



The *Mandate and Vision Perception Survey*

TO:	Board of Directors
MEETING:	June 21-22, 2016
FROM:	Alex Johnston, VP Strategy and Public Affairs
PURPOSE:	Provide a year performance update on the mandate and vision perception survey
DATE:	June 10, 2016

As Canada's national public broadcaster, the establishment of metrics to track and assess the perception of our performance is essential to demonstrate our accountability to Canadians. The mandate and vision perception survey helps demonstrate that CBC/Radio-Canada is fulfilling its mandate under the 1991 *Broadcasting Act* and the vision of *Strategy 2020*.

All of the data reported is based on the perceptions of Canadians via a high-quality, representative survey – the Mission Metrics – conducted by TNS Canada, an independent research firm. The Mission Metrics surveys 4,000 Canadians, twice annually and in both official languages (1,000 Anglophones and 1,000 Francophones in both Fall and Spring).

In order to view the interactive report that has been updated with the latest results of the Mission Metrics survey, please use the following link: <https://goo.gl/4ct2GE>

Highlights of the report:

- For most perception metrics, 2015-2016 results remained stable compared to the previous year's results.
- The top three perception scores show that Canadians strongly agree with the fact that CBC/Radio-Canada's programming is of high quality (68%), is informative (67%) and reflects the regions of Canada (66%).
- Canadians' perception that CBC/Radio-Canada is actively interacting with its audience has grown since the measure was introduced, as more Canadians strongly agree with this indicator. It was 48% in the last survey, up four percentage points since 2013-2014.
- Canadians typically perceive us as a leader in making our programming available on new platforms, but the 2015-2016 strongly agree result saw a decline from 67% to 60% compared to last year (-7 points).