

Respondents taking part in this special analysis are asked how frequently they watch television:

- To learn about what is going on in the world;
- To relax;
- To fill in time gaps;
- To provide companionship;
- To act as a background while undertaking other activities;
- To find out how others deal with problems;
- To be entertained;
- To escape from personal problems;
- To learn something new;
- To have their spirits lifted;
- To get a feeling of adventure and excitement; and,
- To watch programming from multiple sources simultaneously.

Answers to these 12 items form the basis of this audience segmentation. The segments themselves are derived through a combination of multivariate statistical techniques including factor analysis, cluster analysis and discriminant analysis.

The subsample of 1,008 respondents is reweighted to be representative of the Canadian population, 18 years of age or older. The margin of error for this sample is plus or minus 3.1 per cent at the 95 per cent confidence limit. Of these respondents, 977 are television viewers.

The Audience Segments

Introduction

Five audience segments emerge from this segmentation analysis. These groups of television viewers vary considerably with respect to their size, demographic characteristics, reasons for watching television, amount of time spent watching television, program selection and attitudes towards television as a medium.

While other audience segmentation procedures have been based on information such as amount of television viewing or programming preferences, this particular audience segmentation emphasizes the importance of television in the lives of Canadians. For some Canadians, television plays a peripheral role that is characterized by a very selective approach to television viewing. For other Canadians, television plays a more central role involving many hours of viewing each day.