



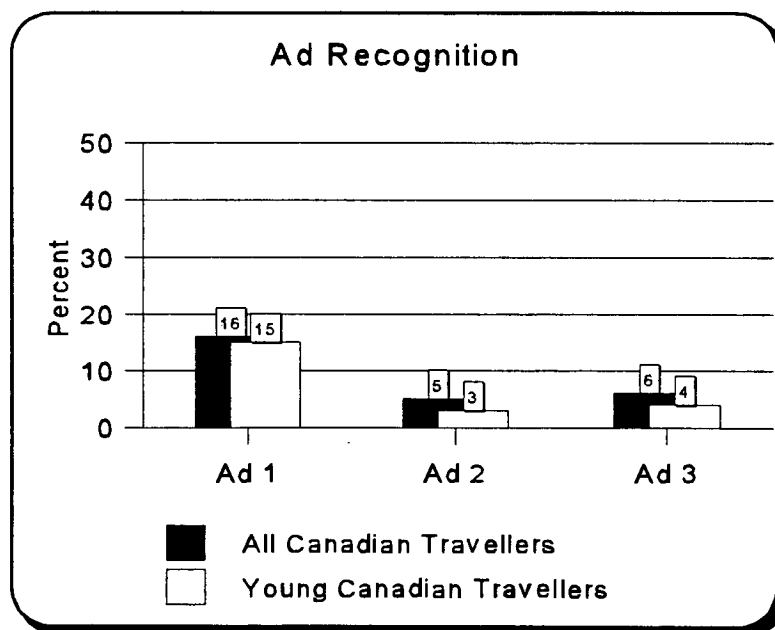
5.0 Advertisement Assessments

5.1 Recall

About 80% of all Canadian travellers (also 80% of young Canadian travellers) interviewed had not seen any of the advertisements presented to them. Advertisement 1 (*Room with a View*) was recognized by 16% of all Canadian travellers (15% for young Canadian travellers); advertisement 2¹ (*See the Sights and Come Home Free*) was recalled by 5% of all Canadian travellers (3% of young Canadian travellers); and advertisement 3 (*Two Ways Folks Back Home Can Read about Your Trip*) was remembered by 6% of all Canadian travellers (4% of young Canadian travellers).

Figure 6

*"I am going to show you a series of information materials
and I would like you to tell me if you have seen Ad 1, 2, 3"*
(Q8-10)



¹ Advertisement 2 and 3 had limited distribution. The former was displayed in a booklet for travellers and a travel magazine aimed at university students. The latter was shown only in the travel magazine for university students.