

**Robson Valley  
Television Rebroadcasting Service**



**Public Survey Report**

**May 6, 2019**

# **Robson Valley Television Rebroadcasting Service Public Survey Report**

## **Introduction**

From April 2 – 23, the Regional District conducted a public survey of users of the Robson Valley TV and Radio Rebroadcasting Service. The service is provided by the Robson Valley Entertainment Association (RVEA) and funded through the Regional District. The Regional District of Fraser-Fort George, along with the RVEA were interested in determining what value this service brings to residents in the McBride area.

As part of the survey introduction, participants were advised that the equipment to provide this service is aging and obsolete and a switch from analog to digital is required, and that results from the survey would assist in the consideration of whether upgrades to the system are warranted.

The survey was sent by mail to 783 properties within the service area and was posted online and promoted through social media channels throughout the survey period.

A total of 249 responses were received. Of that number, 117 surveys were completed online and a further 132 hardcopies were completed and dropped off at the various receiving points.

The survey asked 13 questions to assess the following:

- How respondents receive their TV and radio signals
- What radio and tv channels are most popular
- Satisfaction with quality of signal reception
- Value of service for cost
- Support for increased taxes to pay for upgrades
- How respondents would be affected if tv and/or radio service was discontinued

## **Executive Summary**

The survey showed that the majority of respondents receive their tv and radio signals through the rebroadcasting service, though a number of respondents are also getting satellite tv. More than 80% indicated that they had an issue with TV or radio reception. When asked how they would rate their satisfaction with the television reception, it was a near even split between satisfied and unsatisfied, and a further 12% of respondents indicating they were very satisfied. About 85% were satisfied or very satisfied with radio reception.

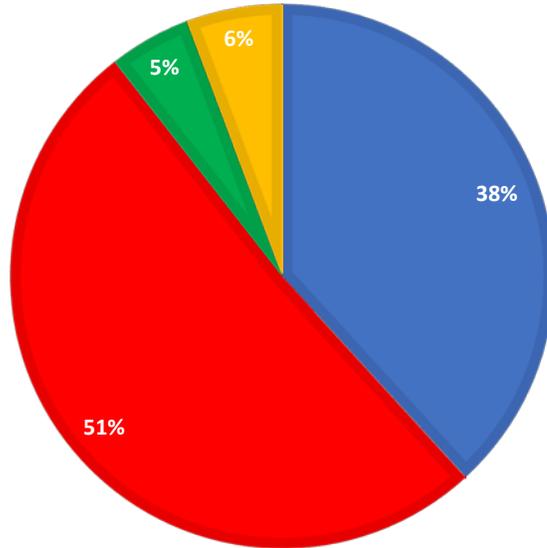
Respondents were split evenly about their support for increased taxes for the service, with some respondents indicating they needed more information before they could make a determination.

When asked how they would be affected if the service discontinued, most respondents indicated it would have a negative affect on them, though some respondents said they have other options for TV and radio so losing the service would have minimal impact.

A question by question breakdown has been developed to provide more specific information about how participants responded to various points.

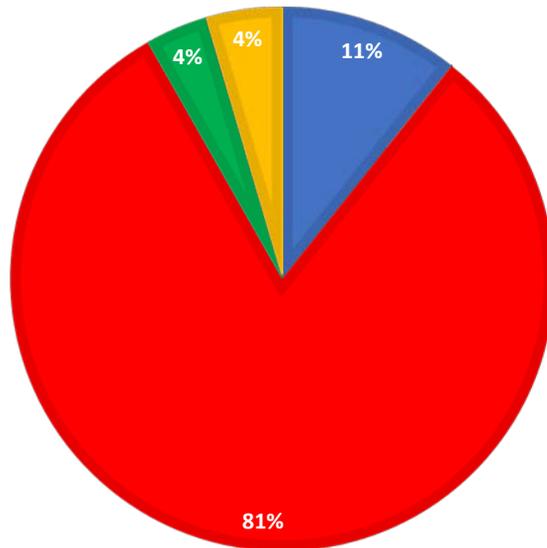
### 1. How do you receive your television signal?

■ Satellite   ■ Antenna or rabbit ears   ■ Online streaming   ■ Not applicable



### 2. How do you receive your radio signal?

■ Satellite   ■ Antenna or rabbit ears   ■ web/streaming   ■ Not applicable



**3. What channels are watched/listened to.**

The most popular TV channels are Global TV, Discovery Channel, and Knowledge Network. CBC and CTV were also very popular. The least popular channels are YTV, Family Channel and Space Channel.

The most popular radio station is CBC Radio 2. The least popular is CISN Country.

	<b>Don't watch/ listen</b>	<b>Sometimes watch/ listen</b>	<b>Regularly watch/ listen</b>
<b>CBC television</b>	19.81%	25.12%	55.07%
<b>Global TV (Van)</b>	19.02%	17.56%	63.41%
<b>Discovery Channel</b>	20%	22.5%	57.5%
<b>CTV (Van)</b>	21.32%	24.37%	54.31%
<b>Knowledge Network</b>	21.61%	22.11%	56.28%
<b>Family Channel</b>	48.59%	24.86%	26.55%
<b>Space Channel</b>	40.46%	28.9%	30.64%
<b>YTV</b>	59.63%	21.12%	19.25%
<b>TSN-Sports</b>	37.02%	20.99%	41.99%
<b>Rock 101 (Radio)</b>	28.43%	26.96%	44.61%
<b>CISN Country (Radio)</b>	42.64%	19.8%	37.56%
<b>CBC Radio 2</b>	20.29%	32.37%	47.34%

**4. Have you ever had an issue with TV/radio reception?**

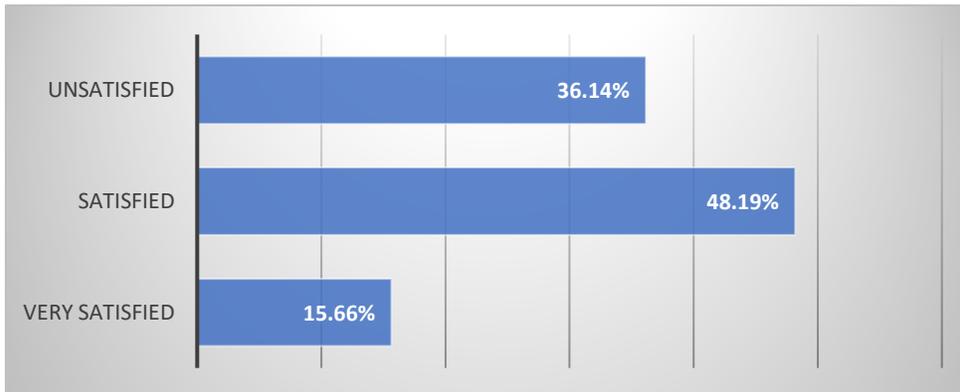
Yes: 82.68%

No: 17.32 %

**5. How often have you contacted the RVEA with issues?**

Daily	0
Weekly	0.85%
Monthly	5.53%
Annually	6.81%
Never	37.45%
I've had issues, but unsure who to contact	38.3%
Not applicable, don't use the service	11.06%

**6. When you've had an issue, how satisfied were you with the manner in which it was dealt with?**



*Note: 166 responded to this question. 83 respondents skipped this question*

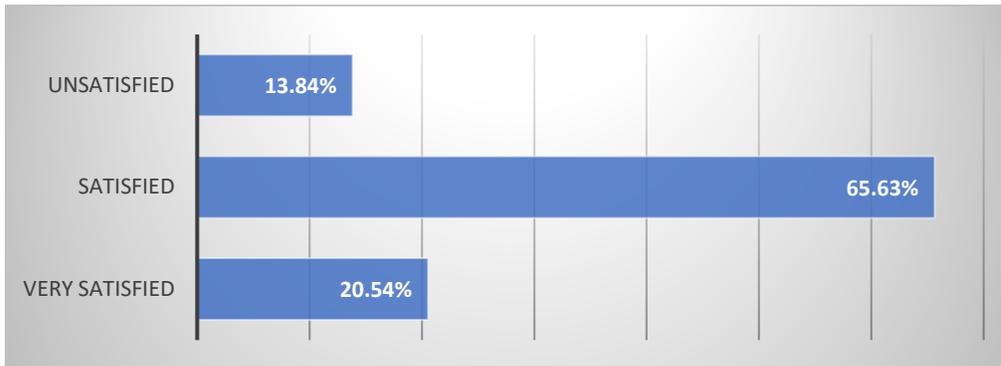
**7. How would you rate your satisfaction with your television reception?**



*Note: 199 responded to this question. 50 respondents skipped this question.*

As part of this question, respondents were asked what problems they've encountered. 98 comments were received. Most comments referenced problems with sound, reception and image quality. Issues were noted specifically with Knowledge network and with sound on the movie channel.

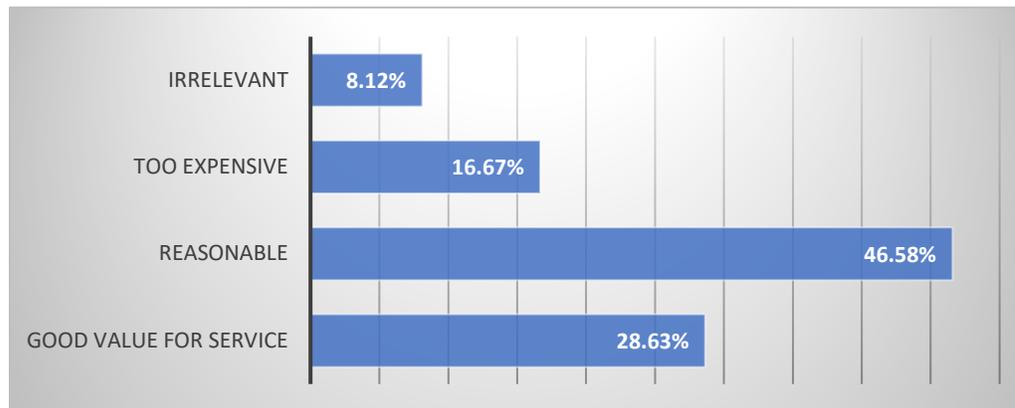
**8. How would you rate your satisfaction with your radio reception?**



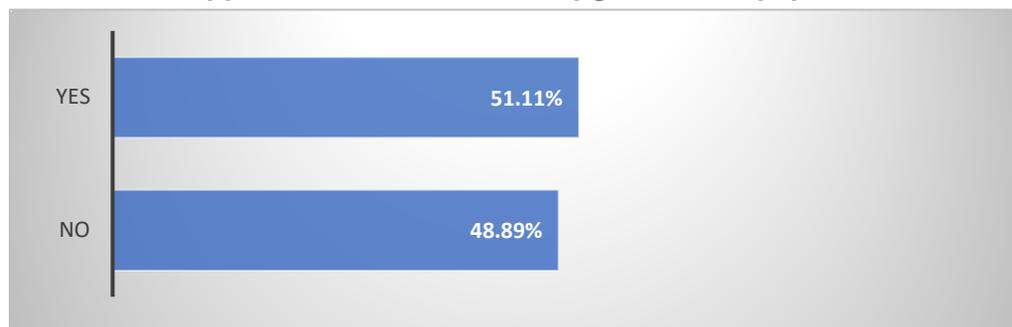
*Note: 224 responded to this question. 25 respondents skipped this question.*

43 additional comments were received related to radio reception. The majority of these comments reflected issues with signal strength and station outages.

**9. Current household taxes for television and radio services cost approximately \$25 per year for every \$100,000 of property assessments for everyone in the service area. How would you rate this cost?**



**10. The rebroadcasting equipment needs major repairs and upgrades. The RVEA has some funds available for these upgrades. Would you be in favour of increasing taxes to support additional costs to upgrade the equipment?**



## **Additional comments received for question 10**

104 comments were received related to question 10. Many comments suggested a need for more information before being able to answer. Eight comments indicated support, five were supportive if the increase resulted in improved service, while 13 comments indicated they would not support a tax increase. Other comments referenced additional sources of funding including grants and user fees.

### **11. How would you be affected if the television service was reduced or discontinued?**

This was an open-ended question in which 222 comments were received. 60 respondents indicated they would not be affected at all if the television service was reduced or discontinued. 121 comments reflected negative impacts if the service was discontinued. Other comments included having to look for alternative options for service, concern about not getting emergency information and a feeling of isolation without the service.

Comments included:

“we would not be affected by TV, but would be for radio. That said we would be very upset and disappointed for people who couldn’t afford satellite and relied on these services”

“not affected at all as we use satellite”

“negatively affected. Cannot afford satellite, internet or cable. Unemployment here is high and many of us are seniors on pensions.”

“it would make our life more isolated. Not living in town and too expensive to travel and cannot afford other options for television”

### **12. How would you be affected if the radio service was reduced or discontinued?**

This was an open-ended question in which 223 comments were received. 28 respondents indicated they would not be affected at all if the radio service was reduced or discontinued. 155 comments indicated negative impacts if the service was discontinued. There were 24 specific references to concern about losing CBC.

Comments included:

“Horrible affect as cannot afford other options and internet in valley is slow and extremely expensive for streaming. Internet viewing is not possible in our area even if it were affordable. Then everyone would jump on the bandwagon and use up the bandwidth and slow the internet down for everyone. TV antenna transmission is the only way to provide TV and radio so that service is not diluted by subscribers. Not everyone lives in McBride, so isolation is a problem without radio and TV”

“It would not affect me at all other than pay a bit less in taxes”

“Not as bad as tv, but still quite adversely (affected). This is somewhat remote valley and radio is an asset.”

### **13. Any additional comments?**

136 comments received for this final question. 47 comments expressed support for the rebroadcasting service to be continued, while three comments expressed support for discontinuing it. Nine comments reiterated concerns about the reception quality and/or signal strength. Six comments suggested only the radio service should be maintained. 12 comments mentioned support to upgrade to digital. The remaining comments ranged from customer service issues, requests for Internet service and a need for more information about funding for the current service and how much upgrades would cost.

Comments included:

“The system is very valuable to this community. I would hate to see it discontinued. The price is more than reasonable for the services we get.”

“This service has run its course. Most people have a dish”

“Hope problems can be fixed. Internet, satellite and cell phone too expensive here as options. Don't live in town, but even in town have bad reception”

“I don't use the curling rink, or the skating rink, or the fit pit, but others do and we, in a small community are intricately linked. I use other services that some don't, like the museum. We all pay for things so we, as a community can benefit. Do the upgrades and continue the service. Someday I may need the TV signal.”