

While television is a universal medium, television programs are often targeted to specific segments of the viewing public, reflecting the separate interests of men and women, the young and old and Canada's two major linguistic groups: English and French.

Men are much more likely than women to watch sports programs, by a ratio of over 2 to 1. They are also somewhat more likely to watch action shows. Women, on the other hand, are more oriented toward prime time dramas and daytime soaps than men and are somewhat more likely to watch cultural programs.

