



Perceptions of Canadian Programming and News

Final Report

Prepared for the Canadian Radio-television and Telecommunications Commission

Supplier Name: Phoenix SPI

Contract Number: CW2374506

Award Date: 2024-09-23

Contract Value: \$128,735.25 (including applicable taxes)

Delivery Date: 2025-02-10

Registration Number: POR #038-24

For more information on this report, please contact the CRTC at ROP-POR@crtc.gc.ca.

Ce rapport est aussi disponible en français.

Perceptions of Canadian Programming and News Final Report

Prepared for Canadian Radio-television and Telecommunications Commission

Supplier name: Phoenix SPI

Registration Number: POR #038-24

This public opinion research report presents the results of a 10-minute online survey of 1,226 Canadians aged 16 years of age and older and eight online focus groups, four in English and four in French, conducted with Canadians aged 18 and older. The fieldwork took place from November 13 to 21, 2024 (virtual focus groups) and from November 15 to December 5, 2024 (online survey).

Cette publication est aussi disponible en français sous le titre: *Les perceptions au sujet de la programmation canadienne et des nouvelles*

Permission to Reproduce

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the CRTC. For more information on this report, please contact the CRTC at ROP-POR@crtc.gc.ca or at:

Canadian Radio-television and Telecommunications Commission (CRTC)

1 Promenade du Portage

Gatineau, Québec J8X 4B1

Catalogue Number: BC92-138/2025E-PDF

International Standard Book Number (ISBN): 978-0-660-75419-2

Related publication (Registration Number: POR #038-24):

Catalogue Number: BC92-138/2025F-PDF

ISBN: 978-0-660-75420-8

© His Majesty the King in Right of Canada, as represented by the Canadian Radio-television and Telecommunications Commission, 2025.

Table of Contents

Executive Summary	1
Introduction	4
Background.....	4
Research objectives	4
Methodology	4
Notes to reader.....	5
List of Acronyms	6
Detailed Findings	7
1. Media habits	7
2. Canadian programming.....	13
3. News.....	26
4. Artificial intelligence in news programming	36
5. Conclusions	38
Appendix.....	40
1. Technical specifications.....	40
2. Profile of research participants.....	43
3. Research instruments.....	46

List of Figures

Figure 1: Methods of accessing video programming	7
Figure 2: Frequency of watching video programming in a typical day	8
Figure 3: Type of video programming watched	8
Figure 4: Factors influencing choice of video programming.....	9
Figure 5: Perceived ability to identify Canadian programming.....	13
Figure 6: Ways of identifying Canadian programming	14
Figure 7: Importance of different priorities for Canadian programming	15
Figure 8: Importance of a program's country of origin	16
Figure 9: Importance of Canadian programming reflecting Canadian culture and identity.....	17
Figure 10: Types of Canadian programming that matter most.....	17
Figure 11: Frequency of watching Canadian programming.....	18
Figure 12: Ways of discovering new Canadian programming to watch	19
Figure 13: Importance of staying informed through news.....	26
Figure 14: Frequency of consuming Canadian news	26
Figure 15: Types of news or news subjects Canadians are most interested in	27
Figure 16: Sources used most often to consume Canadian news.....	28
Figure 17: Top priorities when selecting Canadian news sources	28
Figure 18: Perceptions of Canadian news.....	29
Figure 19: Assessments of how Canadian news sources represent/report on different topics	30
Figure 20: Confidence in identifying misinformation or "fake news"	31
Figure 21: Confidence in the accuracy of Canadian news sources	31

Executive Summary

The Canadian Radio-television and Telecommunications Commission (CRTC) commissioned Phoenix Strategic Perspectives (Phoenix SPI) to conduct quantitative and qualitative public opinion research (POR) to support the development of new policies following changes to the *Broadcasting Act*.

1. Research Purpose and Objectives

The purpose of this research was to reflect the views and attitudes of Canadians and Indigenous Peoples regarding Canadian audiovisual programming and audiovisual and audio news programming. The specific objectives were to determine the following: the importance and value of Canadian programming; ease of access to Canadian programming; the types of news programming that are important to Canadians; the differences in availability of news between urban and rural areas; and views on the quality and diversity of Canadian news.

2. Methodology

The research included a 10-minute probability online survey of 1,226 Canadians aged 16+ and eight 90-minute virtual focus groups with Canadians aged 18+. The online survey included an oversample of Canadians living in rural areas or the northern communities, and those living in English and French official language minority communities (OLMC)s. The target populations for the focus groups were those living in English and French OLMCs, members of equity-deserving groups, Canadians living in rural areas as well as in the Territories, and Canadians living in urban areas. Separate groups were conducted with each audience. Equity-deserving groups included Black and other racialized persons, people who identify as 2SLGBTQI+, women, and persons with disabilities. The fieldwork took place from November 13 to 21, 2024 (virtual focus groups) and from November 15 to December 5, 2024 (online survey).

3. Key Findings

- ***‘Canadian programming’ brings to mind various things and watching it makes people feel proud.*** Among focus group participants, the expression ‘Canadian programming’ brought to mind specific programs, networks, channels, or genres of programming, as well as programming that is characteristic of the country in one way or another. When asked how watching Canadian programming makes them feel about their identity as Canadians, focus group participants routinely pointed to feelings of pride and feelings of connectedness. This was the case both among Anglophone and Francophone participants, but francophone participants routinely associated these feelings specifically with Quebec programming.
- ***Many Canadians say they have no difficulty identifying Canadian programming and the presence of Canadian locations is one of the measures they use to identify Canadian programming.*** The majority of survey respondents (60%) think they can identify Canadian programming when looking for something to watch on cable, satellite or online streaming services. Nearly three-quarters (72%) identify Canadian programming as stories that are set in a Canadian location, while half or more consider Canadian programming to be programming that reflects Canadian realities (58%), that includes Canadian actors (56%), and that is based on a Canadian story (51%). Focus group participants offered similar assessments of what makes a

Canadian program Canadian: Canadian locations/filming in Canada, Canadian actors, and a Canadian production crew.

- Ensuring that Canadian programming reflects Canadian culture is important to many, but when asked to rank priorities in relation to the CRTC's role, economic priorities ranked higher.*** Three-quarters of survey respondents said it is very (31%) or somewhat (44%) important to them that Canadian programming reflects Canadian culture and identity. When asked to consider the CRTC's role of ensuring that creators receive the support they need to create and distribute their stories **and** that Canadians have access to diverse programming, survey respondents ranked Canadian jobs in the entertainment industry as the priority that is most important to them ahead of highlighting Canadian cultural and identity, cultivating a shared sense of Canadian identity and promoting diversity.
- News and current affairs matter to most Canadians when it comes to the different types of Canadian programming that are available.*** Eight in 10 (81%) survey respondents said that the type of Canadian programming that matters most to them is news and current affairs. Following this, 48% pointed to Canadian comedies, drama series or fictional stories, 41% to documentaries on Canadian topics, and 36% to Canadian sports. One in 10 (10%) said that programming that reflects a diversity of Canadians matters to them most.
- Trustworthiness is critical when selecting Canadian news sources.*** Survey respondents and focus group participants prioritize trustworthiness when it comes to selecting Canadian news sources. For 90% of surveyed Canadians, trustworthiness is their top priority. Among focus group participants, trustworthiness included credibility, reliability, accuracy, impartiality, journalistic rigour and the absence of sensationalism. Other priorities included news coverage that presents a variety of perspectives, balanced coverage, and in-depth reporting.
- A balance between local, national and international coverage is important, but the balance does not necessarily need to be available in a single news source.*** The vast majority of surveyed Canadians (89%) agree that it is important that a news source provides a balance between local, national and international coverage. Among focus group participants, the impression that it is important was expressed primarily by participants from rural areas and the north. Reasons for attributing importance to balance included the value of knowing what is going on within and outside their community, the impression that local affairs can be impacted by national issues, interest about what is happening elsewhere in Canada, and exposure to different points of view on issues. Participants who felt that this balance was not really important explained that they use different sources for their news, with specific sources selected for local news.
- Many can find their local issues reflected in news sources, but there is some room for improvement.*** When it comes to whether or not local issues are reflected in the news, 68% of survey respondents agree that their local issues are reflected in the news available in their area, with respondents living in rural areas or north communities less likely to agree than those from urban areas. This sentiment was echoed in the focus groups, with some participants from these areas of the country expressing the opinion that their regions do not tend to get much coverage in national news.

4. Intended Use of the Results

The findings from this POR will be placed on the record of 'The Path Forward – Defining 'Canadian program' and supporting the creation and distribution of Canadian programming in the audio-visual sector', Broadcasting Notice of Consultation 2024-288.

5. Contract Value

The contract value was \$128,735.25 (including applicable taxes).

6. Statement of Political Neutrality

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and the *Procedures for Planning and Contracting Public Opinion Research*. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

Introduction

Background

The CRTC is an administrative tribunal that is responsible for regulating and supervising broadcasting and telecommunications in Canada. The CRTC's activities are guided by policy objectives set out in the *Broadcasting Act*, *Telecommunications Act* and *Canada's Anti-Spam Legislation*.

On April 27, 2023, Bill C-11, known as The *Online Streaming Act*, received royal assent, modernizing the *Broadcasting Act*. The CRTC is now updating its policies and approaches to implement the modernized Act, which grants the CRTC clear powers and tools to regulate online streaming services operating in whole or in part within Canada, regardless of their country of origin. Two key components are Canadian programming and News. In preparation for developing new policies following amendments to the *Broadcasting Act*, the CRTC commissioned POR to assess the views and attitudes of Canadians on Canadian audiovisual programming and news.

Research objectives

The specific objectives of this POR were to determine the following:

- the importance of Canadian programming;
- ease of access to Canadian programming;
- the information needs of consumers when making audiovisual content choices
- the perceived value of Canadian programming and news;
- the types of news information that are important;
- the availability of news between urban and rural areas; and
- views on the quality and diversity of Canadian news.

The findings from this POR will be added to the record of 'The Path Forward – Defining 'Canadian program' and supporting the creation and distribution of Canadian programming in the audio-visual sector', Broadcasting Notice of Consultation 2024-288. The Perceptions of Canadian Programming and News proceedings, which concerns the development of regulatory frameworks for Canadian programming and news.

Methodology

This POR included both quantitative and qualitative components:

- **Quantitative:** A 10-minute probability online survey was conducted with 1,226 Canadians aged 16 and older. This included an oversample of Canadians living in rural areas or northern communities, and those living in English and French official language minority communities (OLMC)s. The survey sample was drawn from a probability-based panel. The results were weighted to reflect the actual distribution of Canadians based on region, age, and gender. The margin of error for a sample of this size is $\pm 2.8\%$, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample. The fieldwork was conducted from November 15 to December 5, 2024.
- **Qualitative:** Eight 90-minute virtual focus groups were conducted with Canadians aged 18+ from the following separate populations: those living in English and French OLMCs, members

of equity-deserving groups, Canadians living in rural areas as well as in the Territories, and Canadians living in urban areas. Equity-deserving groups included Black and other racialized persons, people who identify as 2SLGBTQI+, women, and persons with disabilities. All participants received an honorarium of \$125. The results of these focus groups provide an indication of participants' views about the issues explored, but they cannot be quantified nor generalized to the full population of Canadians. The fieldwork took place from November 13 to 21, 2024.

More information on the methodology can be found in the Appendix: [Technical Specifications](#).

Notes to reader

- The report is organized by theme, with the results of the online survey and focus groups integrated in each section. Because the results of the quantitative component are generalizable to the full population of Canadians, they are presented first in the report. The findings from the focus groups are presented immediately following the survey findings¹.
- **Online survey:**
 - All results in the report are expressed as percentages, unless otherwise noted. Percentages may not always add up to 100% due to rounding or multiple mentions.
 - The number of respondents per question changes throughout the report because questions were often asked of a sub-sample of respondents. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
 - Subgroup differences are identified in the report where applicable. These analyses are presented in a box to off-set them from the main findings. Only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of n=30 or greater are discussed in the report.
 - When subgroup differences are reported, one category within a subgroup is being compared to one or more other categories within the same subgroup, often using the following syntax: “more likely” or “less likely”. For example, “group A was more likely than group B to...” or “group A is less likely than group B to...”.
 - If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences, it can be assumed that significant differences were found only among the categories reported.
 - If no subgroup differences are identified for a question, it can be assumed that there were no significant differences.
 - Under each figure in the report, readers can find the question wording, the number of respondents, and the population asked the question.
 - A full set of tabulated data is available under separate cover.
- **Focus groups:**

¹ Employees of the CRTC did not participate in any of the groups.

- Qualitative research is designed to reveal a rich range of opinions and generate directional insights rather than to measure what percentage of the target population holds a given opinion. The results of these focus groups provide an indication of participants' views about the issues explored, but they cannot be quantified nor generalized to the full population of Canadians.
- The research instruments can be found in the [Appendix](#) along with more information about the technical specifications of research.

List of Acronyms

AI - artificial intelligence

CRTC - The Canadian Radio-television and Telecommunications Commission

FSA - forward sortation area

GPRS - General Population Random Sample

OLMC - English or French official language minority communities

Phoenix SPI - Phoenix Strategic Perspectives

POR - public opinion research

Detailed Findings

1. Media habits

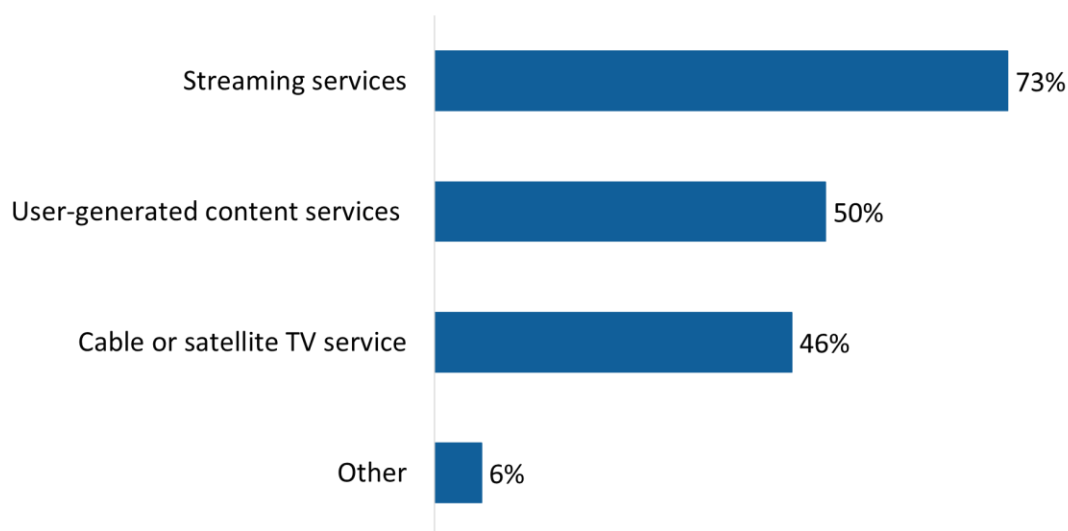
This section of the report focuses on the viewing habits of research participants. The survey findings are presented first, followed by the focus group findings.

1.1 Survey Findings

Widespread use of streaming services among research participants

Nearly three-quarters of survey respondents (73%) said they use streaming services like Netflix, Disney+, TOU.TV or Crave to access video programming. Exactly half (50%) access video programming through user-generated content services like TikTok or YouTube, while close to half (46%) do so through cable or satellite TV services. Six percent of respondents said they typically access video programming through some other method.

Figure 1: Methods of accessing video programming



Q1 - How do you typically access video programming? [Multiple responses accepted] Base: n=1,226; all respondents.

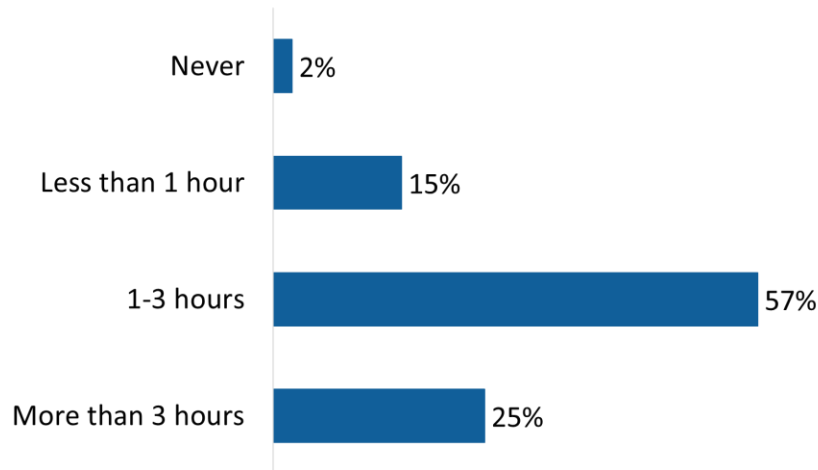
Use of cable or satellite TV services **increased** with respondents' age, while use of user-generated content services was **higher** among Canadians under 35 years of age as well as Canadians with disabilities.²

Virtually all survey respondents watch video programming daily

In a typical day, more than eight in 10 (82%) respondents watch video programming for at least one hour: 57% do so for one to three hours and 25% for more than three hours. Conversely, 15% typically watch less than one hour of video programming a day and 2% reported not watching programming daily. This includes video programming on cable or satellite TV services or online streaming services.

² The percentage breakdowns for the subgroup differences identified here and elsewhere in the report can be found in the full set of tabulated data available under separate cover.

Figure 2: Frequency of watching video programming in a typical day



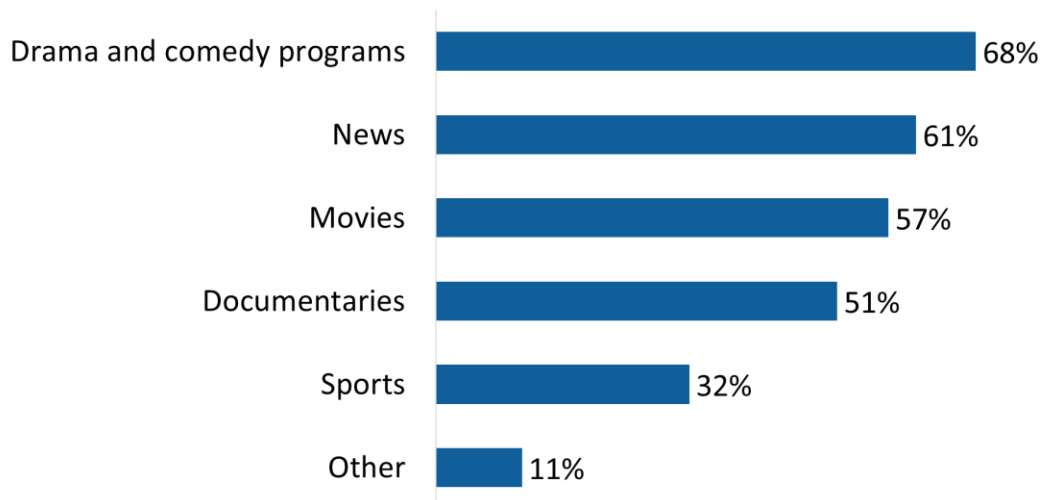
Q2 - How often do you watch video programming in a typical day? Base: n=1,226; all respondents, excluding "don't know" n=8.

Canadians watch a variety of different genres of video programming

Approximately two-thirds (68%) said they primarily watch drama and comedy programs, while more than half watch news (61%) and movies (57%). Half (51%) reported watching documentaries and a third (32%) primarily watch sports.

Eleven percent of respondents reported watching other types of video programming, including YouTube shorts, fantasy/sci-fi series, talk shows, mysteries, reality programming, children's programming, lifestyle programming, such as gardening, cooking, and home improvement shows, and Anime.

Figure 3: Type of video programming watched



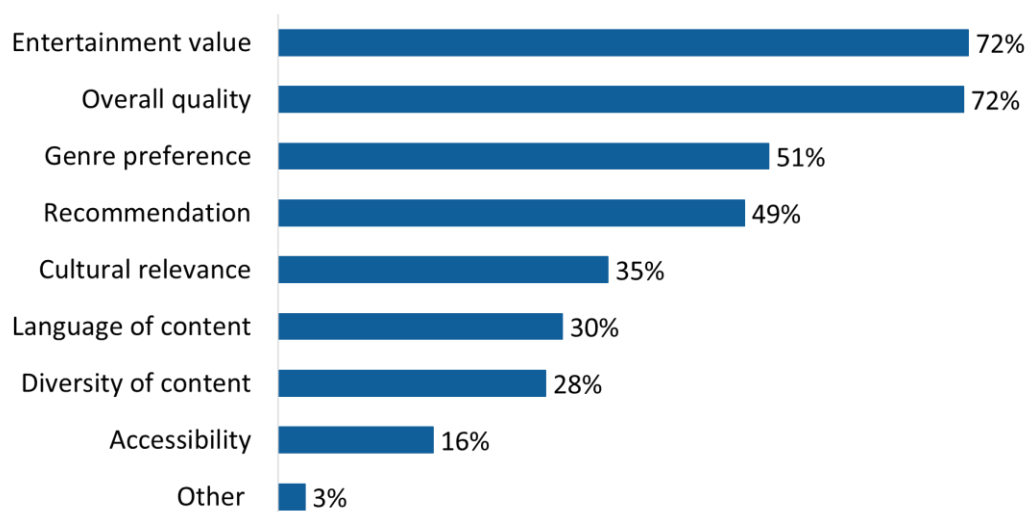
Q3 - What type of video programming do you primarily watch? [Multiple responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other types of programming that they watch.

Respondents under 35 were **less** likely to watch news programming while those aged 65+ were **most** likely to report doing so.

Variety of factors influence viewing choices

Almost three-quarters of surveyed Canadians said that entertainment value (72%) and overall quality (72%) are the factors that influence their decision to watch video programming. Following this, approximately half said it is genre preference (i.e., their preference for specific types of programming, such as drama or comedy shows) (51%) or a recommendation (49%). Other factors were identified by smaller proportions: cultural relevance (35%), language (30%) and diversity (28%) of content, and accessibility (i.e., ensuring programming is available to all audiences, including those with disabilities) (16%). Three percent of respondents reported other factors, including, for example, program ratings or reviews, mood when watching programming, and information quality.

Figure 4: Factors influencing choice of video programming



Q8 - What factors influence your decision to watch video programming? [Multiple responses accepted] Base: n=1,226; all respondents excluding "don't know" n=24. Respondents were able to select from a list of responses, as well as volunteer other factors.

Cultural relevance and language are **more** likely to influence the viewing decisions of members of OLMCs, in particular, French OLMCs. French OLMCs, on the other hand, were less likely than other Canadians to attribute importance to entertainment value. Respondents under 35 were the **most** likely to say that genre preference is a factor influencing their decision to watch video programming. Racialized respondents were **more** likely to point to diversity of content as something that influences the programming they watch. Canadians with disabilities were **more** apt to mention genre preference and accessibility when it came to factors influencing their decision to watch programming. Cultural relevance, genre preference and diversity were **more** likely to be important to those who identify as part of the 2SLGBTQI+ community.

1.2 Focus Group Findings

Viewing habits

Among focus group participants, nearly everyone said that they watch programs via online streaming services, with most indicating that they subscribe to more than one such service. Some participants indicated that they watch programs through cable or satellite subscription, usually in tandem with a subscription to streaming services. A few participants who use streaming services

emphasized that they stopped using cable service some time ago, while a few who have retained cable provided explanations to explain why. This included a desire to watching regularly scheduled programming in real time, specifically news and sports.

Types of programming watched

Focus group participants reported watching various types of programming, most often a combination of news/current affairs and entertainment programming. News/current affairs was the most frequently identified type of programming participants tend to watch. Types of programming typically combined with news/current affairs included documentaries and investigative journalism, sports, movies, and televised series, such as comedies, dramas, crime, and mysteries.

A range of other types of entertainment programming were identified, including the following: talk shows, game shows, variety shows, home improvement/renovation shows, cooking/food shows, travel shows, car shows, history shows, technology shows, repair shows, children's programming, and reality TV. When describing their viewing habits, some francophone participants specified that they watch French or Quebec programming, as well as programming that has been translated into French.

Factors that influence programming choices

Among focus group participants, factors that tend to influence their choices about what they watch included the following:

- What they happen to be in the mood for, for example, something informative or educational, or something to help de-stress after a busy day at work.
- Topics or themes of interest or personal preferences, for example, documentaries, sports.
- Set scheduling, specifically in relation to news and sports events which follow a regular or fixed schedule.
- Recommendations/suggestions. This includes recommendations from streaming services and apps, word of mouth recommendations from family, friends and colleagues, talk on social media (e.g., TikTok, Facebook), online ads, and reviews/recommendations/ratings provided through entertainment news. This can also include some combination of sources, such as receiving a recommendation from friends and following up by searching for online reviews.
- Interest in the work of particular actors or directors.
- Upcoming releases/what's new, including reminders from streaming services about when a new show is available.
- Trial and error, i.e., begin to watch something if it seems interesting and see if it is captivating or not.
- Age-related considerations, specifically whether watching something with children or watching something alone or with other adults.
- Time of day/daily routine, for example, watching news in the morning and evening, and series or movies later at night.
- The course of events, specifically as it relates to watching news and motivated by a desire to follow major events and stories in real time, as they are unfolding.

- Random searching, for example, beginning by seeing what is on cable/satellite TV, then shifting to streaming services if there is nothing of interest.

A few Francophone participants specified that their choices are also determined by what is available in French, including what has been translated or dubbed into French.

Focus group participants also identified a variety of elements of programming that resonate with them or matter most. These included the following:

- Stories/storylines, with an emphasis on stories that are believable and/or based on reality, well-written dialogue, and interesting characters/character development.
- The capacity to inform and educate, with a focus on thoughtful exploration of issues, depth of coverage, and attention to detail.
- The capacity to entertain and divert/relax.
- Reflections of Francophone/Quebec culture (identified specifically by some francophone participants).
- The quality of the French (identified specifically by a few francophone participants).
- A Canadian perspective on issues.
- In terms of televised series, the number of seasons available (fewer being better than too many), and the length of episodes, with a preference for shorter shows.

Changes in viewing habits

Focus group participants were asked whether their viewing habits have changed over the past few years. Most said their habits have changed when it comes to watching video programming. In describing how their habits have changed, participants most often indicated that they have shifted to online streaming services, occasionally specifying that this took place in the context of improved Internet access or the pandemic.

A number of other ways in which habits have changed were identified, some of which are associated with subscribing to streaming services. These include:

- Watching more televised programming in general, which was occasionally linked to better streaming packages (both price and options) and better bandwidth.
- More control/choice. This included the ability to choose programming in line with their preferences/tastes, and the ability to set their own viewing schedule, i.e., what to watch and when.
- Changes resulting from altered life circumstances, including ...
 - more opportunity to watch what one wants as a result of grown children leaving home.
 - watching more programs with growing/maturing children, based on common interests.
 - watching less television as a result of child-care responsibilities.
 - paying more attention to program selection as a result of having young children in the family, with a focus on finding educational programming.
 - a greater focus on entertainment programming since retirement.
 - watching less programming as a result of a busier work schedule.

- Changes resulting from or what may be generally associated with the COVID-19 pandemic. This included more 'binge' watching (i.e., watching a whole season of a series over a relatively short period of time), no longer being able to watch emotionally disturbing programming, and being less likely to watch very long programs.
- Less undivided attention devoted to a single program. This included more multi-tasking while watching programs and being more likely to have two screens on at the same time, e.g., one on a tablet and another on a television screen.
- A shift from watching programs exclusively on a television screen to watching programs on a phone, computer, or tablet.
- No longer watching programs in real time/according to a pre-set schedule, including recording programs to avoid having to watch ads.
- Changes related to news watching, including ...
 - a more critical attitude towards traditional news sources by being more attuned to potential biases in 'mainstream' news coverage and exploring alternative sources in order to come to an assessment of current issues/affairs.
 - watching less news because it tends to be negative and depressing.
 - watching more political news/political commentary.
 - being more selective in terms of news watching by seeking out information about stories/events one is interested in.

2. Canadian programming

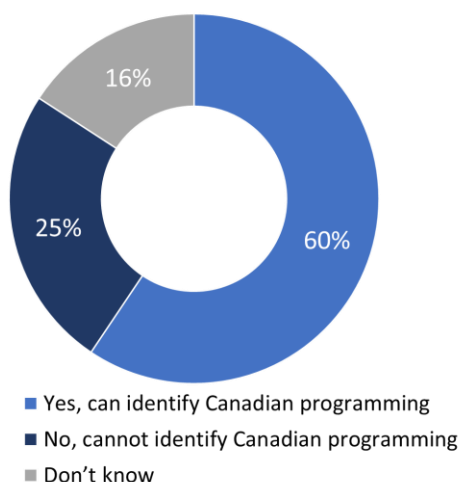
This section focuses on issues related to Canadian programming. The survey findings are presented first, followed by the focus group findings.

2.1 Survey Findings

Many think they can identify Canadian programming

Six in 10 (60%) Canadians said they can identify Canadian programming when looking for something to watch on cable, satellite or online streaming services. Among the rest, one-quarter (25%) cannot identify Canadian programming and 16% were uncertain about this.

Figure 5: Perceived ability to identify Canadian programming



Q5 - Can you identify Canadian programming when looking for something to watch on cable, satellite or online streaming services? Base: n=1,226; all respondents

Canadians under 35 were **more** likely than older Canadians to say they cannot identify Canadian programming.

Location tops the list of different ways to identify Canadian programming

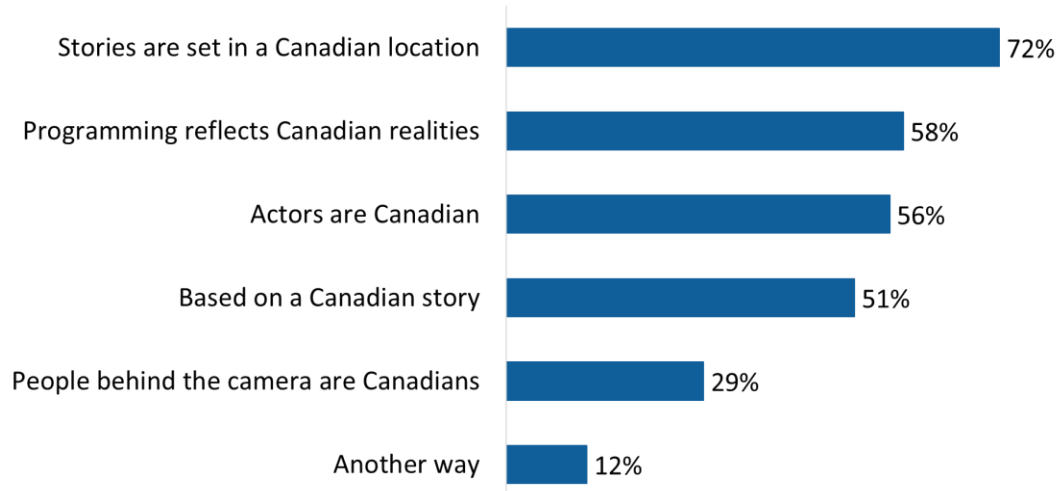
Nearly three-quarters of Canadians (72%) said they identify Canadian programming as stories that are set in a Canadian location³. Following location, just over half indicated that reflecting Canadian realities (58%) or featuring Canadian actors (56%) are the measures they use to identify programming that is Canadian. Half (51%) identify Canadian programming as programming based on a Canadian story. A little over one-quarter (29%) consider the people behind the camera when identifying Canadian programming (i.e., if those behind the camera are Canadian, then the programming is Canadian).

Twelve percent of respondents mentioned other ways they use to identify Canadian programming, including, for example, word of mouth, the program credits, lower production quality, whether

³ It is worth noting that a program set in a Canadian location does not necessarily qualify as a Canadian production under the current rules. The program itself might not meet other criteria, such as production and financial control, that are required for it to be considered Canadian.

there is a Government of Canada logo at the end of the program, language of the production, and the network on which it airs (i.e., if it airs on CBC, then it's Canadian).

Figure 6: Ways of identifying Canadian programming



Q7 - How do you identify Canadian programming? [Multiple responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other ways.

Economic priorities are important to survey respondents

While stories set in a Canadian location is one way in which respondents identify Canadian programming, surveyed Canadians said that the CRTC's priorities for Canadian programming should be much broader. Respondents were informed of the CRTC's role in Canadian programming⁴ and then asked to consider this role and indicate how important each of the following priorities are to them personally:

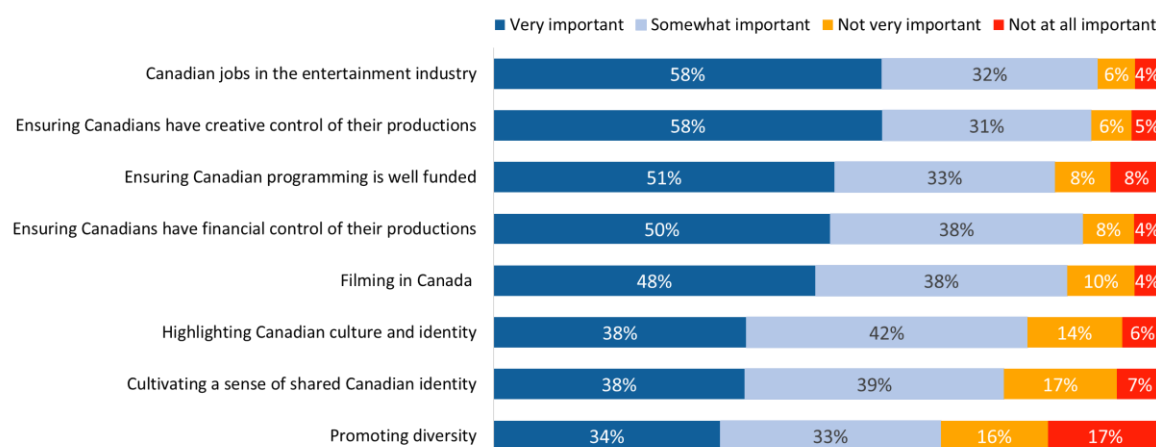
- Canadian jobs in the entertainment industry
- Ensuring Canadians have creative control of their productions
- Ensuring Canadians have financial control of their productions
- Highlighting Canadian culture and identity
- Filming in Canada
- Promoting diversity
- Cultivating a sense of shared Canadian identity
- Ensuring Canadian programming is well funded

All priorities were considered to be at least somewhat important by a majority of surveyed Canadians, while half or more said the following are **very** important priorities: Canadian jobs in the entertainment industry (58%), Canadians having creative control over their productions (58%), Canadian programming being well funded (51%), and Canadians having financial control of their productions (50%). Almost half (48%) attributed a high level of importance to filming in Canada.

⁴ The following was shared with respondents: *Part of CRTC's role is to ensure that creators receive the necessary support so that they can create their stories and have them distributed both in Canada and abroad. At the same time, the CRTC ensures that Canadians have access to diverse programming that meets their needs and interests.*

Survey respondents were less likely to attribute high importance to highlighting Canadian culture and identity (38%), cultivating a sense of shared Canadian identity (38%), and promoting diversity (34%).

Figure 7: Importance of different priorities for Canadian programming



Q13 - Considering the CRTC's role, how important to you are each of the following priorities? Base: n=1,226; all respondents, excluding "don't know" which ranged from n=3 to n=17.

In terms of subgroup differences:

- Women were **more** likely to attribute importance to all of these priorities.
- People with disabilities and 2SLGBTQI+ respondents were **more** likely to attribute importance to ensuring Canadians have creative and financial control of their productions, to ensuring Canadian programming is well funded, and to promoting diversity.
- OLMCs, in particular French OLMCs, were **more** likely to view as important promoting diversity and cultivating a shared sense of Canadian identity. Compared to those who do not belong to an OLMC, members of French OLMCs were **more** likely to attribute importance to highlighting Canadian culture and identity.
- Racialized respondents were **more** likely to view as important highlighting Canadian culture and identity promoting diversity and cultivating a shared sense of Canadian identity.
- Promoting diversity was **most** likely to be important to Canadians under 35 years of age and filming in Canada was **less** likely to be viewed as important to this age segment.

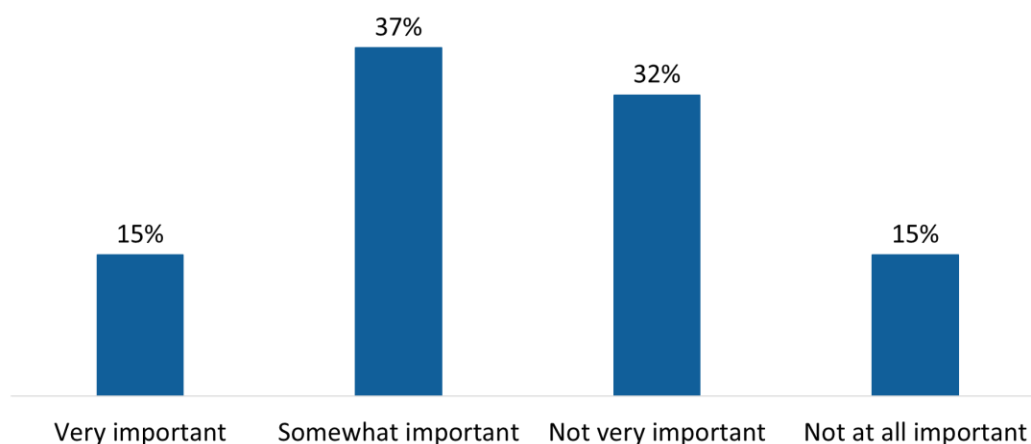
Divided views on whether a program's country of origin is important

Canadians were divided when it comes to the perceived importance of a program's country of origin⁵. While survey respondents think that the CRTC should focus on Canadian jobs in the entertainment industry and funding Canadian programming, as well as ensuring Canadians having creative and/or financial control over their productions, just under half of respondents (47%) said country of origin is not very or not at all important. Those who feel country of origin is important

⁵ Respondents were informed that "country of origin" refers to where the video programming, such as a film, series, sitcom, or video, was created or produced.

were more likely to believe that it is somewhat important (37%) as opposed to very important (15%).

Figure 8: Importance of a program's country of origin



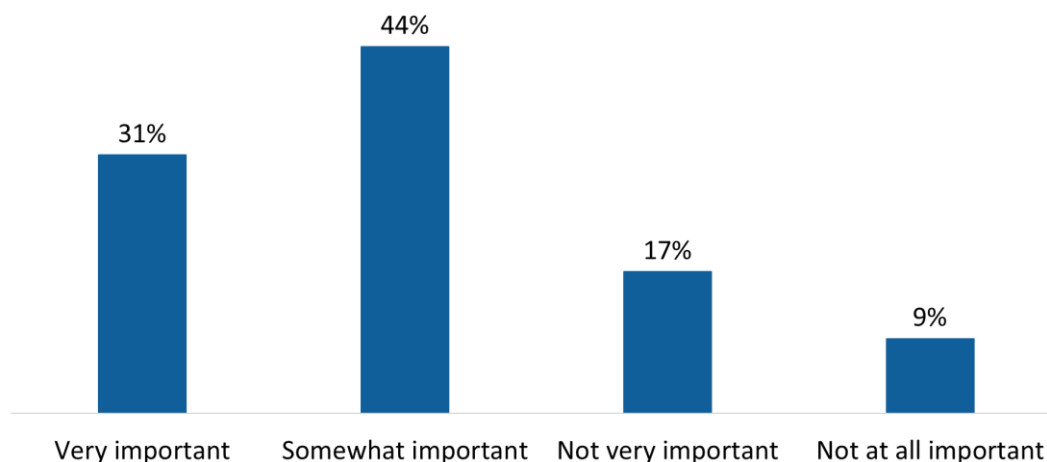
Q6 - How important to you, if at all, is a program's country of origin? Base: n=1,226; all respondents, excluding "don't know" n=4.

Language has an impact on perceptions of the importance of a program's country of origin. Specifically, members of OLMCs, in particular French OLMCs, and those who speak French at home most often were **more** likely to attribute importance to a program's country of origin. Additionally, Canadians under 55 years of age were **more** likely than Canadians aged 65+ to report that country of origin is not very or not at all important.

Majority says it is important that Canadian programming reflects Canadian culture and identity

There was more consensus among survey respondents when it comes to the content of Canadian programming. Exactly three-quarters said this is very (31%) or somewhat (44%) important that Canadian programming reflects Canadian culture and identity. In contrast, one-quarter (26%) said this is not very or not at all important.

Figure 9: Importance of Canadian programming reflecting Canadian culture and identity



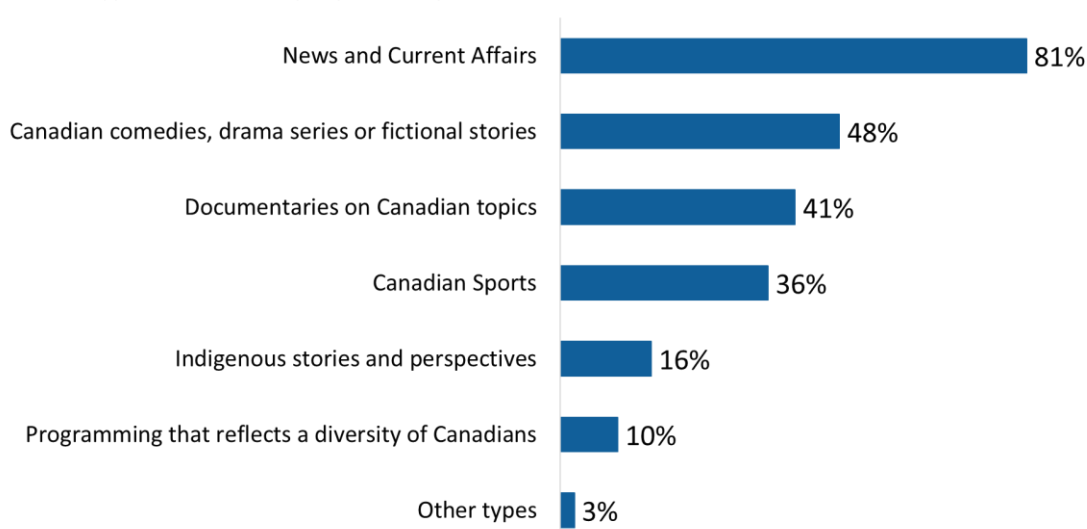
Q12 - How important is it to you that Canadian programming reflects Canadian culture and identity? Base: n=1,226; all respondents, excluding "don't know" n=13.

Women and members of French OLMCs were **more** likely to view as important Canadian programming reflecting Canadian culture and identity. Compared to Canadians aged 65+, those under 35 were **more** likely to say that this is not very or not at all important.

Most say news and current affairs matters to them

Drama and comedy programming topped the list of genres of video programming reportedly watched by Canadians. When it comes specifically to **Canadian** programming, however, the type of programming that matters most to the greatest proportion of respondents is news and current affairs.

Figure 10: Types of Canadian programming that matter most



Q10 - What type(s) of Canadian programming matters to you the most? [Up to 3 responses accepted] Base: n=1,226; respondents that watch Canadian programming, excluding "don't know" n=29. Respondents were able to select from a list of responses, as well as volunteer other types of programming.

Eight in 10 (81%) survey respondents said Canadian news and current affairs programming matters to them the most. Almost five in 10 (48%) mentioned Canadian comedies, drama series or fictional stories, while four in 10 (41%) said documentaries on Canadian topics matter to them the most. For approximately one-third (36%), Canadian sports matter the most. Indigenous stories and perspectives matter most to 16% of respondents and, for 10%, programming that reflects a diversity of Canadians is most important.

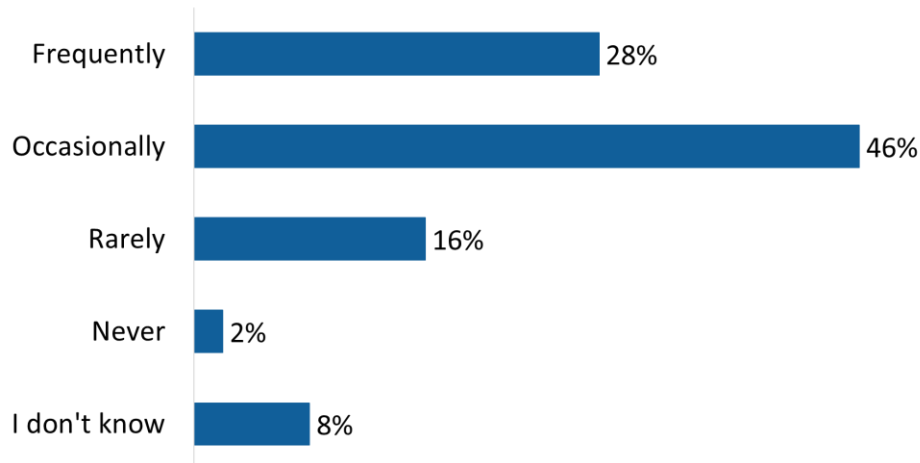
Three percent pointed to other types of Canadian programming, including, for example, animation, Canadian reality shows, and historical programming.

Indigenous stories and perspectives were **most** likely to matter to surveyed Canadians under 35 years of age.

Majority of survey respondents watch Canadian programming at least occasionally

Three-quarters of surveyed Canadians said they watch Canadian programming frequently (28%) or occasionally (46%), while 16% do so rarely and 2% never watch Canadian programming (8% could not say how often they watch Canadian programming). *Respondents were informed that Canadian video programming refers to media productions, like films, series and sitcoms, and videos created in Canada or by Canadians.*

Figure 11: Frequency of watching Canadian programming



Q9 - How often do you watch Canadian programming? Base: n=1,226; all respondents.

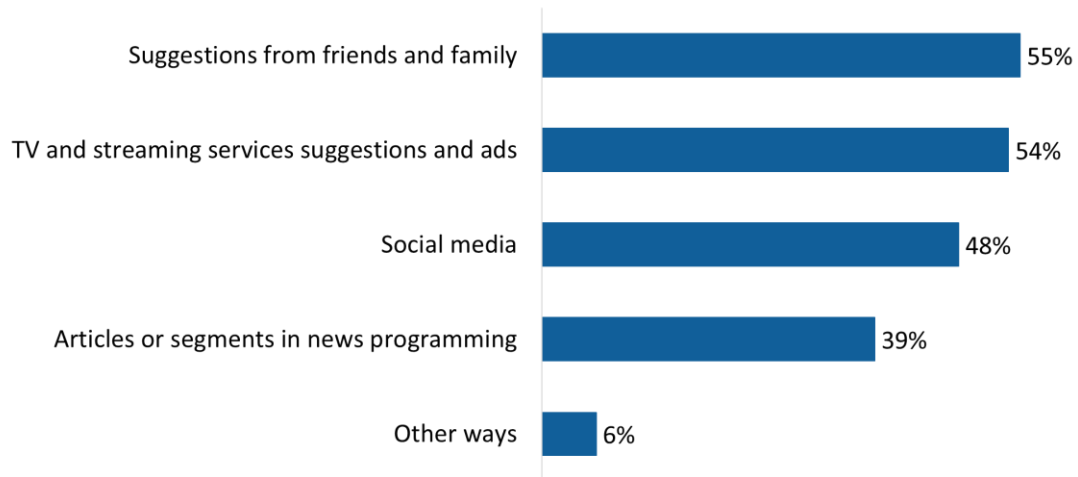
Members of racialized populations and Canadians under 35 were **less** likely to report watching Canadian programming frequently.

For over half, new Canadian programs are discovered via suggestions

Suggestions, either from friends and family (55%), or from TV and streaming services (54%), are the way many Canadians discover new Canadian programming to watch. In addition, almost half (48%) uses social media, while 39% discover new Canadian programming through articles or segments in news programming.

Six percent pointed to other ways, including, for example, from radio or newspapers, through the TV guide, or by chance while channel 'surfing'. A small number of respondents volunteered that they do not look for new Canadian programming to watch.

Figure 12: Ways of discovering new Canadian programming to watch



Q11 - How do you discover new Canadian programming to watch? [Multiple responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other ways of discovering Canadian programming.

Canadians under 35 years of age were **least** likely to report discovering new Canadian programming via suggestions and advertisements from TV and streaming services or from articles or segments in news programming.

2.2 Focus Group Findings

Knowledge of Canadian programming

Focus group participants had no difficulty identifying Canadian shows (excluding news and sports), with shows identified by francophone participants being from Quebec.⁶

Defining ‘Canadian programming’

For many focus group participants, the expression ‘Canadian programming’ brought to mind specific programs, networks, channels, or genres of programming. This was much more likely the case among Anglophone than Francophone participants.

Specific networks, channels, or platforms associated with Canadian programming were also mentioned when identifying Canadian programming. Specific genres of programs associated with Canadian programming included comedy shows, documentaries, investigative journalism, and sports.

For many others, the expression ‘Canadian programming’ brought to mind programming that is characteristic of the country in one way or another. This included programming that ...

- is produced/conceived in the country and/or by its citizens.
- based on stories/storylines that reflect the country and its realities.
- reflects the country’s culture and traditions, including its cultural and regional diversity.

The tendency to focus on characteristics of Canadian programming was more likely to be the case among Francophone participants. However, the main difference between Anglophone and Francophone participants was the tendency among the latter to emphasize the distinctly Quebec or French-language dimension of such programming (usually the former)⁷. Specifically, Francophone participants identified the following as what comes to mind when they think of Canadian programming:

- Programming made/produced in Quebec.
- Programming reflective of realities in Canada/Quebec.
- French-language programming, including programming from Quebec and ‘La Francophonie’.
- Programming that is in French.⁸
- Programming that is bilingual/available in English and French.

By contrast, few Anglophone participants referenced French or Quebec programming in the context of the discussion about what the expression ‘Canadian programming’ brings to mind, and those who did were usually Anglophones living in Quebec.

⁶ Participants were asked specifically if they could identify a Canadian show that had aired in the past five years.

⁷ Francophone participants from Quebec usually referred to ‘Quebec programming’ or ‘programming from Quebec’, but they also referred to ‘French-language programming’ as did Francophone participants outside of Quebec.

⁸ Participants noted that this alone does not make a program Canadian. For example, they mentioned that a program from France or an American show translated into French would not be considered Canadian or Quebec programming. According to participants, to be Canadian or Quebec programming, a show must not only to be in French but also produced in Canada or Quebec.

For some participants, the expression 'Canadian programming' brought to mind quality programming, with an emphasis on two things:

- The growing recognition and popularity of Canadian programs: This was based on their being award winning, popular in the United States, recognized internationally (with a focus on documentaries), and translated from French into English (in the case of Quebec programs).
- The distinctness of Canadian programming, with an emphasis on how it differs from American programming, in particular the impression that Canadian programming is less stereotypical than American programming when it comes to storylines and characters.

In the context of acknowledging the quality of Canadian programming, it was noted that there was a time when identifying programming as 'Canadian' was detrimental, because it suggested that Canadian programming could not stand on its own merits and needed to be promoted to a Canadian audience.

For a few participants, the expression 'Canadian programming' brought to mind government involvement in programming, either in the form of publicly funded broadcasting or in the form of regulatory requirements, e.g., a requirement that networks broadcast a certain amount of Canadian programming.

There was an impression among a few participants in the English-language groups that it is difficult to determine what is specifically Canadian programming because of the production of international or US shows in Canada.

Reasons for watching Canadian programming

Focus group participants offered a variety of reasons for watching Canadian programs. They included the following:

- It is quality programming, both in terms of news and entertainment.
- It is better than American programming because the characters and stories seem real and believable rather than stereotypical and formulaic.
- Because of the variety/diversity of programming available.
- It coincides with programming preferences or interests, for example, Canadian/Quebec news, Canadian sports, Canadian culture, or Quebec /francophone culture.
- They can relate to it and recognize themselves in it. It reflects our distinctness as Canadians, Québécois, or Francophone-Canadians.
- To support it and because it highlights and promotes Canadian/Quebec talent.
- It reflects our diversity - linguistic, geographic, and cultural.
- Interest in programming produced in Canada and Quebec.
- To be informed and stay up to date about Canada, both in one's region and outside of it.

Canadian programming and identity

Asked how watching Canadian programming makes them feel about their identity as Canadians, focus group participants routinely pointed to feelings of pride⁹ and feelings of connectedness. This was the case both among Anglophone and Francophone participants, but Francophone participants routinely associated these feelings specifically with Quebec programming. Feelings of pride were associated with the following:

- The quality of Canadian and Quebec programming, including the impression that it is world class and as good as or better than American programming.
- The success and popularity of Canadian and Quebec programming, including impression that Canadian/Quebec programming receives international recognition.
- The development of the programming industry in Canada and Quebec, including the development of Canadian and Quebec talent (e.g., actors, directors).
- Depictions/reflections of the distinctness of Canadian and Quebec culture, including cultural diversity.
- Its exploration of a wide variety of subjects and issues.
- its inclusiveness, particularly the focus on local realities from across the country (including francophones outside Quebec) to make them known in other parts of the country.

Feelings of connectedness were based on a capacity to relate to Canadian and Quebec programming as something familiar. Elements contributing to this familiarity included identifiable places/locations being filmed, a sense that such programming reflects who we are through culturally distinct stories/storylines, and a certain distinct style or approach (sometimes described as different from American programming which tends to be flashy, sensational, and stereotypical in terms of storylines).

When discussing the distinctness of Quebec programming, a few Francophone participants suggested that Quebec programming has a unique character compared to English Canadian programming. In their opinion, English Canadian programming aims to reach a broader international audience, which influences its style and content, whereas Quebec programming focuses more on reflecting its own cultural identity.

A few participants said that viewing Canadian programming makes them feel like they are learning, by being educated or informed about Canada and Canadian realities. A few indicated that viewing Canadian programming does not elicit any particular or distinct feelings related to their identity as Canadians.

Canadian programming as an accurate reflection of Canadian culture and values

Canada's and Quebec's diversity were the main topics informing discussion about whether Canadian programming accurately represents Canadian culture and values. There was widespread agreement that ethnocultural, regional, linguistic, sexual and gender diversity is part of the reality of Canada and Quebec today. Based on this, many participants felt that Canadian and Quebec/French-language programming do accurately represent Canadian and Quebec culture and values because they depict the diversity that is a core element of Canada's and Quebec's culture.

⁹ Participants were asked explicitly if watching Canadian programming makes them feel proud to be Canadian.

On the other hand, many participants felt that same diversity makes it difficult to identify Canadian and Quebec culture or values in a definitive way.

Participants who held the opinion that Canadian programming accurately represents Canadian and Quebec culture and values *because* they depict Canada's and Quebec's diversity were most likely to be the following:

- Canadians living in rural areas or the North (English and French-speaking).
- Members of equity-deserving groups (English and French-speaking).
- French-language Canadians living in an urban area.

Participants who held the opinion that diversity makes it difficult to identify and speak about Canadian culture or Canadian values tended to be English-language Canadians living in an urban area, and members of OLMC communities (English and French-speaking). It was suggested, in the group with Francophone members of OLMC communities, that CBC is more effective than Radio-Canada at representing the regional diversity of Canada because of its pan-Canadian approach to programming. By comparison, Radio-Canada was described as focused primarily on Quebec.

Some participants felt that Canadian programming does not accurately represent Canadian culture and values, identifying specific ways in which they thought this was the case. This included the impression that political commentary on mainstream media tends to be biased, the impression that types of people are sometimes caricatured or stereotyped (e.g., older people depicted as absent minded, Canadians depicted as lovers of maple syrup), and the impression that, despite progress, more needs to be done to include ethnic diversity as well as Indigenous perspectives into Canadian and Quebec programming. The latter point was made by a few English and French-speaking members of equity deserving groups.

A few participants said they did not know whether or not Canadian programming accurately represents Canadian culture and values, and a few others volunteered that this is not an important consideration for them because what matters most is the quality of the programming, e.g., is it informative, is it entertaining.

Importance of creators having experiences like those whose stories they tell

Views were mixed on whether it is important that the people creating the stories have similar experiences to the people whose stories they are telling. Many felt that this was important or very important because such lived experience is crucial to understanding and accurately depicting such stories. Members of equity-deserving groups (English and French-speaking) were most likely to think such experience was important.

Those who felt that this was not important or not very important sometimes added a caveat. This included the specification that the storyteller has done their research well, and that they be surrounded by people who do have this lived experience in order to ensure the accuracy of the stories. A few participants suggested that contextual factors come into play when assessing the extent to which it is important that the people creating the stories have similar experiences to the people whose stories they are telling. The following examples were provided:

- This is important when it can be done, but there are instances in which this is difficult or impossible. Such would be the case with a story set in the 19th century, because no one today can claim to share the lived experience of someone in the 19th century.

- Sharing such lived experience is important in cases where the purpose is to inform and educate, for example a documentary about certain people. It is less important in cases where the purpose is to entertain, for example a purely fictional program that makes no claim to veracity or accuracy.
- This would be more important in the case of publicly funded programming than privately financed programming, the assumption being that publicly funded programming has a responsibility to be accurate and unbiased.

What makes a Canadian program Canadian

Participants identified a number of things that they think make a Canadian program Canadian, but three were identified most often: Canadian locations/being filmed in Canada, Canadian actors, and a Canadian production crew (e.g., producers, directors). Additional characteristics of Canadian programming included the following:

- Ideas or concepts conceived by Canadians and Québécois.
- Themes, topics, or subject matter that focus on Canadian and Quebec realities or things meaningful to Canadians and Québécois.
- Cultural references, characteristics, terminology, and accents that Canadians will be able to identify and understand.
- Canadian and Quebec financing of the program.

Some participants identified a distinct perspective, approach, or set of values as something that marks a Canadian program as Canadian. This included a lack of bias in treatment, absence of embellishment or sensationalism (more associated with American programming), and a sympathy for what is being covered or depicted.

With a focus on programming from Quebec, a few francophone participants from Quebec emphasized language, specifically French as spoken in Quebec, as a characteristic of Quebec programming.

Reaction to Canadian programming criteria

Participants were shown a description of the following main criteria used to designate a program as a Canadian program:

- The producer must be Canadian and must control the production.
- Key creators involved in a production must be Canadian (e.g., director, screenwriter, actor, etc.).
- At least 75% of the costs spent on a program's production must be spent in Canada.

Most participants did not identify any of these criteria as surprising to them (though a few were surprised because they were unaware that these criteria existed in the first place). Participants who did express surprise did so almost exclusively in relation to the criterion that at least 75% of the costs spent on a program's production must be spent in Canada. In all but one instance, participants were pleasantly surprised to learn that the proportion was this high. No more than a few participants expressed surprise regarding the other criteria. This included surprise that the

Canadian producer must control the production, and surprise that all the key creators must be Canadian.¹⁰

Participants described these criteria as important to designate a program as a Canadian program, and only a small number felt that there was anything missing from them or anything they thought would be there that was not. This included specification regarding the source of funding (i.e., that some proportion of funding had to be Canadian), specification regarding locations (i.e., a requirement to film in Canada), specification that stories or ideas must be conceived by Canadians or about Canada, and a specification about reflecting Canada's ethno-cultural diversity.

Beyond this, a few participants had questions or sought clarification regarding existing criteria. This included whether 'Canadian' means someone with Canadian citizenship or also someone living in Canada, whether there is anything related to translating or dubbing English programs into French, and speculation regarding the potential impact of the 75% cost criterion on the nature of Canadian programming. Two specific concerns were expressed in this regard. One was the possibility that the 75% criterion could be used as a loophole whereby big production companies could establish a foothold in Canada and gradually take over home grown production companies. The other concern was that this criterion would deny Canadian programming certification to a completely Canadian production team doing a project in a foreign country, e.g., a documentary.

¹⁰ The criterion does not actually specify that 'all' key creators must be Canadian, but the expression of surprise was based on that assumption.

3. News

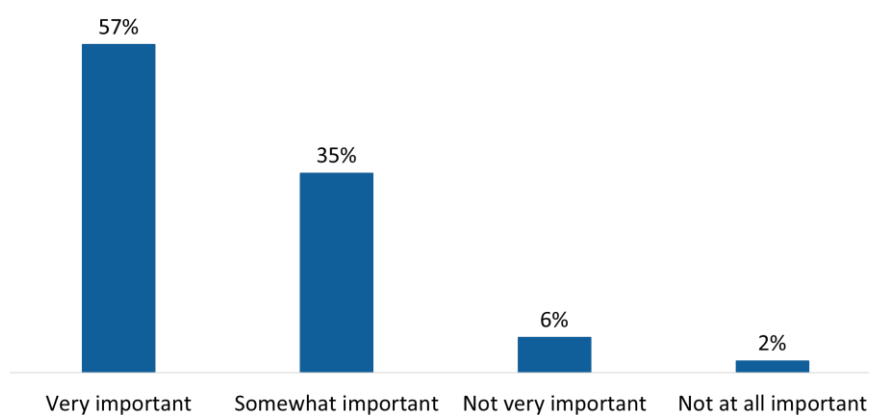
This section focuses on issues related specifically to news programming. The survey findings are presented first, followed by the focus group findings.

3.1 Survey Findings

Most Canadians attributed importance to staying informed through the news

The vast majority of Canadians said it is very (57%) or somewhat (35%) important that they stay informed through the news. Relatively few (8%) considered staying informed through news to be not very or not at all important.

Figure 13: Importance of staying informed through news

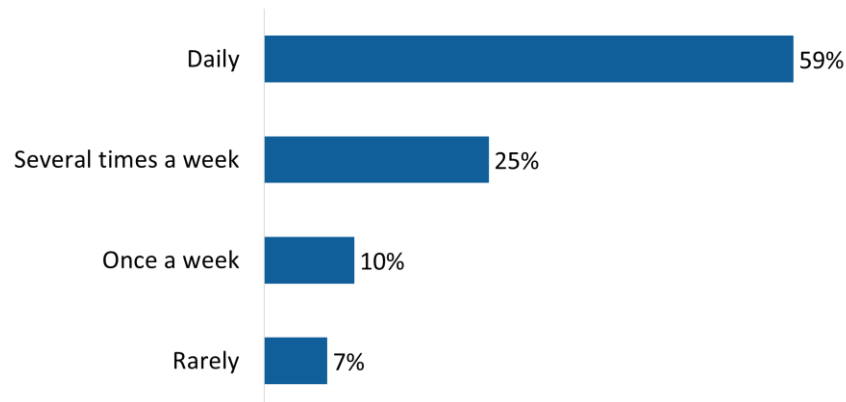


Q4 - How important is it for you to stay informed through the news? Base: n=1,226; all respondents, excluding "don't know" n=5.

Most surveyed Canadians consume news at least once a week

Approximately six in 10 (59%) Canadians consume Canadian news daily. Most of the rest do so several times a week (25%) or once a week (10%). Relatively few (7%) rarely consume Canadian news.

Figure 14: Frequency of consuming Canadian news



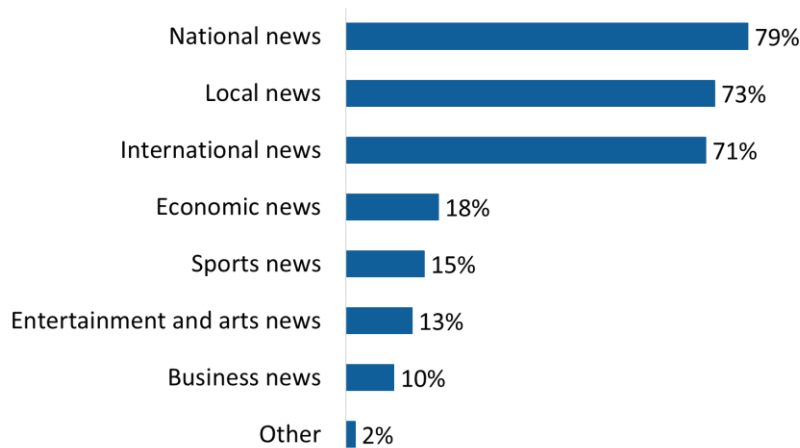
Q17 - How often do you consume Canadian news? Base: n=1,226; all respondents.

Survey respondents under 35 years of age were **least** likely to report that they consume Canadian news on a daily basis.

National news, followed by local and international, interest Canadians the most

The majority of respondents are most interested in national news (79%), followed by local (73%) and international (71%) news.¹¹ As detailed in Figure 15, comparatively few identified other types of news or new subjects when asked what interests them the most. The “other” category includes news on science, politics, and the environment.

Figure 15: Types of news or news subjects Canadians are most interested in



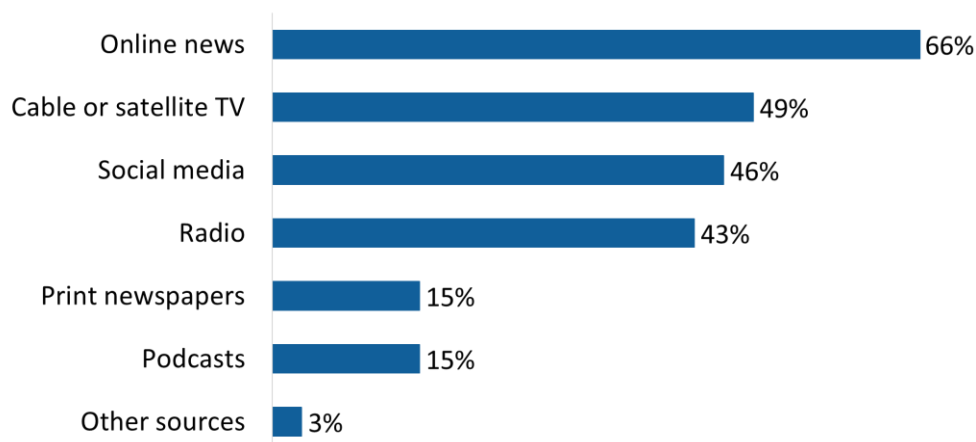
Q15 - What type of news or which news subject are you most interested in? [Multiple responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other types of news or news subjects.

Two-thirds say they use online sources to consume Canadian news

Canadians reported using a variety of sources to consume Canadian news, including online news (66%), followed by cable or satellite TV (49%), social media (46%), and radio (43%). Fifteen percent said they most often use print newspapers or podcasts. The “other” category includes Google news, RSS feeds, and family members.

¹¹ Respondents were informed that “news” refers to audio and video content consumed through any platform, including TV cable and satellite services, online news sites or apps, social media, or radio.

Figure 16: Sources used most often to consume Canadian news



Q18 - Which sources do you use most often to consume Canadian news? [Up to 3 responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other sources.

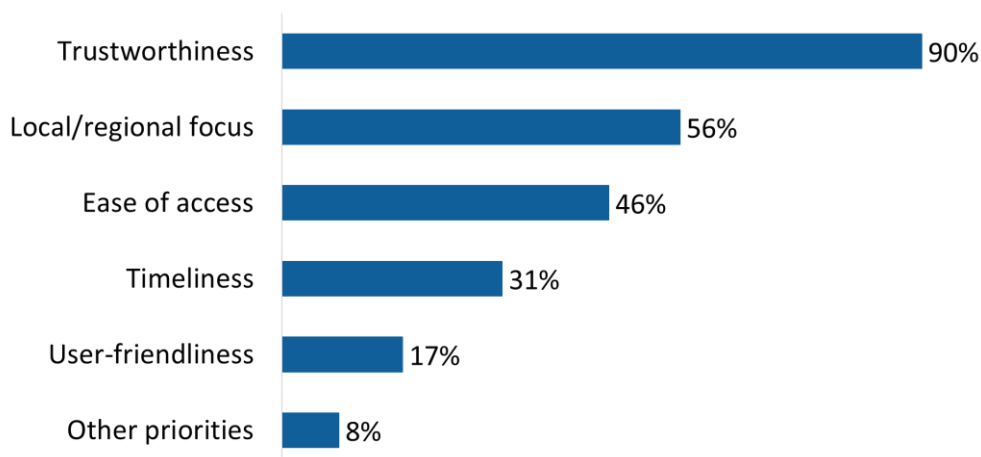
Canadians under 35 years were **more** likely than older Canadians to say they use podcasts, social media and online news websites and apps to consume Canadian news.

Vast majority say trustworthiness is their top priority for Canadian news sources

Nine in 10 Canadians (90%) prioritize trustworthiness when it comes to selecting Canadian news sources. Other priorities include local and regional focus (56%), ease of access (46%), and timeliness (31%). Seventeen percent said one of their top priorities when selecting Canadian news sources is user-friendliness.

Eight percent gave other priorities, including, for example, truthfulness, non-biased and balanced reporting, quality, and objectivity.

Figure 17: Top priorities when selecting Canadian news sources



Q19 - What are your top priorities when it comes to selecting Canadian news sources? [Up to 3 responses accepted] Base: n=1,226; all respondents, excluding "don't know" n=10. Respondents were able to select from a list of responses, as well as volunteer other priorities.

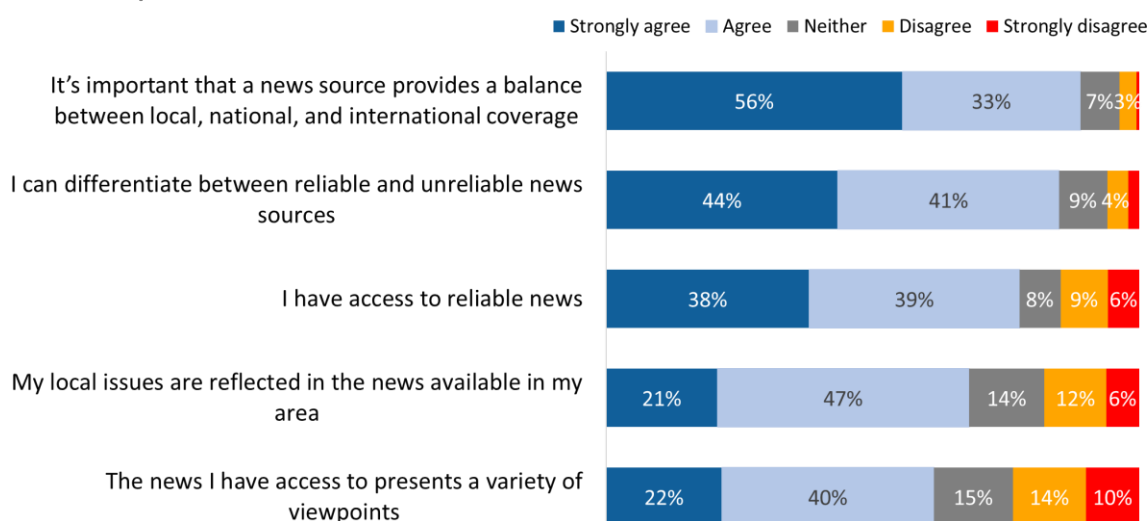
Canadians under 35 years of age were **less** likely to attribute priority to local and regional focus and **more** likely to prioritize ease of access and user-friendliness.

Generally positive views of Canadian news

The vast majority of surveyed Canadians (89%) agree that it is important that a news source provides a balance between local, national and international coverage, with over half (56%) agreeing strongly. Almost as many (85%) said they can differentiate between reliable and unreliable news sources, while just over three-quarters (77%) agree that they have access to reliable news.

Approximately two-thirds (68%) agree that their local issues are reflected in the news available in their area and roughly six in 10 (62%) said the news they have access to presents a variety of viewpoints. When it comes to coverage of local issues and the diversity of viewpoints, respondents offered more moderate assessments, with only two in 10 strongly agreeing that Canadian news does this.

Figure 18: Perceptions of Canadian news



Q20 - To what extent do you agree or disagree with these statements about Canadian news? Base: n=1,226; all respondents, excluding "don't know" which ranged from n=12 to n=42.

Canadians under 35 were the **least** likely to strongly agree that the news they have access to presents a variety of viewpoints, while those from rural and northern regions were **less** likely to agree that local issues are reflected in the news available in their area.

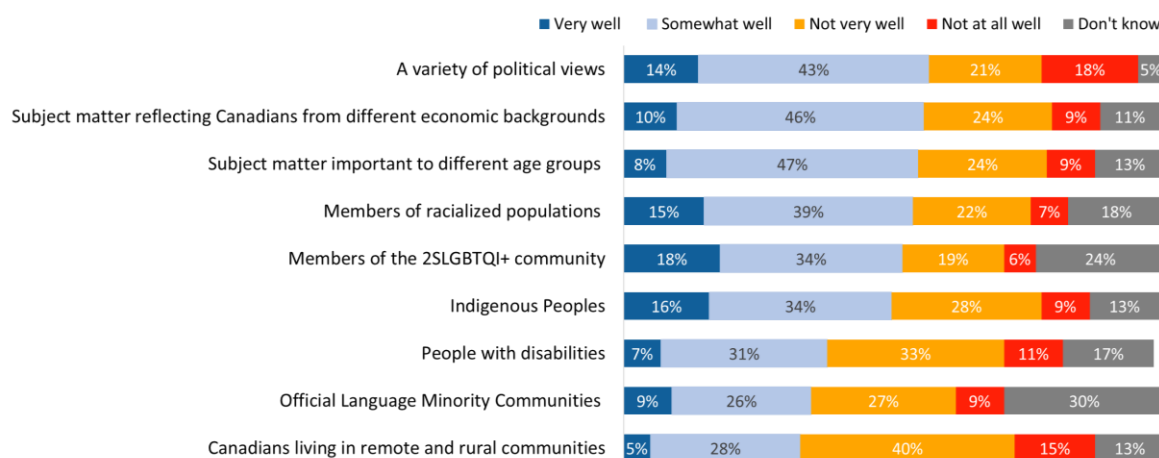
Mixed assessments of Canadian news coverage

Assessments of the performance of Canadians news sources tended to be mixed. Half or more said news sources represent or report on the following somewhat or very well: a variety of political views (57%), subject matter reflecting Canadians from different economic backgrounds (56%), subject matter important to different age groups (54%), members of racialized populations (54%), members of the 2SLGBTQI+ community (52%), and Indigenous Peoples (50%).

The only other area in which a consensus was reached was the representation of Canadians living in remote and rural communities. Fifty-five percent said Canadian news sources do this not very or not at all well. More respondents offered a negative assessment of the performance of news sources vis-à-vis the representation of, or reporting on, people with disabilities (44% versus 38% who offered a favourable assessment).

Views of OLMCs were divided, with almost as many respondents providing favourable (35%) and negative (36%) assessments. The rest (30%) were unsure how to rate the performance of Canadian news sources.

Figure 19: Assessments of how Canadian news sources represent/report on different topics



Q16- In your opinion, how well do Canadian news sources represent or report on the following? Base: n=1,226; all respondents.

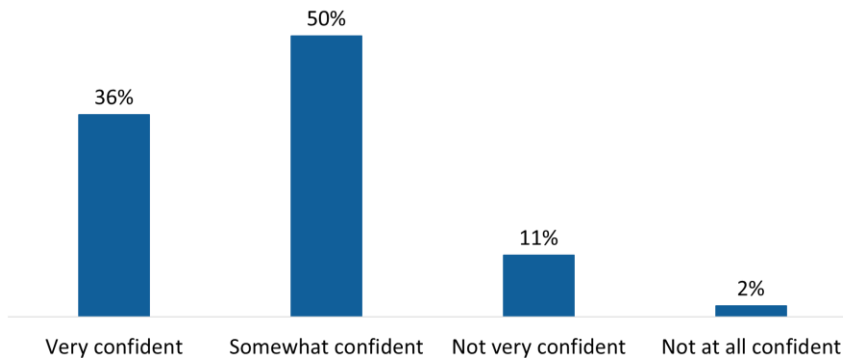
Perceptions of Canadian news sources varied by subgroup—specifically:

- Racialized respondents were **less** likely to say that Canadian news sources do a good job representing Indigenous Peoples, racialized populations and subject matter important to different age groups.
- Members of the 2SLGBTQI+ community were **less** likely to say that Canadian news sources do a good job representing Indigenous Peoples, people with disabilities, the 2SLGBTQI+ community, OLMCs, and racialized populations.
- Members of OLMCs were **less** likely to say that Canadian news sources do a good job when it comes to representing Indigenous Peoples and OLMCs.
- People with a disability were **less** likely than people who do not have disability to say that Canadian news sources represent people with disabilities, Indigenous Peoples, the 2SLGBTQI+ community, racialized Canadians, and subject matter that reflects Canadians from different economic backgrounds somewhat or very well.
- Respondents living in rural areas or the north were **more** likely than those from urban areas to say that Canadian news sources represent subject matter important to different age groups somewhat or very well.
- Respondents under 35 were generally **more** critical of Canadian news sources when it comes to representing or reporting on Indigenous Peoples, people with disabilities, members of the LGBTQI+ community, racialized populations, OLMCs, different political viewpoints, and subject matters of interest to different age groups.

Most are confident they can identify misinformation or ‘fake’ news

More than eight in 10 Canadians (86%) are at least somewhat confident that they can identify misinformation or fake news, including 36% who are very confident. Few are not confident (11% are not very confident and 2% are not all confident).

Figure 20: Confidence in identifying misinformation or “fake news”



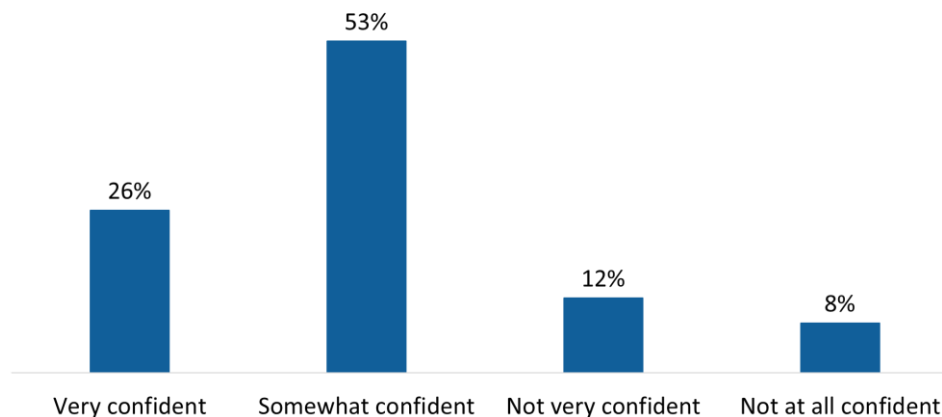
Q21 - Do you feel confident that you can identify misinformation or fake news? Base: n=1,226; all respondents, excluding “don’t know” n=12.

Racialized respondents were **less** likely than non-racialized respondents to feel confident that they can identify misinformation.

Many are confident in the accuracy of Canadian news sources

Almost as many Canadians (79%) are at least somewhat confident that the news they consume from Canadian sources is accurate, including 26% who are very confident. Two in 10 are not very confident (12%) or not all confident (8%).

Figure 21: Confidence in the accuracy of Canadian news sources



Q22 - All things considered, how confident are you in the accuracy of the news you consume from Canadian sources? Base: n=1,226; all respondents, excluding “don’t know” n=16.

3.2 Focus Group Findings

News consumption

Asked how often they consume news, in either video or audio format, most said they do so on a daily basis. Some participants said they do not tend to seek out news on a daily basis, describing their consumption habits as influenced more by circumstances and events, such as how they feel/their mood, and whether there are breaking news events or events or stories that catch their attention or interest them. A few specified that they find that news in general is negative and depressing, and as a result tend to limit their consumption of it.

Participants identified a variety of platforms through which they consume news. While some identified mainstream TV network news broadcasts and radio, most identified online sources such as news sites (e.g., news agencies, digital newspapers), feeds through social media platforms (e.g., X, Facebook, YouTube, Instagram), and podcasts. Devices through which news in video format is consumed include televisions, tablets, computers, and phones. Although the focus was on video and audio formats some participants volunteered that they get news through newspapers.

Participants' descriptions of how and when they consume news exemplifies one of the ways in which some said their viewing habits have changed over time, specifically having more control over their viewing habits (i.e., not being passive consumers of news). Some participants with cable or satellite TV still follow a traditional pattern of watching or listening to regularly scheduled news broadcasts (e.g., morning, mid-day, evening). On the other hand, many participants indicated that they themselves play an active role in their consumption of news. This manifests itself in the following kinds of ways:

- Choosing when and how much news to consume during the day. For example, if they receive a news-related notification or pop-up, they can choose to follow-up immediately or at another time. They can take in segments or bits and pieces of various stories or look for more in-depth analysis/reporting.
- The ability to filter news to focus on issues and topics that interest them. For example, subscribing to news feeds tailored to their news-related interests and preferences, scrolling through digital newspapers.
- Consulting a variety of sources/news services to get different perspectives and/or come to their own informed opinion about them, including consulting/following news sources other than mainstream media.

Types of news that interest participants

Participants collectively identified a variety of types of news stories that interest them most. Many identified preferences related to geography/location, with some interested in a mix of local, national, and international news. Francophone participants from Quebec were most likely to identify an interest in regional politics, with a focus on Quebec. Specific topics of interest included the following:

- | | |
|-----------------------------|----------------------------------|
| • politics | • science/scientific discoveries |
| • sports | • environment |
| • economics/finance/markets | • crime |
| • culture | • weather |

- entertainment
- investigative journalism
- major events

Top priorities when selecting news coverage

Participants identified the following as top priorities when it comes to selecting news coverage:

- Trustworthiness, credibility and reliability, with a focus on the following:
 - accuracy, including impartiality when it comes to factual reporting/an emphasis on the facts
 - professionalism, including journalistic rigour and use of verifiable information from credible sources
 - an absence of sensationalism/not trying to exaggerate the significance of a story or event (sometimes associated with American news)
- Commentary that includes a variety of perspectives and points of view.
- Balance between local/regional, national, and international news, with participants from rural areas and the North and Francophone participants most likely to emphasize the importance of local/regional news (with a focus on Quebec in the case of Francophone participants from Quebec).
- In-depth reporting/coverage of issues, with a view to informing/educating.
- Coverage of issues of relevance or particular interest to them (e.g., sports, stock markets, etc.).
- Up to date/timely coverage, including coverage in real-time as events are unfolding.

Balance between local and national coverage

Views differed about whether it is important that a news source provide a balance between local and national news coverage. The impression that a balance between local and national coverage is important was expressed primarily by participants from rural areas and the North, some of whom felt that their regions do not tend to get much coverage in national news. Reasons included the importance of knowing what is going on both within and outside one's community, the impression that local affairs can be impacted by national issues, interest/curiosity about what is happening in other parts of the country, and to be exposed to different perspectives/points of view on issues.

Participants who felt that such a balance was not really important explained that they use different sources for their news, with specific sources selected for local news. Consequently, they did not think it necessary that a single source provide both national and local news.

Reflection of localities and realities in news

Most participants said they believe that their realities and localities are reflected in the news available in their area. Best sources for local news identified by participants included local/regional stations of national broadcasters, local radio stations, local newspapers, municipality website, and local newsletters. Participants who thought the news available in their area could do a better job at including local content tended to be from rural and northern communities. Among these participants there was an impression that news tended to filter them out and focus more on larger urban centres than on their community.

Most trusted news sources

Relatively few participants identified specific news sources as ones they trust most. Those identified most often were CBC among Anglophone participants and Radio Canada among Francophone participants. Other specific news sources identified included CTV, TVA, and Reuters. Specific newspapers, including *Le Devoir* and *La Presse*, were identified by a few Francophone participants. Some said they mostly trust independent news sources (as opposed to Government-funded and privately owned outlets), and a few specified that for local news they most trust local sources (e.g., radio station 98.5 in Montreal). A number of participants indicated that there is no single source they trust most, adding that they tend to consult a variety of news sources to see how perspectives differ or to validate the essentials of what is reported (e.g., how consistent or different are reports on basic facts).

Asked why they trust the sources they do, participants tended to re-iterate things they identified as their top priorities when it comes to selecting news coverage (see above). In addition to these reasons, some added that the status of the news source is also a factor. Specifically, a few said they trust public broadcasters because they are publicly funded as opposed to privately owned. On the other hand, a few said they tend to trust small independent news sources because they are not funded by government nor owned by individuals. The impression was that their independence helps ensure their neutrality/impartiality. Those who specified that for local news they most trust local sources said that this was because local sources are on the spot and therefore best situated to report accurately on local affairs.

Reliable vs. unreliable news sources

Criteria participants said they use to differentiate between reliable and unreliable sources included the following:

- Tone/approach to reporting—is it professional and based on journalistic rigour or is it sensationalistic and prone to exaggeration? This meant covering stories and events based on their actual importance, rather than making them seem bigger or more significant than they really were.
- Sources—do they use credible, reputable and verifiable sources, including ones used by other news organizations for their reporting?
- Ability to confirm/fact check what they report.
- Depth of analysis—is it in-depth, investigative, and thoughtful as opposed to superficial?
- Reputation and track record of outlets and journalists—do they have a record of being reliable or do they have to periodically issue corrections, apologies, retractions?
- Balance in terms of commentary—do their panels include commentators with different perspectives or do they tend to be of the same opinion?

Many said that reliability is assessed in part by comparing sources, some suggesting that there will always be biases, agendas, or different perspectives when it comes to media reporting. As a result, it is important to be able to identify biases, try to filter them out, and come to one's own conclusions by consulting a variety of sources.

Reaction to advertorials

Many participants believe that they have come across content that appeared to be news but later felt more like an advertisement. The reaction among those who have had this experience was consistently negative. Such negative reactions included anger, disappointment, annoyance at having wasted one's time, disinterest in the product/service, a feeling of having been misled, deceived, or tricked, and loss of confidence in the credibility of the outlet publishing the advertorials.

Ways of differentiating between an advertorial and a news article, or signals that something is an advertorial included the following:

- Looking for key words such as 'sponsored by', 'advertisement'.
- Attempts to direct or push towards a website or click on a link for more information or details.
- Attempts to sell, promote, or recommend anything, or even a feeling that this is being done.

When asked, most participants said that it affects or would affect their trust in a news outlet if it were to publish advertorials, though some specified that this would only be the case if the outlet did not make it clear that the piece was an advertorial. Reasons for diminished trust included the following:

- It shows a lack of honesty, and if the outlet is not up front about this, how can it be trusted to report honestly?
- Because one does not turn to news outlets in order to buy things but to be informed.
- It raises questions about the independence of the outlet and whether their reporting can be influenced by vested interests.

A few said that the extent to which their trust would be affected would depend on what exactly was being promoted. A few who said their trust would not be affected explained that all news outlets do this as a way to generate revenue.

There was widespread agreement that news organizations should take measures to help identify advertorials, specifically by clearly and explicitly identifying an article as an advertorial and doing so right at the beginning of the piece.

4. Artificial intelligence in news programming

This section focuses on issues related to artificial intelligence (AI) and its use in news programming. This topic was covered in the focus groups only.

Importance of knowing whether AI is used in the creation of news programming

Nearly all focus group participants said they have little to no familiarity with the use of AI in news programming, but nearly all of them also thought that it is important or very important for them to know whether AI has been used in the creation of news programming they consume. Reasons for considering it important to know this included the following:

- To understand to what extent and how AI is being used in the creation of news programming. For example, is it simply being used as a tool to help craft text or is it being used in more fundamental ways.
- To be able to assess whether and how its use is being regulated and monitored—is its use subject to rigorous journalistic standards or reviewed by professional journalists.
- Because of valid concerns about AI's effectiveness. It can make things up ('hallucinate') and distort reality by producing fake news. News consumers can only take steps to address this if they are aware that AI has been used in the creation of news programming. With this knowledge, for example, they would be able to cross-check news programming generated by AI with news not generated by AI, for the purposes of verification.
- Not knowing where AI gets its information, which makes it hard to tell if the data is accurate, biased, or from unreliable sources.
- People make decisions and form opinions based on the news they read. That's why it is important to make sure the news is accurate.

A few participants said it would not be important for them to know whether AI has been used in the creation of news programming they consume, as long as the content itself was true, while a few others said it would depend on specifically which AI was being used.

On the other hand, some said that knowing AI has been used in content creation would affect their habits when it comes to watching news. A few said they did not know to what extent knowing this would be important to them because they know so little about AI.

Only a few participants indicated that they have encountered news programming they suspect was generated by AI, and in one instance this involved a newscaster providing an example of how AI could be used to generate a deepfake.

Impact of AI on news programming

There was a widespread impression that AI could have an impact on the quality and reliability of news programming, with a few participants specifying that this would depend on what it was used for and the intelligence of those using it. Other perceived impacts of AI were more likely to be negative than positive and included the following:

- No longer being able to recognize journalistic professionalism or recognize the style of specific journalists.
- Less diversity/variety in news programming.

- Less critical thinking informing news programming.
- Loss of jobs.
- Dependence on AI resulting in the loss of the ability to make news without relying on it.
- Poor choices and decisions, to the extent that they might be based on fake or inaccurate news.

On the optimistic side, it was recognized that AI is a powerful tool that can be useful if properly regulated. For example, if based on accurate information, AI could get news out faster, including warnings and bulletins, as well as pull together useful statistical data.

5. Conclusions

This research study was designed to assess Canadians' views on audiovisual Canadian programming and news, in preparation for developing new policies following amendments to the *Broadcasting Act*. What follows below is a brief discussion of the findings from both components of the research as they relate to the study objectives.

The value of Canadian content:

A key goal of this research was to understand how people value Canadian programming. Most survey respondents agreed that it's important for Canadian programming to reflect Canadian culture. To understand why, focus group participants offered some insights. They explained that watching Canadian programming gives them a sense of pride and connection. They appreciate it for its quality, diversity, and relatability in representing Canadians, Québécois, or Francophone-Canadians. While Canadian programming is valued, country of origin is not important to almost half of surveyed Canadians. To understand this apparent contradiction, focus group participants provided some perspective when asked to explain why they watch Canadian programming. Indeed, the reasons for choosing programming are driven more by its news and entertain value than by elements of Canadian content.

The importance of quality programming:

Quality programming was a key theme in the research. Focus group participants associated it with Canadian programming, cited it as a reason for watching and taking pride in it, and highlighted it as an important factor in what they value most. In the survey, nearly three-quarters of Canadians said overall quality is a top factor in their decision to watch a program. When discussing news coverage, focus group participants prioritized trustworthiness, credibility, reliability, and in-depth reporting—factors that define 'quality' coverage. Similarly, survey respondents overwhelmingly prioritized trustworthiness when choosing Canadian news sources.

The distinctness of Quebec/French-language programming:

Quebec/French-language programming is a unique part of Canadian programming. Francophone focus group participants from Quebec consistently emphasized the distinctly Quebec or French-language dimension of Canadian programming, whether it be in the identification of specific Canadian programs, reasons for feeling pride in Canadian programming, or reasons for feelings of connectedness to Canadian programming. That is not to say that Francophone participants from Quebec do not recognize Canadian programming outside of Quebec—they do. However, they find Canadian programming most meaningful when it comes from Quebec. Similarly, the survey results show that Francophones from Quebec and French OLMC members are more likely than other Canadians to consider a program's country of origin important.

Different views on diversity as it relates to Canadian culture and identity:

Diversity in Canada and Quebec was a key focus in the focus group discussions about whether Canadian programming reflects Canadian culture and values. There was widespread agreement that diversity is a core element of Canada's and Quebec's culture. Based on this, many participants felt that Canadian and Quebec/French-language programming accurately represent Canadian and Quebec culture and values *because* they showcase this diversity. Others, however, believed that this diversity makes it difficult to identify Canadian and Quebec culture or values in a clear and definitive way.

Availability of news between urban and rural areas:

Canadians generally have a positive view of Canadian news, with over three-quarters of survey respondents agreeing they have access to reliable news. However, participants suggested that Canadian news sources could do a better job when it comes to covering issues of relevance to rural and northern communities. While most survey respondents feel local issues are reflected in the news available in their area, those living in rural or northern areas are less likely than Canadians living in urban areas to feel this way. This concern was also shared by some of the focus group participants living outside urban centres, who felt that news coverage often prioritizes larger cities over their communities.

Quality and diversity of Canadian news:

The research highlights the importance of quality news programming, with trustworthiness being a top priority for both survey respondents and focus group participants when selecting Canadian news sources. When asked to assess Canadian news, most survey respondents said they are at least somewhat confident in the accuracy of Canadian news and feel it presents a variety of viewpoints. Half or more believe Canadian news sources report well on different political viewpoints, subject matter reflecting different economic backgrounds and age groups, racialized populations, the 2SLGBTQI+ community, and Indigenous Peoples. However, the coverage of Canadian news sources is seen as weaker when it comes to people with disabilities, OLMCs, and Canadians living in remote and rural communities.

Appendix

1. Technical specifications

1.1 Online survey

The following specifications applied to the survey:

- An online survey was administered to 1,226 Canadians, 16 years of age and older, who consume video programming and news at least once a week. To ensure sufficient sample sizes of OLMCs in both official languages as well as Canadians in rural and Northern communities, oversamples were included in the sample design—specifically, an additional 100 surveys were completed with each population. In total, 174 surveys were completed with OLMCs, and 147 surveys were completed with Canadians living in rural and Northern communities. A profile of the survey respondents can be found in this [table](#).
- Overall, the average survey length was 12.1 minutes with a median of 10.8 minutes.
- Based on a sample of this size, the overall results can be considered accurate within $\pm 2.8\%$, 19 times out of 20.
- The sample was drawn from Advanis' proprietary General Population Random Sample (GPRS) which has been developed using probability-based recruitment. This panel of more than 600,000 individuals can be considered representative of the general public in Canada.
- A pre-test was conducted on November 12, 2024, with 21 individuals. Seven surveys were completed in French and the rest in English. The average length of the survey was 16 minutes. On November 13 and 14, changes to the questionnaire were implemented to reduce the survey length (the target length was 10 minutes). Changes involved the removal of questions only; there were no changes to the wording or structure of any questions. As a result, the pre-test data were retained as part of the final survey data.
- The fieldwork began in full on November 15 and was completed December 5, 2024.
- The fieldwork was conducted by Advanis using a phone-to-web methodology (which is standard for all surveys administered to GPRS panellists). All survey respondents were called at least once over the telephone. On contact, panellists they were asked if they would be willing to participate in the survey and (upon agreement) they were sent the survey invitation either by SMS or email (the method is based on the panelist's preference which is established with they join the panel). Two reminders were issued to those who had not responded to the survey. Reminders were sent three days apart.
- In total, 8,058 panellists were recruited to participant in the survey, and 1,226 panellists completed the survey.
- The response rate was 20%. The response rate was calculated as follows:

	Total (n)
Total phone numbers attempted = I + U + IS + R	8,058
Out-of-scope - Invalid (I)	727
Unresolved (U)	1,234

	Total (n)
No answer/answering machine/busy	1,234
In-scope - Non-responding (IS)	4,600
Language problem, illness, incapable	5
Selected respondent not available	6
Household refusal	281
Respondent refusal	4,286
Qualified respondent break-off/partial complete	22
In-scope - Responding units (R)	1,497
Completed the survey	1,226
Terminate, prefer not provide province/territory or gender	37
Terminate, not 16 years of age	14
Terminate, does not watch video programming or news	35
Terminate, participated in a Government of Canada survey in the last 30 days	185
Response rate = R / (U + IS + R)	20.4%

- The survey data have been weighted by age, gender and region using population figures from Statistics Canada's 2021 census data. The tables below present the unweighted and weighted proportions for the variables used to create the weights.

Variable	% Unweighted	% Weighted
Gender		
Man	52%	49%
Woman	48%	51%
Region¹²		
Atlantic Canada	7%	6%
Quebec	26%	24%
Ontario	38%	39%
Prairies	15%	17%
British Columbia	14%	15%
Age		
16-34	19%	28%
35-54	32%	31%
55-64	20%	17%
65+	29%	23%

- A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. The survey sample (the unweighted percentages in the tables above) very closely mirrors the distribution of the population by gender and region (the weighted percentages in the tables above). Differences are evident for age,

¹² The Territories have been incorporated in the regional groupings as follows: Nunavut in Ontario; the Northwest Territories in the Prairies; and the Yukon in British Columbia. This was done because the sample sizes were not large enough to create a separate category for weighting purposes.

however, which is often the case for surveys of the general public—specifically, the survey underrepresented younger Canadians. This was corrected by weighting.

1.2 Focus groups

The following specifications applied to the survey:

- A set of eight online focus groups was conducted with Canadians aged 18+ as follows: two groups with Canadians living in urban areas, two groups with Canadians living in a rural area¹³ or the Territories, two groups with members of OLMCs, and two groups with members of equity-deserving groups¹⁴. One group with each population was conducted in French and one group was conducted in English.
- The table below presents the distribution of the focus groups:

Day 1 [Pre-test]	Day 2	Day 3	Day 4	Day 5
Group 1:	Group 2:	Group 4:	Group 6:	Group 7:
English-language Canadians living in urban area 7:00 pm Eastern	English-language OLMCs 6:00 pm Eastern	English-language equity-deserving groups 7:00 pm Eastern	English-language Canadians living in rural area and in the North 8:00 pm Eastern	French-language equity-deserving groups 5:00 pm Eastern
	Group 3:	Group 5:		Group 8:
	French-language Canadians living in rural area and in the North 8:00 pm Eastern	French-language Canadians living in urban area 6:00 pm Eastern		French-language OLMCs 7:00 pm Eastern

- Recruitment adhered to the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research*. Participants were recruited by telephone and online methods using CRC Research's opt-in database of 450,000 adults aged 18+ as well as Advanis' proprietary General Population Random Sample (GPRS) of more than 600,000 Canadians.
- The identity of the client was revealed (i.e., the CRTC) during recruitment. All individuals recruited were fluent in the language in which the focus group was conducted.
- Ten individuals were recruited for each group, with the expectation that seven to eight would attend the session. In total, 63 individuals took part in this research.
- All groups included a mix of participants by age (within the recruitment parameters), education, and frequency of watching video or news programming. A profile of the participants can be found in this [table](#).
- The platform used to conduct the focus group sessions was Zoom webinar.

¹³ Rural was determined by postal; anyone residing in an area with a "0" as the second digit of their forward sortation area (FSA) was eligible. will be determined by FSA.

¹⁴ Equity-deserving groups included Black and other racialized persons, people who identify as 2SLGBTQI+, women, and persons with disabilities.

- The fieldwork took place between November 13 to 21, 2024. The first focus group (held November 13, 2024, with English-language Canadians living in urban areas) was treated as a pretest of the moderator's guide. Following the pretest, several questions were removed to streamline the moderator's guide.
- All participants were paid an honorarium of \$125 to thank them for taking part in the research.
- The data analysis included a review of the video-recordings of each session, the transcripts, as well as the notes taken by the moderators during each session. First, common words and concepts in the videos, transcripts and notes were identified for each area of investigation. Following the content analysis, the same approach was used to identify patterns or broader themes in the qualitative data. Unlike the content analysis, however, the moderators were looking for patterns across questions and by audience. The intent was to find similarities (majority views) and differences (minority views) in the data. No data analytical software was used as part of this analysis. All data were reviewed and analyzed by members of the research team.

2. Profile of research participants

The tables in this section present profiles of the research participants.

2.1 Online survey

Province/Territory	Weighted percentage of the survey sample
Alberta	9%
British Columbia	15%
Manitoba	5%
New Brunswick	2%
Newfoundland and Labrador	1%
Nova Scotia	3%
Ontario	39%
Prince Edward Island	1%
Quebec	18%
Saskatchewan	3%
Territories	<1%
No response	6%

Age	Weighted percentage of the survey sample
16 to 24 years old	5%
25 to 34 years old	24%
35 to 54 years old	31%
55 years old or older	40%

Education	Weighted percentage of the survey sample
Elementary school or less	1%
Secondary school	6%
Some post secondary	8%

College, vocational or trade school	26%
Undergraduate university program	28%
Graduate or professional university program	30%
No response	2%

Household income	Weighted percentage of the survey sample
Under \$20,000	4%
\$20,000 to just under \$40,000	6%
\$40,000 to just under \$60,000	10%
\$60,000 to just under \$80,000	12%
\$80,000 to just under \$100,000	14%
\$100,000 to just under \$150,000	23%
\$150,000 and above	22%
No response	9%

Disability	Weighted percentage of the survey sample
No disability	82%
Living with a disability	17%
No response	2%

Indigenous person	Weighted percentage of the survey sample
Indigenous	3%
Non-Indigenous	96%
No response	2%

Language spoken at home	Weighted percentage of the survey sample
English	76%
French	25%
Other languages	7%

*Multiple responses accepted

Official language minority community	Weighted percentage of the survey sample
OLMC	14%
Non-OLMC	85%
No response	1%

Location	Weighted percentage of the survey sample
Urban	89%
Rural and north	11%

Racialized communities	Weighted percentage of the survey sample
Racialized	15%
Non-racialized	81%
No response	4%

2SLGBTQI+ community	Weighted percentage of the survey sample
2SLGBTQI+	14%

Not 2SLGBTQI+	84%
No response	2%

2.2 Focus groups

Region	Number of focus group participants
West and Territories	14
Ontario	9
Quebec	30
Atlantic	10

Location	Number of focus group participants
Rural	16
Urban	47

Age	Number of focus group participants
18 to 24	3
25 to 34	9
35 to 44	7
45 to 54	16
55 to 64	18
65+	10

Gender	Number of focus group participants
Man	30
Woman	33

Education	Number of focus group participants
High school or less	3
College	21
Trades	3
Some university	3
Bachelor's degree	19
Post graduate degree	14

Equity-deserving groups	Number of focus group participants
Racialized	11
Disability	8
2SLGBTQI+	3
OLMC (English)	7
OLMC (French)	9

3. Research instruments

3.1 Online survey

Survey Introduction Page

Thank you for agreeing to take part in this short survey being conducted on behalf of the Canadian Radio-television and Telecommunications Commission (CRTC) by Phoenix Strategic Perspectives (Phoenix SPI). Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

This survey is designed to collect information on issues related to entertainment and news programming in Canada. The survey should take no more than 10 minutes to complete and will be kept completely confidential. The information provided will be administered according to the requirements of the Privacy Act. Your responses will not be used to identify you, and none of your opinions will be attributed to you personally in any way. To view Phoenix SPI's privacy policy, click <here>.

This survey is registered with the Canadian Research Insights Council's Research Verification Service. The project verification code is INSERT. Click <here> to verify the legitimacy of this survey.

The survey conforms with the Web Content Accessibility Guidelines designed to ensure websites and digital content are more accessible for people with disabilities. Should you require an alternate method of completing this survey, please click <here> to contact us.

Screening questions

S1. In which year were you born?

01. Year:

02. Prefer not to answer [SKIP TO S3]

S2. [IF S1=2008] Are you at least 16 years of age?

01. Yes

02. No [THANK AND TERMINATE]

03. Prefer not to answer [THANK AND TERMINATE]

S3. [IF S1=02] In which age category do you belong?

01. Less than 16 years old [THANK AND TERMINATE]

02. 16 to 17

03. 18 to 24

04. 25 to 34

05. 35 to 44

06. 45 to 54

07. 55 to 64

08. 65 or older

09. Prefer not to answer [THANK AND TERMINATE]

S4. Which of the following do you do at least once a week?

- a) Watch entertainment programming, which includes video programming on cable or satellite services (television channels) or on streaming services like Netflix or Crave.
- b) Consume news from any media, including TV services, online news sites or apps, social media, radio or newspapers.

01. Yes [IF YES TO BOTH, CONTINUE]

02. None [THANK AND TERMINATE]

03. Prefer not to answer [THANK AND TERMINATE]

S5. Are you a member of an Official Language Minority Community (OLMC)? This refers to a community of people whose Official language spoken at home is not the majority language spoken in their province or territory (e.g., English speaker who resides in Quebec, or a French speaker who resides outside of Quebec).

01. No

02. Yes, I reside in Quebec and speak English at home [CODE AS OLMC FOR QUOTAS]

03. Yes, I reside outside of Quebec and speak French at home [CODE AS OLMC FOR QUOTAS]

04. Prefer not to answer

S6. What are the first 3 characters of your postal code?

01. FSA/First 3 characters: _____ [IF 2ND DIGIT IS '0', CODE AS RURAL FOR QUOTAS]

02. Can't recall

03. Prefer not to answer

S7. In the previous 30 days, have you participated in any of the following?

Select all that apply

01. A Government of Canada survey [THANK AND TERMINATE]

02. A survey on news or video entertainment programming [THANK AND TERMINATE]

03. None of the above [CONTINUE]

S8. In which province or territory do you currently live?

01. Alberta

02. British Columbia

03. Manitoba

04. New Brunswick

05. Newfoundland and Labrador

06. Northwest Territories

07. Nova Scotia

08. Nunavut

09. Ontario

10. Prince Edward Island

11. Quebec [VALIDATE S5. IF S5=02, S9 MUST=11; IF S5=03, S9 MUST ≠11]

12. Saskatchewan

13. Yukon

14. Prefer not to answer [THANK AND TERMINATE]

S9. By which gender do you identify?

- 01. Man
- 02. Woman
- 03. I identify as another gender
- 04. Prefer not to answer [THANK AND TERMINATE]

Media Habits

1. How do you typically access video programming?

Select all that apply

- 01. Cable or satellite TV service (e.g., tv channels)
- 02. Streaming services (e.g., Netflix, Disney+, Crave)
- 03. Services whose primary function is hosting and facilitating the sharing of user-generated content (e.g., Tik Tok, You Tube)
- 04. Other

2. How often do you watch video programming in a typical day? This includes video programming on cable or satellite TV services or online streaming services, like Disney+.

- 01. Never
- 02. Less than 1 hour
- 03. 1-3 hours
- 04. More than 3 hours
- 05. I don't know

3. What type of video programming do you primarily watch?

Select all that apply

- 01. News
- 02. Movies
- 03. Drama and comedy programs (e.g., series and sitcoms)
- 04. Sports
- 05. Documentaries
- 06. Other (please specify)

4. How important is it for you to stay informed through the news?

- 01. Very important
- 02. Somewhat important
- 03. Not very important
- 04. Not at all important
- 05. I don't know

Canadian Programming

Canadian video programming refers to media productions, such as films, series and sitcoms, and videos, that are created in Canada or by Canadians.

This next set of questions focuses on Canadian video programming available through cable or satellite subscriptions or online streaming services, like Apple TV.

5. Can you identify Canadian programming when looking for something to watch on cable, satellite or online streaming services?

01. Yes

02. No

03. I don't know

6. How important to you, if at all, is a program's country of origin? "Country of origin" refers to where the video programming, such as a film, series, sitcom, or video, was created or produced.

01. Very important

02. Somewhat important

03. Not very important

04. Not at all important

05. I don't know

7. How do you identify Canadian programming?

Select all that apply

01. The stories are set in a Canadian location

02. The actors are Canadian

03. The people behind the camera are Canadians

04. It's based on a Canadian story

05. The programming reflects Canadian realities

06. Other (please specify)

07. I don't know

8. What factors influence your decision to watch video programming?

Select all that apply

01. Cultural Relevance

02. Genre preference

03. Recommendation

04. Diversity of Content

05. Accessibility

06. Language of Content

07. Entertainment Value

08. Overall quality

09. Other (please specify)

10. I don't know

9. How often do you watch Canadian programming?

01. Frequently

- 02. Occasionally
- 03. Rarely
- 04. Never [SKIP TO Q12]
- 05. I don't know

10. [ASK IF Q9 = 01-03, 05] What type(s) of Canadian programming matters to you the most?

Select up to 3 responses

- 01. News and Current Affairs
- 02. Documentaries on Canadian topics
- 03. Canadian comedies, drama series or fictional stories (e.g., movies, series, and sitcoms)
- 04. Canadian Sports
- 05. Programming that reflects a diversity of Canadians
- 06. Indigenous stories and perspectives
- 07. Other (please specify)
- 08. I don't know

11. How do you discover new Canadian programming to watch?

Select all that apply

- 01. Suggestions from friends and family
- 02. Suggestions and advertisements from the tv channels and streaming services I watch
- 03. Articles or segments in news programming
- 04. Social media
- 05. Other (please specify)

12. How important is it to you that Canadian programming reflects Canadian culture and identity?

- 01. Very important
- 02. Somewhat important
- 03. Not very important
- 04. Not at all important
- 05. I don't know

Part of CRTC's role is to ensure that creators receive the necessary support so that they can create their stories and have them distributed both in Canada and abroad. At the same time, the CRTC ensures that Canadians have access to diverse programming that meets their needs and interests.

13. Considering this, how important to you are each of the following priorities?

ROTATE ITEMS

- a) Canadian jobs in the entertainment industry
- b) Ensuring Canadians have creative control of their productions
- c) Ensuring Canadians have financial control of their productions
- d) Highlighting Canadian culture and identity

- e) Filming in Canada
- f) Promoting diversity
- g) Cultivating a sense of shared Canadian identity
- h) Ensuring Canadian programming is well funded

RESPONSE OPTIONS

- 01. Very important
- 02. Somewhat important
- 03. Not very important
- 04. Not at all important
- 05. I don't know

14. [DISPLAY THE ITEMS RATED A '1' OR '2' AT Q13] Which of these priorities do you consider most important?

Select up to 3 responses

SHOW ITEMS IDENTIFIED AT Q13

- 01. Canadian jobs in the entertainment industry
- 02. Ensuring Canadians have creative control of their productions
- 03. Ensuring Canadians have financial control of their productions
- 04. Highlighting Canadian culture and identity
- 05. Filming in Canada
- 06. Promoting diversity
- 07. Cultivating a sense of shared Canadian identity
- 08. Ensuring Canadian programming is well funded
- 09. I don't know

News

The focus of this next set of questions is on audio and video news content consumed through any platform, including TV cable and satellite services, online news sites or apps, social media, or radio.

15. What type of news or which news subjects are you most interested in?

Select up to 3 responses

- 01. Local news
- 02. National news
- 03. International news
- 04. Entertainment and arts news
- 05. Sports news
- 06. Business news
- 07. Economic news
- 08. Other (please specify)

16. In your opinion, how well do Canadian news sources represent or report on the following?

[ROTATE ITEMS]

- a) Indigenous Peoples
- b) People with disabilities

- c) Canadians living in remote and rural communities
- d) Members of the 2SLGBTQI+ community
- e) Members of racialized populations
- f) Official Language Minority Communities (OLMCs)*
- g) A variety of political views
- h) Subject matter important to different age groups
- i) Subject matter that reflects Canadians from different economic backgrounds

*OLMCs refers to a community of people whose Official language spoken at home is not the majority language spoken in their province or territory-

RESPONSE OPTIONS

- 01. Very well
- 02. Somewhat well
- 03. Not very well
- 04. Not at all well
- 05. I don't know

17. How often do you consume Canadian news?

- 01. Daily
- 02. Several times a week
- 03. Once a week
- 04. Rarely

18. Which sources do you use most often to consume Canadian news?

Select up to 3 responses

- 01. Cable or satellite TV service (channels like CBC, CTV, Global News, etc.)
- 02. Online news websites/apps
- 03. Social media
- 04. Podcasts
- 05. Radio
- 06. Print newspapers
- 07. Other (please specify)

19. What are your top priorities when it comes to selecting Canadian news sources?

Select up to 3 responses

- 01. Trustworthiness
- 02. Local/regional focus
- 03. Timeliness
- 04. Ease of access
- 05. User-friendliness
- 06. Other (please specify)
- 07. I don't know

20. To what extent do you agree or disagree with the following statements about Canadian news?

[ROTATE ITEMS]

- a) I can differentiate between reliable and unreliable news sources.
- b) It's important that a news source provides a balance between local, national, and international coverage.
- c) My local issues are reflected in the news available in my area.
- d) I have access to reliable news.
- e) The news I have access to presents a variety of viewpoints.

RESPONSE OPTIONS

- 01. Strongly agree
- 02. Somewhat agree
- 03. Neither agree nor disagree
- 04. Somewhat disagree
- 05. Strongly disagree
- 06. I don't know

21. Do you feel confident that you can identify misinformation or fake news?

- 01. Very confident
- 02. Somewhat confident
- 03. Not very confident
- 04. Not at all confident
- 05. I don't know

22. All things considered, how confident are you in the accuracy of the news you consume from Canadian sources?

- 01. Very confident
- 02. Somewhat confident
- 03. Not very confident
- 04. Not at all confident
- 05. I don't know

Demographics

We have a couple of final questions for statistical classification purposes. Be assured that your responses will be held in strict confidence.

D1. What is the highest level of formal education that you have completed to date?

- 01. Elementary school or less
- 02. Secondary school
- 03. Some post secondary
- 04. College, vocational or trade school
- 05. Undergraduate university program
- 06. Graduate or professional university program
- 07. Prefer not to answer

D2. Which of the following categories best describes your total household income last year, before taxes, from all sources for all household members?

- 01. Under \$20,000
- 02. \$20,000 to just under \$40,000
- 03. \$40,000 to just under \$60,000
- 04. \$60,000 to just under \$80,000
- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above
- 08. Prefer not to answer

D3. What language do you speak most often at home?

Select all that apply

- 01. English
- 02. French
- 03. Other
- 04. Prefer not to answer

D4. Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory, or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).

- 01. Yes
- 02. No
- 03. Don't know
- 04. Prefer not to answer

D5. Are you First Nations, Métis, or Inuk (Inuit)?

- 01. No, not an Indigenous person
- 02. Yes, First Nations
- 03. Yes, Metis
- 04. Yes, Inuk (Inuit)
- 05. Prefer not to answer

D6. [SKIP IF D5=02-04] What is your racial background? [02 THROUGH 10 = CODE AS RACIALIZED]

- 01. Caucasian or White
- 02. South Asian (e.g., Indian, Pakistani, Sri Lankan, Bangladeshi, etc.)
- 03. East Asian (e.g., Chinese, Korean, Japanese, Taiwanese, etc.)
- 04. Southeast Asian (e.g., Filipino, Vietnamese, Cambodian, Indonesian, etc.)
- 05. Middle Eastern, West and Central Asian (e.g., Israeli, Iranian, Lebanese, Afghan, Palestinian, etc.)
- 06. North African (e.g., Egyptian, Moroccan, Algerian, etc.)
- 07. Black Caribbean (e.g., Jamaican, Haitian, Trinidadian/Tobagonian, etc.)
- 08. Black African (e.g., Nigerian, Ethiopian, Congolese, etc.)
- 09. Latinx (e.g., Colombian, Salvadorian, Peruvian, etc.)
- 10. Multiracial, please specify: _____
- 11. Prefer not to answer

D7. Do you identify as part of the 2SLGBTQI+ community?

- 01. Yes
- 02. No
- 03. Don't know
- 04. Prefer not to answer

Closing page

That concludes the survey. This survey was conducted on behalf of the CRTC. In the coming months, a report with the findings from this study will be available to the public on the Library and Archives Canada website ([Library and Archives Canada](#)). Thank you very much for taking part. Your participation is appreciated.

3.2 Focus group recruitment screener

INTRODUCTION

Hello/Bonjour, my name is [INSERT]. I'm calling from Phoenix Strategic Perspectives, a Canadian public opinion research firm. Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?

Intro1. Language:

01. English
02. French

[RECRUITER NOTE: FOR ENGLISH GROUPS, IF THE INDIVIDUAL WOULD PREFER TO CONTINUE IN FRENCH, PLEASE CONTINUE IN FRENCH AND RECRUIT FOR THE FRENCH GROUPS. FOR THE FRENCH GROUPS, IF THE INDIVIDUAL WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE CONTINUE IN ENGLISH AND RECRUIT FOR AN OPEN ENGLISH GROUP. FOR GROUPS OUTSIDE OF ONTARIO/THE EASTERN TIME ZONE, FIRST CONFIRM THAT THE SESSION TIME IS ACCEPTABLE.]

Intro2. We are organizing a series of discussion groups on issues of importance to Canadians, on behalf of the CRTC, a Federal Agency. We are looking for people aged 18 and older who would be willing to participate in an online discussion group. Are you at least 18 years of age?

01. No [ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD WHO IS 18+]
 - a. If there is someone else, ask to speak to the individual.
 - i. Repeat [Introduction](#).
 - b. If not available, schedule a call-back.
02. Yes [CONTINUE]

Intro3. Do you identify....

- a. ...with a racialized population group? Racialized groups include, among others, South Asian, Chinese, Black, Filipino, Arab, Latin American, Southeast Asian, West Asian, Korean and Japanese.
- b. ...as a person with a disability?
- c. ...as part of the 2SLGBTQI+ community?

01. No [ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD WHO IS 18+ AND IDENTIFIES WITH ONE OF THESE EQUITY-DESERVING GROUPS]
 - a. If there is someone else, ask to speak to the individual.
 - i. Repeat [Introduction](#).
 - b. If not available, schedule a call-back.
 - c. If there is no-one else, CONTINUE to **Intro4**.
02. Yes [ELIGIBLE FOR GROUP 4 (ENGLISH) OR GROUP 7 (FRENCH); GO TO [INFORMATION](#)]
03. Prefer not to answer [CONTINUE to **Intro4**]

IF ASKED FOR MORE INFORMATION ABOUT THE FOCUS GROUP, PLEASE GO TO [INFORMATION AND THEN RETURN TO THE INTRO QUESTIONS](#).

Intro4. Are you a member of an official language minority community? This refers to a community of people whose preferred language, French or English, is not the majority language spoken in their province or territory.

01. No [CONTINUE]

04. Yes, I am an English speaker who resides in Quebec. [ELIGIBLE FOR GROUP 2; GO TO [INFORMATION](#)]

05. Yes, I am a French speaker who resides outside of Quebec. [ELIGIBLE FOR GROUP 8; GO TO [INFORMATION](#)]

06. Prefer not to answer [CONTINUE]

Intro5. What are the first 3 characters of your postal code?

07. FSA/1st 3 characters: _____ [IF 2ND DIGIT IS '0', ELIGIBLE FOR GROUP 3 OR GROUP 6]

08. Can't recall [CONTINUE]

03. Prefer not to answer [CONTINUE]

INFORMATION

The online focus groups are being conducted on behalf of the CRTC, an agency of the federal government, to collect input from Canadians on video and news content. Participation is completely voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The information collected will be used for research purposes only and handled according to the [Privacy Act* of Canada](#). The format is an online discussion with up to 8 participants led by a research professional from Phoenix Strategic Perspectives. All opinions will remain anonymous, and views will be grouped together to ensure that no individual can be identified. Those who participate will receive a cash gift to thank them for their time.

May I continue?

01. Yes [GO TO [Q1](#)]

02. [No](#)** [THANK AND TERMINATE]

RECRUITER NOTES:

- A. *IF ASKED: The personal information you provide is governed in accordance with the *Privacy Act* and will not be linked with your name on any document, including the consent form. In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner of Canada if you think your personal information has been handled improperly. The final report, written by Phoenix Strategic Perspectives, will be available to the public on the Library and Archives Canada website (www.bac-lac.gc.ca/).
- B. **IF A POTENTIAL PARTICIPANT INDICATES THAT PARTICIPATING ONLINE IS NOT POSSIBLE, SAY: Thank you for letting us know. You yourself do not need to have a computer and internet connection to participate. If you have a friend or family member who could provide you with access to a computer, a high-speed Internet connection, and a Webcam for the online session, you would be able to participate. Would this be possible?

- C. IF ANYONE QUESTIONS THE VALIDITY OF THE RESEARCH, INVITE THEM TO GO ONLINE TO THE CANADIAN RESEARCH INSIGHT COUNCIL RESEARCH VERIFICATION SERVICE AND ENTER PROJECT NUMBER: 20241008-PH322.

EN: <https://www.canadianresearchinsightscouncil.ca/rvs/home/>

FR: <https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr>

QUESTIONS

The focus group will take place online on the (INSERT DATE/TIME) and will last up to **an hour and a half (1.5 hours)**.

23. Would you be interested in taking part in this study?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
24. Before we invite you to attend, I need to ask you a few questions to ensure that we get a good mix of participants. This will take 5 minutes. May I continue?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
25. Do you watch entertainment programming at least once a week? This includes TV programming on cable or satellite TV services, streaming services, or online platforms, like YouTube.
- 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]
26. How often do you consume news? This can be on any media, including, for example, TV services, online news sites or apps, social media, radio or newspapers.
- 01. Daily
 - 02. Several times a week
 - 03. Once a week
 - 04. Rarely [THANK AND TERMINATE]
 - 05. Never [THANK AND TERMINATE]
 - 06. Prefer not to answer [THANK AND TERMINATE]
27. The focus groups are going to be online sessions held over the Internet. Participants will need to have access to a computer, a high-speed Internet connection, and a Webcam to participate in the group. The Webcam will need to be turned on for the duration of the session. Would you be able to participate under these conditions?
- 01. Yes
 - 02. No [THANK AND TERMINATE]
 - 03. Prefer not to answer [THANK AND TERMINATE]
28. We've been asked to speak to participants of all different ages. May I have your age, please? [RECRUIT A MIX IN EACH GROUP]
- 01. 18 to 24

02. 25 to 34
 03. 35 to 44
 04. 45 to 54
 05. 55 to 64
 06. 65 or older
 07. Prefer not to answer [THANK AND TERMINATE]
29. In which province or territory do you live? This information is needed to make sure you are assigned to a focus group that takes place in your time zone. [DO NOT READ LIST] [RECRUIT A MIX IN EACH GROUP]
01. British Columbia
 02. Alberta
 03. Saskatchewan
 04. Manitoba
 05. Ontario
 06. Quebec
 07. New Brunswick
 08. Nova Scotia
 09. Prince Edward Island
 10. Newfoundland and Labrador [ELIGIBLE FOR GROUP 3 OR GROUP 6]
 11. Yukon [ELIGIBLE FOR GROUP 3 OR GROUP 6]
 12. Northwest Territories [ELIGIBLE FOR GROUP 3 OR GROUP 6]
 13. Nunavut [ELIGIBLE FOR GROUP 3 OR GROUP 6]
 14. Prefer not to answer [THANK AND TERMINATE]
30. Which gender do you identify as? [RECRUIT A MIX IN EACH GROUP]
01. Man
 02. Woman
 03. Other; please specify _____
 04. Prefer not to answer [THANK AND TERMINATE]
31. What is the highest level of formal education that you have completed? [RECRUIT A MIX IN EACH GROUP]
01. Less than a high school diploma or equivalent
 02. High school diploma or equivalent
 03. Registered apprenticeship or other trades certificate or diploma
 04. College, CEGEP or other non-university certificate or diploma
 05. University certificate or diploma below bachelor's level
 06. Bachelor's degree
 07. Post graduate degree above bachelor's level
 08. Prefer not to answer [THANK AND TERMINATE]
32. Are you an Indigenous person, that is to say, First Nations, Métis, or Inuk (Inuit)?
01. No, not an Indigenous person
 02. Yes, First Nations
 03. Yes, Metis
 04. Yes, Inuk (Inuit)

05. Prefer not to answer

PARTICIPATION AND CONSENT

33. Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received an honorarium for your participation?

- 01. Yes
- 02. No [GO TO [Q15](#)]
- 03. Prefer not to answer [THANK AND TERMINATE]

34. [IF Q11=01] When did you last attend one of these discussion groups or interviews?

- 01. Within the last 6 months [THANK AND TERMINATE]
- 02. Over 6 months ago
- 03. Prefer not to answer [THANK AND TERMINATE]

35. [IF Q12=02] Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

RECORD: _____ [TERMINATE IF RELATED TO MEDIA]

36. How many discussion groups have you attended in the past 5 years?

- 01. Fewer than 5
- 02. 5 or more [THANK AND TERMINATE]
- 03. Prefer not to answer [THANK AND TERMINATE]

37. The discussion group will be recorded. The recordings will be used only by the research professional to assist in preparing a report on the findings, and they will be destroyed once the report is final. Do you agree to be recorded for research purposes only?

- 01. Yes [GO TO [Q16](#)]
- 02. No
- 03. Prefer not to answer

38. [IF Q15=02 OR 03] It is necessary for the analysis process for us to record the session, as the moderator needs this material to complete the report. The recordings will be used only by the research firm to assist with writing the report and will not be shared. Now that I've explained this, do I have your permission for recording?

- 01. Yes
- 02. No [THANK AND TERMINATE]
- 03. Prefer not to answer [THANK AND TERMINATE]

39. Representatives from the CRTC may observe the groups. They will not take part in the discussion. They will be attending to hear your opinions firsthand, although they may take their own notes and confer with the moderator to discuss additional questions to ask the group. Do you agree to be observed by employees of the CRTC?

- 01. Yes
- 02. No [THANK AND TERMINATE]
- 03. Prefer not to answer [THANK AND TERMINATE]

40. We will provide the focus group moderator with a list of participants' names so that they can sign you into the group. We will provide your first name and the first letter of your last name, as well as your responses to this questionnaire. Do we have your permission to do this? I assure you it will be kept strictly confidential.

01. Yes [GO TO [INVITATION TO PARTICIPATE](#)]

02. No

03. Prefer not to answer

41. [IF Q18=02 OR 03] We need to provide the focus group moderator with the names of the people attending the focus group because only the individuals invited are allowed in the session and the moderator must have this information for verification purposes. Only your first name will be visible when you join the focus group session. Now that I've explained this, do I have your permission to provide your name and profile to the moderator?

01. Yes

02. No [THANK AND TERMINATE]

03. Prefer not to answer [THANK AND TERMINATE]

INVITATION TO PARTICIPATE

You qualify to participate in one of our virtual discussion groups. The discussion will be led by a researcher from the public opinion research firm, Phoenix Strategic Perspectives. The group will take place on [DAY OF WEEK], [DATE], at [TIME], and will last **an hour and a half (1.5 hours)**. If you participate, you will receive an honorarium of **\$125** for your time.

42. Are you willing to attend?

01. Yes

02. No [THANK AND TERMINATE]

03. Prefer not to answer [THANK AND TERMINATE]

43. May I have your email address so that we can also send you an email message with the information you will need about the focus group?

ENTER EMAIL ADDRESS: _____

Information regarding how to participate will be sent to you by email in the coming days. The email will come from Phoenix SPI and the address will be research@phoenixspi.ca. You will be asked to log in to the online session 10 minutes prior to the start time. **If you do not log in on time, you may not be able to participate and you will not receive an honorarium.**

As we are inviting only a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call us so that we can find someone to replace you. You can reach us at [INSERT NUMBER] at our office. Please ask for [INSERT NAME].

Someone will call you the day before to remind you about the session. Will you please confirm your name and contact information for me?

Thank you very much for your time and willingness to participate in this research.

3.3 Focus group moderator's guide

Introduction: 5 minutes

→ Introduce moderator/firm and welcome participants to the focus group.

TECHNICAL CHECK; CONFIRM SOUND AND VIDEO QUALITY.

- Thank you for attending/we value you being here.
- Tonight, we're conducting research on behalf of the Canadian Radio-television and Telecommunications Commission, or the CRTC, to discuss video entertainment and news programming. The CRTC would like your input on Canadian video programming and news before it develops new policies following changes to the *Broadcasting Act*.
- The discussion will last up to 90 minutes.
- I'd like you to leave your camera on for the duration of the session. Cameras turning on and off is distracting.

→ Describe focus groups.

- This is a "virtual" organized discussion.
- My job is to facilitate the discussion, keeping us on the topic and on time.
- Your job is to offer your opinions. There are no right or wrong answers.
- I'd like to hear from everyone, so we have a range of opinions.
- Please be considerate and try not to interrupt others.
- Feel free to use the "raise hand" function to let me know that you'd like to say something.

→ Explanations.

- Comments are treated in confidence.
 - Anything you say during these groups will be kept anonymous.
 - Our report summarizes the findings but will not mention anyone by name.
 - We encourage you to avoid providing any identifiable information about yourself.
 - The final report will be available through the Library and Archives Canada's (www.bac-lac.gc.ca/).
- The session is being recorded on video.
 - Recording is for report writing purposes/to verify feedback.
 - Recordings remain in our possession and will not be released to anyone, even to the Government of Canada, without your written consent.
- There are CRTC employees involved in this project who will be observing tonight's online session.
 - Purpose: to oversee the research process and see your reactions first-hand.
 - They may also take their own notes on tonight's session, but these notes will not mention anyone by name.

→ Any questions?

→ Roundtable introduction: Let's start with everyone introducing themselves, first name only, please.

Context: 15 minutes

When you were recruited for this study, all of you said you watch news and entertainment programming on traditional TV or through online streaming services. I'd like to begin with a few general questions about your viewing habits...

1. What type of programs do you tend to watch? [KEEP BRIEF]

Probe: AS NEEDED:

- Drama and comedy (e.g., series and sitcoms)
- Sports
- Reality TV
- Game shows, variety shows
- Documentaries
- News and current affairs
- Home improvement
- Children's programming (for people who live with children under 16)

2. How do you watch these programs... through an online streaming service, a cable or satellite subscription, or both?

- For those of you who use a streaming service or a Fast Channel, which ones do you subscribe to or watch? PROMPT IF NEEDED: Netflix, Amazon Prime, Disney+, Crave, Pluto, Tubi, Roku, etc.

3. How do you decide what to watch? What influences your choices?

- PROBE: information needed when deciding what to watch. (Examples: suggestions from friends and family, suggestions or advertisements from the services or channels they watch, social media.)

4. Have your habits changed over the past few years when it comes to watching video programming? If so, how, and why?

- PROBE: the factors that contribute to change, including streaming services. (Examples: ease of access, affordability, devices used, types of programming available (i.e., niche content like sports or certain series))

Canadian Programming: 25 minutes

5. When you hear the term "Canadian programming", what comes to mind? What do you see as Canadian programming? MODERATOR: IF NETWORKS ARE MENTIONED (E.G. CBC), RECORD THIS, AND THEN REFOCUS ON TYPES OF PROGRAMMING.

6. How many of you regularly watch Canadian programming? Why is that? Other than news or sports, can anyone name a Canadian show that aired in the last 5 years or so? PROMPT: Shoresy, Schitt's Creek, Paw Patrol, Workin' Moms, Kim's Convenience, etc.

7. How does watching Canadian programming make you feel about your own identity as a Canadian? Does it make you proud to be Canadian?
 - MODERATOR: LISTEN FOR DIFFERENCES BY AUDIENCE (RURAL, OFFICIAL LANGUAGE MINORITY COMMUNITIES, EQUITY-DESERVING GROUPS) AND PROBE AS APPROPRIATE.
8. Generally, what type of programming matters the most to you? What elements in the programming resonate with you?
 - PROBE: cultural elements, actors, stories.
9. Do you feel that Canadian programming accurately represents Canadian culture and values? Why do you say that?
 - MODERATOR: LISTEN FOR DIFFERENCES BY AUDIENCE (RURAL, OFFICIAL LANGUAGE MINORITY COMMUNITIES, EQUITY-DESERVING GROUPS) AND PROBE AS APPROPRIATE.
10. How important is it that the people creating the stories behind the camera have similar experiences to the people whose stories they are telling? For example, people from diverse backgrounds telling stories from their communities.
11. If you were to think about what makes a Canadian program Canadian, what would that include?
 - PROMPT IF NEEDED: Is it that the stories are set in Canadian locations, that the actors are Canadian, that the people behind the camera are Canadians, that it is based on a Canadian story, that Canadians have financial control of the production, or that the programming reflects Canadian realities?

In Canada, creators can get their programming certified as Canadians in order to qualify for tax credits and funding, as well as to meet some regulatory requirement to spend on Canadian programming.

I'm going to post a short description of the main criteria that people use to designate a program as a Canadian program. MODERATOR: POST ON SCREEN. READ IF APPROPRIATE.

1. The producer must be Canadian and must control the production.
 2. Key creators involved in a production must be Canadian (e.g., director, screenwriter, actor, etc.)
 3. At least 75% of the costs spent on a program's production must be spent in Canada.
12. Does anything in the criteria surprise you? If so, what and why? Do you think these criteria are important for designating a program Canadian? Is anything missing in the criteria that you thought would be in there?

News: 30 minutes

Up to this point, we've been talking about all types of programming. I'd now like to focus on news specifically.

13. How often do you consume news in either audio or video format, and through which platforms do you consume it?

- PROMPT IF NEEDED: social media, TV, newspapers, podcasts.

MODERATOR: IF NEWSPAPERS ARE MENTIONED GOING FORWARD, KEEP THE DISCUSSION FOCUSED ON ELECTRONIC MEDIA – AUDIO AND VISUAL.

14. What types of news stories are you most interested in?

- PROMPTS IF NEEDED: politics, local news, national news, international events, health, culture, entertainment, sports news.

15. What are your top priorities when it comes to selecting news coverage?

- PROMPTS IF NEEDED: quality, trustworthiness, local/regional focus, timeliness, ease of access, content, editorial line

16. Turning to local and regional news, is it important that a news source provide a balance between local and national coverage? If so, why?

17. Are your realities and localities reflected in the news available in your area? If so, what are the best sources for local news?

- MODERATOR: LISTEN FOR DIFFERENCES BY AUDIENCES (RURAL, OFFICIAL LANGUAGE MINORITY COMMUNITIES, EQUITY-DESERVING GROUPS) AND PROBE AS APPROPRIATE.

18. Which news sources do you trust the most? Why is that?

19. How do you differentiate between reliable and unreliable news sources? What criteria do you use?

Now we're going to briefly talk about advertorials. I'm going to post a short description so that we have a shared understanding of what we're discussing. MODERATOR: POST ON SCREEN. READ IF APPROPRIATE.

An **advertorial** is a type of advertisement that looks and reads like an article or news story, but its main purpose is to promote a product, service, or brand. It blends "advertisement" with "editorial" which means written content. Advertorials aim to inform and persuade without being overtly promotional.

20. Have you ever come across content that appeared to be news but later felt more like an advertisement? If so, how did this make you feel?

21. How do you differentiate between a news article and an advertorial? What specific elements or signals help you identify the difference?
22. When a news organization publishes advertorial content, does it affect your trust in that news outlet and, if so, how?
23. Should news organizations take measures to help you distinguish between paid content and advertorials? What measures should they take and why?

Artificial Intelligence: 10 minutes

The last thing I'd like to briefly discuss is AI or artificial intelligence and its use in news programming.

24. How familiar are you with the use of AI in news programming?
25. How important is it for you to know whether AI has been used in the creation of content you consume? Why is that? Would it affect your viewing habits?
26. Have you ever encountered news programming that you suspect was generated by AI? If so, do you think AI could have an impact on the quality and reliability of that content? What about other possible impacts of AI?

- PROBE IF NEEDED: Jobs, variety of viewpoints.

Conclusion: 5 minutes

We've covered a lot tonight and I really appreciate you taking the time to share your opinions.

31. Does anyone have any last thoughts or feedback to share with the CRTC about the topic?

On behalf of the CRTC, I would like to thank you for your time and participation today. The honorarium will be available through the recruiter.

You can all log out now. Have a great evening!