

Majority of Canadians support or somewhat support additional funding for local news

National survey released January, 2018

Project 2017-1113B



THE GLOBE AND MAIL 

 NANOS SURVEY

Summary

A majority of Canadian say that they support or somewhat support additional government funding to keep local news sources alive.

- **The majority of Canadians support or somewhat support additional government funding to keep local news sources open.** When asked whether they whether they supported additional government funding to keep news sources open, more than half of Canadians supported (22%) or somewhat supported (33%) the idea, while just over two in give oppose (26%) or somewhat oppose (15%) this. Four percent of Canadians are unsure. The number of people who support additional funding for local news sources was highest in Quebec where nearly two thirds (65%) supported or somewhat supported additional funding, and lowest in the prairies where just over one in three (37%) supported or somewhat supported additional funding to keep news sources open. The only age group to that did not have a majority that wanted to keep local stations (48%) open were those between the ages of 18 and 34.

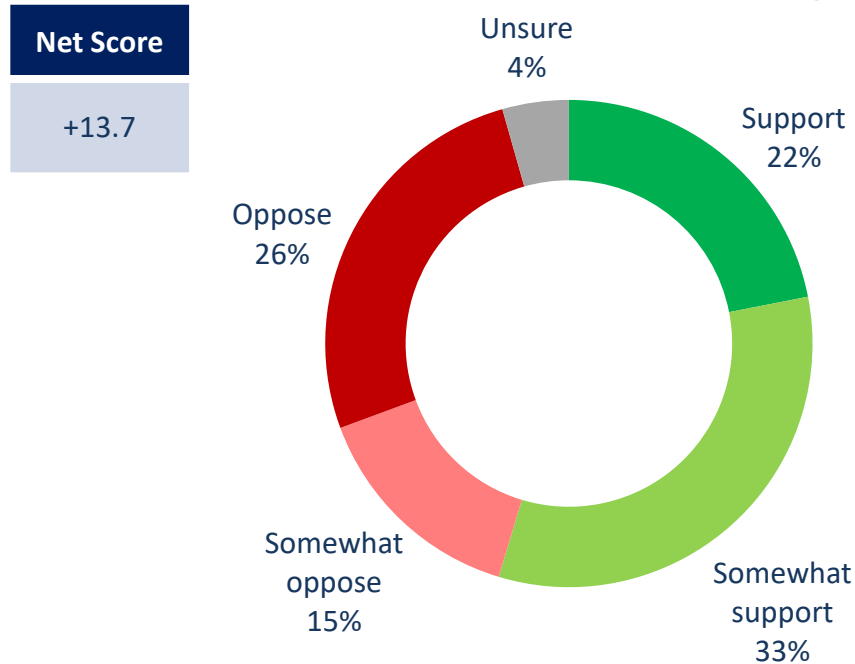
These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 6th and 10th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.



Government funding for local news sources

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 6th to 10th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	60.3%
Quebec (n=250)	64.7%
Ontario (n=300)	54.3%
Prairies (n=200)	37.0%
British Columbia (n=150)	58.5%
Male (n=506)	50.7%
Female (n=494)	58.5%
18 to 34 (n=252)	48.8%
35 to 54 (n=372)	58.0%
55 plus (n=376)	55.9%

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

QUESTION – Several local news TV stations, radio and newspapers have closed this year for financial reasons. Would you support, somewhat support, somewhat oppose, or oppose additional government funding to keep local news sources open?



Methodology

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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 December 6th and 10th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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.

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Technical Note

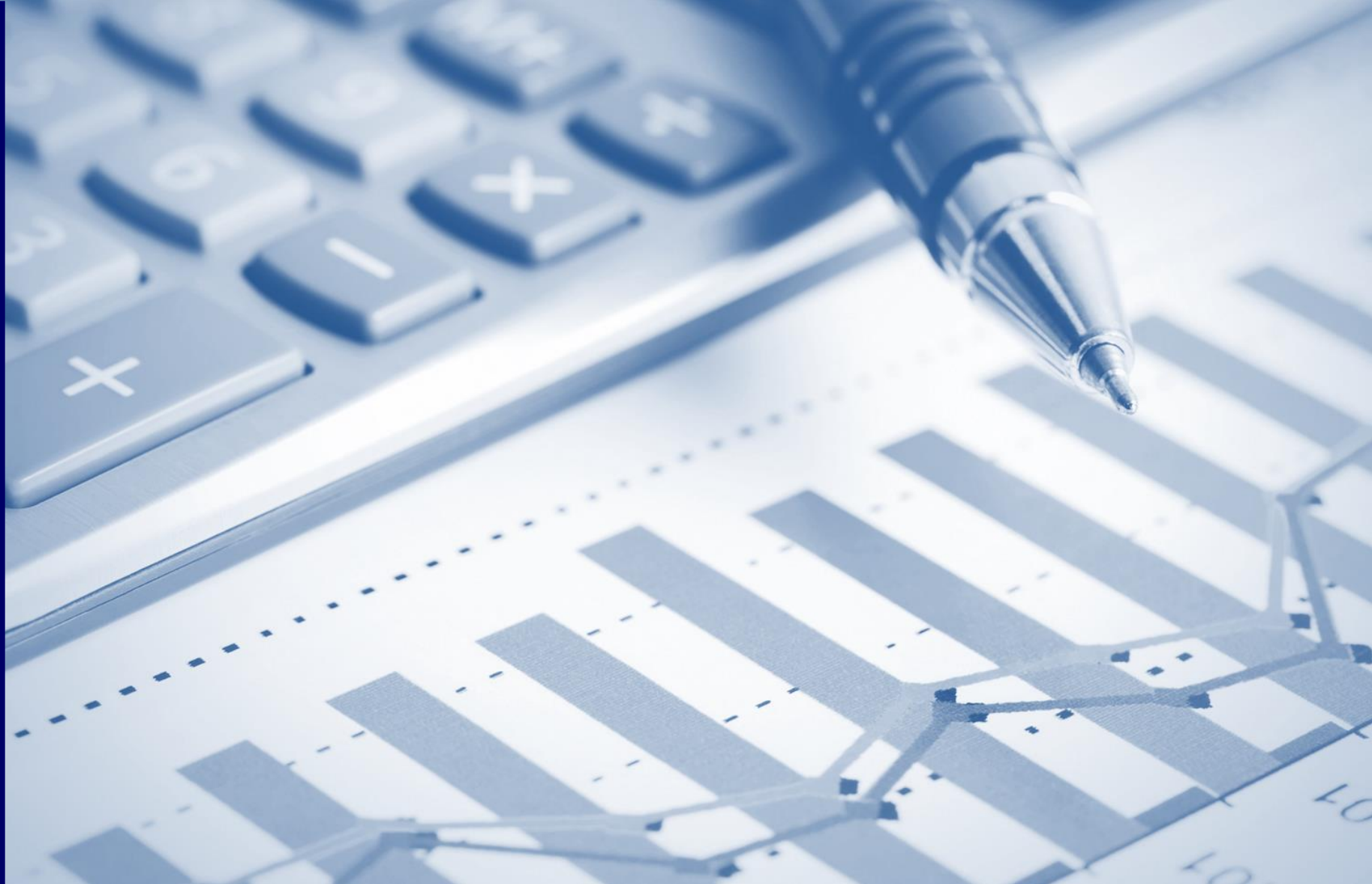
Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method 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.
Demographics (Other)	Age, gender, education, income
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	December 6 th to 10 th , 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 line 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	Eleven 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 was module three of an omnibus survey. Preceding modules asked Canadians about their national issue of concern, social issues, trade agreements and government priorities.
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.



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.



Tabulations

**NANOS****THE GLOBE AND MAIL****2017- 1113 Globe and Mail/Nanos Survey – Local News STAT SHEET**

			Region						Gender		Age		
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Several local news TV stations, radio and newspapers have closed this year for financial reasons. Would you support, somewhat support, somewhat oppose, or oppose additional government funding to keep local news sources open?	Total	Unwgt N	1000	100	250	300	200	150	506	494	252	372	376
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	21.9	27.9	27.2	21.3	13.4	21.8	19.0	24.8	17.6	22.2	24.8
	Somewhat support	%	32.7	32.4	37.5	33.0	23.6	36.7	31.7	33.7	31.2	35.8	31.1
	Somewhat oppose	%	14.7	10.2	13.3	16.1	17.8	13.1	15.2	14.3	12.9	15.2	15.6
	Oppose	%	26.2	22.2	17.6	26.2	39.9	25.2	30.9	21.7	32.0	22.9	25.1
	Unsure	%	4.4	7.3	4.4	3.4	5.3	3.3	3.3	5.4	6.3	4.0	3.4

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