

Views on local news in the federal electoral district of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup

Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (FED) Survey Summary (Local Broadcasting)
submitted by Nanos to Friends of Canadian Broadcasting, September, 2015
(Submission 2015-721)





Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters value local broadcasting

According to a recent riding survey for the Friends of Canadian Broadcasting conducted by Nanos, Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters value local TV, trust the CRTC to protect local stations, and believe that local TV contributes to making their community stronger.

Local TV in my community

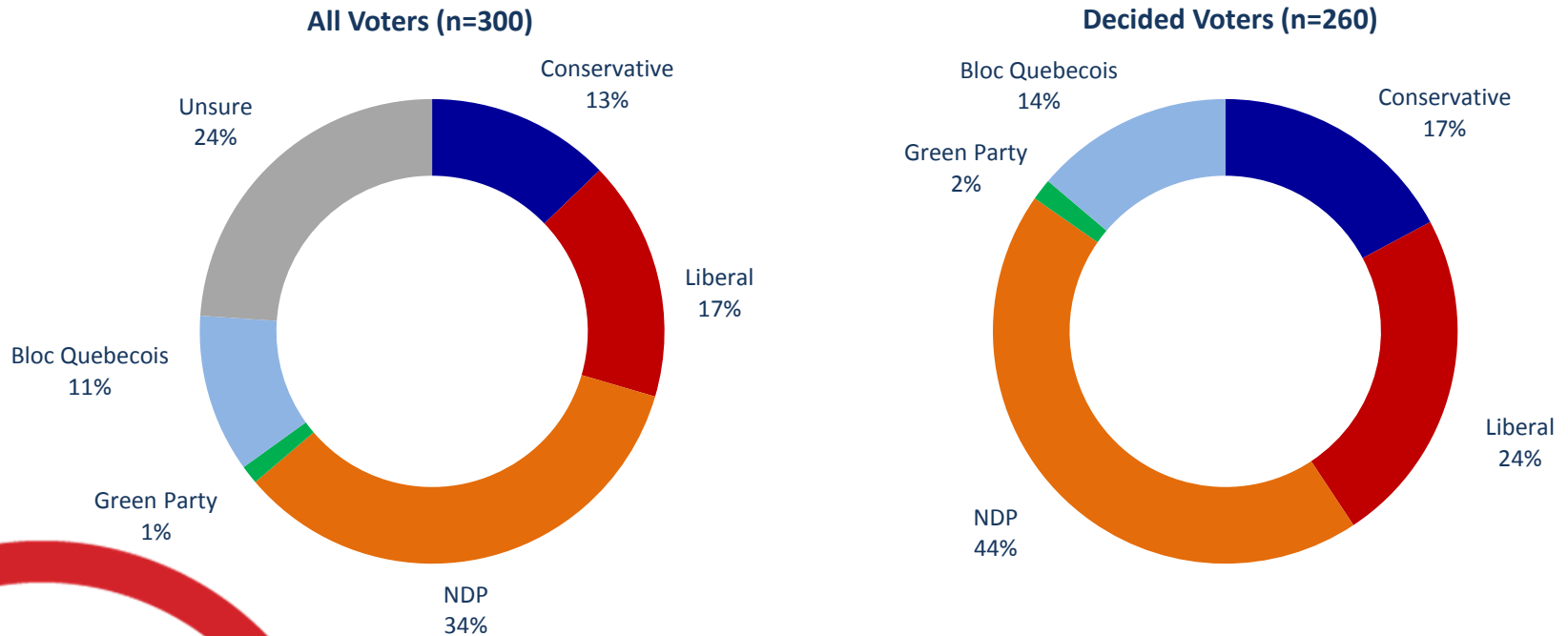
Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters value local TV, want their Member of Parliament to work to keep local broadcasting in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup strong, trust the CRTC to protect their local TV station, and believe that local TV contributes to making their community stronger.

- **Local TV's value to Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters** – Almost nine in ten voters agree (74%) or somewhat agree (13%) that local news on TVA, Radio-Canada and Canal V in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup is valuable to them. Seven per cent somewhat disagreed with this statement, while five per cent disagreed. The value attributed to local TV is similar amongst voters with different voting preferences, with 100% of those who would consider voting for the Green Party as their first choice agreeing, followed by the Conservatives (84% agree and 5% somewhat agree), NDP (68% and 20% respectively), and the Liberals (76% and 10% respectively).
- **Stop broadcasting local news** – Four in five respondents disagree (66%) or somewhat disagree (15%) with the statement that they would not care if local news went off the air on their local TV stations. Eleven per cent of respondents said they agree with this statement, while eight per cent said they somewhat agree. Among voters who would consider voting for the NDP as their first choice, 74% disagree and 15% somewhat disagree with the statement, followed by Bloc supporters (62% disagree and 23% somewhat disagree), Green Party supporters (54% and 24%, respectively), Liberal Party supporters (65% and 11%, respectively), and Conservative Party supporters (52% and 10%, respectively).
- **Trust the CRTC to protect local TV stations** – Most respondents agree (45%) or somewhat agree (26%) that they trust the CRTC to make decisions that will ensure that their local TV station is not forced to close, while 14% somewhat disagree and 10% disagree. Four in five voters that would consider voting for the Liberals as their first choice trust the CRTC to protect news on their local TV station (58% agree and 24% somewhat agree), followed by the NDP (40% and 30%, respectively), and the Conservatives (35% and 31%, respectively).
- **MP's role in keeping local broadcasting strong** – Almost nine in ten voters agree (72%) or somewhat agree (17%) that their federal Member of Parliament should work to keep local broadcasting strong in their community, with five per cent saying they somewhat disagree and four per cent saying they disagree. Among voters that would consider voting for the Liberals as their first choice, 75% agree or 20% somewhat agree, followed by both the NDP (75% agree and 14% somewhat agree), Bloc (65% and 22%, respectively) and the Conservatives (61% and 21%, respectively).
- **Role of local TV in the community** – More than four in five voters agree (62%) or somewhat agree (24%) that local TV channels contribute to making their community stronger. Eight per cent of respondents say they somewhat disagree, while six per cent disagree with that notion. Among those who would consider voting for the Bloc as their first choice, 62% agree or 31% somewhat agree, followed by the Liberals (67% and 22%, respectively), NDP (59% and 24%, respectively) and the Conservatives (61% and 21%, respectively).

These observations are based on an RDD dual frame (land- and cell-lines) random telephone survey of 300 voters of the Federal Electoral District of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, 18 years of age or older, conducted between August 31st and September 4th, 2015 by Nanos Research. The research was commissioned by Friends of Canadian Broadcasting. The margin of error for a random survey of 300 voters of the Federal Electoral District of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup is ± 5.7 percentage points, 19 times out of 20.

Political Party Preferences

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.



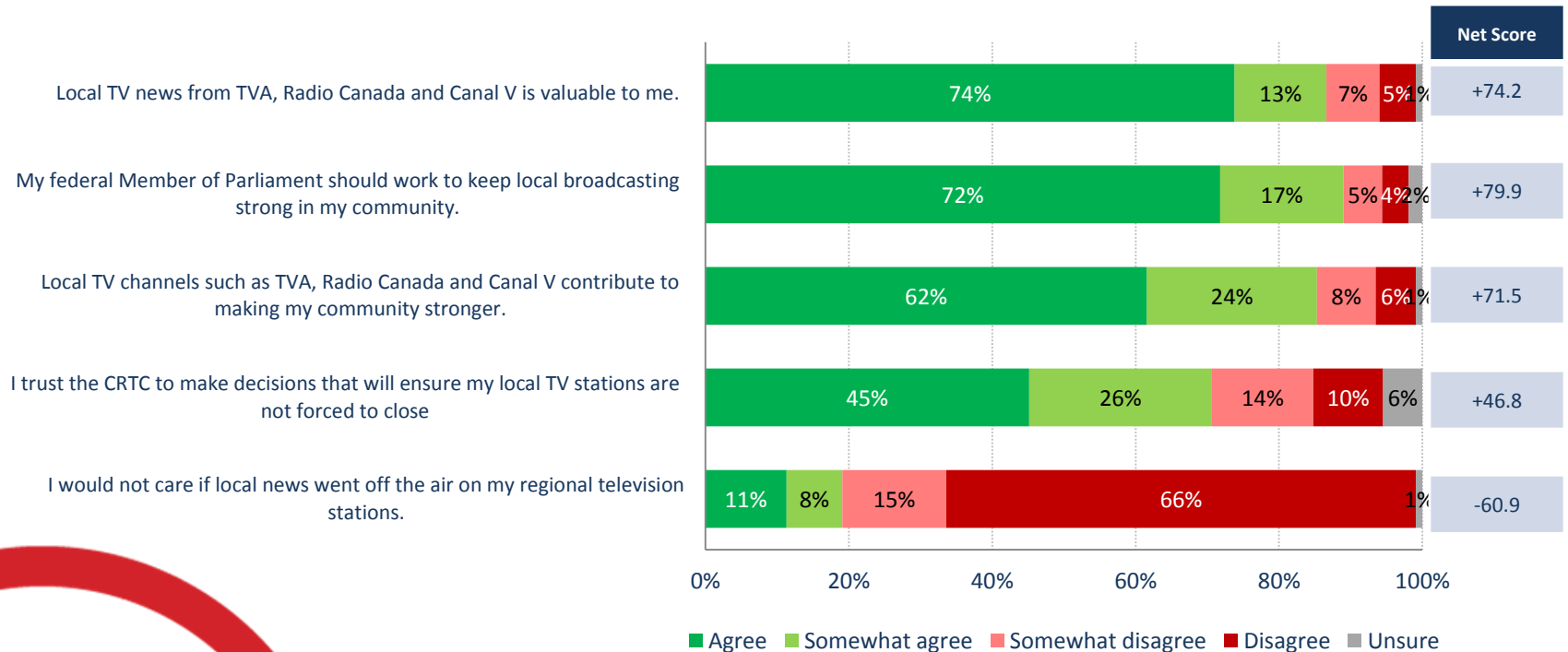
*Note: Charts may not add up to 100 due to rounding

QUESTION – First of all, for those parties you would consider voting for federally, could you please rank your top two current local preferences? [First-ranked]

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Local Broadcasting

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.



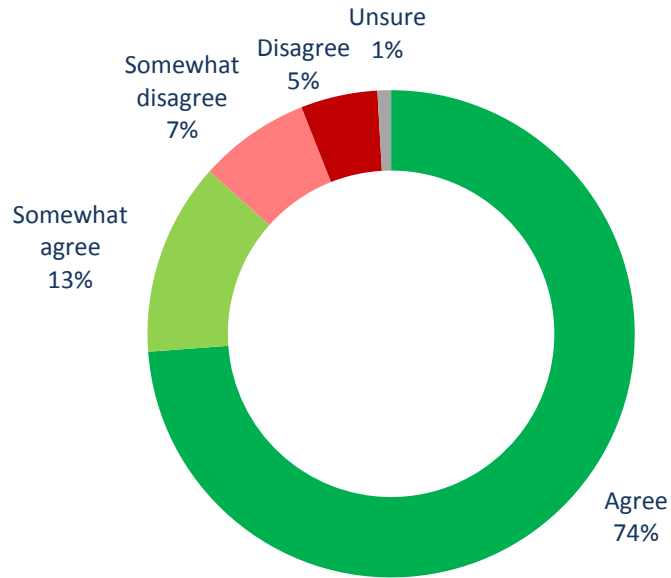
*Note: Charts may not add up to 100 due to rounding

QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE]

Value of Local TV News

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
+74.2



Subgroups	Agree / Somewhat agree
Male (n=146)	87.1%
Female (n=154)	86.2%
Conservative (n=45)	88.9%
Liberal (n=61)	86.2%
NDP (n=115)	88.1%
Unsure (n=40)	86.2%

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

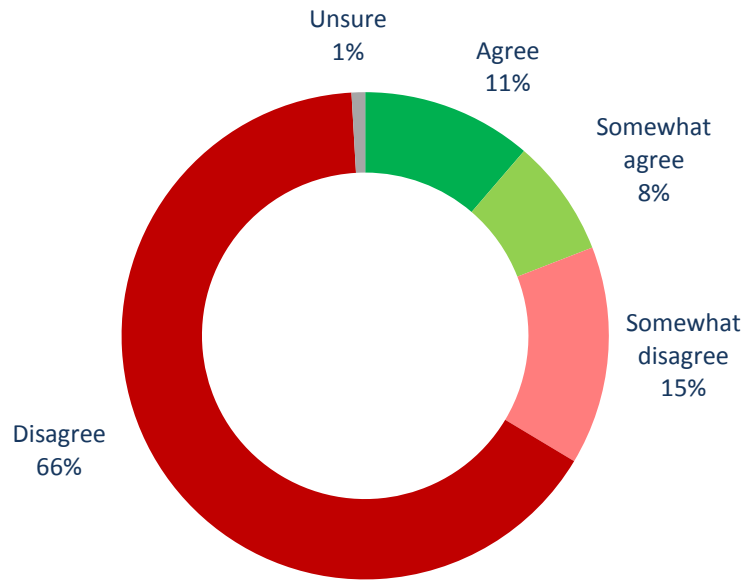
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

Local TV news from TVA, Radio Canada and Canal V is valuable to me.

Regional Television

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
-60.9



Subgroups	Agree / Somewhat agree
Male (n=146)	20.3%
Female (n=154)	18.0%
Conservative (n=45)	38.7%
Liberal (n=61)	22.8%
NDP (n=115)	11.8%
Unsure (n=40)	20.1%

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

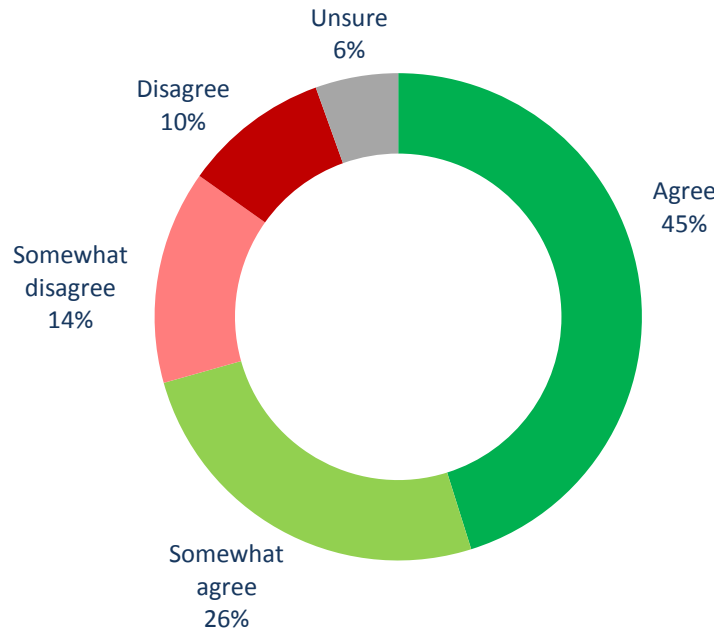
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

I would not care if local news went off the air on my regional television stations.

Trust in CRTC to Protect Local TV Stations

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
+46.8



Subgroups	Agree/ Somewhat agree
Male (n=146)	72.1%
Female (n=154)	69.3%
Conservative (n=45)	65.3%
Liberal (n=61)	81.0%
NDP (n=115)	69.8%
Unsure (n=40)	76.0%

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

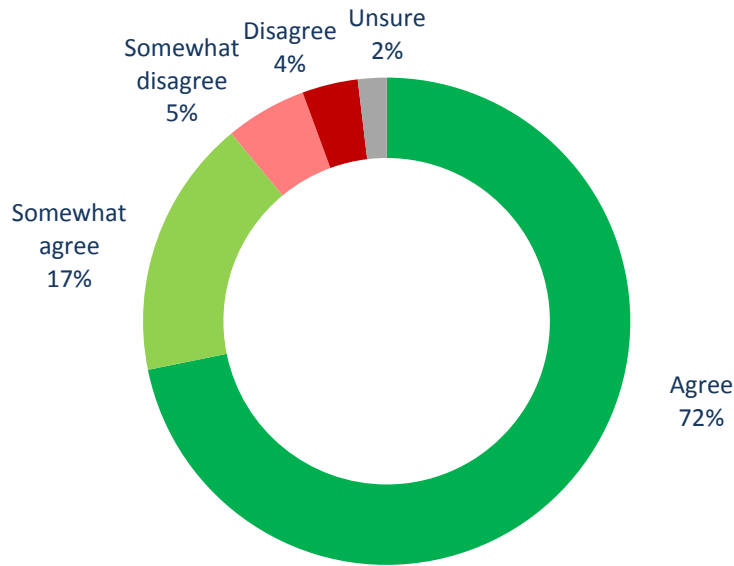
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

I trust the CRTC to make decisions that will ensure my local TV station is not forced to close.

Federal MP and Local Broadcasting

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
+79.9



Subgroups	Agree/ Somewhat agree
Male (n=146)	88.7%
Female (n=154)	89.2%
Conservative (n=45)	81.4%
Liberal (n=61)	94.4%
NDP (n=115)	89.3%
Unsure (n=40)	95.3%

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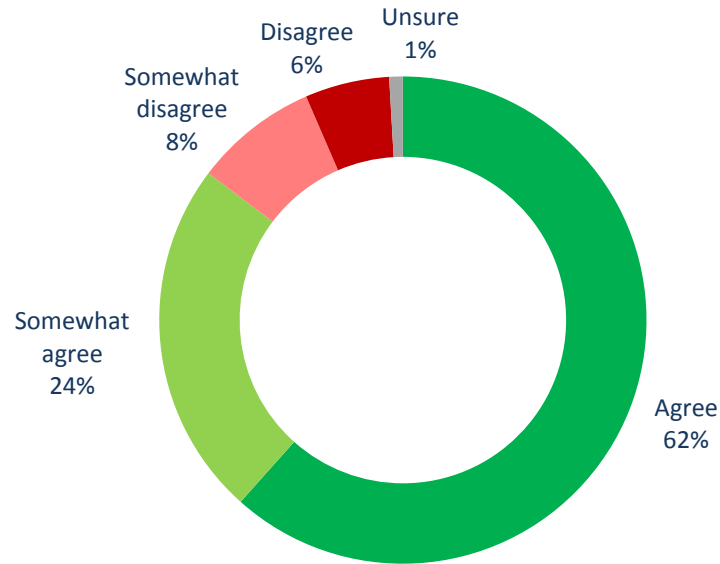
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

My federal Member of Parliament should work to keep local broadcasting strong in my community.

Role of Local TV in the Community

Source: Nanos Research, RDD dual frame random telephone survey, August 31st to September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
+71.5



Subgroups	Agree/ Somewhat agree
Male (n=146)	83.8%
Female (n=154)	86.7%
Conservative (n=45)	81.1%
Liberal (n=61)	88.8%
NDP (n=115)	83.1%
Unsure (n=40)	88.5%

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

QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

Local TV channels such as TVA, Radio Canada and Canal V contribute to making my community stronger.



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-line) random telephone survey of 300 residents of the Federal Electoral District of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, 18 years of age or older, was conducted between August 31st and September 4th, by Nanos Research. Participants were randomly recruited by telephone using live agents and administered a survey. The sample included both land- and cell-lines across Montmagny-L'Islet-Kamouraska-Rivière-du-Loup. 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 Montmagny-L'Islet-Kamouraska-Rivière-du-Loup.

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

The margin of error for a random survey of 300 residents of the Federal Electoral District of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup is ± 5.7 percentage points, 19 times out of 20.

The research was commissioned by Friends of Canadian Broadcasting.

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

Technical Note

Element	Description
Organization who commissioned the research	Friends of Canadian Broadcasting
Final Sample Size	300 Randomly selected individuals.
Margin of Error	±5.7 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) in the Federal Electoral District of Montmagny.
Demographics (Captured)	Residents of Montmagny; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 31 st to September 4 th , 2015.
Language of Survey	The survey was conducted in French.

Element	Description
Weighting of Data	The results were weighted by gender using the latest Census information and the sample is geographically stratified to be representative of the Federal Electoral District of Montmagny. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of the Federal Electoral District of Montmagny.
Estimated Response Rate	15 percent, consistent with industry norms.
Report Format	The research findings have been split into a two part report. The first part is related to the CBC and political preferences, and the second part is related to local television broadcasting.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	The question content is as presented in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

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



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Tabulations

Confidential



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			Gender		
			Montmagny-R-L-R 2015-08	Male	Female
Question 1 (first ranked response) – First of all, for those parties you would consider voting for federally could you please rank your top two current local preferences?	Total	Unwgt N	300	146	154
		Wgt N	300	146	154
	Liberal	%	16.7	18.7	14.9
	Conservative	%	12.8	15.7	10.0
	NDP	%	34.2	31.7	36.7
	Bloc	%	11.0	12.4	9.7
	Green	%	1.3	2.0	.6
	Unsure	%	23.9	19.5	28.1

			Gender		
			Montmagny-R-L-R 2015-08	Male	Female
Question 1 (second ranked response) – First of all, for those parties you would consider voting for federally could you please rank your top two current local preferences?	Total	Unwgt N	232	119	113
		Wgt N	228	118	111
	Liberal	%	21.1	22.3	19.9
	Conservative	%	13.6	13.6	13.5
	NDP	%	22.5	24.2	20.7
	Bloc	%	11.9	9.7	14.2
	Green	%	7.0	5.5	8.5
	Unsure	%	24.0	24.6	23.3

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			Gender		
			Montmagny-R-L-R 2015-08	Male	Female
Question 2 (undecided only) – Are you currently leaning towards any particular FEDERAL party and if you are which party would that be?	Total	Unwgt N	68	27	41
		Wgt N	72	28	43
	Liberal	%	15.4	22.6	10.6
	Conservative	%	8.9	6.2	10.8
	NDP	%	16.6	6.3	23.3
	Bloc	%	4.0	3.1	4.6
	Unsure	%	55.2	61.8	50.8

			Gender		
			Montmagny-R-L-R 2015-08	Male	Female
Vote Profile	Total	Unwgt N	300	146	154
		Wgt N	300	146	154
	Liberal	%	20.4	23.1	17.9
	Conservative	%	14.9	16.9	13.1
	NDP	%	38.2	32.9	43.2
	Bloc	%	12.0	13.0	10.9
	Green	%	1.3	2.0	.6
	Unsure	%	13.2	12.1	14.3

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		Gender			
		Montmagny-R-L-R 2015-08		Male	Female
Ballot	Total	Unwgt N	263	130	133
		Wgt N	260	128	132
	Liberal	%	23.5	26.2	20.9
	Conservative	%	17.2	19.2	15.2
	NDP	%	44.0	37.4	50.4
	Bloc	%	13.8	14.8	12.8
	Green	%	1.5	2.3	.7

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree
[RANDOMIZE Q3-7]

			Gender			Vote Profile						
			Montmagny-R-L-R 2015-08		Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 3 – Local TV news from TVA, Radio Canada and Canal V is valuable to me	Total	Unwgt N	300	146	154	61	47	114	37	4	37	
		Wgt N	300	146	154	61	45	115	36	4	40	
	Agree	%	73.9	74.3	73.5	76.4	84.2	68.0	67.7	100.0	78.4	
	Somewhat agree	%	12.8	12.8	12.7	9.8	4.7	20.1	11.2	.0	7.8	
	Somewhat disagree	%	7.4	8.1	6.7	5.1	7.0	7.9	8.6	.0	9.3	
	Disagree	%	5.1	4.9	5.3	7.3	4.1	3.1	12.5	.0	2.1	
	Unsure	%	.9	.0	1.8	1.4	.0	.8	.0	.0	2.3	

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2015-721 FCB Montmagny FED – STAT SHEET

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree
[RANDOMIZE Q3-7]

			Gender			Vote Profile					
			Montmagny-R-L-R 2015-08	Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 4 – I would not care if local news went off the air on my regional television stations	Total	Unwgt N	300	146	154	61	47	114	37	4	37
		Wgt N	300	146	154	61	45	115	36	4	40
	Agree	%	11.3	13.0	9.6	18.4	20.9	7.0	2.4	.0	10.9
	Somewhat agree	%	7.8	7.3	8.4	4.4	17.8	4.8	7.7	22.4	9.2
	Somewhat disagree	%	14.5	10.8	18.0	10.7	9.8	14.6	23.3	23.7	16.8
	Disagree	%	65.5	68.3	62.8	65.1	51.5	73.6	61.6	54.0	63.0
	Unsure	%	.9	.6	1.2	1.4	.0	.0	5.0	.0	.0

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree
[RANDOMIZE Q3-7]

			Gender			Vote Profile					
			Montmagny-R-L-R 2015-08	Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 5 – I trust the CRTC to make decisions that will ensure my local TV stations are not forced to close	Total	Unwgt N	300	146	154	61	47	114	37	4	37
		Wgt N	300	146	154	61	45	115	36	4	40
	Agree	%	45.2	43.7	46.5	57.5	34.6	40.2	40.7	22.4	58.6
	Somewhat agree	%	25.5	28.4	22.8	23.5	30.7	29.6	20.7	.0	17.4
	Somewhat disagree	%	14.2	11.9	16.3	8.0	14.7	18.8	15.3	31.6	7.0
	Disagree	%	9.7	9.9	9.5	6.5	10.8	7.1	16.0	46.0	11.6
	Unsure	%	5.5	6.2	4.9	4.6	9.1	4.2	7.3	.0	5.4

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone random survey of 300 residents of the Federal Electoral District of Montmagny- L'Islet- Kamouraska – Rivière-du-Loup between August 31st and September 4th, 2015. The margin of error for a random survey of 300 residents of Montmagny is ±5.7 percentage points, 19 times out of 20.



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For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree
[RANDOMIZE Q3-7]

			Gender			Vote Profile					
			Montmagny-R-L-R 2015-08	Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 6 – My federal Member of Parliament should work to keep local broadcasting strong in my community	Total	Unwgt N	300	146	154	61	47	114	37	4	37
		Wgt N	300	146	154	61	45	115	36	4	40
	Agree	%	71.8	71.2	72.3	74.7	60.5	75.0	65.2	31.6	80.9
	Somewhat agree	%	17.2	17.5	16.9	19.7	20.9	14.3	22.3	.0	14.4
	Somewhat disagree	%	5.4	6.1	4.9	5.6	11.8	5.1	2.4	.0	2.3
	Disagree	%	3.7	3.2	4.1	.0	4.0	4.8	7.6	22.4	.0
	Unsure	%	1.9	2.0	1.8	.0	2.8	.9	2.4	46.0	2.3

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree
[RANDOMIZE Q3-7]

			Gender			Vote Profile					
			Montmagny-R-L-R 2015-08	Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 7 – Local TV channels such as TVA, Radio Canada and Canal V contribute to making my community stronger	Total	Unwgt N	300	146	154	61	47	114	37	4	37
		Wgt N	300	146	154	61	45	115	36	4	40
	Agree	%	61.6	61.1	62.1	67.1	60.6	59.1	61.7	22.4	65.3
	Somewhat agree	%	23.7	22.7	24.6	21.7	20.5	24.0	30.6	23.7	23.2
	Somewhat disagree	%	8.2	11.1	5.5	5.2	14.0	9.0	2.6	54.0	4.7
	Disagree	%	5.6	4.5	6.6	4.5	4.8	7.1	5.2	.0	4.5
	Unsure	%	.9	.6	1.2	1.5	.0	.9	.0	.0	2.3

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