

Views the CBC and political preferences among voters in the federal electoral district of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup

Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (FED) Survey Summary (CBC and Political Preferences)

*submitted by Nanos to Friends of Canadian Broadcasting, September, 2015
(Submission 2015-721)*





Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters are more likely to vote for a candidate who favours increasing the CBC's budget

According to a recent riding survey for the Friends of Canadian Broadcasting conducted by Nanos, more than three-in-ten (32%) voters in the riding of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup believe CBC's independence has decreased under Prime Minister Harper's watch. Nine per cent think it has increased and 43% think it has stayed the same. According to almost half of the voters in the federal riding, the Prime Minister has too much influence over what CBC broadcasts because of his power to appoint CBC's President and Board of Directors (48% of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters). A wide majority of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters would also suggest maintaining (51%) or increasing (36%) the CBC's funding and are more likely to vote for a candidate who favours increasing the CBC's budget.

At the ballot box

Forty-four per cent of decided Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters would support the NDP if an election were held when the research was conducted. In second place is the Liberal Party with 24% support, followed by the Conservatives at 17%, the Bloc Québécois (14%) and the Green Party (two per cent). About one quarter (24%) of voters in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup remain undecided.

The CBC's independence

According to one third of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters (32%), the CBC's independence has decreased over the past four years and almost half (48%) think the Prime Minister's power to appoint the CBC's President and Board of Directors gives the government too much influence over the CBC's programs and content.

- **PM's appointment of CBC's President and Board of Directors** – Almost half of the voters (48%) believe that appointments by the Prime Minister give the government too much influence over the nature and content of CBC's programs, whereas 41% believe that it doesn't matter who appoints the Board of Directors.
- **CBC's independence over past four years** – Almost a third of voters believe that the CBC's independence as a broadcaster has decreased over the past four years, whereas 43% believe that it has stayed the same and nine per cent believe that it has increased. Sixteen per cent of respondents were unsure.

The CBC's funding

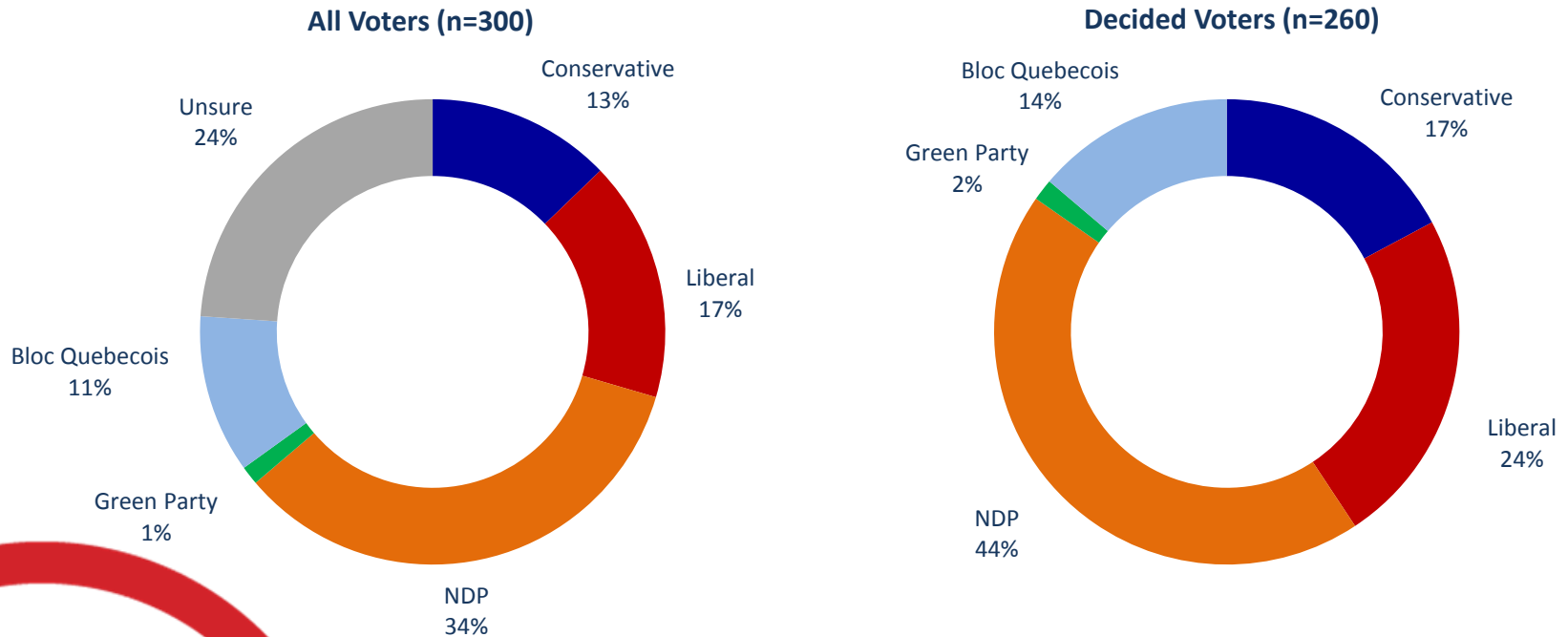
Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters would suggest maintaining or increasing the CBC's funding and are more likely to vote for a candidate who favours increasing its budget.

- **CBC's funding level** - If their federal Member of Parliament asked them for advice on an upcoming vote in the House of Commons on what to do about CBC funding, approximately half of Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters (51%) would advise him/her to maintain funding for the CBC at current levels, 36% would suggest increasing funding, and 10% would suggest to decrease funding. This cuts across all party supporters (Bloc Increase 48%, Maintain 45%, NDP Increase 44%, Maintain 47%, Liberal Increase 32%, Maintain 51%, Conservative Increase 23%, Maintain 56%, Undecided Increase 22%, Maintain 61%).
- **CBC's budget at the ballot box** – About six in ten Montmagny-L'Islet-Kamouraska-Rivière-du-Loup voters (61%), including almost four-fifths (78%) of Bloc supporters, are more likely to vote for a candidate who favours increasing the CBC's budget. Twenty-nine per cent of voters are more likely to vote for a candidate who favours privatizing the CBC, and 10% were unsure.

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 and September 4th, 2015, n=300 residents of Montmagny (FED), accurate ±5.7 percentage points, 19 times out of 20.



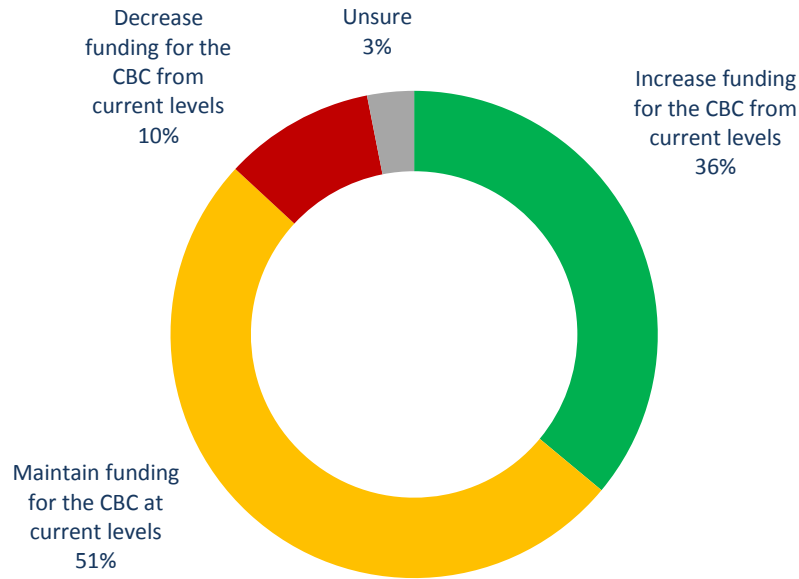
*Note: Charts may not add up to 100 due to rounding

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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Preferred Option for CBC Funding

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



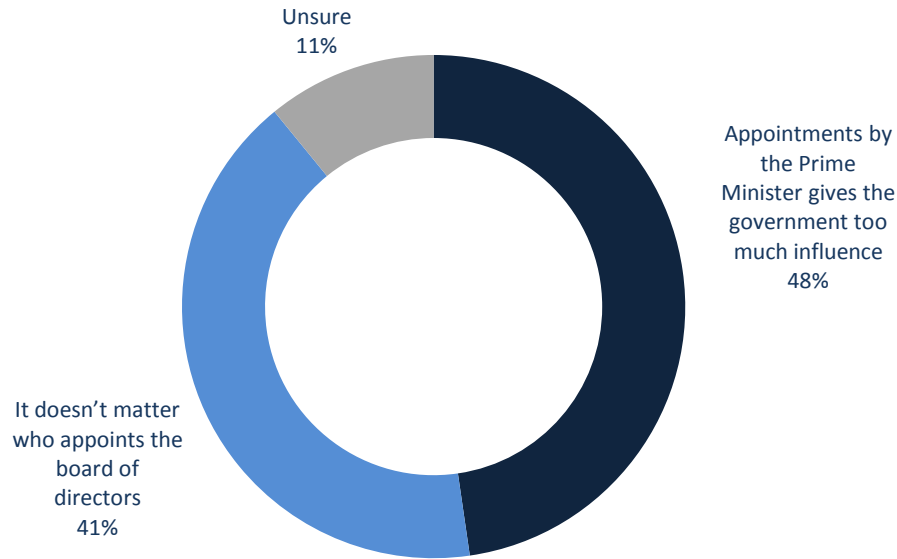
Subgroups	Increase funding for the CBC
Male (n=146)	32.7%
Female (n=154)	39.1%
Conservative (n=45)	22.9%
Liberal (n=61)	32.3%
NDP (n=115)	44.1%
Unsure (n=40)	21.5%

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

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

Appointments of CBC President and Board of Directors

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



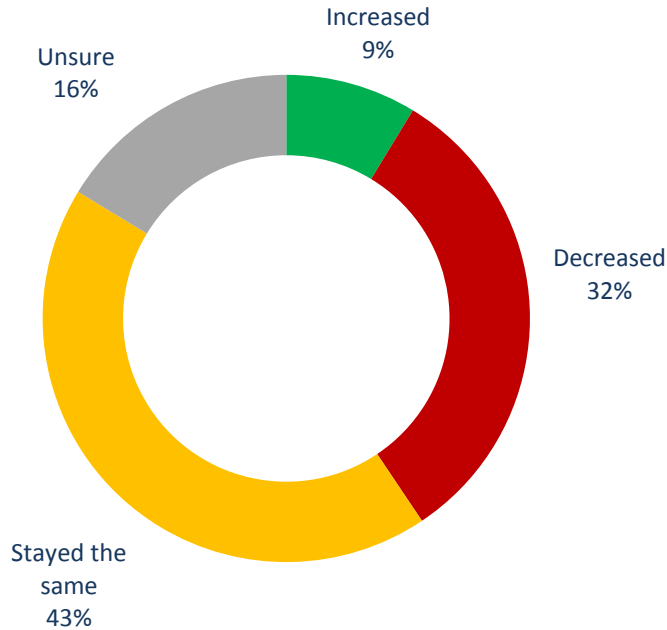
Subgroups	Appointments by the PM gives the government too much influence
Male (n=146)	49.5%
Female (n=154)	46.0%
Conservative (n=45)	49.5%
Liberal (n=61)	34.8%
NDP (n=115)	53.3%
Unsure (n=40)	44.8%

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

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

Independence of CBC

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



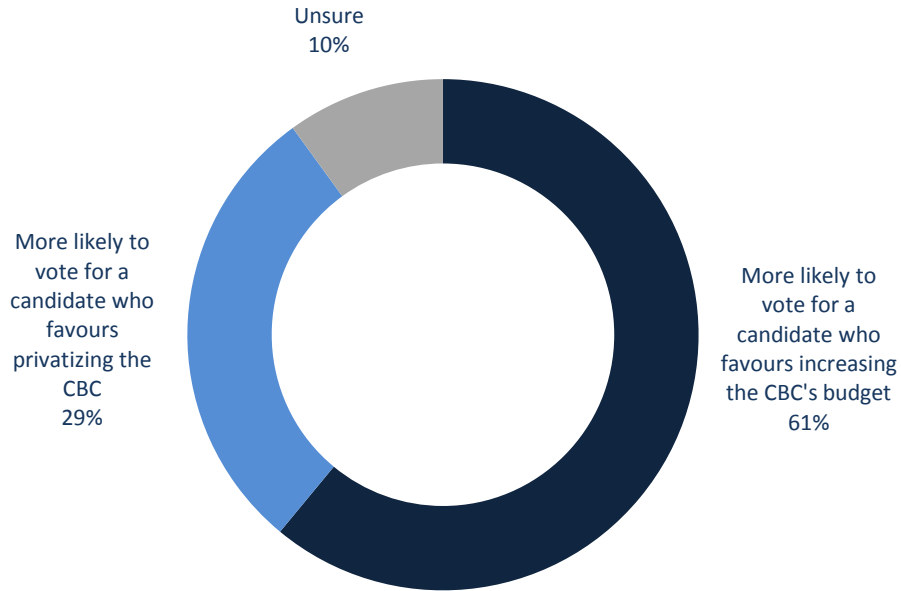
Subgroups	Net Score
Male (n=146)	-25.4
Female (n=154)	-21.1
Conservative (n=45)	-14.2
Liberal (n=61)	-4.9
NDP (n=115)	-32.2
Unsure (n=40)	-2.4

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

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

CBC Budget

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



Subgroups	More likely to vote for a candidate who favours increasing the CBC's budget
Male (n=146)	61.6%
Female (n=154)	60.4%
Conservative (n=45)	63.4%
Liberal (n=61)	49.9%
NDP (n=115)	65.7%
Unsure (n=40)	49.7%

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

QUESTION – Which statement is closest to your own view? Are you more likely to vote for a candidate who favours increasing the CBC's budget, or are you more likely to vote for a candidate who favours privatizing the CBC.



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, 2015 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	Element	Description
Organization who commissioned the research	Friends of Canadian Broadcasting	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
Final Sample Size	300 Randomly selected individuals.	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.
Margin of Error	±5.7 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) in the Federal Electoral District of Montmagny.	Estimated Response Rate	15 percent, consistent with industry norms.
Demographics (Captured)	Residents of Montmagny; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	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.
Demographics (Other)	Age, gender, education, income	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	The question content is as presented in the report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	August 31 st to September 4 th , 2015.	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.
Language of Survey	The survey was conducted in French.		

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

			Gender			Vote Profile					
			Montmagny-R-L-R 2015-08	Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 8 – 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? [ROTATE]	Total	Unwgt N	300	146	154	61	47	114	37	4	37
		Wgt N	300	146	154	61	45	115	36	4	40
	Increase funding for the CBC from current levels	%	36.0	32.7	39.1	32.3	22.9	44.1	47.7	44.7	21.5
	Maintain funding for CBC at current levels	%	50.8	55.5	46.5	51.3	55.6	46.9	44.6	55.3	61.3
	Decrease funding for the CBC from current levels	%	10.0	9.8	10.3	12.1	17.4	6.6	7.7	.0	11.8
	Unsure	%	3.1	2.1	4.1	4.3	4.2	2.4	.0	.0	5.5

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			Gender				Vote Profile					
			Montmagny-R-L-R 2015-08		Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 9 – Thinking specifically about the CBC, which of the following two statements is closer to your own opinion? Do you think that the Prime Minister’s power to appoint the CBC President and Board of Directors gives the government too much influence over the nature and content of programs broadcast on the CBC, or do you think that the CBC is independent and it doesn’t matter who appoints the Board of Directors and President.	Total	Unwgt N	300	146	154	61	47	114	37	4	37	
		Wgt N	300	146	154	61	45	115	36	4	40	
	Appointments by the Prime Minister gives the government too much influence	%	47.7	49.5	46.0	34.8	49.5	53.3	58.3	.0	44.8	
	It doesn't matter who appoints the Board of Directors	%	41.4	41.9	40.9	54.5	33.0	38.3	33.8	76.3	43.0	
	Unsure	%	10.9	8.6	13.1	10.7	17.5	8.4	7.9	23.7	12.2	

			Gender				Vote Profile					
			Montmagny-R-L-R 2015-08		Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure
Question 10 – Would you say that the CBC’s independence as a broadcaster has increased, decreased or stayed the same over the past four years?	Total	Unwgt N	300	146	154	61	47	114	37	4	37	
		Wgt N	300	146	154	61	45	115	36	4	40	
	Increased	%	8.7	6.3	10.9	22.0	8.3	4.2	.0	.0	10.0	
	Decreased	%	31.9	31.7	32.0	26.9	22.5	36.4	60.4	22.4	12.4	
	Stayed the same	%	43.1	45.3	41.0	35.3	53.3	43.8	24.3	77.6	55.1	
	Unsure	%	16.3	16.6	16.1	15.8	15.8	15.6	15.3	.0	22.5	

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			Gender				Vote Profile					
			Montmagny-R-L-R 2015-08	Male	Female	Liberal	Conservative	NDP	Bloc	Green	Unsure	
Question 11 – Which statement is closest to your own view? Are you more likely to vote for a candidate who favours increasing the CBC's budget, or are you more likely to vote for a candidate who favours privatizing the CBC?	Total	Unwgt N	300	146	154	61	47	114	37	4	37	
		Wgt N	300	146	154	61	45	115	36	4	40	
		More likely to vote for a candidate who favours increasing the CBC's budget	%	61.0	61.6	60.4	49.9	63.4	65.7	78.4	22.4	49.7
		More likely to vote for a candidate who favours privatizing the CBC	%	29.0	29.1	28.8	38.5	32.6	23.9	16.5	77.6	31.4
		Unsure	%	10.0	9.3	10.8	11.6	4.0	10.5	5.0	.0	18.9

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