

# Television viewing on down-swing

By DUNCAN CURRIE  
Statistics Canada

Summer has returned again. Time for weekends at the cottage, perhaps a game of golf and watching television? Believe it or not, Canadians spent an average of 23.4 hours a week watching television in 1989 according to Statistics Canada.

While that figure may seem high, 1989 was the lowest weekly viewing average since 1979. Indeed since the weekly television viewing average peaked in 1984, Canadians have gradually cut back their viewing time by almost an hour a week.

There is definitely a regional disparity in television viewing. It seems that westerners watch less television than easterners. Residents of Quebec, for example, reported the highest average viewing levels at 25.7 hours per week. Newfoundlanders were not far behind at 25.5 hours a week. The two most westerly provinces recorded the lowest average viewing hours, with British Columbia's watching 21.6 hours a

week, and Albertans watching 21.9.

There is not only a disparity of television viewing by region, but also by sex. Women consistently watch more television than men do; up to 6 hours more a week. It is also evident that as we age, we tend to spend more time in front of the television set. Adolescents spend just over 18 hours a week watching television, whereas people 60 and older spend 34 hours a week watching television. The most avid television watchers in Canada are francophone Quebec women over 60, who log almost 43 hours a week.

What are Canadians watching? Again there is a regional disparity in television viewing habits. While francophones tune into variety and game programming almost 20 per cent of the time, anglophones watch this type of programming 8 per cent of the time. What are anglophones watching instead? Comedy is one type of programming that anglophones consistently prefer, and the western provinces con-

tain the nation's most avid sports watchers.

Canada's most informed television watchers are found in Newfoundland, who spend over 27 per cent of their television viewing time tuned into news and public affairs programs. Albertans watch the least amount of news and public affairs programs nationally, tuning in during only 18 per cent of their viewing time.

The one television viewing trait that all Canadians share is their love of drama. Drama is the most popular type of program in every province, with audience shares ranging from 26 per cent in Manitoba, to 31 per cent in Prince Edward Island.

It is evident by these statistics that television plays an important, though slightly diminishing role in the lives of Canadians. It will be interesting to see whether 1990 statistics on television viewing will reveal a continuing trend of Canadians turning away from this popular medium. A question that springs to mind is, what are Canadians doing with all that extra time?

# Juried art exhibition open to the public

The opening of the 12th annual Insights juried art exhibition will be held on Wednesday, July 31 from 8-10 p.m., at the Wellington County Museum and Archives located on County Road 18 between Elora and Fergus. Artists and the public are invited to attend

this gala event featuring entertainment, refreshments and the presentation of prizes and awards. The top three juried prizes and 15 awards will be presented at 9 p.m. This year the jurors are John Willard, artist and quiltmaker, Mary Misener, Director/Curator of the Cambridge Public Art Gallery, and Elton Yerex, artist and professor of Fine Art at the University of Guelph.

Insights is sponsored by the Elora Arts Council in association with the Wellington County Museum and Archives and is funded by a grant from the Ministry of Culture and Communications and the Ontario Arts Council. The exhibition runs from

August 1 to September 2 at the Wellington County Museum and Archives. Elton Yerex will conduct a tour of the exhibition for the public on August 6 at p.m.

The exhibition will consist of 60 to 70 works of art, selected by the jury, in ceramics, glass, drawing, fibre, metal, painting, photography, prints, sculpture and video. Many works will be available for sale. The artists contributing to Insights live in the counties or regions of Wellington, Waterloo, Wentworth, Halton, Dufferin, Bruce and Grey.

The exhibition is open from 9:30-4:30 Monday to Friday, and from 1-5 p.m. on Saturday and Sunday. For more information call (519) 846-0916.

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PLEASE NOTE: On Friday because of the 6:00 o'clock show in Cinema 3 TERMINATOR II will start at 7:30 p.m. & 10:10 p.m.

**BOX OFFICE OPENS AT 6:00 P.M.**  
Adults, 14 & Over — \$7.00  
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