

Skinny TV

Turning to television now ...

1. As you may be aware, new CRTC rules that took effect on March 1 require television service providers to offer stripped-down cable TV packages. These packages include only the mandatory channels (i.e. local CBC, CTV, and Global stations, plus public interest channels like CPAC), and consumers are allowed to pick individual channels or small bundles of channels to add to their basic service.

According to the new CRTC rules, these packages must be available for \$25 or less, and have been referred to as “skinny basic” television service. How familiar are you, if at all, with this new cable TV policy? Would you say you are:

Not aware – this is the first you’ve heard of it

Aware, but haven’t really looked into it

Aware, and have looked into switching your cable package

Have switched to a new package

[ASK 2 and 3 of THOSE WHO HAVE SWITCHED OR LOOKED INTO IT]

2. Based on your experience looking into these packages, would you say you have a positive or negative opinion of the options that are available to you?

Mostly positive

Somewhat positive

Somewhat negative

Mostly negative

3. And, again considering the options you’ve looked into, would you say each of the following types of TV packages is generally a good deal or a bad deal?

[ROWS-ROTATE]

A package with ONLY the standard “skinny basic” channels

A “skinny basic” package with a few extra channels you’re interested in

[COLUMNS]

Very bad deal

Moderately bad deal

Neither a good deal nor a bad deal

Moderately good deal

Very good deal

[ASK ALL]

4. Some people say these television packages are not as good for consumers as they sound, because of additional fees and costs. Others say these packages are good for consumers, even if prices don’t match expectations, because they provide more choices.

Which is closer to your own point of view?

The extra costs mean these packages aren't worthwhile – even though they offer greater choice
The greater choice means these packages are worthwhile – even if prices don't meet expectations

5. All things considered, would you say the CRTC requiring TV service providers to offer stripped-down cable TV packages such as the ones we've been talking about is a good idea or a bad idea?

Good idea

Bad idea

Not sure/Can't say

6. How would you describe the amount you currently pay for television service? Would you say you are getting:

Really good value for what you pay

Decent value for what you pay

Not very good value for what you pay

Terrible value for what you pay

I don't subscribe to TV service