

9. Canadians are strong in their opposition to the censorship of newspapers, magazines and radio programming. However, when it comes to the censorship of the pervasive and provocative medium of television, Canadians are divided. Rock videos that may celebrate drugs or violence are a target of many people's concerns.
10. As media consumers, Canadians want the widest possible choice, with the least amount of government intervention. Emphasis is placed on self-regulation, for example, the classification of television programs according to their suitability for children.
11. Each of the media is seen as having commercial advertising that provides useful information about products and services. Newspaper and magazine ads are especially successful in this regard.
12. Most media users say magazine and newspaper ads are interesting to read and that television and radio commercials are entertaining and interesting to watch or listen to.
13. Canadians are reticent to admit that they are influenced by advertising. The largest number agree that newspaper ads often influence their purchase decisions, followed by magazine, television and radio advertising.
14. Nearly half of Canadians identify specific products or services they believe should be prohibited from advertising on one or more of the four media. Most frequently mentioned are feminine hygiene products and beer on television and cigarette, tobacco and liquor advertising on any medium. However, compared to 1969, the levels of opposition towards the most contentious product categories have dropped significantly.
15. Nearly two-thirds of cable subscribers would be interested in a new commercial-free public channel with Canadian, cultural, foreign and children's programming. Four in ten are interested in a new Canadian all-news and public affairs channel. Both new services were proposed in the recent Caplan-Sauvageau Report on Public Broadcasting.