

In comparison to the entire Canadian television audience, Discriminating Viewers are more likely to regularly tune in to Canadian and American public television networks. Fifty-seven per cent of Discriminating Viewers regularly watch the CBC English-language network, 35 per cent frequently tune in to Canadian educational television stations and 35 per cent watch PBS on a regular basis.

Attitudes towards Television

Less than one-half of Discriminating Viewers agree that television plays an important part in their daily life. Although television does not play a central role in the lives of most Discriminating Viewers, members of this audience segment, more than any other segment, are concerned about maintaining Canadian culture and television's role in strengthening that culture. Fifty-three per cent of Discriminating Viewers believe that Canadians should be doing more to develop a separate cultural identity from the Americans. Fifty-nine per cent agree that American television has too great an influence on the Canadian way of life. Twenty-five per cent of Discriminating Viewers, in comparison to 22 per cent of the general audience, hold the opinion the Canadian television programs are better than American programs.

Discriminating Viewers display a negative orientation towards television commercials. In contrast to the general viewing audience, Discriminating Viewers are less likely to indicate that commercials are entertaining or interesting, provide useful information or influence purchase decisions.

Summary

Four out of ten Canadian television viewers are classified as Discriminating Viewers. That is, members of this audience segment tend to be selective in the way they watch and use television, how much time they spend watching television and what they watch on television. When they watch television, Discriminating Viewers are particularly interested in obtaining information which can be incorporated into a personal learning experience. As well, Discriminating Viewers place a higher value on Canadian culture than other members of the television audience.

Discriminating Viewers are mostly members of the post-war Baby Boom generation that has grown up with television. This, in part, explains the critical perspective by which they view television. Discriminating Viewers are probably the most sophisticated users of television. They are able to make informed judgments about the quality of television's content and format.