

10. How would you rate the effectiveness of elevator advertising in general?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Not at all effective	12%	10%	7%	12%	7%	16%	13%	5%	10%
Not very effective	8%	14%	35%	29%	16%	29%	21%	22%	21%
Moderately effective	32%	35%	35%	24%	34%	29%	35%	27%	32%
Very effective	48%	38%	21%	18%	38%	24%	24%	46%	32%
Don't know/no answer/refused	0%	3%	3%	18%	7%	3%	8%	0%	5%
Number of respondents	25	29	29	17	62	38	63	37	100