

Canadian Culture, the CRTC and the CBC

For this survey we want to get people's opinions on some different issues in the news.

Canadian Culture Issues

Let's begin with some topics concerning Canada and Canadian culture.

Overall/Context:

1. Which of the following statements best describes how you feel about Canada?

I have a deep emotional attachment to Canada. I love the country and what it stands for.

I am attached to Canada, but only as long as it provides a good standard of living.

I am not attached to Canada and would prefer to see it split up into two or more smaller countries.

2. Do you think there is such a thing as a unique Canadian culture, or not?

Yes, definitely a unique Canadian culture

No, not a unique Canadian culture

3. And, how would you describe your overall feelings towards Canadian culture using the scale below? Of course, you can choose anywhere on the scale that best describes how you feel.

LEFT END OF SCALE:

Basically boring

RIGHT END OF SCALE:

Something special

4. Canada has some different cultural programs and policies to promote Canadian culture. But suppose we didn't and instead treated American and other foreign countries' cultural products the same as Canadian. What do you think would be the impact on Canadian culture?

Would be completely swallowed up by American and foreign culture

Would be weakened but still survive okay

Canadian culture would be fine without government protection

The CBC:

Now, we have a few questions about the CBC -- the Canadian Broadcasting Corporation.

1a. The CBC receives operating funds from the federal government (and pays the rest of its costs through TV advertising and other sources). What would be your estimate (or guesstimate) of what CBC's government grants equal on a per capita basis? Would you say every man, woman and child in Canada pays.....

- Less than \$20 a year
- \$20 - \$50 a year
- \$50 - \$100 a year
- Between \$100-200 a year
- Between \$200-500 a year
- More than \$500 a year

1b. In fact, the cost of the CBC works out to \$27.71 a year per every Canadian. In your opinion, is federal government funding of the CBC:

- [ROTATE FIRST AND THIRD OPTIONS]
- Overly generous, CBC should have to make do with less money
- About right
- Too low, the CBC needs more money to play its role properly

2. How often do you yourself do each of the following?

- a) Watch CBC television news and information programming
- b) Listen to CBC radio news and information programming
- b) Watch CBC television sports
- c) Watch other CBC TV programming (not news/info or sports)
- d) Listen to CBC radio, non-news and info programming
- e) Visit CBC online at CBC.ca

- Everyday
- Almost everyday
- 2-3 times per week
- About once a week
- 2-3 times per month
- About once a month
- A few times a year

Less often than that
Never

3. Do you have an overall favourable or unfavourable view of the CBC?

Very favourable
Favourable
Unfavourable
Very unfavourable

4. CBC itself has been in the news lately. We'd like to know how concerned you yourself are regarding each of the following recent events at CBC. If you've never heard of any of these, just indicate that.

a) CBC losing the broadcasting rights to Hockey Night in Canada (HNIC) to Rogers Sportsnet in a 12-year, \$5.2 billion deal with the NHL.

b) The Jian Ghomeshi sexual harassment scandal

c) Prominent CBC News personalities (including Peter Mansbridge and Amanda Lang) accepting speaking fees from companies, organizations and industries they may be covering

Very concerned
Somewhat concerned
Not very concerned
Not concerned at all
Have not heard anything about this

5. Everything considered, you think that the CBC is more relevant or less relevant to Canada today compared to, say, 20 years ago? Would you say the CBC today is:

More relevant than ever
As relevant as it used to be
Becoming less relevant
CBC is no longer relevant at all

The CRTC:

Now, a few questions about the CRTC, which is the Canadian Radio-television and Telecommunications Commission. The CRTC regulates and supervises broadcasting and telecommunications in Canada.

1. First, how familiar would you say you yourself are with the CRTC and what it does?

Very familiar, have read and thought about it

Fairly familiar

Not very familiar, just the main purpose

Not at all familiar with the CRTC

2a. The following is a brief description of some of the main areas of responsibility for the CRTC. Please read through the six areas on this list, and RANK which of these you believe to be: the first and most important, the second most important and the third most important priority for the CRTC.

[RANK QUESTION. TOP THREE]

Setting and enforcing “Canadian content” requirements for Canadian broadcasters’ programming as a way to promote Canadian culture

Requiring Canadian broadcasters to contribute some of their revenues to Canadian content development as a way to promote Canadian culture

Ensuring broadcasters maintain local stations that create and broadcast local news and information programming

Establishing consumer protection rules about unsolicited communications, including “do not call lists” and anti-spam regulations

Enforcing rules that govern cable & phone providers’ “bundling” of services and prevents them from giving preference to offerings that might be more profitable

Establishing rules on cell phone companies for practices such as roaming charges,-contract length and keeping your cell phone number if you switch

2b. Now, please indicate what kind of overall job you think the CRTC is actually doing in all six areas.

[ROWS]

Setting and enforcing “Canadian content” requirements for Canadian broadcasters’ programming as a way to promote Canadian culture

Requiring Canadian broadcasters to contribute some of their revenues to Canadian content development as a way to promote Canadian culture

Ensuring broadcasters maintain local stations that create and broadcast local news and information programming

Establishing consumer protection rules about unsolicited communications, including “do not call lists” and anti-spam regulations

Enforcing rules that govern cable and phone providers’ “bundling” of services and preventing them from giving undue preference to certain offerings that might be more profitable

Establishing rules on cell phone companies for billing practices such as roaming charges, and things like contract length and keeping your cell phone number if you switch

[COLUMNS]

Very good job

Good job

Poor job

Very poor job

Really can't say

3. Everything considered, you think that the CRTC is more relevant or less relevant to Canada today compared to, say, 20 years ago? Would you say the CRTC today is:

More relevant than ever

As relevant as it used to be

Becoming less relevant

CRTC is no longer relevant at all

4. Do you have an overall favourable or unfavourable view of the CRTC?

Very favourable

Favourable

Unfavourable

Very unfavourable

5. What about new media content delivered via the internet -- that is, media that only distribute content online, such as Netflix (video-on-demand) or Spotify (music on-demand)? What do you think the CRTC's role should be here:

The CRTC should regulate online media in the same way it regulates traditional media

OR

Online media should not be subject to the same types of CRTC regulations as traditional media

6. Thinking ahead a decade from now, do you think the CRTC will be:

Continuing to play an important role in Canadian culture

Still be important, but declining

Basically irrelevant

7. Which of the following best describes your own overall point of view?

Canada still needs specific protection policies and support from government for Canadian culture to survive

OR

Canadian culture will be fine without specific protection policies and support from government