

## 6.0 ADVERTISING

This section focuses on advertising and includes a discussion of how advertising is perceived on each of the four media, the degree of public support for banning specific product and service advertising, Canadians' most memorable advertisements, influence of the consumer media on the purchase of business products or services, and several questions relating exclusively to television commercials such as sex-role stereotyping and representation of visible minority groups.

### 6.1 Perceived Impact of Advertising on Each of the Four Media

#### As a Source of Useful Information

Each of the media is seen as having commercial advertising that provides useful information about products and services. Newspaper and magazine ads are particularly successful in this regard.

There are few differences of opinion between men and women, the young and old, or among anglophones, francophones and third language Canadians toward the informative nature of advertising.

#### DEGREE TO WHICH THE ADVERTISING ON EACH MEDIUM IS SEEN AS PROVIDING USEFUL INFORMATION ABOUT PRODUCTS AND SERVICES

By Users of Each Medium

