

INTRODUCTION AND HIGHLIGHTS OF THE REPORT

In November, 1986, Environics Research Group Limited conducted a survey of a representative sample of 4,006 Canadian adults on the subject of advertising and the mass media.

The survey was a one hour in-home interview, incorporating over 300 questions plus information on respondents' social, economic and demographic characteristics.

Environics' Media Study is the largest survey of Canadian attitudes towards television, radio, newspapers, magazines and advertising ever undertaken in this country.

The study was financially supported by subscribers representing major media and communications companies, national advertisers and advertising agencies, and governments.

The topic areas in the study include the use of and attitudes towards television, newspapers, magazines and radio, and advertising on each medium. Also covered are comparisons of the qualities of each medium and the media Canadians rely on to provide various types of information.

The study looks at advertising and identifies the products and services that Canadians feel should and should not be allowed to be advertised in the various media.

Environics' Media Study also examines the role the mass media play in expressing and maintaining Canada's cultural identity and obtains public reaction to proposals contained in the recent Caplan-Sauvageau Report on Public Broadcasting, including the idea of a new commercial-free public channel and an all-news channel.

The final section of the report covers consumer attitudes towards new media technology, such as VCR's.

Appended to the report is a detailed discussion of the research methodology and the interview schedule.