

Television Dependent Viewers are soft cultural nationalists. Greater selection of television programs is more important to members of this audience segment. They are basically unconcerned about the national origins of television programming.

Of all the audience segments, Television Dependent Viewers have the most positive orientation towards television commercials. More than seven out of ten Television Dependent Viewers agree that television commercials are entertaining, interesting, useful and informative. Forty-three per cent of the members of this audience segment indicate that television commercials influence their consumer decisions.

Summary

Fifteen per cent of the Canadian television audience reports that their leisure time largely revolves around television and the experience that television provides. Television is used by Television Dependent Viewers for more purposes than any other audience segment. It is likely that television programming has a profound effect on the way Television Dependent Viewers think and behave.

There is a great deal that Television Dependent Viewers like about television and very little that they dislike. Members of this audience segment would even be more satisfied with television if there were simply more television stations and programs available.

Television Dependent Viewers tend to come from lower socio-economic brackets. As well, they have entered stages of the life cycle that provide empty spaces that television readily fills.

The Reluctant Viewers

Orientation to Television

The fourth audience segment to emerge from this analysis, accounting for 11 per cent of the Canadian television audience, are the Reluctant Viewers. Members of this audience segment are somewhat paradoxical in nature because they spend, on average, 12 hours per week watching television; yet, they cannot identify convincing reasons for doing so. Given their orientation to television, Reluctant Viewers might also be described by such adjectives as reserved, directed or discriminating; or, even stronger terms such as disenchanted, detached or alienated.