

In terms of ethnicity, television viewers of British origin are least likely to support increases in visible minority groups on television (48% are in favour; 40% are against).

1.7.3 Censorship

Canadians are divided on the issue of television censorship. Most Canadians believe that television is too violent and that rock videos should be censored but only half the viewing public would like to see stricter censorship of television in general. Half would also restrict the flow of American and other foreign programming on Canadian television stations despite the finding that only one-quarter of Canadian television viewers think that television programming produced in Canada is generally better than programming produced in the United States.

Violence, Sex and Illegal Drugs

Seventy-seven per cent of Canadians say that television is far too violent. A smaller majority - 53 per cent - feel there is too much sex and a minority - 35 per cent - say there is too much about illegal drugs on television today.

Since 1969, Canadians have become more comfortable with and tolerant of illegal drugs and sex on television. The amount of violence on television, however, continues to be offensive to over three-quarters of the adult Canadian general public.

ATTITUDES TOWARD VIOLENCE, SEX AND ILLEGAL DRUGS ON TELEVISION

	<u>Enviro-nics' Media Study</u>	<u>1969 Senate Report on Mass Media</u>
% of Canadians who say there is too much _____ on television		
Violence	77	78
Sex	53	66
Illegal drugs*	35	54

* In 1969 the question read "too much drug usage"

Here, as in other areas relating to tolerance and censorship, women tend to be more critical of the amount of violence, sex and illegal drugs on television while men are somewhat more permissive. Young people are most tolerant and the level of tolerance declines with increasing age. Socio-economic factors also affect people's attitudes toward the content of television programming. In the area of sex and illegal drugs, those at

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