

The proponents of selected censorship of television advertising are distributed throughout the population but are more likely to be women (51%) than men (36%) and anglophones (48%) than francophones (34%). Fewer young people, aged 18 to 24, think that certain products or services should be prohibited from advertising on television (34%) than Canadians aged 25 or older (between 43 and 49%). Unlike other questions relating to media censorship, however, there is not much difference of opinion among other demographic groups and heavy television viewers are no more nor less supportive of restricting certain types of television advertising than the public in general.

Women are also more inclined than men to ban certain advertising in magazines (30% of women; 24% of men) but the two genders share similar views toward newspaper and radio advertising.

In addition to television advertising, anglophones are also much more concerned than francophones about radio advertising and to a lesser extent, about magazine ads. Anglophone sensitivities may be related to their more open acknowledgement that advertising has an influence on their purchase decisions while francophones tend to reject this notion. It may also speak to a certain prudery in English Canada which is not present in French Canada. This second theory is supported by francophones' level of tolerance for specific kinds of advertising, such as advertising for feminine hygiene products, which anglophones do not share.

ARE THERE ANY TYPES OF PRODUCTS OR SERVICES WHICH SHOULD BE PROHIBITED FROM ADVERTISING ON EACH OF THE FOUR MEDIA?

- By Total Canada and Language Spoken at Home -

	<u>All Canadians</u>	<u>Anglophones</u>	<u>Francophones</u>
Television			
Yes	44%	48%	34%
No	51	48	61
DK/NA	5	4	5
Newspapers			
Yes	27	27	27
No	66	67	65
DK/NA	7	6	8
Magazines			
Yes	27	29	21
No	66	65	68
DK/NA	8	6	11
Radio			
Yes	23	26	14
No	70	68	77
DK/NA	7	6	10
NET ALL MEDIA			
Yes	49	51	43
No	51	49	57
DK/NA	--	--	--

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