Opinions of Canadians on the CBC

FCB Survey Summary - DRAFT

submitted by Nanos to Friends of Canadian Broadcasting, May 2017
(Submission 2017-1026)

NANOS

FRIENDS OF CANADIAN BROADCASTING

A majority of Canadians agree or somewhat agree that the CBC plays an important role in strengthening Canadian culture and identity, and that a strong and vibrant CBC is needed

A majority of Canadians agree or somewhat agree that in light of the corporate ownership of private media in Canada, a strong and vibrant CBC is more important than ever, as well as that the CBC plays an important role in Canadian culture and identity. Generally Canadians say the CBC's independence as a broadcaster has decreased or stayed the same, and most Canadians say if given the opportunity, they would advise their federal MP to either increase or maintain the CBC's funding.

Importance of the CBC

- **The majority of Canadians agree or somewhat agree that it is important to have a strong and vibrant CBC** – Nearly nine in ten Canadians agree (67%) or somewhat agree (19%) that with virtually all private news media in Canada being owned by only a few large corporations, it is more important than ever to have a strong and vibrant CBC. Four per cent somewhat disagree, while eight per cent disagree. Two per cent are unsure. These results are consistent with the 2015 and 2014 waves. Conservative Party voters were significantly more likely to disagree with this (24%), while NDP voters were the most likely to agree (82%).
- **Almost nine in ten Canadians agree or somewhat agree that the CBC plays an important role in strengthening Canadian culture and identity** – Just under nine in ten Canadians agree (68%) or somewhat agree (20%) that the CBC plays an important role in strengthening Canadian culture and identity, while two per cent somewhat disagree and eight per cent disagree. Two per cent are unsure. These results are consistent with the 2015 and 2014 waves. Once again, Conservative Party voters were much less likely to agree with this (42%) and more likely to disagree (23%) than voters for the other political parties and undecided voters.

Funding the CBC

- **The majority of Canadians say they would ask their MP to maintain or increase the CBC's funding** – Forty-three per cent of Canadians say that if given the opportunity to provide advice to their federal MP on an upcoming vote in the House of Commons regarding CBC funding, they would advise the MP vote to increase funding. Thirty-nine per cent say they would advise voting to maintain funding, while 14 per cent say decrease funding. Five per cent are unsure. Green Party voters were the most likely to advise on increasing funding (58%), while Conservative Party voters were most likely to advise on decreasing funding (41%). These results are fairly consistent with the previous wave in 2015.

Confidential

Independence of the CBC

- **Almost two in five Canadians say the CBC's independence has decreased in the past four years** – Thirty-six per cent of Canadians say the CBC's independence as a broadcaster has decreased over the past four years (a slight decrease from 42% in 2015), while 32 per cent say it has stayed the same (36% in 2015), and 15 per cent say it has increased (11% in 2015). Seventeen per cent are unsure. Liberal Party voters were the least likely to say the CBC's independence has decreased (26%), and most likely to say it has increased (21%). Bloc Quebecois voters were the most likely to say it has decreased (62%).
- **Over half of Canadians say the Prime Minister's power to appoint the CBC president and Board of Directors gives the government too much influence** – A little over half of Canadians (54%) say that the Prime Minister's power to appoint the CBC President and Board of Directors gives the government too much influence, while 26 per cent say the CBC is independent and it doesn't matter who appoints the Board of Directors and President. Twenty per cent are unsure. Liberal Party voters were the least likely to say the PM appointing the President and Board gives too much influence (42%), while Conservative and Bloc Quebecois voters were the most likely to say this (68% and 66% respectively).

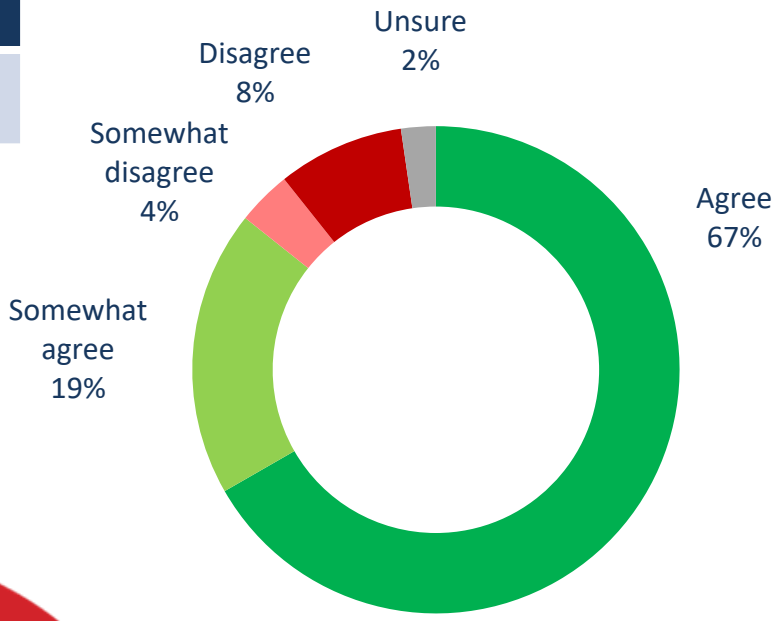
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 12th to 16th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Friends of Canadian Broadcasting.

Importance of the CBC

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+73.7



Subgroups	Agree/ Somewhat agree
Male (n=503)	80.9%
Female (n=497)	90.4%
Liberal (n=367)	95.2%
Conservative (n=275)	65.6%
NDP (n=170)	94.5%
Bloc Quebecois (n=39)	90.5%
Green Party (n=58)	90.2%
Undecided (n=91)	88.2%

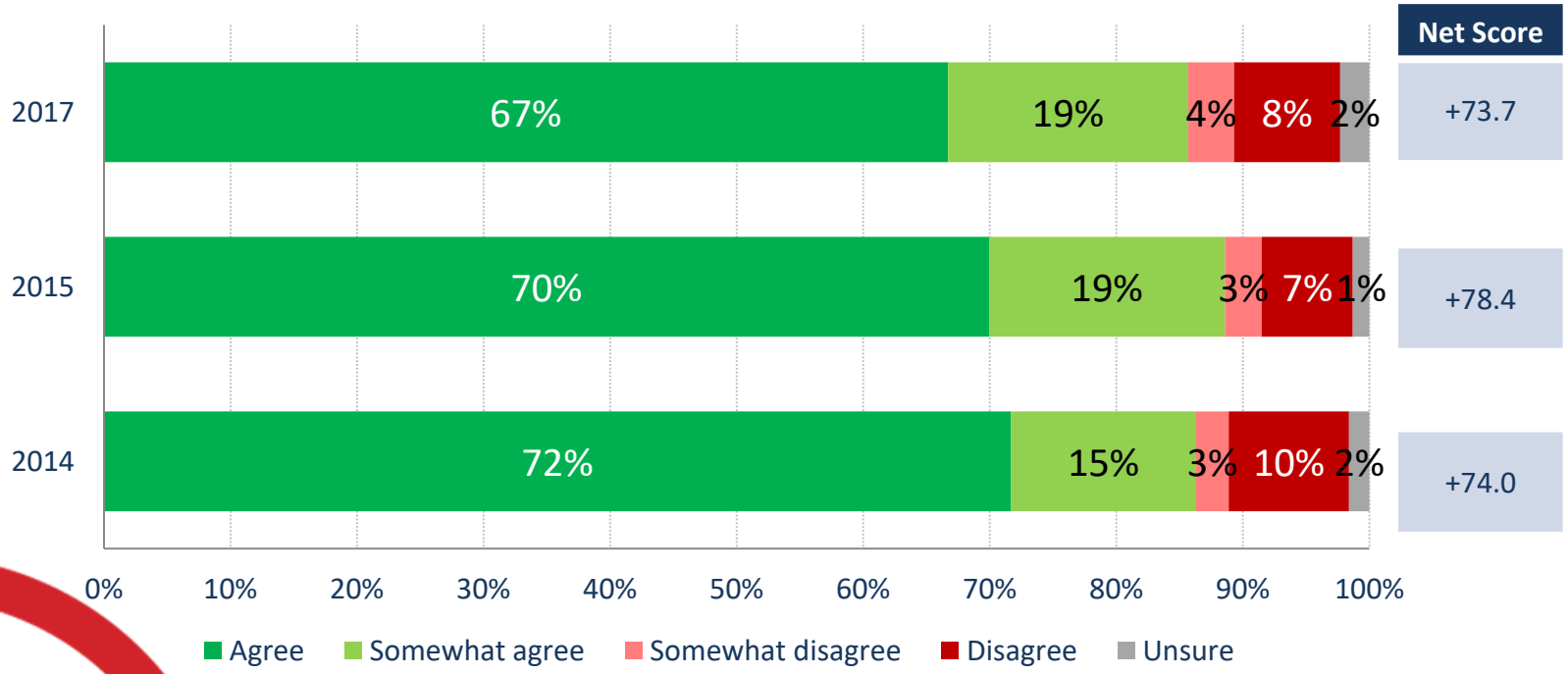
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

Now that virtually all private news media in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC

Importance of the CBC

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

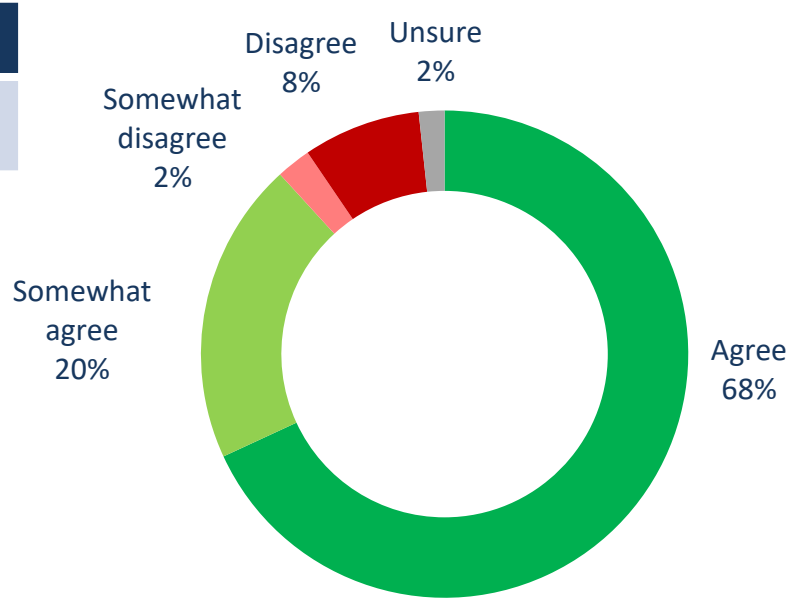
QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

Now that virtually all private news media in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC

The CBC's role in Canadian culture and identity

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+78.1



Subgroups	Agree/ Somewhat agree
Male (n=503)	83.0%
Female (n=497)	93.0%
Liberal (n=367)	97.4%
Conservative (n=275)	68.8%
NDP (n=170)	94.7%
Bloc Quebecois (n=39)	88.6%
Green Party (n=58)	94.1%
Undecided (n=91)	93.2%

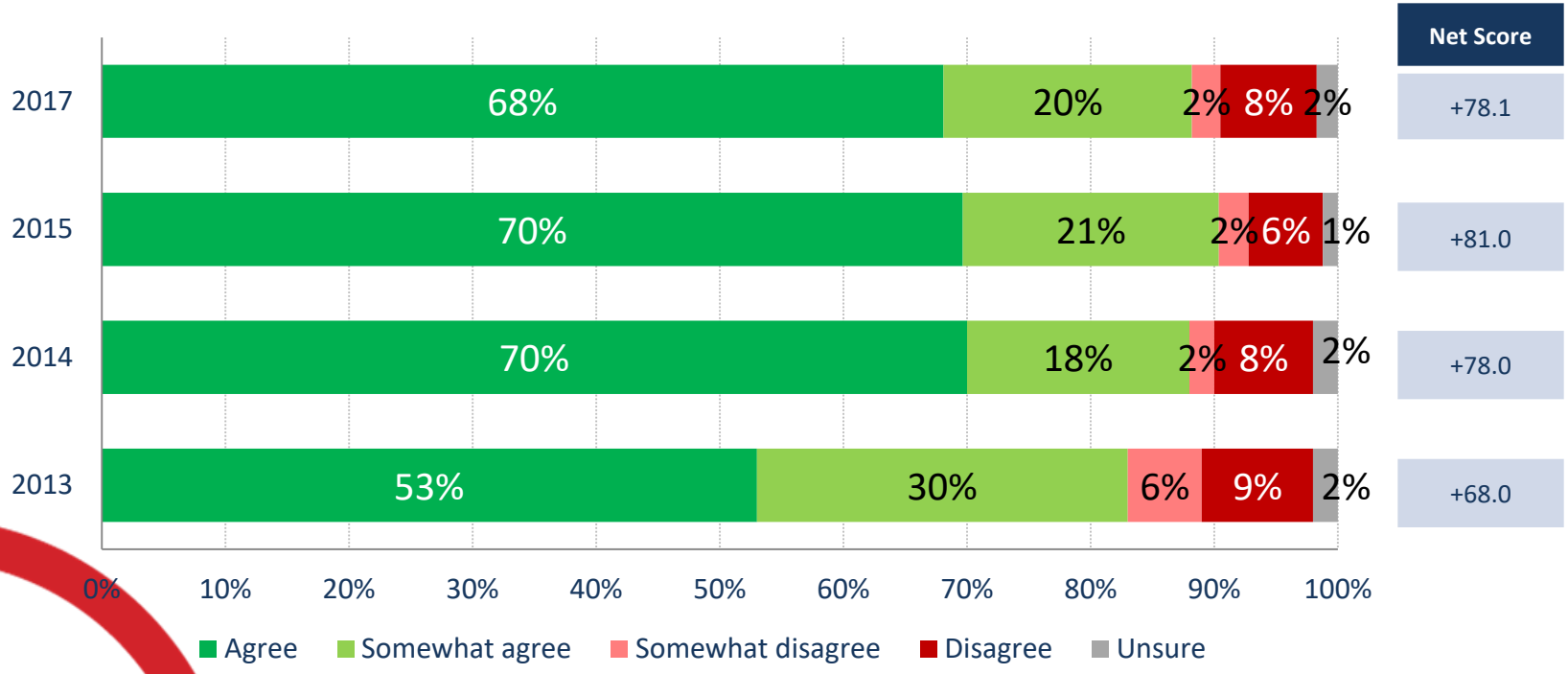
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

The CBC plays an important role in strengthening Canadian culture and identity

The CBC's role in Canadian culture and identity

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to 19th, 2013, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

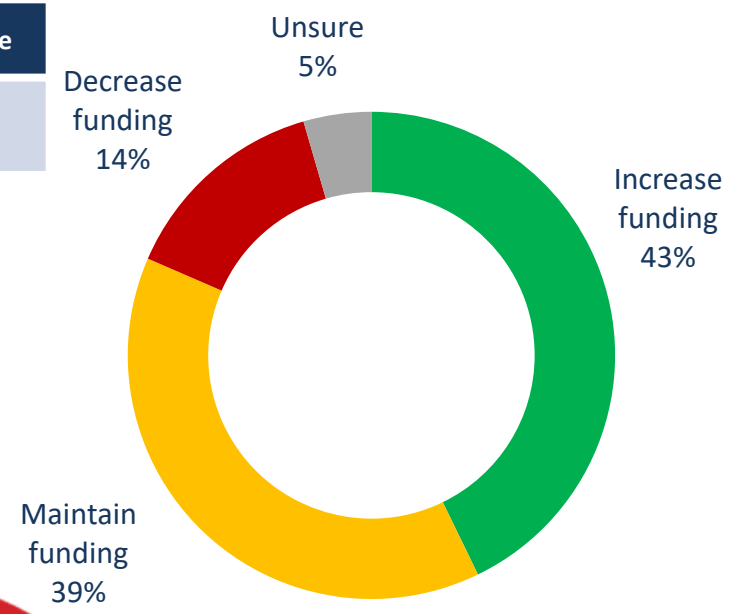
QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

The CBC plays an important role in strengthening Canadian culture and identity

Funding the CBC

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+28.8



Subgroups	Increase funding	Decrease Funding	Maintain Funding
Male (n=503)	42.9%	19.9%	33.1%
Female (n=497)	42.7%	8.5%	43.9%
Liberal (n=367)	51.5%	2.3%	41.9%
Conservative (n=275)	20.4%	40.9%	33.8%
NDP (n=170)	53.0%	4.4%	38.4%
Bloc Quebecois (n=39)	21.8%	8.7%	63.5%
Green Party (n=58)	58.2%	4.0%	35.1%
Undecided (n=91)	56.2%	6.3%	33.0%

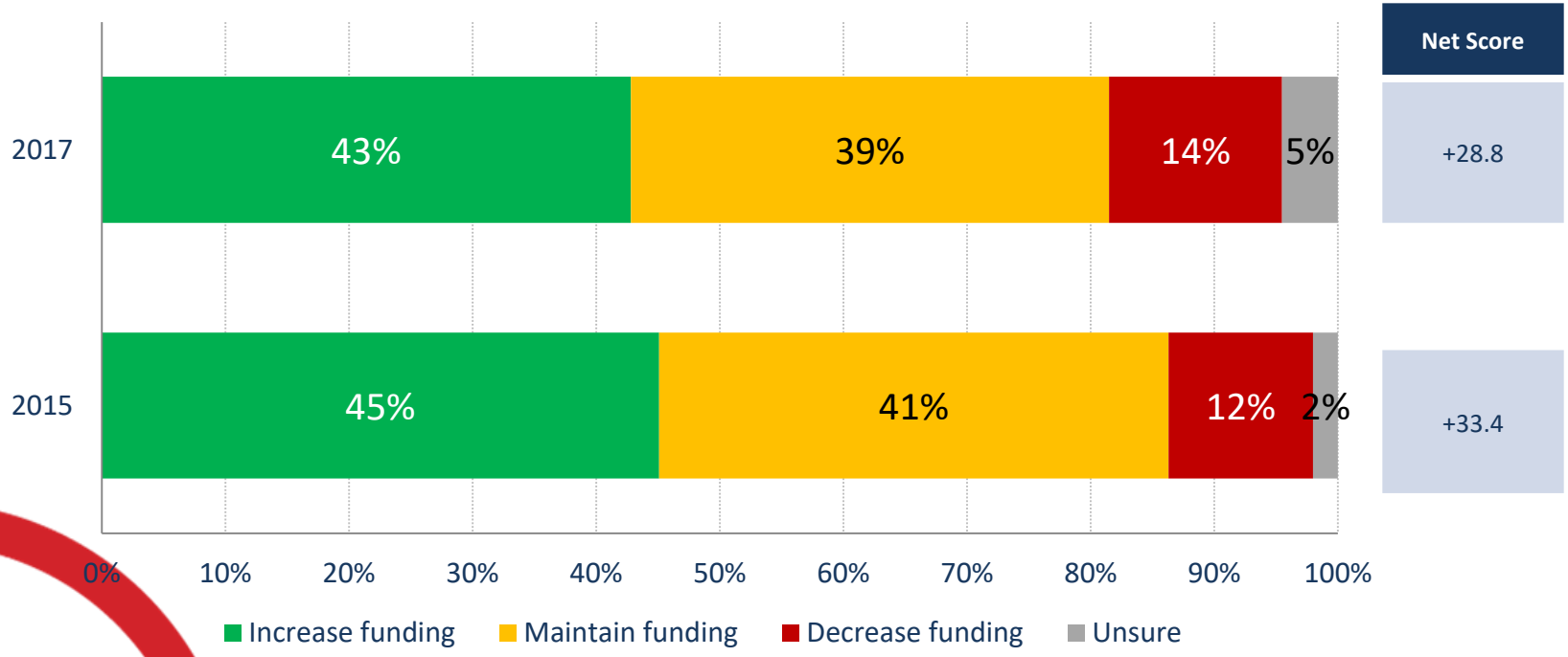
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Assume for a moment that your federal Member of Parliament asked for your advice on an upcoming vote in the House of Commons on what to do about CBC funding. Which of the following three options would you advise him/her to vote for?

Funding the CBC

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

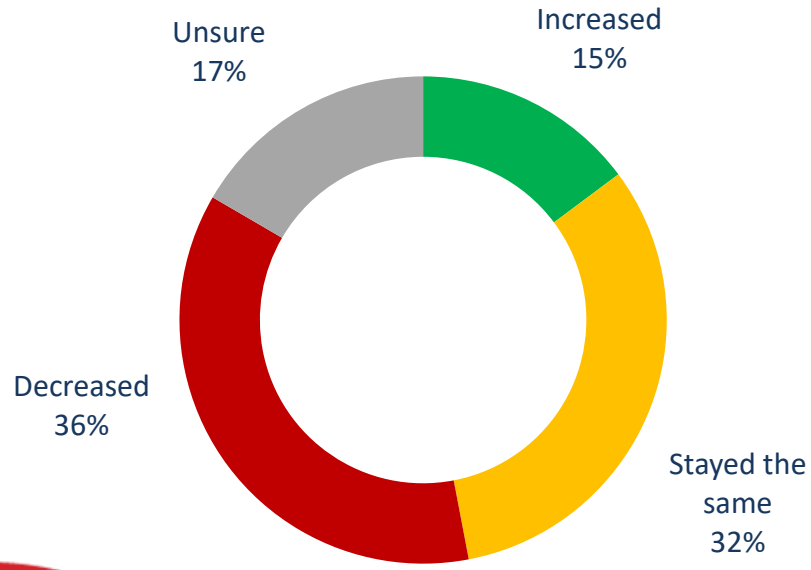


***Note: Charts may not add up to 100 due to rounding**

QUESTION – Assume for a moment that your federal Member of Parliament asked for your advice on an upcoming vote in the House of Commons on what to do about CBC funding. Which of the following three options would you advise him/her to vote for?

CBC's Independence over past four years

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Increased	Decreased	Stayed the same
Male (n=503)	11.7%	38.4%	34.4%
Female (n=497)	17.8%	34.4%	30.2%
Liberal (n=367)	20.5%	26.3%	38.4%
Conservative (n=275)	13.0%	42.6%	26.7%
NDP (n=170)	11.5%	40.4%	32.5%
Bloc Quebecois (n=39)	-	61.5%	25.8%
Green Party (n=58)	10.4%	37.0%	29.3%
Undecided (n=91)	13.2%	39.3%	28.3%

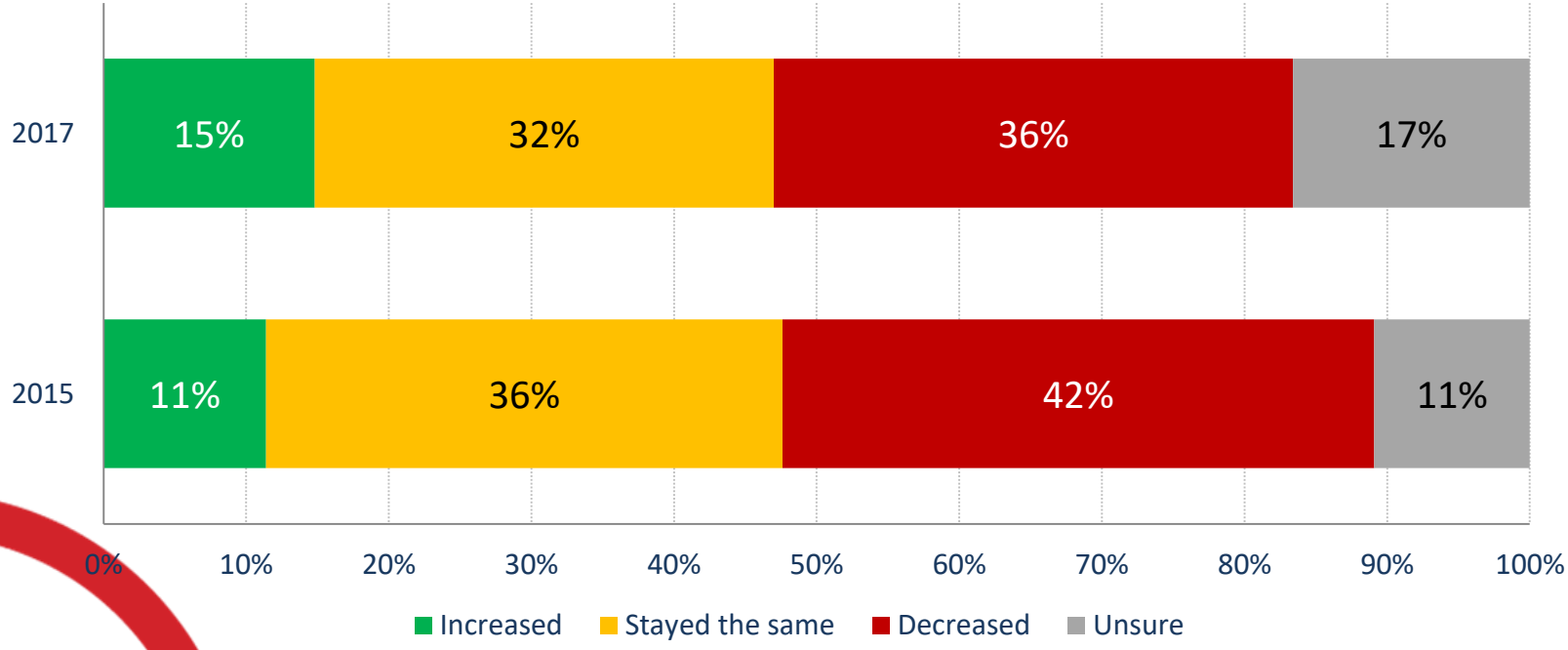
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that the CBC's independence as a broadcaster has increased, decreased, or stayed the same over the past four years?

CBC's Independence over past four years

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

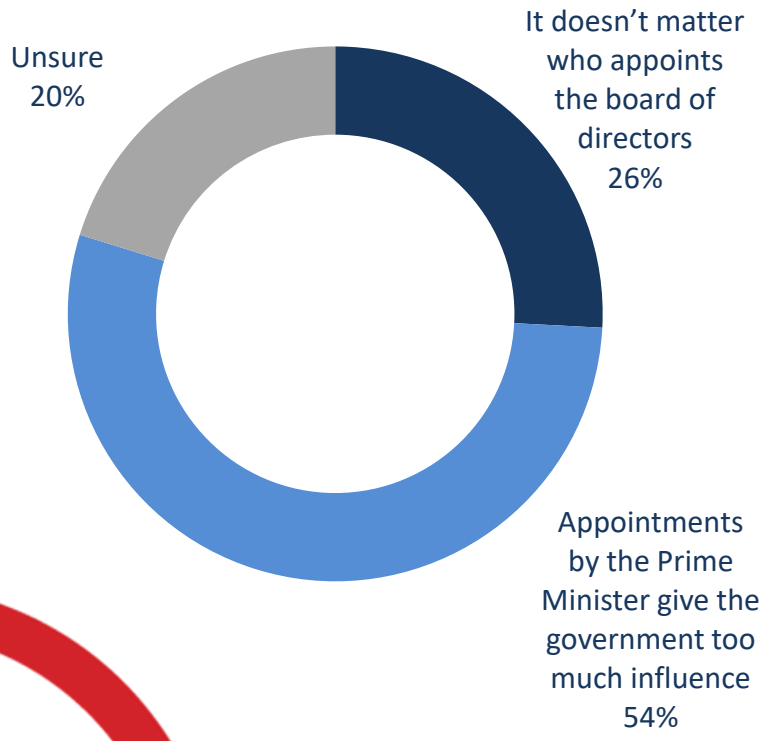


***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that the CBC's independence as a broadcaster has increased, decreased, or stayed the same over the past four years?

Appointing CBC Board of Directors

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



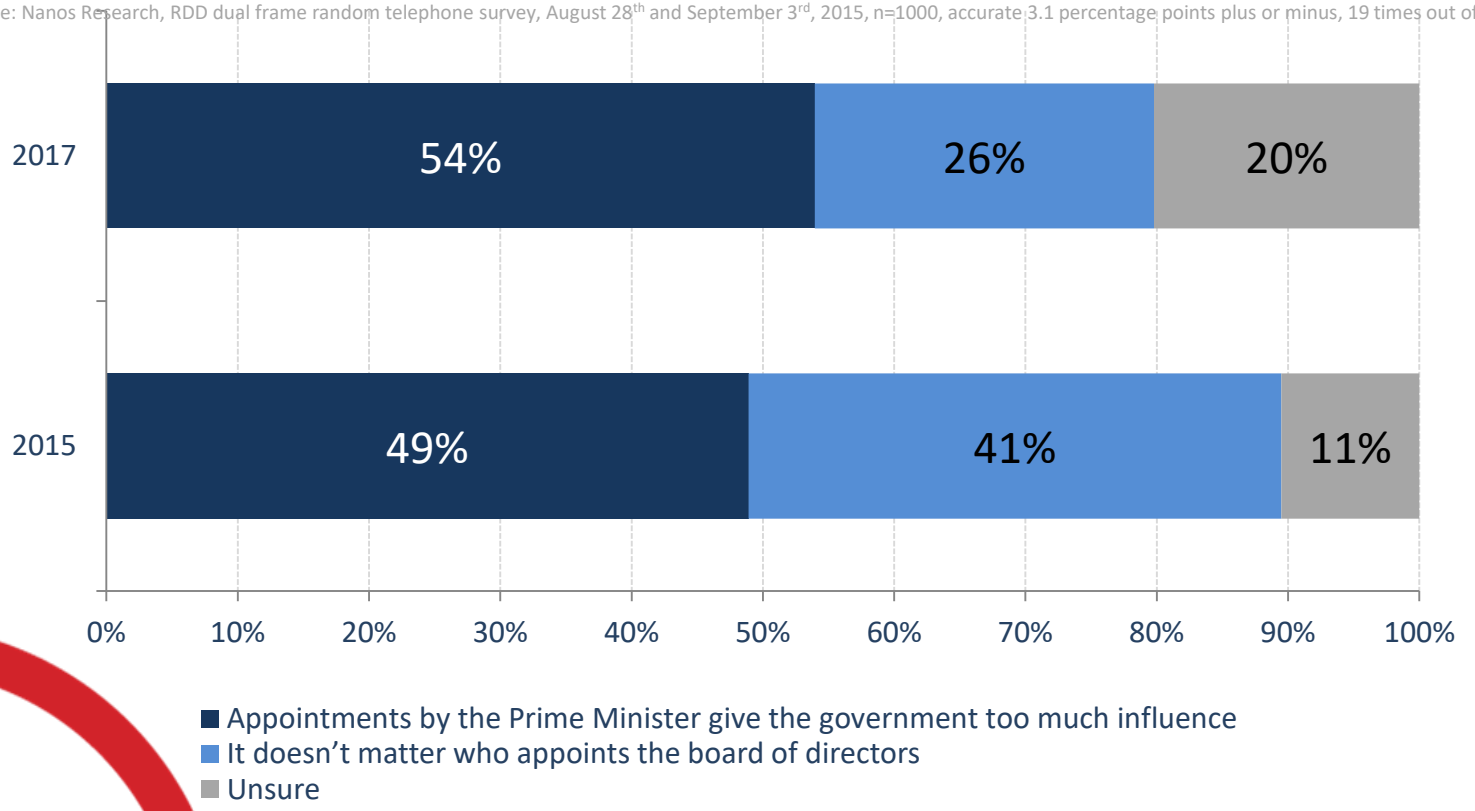
Subgroups	Appoints by PM give too much influence
Male (n=503)	58.9%
Female (n=497)	49.3%
Liberal (n=367)	41.7%
Conservative (n=275)	67.7%
NDP (n=170)	54.5%
Bloc Quebecois (n=39)	65.6%
Green Party (n=58)	53.7%
Undecided (n=91)	55.6%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Thinking specifically about the CBC, which of the following two statements is closer to your own opinion? The Prime Minister's power to appoint the CBC President and Board of Directors gives the government too much influence over the nature and content of programs broadcast on the CBC or the CBC is independent and it doesn't matter who appoints the Board of Directors and President.

Appointing CBC Board of Directors

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 12th to 16th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Thinking specifically about the CBC, which of the following two statements is closer to your own opinion? The Prime Minister's power to appoint the CBC President and Board of Directors gives the government too much influence over the nature and content of programs broadcast on the CBC or the CBC is independent and it doesn't matter who appoints the Board of Directors and President.

Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 12th to 16th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Friends of Canadian Broadcasting.

Note: Charts may not add up to 100 due to rounding.

Other Research Cited

Nanos Research:

A Nanos Research RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians between August 28th and September 3rd, 2015. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Individuals randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20. The research was commissioned by Friends of Canadian Broadcasting in collaboration with ACTRA and UNIFOR.

A Nanos Research RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians between August 16th and 25th, 2014. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Individuals randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20. The research was commissioned by Friends of Canadian Broadcasting in collaboration with ACTRA and UNIFOR.
http://www.friends.ca/files/PDF/nanos-what-canadians-think-about-tv.pdf

A National Nanos RDD random survey of 1,000 Canadians conducted between June 16th and 19th, 2013. This field period included two evenings when the Stanley Cup Finals were on television. Participants were randomly recruited by telephone and administered a survey online. The results were statistically checked and weighted using the latest Census data. The margin of error for a random survey of 1,000 Canadians is ±3.1%, 19 times out of 20.
https://www.friends.ca/files/PDF/2013-388-FCB-Report.pdf

Pollara:
An online survey conducted among Pollara's 100,000 member panel of Canadians 18 years of age and older. The representative sample consisted of 3,361 Canadians. Results are considered accurate to ±1.69% nineteen times out of twenty. No quotas were set, but upon completion of the survey, the data was weighted by age, gender and region to ensue that the results shown in this report are representative of the opinions of the Canadian general public. The survey was fielded from April 20th to April 24th, 2009. http://www.friends.ca/poll/8288

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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Technical Note

Element	Description
Organization who commissioned the research	Friends of Canadian Broadcasting
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 12th to 16th, 2017.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	14 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This is report one (1) of two (2), with report two to be released. This was module two of an omnibus survey. The preceding module included questions about top unprompted national issue of concern and voting preferences. This module included a mix of questions about the CBC, local broadcasting, and news sources in Canada.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

Tabulations

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Liberal Party	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Would consider	%	59.3	84.8	51.9	60.1	53.2	61.1	57.4	61.0	61.3	61.5	56.5	58.9	58.6
	Would not consider	%	32.2	9.7	38.7	31.8	39.0	27.8	36.3	28.3	30.6	31.5	33.4	33.8	31.7
	Unsure	%	8.6	5.6	9.4	8.1	7.8	11.2	6.3	10.7	8.1	6.9	10.1	7.2	9.7

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Conservative Party	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Would consider	%	43.5	41.5	25.0	49.6	64.4	35.6	47.3	39.9	44.1	52.7	46.8	38.0	39.0
	Would not consider	%	48.5	48.7	65.7	41.8	29.7	58.3	46.4	50.5	52.7	43.2	44.2	50.3	50.4
	Unsure	%	8.0	9.8	9.3	8.6	5.9	6.1	6.3	9.6	3.1	4.1	8.9	11.7	10.6

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - NDP	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Would consider	%	50.5	55.3	50.1	51.0	39.4	62.0	46.9	54.0	61.6	49.0	43.6	47.5	50.3
	Would not consider	%	37.8	28.0	33.3	36.4	53.6	33.3	42.7	33.1	33.0	39.5	37.5	39.4	39.3
	Unsure	%	11.7	16.7	16.5	12.6	7.0	4.7	10.4	12.9	5.4	11.5	18.9	13.2	10.4

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Bloc Québécois	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Would consider	%	6.6	.0	26.4	.0	.0	.0	6.9	6.3	6.0	5.0	5.6	8.6	7.4
	Would not consider	%	89.8	100.0	59.0	100.0	100.0	100.0	90.5	89.1	91.4	92.2	89.4	88.0	88.5
	Unsure	%	3.6	.0	14.6	.0	.0	.0	2.6	4.6	2.6	2.8	5.0	3.4	4.2

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Green Party	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Would consider	%	40.2	35.6	31.0	44.1	28.2	66.9	37.1	43.2	46.1	36.5	38.5	37.2	41.5
	Would not consider	%	45.3	45.4	53.2	39.7	57.2	27.2	51.2	39.6	40.9	50.5	45.5	46.4	44.2
	Unsure	%	14.5	19.1	15.9	16.2	14.7	5.8	11.7	17.3	13.0	13.0	16.0	16.4	14.3

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Vote Profile	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Liberal Party	%	36.5	56.7	35.9	37.1	26.2	36.7	35.7	37.3	32.5	33.1	37.9	37.3	40.1
	Conservative Party	%	27.7	16.5	14.1	33.6	48.2	19.0	30.0	25.6	27.7	33.5	30.5	26.5	23.1
	NDP	%	17.1	15.8	16.1	16.3	12.5	27.1	16.9	17.2	21.1	17.2	13.3	17.1	16.7
	Bloc Québécois	%	3.8	.0	15.0	.0	.0	.0	4.7	2.8	1.7	3.2	3.0	6.1	4.5
	Green	%	6.1	5.5	7.6	4.7	3.9	10.0	3.7	8.4	8.8	3.8	6.2	4.0	7.1
	Undecided	%	8.7	5.5	11.2	8.3	9.1	7.3	8.9	8.6	8.1	9.2	9.1	9.0	8.5

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				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot	Total	Unwgt N	909	95	219	275	181	139	457	452	160	154	186	195	214
		Wgt N	913	94	222	275	182	139	444	469	181	148	170	172	243
	Liberal Party	%	40.0	60.0	40.4	40.5	28.9	39.5	39.2	40.8	35.4	36.4	41.7	41.0	43.8
	Conservative Party	%	30.4	17.5	15.9	36.6	53.1	20.4	32.9	28.1	30.2	36.9	33.6	29.1	25.3
	NDP	%	18.7	16.7	18.2	17.8	13.8	29.2	18.6	18.9	23.0	18.9	14.6	18.8	18.3
	Bloc Québécois	%	4.1	.0	16.9	.0	.0	.0	5.2	3.1	1.9	3.5	3.3	6.7	4.9
	Green	%	6.7	5.8	8.6	5.1	4.3	10.8	4.1	9.2	9.6	4.2	6.8	4.4	7.8

Do you trust, somewhat trust, somewhat mistrust or mistrust the following sources of news? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Facebook	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Trust	%	3.5	.7	6.7	3.5	2.0	1.7	3.3	3.6	8.2	4.4	.9	1.0	2.9
	Somewhat trust	%	12.6	10.3	14.8	12.9	14.8	6.7	11.7	13.4	12.1	15.8	18.4	8.1	10.0
	Somewhat mistrust	%	31.0	28.0	27.5	34.5	31.2	31.3	28.9	33.0	34.0	31.1	28.9	29.1	31.4
	Mistrust	%	46.1	52.2	43.1	42.1	45.7	55.8	49.8	42.6	39.7	41.4	47.0	52.5	48.6
	Unsure	%	6.9	8.7	7.9	6.9	6.3	4.5	6.4	7.3	6.0	7.3	4.7	9.3	7.1

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Do you trust, somewhat trust, somewhat mistrust or mistrust the following sources of news? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Twitter	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Trust	%	4.0	2.1	5.7	5.7	2.6	1.1	4.1	4.0	7.2	6.0	3.3	3.2	1.6
	Somewhat trust	%	15.1	9.4	11.3	19.5	16.0	15.5	13.5	16.7	18.7	22.0	18.2	10.4	9.4
	Somewhat mistrust	%	23.8	20.9	20.2	25.4	25.3	26.4	23.8	23.7	29.1	27.6	24.5	17.2	21.7
	Mistrust	%	41.7	48.5	40.0	40.5	42.0	41.9	45.7	37.9	30.3	30.5	40.9	49.2	52.2
	Unsure	%	15.3	19.1	22.8	8.8	14.1	15.1	12.8	17.7	14.7	13.9	13.1	20.0	15.0

Do you trust, somewhat trust, somewhat mistrust or mistrust the following sources of news? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Newspapers	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Trust	%	35.3	41.3	35.5	39.9	27.9	31.6	33.5	37.0	33.1	35.6	36.0	37.8	34.5
	Somewhat trust	%	48.1	47.3	51.1	40.7	53.0	52.2	46.6	49.6	45.7	49.1	50.3	43.8	50.9
	Somewhat mistrust	%	9.4	8.1	5.8	10.7	13.9	7.7	10.5	8.4	13.6	8.4	5.9	11.4	7.9
	Mistrust	%	5.3	1.7	5.0	7.4	3.1	7.2	6.4	4.4	4.2	6.5	5.7	4.5	5.9
	Unsure	%	1.8	1.7	2.5	1.4	2.0	1.2	3.0	.7	3.4	.5	2.1	2.6	.7

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Do you trust, somewhat trust, somewhat mistrust or mistrust the following sources of news? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Broadcast TV	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Trust	%	31.6	36.2	35.1	33.9	23.9	28.1	27.2	35.7	26.2	29.8	30.8	36.1	33.9
	Somewhat trust	%	47.7	42.5	51.6	44.0	48.0	51.8	48.3	47.2	48.7	51.6	50.3	41.8	47.1
	Somewhat mistrust	%	11.6	13.5	5.8	11.3	18.6	11.1	12.3	10.9	12.0	8.4	10.2	14.1	12.4
	Mistrust	%	7.6	6.0	5.5	9.1	8.0	8.2	10.7	4.6	11.6	7.8	7.5	6.3	5.3
	Unsure	%	1.6	1.7	2.0	1.7	1.4	.7	1.4	1.7	1.6	2.3	1.2	1.7	1.3

Do you trust, somewhat trust, somewhat mistrust or mistrust the following sources of news? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Radio	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Trust	**%**	**33.3**	**37.4**	**35.2**	**37.3**	**24.6**	**31.0**	**30.7**	**35.7**	**29.7**	**26.7**	**35.0**	**41.2**	**33.1**
	Somewhat trust	**%**	**51.1**	**54.1**	**51.1**	**44.1**	**56.2**	**56.0**	**52.6**	**49.6**	**52.6**	**56.6**	**52.5**	**41.8**	**52.2**
	Somewhat mistrust	**%**	**9.3**	**5.1**	**5.2**	**10.5**	**17.2**	**6.4**	**8.9**	**9.7**	**10.5**	**10.0**	**5.6**	**10.9**	**9.6**
	Mistrust	**%**	**3.4**	**1.7**	**4.8**	**4.7**	**.8**	**2.9**	**5.3**	**1.5**	**3.9**	**3.1**	**5.4**	**2.3**	**2.5**
	Unsure	**%**	**2.9**	**1.7**	**3.7**	**3.4**	**1.2**	**3.8**	**2.4**	**3.4**	**3.3**	**3.5**	**1.5**	**3.8**	**2.5**

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Do you trust, somewhat trust, somewhat mistrust or mistrust the following sources of news? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Online news (not affiliated with a newspaper or broadcast organization)	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Trust	%	5.3	5.0	9.5	4.8	2.4	3.4	5.3	5.3	8.3	4.6	6.2	3.0	4.5
	Somewhat trust	%	28.8	25.8	22.6	32.6	29.4	32.9	32.4	25.4	30.9	28.3	27.3	27.5	29.7
	Somewhat mistrust	%	30.0	31.8	26.0	29.2	36.4	28.2	27.1	32.7	28.1	31.4	37.6	29.4	25.4
	Mistrust	%	30.5	27.5	33.0	29.3	28.6	33.1	29.5	31.4	27.9	28.3	24.1	34.3	35.5
	Unsure	%	5.4	9.9	8.9	4.0	3.2	2.4	5.6	5.2	4.7	7.3	4.8	5.8	4.9

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - As you may know, one third of journalism jobs have disappeared in Canada since 2010, largely because companies are buying more advertising online rather than in newspapers or on TV and radio. Which statement is closest to your own view:[ROATE]	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	The loss of jobs is just the inevitable result of technological change and nothing can be done about it	%	33.9	35.2	33.5	36.9	39.8	19.5	39.3	28.8	36.9	37.2	33.2	38.0	27.1
	Quality journalism is important for the future of our democracy. The federal government should take steps to address the decline of journalism jobs	%	58.2	54.6	61.6	54.3	54.1	67.8	51.5	64.5	54.5	52.7	58.3	56.6	65.2
	Unsure	%	8.0	10.1	4.9	8.8	6.0	12.7	9.3	6.8	8.6	10.2	8.5	5.4	7.7

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			Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you think the quality of local news in your community is better, the same or worse compared to 10 years ago?	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Better	%	13.6	10.0	19.7	14.8	10.8	7.6	11.3	15.9	12.5	18.4	10.7	13.0	14.1
	The same	%	35.1	36.2	42.2	28.8	38.9	30.1	38.3	32.0	33.1	29.6	40.3	34.4	36.8
	Worse	%	43.5	46.3	29.5	48.8	43.8	54.1	43.6	43.4	44.5	39.5	44.6	45.7	43.0
	Unsure	%	7.7	7.6	8.6	7.7	6.5	8.2	6.8	8.7	9.9	12.5	4.5	7.0	6.1

			Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you care, somewhat care, somewhat not care or not care that there are fewer journalists in Canada to help create quality news?	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Care	%	46.4	53.9	30.7	51.7	40.4	65.5	43.3	49.4	39.5	41.6	45.3	49.3	53.3
	Somewhat care	%	35.2	33.0	41.9	34.3	38.1	23.3	33.9	36.3	40.7	31.9	38.4	34.1	31.5
	Somewhat not care	%	9.6	3.3	15.8	6.6	11.2	7.3	11.1	8.2	8.1	15.4	7.9	7.7	9.6
	Not care	%	8.1	8.1	10.9	6.8	9.6	4.0	10.8	5.6	11.3	10.6	7.2	7.1	5.5
	Unsure	%	.7	1.7	.7	.7	.8	.0	.9	.5	.4	.5	1.1	1.8	.0

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Given the choice, would you prefer that the Government of Canada be active in supporting local news or that it do nothing and allow the free market to decide the future of local news?	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Be active in supporting local news	%	54.2	65.6	57.9	49.9	49.0	56.1	49.1	59.1	57.9	49.3	48.8	50.4	60.9
	Allow the free market to decide the future	%	32.4	22.6	30.6	34.1	39.5	29.0	38.6	26.5	28.5	41.0	32.3	33.9	28.9
	Unsure	%	13.4	11.8	11.5	16.1	11.5	14.9	12.3	14.4	13.6	9.7	18.9	15.7	10.1

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Cable companies	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	3.2	3.1	3.7	3.0	3.1	2.9	3.1	3.3	3.1	3.3	3.1	3.2	3.2
	Very low trust and confidence (1)	%	19.8	22.2	10.4	24.7	18.6	25.6	22.2	17.6	23.5	17.5	21.4	17.4	19.1
	2	%	15.7	22.5	12.4	16.1	19.0	11.9	16.6	15.0	13.8	17.0	12.5	18.0	17.1
	3	%	19.8	17.1	18.0	19.8	20.5	23.2	19.5	20.0	17.2	19.8	21.4	19.4	20.7
	4	%	15.4	11.7	20.0	13.5	13.5	16.4	15.6	15.3	18.4	12.0	17.0	15.3	14.2
	5	%	18.5	17.1	20.3	17.6	20.8	15.3	17.8	19.2	20.6	19.7	15.9	19.4	17.6
	6	%	5.5	4.2	10.0	5.0	3.3	2.7	3.8	7.1	3.0	8.2	5.4	5.2	5.9
	Very high trust and confidence (7)	%	1.5	3.5	3.2	.4	.8	.6	.8	2.2	.4	2.0	.7	.9	3.0
	Unsure	%	3.8	1.7	5.6	2.8	3.5	4.3	3.9	3.7	3.0	3.8	5.6	4.5	2.4

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Cable companies	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	55.3	61.8	40.8	60.6	58.1	60.7	58.2	52.6	54.5	54.2	55.3	54.8	56.9
	Average trust and confidence (4)	%	15.4	11.7	20.0	13.5	13.5	16.4	15.6	15.3	18.4	12.0	17.0	15.3	14.2
	High trust and confidence (5-7)	%	25.5	24.8	33.5	23.0	24.9	18.6	22.4	28.5	24.1	30.0	22.0	25.4	26.4
	Unsure (77)	%	3.8	1.7	5.6	2.8	3.5	4.3	3.9	3.7	3.0	3.8	5.6	4.5	2.4

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Private broadcasters	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	3.7	3.7	4.1	3.5	3.7	3.4	3.7	3.6	3.4	3.7	3.8	3.7	3.7
	Very low trust and confidence (1)	%	12.1	16.6	4.9	15.0	9.4	18.6	12.2	12.0	14.4	11.0	12.8	10.8	11.4
	2	%	13.4	10.6	12.7	14.8	13.9	13.1	13.4	13.5	17.1	12.7	10.5	12.2	14.1
	3	%	16.7	18.4	18.1	15.4	16.2	16.9	16.4	17.1	17.3	17.6	16.3	18.9	14.7
	4	%	19.6	16.9	17.6	16.5	27.3	20.7	19.5	19.7	19.7	17.1	20.1	19.3	20.9
	5	%	18.4	18.3	20.3	21.5	15.8	12.6	18.2	18.6	16.0	19.1	18.9	17.1	20.4
	6	%	10.0	11.7	12.7	7.5	9.6	10.1	10.6	9.5	7.1	12.0	12.8	10.1	9.0
	Very high trust and confidence (7)	%	3.9	4.9	6.7	2.4	3.0	2.3	4.5	3.2	3.0	2.9	4.4	4.9	3.9
	Unsure	%	5.9	2.6	7.1	6.8	5.0	5.5	5.2	6.5	5.4	7.7	4.2	6.8	5.6

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Private broadcasters	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	42.3	45.6	35.7	45.3	39.5	48.7	42.0	42.5	48.7	41.3	39.6	41.9	40.2
	Average trust and confidence (4)	%	19.6	16.9	17.6	16.5	27.3	20.7	19.5	19.7	19.7	17.1	20.1	19.3	20.9
	High trust and confidence (5-7)	%	32.3	34.9	39.7	31.5	28.3	25.1	33.3	31.3	26.2	33.9	36.1	32.0	33.2
	Unsure (77)	%	5.9	2.6	7.1	6.8	5.0	5.5	5.2	6.5	5.4	7.7	4.2	6.8	5.6

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The Canadian government	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	4.4	4.6	4.5	4.4	3.9	4.3	4.2	4.5	4.5	4.4	4.3	4.4	4.3
	Very low trust and confidence (1)	%	11.1	6.6	7.5	11.3	17.7	10.9	14.1	8.3	12.7	11.8	13.7	7.3	10.4
	2	%	6.3	9.0	4.1	6.1	8.6	5.3	7.7	4.9	3.8	6.1	4.2	7.3	8.9
	3	%	10.2	9.2	9.3	9.9	11.5	11.1	8.6	11.7	8.1	9.8	9.4	9.6	12.8
	4	%	17.7	14.8	22.6	15.9	17.4	15.5	16.5	18.8	17.7	14.8	17.6	24.7	14.5
	5	%	24.0	27.9	25.0	24.6	16.4	28.6	20.1	27.7	20.2	25.9	26.2	23.6	24.4
	6	%	18.0	20.0	19.6	16.9	16.2	18.7	20.8	15.4	20.9	15.2	16.4	16.4	20.0
	Very high trust and confidence (7)	%	10.1	11.7	8.9	13.4	8.4	7.0	9.4	10.8	12.1	11.9	9.4	10.0	8.2
	Unsure	%	2.6	.8	3.1	1.9	3.8	2.8	2.8	2.4	4.6	4.4	3.1	1.1	.9

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The Canadian government	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	27.5	24.8	20.9	27.2	37.8	27.4	30.3	24.9	24.6	27.7	27.3	24.2	32.1
	Average trust and confidence (4)	%	17.7	14.8	22.6	15.9	17.4	15.5	16.5	18.8	17.7	14.8	17.6	24.7	14.5
	High trust and confidence (5-7)	%	52.2	59.6	53.4	54.9	41.0	54.4	50.3	53.9	53.2	53.0	52.0	50.0	52.5
	Unsure (77)	%	2.6	.8	3.1	1.9	3.8	2.8	2.8	2.4	4.6	4.4	3.1	1.1	.9

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - CRTC	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	5.0	5.2	5.2	4.8	4.6	5.1	4.8	5.1	5.0	5.0	5.1	4.8	4.9
	Very low trust and confidence (1)	%	4.1	3.5	1.9	5.7	6.6	1.6	5.2	3.1	5.2	1.9	2.7	4.4	5.5
	2	%	5.2	2.7	3.8	5.8	7.8	4.6	6.5	4.0	3.6	5.2	4.8	6.2	6.0
	3	%	8.3	7.0	7.1	9.0	9.6	8.2	6.8	9.8	6.0	9.9	7.8	9.9	8.4
	4	%	14.6	14.1	13.8	14.2	14.4	17.0	16.3	13.0	15.9	12.1	16.8	15.3	13.0
	5	%	20.5	18.7	20.4	19.6	25.5	16.9	21.0	20.0	17.9	21.1	21.6	20.7	21.1
	6	%	21.8	28.3	20.8	22.3	15.3	26.8	21.3	22.3	18.9	22.2	22.2	19.0	25.4
	Very high trust and confidence (7)	%	19.1	23.0	21.5	17.7	15.3	20.3	16.7	21.3	21.7	18.4	21.2	18.5	16.5
	Unsure	%	6.4	2.8	10.6	5.6	5.4	4.6	6.2	6.6	10.7	9.2	2.9	6.0	4.1

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - CRTC	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	17.7	13.2	12.8	20.5	24.1	14.5	18.5	16.9	14.8	17.0	15.3	20.5	19.8
	Average trust and confidence (4)	%	14.6	14.1	13.8	14.2	14.4	17.0	16.3	13.0	15.9	12.1	16.8	15.3	13.0
	High trust and confidence (5-7)	%	61.4	69.9	62.8	59.7	56.2	63.9	59.1	63.6	58.6	61.7	65.0	58.1	63.1
	Unsure (77)	%	6.4	2.8	10.6	5.6	5.4	4.6	6.2	6.6	10.7	9.2	2.9	6.0	4.1

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - CBC/Radio-Canada	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	5.3	5.9	5.5	5.2	4.8	5.7	5.0	5.6	5.3	5.3	5.2	5.3	5.5
	Very low trust and confidence (1)	%	6.8	1.7	3.5	8.3	12.8	4.9	10.4	3.5	7.3	4.3	9.6	8.0	5.3
	2	%	4.6	6.4	4.3	3.8	6.8	2.3	6.2	3.0	5.0	6.3	6.0	3.9	2.7
	3	%	5.4	.9	4.3	6.4	8.6	3.7	5.0	5.7	4.0	8.3	3.4	6.5	5.2
	4	%	9.0	6.6	10.6	10.5	8.5	5.9	9.0	9.1	9.1	7.0	8.6	9.2	10.5
	5	%	13.9	9.7	14.6	13.7	14.2	15.7	14.1	13.8	11.7	13.8	13.4	14.8	15.3
	6	%	22.9	28.6	26.6	21.2	21.2	18.8	21.6	24.2	26.0	26.0	24.3	19.8	20.1
	Very high trust and confidence (7)	%	35.1	45.0	32.8	33.9	26.8	45.7	31.0	39.0	33.6	30.7	31.5	37.2	39.9
	Unsure	%	2.2	1.1	3.2	2.3	1.0	3.0	2.8	1.7	3.3	3.6	3.2	.7	1.0

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - CBC/Radio-Canada	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	16.8	9.0	12.1	18.4	28.3	11.0	21.5	12.2	16.3	18.9	19.0	18.3	13.1
	Average trust and confidence (4)	%	9.0	6.6	10.6	10.5	8.5	5.9	9.0	9.1	9.1	7.0	8.6	9.2	10.5
	High trust and confidence (5-7)	%	71.9	83.4	74.0	68.8	62.3	80.1	66.7	76.9	71.3	70.5	69.1	71.8	75.4
	Unsure (77)	%	2.2	1.1	3.2	2.3	1.0	3.0	2.8	1.7	3.3	3.6	3.2	.7	1.0

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Netflix	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	2.6	2.6	3.0	2.5	2.8	2.1	2.6	2.6	2.8	2.8	2.6	2.6	2.4
	Very low trust and confidence (1)	%	29.7	30.7	19.8	36.1	24.7	39.3	31.2	28.3	27.7	23.0	30.4	31.4	33.5
	2	%	18.0	18.5	14.9	17.3	22.6	18.4	19.4	16.7	18.7	15.9	19.1	17.1	18.7
	3	%	13.6	16.0	14.2	10.9	15.5	13.9	13.2	14.0	13.3	20.2	15.0	10.5	11.0
	4	%	13.4	17.4	13.5	14.4	13.3	8.9	13.5	13.3	15.4	14.7	13.5	12.6	11.8
	5	%	8.3	5.9	12.0	7.2	8.9	5.0	9.1	7.6	9.7	8.0	9.1	8.9	6.6
	6	%	1.9	.8	3.2	1.2	2.6	1.1	2.1	1.7	1.4	2.3	1.4	3.8	1.2
	Very high trust and confidence (7)	%	2.1	2.0	2.2	2.5	2.8	.0	1.7	2.5	3.8	1.8	2.2	.9	1.8
	Unsure	%	12.9	8.8	20.1	10.3	9.6	13.3	9.8	15.9	9.9	14.1	9.4	14.8	15.5

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Netflix	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	61.3	65.1	48.9	64.3	62.8	71.6	63.8	59.0	59.8	59.1	64.5	59.1	63.2
	Average trust and confidence (4)	%	13.4	17.4	13.5	14.4	13.3	8.9	13.5	13.3	15.4	14.7	13.5	12.6	11.8
	High trust and confidence (5-7)	%	12.3	8.7	17.5	10.9	14.4	6.1	12.8	11.8	14.9	12.1	12.6	13.6	9.5
	Unsure (77)	%	12.9	8.8	20.1	10.3	9.6	13.3	9.8	15.9	9.9	14.1	9.4	14.8	15.5

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Other internet broadcasters	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	3.0	2.7	3.5	2.9	2.9	2.5	2.9	3.0	2.9	3.1	2.9	3.0	3.0
	Very low trust and confidence (1)	%	20.9	24.0	11.8	23.8	19.6	30.1	23.2	18.8	20.8	20.2	18.9	21.9	22.1
	2	%	16.1	20.9	11.2	13.7	18.8	21.9	16.1	16.1	16.0	13.4	15.8	19.3	15.7
	3	%	16.6	15.5	17.4	16.9	18.7	12.3	16.7	16.4	17.7	16.1	25.8	11.4	13.2
	4	%	21.7	25.6	24.8	21.6	20.6	15.7	21.2	22.2	22.5	22.6	17.8	21.8	23.3
	5	%	9.8	2.7	13.3	12.1	8.2	6.0	10.2	9.4	10.2	10.4	9.1	10.2	9.2
	6	%	3.0	2.5	5.8	1.1	3.4	1.6	2.8	3.1	1.6	5.5	3.1	3.1	2.2
	Very high trust and confidence (7)	%	1.3	1.7	2.8	.8	.5	.7	1.1	1.5	1.1	.4	.6	2.2	1.9
	Unsure	%	10.7	7.1	12.8	10.1	10.2	11.7	8.7	12.6	10.1	11.3	9.0	10.1	12.4

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Other internet broadcasters	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Low trust and confidence (1-3)	%	53.6	60.4	40.4	54.4	57.2	64.4	56.0	51.2	54.5	49.7	60.5	52.6	51.0
	Average trust and confidence (4)	%	21.7	25.6	24.8	21.6	20.6	15.7	21.2	22.2	22.5	22.6	17.8	21.8	23.3
	High trust and confidence (5-7)	%	14.0	6.9	22.0	14.0	12.0	8.3	14.1	14.0	12.9	16.3	12.8	15.5	13.3
	Unsure (77)	%	10.7	7.1	12.8	10.1	10.2	11.7	8.7	12.6	10.1	11.3	9.0	10.1	12.4

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				Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia		Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Which of the following potential future paths for the CBC would you prefer:[RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150		503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150		487	513	197	163	187	189	265
	Increase funding from the Government of Canada to the CBC so it could go substantially ad free on TV, as it does on radio	%	36.2	37.9	41.0	34.4	24.2	46.4		35.3	37.0	38.4	31.2	32.9	30.2	44.2
	Freeze funding for the CBC and eliminate its ability to sell television and online advertising which would lead to reduced programming and content	%	9.7	3.3	5.8	12.4	17.2	5.1		13.1	6.5	7.8	10.3	12.7	12.2	6.8
	Continue to have the CBC sell television and online advertising to help fund programming and content	%	48.8	55.5	48.1	47.5	51.0	45.0		48.5	49.1	48.4	53.0	50.2	51.6	43.5
	Unsure	%	5.4	3.3	5.1	5.7	7.7	3.5		3.1	7.5	5.4	5.5	4.2	6.0	5.5

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				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - As you may know, the CRTC regulates broadcasting in Canada. Which of the following statements is closer to your own view? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	The CRTC should ensure that a majority of programs offered by Canadian broadcasters are Canadian in origin	%	51.5	51.2	69.9	44.3	35.4	57.0	44.2	58.4	49.7	45.4	47.7	49.2	60.8
	It doesn't matter whether Canadian broadcasters offer a majority of programs that are Canadian in origin	%	35.9	37.8	21.5	41.5	49.7	29.4	44.3	28.0	34.1	38.5	41.1	40.1	29.2
	Unsure	%	12.6	11.0	8.6	14.2	15.0	13.7	11.4	13.6	16.2	16.1	11.2	10.7	10.0

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Now that virtually all private news media in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	66.7	84.5	69.9	62.3	54.8	74.5	60.5	72.7	67.0	65.5	60.8	64.1	73.4
	Somewhat agree	%	19.0	9.5	21.7	21.3	18.5	16.8	20.4	17.7	19.3	18.3	21.8	19.5	16.9
	Somewhat disagree	%	3.6	.9	2.2	4.2	6.6	2.2	3.9	3.2	4.0	4.1	4.7	2.2	3.0
	Disagree	%	8.4	4.3	4.3	9.8	17.5	3.1	13.3	3.8	6.4	9.0	11.3	11.4	5.4
	Unsure	%	2.3	.8	1.9	2.4	2.6	3.4	1.9	2.6	3.3	3.1	1.5	2.8	1.3

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question- We have to make sure that the board appointees of the CBC are picked in a non-partisan, transparent, open way by people who have the interests of the CBC and Radio Canada and the interests of the Canadian public top of mind. Not the narrow partisan interests of one political party or another, whether or not that party happens to be in government.	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	79.7	86.1	78.7	77.6	76.7	85.6	78.6	80.8	82.8	74.3	74.9	79.5	84.4
	Somewhat agree	%	14.5	10.0	16.2	14.8	15.7	12.6	15.0	14.1	9.2	19.6	16.0	16.0	13.3
	Somewhat disagree	%	1.6	2.3	1.9	1.5	1.9	.7	1.5	1.7	3.6	1.6	1.7	1.5	.3
	Disagree	%	1.4	.8	.9	2.1	2.1	.0	2.2	.6	1.8	.9	1.9	1.5	.8
	Unsure	%	2.7	.8	2.4	3.9	3.5	1.1	2.7	2.8	2.6	3.5	5.5	1.6	1.2

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The CBC plays an important role in strengthening Canadian culture and identity	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	68.1	76.4	70.7	68.6	56.6	72.5	63.3	72.6	68.4	58.8	64.4	67.7	76.4
	Somewhat agree	%	20.1	19.4	21.6	17.1	22.4	20.8	19.7	20.4	16.2	28.0	21.7	18.9	17.7
	Somewhat disagree	%	2.3	2.6	2.6	2.7	2.7	.6	3.1	1.6	4.2	1.5	4.5	1.7	.4
	Disagree	%	7.8	1.7	3.4	9.5	16.5	4.2	12.2	3.6	8.7	8.3	8.4	10.3	4.6
	Unsure	%	1.7	.0	1.7	2.1	1.9	1.9	1.7	1.7	2.5	3.4	.9	1.4	.9

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Assume for a moment that your federal Member of Parliament asked for your advice on an upcoming vote in the House of Commons on what to do about CBC funding. Which of the following three options would you advise him/her to vote for?	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Maintain funding	%	38.7	27.4	50.7	38.2	35.7	31.0	33.1	43.9	40.4	42.6	35.2	38.7	37.5
	Increase funding	%	42.8	63.4	38.9	39.7	32.5	55.6	42.9	42.7	39.1	39.5	43.4	39.0	50.0
	Decrease funding	%	14.0	5.0	7.2	15.6	27.6	10.3	19.9	8.5	14.3	13.3	17.9	18.5	8.4
	Unsure	%	4.5	4.2	3.2	6.5	4.1	3.0	4.0	4.8	6.2	4.6	3.5	3.8	4.1

How much do you agree/disagree with each of the following statements [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Local TV news is valuable to me	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	74.2	85.4	74.1	68.7	75.2	76.4	72.7	75.6	69.3	68.3	74.1	71.2	83.5
	Somewhat agree	%	14.8	9.0	13.9	17.7	16.0	12.6	15.1	14.5	13.4	16.5	15.2	18.5	11.8
	Somewhat disagree	%	4.5	1.9	5.2	5.1	2.2	6.8	4.6	4.3	9.8	4.4	4.1	4.2	1.0
	Disagree	%	5.1	2.0	4.9	6.9	5.5	3.6	6.4	3.9	6.5	8.7	5.7	4.6	1.8
	Unsure	%	1.5	1.7	1.9	1.6	1.2	.6	1.2	1.7	1.0	2.1	1.0	1.4	1.8

How much do you agree/disagree with each of the following statements [RANDOMIZE]

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - My federal member of parliament should work to keep local broadcasting strong in my community	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	70.3	77.7	79.6	63.2	64.5	71.6	67.2	73.2	65.9	66.3	69.9	67.2	78.4
	Somewhat agree	%	17.2	17.0	13.3	21.6	15.5	17.1	17.5	16.9	16.6	19.3	19.0	18.8	13.9
	Somewhat disagree	%	4.1	.8	1.9	4.9	6.1	5.5	4.3	3.9	6.0	2.9	3.3	4.1	3.8
	Disagree	%	5.6	.0	2.9	8.1	10.5	2.4	8.3	3.1	6.5	7.2	5.6	7.0	3.0
	Unsure	%	2.9	4.5	2.3	2.1	3.4	3.4	2.7	3.0	5.0	4.3	2.1	2.8	.9

2017-1026 – Friends of Canadian Broadcasting – Views on the CBC - STAT SHEET

			Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Would you say that the CBC's independence as a broadcaster has increased, decreased, or stayed the same over the past four years?	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Increased	%	14.8	14.2	12.0	16.7	13.8	17.6	11.7	17.8	18.7	20.8	15.4	6.7	13.8
	Decreased	%	36.4	26.0	33.8	39.4	35.7	42.3	38.4	34.4	32.4	26.7	40.7	37.9	41.0
	Stayed the same	%	32.2	45.7	37.7	28.3	28.3	27.4	34.4	30.2	30.6	31.9	29.3	39.4	30.6
	Unsure	%	16.6	14.1	16.5	15.6	22.2	12.7	15.6	17.5	18.3	20.7	14.6	15.9	14.6

			Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Thinking specifically about the CBC, which of the following two statements is closer to your own opinion? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	503	497	174	171	206	216	233
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	The Prime Minister's power to appoint the CBC President and Board of Directors gives the government too much influence over the nature and content of programs broadcast on the CBC	%	53.9	48.5	53.0	52.3	60.0	54.4	58.9	49.3	49.8	54.5	55.3	60.0	51.4
	The CBC is independent and it doesn't matter who appoints the Board of Directors and President	%	25.8	27.8	33.9	26.0	18.2	20.7	24.8	26.8	30.0	23.0	22.3	23.7	28.4
	Unsure	%	20.2	23.7	13.1	21.7	21.8	25.0	16.3	24.0	20.2	22.5	22.4	16.3	20.2