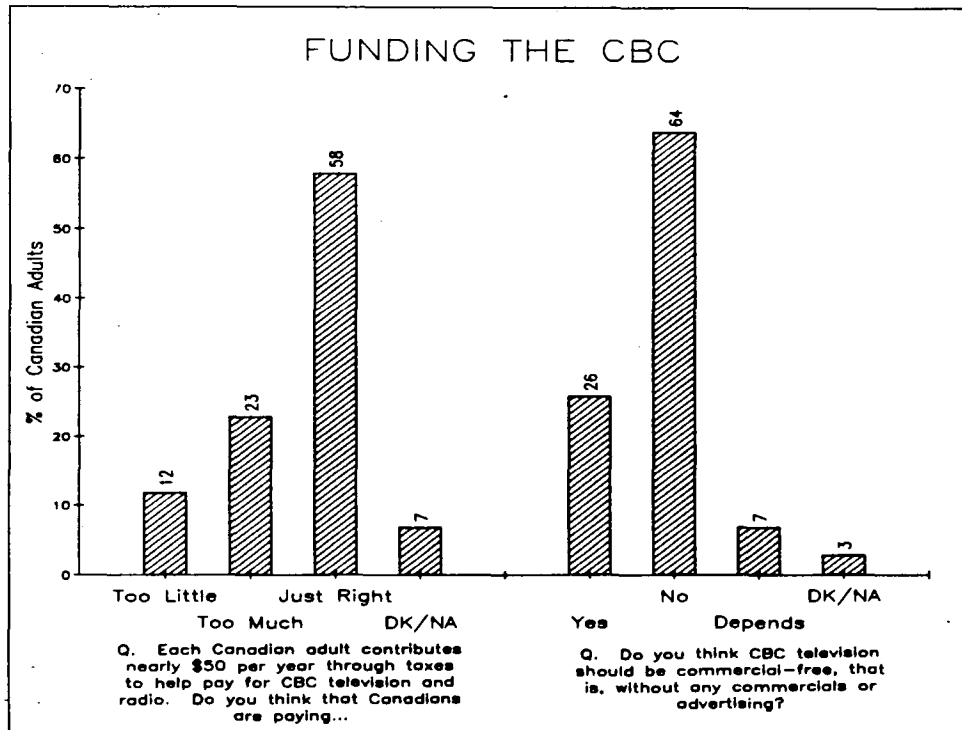


Although CBC in English and Radio-Canada in French are often working toward many of the same objectives; the cultural environments in English and French Canada, and, therefore, the expectations of the two television audiences are very different. Francophones are more resistant to spending public funds on the CBC than anglophones. Thirty-one per cent of francophones say that \$50 a year is too much to spend on Radio-Canada compared with only 21 per cent of anglophones who feel this way about the CBC. Conversely, 14 per cent of anglophones would spend more compared with only six per cent of francophones.



9.1.2 Commercial-Free CBC Television

Only one in four Canadians (26%) say that CBC television should be commercial-free, that is, without any commercials or advertising. Two-thirds (64%) are opposed to this idea. Clearly, most people recognize that CBC television must be in a position to raise revenues exclusive of public funding.

While the majority view in all parts of Canada and among all demographic groups is in support of allowing CBC television to carry commercial messages, francophones are somewhat more in favour of a commercial-free CBC (32%) than anglophones (24%).

9.2 Two New Cable Television Channels

TV Canada, a new non-commercial national network primarily devoted to Canadian programming, and a Canadian all-news and public affairs channel were among the recommendations in the Caplan-Sauvageau Report. Both would be accessed through cable television.

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