

# Canadians say professional journalism is essential given the Coronavirus outbreak and should be supported by the Federal Government

FCB March Omni2 | Summary

Conducted by Nanos for Friends of Canadian Broadcasting, April 2020  
Submission 2020-1598



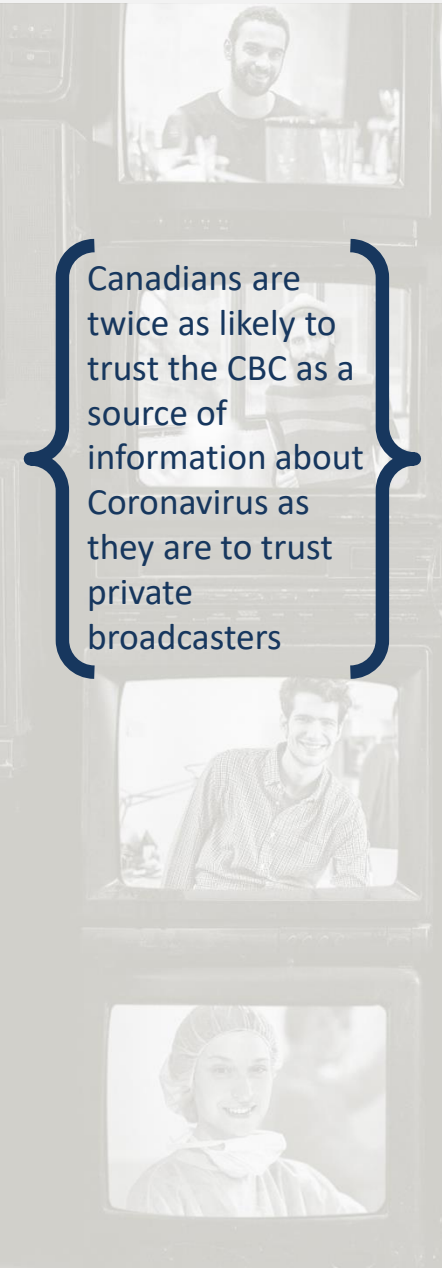
# SUMMARY

Almost two in three Canadians say that the Federal Government should treat media bankruptcies as an emergency. A majority of Canadians think that the government should provide funding to prevent failing news providers from closing down and to allow the CBC to produce more local news.

A majority of Canadians agree or somewhat agree that the Federal Government should treat media bankruptcies as an emergency

- **Nearly three quarters of Canadians say social media platforms are less accurate than traditional media** – Just under three in four Canadians (74%) say that social media platforms like Facebook are less accurate than traditional media, while 10 per cent say they are as accurate and four per cent say more accurate. Thirteen per cent are unsure.
- **Nearly two in three Canadians agree or somewhat agree that the Federal Government should treat media bankruptcies as an emergency because professional journalism is essential to keeping Canadians safe** – Almost two thirds of Canadians agree (26%) or somewhat agree (36%) that because of the Coronavirus/Covid-19 outbreak the Federal Government should treat widespread media bankruptcies and lay-offs as an emergency because professional journalism is essential to keeping Canadians safe. While just under three in ten say they somewhat disagree (15%) or disagree (14%). Ten per cent are unsure.
- **Canadians most frequently say it is more important to have a strong and independent CBC in light of recent newspaper closures** – A majority of Canadians (57%) believe it is more important to have a strong and independent CBC given News Media Canada reports that 250 newspapers have closed in Canada in the last 10 years. Nearly one in four (24%) say it is as important and 13 per cent say it is less important (32% of CPC voters). Seven per cent are unsure.

# SUMMARY



Canadians are twice as likely to trust the CBC as a source of information about Coronavirus as they are to trust private broadcasters

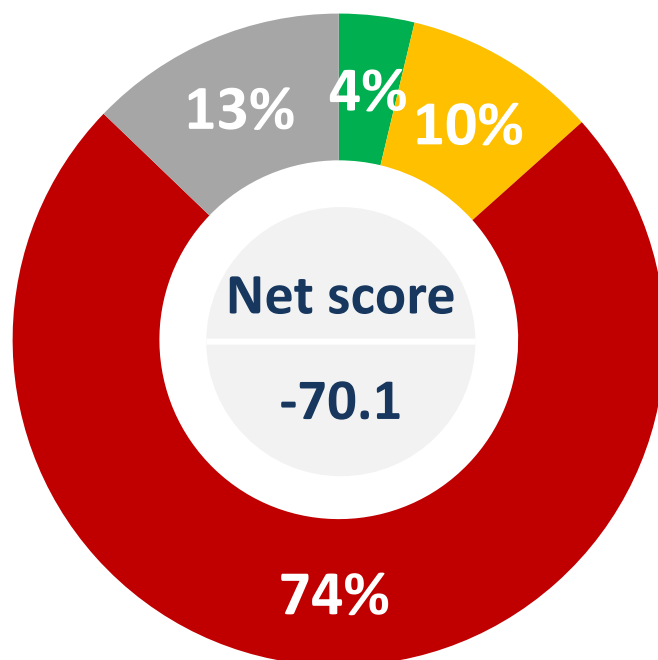
- **More than two thirds of Canadians support or somewhat support sending government aid to failing news providers** – Over two in three Canadians support (26%) or somewhat support (41%) the Government of Canada sending financial aid to failing news providers to keep them from closing down, while 14 per cent each say they somewhat oppose or oppose this. Five per cent are unsure.
- **Just over seven in ten Canadians support or somewhat support more government funding for the CBC to provide local news** – A majority of Canadians say they support (41%) or somewhat support (31%) an increase in funding for the CBC to provide more local news and information. Just over one in four oppose (16%) or somewhat oppose (10%) this. Three per cent are unsure.
- **CBC is most trusted and Facebook is least trusted by Canadians for accurate and timely information about the pandemic** – Asked to rank trust have in different news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak, NDP (59%) and Liberal (49%) voters in the last election rank the CBC as their most trusted source, while CPC voters (32%) trust private broadcasters. Nineteen per cent of Canadians say they trust newspapers, including online versions, most, followed by other online sources (14%) and Facebook (five per cent). One per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,036 Canadians, 18 years of age or older, between March 30<sup>th</sup> and April 2<sup>nd</sup>, 2020 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Friends of Canadian Broadcasting and was conducted by Nanos Research.



# Accuracy of content displayed on social media platforms



- Social media platforms like Facebook are MORE accurate than traditional media
- Social media platforms like Facebook are AS accurate than traditional media
- Social media platforms like Facebook are LESS accurate than traditional media
- Unsure

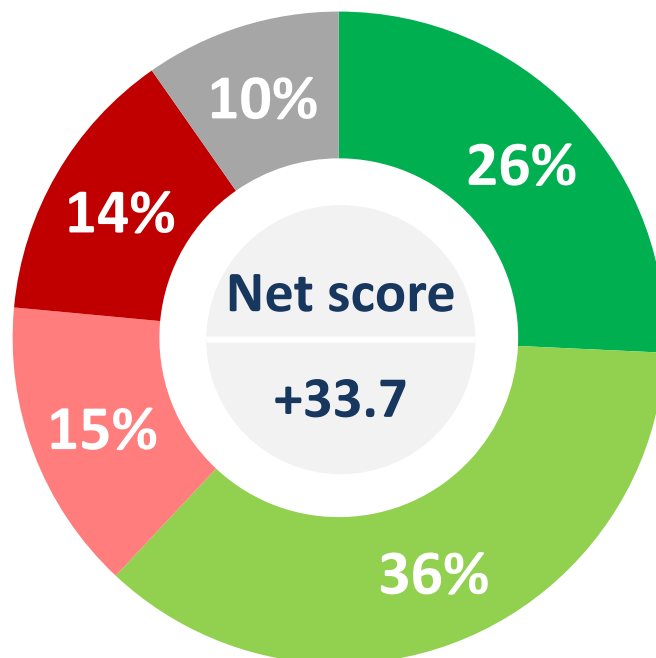
	Less accurate
Male (n=529)	70.5%
Female (n=507)	77.0%
Liberal (n=283)	79.7%
Conservative (n=274)	62.6%
NDP (n=113)	72.7%
Bloc Quebecois (n=56)	89.5%
Green Party (n=45)	88.3%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**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?

# Treating media bankruptcies as an emergency



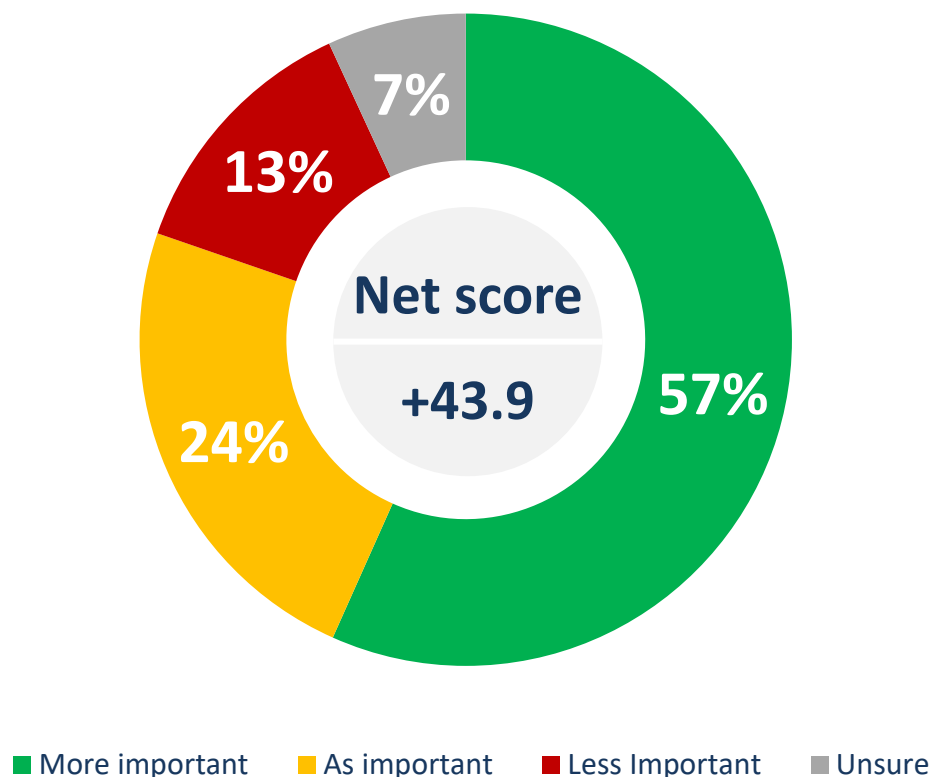
■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

	Agree/ Somewhat agree
Male (n=529)	60.8%
Female (n=507)	63.1%
Liberal (n=283)	74.9%
Conservative (n=274)	42.6%
NDP (n=113)	76.7%
Bloc Quebecois (n=56)	64.1%
Green Party (n=45)	80.3%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree that because of the Coronavirus/Covid-19 outbreak the Federal Government should treat widespread media bankruptcies and lay-offs as an emergency because professional journalism is essential to keeping Canadians safe?

# Importance of a strong and independent CBC



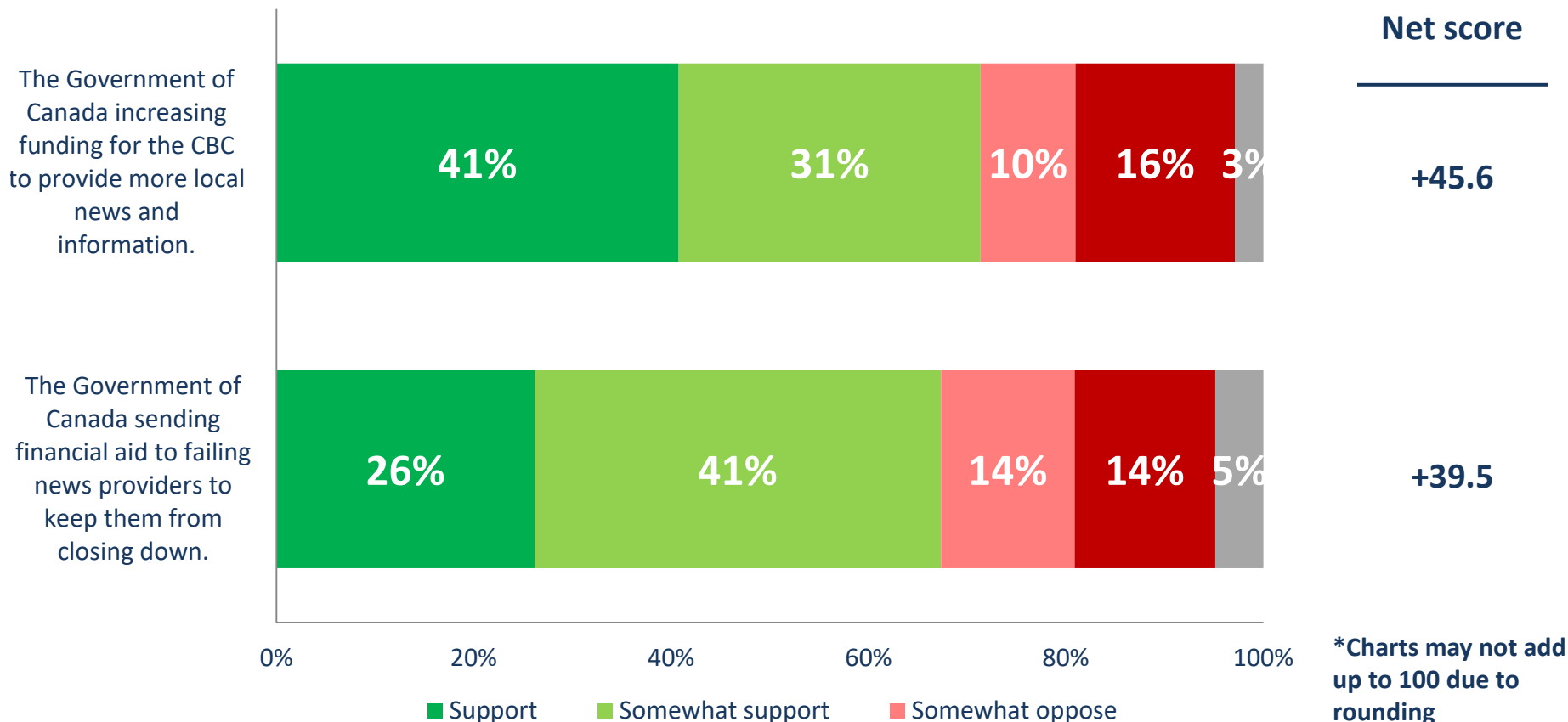
	More important
Male (n=529)	52.8%
Female (n=507)	60.4%
Liberal (n=283)	67.7%
Conservative (n=274)	32.6%
NDP (n=113)	68.8%
Bloc Quebecois (n=56)	50.4%
Green Party (n=45)	72.8%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**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?

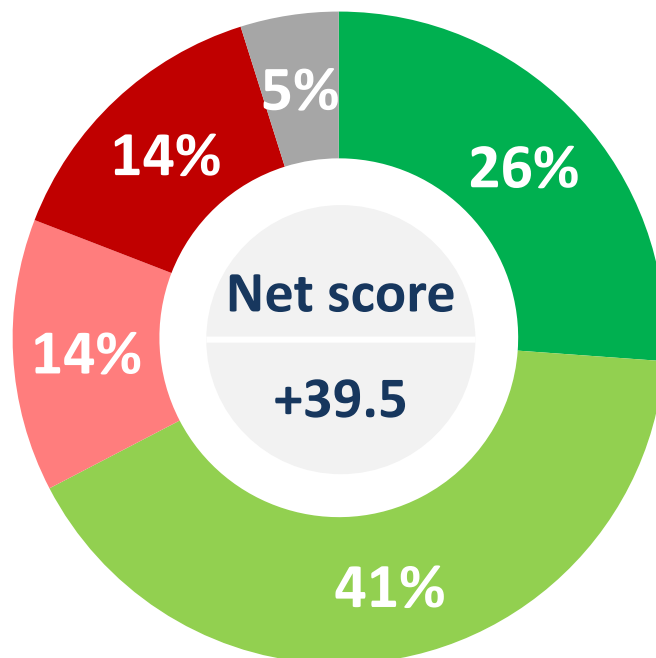
# Support for funding for news providers



**QUESTION** – Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories. Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 30<sup>th</sup> to April 2<sup>nd</sup>, 2020, n=1036, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Support for the Government of Canada sending financial aid to failing news providers



■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

	Support/ Somewhat support
Male (n=529)	59.9%
Female (n=507)	74.5%
Liberal (n=283)	77.4%
Conservative (n=274)	47.6%
NDP (n=113)	75.6%
Bloc Quebecois (n=56)	73.6%
Green Party (n=45)	77.1%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

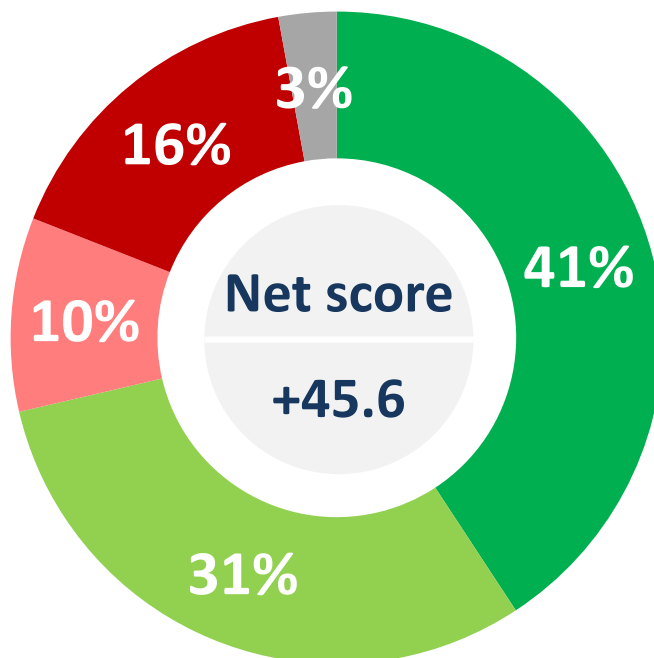
**QUESTION** – Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories. Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

**The Government of Canada sending financial aid to failing news providers to keep them from closing down.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 30<sup>th</sup> to April 2<sup>nd</sup>, 2020, n=1036, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Support for the Government of Canada increasing funding for the CBC



■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

	Support/ Somewhat support
Male (n=529)	63.5%
Female (n=507)	78.9%
Liberal (n=283)	86.7%
Conservative (n=274)	39.5%
NDP (n=113)	87.4%
Bloc Quebecois (n=56)	78.3%
Green Party (n=45)	92.8%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories. Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

**The Government of Canada increasing funding for the CBC to provide more local news and information.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 30<sup>th</sup> to April 2<sup>nd</sup>, 2020, n=1036, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Level of trust in news sources for Coronavirus information

	Rank 1 (n=1036)	Rank 2 (n=1008)	Rank 3 (n=901)
CBC (including radio, TV, online, and digital)	41.2%	24.8%	16.1%
Private broadcasters like CTV, Global, or a radio station	20.4%	34.0%	30.0%
Newspapers (including online versions)	18.5%	28.9%	38.2%
Other online sources	13.8%	8.1%	10.8%
Facebook	5.4%	4.0%	4.6%
Unsure	0.6%	0.1%	0.3%

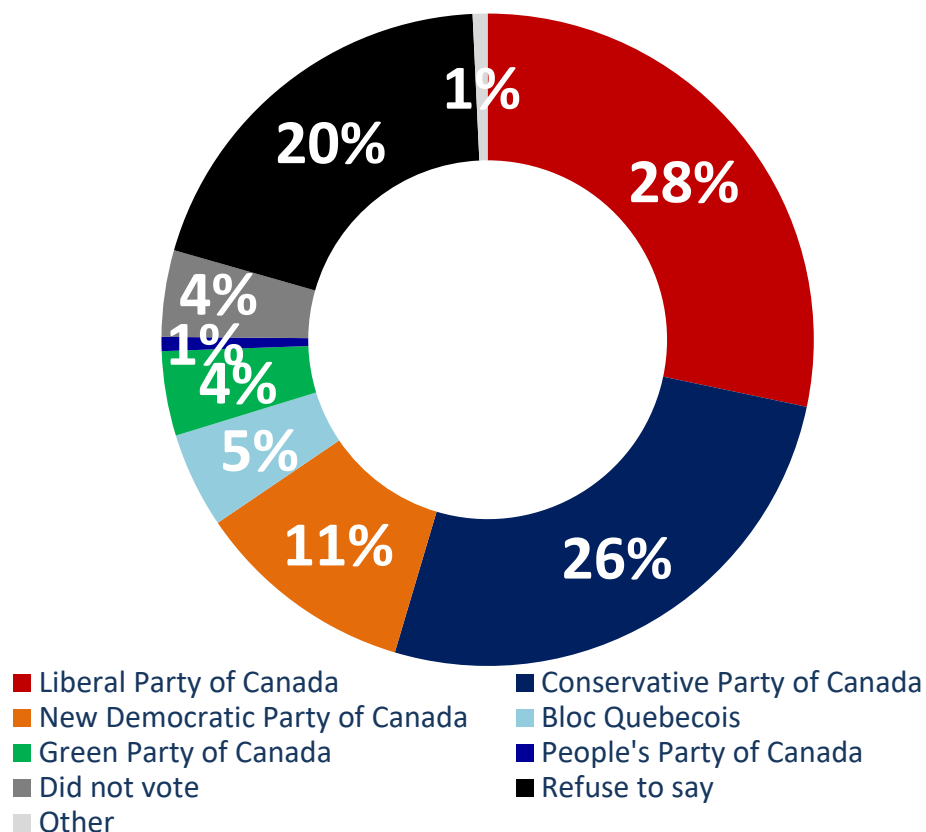
**QUESTION** – Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

# Level of trust in news sources for Coronavirus information

	Canada (n=1036)	Liberal voters (n=283)	CPC voters (n=274)	NDP voters (n=113)	BQ voters (n=56)	Green voters (n=45)
CBC (including radio, TV, online, and digital)	41.2%	48.7%	21.7%	59.4%	50.9%	57.2%
Private broadcasters like CTV, Global, or a radio station	20.4%	19.3%	31.8%	8.4%	9.5%	7.7%
Newspapers (including online versions)	18.5%	20.4%	20.4%	13.5%	27.2%	16.7%
Other online sources	13.8%	7.7%	19.0%	13.0%	9.4%	13.4%
Facebook	5.4%	3.9%	5.7%	5.7%	1.9%	5.1%
Unsure	0.6%	-	1.3%	-	1.1%	-

**QUESTION** – Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

# Federal political parties voted for in 2019



**QUESTION** – Which of the following federal political parties did you vote for in the 2019 Federal Election [RANDOMIZE]:





Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,036 Canadians, 18 years of age or older, between March 30<sup>th</sup> and April 2<sup>nd</sup>, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for this survey is  $\pm 3.1$  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.

# TECHNICAL NOTE



Element	Description
Research sponsor	Friends of Canadian Broadcasting
Population and Final Sample Size	1036 Randomly selected individuals.
Source of Sample	Panel Survey
Type of Sample	Probability
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 30 <sup>th</sup> to April 2 <sup>nd</sup> , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
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
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. *Confirm if applicable
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	Twelve 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 topic four of an omnibus survey. Previous content included issues related to politics, the economy and Covid-19.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

# ABOUT NANOS



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# TABULATIONS





## 2020-1598 – Friends of Canadian Broadcasting – Media Perceptions by 2019 Federal Vote – STAT SHEET

Which of the following federal political parties did you vote for in the 2019 Federal Election													
			Canada 2020- 03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
Question - Do you think content displayed on online social media platforms like Facebook are more accurate, as accurate or less accurate than content published in traditional media, such as TV broadcasters and newspapers?	Total	Unwgt N	1036	283	274	113	56	45	8	47	7	1	202
		Wgt N	1000	283	263	109	47	42	7	43	7	1	198
	Social media platforms like Facebook are MORE accurate than traditional media	%	3.7	2.9	6.8	2.7	0.0	1.5		6.1			2.2
	Social media platforms like Facebook are AS accurate than traditional media	%	9.6	6.2	15.0	10.8	5.7	1.5		9.9			8.1
	Social media platforms like Facebook are LESS accurate than traditional media	%	73.8	79.7	62.6	72.7	89.5	88.3		67.6			76.4
	Unsure	%	12.8	11.1	15.6	13.8	4.9	8.7		16.4			13.4

\*Shaded due to small sample size.





## 2020-1598 – Friends of Canadian Broadcasting – Media Perceptions by 2019 Federal Vote – STAT SHEET

Which of the following federal political parties did you vote for in the 2019 Federal Election													
			Canada 2020-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
Question - Do you agree, somewhat agree, somewhat disagree or disagree that because of the Coronavirus/Covid-19 outbreak the Federal Government should treat widespread media bankruptcies and lay-offs as an emergency because professional journalism is essential to keeping Canadians safe?	Total	Unwgt N	1036	283	274	113	56	45	8	47	7	1	202
		Wgt N	1000	283	263	109	47	42	7	43	7	1	198
	Agree	%	25.7	31.9	13.8	34.7	20.9	33.4		17.9			30.0
	Somewhat agree	%	36.3	43.0	28.8	42.0	43.2	46.9		35.2			30.8
	Somewhat disagree	%	14.5	11.6	21.7	9.7	18.0	13.4		7.5			12.2
	Disagree	%	13.8	6.1	28.1	3.5	6.1	2.0		21.1			12.0
	Unsure	%	9.7	7.4	7.7	10.1	11.8	4.3		18.3			15.0

\*Shaded due to small sample size.

Which of the following federal political parties did you vote for in the 2019 Federal Election													
			Canada 2020-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
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?	Total	Unwgt N	1036	283	274	113	56	45	8	47	7	1	202
		Wgt N	1000	283	263	109	47	42	7	43	7	1	198
	More important	%	56.7	67.7	32.6	68.8	50.4	72.8		68.1			64.7
	As important	%	23.6	23.5	26.2	18.1	36.0	23.1		15.9			21.0
	Less Important	%	12.8	3.7	31.7	4.3	6.8	2.0		5.4			9.6
	Unsure	%	6.9	5.1	9.4	8.8	6.8	2.1		10.7			4.7

\*Shaded due to small sample size.



## 2020-1598 – Friends of Canadian Broadcasting – Media Perceptions by 2019 Federal Vote – STAT SHEET

Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories. Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

			Which of the following federal political parties did you vote for in the 2019 Federal Election										
			Canada 2020-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
Question - The Government of Canada sending financial aid to failing news providers to keep them from closing down	Total	Unwgt N	1036	283	274	113	56	45	8	47	7	1	202
		Wgt N	1000	283	263	109	47	42	7	43	7	1	198
	Support	%	26.1	31.0	17.3	34.1	24.3	27.6		33.7			25.4
	Somewhat support	%	41.2	46.4	30.3	41.5	49.3	49.5		34.8			48.1
	Somewhat oppose	%	13.5	10.7	19.0	14.0	14.3	16.3		10.0			9.3
	Oppose	%	14.3	6.5	30.3	6.1	6.0	0.0		14.1			11.2
	Unsure	%	4.9	5.3	3.1	4.3	6.1	6.6		7.5			6.0

\*Shaded due to small sample size.

Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories. Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

			Which of the following federal political parties did you vote for in the 2019 Federal Election										
			Canada 2020-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
Question - The Government of Canada increasing funding for the CBC to provide more local news and information	Total	Unwgt N	1036	283	274	113	56	45	8	47	7	1	202
		Wgt N	1000	283	263	109	47	42	7	43	7	1	198
	Support	%	40.8	53.0	17.3	59.0	35.3	56.2		42.2			44.4
	Somewhat support	%	30.6	33.7	22.2	28.4	43.0	36.6		29.6			36.5
	Somewhat oppose	%	9.6	5.9	18.9	4.7	12.0	0.0		12.1			4.8
	Oppose	%	16.2	5.3	38.7	6.3	6.0	2.0		10.8			10.9
	Unsure	%	2.9	2.1	2.9	1.6	3.7	5.2		5.3			3.5

\*Shaded due to small sample size.





## 2020-1598 – Friends of Canadian Broadcasting – Media Perceptions by 2019 Federal Vote – STAT SHEET

Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Which of the following federal political parties did you vote for in the 2019 Federal Election										
			Canada 2020-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
Question - Rank	Total	Unwgt N	1008	281	260	111	53	45	7	46	7	1	197
		Wgt N	975	281	250	107	45	42	6	42	7	1	194
	CBC (including radio, TV, online, and digital)	%	24.8	29.5	22.3	21.4	27.0	17.8		24.2			24.2
	Private broadcasters like CTV, Global, or a radio station	%	34.0	36.7	34.2	35.7	26.2	26.7		38.5			31.2
	Newspapers (including online versions)	%	28.9	27.0	28.2	32.4	44.7	35.9		23.3			27.9
	Facebook	%	4.0	1.7	7.1	2.2	0.0	5.9		7.8			4.5
	Other online sources	%	8.1	5.1	8.1	8.2	2.1	13.6		6.1			11.5
	Unsure	%	0.1	0.0	0.0	0.0	0.0	0.0		0.0			0.7

\*Shaded due to small sample size.







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Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Which of the following federal political parties did you vote for in the 2019 Federal Election										
			Canada 2020- 03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say
Question - Rank 4	Total	Unwgt N	781	220	201	95	35	31	7	35	5	1	151
		Wgt N	748	216	190	91	29	29	6	31	6	1	149
	CBC (including radio, TV, online, and digital)	%	10.8	3.7	15.4	11.8	1.8	13.0		19.0			13.0
	Private broadcasters like CTV, Global, or a radio station	%	14.2	12.8	11.6	10.4	21.3	15.8		12.2			19.2
	Newspapers (including online versions)	%	11.2	10.2	10.3	11.9	3.1	17.1		18.8			11.2
	Facebook	%	21.1	22.5	25.2	21.1	22.1	18.6		16.6			16.7
	Other online sources	%	42.6	50.9	37.5	44.8	51.7	35.6		33.5			39.0
	Unsure	%	0.2	0.0	0.0	0.0	0.0	0.0		0.0			0.9

\*Shaded due to small sample size.



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Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Which of the following federal political parties did you vote for in the 2019 Federal Election											
			Canada 2020- 03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	Did not vote	Other	Don't remember	Refuse to say	
Question - Rank 5	Total	Unwgt N	618	179	159	80	25	25	7	25	5	0	113	
		Wgt N	589	175	148	76	21	24	6	21	6	0	111	
	CBC (including radio, TV, online, and digital)	%	10.9	4.3	27.7	2.6					0.0		-	10.1
	Private broadcasters like CTV, Global, or a radio station	%	2.7	0.8	3.2	5.8					0.0		-	2.8
	Newspapers (including online versions)	%	3.8	1.3	3.7	8.1					2.3		-	3.7
	Facebook	%	61.5	67.6	48.9	64.2					73.8		-	61.6
	Other online sources	%	21.1	26.0	16.5	19.3					23.9		-	21.8

\*Shaded due to small sample size.



## 2020-1598 – Friends of Canadian Broadcasting – Media Perception Survey – STAT SHEET

			Region							Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Do you think content displayed on online social media platforms like Facebook are more accurate, as accurate or less accurate than content published in traditional media, such as TV broadcasters and newspapers?	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349	
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386	
	Social media platforms like Facebook are MORE accurate than traditional media	%	3.7	4.0	1.4	4.3	5.5	3.6	5.1	2.4	-	3.9	5.5	2.0	
	Social media platforms like Facebook are AS accurate than traditional media	%	9.6	7.8	7.8	10.9	12.0	7.1	10.3	9.0	-	10.1	11.4	7.8	
	Social media platforms like Facebook are LESS accurate than traditional media	%	73.8	69.5	79.4	71.6	69.7	78.1	70.5	77.0	-	73.1	72.6	75.4	
	Unsure	%	12.8	18.8	11.4	13.2	12.8	11.2	14.1	11.6	-	12.9	10.5	14.7	

			Region							Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Do you agree, somewhat agree, somewhat disagree or disagree that because of the Coronavirus/Covid-19 outbreak the Federal Government should treat widespread media bankruptcies and lay-offs as an emergency because professional journalism is essential to keeping Canadians safe?	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349	
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386	
	Agree	%	25.7	33.8	27.9	24.5	19.7	29.8	24.3	27.1	-	21.4	21.4	32.6	
	Somewhat agree	%	36.3	35.0	40.6	38.1	30.3	32.0	36.4	36.1	-	38.9	36.9	33.8	
	Somewhat disagree	%	14.5	7.9	13.5	14.2	19.2	13.9	16.1	12.9	-	19.7	14.3	11.0	
	Disagree	%	13.8	10.4	4.9	14.6	21.7	18.0	18.1	9.7	-	10.3	16.6	13.8	
	Unsure	%	9.7	12.9	13.0	8.7	9.0	6.3	5.0	14.3	-	9.7	10.7	8.8	

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## 2020-1598 – Friends of Canadian Broadcasting – Media Perception Survey – STAT SHEET

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
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?	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386
	More important	%	56.7	68.9	52.9	58.7	51.0	59.2	52.8	60.4	-	58.0	52.7	59.3
	As important	%	23.6	14.0	34.0	21.9	20.8	19.0	22.0	25.2	-	21.2	26.9	22.4
	Less Important	%	12.8	8.2	6.1	11.2	22.5	18.3	18.8	7.1	-	12.8	12.9	12.7
	Unsure	%	6.9	8.9	7.0	8.2	5.7	3.5	6.4	7.3	-	8.0	7.5	5.5

Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories. Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The Government of Canada sending financial aid to failing news providers to keep them from closing down	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386
	Support	%	26.1	32.4	24.7	29.6	17.6	27.2	22.8	29.3	-	25.1	20.2	32.2
	Somewhat support	%	41.2	40.0	46.0	40.0	37.5	42.0	37.1	45.2	-	38.4	43.8	40.9
	Somewhat oppose	%	13.5	12.1	12.3	14.0	17.9	8.7	16.0	11.1	-	15.7	14.2	11.4
	Oppose	%	14.3	9.4	9.7	12.9	22.6	17.3	20.2	8.5	-	14.3	16.4	12.4
	Unsure	%	4.9	6.1	7.2	3.5	4.4	4.8	3.8	5.9	-	6.5	5.4	3.2



## 2020-1598 – Friends of Canadian Broadcasting – Media Perception Survey – STAT SHEET

Since the Coronavirus/COVID-19 outbreak began, because of the economic collapse, Canadian media outlets have seen advertising revenues fall by 60%. In the first two weeks of the lockdown, nearly 500 journalists were laid off. If current trends continue, parts of the country will have either no or fewer professional journalists covering important news stories.

Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The Government of Canada increasing funding for the CBC to provide more local news and information	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386
	Support	%	40.8	53.8	37.1	40.0	37.1	47.7	37.5	43.9	-	40.2	37.1	44.4
	Somewhat support	%	30.6	28.6	37.6	33.2	20.6	25.4	26.0	35.0	-	33.8	30.1	28.8
	Somewhat oppose	%	9.6	8.7	11.4	9.0	10.8	7.1	10.1	9.1	-	10.3	9.6	9.2
	Oppose	%	16.2	6.0	9.2	14.3	30.4	19.3	23.7	8.9	-	14.5	18.6	15.2
	Unsure	%	2.9	2.9	4.8	3.4	1.1	0.5	2.7	3.0	-	1.3	4.7	2.4

Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 1	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386
	CBC (including radio, TV, online, and digital)	%	41.2	45.3	50.3	41.3	31.9	35.5	38.9	43.3	-	45.5	39.4	39.6
	Private broadcasters like CTV, Global, or a radio station	%	20.4	13.5	15.6	21.8	23.8	23.7	19.7	21.2	-	17.0	20.0	23.2
	Newspapers (including online versions)	%	18.5	16.4	20.5	17.9	19.3	17.0	21.2	16.0	-	18.5	18.2	18.9
	Facebook	%	5.4	8.2	3.3	3.4	9.9	7.3	5.4	5.4	-	3.1	6.6	5.9
	Other online sources	%	13.8	15.8	9.4	15.6	14.1	15.3	14.3	13.4	-	14.1	15.3	12.4
	Unsure	%	0.6	0.7	1.0	0.0	1.1	1.2	0.6	0.7	-	1.7	0.5	0.0

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## 2020-1598 – Friends of Canadian Broadcasting – Media Perception Survey – STAT SHEET

Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 2	Total	Unwgt N	1008	88	243	335	189	153	514	494	0	220	449	339
		Wgt N	975	64	226	376	178	131	477	498	0	268	331	376
	CBC (including radio, TV, online, and digital)	%	24.8	26.0	29.0	24.2	18.1	27.5	21.1	28.3	-	22.7	24.4	26.6
	Private broadcasters like CTV, Global, or a radio station	%	34.0	41.4	27.0	37.0	35.4	32.1	34.1	33.9	-	32.7	34.1	34.9
	Newspapers (including online versions)	%	28.9	21.2	36.2	26.9	27.2	28.3	31.3	26.6	-	26.8	31.4	28.2
	Facebook	%	4.0	2.5	3.4	5.1	4.5	2.3	4.9	3.2	-	5.7	4.0	2.9
	Other online sources	%	8.1	8.9	4.4	6.8	14.0	9.8	8.4	7.9	-	12.1	5.7	7.3
	Unsure	%	0.1	0.0	0.0	0.0	0.8	0.0	0.2	0.1	-	0.0	0.4	0.0

Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 3	Total	Unwgt N	901	79	205	307	169	141	457	444	0	193	404	304
		Wgt N	868	57	188	343	160	120	424	445	0	235	298	336
	CBC (including radio, TV, online, and digital)	%	16.1	15.8	12.0	17.0	18.3	17.3	17.2	15.1	-	12.2	18.2	17.0
	Private broadcasters like CTV, Global, or a radio station	%	30.0	30.3	37.3	28.2	26.1	28.4	31.3	28.7	-	33.7	31.3	26.1
	Newspapers (including online versions)	%	38.2	37.4	36.8	41.9	33.5	36.3	32.3	43.8	-	37.0	35.0	41.9
	Facebook	%	4.6	2.6	5.6	4.0	4.4	5.9	5.2	4.0	-	5.6	4.3	4.1
	Other online sources	%	10.8	12.1	8.3	8.5	17.4	12.0	13.8	8.0	-	10.6	11.1	10.7
	Unsure	%	0.3	1.7	0.0	0.3	0.4	0.0	0.2	0.4	-	0.9	0.0	0.2

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## 2020-1598 – Friends of Canadian Broadcasting – Media Perception Survey – STAT SHEET

Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 4	Total	Unwgt N	781	68	170	272	148	123	392	389	0	175	358	248
		Wgt N	748	48	156	300	139	105	363	385	0	211	265	272
	CBC (including radio, TV, online, and digital)	%	10.8	9.4	5.8	12.3	14.4	9.7	12.6	9.0	-	8.9	11.5	11.5
	Private broadcasters like CTV, Global, or a radio station	%	14.2	12.6	17.0	11.2	18.3	13.5	15.6	12.8	-	16.6	11.6	14.8
	Newspapers (including online versions)	%	11.2	18.9	7.6	9.9	11.8	15.7	10.1	12.2	-	12.6	10.1	11.1
	Facebook	%	21.1	20.7	22.3	20.3	24.3	17.8	21.0	21.3	-	22.4	20.6	20.7
	Other online sources	%	42.6	38.4	47.3	45.8	31.2	43.3	40.7	44.3	-	39.5	46.2	41.4
	Unsure	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	-	0.0	0.0	0.5

Please rank the trust you have in the following news sources to deliver timely accurate information about the Coronavirus/Covid-19 outbreak where 1 is the most trusted, 2 the second most trusted and so on. [RANDOMIZE]

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 5	Total	Unwgt N	618	56	130	216	115	101	319	299	0	142	296	180
		Wgt N	589	40	116	235	110	88	296	293	0	173	220	196
	CBC (including radio, TV, online, and digital)	%	10.9	6.1	6.4	8.0	21.1	13.8	14.1	7.6	-	11.9	9.5	11.6
	Private broadcasters like CTV, Global, or a radio station	%	2.7	6.1	3.4	2.6	0.9	2.8	2.4	2.9	-	0.6	2.3	5.0
	Newspapers (including online versions)	%	3.8	5.5	3.5	3.1	3.7	5.1	3.3	4.2	-	2.8	3.2	5.2
	Facebook	%	61.5	60.2	60.6	64.7	53.5	64.8	60.6	62.4	-	63.2	62.9	58.5
	Other online sources	%	21.1	22.1	26.0	21.6	20.8	13.5	19.5	22.8	-	21.6	22.1	19.7

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## 2020-1598 – Friends of Canadian Broadcasting – Media Perception Survey – STAT SHEET

			Region						Gender			Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which of the following federal political parties did you vote for in the 2019 Federal Election? [RANDOMIZE]	Total	Unwgt N	1036	93	251	342	194	156	529	507	0	223	464	349
		Wgt N	1000	67	233	384	183	133	490	510	0	273	341	386
	Liberal Party of Canada	%	28.3	30.5	25.2	35.4	23.9	18.1	24.1	32.3	-	23.4	27.1	32.8
	Conservative Party of Canada	%	26.3	19.1	14.2	26.1	43.3	28.2	34.3	18.6	-	22.4	27.9	27.6
	New Democratic Party of Canada	%	10.9	17.2	10.3	10.1	9.2	13.7	8.3	13.5	-	13.8	11.4	8.5
	Bloc Quebecois	%	4.7	0.0	20.3	0.0	0.0	0.0	4.7	4.8	-	3.0	5.9	4.9
	Green Party of Canada	%	4.2	6.9	6.3	3.2	0.4	7.3	3.9	4.4	-	5.3	4.1	3.4
	People's Party of Canada	%	0.7	0.0	0.2	0.2	1.2	2.4	1.1	0.3	-	1.0	0.8	0.4
	Did not vote	%	4.3	8.4	6.5	2.4	4.3	3.7	4.8	3.8	-	5.3	4.3	3.6
	Other	%	0.7	0.0	0.2	0.6	1.0	2.0	1.1	0.4	-	1.5	0.4	0.5
	Don't remember	%	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.1	-	0.0	0.2	0.0
	Refuse to say	%	19.8	17.9	16.7	22.0	16.8	24.3	17.8	21.8	-	24.3	17.9	18.4