

- Televised sports broadcasts appear to be most popular in the Prairies, particularly among Albertans, 56 per cent of whom say they frequently watch sports programs versus 49 per cent of English Canadians as a whole.
- British Columbians, like Ontarians, reflect the viewing preferences of all Canadian anglophones.
- In Quebec, the main differences have already been discussed and stem more from linguistic and cultural differences than from regional orientation. Quebecers living outside Montreal, who tend to be unilingual and francophone, are much more interested in prime time dramas, and are somewhat more interested in rock videos and daytime soap operas than Montrealers. Montrealers, on the other hand, are twice as likely as other Quebecers to watch cultural programs on a regular basis.

| | <u>% Montreal Television Viewers Who Watch:</u> | <u>% Rest of Quebec Television Viewers Who Watch:</u> |
|---------------------|---|---|
| Prime time dramas | 51 | 81 |
| Cultural programs | 40 | 18 |
| Rock videos | 14 | 24 |
| Daytime soap operas | 15 | 23 |

1.6 Favourite Television News Announcer

In 1969, an American broadcaster - Walter Cronkite - topped English Canadians' list of favourite news announcers.

Times have changed. While Canadians tend to favour Canadian news announcers, no one person dominates the list in English Canada despite the national exposure of news personalities such as Lloyd Robertson and Knowlton Nash. Preferences are fragmented and in some regions of the country, local newscasters such as Glen Tilley in the Maritimes or Tony Parsons in British Columbia are more popular than the national news broadcasters. The Ottawa broadcaster, Max Keeping, also has a considerable following in Ontario, outside of Toronto.

Among francophones, Gaetan Montreuil, Pierre Nadeau and Roger Gosselin shared the top spot in 1969. Today, Bernard Derome - Radio Canada's evening news announcer - is by far the most popular French-speaking newscaster.