

	Effective	Not effective
Seen advertisement before survey		
Yes	79%	21%
No	82%	18%
Age		
Under 35	81%	19%
35 and over	79%	21%

In general, elevator ads are considered somewhat effective by the entire sample. That is, 32% of the respondents believed that they are very effective, 32% that it is moderately effective, 21% not very effective and 10% not at all effective. As previously noted, it is difficult to reliably assess the findings for a smaller portion of those surveyed. (See Appendix B, Question 10)

The table presented below shows that those who rated the Department's advertisement as effective were more likely to rate elevator ads in general as effective (statistically significant). Also, younger respondents (under 35) were more likely than older ones to rate elevator advertisement in general as effective.

	Elevator Advertisement in General	
	Effective	Not effective
Department's Elevator Ad		
Effective	72%	28%
Not effective	44%	56%
Age		
Under 35	77%	23%
35 and over	55%	45%