

Among the hundreds of important findings in a study of this scope and depth, the researchers at Environics feel that several major points deserve to be highlighted:

1. Television, newspapers, magazines and radio all play an important and useful role in the daily lives of Canadians, but newspapers lead the other three media in this respect.
2. Television, on the other hand, is the most entertaining and exciting of the four media and it is also seen as the most open and frank in its presentation. For these reasons, television is not only the quintessential entertainer but has become a much more powerful medium for the presentation of information, news and commentary than it was 17 years ago.
3. Radio has a somewhat lower profile than the television and newspaper giants, but it is important in modern life for its ability to soothe and relax.
4. Magazines are important to Canadians as educational vehicles to learn about new things or ideas, new lifestyles and new trends in thought and in the marketplace.
5. Television is Canadians' window on the world. It is their primary source of entertainment and of news at the national and international level.
6. In contrast to the global role of television, newspapers are strongest as vehicles for information on local news, events and entertainment and for business and economic news.
7. Canadians are concerned about the absence of content on television that reflects a Canadian point of view, but there is little concern about the absence of Canadian content on radio, in newspapers and in magazines.
8. Canadians believe the media are important vehicles for the expression of our cultural identity. They are willing to support public policies and some limited government expenditures that would ensure the availability of Canadian cultural products. At the same time, Canadians are not very concerned about foreign ownership of the Canadian media. And while they admit American media have too much influence on the Canadian way of life, they are opposed to any form of Canadian cultural nationalism that would deprive them of access to foreign cultural products, most particularly American television programs, which most Canadians feel are superior to the domestic product.