



JUNE 2015 REPORT

TO:	Board of Directors – For information
MEETING:	June 17-18, 2015
FROM:	Steven Guiton, Vice-President Technology and Chief Regulatory Officer
PURPOSE:	Inform the Board of CBC/Radio-Canada's performance during the 2014-2015 fiscal year with respect to several key perception indicators.
DATE:	May 21, 2015



SIGNIFICANT POINTS

- The report provides the Board with a **final overview of English and French Services' performance in fiscal year 2014-2015** vis-à-vis CBC/Radio-Canada's mandate, the performance of their programming with respect to quality, distinctiveness and ability to reflect and draw Canadians together, as well as the extent to which their information programming reflects a diversity of opinions and covers major issues in a fair and balanced way. It is based on perception results obtained from surveys conducted among representative samples of Canadians.
- **The information in this report is also published in our key Corporate documents (e.g., Annual Report and Corporate Plan Summary) and posted on CBC/Radio-Canada's Corporate website.**
- Developed in 2010-2011, this is the last time that the report will be presented in this format. With the new strategic plan, *A space for us all*, the report will be updated to include new perception indicators measuring our performance with respect to our mandate and our vision. The improved Mandate and Vision Report Card will be presented in January 2016.



JUNE 2015 REPORT

ENGLISH SERVICES' AND FRENCH SERVICES' PERFORMANCE FOR 2014-2015

CBC  **Radio-Canada**



INTRODUCTION

Measuring our success

- The establishment of metrics to track and assess our performance is essential to demonstrate our accountability to Canadians. This is why we have developed a report card that allows us to monitor how well our services fulfill the Corporation's mandate under the 1991 *Broadcasting Act*, as well as to measure the performance of our programming with respect to quality, distinctiveness, and its ability to reflect and draw Canadians together.
- This information is obtained from surveys conducted among representative samples of Canadians.

Report for 2014-2015

- The following pages contain the report of English Services' performance for the 2014-2015 fiscal year.
- Management's comments focus on the significant variances between the most recent years' results (i.e., scores recorded in 2014-15 compared to ones obtained in 2013-14).
- For comparison purposes, note that differences of **0.2 points or greater** between 2014-15 and 2013-14 results (scores on a 10-point scale) are statistically significant.



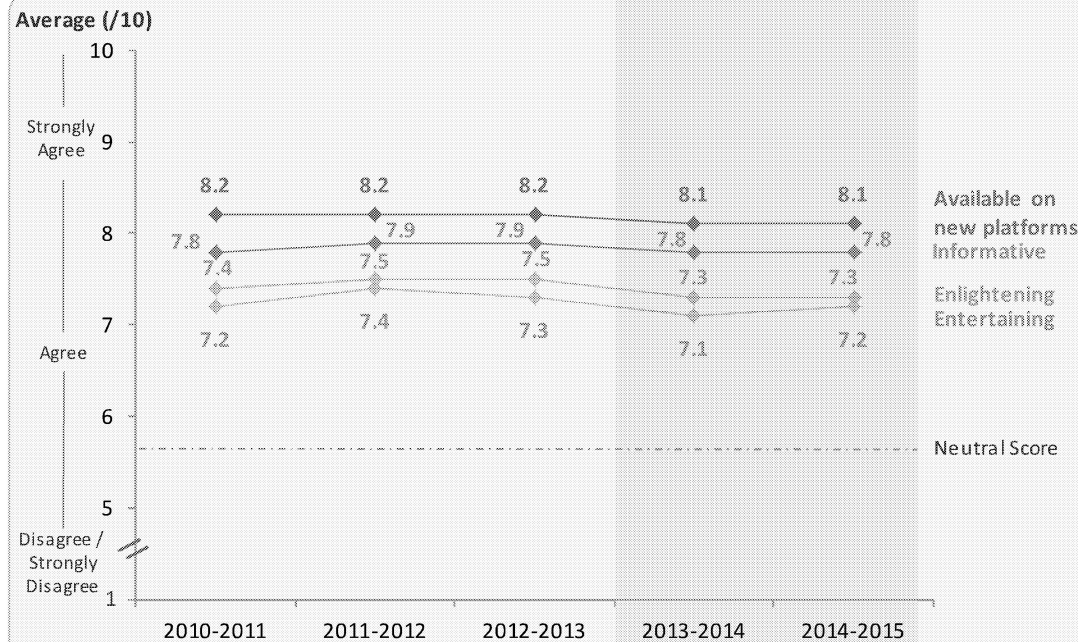
ENGLISH SERVICES' PERFORMANCE FOR 2014-2015



HOW DOES ENGLISH SERVICES FULFILL THE CORPORATION'S MANDATE UNDER THE ACT?

CBC's English-language Radio and Television Programming is...

Management's Comments



Anglophones continue to agree that CBC/Radio-Canada's English Services is meeting the Corporation's mandate under the 1991 *Broadcasting Act*.

Compared to 2013-2014, all of the average perception scores measuring English Services' performance under its mandate remained stable.

Since 2010-2011, Anglophones consistently hold the highest perception of English Services' Radio and Television programming for being "Available on New Platforms" (8.1) and "Informative" (7.8).

Metric Definition: Average score refers to the average of the scores given by all respondents on a 10-point scale.

Differences between 2014-2015 and 2013-2014 results are statistically significant if equal to or greater than 0.2 points.

They are presented as follows: **Decrease Stable Increase**

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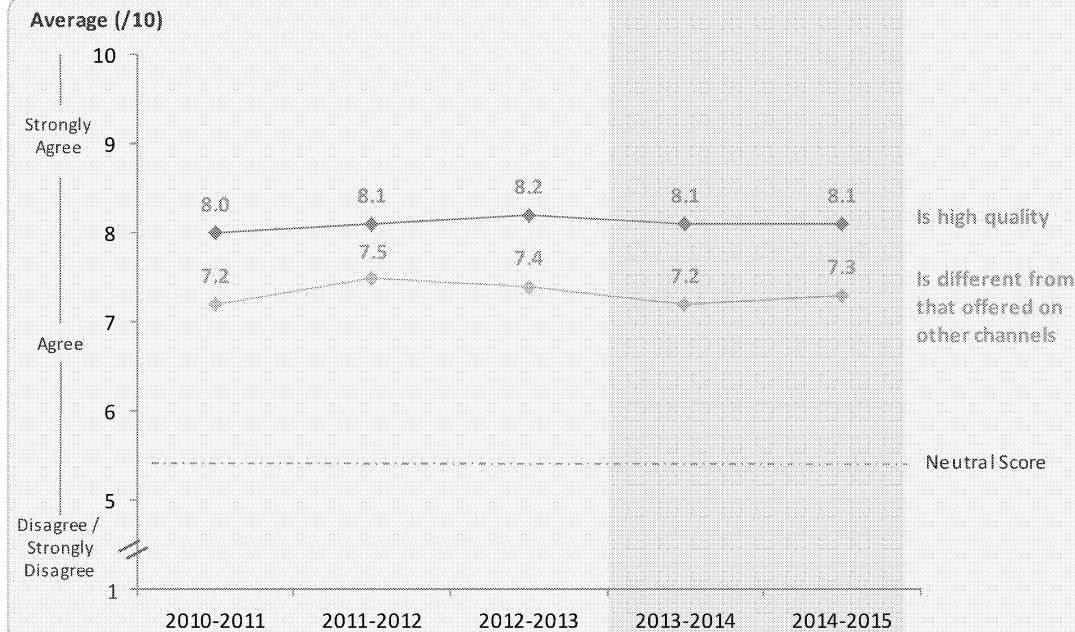
Source: TNS Canadian Facts (1,200 Anglophones per survey. Telephone surveys conducted in November and March of each year).



HOW DOES ENGLISH SERVICES' PROGRAMMING FARE AGAINST DELIVERING HIGH QUALITY AND DISTINCTIVE CANADIAN CONTENT?

CBC's Programming¹ ...
Original, Innovative, Quality Canadian Content

Management's Comments



English Services has maintained its positive perception among Anglophones for offering programming that is both of high quality and different from that offered by others.

As in the past, English Services' programming and content continues to receive its highest score for being of "High Quality" (8.1).

Metric Definition: weighted averages of the perception scores obtained by each individual service on a 10-point scale.

1. Programming and content offered on any of our services, i.e., CBC Television, CBC News Network, **bold** (2010-11 and 2011-12 only), documentary, CBC Radio One, CBC Radio 2, and CBC.ca.

Differences between 2014-2015 and 2013-2014 results are statistically significant if equal to or greater than 0.2 points.

They are presented as follows: **Decrease Stable Increase**

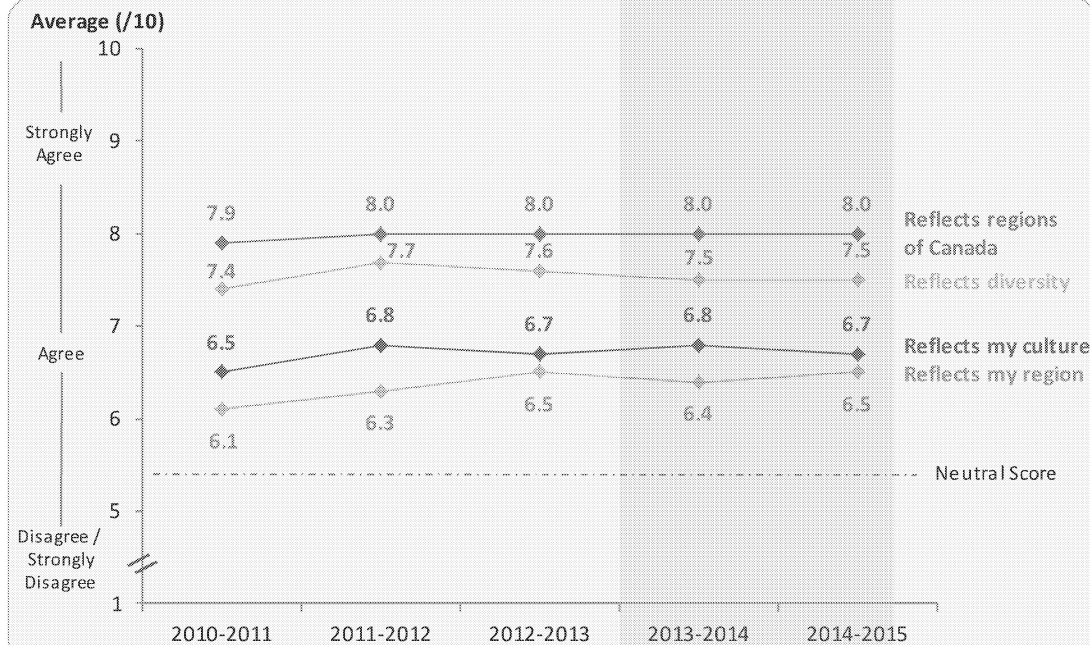
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Source: TNS Canadian Facts (1,200 Anglophones per survey. Telephone surveys conducted in November and March of each year).



HOW DOES ENGLISH SERVICES' PROGRAMMING FARE AGAINST REFLECTING AND DRAWING CANADIANS TOGETHER?

CBC's Programming¹ ... *Reflects and Draws Canadians Together*



Management's Comments

Anglophones continue to agree that English Services' programming "Reflects and Draws Canadians Together" with all results from 2013-14 being maintained in 2014-15.

Overall, English Services continues to receive the highest scores for its programming's ability to "Reflect Regions of Canada" (8.0) and "Reflect Diversity" (7.5).

Metric Definition: weighted averages of the perception scores obtained by each individual service on a 10-point scale.

1. Programming and content offered on any of our services, i.e., CBC Television, CBC News Network, **bold** (2010-11 and 2011-12 only), documentary, CBC Radio One, CBC Radio 2, and CBC.ca.

Differences between 2014-2015 and 2013-2014 results are statistically significant if equal to or greater than 0.2 points.

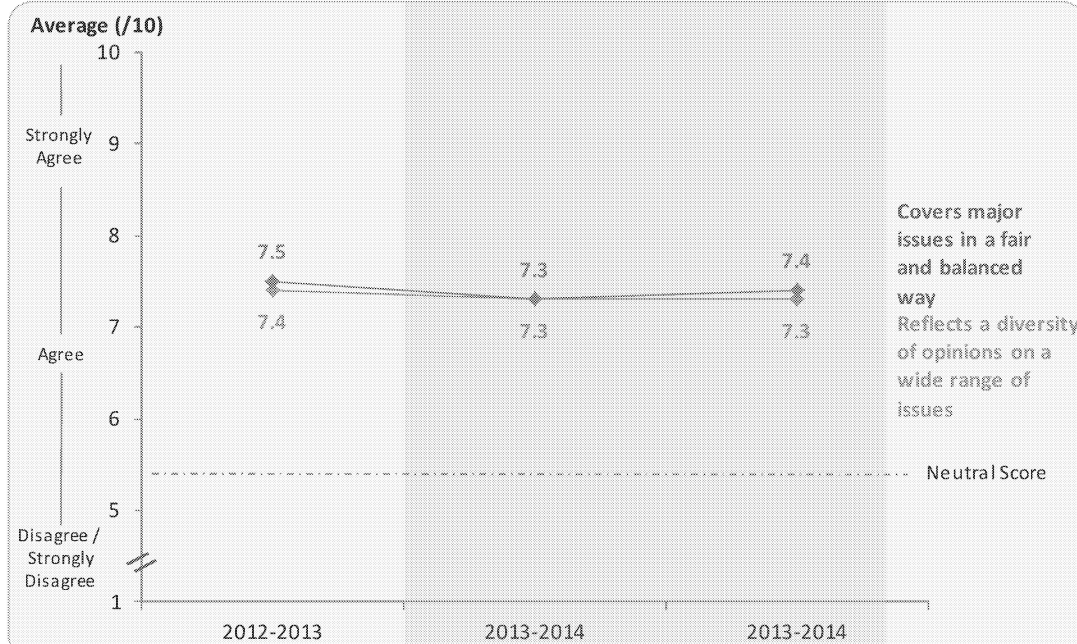
They are presented as follows: **Decrease** **Stable** **Increase**

Source: TNS Canadian Facts (1,200 Anglophones per survey, Telephone surveys conducted in November and March of each year).



DOES ENGLISH SERVICES' INFORMATION PROGRAMMING REFLECT A DIVERSITY OF OPINIONS AND COVER MAJOR ISSUES IN A FAIR AND BALANCED WAY?

CBC's Information Programming¹



Management's Comments

Anglophones' positive perception towards English Services' Information Programming has been maintained compared to the previous year.

English Services' Information Programming consistently receives high scores for "Covering major issues in a fair and balanced way" (7.4) and "Reflecting a diversity of opinions on a wide range of issues" (7.3).

Metric Definition: weighted averages of the perception scores obtained by each individual service on a 10-point scale.

1. Radio, television or online information programming and content.

Differences between 2014-2015 and 2013-2014 results are statistically significant if equal to or greater than 0.2 points.

They are presented as follows: **Decrease** **Stable** **Increase**

Note: Starting in November 2012, we began measuring the extent to which our information programming reflects a diversity of opinions and covers major issues in a fair and balanced way.

Source: TNS Canadian Facts (1,200 Anglophones per survey. Telephone surveys conducted in November and March of each year).

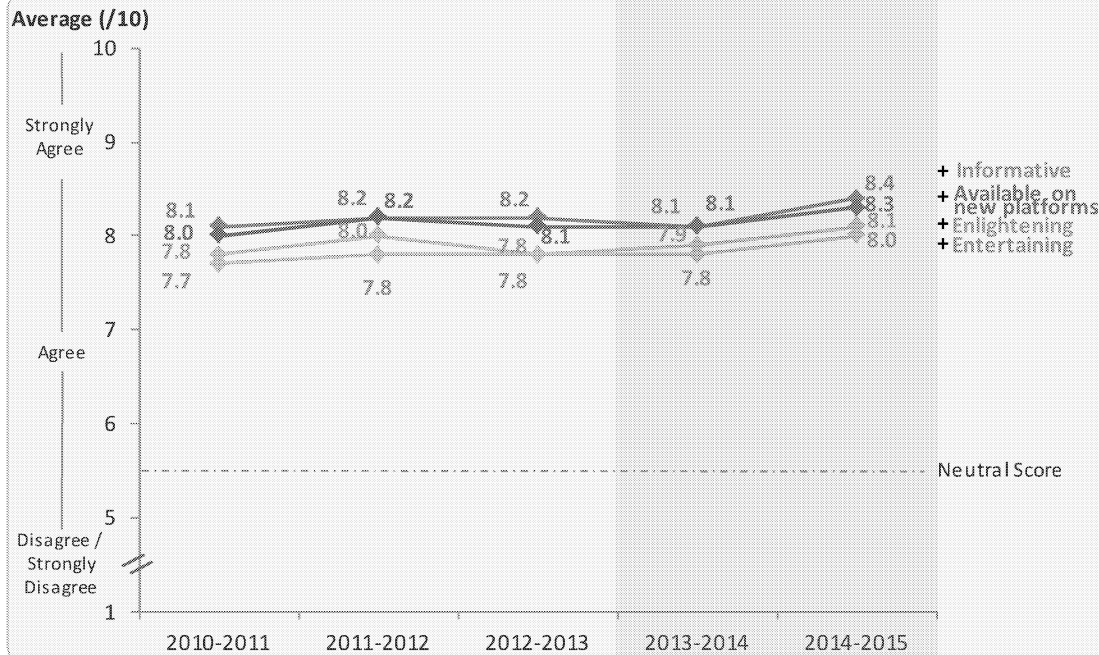


FRENCH SERVICES' PERFORMANCE FOR 2014-2015



HOW DOES FRENCH SERVICES FULFILL THE CORPORATION'S MANDATE UNDER THE ACT?

Radio-Canada's French-language Radio and Television Programming is...



Management's Comments

More Francophones now believe that CBC/Radio-Canada's French Services is fulfilling the Corporation's mandate under the 1991 *Broadcasting Act*.

Compared to 2013-2014, each dimension measuring how well French Services performed in the delivery of the Corporation's mandate showed significant improvement (0.2 points and more). Radio-Canada's high scores of over 8 points confirm that Francophones support the Corporation.

Also of note, these are the best results Radio-Canada has achieved since 2010-2011.

Metric Definition: Average score refers to the average of the scores given by all respondents on a 10-point scale.

Differences between 2013-2014 and 2014-2015 results are statistically significant if equal to or greater than 0.2 points.

They are presented as follows: **Decrease Stable Increase**

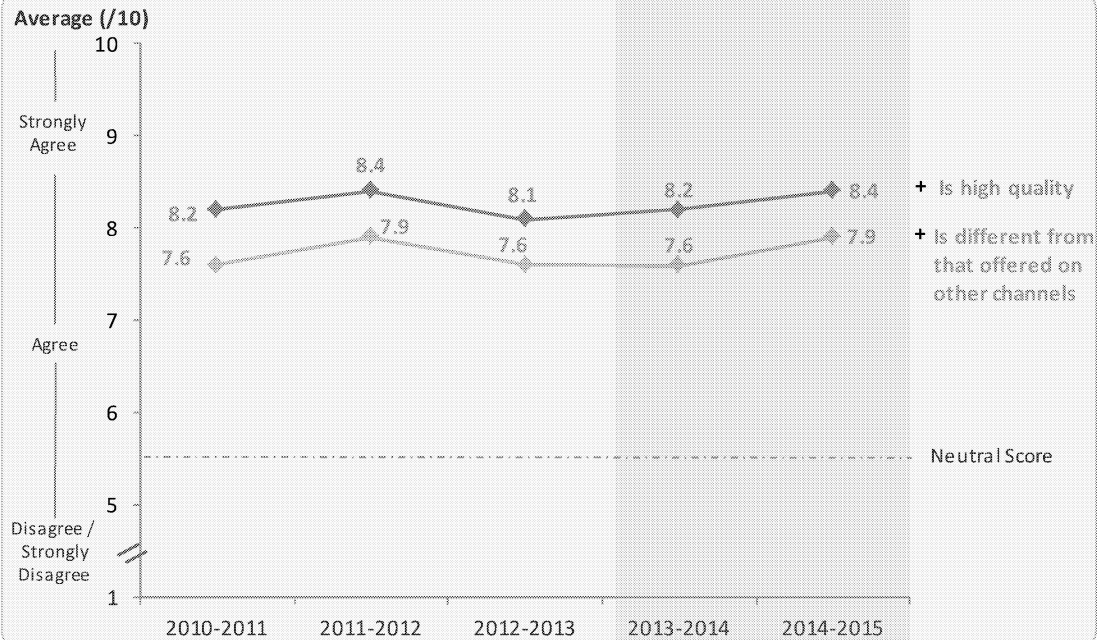
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Source: TNS Canadian Facts (1,200 Francophones per survey. Surveys are conducted in November and March of each year).



HOW DOES FRENCH SERVICES' PROGRAMMING FARE AGAINST DELIVERING HIGH QUALITY AND DISTINCTIVE CANADIAN CONTENT?

Radio-Canada's Programming ...¹ *Original, Innovative, Quality Canadian Content*



Management's Comments

Francophones continue to respond positively to initiatives French Services has announced and/or introduced.

Both indicators measuring the "original, innovative and quality" aspects of Radio-Canada's programming rose compared to 2013-2014. The distinctiveness indicator increased by 0.3 points (from 7.6 to 7.9) while the quality indicator gained 0.2 points to reach a high score of 8.4.

Metric Definition: Weighted averages of the perception scores obtained by each individual service on a 10-point scale.

1. Programming and content offered on any of our services, i.e., ICI Radio-Canada Télé, ICI RDI, ICI ARTV, ICI Radio-Canada Première, ICI Musique, ICI Radio-Canada.ca and ICI Tou.tv.

Differences between 2013-2014 and 2014-2015 results are statistically significant if equal to or greater than 0.2 points.

They are presented as follows: **Decrease Stable Increase**

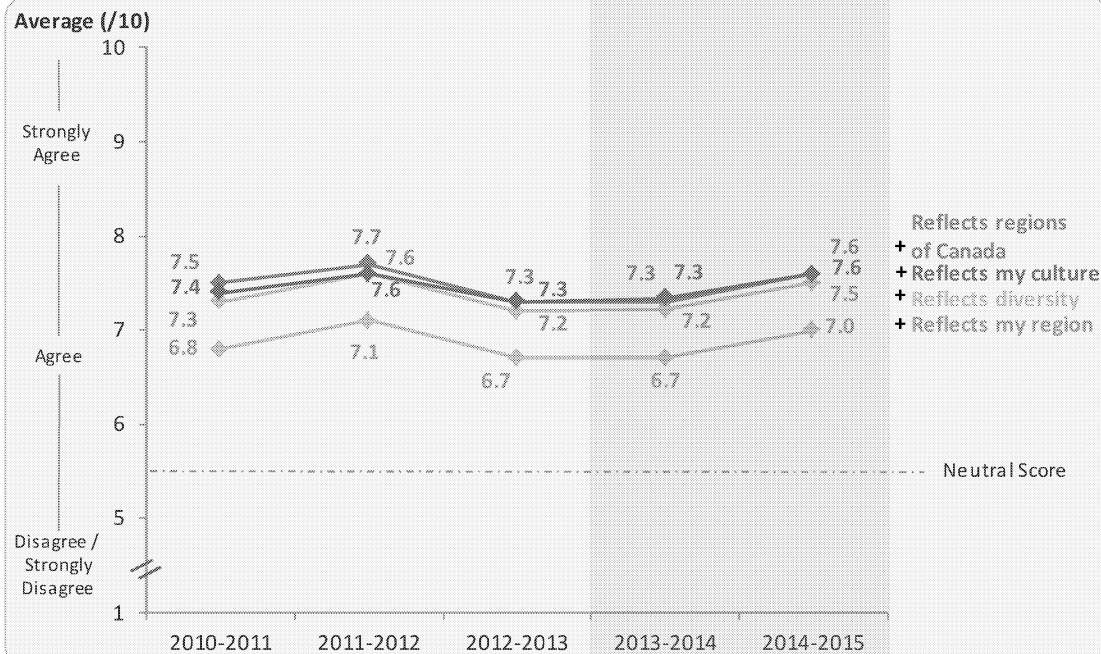
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Source: TNS Canadian Facts (1,200 Francophones per survey. Surveys are conducted in November and March of each year).



HOW DOES FRENCH SERVICES' PROGRAMMING FARE AGAINST REFLECTING AND DRAWING CANADIANS TOGETHER?

Radio-Canada's Programming ...¹ Reflects/Draws Canadians Together



Management's Comments

Compared to 2013-2014, Francophones gave significantly higher scores to the four dimensions measuring Radio-Canada's ability to reflect and draw Canadians together (+0.3 points)

Metric Definition: Weighted averages of the perception scores obtained by each individual service on a 10-point scale.

1. Programming and content offered on any of our services, i.e., ICI Radio-Canada Télé, ICI RDI, ICI ARTV, ICI Radio-Canada Première, ICI Musique, ICI Radio-Canada.ca and ICI Tou.tv.

Differences between 2013-2014 and 2014-2015 results are statistically significant if equal to or greater than 0.2 points.

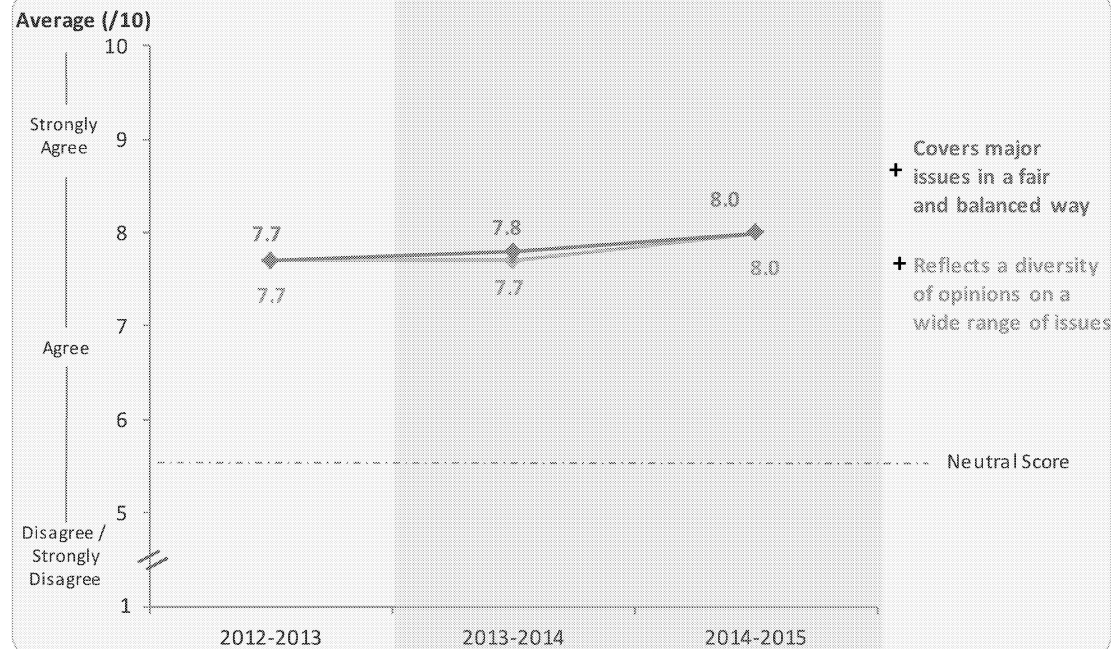
They are presented as follows: **Decrease Stable Increase**

Source: TNS Canadian Facts (1,200 Francophones per survey. Telephone surveys conducted in November and March of each year).



DOES FRENCH SERVICES' INFORMATION PROGRAMMING REFLECT A DIVERSITY OF OPINIONS AND COVER MAJOR ISSUES IN A FAIR AND BALANCED WAY?

Radio-Canada's Information Programming...¹



Management's Comments

Information programming produced by French Services continues to be perceived favourably.

Compared to 2013-2014, the average score of the information programming's ability to "reflect a diversity of opinions on a wide range of issues" and "cover major issues in a fair and balanced way" gained 0.3 points and 0.2 points respectively, both reaching a high score of 8.0.

Metric Definition: Average score refers to the average of the scores given by all respondents on a 10-point scale.

1. Radio, television or online information programming and content.

Differences between 2013-2014 and 2014-2015 results are statistically significant if equal to or greater than 0.2 points.

They are presented as follows: **Decrease Stable Increase**

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Note: Starting in November 2012, we began measuring the extent to which our information programming reflects a diversity of opinions and covers major issues in a fair and balanced way.

Source: TNS Canadian Facts (1,200 Francophones per survey. Surveys are conducted in November and March of each year).