

DECIDED VOTER - LEANERS INCLUDED

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Decided Voters - Leaners Included	846	442	404	238	329	279	61	271	400	114	275	134	161	276	818	21	4	3	478	117	87	164	303	209	334
Weighted	851	430	421	220	303	327	71	306	334	140	270	133	162	285	822	22	5	3	473	118	89	170	294	213	344
The Liberal Party	298	143	155	68	107	123	19	114	110	54	94	46	52	106	286	8	2	1	165	38	29	66	90	70	138
	35%	33%	37%	31%	35%	38%	27%	37%	33%	38%	35%	35%	32%	37%	35%	39%	54%	28%	35%	32%	33%	39%	31%	33%	40%
							*									**	**	**		*					V
The Conservative Party	268	143	125	53	99	116	27	98	105	39	73	42	60	94	259	6	1	2	137	40	26	64	93	67	108
	32%	33%	30%	24%	33%	35%	37%	32%	31%	28%	27%	31%	37%	33%	32%	28%	23%	72%	29%	34%	30%	38%	32%	31%	32%
					C	C	*						J		**	**	**			*		R			
The New Democratic Party (NDP)	210	99	111	74	68	16	58	95	40	68	36	36	69	203	6	-	-	-	127	26	24	33	80	58	71
	25%	23%	26%	34%	22%	21%	22%	19%	29%	29%	25%	27%	22%	24%	25%	29%	-	-	27%	22%	27%	19%	27%	27%	21%
				DE			*	G	G						**	**	**			*					
The Bloc Québécois (BQ)	45	26	19	15	18	11	8	23	13	1	24	5	6	9	45	-	-	-	30	7	2	5	16	12	17
	5%	6%	5%	7%	6%	3%	11%	7%	4%	1%	9%	4%	4%	3%	5%	-	-	-	6%	6%	2%	3%	6%	5%	5%
							HI*	HI			M				**	**	**			*					
The Green Party	28	19	8	8	12	8	1	11	10	6	10	4	6	8	25	1	1	-	13	5	7	2	15	5	8
	3%	4%	2%	3%	4%	3%	2%	3%	3%	4%	4%	3%	4%	3%	3%	5%	23%	-	3%	5%	8%	1%	5%	2%	2%
		B					*								**	**	**			RU*					
Or Some other party	3	1	2	2	-	1	-	2	1	-	1	-	2	-	3	-	-	-	1	2	-	-	-	2	1
	*	*	*	1%	-	*	-	1%	*	-	*	-	1%	-	*	-	-	-	*	2%	-	-	-	1%	*
							*									**	**	**		*					

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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1A. Please look at the images and review the description for the following television ad. Have you seen this advertisement on TV recently, or not?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
Yes	412	229	183	91	155	166	40	148	166	58	137	61	79	135	401	7	2	2	214	61	44	93	138	100	174
	39%	45%	34%	31%	40%	45%	39%	39%	40%	36%	43%	39%	39%	35%	39%	26%	54%	35%	36%	44%	41%	43%	42%	38%	38%
		B			C	C	*				M					**	**	**							
No	647	285	362	205	236	206	62	231	249	105	182	97	121	246	621	21	2	3	383	77	64	123	192	167	287
	61%	55%	66%	69%	60%	55%	61%	61%	60%	64%	57%	61%	61%	65%	61%	74%	46%	65%	64%	56%	59%	57%	58%	62%	62%
		A		DE			*							J		**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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18. What political party was sponsoring the ad?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Seen Advertisement On TV Recently	417	239	178	100	172	145	35	132	202	48	141	63	80	133	405	8	2	2	217	64	45	91	145	99	173
Weighted	412	229	183	91	155	166	40	148	166	58	137	61	79	135	401	7	2	2	214	61	44	93	138	100	174
The Conservative Party	306	181	125	68	110	128	22	107	125	52	107	45	57	96	297	5	2	1	156	44	29	77	111	75	120
	74%	79%	68%	75%	71%	77%	56%	72%	75%	89%	78%	74%	73%	71%	74%	71%	100%	57%	73%	72%	66%	82%	80%	75%	69%
The Liberal Party		B		*			*		F	FGH*		*	*			**	**	**		*	*	T*	X	*	
	63	33	31	10	29	24	11	28	19	5	19	5	15	24	61	1	-	1	33	11	9	10	17	16	30
	15%	14%	17%	11%	19%	14%	28%	19%	11%	9%	14%	9%	19%	18%	15%	15%	**	-	43%	15%	19%	20%	11%	12%	15%
				*			HI*			*		*	*			**	**	**	*	*	*	*	*	*	17%
Other	9	5	3	3	3	3	1	-	8	-	2	3	1	4	9	-	-	-	4	2	1	1	2	3	4
	2%	2%	2%	3%	2%	2%	2%	-	5%	-	1%	4%	1%	3%	2%	-	-	-	2%	4%	2%	1%	1%	3%	2%
				*			*		G	*		*	*			**	**	**	*	*	*	*	*	*	
Dk/ns	34	10	25	9	14	11	5	14	14	1	9	8	6	11	33	1	-	-	21	3	5	5	8	7	19
	8%	4%	13%	10%	9%	7%	13%	9%	9%	2%	7%	13%	7%	8%	8%	14%	-	-	10%	6%	12%	6%	6%	7%	11%
			A	*			I*			*		*	*			**	**	**	*	*	*	*	*	*	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_1. [The ad was unique and different

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad was unique and different!																									
Agree Strongly	156	75	81	49	45	62	20	52	59	26	61	23	29	44	153	2	-	1	89	26	16	25	65	39	52
	15%	15%	15%	17%	11%	17%	19%	14%	14%	16%	19%	14%	14%	11%	15%	8%	-	20%	15%	19%	15%	12%	20%	15%	11%
				D		D	*				M					**	**	**				X			
Agree Somewhat	363	176	187	102	135	126	41	131	144	47	108	59	71	124	339	17	4	3	200	58	34	71	106	98	159
	34%	34%	34%	35%	34%	34%	40%	34%	35%	29%	34%	37%	35%	33%	33%	60%	77%	60%	33%	42%	31%	33%	32%	36%	34%
							*									**	**	**							
Disagree	540	262	278	144	212	184	41	196	212	91	150	76	100	213	529	9	1	1	308	54	58	120	159	131	251
	51%	51%	51%	49%	54%	49%	40%	52%	51%	56%	47%	48%	50%	56%	52%	32%	23%	20%	39%	54%	55%	48%	49%	54%	
							*			F				J		**	**	**	S		S	S			
Summary																									
Top2Box (Agree Strongly/ Somewhat)	519	251	268	151	180	188	61	183	203	72	170	81	100	168	492	19	4	4	289	84	50	96	171	137	211
	49%	49%	49%	51%	46%	51%	60%	48%	49%	44%	53%	52%	50%	44%	48%	68%	77%	80%	48%	61%	46%	45%	52%	51%	46%
							1*				M					**	**	**	RTU						
Low1Box (Disagree)	540	262	278	144	212	184	41	196	212	91	150	76	100	213	529	9	1	1	308	54	58	120	159	131	251
	51%	51%	51%	49%	54%	49%	40%	52%	51%	56%	47%	48%	50%	56%	52%	32%	23%	20%	39%	54%	55%	48%	49%	54%	
							*			F				J		**	**	**	S		S	S			

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_2. [The ad was very enjoyable to watch]

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad was very enjoyable to watch																									
Agree Strongly	107	51	56	35	39	32	11	40	33	23	46	17	19	25	105	2	-	-	69	16	6	16	50	27	30
	10%	10%	10%	12%	10%	9%	11%	11%	8%	14%	14%	11%	9%	7%	10%	8%	-	-	12%	12%	6%	7%	15%	10%	6%
							*			H	M				**	**	**					X			
Agree Somewhat	299	141	158	94	113	92	34	94	123	49	99	45	62	93	280	14	2	4	174	45	30	51	99	75	125
	28%	27%	29%	32%	29%	25%	33%	25%	30%	30%	31%	29%	31%	24%	27%	47%	46%	80%	29%	32%	27%	24%	30%	28%	27%
							*			M					**	**	**								
Disagree	653	321	331	166	240	247	57	245	259	91	174	95	120	264	636	13	2	1	354	77	72	149	180	166	306
	62%	63%	61%	56%	61%	66%	56%	65%	62%	56%	54%	60%	60%	69%	62%	45%	54%	20%	59%	56%	67%	69%	55%	62%	66%
						C	*							JL		**	**	**				RS			V
Summary																									
Top2Box (Agree Strongly/ Somewhat)	406	192	214	129	152	125	45	134	156	72	146	62	81	117	385	16	2	4	243	61	36	67	150	102	155
	38%	37%	39%	44%	39%	34%	44%	35%	38%	44%	46%	40%	40%	31%	38%	55%	46%	80%	41%	44%	33%	31%	45%	38%	34%
							*			M			M		**	**	**	**	U	U		X			
Low1Box (Disagree)	653	321	331	166	240	247	57	245	259	91	174	95	120	264	636	13	2	1	354	77	72	149	180	166	306
	62%	63%	61%	56%	61%	66%	56%	65%	62%	56%	54%	60%	60%	69%	62%	45%	54%	20%	59%	56%	67%	69%	55%	62%	66%
						C	*							JL		**	**	**				RS			V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_3. [You found it difficult to believe what this ad told you

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
You found it difficult to believe what this ad told you																									
Agree Strongly	298	142	156	67	106	125	25	98	126	49	106	34	43	116	293	4	1	-	170	31	29	68	95	69	135
	28%	28%	29%	23%	27%	34%	25%	26%	30%	30%	33%	21%	21%	30%	29%	14%	23%	-	28%	23%	27%	31%	29%	26%	29%
Agree Somewhat	356	157	199	122	125	109	36	129	131	60	103	65	80	108	340	12	2	2	206	55	31	64	117	97	142
	34%	31%	36%	41%	32%	29%	36%	34%	32%	37%	32%	41%	40%	28%	33%	42%	46%	42%	35%	40%	29%	30%	35%	36%	31%
			DE				*				JM	M				**	**	**							
Disagree	405	214	190	106	161	138	41	152	158	54	111	59	77	157	388	13	1	3	221	52	47	84	118	102	184
	38%	42%	35%	36%	41%	37%	40%	40%	38%	33%	35%	37%	38%	41%	38%	44%	31%	58%	37%	38%	44%	39%	36%	38%	40%
		B					*									**	**	**							
Summary																									
Top2Box (Agree Strongly/ Somewhat)	654	299	355	189	231	234	61	227	257	109	208	99	124	224	633	16	3	2	376	86	60	132	212	166	277
	62%	58%	65%	64%	59%	63%	60%	60%	62%	67%	65%	63%	62%	59%	62%	56%	69%	42%	63%	62%	56%	61%	64%	62%	60%
Low1Box (Disagree)	405	214	190	106	161	138	41	152	158	54	111	59	77	157	388	13	1	3	221	52	47	84	118	102	184
	38%	42%	35%	36%	41%	37%	40%	40%	38%	33%	35%	37%	38%	41%	38%	44%	31%	58%	37%	38%	44%	39%	36%	38%	40%
		B					*									**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_4. [The ad was very informative]

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad was very informative																									
Agree Strongly	114	61	53	26	43	45	17	45	40	12	50	16	21	27	110	3	-	1	72	15	8	18	50	27	37
	11%	12%	10%	9%	11%	12%	17%	12%	10%	7%	16%	10%	11%	7%	11%	10%	-	20%	12%	11%	8%	9%	15%	10%	8%
Agree Somewhat	270	123	147	93	99	78	37	94	106	33	80	42	55	94	250	15	2	3	155	41	23	51	88	69	114
	25%	24%	27%	31%	25%	21%	36%	25%	26%	20%	25%	26%	27%	25%	25%	52%	46%	60%	26%	29%	22%	24%	27%	26%	25%
Disagree	675	330	345	177	249	249	48	240	269	118	190	101	125	260	661	11	2	1	370	83	76	146	192	172	311
	64%	64%	63%	60%	64%	67%	48%	63%	65%	72%	59%	64%	62%	68%	65%	38%	54%	20%	62%	60%	71%	68%	58%	64%	67%
Summary																									
Top2Box (Agree Strongly/ Somewhat)	384	184	200	119	143	122	53	139	146	45	130	57	76	121	360	18	2	4	227	55	32	70	138	96	150
	36%	36%	37%	40%	36%	33%	52%	37%	35%	28%	41%	36%	38%	32%	35%	62%	46%	80%	38%	40%	29%	32%	42%	36%	33%
Low1Box (Disagree)	675	330	345	177	249	249	48	240	269	118	190	101	125	260	661	11	2	1	370	83	76	146	192	172	311
	64%	64%	63%	60%	64%	67%	48%	63%	65%	72%	59%	64%	62%	68%	65%	38%	54%	20%	62%	60%	71%	68%	58%	64%	67%

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_5. [The ad told you something new]

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad told you something new																									
Agree Strongly	143	70	73	49	46	48	20	50	52	21	58	25	29	31	138	3	-	2	88	17	11	27	61	38	45
	14%	14%	13%	17%	12%	13%	20%	13%	13%	13%	18%	16%	15%	8%	14%	11%	-	38%	15%	12%	10%	13%	18%	14%	10%
Agree Somewhat	327	146	181	112	114	101	36	116	123	52	93	46	64	124	309	14	2	2	185	45	32	65	101	84	143
	31%	28%	33%	38%	29%	27%	36%	31%	30%	32%	29%	29%	32%	32%	30%	50%	46%	42%	31%	33%	30%	30%	31%	31%	31%
Disagree	588	297	291	134	232	222	46	213	240	90	168	87	107	227	574	11	2	1	324	76	65	123	168	146	274
	56%	58%	53%	45%	59%	60%	45%	56%	58%	55%	52%	55%	53%	60%	56%	39%	54%	20%	54%	55%	60%	57%	51%	55%	59%
Summary					C	C	*		F							**	**	**							V
Top2Box (Agree Strongly/ Somewhat)	471	216	255	161	160	149	56	166	175	73	152	71	94	154	448	17	2	4	273	62	43	93	162	121	188
	44%	42%	47%	55%	41%	40%	55%	44%	42%	45%	48%	45%	47%	40%	44%	61%	46%	80%	46%	45%	40%	43%	49%	45%	41%
Low1Box (Disagree)	588	297	291	134	232	222	46	213	240	90	168	87	107	227	574	11	2	1	324	76	65	123	168	146	274
	56%	58%	53%	45%	59%	60%	45%	56%	58%	55%	52%	55%	53%	60%	56%	39%	54%	20%	54%	55%	60%	57%	51%	55%	59%
					C	C	*		F							**	**	**							V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_6. [The ad was credible]

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad was credible																									
Agree Strongly	107	59	48	22	44	41	10	40	45	13	42	18	13	34	100	5	-	2	61	14	7	26	44	22	41
	10%	12%	9%	8%	11%	11%	10%	11%	11%	8%	13%	12%	7%	9%	10%	19%	-	38%	10%	10%	6%	12%	13%	8%	9%
							*				L					**	**	**							
Agree Somewhat	291	145	145	98	90	102	43	108	104	36	91	40	61	99	277	10	2	2	162	44	29	56	91	85	115
	27%	28%	27%	33%	23%	27%	42%	28%	25%	22%	28%	26%	30%	26%	27%	35%	46%	42%	27%	32%	27%	26%	28%	32%	25%
				D			GHI*									**	**	**					X		
Disagree	661	309	352	175	258	228	50	231	267	114	187	99	127	248	644	13	2	1	374	80	72	134	195	160	305
	62%	60%	65%	59%	66%	61%	49%	61%	64%	70%	58%	63%	63%	65%	63%	47%	54%	20%	63%	58%	67%	62%	59%	60%	66%
							*	F	F	F						**	**	**							V
Summary																									
Top2Box (Agree Strongly/ Somewhat)	398	205	193	120	134	144	52	148	148	49	133	59	74	133	377	15	2	4	223	58	35	82	135	107	156
	38%	40%	35%	41%	34%	39%	51%	39%	36%	30%	42%	37%	37%	35%	37%	53%	46%	80%	37%	42%	33%	38%	41%	40%	34%
							GHI*									**	**	**					X		
Low1Box (Disagree)	661	309	352	175	258	228	50	231	267	114	187	99	127	248	644	13	2	1	374	80	72	134	195	160	305
	62%	60%	65%	59%	66%	61%	49%	61%	64%	70%	58%	63%	63%	65%	63%	47%	54%	20%	63%	58%	67%	62%	59%	60%	66%
							*	F	F	F						**	**	**							V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_7. [The ad improved your perception of Steven Harper and the Conservative Party

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad improved your perception of Steven Harper and the Conservative Party																									
Agree Strongly	101	52	49	17	27	57	11	40	36	14	35	9	21	35	95	4	-	2	53	12	13	23	37	23	41
	10%	10%	9%	6%	7%	15%	11%	11%	9%	9%	11%	6%	10%	9%	9%	12%	-	38%	9%	9%	12%	11%	11%	8%	9%
Agree Somewhat	191	87	105	64	62	CD	65	24	72	74	22	59	37	33	62	175	12	2	2	112	30	16	33	62	47
	18%	17%	19%	22%	16%	18%	23%	19%	18%	13%	19%	23%	17%	16%	17%	44%	46%	42%	19%	22%	15%	15%	19%	17%	18%
							*									**	**	**							
Disagree	767	375	392	215	303	249	67	267	306	127	225	111	147	284	751	13	2	1	432	95	79	160	231	198	338
	72%	73%	72%	73%	77%	67%	66%	70%	74%	78%	70%	71%	73%	75%	74%	44%	54%	20%	72%	69%	74%	74%	70%	74%	73%
					E		*									**	**	**							
Summary																									
Top2Box (Agree Strongly/ Somewhat)	292	138	154	81	89	123	35	112	109	36	95	46	54	97	270	16	2	4	165	43	29	56	99	69	124
	28%	27%	28%	27%	23%	33%	34%	30%	26%	22%	30%	29%	27%	25%	26%	56%	46%	80%	28%	31%	26%	26%	30%	26%	27%
Low1Box (Disagree)	767	375	392	215	303	249	67	267	306	127	225	111	147	284	751	13	2	1	432	95	79	160	231	198	338
	72%	73%	72%	73%	77%	67%	66%	70%	74%	78%	70%	71%	73%	75%	74%	44%	54%	20%	72%	69%	74%	74%	70%	74%	73%
					E		*									**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_8. [The ad improved your perception of Justin Trudeau and the Liberal Party

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad improved your perception of Justin Trudeau and the Liberal Party																									
Agree Strongly	141	70	71	28	47	66	21	40	60	21	56	17	21	48	136	4	1	-	85	17	5	35	61	17	64
	13%	14%	13%	10%	12%	18%	21%	10%	14%	13%	17%	11%	10%	13%	13%	15%	31%	-	14%	12%	4%	16%	18%	6%	14%
Agree Somewhat	249	117	132	83	96	70	22	89	102	36	75	44	48	81	229	13	3	4	131	41	27	50	84	62	103
	23%	23%	24%	28%	24%	19%	21%	23%	25%	22%	24%	28%	24%	21%	22%	46%	69%	80%	22%	30%	25%	23%	25%	23%	22%
Disagree	669	326	343	184	249	236	59	250	253	106	189	97	132	251	657	11	-	1	382	80	76	131	186	189	294
	63%	63%	63%	62%	64%	63%	58%	66%	61%	65%	59%	61%	66%	66%	64%	39%	-	20%	64%	58%	70%	61%	56%	71%	64%
							*									**	**	**					V	V	
Summary																									
Top2Box (Agree Strongly/ Somewhat)	390	188	203	111	143	136	43	128	162	57	131	61	69	130	364	17	5	4	215	58	32	85	144	79	167
	37%	37%	37%	38%	36%	37%	42%	34%	39%	35%	41%	39%	34%	34%	36%	61%	100%	80%	36%	42%	30%	39%	44%	29%	36%
Low1Box (Disagree)	669	326	343	184	249	236	59	250	253	106	189	97	132	251	657	11	-	1	382	80	76	131	186	189	294
	63%	63%	63%	62%	64%	63%	58%	66%	61%	65%	59%	61%	66%	66%	64%	39%	-	20%	64%	58%	70%	61%	56%	71%	64%
							*									**	**	**					V	V	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2. [SUMMARY - TOP2BOX (AGREE STRONGLY/ SOMEWHAT)]

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C							
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455	
	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461	
	You found it difficult to believe what this ad told you	654	299	355	189	231	234	61	227	257	109	208	99	124	224	633	16	3	2	376	86	60	132	212	166	277
		62%	58%	65%	64%	59%	63%	60%	60%	62%	67%	65%	63%	62%	59%	62%	56%	69%	42%	63%	62%	56%	61%	64%	62%	60%
The ad was unique and different	519	251	268	151	180	188	61	183	203	72	170	81	100	168	492	19	4	4	289	84	50	96	171	137	211	
	49%	49%	49%	51%	46%	51%	60%	48%	49%	44%	53%	52%	50%	44%	48%	68%	77%	80%	48%	61%	46%	45%	52%	51%	46%	
The ad told you something new		A					*				M					**	**	**								
	471	216	255	161	160	149	56	166	175	73	152	71	94	154	448	17	2	4	273	62	43	93	162	121	188	
	44%	42%	47%	55%	41%	40%	55%	44%	42%	45%	48%	45%	47%	40%	44%	61%	46%	80%	46%	45%	40%	43%	49%	45%	41%	
The ad was very enjoyable to watch				DE			H*									**	**	**					X			
	406	192	214	129	152	125	45	134	156	72	146	62	81	117	385	16	2	4	243	61	36	67	150	102	155	
	38%	37%	39%	44%	39%	34%	44%	35%	38%	44%	46%	40%	40%	31%	38%	55%	46%	80%	41%	44%	33%	31%	45%	38%	34%	
The ad was credible				E			*				M					**	**	**	U	U			X			
	398	205	193	120	134	144	52	148	148	49	133	59	74	133	377	15	2	4	223	58	35	82	135	107	156	
	38%	40%	35%	41%	34%	39%	51%	39%	36%	30%	42%	37%	37%	35%	37%	53%	46%	80%	37%	42%	33%	38%	41%	40%	34%	
The ad improved your perception of Justin Trudeau and the Liberal Party							GHI*									**	**	**					X			
	390	188	203	111	143	136	43	128	162	57	131	61	69	130	364	17	5	4	215	58	32	85	144	79	167	
	37%	37%	37%	38%	36%	37%	42%	34%	39%	35%	41%	39%	34%	34%	36%	61%	100%	80%	36%	42%	30%	39%	44%	29%	36%	
The ad was very informative							*									**	**	**					WX			
	384	184	200	119	143	122	53	139	146	45	130	57	76	121	360	18	2	4	227	55	32	70	138	96	150	
	36%	36%	37%	40%	36%	33%	52%	37%	35%	28%	41%	36%	38%	32%	35%	62%	46%	80%	38%	40%	29%	32%	42%	36%	33%	
The ad improved your perception of Steven Harper and the Conservative Party							GHI*				M					**	**	**					X			
	292	138	154	81	89	123	35	112	109	36	95	46	54	97	270	16	2	4	165	43	29	56	99	69	124	
	28%	27%	28%	27%	23%	33%	34%	30%	26%	22%	30%	29%	27%	25%	26%	56%	46%	80%	28%	31%	26%	26%	30%	26%	27%	
					D		*									**	**	**								

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2. [SUMMARY - LOW1BOX (DISAGREE)]

Thinking of this ad, do you agree strongly, agree somewhat, or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The ad improved your perception of Steven Harper and the Conservative Party	767	375	392	215	303	249	67	267	306	127	225	111	147	284	751	13	2	1	432	95	79	160	231	198	338
	72%	73%	72%	73%	77%	67%	66%	70%	74%	78%	70%	71%	73%	75%	74%	44%	54%	20%	72%	69%	74%	74%	70%	74%	73%
The ad was very informative					E		*									**	**	**							
	675	330	345	177	249	249	48	240	269	118	190	101	125	260	661	11	2	1	370	83	76	146	192	172	311
	64%	64%	63%	60%	64%	67%	48%	63%	65%	72%	59%	64%	62%	68%	65%	38%	54%	20%	62%	60%	71%	68%	58%	64%	67%
The ad improved your perception of Justin Trudeau and the Liberal Party					F		*	F	F	F				J		**	**	**							
	669	326	343	184	249	236	59	250	253	106	189	97	132	251	657	11	-	1	382	80	76	131	186	189	294
	63%	63%	63%	62%	64%	63%	58%	66%	61%	65%	59%	61%	66%	66%	64%	39%	-	20%	64%	58%	70%	61%	56%	71%	64%
The ad was credible					*		*									**	**	**					V	V	
	661	309	352	175	258	228	50	231	267	114	187	99	127	248	644	13	2	1	374	80	72	134	195	160	305
	62%	60%	65%	59%	66%	61%	49%	61%	64%	70%	58%	63%	63%	65%	63%	47%	54%	20%	63%	58%	67%	62%	59%	60%	66%
The ad was very enjoyable to watch					F		*	F	F	F						**	**	**					V	V	
	653	321	331	166	240	247	57	245	259	91	174	95	120	264	636	13	2	1	354	77	72	149	180	166	306
	62%	63%	61%	56%	61%	66%	56%	65%	62%	56%	54%	60%	60%	69%	62%	45%	54%	20%	59%	56%	67%	69%	55%	62%	66%
The ad told you something new					C		*							JL		**	**	**				RS			
	588	297	291	134	232	222	46	213	240	90	168	87	107	227	574	11	2	1	324	76	65	123	168	146	274
	56%	58%	53%	45%	59%	60%	45%	56%	58%	55%	52%	55%	53%	60%	56%	39%	54%	20%	54%	55%	60%	57%	51%	55%	59%
The ad was unique and different					C	C	*		F							**	**	**					V	V	
	540	262	278	144	212	184	41	196	212	91	150	76	100	213	529	9	1	1	308	54	58	120	159	131	251
	51%	51%	51%	49%	54%	49%	40%	52%	51%	56%	47%	48%	50%	56%	52%	32%	23%	20%	52%	39%	54%	55%	48%	49%	54%
You found it difficult to believe what this ad told you					*		*		F	F				J		**	**	**	S		S	S			
	405	214	190	106	161	138	41	152	158	54	111	59	77	157	388	13	1	3	221	52	47	84	118	102	184
	38%	42%	35%	36%	41%	37%	40%	40%	38%	33%	35%	37%	38%	41%	38%	44%	31%	58%	37%	38%	44%	39%	36%	38%	40%
		B					*									**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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3. What, if anything, did you particularly like about the commercial?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
	Weighted	1059	514	545	296	392	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
	Humorous/ funny	62	26	36	37	21	5	4	18	22	18	20	10	18	14	61	1	-	42	7	7	6	25	18	18
	6%	5%	7%	12%	5%	1%	4%	5%	5%	11%	6%	6%	9%	4%	6%	3%	-	-	7%	5%	6%	3%	8%	7%	4%
Truthful/ truthful information about Trudeau				DE	E		*			GH			M			**	**	**	U			X			
	60	35	25	8	26	26	6	17	30	7	18	11	12	19	58	2	-	-	32	10	3	14	21	15	24
	6%	7%	5%	3%	7%	7%	6%	4%	7%	4%	6%	7%	6%	5%	6%	7%	-	-	5%	8%	3%	6%	7%	5%	5%
				C			*			C							**	**							
Backfires at the Conservatives/ shows them in a negative light	50	29	21	11	19	20	5	12	28	5	15	6	6	23	48	1	1	-	27	6	5	12	17	7	27
	5%	6%	4%	4%	5%	5%	4%	3%	7%	3%	5%	4%	3%	6%	5%	3%	23%	-	5%	5%	4%	6%	5%	3%	6%
							*			G						**	**	**							W
							*				KM					**	**	**					X		
Informative	42	22	20	12	15	14	6	16	12	8	20	3	11	9	41	1	-	-	28	5	5	4	20	10	12
	4%	4%	4%	4%	4%	4%	6%	4%	3%	5%	6%	2%	5%	2%	4%	4%	-	-	5%	4%	4%	2%	6%	4%	3%
							*									**	**	**							
							*									**	**	**							
Shows Trudeau's inexperience	28	16	12	3	14	11	2	12	13	1	10	4	5	9	28	-	-	-	13	5	4	6	6	11	11
	3%	3%	2%	1%	4%	3%	2%	3%	3%	1%	3%	3%	3%	2%	3%	-	-	-	2%	4%	3%	3%	2%	4%	2%
							*									**	**	**							
							*									**	**	**							
Portrays Trudeau/ the Liberals in a negative light	25	9	16	5	9	11	1	11	7	5	11	3	5	6	24	-	-	-	15	3	2	6	8	9	8
	2%	2%	3%	2%	2%	3%	1%	3%	2%	3%	3%	2%	3%	2%	2%	-	-	-	20%	2%	2%	2%	3%	2%	2%
							*									**	**	**							
							*									**	**	**							
Shows Justin Trudeau	20	11	9	4	4	11	-	2	10	7	8	2	3	8	20	-	-	-	10	1	3	7	10	2	9
	2%	2%	2%	2%	1%	3%	-	1%	2%	5%	2%	1%	2%	2%	2%	-	-	-	2%	1%	3%	3%	3%	1%	2%
							*			G						**	**	**							
							*			FG						**	**	**							
Different/ unique/ innovative	19	5	14	6	10	3	5	5	8	1	6	4	4	5	19	-	-	-	8	4	2	5	7	6	6
	2%	1%	3%	2%	3%	1%	5%	1%	2%	1%	2%	2%	2%	1%	2%	-	-	-	1%	3%	2%	2%	2%	2%	1%
							GI*									**	**	**							
							GI*									**	**	**							
Unintentionally portrays Trudeau in a positive light	17	7	10	3	5	9	1	3	8	5	4	2	4	6	17	-	-	-	7	4	2	3	8	3	5
	2%	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	2%	2%	2%	-	-	-	1%	3%	2%	1%	2%	1%	1%
							*									**	**	**							
							*									**	**	**							
Simple/ to the point	16	4	11	5	6	5	1	7	5	2	7	2	-	7	13	2	-	-	10	1	1	3	8	-	8
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	-	2%	1%	9%	-	-	2%	1%	1%	1%	2%	-	2%
							*									**	**	**							
							*				L					**	**	**					W		W
Shows Trudeau's youthfulness	15	3	11	-	3	11	1	7	5	2	2	1	5	7	15	-	-	-	7	4	3	1	5	3	7
	1%	1%	2%	-	1%	3%	1%	2%	1%	1%	1%	*	2%	2%	1%	-	-	-	1%	3%	2%	1%	1%	1%	1%
						CD	*									**	**	**							
						CD	*									**	**	**							
Good ad/ message/ presentation	14	9	5	5	6	4	3	2	5	3	9	2	1	2	11	2	-	-	8	3	-	2	8	6	-
	1%	2%	1%	2%	1%	1%	3%	1%	1%	2%	3%	1%	1%	1%	1%	8%	-	-	1%	2%	-	1%	2%	-	-
							G*									**	**	**					X	X	
							G*				M					**	**	**					X	X	
Catches your attention/ interesting	12	4	8	4	4	4	3	1	5	2	3	3	2	4	11	1	-	-	7	2	1	2	6	1	5
	1%	1%	1%	1%	1%	1%	3%	*	1%	2%	1%	2%	1%	1%	1%	3%	-	-	1%	1%	1%	1%	2%	*	1%
							G*									**	**	**							
							G*									**	**	**							
Justin Trudeau is good looking	12	2	10	2	7	3	-	5	6	-	4	-	3	5	12	-	-	-	6	1	2	3	5	1	5
	1%	*	2%	1%	2%	1%	-	1%	2%	-	1%	-	2%	1%	1%	-	-	-	1%	1%	2%	1%	2%	*	1%
							A									**	**	**							
							A									**	**	**							
Fun/ entertaining	10	2	8	3	4	3	1	3	3	3	3	-	5	2	10	-	-	-	5	-	5	1	2	6	3
	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	3%	1%	1%	-	-	-	1%	-	4%	*	1%	2%	1%
							*						K			**	**	**			RSU				
							*						K			**	**	**							
Justin Trudeau taking off his shirt	7	2	5	3	2	3	1	2	3	2	1	1	-	6	7	-	-	-	1	3	1	2	1	-	6
	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*	*	-	1%	1%	-	-	-	*	3%	1%	1%	*	-	1%
							*									**	**	**			R				
							*									**	**	**							
The music	7	4	3	4	2	1	-	2	3	2	2	3	-	6	1	-	-	-	3	3	1	-	3	2	2
	1%	1%	1%	1%	*	*	-	1%	1%	1%	1%	1%	1%	-	1%	4%	-	-	1%	2%	1%	-	1%	1%	*
							*						M			**	**	**			U				
							*						M			**	**	**							
The narrator/ voice over	5	3	2	2	3	-	-	2	1	1	1	1	3	-	5	-	-	-	3	1	-	1	2	3	-
	*	*	*	1%	1%	-	-	1%	*	1%	*	1%	1%	-	*	-	-	-	*	1%	-	*	1%	1%	-
							*						M			**	**	**					X		
							*						M			**	**	**							
Other	68	27	41	26	21	21	11	25	21	11	26	13	12	17	63	4	1	-	41	11	5	11	24	17	27
	6%	5%	7%	9%	5%	6%	11%	7%	5%	7%	8%	8%	6%	4%	6%	14%	23%	-	7%	8%	5%	7%	6%	7%	6%
							H*									**	**	**							
							H*									**	**	**							
Nothing/ did not like it	598	291	307	159	214	224	53	228	230	87	169	87	104	238	582	13	2	1	334	68	64	132	163	159	276
	56%	57%	56%	54%	55%	60%	52%	60%	55%	53%	53%	55%	52%	63%	57%	44%	53%	18%	56%	49%					

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media- J	Use social media- K	Use social media- L	Use social media- Never M	Use the internet- N	Use the internet- O	Use the internet- P	Use the internet- Q	Visit social networking R	Visit social networking S	Visit social networking T	Visit social networking U	Active V	Passive W	Inactive X
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents Weighted It is an attack/ negative ad	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
	217	88	139	74	84	64	18	64	50	74	34	55	36	57	39	51	77	214	31	25	70	45	116	55	92
	20%	17%	24%	20%	19%	22%	17%	17%	23%	24%	17%	22%	25%	20%	21%	10%	-	-	19%	22%	23%	21%	21%	20%	20%
Everything/ all of it	143	73	70	38	55	49	11	53	57	22	48	17	28	49	140	1	1	-	88	19	13	22	50	29	63
	13%	14%	13%	13%	14%	13%	11%	14%	14%	13%	15%	11%	14%	13%	14%	3%	31%	-	15%	14%	12%	10%	15%	11%	14%
							*									**	**	**							
Underhanded/ tasteless	126	53	73	35	42	49	6	33	53	34	42	22	25	37	124	2	-	-	67	17	17	26	51	34	41
	12%	10%	13%	12%	11%	13%	6%	9%	13%	21%	13%	14%	12%	10%	12%	7%	-	-	11%	12%	16%	12%	15%	13%	9%
							*									**	**	**							
Pointless/ unnecessary	77	43	34	30	27	20	7	21	36	14	20	19	19	19	76	1	-	-	44	12	3	18	24	26	28
	7%	8%	6%	10%	7%	5%	7%	5%	9%	8%	6%	12%	10%	5%	7%	3%	-	-	7%	9%	3%	8%	7%	10%	6%
							*									**	**	**							
Portrays Conservative party in a negative light	72	29	43	21	30	21	5	16	33	20	24	11	20	17	72	-	-	-	39	7	10	17	31	23	18
	7%	6%	8%	7%	8%	6%	5%	4%	8%	12%	7%	7%	10%	5%	7%	-	-	-	7%	5%	9%	8%	9%	4%	4%
							*									**	**	**							
Politics/ propaganda	63	30	32	18	23	21	3	19	36	5	18	6	12	27	62	1	-	-	36	6	6	15	17	14	31
	6%	6%	6%	6%	6%	6%	3%	5%	9%	3%	6%	4%	6%	7%	6%	3%	-	-	6%	4%	5%	7%	5%	5%	7%
							*									**	**	**							
Not believable/ credible	62	33	29	21	24	16	6	14	28	14	19	8	19	16	60	2	-	-	37	8	5	12	28	12	23
	6%	7%	5%	7%	6%	4%	6%	4%	7%	9%	6%	5%	10%	4%	6%	6%	-	-	6%	6%	5%	6%	8%	4%	5%
							*									**	**	**							
Portrays Justin Trudeau in a negative light	61	23	38	16	20	25	2	23	21	15	15	8	15	23	58	4	-	-	37	6	9	9			

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5_1. [The Conservative Party]

After seeing the commercial, to what extent did the ad make you more or less likely to vote for the following party?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The Conservative Party																									
Much more likely	96	59	37	11	34	51	13	42	32	9	34	15	14	34	93	1	-	2	47	15	9	26	38	19	39
	9%	12%	7%	4%	9%	14%	13%	11%	8%	6%	11%	9%	7%	9%	9%	5%	-	38%	8%	11%	8%	12%	12%	7%	8%
		B			C	CD	*									**	**	**							
Somewhat more likely	59	23	36	23	18	18	5	21	24	9	19	9	16	15	51	7	-	-	38	9	1	10	26	14	19
	6%	4%	7%	8%	5%	5%	5%	5%	6%	5%	6%	5%	8%	4%	5%	25%	-	-	6%	7%	1%	5%	8%	5%	4%
					*											**	**	**	T	T		X			
Remained unchanged	420	193	227	135	163	122	47	155	150	69	107	59	84	170	407	9	2	2	237	53	46	85	100	112	208
	40%	38%	42%	46%	42%	33%	46%	41%	36%	42%	34%	37%	42%	45%	40%	31%	46%	47%	40%	38%	42%	39%	30%	42%	45%
			E		E		*							J		**	**	**					V	V	
Somewhat less likely	84	43	41	27	29	29	7	22	38	17	21	20	16	26	80	4	-	-	44	16	9	15	27	26	31
	8%	8%	7%	9%	7%	8%	7%	6%	9%	11%	7%	13%	8%	7%	8%	14%	-	-	7%	11%	9%	7%	8%	10%	7%
							*					JM	56			**	**	**							
Much less likely	400	195	205	100	148	153	30	140	171	59	138	56	71	136	390	7	2	1	232	46	43	80	139	96	165
	38%	38%	38%	34%	38%	41%	29%	37%	41%	36%	43%	35%	35%	36%	38%	24%	54%	15%	39%	33%	40%	37%	42%	36%	36%
							*		F		M					**	**	**							
Summary																									
Top2Box (Much/ Somewhat more likely)	155	82	73	34	52	69	19	63	56	18	53	23	29	49	145	9	-	2	85	24	10	36	64	34	57
	15%	16%	13%	11%	13%	19%	18%	17%	13%	11%	17%	15%	15%	13%	14%	30%	-	38%	14%	18%	9%	17%	19%	13%	12%
						C	*									**	**	**					WX		
Low2Box (Much/ Somewhat less likely)	484	238	246	126	177	181	37	162	210	76	159	76	87	162	470	11	2	1	275	61	52	95	166	122	196
	46%	46%	45%	43%	45%	49%	36%	43%	50%	47%	50%	48%	43%	43%	46%	39%	54%	15%	46%	44%	48%	44%	50%	46%	42%
							*		FG							**	**	**					X		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)

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After seeing the commercial, to what extent did the ad make you more or less likely to vote for the following party?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The Liberal Party																									
Much more likely	139	68	70	24	44	71	12	48	61	18	53	17	18	51	132	3	2	1	81	17	9	30	49	21	69
	13%	13%	13%	8%	11%	19%	11%	13%	15%	11%	16%	11%	9%	13%	13%	12%	54%	15%	14%	13%	9%	14%	15%	8%	15%
						CD	*							L		**	**	**				W			W
Somewhat more likely	133	73	60	39	39	55	11	41	47	35	51	22	25	35	127	6	-	-	68	15	19	31	56	36	40
	13%	14%	11%	13%	10%	15%	11%	11%	11%	21%	16%	14%	13%	9%	12%	20%	-	-	11%	11%	18%	14%	17%	14%	9%
						*				FGH	M					**	**	**				X			X
Remained unchanged	524	227	296	176	207	141	45	191	204	84	129	79	104	212	508	11	2	2	296	65	60	103	137	135	251
	49%	44%	54%	60%	53%	38%	44%	50%	49%	52%	40%	50%	52%	56%	50%	40%	46%	47%	50%	47%	56%	48%	42%	51%	54%
			A	E	E		*				J	J	J			**	**	**				V			V
Somewhat less likely	75	31	44	28	25	22	9	20	33	13	22	10	25	18	72	2	-	-	48	9	6	11	26	24	25
	7%	6%	8%	9%	6%	6%	8%	5%	8%	8%	7%	6%	13%	5%	7%	9%	-	-	8%	7%	6%	5%	8%	9%	5%
						*								JM		**	**	**							
Much less likely	189	114	75	29	76	83	26	80	71	13	65	29	28	66	181	6	-	2	104	32	13	40	62	51	76
	18%	22%	14%	10%	19%	22%	25%	21%	17%	8%	20%	19%	14%	17%	18%	19%	-	38%	17%	23%	12%	19%	19%	19%	16%
		B			C	C	I*	I	I							**	**	**		T					
Summary																									
Top2Box (Much/ Somewhat more likely)	272	142	130	63	83	126	23	88	108	53	104	39	44	85	259	9	2	1	149	32	29	61	105	57	109
	26%	28%	24%	21%	21%	34%	22%	23%	26%	32%	32%	25%	22%	22%	25%	32%	54%	15%	25%	23%	27%	28%	32%	21%	24%
						CD	*			G	LM					**	**	**				WX			
Low2Box (Much/ Somewhat less likely)	264	145	119	57	102	105	34	100	104	26	87	40	53	84	254	8	-	2	152	41	19	52	88	75	100
	25%	28%	22%	19%	26%	28%	33%	26%	25%	16%	27%	25%	26%	22%	25%	28%	**	**	25%	30%	18%	24%	27%	28%	22%
		B			C	C	I*	I	I							**	**	**		T					

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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After seeing the commercial, to what extent did the ad make you more or less likely to vote for the following party?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455
Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
The New Democratic Party (NDP)																									
Much more likely	78	46	32	18	30	30	7	28	33	10	29	11	15	23	76	2	-	-	47	12	4	16	27	26	26
	7%	9%	6%	6%	8%	8%	7%	8%	8%	6%	9%	7%	8%	6%	7%	6%	-	-	8%	9%	4%	7%	8%	10%	6%
							*									**	**	**							
Somewhat more likely	90	52	38	28	29	33	10	26	40	13	30	16	18	25	88	2	-	-	49	10	13	18	34	24	32
	8%	10%	7%	10%	7%	9%	10%	7%	10%	8%	9%	10%	9%	7%	9%	7%	-	-	8%	7%	12%	8%	10%	9%	7%
							*									**	**	**							
Remained unchanged	690	316	374	223	257	210	56	237	275	121	189	101	145	255	664	18	3	4	395	87	73	134	213	171	306
	65%	62%	69%	76%	65%	56%	55%	63%	66%	74%	59%	64%	72%	67%	65%	63%	69%	82%	66%	63%	68%	62%	64%	64%	66%
		A	DE	E			*		F	FG		J	J			**	**	**							
Somewhat less likely	45	18	27	11	13	21	8	15	17	5	16	11	3	15	43	2	-	-	22	8	7	8	19	10	16
	4%	3%	5%	4%	3%	6%	7%	4%	4%	3%	5%	7%	2%	4%	4%	9%	-	-	4%	6%	7%	4%	6%	4%	4%
							*					L				**	**	**							
Much less likely	156	82	74	15	64	78	21	73	49	14	56	19	18	63	150	4	1	1	83	21	11	40	38	38	81
	15%	16%	14%	5%	16%	21%	20%	19%	12%	8%	17%	12%	9%	17%	15%	15%	31%	18%	14%	16%	10%	19%	12%	14%	18%
				C	C		HI*	HI			L		L		**	**	**	**							V
Summary																									
Top2Box (Much/ Somewhat more likely)	168	98	70	46	59	63	17	54	73	23	59	26	34	48	164	4	-	-	96	22	17	34	60	49	58
	16%	19%	13%	16%	15%	17%	17%	14%	18%	14%	19%	17%	17%	13%	16%	13%	-	-	16%	16%	15%	16%	18%	18%	13%
		B					*				M					**	**	**				X	X		
Low2Box (Much/ Somewhat less likely)	202	100	102	26	76	99	28	88	67	19	71	31	22	78	193	7	1	1	106	29	18	48	57	47	97
	19%	19%	19%	9%	19%	27%	28%	23%	16%	12%	22%	19%	11%	20%	19%	23%	31%	18%	18%	21%	17%	22%	17%	18%	21%
					C	CD	HI*	HI			L		L			**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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After seeing the commercial, to what extent did the ad make you more or less likely to vote for the following party?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Quebec Respondents Only	254	132	122	93	111	50	25	83	118	28	99	34	37	84	244	10	-	-	153	40	19	42	79	67	108	
	254	129	125	89	108	58	29	93	98	34	100	34	37	84	244	10	-	-	152	39	20	43	77	69	108	
The Bloc Québécois (BQ)																										
Much more likely	20	16	4	3	10	8	4	13	4	-	13	3	2	2	20	-	-	-	11	2	2	5	6	8	6	
	8%	12%	4%	3%	9%	13%	12%	13%	4%	-	13%	10%	5%	2%	8%	-	-	-	7%	6%	10%	11%	8%	11%	6%	
Somewhat more likely	9	6	3	5	2	2	-	2	6	1	5	1	-	4	9	-	-	-	8	-	1	1	6	-	3	
	4%	5%	2%	5%	2%	4%	-	3%	6%	3%	5%	2%	-	4%	4%	-	-	-	5%	-	5%	2%	8%	-	3%	
Remained unchanged				*	*	*	**	*	*	**	*	*	*	*	**	**	**	*	*	**	*	W*	*			
	163	78	85	68	66	29	20	51	69	24	52	24	29	59	157	7	-	-	99	25	13	26	48	44	71	
Somewhat less likely	64%	61%	68%	76% DE*	61%	51%	71%	54%	70%	69%	52%	71%	78%	71%	64%	68%	-	-	65%	64%	66%	60%	62%	64%	66%	
	4	2	2	-	3	1	-	3	1	-	3	-	-	1	4	-	-	-	3	1	-	-	3	1		
Much less likely	2%	2%	2%	-	3%	2%	-	3%	1%	-	3%	-	-	1%	2%	-	-	-	2%	3%	-	-	5%	1%		
				*	*	*	**	*	*	**	*	*	*	*	**	**	**	*	*	**	*	*	*	*		
	57	27	31	13	26	17	5	24	19	9	27	6	6	18	54	3	-	-	31	10	4	12	17	14	26	
	23%	21%	25%	15%	25%	30%	17%	26%	19%	28%	27%	17%	17%	21%	22%	32%	-	-	21%	27%	19%	28%	22%	21%	24%	
Summary																										
Top2Box (Much/ Somewhat more likely)	29	22	7	8	12	10	4	15	10	1	18	4	2	6	29	-	-	-	18	2	3	5	12	8	9	
	11%	17%	6%	9%	11%	17%	12%	16%	10%	3%	18%	12%	5%	7%	12%	-	-	-	12%	6%	15%	13%	16%	11%	9%	
Low2Box (Much/ Somewhat less likely)	62	29	33	13	30	18	5	28	20	9	31	6	6	19	58	3	-	-	34	12	4	12	17	18	27	
	24%	22%	26%	15%	28%	32%	17%	29%	20%	28%	31%	17%	17%	23%	24%	32%	-	-	23%	30%	19%	28%	22%	25%	25%	
				*	C	C*	**	*	*	**	*	*	*	*	*	**	*	*	*	*	**	*	*	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)

5. [SUMMARY - TOP2BOX (MUCH/ SOMEWHAT MORE LIKELY)]

After seeing the commercial, to what extent did the ad make you more or less likely to vote for the following party?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
The Liberal Party	272	142	130	63	83	126	23	88	108	53	104	39	44	85	259	9	2	1	149	32	29	61	105	57	109
	26%	28%	24%	21%	21%	34%	22%	23%	26%	32%	32%	25%	22%	22%	25%	32%	54%	15%	25%	23%	27%	28%	32%	21%	24%
The New Democratic Party (NDP)						CD	*			G	LM					**	**	**					WX		
	168	98	70	46	59	63	17	54	73	23	59	26	34	48	164	4	-	-	96	22	17	34	60	49	58
The Conservative Party	16%	19%	13%	16%	15%	17%	17%	14%	18%	14%	19%	17%	17%	13%	16%	13%	-	-	16%	16%	15%	16%	18%	18%	13%
		B				*					M					**	**	**					X	X	
	155	82	73	34	52	69	19	63	56	18	53	23	29	49	145	9	-	2	85	24	10	36	64	34	57
	15%	16%	13%	11%	13%	19%	18%	17%	13%	11%	17%	15%	15%	13%	14%	30%	-	38%	14%	18%	9%	17%	19%	13%	12%
The Bloc Québécois (BQ)						C	*									**	**	**					WX		
	29	22	7	8	12	10	4	15	10	1	18	4	2	6	29	-	-	-	18	2	3	5	12	8	9
	11%	17%	6%	9%	11%	17%	12%	16%	10%	3%	18%	12%	5%	7%	12%	-	-	-	12%	6%	15%	13%	16%	11%	9%
		B		*		*	**	*		**	M*	*	*	*		**				*	**	*	*	*	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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5. [SUMMARY - LOW2BOX (MUCH/ SOMEWHAT LESS LIKELY)]

After seeing the commercial, to what extent did the ad make you more or less likely to vote for the following party?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-J	Use social media-K	Use social media-L	Use social media-Never-M	Use the internet-N	Use the internet-O	Use the internet-P	Use the internet-Q	Visit social networking-R	Visit social networking-S	Visit social networking-T	Visit social networking-U	Active-V	Passive-W	Inactive-X
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
The Conservative Party	484	238	246	126	177	181	37	162	210	76	159	76	87	162	470	11	2	1	275	61	52	95	166	122	196
	46%	46%	45%	43%	45%	49%	36%	43%	50%	47%	50%	48%	43%	43%	46%	39%	54%	15%	46%	44%	48%	44%	50%	46%	42%
The Liberal Party	264	145	119	57	102	105	34	100	104	26	87	40	53	84	254	8	-	2	152	41	19	52	88	75	100
	25%	28%	22%	19%	26%	28%	33%	26%	25%	16%	27%	25%	26%	22%	25%	28%	-	38%	25%	30%	18%	24%	27%	28%	22%
The New Democratic Party (NDP)		B			C	C	I*	I	I							**	**	**		T					
	202	100	102	26	76	99	28	88	67	19	71	31	22	78	193	7	1	1	106	29	18	48	57	47	97
	19%	19%	19%	9%	19%	27%	28%	23%	16%	12%	22%	19%	11%	20%	19%	23%	31%	18%	21%	17%	22%	17%	18%	21%	
The Bloc Québécois (BQ)					C	CD	HI*	HI								**	**	**							
	62	29	33	13	30	18	5	28	20	9	31	6	6	19	58	3	-	-	34	12	4	12	17	18	27
	24%	22%	26%	15%	28%	32%	17%	29%	20%	28%	31%	17%	17%	23%	24%	32%	-	-	23%	30%	19%	28%	22%	25%	25%
				*	C	C*	**	*		**	*	*	*	*		**			*	**	*	*	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)

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6. Thinking about the commercial overall, please indicate which of these phrases best describes your feelings about the commercial.

		Gender		AGE			EDUCATION				DEM B				DEM A								DEM C			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1059	531	528	316	423	320	90	338	497	134	325	159	201	374	1022	28	4	5	604	138	107	210	340	264	455	
	Weighted	1059	514	545	296	392	372	102	379	415	163	320	158	201	381	1021	29	5	5	597	138	108	216	330	268	461
	Liked it very much	71	47	25	14	30	27	8	31	26	6	33	11	10	18	69	1	-	1	43	10	6	12	34	16	22
		7%	9%	5%	5%	8%	7%	8%	8%	6%	4%	10%	7%	5%	5%	7%	4%	-	20%	7%	7%	5%	6%	10%	6%	5%
Liked it somewhat		B					*				LM					**	**	**					X			
	121	54	67	50	34	38	15	29	49	28	43	24	26	28	114	7	-	-	74	18	7	21	55	27	39	
Felt neutral about it	11%	11%	12%	17%	9%	10%	15%	8%	12%	17%	13%	15%	13%	7%	11%	24%	-	-	12%	13%	7%	10%	17%	10%	9%	
		DE					G*			G	M	M	M			**	**	**					WX			
	243	114	129	77	106	60	29	97	87	30	68	26	46	103	230	11	-	2	142	30	23	48	55	64	124	
	23%	22%	24%	26%	27%	16%	29%	26%	21%	19%	21%	17%	23%	27%	23%	39%	-	42%	24%	22%	21%	22%	17%	24%	27%	
Disliked it somewhat		E			E		*				K					**	**	**					V		V	
	167	82	86	41	58	69	19	61	62	25	44	26	40	58	165	3	-	-	82	30	20	35	43	52	72	
Disliked it very much	16%	16%	16%	14%	15%	18%	19%	16%	15%	16%	14%	16%	20%	15%	16%	10%	-	-	14%	22%	19%	16%	13%	20%	16%	
							*									**	**	**					V			
	456	217	239	114	164	178	31	161	191	74	133	70	79	174	443	7	5	2	255	50	52	100	143	109	204	
	43%	42%	44%	39%	42%	48%	30%	42%	46%	45%	42%	44%	39%	46%	43%	24%	100%	38%	43%	36%	48%	46%	43%	41%	44%	
Summary						C	*	F	F	F						**	**	**								
Top2Box (Liked very much/ Somewhat)	193	101	92	64	64	65	23	60	76	34	75	36	36	45	184	8	-	1	118	28	13	33	89	42	61	
	18%	20%	17%	22%	16%	17%	22%	16%	18%	21%	24%	23%	18%	12%	18%	28%	-	20%	20%	20%	12%	15%	27%	16%	13%	
Low2Box (Disliked somewhat/ Very much)							*				M	M	M			**	**	**					WX			
	623	299	325	155	222	247	50	222	253	99	177	96	119	232	607	10	5	2	337	80	72	134	186	162	276	
	59%	58%	60%	52%	57%	66%	49%	59%	61%	61%	55%	61%	59%	61%	59%	34%	100%	38%	56%	58%	67%	62%	56%	60%	60%	
						CD	*	F	F	F						**	**	**								

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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