

5. Where?	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
In elevator	38%	42%	44%	0%	46%	25%	33%	55%	40%
Print advertisement in inflight magazine	0%	0%	6%	0%	4%	0%	4%	0%	3%
TV	13%	8%	13%	50%	8%	25%	11%	18%	13%
Bus/metro stop	13%	8%	13%	0%	4%	25%	11%	9%	11%
Pamphlet	13%	0%	0%	0%	4%	0%	0%	9%	3%
Newspaper	0%	0%	0%	50%	4%	0%	4%	0%	3%
Airport	0%	8%	6%	0%	4%	8%	7%	0%	5%
Don't know	25%	33%	19%	0%	27%	17%	30%	9%	24%
<b>Number of respondents</b>	<b>8</b>	<b>12</b>	<b>16</b>	<b>2</b>	<b>26</b>	<b>12</b>	<b>27</b>	<b>11</b>	<b>38</b>