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THE COLOR TV
THE CHANGES THAT TOOK PLACE BOTH IN OUR SOCIETY AND IN THE CULTURAL NEEDS OF OUR COUNTRY AS CONSECUENCES OF THE APPEARANCE OF COMMERCIAL TV INDUSTRY, ALSO IN VIEW OF IT'S REGIONAL SETTING

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PRELIMINARIES

Cultural activities belong to the recreational group of activities and it is the watching of television which became the most time absorbing recreational activity during the past decades. The quantity of time spent on watching television in itself is characteristic of the way of life and social conditions of a society. This quantitiy of time is quite high in Hungary, as a matter of fact it is one of the highests in Europe. During my working practice it became my profession to provide amusement for the people, therefore it is my daily challenge to find it out how much needs and chances are there to get specific cultural products, to spend out leisue time reasonably in our accelerated world, enriched by impressions. Is there any change towards the needs of cultural products as a consecuence of the change of the telelvision market and the change of the actitude of watching television? Does the area chosed by us to be our home as a social unit and geographical area has any effect on the formation of our own cultural needs? As a consecuence of my working routine these questions are of my daily concern, therefore it is evident to me to deal with them by a scientific approach in my study.

OBJECTIVES

My study seeks to find an asnwer to the question how the cultural needs and habits of the A kulturális javak esetében érvényes a szűkösség elve, termeléseHungarian population have changed as a response to the expansion of the commercial television and in view of regional distribution.

I have formulated my hypotheses in order to answer the following questions:

How the consumption of the media has been transformed in general terms and during the past decade, also in view of regional distribution?

- H1: The proportion of users of other media has been decreased by the increase of the use of the internet, it was the use of the printed media which has been changed negatively the most.
- H2: Those are the elderly people and those with lower eduation who spend the most time before the screen of the television.
- H3: In regions with less cultural events a higher rate of TV watching can be experienced.

- H4: The time of media consumption –mostly the watching of TV- has been decreased slightly lately in favour of the time spent for cultural events –according to interview subjects.

How cultural needs have been changed with respect to the consumption of cultural products during the past decade?

- H5: Concerts of popular music are more frequented by the younger generation then the elderly people.
- H6: Popularity of the theatre has been significantly increased during the past one and a half decade.
- H7: The ballet and the opera qualify as the less popular cultural events.

How habits of watching television have been changed during the past decade?

- H8: After starting of the commercial television, the two main commercial channels (TV2 and RTL Club) have outpaced the state channel even in the first year of their operation.
- H9: The habits of watching television in the Middle-Hungarian region differ from those of the rest of the country.

MATERIAL AND METHOD

During the history of human thinking the idea of culture has been changing continuously. The different streamlines of philosophy, the thinkers of the different ages had always different ideas on the concept of culture and diferent ideas are still co-existing side by side today. We can accept the fact as evidency, that culture is never a static phenomenon. It has been characterised by constant change during the course of the history of humanity. The structure and grade of development of society are given, as well as their relationship with objective reality and the constant formation of all this is definitely influencing the corresponding culture of humanity. (Borsányi, 2008)

Culture is a rather complex concept. One of the proofs of this is the fact, that even nearly 70 years ago, in 1952, there had been listed 164 different definitions for the concept of culture by Kroeber and Kluckhohn during their reserach activities. (Kroeber et al, 1964)

Summing up it can be stated, that culture is a united conscience of humanity, it is our memory, but I believe that it is above all a man made product. In relation with the definition and concept of culture an economic theory, the principle of scarcity has a lot to do, which is also closely related to the findings of this study. This theory of Frey and Pommerehne is reasoning by the following simplified conslusion in 1989 (Bán, 2008):

- the principle of scarcity is valid both for the production and the consumption of cultural products, and also
- The consumption and production of culture is consequence of individual activity.

From the viewpoint of this study the concept interests me on it's consumer side and not that of the production one. The scarcity is primordially manifested in it's geographical sense, lets think about the limited possibilities of our country and about it's strongly capital oriented status. While in Budapest there is a huge offer of cultural programs, a variety, at the same time ont he country side the scarcity is more characteristic which makes the access to cultural products and their consumption difficult or even impossible in those areas.

In order to understande the essence of the consumption of culture it is important to revise the basic facts, the theories and the short history of the segmentation of different groups of culture consumption. In my research the study of different consumption groups has an important role, this area also got special highlight in the social stratification research during the recent period. There are three main theories, actitudes competing each other, the one supposing homologies, the individualizing theoretical and the "omnivore-univore" concept.

METHODOLOGY OF THE RESEARCH

I have outlined the changes in the cultural needs of the Hungarian population by the help of the use of three analythical phases.

The sample in the TGI database, prepared by Millward Brown (later TNS-Hoffmann) is representing the Hungarian population between age 15 – 75. The size of the sample is

18.000 interview subjects. The collecting of the data has been made partly by personal interviews and the other part has been done by self-completed questionnaire. Sampling is based on a proportional stratified two-step random method, the criteria of which is the territorial unit, type of settlement and settlement size. Weighting is based on the two and three dimensional combinations of gender, age, education, county and settlement type variables. Each year, the survey adjusts weighting to the most recent KSH data available, by which the basic population and demographic composition of the TGI database continuously follows the change of the Hungarian society.

At the Nielsen Audience Measurement instrument watch meter's database, there are currently 2600 individuals over age 4 with television and television signals (digital terrestrial reception, satellite dish, analogue or digital cable TV, IPTV service) data of whom can be analyzed. Present time we can evaluate the data upon more then 60 different indicators of social or demographic category, education and profession of the housekeeper, social standing or a large number of cultural criteria. The TV rate estimation is carried out by instrumental measurement of the Audience Measurement company in a way that it measures the TV rate upon a national scale panel sample, then extrapolates the received data to the population of Hungary. This panel sample represents the TV watching habits of the Hungarian population over age 4.

The third database was based on the data collection of an own research, with a special target group, in the framework of an online research with the help of a questionnaire. (I was using an internet based interview, the CAWI interview technics. The questioned persons could answer to the questions from their homes or even from their respective workplace, also an interrupted way.) The data collection was made in January, 2017, after which there was a result of a sample including 500 persons. I have examined my suppositions by the help of this sample. My target group was the Hungarian population between age 14 – 64, because this mass base is the most active segment of the society culturally, from the point of view of the recreational activities and also they are the main participants of cultural events. In order to solve the problem of auto selection, which may happen in case of online data collection, I have applied iterative weighting to correct distortions.

RESULTS

In my study „The color TV – the changes that took place in our society and in the cultural needs of our country as consecuences of the appearance of commercial TV industry also in view of it's regional setting." I have investigated the realationship between culture and media consumption, as well as their transformation during the past years.

Starting from October, 1997, two new nationwide commercial channels (RTL Klub and TV2) of terrestrial emission have started to operate. The new structure has corresponded fully to the so called multi channel model which has been formed in developed European countries. The only difference was, that while elswhere it was a result of a long, organic development process, with us this was a fast-moving, radical and surprising change. There was a substantial development not only on behalf of the program providers, but also at the side of the broadcasters, providing consumers with a greater choice in all respects. Besides the more general program offer which was addressing wide masses of audiance by the two nationwide commercial channels, there were emerging more and more new thematic channels with the aim of covering the needs of special target groups. After 2005, the number of Hungarian channels available in households with multichannel receipts has gradually increased, and now we can choose from about 120 Hungarian language channels. In Hungary the time spent watching television is rather high - although the trend of the growing process has already changed - however, cable channels are increasingly demanding a bigger slice of the pie. Today, 70% of the average Hungarian TV viewing time is spent on cable channels, while in 2000 this figure only scaled 10%. I have examined, that out of the more then 100 Hungarian language channels which were the most popular by their thematics. It has become clear that in recent years the number and success of the emissors satisfying entertainment and recreational needs has increased the most. Those requiring thinking and focused attention were not among the most popular ones. In the year 2000 an average Hungarian spectator has dedicated nearly three hours to watch daily the programs of the two, big commercial channels, this figure has been decreased to one hour by today. Instead the channels operating by serials and movies (eg, F +, Cool, Viasat 6, Prime, Cinema +) and the smaller entertainment commercials (Viasat 3, RTLII, Super TV2, RTL Spike), are mainly and jointly performing the duty of mass

entertainment. In 2016, an average viewer has spent nearly as much time on watching the channels of serials and movies then watching the two major commercial channels (59 minutes vs. 64 minutes).

The most time before the television screen is spent by the inactive socio-demographic groups of the lower educated people with less cultural demands and by the elderly –over 60- people.

It has also been concluded that the location of the regions also has an explanatory power when examining television related needs and expectations. The inhabitants of Central - and Northern Hungary consume more services of the television than the average.

Countless studies offer evidence, that media has an ever growing role in our life. The appearance of the Internet has fundamentally changed media consumption, seemingly breaking the monopoly of the television. The most up-to-date technical solutions and devices also support the use of any media everywhere and always with ease and speed. Users spend more and more hours on different pages and this process has not really stopped yet.

Based on the research of multitasking, it can be said that this activity has become a day-to-day action, and most people live with it at certain intensity on a daily basis. In spite of all the alarming predictions, the dramatic increase in the number of Internet users did not break the hegemony of the television in Hungary, it has continued to be the most significant media in the country. This particular attention is due to the fact that television is readily available, relatively inexpensive and it makes the necessary information instantly available, therefore we feel it has opened up the world to us.

Though television has remained to be the most significant media, the increase of Internet users is the most significant. While in 2001 there was only 11% the rate of those who used the Internet, by 2016 this value has already increased above 75% among member of the the target group (15-75 years). The rate of the readers of magazines has considerably decreased by the shoot ahead of the internet, the same way as it happened to the number of the readers of daily newspapers. Online news, with their freshness and typical freeness, have an increasing dominance over the reading of daily newspapers and the magazines. It can be concluded that the big looser of the ongoing process of

transformation under the influence of the digital revolution was clearly the printed media, which has lost most of its readers. In the case of television, what we better experience is a stagnation, that is, along with the strenghtening of the Internet consumption, the proportion of TV viewers has not decreased significantly. At the same time this also means that content consumption has not been transposed from television to the Internet, but it better goes parallel.

Subsequently, it was revealed how the interview subjects use their increased leisure time caused by the decrease of their TV viewing time. Thanks to digital evolution, there is some level of restructuring within the culture as well. It seems that the role of the so-called traditional culture is becoming less pronounced and that of the modern culture is growing quite stronger. The theater, the exhibition and the light music concerts as the recreational activities are clearly a much more generic pastime, while opera, jazz, concert performances and classical music concerts can be regarded as a kind of sub-culture.

In the demographic analysis, it has become apparent that cultural events are typically visited by women – should it be of any type - with just one exception, which is the light music concert. In this segment, the rate of men was higher in each frequency category. Participation in cultural events is the most typical for those with higher level of education with more sophisticated tastes. However, it is not surprising for according to a statement frequently quoted by sociologists, higher education is associated with higher incomes and for these events, in most of the cases it is necessary to buy tickets, which most of the Hungarian families unfortunately can not afford. The primary way of amusement of those with higher education is going to theatre and visiting jazz concerts.

Evaluating the consumption of culture, I found the most striking differences in the category of the settlement type. It has been evidenced as one of the main conclusions, that there is a correlation between the size of the settlement and the consumption of cultural events of it's residents. That is, the larger the type of settlement, the greater the number of visitors to the various cultural programs. In cases of all kinds cultural events, the privilege of people living in larger cities (Budapest and county seats) is enormous. Participation in cultural events is considerably larger than the average in case of these types of settlements.

In Hungary, the vast majority of cultural events are held in Budapest and around the Lake Balaton, while the rest of the country is disadvantaged when examining the side of the supply. In these areas, the proportion of smaller towns and villages is more significant, including a lower level of infrastructure and a less favorable social structure. Unfortunately, this does not match the expected and targeted needs of these type of events. This could be the explanation of the results of the study regarding the consumption of culture by the regions, where the diversity and quantity of the supply side were primarily prooved to be the explanatory power. Based on the data, three groups were formed:

- Active consumers of culture: Central Hungary.
- Culture as sub-culture: Western Transdanubia, Southern Great Plain, Central Transdanubia, Northern Great Plain.
- Consumers of culture less than the average: Southern Transdanubia, Northern Hungary.

It has also been examined how the cultural needs within the category of television have changed. As a method, I chose to analyze the annual ratings and the annual market share of channels. It is a general tendency that in 1997 everywhere the state channel broadcasts were the most watched - this is not surprising, as the new channels started only late in the fall - while actually it is the RTL Klub playing this role. During the first years, the competition was more significant than it is nowadays. At the dawn of commercial television, TV2 was the most successful channel for several target groups, however at different pace, but in almost every demographic group, the RTL Klub took over this leading role. In 1997, the most watched programs were series (Vészhelyzet, Dallas, Szomszédok). For some years, some of the more prominent sports events (between 2001 and 2004) were added to the list. Typically, weekend end-to-end shows, talents and daily productions (both fiction and non-fiction) attracted most viewers. Today, however, this trend has changed somewhat and the fiction genre has also come to the fore.

There was a noticeable tendency that, with the age of viewers, the rise of the RTL Klub became more and more posponed. In case of the older population, with the appearance of commercial television the popularity of the public service channels declined to a

much smaller extent than in the average, since even at the beginning of the 2000s there were far more programs of these channels on the top lists then the average. This age group is slow in change, it is insisting on its habits, often adjusting its daily routine to TV programs and is less open to novelties. For this demographic group, there is still fierce competition between the two major commercial channels, there is no clear indication of the market leadership of the RTL Klub (eg.: in case of the population aged 60 or over until 2008, TV2's programs gave the largest share of the top list) This phenomenon is evident however, as the RTL Klub consciously builds on the viewing needs of the younger age group (18-49), whose segmental expectations differ fundamentally from this older age group.

When examining the differences between the settlement type, the sample was characterized by the fact that the date of RTL Klub's rise is related to the size of the settlement type. That is, the smaller the type of settlement was, the more time it took for RTL Klub to gain market leadership.

There were also different attitudes of viewers by the regions, it was variable which channel was preferred by the inhabitants of a certain region. The "fans of the RTL Klub" are those who preferred the programs of the RTL Klub at the very beginning of commercial television. The "channel changers" preferred TV2 programs for a long time, but after a change in viewer behavior, their preference was shifted towards the RTL Klub. In addition, there is also a third group, a community of "non-channel specific", for the members of this group there is a fierce competition up to present date.

- RTL Klub fans: Central Hungary, Northern Hungary, Northern Great Plain.
- Changers of channels: Southern Transdanubia.
- Not channel specific: Western Transdanubia, Central Transdanubia, Southern Great Plain.

In addition to the list of the most watched programs, I have analysed how the TV rate of the different channel categories has been formed since the beginning of commercial television. Considering the average daily TV rate at the beginning of the dual TV structure, the TV2 has been overtaking the channels of public service even in the first year, and a few years later, the RTL Klub took over the market leader position in

several demographic segments. By the expansion of the supply side, the combined TV rate of the two major trade channels have started to be cannibalised drastically, which phenomenon is still taking place today.

By the analysis of the regions, it became clear that we need to search for the distinction in the state of progress of the fragmentation (the openness to accepting novelties).

- Early diversified audiences: Central Hungary, Central Transdanubia.
- Late-diversified audience: Northern Great Plain, Northern Hungary, Southern Transdanubia, Western Transdanubia, Southern Great Plain.

The findings of own research

During my research on my own 500-person online questionnaire I tried to explore some aspects of Hungary's leisure activity, above all from the point of view of the cultural activities. Following the presentation of the sample with descriptive statistics, I created three clusters, based on the frequency of cultural recreational forms, with the help of k-central clustering, involving ten variables. The cluster of casual culture consumers, the cluster of medium cultural consumers and the cluster of regular cultural consumers. After the partitioning process, I compared these groups by their media consumption and viewing habits, as well as according to their leisure time active recreational patterns.

From the analysis, it became clear that people are spending their leisure time in a more diversified way. Regarding the leisure activities of those surveyed, it can be stated that, regardless of intensity, television viewing (94.4%) and social networking (91.1%: facebook, Twitter, LinkedIn) are the most typical. Considering the daily occurrence however, the visiting of various social network sites (Facebook, Twitter, LinkedIn) is the most striking feature (67.3% daily). The daily rate of TV viewers and the number of visitors of the online news sites is also quite high, it is almost 60%. The setback of the so-called offline contents during the recent years has also appeared in these data sets. The achievements of the modern world already make it possible that our culture would be accessible in our homes and this will certainly change our relationship with culture. It is no longer any extravagant to take part at any such event. It provides us a different

emotion whether we are watching at home - either on television or online - a movie, a concert or a theater, or as a preset program go to a movie, to the theater, or to listen to the music in a concert hall. Regarding their theme, quality and performance, cultural events are already moving on a wider scale. This broader, more colorful supply side also means that there are more events that can be easily consumed and accepted by most people. As a consequence, culture - with the increase of it's accessibility - could become a more and more commonplace activity. This picture is drawn up by analyzing my own research data too. It can be stated that cinema is the most popular cultural activity, since 94% of the respondents go to the cinema with some frequency, mostly once in 2-3 months. In the case of traditional cultural activities, the theater and the museum can also be regarded as the typical ones, as 85% -80% of the respondents say that they visit at least one event of this type at least once a year. There are quite many people visiting light music concerts and exhibitions, their share is two-thirds of the sample, although their frequency is depleted 1-2 times a year. Consumption of musical performances can not be considered as the main attribute since 67% of the group confessed that they are visiting this type of program and that they are typically doing it once a year. Similar results can be found in sporting events, though there are differences in the intensity of the frequency. In this segment, we find a greater proportion of those who watch similar events live in every 2-3 months. Out of five respondents, four almost never visited opera. Almost two-thirds of the respondents have never visited a classical concert at all. This can also be said about the participation in the light music festivals. More than half of the respondents, 55.8%, rarely, or have never had taken part in them.

It is obvious that consuming culture and spending time for leisure is the result of decisions driven primarily by one's preferences and opportunities, but how is it affected by our specific demographic and social determinants? The detailed caracterization of the three clusters from the demographic, social and actitude points of view gave an answeer to this question.

The determination of the number of the clusters is a key issue. Considering the interpretation and the points of view of the cluster sizes it can be stated, that the data can be grouped into three clusters. The clustering into the three clusters is supported by the comparison of cluster sizes, furthermore the dendogram of the hierarchical cluster

analysis using the farthest neighbor principle and the Euclidean distance concept is also supporting the 3 clusters analysis. Upon ten iterations have the final cluster centers been developed. The stability of the chosen procedure was studied by cross-table analysis, which results in a reliable process since both the K-mid technique and the hierarchical clustering have reached the same result (χ ^ 2 = 306,3, df = 4, p-value <0,0001).

Following the examination of the centers of the cluster, we have got a picture on what cultural recreational activities are typical for the groups formed during each K-Central clustering process. What sorts of demographics, attitudes and other variables differ these groups from each other after partitioning.

The average member of the cluster of casual culture consumers is an older woman (aged 50-64) who stays most of her time at home. Normally is not a single (lives in marriage, as well as there also can be a household of 4-5 people) who typically lives in one of our county seats. Better - but not outstanding - material positioning is also found among her characteristics. In general terms it can be said about her, that she does not do an intellectual job. According to her conditions she would have chance to visit cultural events, but she has less needs or mood to do so. In her spare time, she likes to relax at home, she rarely moves out, if she does, then goes to the cinema, theater, museum and exhibition, but this happen only annually, or once in every six months the most. Exhibitions of museums are considered too serious by her, but the so-called lighter occasional travel exhibitions (eg Bodies, Space Exhibition) she does visit with pleasure. As a characteristic, it has also become evident that their proportion in Transdanubia and the Northern Great Plain is the highest.

Neither the middle consumer of culture lives a truly active life, as a norm he visits a cultural event in every 3 – 4 month. This is also limited to go to the cimena or to visit concerts of light music. In his leisure time he prefers to stay and rest at home, there he watches TV, but prefers to surf on the channels as a bounty hunter. As for the outside venues it is the movie that offers him a real recreation (he likes to visit the premieres of the movies of his choice), however the geographical distance of his residency can make this program a bit difficult. He is considered to be a single personality, who generally lives alone. Middle range financial conditions are characteristic, but according to his own narrative visiting cultural events constitute a problem due to the ticket prices.

Primarily, he chooses (or received) a residence in a small village to be his living space. The genre and age are not characteristic, if we need to define it then a middle age (30 – 49) person is to be identified. His poor cultural needs are determined by his lower grade aducation. As for their occupation there is a greater proportion of employed intellectuals or idependent phisical workers in their group.

The tipical member of the cluster of regular consumers of culture lives a rather varied, colorful life, he/she is open to several different culture and recretional activities. He/she loves culture. He/she mainly represents the younger generation (15 – 29 years), normally lives with spouse. Characteristics are both the lower (age-specific) and the higher education. He/she lives primarily in Budapest, but we find more regular culture consumers living in the cities of Central Transdanubia and of the Southern Great Plain regions. The financial conditions in this cluster are characteristically good, therefore the consumption of both the classic and the modern culture does not constitute any problem here. The members of this cluster mainly have intelletual jobs, employed or self-employed alike, they occupy managerial posts above the average. The kind and quantity of the culture consumed by the members of this cluster –besides the choices from the offer side- is also influenced by our socio-demographic criterion. The geographic definition of our area of residence is explanatory, as it basically determines our possibilities. In addition, age, education and income categories are also appearing as important features. Our age mainly influences the intensity and the direction of our activities, while the educational level is typically influencing the need, type and quality of the cultural activity.

The members of this sample normally spend watching television one or two hours a day the most. Those are the middle consumers of culture who use television the most proportionally, as 41% of the members of this cluster are spending two or more hours daily before the television screens. It has become already clear when characterising this cluster, that this is an introverted personality who does not lives a colorful, active life, better spends the leisure time at home instead. According to his/her statement there is no day wihout turning the television set on, changing the channels frequently and does this against weariness in many cases.

Both the habitual (72%) and the eventual (76%) consumer of culture spends normally one or the most two hours with the television. In the former case less viewing of the television can be explained by the age. As members of the younger generation spend quite a little time within the four walls, the television is by no means a determining factor in their life. For casual culture consumers, the life cycle is considered in an explanatory way. Inspite the fact that this cluster has the oldest age characteristics (50 – 64 years) we still talk about an active, working social segment, who if being women also do their domestic duties besides their work, therefore have little time left for any recreation.

I have also examined whether in case of these different clusters their resperctive socio-demographic and social characteristics and culture consumption habits have any impact on their TV viewing habits? What kind of programs does each of these clusters prefer the most? It is a trivial statement that the role of the television is tensely linked to the hubs of providing information, collecting information and that of the entertainment. Typically the news programs, nature films and educational programs (though this is not verified by the ratings, still there is the "law of social compliance"), and the ending films attract the members of the sample. According to their own declaration, the lowest popularity for all three clusters are the reality show and the soap operas. This attitude is more pronounced in the group of regular consumers of culture.

We can indentify a sample significantly diferring from the average in case of the cluster of middle culture consumers as in their case television is evidently for entertainment and recreation. Mainly the end films (66%), the news / news programs (61%) and the crime series (51%) attract them to view the television. For almost every genre, a picture different from the average is forming for us. They like more the light genre (comedies, cooking programs, show programs, children's programs, soap operas and reality show), while in the case of the sport programs and informativeprograms we have measured a consumption under the average.

The TV viewing habits of the group of the occasional culture consumers are almost identical with those of the complete sample. We could not really identify characteristic features. Most of them are watching news / news programs, nature and science films and fiction programs, while telenovels and reality show are fully rejected by them. The

TV viewing attitudes of the regular cultural consumers with more sophisticated tastes differ slightly from the attitudes of both the average and the casual culture consumer. Typically the news (58%) and informative programs (61%) are preferred by them, at the same time the lighter genres are being pushed into the background. Only in the case of cooking programs could we identify a significant difference (25%) below the average, mainly due to the age characteristics.

Examining the leisure time and culture consumption of the three clusters, it can be observed clearly which attributes shape their habits. I have analyzed the differences between the recently formed clusters in the light of their respective active recreational habits. How much our culture consumption habits have an impact on our active recreational attitudes?

We asked the persons participating in the interview research to recollect the past twelve month period and tell us how frequently they have exercised the following activities. There were more question in the survay, which were referring to the active leisure time habits of the interviewed person. Among the questions referring to travel habits, such as holidays, skiing and wellness weekends, there were no significant differences between the three clusters, regardless whether the destinations were domestic or foreign. There was also no discrepancy in the field of foreign sightseeing, but there were differences between the groups regarding the question of domestic sightseeing. The members of the sample typically go on a semi-annual or yearly domestic tour in each year (56%), but every fifth respondent admitted almost never going to such a route (20%). In the group of regular consumers of culture, most of them (38%) start semi-annually for "discovering" other cities, and less than one third (31%) of them experience this type of leisure activity with less frequency. Nearly half (49%) of occasional culture consumers yearly or with less frequency visits other Hungarian cities for tourist purposes. In the case of the medium cultural consumers, the majority of them visits only domestic settlements on a yearly basis (41%), while nearly one third of the group members (32%) are more frequent in the sightseeing. It is within of this group, that the proportion of those members who almost never travel to this type of voyage (27%) is the highest.

In the field of sporting habits, there was also a different pattern of leisure time habits seen among the clusters (Figure 37). Although more than half (54%) of the medium culture consumers does excercises at least once a week, yet in this group is the highest the ratio of never-to-rarely athletes. This is true for every fourth group member (27%). By contrast, about nearly two-thirds (63%) of the regular culture consumers can be concluded that they practice sports weekly or with more frequency. An average panel member typically meets meets friends monthly, or in every 2 - 3 months (Figure 38). We find characteristically different attitude in the case of regular culture consumers, who, thanks to their more active life rhythm, practice this type of recreation several times a month (31%). The least frequently the casual culture consumers choose this form of leisure time, for it typically takes two or three months for them to stat to go and visit their friends. The medium consumers of culture are characterized by two types of behavior: there is a group who often sees friends many times a month, but there is also a strong segment who only takes this opportunity once in every six months.

After as a result of much analyzes which have been used to find it out that after the application of the k-central clustering algorithm how the created clusters differed from each other regarding their culture consumption patterns, it is worth taking a look at the distribution of groups by the different regions of Hungary. In Central Transdanubia and in the Southern Great Plain, the proportion of regular culture consumers is higher than the proportion of the other two clusters. As for the former, it is 60% the proportion of regular culture consumers within the region, and it is 50% for the latter region. In each of the other five regions, within the given region and with more or less differences, the proportion of casual culture consumers is higher than in the other two clusters. The biggest difference is found in Southern Transdanubia. Four out of five respondents belong to the group of occasional culture consumers.

When analyzing the data by region, it is important to take into account the number of the members in the clusters as the larger group proportionally can be represented by more weight in the given regions. This is primarily a question when interpreting the data of the medium culture consumers, since it is about half as large as the other two clusters – while the latter two are nearly the same.

NEW SCIENTIFIC RESULTS

1. At the examination of television needs, expectations, television viewer habits the location of the regions has an explanatory force too.

2. There is a correlation between the size of the settlement and the visiting and consumption of cultural events by the individuals who live at the given settlement.

3. The grade of progress of the state of fragmentation regarding the television market depends on the location of the Hungarian regions.

4. The culture consumption of the individuals is strongly influenced by the economic situation and the settlement structure of their chosen or inherited living area.

PRACTICAL UTILIZATION OF RESULTS

1., The market of television in Hungary is saturated, actually there are nearly 120 Hungarian television channels serving the needs of the television viewers, as a result of this it is delicate and a hard task to launch and position a new television channel. This process can be helped and made easier if while forming the process the size of the regions with similar actitud and the personal conditions (the socio-demographic and social characteristics) of the available TV viewers in those regions are taken into consideration and if it is set as an objective to satisfy the TV watching preferences of the biggest homogenous group.

2., In recent years we have experienced an increasing tendency in the time spent for culture. It has become evident that cultural and entertaining activities play an important role in our daily lives. It goes without saying that visiting cultural events takes place in the individual case in accordance with one's own preferences and needs, but furthermore, certain social and demographic factors also influence these decisions. Therefore, organizers of cultural and recreational activities should, when shaping and creating events, keep in mind the heterogeneous needs determined by the place of residence, age and education and have to adjust the supply accordingly in any case.

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