

By Community Size:

1 million +	77	NA
100,000 - 1 million	80	NA
5,000 - 100,000	73	NA
Less than 5,000	41	NA

* Less than 0.5 per cent

NA Not available

Heavy, medium and light viewers are equally likely to be in cable connected households. This suggests that the penetration of cable television is more a question of geography and access than degree of interest or amount of time spent with television.

8.2.2 Use of Non-Licensed Cable Channels

Of the wide array of services available to cable subscribers, three were specifically addressed in this study: local or community public service programs, the parliamentary channel and FM radio programming through cable.

These three services are not universally available in all cable connected jurisdictions but, where provided, must be part of the basic cable service.

Community service programming is the most broadly accessed of the three specialty cable channels with 46 per cent of all basic cable subscribers saying that they watch these programs frequently or sometimes. This type of programming is most important for viewers in rural communities (55%), particularly in the Atlantic provinces (51%) and Manitoba/Saskatchewan (59%). It is least often watched in major urban centres, particularly Montreal (35%) and Toronto (38%).

Twenty-seven per cent of all cable subscribers watch the Parliamentary channel on a regular or occasional basis. The incidence of viewing is somewhat higher in Toronto (33%) than elsewhere and is lowest in Alberta (15%).

One in four cable subscribers (24%) also listen to FM radio programming through their cable system. Young adults between the ages of 18 and 34 are particularly likely to use the FM radio service on cable, as are Canadians in rural communities (30%) and subscribers living in Western Canada or in Quebec, outside of Montreal (between 30 and 34%).

15