

Viewing Behaviour

In comparison to the other audience segments, Television Dependent Viewers would rank as one of the most avid television viewing segments. Members of this audience segment, on average, spend 24 hours per week, or one complete day per week, in front of their television sets. When Television Dependent Viewers are asked about how much time they spent watching television during the day prior to being surveyed, 30 per cent indicate more than four hours. On average, Television Dependent Viewers watch television for 3.0 hours per day.

The Television Dependent Viewer is more likely to watch the complete range of television programs than any other type of television viewer. Television Dependent Viewers exceed the national average for watching news and public affairs programming, movies, comedies, action shows, sports, continuing drama series, daytime soap operas, children's programming and rock videos. Even though members of this audience segment watch cultural programming and multicultural or ethnic programming less frequently, viewing of these program types remains at the same level as the general audience.

The omnivorous appetite for television among the Television Dependent Viewers is reflected in their selection of channels and networks. In comparison to the general audience, Television Dependent Viewers are more likely to tune to Canadian public, Canadian private, American commercial and American public networks.

Attitudes towards Television

Three-quarters of Television Dependent Viewers regard television as an important part of their daily lives. This is 24 percentage points above the national average. This is not particularly surprising given the number of hours devoted by Television Dependent Viewers to television viewing and the range of interests that are satisfied by television.

Television Dependent Viewers present a mixed group of opinions regarding Canadian culture. First, 50 per cent of Television Dependent Viewers believe that Canadians should be doing more to develop a separate cultural identity (4% above the national average), 61 per cent hold the opinion that American television has too great an influence on the Canadian way of life (7% above the national average), 68 per cent indicate that there is not enough Canadian programs (6% above the national average) and 27 per cent believe that Canadian television programs are better than American ones (5% above the national average).

Second, and in apparent contradiction to the earlier findings, 54 per cent of Television Dependent Viewers think that there should be fewer restrictions on foreign programming shown on Canadian television stations (7% above the national average).