

Demographic Characteristics

The distinguishing demographic feature of the Discriminating Viewers is that most belong to the middle to upper-middle socio-economic ranks of Canadian society. Forty-two per cent of the Discriminating Viewers have attended a post-secondary educational institution in comparison to 34 per cent of the television viewing audience. Thirty-one per cent of employed Discriminating Viewers work in professional, managerial or administrative occupations compared to 26 per cent of the general audience. Forty-seven per cent of Discriminating Viewers earn incomes of \$30,000 or more in contrast to 44 per cent of the Canadian television audience.

Discriminating Viewers tend to live in the central regions of Canada (36% of Discriminating Viewers live in Ontario and 30% live in Quebec) and within the urban areas of these regions (60% live in communities with populations greater than 100,000). Although Discriminating Viewers are found among all age groups, they are most heavily concentrated in the 26 to 55 year old category and have the lowest concentration in the 18 to 25 year old group. Discriminating Viewers are composed of equal proportions of men and women.

The Discriminating Viewers represent the broad middle of Canada as a nation in terms of absolute numbers, socio-economic status and age. Although Discriminating Viewers are slightly better off than the average Canadian, this would correspond to the large number of post-war Baby Boomers in this audience segment who are reaching their prime income earning years.

Television Viewing Behaviour

Of the five audience segments, Discriminating Viewers spend the second smallest amount of time watching television. On average, Discriminating Viewers spend 16 hours per week and 2.1 hours per day in front of their television sets. Forty-five per cent of the Discriminating Viewers watch television less than 10 hours per week. The amount of time that Discriminating Viewers spend watching television is congruent with their selective and critical orientation to the medium.

"What do Discriminating Viewers choose to watch on television?" Nine out of ten tune in to news and public affairs programming on a regular basis. As well, members of this audience segment exceed the national average in the frequency of their viewing of cultural programming and multicultural or ethnic programming. Discriminating Viewers watch movies, sports and children's programming with the same degree of regularity as the typical Canadian television viewer, but, they are less inclined to watch comedies, action shows, continuing drama series, soap operas and rock videos.