

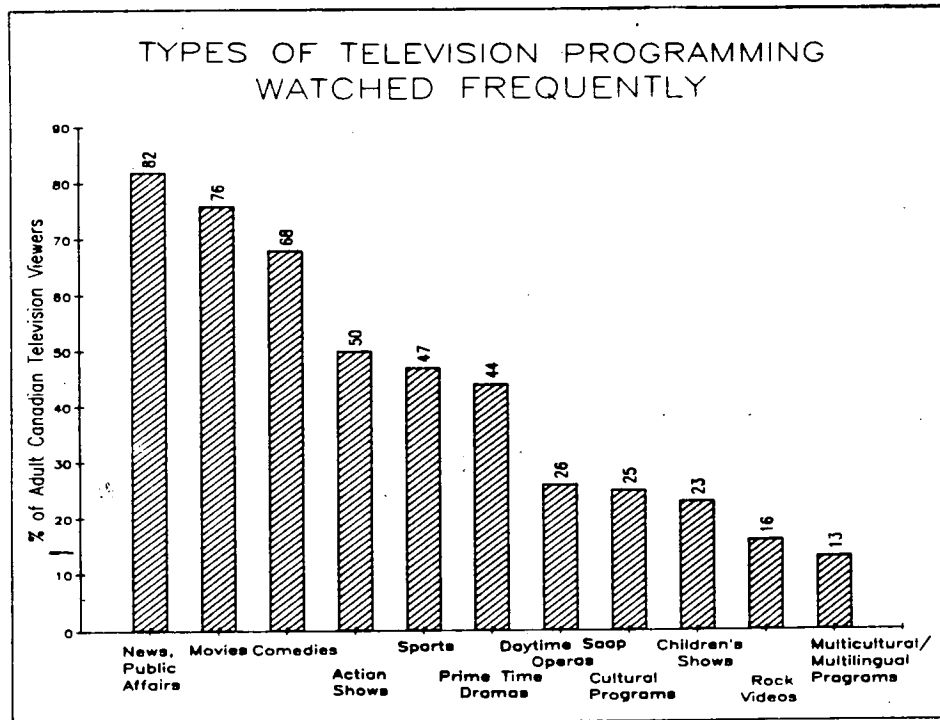
## 1.5 Popularity of Different Types of Television Programs

According to television viewers, news and public affairs is the most watched type of adult programming in the country. Eighty-two per cent of adult television viewers say that they watch news and public affairs programs on a regular basis. As we shall see in the section on news sources, the role of television as the major disseminator of international, national and local news has grown since 1969 and it now dominates all other news media even in the area of in-depth news reporting and analysis.

Movies follow news and public affairs. Seventy-six per cent of adult Canadian television viewers say they frequently watch televised movies.

Although television viewers are notoriously fickle, at the present time comedies are more popular than either action shows or prime time dramas.\*

Almost one-half of all adult television viewers say that they watch sports programs on a regular basis; one-quarter watch daytime soap operas, cultural programs and children's shows; 16 per cent frequently watch rock videos and 13 per cent regularly tune in to multicultural or multilingual programs.



\* English speaking respondents were given Dallas, Dynasty and St. Elsewhere as examples of prime time dramas. In French, the examples were Dynasty, Lance et compte and Le temps d'une paix.