



**2006 Telefilm Canada  
Client Satisfaction and  
Needs Identification Survey**

**A POLLARA Report for  
Telefilm Canada**

October 2006

**POLLARA Inc.** (<http://www.pollara.com>), the largest Canadian public opinion and marketing research firm, helps its clients improve their performance through strategic research designed and analyzed by consultants who are experts in their fields.

## Table of Contents

<b>I. Introduction.....</b>	<b>2</b>
Methodology .....	2
<b>II. Detailed Findings.....</b>	<b>3</b>
Overall Rating of Telefilm’s Performance as an Organisation .....	3
Satisfaction with Telefilm’s Communication Activities .....	3
Telefilm’s Client Service Charter .....	4
Satisfaction with the Application Process .....	4
Satisfaction with Decision Making Process and Communication of the Decision .....	4
Satisfaction with the Contract Negotiation Process .....	5
Satisfaction with Feedback from Telefilm .....	5
Satisfaction with Contract Drawdowns/Disbursement Phase .....	6
Cost Reporting Phase .....	6
Programs and Services Offered by Telefilm .....	7
International Activities.....	7
The Role of the Regional Offices.....	8
Telefilm’s Performance Given Current Mandate.....	9
Measures of Success and Future Priorities .....	9
Advanced Analysis .....	9
<b>APPENDIX A: INTERVIEW SCHEDULE .....</b>	<b>11</b>

# I. Introduction

POLLARA is pleased to present Telefilm Canada with the following report of findings from the quantitative telephone survey of Telefilm Canada's clients.

This report provides a summary of top-line survey results. The full questionnaire text and results of the survey are shown in the Appendix to this report.

## **Methodology**

Interviewing was conducted between May 5 and May 26, 2006. Five hundred and twenty<sup>1</sup> companies responded to the survey out of a sample of 916 - a 57% response rate. The survey consisted of 116 questions including 20 open-ended questions. The length of the survey varied depending on respondents' answers and on which Telefilm programs, services and processes they have used.

Ninety-five percent of respondents are clients of Telefilm. Of the remaining five percent, the majority have received support from Telefilm in the past. Seventy-nine percent of respondents work in the television industry, 66% work in the film industry and 31% work in the new media industry. The clients who responded to the survey have applied to Telefilm for support an average of five times each in the last three years.

---

<sup>1</sup> It is normal practice to cite a margin of error for surveys. However, this only applies to sample-based surveys. This survey was essentially a census, and the only "error" would be the degree to which there may be a bias due to non-response. This is impossible to estimate.

## II. Detailed Findings

### **Overall Rating of Telefilm's Performance as an Organisation**

When asked to give an overall rating of Telefilm's performance as an organisation on a scale of 1 to 10 where 1 means a "poor" and 10 means an "excellent" performance, two-thirds (67%) of respondents gave a rating of 7 or more out of 10 and 12% gave a rating of 9 or 10 out of 10. The mean rating was 7.0 out of 10.

### **Satisfaction with Telefilm's Communication Activities**

When rating their overall satisfaction with the communication activities of Telefilm on a 10-point scale where 1 means "not at all satisfied" and 10 means "very satisfied", respondents gave an average score of 7.0 out of 10. Thirteen percent were "very satisfied" (scores of 9 or 10) and 56% were "somewhat satisfied" (scores of 7 or 8).

Within the category of Telefilm's communication activities, respondents were most satisfied with *the accessibility of information about Telefilm programs and procedures*. More than three-quarters (78% of respondents) gave scores of 7 or more out of 10 and the mean satisfaction score was 7.5 out of 10. Respondents were also somewhat satisfied with *the ease of use of the web site* (mean 7.3), *the information provided being comprehensive* (7.3), *the clarity of the information provided* (7.2), and with *knowing who to contact at Telefilm for various types of information* (mean score 7.1 out of 10).

Respondents were slightly less satisfied with *the usefulness of information sessions held across the country* (mean 6.8 out of 10). Over a quarter (28%) answered "don't know/refused" to this, indicating that they are either not aware of, or have not attended any of these information sessions.

Those who rated their overall satisfaction with Telefilm's communication activities as less than 7 were asked what aspects of Telefilm's communication activities they would improve or what processes they felt should be added to improve this aspect of the service to clients. Top mentions included *more clarity/kept up-to-date with changes* (mentioned by 25% of respondents) and *access to/communicate with representatives* (22%).

Just under half (47%) of respondents were aware of e-Telefilm and of these, 69% said that they, or someone else in their organisation have used

the service. Of those who were familiar with e-Telefilm but who have not used it, 36% said they had no need for it and 24% said they did not have enough time to use it.

### **Telefilm's Client Service Charter**

Only 17% of survey respondents indicated that they were familiar with Telefilm's Client Service Charter. Of these, just under two-thirds (63%) believe that Telefilm is delivering on its promises.

### **Satisfaction with the Application Process**

Overall, respondents were moderately satisfied with the application process, giving a mean score of 6.8 out of 10. Within this area, staff competence was highly rated, but with only 4 out of 10 items receiving mean scores of 7 or higher, this must be measured against a lack of satisfaction with other aspects of the application process - most particularly, relevance and fairness of selection criteria, and appropriateness of deadlines.

Almost a third of respondents (31%) were "very satisfied" (scores of 9 or 10 out of 10) with *staff being helpful and able to answer all your questions* (mean score 7.6). Respondents were also quite satisfied with *access to Telefilm staff to answer any questions about filling out application* (7.5 out of 10), *various deadlines, where applicable, being clear and easy to understand* (7.4) and *the application form being simple and easy to use* (7.1).

*Being informed in advance that applicants can contact Telefilm for help and advice, staff providing useful advice on how to improve your application, information and supporting documents required being relevant, the criteria being relevant to your type of project, and the criteria being fair* all received average ratings of between 6.6 and 6.9. *Deadlines, where applicable, being appropriate to your sector* was only rated as 6.2 out of 10 on average.

### **Satisfaction with Decision Making Process and Communication of the Decision**

Overall, the decision making process received fairly low satisfaction scores, averaging 6.4 out of 10. Only 10% of respondents were "very satisfied" (scores of 9 or 10) and 44% were "somewhat satisfied" (scores of 7 or 8) with the decision making process overall.

Specifically, satisfaction was lowest with the *time required for rendering the decision* (mean score 5.5 out of 10) and with *the decision-making process being transparent* (5.6 out of 10). Respondents were somewhat more satisfied with *the decision making process being fair and equitable* (6.2) and with *the level of knowledge & expertise of people who make the decision* (6.3).

Within the factors that make up overall satisfaction with the decision making process, respondents were most satisfied with *the way in which the decision is communicated to you* (mean score 6.8 out of 10).

Just over half of respondents (52%) had received a negative decision on an application to Telefilm in the last 3 years. Of those who had received a negative decision, 43% were satisfied that the decision was fair and 46% received constructive feedback.

When asked how they would advise Telefilm to improve the decision-making process and the communication of the decision, 34% of those who had rated their satisfaction with the process as less than 7 said Telefilm should clarify or improve the criteria and reasons for the decisions. Twenty percent wanted more/clearer information and communications and 12% wanted the decision process to be speeded up.

### **Satisfaction with the Contract Negotiation Process**

Just over two-thirds (68%) of respondents have gone through the contract negotiation stage with Telefilm. Of these, 61% rated their satisfaction with the process as 7 or more out of 10 (mean score 6.7).

In terms of the contract negotiation process, respondents were most satisfied that *the negotiating process is consistent* (mean score 6.9 out of 10), that *the negotiating process is transparent* (6.8) and that *the contract meets your needs* (6.8). Respondents were marginally less satisfied that *Telefilm staff appreciates the urgency & considers your own project deadlines when negotiating the contract* (6.7), that *Telefilm staff is flexible* (6.6) and that *the negotiating process is as simple and easy as it can be* (6.4).

### **Satisfaction with Feedback from Telefilm**

Telefilm's clients were not particularly satisfied with the usefulness of the feedback they receive from Telefilm on their projects. Only two-fifths (41%) rated their satisfaction with the usefulness of the creative feedback from Telefilm as 7 or more out of 10 (mean score 6.0). Similarly, only 40% said

they were very or somewhat satisfied with receiving useful feedback on the business and marketing aspects of their projects (mean score 6.0 out of 10).

Respondents were more likely to want feedback from Telefilm staff on the business and marketing aspects of their projects (83% wanted this), than they were to want creative feedback (63% wanted this).

### **Satisfaction with Contract Drawdowns/Disbursement Phase**

Of the 356 respondents who had gone through the contract negotiation process, 91% (325 respondents) had also received contract drawdowns. The majority of these respondents were either “very satisfied” (26% gave scores of 9 or 10) or “somewhat satisfied” (49% gave scores of 7 or 8 out of 10) with the disbursement phase of the process. This is reflected in the mean satisfaction rating of 7.3 out of 10.

In particular, respondents were most satisfied that *the conditions you had to meet to trigger the payments were the same you had negotiated*. Almost half of respondents (47%) rated this as a 9 or 10 out of 10 (mean 8.3). They were also satisfied that *disbursements were being made within 10 days of your meeting the conditions* (mean 7.6). Respondents were less satisfied that *the disbursement schedule was in line with your cash flow needs* (mean 6.9).

The number one suggestion for improving Telefilm’s disbursement process was to speed up the process (mentioned by 39% of those who rated their satisfaction with the disbursement phase as less than 7).

### **Cost Reporting Phase**

Of those who had received contract drawdowns, 70% (228 respondents) said they had also gone through the cost reporting stage – that is the administration of recoupment after the completion of the projects.

Overall, they were relatively satisfied with the cost reporting phase – giving a mean satisfaction rating of 7.2 out of 10. Within this phase, respondents were most satisfied with *the information provided by cost reporting staff* (mean 7.4 out of 10) and *forms provided by Telefilm and the reporting frequency requirements* (7.3). They were slightly less satisfied with *the help provided in preparing the reports* (7.1).

## **Programs and Services Offered by Telefilm**

Overall, respondents were somewhat satisfied with the programs and services offered by Telefilm (mean score 6.9 out of 10). Nine percent were “very satisfied” (scores of 9 or 10) while 58% were “somewhat satisfied” (scores of 7 or 8).

Respondents were asked to rate their satisfaction with the programs and services that they had applied for, or received support from Telefilm for, in the last 3 years.

The programs and services that respondents were most satisfied with were *product development (new media)* (mean satisfaction 7.6 out of 10), *market research and prototyping (new media)* (7.5), *international festivals and markets* (7.4), and *marketing* (7.1).

*Training and professional development, domestic festivals, development and production* all received average scores of 6.8-6.9 while *distribution* was the service with the lowest average satisfaction rating (mean 5.5 out of 10).

## **International Activities**

Respondents were asked, thinking of Telefilm’s international activities such as markets and festivals, where Telefilm should focus its efforts. Two-fifths (41%) said they did not know, just under a third (31%) said that Telefilm should continue to deal with the same countries or territories while 27% said that new ones should be explored.

The 142 people who said that new countries or territories should be explored were asked which ones should be explored. The top five answers were Asia (21%), the US (15%), China (14%), India (13%) and Africa/South Africa (11%).

All respondents were then asked to rate how important it is that Telefilm focus on offering various services at International Markets and Festivals using a scale from 1 to 10 where 1 means “not at all important” and 10 means “extremely important”.

Respondents considered it most important that Telefilm focus on *offering sales and co-production support* (mean importance 8.2 out of 10), *raising awareness of Canadian industry and productions* (8.1) and *developing networking and promotional opportunities on-site* (8.1). It was also considered important that Telefilm focus on *providing business centres in major markets* (7.4). Respondents thought it less important that Telefilm



focus on *offering training or immersions programs in other countries* (mean 6.4 out of 10).

Telefilm's clients were only moderately satisfied that *Telefilm is responsive in adapting its programs and services to the changing needs of the market* (average satisfaction 6.3 out of 10) and that *Telefilm responds quickly enough to those changes in the market* (5.9).

Just under a quarter (23%) of survey respondents have used the co-production certification service. Of those who have, 67% were either "very satisfied" (13% giving scores of 9 or 10 out of 10) or "somewhat satisfied" (54% giving scores of 7 or 8). Average satisfaction was 6.8 out of 10.

### **The Role of the Regional Offices**

Respondents were moderately satisfied that Telefilm's operating approach (specifically its delivering services either centrally via the Head Office, or regionally through its regional offices in Vancouver, Toronto, Montreal and Halifax) allows for the specific needs of the regions to be met. The mean satisfaction score was 6.5 out of 10 and 12% of respondents were very satisfied and 39% were somewhat satisfied.

When presented with a list of programs and services and asked to choose the top 3 that they felt should be delivered by a regional office, three-quarters (75%) of respondents said that *development project evaluation/analysis* should be delivered by a regional office. A similar proportion (69%) believed that *production project evaluations/analysis* should also be delivered by a regional office.

Thirty-one percent chose *training/professional development programs*, 28% chose *distribution/marketing project evaluation/analysis*, and 21% chose *delivering gap/interim financing programs* as part of the top 3 programs or services that they felt should be delivered by a regional office.

*Canadian/international festivals/markets programs*, *co-production certification* and *negotiating contracts/recoupment* were chosen by 17%, 15% and 13% of respondents respectively.

## **Telefilm's Performance Given Current Mandate**

Less than half (47%) of respondents rated their satisfaction with Telefilm's level of industry consultation as 7 or more out of 10 (mean 6.1).

Respondents were asked to rate how good a job they felt that Telefilm is doing given its current mandate using a 10-point scale where 1 means "doing a very poor job" and 10 means "doing a very good job". Almost three-fifths (58%) felt that Telefilm was doing either a "very good job" (9% giving scores of 9 or 10), or a "somewhat good job" (49% rating 7 or 8). The mean rating was 6.5 out of 10.

Three-quarters (73%) believed that Telefilm's mandate has been clearly communicated.

## **Measures of Success and Future Priorities**

When asked how Telefilm should measure the success of clients' projects, 68% said it should be measured based on *contribution to talent and industry development*, 65% said it should be based on *the ability to reach Canadian audiences* and 47% said success should be measured based on *critical acclaim*.

Finally, survey respondents were asked to suggest priorities for Telefilm over the next three years. The top mentions included *increase funding* (20%), *support Canadian movies/producers* (19%), and *support regions/regional offices* (11%).

## **Advanced Analysis**

Regression analysis was conducted to help prioritize issues by identifying those that have a combination of low satisfaction scores and high leverage over overall satisfaction with Telefilm.

The analysis found that the programs and services offered by Telefilm delivers 45% of overall satisfaction and has the highest leverage. Within this area, responding quickly to changes in the market has the most impact on client perceptions. The index of Telefilm activities<sup>2</sup> and the co-production certification service are also important drivers of satisfaction.

---

<sup>2</sup> This is an index based on the scores given to development, production, market research and prototyping, product development, distribution, marketing, domestic festivals, training and professional development, international festivals and markets.)

The decision making process is relatively important as are Telefilm's communication activities and receiving creative feedback on projects.

Items that were identified as priorities (those with low satisfaction scores and high leverage scores) were *the Telefilm activities index*, *quick response to changes in the market* and *receiving useful creative feedback on projects*. Among items in the Telefilm activities index, the least well received were *production*, *development* and *distribution*. These scores (5.5 for *distribution*, 6.7 for *production* and 6.9 for *development*, *domestic festivals* and *training and professional development*) tend to drive this index downwards.

Also notable are other items that relate to the decision making process (*knowledge and expertise of decision makers*, *fair/equitable decision process*, *decision making process being transparent*, and *time required for rendering decision*). Although their leverage is relatively less, the fact that four decision-related issues score under 6.5 and have measurable leverage over (are significant drivers of) satisfaction cannot be ignored.



## **APPENDIX A: INTERVIEW SCHEDULE**

# Interview Schedule

---

Good morning/afternoon, my name is ( ), from POLLARA, a national market research company. I am calling on behalf of Telefilm Canada. As you may know, we have been commissioned by Telefilm to conduct a survey with their clients and stakeholders across Canada. The objective of the research is to measure client satisfaction and determine the current needs of the marketplace.

---

**Overall  
(n=520)**

The survey will take approximately 15 minutes.

1. First, I would first like to know how you would define your relationship with Telefilm... are you a client of Telefilm?
  - Yes (CONTINUE).....(95%)
  - No (SKIP TO Q2B) .....( 4%)
  - Don't Know/Refused .....( 1%)
  
- 2A. How many times have you applied to Telefilm for support in the last 3 years?
  - 0 .....(<1%)
  - 1 .....(14%)
  - 2 .....(11%)
  - 3 .....(26%)
  - 4 .....(10%)
  - 5 .....(10%)
  - 6 .....( 7%)
  - 7 .....( 2%)
  - 8 .....( 2%)
  - 9 .....( 1%)
  - 10 or more.....(16%)
  - Don't Know/Refused .....( 2%)
  - Mean: ..... 5.08

(SKIP TO Q5)

- 2B. Have you applied to Telefilm for support?
  - Yes (CONTINUE).....(89%)
  - No (SKIP TO Q4) .....( 7%)
  - Don't Know/Refused (SKIP TO Q4) .....( 4%)
  
3. Have you ever received support from Telefilm?
  - Yes (SKIP TO Q5) .....(96%)
  - Don't Know/Refused (SKIP TO Q5) .....( 4%)
  
4. Do you work for an industry association?
  - Yes (CONTINUE) .....(100%)

In what industry or sector do you work? (READ-CHECK ALL THAT APPLY)

- 5A. Film  
Yes .....(66%)  
No.....(34%)  
Don't Know/Refused .....(<1%)
- 5B. Television  
Yes .....(79%)  
No.....(21%)
- 5C. New Media  
Yes .....(31%)  
No.....(68%)  
Don't Know/Refused .....( 1%)

(IF ANSWERED "FILM" OR "TELEVISION" AT Q5, ASK:) Are you... (READ-CHECK ALL THAT APPLY)

- 6AA. in Development  
Yes .....(85%)  
No .....(15%)  
Don't Know/Refused .....(<1%)
- 6AB. in Production  
Yes .....(72%)  
No .....(27%)  
Don't Know/Refused .....( 1%)
- 6AC. in Distribution  
Yes .....(26%)  
No .....(74%)  
Don't Know/Refused .....( 1%)
- 6AD. a Screenwriter  
Yes .....(35%)  
No .....(65%)  
Don't Know/Refused .....(<1%)
- 6AE. a Director  
Yes .....(39%)  
No .....(61%)

(IF ANSWERED "NEW MEDIA" AT Q5, ASK) Are you... (READ-CHECK ALL THAT APPLY)

6BA. in Market Research & Prototyping

Yes .....(34%)  
No.....(64%)  
Don't Know/Refused .....( 2%)

6BB. in Product Development

Yes .....(53%)  
No.....(45%)  
Don't Know/Refused .....( 2%)

6BC. a Developer

Yes .....(43%)  
No.....(52%)  
Don't Know/Refused .....( 6%)

ASK ALL:

7. Now, I would like to ask you to give me your overall rating of Telefilm's performance as an organization... on a scale of 1 to 10 where 1 means Poor and 10 means an Excellent performance.

Poor .....( 1%)  
2 .....( 2%)  
3 .....( 3%)  
4 .....( 3%)  
5 .....( 9%)  
6 .....(12%)  
7 .....(25%)  
8 .....(30%)  
9 .....( 7%)  
Excellent .....( 6%)  
Don't Know/Refused .....( 3%)  
Mean Score For Scale: ..... 6.97

I will first ask you to rate your satisfaction with certain aspects of the Telefilm business process on a scale from 1 to 10. After the ratings, you will be asked to offer your advice on how some aspects of the service might be improved...

First, let's focus on the communication activities of Telefilm, in terms of all the information they provide about their programs and services. On a scale from 1 to 10, where 1 means not at all satisfied, and 10 means very satisfied, how satisfied are you with the following: (RANDOMLY ROTATE)

8A. the accessibility of information about Telefilm programs and procedures

Not at all Satisfied	( <1%)
2	( 1%)
3	( 1%)
4	( 3%)
5	( 5%)
6	(10%)
7	(21%)
8	(32%)
9	(13%)
Very Satisfied	(11%)
Don't Know/Refused	( 2%)
Mean Score For Scale:	7.51

8B. knowing who to contact at Telefilm for various types of information

Not at all Satisfied	( 2%)
2	( 3%)
3	( 3%)
4	( 5%)
5	(10%)
6	( 9%)
7	(17%)
8	(24%)
9	(15%)
Very Satisfied	(11%)
Don't Know/Refused	( 1%)
Mean Score For Scale:	7.09



8C.	the clarity of the information provided	
	Not at all Satisfied	( 1%)
	2	( 2%)
	3	( 1%)
	4	( 2%)
	5	( 7%)
	6	(13%)
	7	(26%)
	8	(27%)
	9	(11%)
	Very Satisfied	( 8%)
	Don't Know/Refused	( 1%)
	Mean Score For Scale:	7.20
8D.	ease of use of the web site (INCLUDE N/A ANSWER OPTION)	
	Not at all Satisfied	( 2%)
	2	( 1%)
	3	( 1%)
	4	( 2%)
	5	( 6%)
	6	(10%)
	7	(23%)
	8	(30%)
	9	(15%)
	Very Satisfied	( 7%)
	Don't Know/Refused	( 3%)
	N/A	( 1%)
	Mean Score For Scale:	7.34
8E.	the information provided being comprehensive	
	Not at all Satisfied	( 1%)
	2	( 1%)
	3	( 2%)
	4	( 2%)
	5	( 8%)
	6	(11%)
	7	(21%)
	8	(32%)
	9	(12%)
	Very Satisfied	( 7%)
	Don't Know/Refused	( 3%)
	Mean Score For Scale:	7.27

8F.	the usefulness of information sessions held across the country	
	Not at all Satisfied .....	( 2%)
	2 .....	( 2%)
	3 .....	( 2%)
	4 .....	( 4%)
	5 .....	( 8%)
	6 .....	( 8%)
	7 .....	(15%)
	8 .....	(18%)
	9 .....	( 7%)
	Very Satisfied .....	( 6%)
	Don't Know/Refused .....	(28%)
	Mean Score For Scale: .....	6.76
9A.	Are you familiar with eTelefilm?	
	Yes (CONTINUE).....	(47%)
	No (SKIP TO Q10) .....	(52%)
	Don't Know/Refused (SKIP TO Q10) .....	( 1%)
9B.	Have you or someone in your organization used it	
	Yes (SKIP TO Q10).....	(69%)
	No (CONTINUE) .....	(30%)
	Don't Know/Refused (CONTINUE).....	( 1%)
9C.	Why not? (ACCEPT UP TO 2 MENTIONS)	
	No Need For It.....	(36%)
	Lack Of/No Time .....	(24%)
	Wasn't Accessible/New/Not Familiar With .....	(18%)
	Too Complicated .....	(16%)
	Not Compatible With Mac/My Technology .....	( 8%)
	Other .....	( 5%)
	Don't Know/Refused .....	( 4%)
10A.	Now, using the same 10-point scale where 1 means you are Not at all satisfied and 10 means you are Very Satisfied, overall how would you rate your satisfaction with the communication activities of Telefilm?	
	Not at all Satisfied .....	( 1%)
	2 .....	( 1%)
	3 .....	( 3%)
	4 .....	( 4%)
	5 .....	( 9%)
	6 .....	(10%)
	7 .....	(27%)
	8 .....	(29%)
	9 .....	( 9%)
	Very Satisfied .....	( 4%)
	Don't Know/Refused .....	( 3%)
	Mean Score For Scale: .....	7.00

(IF Q10A = <7, ASK)

10B. What aspects of Telefilm's communication activities would you improve or what processes do you feel should be added to improve this aspect of the service to clients? (ACCEPT UP TO 2 MENTIONS)

More Clarity/Kept Up-To-Date With Changes .....	(25%)
Access To Representative/Communicate With .....	(22%)
Change/Improve Deadlines/Decision Making Process .....	( 9%)
Promptly Answer E-mails/Phone Calls.....	( 8%)
Improve The Website .....	( 7%)
Regional Representation .....	( 6%)
Other .....	(22%)
Don't Know/Refused .....	(20%)

11A. Are you familiar with Telefilm's Client Service Charter?

Yes (CONTINUE).....	(17%)
No (SKIP TO Q12) .....	(82%)
Don't Know/Refused (SKIP TO Q12) .....	( 1%)

11B. Do you believe that Telefilm is delivering on its promises? (IF NECESSARY: As set out in the Client Service Charter)

Yes .....	(63%)
No.....	(32%)
Don't Know/Refused .....	( 6%)

Now, thinking of the next stage in your dealings with Telefilm, when you are filling out the application, how satisfied are you with the following dimensions, on the same 10-point scale: (RANDOMLY ROTATE) (REPEAT SCALE IF NECESSARY)

12A. Having access to Telefilm staff to help you and answer any questions you might have about filling out the application

Not at all Satisfied .....	( 1%)
2 .....	( 2%)
3 .....	( 2%)
4 .....	( 3%)
5 .....	( 5%)
6 .....	( 8%)
7 .....	(16%)
8 .....	(28%)
9 .....	(17%)
Very Satisfied .....	(13%)
Don't Know/Refused .....	( 3%)
N/A .....	( 2%)
Mean Score For Scale: .....	7.52

12B. Being informed in advance that applicants can contact Telefilm for some help and advice at this stage

Not at all Satisfied .....	( 3%)
2 .....	( 2%)
3 .....	( 4%)
4 .....	( 5%)
5 .....	(10%)
6 .....	(11%)
7 .....	(19%)
8 .....	(21%)
9 .....	(10%)
Very Satisfied .....	(11%)
Don't Know/Refused .....	( 2%)
N/A .....	( 2%)
Mean Score For Scale: .....	6.86

12C. Staff being helpful and able to answer all your questions

Not at all Satisfied .....	( 1%)
2 .....	( 2%)
3 .....	( 1%)
4 .....	( 3%)
5 .....	( 6%)
6 .....	( 8%)
7 .....	(17%)
8 .....	(29%)
9 .....	(16%)
Very Satisfied .....	(15%)
Don't Know/Refused .....	( 2%)
N/A .....	( 1%)
Mean Score For Scale: .....	7.62

12D. Staff providing useful advice on how to improve your application

Not at all Satisfied .....	( 2%)
2 .....	( 3%)
3 .....	( 3%)
4 .....	( 2%)
5 .....	( 8%)
6 .....	(11%)
7 .....	(17%)
8 .....	(23%)
9 .....	(11%)
Very Satisfied .....	( 8%)
Don't Know/Refused .....	( 6%)
N/A .....	( 6%)
Mean Score For Scale: .....	6.93

12E. The application form being simple and easy to use

Not at all Satisfied	( 2%)
2	( 2%)
3	( 3%)
4	( 3%)
5	( 8%)
6	(13%)
7	(21%)
8	(24%)
9	(11%)
Very Satisfied	( 9%)
Don't Know/Refused	( 3%)
N/A	( 2%)
Mean Score For Scale:	7.05

12F. The information and supporting documents required being relevant

Not at all Satisfied	( 2%)
2	( 2%)
3	( 3%)
4	( 5%)
5	( 9%)
6	(11%)
7	(23%)
8	(27%)
9	( 8%)
Very Satisfied	( 6%)
Don't Know/Refused	( 3%)
N/A	( 1%)
Mean Score For Scale:	6.87

12G. The criteria being fair

Not at all Satisfied	( 3%)
2	( 3%)
3	( 4%)
4	( 6%)
5	(11%)
6	(11%)
7	(22%)
8	(21%)
9	( 9%)
Very Satisfied	( 6%)
Don't Know/Refused	( 5%)
N/A	( 1%)
Mean Score For Scale:	6.59

12H. The criteria being relevant to your type of project

Not at all Satisfied	( 3%)
2	( 2%)
3	( 3%)
4	( 5%)
5	(11%)
6	(11%)
7	(23%)
8	(23%)
9	( 8%)
Very Satisfied	( 6%)
Don't Know/Refused	( 4%)
N/A	( 1%)
Mean Score For Scale:	6.72

12I. The various deadlines, where applicable, being clear and easy to understand

Not at all Satisfied	( 1%)
2	( 2%)
3	( 2%)
4	( 4%)
5	( 8%)
6	( 8%)
7	(19%)
8	(24%)
9	(16%)
Very Satisfied	(12%)
Don't Know/Refused	( 2%)
N/A	( 2%)
Mean Score For Scale:	7.37

12J. The deadlines, where applicable, being appropriate for your sector

Not at all Satisfied	( 5%)
2	( 5%)
3	( 4%)
4	( 5%)
5	(13%)
6	(12%)
7	(15%)
8	(19%)
9	( 8%)
Very Satisfied	( 6%)
Don't Know/Refused	( 5%)
N/A	( 3%)
Mean Score For Scale:	6.18

13A. Considering all these factors, how satisfied are you with the application process? (REPEAT SCALE IF NECESSARY)

Not at all Satisfied .....	( 1%)
2 .....	( 1%)
3 .....	( 5%)
4 .....	( 5%)
5 .....	( 9%)
6 .....	(12%)
7 .....	(30%)
8 .....	(24%)
9 .....	( 8%)
Very Satisfied .....	( 4%)
Don't Know/Refused .....	( 1%)
N/A .....	( 1%)
Mean Score For Scale: .....	6.76

(IF Q13A = <7, ASK:)

13B. And how would you advise Telefilm to improve this aspect of the process? (ACCEPT UP TO 2 MENTIONS)

Simplify Applications .....	(22%)
Improve Communication .....	(24%)
Clarify Criteria/Clarity/Transparency.....	(15%)
Stop Changing/Remove Deadlines.....	(10%)
Speed Up The Decision Making Process .....	( 6%)
Support/Recognize Producers/Broadcasters/Directors .....	( 5%)
Funding Difficulties .....	( 5%)
Ability To Deal With Regional/Local Offices.. ..	( 3%)
Evaluate/Reinstate Envelopes .....	( 1%)
More Flexibility .....	( 5%)
Other .....	(18%)
Don't Know/Refused .....	(14%)

Now, thinking about the decision on an application and the way that it is communicated to you... How satisfied are you with the following factors, using the same 10-point scale? (REPEAT SCALE IF NECESSARY)(RANDOMLY ROTATE)

14A. The decision-making process being fair and equitable

Not at all Satisfied .....	( 3%)
2 .....	( 5%)
3 .....	( 5%)
4 .....	( 4%)
5 .....	(11%)
6 .....	(13%)
7 .....	(18%)
8 .....	(18%)
9 .....	( 6%)
Very Satisfied .....	( 4%)
Don't Know/Refused .....	(13%)
Mean Score For Scale: .....	6.18

14B. The decision-making process being transparent

Not at all Satisfied .....	( 7%)
2 .....	( 6%)
3 .....	( 5%)
4 .....	( 8%)
5 .....	(16%)
6 .....	(14%)
7 .....	(14%)
8 .....	(14%)
9 .....	( 5%)
Very Satisfied .....	( 3%)
Don't Know/Refused .....	( 9%)
Mean Score For Scale: .....	5.61

14C. The level of knowledge and expertise of the people who make the decision

Not at all Satisfied .....	( 3%)
2 .....	( 3%)
3 .....	( 4%)
4 .....	( 7%)
5 .....	(10%)
6 .....	(12%)
7 .....	(18%)
8 .....	(18%)
9 .....	( 7%)
Very Satisfied .....	( 4%)
Don't Know/Refused .....	(15%)
Mean Score For Scale: .....	6.34



14D. The way in which the decision is communicated to you	
Not at all Satisfied .....	( 2%)
2 .....	( 2%)
3 .....	( 4%)
4 .....	( 4%)
5 .....	( 8%)
6 .....	(13%)
7 .....	(23%)
8 .....	(25%)
9 .....	( 9%)
Very Satisfied .....	( 7%)
Don't Know/Refused .....	( 3%)
Mean Score For Scale: .....	6.83
14E. The time required for rendering the decision	
Not at all Satisfied .....	( 7%)
2 .....	( 6%)
3 .....	( 4%)
4 .....	( 9%)
5 .....	(16%)
6 .....	(18%)
7 .....	(18%)
8 .....	(12%)
9 .....	( 3%)
Very Satisfied .....	( 2%)
Don't Know/Refused .....	( 4%)
Mean Score For Scale: .....	5.51
15. Have you received a negative decision on an application to Telefilm in the last 3 years?	
Yes (CONTINUE).....	(52%)
No (SKIP TO Q17A) .....	(46%)
Don't Know/Refused (SKIP TO Q17A) .....	( 3%)
16A. Were you satisfied that the decision was fair?	
Yes .....	(43%)
No.....	(48%)
Don't Know/Refused .....	( 9%)
16B. Did you receive constructive feedback?	
Yes .....	(46%)
No.....	(49%)
Don't Know/Refused .....	( 6%)

17A. Now, using the same 10-point scale where 1 means you are Not at all and 10 means you are Very Satisfied, how satisfied are you overall with the decision-making process and the communication of the decision?

Not at all Satisfied .....	( 2%)
2 .....	( 3%)
3 .....	( 5%)
4 .....	( 6%)
5 .....	(12%)
6 .....	(15%)
7 .....	(24%)
8 .....	(20%)
9 .....	( 6%)
Very Satisfied .....	( 4%)
Don't Know/Refused .....	( 3%)
Mean Score For Scale: .....	6.37

(IF Q17A = <7, ASK)

17B. And how would you advise Telefilm to improve this aspect of the process?  
(ACCEPT UP TO 2 MENTIONS)

Clarify/Improve Criteria/Reasons For Decision .....	(34%)
More/Clearer Information/Communication .....	(20%)
Speed Up/Quicker Decisions/No Delays .....	(12%)
Better/Knowledgeable Personnel.....	(10%)
Info On/Who Is Making Decisions .....	( 8%)
Improve Service/Telephone Service .....	( 6%)
Clarity/Improve Their Politics .....	( 4%)
Support Newcomers/Smaller Players.....	( 3%)
More Money/Higher Financing .....	( 3%)
Accountability/Take Responsibility For Decision .....	( 3%)
Simplify The Process .....	( 2%)
Better Envelop Process .....	( 2%)
Support Regions/Regional Offices.....	( 1%)
Other .....	( 4%)
Don't Know/Refused .....	(15%)

18. Have you gone through the contract negotiation stage with Telefilm?

Yes (CONTINUE).....	(68%)
No (SKIP TO Q28) .....	(29%)
Don't Know/Refused (SKIP TO Q28) .....	( 2%)

When it comes to negotiating the contract, how satisfied are you with the following factors: (REPEAT SCALE IF NECESSARY) (ADD DK, N/A OPTIONS) (RANDOMLY ROTATE)

19A. That the negotiating process is as simple and easy as it can be

Not at all Satisfied .....	( 3%)
2 .....	( 3%)
3 .....	( 5%)
4 .....	( 5%)
5 .....	(14%)
6 .....	(14%)
7 .....	(21%)
8 .....	(20%)
9 .....	( 5%)
Very Satisfied .....	( 6%)
Don't Know/Refused .....	( 4%)
N/A .....	( 2%)
Mean Score For Scale: .....	6.38

19B. That the negotiating process is transparent

Not at all Satisfied .....	( 2%)
2 .....	( 2%)
3 .....	( 5%)
4 .....	( 4%)
5 .....	(11%)
6 .....	( 8%)
7 .....	(21%)
8 .....	(26%)
9 .....	( 6%)
Very Satisfied .....	( 8%)
Don't Know/Refused .....	( 5%)
N/A .....	( 3%)
Mean Score For Scale: .....	6.81

19C. That the negotiating process is consistent

Not at all Satisfied .....	( 1%)
2 .....	( 1%)
3 .....	( 4%)
4 .....	( 4%)
5 .....	( 9%)
6 .....	(10%)
7 .....	(21%)
8 .....	(24%)
9 .....	( 8%)
Very Satisfied .....	( 5%)
Don't Know/Refused .....	(10%)
N/A .....	( 2%)
Mean Score For Scale: .....	6.87

19D. That Telefilm staff appreciates the urgency and considers your own project deadlines when negotiating the contract

Not at all Satisfied	( 3%)
2	( 4%)
3	( 4%)
4	( 3%)
5	(10%)
6	(11%)
7	(21%)
8	(22%)
9	( 8%)
Very Satisfied	( 9%)
Don't Know/Refused	( 2%)
N/A	( 1%)
Mean Score For Scale:	6.65

19E. That Telefilm staff is flexible

Not at all Satisfied	( 3%)
2	( 2%)
3	( 3%)
4	( 4%)
5	(13%)
6	(13%)
7	(21%)
8	(20%)
9	( 7%)
Very Satisfied	( 6%)
Don't Know/Refused	( 3%)
N/A	( 3%)
Mean Score For Scale:	6.56

19F. That the contract meets your needs

Not at all Satisfied	( 1%)
2	( 3%)
3	( 1%)
4	( 4%)
5	(11%)
6	(15%)
7	(27%)
8	(24%)
9	( 5%)
Very Satisfied	( 7%)
Don't Know/Refused	( 2%)
N/A	( 1%)
Mean Score For Scale:	6.80

20A. Using the same 10-point scale, how satisfied are you overall with the contract negotiations process? (REPEAT SCALE IF NECESSARY)

Not at all Satisfied .....	( 1%)
2 .....	( 2%)
3 .....	( 3%)
4 .....	( 6%)
5 .....	(11%)
6 .....	(13%)
7 .....	(28%)
8 .....	(22%)
9 .....	( 8%)
Very Satisfied .....	( 4%)
Don't Know/Refused .....	( 2%)
N/A .....	( 1%)
Mean Score For Scale: .....	6.66

(IF Q20A = <7, ASK:)

20B. And how would you advise Telefilm to improve this aspect of the process? (ACCEPT UP TO 2 MENTIONS)

Improve Negotiations/Flexibility .....	(34%)
Faster Turnaround/No Delays .....	(12%)
Better/More Knowledgeable Personnel.....	(10%)
Improve Relationship With Producers/Clients ..	( 7%)
Consistency With Rules/Less Bureaucracy ..	( 7%)
Improve Communication .....	( 7%)
Local/Single Point Representative .....	( 6%)
More Simplified/Easier .....	( 5%)
Other .....	( 4%)
Don't Know/Refused .....	(20%)

21A. How satisfied are you with the usefulness of the creative feedback from Telefilm on your projects, on the same 10-point scale? (REPEAT SCALE IF NECESSARY)

Not at all Satisfied .....	( 4%)
2 .....	( 4%)
3 .....	( 5%)
4 .....	( 6%)
5 .....	(13%)
6 .....	(13%)
7 .....	(15%)
8 .....	(18%)
9 .....	( 4%)
Very Satisfied .....	( 4%)
Don't Know/Refused .....	( 6%)
N/A .....	( 8%)
Mean Score For Scale: .....	6.00

21B. How satisfied are you with receiving useful feedback on the business and marketing aspects of your projects? (REPEAT SCALE IF NECESSARY)

Not at all Satisfied .....	( 5%)
2 .....	( 3%)
3 .....	( 6%)
4 .....	( 7%)
5 .....	( 8%)
6 .....	(12%)
7 .....	(16%)
8 .....	(16%)
9 .....	( 5%)
Very Satisfied .....	( 3%)
Don't Know/Refused .....	( 7%)
N/A .....	(12%)
Mean Score For Scale: .....	5.99

21C. Do you want creative feedback on your projects from Telefilm staff?

Yes .....	(63%)
No.....	(34%)
Don't Know/Refused .....	( 2%)

21D. Do you want feedback from Telefilm staff on the business and marketing aspects of your project?

Yes .....	(83%)
No.....	(15%)
Don't Know/Refused .....	( 1%)

22. Have you received contract drawdowns?

Yes (CONTINUE).....	(91%)
No (SKIP TO Q28) .....	( 4%)
Don't Know/Refused (SKIP TO Q28) .....	( 4%)

And how satisfied were you that... (REPEAT SCALE IF NECESSARY)

23A. the conditions you had to meet to trigger the payments were the same you had negotiated

Not at all Satisfied .....	( 1%)
2 .....	(<1%)
3 .....	(<1%)
4 .....	( 2%)
5 .....	( 3%)
6 .....	( 4%)
7 .....	(12%)
8 .....	(30%)
9 .....	(21%)
Very Satisfied .....	(26%)
Don't Know/Refused .....	( 1%)
Mean Score For Scale: .....	8.26

23B. disbursements were being made within 10 days of your meeting the conditions

Not at all Satisfied	( 2%)
2	( 1%)
3	( 2%)
4	( 3%)
5	( 7%)
6	( 6%)
7	(14%)
8	(23%)
9	(17%)
Very Satisfied	(18%)
Don't Know/Refused	( 8%)
Mean Score For Scale:	7.60

23C. the disbursement schedule was in line with your cash flow needs

Not at all Satisfied	( 4%)
2	( 3%)
3	( 2%)
4	( 4%)
5	(10%)
6	(11%)
7	(22%)
8	(20%)
9	(12%)
Very Satisfied	(11%)
Don't Know/Refused	( 2%)
Mean Score For Scale:	6.89

24A. Based on these factors, how satisfied are you overall with the disbursement phase of the process? (REPEAT SCALE IF NECESSARY)

Not at all Satisfied	( 2%)
2	( 2%)
3	( 1%)
4	( 3%)
5	( 7%)
6	(10%)
7	(22%)
8	(27%)
9	(14%)
Very Satisfied	(11%)
Don't Know/Refused	( 1%)
Mean Score For Scale:	7.34

(IF Q24A = <7, ASK:)

24B. And how would you advise Telefilm to improve this aspect of the process?  
(ACCEPT UP TO 2 MENTIONS)

Speed Up The Process .....	(39%)
Inform Us Of Changes/Keep It Clear.....	( 6%)
Be More Flexible .....	( 6%)
More/Larger Draw-Downs .....	( 4%)
Have Knowledgeable/Experienced Staff .....	( 6%)
Other .....	(13%)
Don't Know/Refused .....	(28%)

25. Have you gone through the cost reporting stage, that is the administration of  
recoupment after the completion of your projects?

Yes (CONTINUE).....	(70%)
No (SKIP TO Q28) .....	(26%)
Don't Know/Refused (SKIP TO Q28) .....	( 3%)

And during this phase, how satisfied were you with the following factors: (REPEAT  
SCALE IF NECESSARY)

26A. The information provided by cost reporting staff

Not at all Satisfied .....	( 2%)
2 .....	( 1%)
3 .....	( 1%)
4 .....	( 1%)
5 .....	( 4%)
6 .....	(10%)
7 .....	(22%)
8 .....	(27%)
9 .....	(12%)
Very Satisfied .....	( 8%)
Don't Know/Refused .....	(11%)
Mean Score For Scale: .....	7.37

26B. The help provided in preparing reports

Not at all Satisfied .....	( 3%)
2 .....	( 2%)
3 .....	( 1%)
4 .....	( 2%)
5 .....	( 5%)
6 .....	(11%)
7 .....	(19%)
8 .....	(21%)
9 .....	(11%)
Very Satisfied .....	( 8%)
Don't Know/Refused .....	(16%)
Mean Score For Scale: .....	7.13



26C. Forms provided by Telefilm and reporting frequency requirements.

Not at all Satisfied .....	( 1%)
2 .....	( 1%)
3 .....	(<1%)
4 .....	( 1%)
5 .....	( 7%)
6 .....	(12%)
7 .....	(23%)
8 .....	(27%)
9 .....	(14%)
Very Satisfied .....	( 7%)
Don't Know/Refused .....	( 5%)
Mean Score For Scale: .....	7.35

27A. Considering these factors, how satisfied are you with the cost reporting phase? (REPEAT SCALE IF NECESSARY)

Not at all Satisfied .....	( 2%)
2 .....	( 2%)
4 .....	( 4%)
5 .....	( 6%)
6 .....	(11%)
7 .....	(29%)
8 .....	(25%)
9 .....	(12%)
Very Satisfied .....	( 7%)
Don't Know/Refused .....	( 4%)
Mean Score For Scale: .....	7.18

(IF Q27A = <7, ASK:)

27B. What should be changed to improve this part of the process? (ACCEPT UP TO 2 MENTIONS)

More Communication .....	(13%)
It Should Be Simplified .....	(16%)
Speed Up The Process .....	( 6%)
Recoupment Needs To Be Examined.....	( 5%)
Update Forms/Clarify .....	( 5%)
Other .....	(16%)
Don't Know/Refused .....	(42%)

Now I would like to ask you about the various programs and services that Telefilm offers. So that I can ask you about the ones you are familiar with, could you please tell me for which program areas you have applied or received support from Telefilm in the last 3 years? (READ):

ASK A. AND B. ONLY IF ANSWERED "FILM" OR "TELEVISION" AT Q5

ASK C. AND D. ONLY IF ANSWERED "NEW MEDIA" AT Q5

ASK E. - I. FOR ALL

28A. Development

Yes .....(80%)  
 No.....(20%)  
 Don't Know/Refused .....(<1%)

28B. Production

Yes .....(68%)  
 No.....(31%)  
 Don't Know/Refused .....( 1%)

28C. Market Research & Prototyping

Yes .....(34%)  
 No.....(63%)  
 Don't Know/Refused .....( 3%)

28D. Product Development

Yes .....(31%)  
 No.....(66%)  
 Don't Know/Refused .....( 2%)

28E. Distribution

Yes .....( 9%)  
 No.....(89%)  
 Don't Know/Refused .....( 2%)

28F. Marketing

Yes .....(13%)  
 No.....(85%)  
 Don't Know/Refused .....( 2%)

28G. Domestic festivals

Yes .....(12%)  
 No.....(87%)  
 Don't Know/Refused .....( 1%)

28H. Training and Professional Development

Yes .....(14%)  
 No.....(85%)  
 Don't Know/Refused .....( 1%)

28I. International festivals and markets

Yes .....(19%)  
No.....(80%)  
Don't Know/Refused .....( 1%)

FOR EACH OF A, B, C, D, E, F, G, H, I THAT EQUALS YES, ASK:

And in this area, how satisfied are you that Telefilm is offering the right programs and services to meet the needs of the market. (REPEAT SCALE IF NECESSARY)

29A. Development

Not at all satisfied .....( 2%)  
2 .....( 3%)  
3 .....( 2%)  
4 .....( 3%)  
5 .....( 8%)  
6 .....(14%)  
7 .....(22%)  
8 .....(27%)  
9 .....(10%)  
Very Satisfied .....( 6%)  
Don't Know/Refused .....( 3%)  
Mean Score For Scale: ..... 6.91

29B. Production

Not at all satisfied .....( 3%)  
2 .....( 2%)  
3 .....( 1%)  
4 .....( 4%)  
5 .....(12%)  
6 .....(12%)  
7 .....(23%)  
8 .....(27%)  
9 .....( 7%)  
Very Satisfied .....( 5%)  
Don't Know/Refused .....( 3%)  
Mean Score For Scale: ..... 6.76

29C. Market Research & Prototyping

2	( 2%)
5	( 4%)
6	(18%)
7	(22%)
8	(25%)
9	(18%)
Very Satisfied	( 7%)
Don't Know/Refused	( 4%)
Mean Score For Scale:	7.51

29D. Product Development

4	( 2%)
5	(12%)
6	( 6%)
7	(24%)
8	(26%)
9	(22%)
Very Satisfied	( 8%)
Mean Score For Scale:	7.58

29E. Distribution

Not at all satisfied	( 8%)
2	( 4%)
3	( 6%)
4	( 8%)
5	(10%)
6	(10%)
7	(23%)
8	(15%)
Very Satisfied	( 2%)
Don't Know/Refused	(13%)
Mean Score For Scale:	5.50

29F. Marketing

2	( 4%)
3	( 4%)
4	( 1%)
5	( 6%)
6	(10%)
7	(28%)
8	(19%)
9	( 7%)
Very Satisfied	(15%)
Don't Know/Refused	( 3%)
Mean Score For Scale:	7.12

29G. Domestic festivals

Not at all satisfied	( 2%)
2	( 5%)
3	( 2%)
4	( 5%)
5	( 5%)
6	(16%)
7	(19%)
8	(33%)
9	( 3%)
Very Satisfied	( 9%)
Don't Know/Refused	( 3%)
Mean Score For Scale:	6.89

29H. Training and Professional Development

2	( 4%)
3	( 3%)
4	( 6%)
5	(10%)
6	( 8%)
7	(23%)
8	(25%)
9	(13%)
Very Satisfied	( 6%)
Don't Know/Refused	( 3%)
Mean Score For Scale:	6.90

29I. International festivals and markets

2	( 3%)
3	( 1%)
4	( 2%)
5	( 7%)
6	(10%)
7	(23%)
8	(26%)
9	(13%)
Very Satisfied	(11%)
Don't Know/Refused	( 5%)
Mean Score For Scale:	7.38

(FOR EACH OF THE AREAS IN Q29 THAT = <7, ASK:)

30A. What should be done to improve the programs and services in Development? (ACCEPT UP TO 3 MENTIONS)

Increase Funding/More Money .....	(26%)
Faster Turnaround/Quicker .....	(15%)
Clarity Of/More Communication .....	(15%)
Improve Relationship With Producers (GENERAL).....	(10%)
Change Criteria/More Flexibility .....	(10%)
More Development/Variety Of Development . .....	( 8%)
More Regional/Canadian Support/Content .....	( 6%)
Too Complicated/Simplify .....	( 6%)
Too Much Goes To Broadcaster .....	( 4%)
Support Newcomers (GENERAL).....	( 3%)
Other .....	( 6%)
Don't Know/Refused .....	(22%)

30B. What should be done to improve the programs and services in Production? (ACCEPT UP TO 3 MENTIONS)

More/Improve Funding .....	(28%)
Improve Criteria/Stop Changing Rules .....	( 8%)
Simplify The Contracts/Less Paperwork .....	( 7%)
Regional Offices/Regional .....	( 6%)
Improve Relationship With Producers .....	( 5%)
No Delays/Speed Up The Process .....	( 5%)
More Flexibility .....	( 5%)
Change Requirements For Canadian Films.. .....	( 4%)
Re-evaluate The Current/Envelop System .... .....	( 4%)
Improve Communication/Feedback .....	( 3%)
More Knowledge On Current Market Condition .....	( 2%)
Consider Smaller Projects/Don't Rely On Box Office .....	( 2%)
Reduce Influence From Broadcasters .....	( 2%)
Other .....	(16%)
Don't Know/Refused .....	(24%)

30C. What should be done to improve the programs and services in Market Research & Prototyping? (ACCEPT UP TO 3 MENTIONS)

More Funding .....	(20%)
Greater Variety Of Potential Funded Projects . .....	(27%)
Knowledge On Filling In Forms .....	( 7%)
Access To Trade Shows .....	( 7%)
More Mapping Of The Sector.....	( 7%)
More Stakeholders Consultations .....	( 7%)
Participate More .....	( 7%)
Don't Know/Refused .....	(33%)

- 30D. What should be done to improve the programs and services in Product Development? (ACCEPT UP TO 3 MENTIONS)
- Review Funding Criteria .....(20%)
  - More Flexibility In New Media .....(10%)
  - More Participation From Telefilm .....(10%)
  - More Mapping Of Sector .....(10%)
  - More Stakeholders Consultations .....(10%)
  - More Communication .....(10%)
  - Other .....(10%)
  - Don't Know/Refused .....(30%)
- 30E. What should be done to improve the programs and services in Distribution? (ACCEPT UP TO 3 MENTIONS)
- Give More Support/Encourage Distributors ..... (21%)
  - More Funding .....(17%)
  - Create New Programs To Answer Needs ..... ( 7%)
  - Don't Rely On Tradition Distributors ..... ( 7%)
  - Clear Application Process .....( 3%)
  - Relevant Assessment Of Commercial Viability ..... ( 3%)
  - Take Away Automatic Performance .....( 3%)
  - Other .....(28%)
  - Don't Know/Refused .....(31%)
- 30F. What should be done to improve the programs and services in Marketing? (ACCEPT UP TO 3 MENTIONS)
- More Funding .....(20%)
  - Review/Stricter Policies/Rules .....(15%)
  - Training On/Knowledge On Market/Changes ..... (10%)
  - More Accessible for Emerging Film Makers ..... ( 5%)
  - Support For Non-Commercial Projects ..... ( 5%)
  - More Involvement From Telefilm .....( 5%)
  - Promote Canadian Content ..... ( 5%)
  - Ability To Producers To Distribute ..... ( 5%)
  - Don't Know/Refused .....(45%)
- 30G. What should be done to improve the programs and services in Domestic Festivals? (ACCEPT UP TO 3 MENTIONS)
- Improve Communication/Discussion..... (30%)
  - They Need To Provide More Financial Support..... (26%)
  - Improve Participation From Telefilm ..... (22%)
  - Better Marketing Initiatives ..... ( 9%)
  - Better Scheduling ..... ( 4%)
  - Other ..... ( 4%)
  - Don't Know/Refused .....(30%)

- 30H. What should be done to improve the programs and services in Training and Professional Development? (ACCEPT UP TO 3 MENTIONS)
- Improve Funding .....(46%)
  - More Regional/Community Consultation ... ..(29%)
  - More Training For Newcomers .....(17%)
  - Improve Transparency/Communication ..... (17%)
  - Speed Of Service .....( 4%)
  - More Creativity/Experimentation.....( 4%)
  - Other .....( 8%)
  - Don't Know/Refused .....(25%)
- 30I. What should be done to improve the programs and services in International Festivals and Markets? (ACCEPT UP TO 3 MENTIONS)
- More Communication/Representation..... (29%)
  - More Funding/Support .....(21%)
  - Broaden Qualifying Market .....(14%)
  - More Links On Website.....( 4%)
  - Don't Know/Refused .....(43%)
- 31A. Thinking of Telefilm's international activities, such as Markets and Festivals, I would like to ask you where you think Telefilm should focus its efforts. First, should they continue to deal with the same countries or territories, or are there new ones that should be explored?
- Same (SKIP TO Q32) .....(31%)
  - New Ones (CONTINUE).....(27%)
  - Don't Know/Refused  
(DO NOT READ) (SKIP TO Q32) ..... (41%)
- 31B. Which new countries or territories should they explore? (ACCEPT UP TO 3 MENTIONS)
- Asia .....(21%)
  - U.S./America/United States .....(15%)
  - China .....(14%)
  - India.....(13%)
  - Africa/South Africa .....(11%)
  - South America.....( 9%)
  - Other Europe/Eastern/Western/Northern ..... ( 9%)
  - Australia .....( 6%)
  - Latin America .....( 5%)
  - Caribbean Islands .....( 3%)
  - Japan.....( 3%)
  - Korea .....( 2%)
  - Germany .....( 2%)
  - Mexico .....( 1%)
  - Pacific Regions/Countries .....( 1%)
  - UK/England .....( 1%)
  - Other .....( 6%)
  - Don't Know/Refused .....(27%)



Using a 10-point scale where 1 means Not at all Important and 10 means Extremely Important, how important do you think it is that Telefilm focus on offering the following services at International Markets and Festivals? (RANDOMLY ROTATE)

32A. Raising awareness of Canadian industry and productions

Not at all Important .....	( 2%)
2 .....	( 1%)
3 .....	( 1%)
4 .....	( 1%)
5 .....	( 6%)
6 .....	( 4%)
7 .....	(13%)
8 .....	(21%)
9 .....	(15%)
Extremely Important .....	(31%)
Don't Know/Refused .....	( 4%)
Mean Score For Scale: .....	8.13

32B. Providing business centres in major markets

Not at all Important .....	( 3%)
2 .....	( 3%)
3 .....	( 2%)
4 .....	( 2%)
5 .....	( 7%)
6 .....	( 8%)
7 .....	(13%)
8 .....	(25%)
9 .....	(13%)
Extremely Important .....	(16%)
Don't Know/Refused .....	( 9%)
Mean Score For Scale: .....	7.40

32C. Offering sales and co-production support

Not at all Important .....	( 1%)
2 .....	(<1%)
4 .....	( 1%)
5 .....	( 4%)
6 .....	( 4%)
7 .....	(13%)
8 .....	(29%)
9 .....	(15%)
Extremely Important .....	(27%)
Don't Know/Refused .....	( 6%)
Mean Score For Scale: .....	8.24

32D. Developing networking and promotional opportunities on-site

Not at all Important	( 2%)
2	( 1%)
3	( 1%)
4	( 1%)
5	( 4%)
6	( 5%)
7	(11%)
8	(27%)
9	(17%)
Extremely Important	(26%)
Don't Know/Refused	( 6%)
Mean Score For Scale:	8.08

32E. Offering training or immersions programs in other countries

Not at all Important	( 7%)
2	( 4%)
3	( 3%)
4	( 4%)
5	(12%)
6	(11%)
7	(15%)
8	(17%)
9	( 6%)
Extremely Important	(12%)
Don't Know/Refused	(11%)
Mean Score For Scale:	6.43

How satisfied are you that: (REPEAT SCALE IF NECESSARY)

33A. Telefilm is responsive in adapting its programs and services to the changing needs of the market

Not at all satisfied	( 3%)
2	( 2%)
3	( 3%)
4	( 6%)
5	( 9%)
6	(17%)
7	(26%)
8	(17%)
9	( 4%)
Very Satisfied	( 3%)
Don't Know/Refused	( 9%)
Mean Score For Scale:	6.34

33B. Telefilm responds quickly enough to those changes in the market

Not at all satisfied	( 3%)
2	( 3%)
3	( 4%)
4	( 6%)
5	(12%)
6	(19%)
7	(24%)
8	(11%)
9	( 2%)
Very Satisfied	( 2%)
Don't Know/Refused	(13%)
Mean Score For Scale:	5.94

34. Have you used the co-production certification service?

Yes (CONTINUE)	(23%)
No (SKIP TO Q36)	(76%)
Don't Know (SKIP TO Q36)	( 1%)

35A. And how satisfied were you with this service, on the same 10-point scale?

Not at all satisfied	( 3%)
2	( 2%)
3	( 6%)
4	( 3%)
5	( 5%)
6	(13%)
7	(22%)
8	(32%)
9	( 7%)
Very Satisfied	( 6%)
Don't Know/Refused	( 2%)
Mean Score For Scale:	6.78

(IF Q35A = <7, ASK:)

35B. What should be changed to improve this service? (UP TO 2 MENTIONS)

More Helpful/Better Staff	(23%)
More Flexibility	(23%)
Simplify/Less Complicated	(20%)
More Timely Response	(10%)
Less Bureaucratic	(10%)
Should Be Streamlined	( 8%)
Other	(18%)
Don't Know/Refused	(10%)

36. Overall, how satisfied are you with all the programs and services offered by Telefilm? (REPEAT SCALE IF NECESSARY)
- |                       |        |
|-----------------------|--------|
| Not at all satisfied  | ( <1%) |
| 2                     | ( 1%)  |
| 3                     | ( 3%)  |
| 4                     | ( 3%)  |
| 5                     | ( 9%)  |
| 6                     | (15%)  |
| 7                     | (31%)  |
| 8                     | (27%)  |
| 9                     | ( 6%)  |
| Very Satisfied        | ( 3%)  |
| Don't Know/Refused    | ( 3%)  |
| Mean Score For Scale: | 6.89   |
37. Now, I would like to ask you about Telefilm's operating approach, specifically its delivering services either centrally via the Head Office, or regionally through its regional offices in Vancouver, Toronto, Montreal and Halifax. First, how satisfied are you that the current structure allows for the specific needs of the regions to be met? (REPEAT SCALE IF NECESSARY)
- |                       |       |
|-----------------------|-------|
| Not at all satisfied  | ( 3%) |
| 2                     | ( 3%) |
| 3                     | ( 5%) |
| 4                     | ( 4%) |
| 5                     | ( 8%) |
| 6                     | (11%) |
| 7                     | (20%) |
| 8                     | (19%) |
| 9                     | ( 6%) |
| Very Satisfied        | ( 5%) |
| Don't Know/Refused    | (14%) |
| Mean Score For Scale: | 6.46  |
38. If you had to choose from the following list, what are the top 3 programs or services that you feel should be delivered by a regional office? (RANDOMLY ROTATE-CHECK THREE)
- |  |       |
|--|-------|
| Development Project Evaluation/Analysis            | (75%) |
| Production Project Evaluation/Analysis             | (69%) |
| Training/Professional Development Programs         | (31%) |
| Distribution/Marketing Project Evaluation/Analysis | (28%) |
| Delivering Gap/Interim Financing Programs          | (21%) |
| Canadian/International Festivals/Markets Programs  | (17%) |
| Co-production Certification                        | (15%) |
| Negotiating Contracts/Recoupment                   | (13%) |
| Don't Know/Refused                                 | ( 6%) |

39. To what extent are you satisfied with the level of consultation of the industry by Telefilm, using the same 10-point scale? (REPEAT SCALE IF NECESSARY)

Not at all satisfied .....	( 3%)
2 .....	( 5%)
3 .....	( 4%)
4 .....	( 5%)
5 .....	(13%)
6 .....	(17%)
7 .....	(24%)
8 .....	(17%)
9 .....	( 4%)
Very Satisfied .....	( 2%)
Don't Know/Refused .....	( 7%)
Mean Score For Scale: .....	6.12

40. Telefilm's mandate is as follows:

Telefilm is an instrument of government policy that provides support to Canada's audiovisual industries (feature film, television and new media), to create cultural programs and products that reflect the diversity of Canada, for the benefit of Canadian audiences. Given its current mandate, how good a job do you feel that Telefilm is doing, on a 10-point scale where 1 means Doing a very poor job and 10 means Doing a very good job?

Very poor job .....	( 2%)
2 .....	( 3%)
3 .....	( 3%)
4 .....	( 4%)
5 .....	(11%)
6 .....	(18%)
7 .....	(30%)
8 .....	(20%)
9 .....	( 6%)
Very good job .....	( 3%)
Don't know/Refused .....	( 2%)
Mean Score For Scale: .....	6.52

41. Has Telefilm's mandate been clearly communicated?

Yes .....	(73%)
No.....	(25%)
Don't Know/Refused .....	( 2%)

42. How do you believe Telefilm should measure the success of your projects - should it be based on... (READ LIST-CHECK ALL THAT APPLY)
- Contribution To Talent And Industry Development (68%)
  - Ability To Reach Canadian Audiences ..... (65%)
  - Critical Acclaim.....(47%)
  - Ability To Reach International Market ..... ( 5%)
  - Economic Value/Marketability ..... ( 4%)
  - Ability To Express Canadian Culture/Stories ..... ( 2%)
  - Quality ..... ( 2%)
  - Take Greater Risks/Diversity ..... ( 1%)
  - Other ..... ( 3%)
  - Don't Know/Refused ..... ( 2%)
43. Finally, if you could suggest priorities to Telefilm Canada over the next three years, what would they be? (ACCEPT 3 MENTIONS)
- Increase Funding .....(20%)
  - Support Canadian Movies/Producers ..... (19%)
  - Quality Of/New/Programs/Projects .....(12%)
  - Support Regions/Regional Offices.....(11%)
  - Support/Focus On Development ..... ( 9%)
  - Better Communication ..... ( 8%)
  - More Focus On International Market ..... ( 8%)
  - Expand/Cater To Different Audiences ..... ( 7%)
  - More Diversity In Programming ..... ( 7%)
  - Better Management .....( 6%)
  - Support More Documentaries .....( 5%)
  - Support For New Media .....( 5%)
  - Support For Independent Producers .....( 5%)
  - More Focus On Marketing .....( 5%)
  - Improve Decision Process/Consistency ..... ( 4%)
  - Support New Talent .....( 4%)
  - Improve On Training/Professional Development ..... ( 4%)
  - Nothing/Satisfied .....( 3%)
  - Faster/Speed .....( 3%)
  - Focus On Distribution .....( 3%)
  - Review Envelop System .....( 3%)
  - Clarify/Review Their Mandate/Policies ..... ( 3%)
  - Reduce Bureaucracy .....( 2%)
  - More Support/Focus On Festivals .....( 2%)
  - Adapt to New Technology .....( 2%)
  - Hire More/Access To Staff .....( 1%)
  - Other .....( 8%)
  - Don't Know/Refused .....(10%)

45.	Gender	
	Male .....	(54%)
	Female .....	(46%)
46.	Language	
	English .....	(74%)
	French .....	(26%)
47.	Provinces	
	Manitoba .....	( 3%)
	Quebec .....	(30%)
	Ontario .....	(29%)
	Alberta .....	( 5%)
	British Columbia .....	(18%)
	New Brunswick .....	( 3%)
	Newfoundland .....	( 1%)
	Nova Scotia .....	( 5%)
	PEI .....	( 1%)
	Saskatchewan .....	( 4%)
	Yukon .....	( 1%)

## Collapsed Scales

### 1. RATE: TELEFILM'S PERFORMANCE RATING:

Excellent (10,9) .....	(12%)
Very Good (8,7) .....	(55%)
Good (6,5) .....	(21%)
Adequate (4,3) .....	( 6%)
Poor (2,1) .....	( 3%)
DK/Refused .....	( 3%)

### 2. SATISFACTION: ACCESSIBILITY OF TELEFILM INFORMATION:

Very Satisfied (10,9) .....	(24%)
Somewhat Satisfied (8,7) .....	(54%)
Moderately Satisfied (6,5) .....	(15%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 1%)
Don't Know/Refused .....	( 2%)

### 3. SATISFACTION: KNOWING CONTACT AT TELEFILM FOR INFO:

Very Satisfied (10,9) .....	(26%)
Somewhat Satisfied (8,7) .....	(41%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 8%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 1%)

### 4. SATISFACTION: CLARITY OF THE INFORMATION PROVIDED:

Very Satisfied (10,9) .....	(19%)
Somewhat Satisfied (8,7) .....	(53%)
Moderately Satisfied (6,5) .....	(20%)
Moderately Dissatisfied (4,3) .....	( 3%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 1%)

### 5. SATISFACTION: EASE OF USE OF THE WEB SITE:

Very Satisfied (10,9) .....	(21%)
Somewhat Satisfied (8,7) .....	(53%)
Moderately Satisfied (6,5) .....	(16%)
Moderately Dissatisfied (4,3) .....	( 2%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 3%)
N/A .....	( 1%)



6. SATISFACTION: INFO PROVIDED BEING COMPREHENSIVE:

Very Satisfied (10,9) .....	(19%)
Somewhat Satisfied (8,7) .....	(53%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 4%)
Not At All Satisfied (2,1) .....	( 2%)
Don't Know/Refused .....	( 3%)

7. SATISFACTION: USEFULNESS OF INFO ACROSS COUNTRY:

Very Satisfied (10,9) .....	(13%)
Somewhat Satisfied (8,7) .....	(33%)
Moderately Satisfied (6,5) .....	(17%)
Moderately Dissatisfied (4,3) .....	( 6%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	(28%)

8. SATISFACTION: TELEFILM COMMUNICATION ACTIVITIES:

Very Satisfied (10,9) .....	(13%)
Somewhat Satisfied (8,7) .....	(56%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 7%)
Not At All Satisfied (2,1) .....	( 1%)
Don't Know/Refused .....	( 3%)

9. SATISFACTION: ACCESS TO TELEFILM STAFF:

Very Satisfied (10,9) .....	(30%)
Somewhat Satisfied (8,7) .....	(44%)
Moderately Satisfied (6,5) .....	(14%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 3%)
N/A .....	( 2%)

10. SATISFACTION: BE INFORMED IN ADVANCE ABOUT TELEFILM CONTACT:

Very Satisfied (10,9) .....	(21%)
Somewhat Satisfied (8,7) .....	(41%)
Moderately Satisfied (6,5) .....	(21%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 2%)
N/A .....	( 2%)

<b>11. SATISFACTION: HELPFUL STAFF/ABLE TO ANSWER QUESTIONS:</b>	
Very Satisfied (10,9) .....	(31%)
Somewhat Satisfied (8,7) .....	(46%)
Moderately Satisfied (6,5) .....	(13%)
Moderately Dissatisfied (4,3) .....	( 4%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 2%)
N/A .....	( 1%)
<b>12. SATISFACTION: STAFF'S ADVICE ABOUT IMPROVING APPLICATION:</b>	
Very Satisfied (10,9) .....	(19%)
Somewhat Satisfied (8,7) .....	(39%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 6%)
N/A .....	( 6%)
<b>13. SATISFACTION: APPLICATION FORM BEING SIMPLE/EASY:</b>	
Very Satisfied (10,9) .....	(20%)
Somewhat Satisfied (8,7) .....	(46%)
Moderately Satisfied (6,5) .....	(21%)
Moderately Dissatisfied (4,3) .....	( 6%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 3%)
N/A .....	( 2%)
<b>14. SATISFACTION: INFO/SUPPORTING DOCUMENTS REQUIRED:</b>	
Very Satisfied (10,9) .....	(15%)
Somewhat Satisfied (8,7) .....	(50%)
Moderately Satisfied (6,5) .....	(20%)
Moderately Dissatisfied (4,3) .....	( 8%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 3%)
N/A .....	( 1%)
<b>15. SATISFACTION: THE CRITERIA BEING FAIR:</b>	
Very Satisfied (10,9) .....	(15%)
Somewhat Satisfied (8,7) .....	(42%)
Moderately Satisfied (6,5) .....	(22%)
Moderately Dissatisfied (4,3) .....	(10%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 5%)
N/A .....	( 1%)

16. SATISFACTION: CRITERIA BEING RELEVANT TO PROJECT:

Very Satisfied (10,9)	(14%)
Somewhat Satisfied (8,7)	(46%)
Moderately Satisfied (6,5)	(22%)
Moderately Dissatisfied (4,3)	( 8%)
Not At All Satisfied (2,1)	( 5%)
Don't Know/Refused	( 4%)
N/A	( 1%)

17. SATISFACTION: VARIOUS DEADLINES BEING CLEAR/EASY:

Very Satisfied (10,9)	(28%)
Somewhat Satisfied (8,7)	(43%)
Moderately Satisfied (6,5)	(16%)
Moderately Dissatisfied (4,3)	( 5%)
Not At All Satisfied (2,1)	( 3%)
Don't Know/Refused	( 2%)
N/A	( 2%)

18. SATISFACTION: DEADLINES BEING APPROPRIATE FOR SECTOR:

Very Satisfied (10,9)	(14%)
Somewhat Satisfied (8,7)	(34%)
Moderately Satisfied (6,5)	(24%)
Moderately Dissatisfied (4,3)	( 9%)
Not At All Satisfied (2,1)	(11%)
Don't Know/Refused	( 5%)
N/A	( 3%)

19. SATISFACTION: APPLICATION PROCESS:

Very Satisfied (10,9)	(12%)
Somewhat Satisfied (8,7)	(55%)
Moderately Satisfied (6,5)	(21%)
Moderately Dissatisfied (4,3)	( 9%)
Not At All Satisfied (2,1)	( 2%)
Don't Know/Refused	( 1%)
N/A	( 1%)

20. SATISFACTION: DECISION-MAKING PROCESS BEING FAIR/EQUITABLE:

Very Satisfied (10,9)	( 9%)
Somewhat Satisfied (8,7)	(36%)
Moderately Satisfied (6,5)	(24%)
Moderately Dissatisfied (4,3)	( 9%)
Not At All Satisfied (2,1)	( 8%)
Don't Know/Refused	(13%)

21. SATISFACTION: DECISION-MAKING PROCESS BEING TRANSPARENT:

Very Satisfied (10,9) .....	( 8%)
Somewhat Satisfied (8,7) .....	(28%)
Moderately Satisfied (6,5) .....	(29%)
Moderately Dissatisfied (4,3) .....	(13%)
Not At All Satisfied (2,1) .....	(13%)
Don't Know/Refused .....	( 9%)

22. SATISFACTION: KNOWLEDGE/EXPERTS OF PEOPLE TO DECIDE:

Very Satisfied (10,9) .....	(11%)
Somewhat Satisfied (8,7) .....	(35%)
Moderately Satisfied (6,5) .....	(22%)
Moderately Dissatisfied (4,3) .....	(11%)
Not At All Satisfied (2,1) .....	( 6%)
Don't Know/Refused .....	(15%)

23. SATISFACTION: WAY DECISION COMMUNICATED TO YOU:

Very Satisfied (10,9) .....	(16%)
Somewhat Satisfied (8,7) .....	(48%)
Moderately Satisfied (6,5) .....	(20%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 3%)

24. SATISFACTION: TIME REQUIRED FOR RENDERING DECISION:

Very Satisfied (10,9) .....	( 5%)
Somewhat Satisfied (8,7) .....	(30%)
Moderately Satisfied (6,5) .....	(34%)
Moderately Dissatisfied (4,3) .....	(13%)
Not At All Satisfied (2,1) .....	(13%)
Don't Know/Refused .....	( 4%)

25. SATISFACTION: COMMUNICATION & DECISION-MAKING PROCESS:

Very Satisfied (10,9) .....	(10%)
Somewhat Satisfied (8,7) .....	(44%)
Moderately Satisfied (6,5) .....	(26%)
Moderately Dissatisfied (4,3) .....	(11%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 3%)

26. SATISFACTION: NEGOTIATING PROCESS SIMPLE/EASY:

Very Satisfied (10,9) .....	(11%)
Somewhat Satisfied (8,7) .....	(40%)
Moderately Satisfied (6,5) .....	(28%)
Moderately Dissatisfied (4,3) .....	(10%)
Not At All Satisfied (2,1) .....	( 6%)
Don't Know/Refused .....	( 4%)
N/A .....	( 2%)

27. SATISFACTION: NEGOTIATING PROCESS IS TRANSPARENT:

Very Satisfied (10,9) .....	(14%)
Somewhat Satisfied (8,7) .....	(46%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 8%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 5%)
N/A .....	( 3%)

28. SATISFACTION: NEGOTIATING PROCESS IS CONSISTENT:

Very Satisfied (10,9) .....	(14%)
Somewhat Satisfied (8,7) .....	(45%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 8%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	(10%)
N/A .....	( 2%)

29. SATISFACTION: TELEFILM STAFF APPRECIATES URGENCY:

Very Satisfied (10,9) .....	(17%)
Somewhat Satisfied (8,7) .....	(44%)
Moderately Satisfied (6,5) .....	(21%)
Moderately Dissatisfied (4,3) .....	( 8%)
Not At All Satisfied (2,1) .....	( 8%)
Don't Know/Refused .....	( 2%)
N/A .....	( 1%)

30. SATISFACTION: TELEFILM STAFF IS FLEXIBLE:

Very Satisfied (10,9) .....	(14%)
Somewhat Satisfied (8,7) .....	(42%)
Moderately Satisfied (6,5) .....	(26%)
Moderately Dissatisfied (4,3) .....	( 7%)
Not At All Satisfied (2,1) .....	( 6%)
Don't Know/Refused .....	( 3%)
N/A .....	( 3%)

31. SATISFACTION: THE CONTRACT MEETS YOUR NEEDS:

Very Satisfied (10,9) .....	(12%)
Somewhat Satisfied (8,7) .....	(51%)
Moderately Satisfied (6,5) .....	(26%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 2%)
N/A .....	( 1%)

32. SATISFACTION: CONTRACT NEGOTIATIONS PROCESS:

Very Satisfied (10,9) .....	(12%)
Somewhat Satisfied (8,7) .....	(49%)
Moderately Satisfied (6,5) .....	(24%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 2%)
N/A .....	( 1%)

33. SATISFACTION: USEFULNESS OF CREATIVE FEEDBACK:

Very Satisfied (10,9) .....	( 8%)
Somewhat Satisfied (8,7) .....	(33%)
Moderately Satisfied (6,5) .....	(26%)
Moderately Dissatisfied (4,3) .....	(12%)
Not At All Satisfied (2,1) .....	( 8%)
Don't Know/Refused .....	( 6%)
N/A .....	( 8%)

34. SATISFACTION: USEFULNESS OF BUSINESS FEEDBACK:

Very Satisfied (10,9) .....	( 8%)
Somewhat Satisfied (8,7) .....	(32%)
Moderately Satisfied (6,5) .....	(20%)
Moderately Dissatisfied (4,3) .....	(13%)
Not At All Satisfied (2,1) .....	( 8%)
Don't Know/Refused .....	( 7%)
N/A .....	(12%)

35. SATISFACTION: CONDITIONS SAME AS NEGOTIATED:

Very Satisfied (10,9) .....	(47%)
Somewhat Satisfied (8,7) .....	(42%)
Moderately Satisfied (6,5) .....	( 7%)
Moderately Dissatisfied (4,3) .....	( 2%)
Not At All Satisfied (2,1) .....	( 1%)
Don't Know/Refused .....	( 1%)

36. SATISFACTION: 10 DAYS DISBURSEMENT OF MEETING CONDITIONS:

Very Satisfied (10,9) .....	(35%)
Somewhat Satisfied (8,7) .....	(36%)
Moderately Satisfied (6,5) .....	(12%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 8%)

37. SATISFACTION: DISBURSEMENT SCHEDULE IN LINE WITH CASH FLOW:

Very Satisfied (10,9) .....	(23%)
Somewhat Satisfied (8,7) .....	(42%)
Moderately Satisfied (6,5) .....	(21%)
Moderately Dissatisfied (4,3) .....	( 6%)
Not At All Satisfied (2,1) .....	( 7%)
Don't Know/Refused .....	( 2%)

38. SATISFACTION: DISBURSEMENT PHASE OF PROCESS:

Very Satisfied (10,9) .....	(26%)
Somewhat Satisfied (8,7) .....	(49%)
Moderately Satisfied (6,5) .....	(17%)
Moderately Dissatisfied (4,3) .....	( 4%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 1%)

39. SATISFACTION: INFO PROVIDED BY COST REPORTING STAFF:

Very Satisfied (10,9) .....	(21%)
Somewhat Satisfied (8,7) .....	(49%)
Moderately Satisfied (6,5) .....	(14%)
Moderately Dissatisfied (4,3) .....	( 2%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	(11%)

40. SATISFACTION: HELP PROVIDED IN PREPARING REPORTS:

Very Satisfied (10,9) .....	(20%)
Somewhat Satisfied (8,7) .....	(40%)
Moderately Satisfied (6,5) .....	(16%)
Moderately Dissatisfied (4,3) .....	( 3%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	(16%)

41. SATISFACTION: TELEFLM FORMS/REPORTING FREQUENCY REQUIREMENT:

Very Satisfied (10,9) .....	(21%)
Somewhat Satisfied (8,7) .....	(50%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 2%)
Not At All Satisfied (2,1) .....	( 2%)
Don't Know/Refused .....	( 5%)

42. SATISFACTION: COST REPORTING PHASE:

Very Satisfied (10,9) .....	(19%)
Somewhat Satisfied (8,7) .....	(54%)
Moderately Satisfied (6,5) .....	(16%)
Moderately Dissatisfied (4,3) .....	( 4%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 4%)

43. SATISFACTION: TELEFILM'S DEVELOPMENT:

Very Satisfied (10,9) .....	(15%)
Somewhat Satisfied (8,7) .....	(49%)
Moderately Satisfied (6,5) .....	(23%)
Moderately Dissatisfied (4,3) .....	( 4%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 3%)

44. SATISFACTION: TELEFILM'S PRODUCTION:

Very Satisfied (10,9) .....	(13%)
Somewhat Satisfied (8,7) .....	(50%)
Moderately Satisfied (6,5) .....	(24%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 3%)

45. SATISFACTION: MARKET RESEARCH & PROTOTYPING:

Very Satisfied (10,9) .....	(25%)
Somewhat Satisfied (8,7) .....	(47%)
Moderately Satisfied (6,5) .....	(22%)
Not At All Satisfied (2,1) .....	( 2%)
Don't Know/Refused .....	( 4%)

46. SATISFACTION: PRODUCT DEVELOPMENT:

Very Satisfied (10,9) .....	(30%)
Somewhat Satisfied (8,7) .....	(50%)
Moderately Satisfied (6,5) .....	(18%)
Moderately Dissatisfied (4,3) .....	( 2%)



47. SATISFACTION: TELEFILM'S DISTRIBUTION:

Very Satisfied (10,9) .....	( 2%)
Somewhat Satisfied (8,7) .....	(38%)
Moderately Satisfied (6,5) .....	(21%)
Moderately Dissatisfied (4,3) .....	(15%)
Not At All Satisfied (2,1) .....	(13%)
Don't Know/Refused .....	(13%)

48. SATISFACTION: TELEFILM'S MARKETING:

Very Satisfied (10,9) .....	(22%)
Somewhat Satisfied (8,7) .....	(48%)
Moderately Satisfied (6,5) .....	(16%)
Moderately Dissatisfied (4,3) .....	( 6%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 3%)

49. SATISFACTION: TELEFILM'S DOMESTIC FESTIVALS:

Very Satisfied (10,9) .....	(13%)
Somewhat Satisfied (8,7) .....	(52%)
Moderately Satisfied (6,5) .....	(20%)
Moderately Dissatisfied (4,3) .....	( 6%)
Not At All Satisfied (2,1) .....	( 6%)
Don't Know/Refused .....	( 3%)

50. SATISFACTION: TRAINING/PROFESSIONAL DEVELOPMENT:

Very Satisfied (10,9) .....	(18%)
Somewhat Satisfied (8,7) .....	(48%)
Moderately Satisfied (6,5) .....	(18%)
Moderately Dissatisfied (4,3) .....	( 8%)
Not At All Satisfied (2,1) .....	( 4%)
Don't Know/Refused .....	( 3%)

51. SATISFACTION: INTERNATIONAL FESTIVALS/MARKETS:

Very Satisfied (10,9) .....	(24%)
Somewhat Satisfied (8,7) .....	(49%)
Moderately Satisfied (6,5) .....	(17%)
Moderately Dissatisfied (4,3) .....	( 3%)
Not At All Satisfied (2,1) .....	( 3%)
Don't Know/Refused .....	( 5%)

52. IMPORTANT: RAISING AWARENESS OF CANADIAN INDUSTRY/  
PRODUCT:
- |                                  |       |
|----------------------------------|-------|
| Extremely Important (10,9) ..... | (47%) |
| Very Important (8,7) .....       | (34%) |
| Somewhat Important (6,5) .....   | (10%) |
| Not Very Important (4,3) .....   | ( 2%) |
| Not At All Important (2,1).....  | ( 3%) |
| Don't Know/Refused .....         | ( 4%) |
53. IMPORTANT: PROVIDING BUSINESS CENTRES IN MAJOR MARKETS:
- |                                  |       |
|----------------------------------|-------|
| Extremely Important (10,9) ..... | (29%) |
| Very Important (8,7) .....       | (38%) |
| Somewhat Important (6,5) .....   | (15%) |
| Not Very Important (4,3) .....   | ( 4%) |
| Not At All Important (2,1).....  | ( 5%) |
| Don't Know/Refused .....         | ( 9%) |
54. IMPORTANT: OFFERING SALES/CO-PRODUCTION SUPPORT:
- |                                  |       |
|----------------------------------|-------|
| Extremely Important (10,9) ..... | (43%) |
| Very Important (8,7) .....       | (41%) |
| Somewhat Important (6,5) .....   | ( 8%) |
| Not Very Important (4,3) .....   | ( 1%) |
| Not At All Important (2,1).....  | ( 2%) |
| Don't Know/Refused .....         | ( 6%) |
55. IMPORTANT: DEVELOP NETWORKING/PROMOTIONAL OPPORTUNITY  
ON-SITE:
- |                                  |       |
|----------------------------------|-------|
| Extremely Important (10,9) ..... | (42%) |
| Very Important (8,7) .....       | (38%) |
| Somewhat Important (6,5) .....   | ( 9%) |
| Not Very Important (4,3) .....   | ( 2%) |
| Not At All Important (2,1).....  | ( 3%) |
| Don't Know/Refused .....         | ( 6%) |
56. IMPORTANT: TRAINING/IMMERSIONS PROGRAM IN OTHER COUNTRY:
- |                                  |       |
|----------------------------------|-------|
| Extremely Important (10,9) ..... | (18%) |
| Very Important (8,7) .....       | (32%) |
| Somewhat Important (6,5) .....   | (22%) |
| Not Very Important (4,3) .....   | ( 7%) |
| Not At All Important (2,1).....  | (10%) |
| Don't Know/Refused .....         | (11%) |

57. SATISFACTION: TELEFLM RESPONDS ADOPTING TO MARKET NEEDS:

Very Satisfied (10,9) .....	( 7%)
Somewhat Satisfied (8,7) .....	(43%)
Moderately Satisfied (6,5) .....	(26%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 9%)

58. SATISFACTION: TELEFLM RESPONDS QUICKLY TO MARKET CHANGE:

Very Satisfied (10,9) .....	( 4%)
Somewhat Satisfied (8,7) .....	(35%)
Moderately Satisfied (6,5) .....	(31%)
Moderately Dissatisfied (4,3) .....	(10%)
Not At All Satisfied (2,1) .....	( 6%)
Don't Know/Refused .....	(13%)

59. SATISFACTION: CO-PRODUCTION CERTIFICATION SERVICE:

Very Satisfied (10,9) .....	(13%)
Somewhat Satisfied (8,7) .....	(54%)
Moderately Satisfied (6,5) .....	(18%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 5%)
Don't Know/Refused .....	( 2%)

60. SATISFACTION: PROGRAM/SERVICE BY TELEFILM:

Very Satisfied (10,9) .....	( 9%)
Somewhat Satisfied (8,7) .....	(58%)
Moderately Satisfied (6,5) .....	(24%)
Moderately Dissatisfied (4,3) .....	( 5%)
Not At All Satisfied (2,1) .....	( 1%)
Don't Know/Refused .....	( 3%)

61. SATISFACTION: CURRENT STRUCTURE:

Very Satisfied (10,9) .....	(12%)
Somewhat Satisfied (8,7) .....	(39%)
Moderately Satisfied (6,5) .....	(19%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 7%)
Don't Know/Refused .....	(14%)

62. SATISFACTION: CONSULTING OF INDUSTRY BY TELEFILM:

Very Satisfied (10,9) .....	( 6%)
Somewhat Satisfied (8,7) .....	(41%)
Moderately Satisfied (6,5) .....	(29%)
Moderately Dissatisfied (4,3) .....	( 9%)
Not At All Satisfied (2,1) .....	( 7%)
Don't Know/Refused .....	( 7%)

63. RATING OF TELEFILM'S CURRENT MANDATE:

Doing Very Good Job (10,9) .....	( 9%)
Doing Somewhat Good Job (8,7) .....	(49%)
Doing Moderate Job (6,5) .....	(29%)
Doing Somewhat Poor Job (4,3) .....	( 6%)
Doing Very Poor Job (2,1) .....	( 5%)
Don't Know/Refused .....	( 2%)