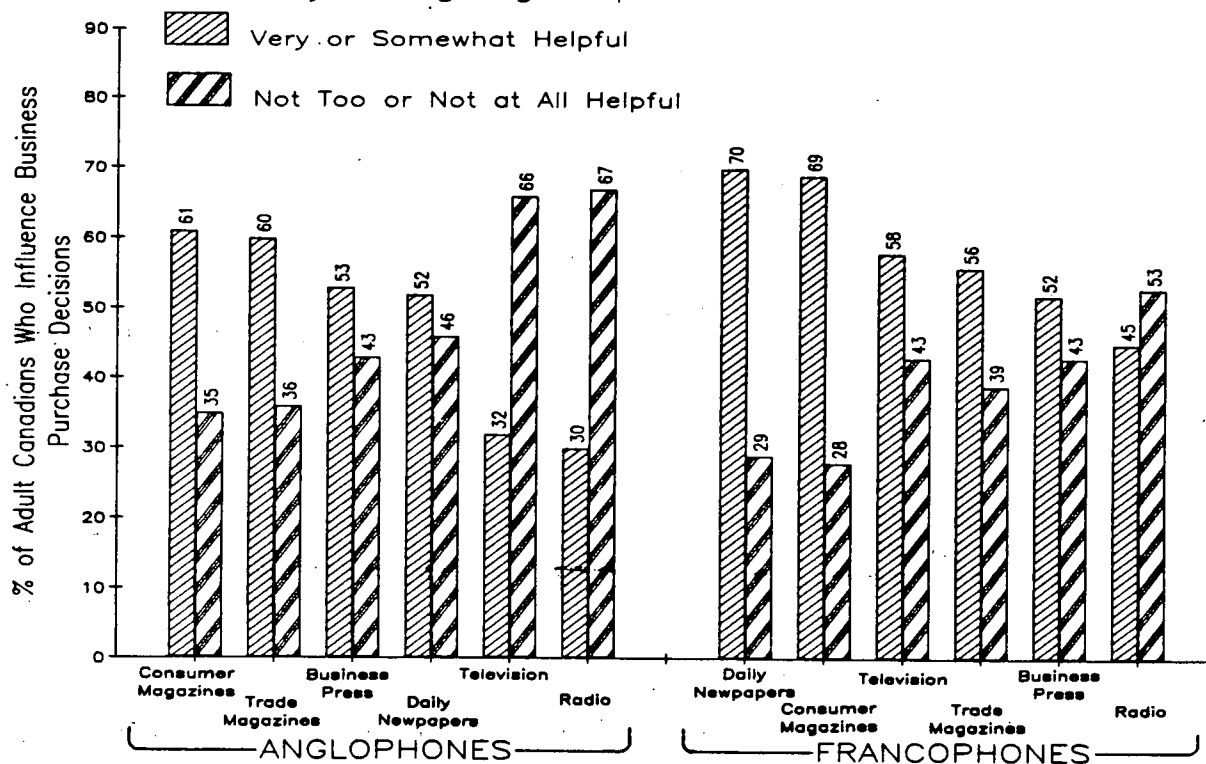


INFLUENCE OF THE MEDIA ON THE PURCHASE OF BUSINESS PRODUCTS OR SERVICES

By Language Spoken at Home



6.4 Banning Advertising for Specific Products or Services

Canadians were asked to express their attitudes toward banning advertising for any product or service and then, on an unaided basis, to identify which products or services should be prohibited from advertising on each of the four media outlets.

They were then shown a list of 18 separate product and service categories ranging from cigarettes to lotteries and were asked to respond on an aided basis to the question of prohibiting specific types of advertising on each medium.

Half of all Canadian adults (49%) believe that certain types of products or services should be prevented from advertising on one or more of the four media. Television is the main focus of people's concerns with 44 per cent of Canadians saying that specific products or services should not be shown on television. Only about one in four would ban some advertisers from newspapers (27%), magazines (26%) or radio (23%).

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