



When probed for specific information sources, television ads were by far the most popular response with 22% of all Canadian travellers, rising to 28% for young Canadian travellers. This reinforces the significance of television as a medium in reaching this audience. Of the remainder, 6% saw a brochure (5% of young Canadian travellers); 6% saw a poster in the airport (4% of young Canadian travellers); and 5% heard a radio ad (6% of young Canadian travellers).

Figure 4

*"What did you see, read or hear?" (Q7)*

