

British Columbia

Tony Parsons	30
Pamela Martin	8
Jim Hart	6
Bill Good	5
Lloyd Robertson	4
Knowlton Nash	3
Dan Rather	3
Barbara Frum	2
Other	25
Don't know	12

1.7 Attitudes Toward Television

1.7.1 Television as Part of Daily Life

The majority of Canadian television viewers - 60 per cent - agrees either strongly or somewhat that television is an important part of daily life. Not surprisingly, heavy television viewers - in particular, the elderly and those with lower levels of education and household income - are most reliant on television. But medium viewers are not far behind. In each instance, the majority - 79 per cent of heavy viewers and 63 per cent of medium viewers - say that television is important to them on a daily basis.

