



**Friends of Canadian Broadcasting**  
**Canadian Culture and Broadcasting Issues**  
**August 2002 – Detailed Results**

*These are the findings of an Ipsos-Reid poll conducted on behalf of the Friends of Canadian Broadcasting between August 6<sup>th</sup> and August 11<sup>th</sup>, 2002. The poll was conducted by telephone among a representative random sample of 1,100 adult Canadians, 18 years of age or older. Results from a sample of this size, can be considered accurate to within  $\pm 3.0$  percentage points, 19 times out of 20. The margin of error will be larger within regions and for other sub-groupings of the survey population.*

1. Do you think that currently Canadians as a whole have a very strong, strong, moderate, weak or very weak sense of Canadian identity and culture?

	%
Very strong	7
Strong	32
Moderate	43
Weak	12
Very weak	4
Don't know/no opinion	1

2. And thinking about the next five years, do you feel that Canada will be much better off, somewhat better off, about the same, somewhat worse off or much worse off in terms of...(READ AND ROTATE)...? How about...[REPEAT QUESTION IF NECESSARY]

	Much better	Some better	Same	Some worse	Much worse	DNK
	%	%	%	%	%	%
Its economic prospects	8	34	34	17	6	1
Its culture and identity	10	29	42	14	4	1
The level of tolerance or acceptance that Canadians show for different types of people	14	31	40	10	5	1
Our ability to control our own domestic affairs against pressures from other countries, specifically the United States	7	15	37	27	12	1



3. As you may know, there has been an ongoing discussion about the impact that the US has on Canada. One area is culture and identity. Overall, compared to 5 years ago would you say that Canadian culture and identity is much stronger, somewhat stronger, about the same, somewhat weaker or much weaker in terms of being distinct from the US?

	%
Much stronger	10
Somewhat stronger	33
About the same	30
Somewhat weaker	21
Much weaker	5
Don't know/no opinion	1

4. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...(READ AND ROTATE)...? How about...[REPEAT QUESTION IF NECESSARY]

	Strongly agree	Some agree	Some disagree	Strongly disagree	DNK
	%	%	%	%	%
I am proud of Canadian culture and identity	70	24	4	2	1
It is important that the Canadian government work to maintain and build a culture and identity distinct from the US	66	23	6	4	1
We should be promoting our Canadian culture and identity more; it's something to be proud of	74	20	3	2	1

5. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important...? [READ AND ROTATE]

	Avg.	5-7	4	1-3	DNK
		%	%	%	%
is it that Canadian radio and television have Canadian content and programming	5.4	79	10	11	-
is Canadian content and programming on television and radio in helping to maintain and build Canadian culture and identity	5.3	74	13	13	-

6. There has been some discussion about the amount of Canadian programming on television. Do you personally think that there should be a specified, minimum amount of Canadian programming on television?

	%
Yes	61
No	38
Don't know/no opinion	1



7. Currently, the government's television regulations have the effect of ensuring that an average of at least one hour of Canadian programming is available on Canadian television channels in prime time, that is between 7 pm and 11 pm each day. Do you personally think that one hour of Canadian programming in prime time is too little, about right or too much?

	%
Too little	57
About right	38
Too much	4
Don't know/no opinion	1

8. How much value do you think each of the following types of Canadian programming has...Please provide a rating from 1 very low to 7 very high? (READ AND ROTATE) How about...[REPEAT QUESTION IF NECESSARY]

	Avg.	Rate 5-7	Rate 4	Rate 1-3	DNK
		%	%	%	%
News	6.3	93	4	3	-
Current affairs shows like W5, Fifth Estate, Venture, Marketplace	5.9	88	6	5	1
Sports	5.1	70	12	17	1
Drama series like Da Vinci's Inquest, Due South, Traders, Anne of Green Gables	4.7	60	17	22	1
Reality shows like Pop Stars, No Boundaries	3.2	27	15	54	4

9. This fall there will be five Canadian drama series on TV down from 12 that were on TV three years ago. These Canadian drama series have been replaced with other types of Canadian programming, like reality shows. Do you think that this is a good thing or a bad thing in terms of the direction of Canadian programming for the future?

	%
Good thing	34
Bad thing	61
Don't know/no opinion	4



10. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. (READ AND ROTATE)  
How about...[REPEAT QUESTION IF NECESSARY]

	Avg.	Rate 5-7	Rate 4	Rate 1-3	DNK
		%	%	%	%
CBC	5.3	76	11	13	-
TVA (French only)	5.1	66	15	16	3
The CTV Network (English only)	5.0	68	16	14	2
Specialty channels like Much Music, TSN, History Channel	4.8	61	16	21	2
TQS (French only)	4.8	58	18	20	4
The Global TV Network (English only)	4.6	58	18	21	3
The CRTC	4.4	51	17	23	9
Consumer Groups	4.4	48	22	27	3
The federal government	4.0	44	19	36	-
Your provincial government	3.9	43	17	39	1
Telephone companies	3.7	33	19	46	2
Cable television companies	3.6	32	22	43	2
Satellite television companies	3.5	30	16	49	5

11. As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. On balance do you think that there is a great deal of need, some need, not very much need, or no need at all for the CRTC in Canada today?

	%
Great deal of need	35
Some need	48
Not very much need	9
No need at all	7
Don't know/no opinion	1

12. (T) On a scale of 1 meaning not at all important to 7 meaning very important, overall how important do you think the CBC is...[READ AND ROTATE]? How about...

	Avg.	5-7	4	1-3	DNK
		%	%	%	%
For maintaining and building Canadian identity and culture	5.5	81	8	10	-
In terms of being a symbol of Canadian identity and culture	5.6	82	7	10	-



13. As you may know, as the national broadcaster the mandate of the CBC is to provide radio and television services incorporating a wide range of programming that informs, enlightens, and entertains. Overall, how would you rate the performance of the CBC in fulfilling this mandate to-date...excellent, very good, good, only fair, poor or very poor?

	%
Excellent	9
Very good	31
Good	41
Fair	14
Poor	3
Very poor	2

14. Between CBC Radio and CBC Television, which one do you think makes the biggest contribution to Canadian identity and culture?

	%
CBC radio	33
CBC television	61
Both	4
Neither	1
Don't know/no opinion	2

15. ENGLISH LANGUAGE ASK; Comparing CBC, CTV, and Global, which, if any, has the most balanced reporting of news about Canada's federal political parties? [READ LIST] (PROBE AND RECORD FIRST AND SECOND MENTIONS) And, who has the second most balanced reporting? FRENCH LANGUAGE INTERVIEWS; Comparing SRC, TVA and TQS...

	English interviews			French interviews	
	Most %	Second %		Most %	Second %
CBC	46	25		35	19
CTV	25	39		NA	NA
Global	20	24		NA	NA
TVA	NA	NA		32	37
TQS	NA	NA		18	24
All the same/no difference	3	-		7	-
None	1	-		4	-
Don't know/no opinion	5	-		4	-



[Q16 ASKED IN ENGLISH INTERVIEWS ONLY]

16. Comparing only CTV and Global, which do you think...(READ AND ROTATE)...?

	CTV	Global	Same	None	DNK
	%	%	%	%	%
Is stronger when it comes to Canadian programming	63	28	3	1	6
Is stronger when it comes to American programming	28	60	3	1	8
Spends more on Canadian content	61	28	2	1	8
Delivers the more trusted news	59	32	4	1	4

17. Compared to other channels you watch on TV, how would you rate the overall value that you feel you get from what you watch on CBC...Please provide a rating from 1 very low personal value to 7 very high personal value?

	%
Rate 5-7	64
Rate 4	19
Rate 1-3	15
Do not watch TV	1
Do not watch CBC	1
Don't know/no opinion	-

18. Compared to other stations you listen to on the radio, how would you rate the overall value that you feel you get from what you listen to on CBC radio...Please provide a rating from 1 very low personal value to 7 very high personal value?

	%
Rate 5-7	52
Rate 4	11
Rate 1-3	21
Do not listen to the radio	6
Do not listen to CBC radio	9
Don't know/no opinion	1

19. Another part of CBC's mandate is to reflect Canada and its regions to national and regional audiences, while serving the special needs of those regions. How important is it that programming made in and about your part of the country be produced...Please use a scale from 1 not at all important to 7 very important?

	%
Rate 5-7	79
Rate 4	12
Rate 1-3	9



20. And overall, how would you rate the performance of...(READ AND ROTATE)...in fulfilling this mandate to make programs in and about your part of Canada.... excellent, very good, good, only fair, poor, very poor? How about...

	CBC television	CBC radio
	%	%
Excellent	8	9
Very good	21	21
Good	41	35
Fair	22	18
Poor	6	4
Very poor	1	2
Don't know/no opinion	1	11

21. As you may know, the CBC has moved some local and regional programming and operations out of some of the country's regions and centralized them in larger urban centres like Montreal, Toronto and Vancouver. Overall, do you strongly support, somewhat support, somewhat oppose or strongly oppose the CBC doing this?

	%
Strongly support	12
Somewhat support	39
Somewhat oppose	29
Strongly oppose	17
Don't know/no opinion	3

22. Assume for a moment that your federal Member of Parliament asked for your advice on an upcoming vote in the House of Commons on what to do about CBC funding. Which of the following three options would you advise him or her to vote for...decrease funding for the CBC from current levels, maintain funding for the CBC at current levels or increase funding for the CBC from current levels?

	%
Decrease funding for the CBC from current levels	9
Maintain funding for the CBC at current levels	49
Increase funding for the CBC from current levels	41
Don't know/no opinion	1



23. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the CBC...? (READ AND ROTATE) How about...[REPEAT QUESTION IF NECESSARY]

	Strongly agree	Some agree	Some disagree	Strongly disagree	DNK
	%	%	%	%	%
I want to see the CBC survive and prosper	69	25	3	2	-
We should build a new CBC capable of providing high quality Canadian programming with strong regional content throughout Canada	51	32	10	6	1
I would like to see CBC strengthened in my part (region) of Canada	48	40	8	3	1
The CBC provides value for taxpayers money	27	52	12	8	2
The CBC is one of the things that helps distinguish Canada from the US	58	31	6	5	-

24. As you know, one of the cornerstones in a democracy like Canada is that people have access to balanced and objective information so that they can participate as citizens. Thinking about the reporting of news and information by the media, overall, do you think that the news and information presented...(READ AND ROTATE)...is always, sometimes or never balanced and objective? How about...[REPEAT QUESTION IF NECESSARY]

	Always	Some	Never	DNK
	%	%	%	%
In Canadian newspapers	15	77	6	2
On Canadian TV stations	20	77	3	1
On Canadian radio stations	19	74	3	4

25. And would you say that the news and information presented...(READ AND ROTATE)...is more, the same, or less balanced and objective now compared to 5 years ago? How about...

	More	Same	Less	DNK
	%	%	%	%
In Canadian newspapers	28	44	25	4
On Canadian TV stations	38	42	18	2
On Canadian radio stations	32	47	15	7





26. As you may know there has been some discussion about increased concentration in the media. For example [READ FOR ENGLISH INTERVIEWS -- Bell Canada Enterprises now owns the Globe & Mail and the CTV network, while Canwest Global owns many television stations and newspapers including the National Post] [READ FOR FRENCH INTERVIEWS -- Quebecor now owns TVA, Videotron and several daily newspapers] . Given this, do you strongly agree, somewhat agree, somewhat disagree or strongly agree with the following statements...(READ AND ROTATE)...? How about...[REPEAT QUESTION IF NECESSARY]

	Strongly agree	Some agree	Some disagree	Strongly disagree	DNK
	%	%	%	%	%
Media concentration undermines the health of Canada's democracy	26	42	21	10	2
Canadian media need to be concentrated to be competitive	24	40	20	15	2
Federal politicians should be allowed to accept financial support from companies that own media outlets and are regulated by the federal government	7	19	20	53	1
Owners of Canada's media have gone too far in trying to inject their own personal political opinions into what their media outlets say and what they report	37	41	17	4	2
There is too much media concentration in Canada	27	35	26	10	2

27. What do you think the federal government should do, if anything, to deal with the issue of media concentration. Should they do...(ROTATE AND READ RESPONSES - ACCEPT ONE ONLY)

	%
Nothing	9
Hold a public inquiry	28
Ask the CRTC to review and act on the situation	32
Strengthen the CBC to provide a counter-balance	22
Something else	5
Don't know/no opinion	5