



The Mandate and Vision Perception Survey (MVPS) Report

Anglophones' Perceptions Towards CBC | Condition of Service 72 | Spring 2024

June 2024

Intro

The Mandate and Vision Perception Survey (MVPS) is used to track and assess the perception of Canadians towards CBC – Canada’s national public broadcaster.

The survey is conducted twice a year, in the Fall and in the Spring, among a representative sample of anglophone and francophone respondents through the Léger Opinion (LEO) Panel.

The following pages present the Spring 2024 results for Canada’s anglophone population. In this survey, respondents are considered to be anglophones if English is the most spoken official language in their households.



Methodology

Spring 2024



... High quality web survey, in field between March 14 and April 15, 2024.



... The total sample includes 2,721 anglophones aged over 18 years old, randomly recruited from Léger Opinion Panel.

Due to the large sample and oversamples for specific groups, the MVPS can produce measurable and meaningful results for:

Group	Sample	Note
Indigenous Peoples	226	Includes oversample
OLMCs (living in Quebec)	746	Includes oversample
North (Northwest Territories, Nunavut and Yukon)	202	Includes oversample
Racialized anglophones	559	Includes oversample for Black anglophones
Anglophones with disabilities	406	Representative samples naturally captured in the sample
Anglophones who identify as LGBTQ2+	267	



... Using the Statistics Canada 2021 Census, results were weighted according to gender, age, region and language.

Indicators* included in this report

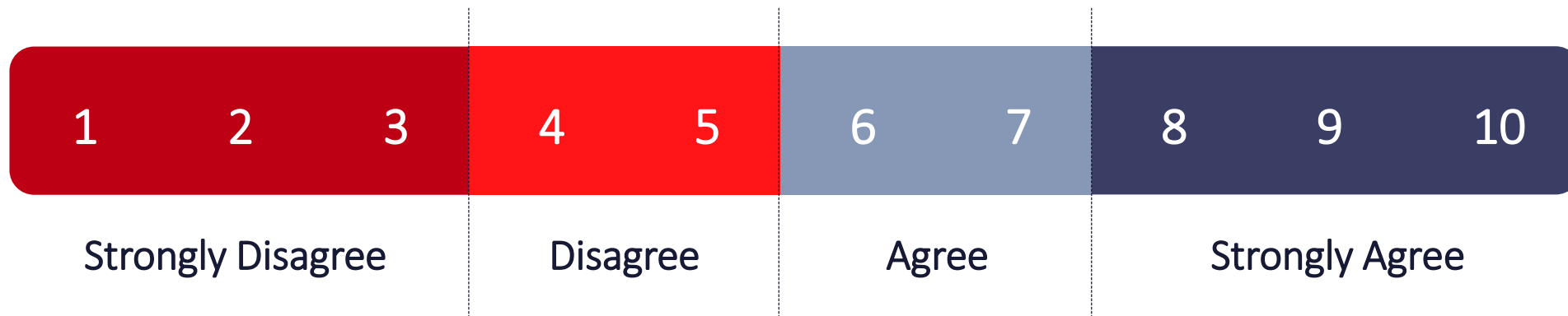
Theme	Indicator
High Quality and Distinctive Canadian Content	Is a leader in Canadian content
	Supports and promotes new and emerging talents
	Makes Canadian content easily discoverable on its services
	Has content that I can relate to
News & Information Content	Is a trusted source of information
	Is independent and impartial
	Reflects a diversity of opinions
	Helps me understand what's going on in my community
	Helps me understand what's going on in other parts of Canada

Theme	Indicator
Engaging Young Audiences	Offers relevant content for children under 13 years of age
	Offers relevant content for youth (ages 13 – 17)
Reflecting Diversity	Reflects the multicultural diversity of Canada
	Reflects Indigenous Peoples
	Makes Indigenous content easily discoverable on its services
	Reflects LGBTQ2+
	Reflects persons with disabilities
	Reflects racialized persons

* Indicator wording may vary slightly from those listed in the Conditions of Service in order to be consistent across survey waves and to preserve data trending.

How do we measure perceptions?

For each metric, we use a 10-point scale to measure the perceptions of Canadians. The following pages highlight the percentage of Canadians who agree or strongly agree with the indicators, i.e. the proportion of respondents who gave a score from 6 to 10 (agree) or a score of 8 to 10 (strongly agree).



Note: a "Don't Know" response option was also available.

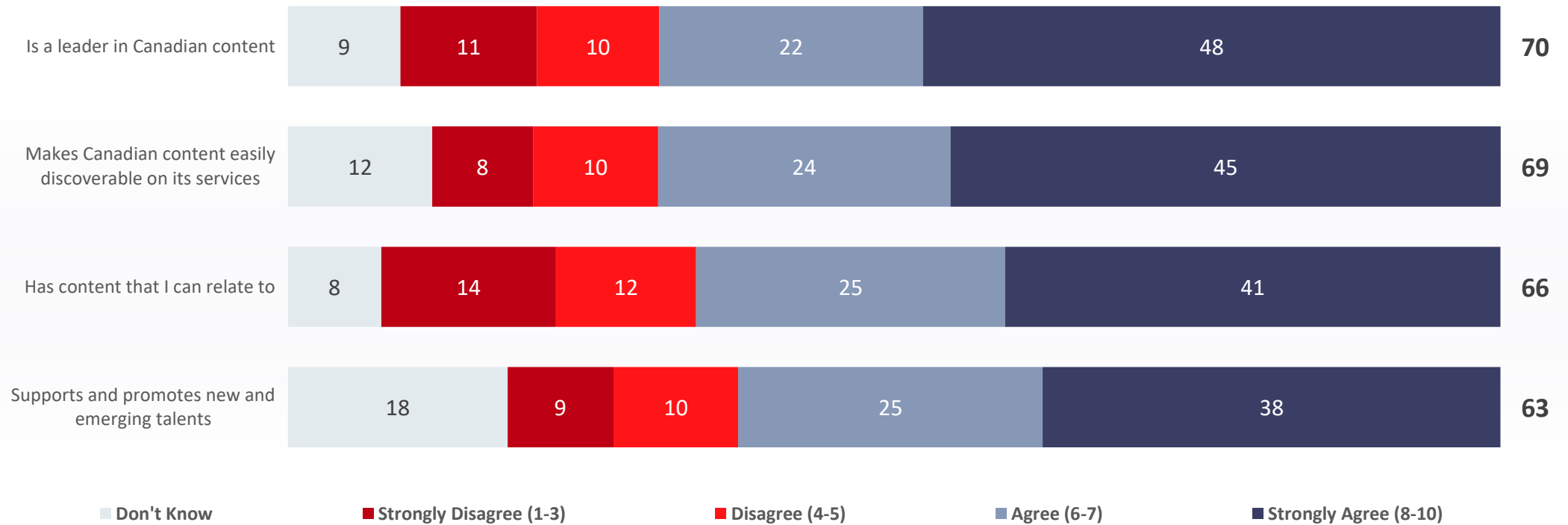
Anglophones acknowledge CBC's work in creating, supporting and promoting Canadian content.

Around 7 out of 10 anglophones say that CBC is a leader in Canadian content and makes Canadian content easily discoverable on its services.

High Quality and Distinctive Canadian Content: CBC...

Anglophones | Spring 2024 | %

% Agree
(6-10)



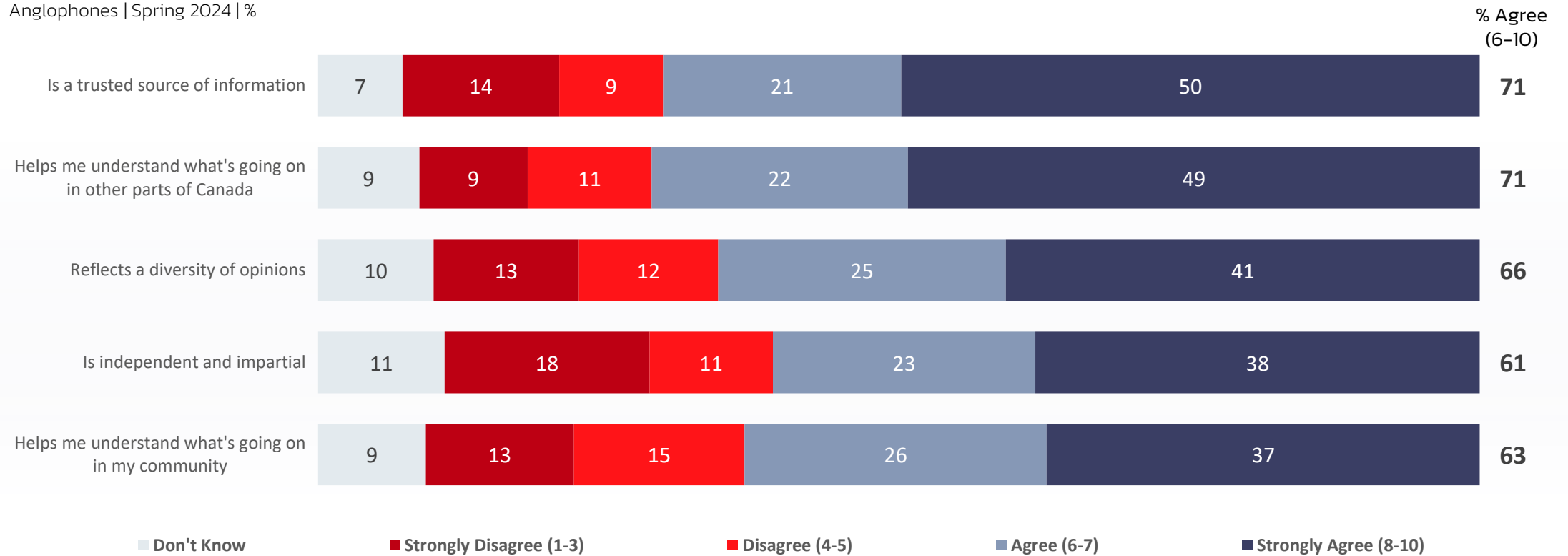
Anglophones think highly of our news content.

Over 7 out of 10 anglophones agree that CBC helps them understand what's going on in other parts of Canada and is a trusted source of information.

Over 6 out of 10 agree that CBC reflects a diversity of opinions and is independent and impartial.

News & Information Content: CBC's News & Information Content...

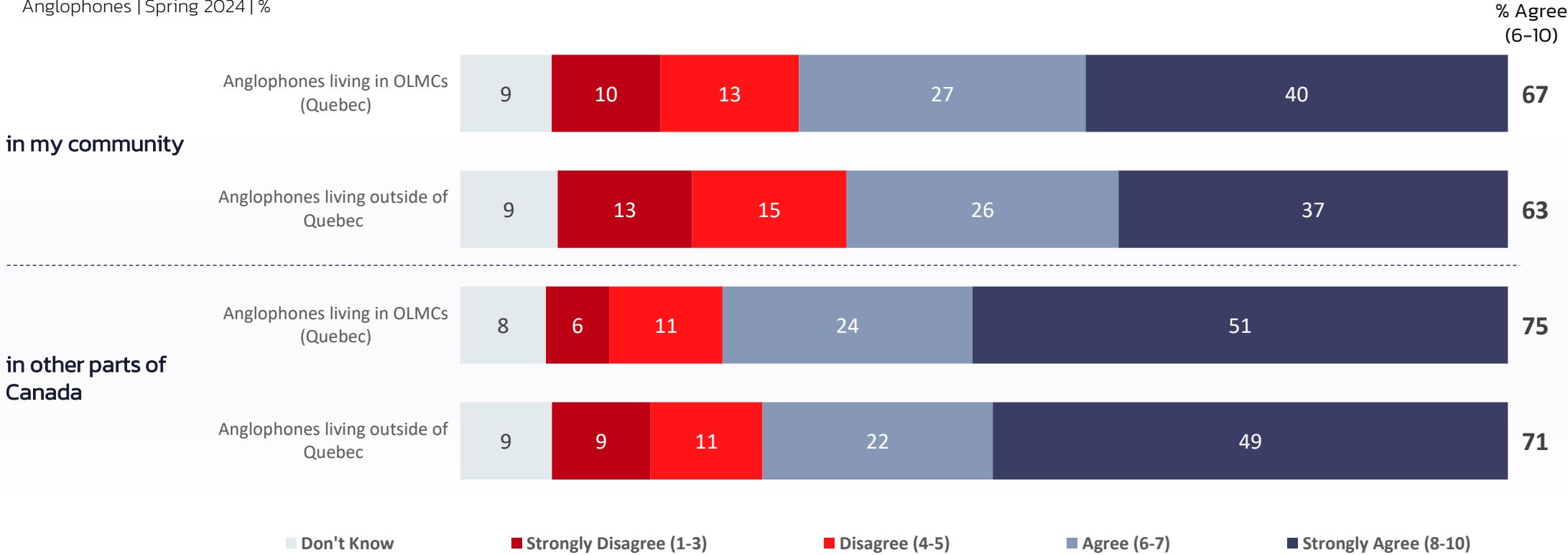
Anglophones | Spring 2024 | %



Anglophones living in Official Language Minority Communities (OLMCs) are more likely than other anglophones to agree that CBC news content helps them understand what’s going on in their communities and in other parts of Canada.

Understanding the World: CBC’s news and information content helps me understand what’s going on...

Anglophones | Spring 2024 | %

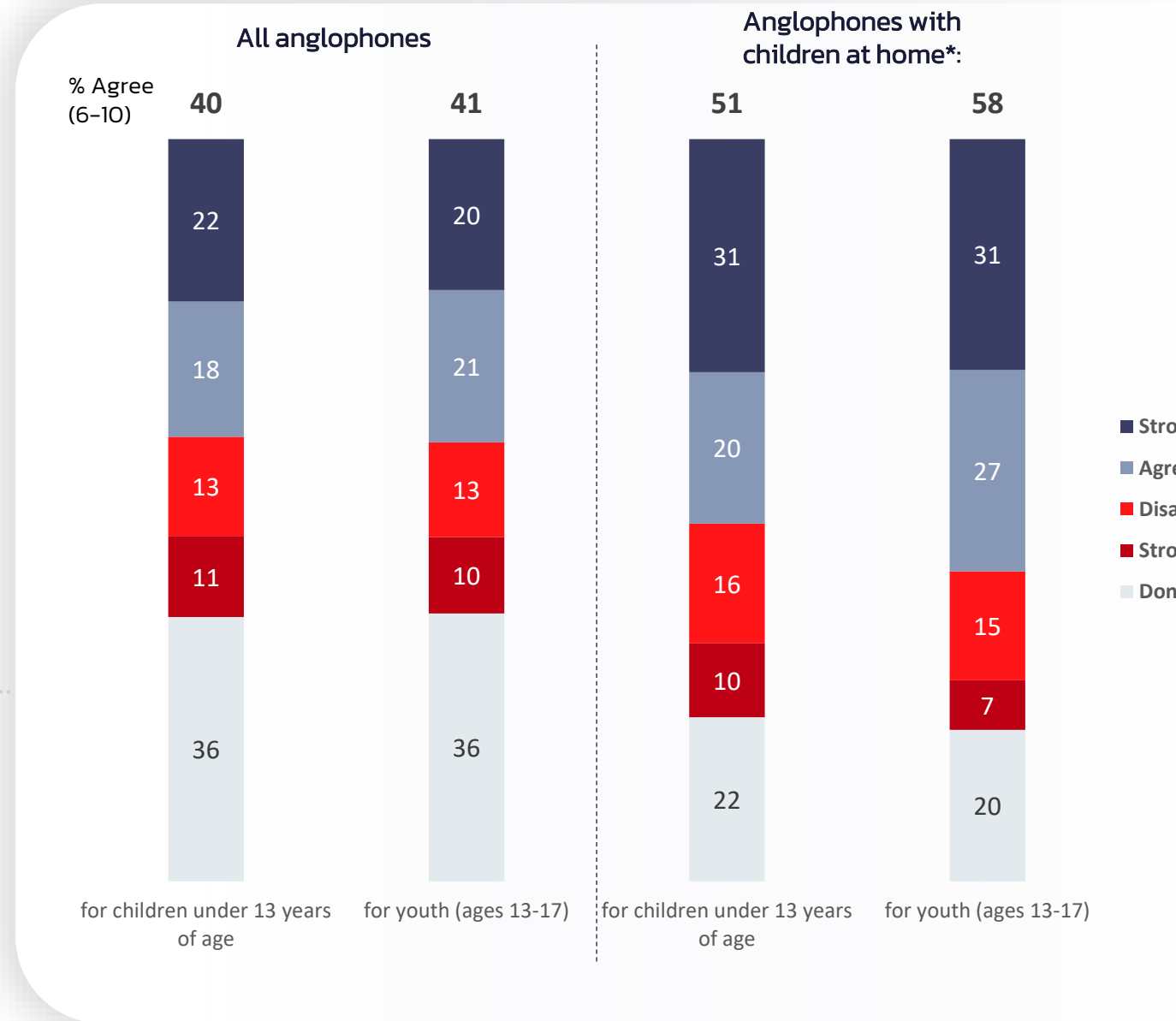


Over 50% of anglophones with children living in the home agree that CBC offers relevant content for younger audiences.

Engaging Young Audiences: CBC offers relevant content...

Spring 2024 | %

* Children: Answers from respondents with children aged 0-12; Youth: Answers from respondents with children aged 13-17



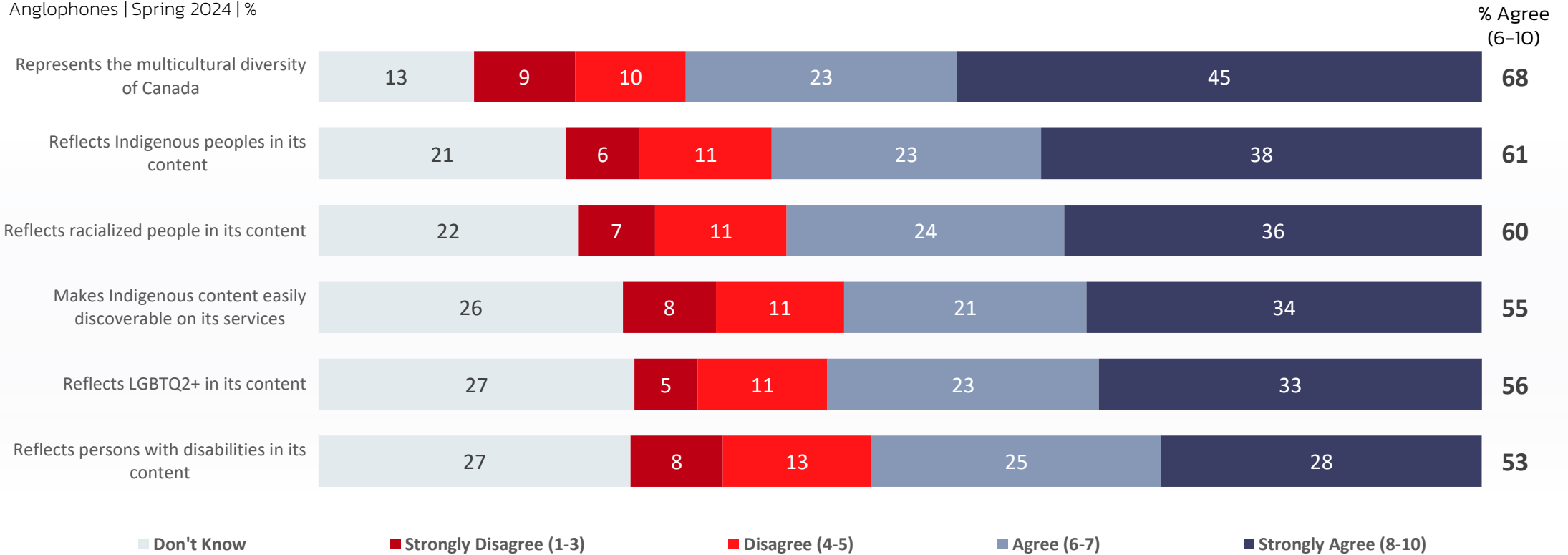
Reflecting contemporary Canada and its diversity is a strategic priority for CBC.

Around 7 out of 10 anglophones agree that CBC reflects the multicultural diversity of Canada.

Anglophones are more likely to agree that our content reflects Indigenous Peoples and racialized people than LGBTQ2+ and persons with disabilities.

Reflecting Diversity: CBC...

Anglophones | Spring 2024 | %





This document was prepared by the Corporate Research group at CBC/Radio-Canada.