



SASKATCHEWAN COMMUNICATIONS NETWORK (SCN)

Saskatchewan Television Viewers Survey

Report Summary

November 2005

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Report Summary

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Executive Summary

In October and November 2005, Fast Consulting conducted a public opinion survey for The Saskatchewan Communications Network (SCN) with a representative sample of 1,002 Saskatchewan residents. The purpose of this research initiative is to accurately assess the demographic of SCN viewers and non-viewers in order to a) develop a strategic marketing and communications plan, and b) to assist programming and schedule development.

With a proportionately distributed province-wide sample of 1,002 people, we can say with a 95% level of certainty that the overall results of the survey are within plus or minus 3.1% of what they would be if the entire adult population of the province were polled. The margin of error will be larger for sub-groups of the population.

Familiarity with SCN

- The majority of respondents are familiar with SCN (60%), which is up slightly from 57% in 2004.
- When asked how familiar they are with SCN, 52% of respondents indicate they are at least somewhat familiar with 10% saying they are very familiar. This compares to 45% who say they are familiar with SCN in 2004 and 10% saying they are very familiar.
- One third (33%) of respondents watch SCN often or sometimes, which is a continued increase from 25% in 2001 and an increase from 30% in 2004. Close to one third (30%) seldom watch SCN, up from 21% in 2004. More than one third (36%) never watch SCN, down from 48% in 2004.
- The most common time of day viewers watch SCN is weekday evenings (51%). This is consistent with previous surveys.

SCN Programming

- The large majority (81%) of SCN viewers continue to rate SCN programming as good or very good. This is a slight decrease from 84% in 2004.

- The most commonly mentioned types of programs watched on SCN include history and culture (52%), environment and nature (51%) and drama programs (41%). With the exception of history and culture, which has remained the same, viewership of all types of programs on SCN has increased.
- The most commonly mentioned SCN programs watched include 100 Saskatchewan Stories (64%), Life Without Borders (55%), The Health Show (45%) and CBC Regional News repeat broadcast (43%). The least viewed SCN programs are Landing (11%), High School Confidential (11%), Long Shadows (12%) and Landscape as Muse (19%).
- The large majority (89%) of SCN viewers continue to be supportive of regional programming on SCN, down slightly from a high of 91% in 2003.
- The large majority of SCN viewers (84%) are supportive of a series of public forums or televised town hall meeting on topics that are of significant interest to the people of Saskatchewan.
- More than one quarter (29%) of SCN viewers indicate they would be willing to pay a one time fee for equipment in order to receive SCN over the air without monthly charges to a cable or satellite provider. Close to one half (46%) of those willing to pay are willing to pay \$100.

Television Services

- Regular cable TV continues to be the most common television service residents receive at 40%, down from a high of 57% in 2001. The number of residents receiving SaskTel MAX service (13%) continues to increase from 1% in 2002.

Television Viewing

- While the majority (54%) of respondents watch more than 10 hours of TV each week the number has decreased from 63% in 2004. The number of respondents watching less than 10 hours of TV a week has increased to 46% in 2005, an increase from 34% in 2004.

- Use of the on-screen viewing guide (42%) has increased from 27% in 2004, the previous highest was 33% in 2003. Channel surfing (28%) as a means of determining what programs to watch has decreased from its highest rating in 2004 (36%).
- The majority of respondents indicate they regularly watch CTV (57%), followed by specialty channels (49%), CBC (37%), American networks (36%), Global (34%) and sports networks (31%). The most common programming watched on a regular basis are news (72%), documentaries (51%), drama series (50%), movies (49%) and sports (48%).

Public Broadcasting

- The large majority (88%) of respondents continue to feel that public broadcasting is somewhat or very important. This is up from 82% in 2004.
- More than two thirds (71%) of respondents continue to think SCN being commercial free is somewhat or very important, down from a high of 82% in 2003.
- Approximately three quarters (74%) of respondents continue to agree that the opportunity for awareness and discussion of news, views and concerns of people in Saskatchewan and the prairies and the north has all but disappeared. This is up slightly from 72% in 2004 but lower than the high of 84% in 2003.
- The large majority of respondents (86%) continue to agree that it is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of the prairies and the north. This is up slightly from 85% in 2004 but lower than the high of 90% in 2003.

Methodology

In October and November 2005, Fast Consulting conducted a public opinion survey for The Saskatchewan Communications Network (SCN) with a representative sample of 1,002 Saskatchewan residents. The purpose of this research initiative is to accurately assess the demographic of SCN viewers and non-viewers in order to a) develop a strategic marketing and communications plan, and b) to assist programming and schedule development. Further objectives of the research project are to determine:

- ✓ audience awareness of SCN,
- ✓ why people do or do not watch SCN,
- ✓ viewership levels of SCN programs,
- ✓ what types of programs people watch on SCN,
- ✓ perceptions and understanding of public broadcasting,
- ✓ Saskatchewan residents' views on sustaining a provincial public broadcaster, and
- ✓ Saskatchewan residents' views on regional programming,

The questions for the survey were designed by SCN. Fast Consulting reviewed the questionnaire, offered recommendations and programmed the survey into our DASH server. The questions in the SCN provincial opinion questionnaire are baseline questions: that is, questions that either have been asked in previous provincial surveys or will be asked in future surveys. The questionnaire is included in Appendix II.

In this report summary, the November 2005 survey results are compared and contrasted with public opinion measurements from previous SCN provincial surveys, when applicable. The public opinion measurements for a few issues are tracked as far back as 2001.

Respondents were randomly selected from a randomly generated electronic sample of the province of Saskatchewan using standard polling practices to ensure random selection of households and respondents. The sampling frame was constructed to ensure proportionate representation of other important demographic characteristics evident in the provincial population. Some examples of these characteristics include gender, age, and level of education. Randomly selecting participants ensures that the opinions of the various types of people residing throughout Saskatchewan are

proportionately represented in the statistical measurements documented in this report. A demographic breakdown of respondents is included in Appendix I.

Provincial residents were surveyed between October 19th and November 23rd, 2005. Interviews were conducted by telephone at times that are appropriate and convenient for respondents – between the hours of 5:00 p.m. and 9:00 p.m. on weekdays and between the hours of 11:00 a.m. and 3:00 p.m. on weekends. Experienced public opinion interviewers using Fast Consulting's in-house Computer Aided Interviewing (CATI) system conducted all interviews. All interviewers were supervised at one central location in Saskatoon.

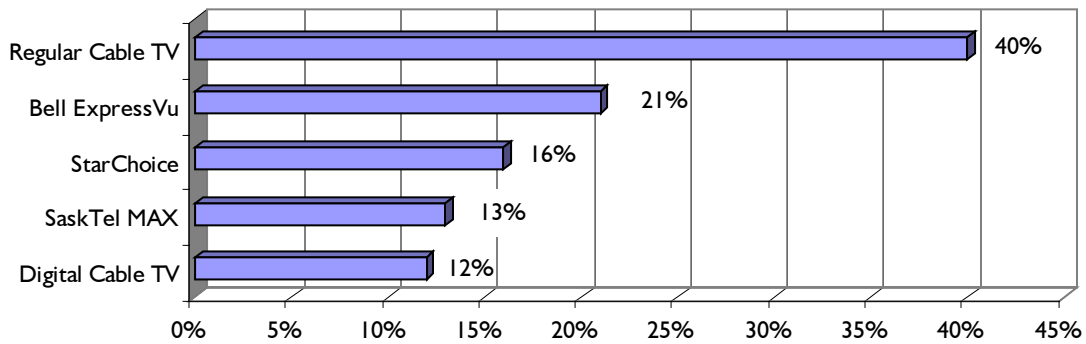
Data checking procedures were utilized at all times to ensure the accuracy of the data. The survey sample of 1,002 residents yields public opinion measurements within a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

The statistical team at Fast Consulting designs and implements programs to facilitate the statistical analysis of the survey data. Statistical analysis is done with the industry standard SPSS computer program (Statistical Package for Social Sciences). The statistician conducts tests on the demographics to check for validity of survey data. These validity checks indicate that the survey data is valid and reliable.

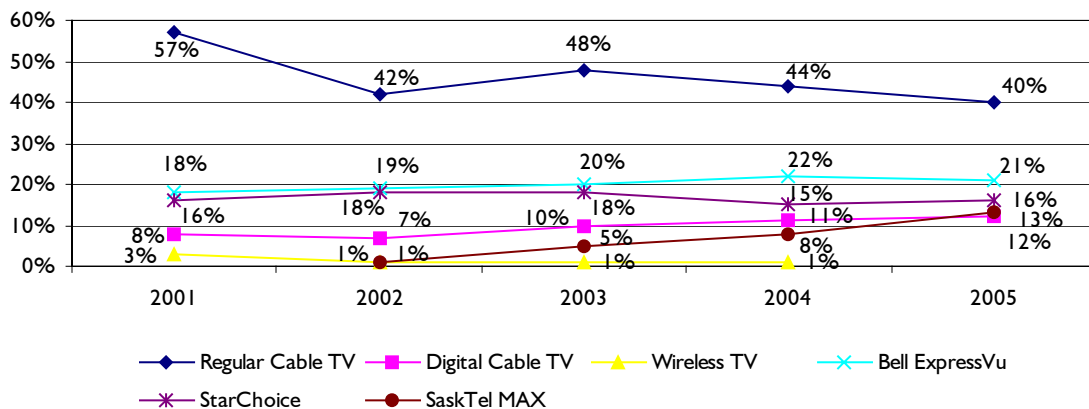
1.0 Television Viewing Habits

1.1 Television Services

Question Which of the following television services do you currently receive?



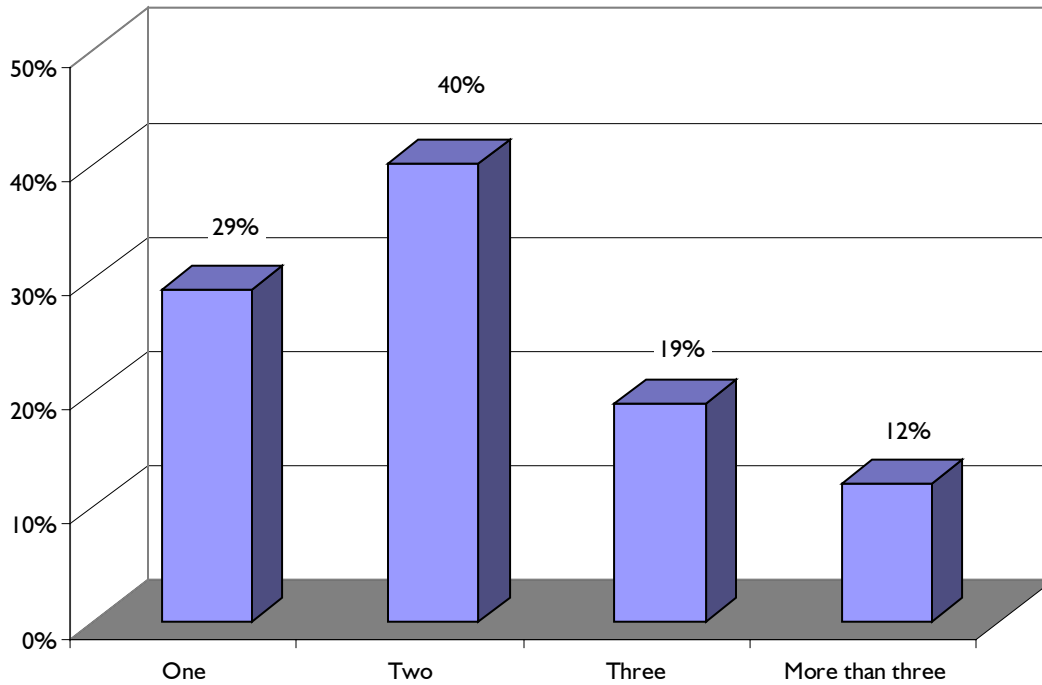
- Approximately 40% of respondents currently receive regular cable TV, 21% receive Bell ExpressVu, 16% Star Choice, 13% SaskTel MAX and 12% receive digital cable TV.
- SCN viewers (46%) are more likely than non-viewers (31%) to receive regular cable.
- Regina respondents are more likely to receive regular cable (60%), Saskatoon respondents are more likely to receive digital cable (25%) and rural respondents are more to receive Bell ExpressVu (36%) and Star Choice (35%).



- The number of respondents receiving regular cable TV has decreased while those receiving SaskTel MAX continues to increase.

1.2 Number of Televisions

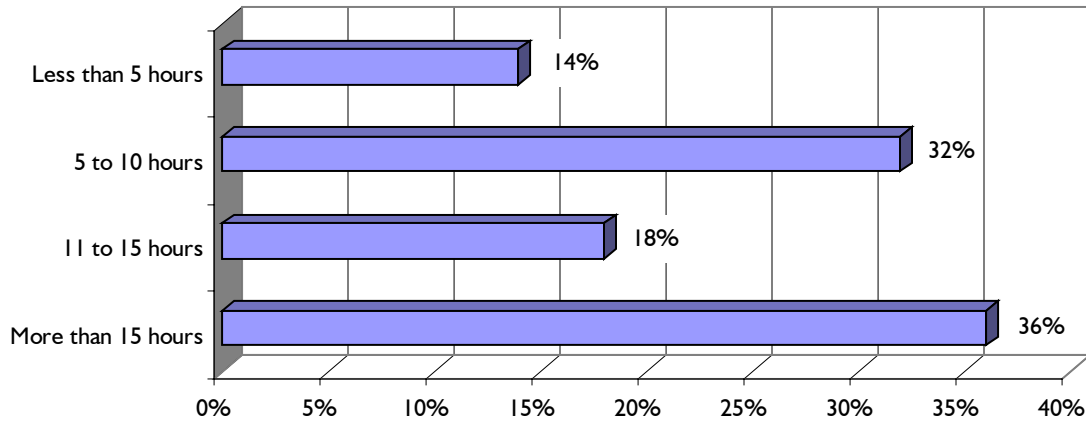
Question How many TVs do you have in your home?



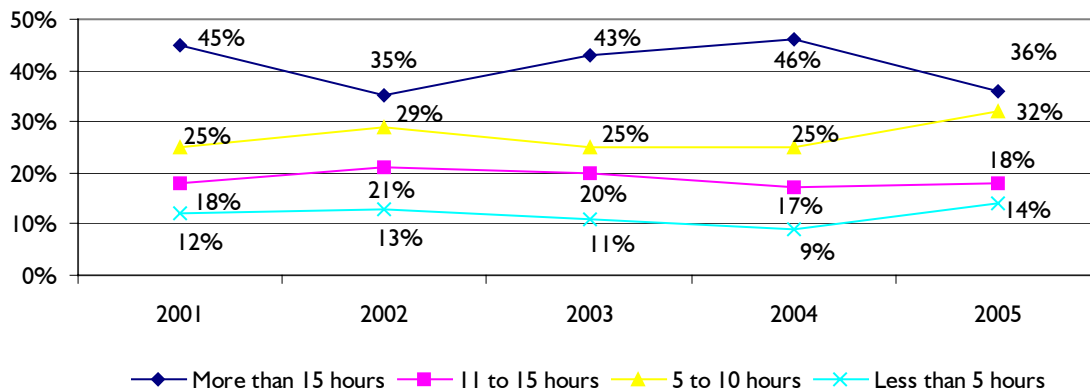
- Approximately 40% of respondents have two TV's in their home, 29% have one TV, 19% have three TV's and 12% have more than three.

1.3 Hours of Television per Week

Question On average, approximately how many hours do you watch TV each week?

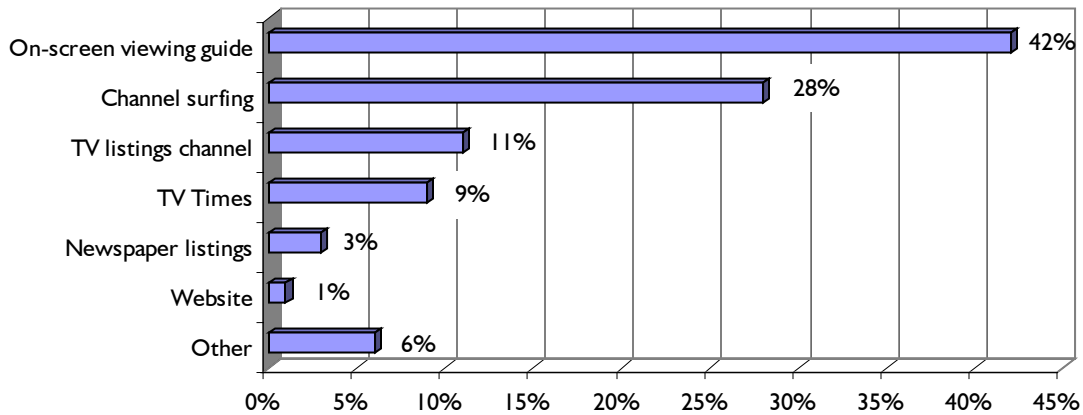


- More than one third (36%) of respondents watch more than 15 hours of TV each week. Approximately 18% watch 11 to 15 hours, 32% watch 5 to 10 hours and 14% watch less than 5 hours of TV each week.
- As age increases respondents are more likely to watch more than 15 hours of TV each week (18 to 34 – 26%, 35 to 54 – 35%, 55+ – 42%).

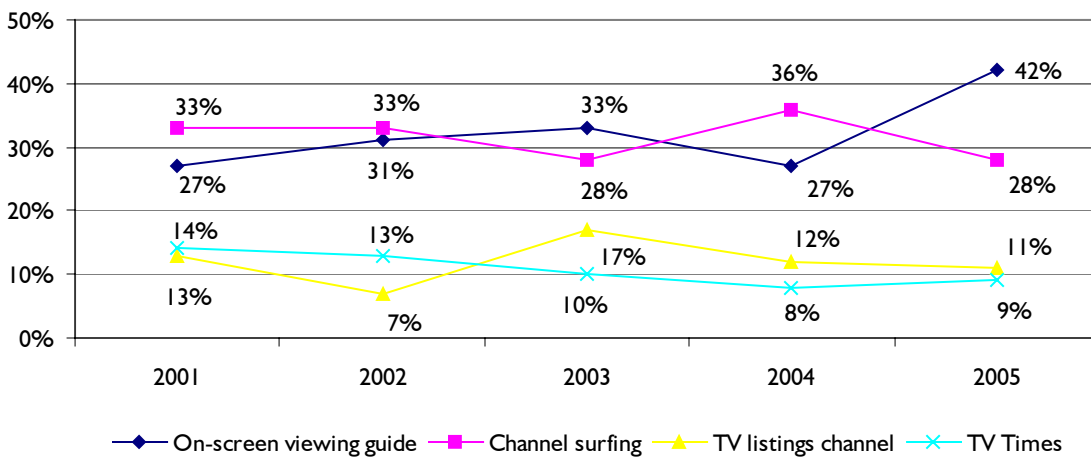


- There are fewer respondents watching more than 15 hours of TV each week and more watching between 5 and 10 hours.

Question How do you usually determine what programs you watch on television?



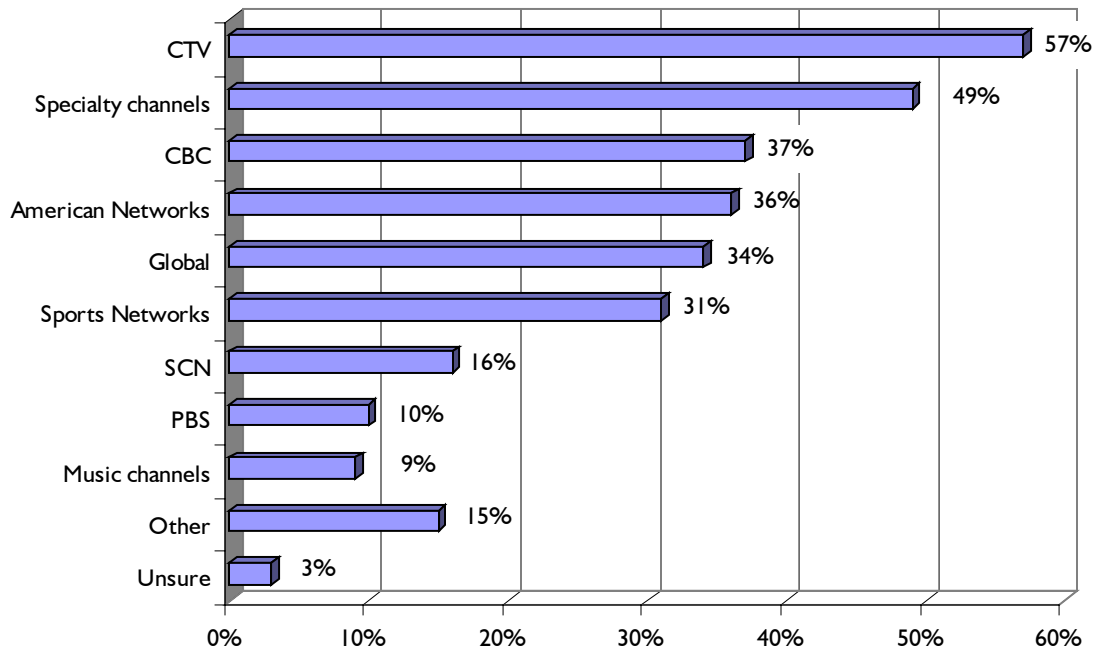
- Approximately 42% of respondents usually use the on-screen viewing guide to determine what programs they watch on television and 28% channel surf.
- Rural respondents (47%) and those living in small cities (46%) are more likely to use the on-screen viewing guide to determine what programs they watch.



- Use of the on-screen viewing guide has increased while channel surfing as a means of determining what programs to watch has decreased.

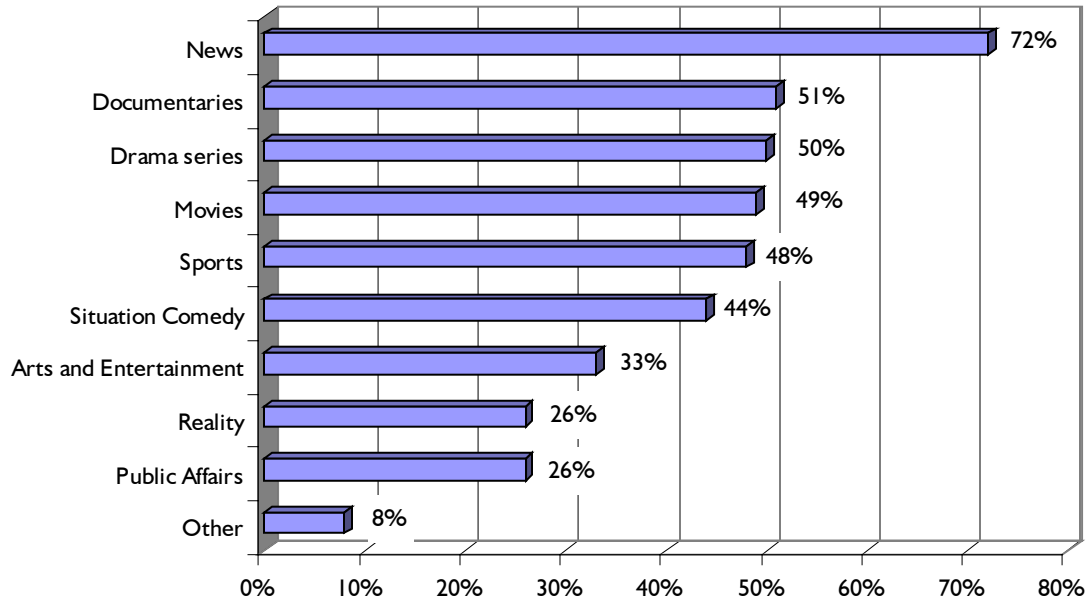
1.3 Regular Channels Watched

Question What channels do you regularly watch?



- The majority (57%) of respondents indicate they regularly watch CTV. Close to one half (49%) watch specialty channels such as The Food Network, Home and Garden, The History Channel and Outdoor Life Network.
- Approximately one third watch CBC (37%), American networks such as ABC, CBS, NBC and FOX (36%), Global (34%) and sports networks such as TSN and SportsNet (31%).
- As age increases respondents are more likely to regularly watch SCN (18 to 34 – 7%, 35 to 54 – 14%, 55+ – 23%).

Question What programming do you watch on a regular basis?

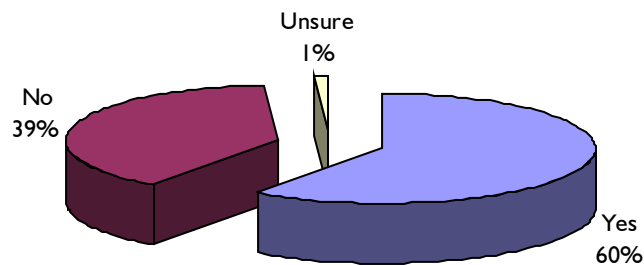


- The majority (72%) of respondents watch news programs on a regular basis. Approximately one half watch documentaries (51%), drama series (50%), movies (49%), sports (48%) and situation comedies (44%).
- SCN viewers are more likely than non-viewers to watch news (75% vs. 65%), documentaries (58% vs. 40%), arts and entertainment (37% vs. 26%) and public affairs programs (31% vs. 17%).
- As age increases respondents are more likely to watch news (18 to 34 – 48%, 35 to 54 – 71%, 55+ – 85%) and public affairs programs (18 to 34 – 13%, 35 to 54 – 21%, 55+ – 38%).

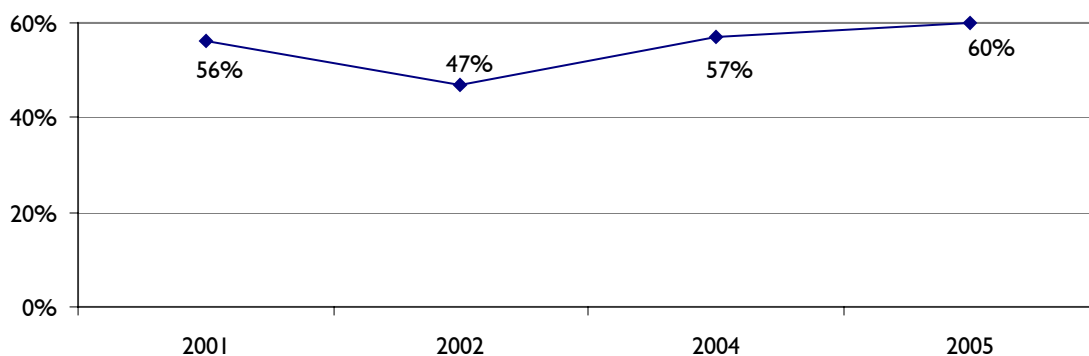
2.0 SCN Viewing Habits

2.1 Familiarity with SCN

Question Are you familiar with SCN? (The Saskatchewan Communications Network)



- The majority (60%) of respondents are familiar with SCN.
- Respondents aged 18 to 34 (48%) are less likely than other age groups to be familiar with SCN.

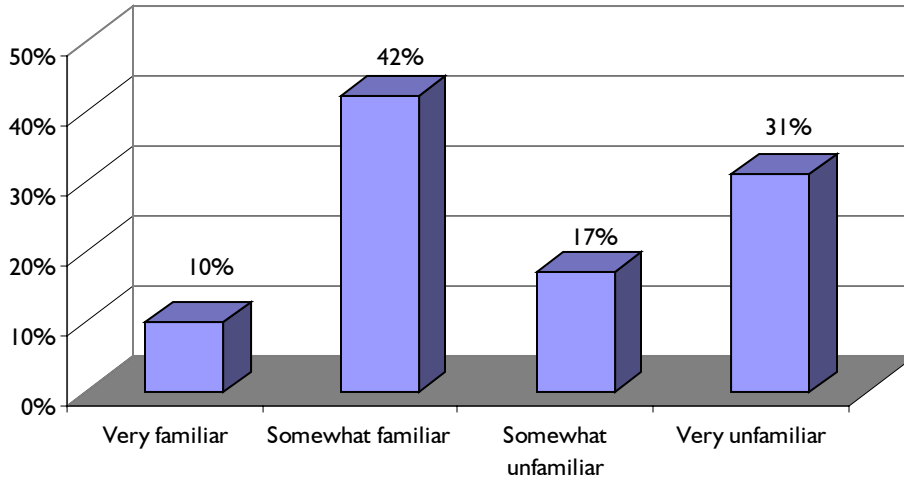


Note: the above question was not asked in 2003.

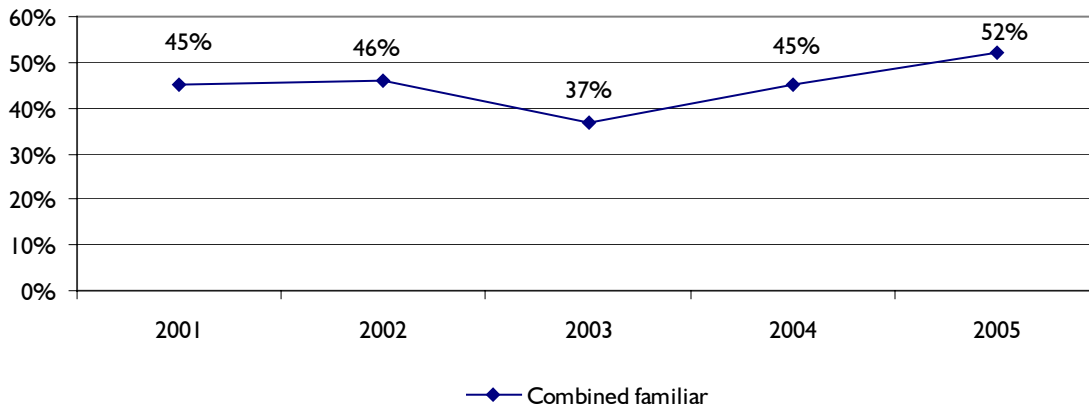
- Awareness of SCN is at its highest in 2005.

SCN was created in 1989 by the Government of Saskatchewan. The SCN Broadcast Network operates on the province's cable, wireless and satellite television systems, and offers educational and cultural programs on a wide variety of topics.

Question Given the above information, how familiar are you with SCN?



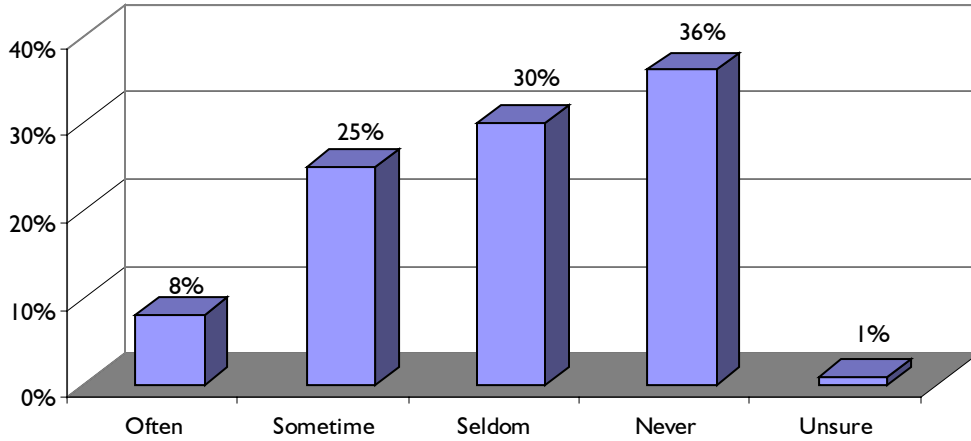
- The majority (52%) of respondents are at least somewhat familiar with SCN.
- Respondents aged 18 to 34 (43%) are less likely than other age groups to be at least somewhat familiar with SCN.
- Rural respondents (45%) are less likely than those living in other areas to be at least somewhat familiar with SCN.



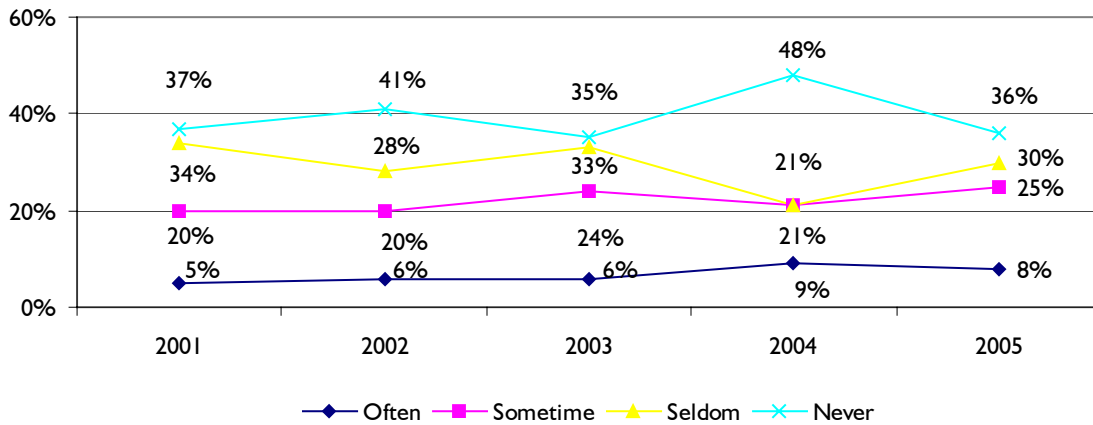
- Familiarity with SCN is also at its highest in 2005.

2.2 Watching SCN

Question How often do you watch SCN?

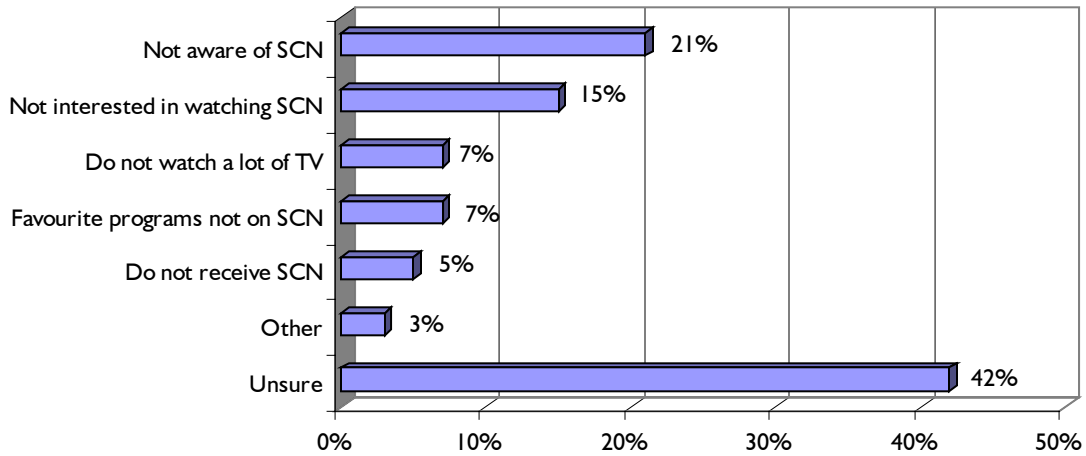


- One third (33%) of respondents watch SCN often or sometimes, 30% seldom watch SCN and 36% say they never watch SCN.



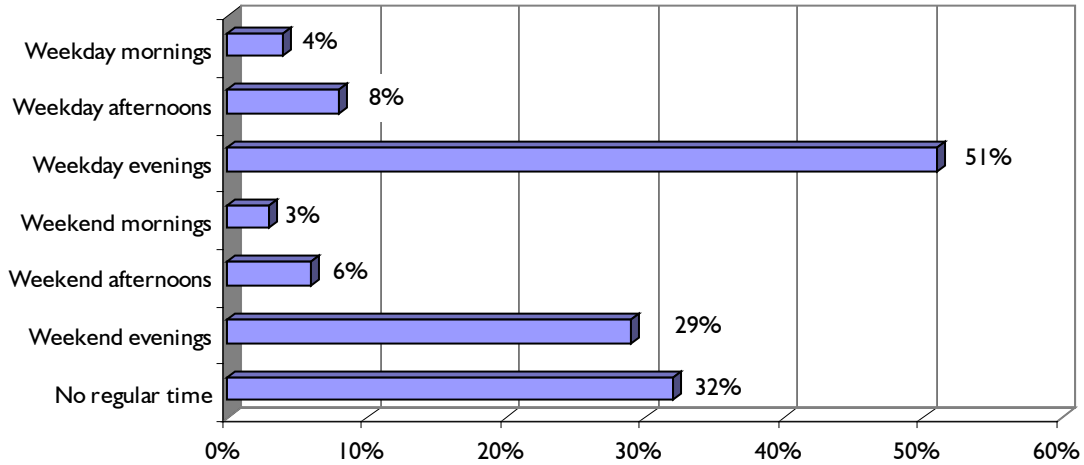
- SCN viewership (often, sometime or seldom) at 63% is at the same level as in 2003.

Question Why do you not watch SCN?



- Approximately 42% of those respondents who do not watch SCN are unsure why they don't watch the network. Of those with an opinion 21% indicate they are not aware of SCN and 15% say they are not interested in watching SCN.

Question When do you usually watch SCN?



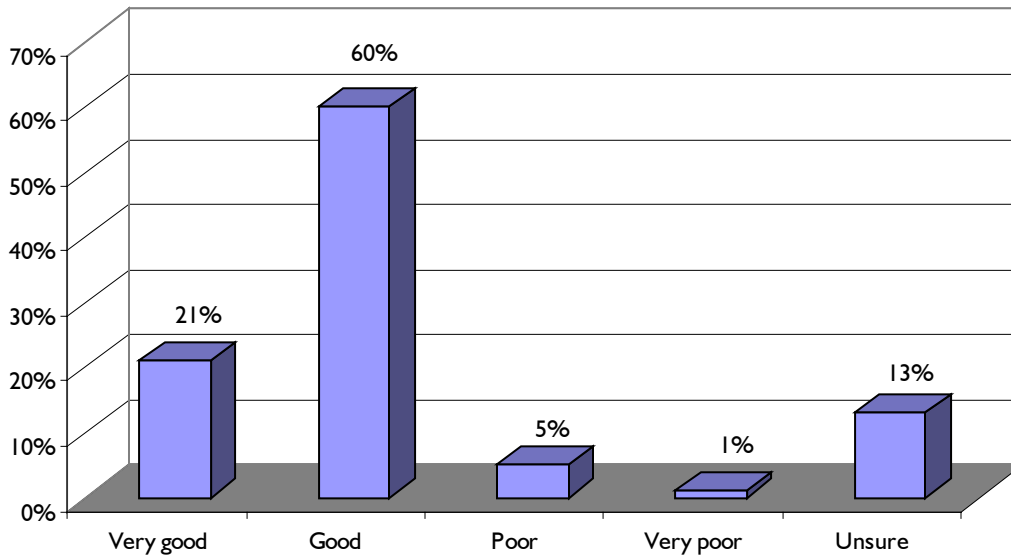
- The majority (51%) of those respondents who watch SCN say they watch the network weekday evening, 29% watch on weekend evenings and 32% indicate they do not have a regular time they watch SCN.

	2001	2002	2003	2004	2005
Weekday mornings	6%	7%	5%	4%	4%
Weekday afternoons	8%	9%	13%	4%	8%
Weekday evenings	52%	60%	54%	58%	51%
Weekend mornings	4%	6%	8%	7%	3%
Weekend afternoons	6%	7%	14%	9%	6%
Weekend evenings	24%	36%	34%	40%	29%
No regular time	33%	26%	23%	27%	32%

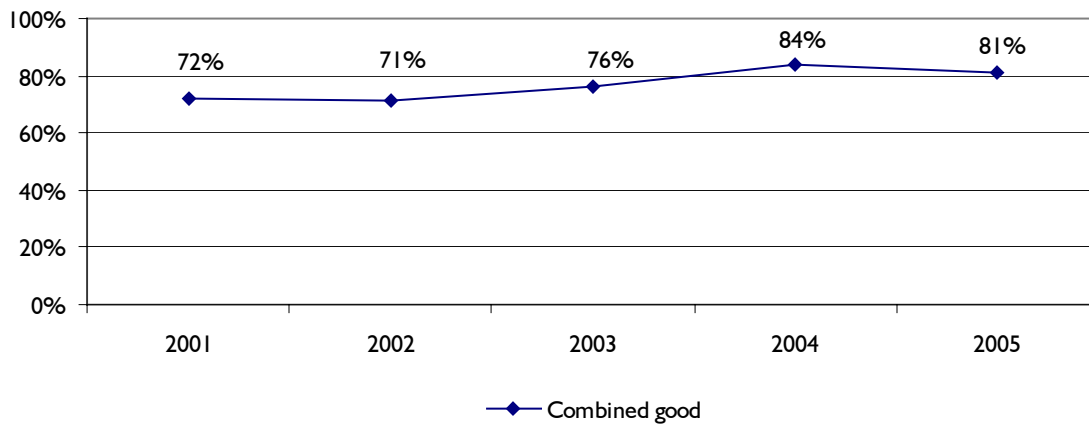
- The time of day viewers watch SCN has consistently been highest on weekday evenings.

2.3 SCN Programming

Question In general, how would you rate SCN programming?

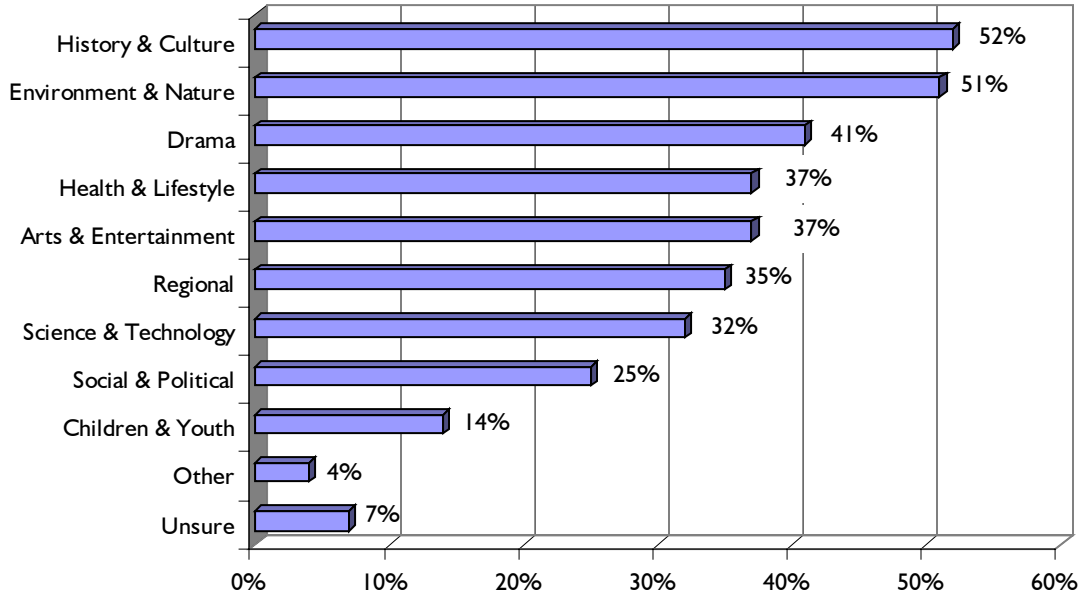


- The large majority (81%) of SCN viewers rate SCN programming as good or very good.
- Respondents aged 55+ (28%) are most likely that other age groups to rate SCN programming as very good.



- Ratings for SCN programming is consistent with previous results.

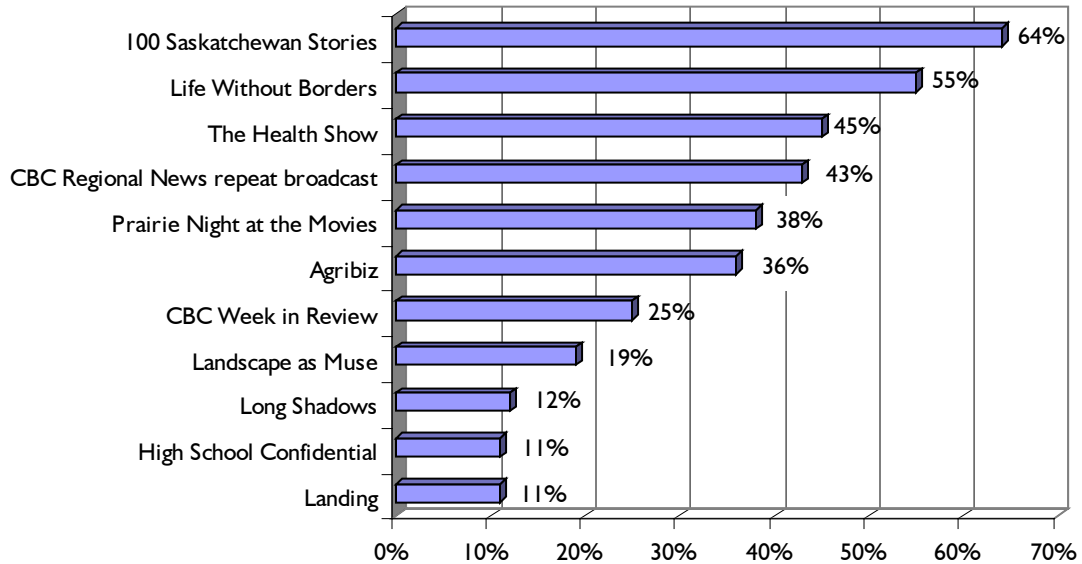
Question What types of programs do you watch on SCN?



- The majority of SCN viewers indicate they watch history and culture programs (52%) and environment and nature programs (51%) on SCN.
- More than one third watch drama (41%), health and lifestyle (37%), arts and entertainment (37%) and regional programming (35%) on SCN.
- Rural respondents are more likely than those living in other areas to watch environment and nature (61%), health and lifestyle (46%) and regional (45%) programming on SCN.

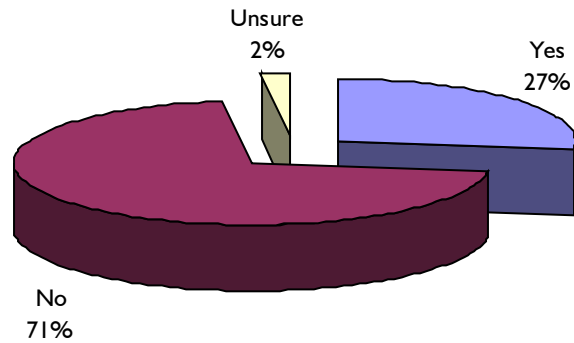
	2004	2005
History & Culture	53%	52%
Environment & Nature	42%	51%
Drama	34%	41%
Health & Lifestyle	23%	37%
Arts & Entertainment	33%	37%
Regional	25%	35%
Science & Technology	23%	32%
Social & Political	19%	25%
Children & Youth	11%	14%

Question Which of the following SCN Programs have you watched?



- The majority of SCN viewers say they have watched 100 Saskatchewan Stories (64%) and Life Without Borders (55%).
- More than one third have watched The Health Show (45%), CBC Regional News repeat broadcast (43%), Prairie Night at the Movies (38%) and Agribiz (36%).

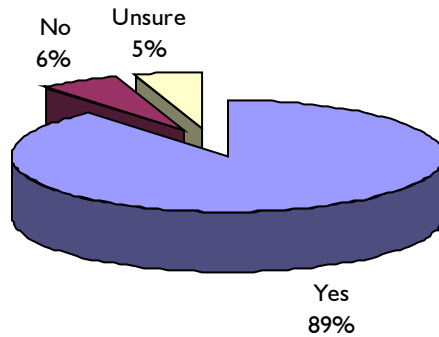
Question Do you have a favourite SCN program?



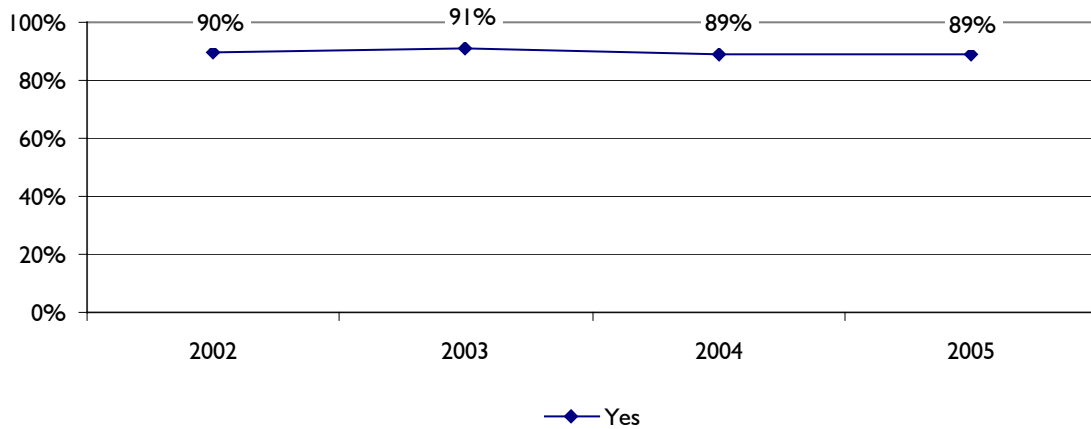
- More than one quarter (27%) of SCN viewers indicate they have a favourite SCN program.
- Favourite programs include Heartbeat, Life Without Borders, Agribiz, 100 Saskatchewan Stories and the news.

2.4 Regional Programming

Question SCN has recently shifted its focus to airing more regional programming, shows about Saskatchewan and the Prairie and Northern region. Do you support this new direction for SCN?

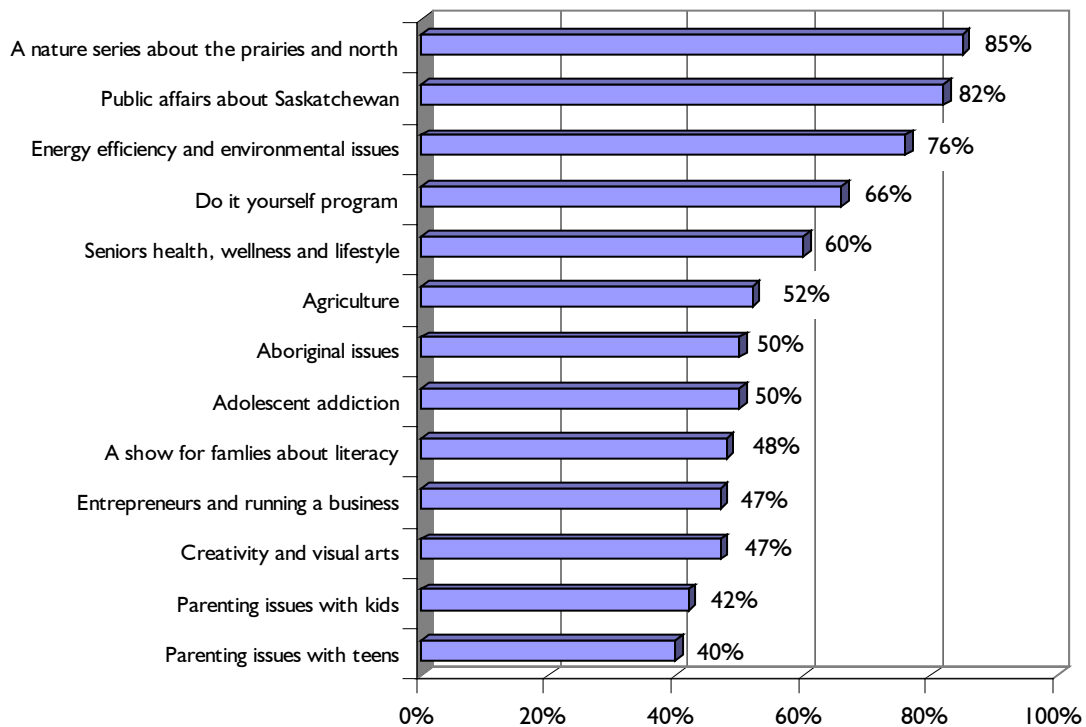


- The large majority (89%) of SCN viewers are supportive of regional programming on SCN.



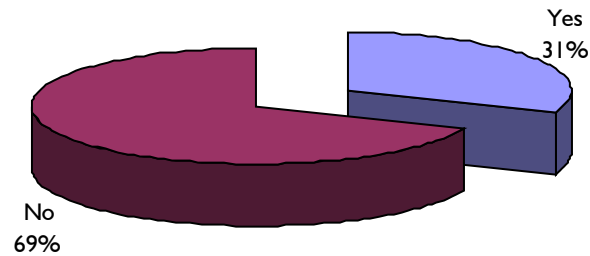
- Support for regional programming on SCN continues to be very high.

Question SCN is considering new shows about Saskatchewan and the Prairie and Northern region for future seasons. Which of the following ideas would you be interested in watching?



- More than three quarters of SCN viewers would be interested in watching a nature series about the prairies and north (85%), a public affairs show about Saskatchewan (82%) and a program about energy efficiency and environmental issues (76%).
- The majority would be interested in a do it yourself program (66%), a senior health, wellness and lifestyle program (60%), an agriculture program (52%), a program about Aboriginal issues (50%) and a program about adolescent addiction (50%).

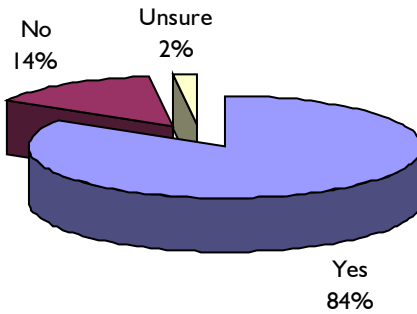
Question Do you have any suggestions for shows about Saskatchewan and the Prairie and Northern region?



- Close to one third (31%) of SCN viewers have suggestions for shows about Saskatchewan and the Prairie and Northern region.
- Suggestions for regional programming include a history of Saskatchewan, a business and economy program, a nature program, a program about successful Saskatchewan people, a program featuring local musicians, artists and entertainers, traveling in Saskatchewan a program about hunting and fishing.

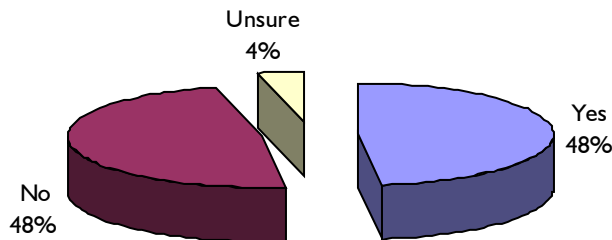
2.5 Public Forums

Question SCN is considering developing a series of public forums or televised town hall meetings on topics that have proven to be of significant interest to the people of Saskatchewan like Adolescent Substance Abuse, the Green Economy and Racial Equity. Do you support this type of programming?



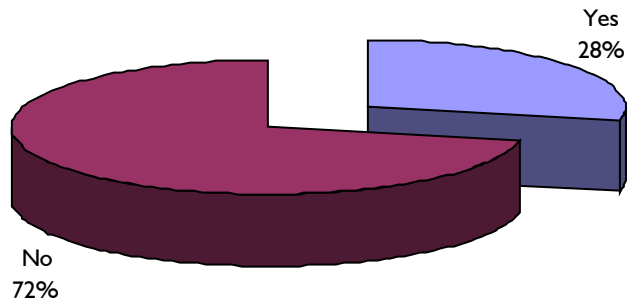
- The large majority (84%) of SCN viewers support a series of public forums or televised town hall meetings on topics that are of significant interest to the people of Saskatchewan.

Question If given the opportunity would you considering participating in this kind of program by being a member of the studio audience or by telephone from your home?



- Those respondents who are supportive of public forums are split on whether they would consider participating in this kind of programming; 48% would consider participating and 48% would not.

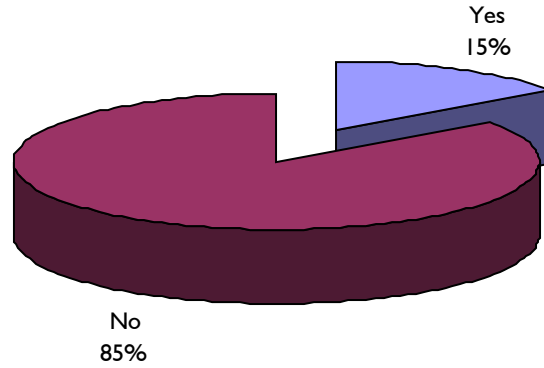
Question Do you have any suggestions for Public Forum Topics?



- More than one quarter (28%) of SCN viewers have suggestions for public forum topics.
- Suggestions include politics, addictions/substance abuse, the economy, family issues such as parenting and youth issues, health care, agriculture and farming, the environment, racial issues, nuclear power and current events.

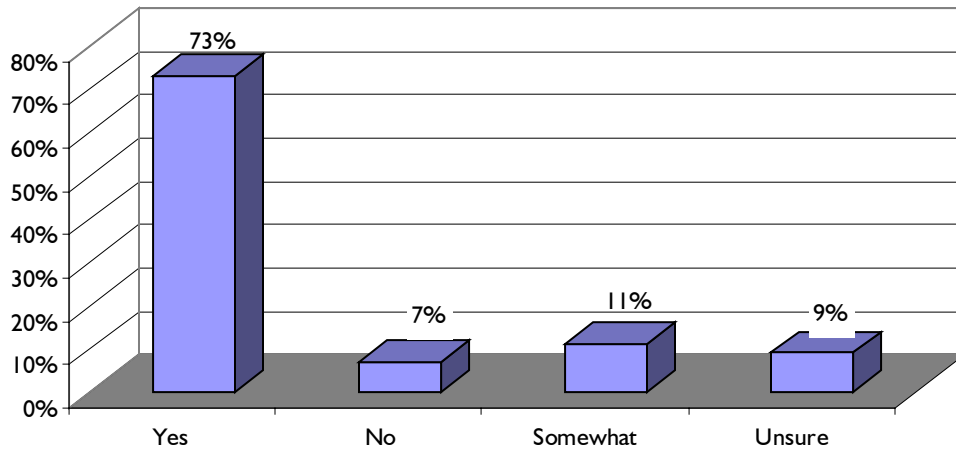
2.6 SCN Program Guide

Question Have you seen or read the SCN Program Guide



- Approximately 15% of SCN viewers have seen or read the SCN Program Guide. This is up slightly from 13% in 2004.

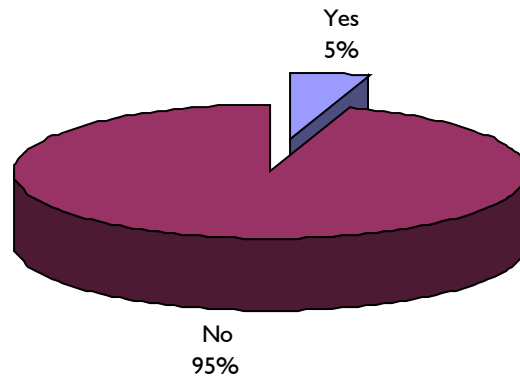
Question Did you find it informative?



- Close to three quarters (73%) of those respondents who have seen or read the SCN Program Guide find the guide informative, which is consistent with 2004.

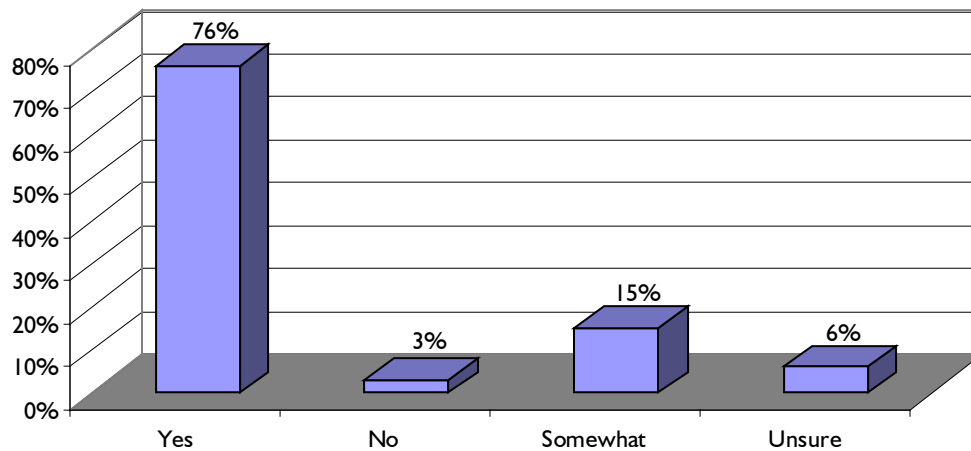
2.7 SCN Website

Question Have you visited the SCN website?



- Approximately 5% of SCN viewers have visited the SCN website, up slightly from 4% in 2004.

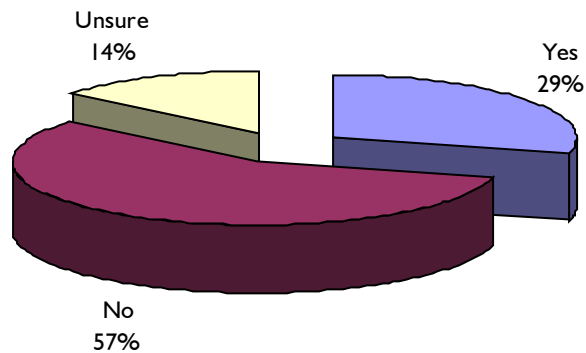
Question Did you find it informative?



- Three quarters (76%) of those respondents who have visited the SCN website find the site informative. This is a decrease from 88% in 2004.

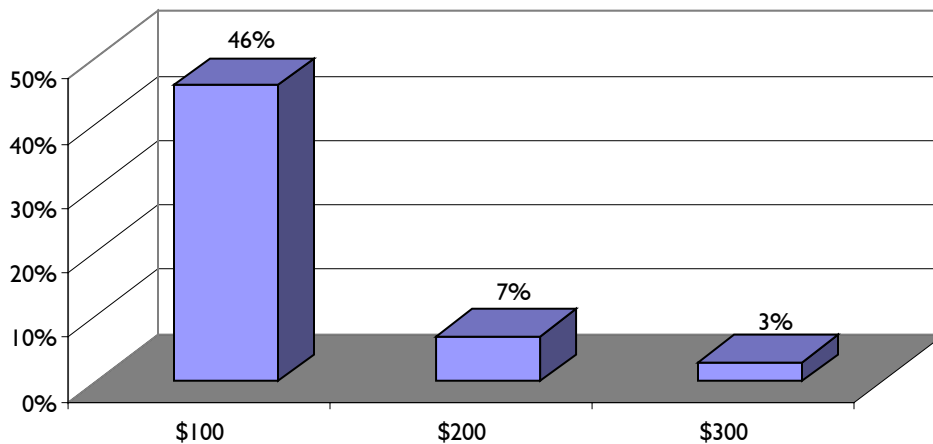
2.8 Distribution

Question If you were able to receive SCN over the air, without monthly charges to a cable or satellite provider, would you be willing to pay a one time fee for equipment to do so?



- More than one quarter (29%) of SCN viewers indicate they would be willing to pay a one time fee for equipment in order to receive SCN over the air without monthly charges to a cable or satellite provider.

Question Would you be willing to pay...

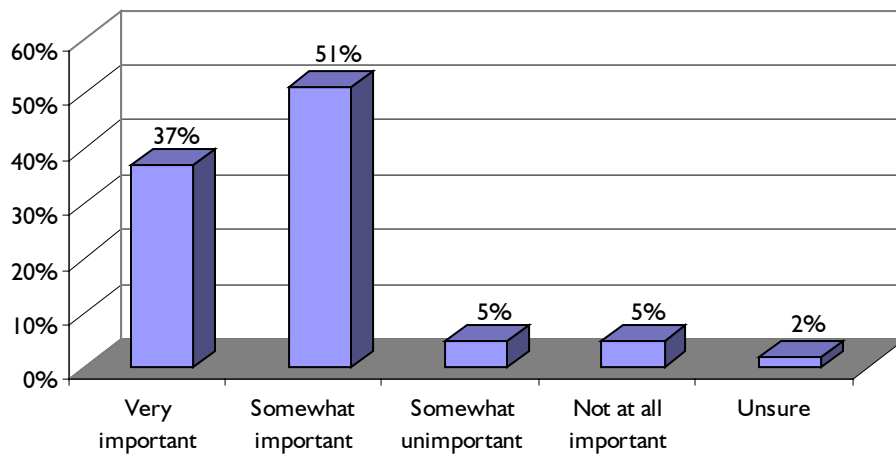


- Of those respondents willing to pay a one time fee in order to receive SCN over the air without monthly charges to a cable or satellite provider, 46% would be willing to pay \$100, 7% would be willing to pay \$200 and 3% would be willing to pay \$300.

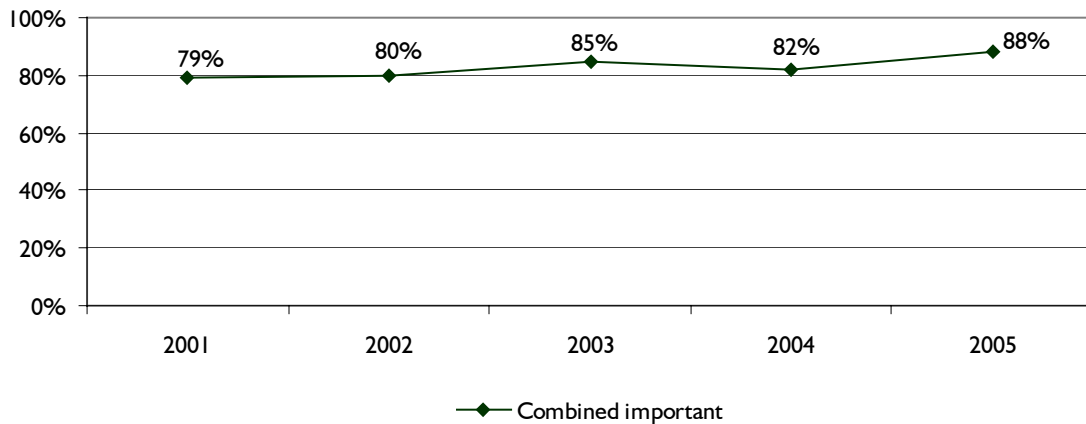
3.0 Public Broadcasting

Public broadcasters, such as SCN, rely on public funding and are non-commercial in nature. Commercial broadcasters rely on advertising dollars and audience ratings to operate. A public educational broadcaster such as SCN can offer quality and relevant programming that might not otherwise be available. For example, SCN has recently launched a number of programs focused specifically on Saskatchewan and the Prairie and Northern region.

Question Given this information, how important do you feel public broadcasting is?

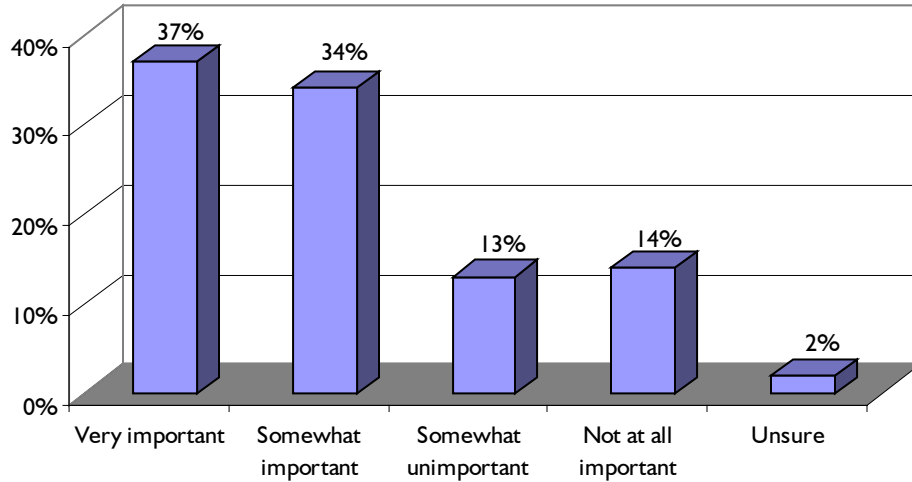


- The large majority of respondents (88%) feel that public broadcasting is somewhat or very important.

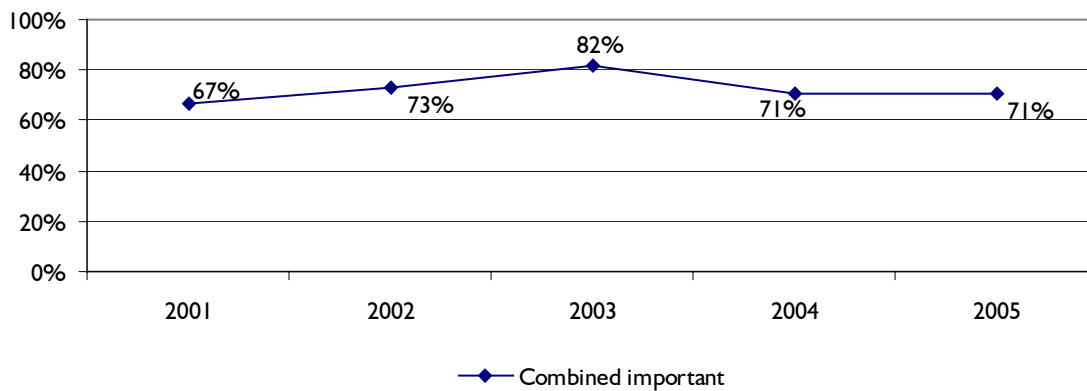


- Importance of public broadcasting is at its highest in 2005.

Question One thing that sets SCN apart from other networks is the fact that it is commercial free. How important is this to you?



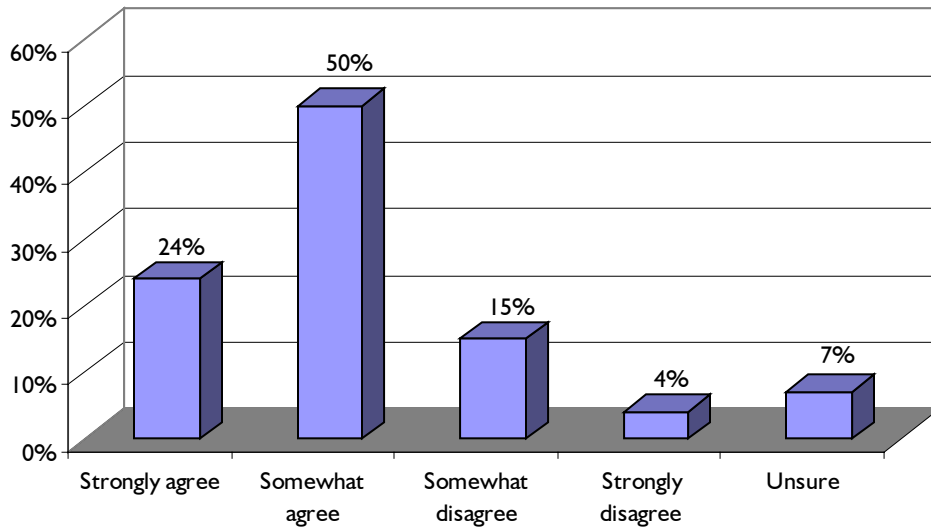
- More than two thirds (71%) of respondents think SCN being commercial free is somewhat or very important.



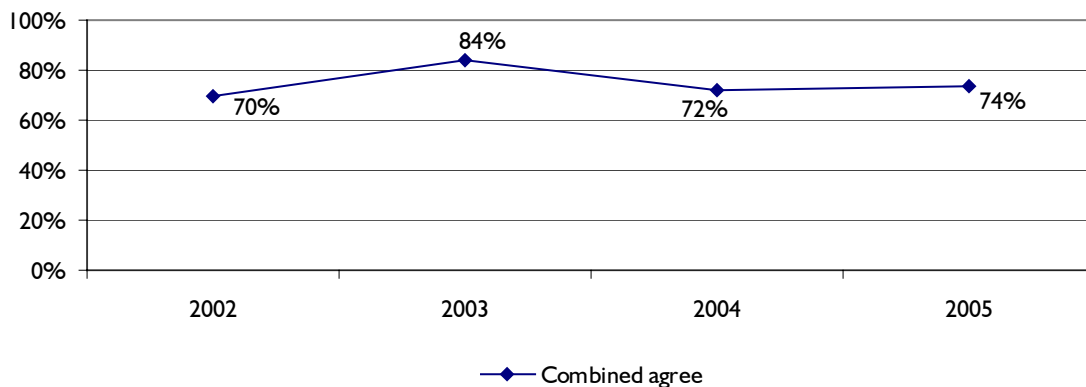
- Importance of SCN being commercial free is consistent with 2004 results.

Now I am going to read to you two statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Question As more and more of Canada's commercial broadcasters make cutbacks to their regional bureaus, the opportunity for awareness and discussion of news, views and concerns of people of Saskatchewan and the Prairies and the North has all but disappeared.

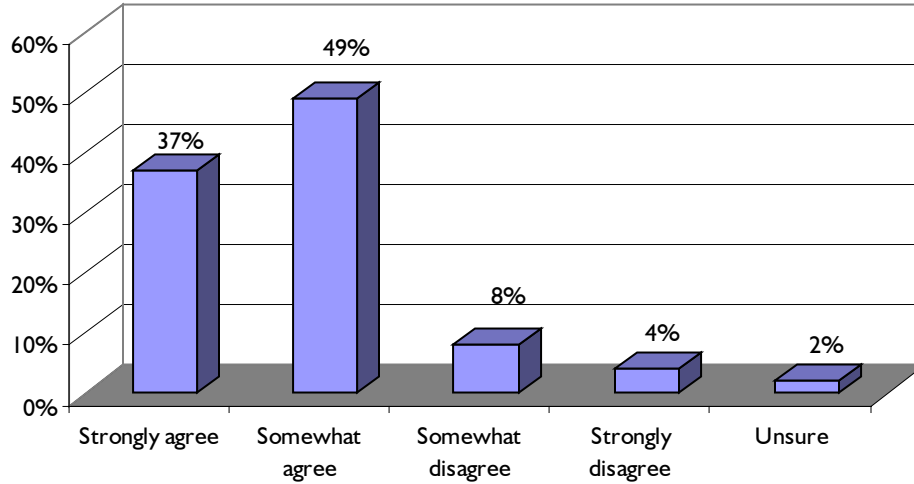


- Approximately three quarters of respondents (74%) agree that the opportunity for awareness and discussion of news, views and concerns of people of Saskatchewan and the Prairies and the North has all but disappeared.

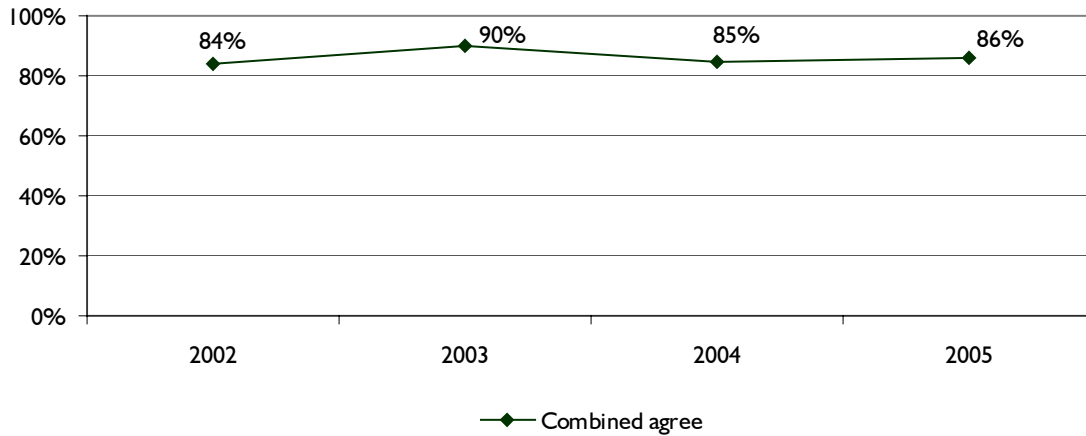


- Agreement levels are consistent with 2004 results.

Question It is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of the Prairies and the North.



- The large majority of respondents (86%) agree that it is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of the prairies and the north.



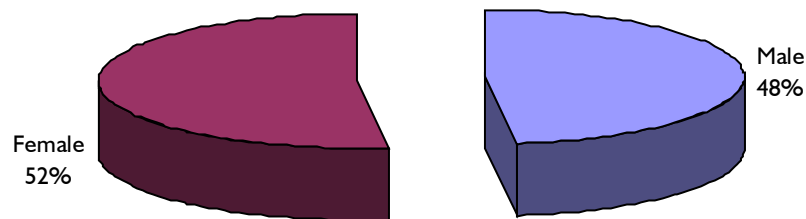
- Agreement levels are consistent with previous results.

Appendix I Survey Demographics

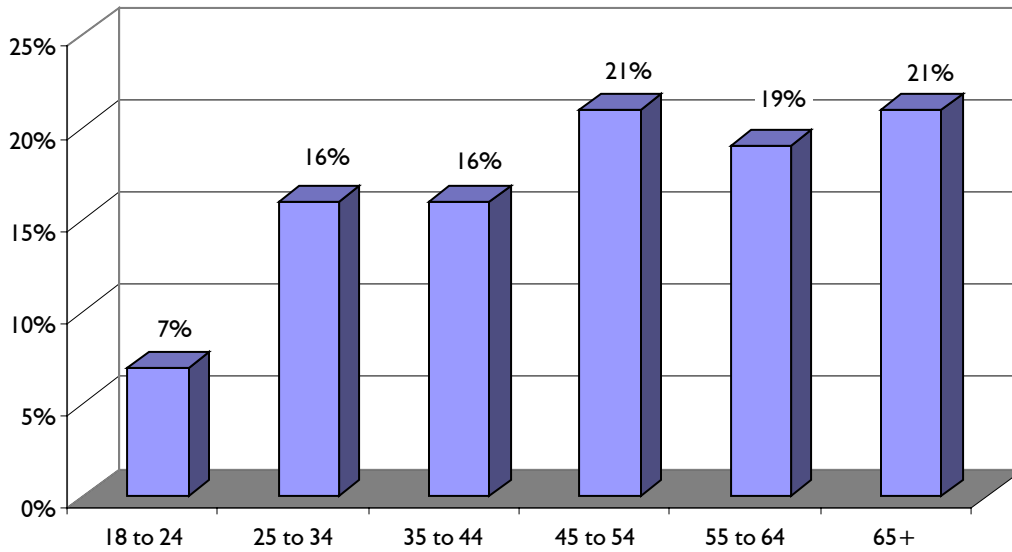
The SCN public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

The SCN survey sample size of 1,002 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

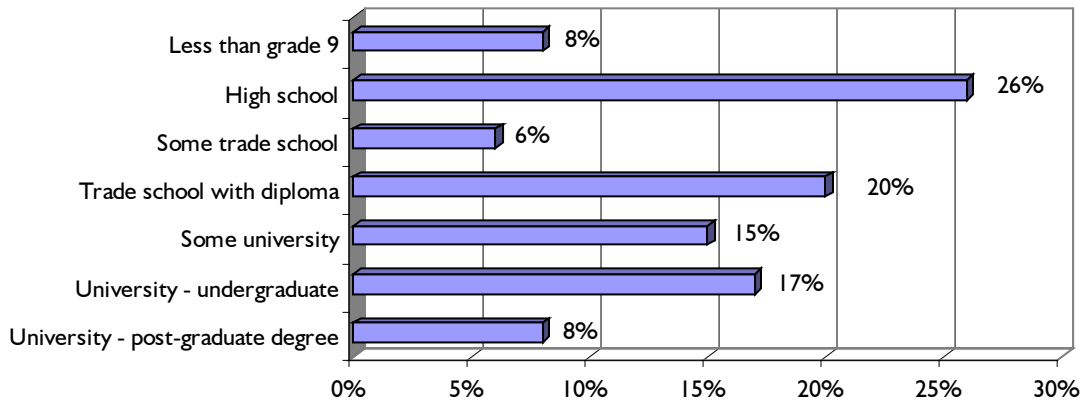
Survey sample gender distribution



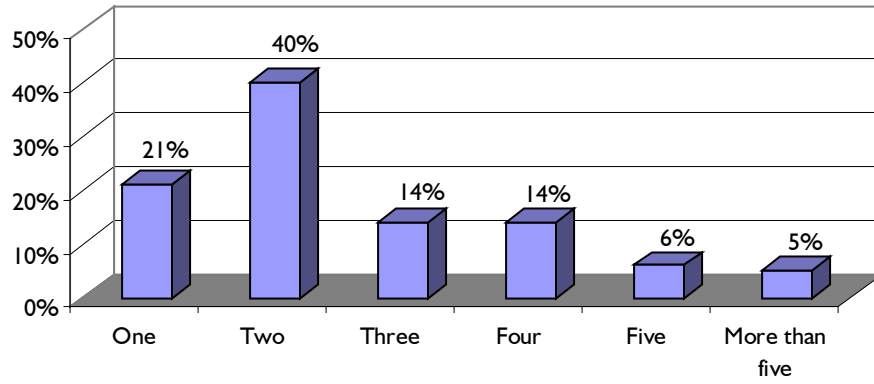
Survey sample age distribution



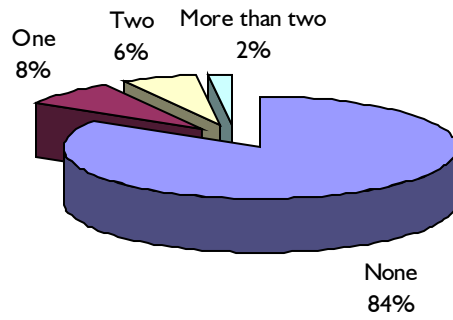
Survey sample education distribution



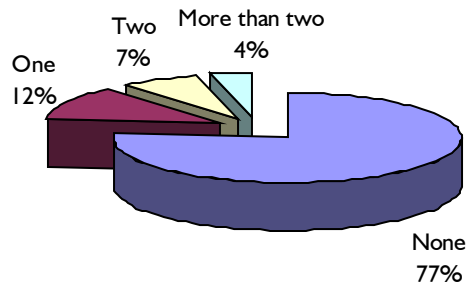
Number of people in household



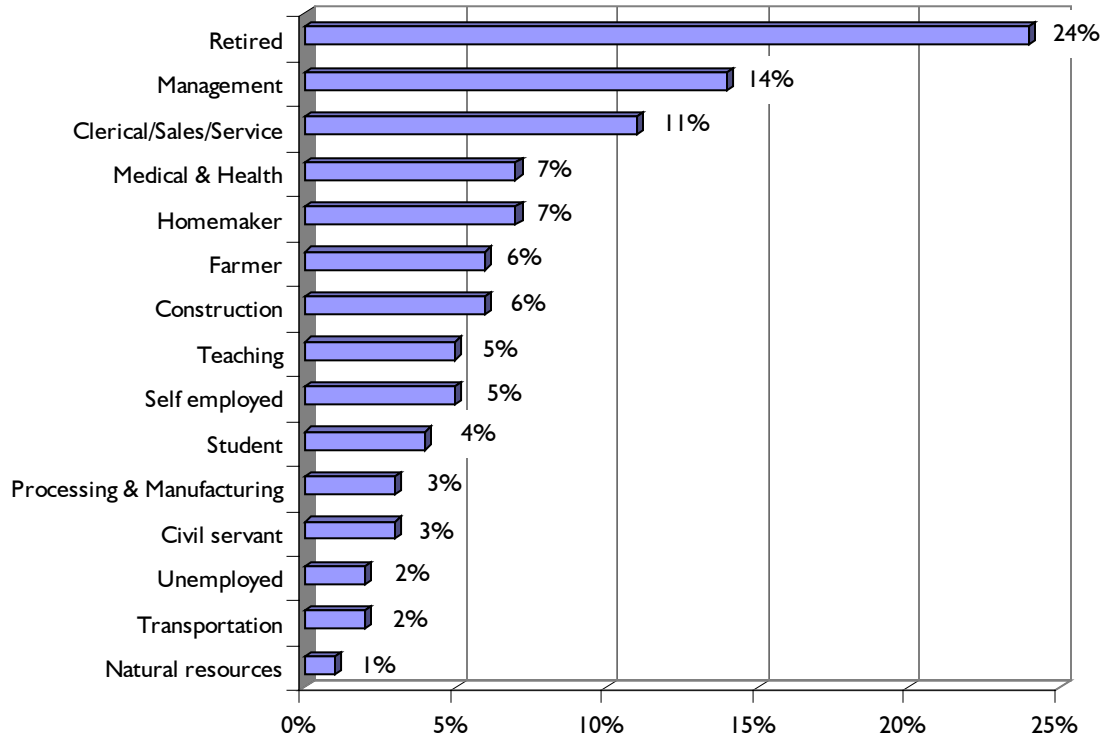
Number of people under age 6



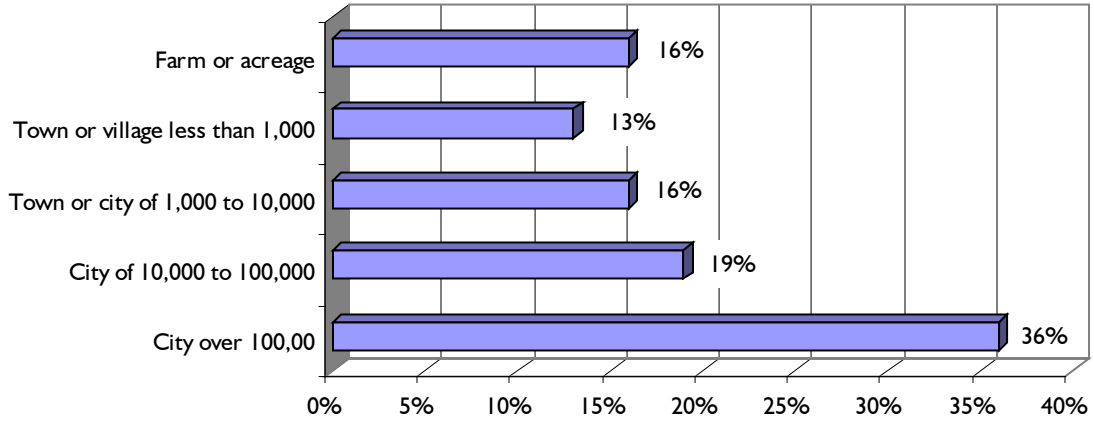
Number of people age 7 to 17



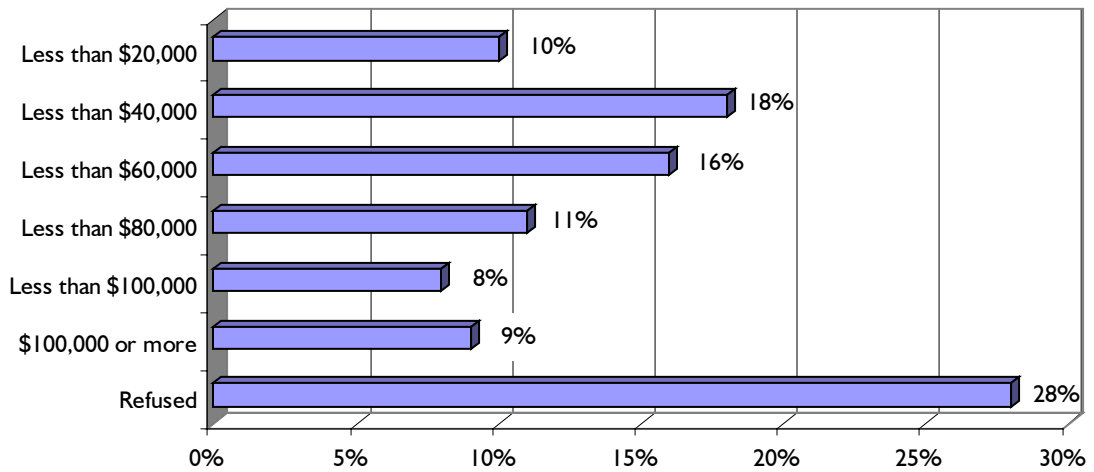
Survey sample occupation distribution



Survey sample residency distribution



Survey sample income distribution



Appendix II Survey Instrument

Hello, this is _____ calling from Fast Consulting a professional public opinion research firm that gathers opinions from people. Today, we are conducting a survey regarding Saskatchewan's Public Broadcaster, SCN. Your responses will help to improve the quality of television programs that SCN provides. Would you have few minutes to participate in the survey?

For the purpose of the survey, we need to talk to someone in your household who is 18 years of age or older. Would that be you?

Yes - Continue

No - Ask for a household member who qualifies. Repeat intro.

PLEASE RECORD - BUT DO NOT ASK. GENDER - WATCH QUOTA - 50/50 SPLIT REQUIRED.

- 1) Male
- 2) Female

Screening

Do you, or does a member of your family work in the television or broadcast industries?

Yes – Thank and terminate

No - Continue

A. - TELEVISION VIEWING HABITS

I. Which of the following television services do you currently receive? **(READ LIST. MULTIPLE RESPONSE.)**

1. Regular Cable TV (GO TO Q2)
2. Digital Cable TV (GO TO Q2)
3. Wireless TV (GO TO Q2)
4. Bell ExpressVu (GO TO Q2)
5. StarChoice (GO TO Q2)
6. SaskTel MAX (GO TO Q2)
7. None of the above – THANK AND TERMINATE
8. Don't know (GO TO Q2)

2. How many TVs do you have in your home?
 1. one
 2. two
 3. three
 4. more than three

3. On average, approximately how many hours do you watch TV each week?
 1. Less than 5 hours per week
 2. 5-10 hours per week
 3. 11-15 hours per week
 4. More than 15 hours per week
 5. Not Sure

4. How do you usually determine what programs you watch on television? **(READ LIST. ONE RESPONSE ONLY.)**
 1. Channel surfing
 2. On-screen viewing guide
 3. TV listings channel
 4. TV Times
 5. Newspaper listings
 6. Website
 7. Other (Please specify)
 8. Not Sure

5. What channels do you regularly watch? **(DO NOT READ. SELECT MORE THAN ONE. PROMPT ANY OTHERS?)**
 1. Global
 2. CBC
 3. CTV
 4. SCN
 5. Sports Networks (TSN, Sportsnet, ESPN)
 6. American Network (CBS, ABC, NBC, Fox)
 7. PBS
 8. Specialty channels (Food, OLN, History, Comedy, Home & Garden, etc.)
 9. Music channels (Much music, Much more music, CMT, MTV, etc.)
 10. other (please specify)

6. What programming do you watch on a regular basis? (**READ LIST. SELECT MORE THAN ONE. PROMPT ANY OTHERS?**)

1. Drama series
2. News
3. Public Affairs
4. Arts and Entertainment
5. Movies
6. Documentaries
7. Sports
8. Other (please specify)

B - SCN VIEWING HABITS

7. Are you familiar with SCN? (The Saskatchewan Communications Network)

1. Yes
2. No
3. Unsure

SCN was created in 1989 by the Government of Saskatchewan. The SCN Broadcast Network operates on the province's cable, wireless and satellite television systems, and offers educational and cultural programs on a wide variety of topics.

8. Given the above information, how familiar are you with SCN? Are you...

1. ...Very familiar
2. ...Somewhat familiar
3. ...Somewhat unfamiliar
4. ...Very unfamiliar
5. Not sure

9. How often do you watch SCN?

1. Often (GO TO Q11)
2. Sometime (GO TO Q11)
3. Seldom (GO TO Q11)
4. Never (GO TO Q10)
5. Don't know (GO TO Q11)

10. Why do you not watch SCN?

1. record response (GO TO SECTION C)
2. unsure/don't know (GO TO SECTION C)

11. When do you usually watch SCN? **(SELECT MORE THAN ONE. PROMPT ANY OTHER TIMES?)**
1. Weekday mornings
 2. Weekday afternoons
 3. Weekday evenings
 4. Weekend mornings
 5. Weekend afternoons
 6. Weekend evenings
 7. Don't know/No regular time
 8. No more
12. In general, how would you rate SCN programming? Would you say it is...
1. ...Very good
 2. ...Good
 3. ...Poor
 4. ...Very poor
 5. Not Sure
13. What types of programs do you watch on SCN? **(READ LIST. SELECT MORE THAN ONE. PROMPT ANY OTHERS?)**
1. Arts & Entertainment
 2. Children & Youth
 3. Drama
 4. Environment and Nature
 5. Health & Lifestyle
 6. History & Culture
 7. Regional
 8. Science & Technology
 9. Social & Political
 10. Not Sure

14. Which of the following SCN Programs have you watched? (**READ LIST**)
1. CBC Regional News repeat broadcast
 2. CBC Week In Review hosted by Sandra Batson
 3. 100 Saskatchewan Stories
 4. Landing
 5. Landscape as Muse
 6. Life Without Borders
 7. High School Confidential
 8. Long Shadows
 9. Prairie Night at the Movies
 10. The Health Show
 11. Agribiz
 12. None of the above
15. Do you have a favourite SCN program?
1. Yes → Please specify
 2. No
 3. Don't know
16. SCN has recently shifted its focus to airing more regional programming, shows about Saskatchewan and the Prairie and Northern region. Do you support this new direction for SCN?
1. Yes
 2. No
 3. Don't know

17. SCN is considering new shows about Saskatchewan and the Prairie and Northern region for future seasons. Which of the following ideas would you be interested in watching?
(READ LIST)
1. A series on adolescent addiction
 2. Shows for families about Literacy –
 3. A public affairs show about news, views and concerns about Saskatchewan
 4. A series about energy efficiency and environmental issues
 5. A series about parenting issues with kids
 6. A series about parenting issues with teens
 7. Do It Yourself programming about crafts or home repairs
 8. A series on creativity and visual art
 9. A nature series about the prairies and the north
 10. Programming on agriculture
 11. Programming on Aboriginal issues
 12. A series on Entrepreneurs and running a business
 13. A series for seniors on health, wellness and lifestyle
 14. None of the above
18. Do you have any suggestions for shows about Saskatchewan and the Prairie and Northern region?
1. No
 2. Record suggestion
19. SCN is considering developing a series of public forums or televised town hall meetings on topics that have proven to be of significant interest to the people of Saskatchewan like Adolescent Substance Abuse, the Green Economy and Racial Equity. Do you support this type of programming?
1. Yes
 2. No (GO TO Q22)
 3. Don't know
20. If given the opportunity would you considering participating in this kind of program by being a member of the studio audience or by telephone from your home?
1. Yes
 2. No
 3. Don't know
21. Do you have any suggestions for Public Forum Topics?
1. No
 2. Record suggestion

22. Have you seen or read the SCN Program Guide
1. Yes
 2. No/DK (GO TO Q26)
23. Did you find it informative?
1. Yes
 2. No
 3. Somewhat
 4. Not sure/DK
24. Have you visited the SCN website?
1. Yes
 2. No/DK (GO TO Q28)
25. Did you find it informative?
1. Yes
 2. No
 3. Somewhat
 4. Not sure/DK
26. If you were able to receive SCN over the air, without monthly charges to a cable or satellite provider, would you be willing to pay a one time fee for equipment to do so?
1. Yes
 2. No (GO TO SECTION C)
 3. Don't know (GO TO SECTION C)
27. Would you be willing to pay...
1. \$100
 2. \$200
 3. \$300

C. - PUBLIC BROADCASTING

Public broadcasters, such as SCN, rely on public funding and are non-commercial in nature. Commercial broadcasters rely on advertising dollars and audience ratings to operate. A public educational broadcaster such as SCN can offer quality and relevant programming that might not otherwise be available. For example, SCN has recently launched a number of programs focused specifically on Saskatchewan and the Prairie and Northern region.

28. Given this information, how important do you feel public broadcasting is? Is it...

1. ...Very Important
2. ...Somewhat Important
3. ...Somewhat unimportant
4. ...Not at all Important
5. Not Sure

29. One thing that sets SCN apart from other networks is the fact that it is commercial free. How important is this to you? Is it...

1. ...Very Important
2. ...Somewhat Important
3. ...Somewhat unimportant
4. ...Not at all Important
5. Not Sure

Now I am going to read to you two statements. Please tell me how you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. **(ROTATE ORDER READ)**

30. As more and more of Canada's commercial broadcasters make cutbacks to their regional bureaus, the opportunity for awareness and discussion of news, views and concerns of people of Saskatchewan and the Prairies and the North has all but disappeared.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. Not sure/No opinion

31. It is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of the Prairies and the North.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. Not Sure/No opinion

E DEMOGRAPHIC QUESTIONS

Now I would like to ask you some demographic questions that will assist in classifying your responses. Your responses will be kept confidential.

32. Please stop me when I reach the age category are you in?
1. 18 to 24
 2. 25 to 34
 3. 35 to 49
 4. 50 to 64
 5. 65 or over
 6. Don't Know
 7. Refused
33. Can you please tell me what your occupation is? **(CHECK CATEGORY THAT BEST CORRESPONDS.)**
- | | |
|-------------------------------|-------------------|
| 1. Management | 8. Transportation |
| 2. Teaching and related | 9. Farmer |
| 3. Medical and health | 10. Homemaker |
| 4. Clerical/sales/service | 11. Student |
| 5. Natural resource related | 12. Unemployed |
| 6. Processing & Manufacturing | 13. Retired |
| 7. Construction trades | 14. Self-employed |
| | 15. Civil servant |
34. How many people currently live in your household?
1. record response
35. How many people in your household are under the age of 6?
1. none
 2. record response
36. How many people in your household are between the ages of 7 – 17?
1. none
 2. record response

37. What is the highest level of education you have completed?

1. less than grade 9
2. high school
3. some trade school
4. trade school with diploma
5. some university
6. university - undergraduate degree
7. university - postgraduate degree
8. didn't answer/no response

38. Which of the following best describes where you live?

1. A Farm or Acreage
2. A Town or Village of less than 1,000 people
3. A Town or City of 1,000 to 10,000 people
4. A City of 10,000 to 100,000 people
5. A City of over 100,000 people
6. Don't Know
7. Refused

39. Would you say that your total household income before taxes is...

1. Less than \$20,000
2. Less than \$40,000
3. Less than \$60,000
4. Less than \$80,000
5. Less than \$100,000
6. 100,000 or more
7. Don't Know
8. Refused

If I could please get your first name, in case my supervisor calls back to confirm that the survey was completed in the appropriate manner.

Thank you very much for participating in our survey. Have a good day/evening!