

PMB is based on a disproportionate sample. Also, the response rates to this *Return-to-Sample* survey were not uniform across all variables such as age and region. Therefore the data were weighted by age, sex, and region.

The results of the study with some comparisons to the data from the 1991 U.S. study are presented in the following sections.

2.0 Highlights Of The Study

The overall findings of this study reveal that the print media generally are considered to be the most informative media source for information on a broad range of products and services. Furthermore, within the print category, magazines are rated as the "*most informative source*" in nine out of the 18 product and service categories examined.

The findings also reveal that magazines are viewed more positively among high-income households, particularly those with annual income levels of \$100,000 or more. On the other hand, the number of magazines read appears to have little impact on people's views of the role of magazines and magazine advertising.

Magazines are considered the best source of information on lifestyles and hobbies

As sources of information, magazines rate first in the areas of *lifestyle information* (47% of respondents consider magazines the best source of information for lifestyle information) and *hobbies* (59%). Magazines also rate well in the area of *business analysis* (26%)...second only to newspapers. However, the higher the respondent's household income the more likely they are to choose magazines over newspapers for business analysis.

Magazines are the most personal media

Magazines are viewed as the most "*personal*" media (31% consider magazines the most "*personal*"). Magazines also rate second on being the most "*educational*" (29%) and "*useful/helpful*" (26%), behind television and newspapers respectively.

Magazines are the most informative media on products/services

Magazines are considered the leading source of information in the purchase of products and services. Magazines are rated first in nine of the 18 categories studied.

1. *selecting a new automobile (46% rate magazines most informative);*
2. *operating and maintaining an automobile (48%);*
3. *making personal travel plans (35%);*
4. *preparing and serving food (54%);*
5. *beauty and grooming (58%);*
6. *seeking information about fashions (56%)*
7. *seeking information on health issues (40%);*
8. *buying a computer or peripherals (41%); and,*
9. *buying computer software (34%).*

Magazine advertising considered appealing and informative

Magazine advertising is viewed as "*appealing*" (79% "agree strongly/somewhat"); "*informative about products*" (69% "agree strongly/somewhat"); and is considered "*helpful as a buying guide*" (66% "agree strongly/ somewhat").

Action taken based on magazines

Respondents are most likely to state that they have "saved an advertisement for future reference" (42%) and "gone out to look for a product or service" (39%) based on something they had seen or read in magazine in the past month. Respondents are less likely to say that they have "responded to a 1-800 telephone number" (11%) or "ordered a product or service by mail or telephone" (16%) on the basis of something in a magazine. It should be noted, however, that the number reporting that a magazine has stimulated them to "order a product or service by mail or telephone", is twice the figure reported for TV (8%), radio (9%) and newspapers (9%). Similarly, the number reporting that a magazine has led them to "respond to a 1-800 number" is equal to that for television and higher than that for any other media.

High frequency of saving magazines

One-in-two (50%) respondents say they save sections or inserts from magazines at least "sometimes", compared to just over half (54%) who say they do so for newspapers and one-third (32%) for direct mail. Even more, almost three-quarters (73%) of respondents state that they keep entire magazines for possible future reading or reference, compared with only 42% who say they keep newspapers and 24% who keep direct mail for the same purpose.

High levels of TV commercial zapping

Two-thirds (64%) of respondents state that they mute commercials. One-in-four (23%) respondents state that they mute commercials over 50% of the time, with the average being 29% of the time. Most likely to mute commercials are 18-24 year olds (78%) and professionals (79%). An even higher percentage (86%) say they change the channel when commercials come on and one-third (33%) say they do so 75% of the time. Most likely to do so are those aged under 25.

3.0 Detailed Findings

3.1 Best Source of Information

Respondents were asked to indicate which one of the six media examined -- magazines, television, radio, newspapers, billboards and direct mail -- is the best source of various types of information.

Magazines are rated first as a source for "lifestyle information" (47%) and information on "hobbies" (59%).

While magazines trail both television and newspapers as a source of news (both "general news" and "business news"), they do rate well in the area of "business analysis" (26%)...second only to newspapers.

Most respondents consider television the best source of "general news" (49%), with newspapers second (27%). Newspapers are considered the best source if one requires "business news" (59%), "financial data" (53%) or "business analysis" (39%).

BEST SOURCE OF INFORMATION FOR...

BASE:Total Respondents	Hobbies	Lifestyle Information	Business Analysis	Financial Data	Business News	General News
Magazines	59	47	26	11	12	1
Television	15	26	13	10	16	49
Radio	3	2	2	2	3	15
Newspapers	10	14	39	53	59	27
Billboards	1	*	-	*	*	*
Direct Mail	2	1	3	5	1	-

When responses to this series of questions are examined on the basis of the various demographic subgroups within the population, it is interesting to note that 35-49 year olds, members of high income households and residents of the Prairies and British Columbia all have an above-average tendency to consider magazines to be the best source of information on several topics examined. For example:

- *Those respondents aged 35-49 years of age are significantly more likely to consider magazines the best source of information on business news (17%); business analysis (35%); and, hobbies (65%).*
- *Those respondents with annual household incomes of over \$100,000 are significantly more likely to consider magazines the best source of information on lifestyle information (55%); business analysis (36%); financial data (18%); and, hobbies (66%).*
- *Residents of the Prairies are significantly more likely to consider magazines the best source of information on lifestyle information (53%); business analysis (30%); business news (17%); financial data (19%); and, hobbies (66%). Similarly, residents of British Columbia are significantly more likely to consider magazines the best source of information on lifestyle information (62%); business analysis (30%); financial data (21%); and, hobbies (69%).*

In addition, there is a clear difference in opinions between francophones and anglophones on the best source of "lifestyle information" and information on "hobbies". While anglophones are most likely to choose magazines as the best source of information on these two topics, francophones are more likely to pick television.

3.2 Perceptions Of Media Sources

Respondents were provided with a series of descriptive words or phrases and asked to indicate which of the six media they felt was best described by the term.

Magazines are viewed as the most "personal" media (31% consider magazines the most "personal", compared to only 13% for television and newspapers). This perception of magazines may be related to the fact that most magazines are targeted to specific consumers and their particular needs and interests. It may also be related to the fact that magazines are controlled by the reader (i.e., the reader may read what they wish to read, skip other items, spend more time on some items and less on others).

Magazines are rated second on the attributes of "educational" (29%) and "useful/helpful" (26%), behind television and newspapers respectively.

Television is clearly seen to be the dominant medium in terms of providing *entertainment* (77%) and *relaxation* (43%), while newspapers are most likely to be perceived as "informative" (39%) and "useful/helpful" (31%).

PERCEPTIONS OF MEDIA SOURCES

BASE: Total Respondents	Personal	Educational	Useful/Helpful	Informative	Relaxing	Entertaining	Current
Magazines	31	29	26	16	16	6	4
Television	13	38	18	26	43	77	41
Radio	10	3	11	10	27	8	19
Newspapers	13	18	31	39	6	2	27
Billboards	1	*	1	-	*	*	*
Direct Mail	9	1	2	1	*	*	-

Interesting demographic variations in responses to this set of questions include:

- *Those respondents with annual household incomes of over \$100,000 are significantly more likely to consider magazines the most informative (21%); educational (40%); and personal (37%) media.*
- *Francophones are significantly more likely than anglophones to consider magazines to be the most informative media (31% versus 13%). However, anglophones are significantly more likely to consider magazines to be useful/helpful than are francophones (28% versus 18%).*
- *Women are more likely than men to consider magazines to be the most personal (35% versus 27%) and the most relaxing media (20% versus 12%). Men, on the other hand, are more likely than women to consider magazines to be the most educational media (34% versus 24%).*
- *Residents of British Columbia are somewhat more likely to consider magazines to be the most relaxing (21%) and the most useful/helpful media (31%).*
- *12-17 year olds are significantly more likely than their older counterparts to consider magazines to be the most personal media (44%). At the opposite end of the spectrum, those aged 65 or older are significantly less likely to consider magazines to be the most personal media (16%).*

3.3 Most Informative Media on Products/Services

Respondents were asked which of the six media were *"the most informative in contributing to [your] overall knowledge of the product service"* for 18 selected products and services. Print media are rated the most informative on all 18 categories. Magazines received the highest rating on nine of the 18 categories and tied with newspapers on one category, newspapers scored highest on seven and direct mail on one.

The nine categories for which magazines received the highest rating covered all seven of the categories in the U.S. MPA study in which magazines were rated the most informative. The nine categories for which magazines were rated the most informative are as follows:

- *beauty and grooming (58% rate magazines most informative);*
- *seeking information about fashions (56%);*
- *preparing and serving food (54%);*
- *operating and maintaining an automobile (48%);*
- *selecting a new automobile (46%);*
- *buying a computer or computer peripherals (41%);*
- *seeking information on health issues (40%);*
- *making personal travel plans (35%); and,*
- *buying computer software (34%).*

Newspapers and magazines are in a virtual tie on the item *"buying clothing"* (magazines are cited by 29% and newspapers by 31%). While newspapers are rated most informative in almost as many situations as magazines, it should be noted that magazines appear to be the dominant media source in more areas than do newspapers. The areas in which magazines clearly dominate include: *"beauty and grooming"*, *"information about fashion"*, *"preparing and serving food"*, and *"operating/maintaining an automobile"*.

In contrast, newspapers appear to be the dominant media source in only two areas *"buying food for home"* and *"buying furniture or appliances for the home"*.

BASE: Total Respondents	MOST INFORMATIVE MEDIA ON...					
	Magazines	TV	Radio	News- papers	Bill- boards	Direct Mail
Beauty/grooming	58	12	*	5	1	4
Information about fashion	56	18	-	10	*	2
Preparing/serving food	51	21	*	6	*	3
Operating/maintaining an automobile	48	7	2	12	1	6
Selecting a new automobile	46	11	1	21	1	3
Buying computer/computer peripherals	41	5	1	18	*	6
Health issues	40	25	4	18	-	2
Making personal travel plans	35	5	2	30	*	9
Buying computer software	31	4	*	19	*	7
Buying clothing	29	7	1	31	1	13
Purchasing home electronics	27	13	1	38	*	7
Buying home improvement items	27	9	1	33	1	12
Buying furniture/appliances for home	18	11	2	43	*	11
Making business travel plans	13	1	1	19	*	8
Buying food for home	12	8	1	49	1	15
Investing in an RRSP	11	6	3	35	1	18
Selecting financial institution	8	7	3	28	2	14
Selecting a credit card	8	11	1	13	1	25

General demographic trends which are evident across this series of questions include:

- The tendency to consider magazines the most informative media in most of the situations examined, increases with the respondent's income level. For example, the likelihood of citing magazines as the most informative media when buying a computer or computer peripherals increases from 27% among those respondents with household incomes of under \$25,000 to 60% among those with household incomes of over \$100,000.
- In contrast, the tendency to consider magazines the most informative media in these situations decreases with the respondent's age. For example, the likelihood of citing magazines as the most informative media when buying clothing declines from 46% among 12-17 year olds to 19% among those aged 65 or older. The opposite relationship is true for newspapers, with likelihood of citing newspapers as the most informative media when buying clothing rising from 10% among 12-17 year olds to 45% among those aged 65 or older.
- Residents of Atlantic Canada have an above-average tendency to cite magazines as the most informative media.

- *Women are more likely than men to state that magazines are the most informative media on health issues (44% versus 36%); fashions (64% versus 48%); buying clothing (32% versus 25%); beauty and grooming (69% versus 46%); and, preparing and serving food (60% versus 47%).*
- *In contrast, men are more likely than women to choose magazines as the most informative media on buying computer software (39% versus 30%); home electronics (30% versus 24%); buying a computer or peripherals (46% versus 37%); operating and maintaining an automobile (51% versus 44%); and, selecting a new automobile (50% versus 43%).*

3.4 Attributes of Advertising in Various Media

Respondents were asked to indicate their agreement or disagreement with several statements describing advertising in the different media. They are most likely to agree that magazine advertising is "appealing" (79% "agree strongly/agree") and "informative about products" (69% "agree strongly/agree").

Interestingly, while magazines and newspapers receive similarly positive ratings on being "informative about products", respondents were slightly more likely to consider newspapers "helpful as a buying guide" than magazines (76% versus 66%). Television advertising also receives high ratings for being "appealing" and "informative about products". However, respondents reveal a higher level of resistance to television advertising than to either magazine or newspaper advertising. For example, three-quarters (73%) of respondents agree that television "has too many ads", while only three-in-ten agree that television ads are "believable", or agree with the statement "I prefer television to carry advertising".

Overall, respondents appear much more open to advertising in magazines and newspapers than they do to advertising on television. The relative positioning between magazines and television is comparable to that found in the U.S. study, although the differences in Canada are not as large. This could be attributed to the fact that the U.S. study compared only magazines and television, while the Canadian study rated six different media.

Perceptions of Advertising in Various Media
(% Agree Strongly/Agree)

BASE: Total Respondents	Magazines	TV	Radio	News-papers	Bill-boards	Direct Mail
is appealing	79	69	45	49	54	35
is informative about products	69	58	47	67	21	54
is helpful as a buying guide	66	52	42	76	19	49
has too many ads	19	73	47	39	20	35
I prefer...to carry advertising	11	32	25	55	25	25
is believable	12	31	40	49	20	25

Interesting demographic findings in responses to this set of questions include:

- *Those respondents with household incomes of over \$100,000 are more likely to agree that they prefer magazines to carry ads (50%) and that magazines are helpful as a buying guide (72%). However, these affluent respondents are also less likely to find ads in magazines believable (38%) and less likely to consider magazine ads to be informative about products (63%).*
- *Women and residents of Atlantic Canada both have an above-average tendency to agree that magazines have too many ads.*

3.5 Actions Taken Based on Advertising

In order to determine how effective advertising in the various media is at generating an active response among consumers, respondents were asked whether or not they had taken various actions based on advertising they had seen in the past month. Perhaps the most revealing data to be drawn from this set of questions, is the number for each media who say that they have *not* taken any of the actions listed. That number is significantly lower for magazines (38%) and newspapers (28%), than for the other media examined. What this reveals is that magazines have generated some form of active response from six-in-ten (62%) respondents, compared with one-in-two (47%) for TV, and only one-third (32%) for radio.

Newspaper and magazine advertising was more effective than TV, radio billboard or direct mail advertising at encouraging consumers to "go out to look for a product or service", "request more information about a product or service" and "purchase a product or service". Further, the findings reveal that magazine advertising was twice as effective at stimulating consumers to "order a product or service by mail or telephone" than either TV (8%), radio (9%) or newspaper (9%) advertising; and that magazines are tied with TV in terms of stimulating the highest number of respondents to "call a 1-800 number".

Effectiveness of Advertising in Stimulating Consumer Response

BASE: Total Respondents	Magazines	TV	Radio	News- papers	Bill- boards	Direct Mail
Saved an ad for future reference	12	N/A	N/A	53	N/A	N/A
Gone to look for product/service	39	35	23	58	7	23
Purchased product/service	41	30	19	53	7	23
Requested more information about product/service	22	15	12	23	4	12
Ordered product/service by mail or telephone	16	8	5	9	2	10
Responded to a 1-800 telephone number	11	11	6	8	2	6
None of the above	38	53	68	28	86	64

Demographic analysis of the findings for this set of questions reveals:

- The likelihood that a respondent has purchased a product or service or gone out to look for a product or service as a result of something they saw in a magazine increases with the respondent's household income and decreases with the respondent's age. For example, only 28% of those with household incomes of less than \$25,000 report that in the past month they have purchased a product or service as a result of something they saw in a magazine, compared to 42% of those with household incomes of over \$100,000.
- Similarly, only 24% of those aged 65 and over report that in the past month they have purchased a product or service as a result of something they saw in a magazine, compared with 38% of those aged 12-17 years.

3.6 Perceptions of Brands by the Media in which they Advertise

Respondents were asked a series of questions aimed at understanding how consumers perceive brands based on the type of media in which the brands are advertised. In general, responses to this set of questions reveal that there is not a high degree of differentiation between the various media. On all but two of the questions, respondents cluster the media together quite tightly. For example, brands advertised in magazines, TV, radio and newspapers all receive similar scores on the "not trustworthy/trustworthy" scale, with brands advertised in all four media falling closer to "not trustworthy" end of the scale, rather than the "trustworthy" end.

Respondents also cluster the four media closely on the scales of "unique/ordinary", "for people like me/not for people like me", and "good value/not good value.". The scales on which there is the most differentiation on how brands are rated across the various media are: "big companies/small companies" and "local/national". On these two scales, the media split in two with radio and newspapers together at the

"local" and "small companies" ends of the scales and TV and magazines together at the "national" and "big companies" ends of the scales.

It is also interesting to note that of the four media, brands which advertise in magazines are perceived to be the most "high quality", "unique", and "talks to me personally". Notable demographic findings include:

- *The perception that brands which advertise in magazines are "good value" declines as the respondent's household income rises. Forty-five percent of those with household incomes of under \$25,000 consider brands which advertise in magazines to be "good value" compared with 30% of those with household incomes of over \$100,000.*
- *Francophones are significantly more likely than anglophones to consider brands which advertise in magazines as "local" (25% versus 15%) rather than national.*

3.7 Role of Media in Daily Life

Respondents were asked to indicate whether or not they use the various types of media examined to help them in different aspects of their lives.

The ratings received by magazines in this series of questions are all in the neutral range of the 1-10 scale, indicating that respondents neither strongly agree nor strongly disagree that magazines assist them in their daily lives. Television, newspapers and radio are seen to be more informative than magazines in the areas of "world" and "local affairs". Television is seen to be the most relaxing medium, with the highest rating on "helps me get away from daily pressures".

Magazines, however, receive the highest rating of the four media examined for "helps me to improve my skills and abilities" and is tied with newspapers for the highest rating in "provides a good reference tool" and "helps me achieve my goals". These findings reveal that, in addition to being viewed as a good source of information on products and services, magazines are clearly seen as the media most focused on self-improvement.

Role of Media in Daily Life
(Mean Rating "1-10")

BASE: Total Respondents	Magazines	TV	Radio	News-papers
informs me about world affairs	5.8	8.0	6.9	7.7
provides a good reference tool or service	5.8	4.9	4.4	5.8
provides topics for conversation	5.6	6.7	5.9	6.7
helps me get away from daily pressures	5.5	6.7	5.9	4.8
helps me improve my skills and abilities	5.0	4.1	3.4	4.4
helps me achieve my goals	4.2	3.4	3.2	4.2
informs me about local affairs	3.8	6.9	7.4	7.5

The most significant demographic variations in responses to this set of questions is language. Francophones and residents of Quebec are significantly more likely than anglophones to agree that magazines:

- inform me about world affairs (francophones 41% versus anglophones 28%);
- help me get away from daily pressures (francophones 32% versus anglophones 25%); and,
- inform me about local affairs (francophones 25% versus anglophones 9%).

In addition, women are more likely than men to agree that magazines help them to get away from daily pressures (31% versus 22%).

3.8 Frequency of Saving Print Media

Respondents were asked to indicate how often they save either sections or inserts from the three different print media (i.e., magazines, newspapers, direct mail) for future reference and also how often they save the entire item.

Half (50%) of respondents say they save sections or inserts from magazines at least "sometimes", compared to just over half (54%) who say they do so from newspapers and one-third (33%) from direct mail.

As well, almost three-quarters (73%) of respondents state that they regularly or sometimes keep entire magazines for possible future reading or reference, compared with only 42% who say they regularly or sometimes keep newspapers and 24% who say they regularly or sometimes keep direct mail.

Frequency of Saving Sections/ Inserts (%)

	<i>Regularly</i>	<i>Sometimes</i>	<i>From Time to Time</i>	<i>Rarely</i>	<i>Never</i>
Magazines	16	34	20	19	9
Newspapers	21	33	23	15	7
Direct Mail	11	21	19	22	24

Frequency of Saving Whole Item (%)

	<i>Regularly</i>	<i>Sometimes</i>	<i>From Time to Time</i>	<i>Rarely</i>	<i>Never</i>
Magazines	47	26	13	8	4
Newspapers	14	28	22	20	13
Direct Mail	7	17	18	24	32

- Most likely to say they keep sections or inserts from magazines regularly or sometimes are women (56%) and residents of Atlantic Canada (58%).
- Most likely to say they keep entire magazines at least sometimes are 25-34 year olds (78%) and residents of the Prairies (78%).

3.9 Frequency of TV Commercial Zapping

Two-thirds (64%) of respondents state that they mute television commercials. On average, they mute commercials 29% of the time. One-in-four (23%) respondents state that they mute commercials over 50% of the time, and 17% mute 75% of the time or more.

A higher percentage of respondents (86%) say they change the channel when a commercial comes on the channel they are watching. Four-in-ten (40%) respondents report that they switch channels when a commercial comes on over 50% of the time and one-third (33%) say they do so 75% of the time.

Most likely to mute commercials are 18-24 year olds (78%) and professionals (79%). Most likely to say they switch channels to avoid television commercials are those aged under 25 years (97%) and francophones (90%).

3.10 Level of Attentiveness to Advertising

In order to measure how much attention is paid to advertising in the six different types of media, respondents were asked to rate the amount of attention they pay to ads using a 100-point scale, where '0' would mean that they "pay no attention to the ads" and skip over them and '100' would mean that they "always pay attention to, or read ads".

The rank ordering of the various media in responses to this question is not surprising and is probably related to the fact that the audiences for television, radio and billboards are essentially captive to their advertising. In contrast, when viewing print advertising respondents have the ability to spend as much or as little time with an ad as they wish. Given this distinction, it is worth noting that within the category of print media, magazines receive the highest attentiveness rating.

Based on the responses, it appears that consumers pay most attention to radio advertising. *Radio* advertising receives an average rating of 47.5 out of 100. In addition, 38% of respondents give radio ads a rating of over 50; only four percent of respondents say they do not pay any attention to radio advertising.

Billboards follow radio with an average rating of 44.5. One-third (34%) of respondents provide billboards with a rating of over 50 out of 100 and only six percent say they never pay attention to billboard advertising. *Television* is next with a rating of 41.5. Three-in-ten (29%) respondents give television advertising a rating of over 50 out of 100 and seven percent say they never pay attention to television ads.

Level of Attentiveness Paid to Advertising in...

BASE: Total Respondents	Mean Rating* (0-100)
Radio	47.5
Billboards	44.5
Television	41.5
Magazines	34.4
Direct Mail	33.9
Newspapers	22.6

* '0' means that they "pay no attention to ads and skip over them" and '100' means that they "always pay attention to, or read ads".

Magazines are close behind television with an average rating of 34.4, with 21% of respondents give magazine ads a rating of over 50. However, twice as many respondents (14%) say they never pay attention to magazine ads compared to television ads. *Direct mail* follows magazines closely, with a rating of 33.9 out of a possible 100. One-in-four (24%) respondents give direct mail ads a rating of over 50 and 17% say they never pay attention to direct mail advertisements.

Newspapers are in last place in terms of the amount of attention respondents claim they pay to advertising, with a rating of only 22.6 out of 100. Furthermore, only 12% of respondents give newspaper advertising a rating of over 50 out of 100 and 23% of respondents say they do not pay any attention to newspaper ads.

Appendix A - Tables -

BEST SOURCE OF INFORMATION FOR...HOBBIES

	Magazines	Television	Radio	Newspapers
Total Canada	59	15	3	10
Gender				
Male	58	16	3	10
Female	59	13	4	9
Age				
12-17 years	56	15	4	9
18-24 years	54	25	6	8
25-34 years	61	13	3	11
35-49 years	65	11	3	9
50-64 years	57	17	4	12
65 or older	49	15	2	8
Household Income				
Under \$25,000	43	21	4	9
\$25 - under \$50,000	52	13	5	12
\$50 - under \$75,000	68	13	2	8
\$75 - under \$100,000	66	14	1	9
Over \$100,000	66	13	3	10
Region				
Atlantic	59	17	1	4
Quebec	37	23	10	18
Ontario	67	12	1	6
Prairies	66	9	1	10
British Columbia	69	11	2	6
Language				
English	66	12	1	7
French	30	26	12	21

BEST SOURCE OF INFORMATION FOR...GENERAL NEWS

	Magazines	Telev ision	Radio	Newspapers
Total Canada	1	49	15	27
Gender				
Male	1	45	14	30
Female	*	53	17	24
Age				
12-17 years	-	60	5	34
18-24 years	2	60	10	18
25-34 years	1	52	16	26
35-49 years	1	46	18	30
50-64 years	1	48	15	30
65 or older	*	46	15	24
Household Income				
Under \$25,000	1	53	11	19
\$25 - under \$50,000	1	49	14	27
\$50 - under \$75,000	1	52	16	28
\$75 - under \$100,000	1	42	16	34
Over \$100,000	-	48	23	27
Region				
Atlantic	-	51	16	20
Quebec	3	53	13	21
Ontario	*	46	17	31
Prairies	*	51	16	28
British Columbia	1	50	15	32
Language				
English	*	48	16	29
French	3	54	12	20

BEST SOURCE OF INFORMATION FOR...BUSINESS NEWS

	Magazines	Telev ision	Radio	Newspapers
Total Canada	12	16	5	59
Gender				
Male	11	16	3	61
Female	12	16	4	68
Age				
12-17 years	6	18	3	63
18-24 years	12	18	4	59
25-34 years	13	19	2	57
35-49 years	17	12	3	60
50-64 years	8	18	3	62
65 or older	6	13	7	58
Household Income				
Under \$25,000	9	22	7	44
\$25 - under \$50,000	12	16	3	56
\$50 - under \$75,000	12	16	2	66
\$75 - under \$100,000	13	11	2	63
Over \$100,000	11	14	3	68
Region				
Atlantic	11	21	3	53
Quebec	12	18	4	52
Ontario	9	11	4	68
Prairies	17	19	3	54
British Columbia	14	17	-	60
Language				
English	12	15	3	62
French	12	19	4	51

BEST SOURCE OF INFORMATION FOR...BUSINESS ANALYSIS

	Magazines	Television	Radio	Newspapers
Total Canada	26	13	2	39
Gender				
Male	29	13	3	40
Female	24	13	2	37
Age				
12-17 years	20	17	4	38
18-24 years	23	14	6	42
25-34 years	28	12	2	40
35-49 years	35	9	2	37
50-64 years	22	22	2	41
65 or older	16	12	3	37
Household Income				
Under \$25,000	16	17	4	32
\$25 - under \$50,000	27	15	1	35
\$50 - under \$75,000	26	13	3	44
\$75 - under \$100,000	29	11	3	39
Over \$100,000	36	8	4	43
Region				
Atlantic	20	19	3	31
Quebec	25	18	2	40
Ontario	26	10	3	42
Prairies	30	11	4	38
British Columbia	30	13	1	32
Language				
English	27	12	2	38
French	26	18	2	40

BEST SOURCE OF INFORMATION FOR...FINANCIAL DATA

	Magazines	Telev ision	Radio	Newspapers
Total Canada	14	10	2	53
Gender				
Male	14	11	1	56
Female	15	8	3	50
Age				
12-17 years	9	16	-	47
18-24 years	16	13	5	48
25-34 years	14	10	1	52
35-49 years	17	7	1	57
50-64 years	16	13	3	52
65 or older	10	8	4	51
Household Income				
Under \$25,000	10	20	2	35
\$25 - under \$50,000	14	10	2	50
\$50 - under \$75,000	14	9	2	50
\$75 - under \$100,000	15	5	1	59
Over \$100,000	18	5	3	65
Region				
Atlantic	11	19	-	43
Quebec	12	13	2	54
Ontario	13	6	2	58
Prairies	19	7	3	53
British Columbia	21	10	2	41
Language				
English	15	8	2	53
French	13	15	2	54

BEST SOURCE OF INFORMATION FOR...LIFESTYLE INFORMATION

	Magazines	Telev ision	Radio	Newspapers
Total Canada	47	26	2	14
Gender				
Male	42	29	2	15
Female	51	22	3	14
Age				
12-17 years	55	27	-	6
18-24 years	51	33	4	11
25-34 years	55	25	1	12
35-49 years	48	24	3	15
50-64 years	39	28	2	18
65 or older	37	22	5	18
Household Income				
Under \$25,000	35	31	5	11
\$25 - under \$50,000	45	27	2	14
\$50 - under \$75,000	51	23	2	17
\$75 - under \$100,000	49	26	2	12
Over \$100,000	55	24	1	14
Region				
Atlantic	36	43	1	9
Quebec	35	35	4	14
Ontario	50	20	2	18
Prairies	53	18	3	14
British Columbia	62	23	2	7
Language				
English	50	23	2	14
French	34	37	4	14

MEDIA SOURCE WHICH IS MOST...ENTERTAINING

	Magazines	Telev ision	Radio	Newspapers
Total Canada	6	77	8	2
Gender				
Male	4	78	8	3
Female	8	75	8	2
Age				
12-17 years	8	75	9	-
18-24 years	2	86	7	3
25-34 years	9	72	8	4
35-49 years	7	75	11	2
50-64 years	4	82	5	2
65 or older	4	76	5	1
Household Income				
Under \$25,000	5	69	9	2
\$25 - under \$50,000	5	75	7	3
\$50 - under \$75,000	5	82	8	1
\$75 - under \$100,000	8	76	8	3
Over \$100,000	8	80	8	4
Region				
Atlantic	7	77	4	-
Quebec	7	69	9	2
Ontario	6	78	8	3
Prairies	1	80	9	3
British Columbia	8	83	5	3
Language				
English	6	78	8	2
French	7	70	8	2

MEDIA SOURCE WHICH IS MOST...INFORMATIVE

	Magazines	Telev ision	Radio	Newspapers
Total Canada	16	26	10	39
Gender				
Male	19	22	9	41
Female	14	29	11	38
Age				
12-17 years	19	32	1	43
18-24 years	16	21	5	47
25-34 years	14	30	7	41
35-49 years	19	25	9	41
50-64 years	16	25	12	37
65 or older	13	21	19	31
Household Income				
Under \$25,000	8	31	14	29
\$25 - under \$50,000	15	27	10	38
\$50 - under \$75,000	19	25	9	42
\$75 - under \$100,000	19	26	6	41
Over \$100,000	21	18	12	456
Region				
Atlantic	7	46	10	24
Quebec	27	25	8	25
Ontario	14	21	11	46
Prairies	13	23	8	49
British Columbia	10	31	9	45
Language				
English	13	26	10	44
French	31	25	7	21

MEDIA SOURCE WHICH IS MOST...EDUCATIONAL

	Magazines	Telev ision	Radio	Newspapers
Total Canada	29	38	3	18
Gender				
Male	34	34	2	19
Female	24	42	4	16
Age				
12-17 years	37	33	2	22
18-24 years	16	44	-	29
25-34 years	32	37	2	18
35-49 years	33	37	4	16
50-64 years	28	38	4	18
65 or older	21	41	6	12
Household Income				
Under \$25,000	17	44	5	10
\$25 - under \$50,000	28	40	3	16
\$50 - under \$75,000	31	40	3	19
\$75 - under \$100,000	32	31	2	22
Over \$100,000	40	27	7	20
Region				
Atlantic	23	53	5	14
Quebec	29	37	4	12
Ontario	30	35	3	21
Prairies	31	34	3	21
British Columbia	27	42	3	17
Language				
English	29	38	3	19
French	30	37	3	10

MEDIA SOURCE WHICH IS MOST...RELAXING

	Magazines	Television	Radio	Newspapers
Total Canada	15	43	27	6
Gender				
Male	12	46	27	7
Female	20	40	26	5
Age				
12-17 years	10	45	33	4
18-24 years	17	50	14	10
25-34 years	19	43	24	7
35-49 years	16	43	31	5
50-64 years	15	46	25	4
65 or older	13	39	26	6
Household Income				
Under \$25,000	19	35	21	8
\$25 - under \$50,000	16	41	28	4
\$50 - under \$75,000	17	49	26	4
\$75 - under \$100,000	14	42	28	8
Over \$100,000	11	49	25	10
Region				
Atlantic	9	45	28	6
Quebec	17	35	28	5
Ontario	15	48	25	6
Prairies	16	42	29	7
British Columbia	21	47	24	6
Language				
English	15	46	26	6
French	18	33	28	6

MEDIA SOURCE WHICH IS MOST...CURRENT

	Magazines	Telev ision	Radio	Newspapers
Total Canada	3	41	19	27
Gender				
Male	3	40	19	29
Female	3	41	18	26
Age				
12-17 years	5	44	5	39
18-24 years	-	49	16	30
25-34 years	4	45	17	24
35-49 years	4	42	22	27
50-64 years	2	38	19	29
65 or older	3	32	19	26
Household Income				
Under \$25,000	5	34	16	27
\$25 - under \$50,000	2	43	18	23
\$50 - under \$75,000	3	45	18	29
\$75 - under \$100,000	1	35	24	31
Over \$100,000	5	38	20	34
Region				
Atlantic	-	41	18	25
Quebec	5	35	13	28
Ontario	2	42	22	27
Prairies	4	46	18	26
British Columbia	2	45	20	28
Language				
English	2	42	20	28
French	6	36	11	27

MEDIA SOURCE WHICH IS MOST...USEFUL OR HELPFUL

	Magazines	Telev ision	Radio	Newspapers
Total Canada	26	18	11	31
Gender				
Male	24	18	11	34
Female	28	17	11	29
Age				
12-17 years	17	18	9	44
18-24 years	20	32	12	25
25-34 years	25	21	10	31
35-49 years	28	15	10	33
50-64 years	29	16	11	29
65 or older	25	14	11	31
Household Income				
Under \$25,000	21	17	15	26
\$25 - under \$50,000	28	19	10	27
\$50 - under \$75,000	24	19	11	33
\$75 - under \$100,000	26	17	8	37
Over \$100,000	27	13	9	43
Region				
Atlantic	18	29	6	35
Quebec	21	23	11	25
Ontario	30	13	12	34
Prairies	25	20	10	35
British Columbia	31	13	10	30
Language				
English	28	16	11	33
French	18	26	11	24

MEDIA SOURCE WHICH IS MOST...PERSONAL

	Magazines	Televi sion	Radio	News- papers	Direct Mail
Total Canada	31	13	10	13	9
Gender					
Male	27	14	10	16	9
Female	35	12	10	11	9
Age					
12-17 years	44	12	5	8	15
18-24 years	29	12	10	8	12
25-34 years	35	15	7	14	10
35-49 years	34	11	13	12	7
50-64 years	31	11	9	18	7
65 or older	16	14	12	16	12
Household Income					
Under \$25,000	22	12	11	16	9
\$25 - under \$50,000	33	11	8	13	11
\$50 - under \$75,000	30	18	8	13	9
\$75 - under \$100,000	29	12	12	14	9
Over \$100,000	37	9	18	11	5
Region					
Atlantic	21	13	14	18	8
Quebec	34	10	8	14	9
Ontario	32	12	10	13	9
Prairies	28	16	13	11	12
British Columbia	32	15	8	12	7
Language					
English	30	14	11	13	9
French	34	10	7	15	10

ADVERTISING IN/ON... IS APPEALING

(% Agree Strongly/Agree)

	Magazines	Television	Radio	News-papers	Bill-boards	Direct Mail
Total Canada	79	69	45	49	54	35
Gender						
Male	79	69	45	47	52	34
Female	80	69	45	51	56	35
Age						
12-17 years	82	76	59	41	65	39
18-24 years	78	69	47	48	61	33
25-34 years	84	78	50	47	59	39
35-49 years	78	69	45	47	54	32
50-64 years	82	63	38	53	49	34
65 or older	71	59	42	54	47	33
Household Income						
Under \$25,000	78	65	54	60	55	48
\$25 - under \$50,000	77	71	43	48	52	34
\$50 - under \$75,000	82	70	46	48	57	37
\$75 - under \$100,000	80	74	46	52	60	24
Over \$100,000	79	58	40	32	45	25
Region						
Atlantic	79	82	49	47	53	40
Quebec	81	74	41	60	68	46
Ontario	80	66	47	49	50	29
Prairies	79	66	46	42	53	33
British Columbia	74	59	46	34	40	27
Language						
English	79	66	46	45	49	30
French	81	78	42	63	74	51

ADVERTISING IN/ON...IS INFORMATIVE ABOUT PRODUCTS

(% Agree Strongly/Agree)

	Magazines	Television	Radio	News-papers	Bill-board	Direct Mail
Total Canada	69	58	47	67	21	54
Gender						
Male	70	53	46	65	19	52
Female	68	62	48	70	23	56
Age						
12-17 years	65	56	55	67	16	64
18-24 years	71	58	46	64	23	59
25-34 years	67	61	43	68	19	58
35-49 years	69	54	44	64	18	55
50-64 years	69	59	48	71	22	49
65 or older	73	60	55	70	31	47
Household Income						
Under \$25,000	70	66	59	70	34	54
\$25 - under \$50,000	70	63	45	70	23	56
\$50 - under \$75,000	68	53	45	68	20	55
\$75 - under \$100,000	73	55	48	62	15	54
Over \$100,000	63	45	41	60	13	47
Region						
Atlantic	73	65	58	66	28	65
Quebec	68	57	38	66	24	54
Ontario	70	58	49	66	21	53
Prairies	67	58	49	71	20	56
British Columbia	68	53	46	70	15	49
Language						
English	69	58	50	68	21	54
French	69	57	36	65	24	55

ADVERTISING IN/ON...IS BELIEVABLE

(% Agree Strongly/Agree)

	Magazi nes	Televi sion	Radio	News- papers	Bill- boards	Direct Mail
Total Canada	42	31	40	49	20	25
Gender						
Male	46	30	39	47	10	22
Female	39	32	40	51	20	27
Age						
12-17 years	54	34	60	64	29	29
18-24 years	38	21	39	55	22	31
25-34 years	42	31	40	54	18	29
35-49 years	43	33	39	46	19	22
50-64 years	41	32	33	45	21	24
65 or older	41	32	41	43	17	19
Household Income						
Under \$25,000	46	41	45	44	25	35
\$25 - under \$50,000	42	31	38	51	18	24
\$50 - under \$75,000	41	31	38	52	21	23
\$75 - under \$100,000	47	33	43	47	18	25
Over \$100,000	38	21	38	42	16	19
Region						
Atlantic	39	34	39	48	25	33
Quebec	43	35	35	50	21	28
Ontario	44	32	41	47	20	24
Prairies	39	28	43	56	17	23
British Columbia	44	25	40	45	15	15
Language						
English	42	31	41	48	19	23
French	43	33	34	51	22	29

ADVERTISING IN/ON...IS HELPFUL AS A BUYING GUIDE

(% Agree Strongly/Agree)

	Magazi- nes	Televi- sion	Radio	News- papers	Bill- boards	Direct Mail
Total Canada	66	52	42	76	19	49
Gender						
Male	66	50	41	75	18	49
Female	67	53	44	77	20	49
Age						
12-17 years	60	53	30	72	25	51
18-24 years	70	43	35	85	12	43
25-34 years	67	58	38	74	20	54
35-49 years	68	49	42	76	17	49
50-64 years	67	53	48	77	21	50
65 or older	62	49	50	77	20	41
Household Income						
Under \$25,000	67	56	51	72	27	52
\$25 - under \$50,000	63	53	41	75	22	50
\$50 - under \$75,000	66	51	44	81	15	48
\$75 - under \$100,000	70	56	41	76	16	51
Over \$100,000	72	40	33	72	12	43
Region						
Atlantic	64	54	50	72	18	60
Quebec	64	50	37	69	18	57
Ontario	70	54	45	79	19	47
Prairies	62	57	44	81	23	43
British Columbia	68	39	39	78	16	40
Language						
English	67	52	44	79	19	47
French	63	51	37	67	19	58

ADVERTISING IN/ON...HAS TOO MANY ADS

(% Agree Strongly/Agree)

	Magazi- nes	Televi- sion	Radio	News- papers	Bill- boards	Direct Mail
Total Canada	49	73	47	39	20	35
Gender						
Male	42	72	48	40	20	37
Female	55	75	46	38	19	34
Age						
12-17 years	43	68	49	31	16	42
18-24 years	49	75	44	31	17	33
25-34 years	43	71	42	36	15	33
35-49 years	50	77	47	38	22	38
50-64 years	50	72	46	45	21	32
65 or older	53	73	55	44	24	39
Household Income						
Under \$25,000	51	69	46	37	25	37
\$25 - under \$50,000	52	72	48	43	22	36
\$50 - under \$75,000	46	76	44	38	17	32
\$75 - under \$100,000	48	77	51	33	18	36
Over \$100,000	43	73	44	40	16	41
Region						
Atlantic	57	76	47	32	16	45
Quebec	47	75	50	40	24	37
Ontario	50	72	45	40	16	34
Prairies	46	75	46	38	24	37
British Columbia	45	71	45	42	20	28
Language						
English	49	73	45	37	18	35
French	48	75	53	46	25	38

I PREFER...TO CARRY ADS

(% Agree Strongly/Agree)

	Magazi nes	Televi sion	Radio	News- papers	Bill- boards	Direct Mail
Total Canada	44	32	25	55	25	25
Gender						
Male	45	35	23	55	23	26
Female	43	28	26	55	27	25
Age						
12-17 years	40	38	15	42	35	19
18-24 years	47	23	16	50	32	27
25-34 years	45	35	23	55	29	28
35-49 years	43	30	25	55	22	23
50-64 years	45	34	28	57	20	27
65 or older	42	29	30	57	24	24
Household Income						
Under \$25,000	44	34	33	52	33	35
\$25 - under \$50,000	47	30	23	56	23	25
\$50 - under \$75,000	37	34	25	56	28	25
\$75 - under \$100,000	46	37	23	53	22	21
Over \$100,000	50	22	19	54	21	19
Region						
Atlantic	46	36	24	45	21	36
Quebec	46	38	29	53	29	31
Ontario	45	29	22	54	25	21
Prairies	40	31	24	60	27	22
British Columbia	41	25	24	58	20	20
Language						
English	44	29	23	56	24	23
French	44	42	32	50	32	32

**ACTION TAKEN BASED ON MEDIA SOURCE...ORDERED A PRODUCT/SERVICE
BY MAIL OR TELEPHONE**

(in past month)

	Magazi nes	Televi sion	Radio	Newspapers
Total Canada	16	8	5	9
Gender				
Male	16	8	5	10
Female	15	8	5	8
Age				
12-17 years	10	8	4	8
18-24 years	16	7	4	7
25-34 years	19	9	3	8
35-49 years	16	6	3	9
50-64 years	14	9	6	10
65 or older	15	9	9	10
Household Income				
Under \$25,000	16	13	6	13
\$25 - under \$50,000	17	9	5	7
\$50 - under \$75,000	15	6	4	8
\$75 - under \$100,000	16	4	6	13
Over \$100,000	14	7	1	8
Region				
Atlantic	9	12	8	7
Quebec	16	6	4	10
Ontario	19	8	4	10
Prairies	16	10	4	5
British Columbia	12	7	7	9
Language				
English	16	8	5	8
French	15	7	4	11

ACTION TAKEN BASED ON MEDIA SOURCE...PURCHASED A PRODUCT/SERVICE**(in past month)**

	Magazi nes	Televi sion	Radio	Newspapers
Total Canada	34	30	19	53
Gender				
Male	35	30	19	53
Female	32	30	18	52
Age				
12-17 years	38	50	22	31
18-24 years	33	29	19	41
25-34 years	36	36	15	56
35-49 years	36	32	22	59
50-64 years	33	20	17	54
65 or older	24	21	18	46
Household Income				
Under \$25,000	28	33	21	47
\$25 - under \$50,000	30	24	16	48
\$50 - under \$75,000	34	34	18	57
\$75 - under \$100,000	40	34	22	55
Over \$100,000	42	31	22	61
Region				
Atlantic	33	30	25	54
Quebec	36	28	14	43
Ontario	32	33	20	53
Prairies	31	31	16	64
British Columbia	38	25	22	53
Language				
English	33	30	21	53
French	35	29	12	52

ACTION TAKEN BASED ON MEDIA SOURCE...GONE OUT TO LOOK FOR A PRODUCT/SERVICE**(in past month)**

	Magazi nes	Televi sion	Radio	Newspapers
Total Canada	39	35	23	58
Gender				
Male	40	34	23	60
Female	27	35	22	56
Age				
12-17 years	44	51	23	30
18-24 years	42	42	23	49
25-34 years	41	43	24	68
35-49 years	44	35	25	65
50-64 years	35	22	18	54
65 or older	26	28	20	48
Household Income				
Under \$25,000	28	34	23	45
\$25 - under \$50,000	35	32	18	56
\$50 - under \$75,000	41	37	24	63
\$75 - under \$100,000	46	42	28	62
Over \$100,000	50	29	25	62
Region				
Atlantic	35	33	20	51
Quebec	41	31	18	48
Ontario	39	36	25	61
Prairies	33	39	22	72
British Columbia	42	34	25	57
Language				
English	38	36	20	61
French	41	30	12	46

ACTION TAKEN BASED ON MEDIA SOURCE...RESPONDED TO A 1-800 TELEPHONE NUMBER**(in past month)**

	Magazi- nes	Televi- sion	Radio	Newspapers
Total Canada	11	11	6	8
Gender				
Male	13	11	5	10
Female	9	10	8	7
Age				
12-17 years	3	2	7	6
18-24 years	13	12	8	6
25-34 years	12	14	6	9
35-49 years	10	8	4	7
50-64 years	12	9	7	11
65 or older	12	14	11	8
Household Income				
Under \$25,000	10	19	13	12
\$25 - under \$50,000	11	12	7	8
\$50 - under \$75,000	12	7	5	7
\$75 - under \$100,000	14	8	5	8
Over \$100,000	7	9	2	6
Region				
Atlantic	5	13	8	7
Quebec	11	10	6	11
Ontario	12	10	7	7
Prairies	11	9	5	6
British Columbia	11	12	5	10
Language				
English	11	11	7	8
French	9	10	5	9

**ACTION TAKEN BASED ON MEDIA SOURCE...REQUESTED MORE INFORMATION
ABOUT A PRODUCT/SERVICE**

(in past month)

	Magazi- nes	Televi- sion	Radio	Newspapers
Total Canada	22	15	12	23
Gender				
Male	27	19	11	26
Female	18	12	12	19
Age				
12-17 years	21	13	13	27
18-24 years	18	23	11	22
25-34 years	27	14	10	26
35-49 years	24	17	12	24
50-64 years	19	12	12	18
65 or older	17	15	13	18
Household Income				
Under \$25,000	18	21	14	20
\$25 - under \$50,000	20	14	11	24
\$50 - under \$75,000	23	14	12	24
\$75 - under \$100,000	29	19	13	24
Over \$100,000	20	10	8	16
Region				
Atlantic	24	26	19	31
Quebec	23	17	12	24
Ontario	24	14	11	21
Prairies	16	11	7	19
British Columbia	20	13	12	24
Language				
English	22	15	11	22
French	23	18	12	24

ACTION TAKEN BASED ON MEDIA SOURCE...SAVED AN AD FOR FUTURE REFERENCE

(in past month)

	Magazines	Newspapers
Total Canada	42	53
Gender		
Male	43	53
Female	41	52
Age		
12-17 years	48	44
18-24 years	41	42
25-34 years	41	52
35-49 years	41	56
50-64 years	45	53
65 or older	39	54
Household Income		
Under \$25,000	42	52
\$25 - under \$50,000	38	54
\$50 - under \$75,000	41	53
\$75 - under \$100,000	50	55
Over \$100,000	44	45
Region		
Atlantic	39	52
Quebec	42	48
Ontario	44	57
Prairies	41	52
British Columbia	39	50
Language		
English	42	54
French	42	48

