

The amount of time that Reluctant Viewers spend watching television is the lowest recorded among the five audience segments. Reluctant Viewers spend 6 hours less per week and 0.7 hours less per day watching television than the typical Canadian television viewer.

As one might expect, in contrast to typical Canadian television viewers, Reluctant Viewers watch only a few types of programming frequently. Seventy-one per cent of Reluctant Viewers frequently watch news and public affairs programming, 66 per cent regularly watch comedies (equalling the national average), 63 per cent watch movies on a regular basis and 42 per cent watch sports frequently.

Reluctant Viewers differ from typical Canadian television viewers because they are more selective in their choice of television networks and stations. Fifty-six per cent of Reluctant Viewers report frequent viewing of English-language CBC and 32 per cent indicate that they frequently tune to PBS.

Attitudes towards Television

Only one-third of Reluctant Viewers agree with the statement that television plays an important part in their daily lives. This is 18 per cent below the national average.

Reluctant Viewers are composed of Canadians who are the least interested in doing more to develop a separate cultural identity from Americans (only 36% of Reluctant Viewers agree that more should be done to foster Canadian culture). Of all Canadian television viewers, Reluctant Viewers, however, are the least likely to agree that there should be fewer restrictions on the importation of foreign television programs (36% of Reluctant Viewers agree). Furthermore, one-half of Reluctant Viewers agree that American television has too great an influence on the Canadian way of life.

Much like the Discriminating Viewers, Reluctant Viewers do not have a positive opinion of television commercials. Less than one-half of the Reluctant Viewers find television commercials entertaining, interesting, useful or informative. Only one in three Reluctant Viewers admits that television commercials influence their consumer decisions.

Summary

Reluctant Viewers share a great deal in common with the Discriminating Viewers from a behavioral, attitudinal and demographic point of view. The similarity in perspective can be explained by the fact that both audience segments are part of the Canadian Baby Boom generation.