

3. Where did you see, read or hear the ad?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Ad in elevator	23%	28%	26%	0%	24%	15%	22%	21%	22%
TV ad	62%	67%	57%	73%	62%	65%	63%	63%	63%
Brochure	0%	0%	9%	18%	7%	5%	10%	0%	6%
Poster	0%	11%	17%	9%	13%	5%	10%	13%	11%
Radio ad	15%	22%	22%	9%	20%	15%	20%	17%	18%
Print advertisement in inflight magazine	0%	6%	9%	9%	4%	10%	5%	8%	6%
Other	62%	33%	13%	36%	29%	40%	29%	38%	32%
Don't know/no answer	0%	11%	0%	9%	7%	0%	5%	4%	5%
Number of respondents	13	18	23	11	45	20	41	24	65