



Perceptions of Canadian Programming and News

Final Report

Prepared for the Canadian Radio-television and Telecommunications Commission (CRTC)

Supplier Name: Phoenix SPI

Contract Number: CW2374506

Award Date: 2024-09-23

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

Delivery Date: 2025-02-17

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.

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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 13 to 21 November 2024 (virtual focus groups) and from 15 November to 5 December 2024 (online survey).

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

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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

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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 northern communities, and those living in English or French official language minority communities (OLMCs). 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 or 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 13 to 21 November 2024 (virtual focus groups) and from 15 November 15 to 5 December 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 term “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 connectedness. This was the case among both 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 in programming 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 of respondents (72%) identify Canadian programming as stories that are set in a Canadian location, while half or more of respondents 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, respondents ranked economic priorities more highly.*** 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 their highest priority, ahead of highlighting Canadian culture 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. Forty-eight per cent of survey respondents 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 for Canadians 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, the trustworthiness of news sources 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 for a news source to provide a balance between local, national, and international coverage. Among focus group participants, this view was expressed primarily by those from rural areas and the north. Participants explained that a balance in coverage is important because they value knowing what is happening within and outside of their communities, because they believe that national issues can impact local affairs, because they are interested in knowing what is happening elsewhere in Canada, and because they value exposure to different points of view. Participants who felt that this balance was not really important explained that they use a range of sources for their news, with specific sources selected for local news.
- Many Canadians 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. Respondents living in rural areas or northern communities were less likely to agree than those from urban areas. This sentiment was echoed in the focus groups, in which some participants from rural and northern areas of the country expressed 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 CRTC 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*, the *Telecommunications Act*, and *Canada's Anti-Spam Legislation*.

On 27 April 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 public opinion research (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 in 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 audiovisual sector*, Broadcasting Notice of Consultation CRTC 2024-288. This is the hearing on perceptions about Canadian programming and news that will help develop 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 survey included an oversample of Canadians living in rural areas or northern communities and those living in English and French official language minority communities (OLMCs). 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 15 November to 5 December 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 or 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 or generalized to the full population of Canadians. The fieldwork took place from 13 to 21 November 2024.

More information on the methodology can be found in the Appendix, under [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 findings.¹
- **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 exercise caution when interpreting results based on smaller numbers of respondents.
 - Subgroup differences are identified in the report where applicable. These differences 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 words “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 in relation to a question, it can be assumed that there were no significant differences.
 - Under each figure in the report, readers can find the wording of the question, the number of respondents, and the population to which the question was posed.
 - 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 broad 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 or 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 the research.

List of Acronyms

AI - artificial intelligence

CRTC - Canadian Radio-television and Telecommunications Commission

FSA - forward sortation area

GPRS - General Population Random Sample

OLMC - official language minority communities

Phoenix SPI - Phoenix Strategic Perspectives

POR - public opinion research

Detailed Findings

1. Media habits

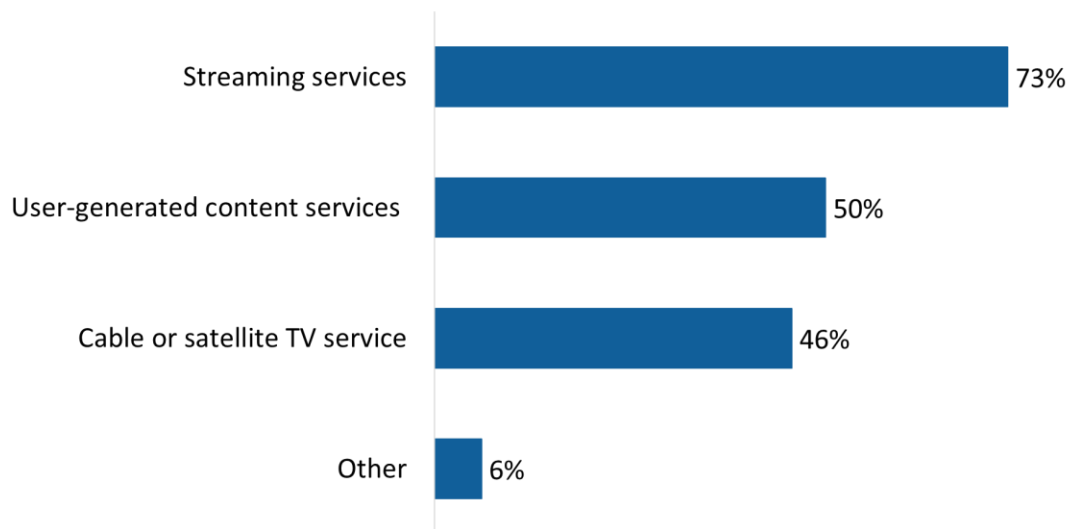
This section of the report focuses on the viewing habits of research participants. The survey findings are presented first, followed by the focus group findings.

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.

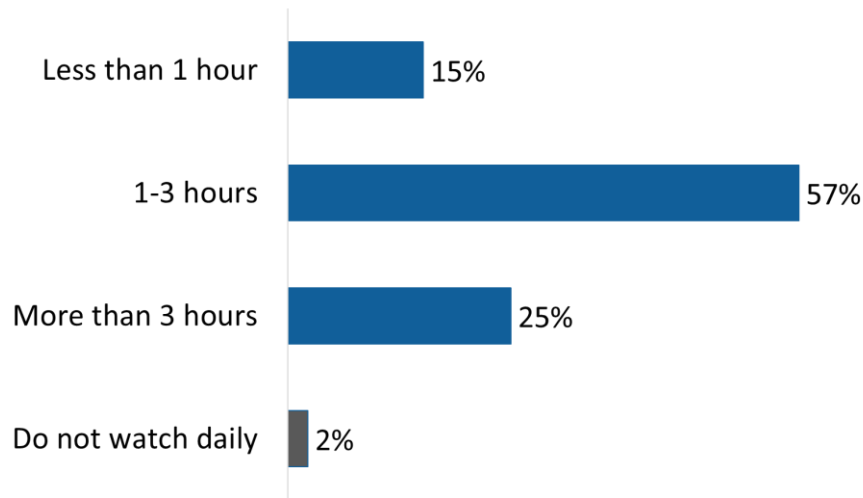
Use of cable or satellite TV services **increased** with respondents' age, while use of user-generated content services was **higher** among Canadians under 35 years of age and Canadians with disabilities.²

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. Fifty-seven percent 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. Video programming includes 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: Time spent watching video programming in a typical day



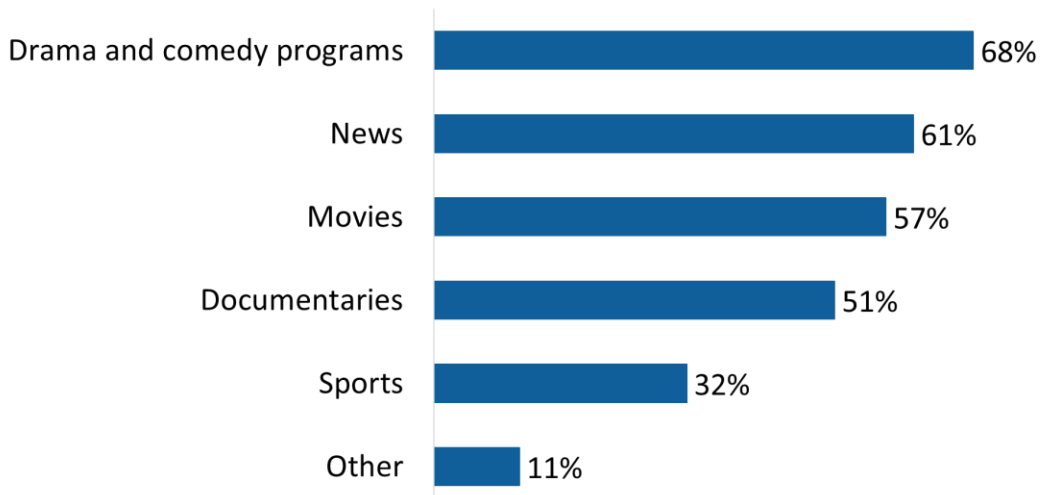
Q2 - How often do you watch video programming in a typical day? Base: n=1,226; all respondents, excluding “don’t know” n=8.

Canadians watch a variety of different genres of video programming

Approximately two-thirds (68%) of respondents said they primarily watch drama and comedy programs, while more than half watch news (61%) and movies (57%). Half (51%) of respondents 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, Anime, and lifestyle programming such as gardening, cooking, and home improvement shows.

Figure 3: Type of video programming watched



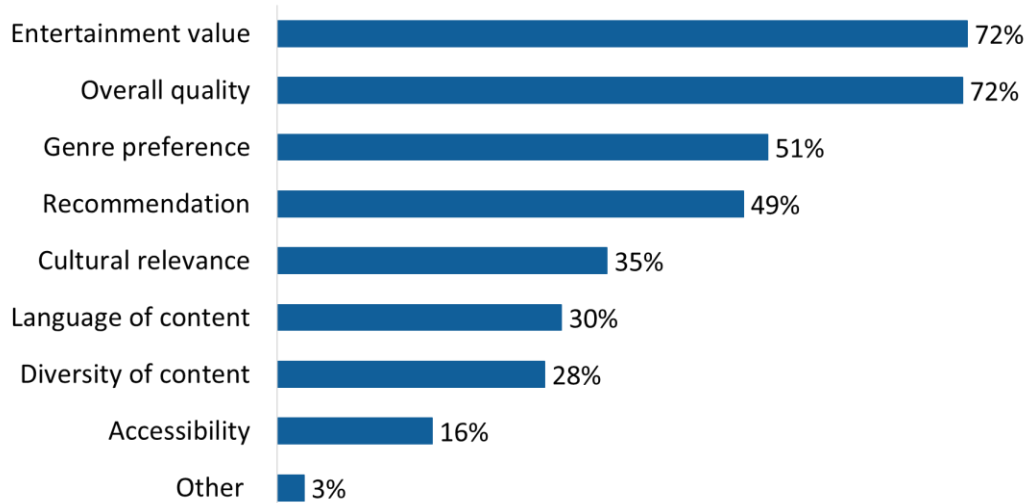
Q3 - What type of video programming do you primarily watch? [Multiple responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other types of programming that they watch.

Respondents under 35 were **less** likely to watch news programming, while those aged 65+ were the **most** likely to do so.

A 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. Approximately half of respondents said their decision is influenced by genre preference (i.e., their preference for specific types of programming, such as drama or comedy) (51%) or a recommendation (49%). Smaller numbers of respondents identified other factors influencing their decision: 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 being influenced by other factors, such as 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** likely 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, and most indicated 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, and a few who have retained cable explained why they have done so. Among these reasons was a desire to watch regularly scheduled programming in real time, particularly news and sports.

Types of programming watched

Focus group participants reported watching a range of programming, most often a combination of news/current affairs and entertainment programming. News/current affairs was the type of programming participants most frequently reported watching. Other types of programming participants reported watching included documentaries and investigative journalism, sports, movies, and televised series, such as comedies, dramas, crime, mysteries, talk shows, game shows, variety shows, repair shows, children's programming, reality TV, and programs relating to home improvement/renovation, cooking/food, travel, cars, history, and technology. 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 influence their choices about what programming they watch included the following:

- What programming they happen to be in the mood for—for example, an informative or educational program, or one to help them relax after a busy day.
- Topics, themes of interest, or personal preferences—for example, documentaries or sports.
- Program scheduling, for programs such as news and sports that air on a set schedule.
- Recommendations, suggestions, and reviews/ratings, including those that come from streaming services and apps; by word of mouth from family, friends, or colleagues; via social media (e.g., TikTok, Facebook); from online ads; and from entertainment news. Some participants reported being influenced by a combination of sources—for example, hearing a friend's recommendation and then following up by reading reviews online.
- Interest in the work of particular actors or directors.
- Announcements about upcoming releases/what's new, including reminders from streaming services about when a new show will be available.
- Trial and error (i.e., to try a program in order to see if it catches one's interest).
- Age-related considerations, such as whether one is watching with children, alone, or with other adults.
- Time of day or personal daily routine—for example, one might watch news in the morning and early evening, and a series or movie at night.

- Current events, specifically in order to follow major events and stories as they unfold.
- Random searching—for example, one might begin by checking what programs are on cable/satellite TV, and then, if there is nothing of interest, shift to streaming services.

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

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

- Stories/storylines that are believable and/or based on real events, that have well-written dialogue, and that have interesting characters and character development.
- The capacity to inform and educate the viewer, offering a thoughtful exploration of issues, in-depth coverage, and attention to detail.
- The capacity to entertain, divert, or relax the viewer.
- Reflections of Francophone or Quebec culture. (Some Francophone participants, in particular, indicated the importance of this quality).
- The quality of the French. (Some Francophone participants indicated the importance of this quality.)
- A Canadian perspective on issues.
- For TV series, the number of seasons available (participants indicated that fewer is better than too many), and the length of episodes (participants indicated 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 as a result of improved Internet access or the pandemic.

Participants identified a number of other ways in which their habits have changed, some of which are associated with participants' subscription(s) to streaming services. These include:

- Watching more televised programming in general, a habit shift that was occasionally linked to better bandwidth and the availability of better streaming packages. ("Better" here refers to both price and the programming options offered.)
- Exercising more control over programming selection and viewing schedule and choosing programs that align with their preferences/tastes.
- Changes resulting from altered life circumstances. For example,
 - having a greater 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, such as focusing more on choosing educational programming.

- focusing more on entertainment programming after retirement.
- watching less programming as a result of a busier work schedule.
- Increasing the tendency to “binge” watch (i.e., watch a whole season of a series over a relatively short period of time), to avoid emotionally disturbing programming, and to be less likely to watch very long programs. These changes result from or are associated with the COVID-19 pandemic.
- Having one’s attention divided while viewing, for example because one is multi-tasking while watching programs or because one has two screens on at the same time (e.g., a tablet and a television screen).
- Shifting 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.
- Changing the ways one consumes news, including
 - having a more critical attitude towards traditional news sources by being more attentive to potential biases in “mainstream” news coverage and interested in 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; and
 - being more selective about which news one watches by seeking out information about stories/events one is interested in.

2. Canadian programming

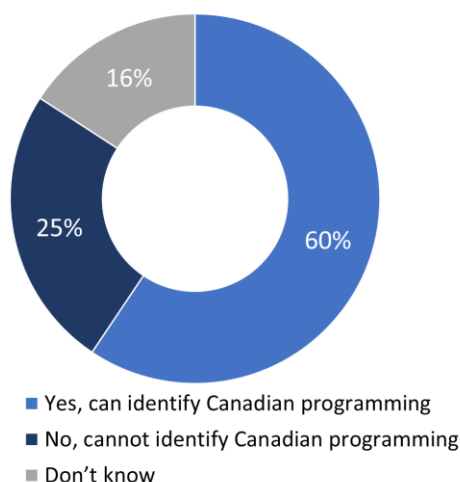
This section focuses on issues related to Canadian programming. The survey findings are presented first, followed by the focus group findings.

2.1 Survey Findings

Many think they can identify Canadian programming

Six in ten (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%) indicated they cannot identify Canadian programming and 16% were uncertain.

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

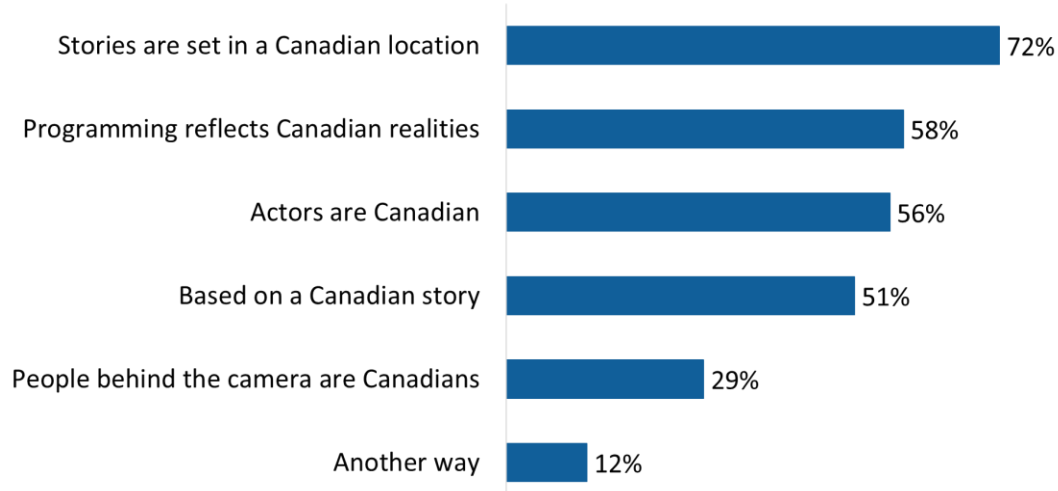
Nearly three-quarters of Canadians surveyed (72%) said they identify Canadian programming as stories that are set in a Canadian location³. Following location, just over half indicated that reflecting Canadian realities (58%) or featuring Canadian actors (56%) are the measures they use to identify Canadian programming. Approximately half of the respondents (51%) associated Canadian programming with Canadian stories. A little over one-quarter (29%) considered 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 identified Canadian programming in other ways, including, for example, word of mouth, the program credits, lower production quality, whether there is a

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.

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 respondents associate stories set in a Canadian location with 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:

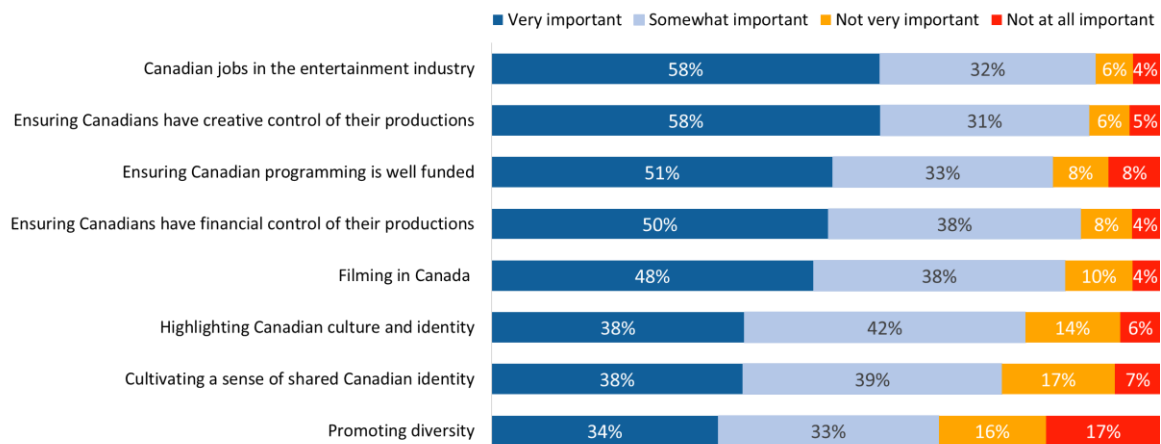
- Canadian jobs in the entertainment industry
- Ensuring Canadians have creative control of their productions
- Ensuring Canadians have financial control of their productions
- Highlighting Canadian culture and identity
- Filming in Canada
- Promoting diversity
- Cultivating a sense of shared Canadian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

All priorities are at least somewhat important to a majority of surveyed Canadians. 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:

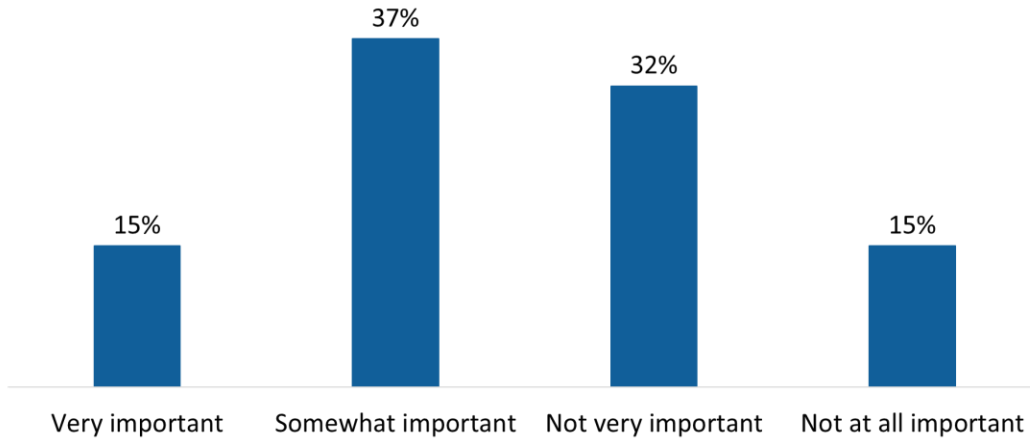
- Women were **more** likely to attribute importance to all these priorities.
- People with disabilities and 2SLGBTQI+ respondents were **more** likely to attribute importance to ensuring Canadians have creative and financial control of their productions, to ensuring Canadian programming is well funded, and to promoting diversity.
- OLMCs, in particular French OMLCs, were **more** likely to consider it important to promote diversity and cultivate 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 consider it important to highlight Canadian culture and identity, promote diversity, and cultivate 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

Survey respondents were divided when it comes to the perceived importance of a program's country of origin⁵. While some thought that the CRTC should focus on Canadian jobs in the entertainment industry and funding Canadian programming, and Canadians having creative and financial control over their productions, just under half (47%) said country of origin is not very or not at all important. Those who feel country of origin is important were more likely to believe that it is somewhat important (37%) as opposed to very important (15%).

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.

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



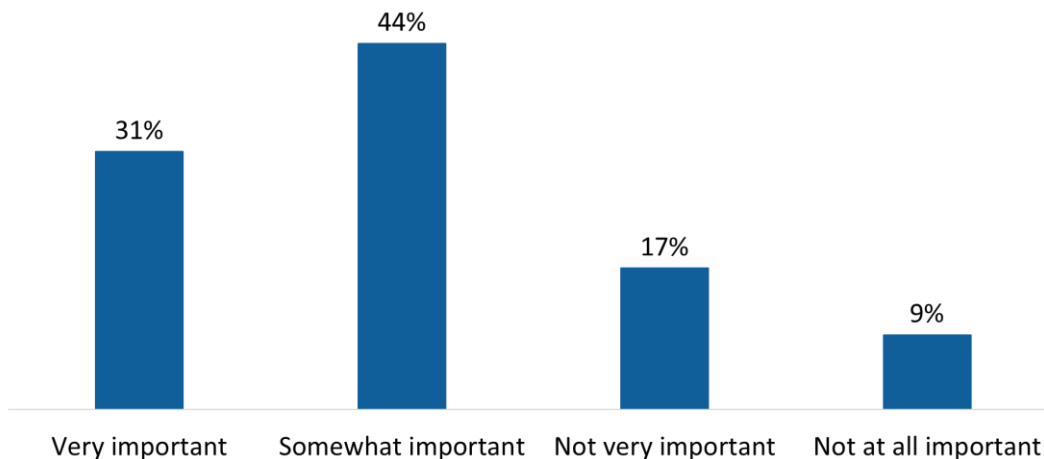
Q6 - How important to you, if at all, is a program’s country of origin? Base: n=1,226; all respondents, excluding “don’t know” n=4.

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 came to the content of Canadian programming. Exactly three-quarters said it is very (31%) or somewhat (44%) important that Canadian programming reflects Canadian culture and identity. In contrast, one-quarter (26%) said it is not very or not at all important.

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



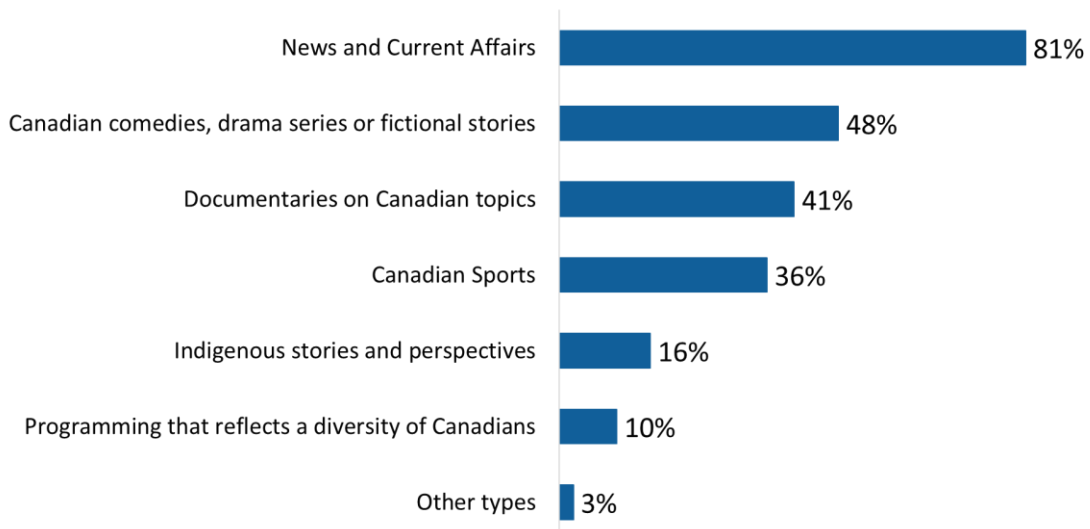
Q12 - How important is it to you that Canadian programming reflects Canadian culture and identity? Base: n=1,226; all respondents, excluding “don’t know” n=13.

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 watched by surveyed respondents. 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 ten (81%) survey respondents said Canadian news and current affairs programming matters to them the most. Almost five in ten (48%) mentioned Canadian comedies, drama series or fictional stories, while four in ten (41%) said documentaries on Canadian topics matter to them the most. For approximately one-third (36%) of respondents, 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.

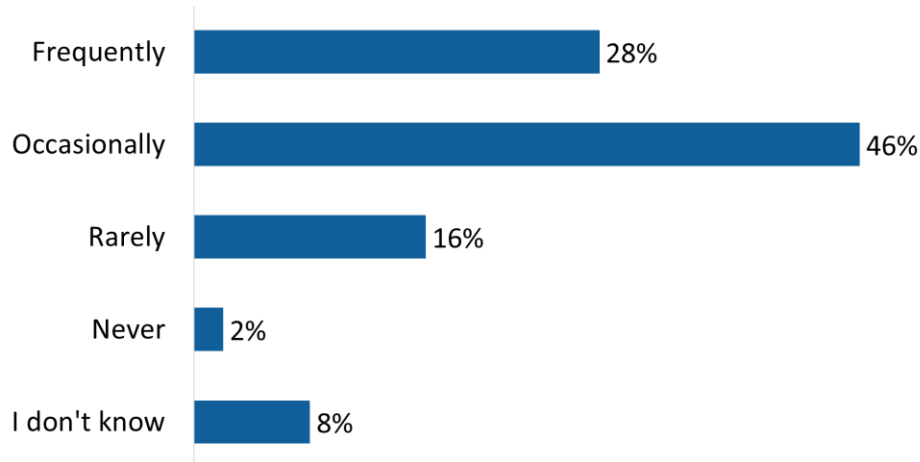
Three percent of those surveyed pointed to other types of Canadian programming, including, for example, animation, Canadian reality shows, and historical programming.

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

Majority 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. A minority (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.

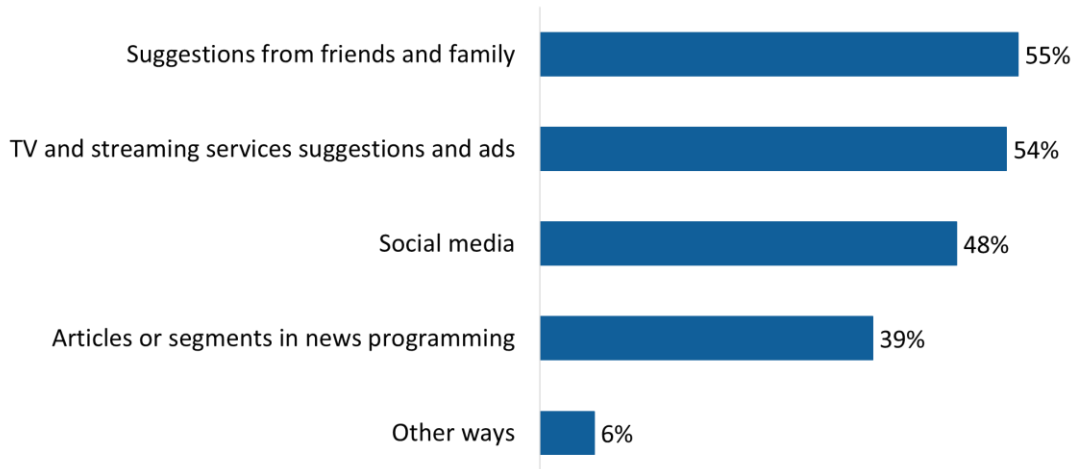
Members of racialized populations and Canadians under 35 were **less** likely to report watching Canadian programming frequently.

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 ways many respondents said they 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 of respondents pointed to other ways they discover new Canadian programming, including radio or newspapers, TV guides, or by chance while channel “surfing”. A small number indicated 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 term “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 genres of programs included comedy shows, documentaries, investigative journalism, and sports.

For others, the term “Canadian programming” is associated with the following characteristics:

- Produced or conceived in the country or by its citizens.
- Based on stories or storylines that reflect the country and its realities.
- Reflective of 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 associated the following characteristics with Canadian programming:

- Made or produced in Quebec.
- Reflective of realities in Canada or Quebec.
- French-language programming, including Quebec and “La Francophonie”.
- Programming that is in French.⁸
- Bilingual or 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.

Some participants associated the term “Canadian programming” with quality programming, emphasizing two things:

- The growing recognition and popularity of Canadian programs that are 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).

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 be in French but also produced in Canada or Quebec.

- The distinctness of Canadian programming, with an emphasis on how it differs from American programming. In particular, respondents felt 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 term “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 connectedness. These feelings were similar among Anglophone and Francophone participants, but the latter routinely associated these feelings specifically with Quebec programming. Feelings of pride were associated with the following:

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

- 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 or 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 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.

Some participants said that viewing Canadian programming makes them feel like they are learning and 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 are 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. 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 thought 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 the 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 small number of participants said they did not know whether 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 it 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: the storyteller must do their research well and be surrounded by people who have this lived experience to ensure the accuracy of the stories. Some participants suggested that contextual factors come into play when assessing the importance of people creating the stories have similar experiences to the people whose stories they are telling. The following examples were provided:

- Shared experience is important when it can be done, but there are instances in which this is difficult or impossible, such as 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 when the purpose is to inform and educate, for example, in a documentary about a certain person. It is less important in cases where the purpose is to entertain, such as a purely fictional program that makes no claim to veracity or accuracy.
- It would be more important to have lived experience in the case of publicly funded programming, rather than privately financed programming, with the assumption that publicly funded programming has a responsibility to be accurate and unbiased.

What makes a Canadian program Canadian

Participants identified a number of characteristics that they think make a Canadian program Canadian, but three were mentioned most often: Canadian locations or filming 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. This included a lack of bias in treatment, the 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, some 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 Canadian:

- 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 (though a few were surprised because they were unaware these criteria existed in the first place). Participants who did express surprise did not know 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 pleased to learn that the proportion was this high. A few participants expressed surprise regarding the other criteria, including the requirement that Canadian producers control the production and key creators be Canadian.¹⁰

Participants described these criteria as important to designate a program as a Canadian program, with only a small number feeling that something was missing. Some thought the required criteria would include examples such as Canadian sources of funding, requirements to film in Canada, stories conceived by Canadians or about Canada, and specifications 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

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

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 for big production companies to 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.

3. News

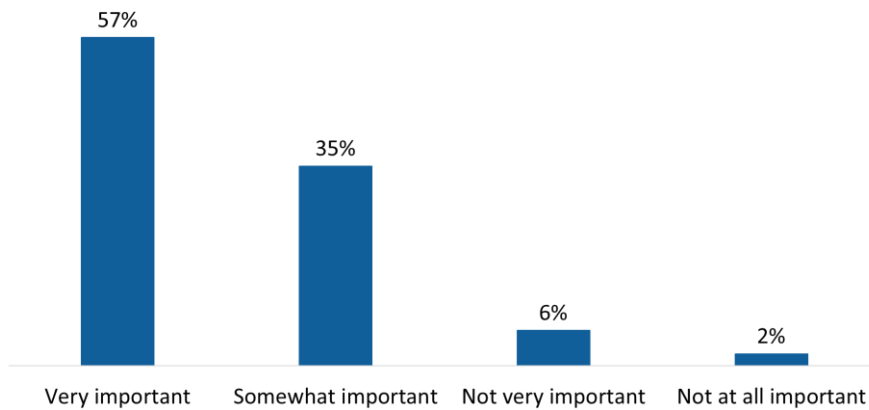
This section focuses on issues related specifically to news programming. The survey findings are presented first, followed by the focus group findings.

3.1 Survey Findings

Most Canadians attribute importance to staying informed through the news

The vast majority of Canadians surveyed found it 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

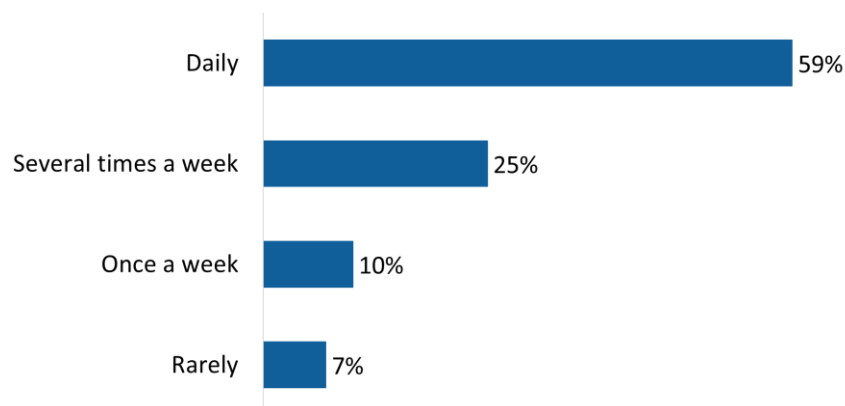


Q4 - How important is it for you to stay informed through the news? Base: n=1,226; all respondents, excluding “don’t know” n=5.

Most surveyed Canadians consume news at least once a week

Approximately six in ten (59%) surveyed Canadians reported consuming 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



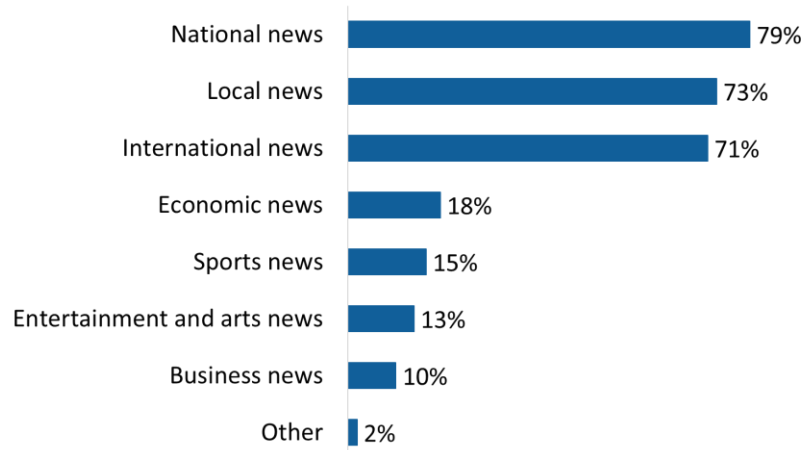
Q17 - How often do you consume Canadian news? Base: n=1,226; all respondents.

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 were 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



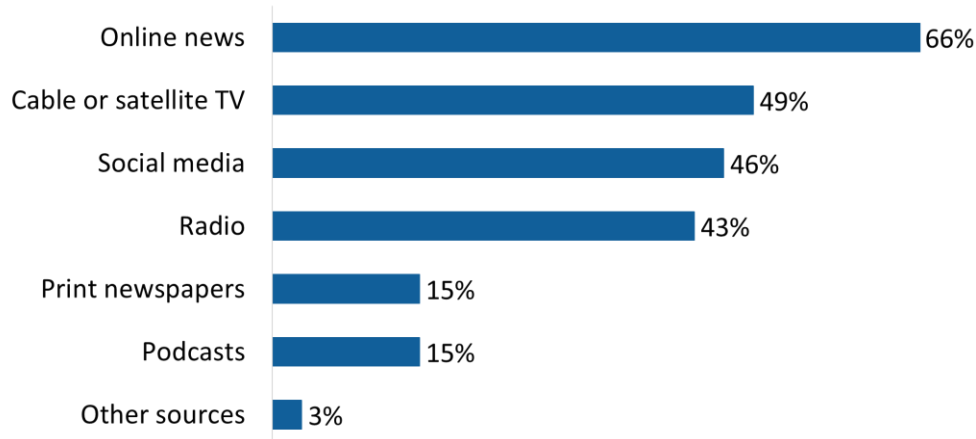
Q15 - What type of news or which news subject are you most interested in? [Multiple responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other types of news or news subjects.

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

Survey respondents 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 below 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



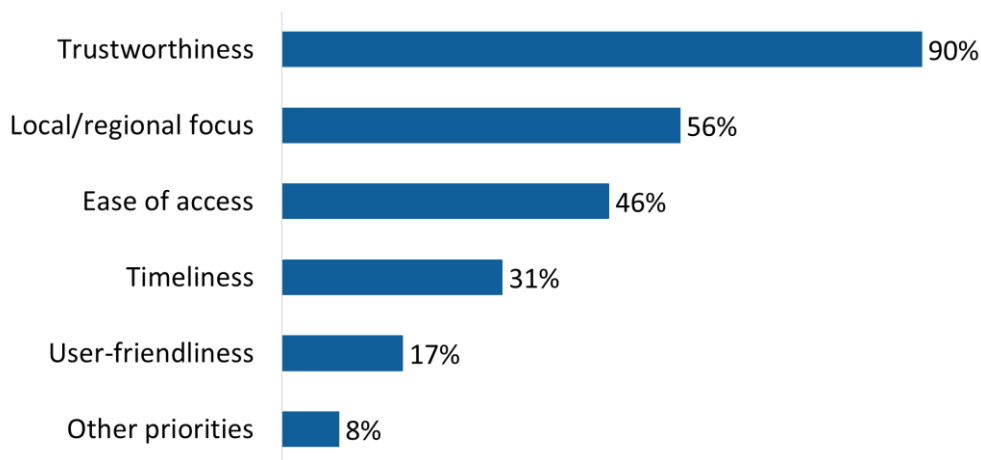
Q18 - Which sources do you use most often to consume Canadian news? [Up to 3 responses accepted] Base: n=1,226; all respondents. Respondents were able to select from a list of responses, as well as volunteer other sources.

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 ten Canadians surveyed (90%) prioritized trustworthiness when it comes to selecting Canadian news sources. Other priorities included 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 identified other priorities, including 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.

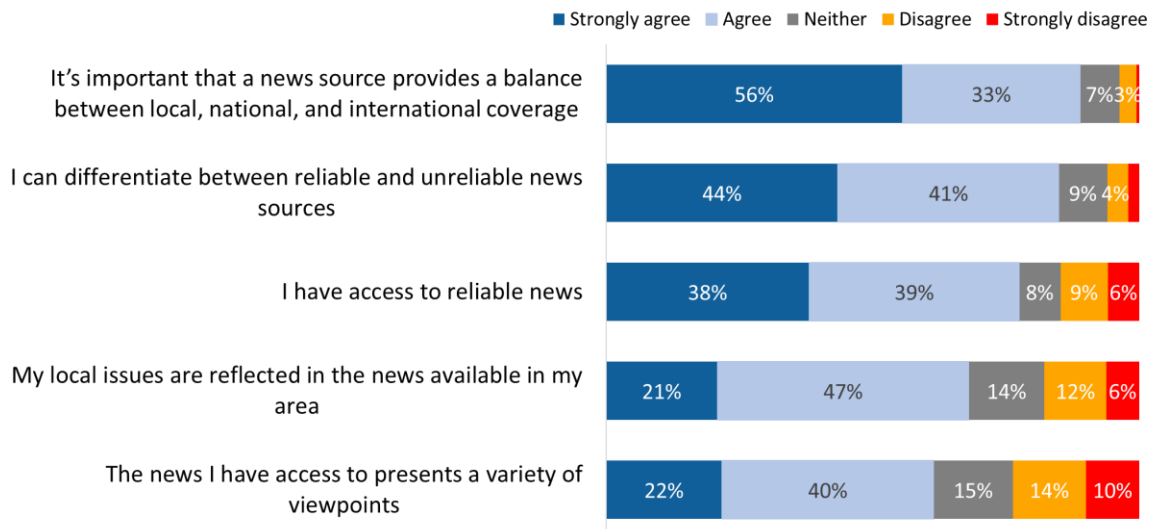
Canadians under 35 years of age were **less** likely to attribute priority to local and regional focus and **more** likely to prioritize ease of access and user-friendliness.

Generally positive views of Canadian news

The vast majority of surveyed Canadians (89%) agreed 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%) agreed that they have access to reliable news.

Approximately two-thirds (68%) agreed that their local issues are reflected in the news available in their area, and roughly six in ten (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 ten strongly agreeing that Canadian news coverage of these issues is adequate.

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.

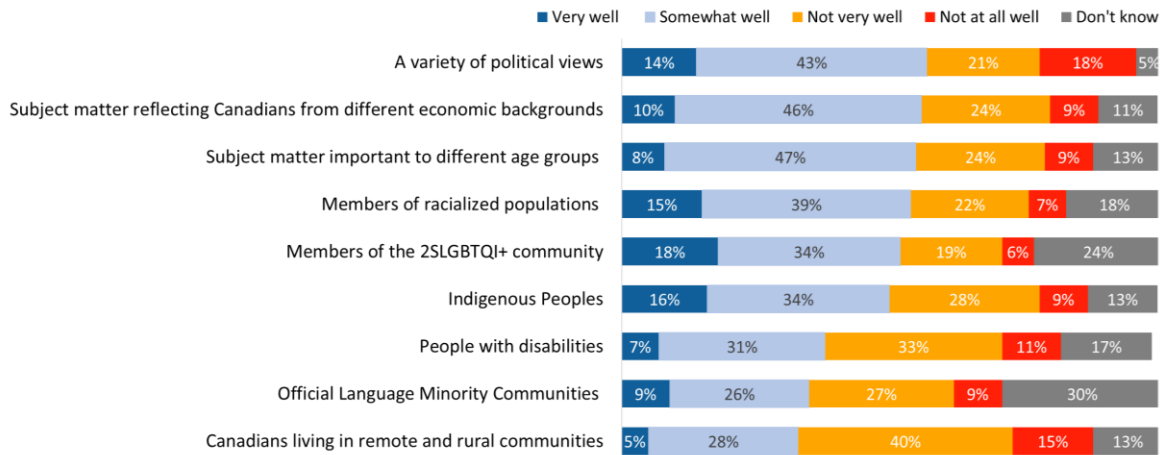
Mixed assessments of Canadian news coverage

Survey respondents' assessments of the performance of Canadian news sources were 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 there was a consensus was regarding the adequate representation of Canadians living in remote and rural communities, with 55% of those surveyed saying Canadian news sources do this not very or not at all well. More respondents offered a negative assessment of news sources' representation of or reporting on people with disabilities (44%, compared to 38% who offered a favourable assessment).

Respondents' views of OLMC news coverage were divided, with almost as many 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.

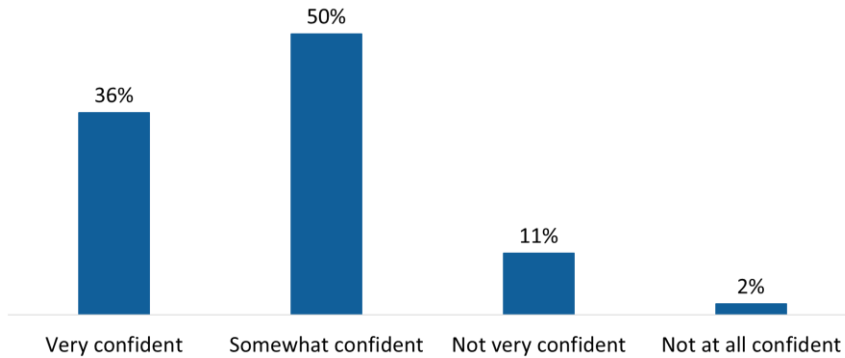
Perceptions of Canadian news sources varied by subgroup—specifically:

- 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 ten Canadians surveyed (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”



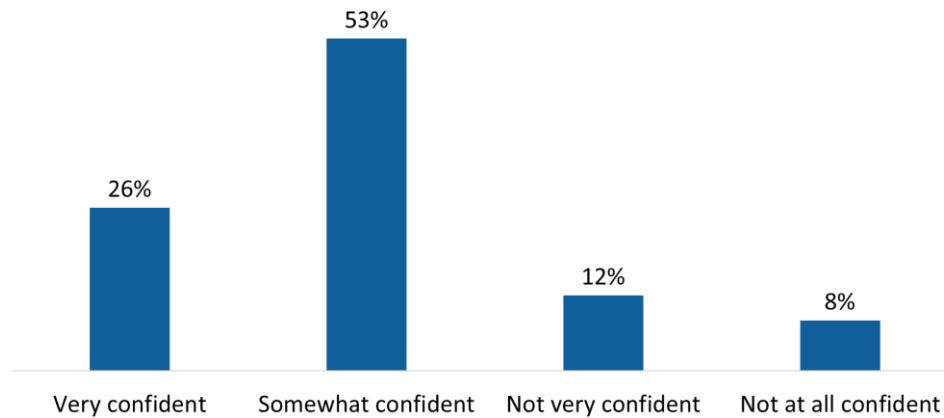
Q21 - Do you feel confident that you can identify misinformation or fake news? Base: n=1,226; all respondents, excluding “don’t know” n=12.

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 surveyed (79%) are at least somewhat confident that the news they consume from Canadian sources is accurate, including 26% who are very confident. Two in ten 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 participants said they do so on a daily basis. Others said they do not seek out news daily, and their consumption is influenced more by how they feel or whether there are breaking news events or stories that catch their attention. A few participants specified that they find news in general is negative and depressing, and they 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 indicated that they get news through newspapers.

Participants' descriptions of how and when they consume news exemplifies one of the ways in which their viewing habits have changed over time. While some participants with cable or satellite TV still watch or listen to regularly scheduled news broadcasts, many indicated that they play an active role in their consumption of news and have more control over their viewing habits. This manifests itself in the following ways:

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

Types of news that interest participants

Participants collectively identified a variety of news stories that interest them most. Many identified preferences related to 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 that focus on Quebec. Specific topics of interest included the following:

- politics
- sports
- business
- culture
- entertainment
- investigative journalism
- science
- environment
- crime
- weather
- 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, impartiality, and an emphasis on factual reporting
 - professionalism, journalistic rigour and the use of verifiable information from credible sources
 - an absence of sensationalism or the exaggeration of 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. Participants from rural areas, the North, and Francophone participants were most likely to emphasize the importance of local or regional news (with a focus on Quebec in the case of Francophone participants from Quebec).
- In-depth reporting of issues, with a focus on informing and educating.
- Coverage of issues of relevance or interest (e.g., sports, stock markets, etc.).
- Timely coverage delivered as events are unfolding.

Balance between local and national coverage

Views differed about the importance of news sources providing a balance of local and national news coverage. Participants from rural areas and the North considered this balance important, with some indicating that their regions tend to get less coverage in national news. They highlighted 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, their curiosity about what is happening in other parts of the country, and their desire to be exposed to different perspectives on issues.

Participants who felt this 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 a single news source is needed to provide both national and local coverage.

Reflection of localities and realities in news

Most participants said they believe that the news available in their area reflects their realities and localities. Participants thought that the best sources for local news included local or regional stations of national broadcasters, local radio stations, local newspapers, municipalities' websites, 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. Trusted news sources identified most often were the 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 participants said they mostly trust independent news sources (as opposed to Government-funded and privately owned outlets), and a few specified that they most trust local sources (e.g., radio station 98.5 in Montreal) for local news. Some 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 consistency of what is reported.

When asked why they trust the sources they do, participants tended to re-iterate their top priorities when it comes to selecting news coverage. Some said that the status of the news source is also a factor, and they considered public broadcasters more trustworthy because they are publicly funded as opposed to privately owned. On the other hand, a few participants indicated that they trust small independent news sources because they are not funded by government, nor owned by individuals, and this independence helps ensure their neutrality and impartiality. Finally, some participants said they mostly trust local news sources that are on the spot and best able to cover local affairs with accuracy.

Reliable vs. unreliable news sources

Participants said they use the following criteria to differentiate between reliable and unreliable sources:

- Tone and 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 and 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, or 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 participants said that reliability is assessed in part by comparing sources, with some suggesting that biases, agendas, or different perspectives will always exist when it comes to media reporting. As a result, they considered it 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 indicated they have consumed content that first appeared to be news but later felt more like an advertisement. Their reaction was consistently negative and included anger, disappointment, annoyance at having wasted one's time, disinterest in the product or service, a feeling of having been misled, deceived, or tricked, and a loss of confidence in the credibility of the outlet publishing the advertorials.

Participants looked for the following characteristics of advertorials to differentiate them from news articles:

- 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 publishing advertorials would affect their trust in a news outlet, 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:

- A lack of honesty. If the outlet is not up front about this, how can it be trusted to report honestly?
- 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 its reporting can be influenced by vested interests.

Some participants said that the extent to which their trust would be affected would depend on what exactly was being promoted. Others indicated their trust would not be affected as all news outlets publish advertorials as a way to generate revenue.

There was widespread agreement that news organizations should take measures to help identify advertorials by clearly and explicitly identifying an article as an advertorial 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 the majority thought that it is important or very important to know whether the news programming they consume was created using AI. Focus group participants considered this important for the following reasons:

- Understanding how AI is being used in the creation of news programming and to what extent. For example, is AI simply being used as a tool to help craft text, or is it being used in more fundamental ways?
- Assessing whether the use of AI is being regulated and monitored and, if so, how—is its use subject to rigorous journalistic standards or reviewed by professional journalists?
- Being concerned about AI's ability to make things up (“hallucinate”) and distort reality by producing fake news. People 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.
- Not knowing where AI gets its information, which makes it harder to tell if the data is accurate, biased, or from unreliable sources.
- Being able to make sure the news is accurate, which is important because people make decisions and form opinions based on the news they consume.

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. Others responded that it would depend on specifically which AI was being used.

On the other hand, some participants indicated 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 this knowledge 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. 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 among participants that AI could have an impact on the quality and reliability of news programming. Some participants specified 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:

- Loss of ability 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.
- Decreased ability to make news without relying on AI.
- Poor choices and decisions based on fake or inaccurate news.

On a more positive note, it was recognized that AI is a powerful tool that can be useful if properly regulated. For example, AI could get warnings and bulletins out faster and pull together useful statistical data based on accurate information.

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 its quality, diversity, and relatability in representing Canadians, Québécois, or Francophone-Canadians. While Canadians value Canadian programming, country of origin is not important to almost half of those surveyed. 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 entertainment value rather than elements of Canadian content.

The importance of quality programming

Quality programming was a key theme in the research. Focus group participants associated Canadian programming with quality. They cited quality as a reason they watch Canadian programming and highlighted it as one of the factors they most value. 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 identifying feeling pride, or feeling connected to Canadian programming. That is not to say that Francophone participants from Quebec did not recognize Canadian programming outside of Quebec—they just found Canadian programming most meaningful when it comes from Quebec. The survey results also showed that Francophones from Quebec and French OLMC members were 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 focal point 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 and subject matter reflecting different economic backgrounds, age groups, racialized populations, the 2SLGBTQI+ community, and Indigenous Peoples. However, survey respondents said Canadian news coverage is weaker when it addresses 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. Oversamples were included in the sample design to ensure sufficient sample sizes of OLMCs in both official languages and Canadians in rural and Northern communities. 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 12 November 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 13 and 14 November 2024, 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 15 November 2024 and was completed 5 December 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. Upon agreement, they were sent the survey invitation either by text messaging 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.
- A total of 8,058 panellists were recruited to participate in the survey, with 1,226 panellists completing the survey.
- The response rate was 20%, 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 has 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’s proprietary 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.
- The fieldwork took place from 13 to 21 November 2024. The first focus group (held 13 November 2024, with English-language Canadians living in urban areas) was treated as

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.

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, and 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
- 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?

01. FSA/1st 3 characters: _____ [IF 2ND DIGIT IS '0', ELIGIBLE FOR GROUP 3 OR GROUP 6]
02. 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)**.

1. Would you be interested in taking part in this study?
 01. Yes
 02. No [THANK AND TERMINATE]

2. 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]

3. 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]

4. 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]

5. 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]

6. 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]
7. 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]
8. 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]
9. 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]
10. 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

11. 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]

12. [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]

13. [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]

14. 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]

15. 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

16. [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]

17. 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]

18. 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

19. [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.

20. Are you willing to attend?

01. Yes

02. No [THANK AND TERMINATE]

03. Prefer not to answer [THANK AND TERMINATE]

21. 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?

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.

27. 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!