

**TWO IN THREE (64%) CANADIANS WANT THE FEDERAL
GOVERNMENT TO INTERVENE IN RECENT CRTC
APPROVAL OF SATELLITE RADIO STATIONS**



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TWO IN THREE (64%) CANADIANS WANT THE FEDERAL GOVERNMENT TO INTERVENE IN RECENT CRTC APPROVAL OF SATELLITE RADIO STATIONS

Ottawa, ONTARIO - Two in three (64%) Canadian adults say the federal government should intervene in a CRTC decision to approve new satellite radio stations, two of which will feature more than 90% American content, according to a poll released today sponsored by Friends of Canadian Broadcasting. Only 34% say the federal government should do nothing and allow the decision to stand.

In addition, 68% of Canadians say that less than 10% Canadian content offered by the satellite radio stations is “too little.” Compared with a quarter (25%) who indicate that less than 10% of Canadian content on the new stations is “about right,” and 5% who say it is “too much.”

At present, government regulations require that Canadian artists account for at least 35% of broadcast Canadian radio content. Half (52%) of Canadians say 35% Canadian content in radio broadcasts is “about right,” compared with 37% who think this amount is “too little” and 9% who say it is “too much.”

Over four in five (84%, including 50% who “strongly agree”) Canadians agree that it is becoming “more important to strengthen Canadian culture and identity as economic ties with the United States increase.” This compares to 14% of Canadians who disagree with this proposition.

Further, over four in five (85%) say that it is important that Canadian radio should include Canadian content and programming (including 53% who say it is “very important”). Fifteen



percent indicate that it is not very (9%) or not at all important (6%) that Canadian radio include Canadian content.

Finally, two in three (65%) say there should be a specified minimum amount of Canadian programming on the radio, while 34% disagree.

These are the findings of an Ipsos-Reid/Friends of Canadian Broadcasting poll conducted from August 30 to September 1, 2005. For the survey, a representative randomly selected sample of 1,002 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

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1. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that as Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity?

| | TOTAL |
|----------------|-------|
| Strongly agree | 50% |

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| | |
|--------------------|-----|
| Somewhat agree | 34% |
| Somewhat disagree | 8% |
| Strongly disagree | 6% |
| Don't know/Refused | 2% |

2. Overall, how important is it that Canadian radio have Canadian content and programming?

| | TOTAL |
|----------------------|-------|
| Very Important | 53% |
| Somewhat important | 32% |
| Somewhat unimportant | 9% |
| Not at all important | 6% |
| Don't know/Refused | 0 |

3. There has recently been some discussion about the amount of Canadian programming on radio. Do you personally think that there should be a specified, minimum amount of Canadian programming on radio in Canada?

| | TOTAL |
|--------------------|-------|
| Yes | 65% |
| No | 34% |
| Don't know/Refused | 1% |

4. Currently the government's radio regulations require Canadian radio stations to play Canadian artists 35% of their broadcasts. Do you personally think that 35% of radio airtime for Canadian songs is...

| | TOTAL |
|------------|-------|
| Too little | 37% |
| Too much | 9% |



| | |
|--------------------|-----|
| About right | 52% |
| Don't know/Refused | 2% |

5. The CRTC recently licenced three new subscription radio services to sell radio programs to Canadian listeners. More than 90% of the content on two of these new services will be American. Do you think that less than 10% Canadian content on these new subscription radio services is...

| | TOTAL |
|--------------------|-------|
| Too little | 68% |
| Too much | 5% |
| About right | 25% |
| Don't know/Refused | 2% |

6. As you may know, Canadian law requires the predominant use of Canadian talent in the creation and presentation of broadcast programming. Recently the CRTC licenced new subscription radio services, two of which plan to deliver predominantly American programming. Next week the federal government will decide whether or not to intervene in the CRTC decision to licence the predominantly American subscription radio services. In your opinion should the federal government...

| | TOTAL |
|--|-------|
| Intervene because the new services offer too little Canadian content | 64% |
| Do nothing, and let the CRTC decision stand | 34% |
| Don't know/Refused | 1% |