

DECIDED VOTER - LEANERS INCLUDED

|                                         |       | REGION |       |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|-----------------------------------------|-------|--------|-------|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                         | Total | BC     | AB    | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                         |       | A      | B     | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: Decided Voters - Leaners Included | 846   | 104    | 91    | 49    | 354     | 192    | 56       | 249              | 154        | 222         | 122   | 229                   | 571     | 268                 | 290         | 213     | 44       | 359                   | 487 | 281               | 56  |
| Weighted                                | 851   | 129    | 85    | 51    | 333     | 194    | 58       | 245              | 160        | 220         | 120   | 228                   | 580     | 268                 | 298         | 210     | 45       | 355                   | 496 | 277               | 56  |
| The Liberal Party                       | 298   | 47     | 15    | 16    | 117     | 73     | 30       | 87               | 53         | 75          | 43    | 83                    | 203     | -                   | 298         | -       | -        | 145                   | 153 | 119               | 17  |
|                                         | 35%   | 36%    | 18%   | 31%   | 35%     | 38%    | 51%      | 36%              | 33%        | 34%         | 36%   | 36%                   | 35%     | -                   | 100%        | -       | -        | 41%                   | 31% | 43%               | 30% |
|                                         |       | B      | *     | *     | B       | B      | BCD*     |                  |            |             |       |                       |         |                     | MOP         |         | *        | R                     |     |                   | *   |
| The Conservative Party                  | 268   | 42     | 49    | 21    | 123     | 23     | 10       | 64               | 54         | 73          | 49    | 82                    | 172     | 268                 | -           | -       | -        | 114                   | 154 | 88                | 22  |
|                                         | 32%   | 32%    | 58%   | 41%   | 37%     | 12%    | 17%      | 26%              | 33%        | 33%         | 41%   | 36%                   | 30%     | 100%                | -           | -       | -        | 32%                   | 31% | 32%               | 40% |
|                                         |       | EF     | ADEF* | EF*   | EF      |        | *        |                  |            |             | G     |                       |         | NOP                 |             |         | *        |                       |     |                   | *   |
| The New Democratic Party (NDP)          | 210   | 36     | 16    | 14    | 78      | 48     | 17       | 71               | 40         | 50          | 22    | 42                    | 153     | -                   | -           | 210     | -        | 75                    | 135 | 53                | 14  |
|                                         | 25%   | 28%    | 19%   | 27%   | 23%     | 25%    | 29%      | 29%              | 25%        | 23%         | 18%   | 18%                   | 26%     | -                   | -           | 100%    | -        | 21%                   | 27% | 19%               | 24% |
|                                         |       |        | *     | *     |         |        | *        |                  |            |             |       |                       | K       |                     |             | MNP     | *        |                       | Q   |                   | *   |
| The Bloc Québécois (BQ)                 | 45    | -      | -     | -     | -       | 45     | -        | 14               | 8          | 14          | 3     | 15                    | 28      | -                   | -           | -       | 45       | 9                     | 36  | 5                 | 3   |
|                                         | 5%    | -      | -     | -     | -       | 23%    | -        | 6%               | 5%         | 7%          | 3%    | 7%                    | 5%      | -                   | -           | -       | 100%     | 2%                    | 7%  | 2%                | 6%  |
|                                         |       |        | *     | *     |         | ABCD*  | *        |                  |            |             |       |                       |         |                     |             |         | MNO*     |                       | Q   |                   | *   |
| The Green Party                         | 28    | 5      | 3     | -     | 13      | 5      | 2        | 8                | 5          | 6           | 3     | 6                     | 21      | -                   | -           | -       | -        | 10                    | 17  | 10                | -   |
|                                         | 3%    | 4%     | 4%    | -     | 4%      | 2%     | 3%       | 3%               | 3%         | 3%          | 3%    | 3%                    | 4%      | -                   | -           | -       | *        | 3%                    | 3%  | 4%                | -   |
|                                         |       |        | *     | *     |         | *      | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Or Some other party                     | 3     | -      | 1     | -     | 2       | -      | -        | 1                | 1          | -           | -     | -                     | 3       | -                   | -           | -       | -        | 1                     | 2   | 1                 | -   |
|                                         | *     | -      | 1%    | -     | 1%      | -      | -        | *                | 1%         | -           | -     | -                     | 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  
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  
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?

|                       | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |      | SPONSORING THE AD |      |
|-----------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|------|-------------------|------|
|                       | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No   | Conservative      | Not  |
|                       |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R    | S                 | T    |
|                       |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |      |                   |      |
| Base: All Respondents | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642  | 310               | 72   |
| Weighted              | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647  | 306               | 72   |
| Yes                   | 412    | 34  | 30  | 19    | 219     | 67     | 42       | 114              | 80         | 113         | 53    | 109                   | 279     | 114                 | 145         | 75      | 9        | 412                   | -    | 306               | 72   |
|                       | 39%    | 24% | 27% | 28%   | 54%     | 26%    | 56%      | 36%              | 42%        | 44%         | 37%   | 38%                   | 39%     | 43%                 | 49%         | 36%     | 20%      | 100%                  | -    | 100%              | 100% |
|                       |        |     |     | *     | ABCE    |        | ABCE*    |                  |            | G           |       |                       |         | P                   | OP          | P       | *        | R                     |      |                   | *    |
| No                    | 647    | 108 | 82  | 50    | 186     | 187    | 33       | 206              | 110        | 142         | 90    | 176                   | 438     | 154                 | 153         | 135     | 36       | -                     | 647  | -                 | -    |
|                       | 61%    | 76% | 73% | 72%   | 46%     | 74%    | 44%      | 64%              | 58%        | 56%         | 63%   | 62%                   | 61%     | 57%                 | 51%         | 64%     | 80%      | -                     | 100% | -                 | -    |
|                       |        | DF  | DF  | DF*   |         | DF     | *        | I                |            |             |       |                       |         |                     |             | N       | MNO*     |                       | Q    |                   | *    |

- 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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18. What political party was sponsoring the ad?

|                                         |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |    | SPONSORING THE AD |     |
|-----------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|----|-------------------|-----|
|                                         | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No | Conservative      | Not |
|                                         |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R  | S                 | T   |
|                                         |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |    |                   |     |
| Base: Seen Advertisement On TV Recently | 417   | 28     | 33  | 19    | 231     | 66     | 40       | 117              | 79         | 115         | 55    | 109                   | 282     | 119                 | 146         | 75      | 8        | 417                   | -  | 310               | 72  |
| Weighted                                | 412   | 34     | 30  | 19    | 219     | 67     | 42       | 114              | 80         | 113         | 53    | 109                   | 279     | 114                 | 145         | 75      | 9        | 412                   | -  | 306               | 72  |
| The Conservative Party                  | 306   | 22     | 24  | 15    | 168     | 43     | 33       | 75               | 61         | 93          | 38    | 73                    | 214     | 88                  | 119         | 53      | 5        | 306                   | -  | 306               | -   |
|                                         | 74%   | 64%    | 78% | 79%   | 77%     | 65%    | 80%      | 66%              | 76%        | 82%         | 72%   | 67%                   | 77%     | 77%                 | 82%         | 71%     | 60%      | 74%                   | -  | 100%              | -   |
|                                         |       | **     | *   | **    |         | *      | *        |                  | *          | G           | *     |                       |         |                     | *           | **      |          |                       |    | T                 | *   |
| The Liberal Party                       | 63    | 6      | 4   | 2     | 28      | 15     | 7        | 26               | 11         | 12          | 6     | 22                    | 38      | 21                  | 13          | 13      | 3        | 63                    | -  | -                 | 63  |
|                                         | 15%   | 18%    | 14% | 11%   | 13%     | 23%    | 16%      | 22%              | 14%        | 10%         | 11%   | 20%                   | 14%     | 18%                 | 9%          | 17%     | 40%      | 15%                   | -  | -                 | 88% |
|                                         |       | **     | *   | **    |         | D*     | *        | I                | *          |             | *     |                       |         | N                   | *           | **      |          |                       |    |                   | S*  |
| Other                                   | 9     | 2      | 1   | -     | 2       | 3      | -        | 2                | -          | 3           | 3     | 2                     | 6       | 2                   | 3           | 1       | -        | 9                     | -  | -                 | 9   |
|                                         | 2%    | 6%     | 3%  | -     | 1%      | 5%     | -        | 2%               | -          | 3%          |       | 7%                    | 2%      | 2%                  | 2%          | 1%      | -        | 2%                    | -  | -                 | 12% |
|                                         |       | **     | *   | **    |         | *      | *        |                  | *          |             | H*    |                       |         |                     | *           | **      |          |                       |    |                   | S*  |
| DK/ns                                   | 34    | 4      | 2   | 2     | 20      | 5      | 2        | 11               | 7          | 5           | 5     | 12                    | 21      | 4                   | 10          | 9       | -        | 34                    | -  | -                 | -   |
|                                         | 8%    | 12%    | 6%  | 10%   | 9%      | 7%     | 4%       | 10%              | 9%         | 5%          | 10%   | 11%                   | 8%      | 3%                  | 7%          | 11%     | -        | 8%                    | -  | -                 | -   |
|                                         |       | **     | *   | **    |         | *      | *        |                  | *          |             | *     |                       |         |                     |             | 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  
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  
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.

|                                    | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                    | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                    |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents              | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                           | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad was unique and different    |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                     | 156    | 24  | 20  | 10    | 57      | 37     | 8        | 44               | 35         | 47          | 18    | 47                    | 103     | 68                  | 41          | 26      | 5        | 54                    | 102 | 36                | 18  |
|                                    | 15%    | 17% | 18% | 14%   | 14%     | 15%    | 10%      | 14%              | 18%        | 19%         | 12%   | 17%                   | 14%     | 25%                 | 14%         | 13%     | 12%      | 13%                   | 16% | 12%               | 25% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | *        |                       |     |                   | S*  |
| Agree Somewhat                     | 363    | 46  | 39  | 26    | 133     | 85     | 31       | 107              | 64         | 84          | 48    | 92                    | 248     | 111                 | 82          | 65      | 22       | 121                   | 242 | 80                | 30  |
|                                    | 34%    | 33% | 35% | 38%   | 33%     | 34%    | 42%      | 33%              | 34%        | 33%         | 34%   | 32%                   | 35%     | 42%                 | 28%         | 31%     | 49%      | 29%                   | 37% | 26%               | 42% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       | Q   |                   | S*  |
| Disagree                           | 540    | 72  | 53  | 33    | 215     | 132    | 36       | 169              | 92         | 124         | 77    | 146                   | 365     | 89                  | 175         | 118     | 17       | 237                   | 303 | 190               | 24  |
|                                    | 51%    | 50% | 47% | 48%   | 53%     | 52%    | 48%      | 53%              | 48%        | 48%         | 54%   | 51%                   | 51%     | 33%                 | 59%         | 56%     | 39%      | 58%                   | 47% | 62%               | 33% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     | MP          | MP      | *        | R                     |     | T                 | *   |
| Summary                            |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat) | 519    | 71  | 60  | 36    | 191     | 122    | 39       | 151              | 99         | 132         | 66    | 139                   | 352     | 179                 | 123         | 92      | 27       | 175                   | 344 | 116               | 48  |
|                                    | 49%    | 50% | 53% | 52%   | 47%     | 48%    | 52%      | 47%              | 52%        | 52%         | 46%   | 49%                   | 49%     | 67%                 | 41%         | 44%     | 61%      | 42%                   | 53% | 38%               | 67% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       | Q   |                   | S*  |
| Low1Box (Disagree)                 | 540    | 72  | 53  | 33    | 215     | 132    | 36       | 169              | 92         | 124         | 77    | 146                   | 365     | 89                  | 175         | 118     | 17       | 237                   | 303 | 190               | 24  |
|                                    | 51%    | 50% | 47% | 48%   | 53%     | 52%    | 48%      | 53%              | 48%        | 48%         | 54%   | 51%                   | 51%     | 33%                 | 59%         | 56%     | 39%      | 58%                   | 47% | 62%               | 33% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     | MP          | MP      | *        | R                     |     | 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  
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  
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.

|                                    | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                    | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                    |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents              | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                           | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad was very enjoyable to watch |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                     | 107    | 9   | 14  | 9     | 49      | 25     | 1        | 36               | 20         | 25          | 16    | 33                    | 69      | 53                  | 19          | 18      | 3        | 40                    | 67  | 29                | 8   |
|                                    | 10%    | 6%  | 12% | 14%   | 12%     | 10%    | 1%       | 11%              | 10%        | 10%         | 12%   | 12%                   | 10%     | 20%                 | 6%          | 9%      | 7%       | 10%                   | 10% | 10%               | 12% |
|                                    |        |     | F   | F*    | F       | F      | *        |                  |            |             |       |                       |         | NO                  |             |         | *        |                       |     |                   | *   |
| Agree Somewhat                     | 299    | 41  | 31  | 21    | 117     | 72     | 17       | 85               | 54         | 82          | 36    | 87                    | 194     | 97                  | 75          | 48      | 19       | 101                   | 198 | 60                | 33  |
|                                    | 28%    | 29% | 28% | 30%   | 29%     | 28%    | 23%      | 27%              | 28%        | 32%         | 25%   | 30%                   | 27%     | 36%                 | 25%         | 23%     | 42%      | 24%                   | 31% | 20%               | 47% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       | Q   |                   | S*  |
| Disagree                           | 653    | 92  | 67  | 39    | 240     | 157    | 57       | 199              | 117        | 148         | 90    | 165                   | 455     | 119                 | 204         | 143     | 23       | 271                   | 382 | 217               | 30  |
|                                    | 62%    | 65% | 60% | 56%   | 59%     | 62%    | 76%      | 62%              | 61%        | 58%         | 63%   | 58%                   | 63%     | 44%                 | 68%         | 68%     | 50%      | 66%                   | 59% | 71%               | 42% |
|                                    |        |     |     | *     |         |        | BCDE*    |                  |            |             |       |                       |         |                     | MP          | MP      | *        | R                     |     | T                 | *   |
| Summary                            |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat) | 406    | 50  | 45  | 30    | 166     | 97     | 18       | 121              | 74         | 107         | 53    | 120                   | 262     | 149                 | 94          | 67      | 22       | 141                   | 265 | 89                | 42  |
|                                    | 38%    | 35% | 40% | 44%   | 41%     | 38%    | 24%      | 38%              | 39%        | 42%         | 37%   | 42%                   | 37%     | 56%                 | 32%         | 32%     | 50%      | 34%                   | 41% | 29%               | 58% |
|                                    |        |     | F   | F*    | F       | F      | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       | Q   |                   | S*  |
| Low1Box (Disagree)                 | 653    | 92  | 67  | 39    | 240     | 157    | 57       | 199              | 117        | 148         | 90    | 165                   | 455     | 119                 | 204         | 143     | 23       | 271                   | 382 | 217               | 30  |
|                                    | 62%    | 65% | 60% | 56%   | 59%     | 62%    | 76%      | 62%              | 61%        | 58%         | 63%   | 58%                   | 63%     | 44%                 | 68%         | 68%     | 50%      | 66%                   | 59% | 71%               | 42% |
|                                    |        |     |     | *     |         |        | BCDE*    |                  |            |             |       |                       |         |                     | MP          | MP      | *        | R                     |     | 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  
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  
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.

|                                                         | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|---------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                                         | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                                         |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                                   | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                                                | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| You found it difficult to believe what this ad told you |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                                          | 298    | 40  | 23  | 25    | 112     | 72     | 26       | 97               | 45         | 71          | 37    | 86                    | 201     | 42                  | 118         | 75      | 11       | 128                   | 171 | 108               | 12  |
|                                                         | 28%    | 28% | 21% | 37%   | 28%     | 28%    | 34%      | 30%              | 23%        | 28%         | 26%   | 30%                   | 28%     | 16%                 | 40%         | 36%     | 24%      | 31%                   | 26% | 35%               | 17% |
|                                                         |        |     |     | B*    |         |        | B*       |                  |            |             |       |                       |         |                     | M           | M       | *        |                       |     | T                 | *   |
| Agree Somewhat                                          | 356    | 51  | 40  | 16    | 129     | 93     | 28       | 96               | 75         | 83          | 50    | 87                    | 241     | 80                  | 105         | 64      | 15       | 126                   | 230 | 86                | 28  |
|                                                         | 34%    | 36% | 35% | 23%   | 32%     | 36%    | 37%      | 30%              | 39%        | 32%         | 35%   | 31%                   | 34%     | 30%                 | 35%         | 31%     | 33%      | 31%                   | 36% | 28%               | 39% |
|                                                         |        |     |     | *     |         | C      | *        |                  | G          |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Disagree                                                | 405    | 51  | 49  | 28    | 165     | 90     | 22       | 126              | 72         | 102         | 56    | 112                   | 275     | 146                 | 76          | 70      | 19       | 158                   | 246 | 112               | 31  |
|                                                         | 38%    | 36% | 44% | 40%   | 41%     | 35%    | 29%      | 39%              | 38%        | 40%         | 39%   | 39%                   | 38%     | 55%                 | 25%         | 33%     | 43%      | 38%                   | 38% | 37%               | 44% |
|                                                         |        |     | F   | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | N*       |                       |     |                   | *   |
| Summary                                                 |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat)                      | 654    | 92  | 63  | 41    | 241     | 164    | 53       | 194              | 119        | 154         | 87    | 173                   | 442     | 122                 | 222         | 140     | 26       | 254                   | 401 | 194               | 40  |
|                                                         | 62%    | 64% | 56% | 60%   | 59%     | 65%    | 71%      | 61%              | 62%        | 60%         | 61%   | 61%                   | 62%     | 45%                 | 75%         | 67%     | 57%      | 62%                   | 62% | 63%               | 56% |
|                                                         |        |     |     | *     |         |        | B*       |                  |            |             |       |                       |         |                     | MP          | M       | *        |                       |     |                   | *   |
| Low1Box (Disagree)                                      | 405    | 51  | 49  | 28    | 165     | 90     | 22       | 126              | 72         | 102         | 56    | 112                   | 275     | 146                 | 76          | 70      | 19       | 158                   | 246 | 112               | 31  |
|                                                         | 38%    | 36% | 44% | 40%   | 41%     | 35%    | 29%      | 39%              | 38%        | 40%         | 39%   | 39%                   | 38%     | 55%                 | 25%         | 33%     | 43%      | 38%                   | 38% | 37%               | 44% |
|                                                         |        |     | F   | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | N*       |                       |     |                   | *   |

- 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  
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  
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.

|                                    |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                    | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                    |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents              | 1059  | 116    | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                           | 1059  | 142    | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad was very informative        |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                     | 114   | 14     | 12  | 10    | 50      | 23     | 4        | 34               | 26         | 27          | 19    | 34                    | 77      | 60                  | 22          | 19      | 2        | 41                    | 73  | 27                | 12  |
|                                    | 11%   | 10%    | 11% | 14%   | 12%     | 9%     | 6%       | 11%              | 13%        | 10%         | 13%   | 12%                   | 11%     | 22%                 | 7%          | 9%      | 5%       | 10%                   | 11% | 9%                | 17% |
| Agree Somewhat                     |       |        |     | *     |         |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | S*  |
|                                    | 270   | 36     | 35  | 19    | 120     | 40     | 22       | 89               | 44         | 51          | 38    | 70                    | 181     | 103                 | 51          | 41      | 9        | 86                    | 184 | 46                | 33  |
|                                    | 25%   | 25%    | 31% | 27%   | 29%     | 16%    | 29%      | 28%              | 23%        | 20%         | 27%   | 25%                   | 25%     | 38%                 | 17%         | 20%     | 20%      | 21%                   | 28% | 15%               | 47% |
|                                    |       | E      | E   | E*    | E       |        | E*       | I                |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
| Disagree                           | 675   | 92     | 65  | 40    | 236     | 192    | 49       | 197              | 121        | 177         | 85    | 180                   | 459     | 105                 | 225         | 150     | 34       | 285                   | 390 | 233               | 26  |
|                                    | 64%   | 65%    | 58% | 59%   | 58%     | 75%    | 65%      | 61%              | 64%        | 70%         | 60%   | 63%                   | 64%     | 39%                 | 76%         | 71%     | 75%      | 69%                   | 60% | 76%               | 36% |
|                                    |       |        |     | *     |         | ABCD   | *        |                  |            | G           |       |                       |         |                     | M           | M       | M*       | R                     |     | T                 | *   |
| Summary                            |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat) | 384   | 50     | 47  | 28    | 170     | 62     | 26       | 123              | 70         | 78          | 58    | 104                   | 258     | 163                 | 73          | 60      | 11       | 127                   | 257 | 72                | 46  |
|                                    | 36%   | 35%    | 42% | 41%   | 42%     | 25%    | 35%      | 39%              | 36%        | 30%         | 40%   | 37%                   | 36%     | 61%                 | 24%         | 29%     | 25%      | 31%                   | 40% | 24%               | 64% |
|                                    |       | E      | E   | E*    | E       |        | *        | I                |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
| Low1Box (Disagree)                 | 675   | 92     | 65  | 40    | 236     | 192    | 49       | 197              | 121        | 177         | 85    | 180                   | 459     | 105                 | 225         | 150     | 34       | 285                   | 390 | 233               | 26  |
|                                    | 64%   | 65%    | 58% | 59%   | 58%     | 75%    | 65%      | 61%              | 64%        | 70%         | 60%   | 63%                   | 64%     | 39%                 | 76%         | 71%     | 75%      | 69%                   | 60% | 76%               | 36% |
|                                    |       |        |     | *     |         | ABCD   | *        |                  |            | G           |       |                       |         |                     | M           | M       | M*       | R                     |     | 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  
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  
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.

|                                    | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                    | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                    |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents              | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                           | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad told you something new      |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                     | 143    | 21  | 11  | 12    | 68      | 26     | 6        | 43               | 36         | 35          | 14    | 46                    | 90      | 63                  | 21          | 27      | 7        | 43                    | 101 | 28                | 13  |
|                                    | 14%    | 15% | 10% | 18%   | 17%     | 10%    | 7%       | 14%              | 19%        | 14%         | 10%   | 16%                   | 13%     | 23%                 | 7%          | 13%     | 15%      | 10%                   | 16% | 9%                | 19% |
|                                    |        |     |     | *     | EF      |        | *        |                  | J          |             |       |                       |         | NO                  |             | N       | *        |                       | Q   |                   | S*  |
| Agree Somewhat                     | 327    | 45  | 47  | 24    | 123     | 63     | 25       | 94               | 52         | 72          | 49    | 82                    | 219     | 104                 | 81          | 65      | 9        | 102                   | 226 | 64                | 28  |
|                                    | 31%    | 32% | 42% | 34%   | 30%     | 25%    | 34%      | 29%              | 27%        | 28%         | 34%   | 29%                   | 31%     | 39%                 | 27%         | 31%     | 20%      | 25%                   | 35% | 21%               | 40% |
|                                    |        |     |     | DE    | *       |        | *        |                  |            |             |       |                       |         | NP                  |             |         | *        |                       | Q   |                   | S*  |
| Disagree                           | 588    | 76  | 54  | 33    | 215     | 166    | 44       | 183              | 103        | 148         | 80    | 157                   | 408     | 101                 | 196         | 117     | 29       | 268                   | 321 | 214               | 30  |
|                                    | 56%    | 53% | 48% | 48%   | 53%     | 65%    | 59%      | 57%              | 54%        | 58%         | 56%   | 55%                   | 57%     | 38%                 | 66%         | 56%     | 65%      | 65%                   | 50% | 70%               | 42% |
|                                    |        |     |     | *     |         | ABCD   | *        |                  |            |             |       |                       |         |                     | MO          | M       | M*       | R                     |     | T                 | *   |
| Summary                            |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat) | 471    | 67  | 58  | 36    | 191     | 89     | 31       | 137              | 88         | 107         | 63    | 128                   | 309     | 167                 | 102         | 92      | 16       | 144                   | 326 | 92                | 42  |
|                                    | 44%    | 47% | 52% | 52%   | 47%     | 35%    | 41%      | 43%              | 46%        | 42%         | 44%   | 45%                   | 43%     | 62%                 | 34%         | 44%     | 35%      | 35%                   | 50% | 30%               | 58% |
|                                    |        | E   | E   | E*    | E       |        | *        |                  |            |             |       |                       |         | NOP                 |             | N       | *        |                       | Q   |                   | S*  |
| Low1Box (Disagree)                 | 588    | 76  | 54  | 33    | 215     | 166    | 44       | 183              | 103        | 148         | 80    | 157                   | 408     | 101                 | 196         | 117     | 29       | 268                   | 321 | 214               | 30  |
|                                    | 56%    | 53% | 48% | 48%   | 53%     | 65%    | 59%      | 57%              | 54%        | 58%         | 56%   | 55%                   | 57%     | 38%                 | 66%         | 56%     | 65%      | 65%                   | 50% | 70%               | 42% |
|                                    |        |     |     | *     |         | ABCD   | *        |                  |            |             |       |                       |         |                     | MO          | M       | M*       | R                     |     | 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  
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  
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.

|                                    | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                    | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                    |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents              | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                           | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad was credible                |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                     | 107    | 12  | 15  | 7     | 48      | 21     | 5        | 31               | 24         | 25          | 19    | 34                    | 72      | 66                  | 18          | 13      | 1        | 43                    | 64  | 30                | 11  |
|                                    | 10%    | 8%  | 13% | 11%   | 12%     | 8%     | 6%       | 10%              | 13%        | 10%         | 13%   | 12%                   | 10%     | 25%                 | 6%          | 6%      | 2%       | 11%                   | 10% | 10%               | 16% |
|                                    |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | *   |
| Agree Somewhat                     | 291    | 52  | 30  | 16    | 118     | 58     | 17       | 89               | 52         | 70          | 31    | 69                    | 204     | 117                 | 45          | 46      | 13       | 92                    | 198 | 50                | 33  |
|                                    | 27%    | 36% | 27% | 23%   | 29%     | 23%    | 22%      | 28%              | 27%        | 27%         | 21%   | 24%                   | 28%     | 43%                 | 15%         | 22%     | 29%      | 22%                   | 31% | 16%               | 46% |
|                                    |        | EF  |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             | N       | N*       |                       | Q   |                   | S*  |
| Disagree                           | 661    | 79  | 67  | 45    | 240     | 175    | 54       | 200              | 115        | 161         | 93    | 182                   | 441     | 85                  | 235         | 150     | 31       | 276                   | 385 | 226               | 27  |
|                                    | 62%    | 56% | 60% | 66%   | 59%     | 69%    | 72%      | 62%              | 60%        | 63%         | 65%   | 64%                   | 62%     | 32%                 | 79%         | 72%     | 69%      | 67%                   | 59% | 74%               | 38% |
|                                    |        |     |     | *     |         | AD     | AD*      |                  |            |             |       |                       |         |                     | M           | M       | M*       | R                     |     | T                 | *   |
| Summary                            |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat) | 398    | 63  | 45  | 24    | 166     | 79     | 21       | 120              | 76         | 95          | 50    | 102                   | 276     | 183                 | 63          | 60      | 14       | 136                   | 262 | 80                | 44  |
|                                    | 38%    | 44% | 40% | 34%   | 41%     | 31%    | 28%      | 38%              | 40%        | 37%         | 35%   | 36%                   | 38%     | 68%                 | 21%         | 28%     | 31%      | 33%                   | 41% | 26%               | 62% |
|                                    |        | EF  |     | *     | EF      |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
| Low1Box (Disagree)                 | 661    | 79  | 67  | 45    | 240     | 175    | 54       | 200              | 115        | 161         | 93    | 182                   | 441     | 85                  | 235         | 150     | 31       | 276                   | 385 | 226               | 27  |
|                                    | 62%    | 56% | 60% | 66%   | 59%     | 69%    | 72%      | 62%              | 60%        | 63%         | 65%   | 64%                   | 62%     | 32%                 | 79%         | 72%     | 69%      | 67%                   | 59% | 74%               | 38% |
|                                    |        |     |     | *     |         | AD     | AD*      |                  |            |             |       |                       |         |                     | M           | M       | M*       | R                     |     | 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  
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  
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.

|                                                                             | Total | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|-----------------------------------------------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                                                             |       | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                                                             |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                                                       | 1059  | 116    | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                                                                    | 1059  | 142    | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad improved your perception of Steven Harper and the Conservative Party |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                                                              | 101   | 20     | 10  | 9     | 42      | 14     | 5        | 24               | 22         | 27          | 16    | 34                    | 67      | 70                  | 14          | 8       | 1        | 41                    | 60  | 28                | 12  |
|                                                                             | 10%   | 14%    | 9%  | 13%   | 10%     | 6%     | 6%       | 7%               | 11%        | 10%         | 11%   | 12%                   | 9%      | 26%                 | 5%          | 4%      | 2%       | 10%                   | 9%  | 9%                | 16% |
|                                                                             | E     |        |     | E*    | E       |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | *   |
| Agree Somewhat                                                              | 191   | 33     | 25  | 12    | 71      | 34     | 16       | 59               | 37         | 39          | 22    | 47                    | 132     | 77                  | 37          | 29      | 6        | 55                    | 136 | 25                | 23  |
|                                                                             | 18%   | 23%    | 22% | 18%   | 17%     | 13%    | 21%      | 18%              | 19%        | 15%         | 15%   | 17%                   | 18%     | 29%                 | 13%         | 14%     | 13%      | 13%                   | 21% | 8%                | 33% |
|                                                                             | E     | E      |     | *     |         |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
| Disagree                                                                    | 767   | 89     | 78  | 47    | 293     | 206    | 55       | 237              | 132        | 189         | 106   | 204                   | 518     | 121                 | 247         | 173     | 38       | 316                   | 451 | 253               | 37  |
|                                                                             | 72%   | 62%    | 69% | 69%   | 72%     | 81%    | 73%      | 74%              | 69%        | 74%         | 74%   | 71%                   | 72%     | 45%                 | 83%         | 83%     | 86%      | 77%                   | 70% | 83%               | 51% |
|                                                                             |       |        |     | *     | A       | ABCD   | *        |                  |            |             |       |                       |         |                     | M           | M       | M*       | R                     |     | T                 | *   |
| Summary                                                                     |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat)                                          | 292   | 54     | 35  | 22    | 113     | 49     | 20       | 83               | 59         | 66          | 37    | 81                    | 199     | 147                 | 51          | 37      | 6        | 96                    | 196 | 52                | 35  |
|                                                                             | 28%   | 38%    | 31% | 31%   | 28%     | 19%    | 27%      | 26%              | 31%        | 26%         | 26%   | 29%                   | 28%     | 55%                 | 17%         | 17%     | 14%      | 23%                   | 30% | 17%               | 49% |
|                                                                             | DE    | E      |     | E*    | E       |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
| Low1Box (Disagree)                                                          | 767   | 89     | 78  | 47    | 293     | 206    | 55       | 237              | 132        | 189         | 106   | 204                   | 518     | 121                 | 247         | 173     | 38       | 316                   | 451 | 253               | 37  |
|                                                                             | 72%   | 62%    | 69% | 69%   | 72%     | 81%    | 73%      | 74%              | 69%        | 74%         | 74%   | 71%                   | 72%     | 45%                 | 83%         | 83%     | 86%      | 77%                   | 70% | 83%               | 51% |
|                                                                             |       |        |     | *     | A       | ABCD   | *        |                  |            |             |       |                       |         |                     | M           | M       | M*       | R                     |     | 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  
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  
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.

|                                                                         | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|-------------------------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                                                         | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                                                         |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                                                   | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                                                                | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad improved your perception of Justin Trudeau and the Liberal Party |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Agree Strongly                                                          | 141    | 24  | 11  | 16    | 53      | 28     | 11       | 46               | 25         | 32          | 20    | 35                    | 102     | 15                  | 80          | 22      | 3        | 78                    | 63  | 64                | 14  |
|                                                                         | 13%    | 17% | 9%  | 23%   | 13%     | 11%    | 14%      | 14%              | 13%        | 13%         | 14%   | 12%                   | 14%     | 6%                  | 27%         | 11%     | 7%       | 19%                   | 10% | 21%               | 19% |
|                                                                         |        |     |     | BDE*  |         |        | *        |                  |            |             |       |                       |         |                     | MOP         | M       | *        | R                     |     |                   | *   |
| Agree Somewhat                                                          | 249    | 25  | 24  | 14    | 110     | 58     | 18       | 74               | 43         | 56          | 37    | 61                    | 172     | 43                  | 87          | 56      | 7        | 98                    | 150 | 69                | 22  |
|                                                                         | 23%    | 17% | 21% | 20%   | 27%     | 23%    | 24%      | 23%              | 23%        | 22%         | 26%   | 22%                   | 24%     | 16%                 | 29%         | 27%     | 15%      | 24%                   | 23% | 22%               | 31% |
|                                                                         |        |     |     | *     | A       |        | *        |                  |            |             |       |                       |         |                     | M           | M       | *        |                       |     |                   | *   |
| Disagree                                                                | 669    | 94  | 78  | 39    | 243     | 168    | 46       | 199              | 122        | 167         | 86    | 189                   | 443     | 210                 | 130         | 131     | 35       | 236                   | 433 | 173               | 36  |
|                                                                         | 63%    | 66% | 70% | 57%   | 60%     | 66%    | 62%      | 62%              | 64%        | 65%         | 60%   | 66%                   | 62%     | 78%                 | 44%         | 63%     | 78%      | 57%                   | 67% | 57%               | 50% |
|                                                                         |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             | N       | N*       |                       | Q   |                   | *   |
| Summary                                                                 |        |     |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Agree Strongly/ Somewhat)                                      | 390    | 49  | 34  | 29    | 163     | 86     | 29       | 121              | 68         | 88          | 57    | 96                    | 274     | 58                  | 167         | 78      | 10       | 176                   | 214 | 133               | 36  |
|                                                                         | 37%    | 34% | 30% | 43%   | 40%     | 34%    | 38%      | 38%              | 36%        | 35%         | 40%   | 34%                   | 38%     | 22%                 | 56%         | 37%     | 22%      | 43%                   | 33% | 43%               | 50% |
|                                                                         |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     | MOP         | M       | *        | R                     |     |                   | *   |
| Low1Box (Disagree)                                                      | 669    | 94  | 78  | 39    | 243     | 168    | 46       | 199              | 122        | 167         | 86    | 189                   | 443     | 210                 | 130         | 131     | 35       | 236                   | 433 | 173               | 36  |
|                                                                         | 63%    | 66% | 70% | 57%   | 60%     | 66%    | 62%      | 62%              | 64%        | 65%         | 60%   | 66%                   | 62%     | 78%                 | 44%         | 63%     | 78%      | 57%                   | 67% | 57%               | 50% |
|                                                                         |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             | N       | N*       |                       | Q   |                   | *   |

- 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  
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  
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.

|                                                                             | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|-----------------------------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                                                             | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                                                             |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                                                       | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                                                                    | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| You found it difficult to believe what this ad told you                     | 654    | 92  | 63  | 41    | 241     | 164    | 53       | 194              | 119        | 154         | 87    | 173                   | 442     | 122                 | 222         | 140     | 26       | 254                   | 401 | 194               | 40  |
|                                                                             | 62%    | 64% | 56% | 60%   | 59%     | 65%    | 71%      | 61%              | 62%        | 60%         | 61%   | 61%                   | 62%     | 45%                 | 75%         | 67%     | 57%      | 62%                   | 62% | 63%               | 56% |
| The ad was unique and different                                             |        |     |     | *     |         |        | B*       |                  |            |             |       |                       |         |                     | MP          | M       | *        |                       |     |                   | *   |
|                                                                             | 519    | 71  | 60  | 36    | 191     | 122    | 39       | 151              | 99         | 132         | 66    | 139                   | 352     | 179                 | 123         | 92      | 27       | 175                   | 344 | 116               | 48  |
|                                                                             | 49%    | 50% | 53% | 52%   | 47%     | 48%    | 52%      | 47%              | 52%        | 52%         | 46%   | 49%                   | 49%     | 67%                 | 41%         | 44%     | 61%      | 42%                   | 53% | 38%               | 67% |
| The ad told you something new                                               |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     | NO          |         | NO*      |                       | Q   |                   | S*  |
|                                                                             | 471    | 67  | 58  | 36    | 191     | 89     | 31       | 137              | 88         | 107         | 63    | 128                   | 309     | 167                 | 102         | 92      | 16       | 144                   | 326 | 92                | 42  |
|                                                                             | 44%    | 47% | 52% | 52%   | 47%     | 35%    | 41%      | 43%              | 46%        | 42%         | 44%   | 45%                   | 43%     | 62%                 | 34%         | 44%     | 35%      | 35%                   | 50% | 30%               | 58% |
| The ad was very enjoyable to watch                                          |        | E   | E   | E*    | E       |        | *        |                  |            |             |       |                       |         | NOP                 |             | N       | *        |                       | Q   |                   | S*  |
|                                                                             | 406    | 50  | 45  | 30    | 166     | 97     | 18       | 121              | 74         | 107         | 53    | 120                   | 262     | 149                 | 94          | 67      | 22       | 141                   | 265 | 89                | 42  |
|                                                                             | 38%    | 35% |     | 44%   | 41%     | 38%    | 24%      | 38%              | 39%        | 42%         | 37%   | 42%                   | 37%     | 56%                 | 32%         | 32%     | 50%      | 34%                   | 41% | 29%               | 58% |
| The ad was credible                                                         |        | F   |     | F*    | F       | F      | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       | Q   |                   | S*  |
|                                                                             | 398    | 63  | 45  | 24    | 166     | 79     | 21       | 120              | 76         | 95          | 50    | 102                   | 276     | 183                 | 63          | 60      | 14       | 136                   | 262 | 80                | 44  |
|                                                                             | 38%    | 44% | 40% | 34%   | 41%     | 31%    | 28%      | 38%              | 40%        | 37%         | 35%   | 36%                   | 38%     | 68%                 | 21%         | 28%     | 31%      | 33%                   | 41% | 26%               | 62% |
| The ad improved your perception of Justin Trudeau and the Liberal Party     |        | EF  |     | *     | EF      |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
|                                                                             | 390    | 49  | 34  | 29    | 163     | 86     | 29       | 121              | 68         | 88          | 57    | 96                    | 274     | 58                  | 167         | 78      | 10       | 176                   | 214 | 133               | 36  |
|                                                                             | 37%    | 34% | 30% | 43%   | 40%     | 34%    | 38%      | 38%              | 36%        | 35%         | 40%   | 34%                   | 38%     | 22%                 | 56%         | 37%     | 22%      | 43%                   | 33% | 43%               | 50% |
| The ad was very informative                                                 |        |     |     |       |         |        |          |                  |            |             |       |                       |         | MOP                 | M           | *       |          | R                     |     | *                 |     |
|                                                                             | 384    | 50  | 47  | 28    | 170     | 62     | 26       | 123              | 70         | 78          | 58    | 104                   | 258     | 163                 | 73          | 60      | 11       | 127                   | 257 | 72                | 46  |
|                                                                             | 36%    | 35% | 42% | 41%   | 42%     | 25%    | 35%      | 39%              | 36%        | 30%         | 40%   | 37%                   | 36%     | 61%                 | 24%         | 29%     | 25%      | 31%                   | 40% | 24%               | 64% |
| The ad improved your perception of Steven Harper and the Conservative Party |        | E   | E   | E*    | E       |        | *        | I                |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | S*  |
|                                                                             | 292    | 54  | 35  | 22    | 113     | 49     | 20       | 83               | 59         | 66          | 37    | 81                    | 199     | 147                 | 51          | 37      | 6        | 96                    | 196 | 52                | 35  |
|                                                                             | 28%    | 38% | 31% | 31%   | 28%     | 19%    | 27%      | 26%              | 31%        | 26%         | 26%   | 29%                   | 28%     | 55%                 | 17%         | 17%     | 14%      | 23%                   | 30% | 17%               | 49% |
|                                                                             |        | DE  | E   | E*    | E       |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       | Q   |                   | 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  
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  
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.

|                                                                             | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|-----------------------------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                                                             | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                                                             |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                                                       | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                                                                    | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The ad improved your perception of Steven Harper and the Conservative Party | 767    | 89  | 78  | 47    | 293     | 206    | 55       | 237              | 132        | 189         | 106   | 204                   | 518     | 121                 | 247         | 173     | 38       | 316                   | 451 | 253               | 37  |
|                                                                             | 72%    | 62% | 69% | 69%   | 72%     | 81%    | 73%      | 74%              | 69%        | 74%         | 74%   | 71%                   | 72%     | 45%                 | 83%         | 83%     | 86%      | 77%                   | 70% | 83%               | 51% |
|                                                                             |        |     |     | *     | A       | ABCD   | *        |                  |            |             |       |                       |         | M                   | M           | M*      | R        |                       |     | T                 | *   |
| The ad was very informative                                                 | 675    | 92  | 65  | 40    | 236     | 192    | 49       | 197              | 121        | 177         | 85    | 180                   | 459     | 105                 | 225         | 150     | 34       | 285                   | 390 | 233               | 26  |
|                                                                             | 64%    | 65% | 58% | 59%   | 58%     | 75%    | 65%      | 61%              | 64%        | 70%         | 60%   | 63%                   | 64%     | 39%                 | 76%         | 71%     | 75%      | 69%                   | 60% | 76%               | 36% |
|                                                                             |        |     |     | *     |         | ABCD   | *        |                  |            | G           |       |                       |         | M                   | M           | M*      | R        |                       |     | T                 | *   |
| The ad improved your perception of Justin Trudeau and the Liberal Party     | 669    | 94  | 78  | 39    | 243     | 168    | 46       | 199              | 122        | 167         | 86    | 189                   | 443     | 210                 | 130         | 131     | 35       | 236                   | 433 | 173               | 36  |
|                                                                             | 63%    | 66% | 70% | 57%   | 60%     | 66%    | 62%      | 62%              | 64%        | 65%         | 60%   | 66%                   | 62%     | 78%                 | 44%         | 63%     | 78%      | 57%                   | 67% | 57%               | 50% |
|                                                                             |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             | N       | N*       |                       | Q   |                   | *   |
| The ad was credible                                                         | 661    | 79  | 67  | 45    | 240     | 175    | 54       | 200              | 115        | 161         | 93    | 182                   | 441     | 85                  | 235         | 150     | 31       | 276                   | 385 | 226               | 27  |
|                                                                             | 62%    | 56% | 60% | 66%   | 59%     | 69%    | 72%      | 62%              | 60%        | 63%         | 65%   | 64%                   | 62%     | 32%                 | 79%         | 72%     | 69%      | 67%                   | 59% | 74%               | 38% |
|                                                                             |        |     |     | *     |         | AD     | AD*      |                  |            |             |       |                       |         | M                   | M           | M*      | R        |                       |     | T                 | *   |
| The ad was very enjoyable to watch                                          | 653    | 92  | 67  | 39    | 240     | 157    | 57       | 199              | 117        | 148         | 90    | 165                   | 455     | 119                 | 204         | 143     | 23       | 271                   | 382 | 217               | 30  |
|                                                                             | 62%    | 65% | 60% | 56%   | 59%     | 62%    | 76%      | 62%              | 61%        | 58%         | 63%   | 58%                   | 63%     | 44%                 | 68%         | 68%     | 50%      | 66%                   | 59% | 71%               | 42% |
|                                                                             |        |     |     | *     |         |        | BCDE*    |                  |            |             |       |                       |         | MP                  | MP          |         | *        | R                     |     | T                 | *   |
| The ad told you something new                                               | 588    | 76  | 54  | 33    | 215     | 166    | 44       | 183              | 103        | 148         | 80    | 157                   | 408     | 101                 | 196         | 117     | 29       | 268                   | 321 | 214               | 30  |
|                                                                             | 56%    | 53% | 48% | 48%   | 53%     | 65%    | 59%      | 57%              | 54%        | 58%         | 56%   | 55%                   | 57%     | 38%                 | 66%         | 56%     | 65%      | 65%                   | 50% | 70%               | 42% |
|                                                                             |        |     |     | *     |         | ABCD   | *        |                  |            |             |       |                       |         | MO                  | M           | M*      | R        |                       |     | T                 | *   |
| The ad was unique and different                                             | 540    | 72  | 53  | 33    | 215     | 132    | 36       | 169              | 92         | 124         | 77    | 146                   | 365     | 89                  | 175         | 118     | 17       | 237                   | 303 | 190               | 24  |
|                                                                             | 51%    | 50% | 47% | 48%   | 53%     | 52%    | 48%      | 53%              | 48%        | 48%         | 54%   | 51%                   | 51%     | 33%                 | 59%         | 56%     | 39%      | 58%                   | 47% | 62%               | 33% |
|                                                                             |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | MP                  | MP          |         | *        | R                     |     | T                 | *   |
| You found it difficult to believe what this ad told you                     | 405    | 51  | 49  | 28    | 165     | 90     | 22       | 126              | 72         | 102         | 56    | 112                   | 275     | 146                 | 76          | 70      | 19       | 158                   | 246 | 112               | 31  |
|                                                                             | 38%    | 36% | 44% | 40%   | 41%     | 35%    | 29%      | 39%              | 38%        | 40%         | 39%   | 39%                   | 38%     | 55%                 | 25%         | 33%     | 43%      | 38%                   | 38% | 37%               | 44% |
|                                                                             |        |     | F   | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | N*       |                       |     |                   | *   |

- 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. What, if anything, did you particularly like about the commercial?

|                                                                | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|----------------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                                                | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                                                |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                                          | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                                                       | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| Humorous/ funny                                                | 62     | 5   | 10  | 1     | 33      | 11     | 2        | 11               | 8          | 25          | 12    | 18                    | 38      | 25                  | 14          | 13      | 2        | 20                    | 42  | 17                | 1   |
|                                                                | 6%     | 3%  | 9%  | 2%    | 8%      | 4%     | 3%       | 3%               | 4%         | 10%         | 8%    | 6%                    | 5%      | 9%                  | 5%          | 6%      | 5%       | 5%                    | 7%  | 6%                | 2%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            | GH          | G     |                       |         | N                   |             |         | *        |                       |     |                   | *   |
| Truthful/ truthful information about Trudeau                   | 60     | 10  | 9   | 4     | 30      | 6      | 1        | 10               | 16         | 18          | 6     | 18                    | 41      | 38                  | 7           | 6       | 1        | 24                    | 36  | 18                | 5   |
|                                                                | 6%     | 7%  | 8%  | 6%    | 7%      | 2%     | 2%       | 3%               | 9%         | 7%          | 5%    | 6%                    | 6%      | 14%                 | 2%          | 3%      | 2%       | 6%                    | 6%  | 6%                | 7%  |
|                                                                |        | E   | E   | *     | E       |        | *        |                  | G          | G           |       |                       |         | NOP                 |             |         | *        |                       |     |                   | *   |
| Backfires at the Conservatives/ shows them in a negative light | 50     | 5   | 4   | 6     | 14      | 13     | 8        | 13               | 6          | 17          | 10    | 11                    | 37      | 2                   | 26          | 16      | 2        | 26                    | 24  | 23                | 3   |
|                                                                | 5%     | 4%  | 3%  | 9%    | 3%      | 5%     | 11%      | 4%               | 3%         | 7%          | 7%    | 4%                    | 5%      | 1%                  | 9%          | 7%      | 4%       | 6%                    | 4%  | 8%                | 4%  |
|                                                                |        |     |     | D*    |         |        | BD*      |                  |            |             |       |                       |         | M                   | M           | M*      |          |                       |     |                   | *   |
| Informative                                                    | 42     | 9   | 4   | 1     | 21      | 5      | 2        | 9                | 13         | 9           | 5     | 15                    | 26      | 24                  | 11          | 1       | -        | 17                    | 25  | 10                | 6   |
|                                                                | 4%     | 6%  | 4%  | 2%    | 5%      | 2%     | 3%       | 3%               | 7%         | 4%          | 3%    | 5%                    | 4%      | 9%                  | 4%          | *       | -        | 4%                    | 4%  | 3%                | 8%  |
|                                                                |        | E   |     | *     | E       |        | *        |                  | G          |             |       |                       |         | NOP                 | O           |         | *        |                       |     |                   | *   |
| Shows Trudeau's inexperience                                   | 28     | 3   | 5   | 2     | 12      | 4      | 2        | 4                | 5          | 9           | 8     | 11                    | 17      | 16                  | 5           | 5       | -        | 14                    | 14  | 13                | 1   |
|                                                                | 3%     | 2%  | 4%  | 3%    | 3%      | 2%     | 3%       | 1%               | 3%         | 3%          | 6%    | 4%                    | 2%      | 6%                  | 2%          | 2%      | -        | 3%                    | 2%  | 4%                | 1%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            | G           |       |                       |         | N                   |             |         | *        |                       |     |                   | *   |
| Portrays Trudeau/ the Liberals in a negative light             | 25     | 3   | 4   | 1     | 12      | 5      | -        | 6                | 5          | 6           | 5     | 10                    | 13      | 18                  | 2           | 3       | -        | 9                     | 16  | 7                 | 1   |
|                                                                | 2%     | 2%  | 4%  | 2%    | 3%      | 2%     | -        | 2%               | 3%         | 2%          | 3%    | 3%                    | 2%      | 7%                  | 1%          | 1%      | -        | 2%                    | 3%  | 2%                | 2%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | *        |                       |     |                   | *   |
| Shows Justin Trudeau                                           | 20     | 8   | -   | 1     | 5       | 5      | 1        | 3                | 3          | 9           | 3     | 2                     | 17      | 4                   | 7           | 3       | 1        | 8                     | 12  | 8                 | -   |
|                                                                | 2%     | 6%  | -   | 1%    | 1%      | 2%     | 2%       | 1%               | 2%         | 4%          | 2%    | 1%                    | 2%      | 2%                  | 3%          | 1%      | 3%       | 2%                    | 2%  | 3%                | -   |
|                                                                |        | BD  |     | *     |         |        | *        |                  |            | G           |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Different/ unique/ innovative                                  | 19     | 1   | -   | 1     | 8       | 8      | 2        | 6                | 5          | 5           | 1     | 7                     | 12      | 5                   | 4           | 4       | 3        | 8                     | 11  | 5                 | 3   |
|                                                                | 2%     | 1%  | -   | 1%    | 2%      | 3%     | 2%       | 2%               | 3%         | 2%          | 1%    | 2%                    | 2%      | 2%                  | 1%          | 2%      | 7%       | 2%                    | 2%  | 2%                | 4%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | MN*      |                       |     |                   | *   |
| Unintentionally portrays Trudeau in a positive light           | 17     | 5   | 2   | -     | 5       | 3      | 1        | 7                | 2          | 4           | 1     | 2                     | 15      | 5                   | 8           | 2       | -        | 9                     | 8   | 8                 | 1   |
|                                                                | 2%     | 4%  | 2%  | -     | 1%      | 1%     | 1%       | 2%               | 1%         | 1%          | 1%    | 1%                    | 2%      | 2%                  | 3%          | 1%      | -        | 2%                    | 1%  | 3%                | 1%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Simple/ to the point                                           | 16     | 3   | -   | 3     | 7       | 3      | -        | 8                | 2          | 3           | 1     | 5                     | 10      | 3                   | 7           | 3       | -        | 3                     | 13  | -                 | 1   |
|                                                                | 1%     | 2%  | -   | 4%    | 2%      | 1%     | -        | 3%               | 1%         | 1%          | 1%    | 2%                    | 1%      | 1%                  | 2%          | 1%      | -        | 1%                    | 2%  | -                 | 2%  |
|                                                                |        |     |     | B*    |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | S*  |
| Shows Trudeau's youthfulness                                   | 15     | 5   | 2   | 1     | 4       | 1      | 1        | 3                | 2          | 5           | 4     | 1                     | 14      | 7                   | 2           | 4       | -        | 4                     | 11  | 2                 | 2   |
|                                                                | 1%     | 4%  | 1%  | 2%    | 1%      | *      | 2%       | 1%               | 1%         | 2%          | 3%    | *                     | 2%      | 3%                  | 1%          | 2%      | -        | 1%                    | 2%  | 1%                | 3%  |
|                                                                |        | DE  |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Good ad/ message/ presentation                                 | 14     | 1   | 1   | -     | 6       | 4      | 1        | 7                | 2          | 3           | -     | 4                     | 9       | 8                   | 4           | -       | -        | 7                     | 6   | 5                 | 1   |
|                                                                | 1%     | 1%  | 1%  | -     | 2%      | 2%     | 1%       | 2%               | 1%         | 1%          | -     | 1%                    | 1%      | 3%                  | 2%          | -       | -        | 2%                    | 1%  | 1%                | 1%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         | O                   |             |         | *        |                       |     |                   | *   |
| Catches your attention/ interesting                            | 12     | 1   | 1   | 1     | 8       | 1      | -        | 3                | 2          | 3           | 1     | 4                     | 6       | 7                   | 2           | 1       | -        | 5                     | 7   | 3                 | 1   |
|                                                                | 1%     | 1%  | 1%  | 2%    | 2%      | *      | -        | 1%               | 1%         | 1%          | 1%    | 1%                    | 1%      | 2%                  | 1%          | *       | -        | 1%                    | 1%  | 1%                | 1%  |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Justin Trudeau is good looking                                 | 12     | 3   | -   | 1     | 5       | 3      | -        | 6                | -          | 1           | 4     | 2                     | 9       | 1                   | 2           | 7       | -        | 3                     | 9   | 2                 | -   |
|                                                                | 1%     | 2%  | -   | 2%    | 1%      | 1%     | -        | 2%               | -          | *           | 3%    | 1%                    | 1%      | *                   | 1%          | 3%      | -        | 1%                    | 1%  | 1%                | -   |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             | HI    |                       |         |                     |             | MN      | *        |                       |     |                   | *   |
| Fun/ entertaining                                              | 10     | 3   | 2   | 2     | 3       | -      | -        | 4                | 2          | 1           | 2     | 2                     | 6       | 3                   | 2           | 1       | -        | 1                     | 10  | 1                 | -   |
|                                                                | 1%     | 2%  | 2%  | 3%    | 1%      | -      | -        | 1%               | 1%         | 1%          | 1%    | 1%                    | 1%      | 1%                  | 1%          | *       | -        | *                     | 2%  | *                 | -   |
|                                                                |        | E   | E   | E*    |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       | Q   |                   | *   |
| Justin Trudeau taking off his shirt                            | 7      | 3   | -   | -     | 4       | 1      | -        | 2                | 3          | 2           | -     | -                     | 6       | 1                   | 4           | 2       | -        | 5                     | 3   | 5                 | -   |
|                                                                | 1%     | 2%  | -   | -     | 1%      | *      | -        | 1%               | 1%         | 1%          | -     | -                     | 1%      | *                   | 1%          | 1%      | -        | 1%                    | *   | 2%                | -   |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| The music                                                      | 7      | -   | -   | -     | 3       | 4      | -        | 2                | 1          | 1           | 2     | 1                     | 5       | 3                   | 1           | 1       | 2        | 2                     | 5   | 2                 | -   |
|                                                                | 1%     | -   | -   | -     | 1%      | 2%     | -        | 1%               | *          | *           | 1%    | *                     | 1%      | 1%                  | *           | *       | 5%       | *                     | 1%  | 1%                | -   |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | NO*      |                       |     |                   | *   |
| The narrator/ voice over                                       | 5      | -   | -   | -     | 4       | 1      | -        | 3                | 1          | -           | -     | 1                     | 4       | 2                   | 1           | 1       | 1        | 3                     | 2   | 3                 | -   |
|                                                                | *      | -   | -   | -     | 1%      | *      | -        | 1%               | *          | -           | -     | *                     | -       | 1%                  | *           | *       | 2%       | 1%                    | *   | 1%                | -   |
|                                                                |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Other                                                          | 68     | 7   | 3   | 5     | 23      | 24     | 5        | 24               | 9          | 19          | 9     | 18                    | 45      | 17                  | 20          | 13      | 8        | 24                    | 43  | 16                | 9   |
|                                                                | 6%     | 5%  | 3%  | 7%    | 6%      | 9%     | 7%       | 8%               | 5%         | 8%          | 7%    | 6%                    | 6%      | 6%                  | 7%          | 6%      | 18%      | 6%                    | 7%  | 5%                | 12% |
|                                                                |        |     |     | *     |         | B      | *        |                  |            |             |       |                       |         |                     |             |         | MNO*     |                       |     |                   | S*  |
| Nothing/ did not like it                                       | 598    | 81  | 64  | 39    | 211     | 151    | 51       | 188              | 115        | 132         | 73    | 159                   | 408     | 107                 | 172         | 132     | 26       | 243                   | 355 | 179               | 38  |
|                                                                | 56%    | 57% | 57% | 57%   | 52%     | 60%    | 68%      | 59%              | 61%        | 52%         | 51%   | 56%                   | 57%     | 40%                 | 58%         | 63%     | 58%      | 59%                   | 55% | 58%               | 54% |
|                                                                |        |     |     | *     |         |        | D*       |                  |            |             |       |                       |         |                     | M           | M       | M*       |                       |     |                   | *   |
| Dk/ns                                                          | 46     | 1   | 4   | 2     | 25      | 13     | 2        | 13               | 6          | 9           | 7     | 12                    | 31      | 9                   | 11          | 8       | 2        | 10                    | 36  | 3                 | 3   |
|                                                                | 4%     | 1%  | 3%  | 2%    | 6%      | 5%     | 3%       | 4%               | 3%         | 4%          | 5%    | 4%                    | 4%      | 3%                  | 4%          | 4%      | 5%       | 3%                    | 6%  | 1%                | 4%  |
|                                                                |        |     |     | *     | A       | A      | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       | Q   |                   | *   |

- 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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4. What, if anything, did you particularly dislike about the commercial?

|                                                              | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |              |     |
|--------------------------------------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|-----------------------|-----|-------------------|--------------|-----|
|                                                              | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc              | Yes | No                | Conservative | Not |
|                                                              |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P                     | Q   | R                 | S            | T   |
| Base: All Respondents                                        | 1059   | 116 | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44                    | 417 | 642               | 310          | 72  |
| Weighted                                                     | 1059   | 142 | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45                    | 412 | 647               | 306          | 72  |
| It is an attack/ negative ad                                 | 217    | 33  | 19  | 21    | 91      | 42     | 10       | 57               | 42         | 60          | 32    | 51                    | 149     | 34                  | 79          | 54      | 4                     | 109 | 108               | 102          | 4   |
|                                                              | 20%    | 23% | 17% | 31%   | 22%     | 17%    | 14%      | 18%              | 22%        | 24%         | 23%   | 18%                   | 21%     | 13%                 | 26%         | 26%     | 10%                   | 26% | 17%               | 33%          | 5%  |
|                                                              |        |     |     | BEF*  |         |        | *        |                  |            |             |       |                       |         |                     | MP          | MP      | *                     | R   |                   | T            | *   |
| Everything/ all of it                                        | 143    | 18  | 9   | 8     | 54      | 45     | 9        | 37               | 29         | 35          | 22    | 38                    | 96      | 22                  | 45          | 41      | 2                     | 60  | 83                | 44           | 10  |
|                                                              | 13%    | 12% | 8%  | 12%   | 13%     | 18%    | 12%      | 11%              | 15%        | 14%         | 16%   | 13%                   | 13%     | 8%                  | 15%         | 20%     | 5%                    | 15% | 13%               | 14%          | 14% |
|                                                              |        |     |     | *     |         | B      | *        |                  |            |             |       |                       |         |                     | M           | MP      | *                     |     |                   |              | *   |
| Underhanded/ tasteless                                       | 126    | 24  | 13  | 9     | 55      | 13     | 11       | 39               | 27         | 25          | 21    | 28                    | 89      | 22                  | 43          | 30      | 4                     | 60  | 66                | 56           | 1   |
|                                                              | 12%    | 17% | 12% | 13%   | 14%     | 5%     | 15%      | 12%              | 14%        | 10%         | 14%   | 10%                   | 12%     | 8%                  | 14%         | 14%     | 9%                    | 15% | 10%               | 18%          | 2%  |
|                                                              |        | E   | E   | E*    | E       |        | E*       |                  |            |             |       |                       |         |                     | M           | M       | *                     | R   |                   | T            | *   |
| Pointless/ unnecessary                                       | 77     | 7   | 11  | 5     | 36      | 9      | 9        | 18               | 18         | 19          | 8     | 20                    | 50      | 22                  | 25          | 13      | 2                     | 41  | 36                | 34           | 3   |
|                                                              | 7%     | 5%  | 10% | 7%    | 9%      | 4%     | 12%      | 6%               | 9%         | 8%          | 6%    | 7%                    | 7%      | 8%                  | 8%          | 6%      | 4%                    | 10% | 6%                | 11%          | 5%  |
|                                                              |        |     |     | E     | E       |        | E*       |                  |            |             |       |                       |         |                     |             |         | *                     | R   |                   |              | *   |
| Portrays Conservative party in a negative light              | 72     | 9   | 6   | 4     | 27      | 17     | 9        | 21               | 16         | 18          | 13    | 13                    | 52      | 13                  | 21          | 23      | 1                     | 34  | 38                | 34           | -   |
|                                                              | 7%     | 7%  | 5%  | 6%    | 7%      | 7%     | 12%      | 7%               | 9%         | 7%          | 9%    | 4%                    | 7%      | 5%                  | 7%          | 11%     | 3%                    | 8%  | 6%                | 11%          | -   |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             | M       | *                     |     |                   | T            | -   |
| Politics/ propaganda                                         | 63     | 10  | 9   | 5     | 18      | 13     | 7        | 25               | 10         | 10          | 11    | 12                    | 48      | 11                  | 15          | 18      | 3                     | 22  | 41                | 18           | 2   |
|                                                              | 6%     | 7%  | 8%  | 7%    | 4%      | 5%     | 10%      | 8%               | 5%         | 4%          | 8%    | 4%                    | 7%      | 4%                  | 5%          | 9%      | 7%                    | 5%  | 6%                | 6%           | 3%  |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             | M       | *                     |     |                   | *            | *   |
| Not believable/ credible                                     | 62     | 6   | 4   | 8     | 24      | 13     | 7        | 19               | 6          | 26          | 6     | 17                    | 40      | 10                  | 20          | 18      | 3                     | 30  | 32                | 24           | 5   |
|                                                              | 6%     | 4%  | 4%  | 12%   | 6%      | 5%     | 9%       | 6%               | 3%         | 10%         | 4%    | 6%                    | 6%      | 4%                  | 7%          | 9%      | 7%                    | 7%  | 5%                | 8%           | 7%  |
|                                                              |        |     |     | ABE*  |         |        | *        |                  |            | HJ          |       |                       |         |                     |             | M       | *                     |     |                   |              | *   |
| Portrays Justin Trudeau in a negative light                  | 61     | 11  | 9   | 1     | 26      | 9      | 5        | 14               | 9          | 20          | 7     | 15                    | 42      | 12                  | 26          | 11      | 3                     | 22  | 39                | 20           | -   |
|                                                              | 6%     | 8%  | 8%  | 1%    | 6%      | 4%     | 6%       | 4%               | 5%         | 8%          | 5%    | 5%                    | 6%      | 5%                  | 9%          | 5%      | 6%                    | 5%  | 6%                | 7%           | -   |
|                                                              |        |     |     | C     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   | T            | *   |
| Quotes/ footage taken out of context                         | 57     | 5   | 6   | 2     | 25      | 11     | 8        | 10               | 16         | 15          | 8     | 15                    | 37      | 9                   | 26          | 13      | -                     | 28  | 29                | 26           | 1   |
|                                                              | 5%     | 3%  | 5%  | 3%    | 6%      | 5%     | 10%      | 3%               | 8%         | 6%          | 5%    | 5%                    | 5%      | 4%                  | 9%          | 6%      | -                     | 7%  | 4%                | 9%           | 1%  |
|                                                              |        |     |     | *     |         |        | *        |                  |            | G           |       |                       |         |                     |             | MP      | *                     |     |                   | T            | *   |
| Stupid/ dumb/ ridiculous/ foolish                            | 44     | 6   | 7   | 4     | 11      | 10     | 7        | 16               | 4          | 9           | 7     | 10                    | 32      | 11                  | 8           | 10      | 1                     | 19  | 25                | 17           | 1   |
|                                                              | 4%     | 4%  | 6%  | 7%    | 3%      | 4%     | 9%       | 5%               | 2%         | 4%          | 5%    | 3%                    | 4%      | 4%                  | 3%          | 5%      | 2%                    | 5%  | 4%                | 5%           | 1%  |
|                                                              |        |     |     | *     |         |        | D*       |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | *   |
| Stephen Harper                                               | 39     | 3   | 4   | 4     | 17      | 4      | 6        | 12               | 8          | 5           | 6     | 10                    | 29      | 2                   | 17          | 10      | 1                     | 14  | 24                | 13           | 1   |
|                                                              | 4%     | 2%  | 3%  | 6%    | 4%      | 2%     | 8%       | 4%               | 4%         | 2%          | 5%    | 3%                    | 4%      | 1%                  | 6%          | 5%      | 2%                    | 3%  | 4%                | 4%           | 1%  |
|                                                              |        |     |     | E*    |         |        | E*       |                  |            |             |       |                       |         |                     | M           | M       | *                     |     |                   |              | *   |
| Juvenile/ childish                                           | 29     | 2   | 7   | 2     | 12      | 1      | 5        | 8                | 5          | 5           | 6     | 7                     | 18      | 10                  | 5           | 9       | -                     | 12  | 18                | 11           | 1   |
|                                                              | 3%     | 2%  | 6%  | 3%    | 3%      | *      | 7%       | 2%               | 3%         | 2%          | 4%    | 3%                    | 3%      | 4%                  | 2%          | 4%      | -                     | 3%  | 3%                | 4%           | 1%  |
|                                                              |        |     |     | E     | E       |        | E*       |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | *   |
| Used footage from (fourteen) years ago                       | 22     | 3   | 1   | -     | 14      | 2      | 1        | 6                | 3          | 6           | 3     | 5                     | 16      | 6                   | 11          | 5       | -                     | 8   | 14                | 3            | 2   |
|                                                              | 2%     | 2%  | 1%  | -     | 3%      | 1%     | 2%       | 2%               | 2%         | 2%          | 2%    | 2%                    | 2%      | 2%                  | 4%          | 2%      | -                     | 2%  | 2%                | 1%           | 2%  |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             | *       |                       |     |                   | *            | *   |
| Dislike separatist ideology/ Quebec superiority/ sovereignty | 19     | 5   | 2   | -     | 8       | 1      | 2        | 11               | 2          | 4           | 1     | 5                     | 13      | 4                   | 3           | 4       | -                     | 4   | 15                | 1            | 3   |
|                                                              | 2%     | 4%  | 2%  | -     | 2%      | *      | 3%       | 3%               | 1%         | 1%          | 1%    | 2%                    | 2%      | 2%                  | 1%          | 2%      | -                     | 1%  | 2%                | *            | 4%  |
|                                                              |        |     |     | E     |         |        | E*       |                  |            |             |       |                       |         |                     |             | *       |                       |     |                   | S*           | *   |
| Waste of (tax payer's) money                                 | 18     | -   | 2   | 2     | 4       | 9      | 1        | 5                | 3          | 5           | 3     | 6                     | 13      | 2                   | 4           | 9       | 1                     | 5   | 13                | 4            | 1   |
|                                                              | 2%     | -   | 2%  | 3%    | 1%      | 4%     | 1%       | 1%               | 2%         | 2%          | 2%    | 2%                    | 2%      | 1%                  | 1%          | 4%      | 2%                    | 1%  | 2%                | 1%           | 1%  |
|                                                              |        |     |     | A*    |         | AD     | *        |                  |            |             |       |                       |         |                     |             | M       | *                     |     |                   |              | *   |
| Pompous/ arrogant                                            | 17     | 1   | 1   | 3     | 6       | 5      | -        | 6                | 3          | 3           | -     | 3                     | 13      | 4                   | 3           | 4       | 2                     | 7   | 10                | 7            | -   |
|                                                              | 2%     | 1%  | 1%  | 5%    | 1%      | 2%     | -        | 2%               | 1%         | 1%          | -     | 1%                    | 2%      | 1%                  | 1%          | 2%      | 5%                    | 2%  | 2%                | 2%           | -   |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | N*                    |     |                   |              | *   |
| Justin Trudeau                                               | 15     | 1   | 3   | 1     | 5       | 4      | -        | 5                | 3          | 3           | 2     | 3                     | 11      | 11                  | -           | 3       | -                     | 6   | 8                 | 4            | 2   |
|                                                              | 1%     | 1%  | 3%  | 2%    | 1%      | 1%     | -        | 2%               | 1%         | 1%          | 2%    | 1%                    | 2%      | 4%                  | -           | 1%      | -                     | 2%  | 1%                | 1%           | 3%  |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | *   |
| Justin Trudeau taking his shirt off                          | 13     | 1   | -   | 4     | 3       | 4      | -        | 5                | 1          | 3           | 3     | 6                     | 5       | 7                   | 4           | 2       | -                     | 2   | 11                | -            | 2   |
|                                                              | 1%     | 1%  | -   | 6%    | 1%      | 2%     | -        | 2%               | *          | 1%          | 2%    | 2%                    | 1%      | 3%                  | 1%          | 1%      | -                     | 1%  | 2%                | -            | 3%  |
|                                                              |        |     |     | BDF*  |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | S*  |
| Insulting to Canadians/ voters                               | 8      | -   | -   | 1     | 3       | 4      | -        | 3                | -          | 1           | 2     | 3                     | 5       | -                   | 2           | 3       | -                     | 2   | 6                 | 2            | -   |
|                                                              | 1%     | -   | -   | 2%    | 1%      | 2%     | -        | 1%               | -          | *           | 1%    | 1%                    | 1%      | -                   | 1%          | 1%      | -                     | *   | 1%                | 1%           | *   |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | *   |
| Appears more American than Canadian                          | 6      | 1   | 1   | -     | 2       | 2      | -        | 3                | 3          | -           | 1     | 1                     | 5       | 1                   | 3           | 1       | 1                     | 3   | 3                 | 3            | -   |
|                                                              | 1%     | 1%  | 1%  | -     | *       | 1%     | -        | 1%               | 1%         | -           | 1%    | *                     | 1%      | *                   | 1%          | *       | 2%                    | 1%  | *                 | 1%           | -   |
|                                                              |        |     |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | *   |
| Other                                                        | 92     | 6   | 7   | 4     | 28      | 39     | 8        | 28               | 13         | 23          | 15    | 25                    | 62      | 19                  | 26          | 16      | 11                    | 28  | 63                | 18           | 10  |
|                                                              | 9%     | 5%  | 6%  | 5%    | 7%      | 15%    | 11%      | 9%               | 7%         | 9%          | 10%   | 9%                    | 9%      | 7%                  | 9%          | 8%      | 24%                   | 7%  | 10%               | 6%           | 14% |
|                                                              |        |     |     | *     |         | ABCD   | *        |                  |            |             |       |                       |         |                     |             |         | MNO*                  |     |                   |              | S*  |
| Nothing/ I liked it                                          | 210    | 33  | 28  | 12    | 92      | 39     | 6        | 72               | 43         | 40          | 23    | 61                    | 141     | 96                  | 34          | 22      | 11                    | 74  | 136               | 40           | 25  |
|                                                              | 20%    | 23% | 25% | 18%   | 23%     | 15%    | 8%       | 23%              | 23%        | 16%         | 16%   | 22%                   | 20%     | 36%                 | 11%         | 10%     | 25%                   | 18% | 21%               | 13%          | 34% |
|                                                              |        | F   | EF  | *     | EF      |        | *        |                  |            | I           |       |                       |         |                     | NO          | *       | NO*                   |     |                   |              | S*  |
| Dk/ns                                                        | 59     | 2   | 8   | 3     | 28      | 15     | 3        | 16               | 8          | 10          | 10    | 12                    | 41      | 14                  | 12          | 10      | 2                     | 18  | 42                | 5            | 5   |
|                                                              | 6%     | 2%  | 7%  | 4%    | 7%      | 6%     | 4%       | 5%               | 4%         | 4%          | 7%    | 4%                    | 6%      | 5%                  | 4%          | 5%      | 5%                    | 4%  | 6%                | 2%           | 7%  |
|                                                              |        |     |     | A     | *       | A      | *        |                  |            |             |       |                       |         |                     |             |         | *                     |     |                   |              | 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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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?

|                                      | Total | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|--------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                      |       | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60k | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                      |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                | 1059  | 116    | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                             | 1059  | 142    | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The Conservative Party               |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Much more likely                     | 96    | 18     | 16  | 11    | 36      | 13     | 2        | 28               | 21         | 18          | 18    | 29                    | 67      | 83                  | 7           | 1       | 1        | 32                    | 65  | 19                | 10  |
|                                      | 9%    | 12%    | 14% | 16%   | 9%      | 5%     | 3%       | 9%               | 11%        | 7%          | 13%   | 10%                   | 9%      | 31%                 | 2%          | *       | 2%       | 8%                    | 10% | 6%                | 14% |
|                                      |       | EF     | EF  | EF*   |         |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | S*  |
| Somewhat more likely                 | 59    | 12     | 8   | 3     | 23      | 10     | 2        | 18               | 11         | 16          | 6     | 22                    | 34      | 21                  | 18          | 11      | 2        | 23                    | 35  | 13                | 9   |
|                                      | 6%    | 8%     | 7%  | 5%    | 6%      | 4%     | 3%       | 6%               | 6%         | 6%          | 4%    | 8%                    | 5%      | 8%                  | 6%          | 5%      | 4%       | 6%                    | 5%  | 4%                | 12% |
|                                      |       |        |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | S*  |
| Remained unchanged                   | 420   | 52     | 41  | 25    | 172     | 101    | 28       | 127              | 64         | 110         | 53    | 117                   | 281     | 132                 | 66          | 71      | 22       | 131                   | 289 | 81                | 32  |
|                                      | 40%   | 37%    | 37% | 36%   | 42%     | 40%    | 37%      | 40%              | 33%        | 43%         | 37%   | 41%                   | 39%     | 49%                 | 22%         | 34%     | 49%      | 32%                   | 45% | 26%               | 45% |
|                                      |       |        |     | *     |         |        | *        |                  |            | H           |       |                       |         | NO                  |             | N       | N*       |                       | Q   |                   | S*  |
| Somewhat less likely                 | 84    | 8      | 10  | 5     | 36      | 17     | 9        | 21               | 19         | 24          | 13    | 23                    | 52      | 20                  | 28          | 20      | 2        | 29                    | 55  | 27                | 3   |
|                                      | 8%    | 6%     | 9%  | 7%    | 9%      | 7%     | 11%      | 7%               | 10%        | 9%          | 9%    | 8%                    | 7%      | 7%                  | 9%          | 10%     | 4%       | 7%                    | 8%  | 9%                | 4%  |
|                                      |       |        |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Much less likely                     | 400   | 53     | 37  | 25    | 139     | 112    | 34       | 125              | 76         | 87          | 53    | 93                    | 282     | 12                  | 178         | 107     | 18       | 197                   | 203 | 167               | 18  |
|                                      | 38%   | 37%    | 33% | 36%   | 34%     | 44%    | 45%      | 39%              | 40%        | 34%         | 37%   | 33%                   | 39%     | 4%                  | 60%         | 51%     | 41%      | 48%                   | 31% | 55%               | 25% |
|                                      |       |        |     | *     |         | BD     | *        |                  |            |             |       |                       |         |                     | MP          | M       | M*       | R                     |     | T                 | *   |
| Summary                              |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Much/ Somewhat more likely) | 155   | 29     | 24  | 15    | 58      | 24     | 5        | 46               | 32         | 34          | 24    | 51                    | 101     | 104                 | 26          | 11      | 3        | 55                    | 100 | 32                | 19  |
|                                      | 15%   | 21%    | 22% | 21%   | 14%     | 9%     | 6%       | 14%              | 17%        | 14%         | 17%   | 18%                   | 14%     | 39%                 | 9%          | 5%      | 7%       | 13%                   | 15% | 10%               | 26% |
|                                      |       | EF     | EF  | EF*   |         |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | S*  |
| Low2Box (Much/ Somewhat less likely) | 484   | 61     | 47  | 30    | 175     | 129    | 42       | 146              | 95         | 111         | 66    | 117                   | 334     | 31                  | 206         | 127     | 20       | 226                   | 258 | 194               | 21  |
|                                      | 46%   | 43%    | 42% | 43%   | 43%     | 51%    | 56%      | 46%              | 50%        | 43%         | 46%   | 41%                   | 47%     | 12%                 | 69%         | 61%     | 45%      | 55%                   | 40% | 63%               | 29% |
|                                      |       |        |     | *     |         |        | D*       |                  |            |             |       |                       |         |                     | MP          | M       | M*       | R                     |     | 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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5\_2. [The Liberal Party]

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

|                                      | Total | REGION |      |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|--------------------------------------|-------|--------|------|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                      |       | BC     | AB   | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                      |       | A      | B    | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                | 1059  | 116    | 120  | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                             | 1059  | 142    | 112  | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The Liberal Party                    |       |        |      |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Much more likely                     | 139   | 20     | 9    | 11    | 50      | 32     | 17       | 45               | 20         | 36          | 21    | 40                    | 93      | 3                   | 122         | 8       | -        | 87                    | 52  | 74                | 9   |
|                                      | 13%   | 14%    | 8%   | 16%   | 12%     | 12%    | 22%      | 14%              | 11%        | 14%         | 15%   | 14%                   | 13%     | 1%                  | 41%         | 4%      | -        | 21%                   | 8%  | 24%               | 13% |
|                                      |       |        |      | *     |         |        | BDE*     |                  |            |             |       |                       |         |                     | MOP         | M       | *        | R                     | T   | *                 |     |
| Somewhat more likely                 | 133   | 24     | 11   | 4     | 42      | 41     | 11       | 38               | 29         | 33          | 20    | 20                    | 107     | 18                  | 55          | 37      | 5        | 72                    | 61  | 62                | 8   |
|                                      | 13%   | 17%    | 10%  | 6%    | 10%     | 16%    | 14%      | 12%              | 15%        | 13%         | 14%   | 7%                    | 15%     | 7%                  | 18%         | 17%     | 12%      | 17%                   | 10% | 20%               | 11% |
|                                      |       | CD     |      | *     |         | CD     | *        |                  |            |             |       |                       | K       |                     | M           | M       | *        | R                     |     | *                 |     |
| Remained unchanged                   | 524   | 56     | 53   | 36    | 210     | 132    | 38       | 151              | 89         | 133         | 71    | 150                   | 336     | 132                 | 96          | 109     | 28       | 177                   | 347 | 128               | 28  |
|                                      | 49%   | 39%    | 47%  | 52%   | 52%     | 52%    | 51%      | 47%              | 47%        | 52%         | 49%   | 53%                   | 47%     | 49%                 | 32%         | 52%     | 62%      | 43%                   | 54% | 42%               | 40% |
|                                      |       |        |      | *     | A       | A      | *        |                  |            |             |       |                       |         | N                   |             | N       | N*       | Q                     |     | *                 |     |
| Somewhat less likely                 | 75    | 17     | 5    | 4     | 34      | 12     | 4        | 25               | 15         | 22          | 6     | 23                    | 50      | 23                  | 19          | 19      | 3        | 18                    | 56  | 12                | 6   |
|                                      | 7%    | 12%    | 4%   | 6%    | 8%      | 5%     | 5%       | 8%               | 8%         | 9%          | 4%    | 8%                    | 7%      | 9%                  | 6%          | 9%      | 7%       | 4%                    | 9%  | 4%                | 8%  |
|                                      |       | BE     |      | *     | 17      |        | *        |                  |            |             |       |                       |         |                     |             |         | *        | Q                     |     | *                 |     |
| Much less likely                     | 189   | 25     | 35   | 14    | 71      | 38     | 6        | 62               | 37         | 30          | 25    | 52                    | 131     | 92                  | 6           | 37      | 9        | 58                    | 131 | 31                | 20  |
|                                      | 18%   | 18%    | 31%  | 20%   | 17%     | 15%    | 7%       | 19%              | 19%        | 12%         | 17%   | 18%                   | 18%     | 34%                 | 2%          | 18%     | 20%      | 14%                   | 20% | 10%               | 28% |
|                                      |       |        | ADEF |       |         |        | *        | I                | I          |             |       |                       |         | NO                  |             | N       | N*       | Q                     |     | S*                |     |
| Summary                              |       |        |      |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Much/ Somewhat more likely) | 272   | 45     | 20   | 15    | 92      | 73     | 28       | 83               | 49         | 69          | 42    | 60                    | 200     | 21                  | 176         | 45      | 5        | 158                   | 113 | 136               | 17  |
|                                      | 26%   | 31%    | 17%  | 22%   | 23%     | 29%    | 37%      | 26%              | 26%        | 27%         | 29%   | 21%                   | 28%     | 8%                  | 59%         | 21%     | 12%      | 38%                   | 17% | 44%               | 24% |
|                                      |       | B      |      | *     |         | B      | BD*      |                  |            |             |       |                       | K       |                     | MOP         | M       | *        | R                     | T   | *                 |     |
| Low2Box (Much/ Somewhat less likely) | 264   | 42     | 40   | 18    | 105     | 50     | 10       | 87               | 52         | 53          | 31    | 75                    | 181     | 115                 | 25          | 56      | 12       | 77                    | 187 | 43                | 26  |
|                                      | 25%   | 29%    | 35%  | 26%   | 26%     | 20%    | 13%      | 27%              | 27%        | 21%         | 21%   | 26%                   | 25%     | 43%                 | 8%          | 27%     | 27%      | 19%                   | 29% | 14%               | 37% |
|                                      |       | EF     | DEF  | F*    | F       |        | *        |                  |            |             |       |                       |         | NOP                 |             | N       | N*       | Q                     |     | 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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5\_3. [The New Democratic Party (NDP)]

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

|                                      | Total | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|--------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                      |       | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                      |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                | 1059  | 116    | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                             | 1059  | 142    | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| The New Democratic Party (NDP)       |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Much more likely                     | 78    | 15     | 8   | 5     | 28      | 15     | 7        | 33               | 12         | 16          | 7     | 13                    | 60      | 1                   | 7           | 63      | 3        | 30                    | 48  | 22                | 8   |
|                                      | 7%    | 10%    | 7%  | 8%    | 7%      | 6%     | 9%       | 10%              | 6%         | 6%          | 5%    | 5%                    | 8%      | *                   | 2%          | 30%     | 6%       | 7%                    | 7%  | 7%                | 12% |
|                                      |       |        |     | *     |         |        | *        | J                |            |             |       |                       | K       |                     |             | MNP     | M*       |                       |     |                   | *   |
| Somewhat more likely                 | 90    | 14     | 7   | 5     | 31      | 22     | 11       | 38               | 13         | 18          | 11    | 23                    | 63      | 7                   | 35          | 30      | 6        | 32                    | 58  | 20                | 8   |
|                                      | 8%    | 10%    | 6%  | 7%    | 8%      | 9%     | 14%      | 12%              | 7%         | 7%          | 8%    | 8%                    | 9%      | 2%                  | 12%         | 14%     | 13%      | 8%                    | 9%  | 7%                | 11% |
|                                      |       |        |     | *     |         |        | *        | I                |            |             |       |                       |         |                     | M           | M       | M*       |                       |     |                   | *   |
| Remained unchanged                   | 690   | 85     | 74  | 43    | 269     | 166    | 53       | 185              | 123        | 181         | 99    | 186                   | 460     | 193                 | 180         | 111     | 29       | 257                   | 433 | 204               | 34  |
|                                      | 65%   | 60%    | 66% | 62%   | 66%     | 65%    | 71%      | 58%              | 65%        | 71%         | 69%   | 65%                   | 64%     | 72%                 | 61%         | 53%     | 65%      | 62%                   | 67% | 67%               | 47% |
|                                      |       |        |     | *     |         |        | *        |                  |            | G           | G     |                       |         | NO                  |             |         | *        |                       |     | T                 | *   |
| Somewhat less likely                 | 45    | 8      | 5   | 3     | 20      | 7      | 2        | 14               | 14         | 12          | 1     | 14                    | 30      | 14                  | 18          | 4       | 2        | 22                    | 23  | 15                | 6   |
|                                      | 4%    | 5%     | 5%  | 5%    | 5%      | 3%     | 3%       | 4%               | 7%         | 5%          | 1%    | 5%                    | 4%      | 5%                  | 6%          | 2%      | 4%       | 5%                    | 4%  | 5%                | 8%  |
|                                      |       |        |     | *     |         |        | *        | J                |            | J           |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Much less likely                     | 156   | 21     | 18  | 13    | 58      | 44     | 2        | 49               | 28         | 29          | 25    | 49                    | 104     | 53                  | 57          | 1       | 5        | 71                    | 86  | 45                | 16  |
|                                      | 15%   | 15%    | 16% | 19%   | 14%     | 17%    | 3%       | 15%              | 15%        | 11%         | 17%   | 17%                   | 14%     | 20%                 | 19%         | 1%      | 12%      | 17%                   | 13% | 15%               | 23% |
|                                      |       |        |     | F     | F       | F      | *        |                  |            |             |       |                       |         | O                   | O           |         | O*       |                       |     |                   | *   |
| Summary                              |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Much/ Somewhat more likely) | 168   | 29     | 15  | 10    | 58      | 37     | 18       | 72               | 25         | 34          | 18    | 36                    | 123     | 8                   | 42          | 93      | 8        | 62                    | 105 | 42                | 16  |
|                                      | 16%   | 20%    | 14% | 15%   | 14%     | 15%    | 24%      | 22%              | 13%        | 13%         | 13%   | 13%                   | 17%     | 3%                  | 14%         | 44%     | 19%      | 15%                   | 16% | 14%               | 22% |
| Low2Box (Much/ Somewhat less likely) |       |        |     | *     |         |        | *        | H/I              |            |             |       |                       |         |                     | M           | MNP     | M*       |                       |     |                   | *   |
|                                      | 202   | 28     | 23  | 16    | 78      | 51     | 4        | 64               | 42         | 41          | 26    | 63                    | 134     | 67                  | 75          | 5       | 7        | 93                    | 109 | 60                | 22  |
|                                      | 19%   | 20%    | 21% | 23%   | 19%     | 20%    | 6%       | 20%              | 22%        | 16%         | 18%   | 22%                   | 19%     | 25%                 | 25%         | 3%      | 16%      | 23%                   | 17% | 20%               | 31% |
|                                      |       | F      | F   | F*    | F       | F      | *        |                  |            |             |       |                       |         | O                   | O           |         | O*       | R                     |     |                   | 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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5\_4. [The Bloc Québécois (BQ)]

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

|                                      | Total | REGION |    |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|--------------------------------------|-------|--------|----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                      |       | BC     | AB | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                      |       | A      | B  | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: Quebec Respondents Only        | 254   | -      | -  | -     | -       | 254    | -        | 83               | 41         | 66          | 32    | 87                    | 160     | 21                  | 72          | 50      | 44       | 66                    | 188 | 43                | 18  |
| Weighted                             | 254   | -      | -  | -     | -       | 254    | -        | 82               | 41         | 66          | 32    | 89                    | 158     | 23                  | 73          | 48      | 45       | 67                    | 187 | 43                | 19  |
| The Bloc Québécois (BQ)              |       |        |    |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Much more likely                     | 20    | -      | -  | -     | -       | 20     | -        | 9                | 3          | 5           | 1     | 5                     | 14      | -                   | 1           | 2       | 17       | 8                     | 12  | 5                 | 3   |
|                                      | 8%    | -      | -  | -     | -       | 8%     | -        | 10%              | 6%         | 8%          | 4%    | 6%                    | 9%      | -                   | 1%          | 4%      | 38%      | 12%                   | 6%  | 11%               | 18% |
|                                      |       |        |    |       |         |        |          | *                | *          | *           | *     | *                     | *       | **                  | *           | *       | NO*      | *                     |     |                   | **  |
| Somewhat more likely                 | 9     | -      | -  | -     | -       | 9      | -        | 3                | 3          | 2           | 1     | 3                     | 6       | -                   | 1           | 3       | 4        | 2                     | 8   | 1                 | -   |
|                                      | 4%    | -      | -  | -     | -       | 4%     | -        | 4%               | 7%         | 2%          | 3%    | 3%                    | 4%      | -                   | 2%          | 5%      | 8%       | 2%                    | 4%  | 2%                | -   |
|                                      |       |        |    |       |         |        |          | *                | *          | *           | *     | *                     | *       | **                  | *           | *       | *        | *                     |     |                   | **  |
| Remained unchanged                   | 163   | -      | -  | -     | -       | 163    | -        | 51               | 25         | 49          | 17    | 57                    | 103     | 15                  | 38          | 36      | 24       | 41                    | 123 | 29                | 9   |
|                                      | 64%   | -      | -  | -     | -       | 64%    | -        | 61%              | 61%        | 75%         | 53%   | 63%                   | 65%     | 67%                 | 52%         | 75%     | 54%      | 61%                   | 66% | 68%               | 46% |
|                                      |       |        |    |       |         |        |          | *                | *          | J*          | *     | *                     | *       | **                  | *           | NP*     | *        | *                     |     |                   | **  |
| Somewhat less likely                 | 4     | -      | -  | -     | -       | 4      | -        | 1                | 1          | 1           | 1     | 2                     | 2       | 1                   | 2           | 1       | -        | 1                     | 3   | 1                 | -   |
|                                      | 2%    | -      | -  | -     | -       | 2%     | -        | 1%               | 3%         | 2%          | 4%    | 2%                    | 1%      | 5%                  | 3%          | 2%      | -        | 2%                    | 2%  | 2%                | -   |
|                                      |       |        |    |       |         |        |          | *                | *          | *           | *     | *                     | *       | **                  | *           | *       | *        | *                     |     |                   | **  |
| Much less likely                     | 57    | -      | -  | -     | -       | 57     | -        | 19               | 9          | 9           | 11    | 23                    | 33      | 7                   | 31          | 7       | -        | 16                    | 42  | 7                 | 7   |
|                                      | 23%   | -      | -  | -     | -       | 23%    | -        | 23%              | 22%        | 14%         | 36%   | 26%                   | 21%     | 29%                 | 42%         | 13%     | -        | 23%                   | 22% | 17%               | 36% |
|                                      |       |        |    |       |         |        |          | *                | *          | *           | I*    | *                     | *       | **                  | OP*         | P*      | *        | *                     |     |                   | **  |
| Summary                              |       |        |    |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Much/ Somewhat more likely) | 29    | -      | -  | -     | -       | 29     | -        | 12               | 6          | 7           | 2     | 8                     | 20      | -                   | 2           | 4       | 21       | 10                    | 20  | 5                 | 3   |
|                                      | 11%   | -      | -  | -     | -       | 11%    | -        | 14%              | 14%        | 10%         | 7%    | 9%                    | 13%     | -                   | 3%          | 9%      | 46%      | 14%                   | 10% | 12%               | 18% |
|                                      |       |        |    |       |         |        |          | *                | *          | *           | *     | *                     | *       | **                  | *           | *       | NO*      | *                     |     |                   | **  |
| Low2Box (Much/ Somewhat less likely) | 62    | -      | -  | -     | -       | 62     | -        | 20               | 10         | 10          | 13    | 25                    | 35      | 8                   | 33          | 8       | -        | 17                    | 45  | 8                 | 7   |
|                                      | 24%   | -      | -  | -     | -       | 24%    | -        | 25%              | 25%        | 15%         | 40%   | 28%                   | 22%     | 33%                 | 45%         | 16%     | -        | 25%                   | 24% | 20%               | 36% |
|                                      |       |        |    |       |         |        |          | *                | *          | *           | I*    | *                     | *       | **                  | OP*         | P*      | *        | *                     |     |                   | **  |

- 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  
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  
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?

|                                |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|--------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| The Liberal Party              | 272   | 45     | 20  | 15    | 92      | 73     | 28       | 83               | 49         | 69          | 42    | 60                    | 200     | 21                  | 176         | 45      | 5        | 158                   | 113 | 136               | 17  |
|                                | 26%   | 31%    | 17% | 22%   | 23%     | 29%    | 37%      | 26%              | 26%        | 27%         | 29%   | 21%                   | 28%     | 8%                  | 59%         | 21%     | 12%      | 38%                   | 17% | 44%               | 24% |
|                                |       | B      |     | *     |         | B      | BD*      |                  |            |             |       |                       | K       |                     | MOP         | M       | *        | R                     |     | T                 | *   |
| The New Democratic Party (NDP) | 168   | 29     | 15  | 10    | 58      | 37     | 18       | 72               | 25         | 34          | 18    | 36                    | 123     | 8                   | 42          | 93      | 8        | 62                    | 105 | 42                | 16  |
|                                | 16%   | 20%    | 14% | 15%   | 14%     | 15%    | 24%      | 22%              | 13%        | 13%         | 13%   | 13%                   | 17%     | 3%                  | 14%         | 44%     | 19%      | 15%                   | 16% | 14%               | 22% |
|                                |       |        |     | *     |         |        | *        | HIJ              |            |             |       |                       |         |                     | M           | MNP     | M*       |                       |     |                   | *   |
| The Conservative Party         | 155   | 29     | 24  | 15    | 58      | 24     | 5        | 46               | 32         | 34          | 24    | 51                    | 101     | 104                 | 26          | 11      | 3        | 55                    | 100 | 32                | 19  |
|                                | 15%   | 21%    | 22% | 21%   | 14%     | 9%     | 6%       | 14%              | 17%        | 14%         | 17%   | 18%                   | 14%     | 39%                 | 9%          | 5%      | 7%       | 13%                   | 15% | 10%               | 26% |
|                                |       | EF     | EF  | EF*   |         |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | S*  |
| The Bloc Québécois (BQ)        | 29    | -      | -   | -     | -       | 29     | -        | 12               | 6          | 7           | 2     | 8                     | 20      | -                   | 2           | 4       | 21       | 10                    | 20  | 5                 | 3   |
|                                | 11%   | -      | -   | -     | -       | 11%    | -        | 14%              | 14%        | 10%         | 7%    | 9%                    | 13%     | -                   | 3%          | 9%      | 46%      | 14%                   | 10% | 12%               | 18% |
|                                |       |        |     |       |         |        |          | *                | *          | *           | *     | *                     |         | **                  | *           | *       | NO*      | *                     |     |                   | **  |

- 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  
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  
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?

|                                | REGION |     |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|--------------------------------|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                | Total  | BC  | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                |        | A   | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| The Conservative Party         | 484    | 61  | 47  | 30    | 175     | 129    | 42       | 146              | 95         | 111         | 66    | 117                   | 334     | 31                  | 206         | 127     | 20       | 226                   | 258 | 194               | 21  |
|                                | 46%    | 43% | 42% | 43%   | 43%     | 51%    | 56%      | 46%              | 50%        | 43%         | 46%   | 41%                   | 47%     | 12%                 | 69%         | 61%     | 45%      | 55%                   | 40% | 63%               | 29% |
| The Liberal Party              |        |     |     | *     |         |        | D*       |                  |            |             |       |                       |         |                     | MP          | M       | M*       | R                     |     | T                 | *   |
|                                | 264    | 42  | 40  | 18    | 105     | 50     | 10       | 87               | 52         | 53          | 31    | 75                    | 181     | 115                 | 25          | 56      | 12       | 77                    | 187 | 43                | 26  |
|                                | 25%    | 29% | 35% | 26%   | 26%     | 20%    | 13%      | 27%              | 27%        | 21%         | 21%   | 26%                   | 25%     | 43%                 | 8%          | 27%     | 27%      | 19%                   | 29% | 14%               | 37% |
|                                |        | EF  | DEF | F*    | F       |        | *        |                  |            |             |       |                       |         | NOP                 |             | N       | N*       |                       | Q   |                   | S*  |
| The New Democratic Party (NDP) | 202    | 28  | 23  | 16    | 78      | 51     | 4        | 64               | 42         | 41          | 26    | 63                    | 134     | 67                  | 75          | 5       | 7        | 93                    | 109 | 60                | 22  |
|                                | 19%    | 20% | 21% | 23%   | 19%     | 20%    | 6%       | 20%              | 22%        | 16%         | 18%   | 22%                   | 19%     | 25%                 | 25%         | 3%      | 16%      | 23%                   | 17% | 20%               | 31% |
|                                |        | F   | F   | F*    | F       | F      | *        |                  |            |             |       |                       |         | O                   | O           |         | O*       | R                     |     |                   | S*  |
| The Bloc Québécois (BQ)        | 62     | -   | -   | -     | -       | 62     | -        | 20               | 10         | 10          | 13    | 25                    | 35      | 8                   | 33          | 8       | -        | 17                    | 45  | 8                 | 7   |
|                                | 24%    | -   | -   | -     | -       | 24%    | -        | 25%              | 25%        | 15%         | 40%   | 28%                   | 22%     | 33%                 | 45%         | 16%     | -        | 25%                   | 24% | 20%               | 36% |
|                                |        |     |     |       |         |        |          | *                | *          | *           | I*    | *                     |         | **                  | OP*         | p*      | *        | *                     |     |                   | **  |

- 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  
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  
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.

|                                        |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD COMPOSITION |         | DECIDED AND LEANERS |             |         |          | SEEN ADVERTISEMENT ON |     | SPONSORING THE AD |     |
|----------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------------------|---------|---------------------|-------------|---------|----------|-----------------------|-----|-------------------|-----|
|                                        | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids                  | No Kids | The                 | The Liberal | The New | The Bloc | Yes                   | No  | Conservative      | Not |
|                                        |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K                     | L       | M                   | N           | O       | P        | Q                     | R   | S                 | T   |
| Base: All Respondents                  | 1059  | 116    | 120 | 65    | 432     | 254    | 72       | 328              | 185        | 257         | 145   | 289                   | 710     | 268                 | 290         | 213     | 44       | 417                   | 642 | 310               | 72  |
| Weighted                               | 1059  | 142    | 112 | 69    | 406     | 254    | 75       | 320              | 191        | 255         | 143   | 285                   | 717     | 268                 | 298         | 210     | 45       | 412                   | 647 | 306               | 72  |
| Liked it very much                     | 71    | 6      | 7   | 4     | 37      | 16     | 1        | 22               | 16         | 16          | 12    | 21                    | 49      | 47                  | 9           | 8       | 2        | 33                    | 39  | 21                | 11  |
|                                        | 7%    | 4%     | 6%  | 6%    | 9%      | 6%     | 2%       | 7%               | 9%         | 6%          | 8%    | 8%                    | 7%      | 17%                 | 3%          | 4%      | 5%       | 8%                    | 6%  | 7%                | 15% |
|                                        |       |        |     | *     | F       |        | *        |                  |            |             |       |                       |         | NOP                 |             |         | *        |                       |     |                   | S*  |
| Liked it somewhat                      | 121   | 22     | 16  | 3     | 50      | 24     | 7        | 33               | 22         | 33          | 18    | 34                    | 76      | 52                  | 28          | 13      | 9        | 41                    | 80  | 26                | 10  |
|                                        | 11%   | 15%    | 14% | 5%    | 12%     | 9%     | 9%       | 10%              | 11%        | 13%         | 13%   | 12%                   | 11%     | 19%                 | 10%         | 6%      | 21%      | 10%                   | 12% | 9%                | 14% |
|                                        |       | C      |     | *     |         |        | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       |     |                   | *   |
| Felt neutral about it                  | 243   | 25     | 24  | 20    | 96      | 68     | 11       | 79               | 43         | 60          | 21    | 75                    | 157     | 73                  | 40          | 37      | 14       | 67                    | 176 | 36                | 24  |
|                                        | 23%   | 17%    | 21% | 29%   | 24%     | 27%    | 14%      | 25%              | 23%        | 24%         | 14%   | 26%                   | 22%     | 27%                 | 13%         | 18%     | 30%      | 16%                   | 27% | 12%               | 34% |
|                                        |       |        |     | F*    |         | F      | *        | J                |            | J           |       |                       |         | NO                  |             |         | N*       |                       | Q   |                   | S*  |
| Disliked it somewhat                   | 167   | 32     | 15  | 13    | 60      | 37     | 12       | 56               | 27         | 44          | 21    | 39                    | 115     | 43                  | 50          | 34      | 4        | 64                    | 103 | 45                | 9   |
|                                        | 16%   | 22%    | 13% | 18%   | 15%     | 14%    | 16%      | 17%              | 14%        | 17%         | 14%   | 14%                   | 16%     | 16%                 | 17%         | 16%     | 10%      | 16%                   | 16% | 15%               | 12% |
|                                        |       |        |     | *     |         |        | *        |                  |            |             |       |                       |         |                     |             |         | *        |                       |     |                   | *   |
| Disliked it very much                  | 456   | 58     | 51  | 29    | 163     | 110    | 45       | 131              | 82         | 102         | 72    | 115                   | 321     | 53                  | 169         | 118     | 15       | 207                   | 249 | 177               | 17  |
|                                        | 43%   | 41%    | 46% | 42%   | 40%     | 43%    | 60%      | 41%              | 43%        | 40%         | 50%   | 40%                   | 45%     | 20%                 | 57%         | 56%     | 35%      | 50%                   | 39% | 58%               | 24% |
|                                        |       |        |     | *     |         |        | ACDE*    |                  |            |             |       |                       |         |                     | MP          | MP      | M*       | R                     |     | T                 | *   |
| Summary                                |       |        |     |       |         |        |          |                  |            |             |       |                       |         |                     |             |         |          |                       |     |                   |     |
| Top2Box (Liked very much/ Somewhat)    | 193   | 28     | 22  | 8     | 88      | 40     | 8        | 55               | 38         | 50          | 30    | 56                    | 125     | 99                  | 38          | 20      | 11       | 74                    | 119 | 47                | 21  |
|                                        | 18%   | 19%    | 20% | 11%   | 22%     | 16%    | 11%      | 17%              | 20%        | 19%         | 21%   | 20%                   | 17%     | 37%                 | 13%         | 10%     | 25%      | 18%                   | 18% | 15%               | 30% |
| Low2Box (Disliked somewhat/ Very much) |       |        |     | *     | F       |        | *        |                  |            |             |       |                       |         | NO                  |             |         | NO*      |                       |     |                   | S*  |
|                                        | 623   | 90     | 66  | 41    | 222     | 147    | 57       | 187              | 109        | 145         | 92    | 154                   | 435     | 96                  | 220         | 152     | 20       | 271                   | 353 | 223               | 26  |
|                                        | 59%   | 63%    | 59% | 60%   | 55%     | 58%    | 75%      | 58%              | 57%        | 57%         | 65%   | 54%                   | 61%     | 36%                 | 74%         | 73%     | 44%      | 66%                   | 55% | 73%               | 36% |
|                                        |       |        |     | *     |         |        | BDE*     |                  |            |             |       |                       |         |                     | MP          | MP      | *        | R                     |     | 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  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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