



# Attitudinal Survey 2012

Quebec French Adults 18+

March 2012

# Perceptions of Advertising

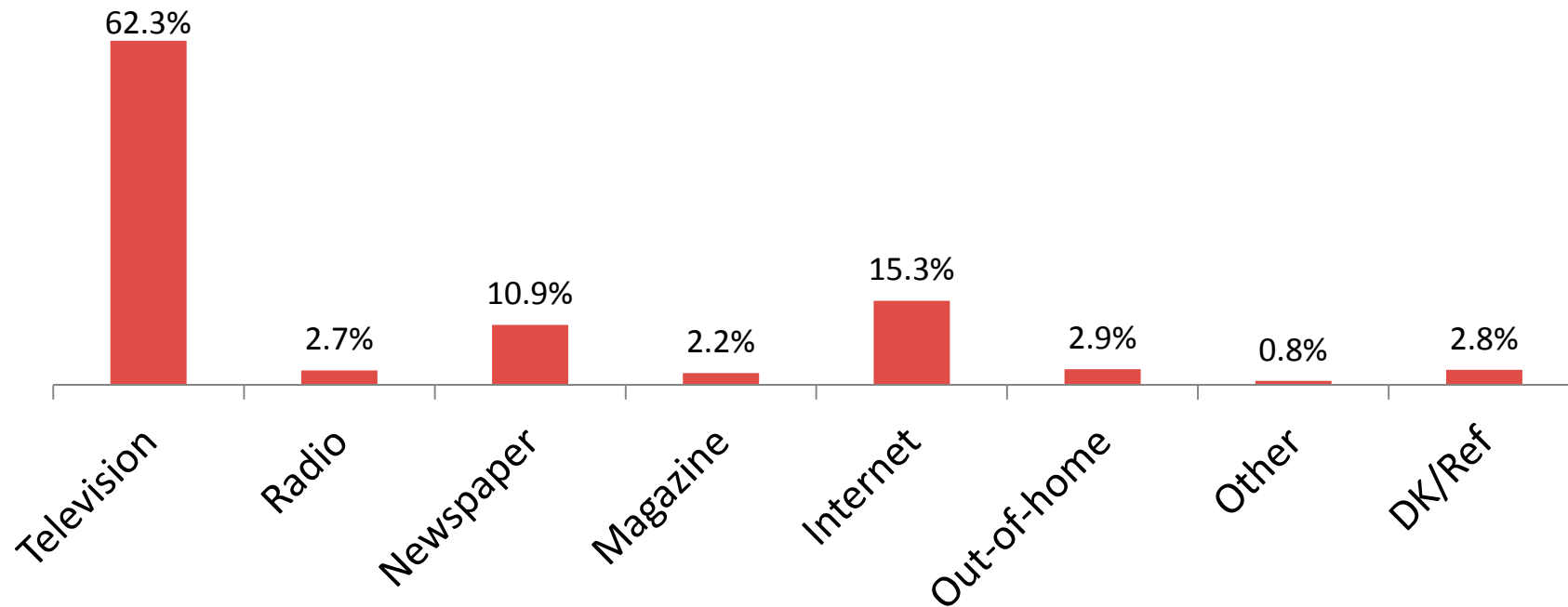
And the survey says...

- In a nationally representative telephone survey, people were asked about their perceptions of the advertising to which they are exposed in a variety of media
- Based on a number of attributes, people were asked to state which medium they believe delivers the most effective advertising messages
- Year after year television advertising is quoted as the top performer



# Most Influential Advertising

Quebec French Adults 18+

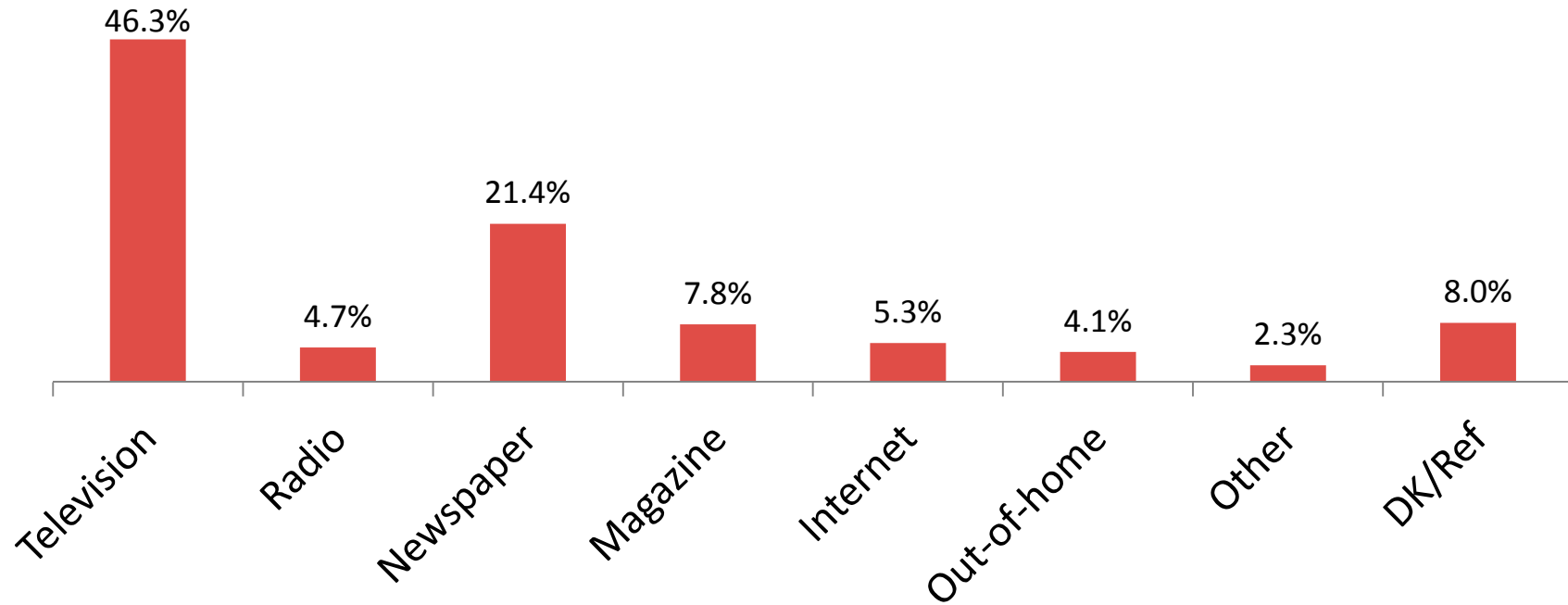


Q. Which ONE of the following media carries advertising that you believe to be the most influential?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012

# Most Authoritative Advertising

Quebec French Adults 18+

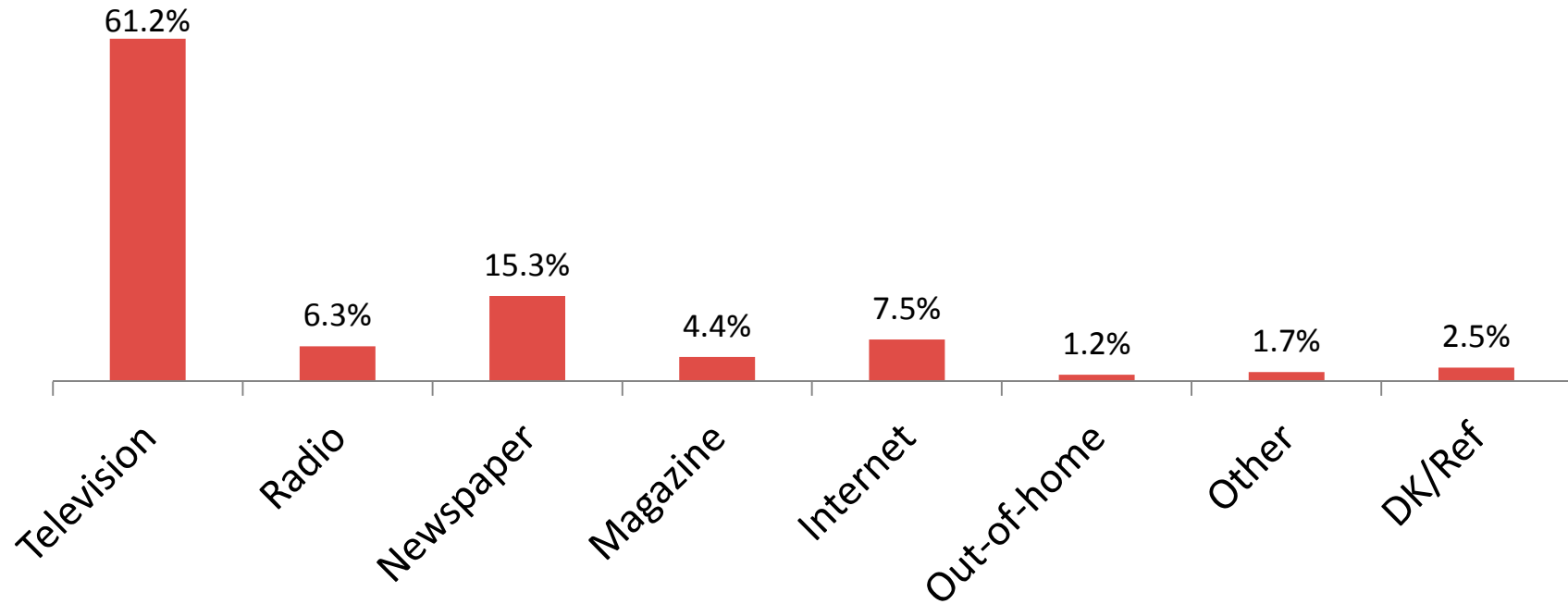


Q. Which ONE of the following media carries advertising that you believe to be the most authoritative?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012

# Most Powerful Advertising

Quebec French Adults 18+

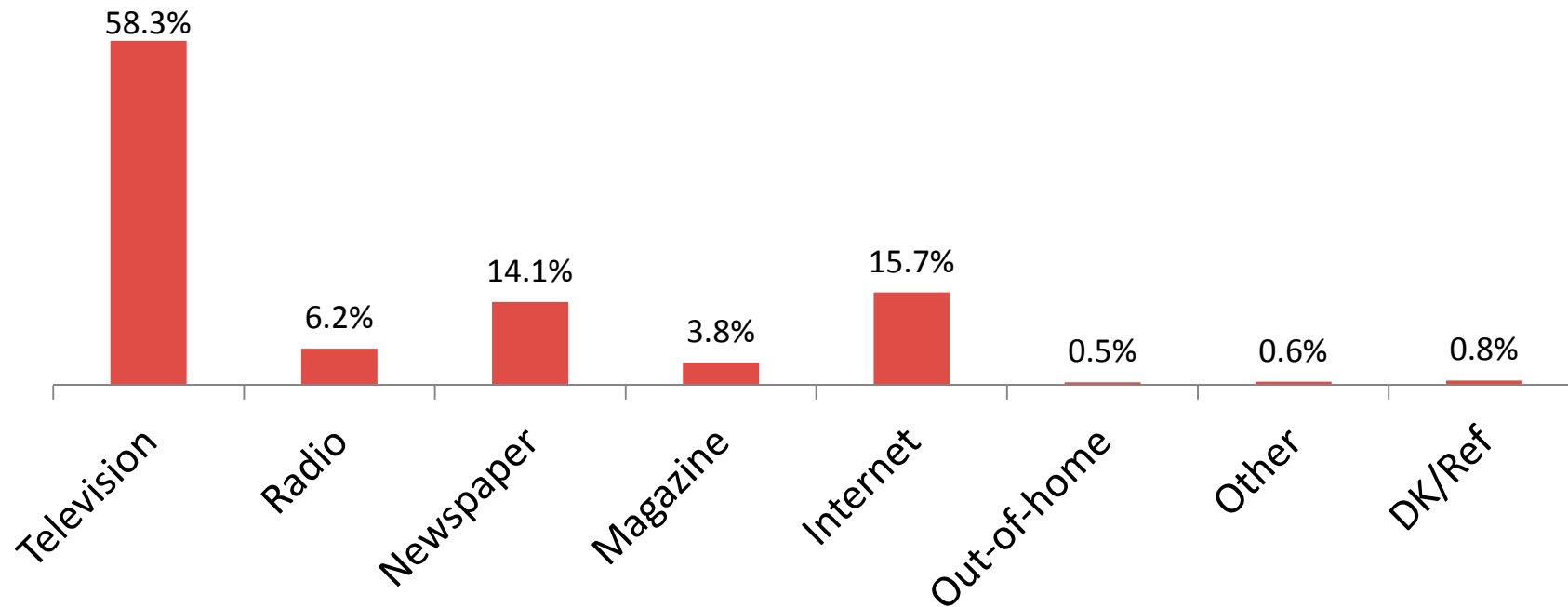


Q. Which ONE of the following media carries advertising that you believe to be the most powerful?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012

# Most Effective Advertising

Quebec French Adults 18+

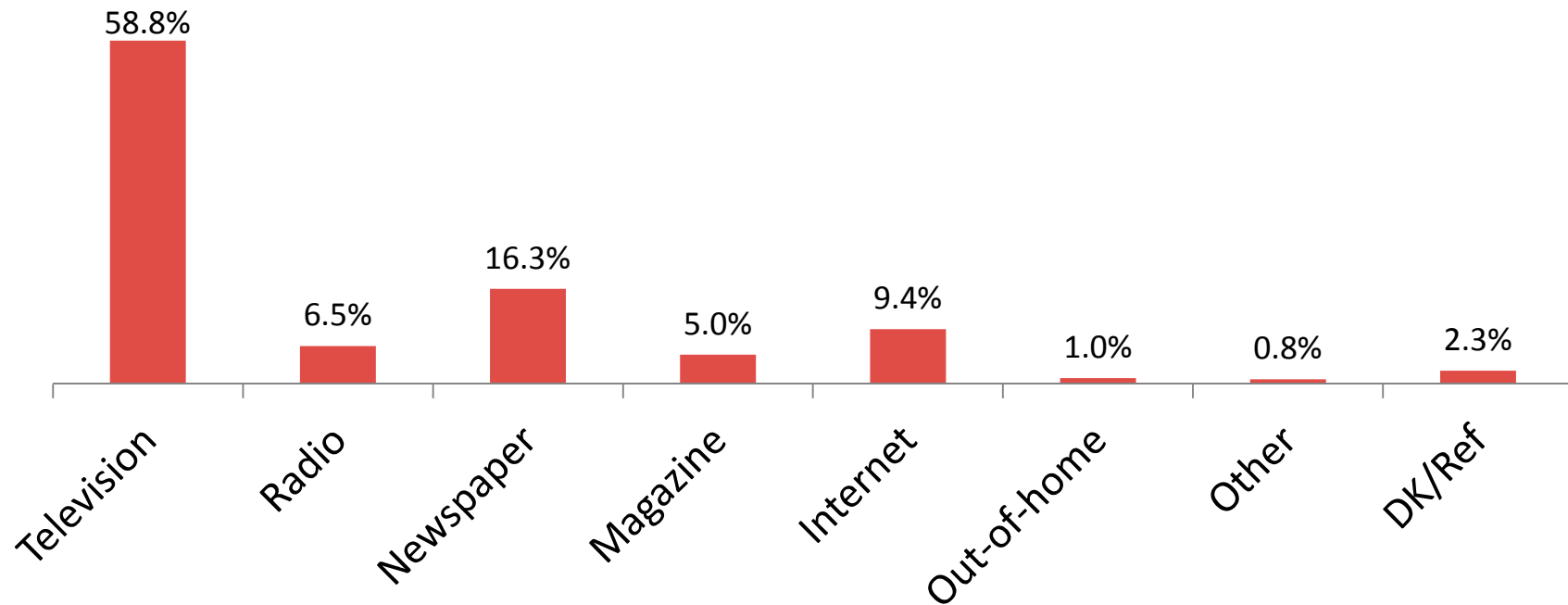


Q. Which ONE of the following media carries advertising that you believe to be the most effective?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012

# Most Persuasive Advertising

Quebec French Adults 18+

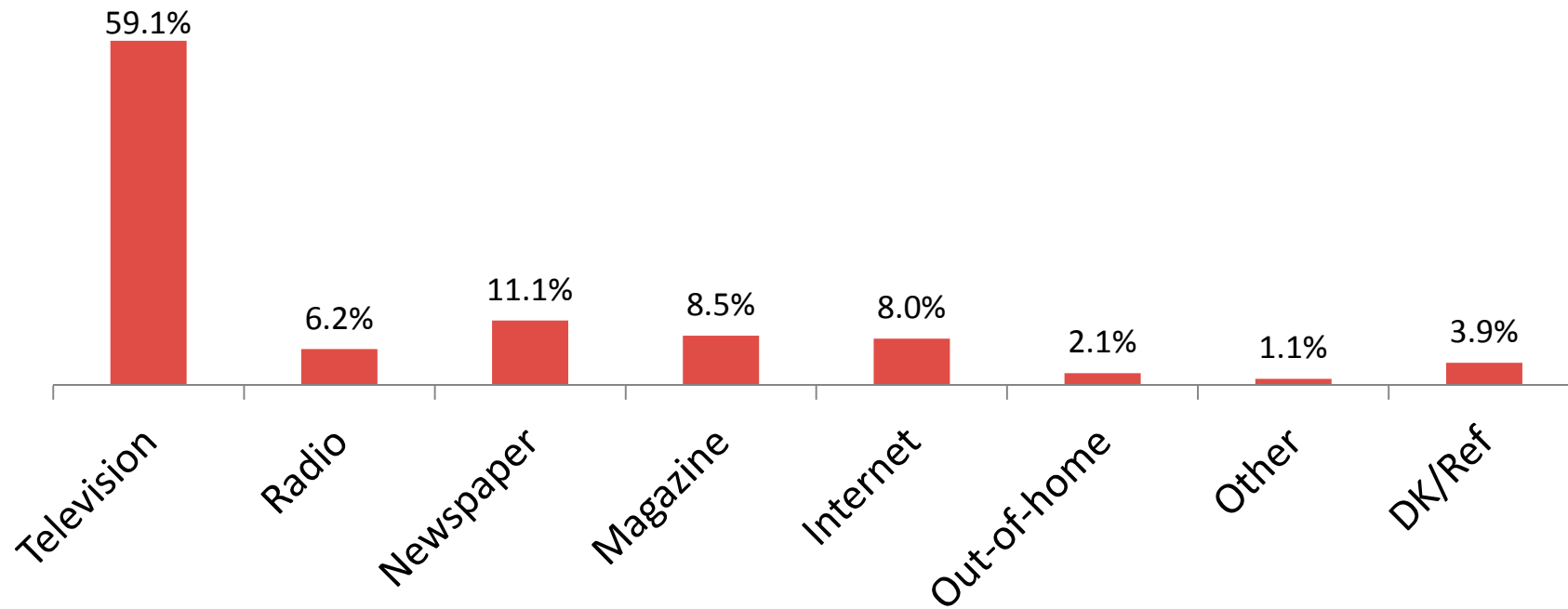


Q. Which ONE of the following media carries advertising that you believe to be the most persuasive?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012

# Most Engaging Advertising

Quebec French Adults 18+



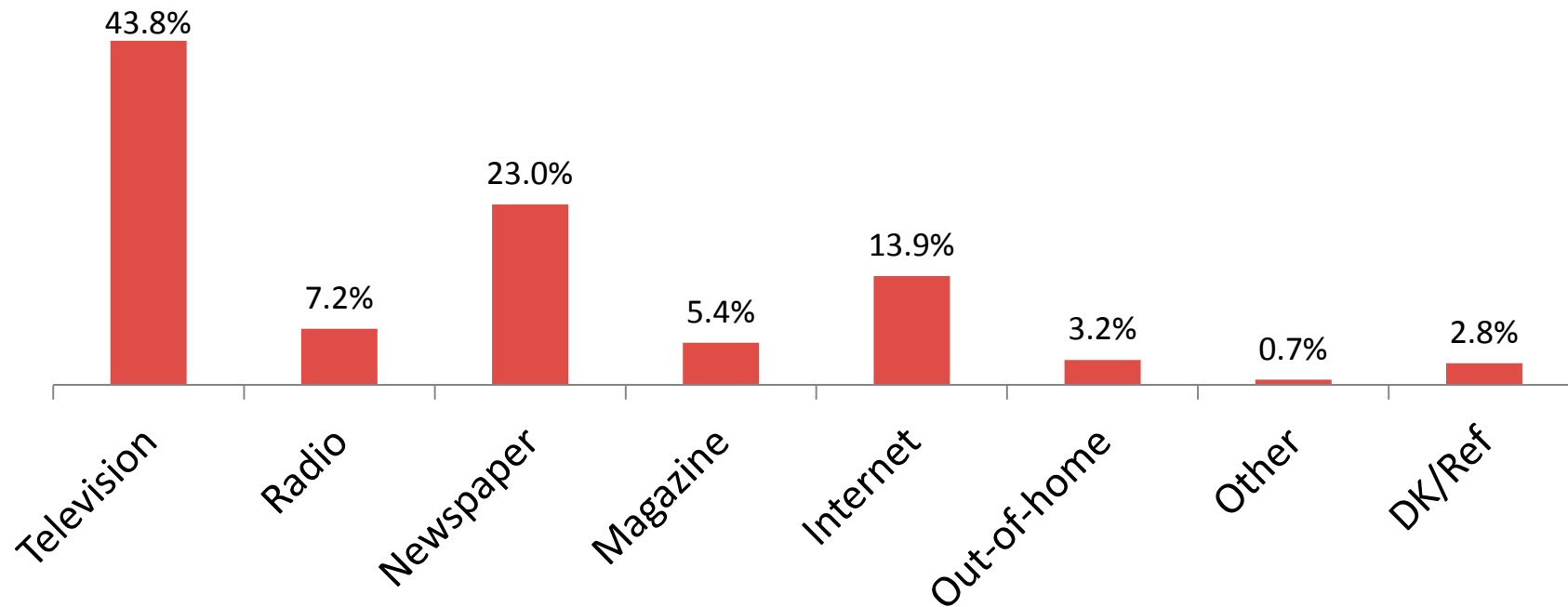
Q. Which ONE of the following media carries advertising that you believe to be the most engaging?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012



# Most Relevant Advertising

Quebec French Adults 18+

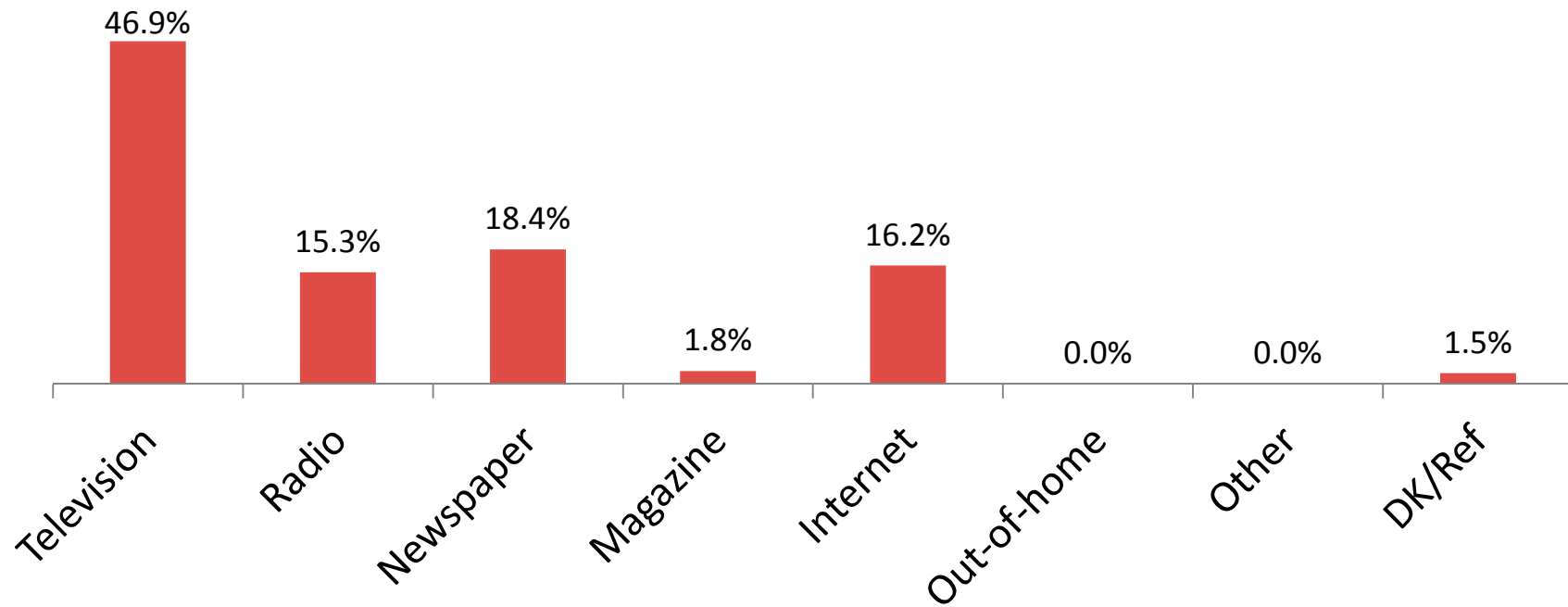


Q. Which ONE of the following media carries advertising that you believe to be the most relevant?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012

# Main Source for News

Quebec French Adults 18+



Q. Which ONE of the following media is your primary source for News?

Source: BBM Analytics March 2012 – TVB Attitudinal Survey 2012