

Anglophones and francophones are dramatically different in their open acceptance of advertising as a persuasive medium. A considerable number of anglophones agree that they are often persuaded by advertising, while francophones totally reject this notion. The level of disagreement among francophones ranges from a low of 69 per cent for magazine ads to a high of 86 per cent for radio commercials. And in each instance, the vast majority of francophones disagree strongly.

Third language Canadians are more similar to anglophones than francophones in their views toward the influence of advertising on purchase decisions.

The differences of opinion within English Canada are minor. Several notable exceptions:

- Newspaper readers in Manitoba/Saskatchewan are somewhat less inclined than other English Canadians to agree that newspaper ads affect their purchase decisions (% agreeing: Manitoba/Saskatchewan 51%, total English Canada 57%)
- Television viewers in the Atlantic provinces are more likely than others to acknowledge the persuasive nature of television commercials (% agreeing: Atlantic provinces 52%, total English Canada 41%)
- Radio listeners in the Atlantic provinces and Toronto - but not Ontario as a whole - are more favourable towards radio advertising than others (% agreeing: Atlantic provinces 39%, Toronto 38%, total English Canada 31%)

Age is a less spectacular delineator of people's attitudes toward the influence of advertising than language but there is a consistent theme throughout. A majority of all 18 to 24 year old media users admit that they are persuaded by newspaper, magazine, television and radio advertising to buy things. Beyond age 25, however, the level of agreement drops below 50 per cent.