9.0 TELEVISION - NEW PROPOSALS

The recently published Caplan-Sauvageau Report on Canadian Broadcasting Policy (September, 1986) put forward a number of recommendations which included reaffirming the need for a CBC which is at least partially funded through commercial advertising. The Caplan-Sauvageau Report also outlined proposals for a new, non-commercial national network and an all-news and public affairs channel, both available to cable subscribers as part of their basic cable service.

In this section, we examine Canadians' responses to these and other proposals which would extend the range of services currently offered by Canadian cable companies.

9.1 Funding the CBC

CBC television receives approximately 80 per cent of its revenues from the federal government - and, therefore, from taxpayers - and about 20 per cent from the sale of commercial time on its television networks. CBC radio, on the other hand, is almost exclusively financed through public funds.

Most Canadians support the current system whereby CBC radio and television are financed by Canadian taxpayers and also whereby CBC television may generate additional revenue through commercial advertising.

9.1.1 Public Contributions

When presented with the observation that every Canadian adult contributes nearly $50 each year to help pay for CBC television and radio, or Radio-Canada, 70 per cent of Canadians respond favourably. Most say that the amount is about right (58%) while a few say that the taxpayer is paying too little (12%). Only one in four (23%) feel that Canadians are paying too much to finance the Corporation.

Support for **increasing** individual taxpayer's contributions to the CBC/ Radio-Canada is highest among more affluent and better educated Canadians as well as among CBC radio listeners. The views of CBC television viewers, on the other hand, are no different from those of the public in general.

Regionally, Ontarians are least likely to say that taxpayers pay too much (17%) while Quebec residents are most likely to feel that the cost is too high (31%).

160