



Ageing, Communication, Technologies (ACT Project), Concordia University

**Older adults and the changing landscape of television
and radio distribution in Canada**

**Intervention on
The Future of Audio and Video Programming in Canada: What Will Come Next?
Phase II**

CRTC Notice 2017-359

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1.0 Executive summary

- Older adults' media practices are connected to their age and socioeconomic status.
- Traditional media like television and radio are important parts of older adults' everyday lives.
- Older adults are concerned about media representations of aging and representations of older adults.
- Access to information is a key part of citizenship for older adults.
- Local and Canadian programming plays an important role in the media habits of older adults.
- Low income older adults must make financial sacrifices in order to purchase telecommunication packages or cannot afford to purchase them at all.
- Older adults deserve and expect to be treated with respect by their media providers.
- Lack of transparency in pricing, the bundling of services, and the sales practices of service providers put older adults at a disadvantage.
- Older adults are aware of the trend towards digitization and are concerned about affordability and access.

2.0 Introduction

We are submitting this report as an intervention in the “Call for comments on the Governor in Council’s request for a report on future programming distribution models” ([CRTC-2017-359](#)) and thereby indicating our intent to provide expertise on the ways in which future changes to audio and video distribution will impact seniors aged 60 and over. We emphasize the importance of taking older adults’ needs into account before decisions are made about the future of audio and video distribution models and programming, especially considering that Canadian older adults currently outnumber Canadian children.

2.1 Ageing, Communication, Technologies (ACT)

Ageing, Communication, Technologies (ACT— www.actproject.ca) is a multi-methodological research project funded by the Social Sciences and Humanities Research Council (SSHRC) and hosted at Concordia University that brings together researchers and institutional and community partners to address the transformation of the experiences of ageing with the proliferation of new forms of mediated communications in networked societies. ACT is comprised of researchers investigating how ‘digital ageism’ – the individual and systemic biases that create forms of inclusion and exclusion that are age-related – operates in subtle ways.

The world's population is ageing. One in four people is expected to be over the age of 65 in the next two decades, making 'the senior citizen' the largest demographic group in the Western world. At the same time that we are expected to live longer, there has been a proliferation of digital devices, information technologies and mediated systems of communication that network populations globally. There is a need to take into account older adults' experiences and needs when defining future policy in relation to broadcasting distribution models.

2.2 Methodology

This report draws from data gathered in multiple ways.

(1) We include findings from surveys we conducted as part of the first wave of a large scale cross-national longitudinal study exploring the ways older adults in Canada use traditional and new media and new technologies (the ACT longitudinal survey, see Appendix A). Some 3,560 Canadian older adults over 60 responded to a 30-question survey during the first wave of data collection, which took place in 2017 and was facilitated by the firm Léger 360.

(2) Between November 2017 and January 2018, we gathered qualitative data from interviews with 50 seniors over the age of 60. We gathered this data in the following ways:

(A) Five focus groups involving 25 older adults. These focus groups were conducted in Montreal, Quebec (2 focus groups); Lanark, Ontario (1 focus group); Maberly, Ontario (1 focus group); and Kamloops, British Columbia (1 focus group). Approximately 60% of the participants in these focus groups are marginalized by their socio-economic status or their ethno-cultural or linguistic background.

(B) One-on-one interviews over a period of two days in a local mall in downtown Montreal. The mall is heavily frequented by seniors and is notable for its proximity to several subsidized housing buildings for seniors. A total of 20 interviews were conducted, each lasting between 10 and 45 minutes. Approximately half of the respondents were over the age of 80, and most did not have access to the internet from their homes.

(C) Five one-on-one interviews (lasting between 20 and 30 minutes each) with seniors in Montreal, Quebec; Gatineau, Quebec; Toronto, Ontario; and Kamloops, British Columbia. Through these interviews, we sought nuanced and in-depth information about seniors' media practices, and their views on the future of broadcasting in Canada.

(3) Finally, this report is informed by over ten years of working on research projects investigating the experiences of older adults living in an increasingly digitizing world. This includes heading an international research project on aging, communication and

technologies, and coordinating a network of over 50 researchers in 10 countries since 2014. We also draw from six years of experience leading digital literacy projects and digital media-making projects with groups of older adults. Specifically, we frequently work with traditionally marginalized groups like women, ethnic, cultural and linguistic minorities, recent immigrants, low-income older adults, and older adults with disabilities.

3.0 Key findings

3.1 Older adults' media practices are connected to their age and socioeconomic status.

Two groups of older adults – the ‘oldest old’ and those in lower socioeconomic brackets – rely most heavily on traditional television sets and radios for information and entertainment. They do not utilize computers, tablets, or smartphones or digital streaming services as frequently or proficiently as do younger or more affluent older adults.

The ACT longitudinal survey found that individuals aged 75+ watch significantly more television on *television sets* than do the 60-64 and 65-69 age groups. Those aged 75+ also prefer listening to traditional radio and watching traditional television over other media devices or streaming services. These findings are supported by a recent CRTC report indicating that only 17% of adults older than 65 subscribe to Netflix. Of the slightly younger demographic (50-64 years of age), only 35% subscribe to Netflix (CRTC, [Communications Monitoring Report 2017](#), p. 203). Furthermore, only 2% of those aged 65+ watch television exclusively online (p. 202). Our longitudinal survey results show older adults with an income “a lot above” average watch significantly less television on a television set than those who assessed their income as “slightly below” or “a lot below” average. From this, we can infer that older people’s socioeconomic level plays a part in how and through which devices seniors access information and entertainment.

The older adults we interviewed explained how their media consumption had changed over the past years. Several older adults explained that the importance of traditional media like radio and television has been heightened in their post-retirement lives, meaning that they increasingly rely on it for entertainment and to furnish their increased time spent at home. As one participant explained: “one of the things for me is I can’t read at night [anymore ...]. TV, in fact, is really important, and I think that is probably true for a lot of [older] people, TV is quite important at night instead of going out” (74 years old, Montreal, QC). Participants in our focus group also noted that their television watching habits have adapted to changes in technology, like the widespread use of digital cable boxes. For example, after cable services were digitized, some older adults reduced the number of televisions in their households, getting rid of televisions in their bedrooms or kitchens, for example.

3.2 Traditional media like television and radio are important parts of older adults' everyday lives

Older adults mostly watch television at home, and listen to radio at home or while driving. Very few of our participants listen to podcasts or watch television online through streaming services. Unlike younger generations, they are not accessing information digitally “*anytime, anywhere*”, and rely to a large extent on traditional radio and television sets. Some participants noted that they have long relied on the schedules and familiarity of television and radio programs to provide “background noise” and create a sense of companionship in their homes. One interviewee, for instance, explained that she watches local news because the anchors are “like family, so you tune in and see them for a while” (82 years old, Kamloops, British Columbia).

Some participants indicated that they prefer to consume radio and television programs in scheduled ways, sometimes relying on specific content to plan out their week, like memorizing favourite programs and then building these programs into their personal schedules (e.g., running errands or attending appointments). For a few, this includes planning in advance; however, they noted that planning in advance is not easy with the digital schedules that are offered as part of cable packages. Some even expressed a sense of nostalgia for printed “TV guides,” which they could use to easily plan out the content they would watch over the course of a week. However, personal video recorders (PVRs) are commonly used as a tool to watch desired content at specific times, and without ads. Others, conversely, said that technological barriers, like the lack of technological know-how, stopped them from recording programmes. Several seniors, especially the older ones, expressed that they preferred PVRs over streaming platforms like Netflix or Amazon to access content, citing their relative ease of use.

Older adults explained they often feel overwhelmed by too many choices and believe that they pay too much for their television services (see more in section 3.8). They do not consider an abundance of choice to be inherently a good thing. One interviewee expressed her frustration with not being able to purchase a package in line with her needs: “I don’t want 25 channels! I don’t watch them! But that’s the way the system works” (68 years old, Montreal, Quebec). Another interviewee said, “I would be perfectly happy with three channels: CBC, CNN and BBC” (80 years old, Montreal, Quebec). Another participant reflected fondly on past television packages: “what I thought was really good in the past is that you have a basic six TV channels: you had CBC, you had CTV, which is perfectly adequate. We could relate to that” (74 years old, Montreal, Quebec).

3.3 Older adults are concerned about media representations of aging and older adults.

The participants explained that they are concerned about the lack of visibility of older adults on Canadian television and radio programming, especially about the dearth of

older minorities and older women. They noted a lack of age diversity represented in Canadian media. They recognize that there are policies pertaining to diversity in Canada, but that these do little to encourage an accurate representation of an aging society.

Older adults are diverse, and interests and choices in content differ greatly from one person to the next. However, some respondents noted the importance of broadcasters' considering the interests of older adults when making programming decisions, and some had clear ideas about what kinds of programmes would appeal to older adults. One interviewee remarked, "I want seniors to have a better program on television. Let me give you an example. I'd like to see seniors have Smithsonian Institute as a programme and I believe Bell has it but Videotron does not have it" (78 years old, Montreal, Quebec).

3.4 Access to information is a key part of citizenship for older adults.

The participants of the ACT longitudinal survey aged 75+ rely significantly more on television or radio than younger age groups to get "important information" (i.e., outcome of a political election) or "factual information" (i.e., historical date or economic figures).

The older adults we interviewed described watching television and listening to radio, especially the news content they offer, as foundational to their informed participation in a democratic society. An interview participant described her desire to consume as much news as she can, "I watch CBC and I watch CTV, because CBC only comes on for a half an hour. So, I go to CTV and then I go to CNN, then I go to public television. I watch all the news that I can get" (80 years old, Montreal, Quebec).

Older adults explained that the ability to access content is crucial to their capacity to remain informed, and they find it to be, in their terms, a "basic right". Specifically, the participants expressed the need for free and basic television content that includes access to the two 24-hour public Canadian broadcast news channels (CBC News Network and RDI): "because, really, we should be able to have access to the news as part of our democracy" (74 years old, Montreal, Quebec).

It is worth pointing out that one of the groups of older adults to whom we spoke in the focus groups identifies itself as a diverse, ethno-cultural group, and its members are particularly aware of the biases within the media landscape. They are especially interested in obtaining international perspectives on current events. They spoke openly about the different strategies they employ to access information from their countries of origin and also noted that it can be quite challenging to do so.

Overall, we observed that most of the older adults we interviewed prioritized getting their information and entertainment from a variety of sources. They noted that local, national (see Section 3.5), and international news are important and they value being able to access different perspectives. They are aware of media bias and recognize the importance of comparing news sources in order to evaluate veracity of information.

3.5 Local and Canadian programming plays an important role in the media habits of older adults.

3.5.1 Older adults rely on television and radio to access local information, but are conscious of the limitations of local news.

Older adults value local news because it connects them to their community and to current events. At the same time, they are aware that local news presents a limited perspective and often look for other sources of information: “if you just watch Global, you’ll think there’s nothing going on in the world” (72 years old, Kamloops, British Columbia). An older adult from Montreal describes his morning media routine, which includes consuming local news alongside other news sources.

“When I get up in the morning, I put on TV, Global News, which is going to be Montreal news and Canadian news, but it’s going to give you the weather and the traffic and what’s happening and who is performing and what the kids can do - it’s local. And, at the same time, I turn on my computer and go to Huffington Post Canada and Huffington Post U.S. and MSNBC where I’m getting more; a broader perspective. But I like the local news. I like to see what’s happening in my town and I like the bigger picture as well, simultaneously. So, I’m usually watching, doing both”. (71 years old, Montreal, Quebec)

Most of the older adults we interviewed value local news through both television and radio, but they are also aware of the limitations of local information, notably in smaller centres: “our local news is always one day behind. You hear it one day on Global, you hear it the next day on local” (72 years old, Kamloops, British Columbia).

As participants emphasized the importance of having access to news that reflected their daily realities, they also voiced frustration at the extent to which U.S. current events and culture were overrepresented in local and national broadcast. As one participant points out, “if I watch CTV [national] news, and they talk about the U.S. to the extent that they don’t even talk about Canada, then I just stop watching. Sometimes the local news does the same thing.” (62 years old, Gatineau, Quebec).

3.5.2 Older adults recognize the importance of local information in times of emergency.

Older adults mentioned the importance of the radio as a device for accessing essential information in times of emergency. One person in British Columbia explained, “you [need] a wind-up radio or a battery-operated radio. That’s the

only communication you're going to have in a power outage. There won't be anything else. Even the cell phones will go down because of overload. Cell phone towers could go down. So, radio and radio waves are the way to get information. Get a wind-up radio" (60 years old, Kamloops, British Columbia). Others described the important role that "regional knowledge" plays in times of emergency. One participant noted the importance of local geographical knowledge: "if you get somebody from Vancouver saying the forest fire is at Heffley, they don't know where Heffley is" (63 years old, Kamloops, British Columbia).

3.5.3 Older adults want to see continued support for public broadcasting.

Public broadcasting is important to most of the older adults we interviewed, and they want it to receive continued financial support. A participant from Toronto said, "if I didn't listen to the CBC at all, I would still think it was still very important that it got funding" (86 years old, Toronto, Ontario). Many of our participants expressed an appreciation of CBC and Radio Canada, both television and radio, for their in-depth reporting and documentaries. Others articulated the importance of public broadcasting reaching remote areas of Canada: "in outlying areas, where people really can't afford [television], they can turn on the radio and know what's going on. And if CBC didn't exist, then what?" (82 years old, Toronto, Ontario)

Several of our participants commented on the changes they have noticed on CBC Radio over the years. Because of the ways in which older adults build television and radio programming into their daily rituals (see 3.2), they notice the repetitive programming on CBC Radio: "what I have noticed is that there is a lot of repetition, with slight variation, certainly on CBC" (80 years old, Montreal, QC). Some hypothesized that the repetition was likely a consequence of funding cuts:

"[I listen to] CBC but with the cuts and the lack of funding and everything, they tend now to repeat, and to repeat, and to repeat. Before, you could have the radio on all day and I wouldn't need the television. If I listen to the radio in the morning, then I know all the shows because they're just repeated in the evening" (68 years old, Montreal, Quebec).

3.6 Low income older adults must make financial sacrifices in order to purchase telecommunication packages or, in some cases, cannot afford to purchase them at all.

Older adults voiced their concerns over the prices they currently pay for what they deem to be essential information and communications services (television, telephone, and Internet services). Many of the seniors to whom we spoke explained that they had to cancel services at some time or another, because of what they considered to be

exorbitant prices for even the most basic of packages. The current prices of telecommunication packages exclude low income older adults¹ from accessing² some services and these older adults are at risk of further exclusion if information platforms continue to digitize and if costs increase.

While cost is far from being the only condition of digital access for seniors, many of the seniors we met do not have internet because they could not afford it.³ This means they rely on access to other, less expensive information from radio and cable television. In fact, research shows that “among Canadians who do not use the internet, 24% report it is the costs of an internet service or a computer that keep them offline” (Middleton, 2016, p.3).

Some older adults said they have to choose between a phone or internet because their limited monthly budgets do not allow for both services. A CRTC report from 2016 supports this:

[...M]any low-income Canadians told the CRTC they can afford to pay for broadband service only if they sacrifice other necessities, such as food, clothing, and healthcare. They regularly spend a higher percentage of their income on broadband service than the average Canadian household. In fact, the CRTC’s 2016 Communications Monitoring Report shows that the price of broadband service is increasing faster than the rate of inflation. Yet despite broadband’s importance in the lives of Canadians, provincial and territorial social assistance programs do not allocate a specific amount to cover the cost of subscribing to this service.⁴

As information platforms continue to digitize and if costs continue to increase, low income older adults will continue to be pushed further to the margins.

¹ See [Middleton \(2016\)](#), p.4: “Ipsos reports that the people least likely to have home internet access and to use the internet are those who are older, have low household incomes, live in rural or remote communities or have a high school education or less.”

² Our discussion with older adults about access to television and radio programming frequently led to discussions about the cost of television, internet and phones.

³ See [Rajabiun, R., Ellis, D., & Middleton. C.](#), (2016), p. 3: “Based on affordability thresholds from the literature and recent data on the evolution of communications spending in Canada, we estimate that, for those with incomes below \$24,000 per year, paying for basic fixed and mobile access services can be considered unaffordable. While this high-level affordability threshold might be informative as a basis for future research and policymaking, such measures can conceal substantive inequalities, leading to underestimates of the magnitude of affordability gaps facing some of the most vulnerable groups, such as children from low-income households, persons with severe disabilities, low-income seniors and those facing structural unemployment.”

3.7 Older adults deserve and expect to be treated with respect by their media providers.

Several older adults reported being treated poorly or disrespectfully during exchanges with their media provider(s) and felt strongly that they were being talked “down to” because of their age. As one man put it in an interview after expressing his disappointment with a service provider “I can’t believe at my age they are treating me this way” (82 years old, Montreal, Quebec). Several older adults we interviewed explained that loyalty was important to them in dealing with businesses, and that they had been loyal customers to service providers for many years, even for several decades. Some of them, however, considered that this loyalty had been unrewarded in their later years, and that situations that they had deemed to be unfair (e.g., illegitimate charges, unkept promises) had led them to change companies. But Canada’s increasingly converging media landscape offers few options for those who want to find a new company with better customer services.

When interviewing seniors and speaking to our community partners, we encountered some particularly disturbing accounts of telecommunication companies upselling, overselling or using other similarly deceptive practices with seniors. One man called a major service provider to obtain a landline and was told this technology was outdated. He was instead sold a top of the line smartphone he did not know how to use. Another man was sold an expensive bundled package that included high speed internet, despite the fact that he had no interest to use the internet or even a device that would allow him to use it. In these and other cases, social workers or family members often had to step in, as the situations with service providers had caused financial and emotional hardship.⁵ A few people also shared more positive anecdotes of times when associates helped them fix a technical problem or an issue with their bill. They emphasized that their choice to stay with their company was because of the positive way they were treated.

3.8 Lack of transparency in pricing, the bundling of services, and the sales practices of service providers put older adults at a disadvantage.

Participants lamented a lack of transparency of service providers. More than half of our 50 respondents said they have had to negotiate to get a fair price for their television package. Currently, consumers who know how to bargain with service providers have a

⁵ Through our years of leading digital literacy workshops in low income buildings for older adults in Montreal, and our work with community organizations in Montreal, we have become acutely aware of practices of selling packages to older adults that are disproportionate to their needs or uses. Furthermore, older adults are often convinced to get specialty channels on a trial basis, only for the costs to be added to a future bill. This practice of putting the onus on the consumer to cancel free trials and to begin charging for services after the trial period is perceived as being deceptive. Relatedly, a recent CBC investigation suggests that these high-pressure sales tactics are especially damaging to older adults (Johnson, November 2017).

better chance of receiving fair pricing. However, this requires a level of understanding of digital technologies and contracts that is not necessarily the norm among older adults. Several of the seniors we interviewed, on the other hand, did not know that the prices or modalities of telecommunication packages could be negotiated, and tended to accept the first price that was offered to them.

Some older adults expressed frustration with needing to involve their children or younger friends or relatives in negotiations with service providers to ensure they were treated fairly, could access the same pricing than their younger counterparts, and reach an agreement commensurate with their needs:

I know some people who is paying \$140 and then they call and negotiate with them and then they say you can pay \$130. There are some people I know who pay \$125. We didn't know and we were paying \$200 for the same service. And then my son started calling and the last three years he took the responsibility. It's a waste of time. Why are there people like me paying \$200 for the same service? And my son called them and talked for how many hours and they accepted and now we're paying less. But a lot of people don't know about this and they're paying for nothing (76 years old, Montreal, QC)

Others discussed some tactics they employed to try to obtain fair prices, or packages that match their media needs. They have developed these tactics because they do not always have friends or family to help them negotiate. The majority of the older adults to whom we spoke are aware that if they are not savvy with service providers, they risk being taken advantage of. Several of our participants expressed a need for advocates who could work on behalf of seniors who do not know how to negotiate.

Bundling packages are complex and can be difficult to negotiate. Some older adults describe feeling trapped by their bundles or described that they have felt undue pressure to add more services through bundling. They know they are paying a lot for television content, but cannot necessarily negotiate a package that is both within their budget and also suits their needs. They do not always need or want the services they are getting (see Section 3.2), and are worried that they are paying too much. Additionally, they may be hesitant to change their plan or provider for fear of losing aspects of their plan that they like.

3.9 Older adults are aware of the trend towards digitization and are concerned about affordability and access.

Older adults are aware that the technologies and platforms on which they rely for content will become further digitized in the future. They are concerned that future changes will bring increased costs and that increasingly digitized content brings with it a deepened dependence on broadband service providers such as Bell, Rogers, Videotron, and Telus.

Those with bundled media packages (television, internet, and telephone) wanted to discuss information, communication, and entertainment as being cross platform. Because of the complexity of service bundles, access to television was often discussed as being connected to internet, especially in our conversations about cost. One participant noted this complexity:

“The thing about these cable companies, if you get them to do everything for you then it’s reasonable. If you just want to divide all of this, because why should we do phone and internet and everything on Videotron? If you split them up it costs quite a bit. And I can’t stand it when something goes everything goes. Everything goes. So you’re dependent on your cell phone. That’s objectionable, that’s not progress in my opinion.” (74 years old, Montreal, Quebec)

With a trend toward digitization of television and radio content, people of all ages are becoming more dependent on broadband and mobile networks for information and entertainment,⁶ and faced with increased pressures to digitize and mediatize. Low income seniors may not be able to afford broadband⁷ and/or mobile networks and will potentially be excluded from accessing essential information⁸ and entertainment that they are currently accessing through television and radio.

4.0 Recommendations

1. As service providers put more emphasis on digital services, the CRTC must put safeguards in place that allow older adults to maintain a steady access to the technologies they want and depend on for entertainment and information, including traditional media. The onus is not on seniors to digitize, but for service providers to offer the essential services Canadians need on platforms they can access.
2. The CRTC needs to recognize that for many older adults, "anytime, anywhere" and/or an abundance of choice is not always the ideal; specifically for the older adults who expressed a desire for quality programming over quantity.
3. The CRTC should push for support and funding for a free and basic television content that includes access to the two 24-hour public broadcast news channels.

⁶ See [Middleton \(2016\)](#), p.2: “Digitally included individuals can use computers or smartphones or tablets for transactions with businesses or governments, for communication, to create and consume entertainment, and to access information about anything they wish.”

⁷ See [Rajabiun, R., Ellis, D., & Middleton. C.](#), (2016), p.5: “...We estimate that, for those with incomes below \$24,000 per year, paying for basic fixed and mobile access services can be considered unaffordable.”

⁸ See Public Interest Advocacy Centre (PIAC) All Canadians Should Have Fast, Affordable Internet Access (2015): <https://www.piac.ca/our-specialities/all-canadians-should-have-fast-affordable-internet-access/>

4. The CRTC should investigate the question of offering special pricing for telecommunication services for low income Canadians, including low income seniors.
5. The CRTC should establish an independent advocacy service that would be made available to seniors who are looking for assistance in understanding or modifying their telecommunication packages.
6. The CRTC should extend its policies on diversity to include age diversity. It should support programming that reflects Canada's wide age diversity, and that appeals to older consumers. Programming that includes perspectives of older adults and positive representations of older adults should be prioritized.
7. The CRTC should push for increased and expanded support for public broadcasting networks and locally and nationally produced content.
8. The CRTC should work closely with levels of government to plan for non-digital modes of communication in case of emergency.
9. The CRTC needs to prioritize digital inclusion programs and policies, and move in a direction where telecommunication technologies and services are considered basic right for citizens of Canada.
10. The CRTC should examine how certain individuals, including older adults, are further marginalized through an opaque system that relies on predatory sales practices. We support the Public Interest and Advocacy Centre's (PIAC) [January 8, 2018 letter](#) to the CRTC, urging it to launch a commission to examine the sales practices of service providers.

5.0 Observations on the CRTC's consultation process

In the process of collecting data for this report, we realized that there are important problems with the CRTC's consultation efforts as part of Phase II of CRTC Notice 2017-359. This includes, notably, an online survey facilitated by EKOS that mainly reaches Canadians who are not only *already* online, but also digitally proficient enough to respond to an online survey. Though we understand that steps were taken by the CRTC and EKOS to survey Canadians by phone, it remains that those who would have wanted to voice their opinions and opt in the process, but who were not online or not selected for the phone survey, had little opportunity to do so. We were told by the CRTC that seniors could contact EKOS by phone at a "1-800" number and ask to fill out the survey in an alternate, non-digital way. In following this option, we called EKOS several times, and left three phone messages articulating our interest in filling out the CRTC's survey by phone. Our calls were never returned, and therefore we cannot consider this to have been a serious alternative.

One of our collaborators works with seniors who are not online and who cannot fill out a survey over the phone because of they are hard of hearing or deaf. They wanted to fill out a paper version of survey, but the CRTC did not offer this as an option in its consultation process. This group remarked on the process as follows:

“CRTC is really not interested in those who are not invested in (digital) technology are they? The people that asked me are from a 55+ building and only two of the 5 interested have computers, but they do watch TV and listen to the radio and have a lot to say.”

Furthermore, though the digital divide between generations in Canada is narrowing, it remains that younger generations are much more connected to the internet and are also more digitally literate than older adults. Further, *old older adults* are much less connected than *young older adults*. Digital literacy is also tied to general literacy, education and social class, meaning that a reliance on online surveys will cause an over representation the opinions of the young, educated, and wealthy individuals and especially exclude the oldest seniors and seniors who are already marginalized through poverty and low literacy and education.

Each of these exclusions brought about by the design of the consultation process need to be taken into account when the CRTC analyzes the results of the survey. Selecting a primarily online consultation and online survey to glean input from the general public in matters of broadcasting has an important consequence: it means that the opinions collected will reflect a disproportionate bias towards digital adoption and the consumption of digital content. We urge the CRTC to adopt methodologies that are more inclusive and more representative of the general public, including methodologies that account for age and digital diversity. This is especially crucial when the data gathered will inform important public policy that is poised to impact all Canadian for decades to come. This inclusion of those who are not online is all the more necessary when the topic at hand touches upon the role of the digital in Canadian society.

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7.0 Appendix A

Aging, Communication and Technologies' Longitudinal Study on Older Media Audiences

Preliminary Results / Television and Radio Consumption by Canadian Older

Analysis completed by Martine Lagacé and Lise Van de Beeck

University of Ottawa

November 2017

Context:

Data was collected among 3,560 Canadian older adults, through a large-scale internet survey aiming to better understand the usage of traditional and new media/technology. Field work started on June 27th 2017 and continued until July 20th 2017. Invitations were sent to 9,719 individuals; 4,646 clicked on the internet link survey and a total of 3,560 completed the questionnaire, for a response rate of 48%. Incomplete questionnaires were discarded (n=763). Data was weighted to allow for statistical analysis (see table: Final Weighted Sample – by Region).

Highlights:

- Individuals aged 75+ year old watch significantly more television on a tv set than 60-64/65-69 year old groups.
- Generally, the higher the number of years of education, the less participants watch television on a television set and/or computer.
- Participants who assess their income as “a lot above” watch significantly less television on a television set than individuals who assess their income as “slightly below” or “a lot below”.
- Single (with no children) individuals watch significantly more television on a television set than married participants (with or without children). Married participants (with children) also watch less television on a television set than individuals that are divorced or widowed, with or without children. As for radio, widowed (with or without children) listen to radio on a radio set significantly more than married (with or without children) participants.

- There are no significant age group differences as for the time spent listening to an MP3, CD player or Wifi radio; Likewise, as for watching video, DVD, TV box, or hard disk recordings.
- Media equipment significantly varies according to age groups. The 60-64 year old group possess significantly more audio and video equipment (with the exception of the video recorder and the CD player for which the 75+ year old group possess significantly more).
- Watching TV or listening to radio on the mobile phone is mostly done by the 60-64 year old participants.
- Participants of all age groups listen to radio mostly at home or during transportation; a similar pattern emerges as for the television (watching it mostly at home).
- Preferred media activity when participants have free time: the 60-64 year old individuals would significantly watch more videos or DVDs than older individuals. However, the 75+ year old individuals prefer listening to radio and watching television.
- What sources of information to turn to, to get “important information (i.e. outcome of a political election) or “factual information” (Q20, i.e. historical date or economic figure)? In both cases, results suggest that the 75+ year old individuals rely significantly more on television or radio than do other age groups.
- The more positive is the subjective assessment of health and global life satisfaction, the less individuals watch television, on a television set. Other television settings are not significantly correlated with these two variables.

Personnes âgées et technologies
Sociodemographic Profile / Canadian Data

Q22. Age

Q21. Gender					
	Count	%		Count	%
Male	1649	46.3%	Between 60 and 64	990	27.8%
Female	1911	53.7%	Between 65 and 69	853	24.0%
			Between 70 and 74	616	17.3%
			75 or older	1101	30.9%

Q23. Familial situation

	Count	%
Single, no children	297	8.3%
Single, with children	50	1.4%
Married (or living as a couple), no children	1298	36.5%
Married (or living as a couple), with children	993	27.9%
Divorced, no children	152	4.3%
Divorced, with children	288	8.1%
Widowed, no children	166	4.7%
Widowed, with children	315	8.9%

Q24. Education

	Count	%
7 years or less	34	1.0%
About 8-9 years	54	1.5%
About 10-11 years (e.g., vocational training)	182	5.1%
About 12 years (e.g., high school)	723	20.3%
About 13-14 years (e.g., technical education)	1097	30.8%
About 15 years (e.g., Bachelor's degree)	831	23.3%
About 16-17 years (e.g., Master's degree)	464	13.0%
18 years or more (e.g., PhD)	167	4.7%
Don't know	9	0.3%

Q25. Income

	Count	%
A lot above average	666	18.7%
Slightly above average	905	25.4%
Similar to the average	397	11.1%
Slightly below average	477	13.4%
A lot below average	648	18.2%
Don't know	47	1.3%
Prefer not to respond	420	11.8%

Q26. Work

	Count	%
Full-time work	338	9.5%
Part-time work	238	6.7%
Unemployed	52	1.5%
Retired	2761	77.6%
In unpaid position	50	1.4%
Other, please specify:	118	3.3%
Don't know	3	0.1%

Q27. Geographical situation

	Count	%
A big city	985	27.7%
The suburbs of a big city	879	24.7%
A town or small city	1201	33.7%
A country village	279	7.8%
A farm or home in the countryside	211	5.9%
Don't know	4	0.1%

Q28-29 Subjective Health and Life Satisfaction

	Count	
Thinking about your own life and personal circumstances, how satisfied are you with your life as a whole?	Low	244
	Medium	907
	High	2396
Thinking about your physical health, how satisfied are you with your health as a whole?	Low	460
	Medium	1318
	High	1778

Personnes âgées et Technologies
TELEVISION AND RADIO CONSUMPTION /
CANADIAN DATA
Summary

Data was weighted to allow inferential statistical analysis (see following table: *Final Weighted Sample – by Region*).

Final Weighted Sample – By Region						
	British Columbia	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic
Male	47%	48%	46%	46%	46%	47%
Female	53%	52%	54%	54%	54%	53%
Between 60 and 64	28%	31%	28%	27%	27%	28%
Between 65 and 69	24%	24%	23%	24%	24%	25%
Between 70 and 74	17%	16%	16%	17%	18%	18%
75 or older	31%	29%	33%	32%	31%	29%

⁹Data highlighted in yellow indicate significant statistical differences.

Q1 – Time spent on media

Q1 - Time spent on media - Age differences							
Item	ANOVA	Mean	SD	Post-hoc	60 - 64	65 - 69	70 - 74
11. Watched television on a tv set	.001	3:26:51	2:11:44	60 - 64			
		3:32:13	2:00:38	65 - 69	.848		
		3:43:03	2:08:06	70 - 74	.110	.457	
		3:49:17	2:15:37	75+	.002	.036	.807

-Individuals aged 75+ watch significantly more television on a tv set than 60-64/65-69 year old groups.

Q1 - Provinces with maritimes differences										
Item	K-W	Mean	SD	Post-hoc	AB	AT	BC	CN	FR	QC
14. Listened to radio on a radio set (FM, DAB, etc.)	.021	1:50:25	1:55:21	AB		1.000	0.959	0.049	0.898	0.363
		1:59:38	1:39:01	AT	1.000		1.000	0.460	1.000	0.938
		2:06:00	2:11:05	BC	0.959	1.000		0.925	1.000	1.000
		2:19:20	2:18:39	CN	0.049	0.460	0.925		0.998	1.000
		2:09:19	1:44:48	FR	0.898	1.000	1.000	0.998		1.000
	2:13:06	2:04:13	QC	0.363	0.938	1.000	1.000	1.000	1.000	

-Participants living in Alberta listen significantly more radio on a radio set than do Ontarian older adults.

Q1 - Education differences											
Item	K-W	Mean	SD	Post-hoc	7 or less	About 8-9	About 10 - 11	About 12	About 13 - 14	About 15	About 16 -17
11.Watched television on a tv set	.000	3:20:31	1:51:11	7 or less							
		3:58:41	1:51:29	About 8 -9	0.992						
		4:11:28	2:25:57	About 10 - 11	0.740	1.000					
		4:18:32	2:30:57	About 12	0.400	0.999	1.000				
		3:44:26	2:11:11	About 13 - 14	1.000	1.000	0.576	0.000			
		3:06:42	1:46:05	About 15	1.000	0.075	0.000	0.000	0.000		
		3:08:12	1:38:38	About 16 -17	1.000	0.123	0.000	0.000	0.000	1.000	
	3:17:41	2:14:45	18 or more	1.000	0.690	0.032	0.000	0.567	1.000	1.000	
Item	ANOVA	Mean	SD	Post-hoc	7 or less	About 8-9	About 10 - 11	About 12	About 13 - 14	About 15	About 16 -17
12.Watched television on a computer	.000			7 or less							
		2:25:41	1:59:10	About 8 -9							
		3:31:40	2:19:40	About 10 - 11		0.872					
		1:56:03	1:20:15	About 12		0.996	0.018				
		1:54:10	1:27:53	About 13 - 14		0.994	0.007	1.000			
		1:36:15	1:41:38	About 15		0.941	0.001	0.899	0.849		
		1:15:14	1:12:06	About 16 -17		0.757	0.000	0.287	0.173	0.844	
	1:28:32	1:14:08	18 or more		0.929	0.011	0.958	0.960	1.000	0.999	

-Generally, the higher the number of years of education, the less participants watch television on a tv set and/or computer. Precisely, participants that have about 12 years of education watch significantly more television on a tv set than those who have about 13-14 years or 16 and more years education. More so, participants who hold 10-11 years of education significantly more television on a computer than those who have 12 years or 15 and more.

Q1 - Income differences									
Item	K-W	Mean	SD	Post-hoc	A lot above	Slightly above	Similar	Slightly below	A lot below
11.Watched television on a tv set (flatscreen, etc.)	.000	3:08:43	1:45:48	A lot above					
		3:25:40	1:59:05	Slightly above	0.079				
		3:39:10	2:05:50	Similar	0.003	0.759			
		3:50:04	2:11:54	Slightly below	0.000	0.024	0.985		
		4:16:01	2:34:29	A lot below	0.000	0.000	0.002	0.077	
	3:35:35	2:10:28	No response	0.015	0.974	1.000	0.862	0.000	
Item	K-W	Mean	SD	Post-hoc	A lot above	Slightly above	Similar	Slightly below	A lot below
12.Watched television on a computer	.034	1:12:42	1:13:37	A lot above					
		1:40:08	1:25:42	Slightly above	0.526				
		1:42:44	1:35:14	Similar	0.788	1.000			
		2:00:55	1:42:54	Slightly below	0.301	0.994	1.000		
		2:04:57	1:38:06	A lot below	0.018	0.798	0.984	1.000	
	2:08:21	1:56:38	No response	0.320	0.977	0.997	1.000	1.000	
Item	K-W	Mean	SD	Post-hoc	A lot above	Slightly above	Similar	Slightly below	A lot below
14.Listened to radio on a radio set	.001	1:55:20	2:01:38	A lot above					
		2:05:01	2:00:59	Slightly above	0.977				
		2:35:19	2:25:00	Similar	0.009	0.105			
		2:18:45	2:07:04	Slightly below	0.204	0.883	0.952		
		2:13:30	2:05:56	A lot below	0.568	0.998	0.700	1.000	
	2:15:35	2:11:35	No response	0.562	0.995	0.883	1.000	1.000	

-Participants who assess their income as “a lot above” watch significantly less television on a tv set than individuals who assess their income as “slightly below” or “a lot below”. The same pattern emerges between “slightly above” and “a lot below” groups.

Q1 - Family status differences											
Item	K-W	Mean	SD	Post-hoc	Single, no	Single, with	Married, no	Married, with	Divorced, no	Divorced, with	Widowed, no
I1.Watched television on a tv set (flatscreen, etc.)	.000	4:11:15	2:37:03	Single, no							
		3:43:46	1:45:51	Single, with	0.990						
		3:29:55	1:51:56	Married, no	0.004	1.000					
		3:16:48	1:57:14	Married, with	0.000	0.961	0.277				
		4:01:32	2:27:40	Divorced, no	1.000	1.000	0.426	0.036			
		4:01:04	2:29:07	Divorced, with	1.000	1.000	0.067	0.001	1.000		
		4:04:52	2:45:05	Widowed, no	1.000	1.000	0.311	0.024	1.000	1.000	
		4:04:27	2:31:18	Widowed, with	1.000	1.000	0.009	0.000	1.000	1.000	1.000
Item	K-W	Mean	SD	Post-hoc	Single, no	Single, with	Married, no	Married, with	Divorced, no	Divorced, with	Widowed, no
I4.Listened to radio on a radio set	.001	2:14:11	2:03:40	Single, no							
		2:21:47	2:21:02	Single, with	1.000						
		2:00:54	1:53:09	Married, no	0.998	1.000					
		2:08:21	2:11:36	Married, with	1.000	1.000	1.000				
		2:18:42	2:06:43	Divorced, no	1.000	1.000	0.999	1.000			
		2:13:29	2:17:59	Divorced, with	1.000	1.000	1.000	1.000	1.000		
		2:21:17	2:13:15	Widowed, no	1.000	1.000	0.993	1.000	1.000	1.000	
		2:54:27	2:34:11	Widowed, with	0.238	1.000	0.001	0.016	0.821	0.330	0.891

-Single (with no children) individuals watch significantly more television on a tv set than married participants (with or without children). Married participants (with children) also watch less television on a tv set than individuals that are divorced or widowed, with or without children. As for radio, widowed (with or without children) listen to radio on a radio set significantly more than married (with or without children) participants.

Q4 and 5 – Time spent on audio and video

Q4 and Q5				
Item	ANOVA		Mean	SD
Q4. Time on Mp3, CD, Radio	.315	60 - 64	1:50:50	1:45:29
		65 - 69	2:02:31	1:58:36
		70 - 74	1:43:34	1:22:08
		75+	1:42:46	1:27:26
Item	ANOVA		Mean	SD
Q5. Watched video. DVD, TV, box, recorder	.995	60 - 64	2:34:19	2:00:37
		65 - 69	2:35:03	1:37:27
		70 - 74	2:33:06	1:39:16
		75+	2:35:43	1:52:33

-There are no significant age group differences as for the time spent listening to an MP3, CD player or Wifi radio; Likewise, as for watching video, DVD, TV box, or hard disk recordings.

Q3 – Frequencies

Q3 - Media equipment					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I1..MP3 player	0.000	229	152	109	120
I2.. Video recorder (VHS)	0.000	137	124	99	171
I3.DVD player	0.000	554	437	292	442
I4.TV box with internet access	0.000	305	224	187	222
I5.Wi-Fi radio	0.000	205	147	98	98
I6.Hard disc recorder	0.000	327	266	188	257
I7.CD player	0.000	452	394	290	471
I9.None of the above	0.000	155	169	131	347

-Media equipment significantly varies according to age groups. The 60-64 year old group possess significantly more audio and video equipment (with the exception of the video recorder and the CD player for which the 75+ year old group possess significantly more). The latter group actually possesses more media equipment than do the 70-74 group.

Q7 – Frequencies

Q7 - Phone use					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I3.Watching TV or video (e.g., YouTube)	0.000	821	144	68	39
I4. Listening to radio	0.000	823	106	54	31

-Watching TV or listening to radio on the mobile phone is mostly done by the 60-64 year old participants.

Q12 and Q13 – Frequencies

Q12 - Where do you listen to radio					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I1. At home – in the living room	0.000	325	257	207	364
I2. At home – in the bedroom	0.000	205	181	120	282
I3. At home – other than living room and bedroom	0.000	363	301	219	368
I4. At friends or family	0.000	47	24	10	14
I5. At work	0.000	119	33	10	15
I6. At place of study	0.290	12	6	5	9
I7. During transport	0.000	432	363	256	365
I8. In public places (café, supermarket, hairdresser, etc.)	0.000	87	53	20	22
I9. Other places – please specify:	0.000	191	153	103	185
I10. I never listen to radio	0.000	49	68	55	127
Q13 - Where do you watch television					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I1. At home – in the living room	0.000	790	653	468	809
I2. At home – in the bedroom	0.000	284	197	143	277
I3. At home – other than living room and bedroom	0.000	246	234	165	294
I4. At friends or family	0.000	109	69	38	65
I5. At work	0.000	19	7	2	1
I6. At place of study	0.181	3	4	2	8
I7. During transport	0.150	6	1	3	0
I8. In public places (café, supermarket, hairdresser, etc.)	0.024	49	34	24	32
I9. Other places – please specify:	0.000	32	33	28	74
I10. I never listen to radio	0.103	26	13	14	16

-Participants of all age groups, listen to radio mostly at home on during transportation; a similar pattern emerges as for the television (watching it mostly at home).

Q16, Q18 and Q20 – Frequencies

Q16 - Free time activities					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I9. Watch video or DVD	0.000	96	70	34	53
I11. Listen to radio	0.000	163	125	113	204
I12. Watch TV	0.000	581	515	384	711
Q18 - Information source					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I8. Turn on TV or radio	0.000	646	595	449	828
Q20 - Information for facts					
Items	χ^2	60 - 64	65 - 69	70 - 74	75+
I9. Turn on TV or radio	0.000	65	72	80	153

Q#16 asks participants what is their preferred media activity when they have free time: results indicate that 60-64 year old individuals would significantly watch more videos or DVDs than older individuals. However, the 75+ year old individuals prefer would prefer listing to radio and watching tv.

Q#18 and Q#20 ask participants which sources of information they would rely on to get some “important information (Q18, i.e. outcome of a political election) or “factual information” (Q20, i.e. historical date or economic figure): in both cases, results suggest that the 75+ year old individuals rely significantly more on tv or radio than would other age groups.

Q1, Q28, Q29 – Correlations

Q28 and Q 29 - Correlations with Q1							
		I1. TV on a tv set	I2.TV on a computer	I3.TV on a mobile phone	I4.Radio on radio set	I5.Radio on a computer	I6.Radio mobile phone
Satisfaction with health	Pearson	-.150**	-.078	.085	-.013	-.083	-.162
	Sig. (2-	.000	.175	.646	.548	.165	.145
	N	3069	305	32	1982	280	83
Satisfaction with life	Pearson	-.081**	-.039	.021	.002	-.117	-.151
	Sig. (2-	.000	.498	.908	.914	.050	.174
	N	3063	304	32	1978	279	83

** . Correlation is significant at the 0.01 level (2-tailed).

-The more positive is the subjective assessment of health and global life satisfaction, the less individuals watch TV, on a TV set. Other TV settings are not significantly correlated with these two variables.