

Several regional differences are worth noting. Compared with other English-speaking Canadians:

- Maritimers are more likely to watch daytime soap operas on a regular basis and are less likely to watch cultural programs.

	<u>% Maritime Television Viewers Who Watch:</u>	<u>% English-Speaking Television Viewers Who Watch:</u>	<u>NET DIFFERENCE</u>
Daytime soap operas	41	27	+14
Cultural programs	11	25	-14

- While Ontarians' overall viewing preferences reflect the national tastes of English-speaking Canadians, more Torontonians regularly tune in to prime time dramas, cultural programs and multicultural or multilingual programs than other Ontarians. Action shows and televised sports, on the other hand, are more popular outside Toronto.

The attention paid to multicultural and multilingual programming is not exclusive to Toronto. Canadians in general, living in urban areas, are more likely to frequently watch this type of programming (16%) than Canadians living in rural areas (10%). Regionally, multicultural/multilingual programming is most popular in Quebec followed by British Columbia (including Vancouver) and Toronto.

	<u>% Toronto Television Viewers Who Watch:</u>	<u>% Rest of Ontario Television Viewers Who Watch:</u>
Action shows	48	53
Sports	44	49
Prime time dramas	36	30
Cultural programs	34	24
Multicultural/multilingual programs	15	9

- Television viewers in Manitoba and Saskatchewan are somewhat more oriented toward prime time dramas and somewhat less oriented toward cultural programs than other English-speaking Canadians.

	<u>% Manitoba/Sask. Television Viewers Who Watch:</u>	<u>% English-Speaking Television Viewers Who Watch:</u>	<u>NET DIFFERENCE</u>
Prime time dramas	46	35	+11
Cultural programs	18	25	- 7