

The most salient feature of the Television Dependent Viewers is the variety of purposes for which the members of this audience segment use television. Television fulfills several functions including a social role, an educational role, an entertainment role and an escape function for the Television Dependent Viewer. The importance of television to members of this viewing segment is illustrated by the fact the 38 per cent of this segment say they frequently watch television to find solutions to personal problems. No more than nine per cent of any other audience segment admit to watching television for this reason.

Demographic Characteristics

Two demographic characteristics help to identify Television Dependent Viewers. First, Television Dependent Viewers tend to have lower socio-economic status. Second, Television Dependent Viewers are likely to have entered stages of the life cycle that are characterized by inactivity or a great deal of leisure time.

On average, Television Dependent Viewers have less formal education than the members of other audience segments. In fact, over one-half of the Television Dependent Viewers have less than a high school education. Two out of three employed Television Dependent Viewers work in lower blue collar or lower white collar occupations. Thirty-five per cent of the members of this audience segment have incomes of less than \$15,000. Nationally, 22 per cent of television viewers earn less than \$15,000 annually.

Television Dependent Viewers are overrepresented among the young and among the elderly. One-quarter of Television Dependent Viewers are less than 25 years of age and 32 per cent are more than 55 years of age. This bimodal age distribution helps to account for the fact that this audience segment contains the lowest percentage of full-time workers and the highest percentages of students and retirees. When homemakers are added to students and retired individuals, over one-half of Television Dependent Viewers does not participate in the labour force.

Three additional characteristics complete the demographic profile of the Television Dependent Viewers and help to explain the high levels of attachment to television. Two out of ten Television Dependent Viewers are either widowed, separated or divorced. This is double the national average. Also, 65 per cent of the members of this audience segment live in urban communities of 100,000 or more. Urban residents in Canada generally have access to a larger number of channels and greater variety of television programming than the residents of rural areas. Finally, 32 per cent of Television Dependent Viewers are French-speaking-exceeding the national average by seven per cent.