

For Immediate Release

January 18, 2010

**Advertisers are Doing Their Part to Jump Start the Economy as Two in Three  
(69%) Canadians Believe Advertisers Play an Important Role in  
Encouraging Consumer Spending**

*Keeping it Home Grown, Majority (65%) Says Most of the Ads we See in Canada should be  
Created in Canada*

**Toronto, ON** – Advertisers are apparently doing their part to jump-start a sluggish economy, as two in three (69%) Canadians agree that ‘advertising plays an important role in encouraging consumer spending’, according to a new Ipsos Reid poll conducted on behalf of the Institute of Communication Agencies.

Furthermore, Canadians appear to want and appreciate home-grown advertisements, with two in three (65%) agreeing that ‘most of the advertising we see in Canada should be created in Canada’. Demonstrating their patriotism, a majority (54%) thinks ‘we need more advertising created in Canada’, and that it ‘means a lot to them when they see advertising that is distinctly Canadian’ (56%).

A majority (53%) of Canadians agree that certain advertisements can make them ‘feel more proud about being a Canadian’, and it is obvious that certain marketers appeal to this patriotic sense. For example, seven in ten (71%) Canadians say they feel more proud about being a Canadian after viewing a Molson ad, while others get that same fuzzy feeling after viewing a Canadian Tire (61%), Tim Horton’s (61%), or Hudson’s Bay advertisement (62%).

But Canadians say advertisements can do more than just make them feel patriotic. Eight in ten (78%) believe that ads have had a positive impact on drinking and driving in Canada, while

seven in ten say the same about living green (71%) or living a healthier lifestyle (69%). Advertising can also compel, educate or humour the prospective consumer, as eight in ten (78%) agree that they love clever advertising.

In terms of what type of advertising most influences purchasing decisions, a majority (52%) indicated that TV ads make them more likely to buy a product, followed by in-store displays (50%), newspapers (35%), magazines (29%), radio (26%), products they see in TV shows or movies (20%), outdoor advertising (19%), online or website advertising (18%), street marketing (18%), and social media site advertising (8%).

*\* These are the findings of an Ipsos Reid poll conducted on behalf of the ICA from November 26th to December 11th, 2009. This online survey of 1,071 adult residents of Canada was conducted via the Ipsos Opinions Online Panel, one of Ipsos Reid's national online panels. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

#### About the ICA

The Institute of Communication Agencies (ICA) is the professional business association which represents Canada's communications and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada's communications and advertising industry. ICA's member agencies and subsidiaries account for more than 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information is available at [www.icacanada.ca](http://www.icacanada.ca).