

CANADIAN PRESS / LEGER MARKETING

Canadians and Advertising

Report



1.0 Research Findings

- A majority of Canadians believe in advertising.

Question: Generally speaking, do you believe in advertisements?

n=1507	YES	NO	Dnk
	51.9%	45.4%	2.7%

- Television remains the best means of advertising.

Question: Do you pay a GREAT DEAL of attention, MORE OR LESS pay attention, pay VERY LITTLE ATTENTION or pay NO ATTENTION at all to advertising...

n =1507	Pay attention	Do not pay attention	Dnk/Refusal
... on the radio	31.9%	67.3%	0.8%
... in newspapers	39.4%	60.3%	0.3%
... on television	56.4%	43.4%	0.2%
... by mail	26.1%	73.7%	0.2%

- Close to six Canadians out of ten have previously been offended by an ad.

Question: Are you OFTEN, RARELY or NEVER offended by ads?

n=1507	OFTEN	RARELY	NEVER	Dnk/Refusal
	11.3%	47.4%	40.4%	0.9%

- Too much violence, not enough humour in advertising.

Question: In advertising today, do you find that there is TOO MUCH, JUST ENOUGH or NOT ENOUGH...?

n =1507	TOO MUCH	JUST ENOUGH	NOT ENOUGH	Dnk/Refusal
... violence	55.9%	32.9%	4.7%	6.5%
... sex	45.1%	38.4%	10.5%	6.0%
... humour	6.5%	44.3%	46.2%	3.0%
... information	12,6%	52,2%	30,7%	4,5%

- The quality of ads created in Canada is at least equal to that of American advertising.

Question: Do you prefer ads that have been created...?

n=1507	... in your own province	... in Canada	... in the United States	No preference in particular	Dnk/Refusal
	21.7%	36.4%	9.3%	29.7%	2.9%

➤ Advertising influences children's buying habits.

Question: Even if advertising geared towards children is prohibited in Canada, do you AGREE or DISAGREE that advertising significantly influences children's buying habits?

n=1507	AGREE	DISAGREE	Dnk/Refusal
	89.2%	7.8%	3.0%

Question: Do you have children that are 18 years of age or younger? If so, would you say that your child (or your children) significantly influence...

n =1507	OUI
... your leisure activities	26.7%
... your food item purchases	28.2%
... your choice of restaurants	22.9%
... your purchase of a vehicle	16.2%
... your computer purchases	14.9%
None of the above	5.0%

2.0 Results

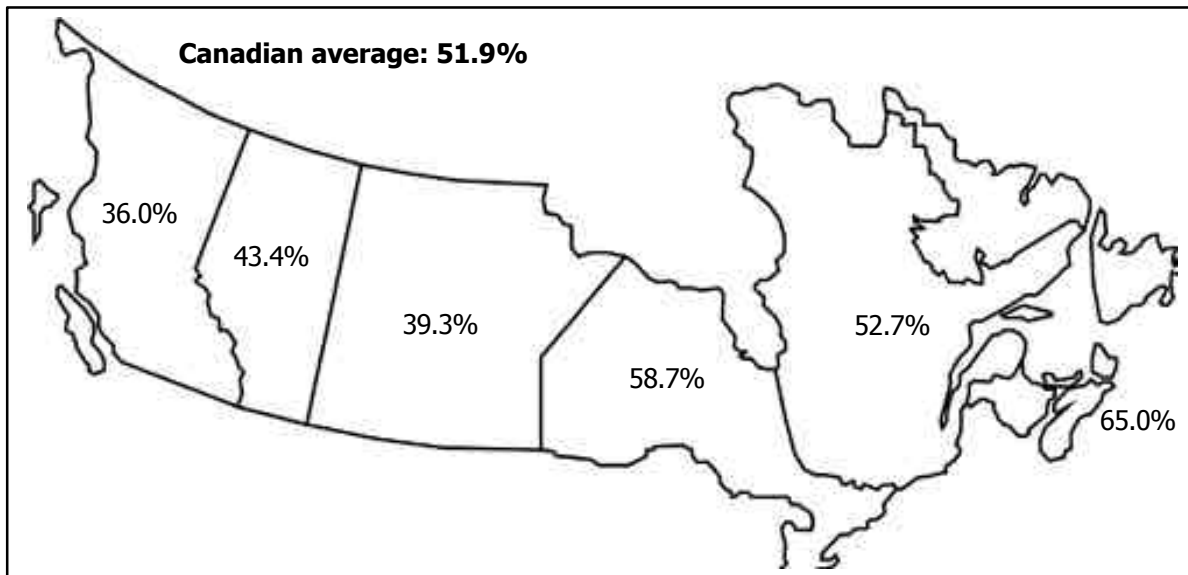
2.1 A majority of Canadians believe in advertising

51.9% of the Canadian population mentioned believing in advertising while 45.4% held the opposite view. It is in the eastern part of the country that we find Canadians who believe in advertising the most. In fact, 57.3% of those living east of Manitoba believe in advertising while only 39.2% of those living west of Ontario share this view.

Question: Generally speaking, do you believe in advertisements?

n=1507	YES	NO	Dnk
Atlantic provinces	65.0%	29.9%	5.1%
Quebec	52.7%	45.7%	1.6%
Ontario	58.7%	40.2%	1.1%
Prairies	39.3%	57.5%	3.3%
Alberta	43.4%	53.4%	3.2%
British Columbia	36.0%	56.5%	7.5%
Canada	51.9%	45.4%	2.7%

Percentage of Canadians who believe in advertising



2.2 Television remains the best means of advertising

56.4% of Canadians pay attention to advertising on television while 43.4% pay more or less or very little attention to it. The interest of the population in advertising falls to 39.4% for newspaper ads, 31.9% for radio ads and 26.1% for mail ads.

We note that 68.4% of those 35 years old or younger and 69.5% of students pay greater attention to televised ads versus only 37.9% of those 65 years old and over.

Distribution of Canadians who pay attention to advertising...

n=1507	... on the radio	... in newspapers	...on television	...in the mail
Atlantic provinces	36.2%	39.6%	61.7%	23.9%
Quebec	35.7%	41.9%	59.4%	32.1%
Ontario	30.4%	38.0%	54.7%	22.6%
Prairies	29.5%	39.7%	55.4%	26.2%
Alberta	28.3%	29.2%	52.8%	23.7%
British Columbia	30.8%	45.5%	55.5%	28.0%
Canada	31.9%	39.4%	56.4%	26.1%

2.3 Close to six Canadians out of ten have previously been offended by an ad

58.7% of the population mentioned having been previously offended by an ad, 11.3% of which mentioned having been often offended and 47.4% rarely offended. 40.4% have never been offended by advertising.

68.6% of Canadians who are often offended by advertising felt that there was too much sexuality in advertising and 66.8% felt that there was too much violence.

65.7% of women, 70.5% of those aged 55 to 64 years old, 67.2% of Quebeckers, 64.4% of Canadians in the higher income brackets and 67.6% of University-educated Canadians were more likely to have previously been offended by advertising.

However, 48.4% of men, 55.7% of residents of the Atlantic provinces, 49.4% of those in the lower income brackets, 52.7% of labourers and 48.9% of Canadians who have a high school education or less mentioned that they are never offended by advertising.

Question: Are you OFTEN, RARELY or NEVER offended by ads?

n=1507	OFTEN	RARELY	NEVER	Dnk
Atlantic provinces	5.6%	37.6%	55.7%	1.1%
Quebec	13.1%	54.1%	32.3%	0.5%
Ontario	11.5%	41.9%	46.1%	0.5%
Prairies	10.7%	49.6%	39.8%	0.0%
Alberta	13.4%	45.8%	39.2%	1.6%
British Columbia	9.6%	56.5%	31.1%	2.7%
Canada	11.3%	47.4%	40.4%	0.9%

2.4 Too much violence, not enough humour in advertising

According to 55.9% of Canadians, there is too much violence in advertising today while 45.1% mentioned that there is too much sexuality. Conversely, 46.2% of the population believes that there is not enough humour in ads and 52.2% mentioned that advertising contains just enough information.

63.2% of women, 74.1% of people aged 55 years and over, 66.6% of those in the lower income brackets, 76.0% of retirees and 64.9% of Canadians who have a high school education or less felt there was too much violence in advertising today.

With regards to sex in advertising, 57.3% of women, 60.1% of those 65 years old or over, 58.3% of Albertans, 56.3% of homemakers and 56.6% of retirees were more likely to be critical about sex in advertising.

Distribution of Canadians who feel there is too much...

n=1507	... violence	... sex	... humour	... information
Atlantic provinces	63.3%	44.7%	12.7%	15.0%
Quebec	57.8%	31.4%	8.6%	10.7%
Ontario	54.4%	47.1%	4.4%	13.1%
Prairies	60.3%	53.4%	5.7%	9.8%
Alberta	55.1%	58.3%	3.2%	14.8%
British Columbia	50.4%	50.6%	7.5%	12.9%
Canada	55.9%	45.1%	6.5%	12.6%

2.5 The quality of the advertising created in Canada is considered at least equal to that of American advertisements

According to 64.3% of Canadians, advertising created in Canada is considered of equal or superior quality as that of advertising created in the United States with 51.4% saying it is of equal quality and 12.9% saying it is superior. We note that 20.0% of citizens find that advertising created here at home is of lesser quality.

Moreover, 36.4% prefer advertising that is made in Canada, 21.7% prefer advertising created in their own province and 9.3% prefer American advertising. However, 29.7% have no preference in particular.

Distribution of Canadians who prefer advertising created...

n=1507	... in their own province	... in Canada	... in the United States	No preference in particular	Dnk/Refusal
Atlantic provinces	20.4%	41.3%	4.5%	30.5%	3.3%
Quebec	47.4%	21.7%	9.4%	19.5%	2.0%
Ontario	11.8%	43.8%	9.9%	31.0%	3.5%
Prairies	16.8%	41.4%	8.2%	29.5%	4.1%
Alberta	15.7%	32.3%	12.6%	35.5%	3.9%
British Columbia	11.0%	39.2%	8.3%	40.2%	1.3%
Canada	21.7%	36.4%	9.3%	29.7%	2.9%

2.6 Advertising greatly influences children's buying habits

According to 89.2% of Canadians, advertising greatly influences children's buying habits despite the fact that ads geared towards children are prohibited in Canada.

In this respect, 28.2% of parents with children 18 years of age or younger said that their children have influence in the household when it comes to food purchases. 26.7% said their children influence their leisure activities, 22.9% their choice of restaurants, 16.2% their selection of a car and 14.9% their computer purchases.

Question: Even if advertising geared towards children is prohibited in Canada, do you AGREE or DISAGREE that advertising significantly influences children's buying habits?

n=1507	AGREE	DISAGREE	Dnk/Refusal
Atlantic provinces	85.8%	9.7%	4.5%
Quebec	86.7%	10.6%	2.6%
Ontario	89.1%	8.5%	2.5%
Prairies	92.6%	2.4%	4.9%
Alberta	96.1%	3.1%	0.8%
British Columbia	89.2%	6.1%	4.7%
Canada	89.2%	7.8%	3.0%

Question: Do you have children that are 18 years of age or younger? If so, would you say that your child (or children) significantly influence...

n =1507	OUI
... your leisure activities	26.7%
... your food item purchases	28.2%
... your choice of restaurants	22.9%
... your purchase of a vehicle	16.2%
... your computer purchases	14.9%
None of the above	5.0%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1507 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between October 2 and October 9, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1507 respondents is of $\pm 2.6\%$, 19 times out of 20.