

Although half of Canadians identify specific products or services which should not be advertised, the highest level of unaided response for banning the advertising of any one product category is 21 per cent. This category is feminine hygiene products.

Canadians are most concerned about the advertising of feminine hygiene products on television. Cigarette and tobacco advertising, on the other hand, is associated with all four media as is liquor advertising. Those who oppose beer advertising tend to focus on television.

The cultural gap between English and French speaking Canadians is starkly revealed in their attitudes toward what type of advertising should not be allowed. Feminine hygiene advertising is almost exclusively a problem for English speaking Canadians and, therefore, for the English language media. Advertising aimed at children, on the other hand, is mostly opposed by francophones.

Anglophones are also more likely to mention cigarette and liquor advertising as targets for media censorship while francophones are more concerned about beer advertising.

TYPES OF PRODUCTS OR SERVICES WHICH SHOULD BE PROHIBITED FROM ADVERTISING
(Unaided Responses)
- % of all Canadians -

	On Television	In Newspapers	In Magazines	On Radio	NET ALL MEDIA		
					Total Canada (4001)	Anglo- phones (2869)	Franco- phones (950)
Feminine hygiene products	20%	7%	7%	7%	21%	28%	2%
Cigarettes/tobacco	11	11	12	9	15	16	11
Liquor/alcohol	10	8	9	8	13	14	6
Beer	9	5	5	5	10	9	13
Wine	4	3	3	3	4	5	4
Other health/beauty products	2	2	2	1	3	3	7
Advertising aimed at children	3	1	1	*	3	1	9
Sex (in general)	1	1	1	*	2	1	2
Escort services	*	1	*	*	1	2	1
Sex aids	1	1	1	*	1	1	1
Pornography/nudity	1	1	1	*	1	1	2
Strippers/prostitution	*	1	*	*	1	1	2
Other	7	4	3	2	7	6	10
None/don't know	56	73	73	77	51	49	57

* Less than 0.5%

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