



TELEVISION BUREAU OF CANADA  
BUREAU DE LA TÉLÉVISION DU CANADA

FOR IMMEDIATE RELEASE

### **Young Adults Most Receptive and Attentive to TV Ads**

**Toronto: July 6, 2010** — Despite claims that television is losing a battle to the internet when it comes to young adults, the Television Bureau of Canada's (TVB) Ad Receptivity Survey conducted by BBM Analytics in June 2010 found that people aged 18-34 are most receptive and attentive to television advertising above all others.

According to the telephone survey, which polled 1,000 people, 46.9% of adults 18-34 said they are most receptive to advertising messages on television, well ahead of out of home (14%), internet (10.4%), radio (8.2%), newspaper (8.2%), and magazine (4.9%). For adults 18-49, television (45.0%) was also cited as the medium that they were the most receptive to for advertising messages. Radio and out of home rounded out the top three, far behind with 12.7% and 11.2%, respectively.

The survey further found that adults 18-34 paid the most attention to advertising on television (46.9%), outperforming out of home (17.5%), newspaper (9.1%), internet (8.5%), radio (7.5%), and magazine (5.1%). Adults 18-49 also said that they paid the most attention to advertising messages on television (43.5%), well ahead of out of home (13.4%), and newspaper (11.6%).

In addition, the survey revealed that across all demographics, television ads are the most noticeable compared to other forms of advertising, and people's favourite advertisement is a TV commercial. Full results can be found at: <http://www.tvb.ca/pages/RECP2010.htm>.

"This survey confirms television's ability to connect with Canadians of all age segments better than any other medium," says Theresa Treutler, president and CEO of the Television Bureau of Canada.

The Television Bureau of Canada (TVB) is the industry association for commercial television broadcasters in Canada. TVB was incorporated in 1962 in Canada and is in the business of providing leading edge research and information about television advertising, as well as video services to its member stations, network and sales rep organizations, agencies and advertisers.

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