Canadians continue to report the highest intensity of trust in the CBC to protect Canadian identity and culture on television

FCB Survey | Summary

Conducted by Nanos for Friends of Canadian Broadcasting, April 2019 Submission 2019-1386







Almost four in five Canadians report having highest trust and confidence in the CBC to protect Canadian identity and culture on television.



Almost four in five Canadians report having highest trust and confidence in the CBC to protect Canadian identity and culture on television. While agreement is down marginally from previous waves, over four in five Canadians agree or somewhat agree that local TV news is valuable to them, and seven in ten say they agree or somewhat agree that their federal member of parliament should work to keep local broadcasting strong in their community. A majority of Canadians feel that content displayed on social media is less accurate that traditional media, and agree that social media platforms should be held responsible by the government for the content they publish the same as traditional media are held responsible.

FRIENDS OF CANADIAN BROADCASTING

Canadian Identity and Culture

- A majority of Canadians have high trust and confidence in the CBC to protect Canadian culture and identity on television – Asked to rate their confidence or trust in various groups to protect Canadian culture and identity on television on a scale of one to seven, where one is very low trust and confidence and 7 is very high, seventy-seven per cent of Canadians have high trust and confidence (score of 5-7) in the CBC/Radio-Canada to protect Canadian culture and identity on television. Fourteen per cent have low trust/confidence (score of 1-3) in the CBC, while eight per cent have average trust/confidence (score of 4), and one per cent are unsure. Canadians gave the CBC a mean score of 5.4 out of 7, remaining steady with previous wave.
- Less than three in five Canadians have high trust and confidence in the CRTC to protect
 Canadian culture and identity on television Fifty-six per cent of Canadians have high trust and confidence (score of 5-7) in the CRTC to protect Canadian culture and identity on television.
 Twenty per cent have low trust/confidence (score of 1-3) in the CRTC, while 18 per cent have average trust/confidence (score of 4), and seven per cent are unsure. Canadians gave the CRTC a mean score of 4.7 out of 7, down marginally from 5.0 in 2017.

One in two Canadians have high trust and confidence in the Canadian government to protect Canadian culture and identity on television



One in two Canadians have high trust and confidence in the Canadian government to protect
 Canadian culture and identity on television – Fifty-one per cent of Canadians have high trust and confidence (score of 5-7) in the Canadian government to protect Canadian culture and identity on television. Thirty per cent have low trust/confidence (score of 1-3) in the Canadian government, while 18 per cent have average trust/confidence (score of 4), and three per cent are unsure. Canadians gave the Canadian government a mean score of 4.3 out of 7, remaining steady with previous wave.

FRIENDS OF CANADIAN BROADCASTING

- Over two in five Canadians have low trust and confidence in private broadcasters to protect
 Canadian culture and identity on television Forty-four per cent of Canadians have low trust and confidence (score of 1-3) in private broadcasters to protect Canadian culture and identity on television. Twenty-five per cent have high trust/confidence (score of 5-7, down from 32% in 2017) in private broadcasters, while 25 per cent have average trust/confidence (score of 4), and six per cent are unsure. Canadians gave private broadcasters a mean score of 3.6 out of 7.
- Half of Canadians report low trust and confidence in cable companies to protect Canadian culture and identity on television 51 per cent of Canadians reported low trust/ confidence (score of 1-3) in cable companies. Twenty-three per cent have high trust and confidence (score of 5-7) in cable companies, 23 per cent have average trust/confidence (score of 4), and three per cent are unsure. Canadians gave cable companies a mean score of 3.3 out of 7, remaining steady with previous wave.
- Almost three in five Canadians have low trust and confidence in Netflix to protect Canadian culture and identity on television Fifty-eight per cent of Canadians have low trust and confidence (score of 1-3) in Netflix to protect Canadian culture and identity on television. Fifteen per cent have average trust/confidence (score of 4) in Netflix, while 20 per cent have high trust/confidence (score of 5-7, up from 12% in 2017), and seven per cent are unsure. Canadians gave Netflix a mean score of 3.1 out of 7, an increase from 2.6 in 2017.

More than three in five Canadians are satisfied or somewhat satisfied with the foreign television programming available to them



• Over half of Canadians have low trust and confidence in other internet broadcasters to protect Canadian culture and identity on television – Fifty-five per cent of Canadians have low trust and confidence (score of 1-3) in other internet broadcasters to protect Canadian culture and identity on television. Eighteen per cent have average trust/confidence (score of 4) in internet broadcasters, while 15 per cent have high trust/confidence (score of 5-7), and 12 per cent are unsure. Canadians gave other internet broadcasters a mean score of 3.0 out of 7, remaining steady with previous wave.

FRIENDS OF CANADIAN BROADCASTING

Satisfaction with Foreign Programs

- More than three in five Canadians are satisfied or somewhat satisfied with the foreign television programming available to them Thinking as consumers, just over three in five respondents say they are satisfied (28%, down from 43% in 2015) or somewhat satisfied (33%, up from 24% in 2015) with the choice of US and other non-Canadian programming available to them on television. Three in ten say they are somewhat dissatisfied (15%) or dissatisfied (15%) with the choice of US or non-Canadian television programming available to them, and 10 per cent are unsure.
- Over half of Canadians are satisfied or somewhat satisfied with the foreign programming available to them streamed online – More than one in two Canadians say they are satisfied (22%) or somewhat satisfied (32%) with the choice of US and other non-Canadian programming available to them on online streaming platforms. A quarter say they are somewhat dissatisfied (13%) or dissatisfied (11%) with the choice of US or non-Canadian programming available to them streamed online, and 22 per cent are unsure.

The Canadian Media Landscape

Canadians most frequently say they trust the Liberal Party to protect the CBC the most – Asked which political party they most trust to protect the CBC, respondents most frequently say the Liberal Party (34%, up from 27% in 2017), followed by the NDP (15%, down from 31% in 2017), and the Conservative Party (11%). Thirty per cent are unsure.

Four in five Canadians agree or somewhat agree that the CBC plays an important role in strengthening Canadian culture and identity Almost three in five Canadians say the Canadian democracy is weaker or somewhat weaker than it was five years ago – Thinking about the influence of Facebook and other social media platforms on politics and the news we get, nearly three in five respondents say the Canadian democracy is weaker (28%) or somewhat weaker (31%) than it was five years ago. Almost a quarter say it has stayed the same (24%), and more than one in ten say it is stronger (two per cent) or somewhat stronger (11%). Five per cent are unsure.

FRIENDS OF CANADIAN BROADCASTING

- A majority of Canadians say content displayed on online social media platforms is less accurate than content published in traditional media – Almost four in five respondents say content displayed on online social media platforms like Facebook is less accurate (79%) than content published in traditional media. Thirteen per cent say it is as accurate, and two per cent say it is more accurate. Six per cent are unsure. NDP voters are most likely to say it is less accurate (92%), while supports of the People's Party of Canada are the least likely to say so (46%).
- Three quarters of Canadians disagree or somewhat disagree that most people are able to tell the difference between professional journalism and fake news – Three in four respondents say they disagree (49%) or somewhat disagree (27%) that most people are able to tell the difference between professional journalism and fake news on Facebook and other social media platforms, while more than one in five agree (four per cent) or somewhat agree (18%). Two per cent are unsure.
- Over four in five Canadians agree or somewhat agree that the government should hold online social media platforms responsible for content they publish More than four in five respondents say they agree (63%) or somewhat agree (21%) that the government should hold online social media platforms like Facebook responsible when they publish inaccurate, misleading, or illegal content in the same way that traditional news media are held responsible by the government. Over one in ten disagree (seven per cent) or somewhat disagree (six per cent), and two per cent are unsure.

FRIENDS OF CANADIAN DROADCASTING

Over seven in ten Canadians agree or somewhat agree that local TV news is valuable to them





- Four in five Canadians agree or somewhat agree that the CBC plays an important role in strengthening Canadian culture and identity Four in five respondents agree (49%, down from 68% in 2017) or somewhat agree (31%, up from 20% in 2017) that the CBC plays an important role in strengthening Canadian culture and identity, while seven per cent somewhat disagree and eleven per cent disagree. Two per cent are unsure
- Over half of Canadians agree or somewhat agree that increasing funding for the CBC would strengthen Canadian democracy More than one in two respondents say they agree (27%) or somewhat agree (29%) that increasing funding for the CBC would strengthen Canadian democracy, while more than one in three disagree (22%), or somewhat disagree (14%), and eight per cent are unsure.
- Over seven in ten Canadians agree or somewhat agree that local TV news is valuable to them More than seven in ten Canadians agree (54%, down from 74% in 2017) or somewhat agree (29%, up from 15% in 2017) that local TV news is valuable to them, while eight per cent disagree and seven per cent somewhat disagree. Two per cent are unsure.
- A majority of Canadians agree or somewhat agree that their federal Member of Parliament should work to keep local broadcasting strong – Eight in ten Canadians agree (48%, down from 70% in 2017) or somewhat agree (32%, up from 17% in 2017) that their federal Member of Parliament should work to keep local broadcasting strong in their community. Six per cent somewhat disagree with this, while eight per cent disagree. Seven per cent are unsure.
- Three in five Canadians say having a strong and independent CBC is more important given that 250 newspapers have closed in Canada in the last 10 years Sixty per cent of respondents say that having a strong and independent CBC is more important given that 250 newspapers have closed in Canada in the last ten years, while 24 per cent say it is as important, and 12 per cent say it is less important. Three per cent are unsure. NDP voters are the most likely to say it is more important (85%), while People's Party of Canada and Conservative Party voters are the least likely to say so (39% and 36%, respectively).

Over three quarters of Canadians agree or somewhat agree that foreign internet broadcasting companies should be subject to the same rules as Canadian broadcasting companies A majority of Canadians say they would ask their MP to maintain or increase the CBC's funding – Forty-six 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-three per cent say they would advise voting to maintain funding, while 17 per cent say decrease funding. Four per cent are unsure. These results remain steady with the previous wave. Bloc Quebecois and NDP voters are mostly likely to say they would advise voting to increase funding (72% and 70%, respectively), while People's Party of Canada voters are most likely to say they would advise voting to decrease funding (50%).

FRIENDS OF CANADIAN BROADCASTING

Over three quarters of Canadians agree or somewhat agree that foreign internet broadcasting companies should be subject to the same rules as Canadian broadcasting companies – More than three in four Canadians agree (52%, down from 64% in 2015) or somewhat agree (25%, up from 15% in 2015) that foreign companies that broadcast TV programming into Canada over the internet should be subject to the same rules as Canadian companies that broadcast TV programs by cable, satellite, or over the air. Less than one in five say they disagree (10%) or somewhat disagree (nine per cent), and four per cent are unsure.

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 April 16th and 21st, 2019. 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 and was conducted by Nanos Research.

NANOS

CANADIAN IDENTITY AND CULTURE





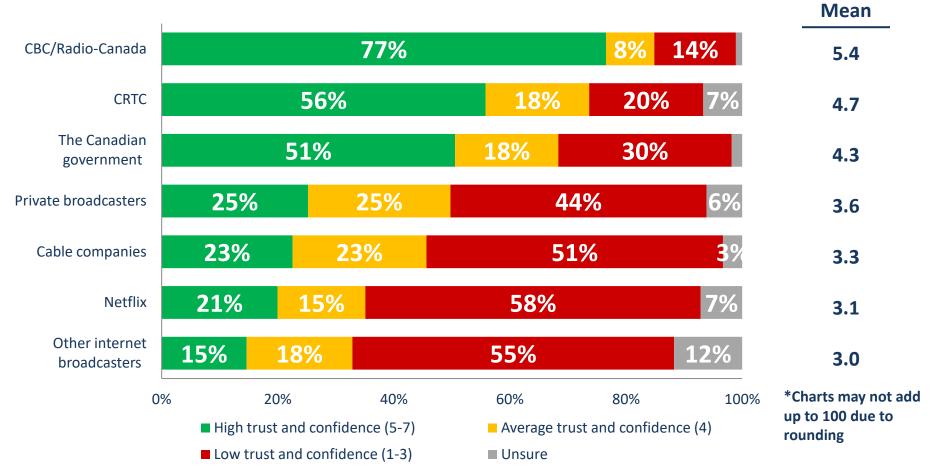


Protecting Canadian culture and identity





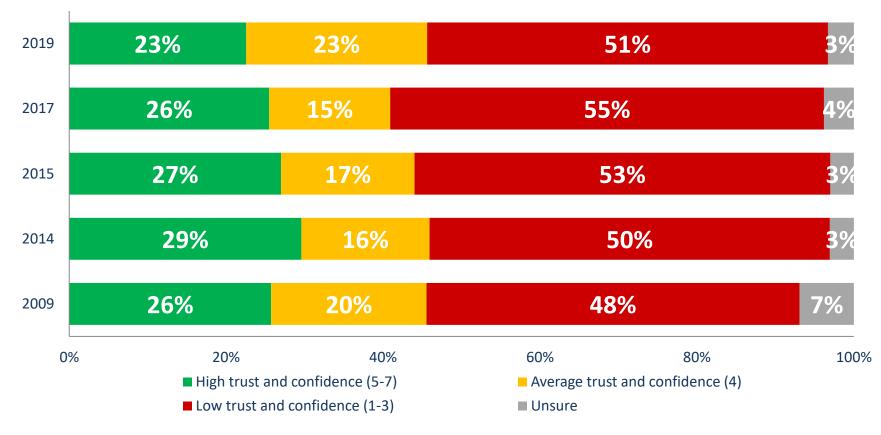
9



QUESTION – 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]

Protecting Canadian culture and identity – Cable companies





QUESTION – 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]

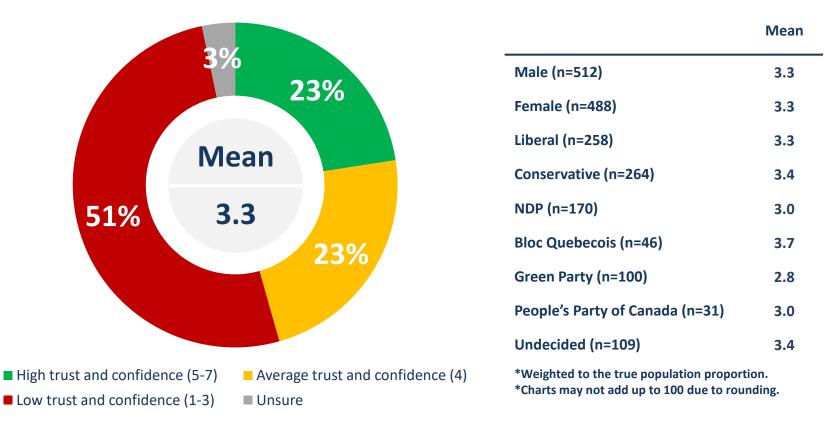
Cable companies

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Protecting Canadian culture and identity – Cable companies







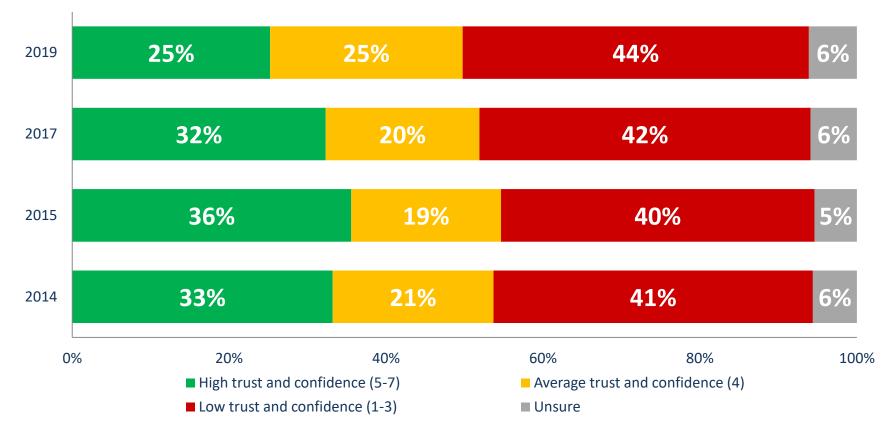
QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

Cable companies

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Protecting Canadian culture and identity – Private broadcasters





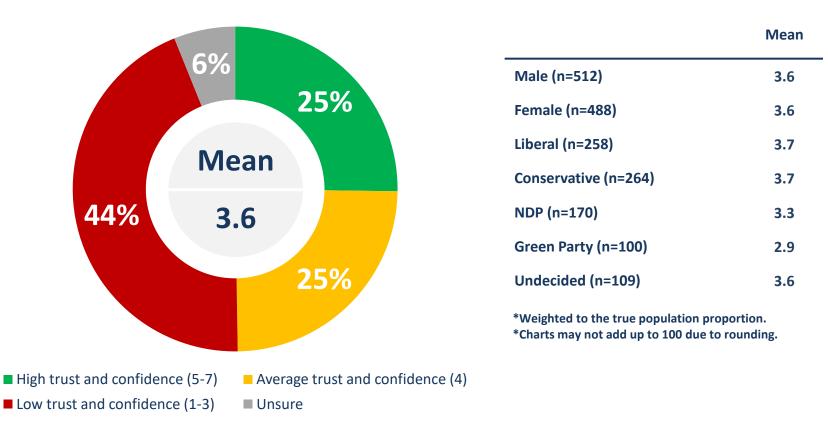
QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

Private broadcasters

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Protecting Canadian culture and identity – Private broadcasters



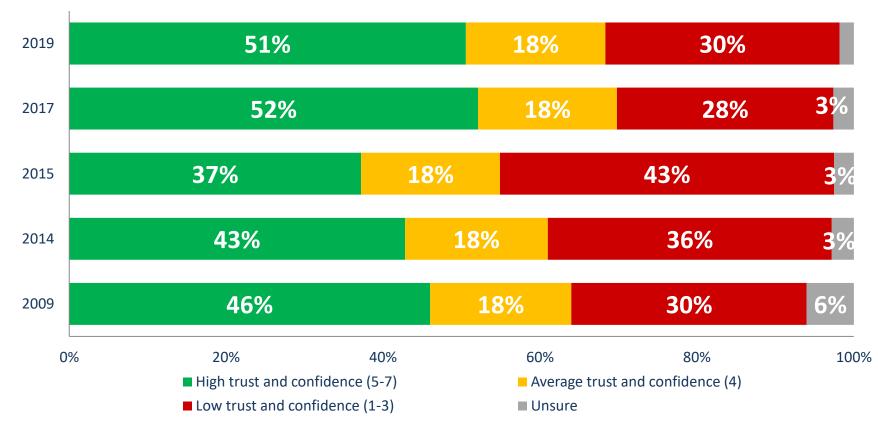


QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

Private broadcasters

Protecting Canadian culture and identity – Canadian government





QUESTION – 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]

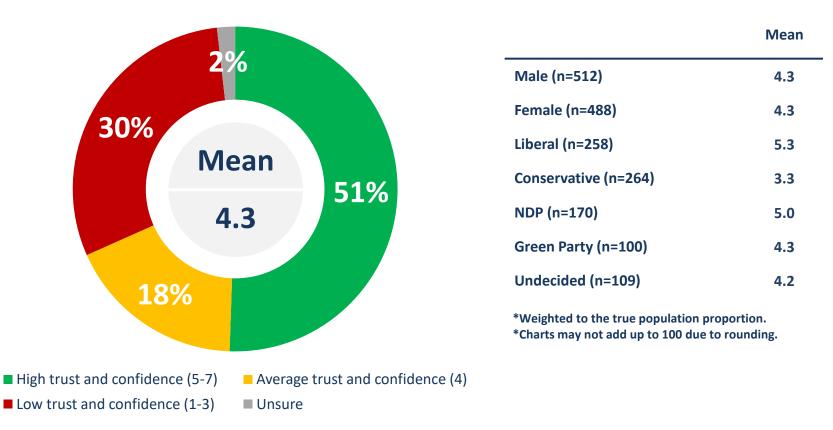
The Canadian government

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Protecting Canadian culture and identity – Canadian government







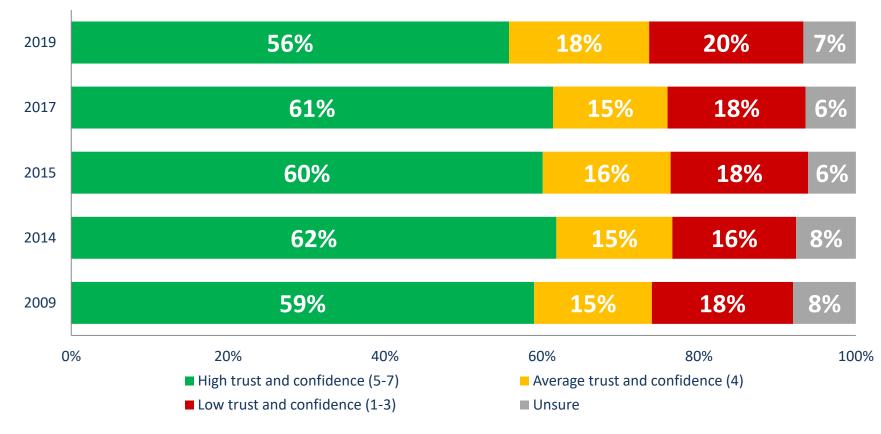
QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

The Canadian government

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Protecting Canadian culture and identity – The CRTC





QUESTION – 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]

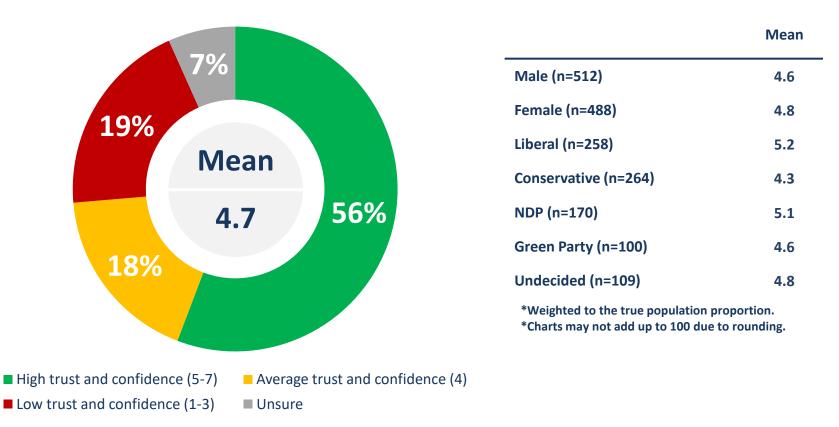
The CRTC

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Protecting Canadian culture and identity – The CRTC







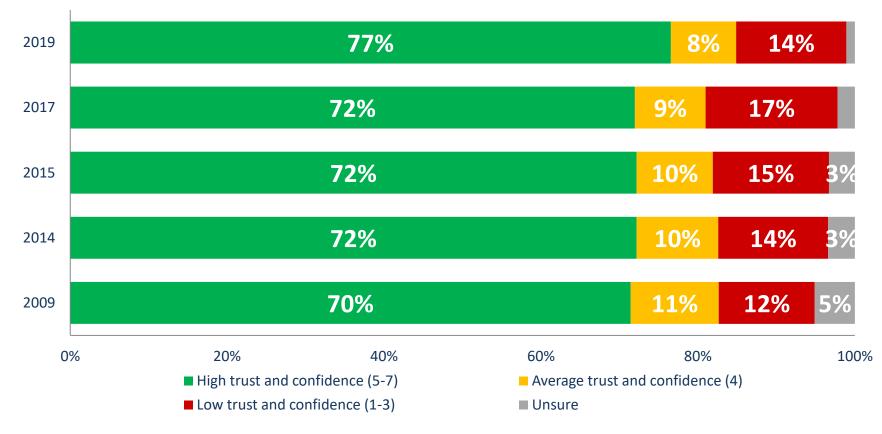
QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

The CRTC



Protecting Canadian culture and identity – CBC/Radio-Canada





QUESTION – 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]

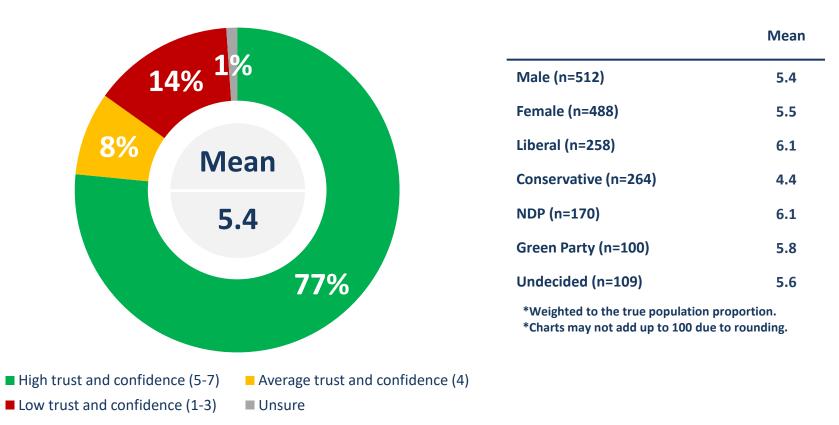
CBC/Radio-Canada



Protecting Canadian culture and identity – CBC/Radio-Canada







QUESTION – 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]

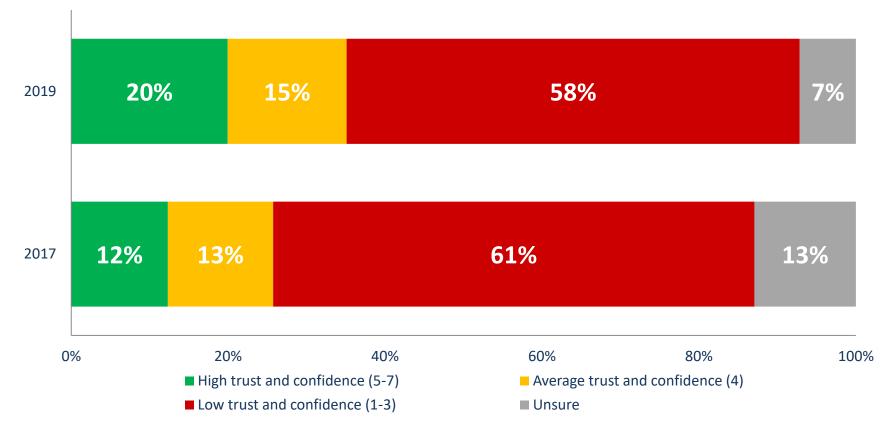
CBC/Radio-Canada



Protecting Canadian culture and identity – Netflix



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QUESTION – 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]

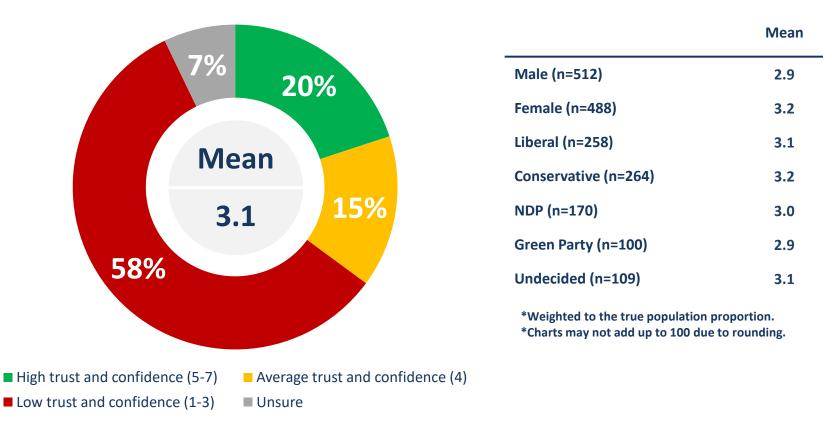
Netflix

Protecting Canadian culture and identity – Netflix





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QUESTION – 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]

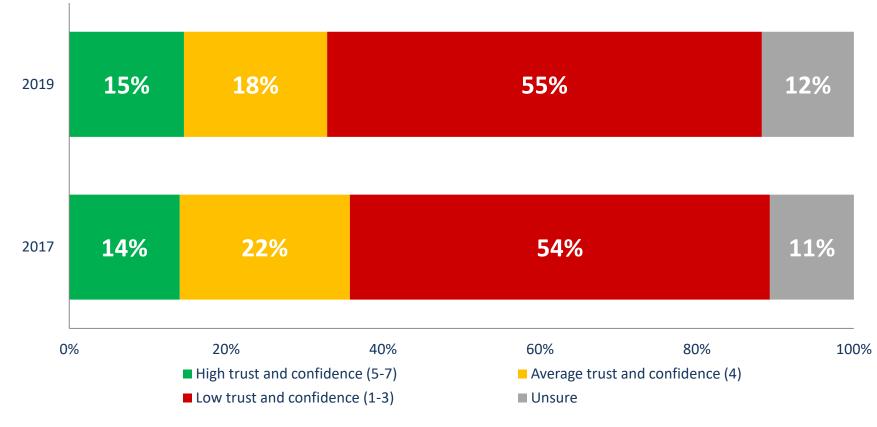
Netflix

Protecting Canadian culture and identity – Other internet broadcasters





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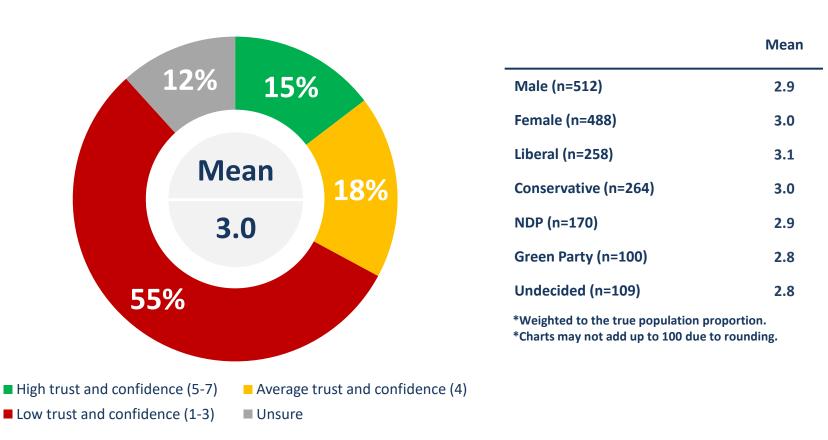


QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE]

Other internet broadcasters

Protecting Canadian culture and identity – Other internet broadcasters





QUESTION – 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]

Other internet broadcasters

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

SATISFACTION WITH FOREIGN PROGRAMS



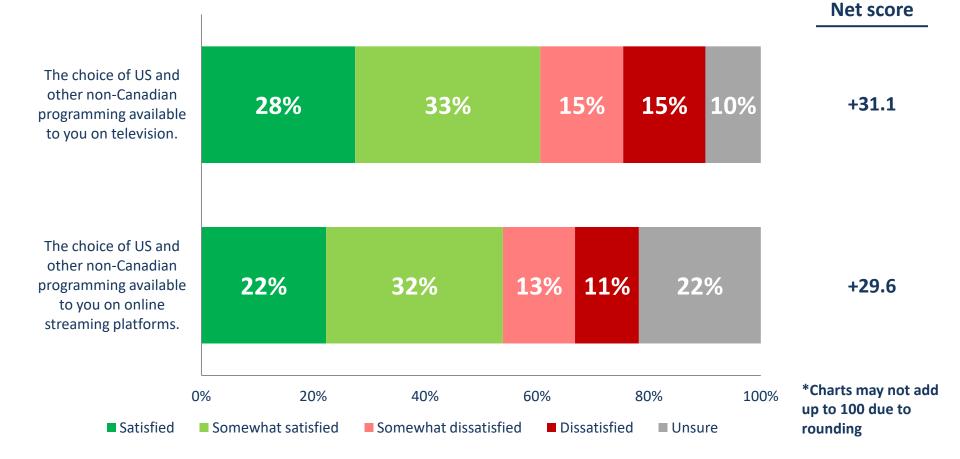




Satisfaction with foreign programs







QUESTION – Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied, or dissatisfied with the following: [ROTATE]

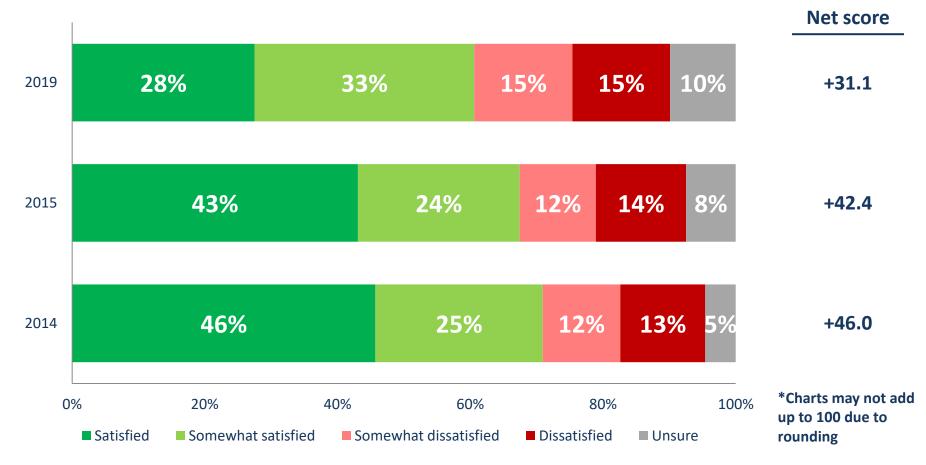
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Satisfaction with foreign programs on televisions

FRIENDS OF CANADIAN BROADCASTING



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QUESTION – Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied, or dissatisfied with the following: [ROTATE]

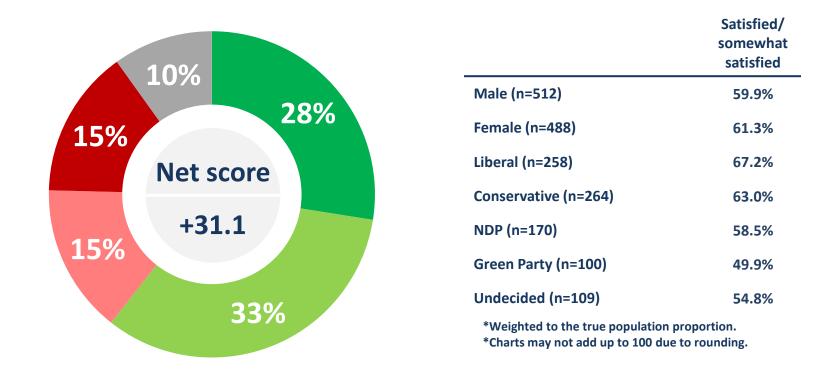
The choice of US and other non-Canadian programming available to you on television.

Satisfaction with foreign programs on television





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Satisfied Somewhat satisfied Somewhat dissatisfied Dissatisfied Unsure

QUESTION – Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied, or dissatisfied with the following: [ROTATE]

The choice of US and other non-Canadian programming available to you on television.

Satisfaction with foreign programs on online streaming platforms



		Satisfied/ somewhat satisfied
22% 22%	Male (n=512)	53.4%
	Female (n=488)	54.5%
Net score	Liberal (n=258)	56.2%
	Conservative (n=264)	52.0%
11% +29.6	NDP (n=170)	56.6%
	Green Party (n=100)	59.2%
13% 32%	Undecided (n=109)	55.5%
	*Weighted to the true population proportion. *Charts may not add up to 100 due to rounding.	

■ Satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Dissatisfied ■ Unsure

QUESTION – Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied, or dissatisfied with the following: [ROTATE]

The choice of US and other non-Canadian programming available to you on online streaming platforms.

THE CANADIAN MEDIA LANDSCAPE

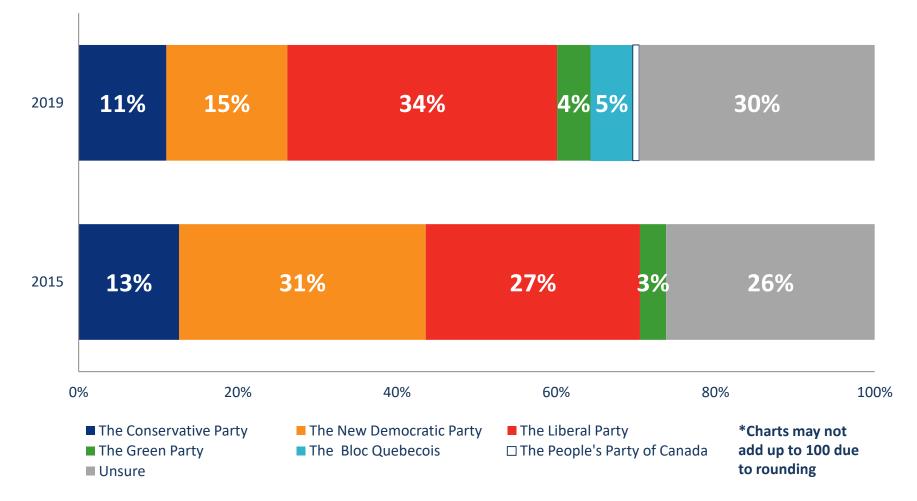






Trust in political parties to protect the CBC





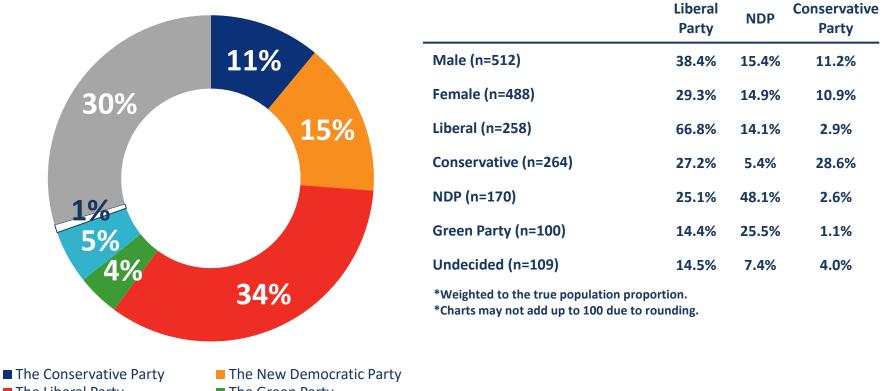
QUESTION – Which political party do you most trust to protect the CBC? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Trust in political parties to protect the CBC



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The Liberal Party
The Bloc Quebecois
Unsure

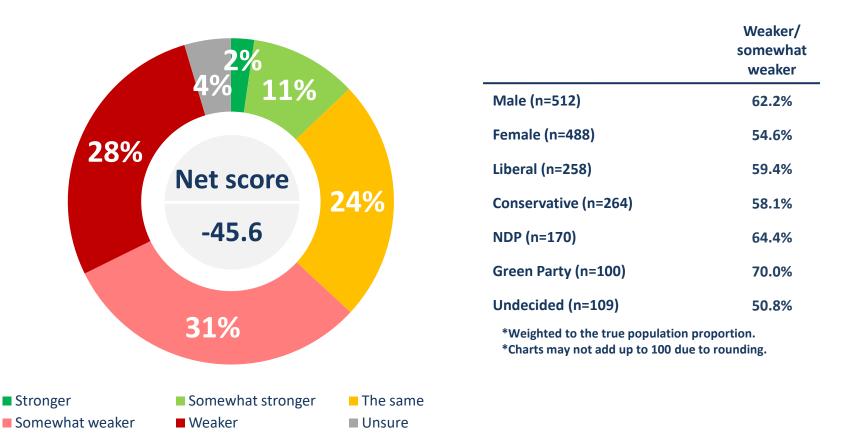
The New Democratic Party
 The Green Party
 The People's Party of Canada

QUESTION – Which political party do you most trust to protect the CBC? [RANDOMIZE]

Influence of social media on the strength of Canadian democracy







QUESTION – Thinking about the influence of Facebook and other social media platforms on politics and the news we get, would you say the Canadian democracy is stronger, somewhat stronger, the same, somewhat weaker or weaker than it was 5 years ago?

Accuracy of content on social media platforms



	Less accurate
Male (n=512)	82.1%
Female (n=488)	76.5%
Liberal (n=258)	86.9%
Conservative (n=264)	69.8%
NDP (n=170)	92.3%



Undecided (n=109)	75.5%
*Weighted to the true population proportion. *Charts may not add up to 100 due to roundir	

Green Party (n=100)

■ More accurate ■ As accurate ■ Less accurate ■ Unsure

QUESTION – Do you think content displayed on online social media platforms like Facebook is more accurate, as accurate or less accurate than content published in traditional media, such as TV broadcasters and newspapers?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

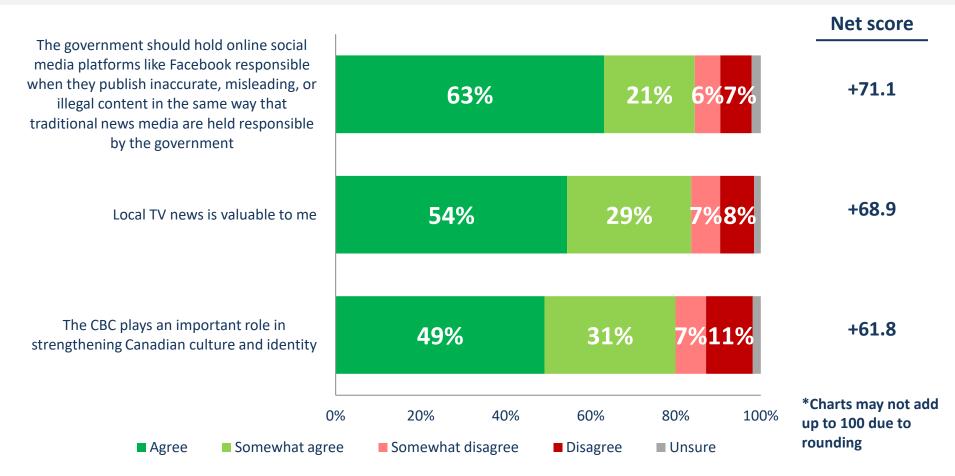
ANOS

80.5%

Opinions on social media and local journalism







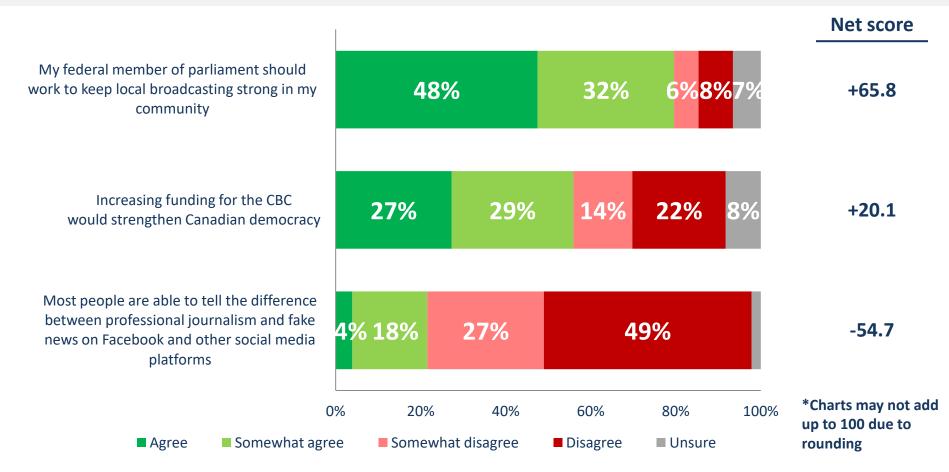
QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Opinions on social media and local journalism







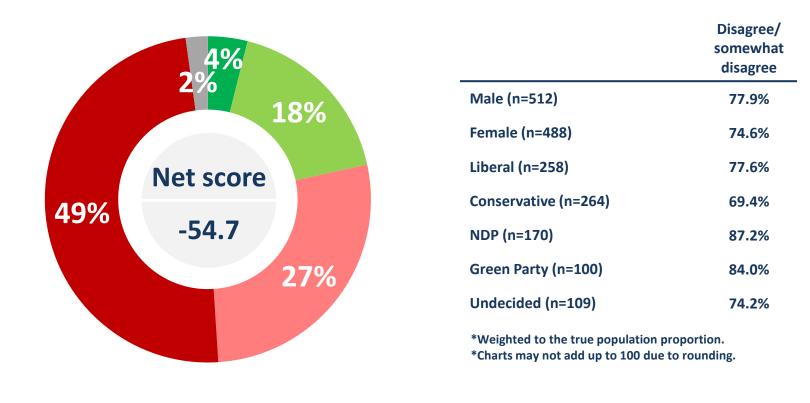
QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 16th to 21st, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Telling the difference between professional journalism and fake news







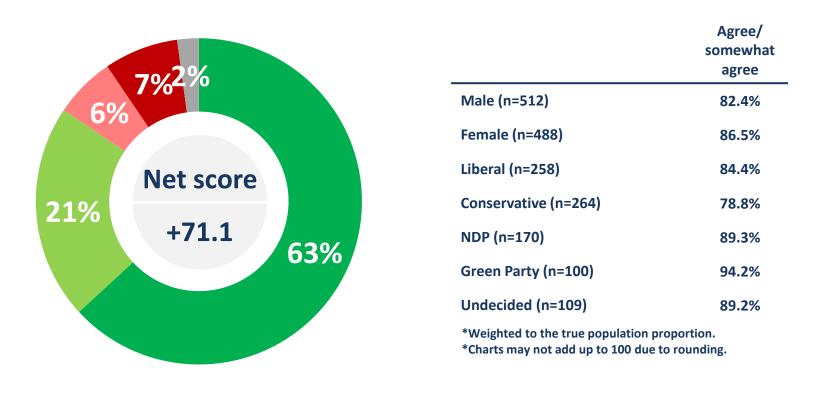
Agree Somewhat agree Somewhat disagree Disagree Unsure

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

Most people are able to tell the difference between professional journalism and fake news on Facebook and other social media platforms

Holding social media platforms responsible for published content





■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

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

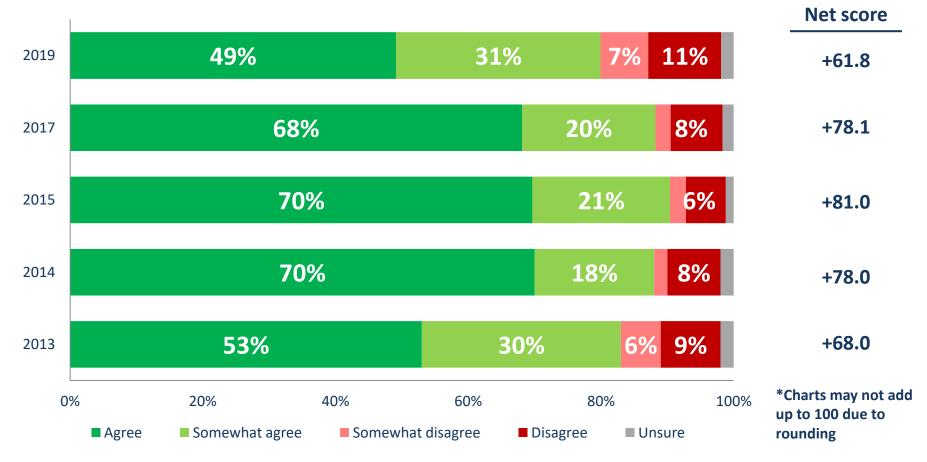
The government should hold online social media platforms like Facebook responsible when they publish inaccurate, misleading, or illegal content in the same way that traditional news media are held responsible by the government

Role of the CBC in Canadian culture and identity

FRIENDS OF CANADIAN BROADCASTING



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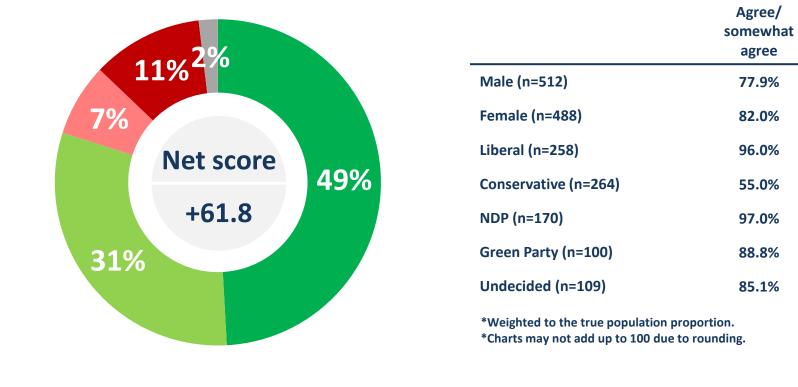
QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements? [RANDOMIZE]

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

Role of the CBC in Canadian culture and identity







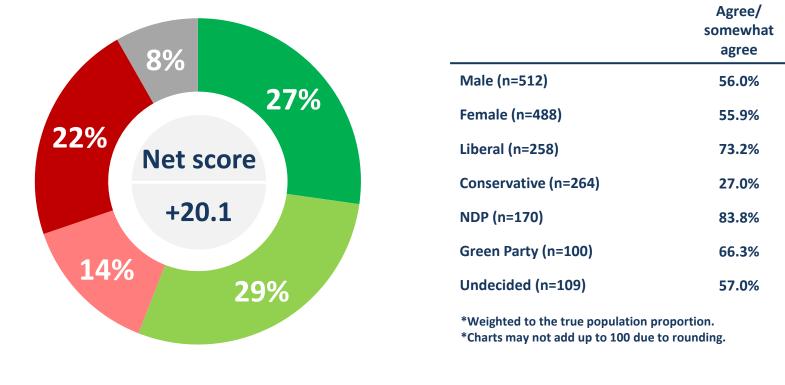
Agree Somewhat agree Somewhat disagree Disagree Unsure

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

Strengthening Canadian democracy through increased CBC funding







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

Increasing funding for the CBC would strengthen Canadian democracy

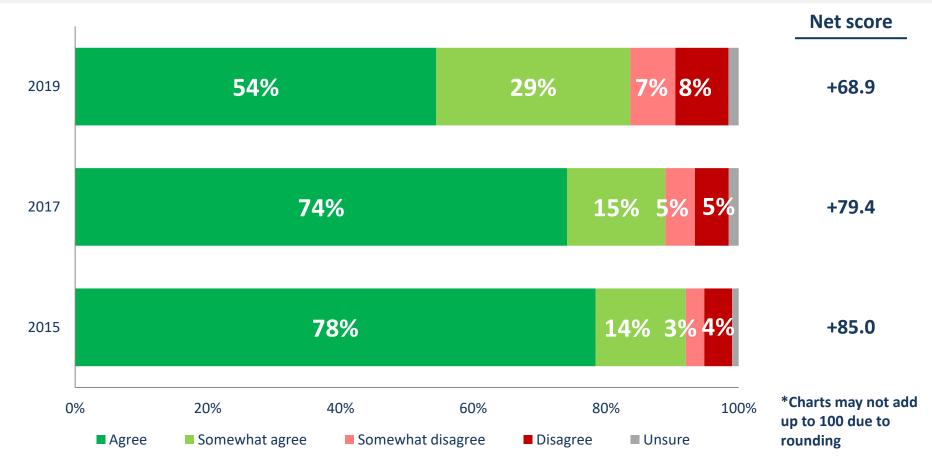


Value of local television news





41



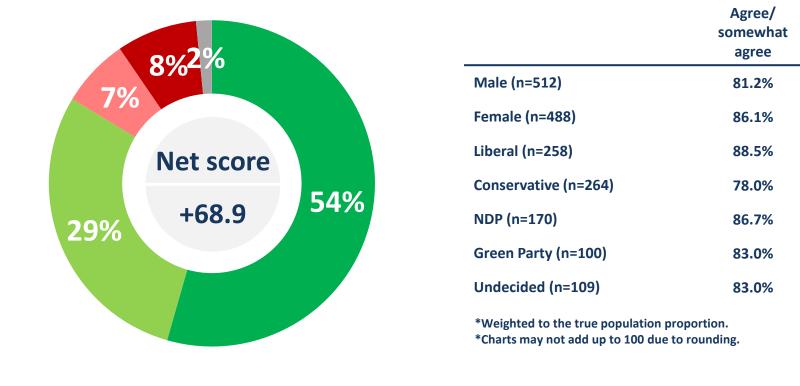
QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements? [RANDOMIZE]

Local TV news is valuable to me

Value of local television news







■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

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

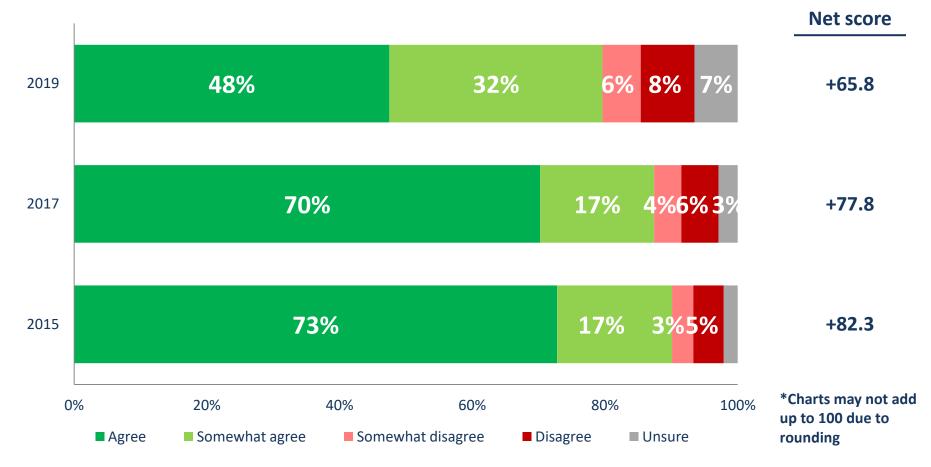
Local TV news is valuable to me



Responsibility of members of parliament to keep local broadcasting strong







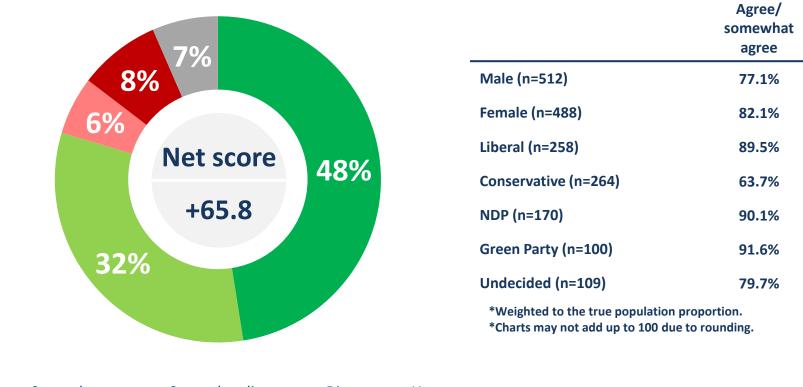
QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements? [RANDOMIZE]

My federal member of parliament should work to keep local broadcasting strong in my community

Responsibility of members of parliament to keep local broadcasting strong







🗖 Agree 📕 Somewhat agree 📕 Somewhat disagree 📕 Disagree 🔲 Unsure

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

My federal member of parliament should work to keep local broadcasting strong in my community

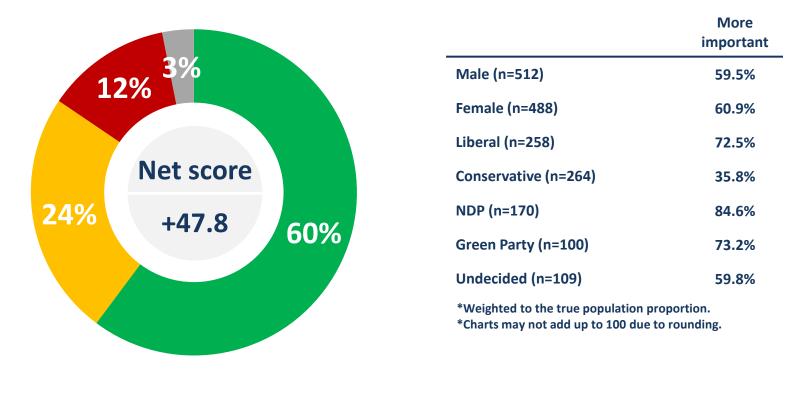


Importance of a strong and independent CBC





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■ More important ■ As important ■ Less important ■ Unsure

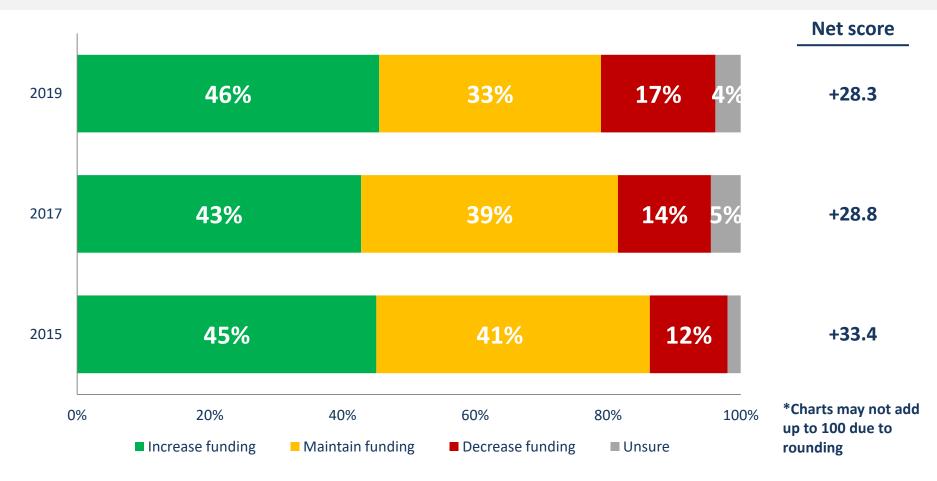
QUESTION – According to News Media Canada, about 250 newspapers have closed in Canada in the last 10 years. Given these changes, is it more important, as important, or less important to have a strong and independent CBC?

Funding for the CBC





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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 for the CBC



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		Increase funding	Maintain funding	Decrease funding
4%	Male (n=512)	46.1%	29.7%	19.7%
17%	Female (n=488)	44.9%	37.2%	14.7%
	Liberal (n=258)	60.5%	35.6%	2.4%
Net score 46%	Conservative (n=264)	17.5%	35.5%	43.6%
+28.3	NDP (n=170)	70.1%	25.9%	2.4%
	Green Party (n=100)	58.2%	31.0%	8.2%
33%	Undecided (n=109)	45.7%	35.5%	8.4%
	*Weighted to the true population propo *Charts may not add up to 100 due to ro			
Increase funding Maintain funding				

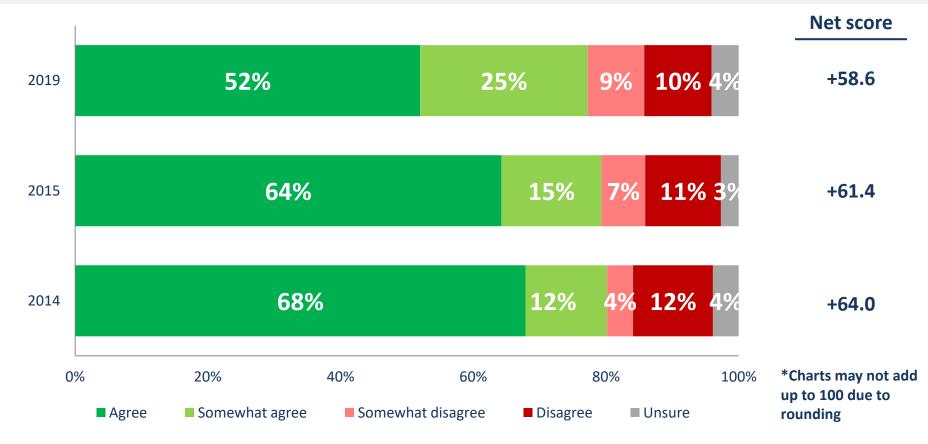
Decrease funding

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?

Subjecting foreign broadcasters to Canadian broadcast rules







QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statement?

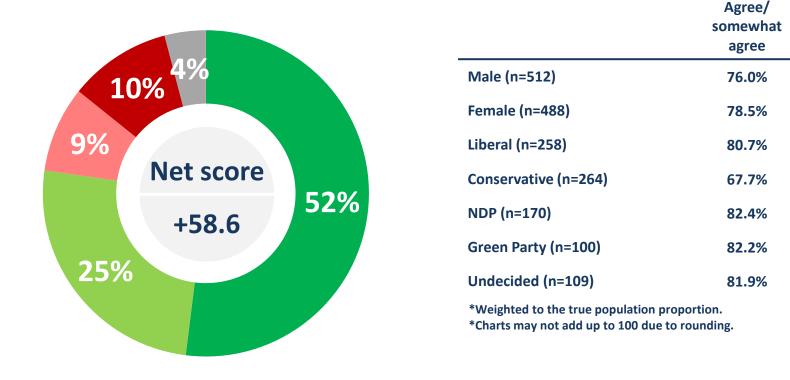
Foreign companies that broadcast TV programming into Canada over the Internet should be subject to the same rules as Canadian companies that broadcast TV programs by cable, satellite or over the air



Subjecting foreign broadcasters to Canadian broadcast rules







Agree Somewhat agree Somewhat disagree Disagree Unsure

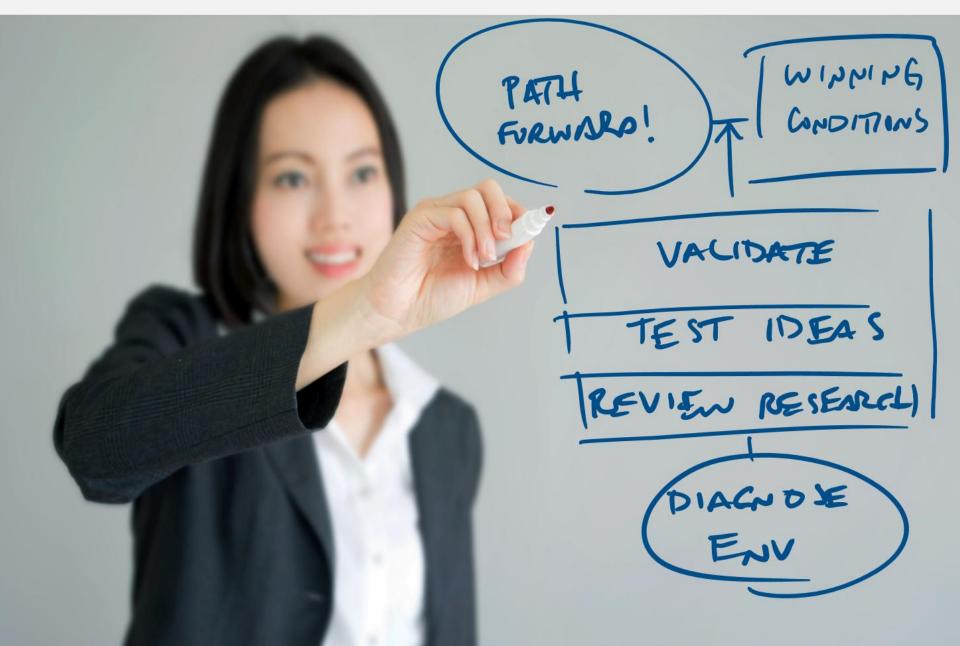
QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statement?

Foreign companies that broadcast TV programming into Canada over the Internet should be subject to the same rules as Canadian companies that broadcast TV programs by cable, satellite or over the air









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 April 16th and 21st, 2019. 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 and was conducted by Nanos Research.

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



PREVIOUS WAVES



Nanos Research:

A Nanos Research 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. 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.

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. <u>http://www.friends.ca/files/PDF/nanos-what-canadians-think-about-tv.pdf</u>

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. <u>https://www.friends.ca/files/PDF/2013-388-FCB-Report.pdf</u>

PREVIOUS WAVES



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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 $\pm 1.69\%$ 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. <u>http://www.friends.ca/poll/8288</u>

TECHNICAL NOTE





Element	Description	Element	Description
Organization who commissioned the research	Friends of Canadian Broadcasting	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.		Screening ensured potential respondents did not work in the
Margin of Error	±3.1 percentage points, 19 times out of 20.	Screening	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.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not
Sampling Mathed Pasa	The sample included both land- and cell-lines RDD		participate.
Sampling Method Base	(Random Digit Dialed) across Canada.	Stratification	By age and gender using the latest Census information (2016) 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.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.		oversampled to allow for a minimum regional sample.
	Six digit postal code was used to validate geography.	Estimated Response Rate	12 percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs.	Question Content	All questions asked are contained in the report.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30- 9:30pm local time for the respondent.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	April 16 th to 21 st , 2019	Survey Company	Nanos Research
Language of Survey	The survey was conducted in both English and French.		Contact Nanos Research for more information or with any concerns or questions.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.	Contact	http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

ABOUT NANOS



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NANOS RUTHERFORD McKAY & Co.

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This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. <u>www.nanosdimap.com</u>

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. <u>www.nrmpublicaffairs.com</u>

TABULATIONS









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]

					Reg	gion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q1 - Cable companies	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	3.27	3.35	3.74	2.92	3.35	3.11	3.26	3.28	3.20	3.26	3.33
	Very low trust and confidence (1)	%	16.6	18.2	9.1	21.6	13.4	20.8	16.1	17.0	16.8	17.6	15.5
	2	%	17.8	18.8	14.7	22.0	16.3	15.1	18.1	17.4	19.1	16.2	18.2
	3	%	16.8	13.3	17.2	14.6	18.7	20.2	18.4	15.2	18.9	17.2	15.1
	4	%	23.1	20.3	19.8	22.8	28.0	23.7	23.3	22.8	18.9	25.7	23.4
	5	%	14.9	14.7	26.0	10.1	12.3	11.3	14.4	15.4	16.2	15.3	13.7
	6	%	6.3	11.2	8.2	3.4	6.0	6.3	6.1	6.4	4.6	5.4	8.1
	Very high trust and confidence (7)	%	1.4	1.6	2.0	1.0	1.5	0.7	1.3	1.4	1.6	1.0	1.5
	Unsure	%	3.3	1.9	2.9	4.5	3.8	1.9	2.3	4.4	3.8	1.7	4.5



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]

					Reg	ion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q2 - Private broadcasters	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	3.57	3.89	3.77	3.40	3.62	3.37	3.59	3.55	3.55	3.54	3.62
	Very low trust and confidence (1)	%	9.4	5.5	8.3	12.4	5.0	13.6	8.2	10.7	5.8	12.0	9.5
	2	%	16.0	11.9	13.5	17.0	19.9	15.4	18.5	13.5	17.0	13.3	17.7
	3	%	18.7	14.8	20.1	18.3	20.8	17.4	19.6	17.9	25.3	17.8	15.3
	4	%	24.5	28.6	21.2	24.3	25.4	25.8	24.3	24.7	22.6	25.4	24.9
	5	%	14.7	12.9	18.9	13.4	14.8	12.1	15.4	14.0	14.2	17.7	12.5
	6	%	7.2	8.8	11.2	4.0	8.2	5.0	6.4	7.9	5.6	5.7	9.4
	Very high trust and confidence (7)	%	3.3	4.9	2.8	4.0	2.4	3.0	4.5	2.1	3.0	2.6	4.2
	Unsure	%	6.1	12.5	4.0	6.5	3.5	7.7	3.1	9.1	6.5	5.4	6.5



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]

					Reg	gion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q3 - The Canadian government	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
8		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	4.30	4.62	4.67	4.15	3.95	4.30	4.33	4.27	4.34	4.33	4.24
	Very low trust and confidence (1)	%	11.3	6.5	6.9	15.7	13.2	9.5	11.6	10.9	10.3	12.7	10.7
	2	%	7.3	3.7	5.2	7.1	11.9	7.0	8.4	6.2	7.1	7.8	7.0
	3	%	11.3	11.9	9.0	12.1	12.9	10.9	11.3	11.4	11.4	7.3	14.8
	4	%	17.8	19.2	16.3	15.2	17.2	24.8	15.0	20.5	18.2	17.8	17.5
	5	%	22.5	26.5	26.3	19.5	22.3	20.5	22.5	22.5	24.1	20.8	23.0
	6	%	17.7	22.6	21.6	16.5	13.4	16.6	17.1	18.2	19.2	20.6	14.0
	Very high trust and confidence (7)	%	10.4	9.6	11.7	11.9	7.6	9.7	12.9	7.8	9.3	10.5	11.0
	Unsure	%	1.8	0.0	3.0	2.0	1.6	1.0	1.0	2.6	0.6	2.5	2.0



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]

					Reg	gion			Gen	der	Which of the follo	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q4 - CRTC	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	4.71	4.73	4.71	4.65	4.67	4.86	4.63	4.80	4.72	4.80	4.62
	Very low trust and confidence (1)	%	6.0	1.5	8.2	6.6	5.1	5.4	7.4	4.5	4.3	7.0	6.1
	2	%	5.3	7.0	5.9	5.8	5.1	2.3	7.4	3.1	5.6	5.2	5.1
	3	%	8.4	7.8	7.1	7.6	11.5	8.1	8.8	8.0	8.0	7.0	9.8
	4	%	17.9	25.1	16.4	17.0	18.4	16.5	17.6	18.2	19.1	12.7	21.7
	5	%	21.6	17.5	21.8	22.5	20.3	23.9	19.2	24.0	21.2	21.8	21.7
	6	%	21.5	20.5	21.3	19.9	23.6	22.9	21.8	21.2	24.0	24.6	17.1
	Very high trust and confidence (7)	%	12.8	11.4	15.7	12.3	10.9	12.7	14.5	11.0	9.7	13.8	13.9
	Unsure	%	6.7	9.2	3.7	8.2	5.2	8.3	3.3	10.1	8.1	7.9	4.7



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]

					Regi	on			Gend	er	Which of the fol	llowing age catego into:	ries do you fit
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q5 - CBC/Radio-Canada	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	5.41	5.81	5.63	5.24	5.04	5.65	5.35	5.48	5.45	5.46	5.35
	Very low trust and confidence (1)	%	6.7	1.9	3.5	6.8	12.1	7.1	6.8	6.6	5.0	7.6	7.0
	2	%	4.0	2.1	2.0	5.8	6.6	1.0	4.6	3.4	4.8	2.8	4.4
	3	%	3.4	2.0	2.2	5.1	3.4	2.7	3.9	2.9	3.2	2.8	4.0
	4	%	8.3	10.2	9.3	7.4	8.0	7.9	8.6	8.0	10.7	8.0	7.1
	5	%	15.3	14.4	16.3	19.3	10.7	12.4	16.5	14.0	15.4	14.3	16.0
	6	%	27.9	30.1	35.0	21.2	29.4	27.4	25.6	30.3	25.5	28.2	29.3
	Very high trust and confidence (7)	%	33.4	39.3	30.8	32.5	28.8	41.1	33.2	33.6	35.2	34.8	30.9
	Unsure	%	1.1	0.0	0.8	1.9	1.1	0.4	0.8	1.3	0.4	1.4	1.2



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]

					Regio	on			Gende	er	Which of the fol	lowing age catego into:	ries do you fit
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q6 - Netflix	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	3.07	3.62	2.89	3.07	3.10	2.97	2.94	3.21	3.25	3.09	2.94
	Very low trust and confidence (1)	%	21.8	17.5	26.0	20.7	18.5	24.9	22.6	21.0	18.2	21.7	24.2
	2	%	17.7	12.1	22.4	17.4	16.3	16.5	18.6	16.8	18.0	18.2	17.1
	3	%	18.3	16.7	14.0	21.1	24.2	12.1	20.9	15.6	20.4	15.8	19.0
	4	%	15.1	15.3	13.8	15.3	16.6	14.7	13.9	16.4	13.6	17.6	14.0
	5	%	9.6	9.9	8.1	8.7	10.5	12.1	7.3	11.9	9.8	12.2	7.2
	6	%	7.8	18.3	8.8	6.8	3.8	6.7	7.5	8.1	9.9	7.1	7.0
	Very high trust and confidence (7)	%	2.6	3.7	1.8	3.0	3.3	1.2	1.8	3.4	3.8	1.7	2.6
	Unsure	%	7.1	6.5	5.0	6.9	6.7	11.8	7.4	6.9	6.3	5.6	9.0



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]

					Reg	gion			Gen	der	Which of the follo	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q7 - Other internet	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
broadcasters		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
		Mean	2.98	3.10	3.05	2.85	3.34	2.57	2.94	3.02	3.03	2.97	2.96
	Very low trust and confidence (1)	%	19.0	22.5	16.2	20.9	9.1	30.5	18.5	19.5	19.8	19.4	18.2
	2	%	17.7	11.9	17.2	20.5	17.9	16.6	23.1	12.3	16.7	18.6	17.6
	3	%	18.6	10.1	20.0	16.6	27.3	14.6	19.6	17.6	17.9	18.6	19.1
	4	%	18.2	20.2	16.8	17.4	19.4	19.1	14.6	21.9	19.4	19.3	16.5
	5	%	8.9	13.0	11.8	8.0	8.3	4.6	9.5	8.2	12.7	7.9	7.4
	6	%	5.0	5.5	2.9	4.3	10.3	2.6	6.4	3.7	2.3	5.7	6.2
	Very high trust and confidence (7)	%	0.7	0.6	1.2	0.7	0.2	0.8	0.5	0.9	1.7	0.7	0.1
	Unsure	%	11.7	16.3	13.9	11.7	7.4	11.3	7.7	15.9	9.5	9.7	14.9



Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following: [ROTATE]

					Reg	ion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q8 - The choice of US and other non-Canadian programming available to	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
you on television.		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
	Satisfied	%	27.5	23.5	16.6	29.9	37.2	28.7	28.7	26.3	29.2	23.6	29.8
	Somewhat satisfied	%	33.1	41.2	43.2	29.4	26.7	28.5	31.2	35.0	31.2	33.3	34.1
	Somewhat dissatisfied	%	14.8	17.0	12.1	16.0	17.7	11.4	13.6	16.0	10.5	17.2	15.5
	Dissatisfied	%	14.7	12.6	13.1	17.6	10.6	18.0	15.3	14.1	15.5	15.6	13.4
	Unsure/No opinion	%	9.9	5.7	15.0	7.1	7.8	13.4	11.2	8.6	13.6	10.3	7.2



Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following: [ROTATE]

					Reg	ion			Gen	der	Which of the follo	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q9 - The choice of US and other non-Canadian programming available to	Total	Unwgt N Wgt N	1000 1000	100 100	250 231	300 308	200 206	150 155	512 503	488 497	251 254	355 348	394 398
you on online streaming platforms	Satisfied	%	22.3	30.6	19.5	23.0	20.7	21.9	23.1	21.6	25.6	26.1	16.9
	Somewhat satisfied	%	31.6	36.8	37.9	31.3	25.6	27.2	30.3	32.9	31.8	35.3	28.2
	Somewhat dissatisfied	%	12.9	15.7	9.0	10.6	19.8	12.1	12.0	13.7	13.6	13.4	11.9
	Dissatisfied	%	11.4	9.0	8.6	15.1	11.0	10.4	13.3	9.5	15.8	11.6	8.4
	Unsure/No opinion	%	21.8	7.9	25.0	20.0	22.9	28.4	21.3	22.4	13.3	13.5	34.6



					Reg	ion			Gen	ıder	Which of the follo	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q10 - Which political party do you most trust to protect the CBC? [RANDOMIZE]	Total	Unwgt N Wgt N	1000 1000	100 100	250 231	300 308	200 206	150 155	512 503	488 497	251 254	355 348	394 398
	The Conservative Party	%	11.0	17.7	8.8	9.4	12.0	11.9	11.2	10.9	8.5	11.5	12.3
	The New Democrat Party	%	15.2	12.2	8.6	15.8	19.1	20.3	15.4	14.9	17.1	15.8	13.3
	The Liberal Party	%	33.9	40.1	30.2	38.9	31.8	28.1	38.4	29.3	30.2	33.5	36.6
	The Green Party	%	4.2	5.8	1.4	4.2	1.3	11.1	2.6	5.8	3.7	3.9	4.8
	BQ	%	5.3	0.3	22.9	0.0	0.0	0.0	5.8	4.8	7.6	4.9	4.3
	People's Party of Canada	%	0.8	3.0	1.0	0.6	0.1	0.2	0.9	0.6	1.2	1.1	0.2
	Unsure	%	29.6	20.9	27.1	31.0	35.6	28.3	25.7	33.6	31.7	29.3	28.6



					Reg	ion			Gender		Which of the following age categories do you fit into:		
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q11 - Thinking about the influence of Facebook and	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
other social media platforms on politics and		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
the news we get, would you say the Canadian democracy	Stronger	%	2.3	0.8	2.1	3.8	1.9	0.9	2.2	2.4	2.8	3.2	1.1
is stronger, somewhat stronger, the same,	Somewhat stronger	%	10.6	9.7	15.6	9.8	8.8	7.9	6.2	15.1	10.9	11.9	9.4
somewhat weaker or weaker than it was 5 years	The same	%	24.0	27.2	30.0	21.9	18.2	24.8	25.3	22.7	24.7	22.5	24.9
ago? So	Somewhat weaker	%	30.8	30.3	26.8	31.7	34.1	30.7	29.1	32.4	29.2	30.2	32.2
	Weaker	%	27.7	29.0	18.3	30.0	31.6	30.9	33.1	22.2	23.8	28.0	29.9
	Unsure	%	4.6	3.0	7.2	2.8	5.3	4.7	4.0	5.2	8.5	4.2	2.5

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 April 16th and 21st, 2019. 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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					Reg	ion		Gen	der	Which of the following age categories do you fit into:			
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q12 - Do you think content displayed on online social	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
media platforms like Facebook is more accurate, as accurate or less accurate		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
than content published in traditional media, such as	More accurate	%	2.1	3.6	1.0	2.1	3.5	0.8	2.1	2.1	2.3	2.2	1.9
TV broadcasters and newspapers?	As accurate	%	13.1	19.5	11.3	14.7	16.0	4.7	10.3	15.9	15.2	15.1	10.0
	Less accurate	%	79.3	74.5	81.3	77.4	75.1	89.1	82.1	76.5	79.3	78.6	79.9
	Unsure	%	5.5	2.4	6.4	5.9	5.4	5.4	5.5	5.5	3.2	4.1	8.1



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

					Reg	ion		Gen	der	Which of the following age categories do you fit into:			
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q13 - Most people are able to tell the difference between professional	Total	Unwgt N Wgt N	1000 1000	100 100	250 231	300 308	200 206	150 155	512 503	488 497	251 254	355 348	394 398
journalism and fake news on Facebook and other social media platforms	Agree	%	3.9	4.7	2.4	6.0	3.0	2.9	4.1	3.8	2.9	4.7	3.9
	Somewhat agree	%	17.7	24.5	16.3	21.2	13.4	13.8	16.0	19.4	17.9	16.7	18.3
	Somewhat disagree	%	27.4	23.8	35.9	24.3	26.7	24.1	25.6	29.2	20.9	33.0	26.7
	Disagree	%	48.8	46.9	42.5	45.9	55.8	56.2	52.3	45.4	55.3	43.7	49.2
	Unsure	%	2.2	0.0	3.0	2.6	1.1	3.1	2.1	2.3	3.0	2.0	1.8



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

					Reg	ion			Gender		Which of the following age categories do you fit into:		
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q14 - The government should hold online social	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
media platforms like Facebook responsible when they publish inaccurate, misleading, or illegal content in the same way that traditional news media		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
	Agree	%	63.1	60.0	59.1	64.2	61.5	71.3	62.4	63.8	55.5	58.8	71.8
are held responsible by the government	Somewhat agree	%	21.3	22.6	26.5	21.6	18.3	16.3	20.0	22.7	23.6	22.3	19.0
	Somewhat disagree	%	6.0	5.4	5.5	7.1	5.8	5.5	7.7	4.3	6.2	8.6	3.6
	Disagree	%	7.4	10.9	4.4	6.7	10.7	6.4	8.2	6.5	10.7	7.5	5.1
	Unsure	%	2.1	1.1	4.6	0.4	3.7	0.6	1.6	2.7	3.9	2.7	0.5



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

					Reg	ion		Gen	der	Which of the following age categories do you fit into:			
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q15 - The CBC plays an important role in strengthening Canadian culture and identity	Total	Unwgt N Wgt N	1000 1000	100 100	250 231	300 308	200 206	150 155	512 503	488 497	251 254	355 348	394 398
culture and identity	Agree	%	49.1	53.4	52.8	47.2	39.1	58.1	45.1	53.2	49.3	51.4	47.1
	Somewhat agree	%	30.8	27.8	33.8	29.3	33.5	27.6	32.8	28.8	31.9	30.5	30.4
	Somewhat disagree	%	7.2	10.1	6.6	6.7	8.9	4.9	8.5	5.9	7.0	5.7	8.6
	Disagree	%	11.0	3.7	4.9	15.1	17.0	8.8	11.7	10.2	9.5	11.1	11.8
	Unsure	%	1.9	5.0	1.9	1.8	1.5	0.6	1.8	1.9	2.3	1.4	2.1



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

					Reg	ion		Gen	der	Which of the following age categories do you fit into:			
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q16 - Increasing funding for the CBC would strengthen	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
Canadian democracy		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
	Agree	%	27.2	32.1	29.4	24.6	23.8	30.7	27.3	27.2	27.1	27.4	27.2
	Somewhat agree	%	28.7	31.5	32.8	25.2	27.2	29.9	28.7	28.8	24.5	26.5	33.3
	Somewhat disagree	%	13.8	18.3	14.0	16.4	11.7	8.4	13.9	13.7	15.4	14.2	12.4
	Disagree	%	22.0	8.5	12.8	26.9	31.1	22.7	25.3	18.6	21.7	24.0	20.5
	Unsure	%	8.2	9.6	11.1	6.9	6.3	8.3	4.8	11.7	11.2	7.9	6.6



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

					Reg	gion			Ger	der	Which of the follo	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q17 - Local TV news is valuable to me	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
	Agree	%	54.4	57.3	55.7	50.5	58.2	53.5	52.9	55.9	43.4	52.2	63.4
	Somewhat agree	%	29.2	28.3	30.0	30.7	27.5	28.0	28.3	30.2	31.1	31.0	26.4
	Somewhat disagree	%	6.8	9.7	7.6	5.9	6.0	6.6	6.9	6.7	13.1	3.5	5.7
	Disagree	%	8.0	4.7	4.4	11.7	5.9	10.8	9.9	6.1	11.1	10.8	3.5
	Unsure	%	1.6	0.0	2.4	1.2	2.4	1.1	2.0	1.1	1.2	2.5	1.0



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

					Reg	ion			Gen	ıder	Which of the follo	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q18 - My federal member of parliament should work to keep local broadcasting	Total	Unwgt N Wgt N	1000 1000	100 100	250 231	300 308	200 206	150 155	512 503	488 497	251 254	355 348	394 398
strong in my community	Agree	%	47.5	53.8	48.8	43.8	43.1	54.6	44.3	50.7	40.1	45.0	54.5
	Somewhat agree	%	32.1	25.7	35.6	32.6	35.0	26.3	32.8	31.4	38.8	34.2	26.0
	Somewhat disagree	%	5.8	7.7	4.0	5.6	6.8	6.1	7.1	4.4	7.9	4.4	5.6
	Disagree	%	8.1	7.6	3.1	12.1	8.3	7.7	10.3	5.9	4.4	10.7	8.2
	Unsure	%	6.5	5.2	8.5	6.0	6.7	5.3	5.5	7.6	8.9	5.7	5.7



					Reg	ion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q19 - According to News Media Canada, about 250	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
newspapers have closed in Canada in the last 10 years. Given these changes, is it		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
more important, as important, or less important	More important	%	60.2	64.9	67.9	54.8	54.6	63.8	59.5	60.9	57.9	61.3	60.7
to have a strong and independent CBC?	As important	%	24.3	22.3	24.9	28.2	19.7	22.9	24.4	24.2	29.1	24.3	21.2
	Less important	%	12.4	9.7	5.7	14.5	20.2	9.6	13.6	11.2	8.7	12.2	14.9
	Unsure	%	3.1	3.0	1.5	2.5	5.5	3.6	2.6	3.6	4.3	2.2	3.2



					Reg	ion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q20 - Assume for a moment that your federal Member	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
of Parliament asked for your advice on an upcoming vote in the House of Commons		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
on what to do about CBC funding. Which of the following three options	Maintain funding	%	33.4	35.2	25.9	39.4	31.7	33.8	29.7	37.2	31.6	34.4	33.6
would you advise him/her to vote for?	Increase funding	%	45.5	51.3	60.1	34.8	38.7	50.3	46.1	44.9	47.3	44.1	45.6
	Decrease funding	%	17.2	9.8	7.2	23.0	25.9	14.0	19.7	14.7	16.3	16.8	18.2
	Unsure	%	3.8	3.8	6.7	2.8	3.7	1.9	4.5	3.2	4.7	4.7	2.5



					Reg	ion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q21 - As you may know, the CRTC requires broadcasters	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
and cable and satellite TV providers to contribute financially to the production		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
of Canadian TV programs. Do you agree, somewhat	Agree	%	52.0	47.6	64.2	45.6	45.3	58.0	50.1	53.9	41.1	51.2	59.6
agree, somewhat disagree or disagree with the following statement?	Somewhat agree	%	25.3	24.8	21.8	26.9	31.8	19.0	26.0	24.6	31.7	24.9	21.6
Foreign companies that broadcast TV programming	Somewhat disagree	%	8.5	5.6	7.2	10.8	8.2	8.2	8.8	8.2	8.6	9.0	8.0
into Canada over the Internet should be subject to the same rules as	Disagree	%	10.2	14.5	4.5	13.3	10.8	8.7	13.0	7.3	12.2	11.1	8.1
Canadian companies that broadcast TV programs by cable, satellite or over the air.	Unsure	%	4.1	7.4	2.3	3.4	3.9	6.2	2.2	6.0	6.4	3.8	2.8



					Reg	gion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q22 - [Rank 1] For those	Total	Unwgt N	1000	100	250	300	200	150	512	488	251	355	394
parties you would consider voting for FEDERALLY, could you please rank your top		Wgt N	1000	100	231	308	206	155	503	497	254	348	398
two current local preferences?	Liberal	%	28.0	39.0	26.8	32.8	19.9	23.8	27.4	28.6	24.0	27.6	30.9
preferences:	Conservative	%	30.1	27.0	15.2	33.4	46.5	25.8	36.7	23.3	26.5	28.9	33.4
	NDP	%	13.0	9.0	13.4	12.3	13.7	15.5	8.4	17.7	16.2	14.7	9.6
	BQ	%	4.0	0.0	17.3	0.0	0.0	0.2	4.6	3.5	4.7	4.3	3.3
	Green Party	%	7.1	11.0	4.8	6.8	3.4	13.5	6.6	7.6	7.5	7.4	6.6
	People's Party of Canada	%	0.7	1.0	0.4	0.6	1.0	0.6	0.9	0.5	0.7	1.1	0.3
	Other	%	2.2	0.0	0.0	3.2	3.9	2.6	2.8	1.6	1.2	3.2	2.0
	Undecided	%	14.9	13.0	22.1	10.7	11.7	18.0	12.6	17.2	19.2	13.0	13.9



					Reg	ion			Gen	der	Which of the follow	wing age categories	do you fit into:
			Canada 2019- 04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Q22 - [Rank 2] For those parties you would consider	Total	Unwgt N	875	91	219	265	164	136	462	413	215	317	343
voting for FEDERALLY, could you please rank your top		Wgt N	856	88	191	270	173	135	447	409	209	305	342
two current local preferences?	Liberal	%	18.5	19.2	18.1	18.9	17.1	19.2	20.3	16.4	21.7	17.5	17.3
preferences.	Conservative	%	14.7	19.4	14.0	15.4	14.1	12.2	16.8	12.4	11.5	18.4	13.4
	NDP	%	24.9	34.0	24.4	25.7	20.6	23.8	23.4	26.6	27.6	23.3	24.7
	BQ	%	2.8	0.0	12.0	0.0	0.6	0.0	3.0	2.6	1.2	1.9	4.6
	Green Party	%	16.3	11.5	15.9	15.7	14.9	22.9	12.8	20.1	14.1	16.1	17.7
	People's Party of Canada	%	8.5	7.4	5.1	8.8	12.9	8.0	9.1	7.9	14.6	7.4	5.8
	Other	%	2.8	1.8	2.3	2.7	4.3	2.7	2.9	2.8	3.8	3.1	2.1
	Undecided	%	11.5	6.6	8.1	12.9	15.6	11.3	11.6	11.3	5.3	12.2	14.6



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q1 - Cable companies	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	3.27	3.27	3.43	3.04	3.65	2.75	3.01	2.67	3.40
	Very low trust and confidence (1)	%	16.6	17.3	12.8	23.1	9.0	22.0	27.0	18.2	15.8
	2	%	17.8	15.6	16.7	15.6	19.9	28.5	15.5	22.7	19.4
	3	%	16.8	19.9	14.1	21.2	13.6	20.5	9.5	27.3	10.4
	4	%	23.1	22.9	29.5	18.4	17.2	12.8	14.8	27.3	20.8
	5	%	14.9	12.3	15.1	14.2	33.7	7.1	18.4	0.0	20.5
	6	%	6.3	7.6	6.6	3.5	1.8	5.2	6.5	0.0	8.1
	Very high trust and confidence (7)	%	1.4	1.6	1.0	2.1	3.0	1.5	0.0	0.0	0.7
	Unsure	%	3.3	2.8	4.2	2.0	1.7	2.5	8.3	4.5	4.1



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q2 - Private broadcasters	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	3.57	3.72	3.70	3.25	3.72	2.93	3.97	3.33	3.61
	Very low trust and confidence (1)	%	9.4	7.2	6.7	15.9	11.8	18.7	8.0	13.6	8.0
	2	%	16.0	13.6	18.5	17.4	8.3	23.0	6.0	9.1	14.6
	3	%	18.7	21.2	14.6	17.8	18.9	19.9	11.9	27.3	21.8
	4	%	24.5	25.9	26.8	23.5	30.0	18.3	36.2	27.3	18.6
	5	%	14.7	15.1	14.5	14.1	17.3	6.0	21.1	13.6	18.2
	6	%	7.2	6.9	9.0	4.1	10.2	5.8	12.1	4.5	6.8
	Very high trust and confidence (7)	%	3.3	4.9	3.7	2.2	1.7	1.5	0.0	0.0	2.6
	Unsure	%	6.1	5.3	6.2	4.9	1.7	6.9	4.8	4.5	9.5



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q3 - The Canadian government	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	4.30	5.29	3.34	4.97	4.02	4.30	2.31	2.50	4.17
	Very low trust and confidence (1)	%	11.3	0.7	23.9	3.1	8.2	4.9	55.6	45.5	9.4
	2	%	7.3	2.8	12.7	2.7	13.5	5.8	13.6	13.6	6.8
	3	%	11.3	5.5	16.9	8.9	13.9	16.0	4.1	4.5	11.6
	4	%	17.8	15.4	14.2	18.3	24.8	26.6	4.8	22.7	22.6
	5	%	22.5	28.7	14.8	24.4	17.6	25.3	6.0	9.1	27.6
	6	%	17.7	25.8	11.5	27.1	16.2	13.2	13.6	4.5	11.2
	Very high trust and confidence (7)	%	10.4	20.5	4.0	13.5	5.7	6.6	0.0	0.0	6.7
	Unsure	%	1.8	0.6	2.1	2.0	0.0	1.6	2.4	0.0	4.1



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q4 - CRTC	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	4.71	5.16	4.30	5.06	4.33	4.63	3.55	3.30	4.82
	Very low trust and confidence (1)	%	6.0	3.4	8.2	2.7	11.2	6.0	13.9	27.3	4.0
	2	%	5.3	2.9	7.7	2.9	9.0	3.6	30.6	0.0	6.1
	3	%	8.4	7.6	11.3	5.0	6.7	11.7	2.0	22.7	3.9
	4	%	17.9	13.9	22.9	18.1	22.6	16.4	11.9	13.6	15.4
	5	%	21.6	18.2	19.5	26.6	19.5	20.7	18.4	18.2	29.4
	6	%	21.5	26.2	16.1	22.9	17.8	23.8	11.2	4.5	25.3
	Very high trust and confidence (7)	%	12.8	19.9	9.4	15.0	11.8	8.6	7.1	4.5	8.0
	Unsure	%	6.7	7.9	4.9	6.8	1.5	9.3	4.8	9.1	7.9



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	of Canada	Other	Undecided
Q5 - CBC/Radio-Canada	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	5.41	6.14	4.37	6.14	5.52	5.75	3.89	3.62	5.62
	Very low trust and confidence (1)	%	6.7	0.9	16.1	0.9	3.2	1.3	24.7	31.8	2.7
	2	%	4.0	1.7	7.2	0.1	3.0	0.9	4.1	9.1	6.2
	3	%	3.4	0.3	7.7	1.2	1.5	4.6	18.7	0.0	2.0
	4	%	8.3	7.6	10.6	3.6	16.2	8.1	0.0	13.6	6.7
	5	%	15.3	11.2	20.2	11.7	13.3	18.0	23.5	18.2	14.2
	6	%	27.9	25.5	22.1	40.9	32.3	33.7	13.6	9.1	32.4
	Very high trust and confidence (7)	%	33.4	52.4	14.1	41.1	30.5	33.4	13.1	13.6	34.4
	Unsure	%	1.1	0.3	2.0	0.5	0.0	0.0	2.4	4.5	1.3



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	People's Party of Canada	Other	Undecided
Q6 - Netflix	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	3.07	3.06	3.24	3.04	2.16	2.94	3.42	3.21	3.08
	Very low trust and confidence (1)	%	21.8	21.2	17.5	20.4	39.0	29.1	27.0	27.3	23.6
	2	%	17.7	16.0	14.1	26.4	29.2	21.0	8.3	9.1	17.5
	3	%	18.3	22.4	23.5	9.9	14.8	13.1	4.4	9.1	12.7
	4	%	15.1	15.3	14.6	20.3	10.7	11.6	18.7	18.2	13.6
	5	%	9.6	7.7	11.8	10.3	0.0	9.3	13.1	9.1	10.7
	6	%	7.8	8.7	8.0	5.8	4.5	8.8	6.8	9.1	7.8
	Very high trust and confidence (7)	%	2.6	1.9	2.1	3.3	0.0	4.2	8.5	4.5	3.5
	Unsure	%	7.1	6.7	8.4	3.5	1.7	3.0	13.1	13.6	10.7



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]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q7 - Other internet broadcasters	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
		Mean	2.98	3.07	3.04	2.88	2.79	2.82	3.49	3.26	2.84
	Very low trust and confidence (1)	%	19.0	18.4	17.8	16.7	18.3	27.8	18.7	9.1	22.3
	2	%	17.7	15.9	19.1	20.2	16.3	20.6	10.7	18.2	15.6
	3	%	18.6	19.8	16.6	25.3	29.2	13.5	10.4	22.7	13.8
	4	%	18.2	21.1	18.4	13.5	8.3	18.3	12.8	22.7	18.9
	5	%	8.9	8.2	9.5	7.9	6.7	11.0	13.6	4.5	9.9
	6	%	5.0	5.2	6.8	4.6	4.5	0.9	12.8	9.1	2.8
	Very high trust and confidence (7)	%	0.7	1.4	0.1	0.0	0.0	4.1	2.4	0.0	0.0
	Unsure	%	11.7	10.0	11.8	11.9	16.7	3.8	18.7	13.6	16.6



Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following: [ROTATE]

			[Ra	nk 1] For those p	arties you would cons	sider voting for FED	ERALLY, could y	ou please rank you	r top two current local	preferences?	
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	People's Party of Canada	Other	Undecided
Q8 - The choice of US and	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
other non-Canadian programming available to you on television.		Wgt N	1000	280	301	130	40	71	7	22	149
	Satisfied	%	27.5	34.6	29.2	26.6	14.7	21.8	11.9	18.2	19.5
	Somewhat satisfied	%	33.1	32.6	33.8	31.9	43.2	28.1	47.8	13.6	35.3
	Somewhat dissatisfied	%	14.8	15.4	14.8	12.2	11.0	17.9	11.2	22.7	14.7
	Dissatisfied	%	14.7	10.6	15.3	17.6	13.8	16.3	21.9	36.4	14.8
	Unsure/No opinion	%	9.9	6.8	6.9	11.7	17.3	15.9	7.1	9.1	15.7



Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following: [ROTATE]

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q9 - The choice of US and other non-Canadian	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
programming available to you on online streaming platforms		Wgt N	1000	280	301	130	40	71	7	22	149
	Satisfied	%	22.3	25.6	19.6	27.1	10.7	19.3	27.0	18.2	22.5
	Somewhat satisfied	%	31.6	30.6	32.4	29.5	24.3	39.9	29.9	22.7	33.0
	Somewhat dissatisfied	%	12.9	11.9	11.7	15.3	11.2	16.2	9.7	31.8	11.1
	Dissatisfied	%	11.4	11.3	12.1	13.5	6.2	9.5	16.7	4.5	11.4
	Unsure/No opinion	%	21.8	20.6	24.2	14.6	47.5	15.1	16.7	22.7	22.0



[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q10 - Which political party do you most trust to protect the	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
CBC? [RANDOMIZE]		Wgt N	1000	280	301	130	40	71	7	22	149
	The Conservative Party	%	11.0	2.9	28.6	2.6	0.0	1.1	15.6	22.7	4.0
	The New Democrat Party	%	15.2	14.1	5.4	48.1	7.6	25.5	3.6	4.5	7.4
	The Liberal Party	%	33.9	66.8	27.2	25.1	1.7	14.4	25.9	13.6	14.5
	The Green Party	%	4.2	1.4	1.1	4.6	0.0	33.7	2.4	4.5	2.5
	BQ	%	5.3	2.4	0.6	3.7	75.6	2.2	0.0	0.0	5.3
	People's Party of Canada	%	0.8	0.0	0.9	0.8	0.0	2.1	34.7	0.0	0.0
	Unsure	%	29.6	12.4	36.1	15.1	15.0	21.0	17.9	54.5	66.3



[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q11 - Thinking about the influence of Facebook and	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
other social media platforms on politics and the news we		Wgt N	1000	280	301	130	40	71	7	22	149
get, would you say the Canadian democracy is	Stronger	%	2.3	2.5	2.9	1.2	0.0	4.1	6.8	4.5	0.7
stronger, somewhat stronger, the same, somewhat weaker or	Somewhat stronger	%	10.6	13.2	9.7	9.2	5.0	10.3	2.4	4.5	12.0
weaker than it was 5 years ago?	The same	%	24.0	21.8	26.7	19.6	28.7	15.0	45.9	22.7	28.6
	Somewhat weaker	%	30.8	32.3	26.4	41.8	31.8	40.1	6.0	18.2	25.3
	Weaker	%	27.7	27.1	31.7	22.6	18.3	29.9	38.9	31.8	25.5
	Unsure	%	4.6	3.1	2.5	5.6	16.2	0.6	0.0	18.2	7.9

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 April 16th and 21st, 2019. 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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[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q12 - Do you think content displayed on online social	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
media platforms like Facebook is more accurate, as accurate or less accurate than content		Wgt N	1000	280	301	130	40	71	7	22	149
published in traditional media, such as TV broadcasters and	More accurate	%	2.1	0.4	4.4	0.6	0.0	4.3	10.7	0.0	1.4
newspapers?	As accurate	%	13.1	7.4	20.5	5.4	3.5	12.1	43.5	27.3	15.1
	Less accurate	%	79.3	86.9	69.8	92.3	87.5	80.5	45.7	54.5	75.5
	Unsure	%	5.5	5.3	5.3	1.6	8.9	3.1	0.0	18.2	8.0



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

			[Ra	ank 1] For those p	parties you would con	sider voting for FEE	DERALLY, could y	ou please rank your	top two current loca	I preferences?	
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	People's Party of Canada	Other	Undecided
Q13 - Most people are able to tell the difference between	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
professional journalism and fake news on Facebook and		Wgt N	1000	280	301	130	40	71	7	22	149
other social media platforms	Agree	%	3.9	6.3	4.9	1.5	0.0	1.6	9.2	4.5	1.4
	Somewhat agree	%	17.7	15.0	23.6	9.9	14.4	13.0	24.0	22.7	19.6
	Somewhat disagree	%	27.4	26.4	24.1	34.9	33.5	29.6	46.6	31.8	25.1
	Disagree	%	48.8	51.2	45.3	52.4	48.4	54.4	20.2	36.4	49.2
	Unsure	%	2.2	1.1	2.2	1.4	3.7	1.5	0.0	4.5	4.8



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

[Rank 1] For those narties	you would consider voting for FEDERALLY, could	you please rank your to	in two current local preferences?
	you would consider voting for repercally could	you picase rank your te	

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q14 - The government should hold online social media	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
platforms like Facebook responsible when they publish inaccurate, misleading, or		Wgt N	1000	280	301	130	40	71	7	22	149
illegal content in the same way that traditional news media are	Agree	%	63.1	65.5	56.4	68.3	48.1	77.0	46.9	45.5	68.7
held responsible by the government	Somewhat agree	%	21.3	18.9	22.5	21.0	40.8	17.2	16.0	22.7	20.5
	Somewhat disagree	%	6.0	6.8	9.2	4.1	5.1	3.7	9.5	4.5	1.3
	Disagree	%	7.4	7.3	10.7	3.5	3.0	0.9	25.2	27.3	4.6
	Unsure	%	2.1	1.5	1.2	3.1	3.0	1.2	2.4	0.0	4.8



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

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q15 - The CBC plays an important role in strengthening	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
Canadian culture and identity		Wgt N	1000	280	301	130	40	71	7	22	149
	Agree	%	49.1	66.4	20.9	72.5	52.3	63.7	18.7	18.2	51.3
	Somewhat agree	%	30.8	29.6	34.1	24.5	35.3	25.0	18.7	31.8	33.8
	Somewhat disagree	%	7.2	1.9	14.1	1.7	6.0	5.0	30.3	13.6	7.3
	Disagree	%	11.0	1.5	26.9	0.8	6.5	3.7	32.3	36.4	5.7
	Unsure	%	1.9	0.6	3.9	0.5	0.0	2.5	0.0	0.0	1.9



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

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q16 - Increasing funding for the CBC would strengthen	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
Canadian democracy		Wgt N	1000	280	301	130	40	71	7	22	149
	Agree	%	27.2	40.0	8.7	48.7	24.1	41.0	3.6	4.5	20.7
	Somewhat agree	%	28.7	33.2	18.3	35.1	42.5	25.3	16.0	13.6	36.4
	Somewhat disagree	%	13.8	10.3	20.8	3.1	19.2	9.9	15.1	27.3	14.1
	Disagree	%	22.0	8.9	46.9	6.8	7.9	13.6	54.6	40.9	13.1
	Unsure	%	8.2	7.6	5.3	6.3	6.3	10.2	10.7	13.6	15.7



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

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

								People's Party of						
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided			
Q17 - Local TV news is valuable to me	Total	Unwgt N	1000	258	264	170	46	100	31	22	109			
		Wgt N	1000	280	301	130	40	71	7	22	149			
	Agree	%	54.4	61.5	46.4	53.8	65.2	47.8	41.8	31.8	62.0			
	Somewhat agree	%	29.2	27.0	31.5	32.9	33.0	35.1	35.4	31.8	21.0			
	Somewhat disagree	%	6.8	4.8	7.3	7.3	1.8	8.2	18.0	13.6	8.1			
	Disagree	%	8.0	5.7	13.0	4.5	0.0	5.2	4.8	18.2	7.5			
	Unsure	%	1.6	1.0	1.7	1.5	0.0	3.6	0.0	4.5	1.4			



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

[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

								People's Party of						
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided			
Q18 - My federal member of parliament should work to	Total	Unwgt N	1000	258	264	170	46	100	31	22	109			
keep local broadcasting strong in my community		Wgt N	1000	280	301	130	40	71	7	22	149			
	Agree	%	47.5	55.9	30.5	59.5	52.2	67.0	35.0	31.8	47.9			
	Somewhat agree	%	32.1	33.5	33.3	30.6	36.8	24.7	23.8	27.3	31.8			
	Somewhat disagree	%	5.8	2.8	12.9	1.5	1.5	1.6	20.7	13.6	2.0			
	Disagree	%	8.1	3.1	17.5	2.7	4.7	4.2	15.6	13.6	4.8			
	Unsure	%	6.5	4.6	5.9	5.6	4.8	2.7	4.8	13.6	13.5			

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 April 16th and 21st, 2019. 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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[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q19 - According to News Media Canada, about 250 newspapers have closed in Canada in the last 10 years. Given these changes, is it more important, as important, or less important to have a strong and independent CBC?	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
	More important	%	60.2	72.5	35.8	84.6	72.9	73.2	38.9	36.4	59.8
	As important	%	24.3	23.3	28.8	13.5	25.6	19.0	25.2	22.7	28.7
	Less important	%	12.4	3.2	29.6	0.6	1.5	4.8	31.1	36.4	7.5
	Unsure	%	3.1	1.0	5.7	1.3	0.0	3.0	4.8	4.5	4.0



[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

									People's Party of		
			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	Canada	Other	Undecided
Q20 - Assume for a moment that your federal Member of	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
Parliament asked for your advice on an upcoming vote in the House of Commons on		Wgt N	1000	280	301	130	40	71	7	22	149
what to do about CBC funding. Which of the following three options would you advise him/her to vote for?	Maintain funding	%	33.4	35.6	35.5	25.9	21.4	31.0	37.4	36.4	35.5
	Increase funding	%	45.5	60.5	17.5	70.1	72.1	58.2	9.5	13.6	45.7
	Decrease funding	%	17.2	2.4	43.6	2.4	4.7	8.2	49.5	36.4	8.4
	Unsure	%	3.8	1.5	3.5	1.6	1.8	2.7	3.6	13.6	10.5



[Rank 1] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?

			Canada 2019-04	Liberal	Conservative	NDP	BQ	Green Party	People's Party of Canada	Other	Undecided
Q21 - As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of	Total	Unwgt N	1000	258	264	170	46	100	31	22	109
		Wgt N	1000	280	301	130	40	71	7	22	149
Canadian TV programs. Do you agree, somewhat agree,	Agree	%	52.0	54.3	43.8	54.7	73.7	50.9	28.2	36.4	59.7
somewhat disagree or disagree with the following statement? Foreign companies that	Somewhat agree	%	25.3	26.4	23.9	27.7	21.1	31.3	33.5	22.7	22.2
broadcast TV programming into Canada over the Internet	Somewhat disagree	%	8.5	9.1	9.9	6.3	0.0	6.7	14.8	9.1	9.3
should be subject to the same rules as Canadian companies that broadcast TV programs by	Disagree	%	10.2	5.7	18.3	6.5	0.0	8.0	18.7	22.7	6.8
cable, satellite or over the air.	Unsure	%	4.1	4.6	4.1	4.7	5.2	3.0	4.8	9.1	2.0

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 April 16th and 21st, 2019. 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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