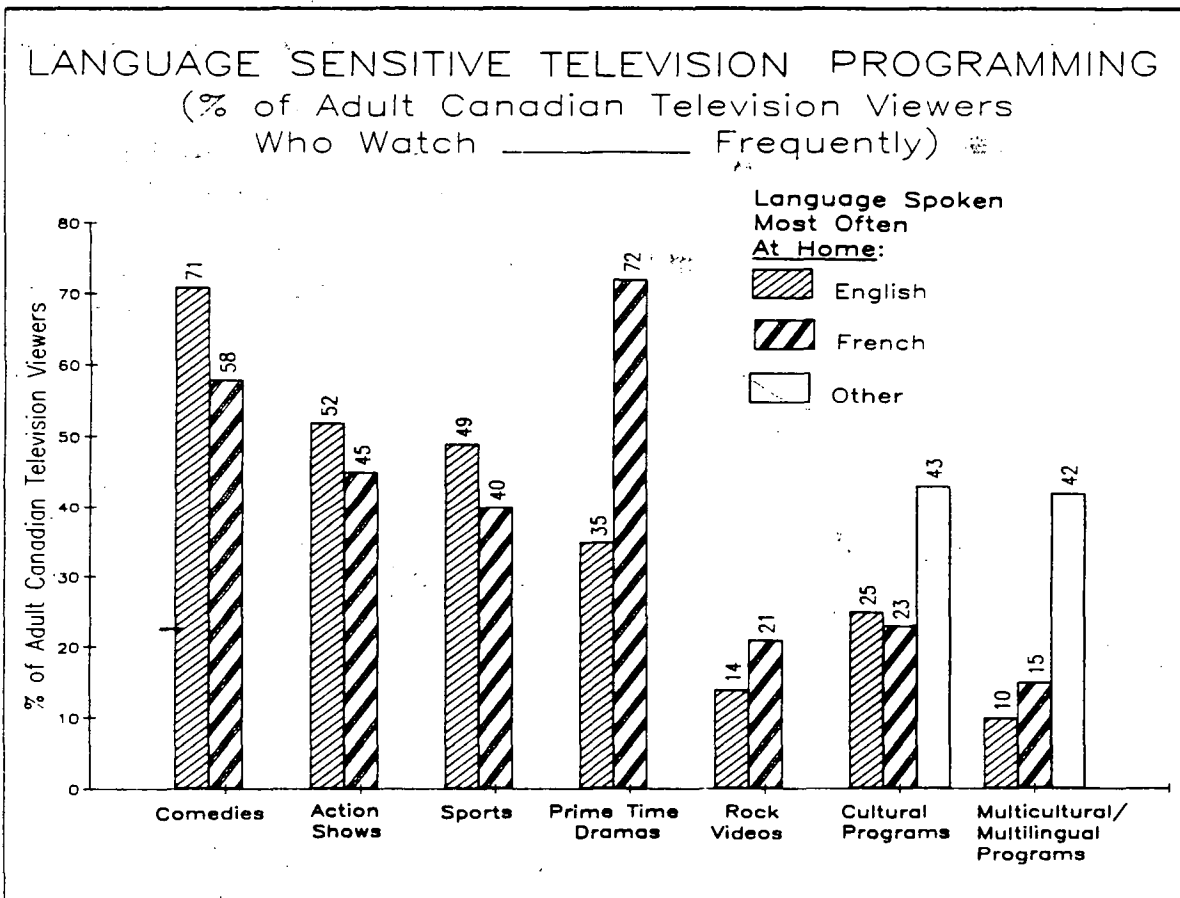


Prime time drama has been a cornerstone of French language programming in this country since *La Famille Plouffe* was first broadcast in the 1950's. While the programs themselves have changed, Canadian francophones remain interested in and loyal to this type of program format. Seventy-two per cent of all French-speaking television viewers watch prime time dramas on a regular basis; more than twice the percentage of frequent English viewers. Francophones are also more likely to watch rock videos.

Comedies, action shows and televised sports are somewhat more popular among English-speaking television viewers than among their French-speaking counterparts.

Canadians whose home language is other than English or French are as likely as Canadians in general to watch the range of various program types. There are two notable exceptions: third language Canadians are not only more likely to be frequent viewers of multilingual programming, but are also more inclined to tune in to cultural programming in general.



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