

### Visible Minority Groups

The majority (57%) of adult television viewers also agrees either strongly (21%) or somewhat (36%) that "television commercials should include more people from visible minority groups." Only one-third (34%) disagree and nine per cent have no opinion.

While a majority or plurality of viewers in each demographic, linguistic or regional subsegment are in favour of increasing the representation of visible minorities in television advertising, the level of support is uneven. Young people and women - both working women and housewives - are more likely to agree than older television viewers or men. Francophones and third language Canadians indicate somewhat higher levels of support (62% agree) than anglophones (55% agree).

Regionally, the level of agreement is highest in the province of Quebec (64%), particularly in Montreal (70%) and is lowest in Alberta (49%). Although Ontario as a whole reflects national opinion, Torontonians are surprisingly reluctant to support increasing the number of visible minority groups shown on television commercials. Almost as many Toronto television viewers disagree (44%) as agree (46%). Since Toronto is the only centre in Canada with a television station dedicated exclusively to multilingual programming, the need for increased representation of visible minority groups may be felt less keenly here than elsewhere.

