

**ROPER REPORTS CANADA**

**FALL 1997**

***SPECIFIC RECALL FOR CANADA'S***

***YEAR OF ASIA-PACIFIC***

***(Among those aware)***

***Q. What did you hear, read or see?***

	<b>%</b>
<b>Meeting of Asia-Pacific leaders in Vancouver</b>	<b>54</b>
<b>Ad on television</b>	<b>36</b>
<b>Other Apec events</b>	<b>22</b>
<b>Special newspaper</b>	<b>17</b>
<b>Business meeting/event in my area</b>	<b>4</b>
<b>Poster</b>	<b>4</b>
<b>Cultural event in my area</b>	<b>4</b>
<b>Flyer in mail</b>	<b>2</b>
<b>Other</b>	<b>20</b>
<b>Don't recall</b>	<b>5</b>