

In the province of Quebec, where 80 per cent of the adult population are francophones, only 52 per cent of television viewers watch French language television all or most of the time. Competition for the media attention of the province's francophones is most intense in Montreal where only one-half - 32 per cent of Montreal's 61 per cent French speaking adults - are oriented more to French than English language television broadcasts. Outside Montreal, French language television captures a larger share of the francophone audience. Here, almost 70 per cent watch television entirely or mostly in French.

