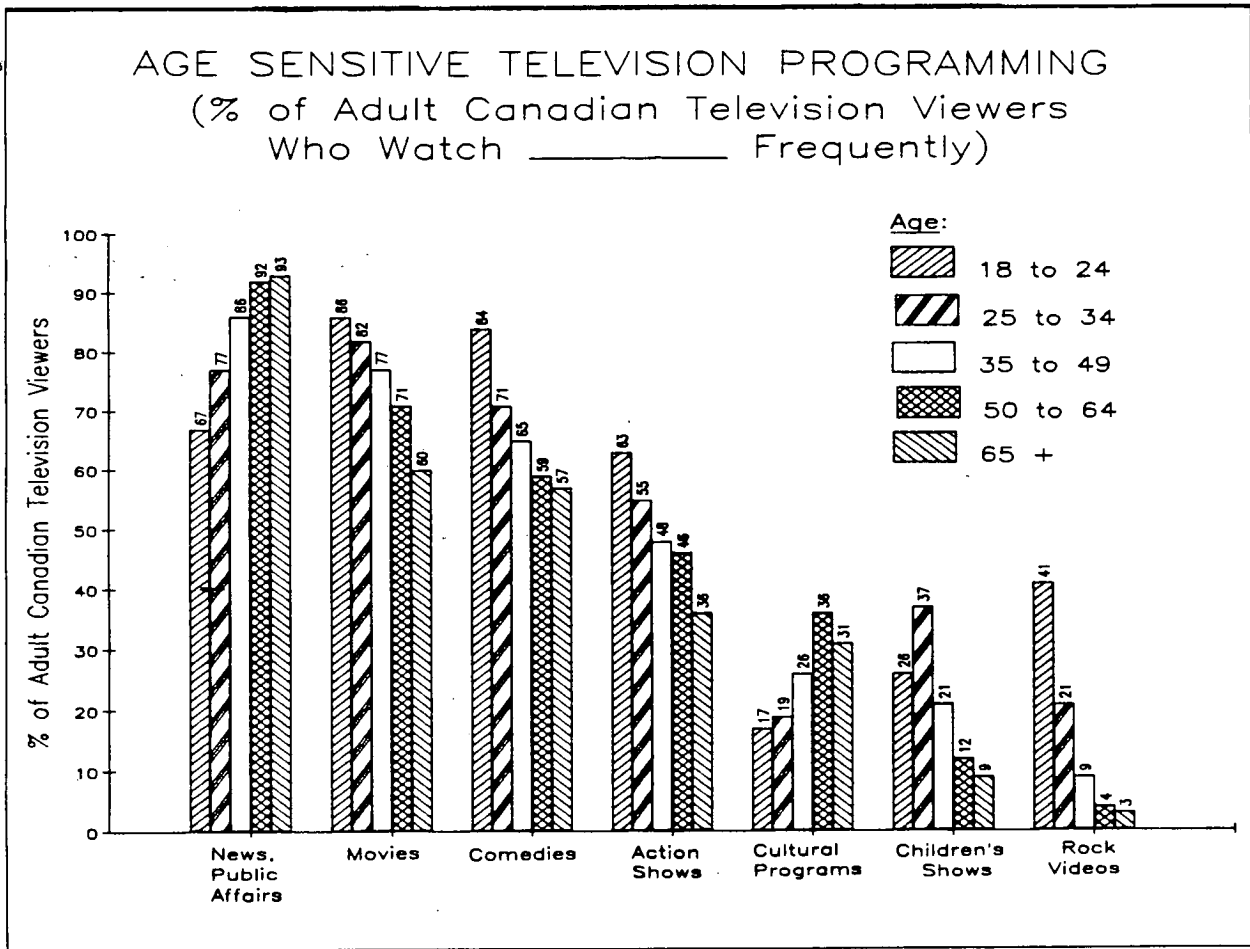


Age sensitive programming includes news and public affairs, which is least popular among young people but increases in popularity among successively older age groups. The appeal of movies, comedies and action shows, on the other hand, is highest among young people and declines with increasing age.

The audience for cultural programs tends to be older and peaks with the 50 to 64 age group.

Adults who watch children's programming are most likely to be younger, particularly within the 25 to 34 age band. But they are not exclusively "moms" with "tots." Almost as many men as women say that they regularly watch children's shows (20% versus 24%). And although the audience for children's programming is skewed towards parents with children living at home - particularly with children under the age of 6 - 13 per cent of those with no children also say that they frequently watch children's shows.

Rock videos first appeared on the Canadian disco scene in the late seventies and moved onto television in the early 1980's. The audience for this new form of television entertainment is decidedly young and drops off rapidly among television viewers over the age of 25.



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