

APPENDIX 2
OLMC SURVEY

Appendix 2 - What do People Living in OLMCs Think of CBC/Radio-Canada's Television and Radio Programming?

At the CRTC's hearing to renew our radio and television licences, CBC/Radio-Canada agreed to provide the CRTC with an annual update summarizing the perceptions of our radio and television services among persons living in Official Language Minority Communities (OLMCs).

The data were collected via two surveys that CBC/Radio-Canada currently conducts each year as part of the measurement framework monitoring our success in implementing *Strategy 2015*. These high-quality tracking surveys are conducted twice a year in November and March via telephone. They utilise a large representative sample of the adult Canadian population (with 1,200 Anglophones and 1,200 Francophones in each wave) and have a high response rate, of at least 25 per cent.

However, even with a sample of 2,400 Anglophones and 2,400 Francophones annually, the number of respondents who live in OLMCs was not large enough to provide data that can be tracked accurately from year to year. As a consequence, starting in Fall 2013, CBC/Radio-Canada has surveyed additional Anglophones and Francophones who live in OLMCs in each wave of the survey, according to the following specifications:

- Gathered an equal number of respondents from each survey wave – about 150 Anglophones and 150 Francophones using at least one of CBC/Radio-Canada's services;
- Defined and selected the OLMC sample using Statistics Canada Census Dissemination Areas. Selected areas where 30% or more of the population speaks the official language as a minority language most often in the home;
- Asked respondents about their usage of each CBC/Radio-Canada service, but only the results for our main television and radio services overall are reported annually; and
- Asked respondents whether they used CBC/Radio-Canada's radio and television services in the past month, and, if so, to what extent they agreed (using a ten-point scale) that the programming:
 - Is of high quality,
 - Is different from that offered by others,
 - Reflects the regions of Canada,
 - Reflects their region,
 - Reflects the multicultural nature of Canada, and
 - Reflects their culture.

In total, the OLMC samples are comprised of 573 respondents (273 Francophones and 300 Anglophones using either CBC/Radio-Canada's main television or radio services). In a survey of this size, the margin of error for Anglophones and Francophones is +/- 5.7%, 19 times out of 20.

The data presented below compare the perceptions of Anglophones and Francophones living in OLMCs with the perceptions of Anglophones living outside Quebec and Francophones living in Quebec.

How do Anglophones Living in OLMCs Feel About the Main Radio and Television Services Provided by CBC?

Eight out of ten Anglophones living in OLMCs either watch CBC Television or listen to CBC Radio One in a typical month (80%), a result in line with what we observed among the Anglophones living outside Quebec (78%).

The vast majority of Anglophones living in OLMCs believe that CBC’s programming offers original, innovative, quality Canadian content that reflects and draws Canadians together. Moreover, for most indicators, Anglophones living in OLMCs tend to have a similar or more positive perception vis-à-vis CBC’s radio and television programming than Anglophones living outside Quebec.

Virtually all Anglophones – whether living in OLMCs or not – recognize the high quality of our programming and its ability to reflect the regions of Canada. Most importantly, Anglophones living in OLMCs feel that CBC’s radio and television programming does a better job reflecting their region than Anglophones living outside Quebec, 76% and 66% respectively. However, the reverse is true with respect to the indicator "reflects my culture" (57% versus 66%).

CBC's Main Television and Radio Programming...*	Anglophones Living in OLMCs	Anglophones Living outside Quebec	Differences (Percentage Points)
Is of high quality	90%	88%	+2
Is different from that offered by others	74%	74%	0
Reflects regions of Canada	91%	88%	+3
Reflects my region	76%	66%	+10
Reflects diversity	85%	83%	+2
Reflects my culture	57%	66%	-9

Source : Mission Metrics (2013-2014)

* Percentage of Anglophones using CBC Television and/or CBC Radio One who agree that the programming is... (i.e. who gave a score of 6 to 10 on a 10-point scale).

Legend

Statistically significant differences:

Lower

Higher

How do Francophones Living in OLMCs Feel About the Main Radio and Television Services Provided by Radio-Canada?

Nearly eight out of ten Francophones living in OLMCs either watch ICI Radio-Canada Télé or listen to ICI Radio-Canada Première in a typical month (76%), a slightly lower result than what we observed among Francophones living in Quebec (85%).

The vast majority of Francophones living in OLMCs believe that Radio-Canada's programming offers original, innovative, quality Canadian content that reflects and draws Canadians together with 71% or more agreeing with each indicator measured.

As with the overall Francophone population, Francophones living in OLMCs tend to have a very positive perception of Radio-Canada's television and radio services. For five of the six indicators measured, results recorded among Francophones living in OLMCs match the very high results recorded by Francophones living in Quebec, while only a small variance is observed for the metric "reflects my region".

ICI Radio-Canada's Main Television and Radio Programming...*	Francophones Living in OLMCs	Francophones Living in Quebec	Differences (Percentage Points)
Is of high quality	94%	91%	+3
Is different from that offered by others	78%	81%	-3
Reflects regions of Canada	86%	87%	-1
Reflects my region	71%	77%	-6
Reflects diversity	78%	81%	-3
Reflects my culture	78%	81%	-3

Source : Mission Metrics (2013-2014)

* Percentage of Francophones using ICI Radio-Canada Télé and/or ICI Radio-Canada Première who agree that the programming is... (i.e. who gave a score of 6 to 10 on a 10-point scale).

Legend

Statistically significant differences:

Lower

Higher