

## 1.0 TELEVISION

### 1.1 Overview

Television reaches all Canadians. According to the recent findings in Environics' Media Study, 99 per cent of all Canadian households have at least one working television set and 98 per cent of all Canadian adults watch at least some television during an average week.

One measure of how connected people are to a specific medium is whether or not they used that medium yesterday. Television has the highest penetration of "yesterday exposure," followed closely by radio. Eight in ten Canadians said that they watched television yesterday, three in four listened to radio and almost two-thirds read or looked into a daily newspaper.\*

**RECENT MEDIA EXPOSURE**  
**(Source: Environics' Media Study)**  
**% of Adult Canadians Who Used**  
**Each Medium "Yesterday"**

Television	80%
Radio	77
Daily newspapers	63

### 1.2 Heavy, Medium and Light Television Viewers

A.C. Nielsen and the Bureau of Broadcast Measurement take frequent and detailed readings of Canadians' television habits. This study has not attempted to duplicate the work of these measurement specialists. Respondents were asked, however, to estimate the number of hours they personally spend watching television in an average week. The total sample was then divided into three roughly equal groups which were labelled as "heavy," "medium" and "light" television viewers. The reader is cautioned against using these categories as absolute measures of television usage. They are based on viewers' own estimates and tend to understate the actual number of hours of television watched. The delineation of heavy, medium and light television users is for analytical purposes only; to determine whether the amount of television watched affects people's attitudes toward the medium.

\*Note: Respondents who were interviewed on a Sunday or Monday were asked if they had read or looked into any of last Friday's daily newspapers.