



Canadian Programming

September 2013



Summary of Findings

The majority of Canadians are interested in Canadian stories

- Over half said they are interested in stories that are based on news stories that originate in Canada (58%), retell Canada's history and accomplishments (54%), feature Canadian cities and landscapes (54%) and topics that are uniquely Canadian (51%).
- Comparatively, only about half the population report an interest in watching sporting events and yet, three networks plus one conventional service offer sports in some form as a cornerstone programming; over half is therefore, a significant market
- In addition, over 2 in 3 agree that there are many unique Canadian stories that should be told and a strong Canadian television and film production will strengthen the Canadian identity.

Canadians want to see *more* Canadian documentaries and movies, among other types

- About 3 in 5 would like to see more Canadian documentaries (61%) and movies (60%).
- In addition, about half want to see more Canadian dramas (55%), comedy and sitcoms (51%), as well as news and current affairs (48%) programming.
- Interesting, younger Canadians are even more likely to want to see more movies (72%), as well as comedy and sitcoms (68%).

It is important that Canadians have access to production in which they can see this country reflected

- A clear majority agree with this statement and also think that production of unique Canadian programs is important to the development of Canadians culture.
- In addition, most agree that production companies should be incented to produce programming that is both entertaining and showcases Canada, with higher agreement among young Canadians!

Although less than half would choose to watch Canadian programming

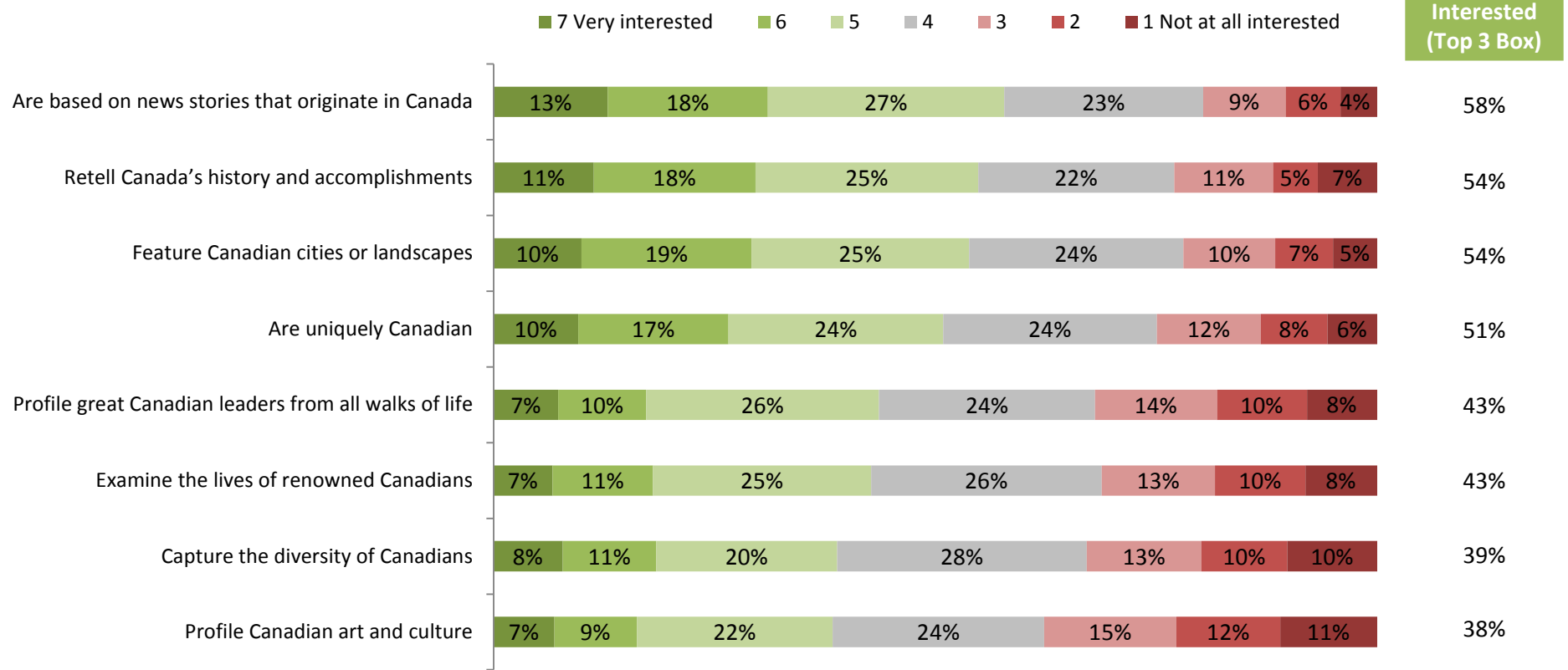
- Less than half agree that all things equal, they would choose to watch Canadian programming.



Interest in Canadian Stories

Over half of Canadians said they are interested in stories that are based on news stories that originate in Canada (58%), retell Canada’s history and accomplishments (54%), feature Canadian cities and landscapes (54%) and topics that are uniquely Canadian (51%). Some are also interested in stories that profile great Canadian leaders from all walks of life (43%), examine the lives of renowned Canadians (43%), capture the diversity of Canadians (39%) and profile Canadian art and culture (38%).

Topics/Stories that...



Q. How interested are you in the following types of programming? Please use a scale of 1 to 7, where 1 means not at all interested and 7 means very interested. Base: All respondents n=622



Interest in Canadian Stories by Demographics

Women are most likely to be interested in stories that are based on news stories that originate in Canada, while men are most interested in stories that retell Canada’s history and accomplishments. Canadians with a university degree are most likely to be interested in many of the types of stories and topics outlined below.

	Total	18-34	35-54	55+	Men	Women
Are based on news stories that originate in Canada	58%	62%	54%	58%	54%	62%
Retell Canada’s history and accomplishments	54%	55%	55%	55%	59%	51%
Feature Canadian cities or landscapes	54%	60%	53%	50%	51%	57%
Are uniquely Canadian	51%	58%	49%	47%	47%	54%
Profile great Canadian leaders from all walks of life	43%	48%	40%	44%	42%	45%
Examine the lives of renowned Canadians	43%	42%	39%	46%	41%	45%
Capture the diversity of Canadians	39%	46%	36%	36%	36%	42%
Profile Canadian art and culture	38%	42%	38%	36%	36%	40%

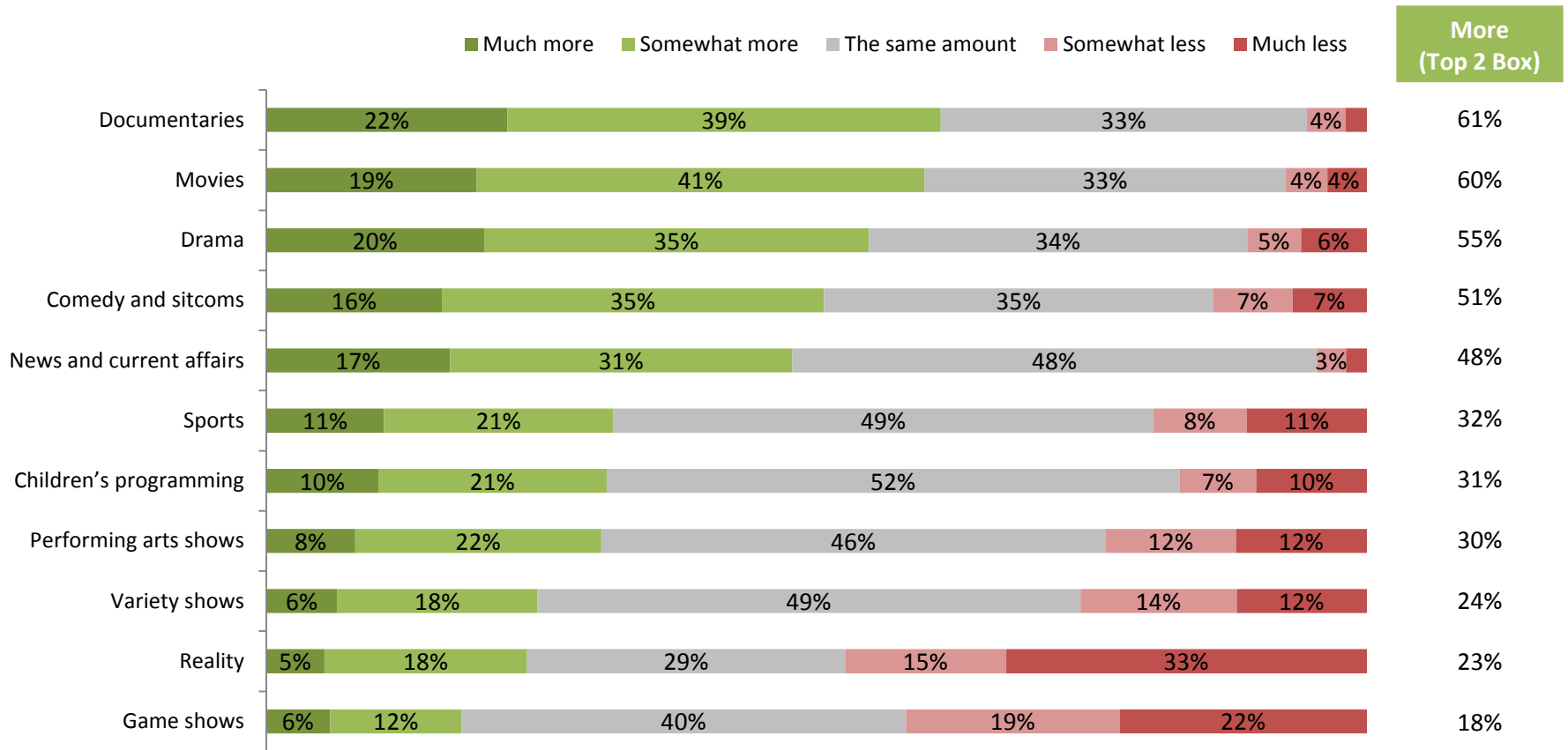
	Total	West	ON/QC	Atlantic*	High school	College	University
Are based on news stories that originate in Canada	58%	55%	58%	68%	56%	55%	60%
Retell Canada’s history and accomplishments	54%	51%	58%	56%	47%	49%	61%
Feature Canadian cities or landscapes	54%	51%	55%	58%	51%	51%	56%
Are uniquely Canadian	51%	50%	51%	56%	50%	43%	55%
Profile great Canadian leaders from all walks of life	43%	39%	45%	54%	37%	39%	49%
Examine the lives of renowned Canadians	43%	38%	45%	52%	39%	36%	48%
Capture the diversity of Canadians	39%	39%	37%	46%	31%	34%	44%
Profile Canadian art and culture	38%	37%	38%	48%	27%	34%	45%

*Caution: Small base size



Types of Canadian programming Canadians want to see

About 2 in 5 of Canadians would like to see more Canadian documentaries (61%) and movies (60%), while about half want to see more Canadian drama (55%), comedy and sitcoms (51%), as well as news and current affairs (48%) programming.



Q. Would you like to see more, less or the same amount of Canadian programming on television or online in the following genres? Base: All respondents n=622



Canadians want to see by Demographics

Younger Canadians are most likely to want to see more Canadian documentaries, comedy and sitcoms (along with middle-aged Canadians), children’s programming (along with middle-aged Canadians), reality (along with middle-aged Canadians) and game shows. Women are also more likely to want to see more Canadian programming such as movies, drama, comedy, children’s, variety shows, reality and game shows.

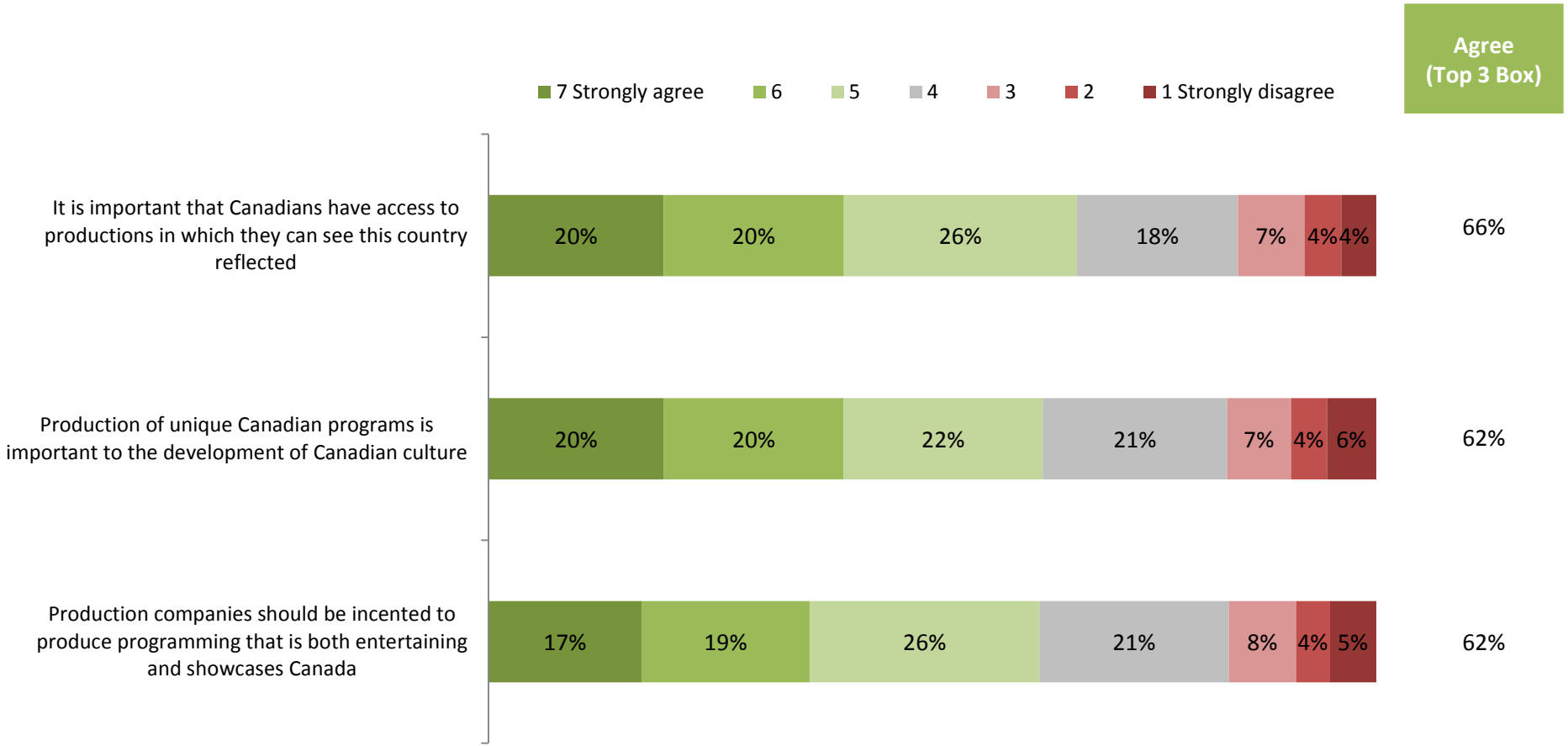
	Total	18-34	35-54	55+	Men	Women	West	ON/QC	Atlantic*	High school	College	University
Documentaries	61%	64%	60%	60%	60%	63%	61%	62%	61%	54%	53%	68%
Movies	60%	72%	55%	56%	53%	66%	59%	60%	64%	51%	56%	65%
Drama	55%	56%	54%	54%	48%	61%	53%	56%	55%	45%	49%	61%
Comedy and sitcoms	51%	68%	55%	34%	45%	56%	47%	54%	49%	41%	52%	54%
News and current affairs	48%	46%	45%	52%	47%	48%	46%	49%	50%	47%	45%	49%
Sports	32%	28%	33%	32%	33%	31%	30%	34%	23%	34%	30%	31%
Children’s programming	31%	41%	32%	22%	23%	38%	30%	32%	26%	30%	27%	33%
Performing arts shows	30%	30%	27%	34%	29%	32%	29%	32%	28%	21%	25%	37%
Variety shows	24%	24%	23%	26%	19%	30%	22%	26%	28%	26%	31%	21%
Reality	23%	33%	25%	16%	19%	28%	20%	26%	25%	32%	22%	21%
Game shows	18%	30%	15%	12%	12%	23%	17%	20%	11%	24%	19%	14%

*Caution: Small base size



Attitudes toward Canadian productions

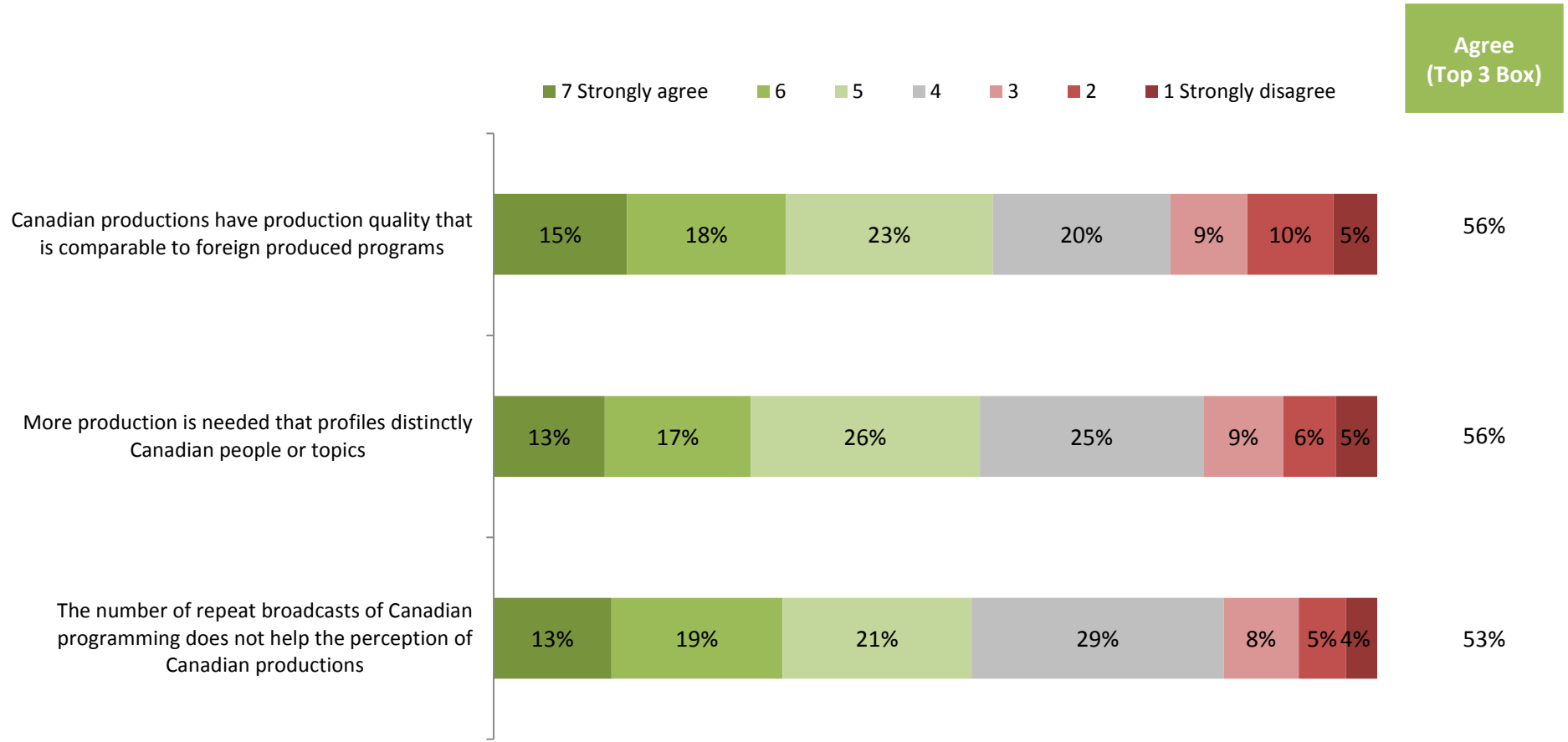
2 in 3 (66%) of all Canadians agree that it is important that Canadians have access to productions in which they see this country reflected. Another 2 in 5 agree that production of unique Canadian programs is important to the development of Canadian culture (62%) and that production companies should be incented to produce programming that is both entertaining and showcases Canada (62%).





Attitudes toward Canadian productions

Over half agree that Canadian productions have production quality that is comparable to foreign produced programs (56%), that more production is needed that profiles distinctly Canadian people or topics (56%) and that the number of repeat broadcasts of Canadian programming does not help the perception of Canadian productions (53%).





Attitudes toward Canadian productions by Demographics

Young Canadians are most likely to agree that that production companies should be incented to produce programming that is both entertaining and showcases Canada, while older Canadians are most likely to agree that Canadian productions have production quality that is comparable to foreign produced programs.

	Total	18-34	35-54	55+	Men	Women
Access to productions in which this country reflected	66%	72%	64%	64%	62%	70%
Unique Canadian programs important to Canadian culture	62%	65%	62%	62%	58%	66%
Incented to produce - entertaining and showcases Canada	62%	71%	57%	61%	56%	68%
Comparable to foreign produced programs	56%	55%	50%	64%	54%	59%
Profiles distinctly Canadian people or topics	56%	58%	54%	54%	51%	59%
Repeat broadcasts - not help perception of Canadian productions	53%	59%	49%	55%	52%	56%

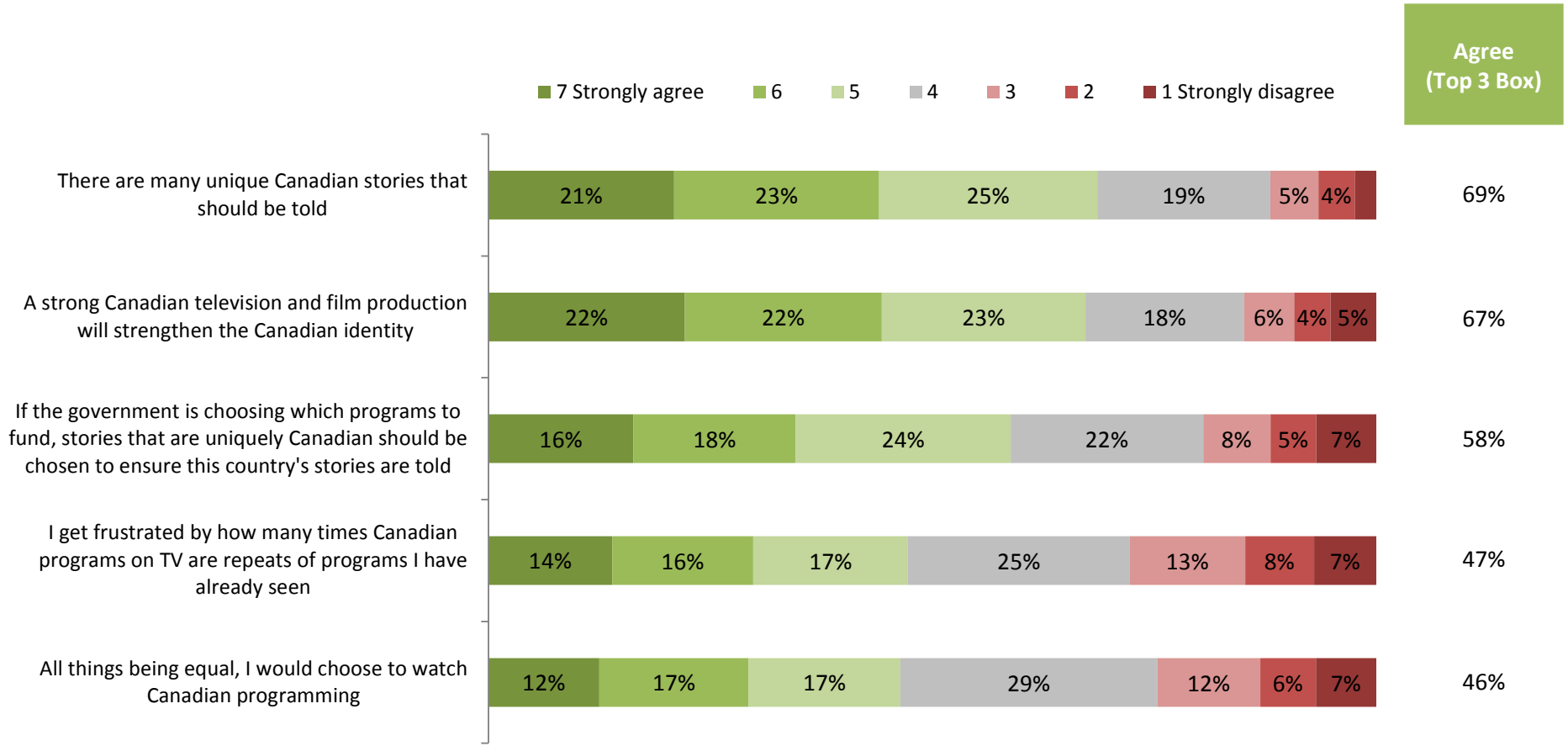
	Total	West	ON/QC	Atlantic*	High school	College	University
Access to productions in which this country reflected	66%	63%	68%	72%	59%	61%	72%
Unique Canadian programs important to Canadian culture	62%	59%	65%	68%	56%	57%	68%
Incented to produce - entertaining and showcases Canada	62%	59%	64%	66%	57%	59%	66%
Comparable to foreign produced programs	56%	55%	56%	64%	52%	51%	61%
Profiles distinctly Canadian people or topics	56%	54%	56%	58%	46%	51%	61%
Repeat broadcasts - not help perception of Canadian productions	53%	55%	53%	55%	48%	56%	56%

*Caution: Small base size



Attitudes toward Canadian programming

Over 2 in 3 of all Canadians agree that there are many unique Canadian stories that should be told (69%) and that a strong Canadian television and film production will strengthen the Canadian identity (67%). The majority (58%) also agree that if the government is choosing which programs to fund, stories that are uniquely Canadian should be chosen to ensure this country's stories are told.



Q. Please indicate your agreement to the following statement using a scale of 1 to 7, where 1 means strongly disagree and 7 means strongly agree. Base: All respondents n=622



Attitudes toward Canadian programming by Demographics

Women are more likely to agree that a strong Canadian television and film production will strengthen the Canadian identity and that all things being equal, they would choose to watch Canadian programming.

	Total	18-34	35-54	55+	Men	Women
Many unique Canadian stories that should be told	69%	71%	66%	70%	65%	72%
A strong Canadian production will strengthen Canadian identity	67%	71%	66%	66%	62%	72%
Stories uniquely Canadian should be chosen	58%	57%	57%	62%	56%	62%
Canadian programs on TV are repeats of programs I have seen	47%	43%	47%	51%	44%	50%
I would choose to watch Canadian programming	46%	52%	43%	46%	41%	52%

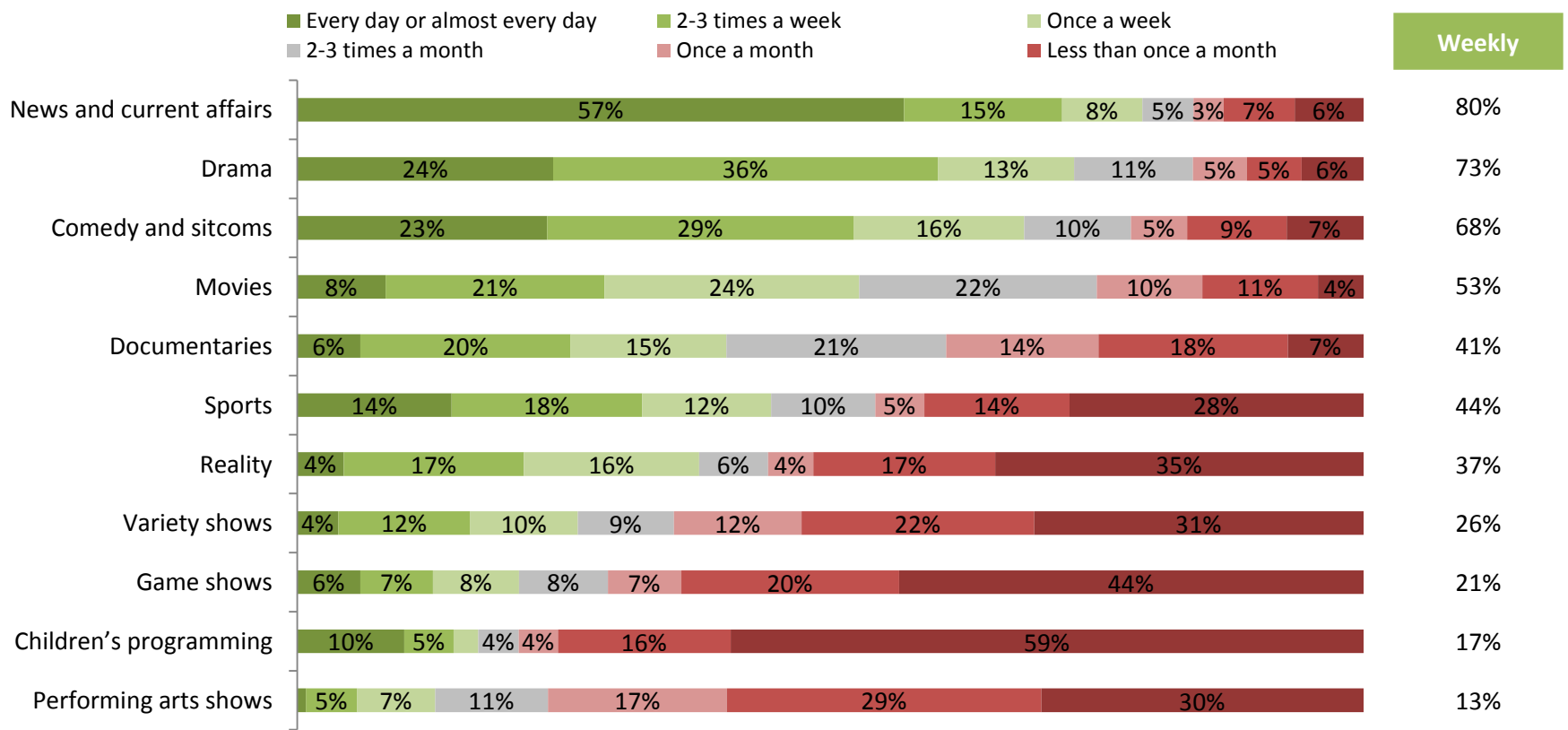
	Total	West	ON/QC	Atlantic*	High school	College	University
Many unique Canadian stories that should be told	69%	68%	68%	76%	65%	63%	73%
A strong Canadian production will strengthen Canadian identity	67%	64%	68%	74%	59%	66%	71%
Stories uniquely Canadian should be chosen	58%	57%	60%	59%	51%	56%	63%
Canadian programs on TV are repeats of programs I have seen	47%	47%	47%	51%	46%	51%	46%
I would choose to watch Canadian programming	46%	44%	47%	53%	43%	42%	50%

*Caution: Small base size



Types of Programming

The majority of Canadians watch news and current affairs (80%), drama programming (73%), comedy (68%) and movies (53%) on a weekly basis.



Q. How often do you watch the following types of programming? Base: All respondents n=622



Methodology

- Source: InCanada Panel, managed by Vision Critical
- Dates in field: September 27-30, 2013
- Population: Anglo Canadians 18+, representative in terms of age, gender and region
- Total surveyed: 622