

With the bias introduced by asking cable subscribers how much they would be willing to pay, only 39 per cent indicate that they would be very or somewhat interested in receiving the all-news channel. Without this bias, 54 per cent of Canadians express an interest in the all-news and public affairs channel.

Although the Caplan-Sauvageau Report suggests that the all-news channel should, at the present time, be launched in English Canada only, it is worth noting that francophones are as interested as anglophones in receiving the new channel.

The level of interest is somewhat higher among men than women and among 25 to 34 year olds.

#### Funding

When interested cable subscribers are asked about funding the all-news network, their preference is for funds to come from advertising revenues with an extra monthly charge of \$0.25 (58%) rather than a higher monthly charge in exchange for no advertising (24%).

Francophones like anglophones, also favour commercial advertising plus a small monthly charge but a considerable number - 25 per cent versus 11 per cent of anglophones - are resistant to both funding options.

#### PREFERRED SOURCE OF FUNDS TO PAY FOR THE CANADIAN ALL-NEWS CHANNEL

% of cable subscribers who are very or somewhat interested in receiving the all-news channel

	<u>Total Canada</u>	<u>Anglophones</u>	<u>Francophones</u>
Commercial advertising plus an extra monthly charge of \$0.25	58%	62%	46%
No advertising but a higher monthly charge	24	24	25
Neither	15	11	25
DK/NA	3	3	4