



A cartoon that appeared in 1998 in the *Regina Leader-Post* during the free trade debate showed a sloppy, middle-aged Canadian wearing a *Miami Vice* T-shirt, walking down a street adorned with McDonald's arches, Coke machines, GM and Ford dealerships, and a movie billboard advertising *Rambo XI*.

"What's really scary," he says to his wife, "is that we Canadians could lose control of our culture."

From *The Mass Media in Canada* by Mary Vipond.



Canadian content rules considered insufficient

by Graham Fraser, *Toronto Star*, August 29, 2002

www.friends.ca/News/Friends_News/archives/articles08290205.asp

A recent survey found Canadians are confident the country's culture and identity are stronger now than they were five years ago in terms of distinctiveness from the United States. However, they worry about the ability to control domestic affairs from U.S. pressure in the future.

A strong majority believes in Canadian content requirements and do not consider them vigorous enough. They say the Canadian Broadcasting Corporation is important for maintaining and building culture and identity.

This support for Canadian culture and the CBC emerged in a poll by Ipsos-Reid for Friends of Canadian Broadcasting that was conducted between Aug. 6 and 11, 2002. The poll questioned 1,100 Canadians, and it can be considered accurate within plus or minus 3 percent, 19 times out of 20, Chris Martyn of Ipsos-Reid said.

When questioned about agreement with the statement "I am proud of Canadian culture and identity," 94 percent said they agreed, while 92 percent said Canadian culture and identity should be promoted more, and 89 percent agreed it was important that the Canadian government work to maintain and build a culture and identity distinct from the U.S.

Of those questioned, 39 percent think Canadians have a strong sense of culture and identity compared to 29 percent in 1993, and 43 percent think they are stronger than they were five years ago. But only 22 percent feel that Canada will be better off in terms of the country's ability to control its domestic affairs against U.S. pressures five years from now, while 37 percent think it will remain the same, and 39 percent believe Canada will be worse off.

In contrast, 45 percent think there will be a better level of tolerance, 42 percent say Canada's economic prospects will improve, and 39 percent believe Canada's culture and identity will be stronger.

Of those questioned, 79 percent agreed it is important for Canadian radio and television to have Canadian content, and 57 percent said the current requirement of one hour of Canadian programming on Canadian TV during prime time was too little.

The CBC was deemed to be important in maintaining and building Canadian identity and culture by 81 percent of those polled, and 76 percent gave the CBC a high rating of trust on this issue (compared to 68 percent for CTV and 58 percent for Global).

A strong majority (88 percent) said they would like to see the CBC strengthened in their region of Canada, and 83 percent agreed (51 percent strongly and 32 percent somewhat) that "a new CBC capable of providing high-quality Canadian programming with strong regional content throughout Canada" should be built.

Closer Canada-US Relations Spark CAN-CON Support - survey

May 19, 2004

Friends of Canadian Broadcasting

<<http://www.friends.ca/News/news05190401.asp>>



Voters want to promote and strengthen Canadian culture and identity to balance closer economic ties with the United States, according to a new opinion survey about Canadian culture and Canada/U.S. relations released this morning by the media watchdog group Friends of Canadian Broadcasting.

The Ipsos-Reid national survey found that 9 in 10 Canadians agree that "as Canada's economic ties with the United States increase, it's becoming more important to strengthen Canadian culture and identity."



"Our relationship with the United States often causes heated debate and we expect Canada/U.S. relations to be the focus of discussion in the forthcoming election campaign. But, our political leaders should understand that a stronger culture and identity is an important condition for deeper integration with the U.S. for most Canadians," said Friends spokesperson Ian Morrison.

A wide majority of Canadians want their federal government to build a Canadian cultural identity distinct from the United States. However, the survey reveals that the views of Conservative Party supporters diverge from those of supporters of the Liberals, NDP, and BQ. For example:

- 66% of Canadians strongly agree: "it's important that the Canadian government work to maintain and build a culture and identity distinct from the U.S." Only 52% of Conservative Party supporters agree strongly with this statement, compared to Liberal Party supporters (73%), NDP supporters (73%), and BQ supporters (71%).

The survey reveals that Canadians approach their growing partnership with the United States from a position of confidence and pride, although Conservative Party supporters are less enthusiastic.

- 77% of Canadians strongly agree with the statement: "I am proud of Canadian culture and identity." This result is up sharply from 2002 when 70% agreed strongly with the same statement. 69% of Conservative Party supporters agree strongly with this statement.
- 74% of Canadians strongly agree that "we should be promoting our Canadian culture and identity more; it's something to be proud of". 60% of Conservative Party supporters strongly agree with this statement.

Canadians continue to believe that Canadian programs on radio and television are important to maintain and build our culture and identity, according to the Ipsos-Reid survey.

- 63% believe there should be a minimum amount of Canadian programming on television, and 57% believe current regulations don't go far enough in ensuring an adequate amount of Canadian content when most people are watching between 7 p.m. and 11 p.m., results that are virtually identical to those produced when the same question was posed in 2002.

Ipsos-Reid conducted the survey for Friends of Canadian Broadcasting May 4–9, 2004, among a representative, random sample of 1,100 adult Canadians. National results are accurate to within +/-3%, 95% of the time. The margin of error will be larger for other sub-groupings of the survey population.

