

There is a higher percentage of homemakers and students in this group than in any other audience segment. Of the Entertainment Seekers who participate in the labour force, nearly six in 10 hold lower white collar occupations. The family incomes reported by the Entertainment Seekers place them within the Canadian middle class.

Viewing Behaviour

Of all five television audience segments, the Entertainment Seekers are the heaviest television viewers. Entertainment Seekers spend, on average 25 hours per week and 2.8 hours per day watching television. The amount of time that Entertainment Seekers spend watching television exceeds the national average by 7 hours per week and 0.5 hours per day. Fifty-five per cent of the Entertainment Seekers spend more than 20 hours per week watching television.

Entertainment Seekers are above the national average with respect to watching eight of the 11 program types measured in this survey. Eighty-three per cent of the Entertainment Seekers frequently watch news and public affairs programming, 78 per cent frequently watch comedies, 76 per cent watch movies, 56 per cent watch action shows, 38 per cent watch daytime soap operas, 27 per cent watch children's programming, 18 per cent watch rock videos and 13 per cent watch multicultural or ethnic programming. Entertainment Seekers watch continuing drama series and cultural programming as often as the typical Canadian viewer. Entertainment Seekers fall below the national average in only one programming area. Forty-one per cent of the Entertainment Seekers, as opposed to 46 per cent of the general audience, frequently watch sport programming.

Compared to typical Canadian television viewers, Entertainment Seekers more frequently tune in to Canadian public, Canadian private, American public and American commercial networks. Viewing of Radio-Canada (French-language CBC), however, is lower among the Entertainment Seekers than any other audience segment.

Attitudes towards Television

Two-thirds of Entertainment Seekers agree that television is an important part of their daily life. This is 17 per cent above the national average. Entertainment Seekers rank second only to the Television Dependent Viewers in terms of the perceived importance of television.

Forty-five per cent of Entertainment Seekers believe that Canadians should be doing more to develop a separate cultural identity from Americans. As well, 49 per cent of Entertainment Seekers agree that American television has too great an influence on the Canadian way of life.