

**YOU WOULD LIKE TO SEE ANOTHER LOCAL TELEVISION
STATION IN YOUR COMMUNITY**

	<u>Agree Strongly</u>	<u>Agree Somewhat</u>	<u>TOTAL AGREE</u>	<u>Disagree Somewhat</u>	<u>Disagree Strongly</u>	<u>TOTAL DISAGREE</u>	<u>DK</u>
Total Canada	23	20	43	23	30	53	5
Regions:							
Atlantic	43	29	72	11	14	25	3
Quebec	22	15	37	20	40	60	3
Montreal	19	15	34	19	45	64	2
Ontario	19	20	39	26	30	56	6
Toronto	12	19	31	25	35	60	9
Man/Sask.	29	27	56	22	18	40	3
Alberta	17	23	40	31	22	53	6
B.C.	24	16	40	21	34	55	5
Vancouver	18	23	41	27	25	52	6
Community Size:							
1 million +	16	18	34	23	37	60	6
100,000-1 mill.	20	21	41	28	26	54	5
5,000-100,000	24	20	44	20	33	53	3
Less than 5,000	34	20	54	18	25	43	4

1.8 Segmenting The Canadian Television Audience

Introduction

This section of the Media Study report focuses on the Canadian television audience and its orientation to television. Rather than treating all television viewers as an undifferentiated mass exhibiting similar tastes and habits, the approach taken in this analysis assumes that the television audience actually is composed of a number of different audiences -- each having its own set of reasons for watching television. The notion of a segmented audience should be familiar to broadcasters because it shares the same conceptual basis as audience fragmentation and narrowcasting to specific target audiences.

Methodology

A random sample of 1,008 out of the 4,006 Media Study respondents was selected to answer a 12-item battery of questions concerning motivations for watching television. These questionnaire items were taken from the "Uses and Gratifications" literature - a widely accepted approach to understanding television viewing patterns that was developed in the United States during the 1970's.