

When Canadians are aided with a list of products and services which might be prohibited from advertising, the number who identify one or more product categories rises to 70 per cent. Opinion is particularly polarized around the advertising of cigarettes or tobacco, feminine hygiene products, liquor, beer and wine.

Feminine hygiene is the only contentious product category for which there is no attitudinal benchmark from the 1969 Senate Report on Mass Media. Despite Canadians' current concerns over cigarette, liquor, beer and wine advertising, over the past 17 years the levels of negative public opinion have dropped significantly. In 1969, a majority of Canadians would ban cigarette and liquor advertising. Today, a majority would not prohibit the advertising of any one product category. This is, no doubt, a reflection of the increasingly restrictive advertising parameters which have already been put in place since 1969.

TYPES OF PRODUCTS OR SERVICES WHICH SHOULD BE PROHIBITED FROM ADVERTISING:

(Aided Responses)

- % of all Canadians -

	On Television	In Newspapers	In Magazines	On Radio	NET ALL MEDIA	1969 Senate Report on Mass Media
Cigarettes/tobacco	41%	34%	35%	35%	44%	60%
Feminine hygiene	37	19	19	24	38	NA
Liquor or spirits	31	24	24	25	33	55
Beer	30	22	22	23	31	39
Wine	20	15	15	16	21	35
Hemorrhoid preparations	13	8	8	9	14	NA
Children's games and toys	12	6	6	7	13	
Undergarments	12	7	7	7	13	
Laxatives	10	5	5	6	11	
Professional services (doctor's, lawyers, etc)	8	5	5	7	9	
Candies/snack foods	7	5	5	5	8	
Lotteries	6	4	4	5	7	
Headache/cold remedies	6	4	4	4	6	
Fast food restaurants	4	2	2	2	5	
Laundry/cleaning	3	2	2	2	4	
Soft drinks	3	2	2	2	4	
Breakfast foods	2	1	1	1	3	
Sporting goods	1	1	1	1	2	
None/don't know	33	49	50	46	55	

NA = Not Asked

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