

APPENDIX 2  
OLMC SURVEY

## What do People Living in OLMCs Think of CBC/Radio-Canada's Television and Radio Programming in 2016-2017?

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 2020*. 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 1,000 Anglophones and 1,000 Francophones in each wave) and have a high response rate, of at least 25 per cent.

However, even with a sample of 2,000 Anglophones and 2,000 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:

- Gather 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;
- Define and select the OLMC sample using Statistics Canada Census Dissemination Areas, selecting areas where 30% or more of the population speaks the official language as a minority language most often in the home;
- Ask 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
- Ask 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 638 respondents (310 Francophones and 328 Anglophones).

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 in 2016-2017?**

Virtually all Anglophones living in OLMCs either watch CBC Television or listen to CBC Radio One in a typical month (94%), a result higher than what we observed among the Anglophones living outside Quebec (71%).

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.

The vast majority of 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, at 73% and 63% respectively.

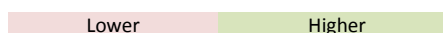
<b>CBC's Main Television and Radio Programming...*</b>	<b>Anglophones Living in OLMCs</b>	Anglophones Living outside Quebec	Differences (Percentage Points)
Is of high quality	90%	85%	+5
Is different from that offered by others	78%	73%	+5
Reflects regions of Canada	84%	85%	-1
Reflects my region	73%	63%	+10
Reflects diversity	79%	79%	0
Reflects my culture	57%	59%	-2

Source : Mission Metrics (2016-2017). Sample size: 328 Anglophones living in OLMCs and 1870 Anglophones outside of Quebec.

\* 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:



## **How do Francophones Living in OLMCs Feel About the Main Radio and Television Services Provided by Radio-Canada in 2016-2017?**

Virtually all Francophones living in OLMCs either watch ICI Radio-Canada Télé or listen to ICI Radio-Canada Première in a typical month (96%), a higher result than what we observed among Francophones living in Quebec (86%).

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 73% or more agreeing with each indicator measured.

For most indicators, Francophones living in OLMCs tend to have a similar perception vis-à-vis Radio-Canada's radio and television programming than Francophones living in Quebec. Out of six indicators measured, reflects my culture is the only one showing lower result for which the difference is significant.

<b>ICI Radio-Canada's Main Television and Radio Programming...*</b>	<b>Francophones Living in OLMCs</b>	<b>Francophones Living in Quebec</b>	<b>Differences (Percentage Points)</b>
Is of high quality	92%	91%	+1
Is different from that offered by others	80%	81%	-1
Reflects regions of Canada	85%	83%	+2
Reflects my region	73%	75%	-2
Reflects diversity	77%	79%	-2
Reflects my culture	73%	82%	-9

Source : Mission Metrics (2016-2017). Sample size: 310 Francophones living in OLMCs and 1922 Francophones living in Quebec.

\* 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