

Reluctant Viewers have an average score on four television orientation dimensions and a below average score on the remaining eight dimensions. In contrast to typical Canadian television viewers, Reluctant Viewers rarely or never leave their television sets on while engaging in other activities (83% of Reluctant Viewers rarely or never use television as a background to other activities), use television programming to help deal with personal problems (82% of Reluctant Viewers rarely or never do this), use television to keep them company (75% rarely or never), watch more than one program simultaneously (74% rarely or never), use television to occupy time (67% rarely or never), watch television to lift their spirits (60% rarely or never) or watch television to seek adventure or excitement (55% rarely or never).

This analysis indicates that there is a small but recognizable portion of the television audience which has very little use for television. Television viewing is a peripheral activity for the Reluctant Viewers.

Demographic Characteristics

Reluctant Viewers come from a variety of demographic backgrounds, but, they are most strongly represented among the residents of rural communities particularly in Ontario and the Prairie provinces.

Another important characteristic of the Reluctant Viewers is that they tend to come from middle to upper - middle socio-economic background. One in four Reluctant Viewers is university-educated, one in three works in a professional or managerial occupation and one in five possesses a household income greater than \$50,000.

Over 60 per cent of Reluctant Viewers are between 26 and 55 years of age. Thirty-per cent have at least one dependent child between the ages of 6 and 12 in their household. Eighty-four per cent of Reluctant Viewers are English-speaking, while 16 per cent are French-speaking.

The demographic profile of Reluctant Viewers suggests that the group is actually composed of two smaller audience segments. The first group would appear to have little use for television because they have limited access to either signals or programming. The second group have lifestyles that preclude television from playing a significant part of their lives. The former group tends to live in rural communities, while the latter group consists mainly of individuals with higher socio-economic standing.

Viewing Behaviour

As noted earlier, Reluctant Viewers spend, on average, 12 hours per week watching television. On a daily basis, Reluctant Viewers average 1.6 hours in front of their television sets.