

1.7.4 Foreign Ownership

Fifty per cent of Canadian television viewers agree that foreign broadcasters should be prohibited from purchasing Canadian television stations - 27 per cent agree strongly and 23 per cent agree somewhat. Almost as many, however, (40%) do not support the protection of Canadian television outlets from foreign ownership with 21 per cent disagreeing somewhat and 19 per cent disagreeing strongly. Ten per cent have no opinion.

To what does one attribute the apparent ambivalent mood of Canadians toward cultural nationalism? Other Environics' research shows an acceptance of foreign ownership where there is a significant benefit to Canadians in sectors where Canada's national security and sovereignty are not at risk. The divided response on the issue of foreign ownership of Canadian television stations may reflect the widespread acceptance of foreign (American) programming in this country and perhaps also the growing sentiment which supports more reliance on market forces and less reliance on government intervention in the economy.

