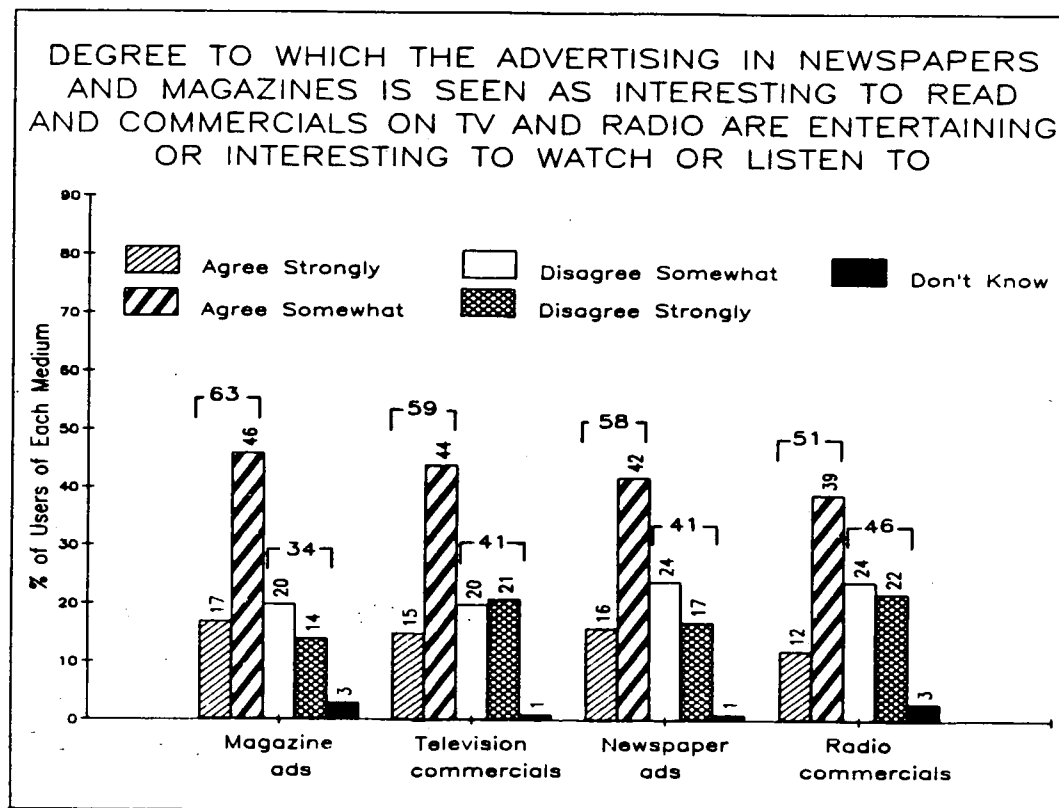


## Interesting or Entertaining

Most media users also say that newspaper and magazine ads are interesting to read and that television and radio commercials are entertaining and interesting to watch or listen to. Magazine advertising has the highest level of positive support on this dimension, followed by television and newspaper advertising and then by radio.



While women are slightly more likely than men to agree that magazine and newspaper advertising is interesting to read and television commercials are entertaining or interesting to watch, the balance of opinion for both men and women is more positive than negative. Aside from these minor gender differences, media users in general share similar views about the level of interest generated by magazine, newspaper and television advertising, regardless of age group or linguistic orientation.

The perception that radio commercials are interesting, however, is skewed toward young people and drops from a high of 60 per cent among radio listeners aged 18 to 24 to a low of 47 per cent among listeners aged 35 and over. Anglophones and third language Canadians tend to be more positive than negative while francophones are slightly more negative than positive. There is little difference, however, in the attitudes of men and women toward this particular aspect of radio commercials.