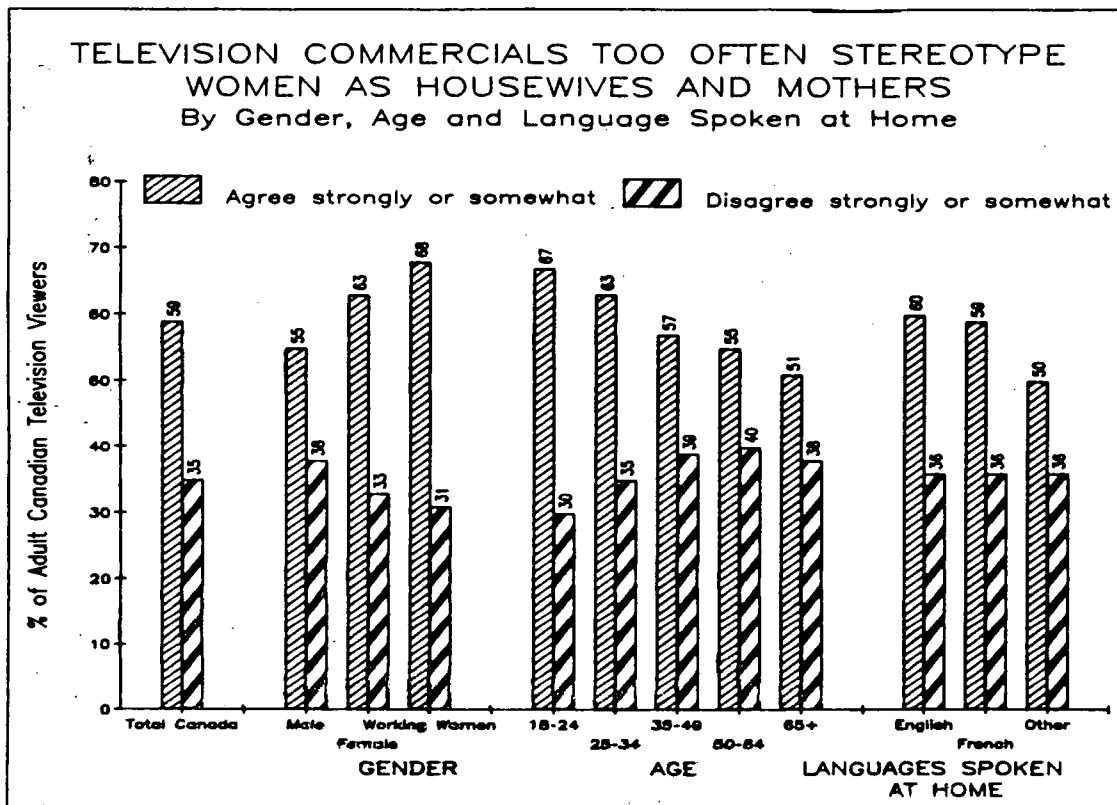


## 6.5 - Issues Related to Television Commercials

### Sex Role Stereotyping

Increasing participation of women in the Canadian workforce over the past two decades and related changes in how women are perceived in society have had a direct affect on attitudes toward the portrayal of women in television commercials. Today, almost six in ten adult television viewers (59%) agree strongly (30%) or somewhat (29%) that "television commercials too often stereotype women as housewives and mothers." Only 35 per cent disagree and a very small number (5%) have no opinion one way or the other.

Young people (67%) and working women (68%) are most likely to support the view that television commercials too often stereotype women but the majority of male adults, housewives and television viewers in all age groups also agree.



Attitudes toward the sex role stereotyping of women are widely held, not only among all demographic groups but also among anglophones and francophones (60% and 59% respectively agree) and, to a somewhat less extent, among third language Canadians (50% agree).

Agreement is equally spread across all regions of the country and among heavy, medium and light television viewers.