

Television, as a vital medium, spans all age, gender and socio-economic groups and its degree of importance is mostly related to time spent watching. The exception lies in the attitudes of English, French and third language or "other" speaking Canadians. Francophones, who watch somewhat more television on average than anglophones, and "other" Canadians who watch somewhat less television, are more likely to identify with the importance of television (66% and 65% respectively) than English-speaking Canadians (57%).

