

1.0 Introduction

This study was undertaken to assess the effectiveness of an elevator advertisement "See the sights and come home free" particularly among respondents under 35 years of age. The campaign is currently in its pilot phase and needs to be assessed to help the Department of Foreign Affairs and International Trade determine whether it should be expanded to a national campaign.

A total of 100 intercept interviews were completed, 50 in each of two apartment buildings in Montreal. The interviews were completed on Monday, March 25, 1996, between 6:00 AM and 5:00 PM. All interviews were completed by fully briefed, bilingual interviewers. A copy of the survey instrument is provided in *Appendix A*.

The report analyzes the results only in total, not according to the age, gender or language of the respondent. This is due to the fact that the sample size is limited, and therefore further breakdowns are unreliable. However, for the interest of the reader, detailed tables are provided in *Appendix B*.