.2
5 3	2.8
6 2	1.0
7 1 – Has made a negative impact	1.7
BASE	1,017

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "LIVING A HEALTHIER LIFESTYLE"

	Percentage (%)	Total
1 7 – Has made a positive impact		17.6
2 6		24.3
3 5		26.8
4 4		22.6
5 3		4.8
6 2		1.5
7 1 – Has made a negative impact		2.4
<b>BASE</b>		<b>1,017</b>

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "YOUTH SELF-ESTEEM"		
	Percentage (%)	Total
1 7 – Has made a positive impact		11.0
2 6		12.1
3 5		20.5
4 4		35.0
5 3		8.9
6 2		6.6
7 1 – Has made a negative impact		5.8
<b>BASE</b>		<b>1,017</b>

Q11. In what way, if at all, do you believe advertising has influenced Canadian’s attitudes towards ...? SCALE 7 = “has made a positive impact” and 1 = “has made a negative impact”. "SUPPORTING CHARITABLE CAUSES"		
	Percentage (%)	Total
1 7 – Has made a positive impact		12.7
2 6		16.0
3 5		24.7
4 4		35.8
5 3		6.9
6 2		2.1
7 1 – Has made a negative impact		1.9
<b>BASE</b>		<b>1,017</b>

Q14. What follows are a series of TV commercials. For each please watch and then rate the extent to which it makes you feel proud to be a Canadian. SCALE 7 = “Makes me very proud to be Canadian” and 1 = “Makes me embarrassed to be Canadian”. "CANADIAN TIRE CATALOGUE - BIKE"		
	Percentage (%)	Total
1 7 – Makes me very proud to be Canadian		22.6
2 6		17.6
3 5		20.9
4 4		31.6
5 3		3.9
6 2		2.1
7 1 – Makes me embarrassed to be Canadian		1.3
<b>BASE</b>		<b>1,017</b>

Q14. What follows are a series of TV commercials. For each please watch and then rate the extent to which it makes you feel proud to be a Canadian. SCALE 7 = “Makes me very proud to be Canadian” and 1 = “Makes me embarrassed to be Canadian”. "MOLSON RANT"

Percentage (%)	Total
1 7 – Makes me very proud to be Canadian	38.6
2 6	16.8
3 5	15.2
4 4	12.6
5 3	6.1
6 2	2.8
7 1 – Makes me embarrassed to be Canadian	8.0
BASE	1,017

Q14. What follows are a series of TV commercials. For each please watch and then rate the extent to which it makes you feel proud to be a Canadian. SCALE 7 = “Makes me very proud to be Canadian” and 1 = “Makes me embarrassed to be Canadian”. "BELL CANADA DIGITAL PICTURE FRAMES"

Percentage (%)	Total
1 7 – Makes me very proud to be Canadian	10.5
2 6	11.8
3 5	24.3
4 4	34.6
5 3	12.3
6 2	4.3
7 1 – Makes me embarrassed to be Canadian	2.2
BASE	1,017

Q14. What follows are a series of TV commercials. For each please watch and then rate the extent to which it makes you feel proud to be a Canadian. SCALE 7 = “Makes me very proud to be Canadian” and 1 = “Makes me embarrassed to be Canadian”. "TIM HORTONS HOCKEY NEW IMMIGRANTS TO CANADA"

Percentage (%)	Total
1 7 – Makes me very proud to be Canadian	22.9
2 6	17.8
3 5	20.5
4 4	24.7
5 3	8.8
6 2	1.7
7 1 – Makes me embarrassed to be Canadian	3.6
BASE	1,017

Q14. What follows are a series of TV commercials. For each please watch and then rate the extent to which it makes you feel proud to be a Canadian. SCALE 7 = “Makes me very proud to be Canadian” and 1 = “Makes me embarrassed to be Canadian”. "BOMBARDIER - CANADIAN NATIONAL ANTHEM"

Percentage (%)	Total
1 7 – Makes me very proud to be Canadian	13.5
2 6	9.5
3 5	19.5
4 4	29.5
5 3	15.5
6 2	6.4
7 1 – Makes me embarrassed to be Canadian	6.1
BASE	1,017

Q14. What follows are a series of TV commercials. For each please watch and then rate the extent to which it makes you feel proud to be a Canadian. SCALE 7 = “Makes me very proud to be Canadian” and 1 = “Makes me embarrassed to be Canadian”. "HUDSON'S BAY - 2010 OLYMPIC TEAM COLLECTION"

Percentage (%)	Total
1 7 – Makes me very proud to be Canadian	24.8
2 6	18.0
3 5	19.2
4 4	23.5
5 3	9.4
6 2	2.6
7 1 – Makes me embarrassed to be Canadian	2.5
BASE	1,017