

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

- % of Canadians Involved In Company Purchase Decisions
Who Say That Each Medium Is Very Helpful, Somewhat Helpful,
Not Too Helpful or Not Helpful At All In Introducing Them
To Business Products or Services -

| | <u>Very Helpful</u> | <u>Some- what Helpful</u> | <u>TOTAL HELPFUL</u> | <u>Not Too Helpful</u> | <u>Not At All Helpful</u> | <u>TOTAL NOT HELPFUL</u> | <u>DK/NA</u> |
|--|-------------------------|-----------------------------------|--------------------------|--------------------------------|-----------------------------------|----------------------------------|--------------|
| Consumer magazines | 28 | 34 | 62 | 11 | 23 | 34 | 3 |
| Industry/ trade magazines | 36 | 23 | 59 | 12 | 25 | 37 | 4 |
| Daily newspapers | 17 | 39 | 56 | 16 | 26 | 42 | 1 |
| Business/ financial magazines or newspapers | 22 | 31 | 53 | 12 | 30 | 42 | 4 |
| Television | 11 | 28 | 39 | 21 | 39 | 60 | 1 |
| Radio | 8 | 27 | 35 | 24 | 40 | 64 | 2 |

As in many other areas of this study, francophones respond somewhat differently to the media on this issue than anglophones. Daily newspapers and consumer magazines are equally useful sources of business product information among francophone decision makers and are at the top of the list, followed by television and then trade magazines. Anglophones, on the other hand, favour consumer and trade magazines followed by the business press and daily newspapers.