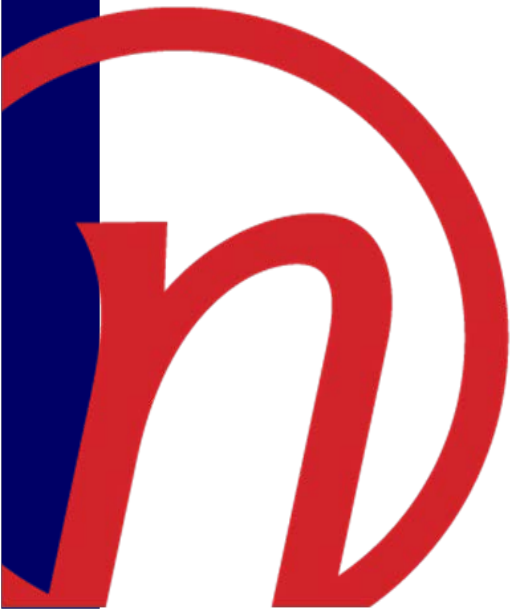




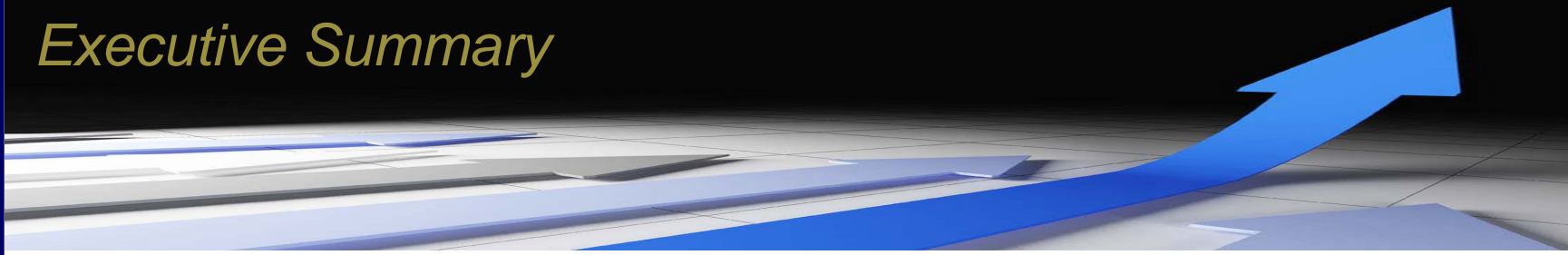
FRIENDS OF CANADIAN BROADCASTING



What Canadians Think About TV

*Friends of Canadian Broadcasting in collaboration with ACTRA and UNIFOR Project Summary
submitted by Nanos, August 28, 2014 (Submission 2014-564A)*

Executive Summary



A national random telephone survey conducted for the Friends of Canadian Broadcasting in collaboration with ACTRA and UNIFOR by Nanos Research suggests that Canadians place a very high level of importance on local news, Canadian documentaries and public affairs programming.

They see the CRTC as the leader in protecting Canadian TV and radio content and strongly support the goals of the CRTC.

Canadians are more likely to be skeptical than confident in the federal government's promise that pick and pay will result in cost savings on their monthly subscription TV fees and are divided as to whether to proceed with the changes or not.

By a very strong margin, Canadians want foreign companies to abide by the same rules as Canadian companies and to contribute to new Canadian programming. Of note, if Netflix and Canal + contributed to new Canadian programming, the positive impressions of those organizations would increase.

The vast majority of Canadians would like to see funding for the CBC stay at the same level or increase while only 10 percent would like to see CBC funding decreased. Canadians see the CBC playing an important role in strengthening Canadian culture and identity. The intensity of views on this opinion has increased over the past year.

Executive Summary continued

Cross tabulations by political preferences also provide some interesting insights on the opinion landscape.

Among federal Conservative supporters 51 percent would like CBC funding to be maintained, 25 percent would like to see CBC funding increased and 21 percent would like to see funding decreased (three percent were unsure).

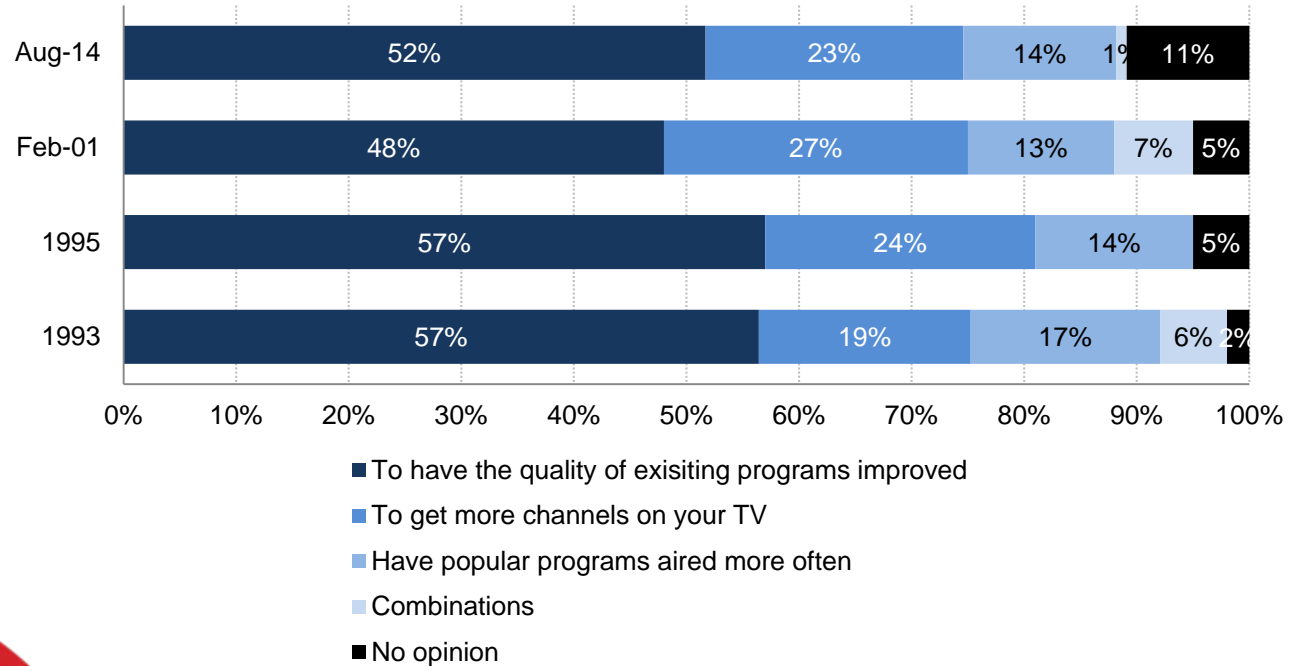
Asked about who they believed, the Government of Canada or the cable and satellite TV providers, on the issue of pick and pay and whether it would reduce consumer prices significantly, Conservative voters are more likely to believe the cable and satellite TV providers (54 percent) compared to the Government of Canada (31 percent). Fifteen percent of Tory voters are unsure who to believe.

Quebecers are comparatively more likely to place a more intense level of importance on Canadian documentaries (QC 76 percent, Canada 66 percent), are more likely to oppose the proposed pick and pay changes (QC Changes should not occur 49 percent, Canada 41 percent) and are more likely to agree that it is becoming more important to strengthen Canadian culture and identity as Canada's economic ties with the US increase (QC agree 76 percent, Canada 68 percent).

Canadians in the Prairie provinces and Atlantic Canada are more likely to say that the CRTC goal of enabling Canadians from different regions and languages to know and understand each other is very important (Very Important, Atlantic 77 percent, Prairies 72 percent, Canada 63 percent).

Television Preferences

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ±3.5 percentage points plus or minus, 19 times out of 20.



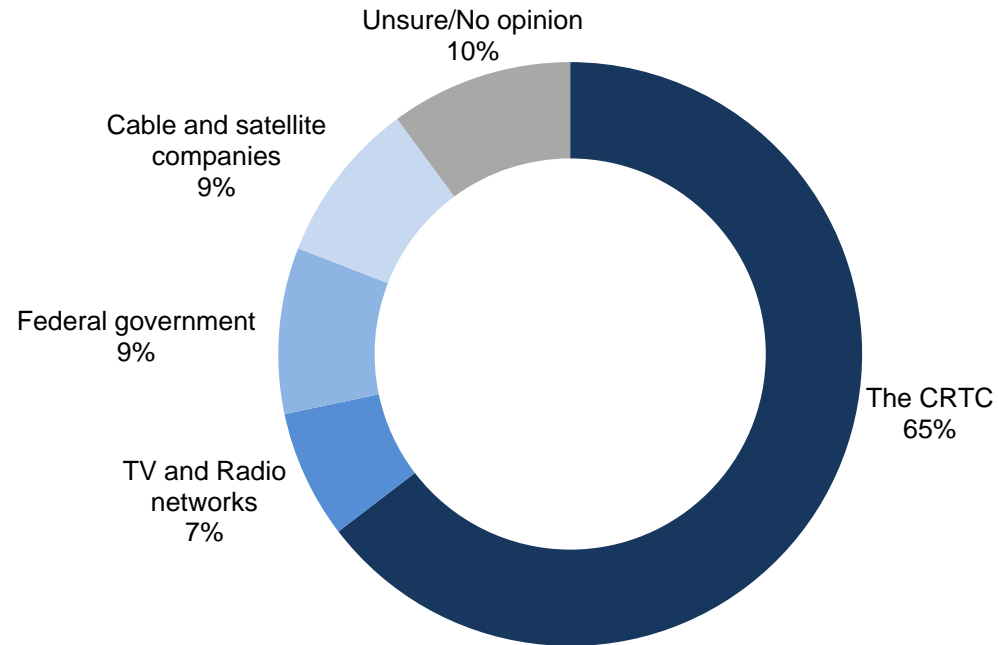
***Note: Charts may not add up to 100 due to rounding**

QUESTION – If you could choose, which one of the following would you most prefer? [ROTATE]

Asked to choose, most Canadians (52%) prefer to have the quality of existing programs improved over receiving more channels (23%) or repeats of popular programs (14%).

Who is responsible for protecting Canadian content?

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



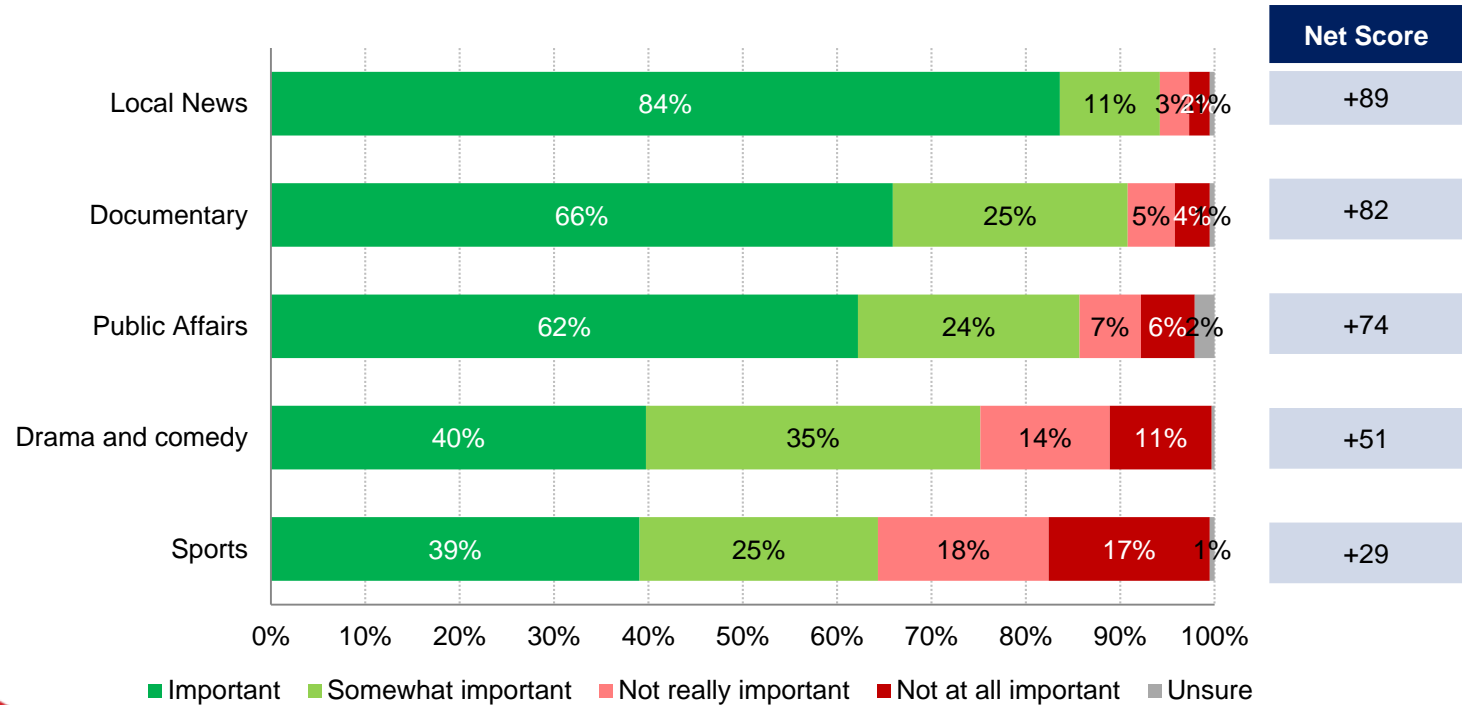
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Who is most responsible for ensuring Canadian programming and content on television and radio is protected? [RANDOMIZE]

Two in three Canadians (65 percent) believe that the CRTC is the most responsible for ensuring that Canadian programming and content on television and radio is protected.

Importance of Canadian Content

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



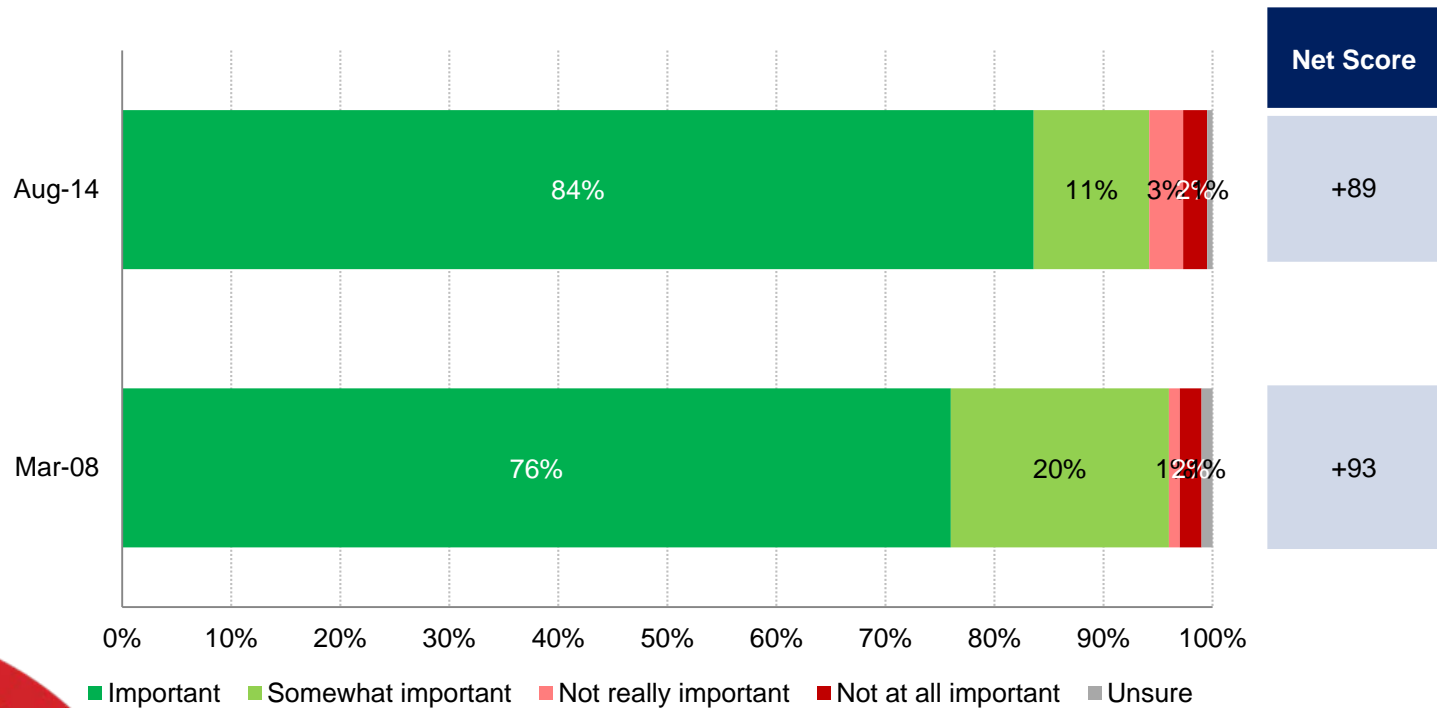
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?

The importance of Canadian local news on TV is felt most intensely by Canadians followed by documentaries and public affairs genres.

Importance of Canadian Local News

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Pollara, telephone survey, March 14th to March 19th, 2008, n=1,200, accurate ±3.0 percentage points plus or minus, 19 times out of 20.



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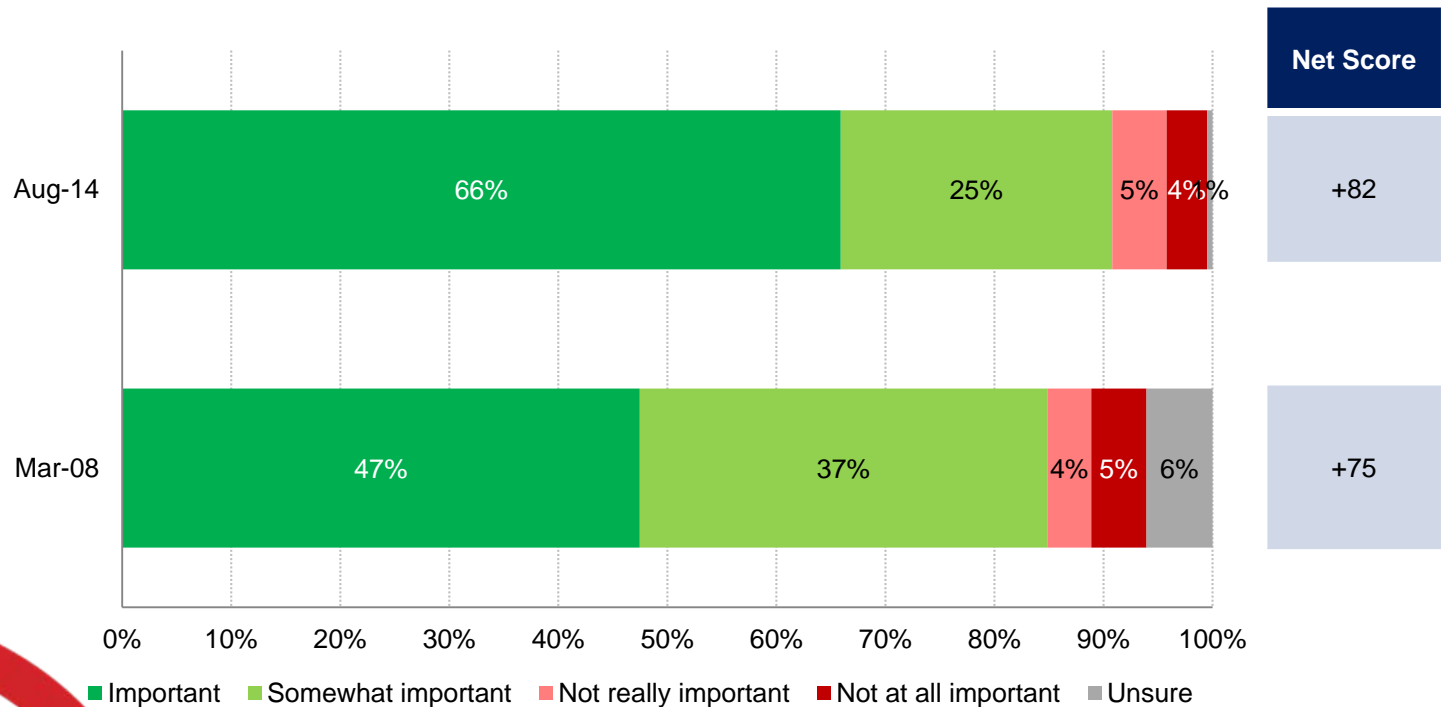
Local News

Since 2008, the intensity of the importance of local news has noticeably increased from 76 percent to 84 percent of Canadians.

Importance of Documentaries

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Pollara, telephone survey, March 14th to March 19th, 2008, n=1,200, accurate ±3.0 percentage points plus or minus, 19 times out of 20.



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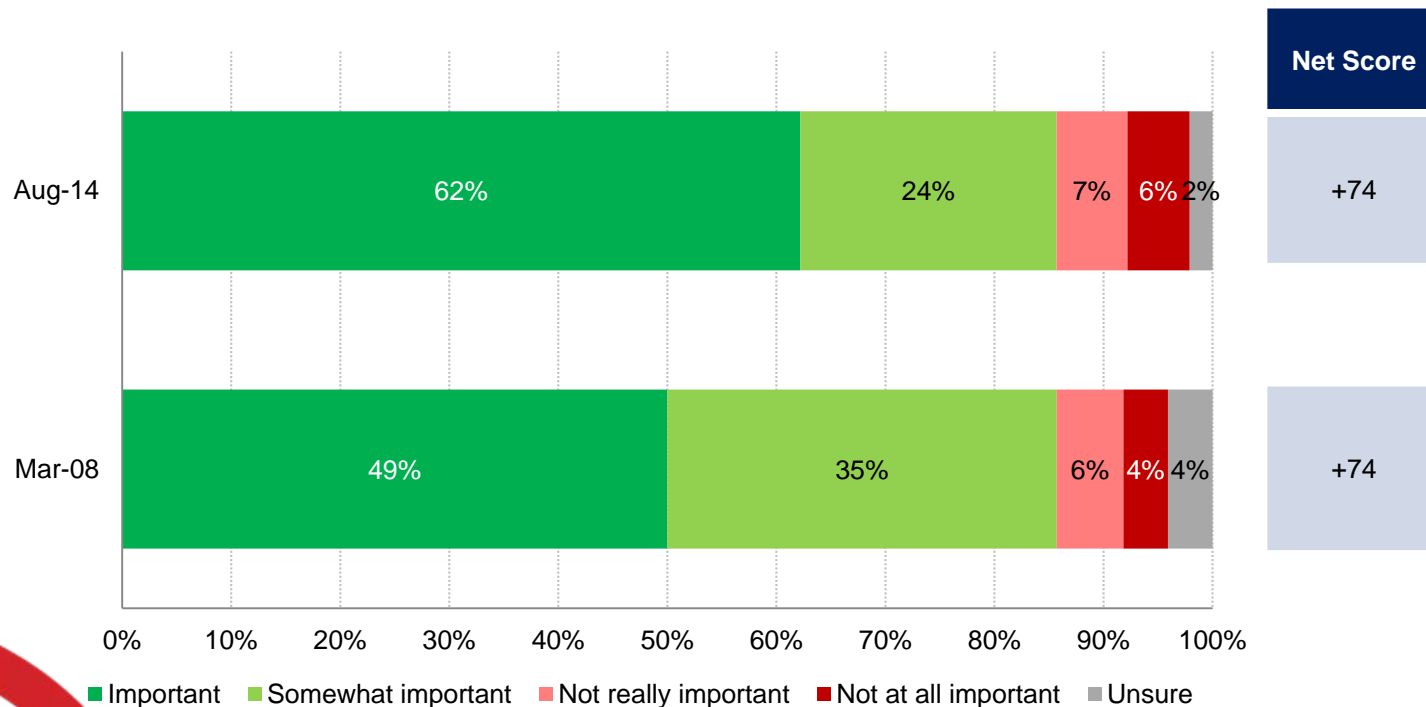
QUESTION – Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?

Documentary

Over the past six years, the intensity of importance of Canadian documentaries has increased from 47 to 66 percent of Canadians.

Importance of Canadian Public Affairs

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Pollara, telephone survey, March 14th to March 19th, 2008, n=1,200, accurate ±3.0 percentage points plus or minus, 19 times out of 20.



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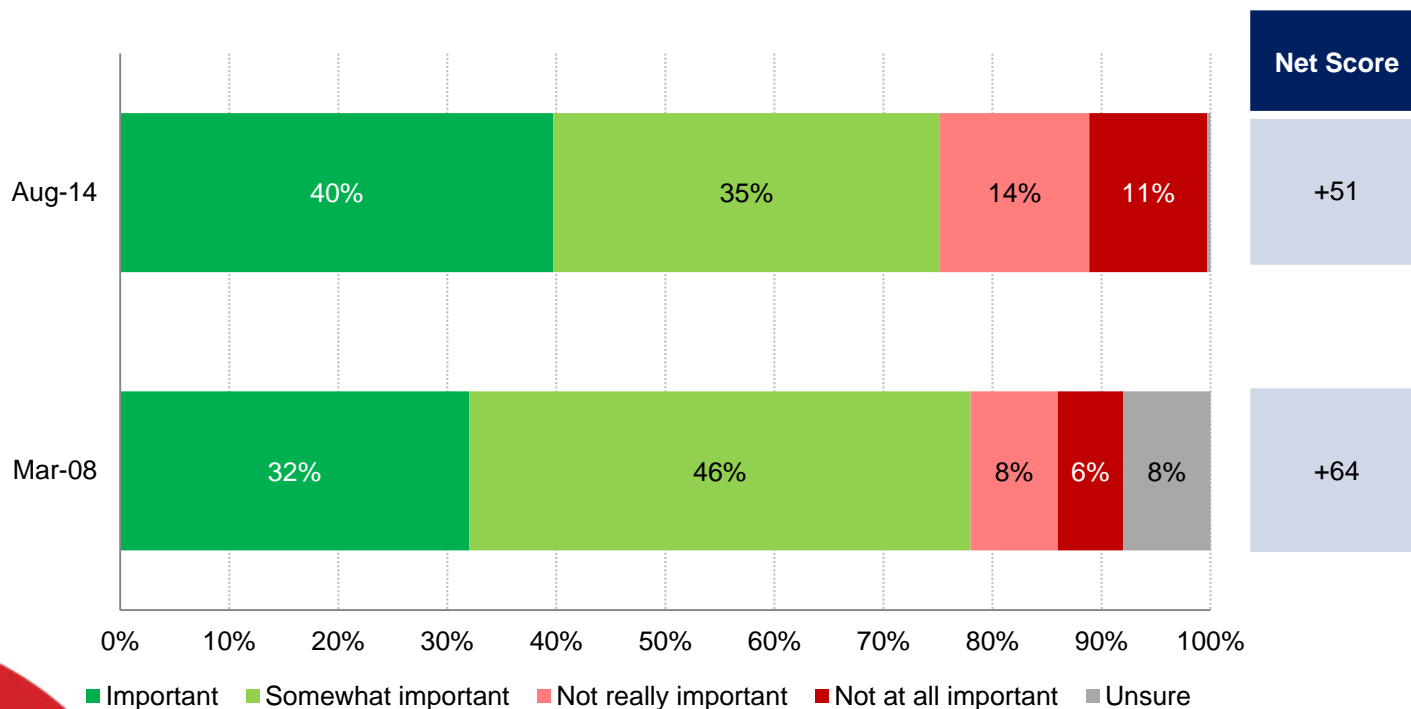
Public Affairs

The overall importance and intensity of importance of Canadian public affairs content has significantly increased since 2008.

Importance of Canadian Drama & Comedy

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Pollara, telephone survey, March 14th to March 19th, 2008, n=1,200, accurate ±3.0 percentage points plus or minus, 19 times out of 20.



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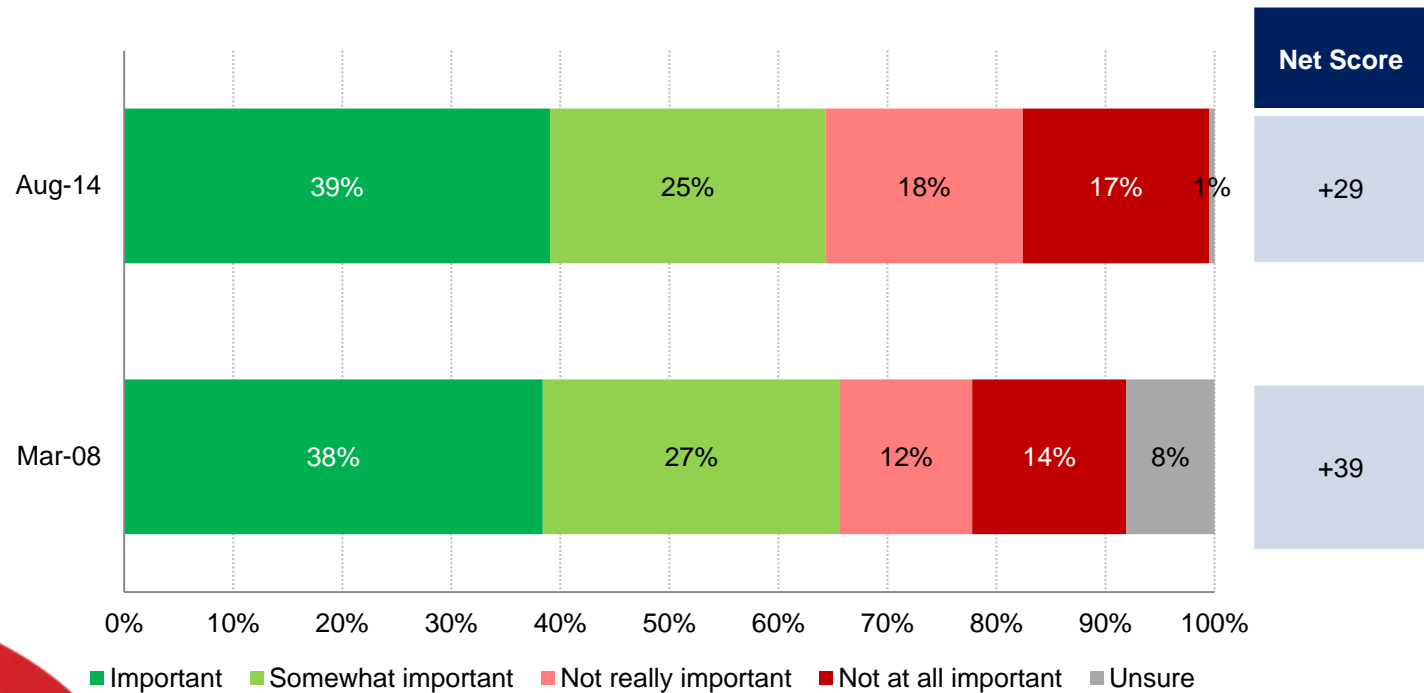
QUESTION – Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?

Drama & Comedy

The intensity of importance of drama and comedy has increased by eight percentage points. However, the proportion of Canadians who say it is not as important, although still a minority, has also increased to one in four respondents.

Importance of Canadian Sports

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Pollara, telephone survey, March 14th to March 19th, 2008, n=1,200, accurate ±3.0 percentage points plus or minus, 19 times out of 20.



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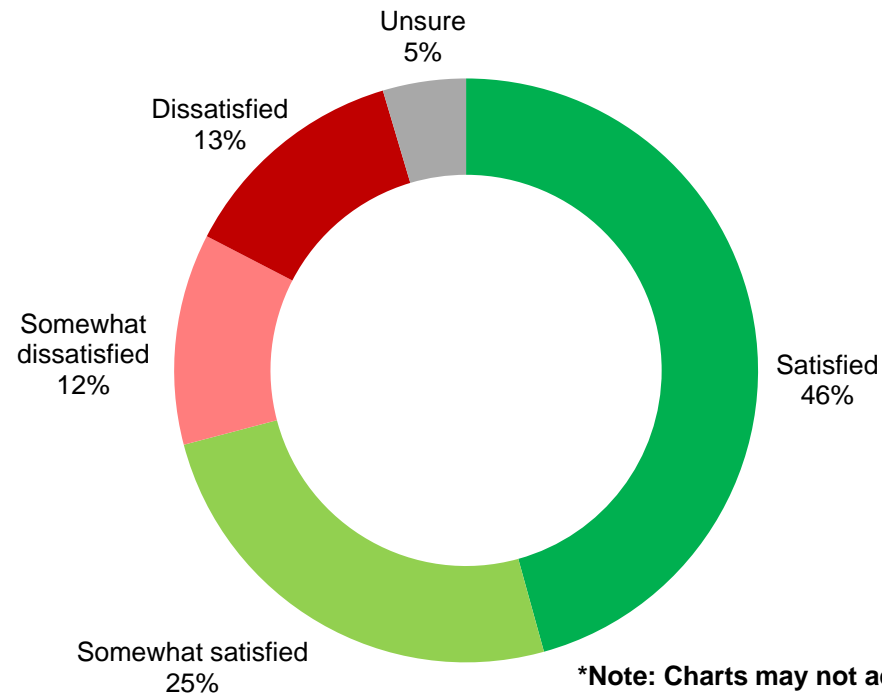
QUESTION – Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?

Sports

Although the overall positive views on the importance of sports remains relatively unchanged since 2008, the intensity of negative views has increased.

Satisfaction with Availability of Foreign Programs

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

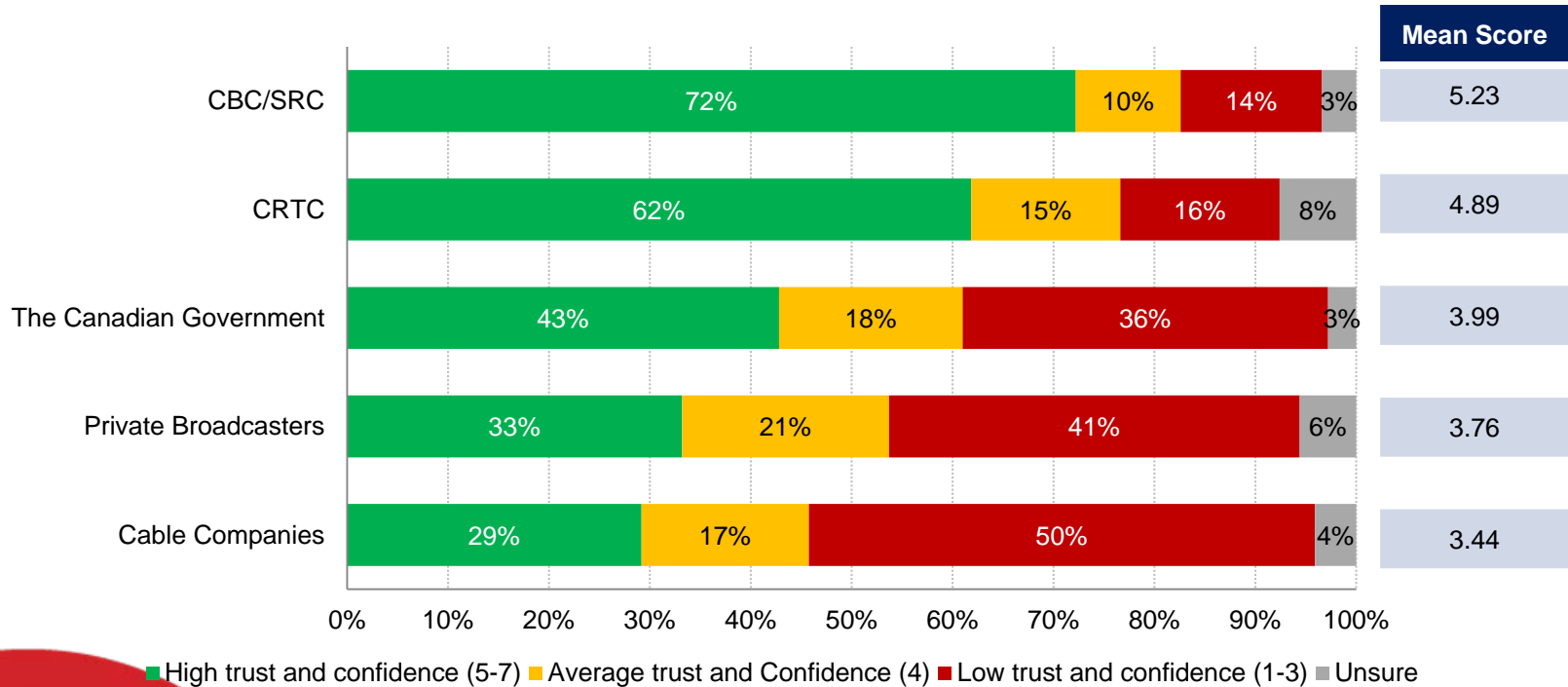
QUESTION – Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following.

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

Two of three Canadians are satisfied or somewhat satisfied with the choice of US and non-Canadians programming while only one in four are dissatisfied.

Trust and Confidence

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



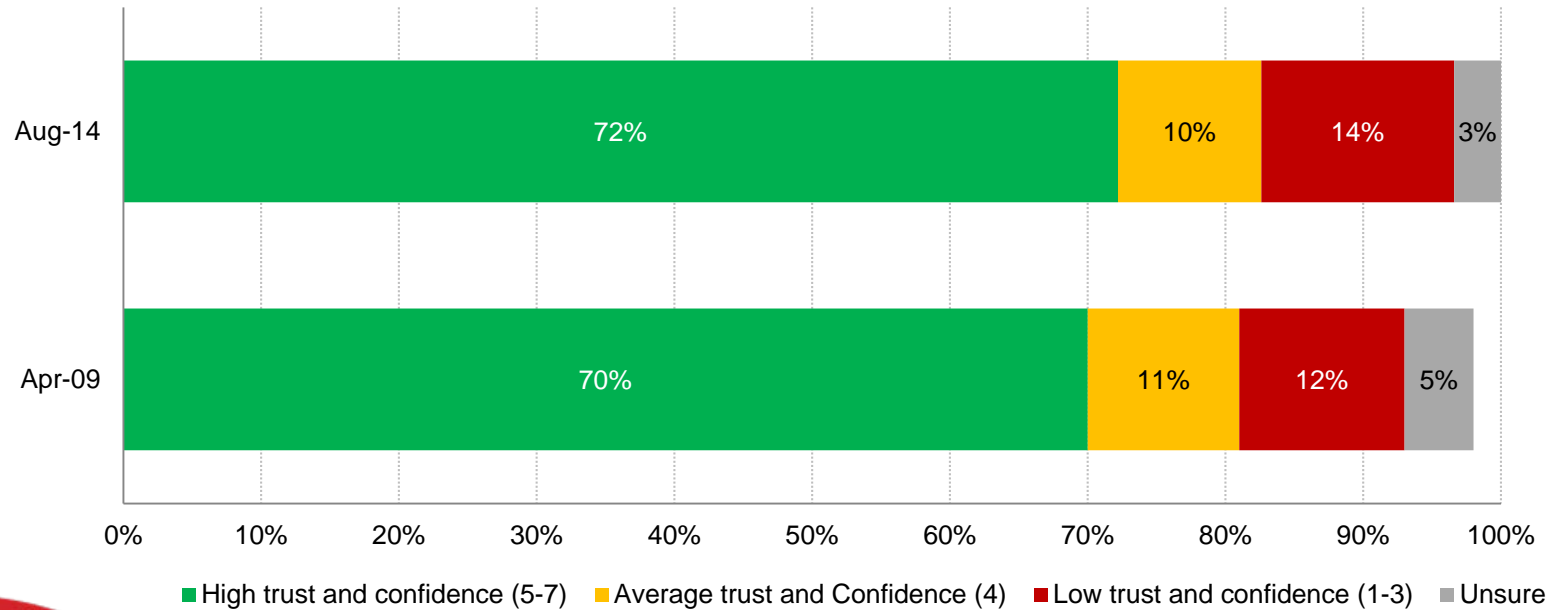
***Note: Charts may not add up to 100 due to rounding**

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 a very high trust and confidence?

Canadians have trust and confidence in the CBC/SRC and the CRTC over other players to protect Canadian culture and identity on television.

CBC Trust and Confidence

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Pollara, online survey, April 20th to 24th, 2009, n=3,361, accurate ± 1.69 percentage points plus or minus, 19 times out of 20.



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

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 a very high trust and confidence?

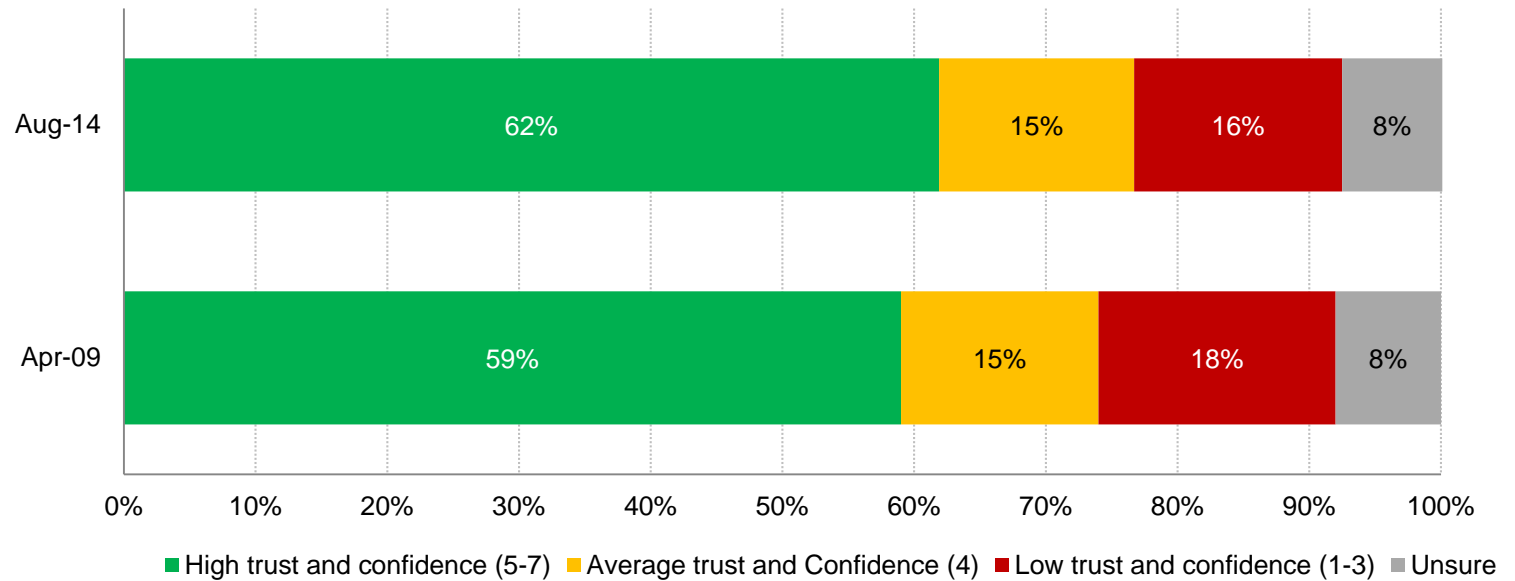
CBC/SRC

Seven in ten Canadians trust and have confidence in the CBC/SRC to protect Canadian culture and identity on TV, a level that has remained stable since 1993.

CRTC Trust and Confidence

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Pollara, online survey, April 20th to 29th, 2004, n=3,361, accurate ± 1.69 percentage points plus or minus, 19 times out of 20.



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

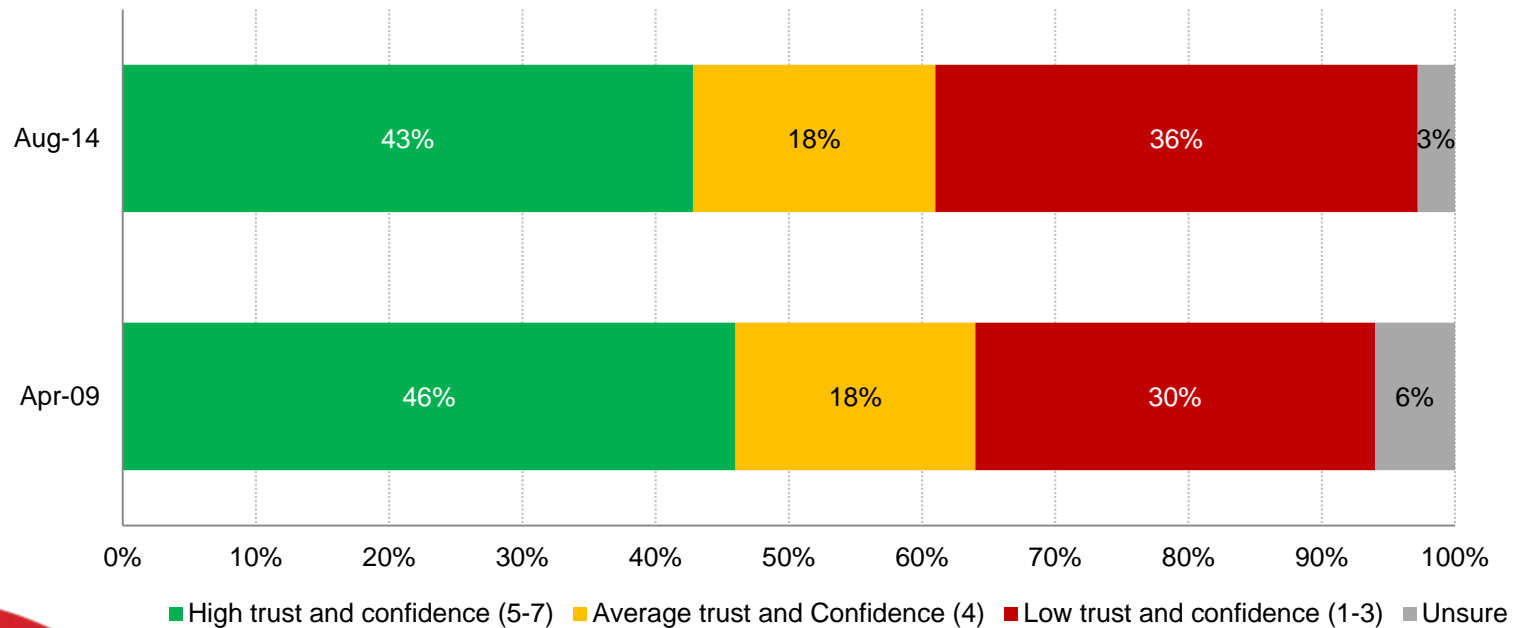
QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning a very high trust and confidence?

CRTC

Trust in the CRTC to protect Canadian culture and identity on TV is at historical high levels.

Canadian Government Trust and Confidence

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Pollara, online survey, April 20th to 24th, 2009, n=3,361, accurate ±1.69 percentage points plus or minus, 19 times out of 20.



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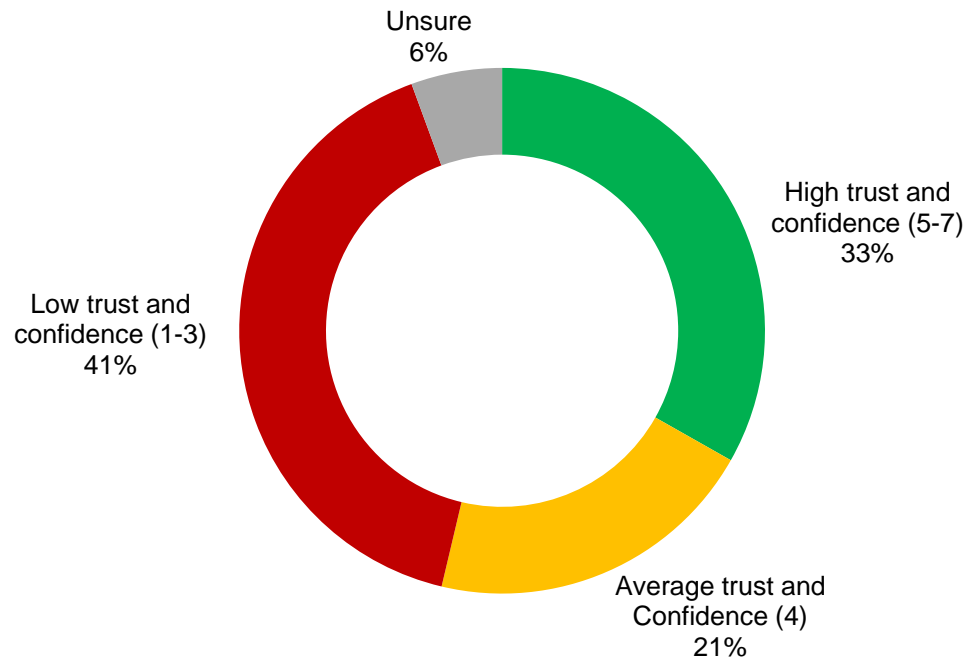
QUESTION – Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning a very high trust and confidence?

The Canadian Government

Trust in the Canadian government over the past five years has remained relatively stable with more than two in five Canadians rating it a 5, 6 or 7 on a seven point scale.

Private Broadcasters Trust and Confidence

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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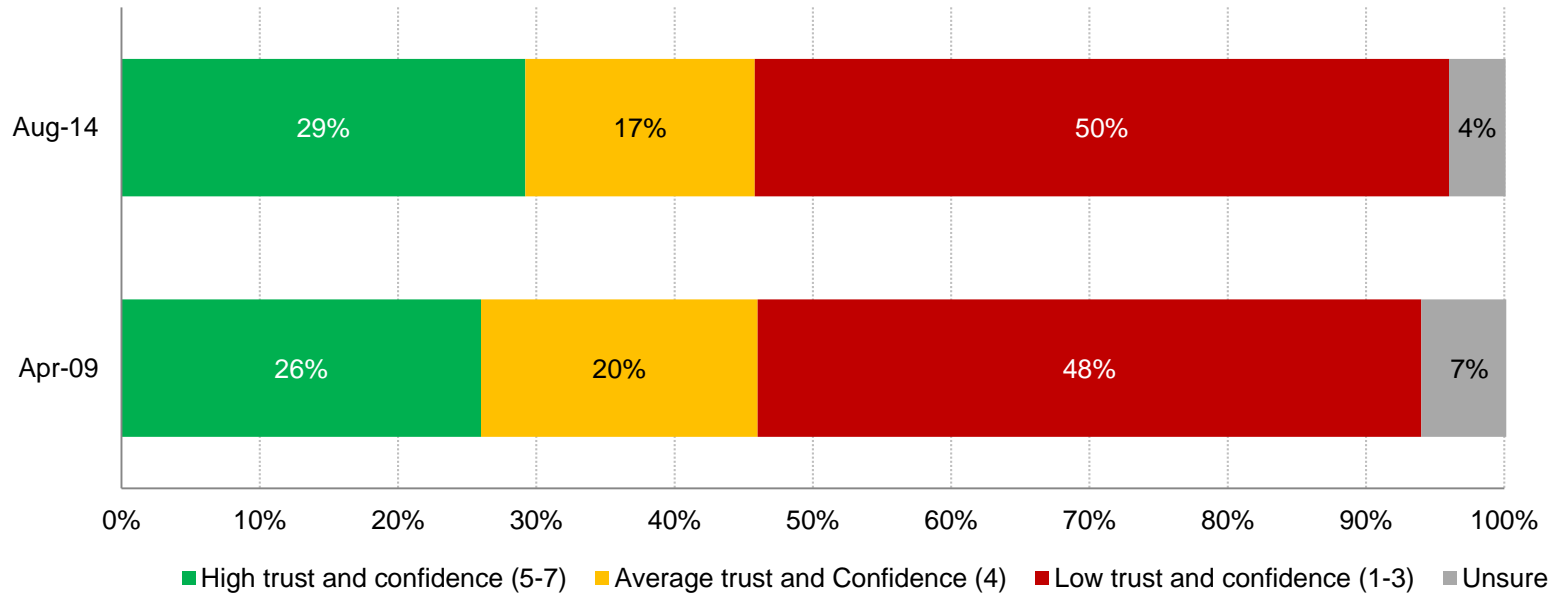
Private Broadcasters

Canadians are more likely to have lower than higher trust scores for private broadcasters in terms of protecting Canadian culture and identity with one in five registering an average trust score.

Cable Companies Trust and Confidence

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Pollara, online survey, April 20th to 24th, 2009, n=3,361, accurate ± 1.69 percentage points plus or minus, 19 times out of 20.



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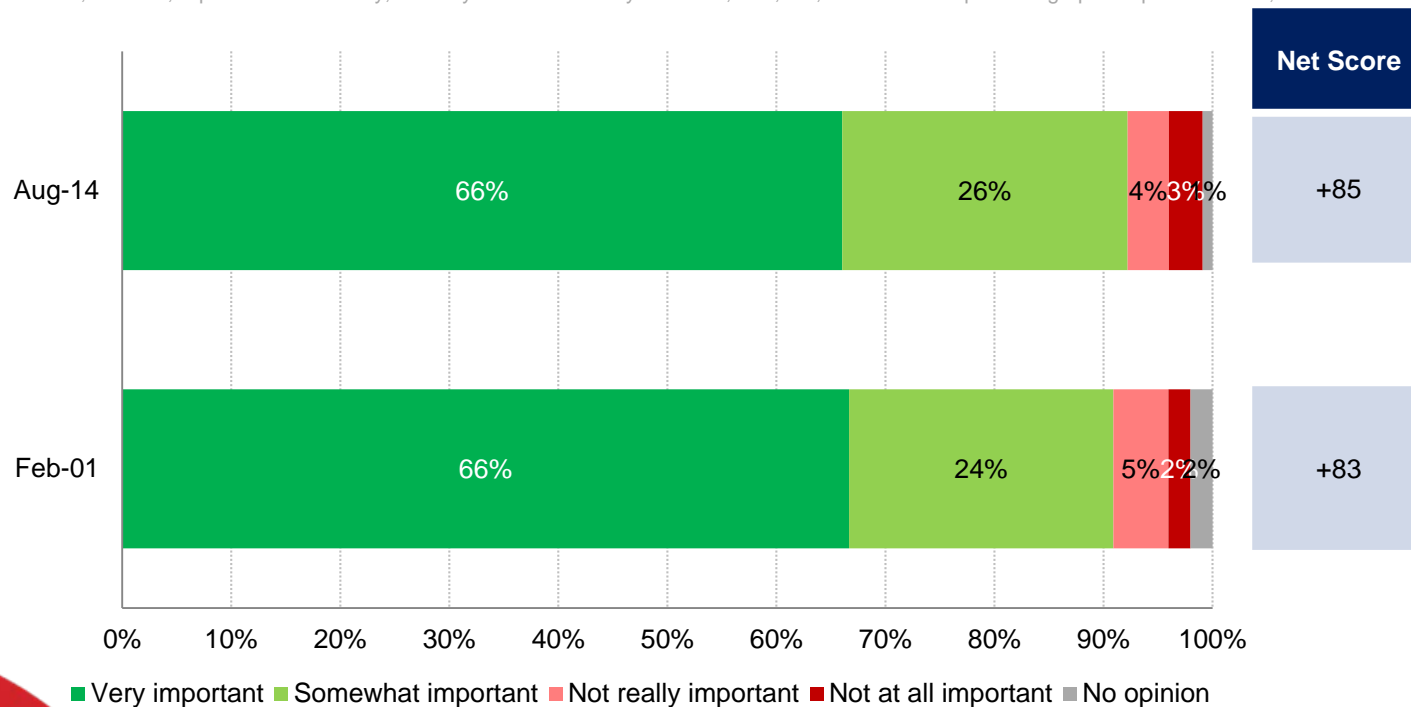
Cable companies

Canadians are more likely to register a negative rather than a positive impression of the trust in cable companies to protect Canadian culture and identity.

CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ±3.5 percentage points plus or minus, 19 times out of 20.



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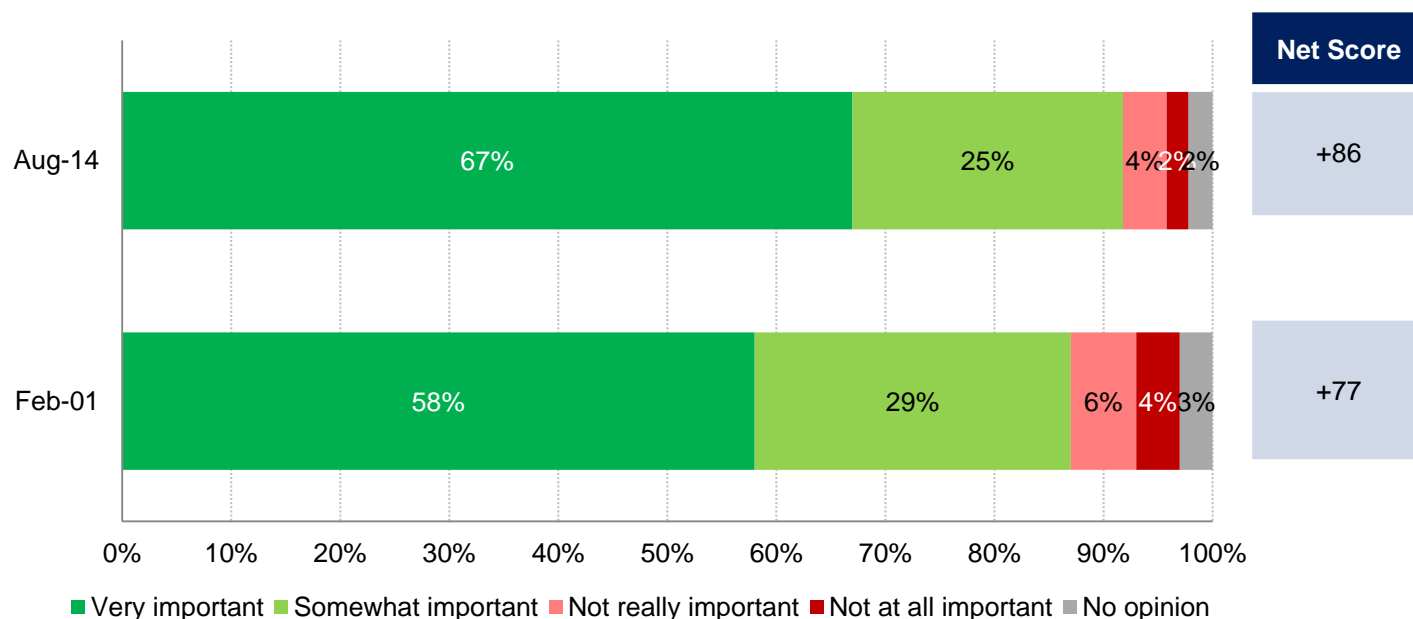
QUESTION – As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important. [ROTATE]

The goal of providing consumers with the most value and best prices

Perceptions related to providing the most value and best prices to consumers remain positive and unchanged compared to 2001.

CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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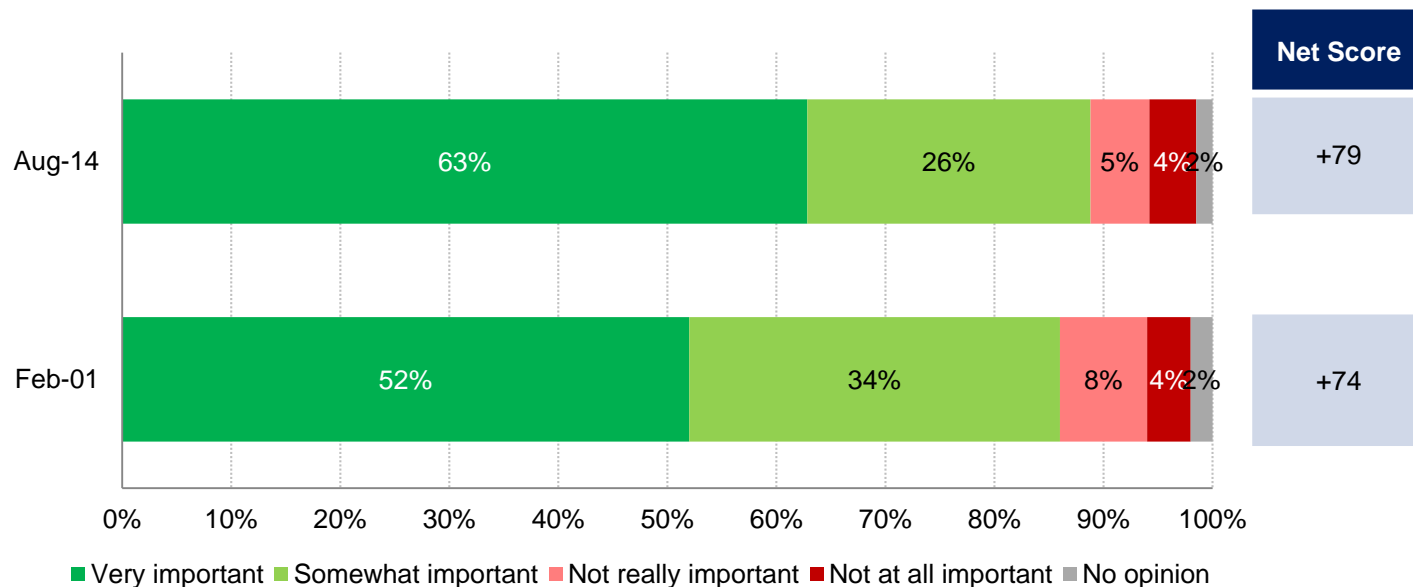
The goal of ensuring there is enough competition in order to protect freedom of speech and democracy

The importance of ensuring competition to protect freedom of speech and democracy in Canada has increased in overall importance and intensity of importance since 2001.

CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ±3.5 percentage points plus or minus, 19 times out of 20.



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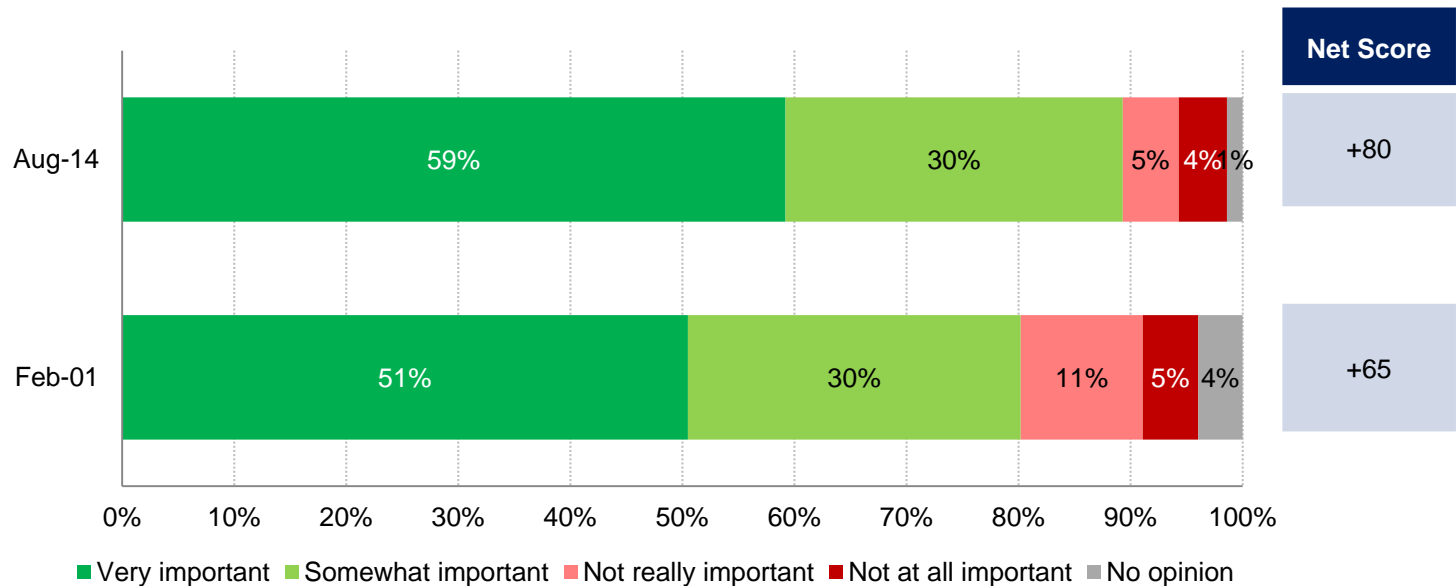
The goal of enabling Canadians from different regions and languages to know and understand each other better

Compared to the 2001 research, there currently is a greater intensity of appetite for the CRTC goal of enabling Canadians from different regions and languages to know and understand each other.

CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ±3.5 percentage points plus or minus, 19 times out of 20.



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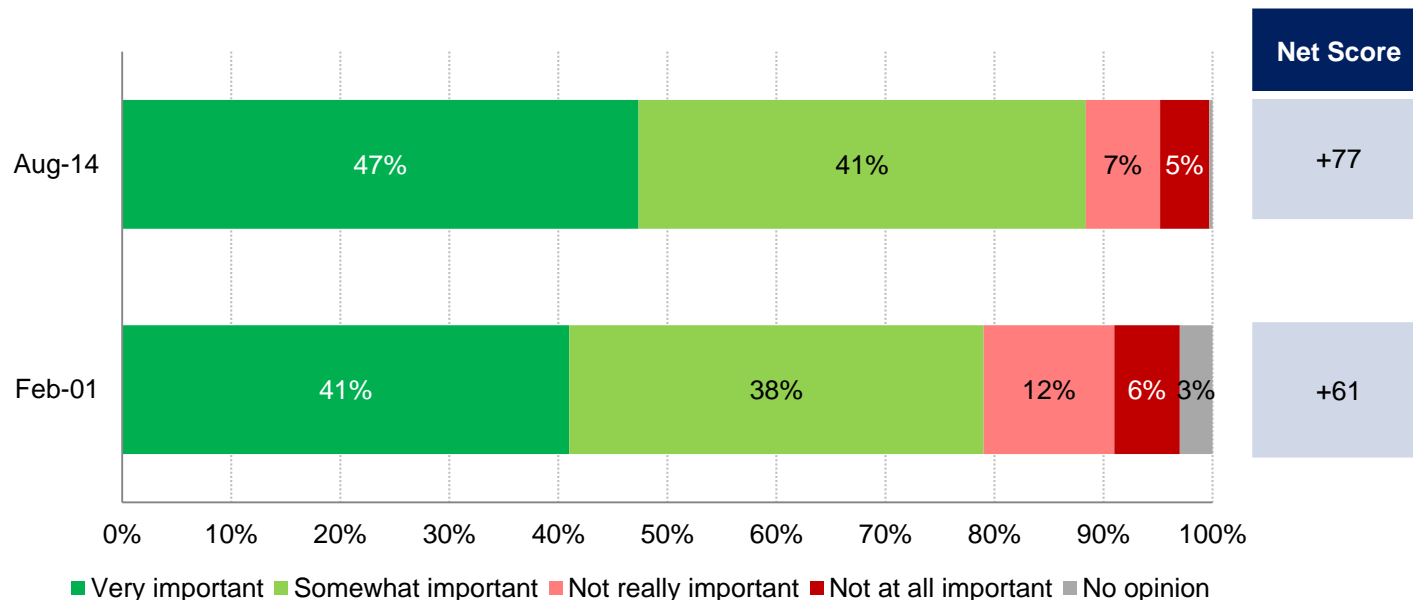
QUESTION – As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important. [ROTATE]

To protect Canadian culture and identity at a time of very strong American and global economic forces

There has been a noticeable eight point increase in the number of Canadians who believe it is important that the CRTC help protect Canadian culture and identity in the face of strong American and global economic forces.

CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ±3.5 percentage points plus or minus, 19 times out of 20.



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The goal of encouraging more Canadian content in broadcasting

Support for the goal of encouraging more Canadian content in broadcasting has increased from a net positive score of 61 points in 2001 to a net positive score of 77 points today.

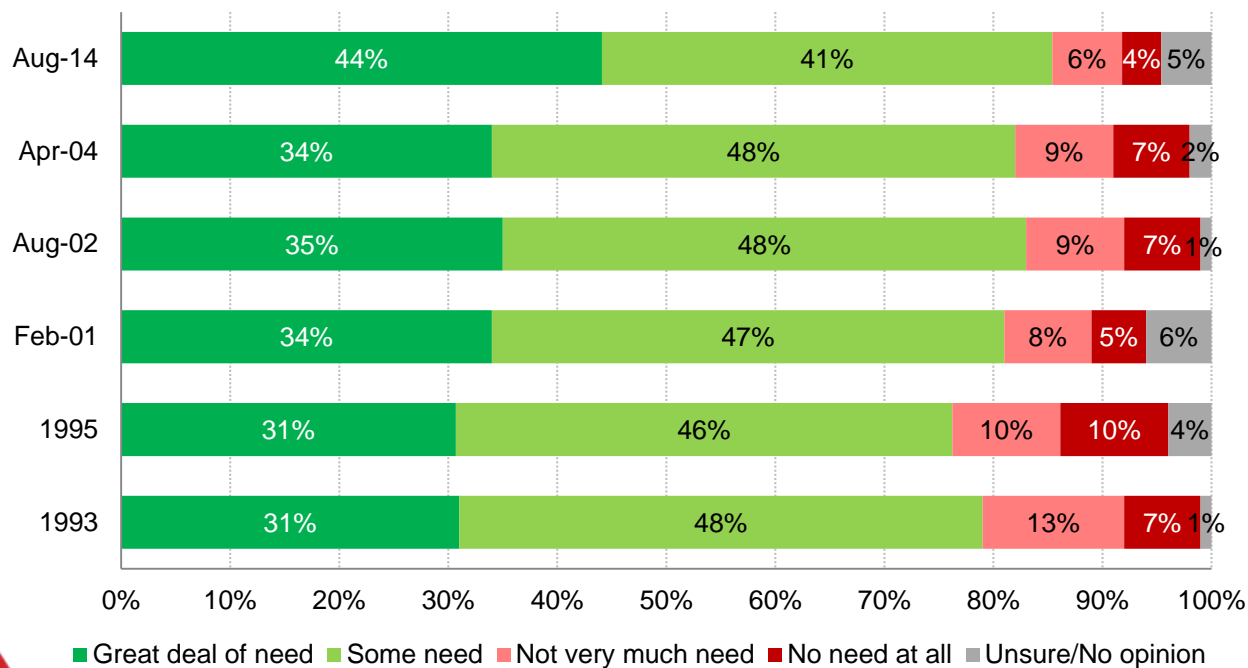
CRTC Need

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Ipsos-Reid, national broadcast survey, May 4th to 9th, 2004, n=1,100, accurate ±3.0 percentage points plus or minus, 19 times out of 20.

Source: Ipsos-Reid, poll, August 6th to 11th, 2002, n=1,100, accurate ±3.0 percentage points plus or minus, 19 times out of 20.

Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ±3.5 percentage points plus or minus, 19 times out of 20.



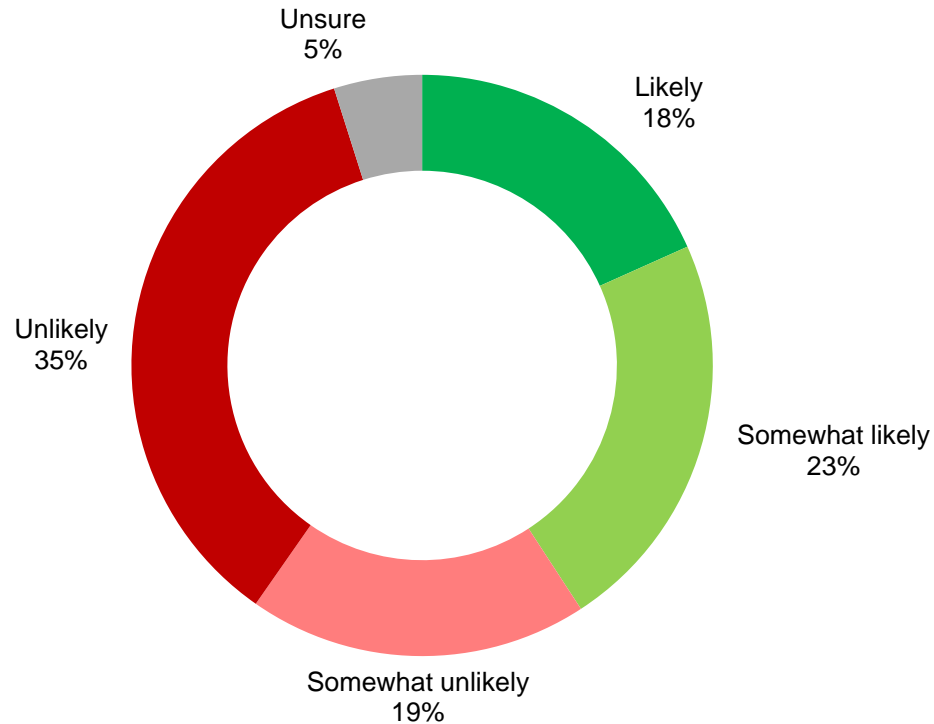
***Note: Charts may not add up to 100 due to rounding**

QUESTION – On balance, do you think that there is a great deal of need, some need, not very much need, or no need at all for the CRTC in Canada today?

The view that there is a great deal of need for the CRTC has increased significantly over the past decade (up 10 points). Conversely, the number of those who think there is not so much or no need for the CRTC has slid during the same period.

Will Monthly Bills Go Down?

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



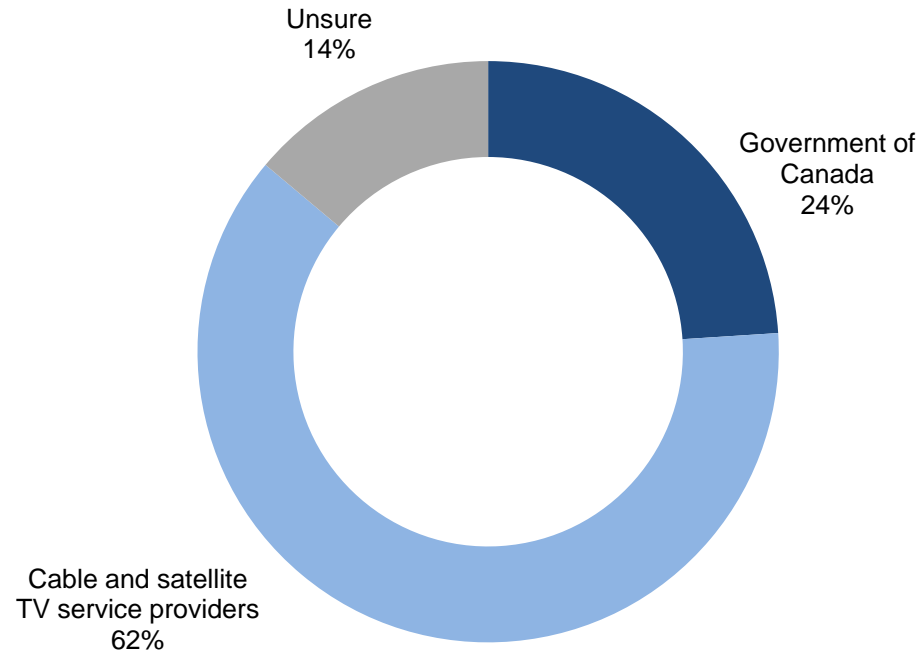
***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may have heard, the Government of Canada has promised consumers greater flexibility and lower prices by allowing people to pick and pay for only the television channels they want. Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that people’s monthly TV subscription fees will go down if this government policy is adopted?

A majority of Canadians say it is outright unlikely or somewhat unlikely that monthly TV subscription fees will go down if a pick and pay approach is implemented.

Lower prices: Who do you believe?

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



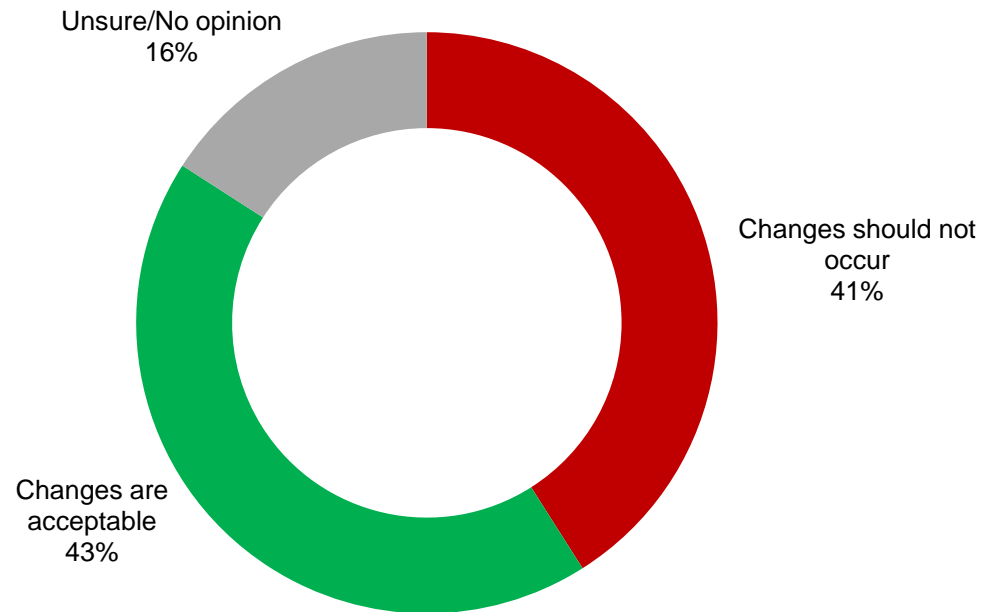
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Major cable and satellite TV providers have advised the CRTC that allowing consumers to pick and pay for individual channels will not reduce consumer prices significantly. Who would you believe, the Government of Canada’s promise that the cost of TV will go down with the changes or the cable and satellite TV service providers who say that changes will not cut consumer prices significantly?

The cable and satellite TV service providers are much more likely to be believed than the Government of Canada on the issue of whether prices will be lowered or not.

CRTC Changes

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

QUESTION – The CRTC is considering pick and pay and other sweeping changes to the Canadian television industry. Some say that the changes being considered may result in job losses throughout the TV industry and the closure of TV stations in smaller Canadian communities and the changes should not occur. Others say that even if jobs were lost and local TV stations were closed, it would be acceptable to make the changes if it meant lower costs to consumers. Which of the following statements is closest to your personal view?

Canadians are divided on possible paths forward. Forty three percent believe the changes are acceptable even if there are job losses and TV station closures while forty one percent of Canadians say the changes should not occur.

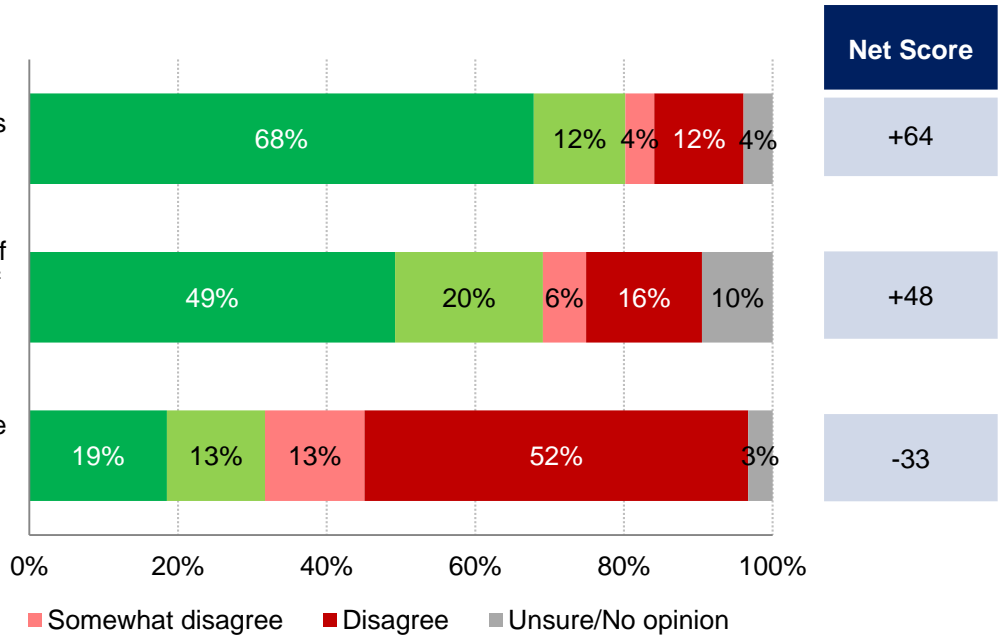
Financial Contributions

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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.

My impression of Netflix or Canal + would be more positive if they financially contributed to help support the production of new Canadian TV programs as part of their activity in Canada.

Foreign companies broadcasting in Canada should not be required to financially contribute to help support new Canadian programming.



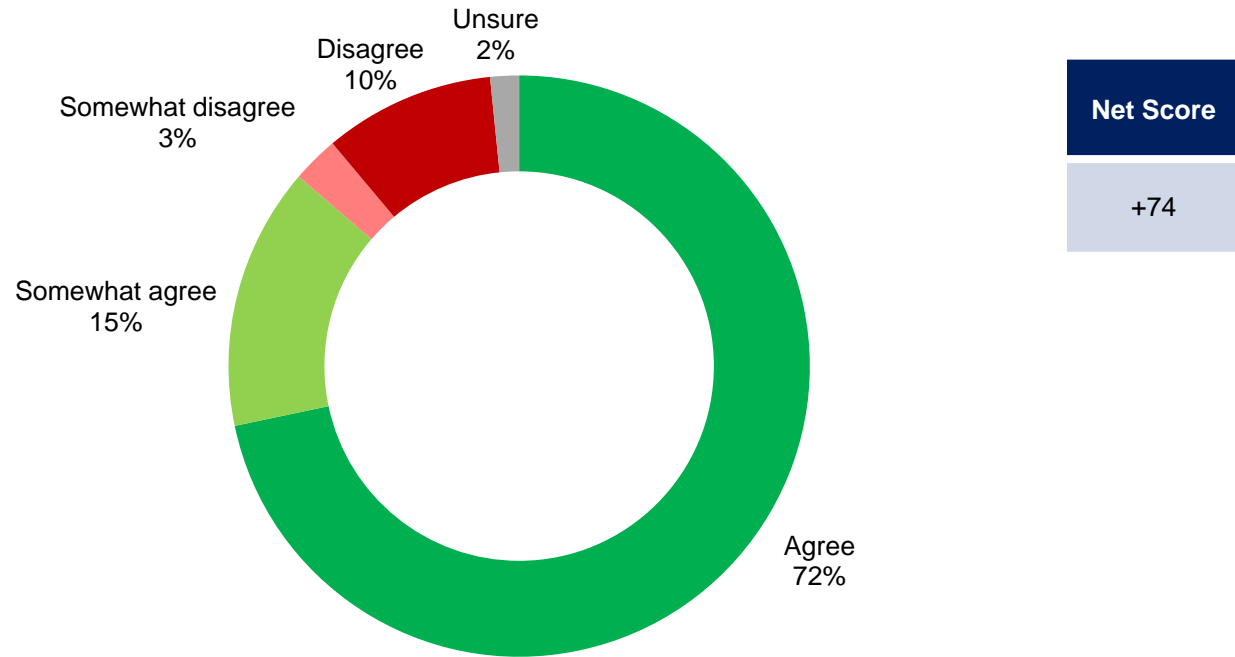
***Note: Charts may not add up to 100 due to rounding**

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 statements:
[RANDOMIZE]

Canadians generally support the notion that foreign companies should be required to follow the same rules as Canadian broadcasters and would have a more positive view of Netflix and Canal+ if these companies contributed financially to the production of Canadian programs.

Canadian Culture and Identity

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

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

Now that virtually all private news media in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC.

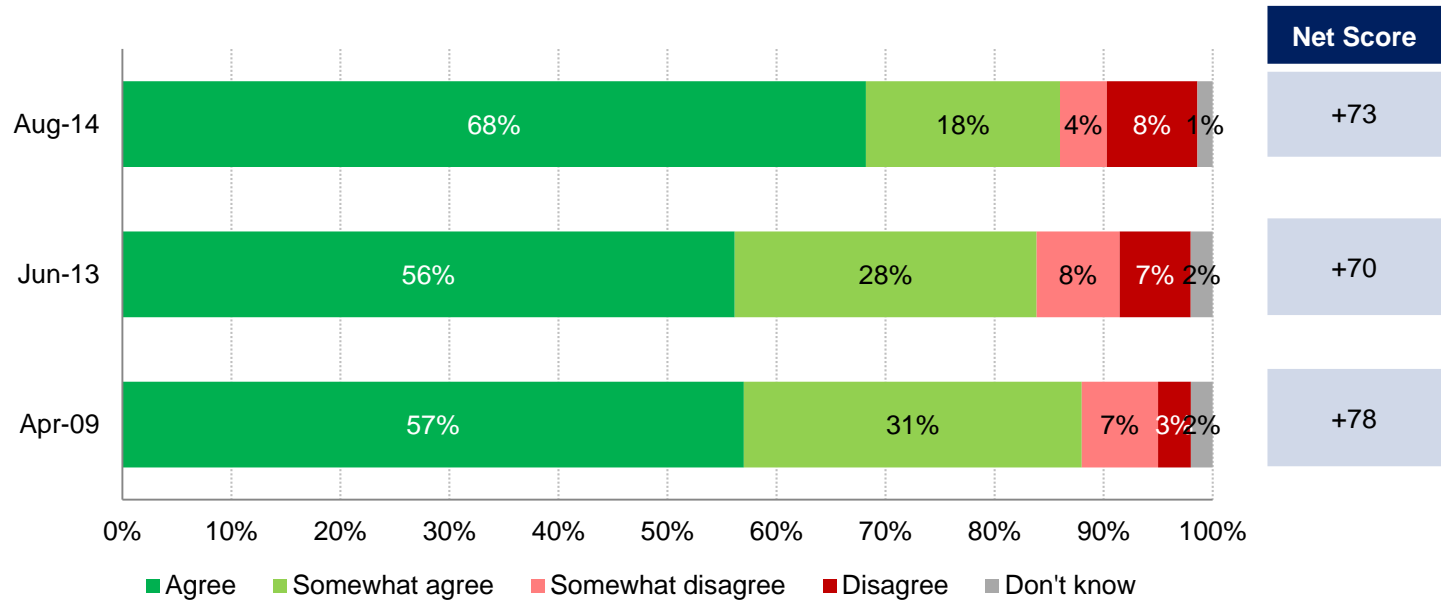
Agreement for a strong and vibrant CBC in the current competitive landscape in Canada, receives a significant amount of support among Canadians.

Canadian Culture and Identity

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to 19th, 2013, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Pollara, online survey, April 20th to 24th, 2009, n=3,361, accurate ±1.69 percentage points plus or minus, 19 times out of 20.



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

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

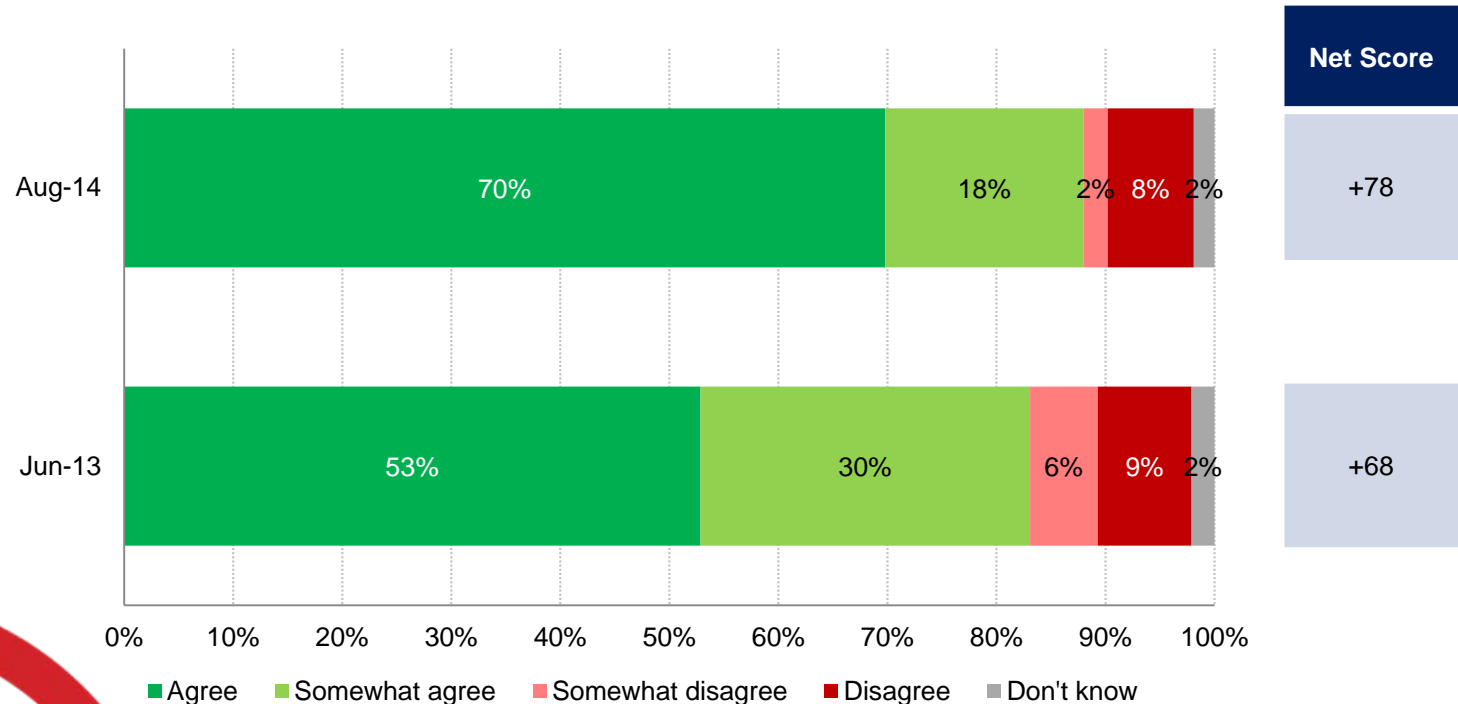
As Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity.

The appetite to strengthen Canadian culture and identity has increased from 56 to 68 percent since the summer of 2013.

Canadian Culture and Identity

Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to 19th, 2013, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

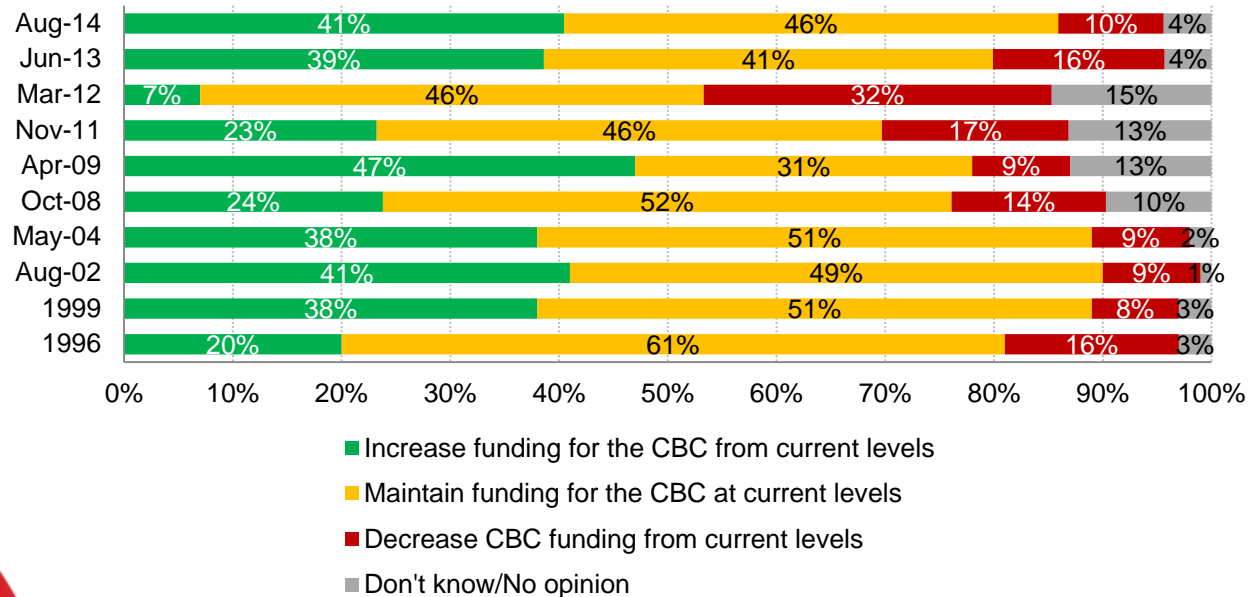
QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements?

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

Perceptions of the role of the CBC in strengthening Canadian culture and identity have increased in intensity over the past year from 53 to 70 percent.

CBC Funding

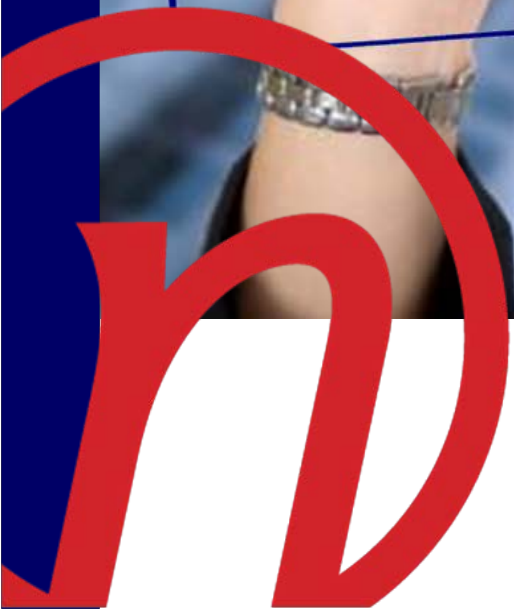
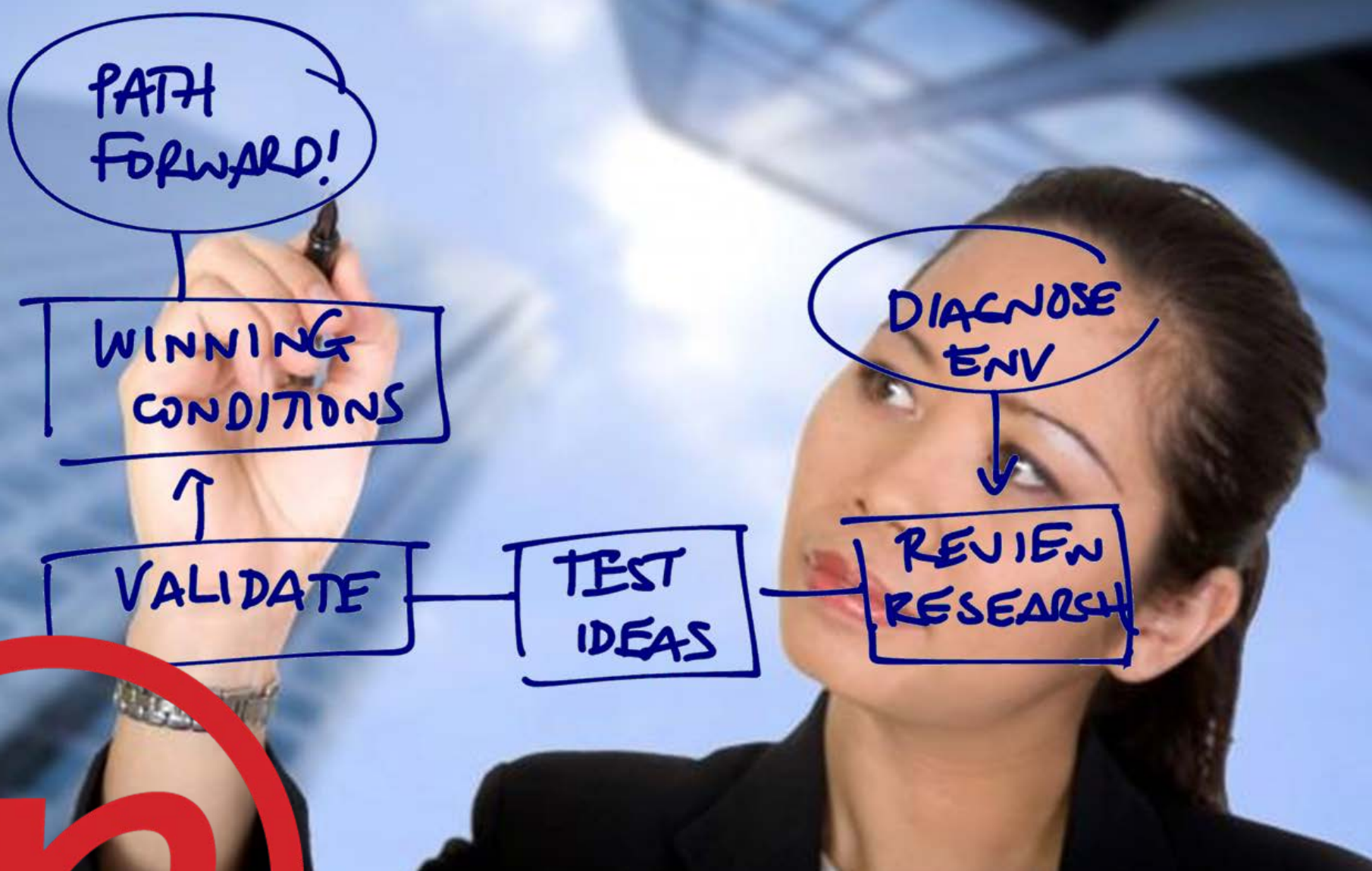
Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to 19th, 2013, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Nanos Research, online survey, March 9th to 12th, 2012, n=1,004, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Angus Reid, online survey, November 4th to 10th, 2011, n=2,022, accurate 2.18 percentage points plus or minus, 19 times out of 20.
 Source: Pollara, online survey, April 20th to 24th, 2009, n=3,361, accurate ± 1.69 percentage points plus or minus, 19 times out of 20.
 Source: Ipsos-Reid, national broadcast survey, May 4th to 9th, 2004, n=1,100, accurate ± 3.0 percentage points plus or minus, 19 times out of 20.
 Source: Ipsos-Reid, poll, August 6th to 11th, 2002, n=1,100, accurate ± 3.0 percentage points plus or minus, 19 times out of 20.
 Source: COMPAS, national, representative survey, January 27th to February 1st 2001, n=1,000, accurate ± 3.5 percentage points plus or minus, 19 times out of 20.



***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? [ROTATE]

Canadians are more likely to support maintaining existing funding for the CBC (46 percent), or increasing funding (41 percent) compared to decreasing funding (10 percent).



Methodology

Methodology

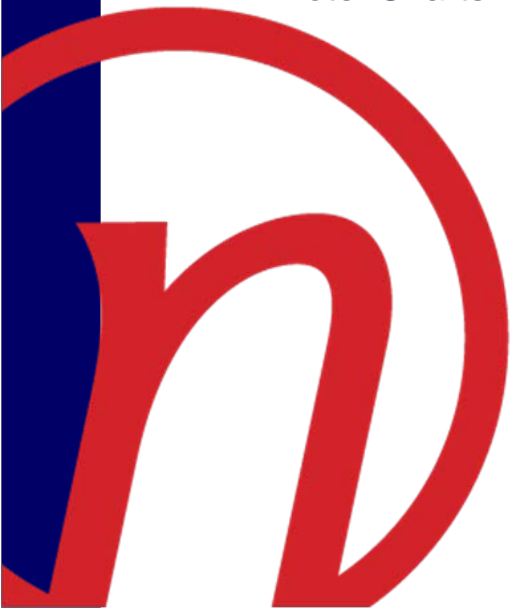
Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians between August 16th and 25th, 2014. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information 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 .

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



Other Research Cited

Nanos Research:

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 $\pm 3.1\%$, 19 times out of 20. <https://www.friends.ca/files/PDF/2013-388-FCB-Report.pdf>

An random online sample of respondents was generated from a non-probability panel of Canadians. The survey had regional and gender quotas and was weighted to be representative of the Canadian general population. The national survey of 1,004 Canadians 18 years of age or older was conducted between March 9th and 12th, 2012. It was administered in English and French. Ten percent of the fieldwork was validated as part of the firm's quality and data integrity procedures. Validation and testing of key demographic cohorts indicate that the sample profiles were representative of the population surveyed. <http://www.friends.ca/files/PDF/2012-266-FCB-Summary.pdf>

Angus Reid:

From November 4th to November 10th, 2011, an online survey was conducted among a random, stratified sample of 2,022 Canadian adults who are Angus Reid Forum Panel Members. The margin of error – which measures sampling variability – is ± 2.18 percentage points, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. <https://www.friends.ca/files/PDF/fcb-28nov11-report.pdf>

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 ensure 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. <http://www.friends.ca/poll/8288>

Pollara conducted a survey amongst cable and satellite subscribers across Canada to explore their awareness of and attitudes towards a proposed de-regulation of cable and satellite distributors and other related issues under discussion with the CRTC. To that end, POLLARA interviewed 1,200 Canadians who currently subscribe or have subscribed to a cable or satellite TV in the past 5 years. Telephone interviews were conducted from March 14th to March 19th, 2008 with a random sample of 1,200 Canadians. The data were weighted by region and by age to be representative of the general population. Results of the survey are accurate to within $\pm 3\%$, nineteen times out of twenty. <https://www.friends.ca/files/PDF/Pollara-08apr07.pdf>

Ipsos-Reid:

A national broadcast issue public opinion survey conducted by Ipsos-Reid on behalf of Friends of Canadian Broadcasting (FCB). The results are broken out by first choice vote/lean toward and second choice vote/lean toward if a federal election were being held today. Interviewing was conducted between May 4th and May 9th, 2004, among a cross-section of 1,100 Canadians. With a sample of this size, the national results are considered accurate to within ± 3.0 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to 2001 Census data. https://www.friends.ca/files/PDF/polls/Canada-US_IR_report_final.pdf

An Ipsos-Reid poll conducted between August 6-11, 2002, among a proportionately representative, random sample of 1,100 adult Canadians. The national results can be considered accurate to within ± 3.0 percentage points, 95% of the time. The confidence limits for regional, demographic or other subgroup results may vary depending on the number of cases in each subgroup. <https://www.friends.ca/files/PDF/polls/cbcaug2002.pdf>

COMPAS :

Friends of Canadian Broadcasting engaged COMPAS to undertake a national, representative survey among 1,000 Canadians. Surveys of this size are deemed accurate to within ± 3.5 , 19 times out of 20. Fieldwork was carried out by professional interviewers using Computer-Assisted Telephone Interviewing during the period of January 27-February 1, 2001. <https://www.friends.ca/files/PDF/polls/crtcfeb2001.pdf>

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



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

**Question 1: What is your most important NATIONAL issue of concern?
[unprompted]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Jobs/economy	201	20.1	20.1	20.1
Healthcare	124	12.4	12.4	32.5
Environment	70	7	7	39.5
War	65	6.5	6.5	46
Senate/Scandal	50	5	5	51
Debt/deficit	41	4.1	4.1	55.1
Education	33	3.3	3.3	58.4
Other	32	3.2	3.2	61.6
Seniors issues	26	2.6	2.6	64.2
High taxes	24	2.4	2.4	66.6
National unity	17	1.7	1.7	68.3
Pipelines/energy	16	1.6	1.6	69.9
Immigration	14	1.4	1.4	71.3
Treatment of First Nations	11	1.1	1.1	72.4
Homeless	10	1	1	73.4
Protect government services from cuts	9	0.9	0.9	74.3
Crime	8	0.8	0.8	75.1
High cost of living	7	0.7	0.7	75.8
Crumbling infrastructure	4	0.4	0.4	76.2
Gas prices	2	0.2	0.2	76.4
Unsure	236	23.7	23.7	100.0
Total	1000	100.0	100.0	

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

		Question 2: Vote Profile (First ranked response including leaning)							
		Total	Liberal	Conservative	NDP	Bloc	Green	Other	Undecided
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	32.3	24.3	18.3	2.2	3.0	1.0	18.9
	Atlantic	100	48.9	17.8	15.6	.0	.9	.0	16.8
	Quebec	250	27.1	9.4	25.0	8.9	2.9	1.5	25.1
	Ontario	300	35.5	29.9	16.3	.0	3.4	1.0	13.7
	Prairies	200	26.2	38.0	12.0	.0	4.2	1.4	18.2
	British Columbia	150	31.4	23.9	21.0	.0	2.3	.0	21.4
Gender	Male	500	32.3	27.4	18.6	3.0	3.7	.8	14.1
	Female	500	32.2	21.2	18.0	1.5	2.4	1.1	23.7
Age	18 to 29	205	31.4	19.4	18.5	2.8	3.0	.0	24.9
	30 to 39	169	36.3	15.3	23.7	1.4	1.8	1.9	19.7
	40 to 49	208	30.4	29.8	13.5	2.3	6.3	.0	17.7
	50 to 59	178	28.8	27.0	22.2	1.7	1.8	1.7	16.7
	60 plus	239	34.2	28.0	15.6	2.7	2.1	1.5	15.9

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

		Question 2/3: - Decided Voters only (First ranked response and leaning)						
		Total	Liberal	Conservative	NDP	Bloc	Green	Other
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	811	39.8	30.0	22.6	2.8	3.8	1.2
	Atlantic	83	58.7	21.4	18.8	.0	1.1	.0
	Quebec	187	36.2	12.6	33.4	11.9	3.9	2.0
	Ontario	259	41.2	34.7	18.9	.0	4.0	1.2
	Prairies	164	32.0	46.4	14.7	.0	5.2	1.7
	British Columbia	118	39.9	30.4	26.8	.0	2.9	.0
Gender	Male	429	37.7	31.9	21.7	3.5	4.3	.9
	Female	382	42.1	27.8	23.6	1.9	3.1	1.5
Age	18 to 29	154	41.8	25.9	24.6	3.7	4.0	.0
	30 to 39	136	45.2	19.0	29.5	1.7	2.2	2.3
	40 to 49	171	37.0	36.2	16.4	2.8	7.7	.0
	50 to 59	148	34.6	32.4	26.7	2.1	2.2	2.0
	60 plus	201	40.7	33.4	18.5	3.2	2.4	1.8

**Caution - small sample size*

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

Question 4 (first ranked response): As you may know Justin Trudeau is the leader of the federal Liberal Party, Stephen Harper is the leader of the Conservative Party of Canada, Thomas Mulcair is the leader of the federal NDP, Elizabeth May is the leader of the federal Green Party and Mario Beaulieu is the leader of the Bloc Quebecois. Of the current federal political party leaders, could you please rank your top two currently preferences for Prime Minister?

		Total	Justin Trudeau	Stephen Harper	Thomas Mulcair	Mario Beaulieu	Elizabeth May	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	30.7	28.8	17.7	1.0	4.0	17.6
	Atlantic	100	51.4	23.8	12.4	.0	3.2	9.2
	Quebec	250	30.6	13.9	31.8	4.2	1.9	17.6
	Ontario	300	31.4	33.8	10.7	.0	4.6	19.5
	Prairies	200	24.1	36.4	13.6	.0	4.9	21.0
	British Columbia	150	24.5	37.0	17.4	.0	5.9	15.2
Gender	Male	500	31.7	31.7	19.4	1.4	3.5	12.4
	Female	500	29.8	26.0	16.1	.7	4.6	22.9
Age	18 to 29	205	31.0	26.5	17.6	.9	1.0	22.9
	30 to 39	169	30.6	22.6	20.0	2.1	5.2	19.6
	40 to 49	208	29.4	31.2	13.4	1.7	5.2	19.1
	50 to 59	178	32.2	29.9	17.5	.0	6.1	14.3
	60 plus	239	30.6	32.4	20.3	.6	3.2	12.9
Vote Profile	Liberal	322	61.7	12.9	13.0	.4	3.8	8.2
	Conservative	243	6.0	81.6	3.6	.8	2.0	6.1
	NDP	183	24.9	7.2	55.6	.4	2.0	9.9
	Bloc*	22	27.2	6.7	26.8	24.4	.0	14.9
	Green*	30	31.8	11.2	15.1	.0	27.6	14.4
	Other*	10	22.9	48.3	.0	.0	7.1	21.8
	Undecided	189	15.9	13.6	7.6	.6	5.5	56.7

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

Our next few questions are about Canadian television.

		Question 5 - If you could choose, which one of the following would you most prefer?					
		Total	To have the quality of existing programs improved	To get more channels on your TV	Have popular programs aired more often	Combinations (unprompted)	No opinion
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	51.7	22.9	13.6	.9	10.9
	Atlantic	100	50.0	28.5	13.3	.8	7.5
	Quebec	250	59.4	23.0	12.4	.0	5.2
	Ontario	300	51.7	20.3	14.8	1.1	12.0
	Prairies	200	48.8	19.0	14.5	1.9	15.8
	British Columbia	150	43.7	29.3	12.2	.6	14.1
Gender	Male	500	53.7	21.5	12.1	.9	11.8
	Female	500	49.7	24.3	15.1	.9	10.1
Age	18 to 29	205	47.1	22.7	17.5	.0	12.8
	30 to 39	169	48.9	24.2	14.4	.0	12.5
	40 to 49	208	50.4	26.6	14.0	.0	9.0
	50 to 59	178	56.1	22.7	12.4	.7	8.1
	60 plus	239	55.3	19.1	10.2	3.2	12.1
Vote Profile	Liberal	322	54.6	24.7	13.1	.6	7.0
	Conservative	243	49.1	23.7	12.9	.7	13.5
	NDP	183	57.8	17.5	14.8	.4	9.6
	Bloc*	22	62.5	15.2	19.1	.0	3.2
	Green*	30	44.2	12.2	21.1	2.2	20.2
	Other*	10	37.3	18.9	14.6	7.4	21.8
	Undecided	189	44.7	26.8	12.4	1.7	14.4

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

Question 6 - Who is most responsible for ensuring Canadian programming and content on television and radio is protected?

		Total	Canadian Radio-television and Telecommunication Commission - also known as the CRTC	TV and Radio Networks	Federal Government	Cable and Satellite companies	Unsure/No opinion
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	64.6	7.1	9.2	9.0	10.1
	Atlantic	100	64.0	4.4	12.3	6.8	12.4
	Quebec	250	62.6	9.9	6.4	13.2	7.9
	Ontario	300	64.5	7.1	8.9	8.3	11.2
	Prairies	200	67.0	8.0	11.6	6.7	6.7
	British Columbia	150	65.0	2.8	9.4	8.2	14.6
Gender	Male	500	64.9	7.0	8.4	9.5	10.1
	Female	500	64.2	7.1	10.0	8.5	10.1
Age	18 to 29	205	50.4	13.2	17.8	8.9	9.6
	30 to 39	169	58.2	7.2	10.5	13.3	10.8
	40 to 49	208	76.2	6.7	5.4	5.2	6.5
	50 to 59	178	74.3	4.2	5.5	9.0	7.1
	60 plus	239	63.8	4.2	7.2	9.4	15.4
Vote Profile	Liberal	322	65.5	6.1	10.4	11.2	6.8
	Conservative	243	72.1	6.3	9.9	4.3	7.4
	NDP	183	67.6	5.8	8.4	9.3	8.9
	Bloc*	22	57.5	17.0	.0	25.5	.0
	Green*	30	73.1	5.8	2.3	12.6	6.1
	Other*	10	48.8	.0	.0	36.4	14.8
	Undecided	189	50.7	10.3	10.0	7.1	21.9

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

**Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?
[randomize]**

		Question 7 - Drama and comedy					
		Total	Important	Somewhat important	Not really important	Not at all important	Unsure (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	39.7	35.4	13.7	10.8	.3
	Atlantic	100	51.2	30.2	14.4	4.2	.0
	Quebec	250	44.1	30.0	18.0	7.9	.0
	Ontario	300	37.5	36.9	14.4	10.8	.4
	Prairies	200	37.0	39.5	10.4	12.0	1.2
	British Columbia	150	32.8	39.7	9.2	18.3	.0
Gender	Male	500	34.9	36.2	16.0	12.9	.0
	Female	500	44.5	34.6	11.5	8.7	.7
Age	18 to 29	205	36.1	39.7	12.0	12.3	.0
	30 to 39	169	45.7	37.1	5.8	11.3	.0
	40 to 49	208	36.7	35.9	17.7	8.2	1.4
	50 to 59	178	39.2	31.1	15.7	14.0	.0
	60 plus	239	41.6	33.4	15.9	8.9	.2
Vote Profile	Liberal	322	46.6	34.1	11.0	8.3	.0
	Conservative	243	33.6	35.8	16.8	13.6	.2
	NDP	183	39.2	41.1	10.8	8.9	.0
	Bloc*	22	32.2	30.0	24.0	13.8	.0
	Green*	30	21.9	47.8	20.8	3.7	5.8
	Other*	10	33.3	43.8	8.1	14.8	.0
	Undecided	189	40.5	29.9	15.2	13.9	.6

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?
[randomize]

		Question 8 - Sports					
		Total	Important	Somewhat important	Not really important	Not at all important	Unsure (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	39.1	25.3	18.1	17.1	.5
	Atlantic	100	32.8	29.0	11.0	26.4	.8
	Quebec	250	35.9	23.1	30.5	10.5	.0
	Ontario	300	39.5	24.3	14.9	20.7	.6
	Prairies	200	39.4	30.5	16.0	13.3	.8
	British Columbia	150	47.4	21.1	11.3	19.8	.3
Gender	Male	500	44.3	25.3	15.6	14.6	.1
	Female	500	33.8	25.2	20.5	19.6	.8
Age	18 to 29	205	34.4	32.2	20.7	12.8	.0
	30 to 39	169	47.4	24.2	8.4	20.0	.0
	40 to 49	208	38.4	25.1	21.9	13.6	1.0
	50 to 59	178	40.7	23.3	16.4	19.6	.0
	60 plus	239	36.7	21.6	20.7	19.9	1.0
Vote Profile	Liberal	322	45.5	24.2	15.0	14.8	.6
	Conservative	243	40.5	24.3	14.7	19.8	.6
	NDP	183	34.0	25.0	24.6	16.3	.0
	Bloc*	22	25.8	47.1	23.9	3.2	.0
	Green*	30	32.3	28.3	17.4	21.9	.0
	Other*	10	41.7	36.3	8.1	13.9	.0
	Undecided	189	33.8	24.9	21.2	19.5	.6

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



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Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?
[randomize]

		Question 9 – Documentary					
		Total	Important	Somewhat important	Not really important	Not at all important	Unsure (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	65.9	24.9	5.0	3.7	.5
	Atlantic	100	63.8	23.9	8.8	3.5	.0
	Quebec	250	76.1	19.6	1.9	2.5	.0
	Ontario	300	59.1	28.0	8.4	4.2	.2
	Prairies	200	60.4	30.3	3.7	4.7	.9
	British Columbia	150	71.3	20.9	2.7	3.4	1.8
Gender	Male	500	61.9	28.1	5.6	3.6	.8
	Female	500	69.9	21.7	4.4	3.8	.2
Age	18 to 29	205	60.1	28.2	7.1	3.3	1.3
	30 to 39	169	64.9	29.5	4.8	.0	.8
	40 to 49	208	68.0	24.2	3.1	4.6	.0
	50 to 59	178	63.8	24.5	5.8	5.9	.0
	60 plus	239	71.4	19.6	4.4	4.1	.5
Vote Profile	Liberal	322	65.4	27.4	3.0	4.2	.0
	Conservative	243	56.3	29.9	8.0	4.8	1.0
	NDP	183	72.7	21.0	5.3	1.0	.0
	Bloc*	22	73.4	23.4	.0	3.2	.0
	Green*	30	66.6	26.4	6.9	.0	.0
	Other*	10	72.7	27.3	.0	.0	.0
	Undecided	189	71.2	17.7	4.8	4.8	1.4

*Caution - small sample size

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Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?
[randomize]

		Question 10 - Public Affairs					
		Total	Important	Somewhat important	Not really important	Not at all important	Unsure (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	62.2	23.5	6.5	5.7	2.1
	Atlantic	100	65.0	20.5	5.9	6.2	2.5
	Quebec	250	70.2	19.3	5.7	4.1	.8
	Ontario	300	56.7	24.9	9.6	8.0	.8
	Prairies	200	56.8	27.5	3.9	5.3	6.4
	British Columbia	150	65.1	24.1	5.8	3.9	1.1
Gender	Male	500	59.1	26.1	6.9	6.2	1.6
	Female	500	65.2	20.8	6.1	5.2	2.7
Age	18 to 29	205	65.1	19.6	10.3	4.1	.9
	30 to 39	169	61.7	20.1	6.5	10.2	1.6
	40 to 49	208	58.6	25.8	6.4	5.0	4.1
	50 to 59	178	62.0	27.1	5.4	3.7	1.7
	60 plus	239	63.2	24.4	4.3	6.0	2.1
Vote Profile	Liberal	322	67.9	22.5	4.6	4.2	.7
	Conservative	243	56.2	29.6	6.3	5.2	2.7
	NDP	183	69.9	18.3	7.2	3.5	1.0
	Bloc*	22	69.2	13.8	17.0	.0	.0
	Green*	30	51.7	16.3	10.7	9.7	11.7
	Other*	10	58.5	41.5	.0	.0	.0
	Undecided	189	53.7	23.6	7.8	11.2	3.7

*Caution - small sample size

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Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV?
[randomize]

		Question 11 - Local news					
		Total	Important	Somewhat important	Not really important	Not at all important	Unsure (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	83.7	10.6	3.1	2.2	.5
	Atlantic	100	88.8	9.0	.8	.8	.8
	Quebec	250	81.9	11.2	2.6	3.5	.8
	Ontario	300	80.8	13.8	2.1	3.0	.2
	Prairies	200	85.4	10.4	2.7	.8	.6
	British Columbia	150	86.5	4.4	7.9	1.0	.3
Gender	Male	500	81.4	12.1	3.5	2.7	.2
	Female	500	85.9	9.1	2.6	1.6	.8
Age	18 to 29	205	79.2	13.7	4.3	1.9	.9
	30 to 39	169	82.7	12.2	4.0	1.1	.0
	40 to 49	208	87.8	7.0	3.0	2.2	.0
	50 to 59	178	85.8	9.1	2.5	2.6	.0
	60 plus	239	82.9	11.0	1.9	2.9	1.3
Vote Profile	Liberal	322	81.3	13.5	2.2	2.5	.4
	Conservative	243	86.1	9.8	2.7	1.2	.2
	NDP	183	87.6	7.5	3.9	1.0	.0
	Bloc*	22	78.7	21.3	.0	.0	.0
	Green*	30	68.8	21.6	9.6	.0	.0
	Other*	10	84.5	7.4	8.1	.0	.0
	Undecided	189	83.6	6.8	3.3	4.7	1.7

*Caution - small sample size

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Question 12 - Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following. The choice of US and other non-Canadian programming available to you on television.

		Total	Satisfied	Somewhat satisfied	Somewhat dissatisfied	Dissatisfied	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	45.7	25.2	11.7	12.8	4.6
	Atlantic	100	46.6	22.5	9.3	17.6	4.1
	Quebec	250	42.0	29.5	15.2	8.2	5.1
	Ontario	300	47.1	25.2	9.9	13.9	3.9
	Prairies	200	45.6	22.7	14.2	13.1	4.4
	British Columbia	150	48.5	22.9	8.0	15.0	5.7
Gender	Male	500	46.4	25.0	12.0	12.9	3.7
	Female	500	45.0	25.3	11.5	12.8	5.5
Age	18 to 29	205	54.9	23.7	9.5	8.6	3.4
	30 to 39	169	47.7	20.1	10.7	15.5	6.0
	40 to 49	208	46.8	27.0	12.5	9.5	4.3
	50 to 59	178	40.5	25.7	15.2	16.2	2.5
	60 plus	239	39.2	28.0	11.2	15.1	6.5
Vote Profile	Liberal	322	45.5	24.6	13.2	12.0	4.6
	Conservative	243	47.2	25.6	11.1	13.1	3.0
	NDP	183	46.8	27.4	8.1	11.9	5.7
	Bloc*	22	42.5	23.2	34.3	.0	.0
	Green*	30	59.5	18.3	10.7	5.7	5.8
	Other*	10	22.9	29.0	40.7	7.4	.0
	Undecided	189	42.2	24.4	9.6	17.7	6.0

*Caution - small sample size

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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]

		Question 13 - CBC/SRC									
		Total	Very low trust and confidence	2	3	4	5	6	Very high trust and confidence	Unsure (unprompted)	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	
Region	Canada Weeks 2014-08	1000	5.23	5.5	2.7	5.8	10.4	23.0	23.9	25.3	3.4
	Atlantic	100	5.34	5.1	2.4	3.4	11.4	24.3	26.0	26.7	.8
	Quebec	250	5.41	3.0	3.8	3.9	9.5	22.3	25.8	26.8	4.9
	Ontario	300	5.21	5.7	2.9	6.4	10.7	23.9	19.8	27.6	3.0
	Prairies	200	5.01	8.5	2.2	7.4	11.1	23.2	21.9	22.9	2.8
	British Columbia	150	5.19	5.6	1.7	7.5	9.5	21.1	30.1	20.3	4.1
Gender	Male	500	5.05	6.4	4.0	5.9	11.5	24.2	23.1	21.2	3.6
	Female	500	5.41	4.6	1.5	5.8	9.3	21.7	24.7	29.3	3.1
Age	18 to 29	205	5.64	.9	2.0	3.5	7.3	26.1	26.6	29.3	4.3
	30 to 39	169	5.31	4.4	1.5	4.6	9.6	26.8	24.9	22.5	5.7
	40 to 49	208	5.25	4.7	2.1	8.9	10.8	18.8	25.5	26.4	2.7
	50 to 59	178	4.89	10.0	2.5	7.2	11.2	27.2	18.1	21.9	1.8
	60 plus	239	5.07	7.5	5.0	5.0	12.7	18.1	23.7	25.3	2.6
Vote Profile	Liberal	322	5.43	5.4	2.0	4.7	7.6	20.8	26.7	29.9	3.0
	Conservative	243	4.63	11.8	4.4	9.6	12.7	22.2	20.8	17.5	1.1
	NDP	183	5.51	.8	3.9	4.1	12.5	20.6	23.8	30.3	3.9
	Bloc*	22	5.76	3.2	3.5	.0	3.2	20.2	20.5	35.6	13.8
	Green*	30	5.28	3.9	.0	13.3	.0	32.2	31.0	19.6	.0
	Other*	10	4.21	21.0	.0	8.1	7.4	35.0	28.5	.0	.0
	Undecided	189	5.39	1.8	1.3	4.1	12.8	28.3	22.3	23.4	6.0

*Caution - small sample size

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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]

		Question 14 - Cable Companies									
		Total	Very low trust and confidence	2	3	4	5	6	Very high trust and confidence	Unsure (unprompted)	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	3.44	17.2	15.0	18.0	16.6	17.2	7.3	4.7	4.1
	Atlantic	100	3.44	19.3	17.0	14.4	14.8	14.3	10.5	5.7	3.9
	Quebec	250	3.81	11.9	11.4	18.9	18.0	21.6	9.3	6.2	2.8
	Ontario	300	3.31	18.6	16.3	20.5	14.7	15.5	6.5	4.5	3.5
	Prairies	200	3.26	20.1	14.2	18.3	17.6	15.1	5.5	3.5	5.5
	British Columbia	150	3.33	17.8	18.4	13.5	17.7	17.8	5.7	3.7	5.5
Gender	Male	500	3.32	19.1	16.5	18.3	14.6	16.0	7.1	4.4	4.0
	Female	500	3.56	15.2	13.6	17.7	18.5	18.3	7.4	5.0	4.1
Age	18 to 29	205	3.58	15.3	17.2	13.2	17.4	17.8	10.0	5.1	3.9
	30 to 39	169	3.44	14.8	16.2	21.9	14.0	14.9	8.8	4.5	4.9
	40 to 49	208	3.18	22.2	14.8	18.5	17.4	15.6	4.4	3.6	3.5
	50 to 59	178	3.39	17.7	16.2	18.3	17.2	18.4	5.9	4.5	1.8
	60 plus	239	3.59	15.7	11.7	18.8	16.5	18.6	7.4	5.7	5.7
Vote Profile	Liberal	322	3.33	18.0	19.1	16.5	18.9	14.6	5.8	5.4	1.7
	Conservative	243	3.39	17.2	15.1	21.3	15.3	16.3	7.6	4.2	2.9
	NDP	183	3.38	20.2	9.6	22.7	13.8	19.0	8.4	2.5	3.8
	Bloc*	22	4.16	17.3	6.7	13.1	12.0	19.1	20.2	11.7	.0
	Green*	30	3.21	30.2	10.1	8.2	10.6	30.8	6.2	.0	3.8
	Other*	10	3.38	21.8	.0	33.5	15.5	21.8	7.4	.0	.0
	Undecided	189	3.72	10.4	15.9	13.2	18.4	18.2	6.8	6.4	10.7

*Caution - small sample size

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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]

		Question 15 - Private Broadcasters									
		Total	Very low trust and confidence	2	3	4	5	6	Very high trust and confidence	Unsure (unprompted)	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	3.76	11.3	12.3	17.1	20.5	20.1	6.5	6.6	5.6
	Atlantic	100	4.04	10.4	8.4	16.6	16.4	23.6	5.5	11.1	7.9
	Quebec	250	4.05	5.3	9.3	18.3	25.8	21.8	10.9	4.7	3.9
	Ontario	300	3.70	12.8	12.5	17.7	20.6	20.5	4.6	7.4	3.9
	Prairies	200	3.50	13.3	17.0	17.8	14.8	15.6	6.0	6.2	9.5
	British Columbia	150	3.53	16.5	13.2	13.6	22.0	20.4	4.0	5.4	4.8
Gender	Male	500	3.60	13.1	13.1	19.0	19.3	17.9	6.5	5.4	5.8
	Female	500	3.91	9.5	11.5	15.3	21.8	22.4	6.4	7.7	5.3
Age	18 to 29	205	3.81	6.6	8.9	23.1	27.5	17.9	4.8	5.2	6.0
	30 to 39	169	3.62	12.3	12.9	18.6	21.2	19.8	5.9	4.5	4.8
	40 to 49	208	3.74	16.8	12.2	14.2	17.9	20.3	6.5	10.1	2.0
	50 to 59	178	3.68	11.7	15.2	14.8	18.0	23.5	5.7	5.1	6.0
	60 plus	239	3.89	9.6	12.6	15.3	18.3	19.7	8.8	7.2	8.4
Vote Profile	Liberal	322	3.60	12.0	15.3	19.0	22.0	18.6	5.7	5.5	1.7
	Conservative	243	3.79	13.1	9.6	17.8	16.9	21.5	7.7	6.7	6.9
	NDP	183	3.57	13.0	10.9	19.0	24.1	20.5	5.8	2.3	4.3
	Bloc*	22	4.46	.0	17.2	6.7	25.5	20.5	23.7	6.4	.0
	Green*	30	3.37	18.6	17.8	14.4	12.5	11.4	8.4	6.9	10.0
	Other*	10	4.15	.0	14.5	8.1	33.5	35.9	8.1	.0	.0
	Undecided	189	4.15	6.9	10.3	13.4	19.2	21.2	4.5	12.6	11.8

*Caution - small sample size

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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]

		Question 16 - The Canadian Government									
		Total	Very low trust and confidence	2	3	4	5	6	Very high trust and confidence	Unsure (unprompted)	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	3.99	13.8	8.8	13.6	18.2	23.4	10.3	9.1	2.8
	Atlantic	100	3.48	23.8	9.3	11.0	22.8	20.6	4.3	6.7	1.5
	Quebec	250	3.93	11.7	12.2	15.1	17.4	21.8	11.9	7.5	2.4
	Ontario	300	4.08	11.3	8.3	14.7	17.6	26.2	11.3	8.1	2.5
	Prairies	200	4.22	14.3	5.0	9.7	21.4	22.1	10.0	13.9	3.6
	British Columbia	150	3.92	14.8	8.6	16.1	13.7	24.2	9.7	8.9	3.9
Gender	Male	500	3.91	14.0	10.2	11.7	21.1	23.5	10.4	7.1	2.0
	Female	500	4.06	13.6	7.3	15.5	15.4	23.3	10.1	11.1	3.6
Age	18 to 29	205	4.43	7.7	4.2	13.1	22.0	27.4	11.0	12.3	2.2
	30 to 39	169	4.09	14.0	3.5	13.8	23.4	23.6	6.2	11.7	3.9
	40 to 49	208	4.01	11.3	12.1	15.5	13.6	25.6	11.5	8.9	1.6
	50 to 59	178	3.72	17.9	10.9	12.3	18.0	23.0	10.3	5.7	1.8
	60 plus	239	3.71	18.0	12.0	13.3	15.6	18.3	11.4	7.3	4.3
Vote Profile	Liberal	322	3.84	17.3	8.5	13.8	20.6	19.6	10.2	9.1	1.1
	Conservative	243	4.45	5.4	8.6	12.3	19.1	25.1	16.8	10.2	2.3
	NDP	183	3.82	15.0	11.3	14.5	16.0	24.4	7.6	8.4	2.6
	Bloc*	22	4.14	13.1	9.6	8.5	19.1	27.5	13.8	8.5	.0
	Green*	30	3.63	12.5	14.1	19.2	11.4	30.8	5.8	2.3	3.8
	Other*	10	4.55	.0	7.4	15.5	21.0	26.9	29.2	.0	.0
	Undecided	189	3.80	18.4	6.1	13.7	16.1	24.9	3.9	9.9	6.9

*Caution - small sample size

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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]

		Question 17 - CRTC									
		Total	Very low trust and confidence	2	3	4	5	6	Very high trust and confidence	Unsure (unprompted)	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	4.89	3.8	3.7	8.3	14.8	29.4	17.3	15.2	7.6
	Atlantic	100	4.75	4.1	5.8	11.4	13.4	27.4	18.0	14.3	5.7
	Quebec	250	5.15	1.5	4.4	5.6	14.7	28.8	19.0	19.8	6.2
	Ontario	300	4.83	4.2	3.6	9.7	13.3	29.7	15.8	14.6	8.9
	Prairies	200	4.85	5.5	1.6	8.1	13.9	33.7	14.5	14.3	8.4
	British Columbia	150	4.72	4.4	4.1	8.1	20.2	25.2	20.6	10.1	7.3
Gender	Male	500	4.84	4.4	4.1	8.9	14.1	30.5	17.0	14.8	6.2
	Female	500	4.95	3.2	3.3	7.6	15.6	28.3	17.6	15.5	9.0
Age	18 to 29	205	5.15	.0	1.8	5.2	12.4	39.1	14.7	13.3	13.5
	30 to 39	169	5.14	4.0	.7	7.7	14.8	24.7	20.0	20.5	7.6
	40 to 49	208	4.88	3.9	4.2	9.4	15.6	26.4	19.9	15.5	5.2
	50 to 59	178	4.63	5.1	5.8	10.0	17.1	31.3	12.6	13.5	4.5
	60 plus	239	4.72	5.9	5.4	9.0	14.5	25.5	18.9	13.9	6.9
Vote Profile	Liberal	322	4.93	4.3	2.8	8.8	15.3	28.2	20.5	15.5	4.7
	Conservative	243	4.73	6.3	3.6	10.1	13.7	25.6	18.4	13.8	8.4
	NDP	183	4.97	1.2	7.8	6.5	10.1	35.7	17.9	15.1	5.8
	Bloc*	22	5.35	.0	3.2	.0	8.5	55.9	3.2	23.9	5.3
	Green*	30	5.41	.0	.0	3.7	21.3	31.3	4.7	30.9	8.1
	Other*	10	3.78	14.6	.0	22.5	26.3	28.5	8.1	.0	.0
	Undecided	189	4.87	2.8	2.1	7.8	19.1	26.8	14.0	13.6	13.8

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ±3.1 percentage points, 19 times out of 20.

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As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [randomize]

		Question 18 - The goal of providing consumers with the most value and best prices					
		Total	Very important	Somewhat important	Not really important	Not at all important	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	66.1	26.2	3.8	3.1	.9
	Atlantic	100	63.3	32.7	.8	2.5	.8
	Quebec	250	65.1	27.9	3.0	2.7	1.2
	Ontario	300	69.2	22.9	5.0	2.1	.9
	Prairies	200	68.7	24.4	3.1	3.2	.6
	British Columbia	150	60.0	28.0	5.6	5.7	.6
Gender	Male	500	62.7	28.8	3.7	3.9	.9
	Female	500	69.5	23.6	3.8	2.2	.8
Age	18 to 29	205	68.2	27.1	3.4	1.3	.0
	30 to 39	169	67.7	24.4	2.7	5.2	.0
	40 to 49	208	66.8	27.5	3.3	2.4	.0
	50 to 59	178	65.4	26.7	4.1	3.0	.8
	60 plus	239	63.1	25.2	5.0	3.6	3.0
Vote Profile	Liberal	322	61.1	31.1	4.3	3.0	.4
	Conservative	243	69.0	22.6	3.0	4.3	1.1
	NDP	183	66.9	24.6	5.4	2.0	1.0
	Bloc*	22	59.9	34.8	5.3	.0	.0
	Green*	30	58.8	31.6	3.8	5.8	.0
	Other*	10	62.5	22.7	14.8	.0	.0
	Undecided	189	72.2	22.1	1.6	2.5	1.5

*Caution - small sample size

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As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important
[randomize]

		Question 19 - The goal of ensuring there is enough competition in order to protect freedom of speech and democracy					
		Total	Very important	Somewhat important	Not really important	Not at all important	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	66.9	24.8	4.0	2.0	2.2
	Atlantic	100	62.1	33.6	1.7	1.8	.8
	Quebec	250	67.6	24.8	4.1	1.8	1.6
	Ontario	300	66.0	22.9	5.2	3.5	2.4
	Prairies	200	67.4	24.5	4.1	.9	3.1
	British Columbia	150	70.1	23.3	2.9	1.0	2.8
Gender	Male	500	67.2	23.0	4.6	2.8	2.4
	Female	500	66.6	26.6	3.5	1.2	2.1
Age	18 to 29	205	66.2	25.1	5.3	.0	3.4
	30 to 39	169	64.4	29.5	3.3	2.9	.0
	40 to 49	208	72.5	18.9	5.2	2.1	1.4
	50 to 59	178	67.8	26.5	2.2	1.9	1.6
	60 plus	239	63.8	25.3	3.7	3.1	4.0
Vote Profile	Liberal	322	70.2	23.0	2.8	2.8	1.2
	Conservative	243	66.3	23.2	5.8	2.4	2.4
	NDP	183	67.6	23.9	4.4	1.6	2.5
	Bloc*	22	64.4	15.1	17.0	.0	3.5
	Green*	30	64.8	31.6	3.7	.0	.0
	Other*	10	69.9	23.5	.0	.0	6.5
	Undecided	189	61.9	31.1	2.2	1.2	3.6

*Caution - small sample size

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As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [randomize]

		Question 20 - The goal of enabling Canadians from different regions and languages to know and understand each other					
		Total	Very important	Somewhat important	Not really important	Not at all important	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	62.9	26.0	5.4	4.3	1.5
	Atlantic	100	77.3	16.7	.0	5.9	.0
	Quebec	250	61.0	29.0	6.3	2.1	1.5
	Ontario	300	59.4	26.3	7.2	5.5	1.5
	Prairies	200	71.8	19.9	1.9	4.6	1.7
	British Columbia	150	51.3	34.5	8.2	3.9	2.1
Gender	Male	500	59.5	26.9	6.4	5.1	2.0
	Female	500	66.2	25.0	4.3	3.5	1.0
Age	18 to 29	205	68.1	21.4	5.2	3.0	2.2
	30 to 39	169	66.8	22.0	6.5	4.0	.7
	40 to 49	208	57.4	33.2	5.0	3.4	1.0
	50 to 59	178	61.1	26.9	5.0	6.0	1.0
	60 plus	239	61.7	25.8	5.2	5.2	2.2
Vote Profile	Liberal	322	64.0	25.5	4.3	5.6	.5
	Conservative	243	58.8	25.4	9.6	4.0	2.2
	NDP	183	67.3	27.4	1.9	2.1	1.4
	Bloc*	22	54.4	30.4	6.7	8.5	.0
	Green*	30	57.4	42.6	.0	.0	.0
	Other*	10	53.5	27.7	18.9	.0	.0
	Undecided	189	64.2	23.0	4.9	5.1	2.8

*Caution - small sample size

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As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [randomize]

		Question 21 - To protect Canadian culture and identity at a time of very strong American and global economic forces					
		Total	Very important	Somewhat important	Not really important	Not at all important	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	59.2	30.1	5.0	4.3	1.4
	Atlantic	100	64.6	27.1	3.9	2.7	1.7
	Quebec	250	70.6	23.3	3.2	2.1	.8
	Ontario	300	54.3	28.2	8.8	6.8	1.9
	Prairies	200	55.1	37.4	3.1	3.7	.7
	British Columbia	150	51.7	38.0	3.4	4.8	2.1
Gender	Male	500	58.0	29.7	5.6	4.7	2.0
	Female	500	60.3	30.6	4.3	3.9	.8
Age	18 to 29	205	54.6	34.0	6.4	2.9	2.2
	30 to 39	169	65.6	23.4	4.0	7.0	.0
	40 to 49	208	52.6	37.3	4.9	4.6	.5
	50 to 59	178	58.0	30.7	5.6	3.8	2.0
	60 plus	239	65.3	25.0	4.1	3.6	1.9
Vote Profile	Liberal	322	61.9	27.9	6.6	2.9	.7
	Conservative	243	48.2	38.3	5.8	6.4	1.3
	NDP	183	67.0	27.7	3.3	1.6	.5
	Bloc*	22	83.0	3.2	5.3	8.5	.0
	Green*	30	67.7	30.4	1.9	.0	.0
	Other*	10	45.4	47.2	.0	7.4	.0
	Undecided	189	57.7	28.2	3.5	6.6	4.1

*Caution - small sample size

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As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [randomize]

		Question 22 - The goal of encouraging more Canadian content in broadcasting					
		Total	Very important	Somewhat important	Not really important	Not at all important	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	47.3	41.0	6.8	4.5	.3
	Atlantic	100	54.9	33.8	7.8	3.5	.0
	Quebec	250	59.2	34.6	4.6	1.0	.5
	Ontario	300	45.3	39.3	9.3	5.4	.7
	Prairies	200	36.0	52.9	5.2	6.0	.0
	British Columbia	150	41.6	44.2	7.1	7.1	.0
Gender	Male	500	44.9	41.0	8.5	5.1	.5
	Female	500	49.8	41.1	5.2	3.9	.1
Age	18 to 29	205	43.4	48.4	5.9	2.2	.0
	30 to 39	169	45.9	44.7	1.9	6.7	.7
	40 to 49	208	47.8	36.5	10.3	5.4	.0
	50 to 59	178	46.0	41.2	7.7	4.7	.4
	60 plus	239	52.2	36.0	7.4	3.9	.6
Vote Profile	Liberal	322	51.4	40.3	5.6	2.6	.0
	Conservative	243	34.2	45.8	12.9	6.8	.3
	NDP	183	54.7	35.8	4.5	4.4	.6
	Bloc*	22	72.6	27.4	.0	.0	.0
	Green*	30	70.5	23.7	.0	5.8	.0
	Other*	10	45.4	47.2	7.4	.0	.0
	Undecided	189	43.4	45.3	5.2	5.4	.7

*Caution - small sample size

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Question 23 - On balance, do you think that there is a great deal of need, some need, not very much need or no need at all for the CRTC in Canada today?

		Total	A great deal of need	Some need	Not very much need	No need at all	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	44.1	41.3	6.4	3.6	4.6
	Atlantic	100	50.4	36.5	4.1	4.9	4.1
	Quebec	250	51.0	39.6	5.9	.9	2.6
	Ontario	300	40.1	42.9	6.6	5.7	4.7
	Prairies	200	36.4	46.6	6.2	3.4	7.4
	British Columbia	150	46.7	37.2	8.6	3.0	4.4
Gender	Male	500	42.8	42.7	6.6	4.3	3.6
	Female	500	45.4	39.9	6.2	2.8	5.6
Age	18 to 29	205	36.5	50.4	7.1	.0	6.0
	30 to 39	169	43.9	41.8	6.9	4.8	2.6
	40 to 49	208	44.5	43.8	6.0	3.6	2.1
	50 to 59	178	48.0	37.9	6.3	4.6	3.2
	60 plus	239	47.6	33.6	5.9	4.9	8.0
Vote Profile	Liberal	322	47.6	39.4	6.9	2.8	3.3
	Conservative	243	33.4	48.3	6.2	7.0	5.1
	NDP	183	57.5	30.6	6.1	3.1	2.7
	Bloc*	22	61.4	13.1	19.1	.0	6.4
	Green*	30	56.9	39.3	3.8	.0	.0
	Other*	10	28.5	50.5	.0	.0	21.0
	Undecided	189	35.7	49.3	5.3	2.0	7.7

*Caution - small sample size

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Question 24 - As you may have heard, the Government of Canada has promised consumers greater flexibility and lower prices by allowing people to pick and pay for only the television channels they want. Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that people's monthly TV subscription fees will go down if this government policy is adopted

		Total	Likely	Somewhat likely	Somewhat unlikely	Unlikely	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	18.3	22.5	18.9	35.4	4.9
	Atlantic	100	10.8	35.8	11.1	39.0	3.3
	Quebec	250	14.9	25.6	34.9	18.3	6.3
	Ontario	300	21.9	18.4	13.6	41.8	4.3
	Prairies	200	20.3	24.9	14.1	36.8	3.9
	British Columbia	150	19.0	13.6	14.8	46.6	6.0
Gender	Male	500	19.0	21.3	20.7	34.5	4.5
	Female	500	17.6	23.7	17.2	36.2	5.3
Age	18 to 29	205	17.2	33.6	17.5	24.3	7.4
	30 to 39	169	21.0	20.1	25.4	31.3	2.2
	40 to 49	208	18.3	22.2	21.7	34.6	3.2
	50 to 59	178	19.7	17.7	17.0	41.7	3.8
	60 plus	239	16.3	18.4	14.7	43.7	6.9
Vote Profile	Liberal	322	15.2	28.0	17.1	36.3	3.4
	Conservative	243	23.4	19.3	19.3	34.6	3.4
	NDP	183	17.1	21.9	17.1	40.7	3.1
	Bloc*	22	24.7	20.8	26.8	10.6	17.0
	Green*	30	14.4	15.8	20.6	44.7	4.5
	Other*	10	15.5	.0	30.1	47.1	7.4
	Undecided	189	18.1	20.3	21.6	30.4	9.6

*Caution - small sample size

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Question 25 - Major cable and satellite TV providers have advised the CRTC that allowing consumers to pick and pay for individual channels will not reduce consumer prices significantly. Who would you believe, the Government of Canada's promise that the cost of TV will go down with the changes or the cable and satellite TV service providers who say that changes will not cut consumer prices significantly.

		Total	The Government of Canada	Cable and satellite TV service providers	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	24.0	62.2	13.9
	Atlantic	100	19.2	71.9	8.9
	Quebec	250	16.6	69.3	14.0
	Ontario	300	27.3	58.6	14.1
	Prairies	200	25.3	60.5	14.1
	British Columbia	150	30.9	53.1	16.0
	Gender	Male	500	25.6	60.2
	Female	500	22.3	64.2	13.5
Age	18 to 29	205	27.6	64.6	7.7
	30 to 39	169	28.5	62.0	9.5
	40 to 49	208	19.0	62.9	18.1
	50 to 59	178	22.6	62.1	15.3
	60 plus	239	23.0	59.6	17.5
	Vote Profile	Liberal	322	20.9	67.0
	Conservative	243	30.5	54.4	15.1
	NDP	183	21.2	66.6	12.3
	Bloc*	22	28.6	53.0	18.4
	Green*	30	18.6	67.8	13.6
	Other*	10	22.2	70.4	7.4
	Undecided	189	23.9	59.5	16.6

*Caution - small sample size

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Question 26 - The CRTC is considering pick and pay and other sweeping changes to the Canadian television industry. Some say that the changes being considered may result in job losses throughout the TV industry and the closure of TV stations in smaller Canadian communities and the changes should not occur. Others say that even if jobs were lost and local TV stations were closed, it would be acceptable to make the changes if it meant lower costs to consumers. Which of the following statements is closest to your personal view?
[ROTATE]

		Total	Changes should not occur	Changes are acceptable	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	41.0	43.1	15.9
	Atlantic	100	40.8	40.4	18.7
	Quebec	250	48.9	34.3	16.8
	Ontario	300	39.0	47.4	13.6
	Prairies	200	36.4	45.9	17.7
	British Columbia	150	38.3	46.9	14.8
Gender	Male	500	37.6	44.3	18.1
	Female	500	44.5	41.8	13.7
Age	18 to 29	205	44.2	43.5	12.2
	30 to 39	169	40.0	50.0	10.0
	40 to 49	208	42.3	41.3	16.4
	50 to 59	178	40.0	42.6	17.4
	60 plus	239	38.6	39.7	21.7
Vote Profile	Liberal	322	43.3	44.1	12.7
	Conservative	243	34.4	49.7	15.9
	NDP	183	49.1	37.1	13.7
	Bloc*	22	32.2	42.4	25.4
	Green*	30	54.0	29.3	16.7
	Other*	10	21.3	71.6	7.1
	Undecided	189	37.8	39.4	22.7

*Caution - small sample size



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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 statements [randomize]

		Question 27 - Foreign companies broadcasting in Canada should not be required to financially contribute to help support new Canadian programming					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	18.5	13.2	13.4	51.6	3.3
	Atlantic	100	16.3	11.7	7.9	59.2	4.9
	Quebec	250	13.7	16.0	13.4	54.6	2.2
	Ontario	300	20.6	13.9	16.1	46.3	3.1
	Prairies	200	21.8	14.2	12.3	48.9	2.8
	British Columbia	150	19.2	6.9	12.9	55.9	4.9
Gender	Male	500	18.5	13.1	13.9	51.3	3.2
	Female	500	18.5	13.3	12.8	52.0	3.4
Age	18 to 29	205	15.8	18.2	18.6	45.3	2.1
	30 to 39	169	19.4	11.7	15.3	49.1	4.5
	40 to 49	208	15.3	14.9	12.9	54.8	2.1
	50 to 59	178	21.4	10.4	9.2	55.9	3.1
	60 plus	239	20.6	10.6	11.1	52.9	4.7
Vote Profile	Liberal	322	18.6	15.2	16.5	48.1	1.6
	Conservative	243	21.4	13.5	13.4	50.5	1.2
	NDP	183	11.3	12.3	11.2	62.2	3.0
	Bloc*	22	15.4	3.2	22.3	59.0	.0
	Green*	30	8.8	20.7	5.8	52.2	12.5
	Other*	10	14.8	30.1	18.9	36.3	.0
	Undecided	189	23.6	9.3	10.1	48.8	8.3

*Caution - small sample size

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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 statements [randomize]

		Question 28 - My impression of Netflix [Netflix or Canal+ in QC] would be more positive if they financially contributed to help support the production of new Canadian TV programs as part of their activity in Canada					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	49.2	19.9	5.8	15.6	9.5
	Atlantic	100	59.6	7.3	6.6	15.4	11.1
	Quebec	250	52.4	22.6	4.2	10.1	10.8
	Ontario	300	48.5	17.6	7.9	18.3	7.7
	Prairies	200	45.6	23.2	4.5	17.9	8.8
	British Columbia	150	43.1	23.8	5.8	16.7	10.6
Gender	Male	500	48.5	19.6	7.2	17.0	7.8
	Female	500	49.9	20.2	4.5	14.2	11.2
Age	18 to 29	205	42.5	29.1	10.3	15.0	3.2
	30 to 39	169	51.0	17.7	5.3	17.9	8.1
	40 to 49	208	53.7	17.9	4.2	17.2	7.0
	50 to 59	178	48.0	18.7	6.0	16.6	10.8
	60 plus	239	50.7	16.0	3.7	12.5	17.1
Vote Profile	Liberal	322	49.5	20.2	6.8	15.5	8.0
	Conservative	243	42.8	20.3	5.4	21.6	9.8
	NDP	183	62.0	18.7	4.7	7.1	7.6
	Bloc*	22	55.6	30.8	.0	7.0	6.7
	Green*	30	65.2	16.5	2.3	7.9	8.1
	Other*	10	8.1	35.7	26.9	21.8	7.4
	Undecided	189	43.3	18.4	6.0	18.2	14.1

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ±3.1 percentage points, 19 times out of 20.



2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

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 statements [randomize]

		Question 29 - 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					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	67.8	12.3	3.9	12.0	3.9
	Atlantic	100	69.0	9.6	3.3	15.7	2.4
	Quebec	250	74.5	10.8	3.9	9.6	1.1
	Ontario	300	66.1	14.5	2.7	12.4	4.3
	Prairies	200	69.1	13.5	4.4	8.7	4.4
	British Columbia	150	57.7	10.9	6.0	17.5	7.9
Gender	Male	500	64.5	12.5	4.5	14.9	3.6
	Female	500	71.2	12.2	3.3	9.2	4.1
Age	18 to 29	205	57.7	17.5	6.6	14.6	3.7
	30 to 39	169	66.7	10.5	6.4	13.8	2.6
	40 to 49	208	70.1	13.0	2.8	12.6	1.6
	50 to 59	178	71.4	11.4	2.2	11.9	3.1
	60 plus	239	72.8	9.4	2.1	8.3	7.5
Vote Profile	Liberal	322	67.6	13.6	6.1	9.1	3.7
	Conservative	243	67.9	15.2	1.2	12.9	2.7
	NDP	183	70.4	10.3	3.5	11.8	3.9
	Bloc*	22	76.1	6.7	11.9	5.3	.0
	Green*	30	74.6	13.7	8.0	3.7	.0
	Other*	10	37.1	.0	.0	55.5	7.4
	Undecided	189	65.3	9.5	2.5	16.1	6.6

*Caution - small sample size

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2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

**Do you agree, somewhat agree, somewhat disagree or disagree with the following statements
[randomize]**

		Question 30 - Now that virtually all private news media in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	71.7	14.6	2.6	9.5	1.6
	Atlantic	100	79.4	8.3	2.3	6.8	3.2
	Quebec	250	76.2	15.5	1.5	5.6	1.2
	Ontario	300	65.8	18.7	3.9	10.6	1.0
	Prairies	200	69.0	13.4	2.6	13.8	1.1
	British Columbia	150	74.1	11.0	1.6	10.1	3.1
Gender	Male	500	67.9	15.2	2.8	12.3	1.7
	Female	500	75.4	14.0	2.3	6.8	1.5
Age	18 to 29	205	74.1	15.3	2.0	7.3	1.3
	30 to 39	169	74.8	11.5	2.7	9.6	1.4
	40 to 49	208	69.2	21.2	2.7	6.0	1.0
	50 to 59	178	67.3	15.3	3.9	13.2	.4
	60 plus	239	72.8	10.0	1.9	11.8	3.5
Vote Profile	Liberal	322	79.2	13.6	1.0	5.6	.6
	Conservative	243	54.4	18.5	6.1	19.7	1.2
	NDP	183	83.4	8.9	.6	5.6	1.4
	Bloc*	22	88.1	8.5	.0	3.5	.0
	Green*	30	74.5	25.5	.0	.0	.0
	Other*	10	46.1	18.9	13.7	21.3	.0
	Undecided	189	68.4	15.8	2.7	8.5	4.6

*Caution - small sample size

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2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

**Do you agree, somewhat agree, somewhat disagree or disagree with the following statements
[randomize]**

		Question 31 - As Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity					Unsure/No opinion (unprompted)
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	68.2	17.8	4.3	8.3	1.4
	Atlantic	100	69.7	16.5	4.9	6.5	2.5
	Quebec	250	76.4	12.8	4.3	5.0	1.5
	Ontario	300	60.2	21.9	5.8	10.4	1.7
	Prairies	200	68.2	19.5	2.8	8.2	1.3
	British Columbia	150	69.5	16.3	2.6	11.2	.3
Gender	Male	500	63.5	19.0	6.1	10.0	1.3
	Female	500	72.8	16.5	2.4	6.7	1.6
Age	18 to 29	205	65.5	24.5	4.8	4.3	.9
	30 to 39	169	69.4	18.1	4.0	8.5	.0
	40 to 49	208	66.5	20.2	4.7	6.5	2.1
	50 to 59	178	65.3	17.2	5.3	12.2	.0
	60 plus	239	73.2	10.1	2.8	10.5	3.4
Vote Profile	Liberal	322	70.9	19.7	2.8	6.1	.4
	Conservative	243	55.4	20.0	9.4	13.3	1.9
	NDP	183	74.9	16.7	4.2	4.2	.0
	Bloc*	22	70.8	3.2	13.8	12.3	.0
	Green*	30	71.7	13.2	.0	12.8	2.3
	Other*	10	64.9	20.3	.0	14.8	.0
	Undecided	189	72.8	15.0	.0	8.2	4.1

*Caution - small sample size

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2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

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

		Question 32 - The CBC plays an important role in strengthening Canadian culture and identity					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	69.8	18.2	2.2	7.9	1.9
	Atlantic	100	72.8	19.1	.8	7.3	.0
	Quebec	250	76.5	15.5	2.5	4.0	1.5
	Ontario	300	65.0	21.1	3.0	7.9	3.0
	Prairies	200	66.9	16.4	2.2	12.0	2.5
	British Columbia	150	70.0	18.8	1.0	9.2	1.0
Gender	Male	500	66.4	19.1	3.4	9.9	1.1
	Female	500	73.2	17.3	1.0	5.8	2.7
Age	18 to 29	205	68.3	22.1	4.3	3.4	1.9
	30 to 39	169	70.0	16.3	1.9	9.0	2.7
	40 to 49	208	73.9	16.7	1.0	5.4	3.0
	50 to 59	178	67.5	19.7	2.0	9.4	1.4
	60 plus	239	69.1	16.4	1.8	11.9	.8
Vote Profile	Liberal	322	75.0	16.0	2.7	5.1	1.2
	Conservative	243	56.2	21.8	4.9	15.4	1.7
	NDP	183	74.7	17.3	.8	6.9	.3
	Bloc*	22	84.8	15.2	.0	.0	.0
	Green*	30	84.7	9.5	.0	.0	5.8
	Other*	10	46.1	40.0	.0	13.9	.0
	Undecided	189	70.8	18.9	.0	5.6	4.7

*Caution - small sample size

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2014-564A – FRIENDS OF CANADIAN BROADCASTING – STAT SHEET

Question 33 - 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?

		Total	Increase funding for the CBC from current levels	Maintain funding for the CBC at current levels	Decrease CBC funding from current levels	Don't know/No opinion (unprompted)
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada Weeks 2014-08	1000	40.5	45.5	9.7	4.4
	Atlantic	100	39.8	46.3	8.9	5.0
	Quebec	250	47.8	41.6	6.7	3.9
	Ontario	300	34.0	51.0	11.7	3.3
	Prairies	200	37.8	44.7	12.3	5.3
	British Columbia	150	45.0	41.2	7.7	6.0
Gender	Male	500	37.0	46.4	11.8	4.7
	Female	500	43.9	44.5	7.5	4.1
Age	18 to 29	205	33.4	55.9	4.3	6.4
	30 to 39	169	39.0	47.5	7.0	6.6
	40 to 49	208	42.4	48.1	6.9	2.6
	50 to 59	178	43.0	41.0	13.0	3.0
	60 plus	239	44.0	36.0	16.1	3.8
Vote Profile	Liberal	322	45.9	44.5	6.9	2.7
	Conservative	243	25.3	51.1	20.8	2.8
	NDP	183	54.4	38.7	5.6	1.3
	Bloc*	22	42.3	43.9	5.3	8.5
	Green*	30	42.3	47.2	.0	10.5
	Other*	10	21.1	42.1	36.8	.0
	Undecided	189	37.5	46.5	4.8	11.1

*Caution - small sample size

Random telephone (land + cell) survey (using live agents) of 1,000 Canadians conducted between August 16th and 25th, 2014. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.



Questionnaire

Hello, my name is _____ from Nanos Research. We're conducting a short XX to XX minute public opinion survey on broadcasting issues. We are not trying to sell anything and your responses will be strictly confidential. I was hoping you could share your opinions and answer a couple of questions?

- A. First of all, are you eligible to vote? (i.e. 18 and over, Canadian Citizen)
- Yes No (ask if there is anyone else eligible to vote at home)
- B. Do you or does anyone in your immediate family, work in any of the following occupations?
- Market research firm
 - TV, radio or news media
 - Political party
 - Advertising company

If "yes" to any of the above occupations, not planning to vote or ineligible to vote-thank & terminate.

1. What is your most important NATIONAL issue of concern? [UNPROMPTED]

- Healthcare.....1
- Education.....2
- Jobs/economy3
- Crime.....4
- Debt/ deficit5
- High taxes6
- Gas prices.....7
- Environment.....8
- Homeless.....9
- Unsure10
- Other.....11

2. For those parties you would consider voting for FEDERALLY, could you please rank your top two local party preferences? [UNPROMPTED]

- | | Rank |
|--------------|--------------------|
| Liberal | _____ [Skip to Q4] |
| Conservative | _____ [Skip to Q4] |
| NDP | _____ [Skip to Q4] |
| Bloc | _____ [Skip to Q4] |
| Green | _____ [Skip to Q4] |
| Other | _____ [Skip to Q4] |
| Undecided | _____ [Go to Q3] |

3. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be? [UNPROMPTED]

- Leaning Liberal1
- Leaning Conservative2
- Leaning NDP.....3
- Leaning Bloc4
- Leaning Green.....5
- Leaning other6
- Still undecided77

4. As you may know Justin Trudeau is the leader of the federal Liberal party, Stephen Harper is the leader of the Conservative Party of Canada, Mario Beaulieu is the leader of the Bloc Quebecois, Thomas Mulcair is the leader of the federal NDP and Elizabeth May is the leader of the federal Green Party. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [FIRST RANKED RESPONSE]

	Rank
Justin Trudeau	_____
Stephen Harper	_____
Thomas Mulcair	_____
Mario Beaulieu	_____
Elizabeth May	_____
Unsure	_____ [Unprompted]

Our next few questions are about Canadian television.

5. If you could choose, which one of the following would you most prefer? [RANDOMIZE]

- To have the quality of existing programs improved 1
- To get more channels on your TV 2
- Have popular programs aired more often 3
- Combinations [Unprompted] 4
- No opinion [Unprompted] 77

6. Who is most responsible for ensuring Canadian programming and content on television and radio is protected? [RANDOMIZE]

- Canadian Radio-television and Telecommunications Commission – also known as the CRTC.....1
- TV and Radio networks.....2
- Federal government3
- Cable and satellite companies.....4
- Unsure/No opinion77[Unprompted]

Is it important, somewhat important, not really important or not at all important to you to have the following types of Canadian created content on TV? [RANDOMIZE]

- 7. Drama and comedy
- 8. Sports
- 9. Documentary
- 10. Public Affairs
- 11. Local News

Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following

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

- Satisfied.....1
- Somewhat satisfied.....2
- Somewhat dissatisfied3
- Dissatisfied4
- Unsure/No opinion77[Unprompted]

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 a very high trust and confidence? [RANDOMIZE]

- | | Rating |
|-----------------------------|--------|
| 13. CBC/SRC_ | _____ |
| 14. Cable Companies | _____ |
| 15. Private Broadcasters | _____ |
| 16. The Canadian Government | _____ |
| 17. CRTC | _____ |

As you know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [RANDOMIZE]

- 18. The goal of providing consumers with the most value and best prices
- 19. The goal of ensuring there is enough competition in order to protect freedom of speech and democracy
- 20. The goal of enabling Canadians from different regions and languages to know and understand each other better
- 21. To protect Canadian culture and identity at a time of very strong American and global economic forces

22. The goal of encouraging more Canadian content in broadcasting

- Very important1
- Somewhat important2
- Not really important3
- Not at all important.....4
- Unsure/No opinion77[Unprompted]

23. On balance, do you think that there is a great deal of need, some need, not very much need, or no need at all for the CRTC in Canada today?

- A great deal of need1
- Some need2
- Not very much need.....3
- No need at all4
- Unsure/No opinion77[Unprompted]

24. As you may have heard, the Government of Canada has promised consumers greater flexibility and lower prices by allowing people to pick and pay for only the television channels they want. Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that people’s monthly TV subscription fees will go down if this government policy is adopted.

- Likely.....1
- Somewhat likely2
- Somewhat unlikely.....3
- Unlikely4
- Unsure/No opinion77[Unprompted]

25. Major cable and satellite TV providers have advised the CRTC that allowing consumers to pick and pay for individual channels will not reduce consumer prices significantly. Who would you believe, the Government of Canada’s promise that the cost of TV will go down with the changes or the cable and satellite TV service providers who say that changes will not cut consumer prices significantly.

- The Government of Canada.....1
- Cable and satellite TV service providers.....2
- Unsure/No opinion77[Unprompted]

26. The CRTC is considering pick and pay and other sweeping changes to the Canadian television industry. Some say that the changes being considered may result in job losses throughout the TV industry and the closure of TV stations in smaller Canadian communities and the changes should not occur. Others say that even if jobs were lost and local TV stations were closed, it would be acceptable to make the changes if it meant lower costs to consumers. Which of the following statements is closest to your personal view? [ROTATE]

- Changes should not occur1
- Changes are acceptable.....2
- Unsure/No opinion77

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 statements [RANDOMIZE]:

27. Foreign companies broadcasting in Canada should not be required to financially contribute to help support new Canadian programming

28. [ENGLISH ONLY] My impression of Netflix would be more positive if they financially contributed to help support the production of new Canadian TV programs as part of their activity in Canada.

29. 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.

- Agree1
- Somewhat agree.....2
- Somewhat disagree3
- Disagree4
- Unsure/No opinion77[Unprompted]

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

30. Now that virtually all private news media in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC.

31. As Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity.

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

- Agree.....1
- Somewhat agree.....2
- Somewhat disagree3
- Disagree4
- Unsure/No opinion77[Unprompted]

33. 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?

- Increase funding for the CBC from current levels 1
- Maintain funding for the CBC at current levels 2
- Decrease CBC funding from current levels 3
- Don't know/No opinion77[Unprompted]

We're almost finished. My last couple of questions are just so we can group your responses.

34. What year were you born in? _____

35. Which of the following categories best reflects your HOUSEHOLD income [READ LIST]

- \$0 to \$14,999
- \$15,000 to \$29,999
- \$30,000 to \$44,999
- \$45,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 or more
- Refuse [Unprompted]

36. What is the highest level of education you have completed [READ LIST]

- Some high school
- Completed high school
- Some college or university
- Completed college
- Completed university
- Completed graduate studies
- Refuse [Unprompted]

37. For verification purposes only, could you tell me your postal code? ____ ____ [Code for Rural]

38. Insert potential participation of online survey - standard question.

39. Gender (By observation -- do not ask)

Male1

Female2

Thank you very much for your time.

Telephone Number: () _____ -- _____ Interviewer: _____

Completion Date: _____ Completion Time: _____