

Throughout this report, television users are defined as:

<u>Estimated # of Television User Type:</u>	<u>Average # of Hours Per Week</u>	<u>Hours Per Week</u>
Heavy users	21 hours or more	35.0
Medium users	11 to 20 hours	16.4
Light users	10 hour or less	6.4

Time spent with television is largely a reflection of the amount of at-home leisure time people have to spend. Homemakers, the unemployed and the retired, for example, appear to devote more hours to television than, say, people who work outside the home - either full or part time. Parents of pre-school children say that they watch more television than parents of school-aged children.

According to the Bureau of Broadcast Measurement (BBM), the amount of television watched in an average week:

- increases with age and is highest among Canadians aged 65 and over;
- is somewhat higher among women than men;
- regionally, is highest in the Maritimes and among Quebec francophones; is lowest in Ontario, Alberta and among Quebec anglophones.

BBM also shows that francophones in general watch more television than anglophones. For an indication of the television habits of third language Canadians, we need to turn to Environics' Media Study. Respondents to this survey whose first language is neither English nor French estimate that they watch television an average of **two hours less** per week than other adult Canadians.

Canadians' perceptions of their television viewing habits are linked to level of education and income. Again, from Environics' Media Study Canadians at the bottom end of the socio-economic scale, i.e., those with less than a high school education or living in households with annual incomes below \$15,000, are most likely to report being heavy television viewers.

Conversely, better educated and more affluent Canadians, i.e., university graduates or people with annual household incomes of \$50,000 or more, are most likely to fall into the light television viewer classification.