

Public broadcasters like the CBC bear the greatest responsibility. The CBC and Radio-Canada, as Canada's only publicly-owned national networks, are seen as the vehicles with the reach and mandate to devote funds to programming which defines and reaffirms Canada's cultural identity on a broad scale.

Daily newspapers follow closely behind the CBC. As an important part of Canadians' daily lives and the major source of local community news, newspapers play a leading role in building a stronger Canadian identity at the grass roots level.

Canadians also have high expectations for other media outlets as well. Over 80 per cent say that Canadian book and magazine publishers, private broadcasters like CTV and Canadian radio stations, are also key instruments for reinforcing Canada's cultural identity.

Even though cable companies fall to the bottom of this list - perhaps because the majority of programming people view on cable originates elsewhere - still, over three-quarters of Canadians expect cable companies to shoulder some of the responsibility.

**PERCEIVED LEVEL OF RESPONSIBILITY FOR TAKING A
LEADING ROLE IN BUILDING A STRONGER CANADIAN IDENTITY**

	VERY RESPONSIBLE			VERY OR SOMEWHAT RESPONSIBLE		
	Total	Anglo- phone	Franco- phone	Total	Anglo- phone	Franco- phone
Public broadcasters like CBC/Radio-Canada	56%	54%	65%	87%	87%	90%
Canadian daily newspaper publishers	50	48	58	84	84	88
Canadian book and magazine publishers	45	43	50	83	83	84
Private broadcasters like CTV	43	40	50	82	81	84
Commercial or private Canadian radio stations	40	37	49	81	80	84
Canadian cable companies	39	37	46	76	75	78

In each and every instance, the intensity of feeling is measurably stronger among francophones than anglophones. More than other Canadians, francophones believe that our communications networks must be used to enhance their self image and reflect the values and cultural expressions of French-Canadian society.

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