

TABLE OF CONTENTS

INTRODUCTION AND HIGHLIGHTS	1
1.0 TELEVISION	4
1.1 Overview	4
1.2 Heavy, Medium and Light Television Viewers	4
1.3 English, French and Multilingual Television	7
1.4 The Networks	9
1.5 Popularity of Different Types of Television Programs	11
1.6 Favourite Television News Announcer	16
1.7 Attitudes Toward Television	19
1.7.1 Television as Part of Daily Life	19
1.7.2 Programming	21
1.7.3 Censorship	25
1.7.4 Foreign Ownership	29
1.7.5 Competition	30
1.8 Segmenting The Canadian Television Audience	31
2.0 RADIO	59
2.1 Overview	59
2.2 Heavy, Medium and Light Radio Listeners	59
2.3 English, French and Multilingual Radio	61
2.4 Public, Private and American Radio Stations	62
2.5 Popularity of Different Types of Radio Programs	66
2.6 Program Opportunities	70
2.7 Attitudes Toward Radio	75
2.7.1 Radio as Part of Daily Life	75
2.7.2 Programming: Canadian Content	76
2.7.3 Censorship	79
2.7.4 Foreign Ownership	81
2.7.5 Competition	82
3.0 DAILY NEWSPAPERS	83
3.1 Overview	83
3.2 Heavy, Medium and Light Newspaper Readers	84
3.3 English and French Newspapers	87
3.4 Most Popular Sections of the Newspaper	88
3.5 Overall Evaluation of Newspaper Coverage	93
3.6 Does Canada Have a National Newspaper?	94
3.7 Attitudes Toward Daily Newspapers	95

2