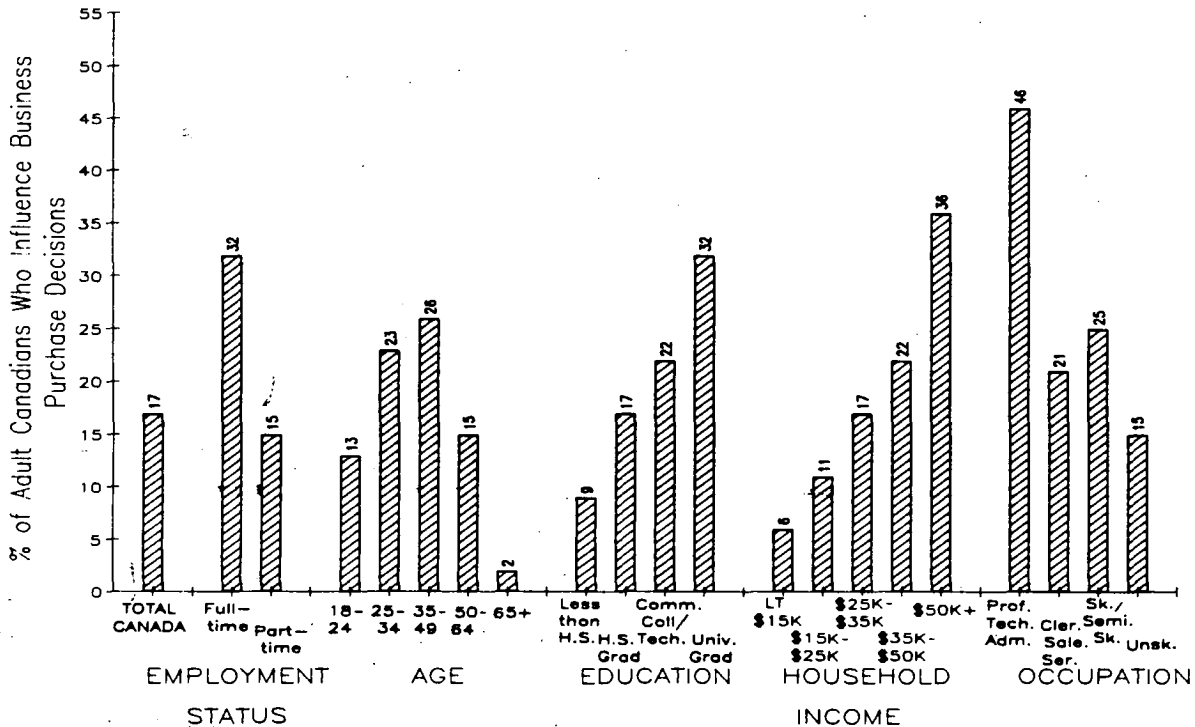


CANADIANS WHO INFLUENCE COMPANY PURCHASE DECISIONS FOR OFFICE EQUIPMENT, COMMUNICATION SYSTEMS OR BUSINESS SERVICES OF ANY KIND

By Total Canada, Employment Status, Age, Education,



If the print media in all its forms are most helpful, the electronic media - television and radio - are less so. Among decision makers, only 39 per cent identify television and 35 per cent mention radio as useful sources of business related advertising.

Decision makers in major urban markets - particularly in Toronto - are least likely to rely on television or radio for business product or service information. At the same time, they are most likely to use the business press. Dependence on television and radio increases in the less densely populated areas of Canada while reliance on financial magazines and newspapers decreases. Still, in all regions of the country - with the exception of Quebec - the print media are the leading sources of commercial business information.

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