

In spite of these opinions about Canadian culture, Entertainment Seekers do not want to see any impediments put in the way of their television viewing. Fifty-five per cent of Entertainment Seekers, as opposed to 47 per cent of Canadian television viewers, think that there should be fewer restrictions on the number of American and foreign programs that can be shown by Canadian television stations. At least one contributing factor to holding this opinion about the greater availability of foreign programming is that only 12 per cent of Entertainment Seekers think that Canadian television programs are better than American ones.

Entertainment Seekers have a very positive attitude towards television commercials. Seventy per cent of Entertainment Seekers find television commercials entertaining and interesting, while 66 per cent find them useful and informative. Thirty-six per cent of the members of this audience segment admit that television commercials influence the purchase decisions.

Summary

Entertainment Seekers are a small but distinctive part of the Canadian television audience. Members of this audience segment hold a very positive attitude towards television.

Entertainment Seekers are very similar to the Television Dependent Viewers regarding their orientation to and use of television. Entertainment Seekers, however, focus more closely on the entertainment content of television.

While Entertainment Seekers are very close to the Television Dependent Viewers, they are the antithesis of two other audience segments. Reluctant Viewers and Discriminating Viewers anchor one end of the television viewing continuum and the Entertainment Seekers and the Television Dependent Viewers anchor the other extreme. Passive Viewers lie near the middle of this continuum.

The Entertainment Seekers audience segment is the only one in which women outnumber men by an appreciable proportion. Furthermore, Entertainment Seekers tend to live in Central Canada and in urban communities.