

Six in ten Passive Viewers are under 40 years of age. Moreover, there is a higher percentage of 18 to 25 year olds among the Passive Viewers than among any other audience segment. Congruent with the age distribution, there is a higher percentage of single (never married) individuals among the Passive Viewers than in the population of Canadian television viewers as a whole.

Viewing Behaviour

Passive Viewers, on average, spend 19 hours per week and 2.3 hours per day watching television. Passive Viewers sit in the centre of the Canadian television audience in the amount of time spent with television.

On the whole, Passive Viewers are much more entertainment-oriented than information-oriented in their television viewing habits. Passive Viewers are 11 percentage points lower than the national average with respect to the frequent viewing of news and public affairs programming. Passive Viewers like to watch movies on television, comedies, action shows and continuing drama series and are less inclined to watch sports or cultural programming.

In many respects, the Passive Viewers' selection of networks and channels is very similar to the channel selections made by the typical Canadian viewer. Passive Viewers are, however, somewhat less likely to watch the CBC English-language network and PBS. The infrequent viewing of PBS can be explained in part by the fact the some Passive Viewers are unable to receive the PBS signal.

Attitudes towards Television

Exactly one-half of Passive Viewers agree with the statement that television plays an important part in their daily lives. There is only one percentage point difference between the responses given by the Passive Viewers and what is found in the general audience.

Passive Viewers tend to be less concerned about Canadian culture than the typical Canadian television viewer. A smaller percentage of Passive Viewers are concerned about the need for Canadians to develop a separate cultural identity than is found in the general population (38% of Passive Viewers versus 46% of the general audience) and fewer Passive Viewers agree that American television has too great an influence on a Canadian way of life (47% of Passive Viewers versus 54% of the general audience).

The opinion of Passive Viewers towards television commercials closely mirrors what is found in the general population. Fifty-seven per cent of Passive Viewers find that television commercials provide useful information, 56 per cent find commercials entertaining and interesting and 31 per cent indicate that commercials influence their purchase decisions.