

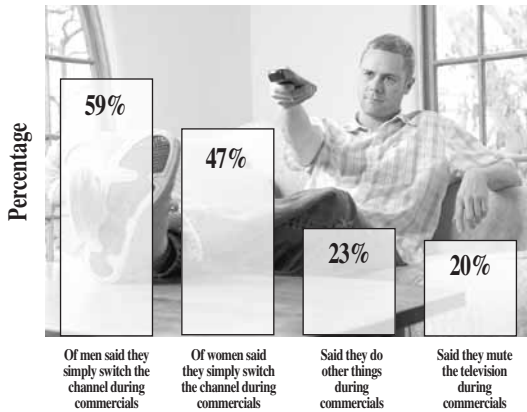


Poll STATION

With Linda Banister

From the advent of television, commercials have played a prominent role in programming. Viewer's opinion of commercials typically ranged from informative to entertaining to downright annoying. This month's *Poll Station* asks people their thoughts about television commercials.

HOW DO YOU FEEL ABOUT THE NUMBER OF COMMERCIALS ON TELEVISION?



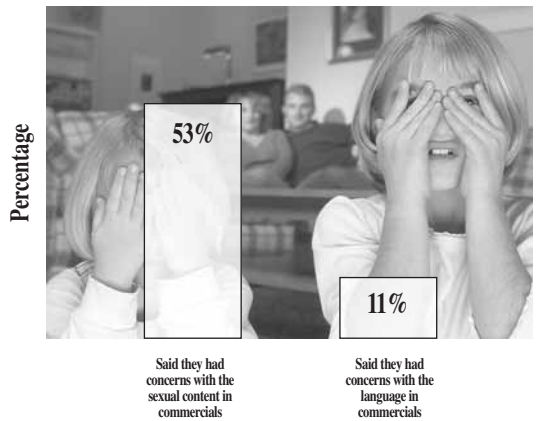
The survey found 61 percent of respondents were dissatisfied with the number of commercials on television, while 12 percent were satisfied.

Dissatisfied respondents were then asked what strategies they use to minimize their irritation. Over half said they switch the channel: Males were more likely (59 percent) to employ this strategy than women (47 percent). Almost one quarter (23 percent) said they do “other things” until the commercials are over (women 27 percent versus men 19 percent). A popular strategy, among 20 percent of respondents, was to turn off the sound until the commercials were over.

WHAT IS YOUR FAVOURITE COMMERCIAL?

All respondents were asked if they had a favourite commercial. Of the one third of respondents that had a favourite, the top three choices were from Telus (13 percent), alcohol producers (10 percent), and car companies. Interestingly, almost half of the most favourite commercials prominently featured animals (frogs, beavers, rabbits, hamsters, monkeys, deer and cats).

ARE YOU CONCERNED ABOUT INAPPROPRIATE CONTENT?



Respondents were then asked if they had any concerns about the inappropriate content of commercials. Just over half of female respondents (55 percent) and 36 percent of men expressed concern. Of those with concerns, 53 percent had problems with the sexual content of commercials, and 11 percent identified inappropriate language.

Finally, respondents were asked if they thought some commercials should include a warning so viewers could choose to turn them off. Sixty-eight percent of women thought warnings were a good idea, compared to 41 percent of men. ✓

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking.

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Want a question included in the Edmontonians Poll? Contact Linda at 780.451.4444 or e-mail at lbanister@edmontonians.com. Visit www.banister.ab.ca.