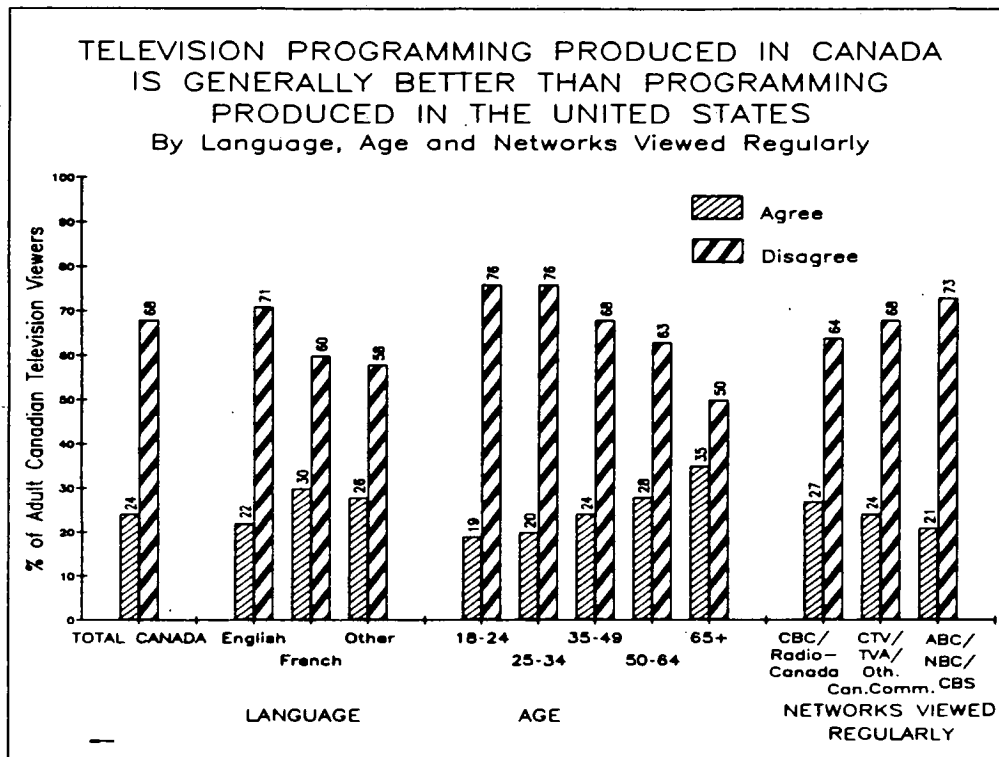


More francophones and Canadians whose first language is other than English or French have positive attitudes toward television programming produced in Canada than do anglophones (30% and 28% versus 22%). Similarly, regular viewers of Canada's public television networks - CBC and Radio-Canada - are marginally more supportive of Canadian programming (27%) than regular viewers of Canada's commercial networks (24%) or the American networks (21%).

The characteristic which most distinguishes those with positive and negative opinions, however, is age. While young adults, under the age of 35, are most likely to be in favour of increased programming with a Canadian slant and are most concerned about the influence of American programming on our way of life, they are also most critical of current Canadian television productions. The popularity of televised movies, comedies, action shows and rock videos is skewed toward this age group. These are also the program types which tend to originate in the United States.



On a positive note, Canadians who regularly watch cultural programming such as serious drama, classical music, ballet or opera and those who regularly tune in to multicultural or multilingual programming are more favourable in their assessment of Canadian-originated television productions than television viewers in general (34% of both the cultural and multilingual audiences say that Canadian television productions are better than American; only 24% of the general public feel this way).