

- 1 153 3 - I'd give it a 5 with a chance of going up 1 or 2 if it were simplified or rearranged a little
- 1 154 1 - I like this very very much but I'd have to give it a low mark for impact - a 5 maybe - with a catchier phrase and a simpler picture I'd give it a 10
- 1 172 6 - the "Going Places" graphic with a white border would get a 9
- 2 58 6 - It would depend where I got it - if I got it with my passport, I would probably read it - if I were to see it in a rack, I don't know that it would attract my attention.
- 2 59 6 - It says "External Affairs and International Trade".
- 2 60 6 - The graphic is nice - it's interesting - there are some symbols that I recognize.
- 2 61 5 - I'd read it - definitely - you see part of the globe - it gives you the idea that you are going travelling.
- 2 62 4 - I would not pick that up out of a group of other pieces of material - it wouldn't catch my eye and make me say that I want to read that one - if it were in the seat pocket on an airplane, I might read it there.
- 2 63 6 - It might catch my eye if I were going to the theatre, but not for international travel.
- 2 64 3 - If it was with the material you get from your travel agent, then I might read it - I don't think that I'd take it out of a rack.
- 2 65 1 - I doesn't really say much to me - it looks like another government brochure - with the Canada logo - it all depends on the method of distribution.
- 2 66 2 - The colours in "going places" (the banner) are too laid back - too soft to attract my attention in a pile of things.
- 2 67 2 - I like the image - I don't see the checker board right away - you don't really see the countries - when you do, it becomes interesting to look at that image.
- 2 68 2 - The checker board seems appropriate because you're moving through and across thing - I just find that the black is too dominant.
- 2 69 11 - I wouldn't have know what it's about - it doesn't say travel to me - and I was looking for things - if it was just put in front of me, I wouldn't know.
- 2 70 11 - It doesn't really appeal to me.
- 2 71 10 - I like the colours - I don't find them soft - I like the purple - but I wouldn't know what it was about nor why I should pick it up - there's nothing that says "pick me up and read me".
- 2 72 9 - I would pick it up, but I find it cluttered - it would take too much energy to go inside it - (Moderator: Do people agree with that?) - MANY YES'S.
- 2 73 8 - I don't like it - it's a jumble - I'd have to be on a long bus ride with nothing to do - I might take a bit of an interest in it.