

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Vast majority want CRTC to regulate cable, satellite fees

Wide majority say fees "much too high"

TORONTO JUNE 18th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1341 Canadians 18 years of age and older who were aware of how much they spent on cable and satellite TV, virtually all (92%) say cable and satellite fees are too high, and 7-in-10 use the strongest term ("much too high" - 70%).

8-in-10 want CRTC to regulate fees again

The wide majority of respondents agree the Canadian Radio Television and Telecommunications Commission (CRTC) should be back in the business of regulating cable and satellite fees (79%), and 6-in-10 agree strongly (60%).

8-in-10 want fees regulated within inflation rate

The wide majority of respondents agree cable and satellite fees should be regulated to stay within the inflation rate (80%), and close to 6-in-10 agree strongly (58%).

Majority disapprove of CRTC getting out of Canadian content biz

More than half disapprove of the idea of the CRTC lowering or dropping Canadian content quotas on TV (52%), and just one third approve (35%). Approval is highest in Alberta (52%) and among Conservatives (51%).

Even split on more foreign cable, satellite channels

Equal proportions approve (43%) and disapprove (44%) of the CRTC allowing Canadian cable and satellite companies to carry more foreign channels than Canadian channels, while one tenth have no opinion (13%).

Majority disagree with lowering CanCon if job loss results

When told reducing Canadian content could lead to job losses in Canada, the majority (51%) disapprove of the idea, while just more than a quarter approve (28%) and a fifth have no opinion (21%).

Strong majority agrees CRTC should compare competitive pricing

A wide majority of respondents agree the CRTC should collect data on competitive cable and satellite fees to ensure they are affordable (80%), and two thirds agree strongly (62%).

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TORONTO

June 18th, 2014

HIGHLIGHTS:

- Virtually all (92%) say cable and satellite fees are too high.
- The wide majority of respondents agree the Canadian Radio Television and Telecommunications Commission (CRTC) should be back in the business of regulating cable and satellite fees (79%).
- The wide majority of respondents agree cable and satellite fees should be regulated to stay within the inflation rate (80%).
- More than half disapprove of the idea of the CRTC lowering or dropping Canadian content quotas on TV (52%).
- When told reducing Canadian content could lead to job losses in Canada, the majority (51%) disapprove of the idea.
- A wide majority of respondents agree the CRTC should collect data on competitive cable and satellite fees to ensure they are affordable (80%).

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"Canadians share a love-hate relationship with Canadian content - they want to see more American channels, but they want to protect jobs at home. They see the CRTC as an important part of this social and economic equation," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

- "Canadians share a love-hate relationship with Canadian content - they want to see more American channels, but they want to protect jobs at home. They see the CRTC as an important part of this social and economic equation," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1341 randomly selected Canadians 18 years of age and older who subscribed to cable or satellite TV and knew approximately what their bills were. The poll was conducted on June 16-17th, 2014.

Results based on the total sample are considered accurate +/- 2%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Cable/Satellite TV Cost Level

'Are the fees that people pay to receive TV channels by cable or satellite too high, about right or too low in Canada?'

[Know how much they pay for TV, nobody in household works for TV Company]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1341	86	132	231	361	531	616	725	251	1090	134
NET: TOP2	92	86	95	96	95	90	92	93	94	92	94
NET: BTM2	1	6	0	0	0	0	3	0	1	1	0
Much too high	70	65	71	76	75	63	69	71	72	69	77
Somewhat too high	22	21	24	20	20	27	22	22	22	22	17
About right	6	7	5	3	4	9	6	6	5	6	6
Somewhat too low	1	4	0	0	0	0	2	0	0	1	0
Much too low	0	2	0	0	0	0	1	0	1	0	0
Don't know	1	1	0	0	1	1	0	1	0	1	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1341	117	291	503	71	157	202	1069	272
NET: TOP2	92	95	93	95	80	86	94	92	93
NET: BTM2	1	0	0	0	11	4	0	2	0
Much too high	70	75	70	73	57	66	71	70	71
Somewhat too high	22	20	24	22	22	20	23	22	22
About right	6	4	6	5	10	9	4	6	6
Somewhat too low	1	0	0	0	11	0	0	1	0
Much too low	0	0	0	0	0	4	0	1	0
Don't know	1	1	1	0	0	1	2	1	1

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K
Sample	1341	124	237	224	168	139	225
NET: TOP2	92	95	93	97	94	96	89
NET: BTM2	1	0	0	0	0	0	0
Much too high	70	73	75	73	70	74	64
Somewhat too high	22	21	19	24	24	22	25
About right	6	5	5	2	6	4	10
Somewhat too low	1	0	0	0	0	0	0
Much too low	0	0	0	0	0	0	0
Don't know	1	1	1	1	0	0	0

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1341	432	444	244	87	49	37
NET: TOP2	92	90	94	95	98	93	76
NET: BTM2	1	2	0	0	0	0	19
Much too high	70	64	69	77	77	73	71
Somewhat too high	22	25	26	18	21	20	5
About right	6	8	5	4	1	7	5
Somewhat too low	1	0	0	0	0	0	19
Much too low	0	2	0	0	0	0	0
Don't know	1	0	1	1	1	0	0

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CRTC Regulation of Fees

'The Canadian Radio-Television and Telecommunications Commission, or CRTC, was created to regulate broadcasting in Canada and to ensure cable and satellite TV fees are affordable. The CRTC has since stopped regulating cable and satellite fees. Do you agree or disagree the CRTC should regulate the fees people pay to receive TV channels?'

[Know how much they pay for TV, nobody in household works for TV Company]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1341	86	132	231	361	531	616	725	251	1090	134
NET: TOP2	79	79	71	81	82	83	77	81	76	81	80
NET: BTM2	13	14	19	12	10	11	16	11	17	12	12
Agree strongly	60	64	51	63	66	58	61	60	57	62	59
Agree	19	14	20	18	16	25	15	22	19	18	21
Disagree	9	7	15	8	8	9	11	8	11	9	8
Disagree strongly	4	7	4	5	2	2	5	2	6	3	5
Don't know	8	8	10	6	7	7	7	8	7	8	8

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1341	117	291	503	71	157	202	1069	272
NET: TOP2	79	78	78	81	76	76	80	78	82
NET: BTM2	13	3	13	14	17	18	14	15	9
Agree strongly	60	65	58	65	63	50	57	60	61
Agree	19	12	20	17	13	26	23	18	21
Disagree	9	3	10	10	12	6	12	10	6
Disagree strongly	4	0	3	4	5	12	1	4	2
Don't know	8	19	10	5	7	6	6	7	10

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K
Sample	1341	124	237	224	168	139	225
NET: TOP2	79	81	84	84	87	81	71
NET: BTM2	13	7	6	11	8	14	20
Agree strongly	60	69	66	64	68	60	54
Agree	19	12	18	20	19	21	18
Disagree	9	7	6	8	5	9	16
Disagree strongly	4	0	0	3	3	5	4
Don't know	8	12	10	5	5	4	8

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1341	432	444	244	87	49	37
NET: TOP2	79	70	82	89	72	94	74
NET: BTM2	13	23	10	4	17	3	11
Agree strongly	60	50	61	77	59	60	64
Agree	19	20	21	12	13	34	10
Disagree	9	15	8	3	11	3	3
Disagree strongly	4	7	2	1	7	0	8
Don't know	8	7	8	7	10	2	15

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Cable/Satellite TV Fees and Inflation

'Do you agree or disagree that cable and satellite TV fees should be regulated to stay within the rate of inflation?'

[Know how much they pay for TV, nobody in household works for TV Company]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1341	86	132	231	361	531	616	725	251	1090	134
NET: TOP2	80	77	70	83	87	87	77	84	73	84	76
NET: BTM2	16	22	23	12	11	9	20	11	22	13	16
Agree strongly	58	52	46	63	69	62	58	58	50	62	48
Agree	22	25	23	20	18	26	19	26	23	22	29
Disagree	11	13	18	9	9	8	14	9	16	9	12
Disagree strongly	4	9	5	4	2	1	6	2	6	3	4
Don't know	4	1	8	4	3	4	3	5	5	3	7

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1341	117	291	503	71	157	202	1069	272
NET: TOP2	80	83	84	82	68	75	80	78	88
NET: BTM2	16	8	13	14	29	21	16	17	9
Agree strongly	58	58	64	61	54	48	51	55	69
Agree	22	25	20	21	14	27	29	23	19
Disagree	11	7	10	10	28	10	12	13	6
Disagree strongly	4	0	3	4	1	12	5	5	3
Don't know	4	10	3	4	4	3	4	4	3

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K
Sample	1341	124	237	224	168	139	225
NET: TOP2	80	82	88	83	85	84	74
NET: BTM2	16	13	8	13	13	13	23
Agree strongly	58	64	66	63	61	61	48
Agree	22	18	22	20	24	23	25
Disagree	11	5	4	11	10	9	19
Disagree strongly	4	8	3	2	3	4	4
Don't know	4	5	4	4	2	4	3

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1341	432	444	244	87	49	37
NET: TOP2	80	74	84	90	83	96	42
NET: BTM2	16	23	13	5	13	0	50
Agree strongly	58	48	61	68	63	79	34
Agree	22	25	23	22	19	16	8
Disagree	11	16	11	3	7	0	31
Disagree strongly	4	7	1	1	6	0	19
Don't know	4	3	3	5	4	4	8

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CRTC Lowering or Dropping Canadian Content

'The CRTC is considering lowering or dropping the requirement for Canadian content on TV. Do you approve or disapprove of this idea?'

[Know how much they pay for TV, nobody in household works for TV Company]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1341	86	132	231	361	531	616	725	251	1090	134
Approve	35	32	39	37	37	31	41	29	38	33	32
Disapprove	52	53	50	50	53	53	48	55	53	51	57
Don't know	13	15	12	13	10	16	10	16	9	15	12

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1341	117	291	503	71	157	202	1069	272
Approve	35	26	21	37	45	52	39	39	20
Disapprove	52	59	62	49	50	34	52	48	64
Don't know	13	15	16	14	4	14	10	13	15

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1341	124	237	224	168	139	225
Approve	35	24	33	34	38	43	38
Disapprove	52	62	49	52	51	48	52
Don't know	13	13	18	14	12	10	10

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1341	432	444	244	87	49	37
Approve	35	51	30	29	32	9	32
Disapprove	52	38	57	59	51	70	63
Don't know	13	11	14	12	17	22	5

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CRTC Foreign vs. Canadian TV Channels

'The CRTC may allow Canadian cable and satellite companies to carry more foreign TV channels than Canadian channels. Do you approve or disapprove of this idea?'

[Know how much they pay for TV, nobody in household works for TV Company]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1341	86	132	231	361	531	616	725	251	1090	134
Approve	43	54	47	44	37	31	55	31	46	42	34
Disapprove	44	30	40	44	53	55	35	53	41	45	49
Don't know	13	16	13	12	10	13	10	16	14	13	17

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1341	117	291	503	71	157	202	1069	272
Approve	43	31	30	45	51	59	51	47	27
Disapprove	44	50	60	41	32	32	36	39	64
Don't know	13	19	10	14	18	9	13	14	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1341	124	237	224	168	139	225
Approve	43	26	33	39	42	47	59
Disapprove	44	58	54	44	47	44	31
Don't know	13	17	13	17	11	8	9

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1341	432	444	244	87	49	37
Approve	43	55	45	27	34	30	56
Disapprove	44	36	41	55	51	62	34
Don't know	13	9	14	17	15	8	10

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CRTC Canadian Content Related Job Losses

‘The CRTC has said lowering Canadian content regulations may lead to job losses in Canada. Do you approve or disapprove of this idea?’

[Know how much they pay for TV, nobody in household works for TV Company]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1341	86	132	231	361	531	616	725	251	1090	134
Approve	28	20	31	31	32	27	38	18	30	27	17
Disapprove	51	62	42	50	50	49	42	60	50	51	65
Don't know	21	18	27	19	18	24	20	22	20	21	18

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1341	117	291	503	71	157	202	1069	272
Approve	28	23	34	22	50	31	23	26	36
Disapprove	51	51	39	62	34	45	56	55	37
Don't know	21	26	27	16	17	25	21	19	27

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1341	124	237	224	168	139	225
Approve	28	17	21	25	28	33	34
Disapprove	51	64	55	47	53	50	48
Don't know	21	19	24	27	19	17	17

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1341	432	444	244	87	49	37
Approve	28	31	25	26	19	42	47
Disapprove	51	48	57	50	56	30	39
Don't know	21	20	19	23	24	28	14

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CRTC to Collect Data on Cable/Satellite TV Fees

'Do you agree or disagree the CRTC should collect data on competitive cable and satellite TV fees to ensure they are affordable?'

[All Respondents]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1683	141	177	272	432	661	751	932	333	1350	183
NET: TOP2	82	75	79	87	89	85	84	80	79	84	79
NET: BTM2	9	16	8	5	6	5	9	9	13	7	10
Agree strongly	62	57	62	67	71	59	64	61	65	61	66
Agree	20	18	17	19	18	27	20	20	14	23	13
Disagree	7	14	6	4	5	5	7	8	10	6	9
Disagree strongly	2	2	2	2	1	1	3	1	3	1	1
Don't know	9	9	12	8	4	9	7	11	9	9	11

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1683	136	384	624	87	199	253	1326	357
NET: TOP2	82	91	87	83	78	69	78	81	87
NET: BTM2	9	1	5	10	15	16	10	10	5
Agree strongly	62	65	68	62	57	55	57	60	71
Agree	20	25	19	20	21	14	21	21	16
Disagree	7	1	4	8	14	10	9	8	5
Disagree strongly	2	0	1	2	1	6	1	2	0
Don't know	9	8	8	7	7	15	11	9	8

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K
Sample	1683	186	297	281	198	164	261
NET: TOP2	82	83	83	84	80	86	86
NET: BTM2	9	11	3	9	11	5	7
Agree strongly	62	60	61	64	61	72	66
Agree	20	22	22	20	19	15	21
Disagree	7	11	2	7	9	4	5
Disagree strongly	2	0	1	2	2	1	2
Don't know	9	6	14	7	9	9	6

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1683	531	547	303	112	60	61
NET: TOP2	82	76	87	89	78	91	67
NET: BTM2	9	15	5	2	13	6	20
Agree strongly	62	55	65	71	60	72	60
Agree	20	21	22	18	18	20	8
Disagree	7	12	4	2	12	6	17
Disagree strongly	2	3	1	0	1	0	2
Don't know	9	9	8	9	10	3	13

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