

Setting aside the obvious appeal of children, the main creative themes which characterize Canadians' favourite advertising are humour (ie., Fiberglas and Gainers Meats), special effects (Coke's Max Headroom, Sony Trinitron, California Raisins) and distinctive personalities (Paul Hogan and the still remembered Tina Turner).

6.3 Influence of the Consumer Media on the Purchase of Business Products and Services

This section identifies Canadians who influence the purchase of business products and services and then determines the extent to which they find the consumer media helpful in introducing them to these products or services.

One-third of all full-time workers (32%) and 15 per cent of part-time workers influence company decisions on the purchase of new office equipment, communications systems or business services. This represents 17 per cent of adult Canadians overall.

Demographically, the target group for business product and service advertising is skewed toward 25 to 49 year olds, better educated and more affluent Canadians and those in the professional, managerial or administrative occupational positions. Still, one in five lower level white collar workers and one in four semi-skilled blue collar workers also say that they are in a position to influence their company's purchase decisions.

While there is a difference in the level of influence between men and women per se, there is no difference between working men and working women.

Decision makers are only marginally more prevalent among anglophone than francophone adults (18% versus 16% respectively) but are somewhat less represented among third language Canadians (13%).

Regionally, the highest per capita concentration of self-declared business decision makers is in Alberta (24%). Otherwise, decision makers as a percentage of regional population, are fairly evenly distributed across Canada and among communities both large and small.

Consumer magazines reach the broadest audience of decision makers and are even slightly ahead of industry or trade magazines in terms of being a helpful source of business product or service information.

Among Canadians who influence company purchase decisions, 62 per cent say that consumer magazines are very or somewhat helpful in introducing them to business products or services. More than 50 per cent also use industry or trade magazines (59%), daily newspapers (56%) and financial magazines or newspapers (53%) for information about business products or services.