

American and to a lesser extent British. In contrast almost two-thirds of the programs watched by French-speaking Canadians were of Canadian origin.

Many of the American programs came directly from US channels easily accessible to Canadians along the international border. Others came through cable television or were purchased by Canadian networks at nominal cost. US producers in a country with a population 10 times greater than that of Canada had recovered their substantial production expenditures through heavy advertising revenues.

Only the subsidized Canadian Broadcasting Corp. can afford to produce entertainment programs on the scale of American programming. National Film Board productions help to swell the Canadian content of part of the programming. In turn many of the CBC productions have been transcribed from videotape to 16 mm film for national distribution as described in the after-use program of the NFB.

17.7.2 Newspaper readers

Seven days a week, at all hours of the day and night, radio and television coverage is available to Canadian homes, reporting the latest news events breaking around the world. Newspapers could not compete with the immediacy of the electronic media, but have been forced to accept a changing role in order to survive. By providing fuller background to events than the electronic media, by supplying broader coverage and detail not suitable to the electronic media, newspapers have staked out new ground on which to co-exist with their more recent rivals.

Part of their changing role is embodied in the consumer-oriented preoccupation with lifestyles. Where once there were a few scattered newspaper stories on the economy, housing, health, travel and entertainment, now entire sections are produced by separate teams of writers telling how to raise children, plants, pets, or spare cash, how to repair appliances, cars or even broken marriages. Expert advice is offered on political, economic or social affairs. Even competing media — TV programs, movies, records and books — are popularized in picture and print.

For the majority of Canadians, reading the newspaper is as much a part of the daily regimen as going to work, eating and sleeping. The February 1978 survey of leisure activities showed that 83% of Canadians 15 years of age and over read newspapers. These readers spent almost five hours in the week with the paper, or about 42 minutes a day.

The general pattern of newspaper reading seems to be to turn to the two or three parts of the paper that hold a particular interest for the reader, and to skim over or disregard the rest. Table 17.15 shows the percentage of readers by age who expressed interest in various sections. About half of all Canadians regularly read the news. The differences in the overall reading habits of men and women are minimal. About 84% of men read newspapers, slightly more than the 82% of women. On average, men devoted 37 minutes a day to the paper, compared to 33 minutes for women.

In general about half of all Canadians regularly read the news given in newspapers. More people read local news than international. Women show more interest than men in local and regional news, but far fewer women read national or international news. Editorial pages attract attention from about one Canadian in four among both women and men.

However, two sections attract far more men than women: the financial and sports sections. Each of these is read on a regular basis by three times as many men as women. In contrast, nearly twice as many women as men turn to the arts and entertainment section, and eight times as many read the homemaking pages. The comics attract only 27% of women but 33% of men.

17.7.3 Phonograph records and tapes

Studies of leisure time activities show that about 60% of Canadians of 15 years and older listen to recorded music regularly, averaging about six hours a week each. Besides, almost all Canadians listen to the radio for an average of 18 hours a week, and about 80% of radio air time is comprised of music transmitted from records and tapes. CRTS regulations require that a minimum of 30% of the musical compositions broadcast by AM radio stations or network operations must be Canadian. To qualify a composition