

## Commercial Clutter and Value of Television Advertising

Almost all television viewers agree (89%) that "there are too many commercials on television" but also that "having commercials on TV is a fair price to pay for being able to watch a program" (78%).

Although approximately nine in ten Canadians in all demographic, language and regional subgroups agree that there is too much commercial clutter on television, francophones are more likely to agree strongly (73%) than either anglophones (64%) or third language Canadians (56%). Similarly, television viewers in Quebec and British Columbia are more likely to agree strongly (73% and 74% respectively) than Canadians in other regions of the country.

Torontonians, once again, express a somewhat unique response. While 86 per cent overall agree that there are too many television commercials, only 49 per cent - the lowest percentage in the country - agree strongly.

For some years, the Roper Organization in the United States has been tracking the American public's attitudes toward the value of commercial television. While a substantial majority agree that "having commercials on TV is a fair price to pay for being able to watch a program," support for commercial advertising declined modestly between 1978 and 1980 and has remained at the new, somewhat lower level, throughout the 1980's.

In Canada, Environics' Media Study found that Canadian public opinion on this issue is similar to the 1978 results in the U.S. The Media Study will continue to track Canadians' support for commercial television advertising in the future.

### EVERYTHING CONSIDERED, DO YOU AGREE OR DISAGREE THAT HAVING A COMMERCIAL ON TV IS A FAIR PRICE TO PAY FOR BEING ABLE TO WATCH A PROGRAM?

	Environics' Media Study % of Canadian Television Viewers	U.S. Roper Data			
		'78	'80	'82	'84
Agree	78%	78%	72%	74%	74%
Disagree	14	19	24	21	22
Neither, depends (volunteered)	7	N/A	N/A	N/A	N/A
DK/NA	1	3	4	5	4

Francophones are the only subgroup expressing a lower level of agreement with this question than other Canadians (68% agree; 20% disagree). This results in a somewhat lower level of support in the province of Quebec, particularly among Quebecers who live outside of Montreal (67% agree; 20% disagree).