

Degree of Interest

Almost seven in ten cable subscribers would be very (28%) or somewhat interested (40%) in receiving the commercial-free TV Canada channel. Interest is highest among the 25 to 34 age group (76%), francophones (74%) and regionally, among Quebecers (74%) and residents of Manitoba/Saskatchewan (75%).

Subscription Fees

Among cable subscribers who express an interest in receiving the new commercial-free public channel, almost eight in ten (78%) would be willing to pay an extra charge above their current monthly basic cable rate. A somewhat higher proportion of anglophones and third language Canadians are willing to pay extra for this new service (80% and 81% respectively) than francophones (69%).

EXTRA AMOUNT WILLING TO PAY ABOVE MONTHLY BASIC CABLE RATE TO RECEIVE TV CANADA

% of cable subscribers who are very or somewhat interested in receiving TV Canada

	<u>Total Canada</u>	<u>Anglophones</u>	<u>Francophones</u>	<u>Third Language Canadians</u>
\$0.25	11%	10%	14%	12%
\$1.00	23	23	21	26
\$1.50	6	6	4	9
\$2.00	15	16	13	14
\$2.50	3	3	1	4
\$3.00	11	12	9	9
More than \$3.00	9	10	7	7
None	18	16	28	12
DK/NA	4	4	3	7

9.2.2 Canadian All-News and Public Affairs Channel

Degree of Interest

The next question in this series was designed to establish cable subscribers' level of interest in a Canadian all-news and public affairs channel. The previous question on price sensitivity toward the TV Canada channel however, with the range of projected additional costs reaching above \$3.00 per month, may have dampened consumers' enthusiasm for the all-news channel. That this indeed was the case is evident by the findings of a separate but parallel Environics' survey, conducted immediately following the Media Study among a representative sample of 2,000 adult Canadians. The methodology employed in both surveys was identical but the Media Study included a price tolerance question while the other survey did not.