

9.2.1 TV Canada

Program Content

From a list of five options, cable subscribers were asked to select up to three types of programming which they would most like to see on a new commercial-free public channel. The largest number chose National Film Board documentaries (47%) or programs for children and young people (41%), followed by the best of foreign public television (33%), popular Canadian programs from the past (28%) and Canadian cultural programming, such as serious drama, classical music or ballet (24%).

National Film Board documentaries are a popular choice among all Canadians while programs for young people are particularly appealing to parents of pre-schoolers (69%) and parents of children aged 6 to 12 (63%) as well as to the 25 to 34 year old age group (58%) and anglophones (45%).

Francophones, on the other hand, are more interested than others in the best of foreign public television (43%) and also in repeats of popular Canadian programs from the past (33%). Third language Canadians express an above average interest in seeing Canadian cultural programming.

TV CANADA - PROGRAM PREFERENCES - Up To Three Choices -

	% of Cable Subscribers			
	Total Canada	Anglophones	Francophones	Third Language Canadians
National Film Board documentaries	47%	48%	48%	33%
Programs for children and young people	41	45	33	30
The best of foreign public TV (American, British, French, etc.)	33	29	43	35
Popular Canadian television programs from the past	28	27	33	21
Canadian cultural programming (serious drama, classical music, ballet, opera)	24	24	24	32
None	12	13	11	12
DK/NA	6	7	4	10