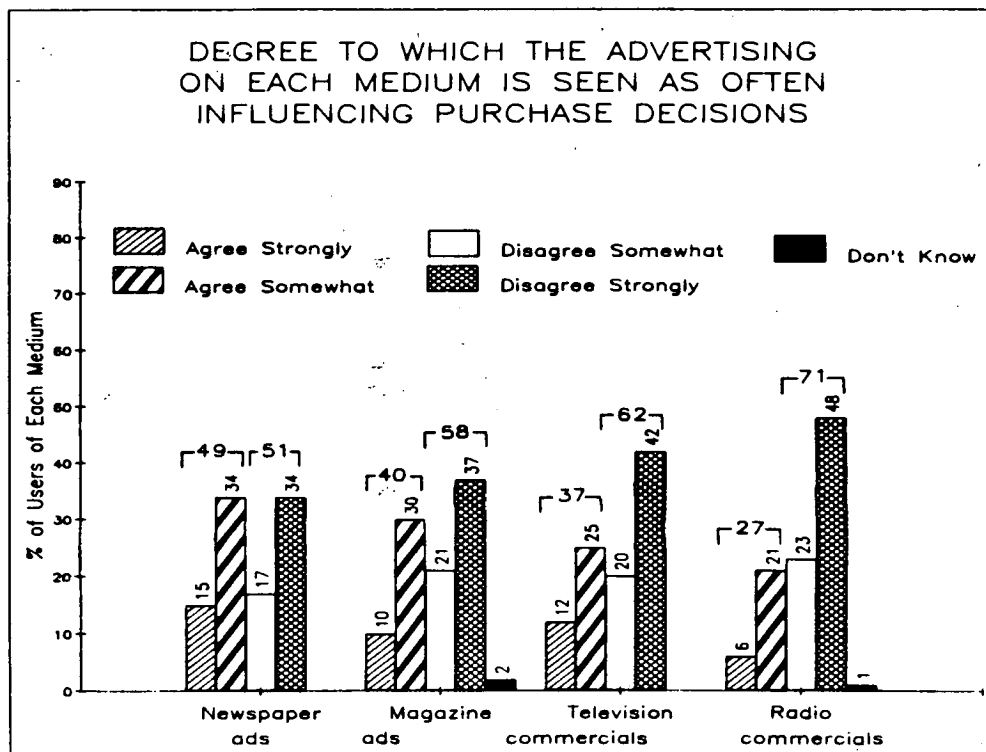


DEGREE TO WHICH RADIO COMMERCIALS ARE SEEN AS ENTERTAINING OR INTERESTING TO LISTEN TO

	% of Radio Listeners		
	Agree	Disagree	DK/NA
By age:			
18-24	0	39	1
24-34	53	45	2
35-49	46	50	4
50-64	47	48	4
65+	47	46	7
By language spoken at home:			
English	52	45	3
French	45	50	5
Other	61	36	3
By gender:			
Male	0	47	3
Female	53	44	4

Persuasive

Canadians are reticent to admit that they are influenced by advertising. The largest number of media users agree that newspaper ads often influence their decisions to purchase things (49%), followed by magazine (40%), television (37%) and radio advertising (27%).



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