

Attitudes toward foreign ownership are consistent across all demographic groups and different types of television viewers including heavy, medium and light users and regular viewers of Canadian and American networks.

Regionally, support for prohibiting foreign ownership of Canadian television stations is lowest in Alberta (43% of Albertans are in favour; 51% are opposed).

1.7.5 Competition

Canadian television viewers were asked if they would like to see another local television station in their community. The majority - 53 per cent - are satisfied with the current number of television choices available to them at the local level. A sizable minority, however - 43 per cent - would like another local television outlet with almost one in four - 23 per cent - agreeing strongly.

The parts of the country which, in the opinion of viewers in those regions, are particularly underserved by existing television stations are the Atlantic provinces, where the idea of a new local station is supported by 72 per cent of television viewers, and Manitoba/Saskatchewan where 56 per cent of viewers would like another local station.

Quebecers and in particular, Montrealers, are not eager for additional local outlets at the present time. This is not surprising since a new Quebec network - Quatre Saisons - just recently came on stream in September, 1986.

Torontonians, who in addition to the national network outlets, are serviced by Global, City TV and MTV on the local level, also tend to be satisfied with the local television stations already available.