

Canadians continue to report the highest intensity of trust in the CBC to protect Canadian identity and culture on television, as well as a trusted source for COVID-19 news.

# Key Findings – Foreign Companies



## VALUE OF LOCAL NEWS

While a majority of Canadians continue to agree (51%) or somewhat agree (26%) that local TV news is important to them, the proportion who outright agree has declined slightly from 2019, and remains a significant decrease from the 2015 benchmark (78%).

## OBLIGATIONS FOR FOREIGN COMPANIES

Canadians are more likely to agree (58%) that foreign companies broadcasting TV into Canada via the Internet should be subject to the same rules as Canadian broadcast companies and are more likely to disagree (48%) (14% agree) that these foreign companies should not be required to financially contribute to support new Canadian programming.

## GOOGLE AND FACEBOOK PAYING FOR NEWS CONTENT

Just over eight in ten Canadians support (59%) or somewhat support (22%) having legislation in Canada requiring Facebook and Google to pay news organizations for the content a news organization creates. Liberal (60%) and NDP voters (61%) are more likely to support this than Conservative voters (45%).

## GOOGLE, FACEBOOK AND NETFLIX SUBJECT TO CANADIAN LAW

A strong majority of Canadians support (70%) or somewhat support (17%) Google, Facebook and Netflix being subject to Canadian law and paying Canadian taxes. There is a higher level of support among NDP (80%) and Liberal voters (73%) than Conservative voters (54%).



# Key Findings – Social Media Platforms



## IMPACT OF SOCIAL MEDIA ON DEMOCRACY

Consistent with 2019, Canadians most often say the influence of social media platforms on Canada’s democracy has made it weaker (26%) or somewhat weaker (30%) than five years ago, while just over one in ten say social media has made democracy in Canada stronger (four per cent) or somewhat stronger (seven per cent).



## ACCURACY OF INFORMATION ON SOCIAL MEDIA

A strong majority of Canadians say content displayed on social media platforms is less accurate (81%) than content published in traditional media. Older Canadians (55 plus) are more likely to say information on social media is less accurate than traditional media (86%) than those aged 18 to 34 (74%). Conservative voters are less likely to say content on social media is less accurate (73%) than Liberal (87%) or NDP voters (83%).



## SOCIAL MEDIA PLATFORMS VIEWED AS AMPLIFYING HATE

More than eight in ten Canadians support (58%) or somewhat support (25%) adopting similar legislation to the UK, which would hold platforms like Facebook and Twitter legally responsible when they amplify hateful or illegal content that is posted by their users. Support is higher among NDP (71%) and Liberal voters (65%) and lower among Conservative voters (43%).



## TRUSTED SOURCES FOR COVID-19 NEWS

Consistent with the previous wave, Canadians most often rank CBC first (50%) when asked which source they trust the most to deliver timely and accurate information about the COVID-19 outbreak, followed by private broadcasters (23%) and newspapers (14%).

# Key Findings - CBC

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### TRUST AND CONFIDENCE TO PROTECT CANADIAN CULTURE

Canadians give the highest rating of trust and confidence in terms of protecting Canadian culture and identity on television to the CBC/SRC (mean of 5.1 out of 7), followed by the CRTC (mean of 4.6) and the Canadian government (mean of 4.4). Canadians give the lowest rating of trust and confidence to cable companies (mean of 3.5).

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### FUNDING FOR CBC

The proportion of Canadians who would advise their MP to increase funding to the CBC has declined from the previous wave (46% in 2019) , with a majority of Canadians preferring to either increase (36%) or maintain funding (33%). NDP (58%) and Liberal voters (51%) are more likely to say they prefer to increase funding, while Conservative voters would prefer to decrease funding (60%).

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### IMPACT OF ACTIONS ON TRUST IN CBC

Canadians more often say they would trust the CBC more (21%) or somewhat more (33%) if the CBC provided more local news to their community, and more often say there would be no impact (48%) on their trust if CBC had no advertising. Conservative voters are more likely to say neither action would have an impact on their level of trust in the CBC.

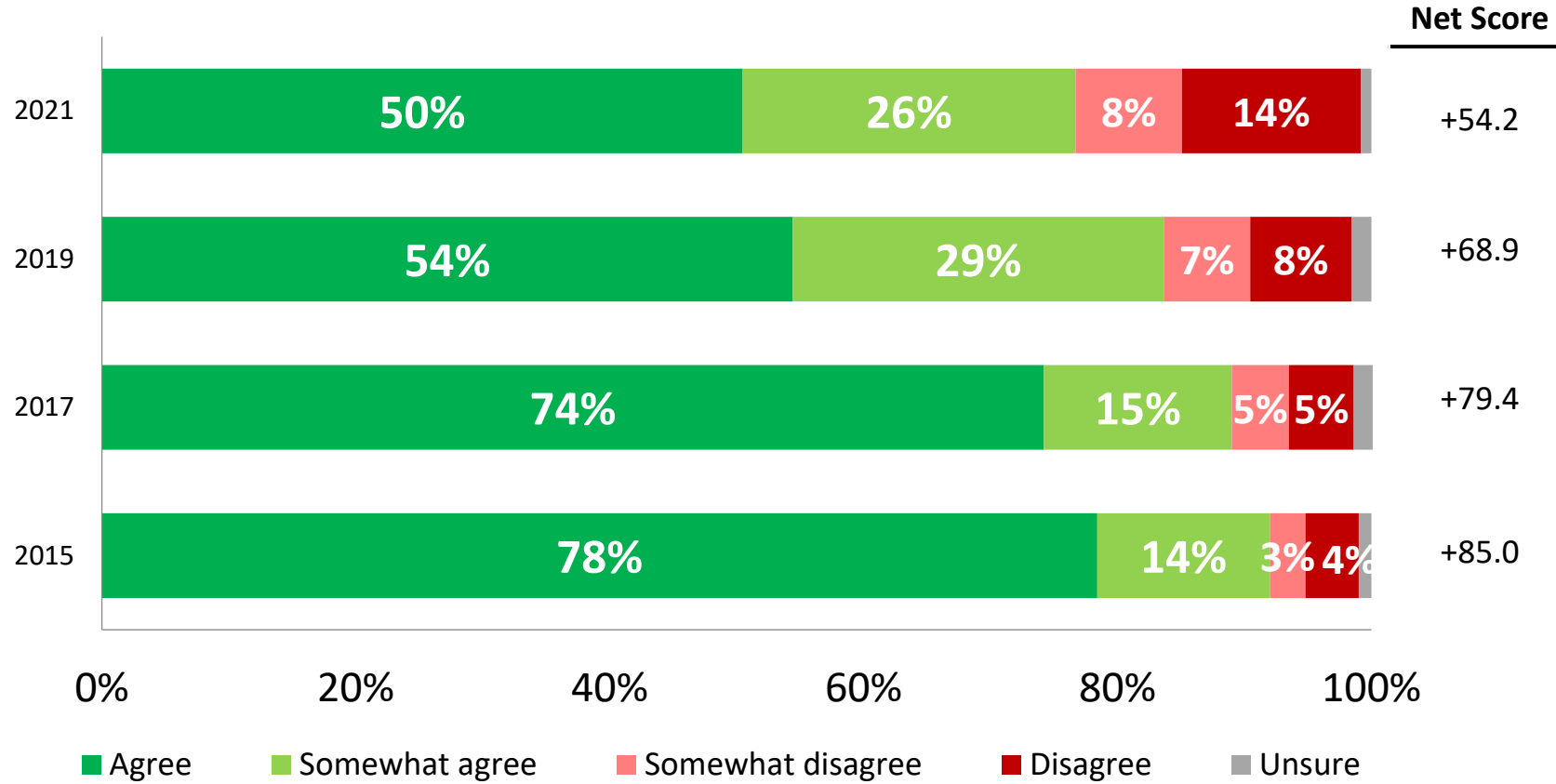
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### IMPACT OF PROMISE TO SHUT DOWN CBC ON VOTE INTENTION

Close to two in three Canadians say they would be less likely (57%) or somewhat less likely (six per cent) to vote for a politician if they promised to sell CBC TV and shut down all of CBC’s digital services. NDP (76%) and Liberal (71%) voters are more likely to say this promise would make them less likely to vote for a politician than Conservative voters (23%).

# Value of local television news

**Q** Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]  
**Local TV news is valuable to me**



“ The proportion of Canadians who agree that local TV news is valuable has declined slightly, and remains a significant decrease from the 2015 benchmark. Atlantic Canada residents are more likely to agree with this (61%) than residents of the Prairies (43%). Older Canadians (55 plus) are significantly more likely to agree with this (65%) than those 18 to 34 (33%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

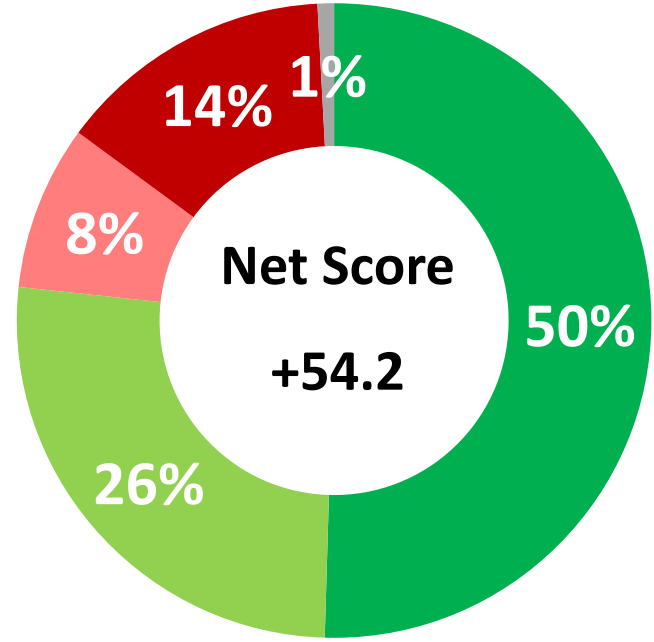
Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Value of local television news

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

**Local TV news is valuable to me**



- Agree
- Somewhat agree
- Somewhat oppose
- Oppose
- Unsure

Agree/Somewhat agree

Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>80.3%</b>	<b>82.3%</b>	<b>77.6%</b>	<b>70.7%</b>	<b>70.8%</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>75.7%</b>	<b>77.6%</b>	<b>59.9%</b>	<b>77.2%</b>	<b>88.1%</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>84.3%</b>	<b>72.6%</b>	<b>68.9%</b>	<b>85.8%</b>	<b>72.7%</b>

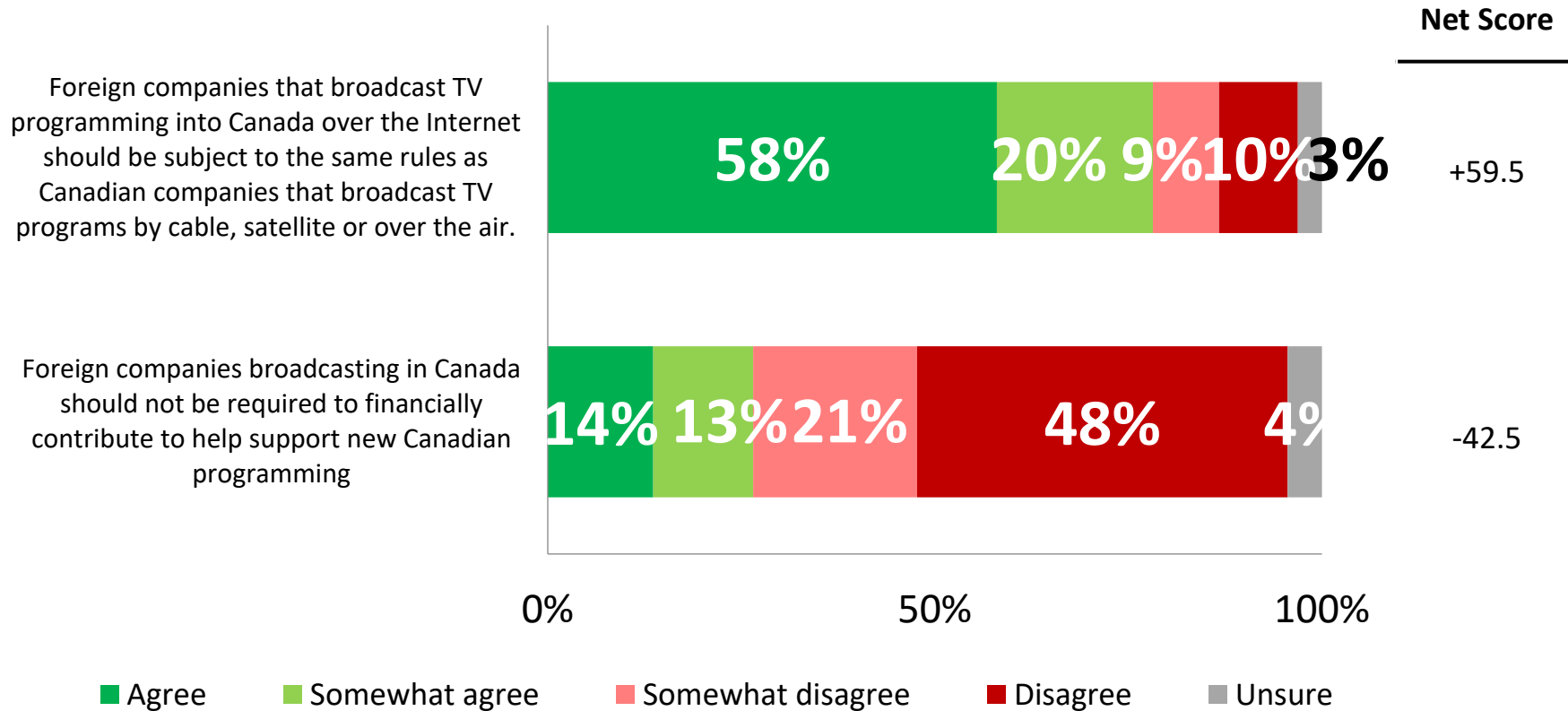
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Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Obligations for foreign internet broadcasters

**Q** As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]



“ Canadians are more likely to agree that foreign companies broadcasting TV into Canada via the Internet should be subject to the same rules as Canadian broadcast companies. They are more likely to disagree that these foreign companies should not be required to financially contribute to support new Canadian programming. ”

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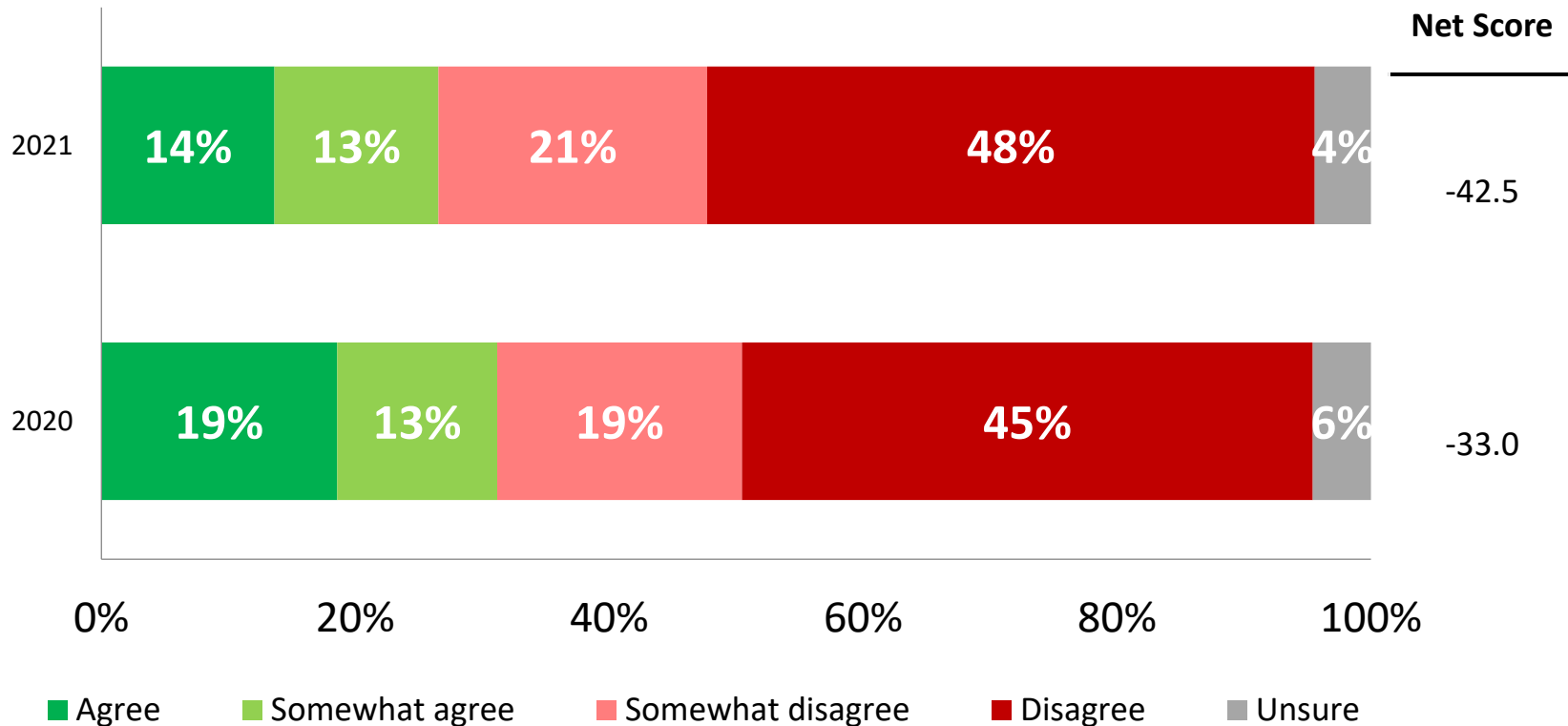
Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Foreign internet broadcasters financially contributing to new Canadian programming

**Q** As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

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



“ Quebec residents are more likely to disagree (59%) than the rest of Canada that foreign companies should not be required to financially contribute to support new Canadian programming. ”

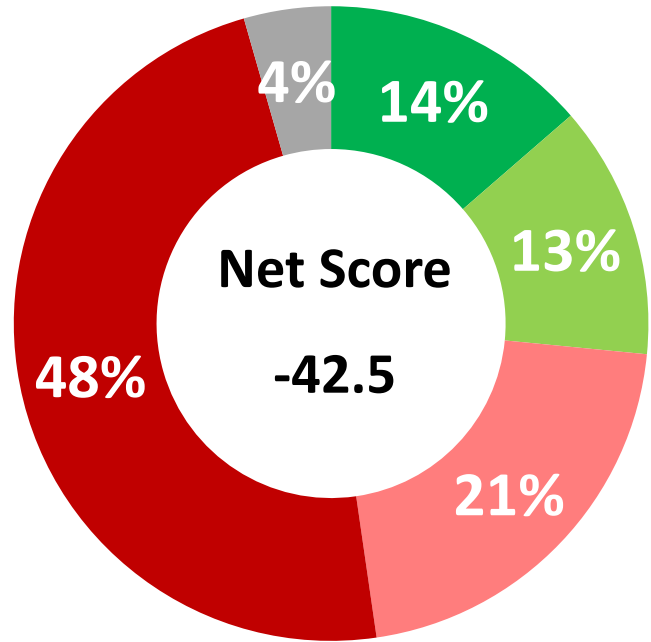
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# Foreign internet broadcasters financially contributing to new Canadian programming



- Agree
- Somewhat agree
- Somewhat oppose
- Oppose
- Unsure

**Q**

As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

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

Disagree/Somewhat disagree

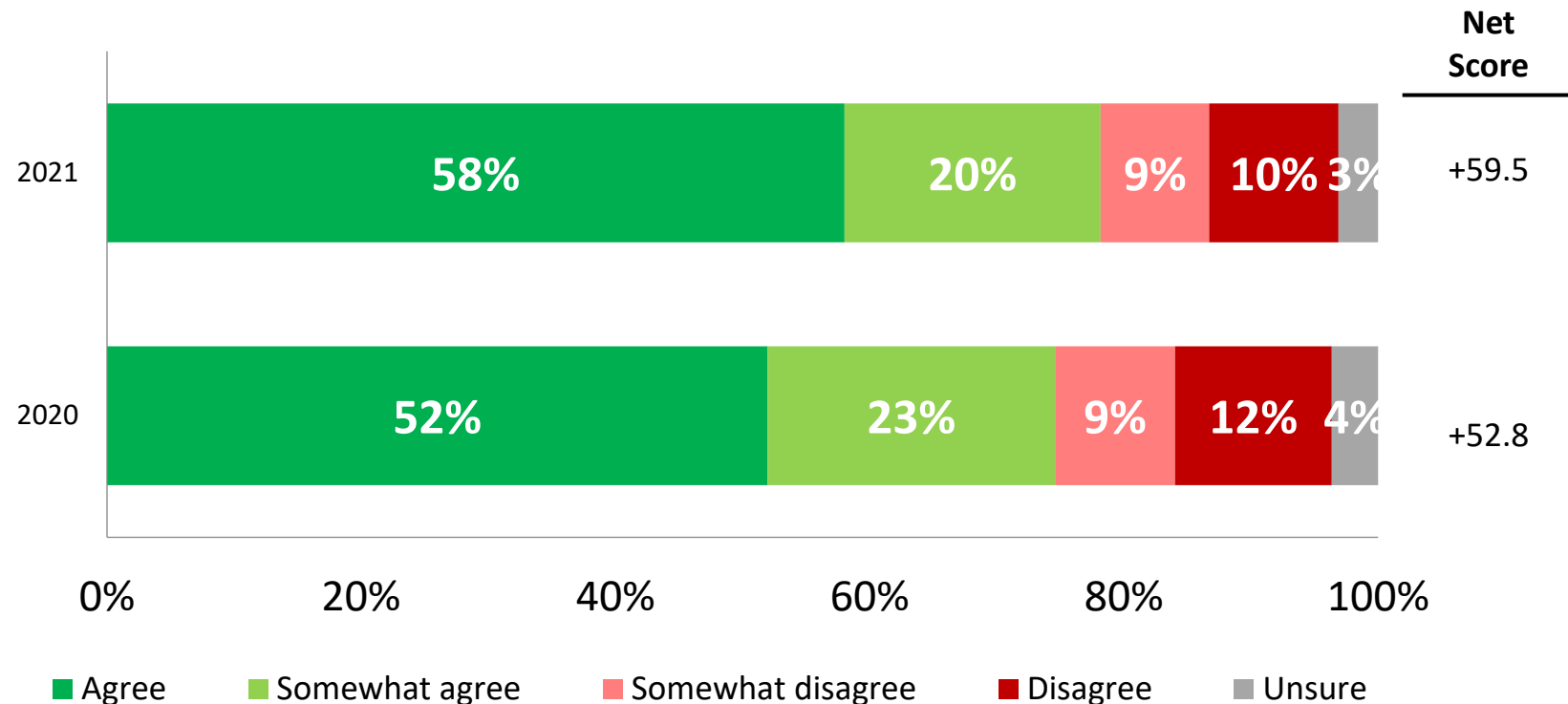
	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>71.1%</b>	<b>78.1%</b>	<b>65.7%</b>	<b>63.6%</b>	<b>69.1%</b>
Men (n=546)	<b>70.2%</b>	<b>67.9%</b>	<b>59.2%</b>	<b>68.5%</b>	<b>76.4%</b>
Women (n=461)					
18 to 34 (n=218)					
35 to 54 (n=374)					
55 plus (n=415)					
Liberal (n=313)	<b>75.2%</b>	<b>54.4%</b>	<b>76.0%</b>	<b>81.9%</b>	<b>67.4%</b>
Conservative (n=247)					
NDP (n=107)					
Green (n=49)					
Undecided (n=227)					

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

# Foreign internet broadcasters subject to same rules as cable/satellite broadcasters

**Q** As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

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.

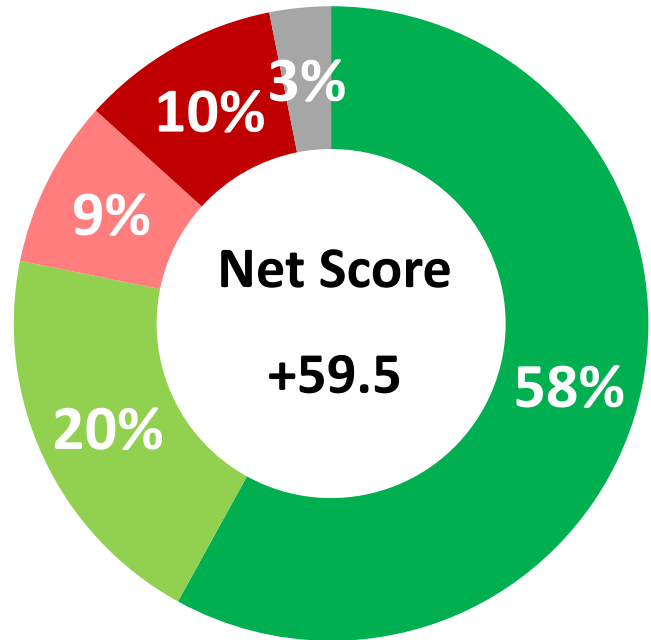


“ Residents of Quebec are more likely to agree with this (70%) than residents of the Prairies (46%), and older Canadians (55 plus) are more likely to agree (70%) than those 18 to 34 (49%). ”

# Foreign internet broadcasters subject to same rules as cable/satellite broadcasters

Q

As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]



■ Agree  
■ Somewhat agree  
■ Somewhat oppose  
■ Oppose  
■ Unsure

Agree/Somewhat agree

**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.**

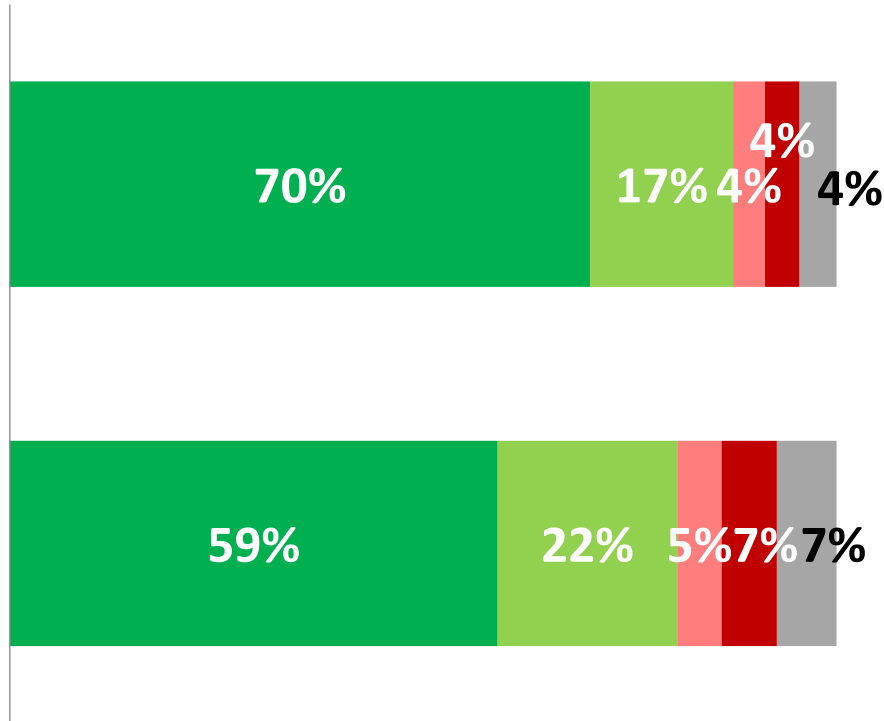
Region	Quebec	Ontario	Prairies	BC
Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>80.5%</b>	<b>87.3%</b>	<b>76.4%</b>	<b>71.0%</b>	<b>76.0%</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>76.3%</b>	<b>80.0%</b>	<b>70.3%</b>	<b>74.8%</b>	<b>86.7%</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>80.8%</b>	<b>68.9%</b>	<b>85.2%</b>	<b>84.1%</b>	<b>77.0%</b>

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

# Support on Canadian legislations on Facebook, Google and Netflix

**Q** Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

Google, Facebook and Netflix should be subject to Canadian law and pay Canadian taxes.



Net Score

+79.4

Having legislation in Canada requiring Facebook and Google to pay news organizations for the content a news organization creates. Currently Facebook and Google pay nothing to Canadian news organizations to use content.



+68.7

“ A strong majority of Canadians support Google, Facebook and Netflix being subject to Canadian law and paying Canadian taxes, with the strongest support from residents of Quebec (80%) and British Columbia (73%). ”

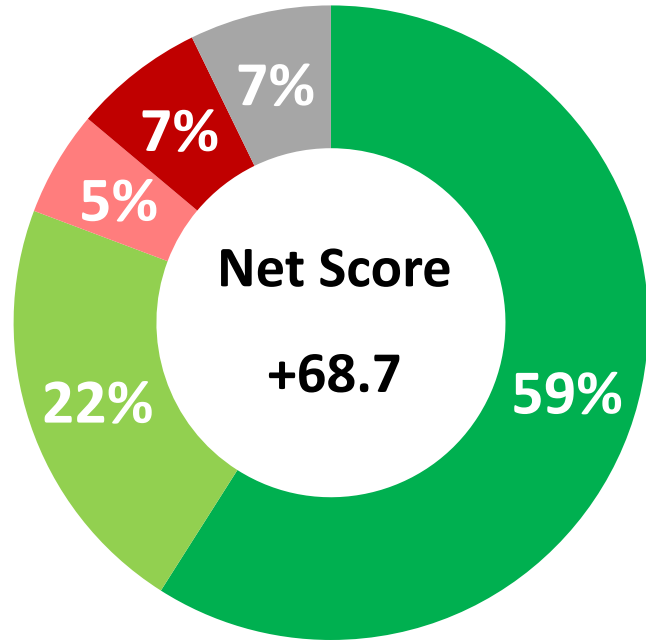
■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
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Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Support for Facebook and Google paying news organizations for the content they create



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Q**

Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

Having legislation in Canada requiring Facebook and Google to pay news organizations for the content a news organization creates. Currently Facebook and Google pay nothing to Canadian news organizations to use content.

Support/Somewhat support

Region	Sample Size	Support/Somewhat support
Atlantic	(n=100)	<b>78.2%</b>
Quebec	(n=205)	<b>87.3%</b>
Ontario	(n=344)	<b>77.7%</b>
Prairies	(n=198)	<b>82.7%</b>
BC	(n=160)	<b>76.4%</b>
Men	(n=546)	<b>81.6%</b>
Women	(n=461)	<b>79.9%</b>
18 to 34	(n=218)	<b>72.2%</b>
35 to 54	(n=374)	<b>81.3%</b>
55 plus	(n=415)	<b>86.3%</b>
Liberal	(n=313)	<b>82.8%</b>
Conservative	(n=247)	<b>76.2%</b>
NDP	(n=107)	<b>78.1%</b>
Green	(n=49)	<b>88.5%</b>
Undecided	(n=227)	<b>79.7%</b>

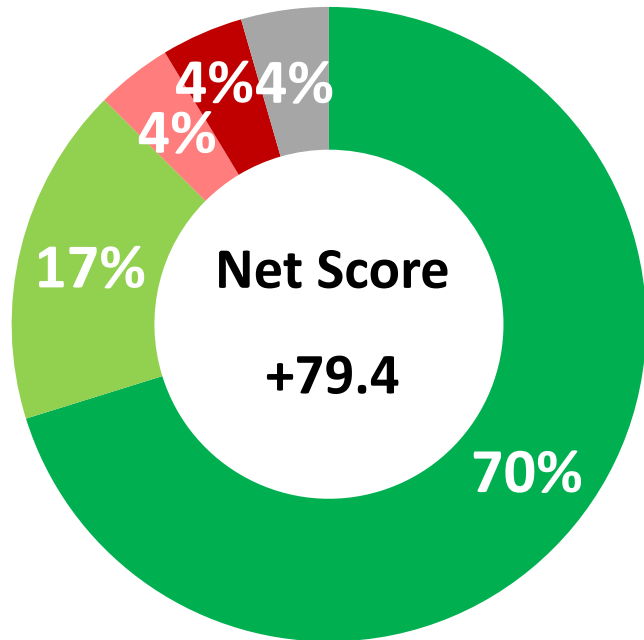


# Support for Google, Facebook and Netflix paying Canadian taxes

Q

Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

Google, Facebook and Netflix should be subject to Canadian law and pay Canadian taxes.



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

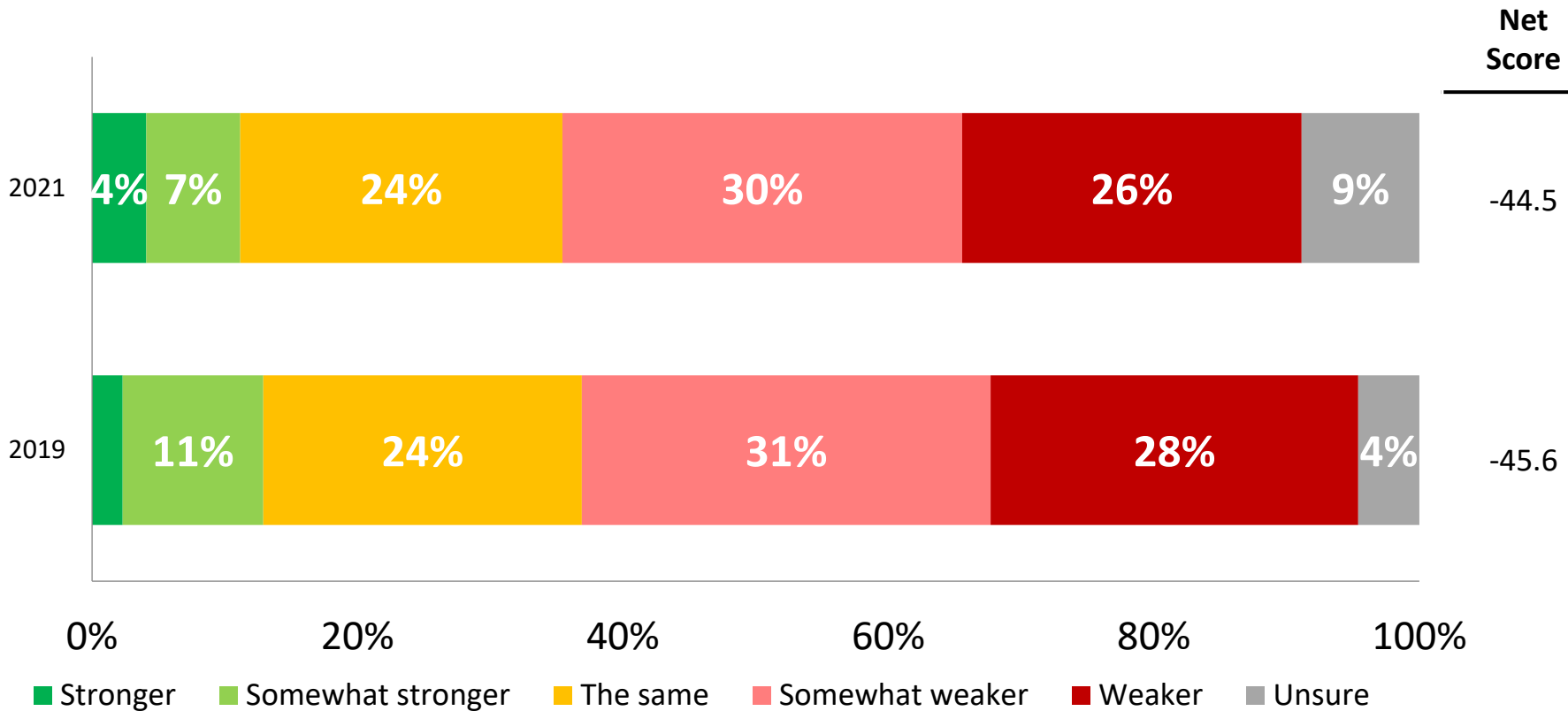
Support/Somewhat support

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>82.8%</b>	<b>90.2%</b>	<b>83.8%</b>	<b>90.6%</b>	<b>91.5%</b>
Men (n=546)					
Women (n=461)	<b>88.7%</b>	<b>86.3%</b>	<b>84.0%</b>	<b>85.6%</b>	<b>91.6%</b>
18 to 34 (n=218)					
35 to 54 (n=374)					
55 plus (n=415)					
Liberal (n=313)					
Conservative (n=247)	<b>88.0%</b>	<b>82.0%</b>	<b>93.7%</b>	<b>100.0%</b>	<b>84.6%</b>
NDP (n=107)					
Green (n=49)					
Undecided (n=227)					

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

# Influence of social media on the strength of Canadian democracy

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



“ Consistent with 2019, Canadians most often say with the influence of social media platforms, Canada’s democracy is weaker or somewhat weaker than five years ago. Conservative voters are more likely to say its weaker (44%) than Liberal voters (13%) or NDP voters (21%). ”

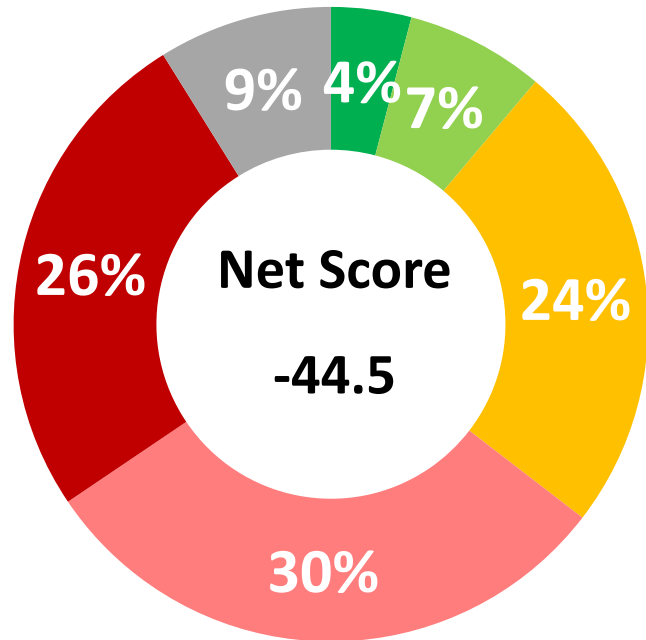
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# Influence of social media on the strength of Canadian democracy

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



- Stronger
- The same
- Weaker
- Somewhat stronger
- Somewhat weaker
- Unsure

Weaker/Somewhat weaker

Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>49.9%</b>	<b>55.4%</b>	<b>51.9%</b>	<b>62.4%</b>	<b>60.8%</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>61.0%</b>	<b>50.6%</b>	<b>51.1%</b>	<b>56.1%</b>	<b>58.6%</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>48.6%</b>	<b>67.3%</b>	<b>49.8%</b>	<b>68.3%</b>	<b>50.6%</b>

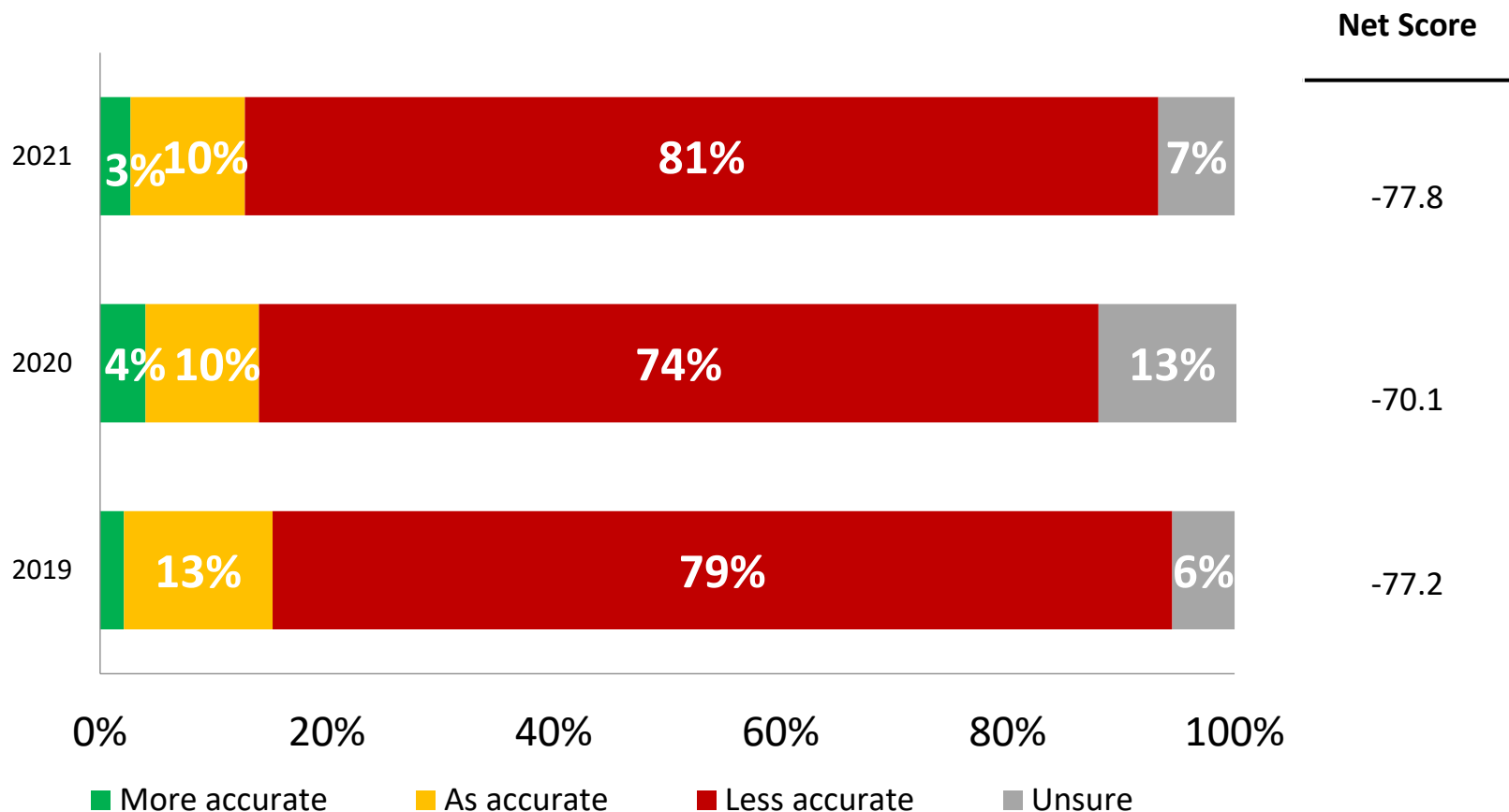
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.



# Accuracy of content on social media platforms



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



“ Older Canadians (55 plus) are more likely to say information on social media is less accurate than traditional media (86%) than those aged 18 to 34 (74%). Liberal (87%) and NDP voters (83%) are more likely to say it is less accurate than Conservative voters (73%). ”

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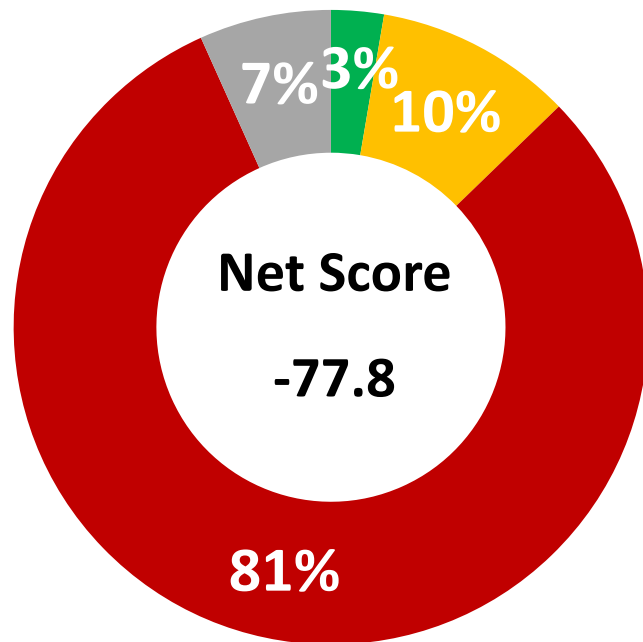
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# Accuracy of content on social media platforms

Q

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



■ More accurate ■ As accurate ■ Less accurate ■ Unsure

Less accurate

Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>85.0%</b>	<b>81.1%</b>	<b>81.8%</b>	<b>75.1%</b>	<b>80.9%</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>81.1%</b>	<b>80.0%</b>	<b>74.0%</b>	<b>79.6%</b>	<b>85.9%</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>86.6%</b>	<b>73.3%</b>	<b>82.9%</b>	<b>95.2%</b>	<b>74.2%</b>

\*Weighted to the true population proportion.

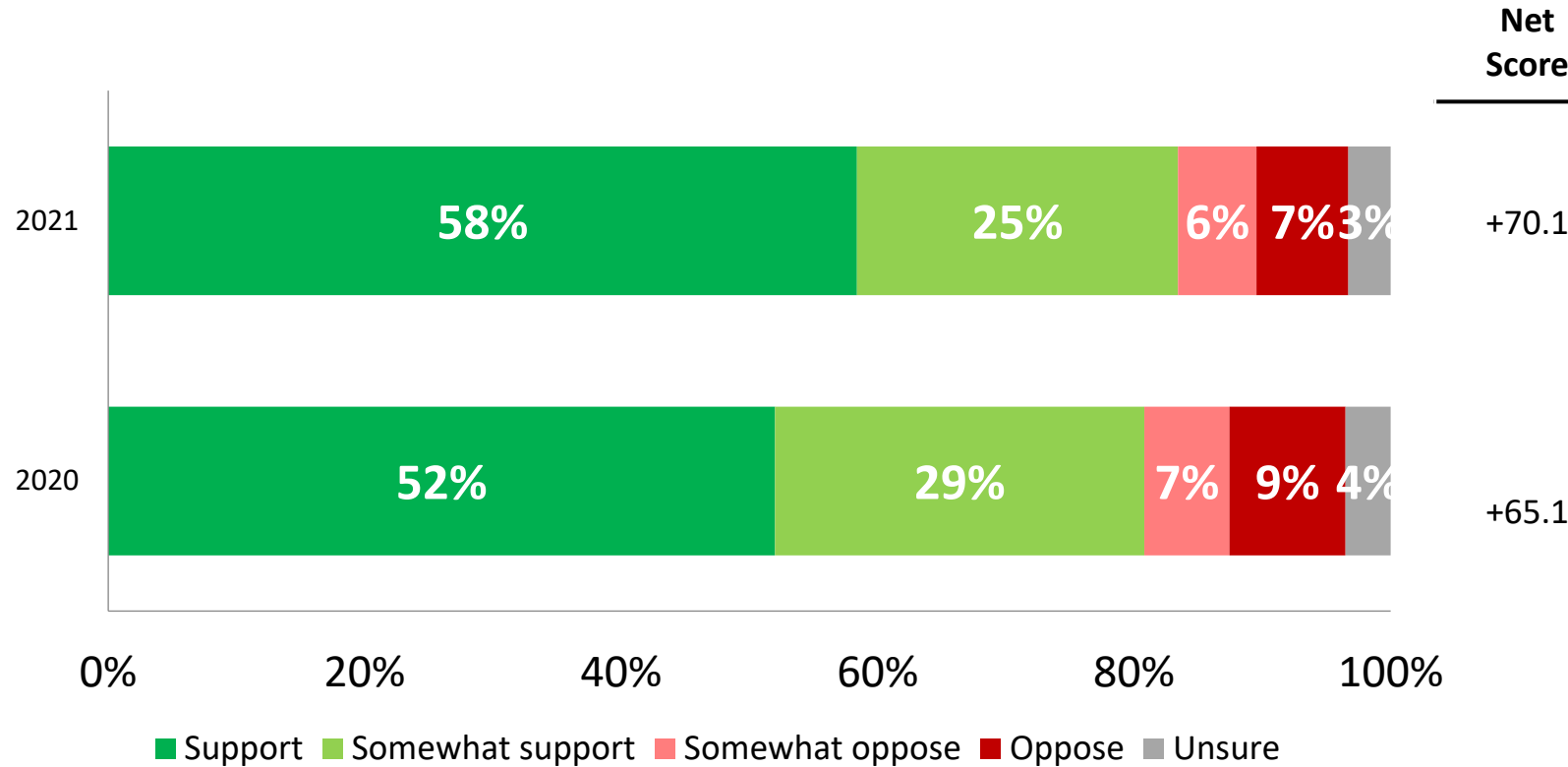
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Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

# Legislation to hold social media platforms and executives liable for amplifying hate or illegal content

**Q** The Government of the United Kingdom (UK) is proposing a new law that would hold platforms like Facebook and Twitter legally responsible when they amplify hateful or illegal content that is posted by their users. The proposed UK law would also hold the company's executives personally liable. Would you support, somewhat support, somewhat oppose, or oppose Canada adopting similar legislation to that proposed in the UK.



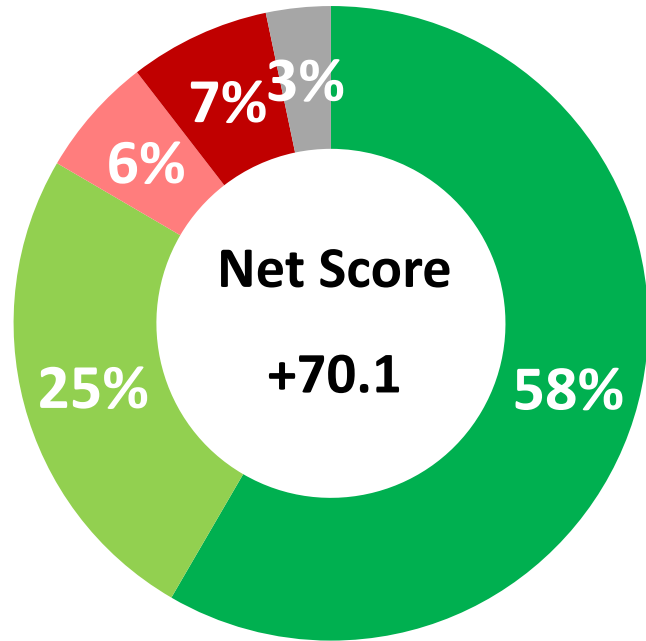
“ NDP (71%) and Liberal voters (65%) are more likely to support Canada adopting similar legislation to the UK compared to Conservative voters (43%). Support is higher among residents of British Columbia (63%) and lower among residents of the Prairies (49%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
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# Legislation to hold social media platforms and executives liable for amplifying hate or illegal content



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

Q

The Government of the United Kingdom (UK) is proposing a new law that would hold platforms like Facebook and Twitter legally responsible when they amplify hateful or illegal content that is posted by their users. The proposed UK law would also hold the company's executives personally liable. Would you support, somewhat support, somewhat oppose, or oppose Canada adopting similar legislation to that proposed in the UK

Support/Somewhat support

Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>83.9%</b>	<b>88.9%</b>	<b>81.9%</b>	<b>77.3%</b>	<b>86.4%</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>80.4%</b>	<b>86.4%</b>	<b>76.6%</b>	<b>83.0%</b>	<b>88.7%</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>93.5%</b>	<b>68.2%</b>	<b>88.1%</b>	<b>95.7%</b>	<b>78.6%</b>

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

# Level of trust in news sources for Coronavirus information

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

“ Consistent with the previous wave, Canadians most often rank CBC first when asked which source they trust the most to deliver timely and accurate information about the COVID-19 outbreak. ”

**TOP RESPONSES**

	Rank 1		Rank 2		Rank 3	
	2021 (n=1007)	2020 (n=1036)	2021 (n=968)	2020 (n=1008)	2021 (n=909)	2020 (n=901)
CBC (including radio, TV, online, and digital)	49.5%	41.2%	21.4%	24.8%	13.6%	16.1%
Private broadcasters like CTV, Global, or a radio station	22.8%	20.4%	35.4%	34.0%	32.2%	30.0%
Newspapers (including online versions)	13.8%	18.5%	35.3%	28.9%	40.1%	38.2%
Other online sources	10.7%	13.8%	5.5%	8.1%	9.6%	10.8%
Facebook	1.1%	5.4%	1.9%	4.0%	4.1%	4.6%
Unsure	2.0%	0.6%	0.6%	0.1%	0.3%	0.3%

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Trust and confidence

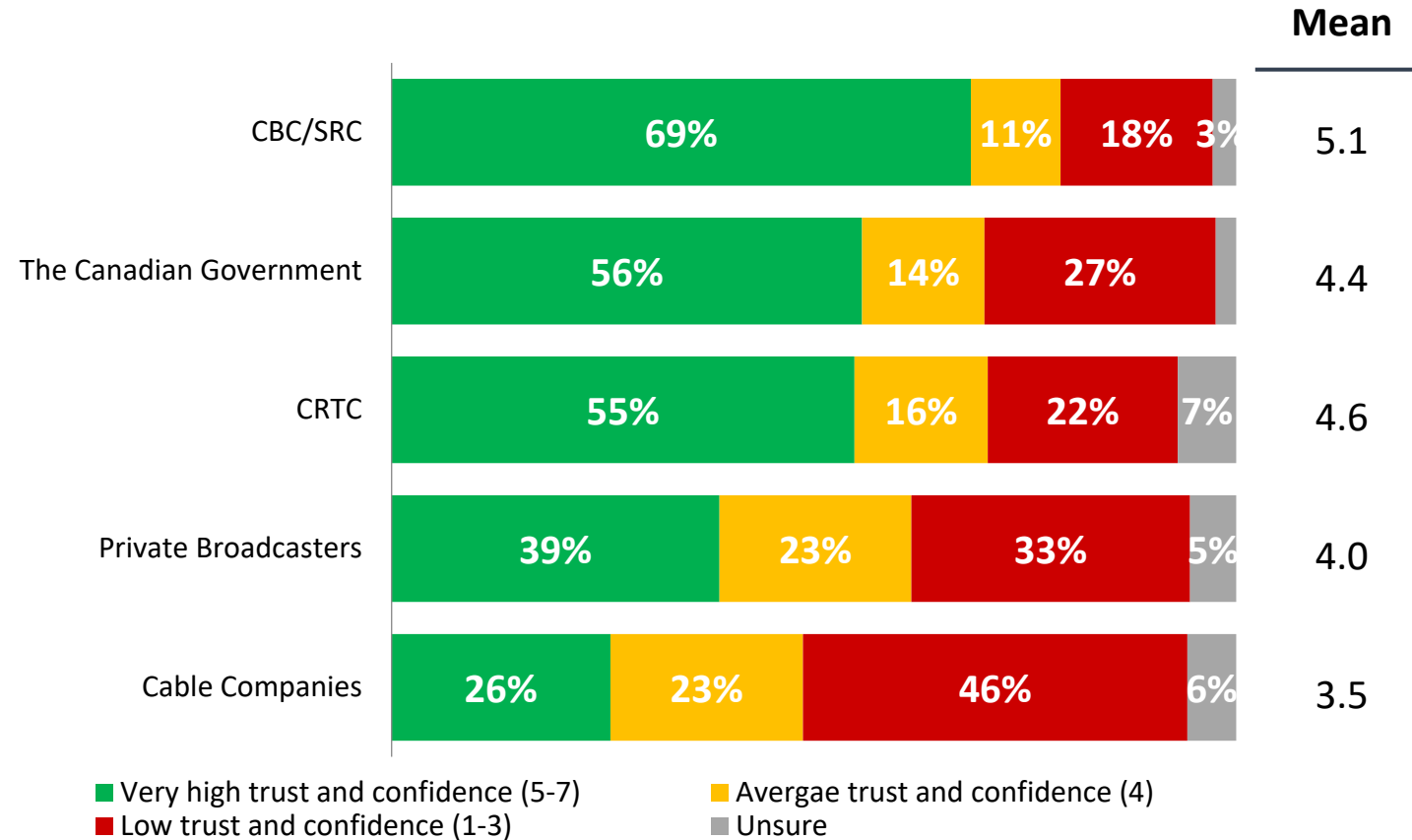
Q

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]

“

Canadians give the highest rating of trust and confidence in terms of protecting Canadian culture and identity on television to the CBC/SRC, followed by the Canadian government and the CRTC. Canadians give the lowest rating of trust and confidence to cable companies.

”



\*Weighted to the true population proportion.

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

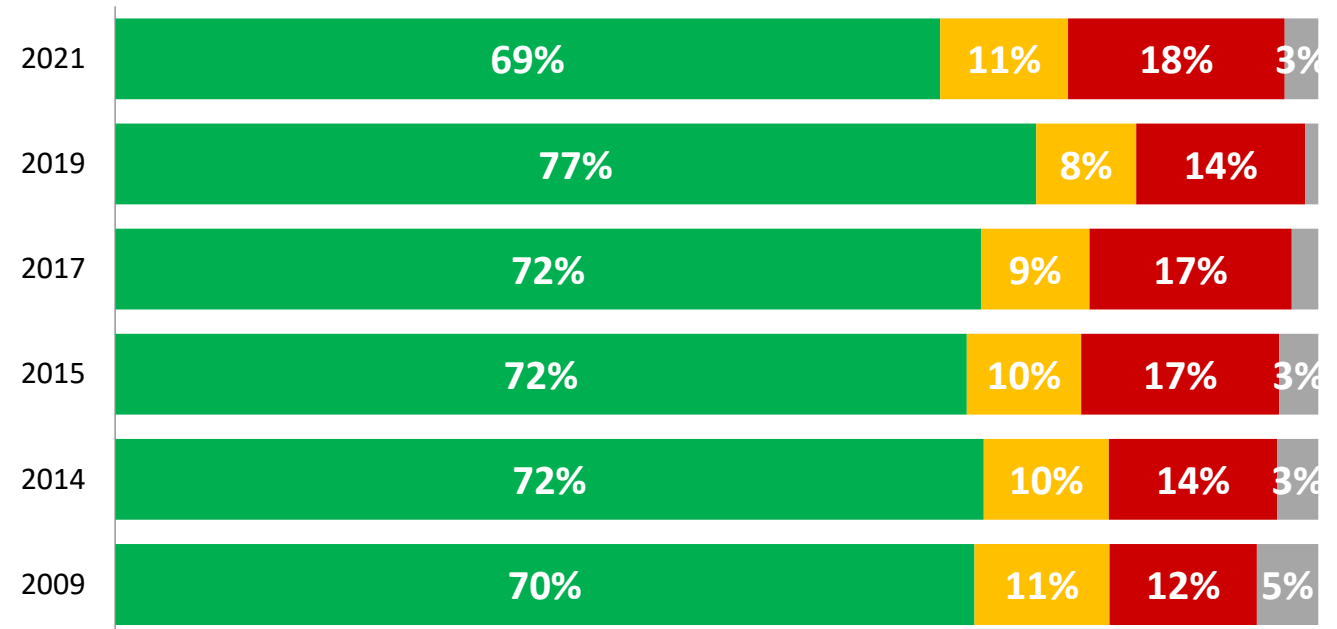
Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

# CBC Trust and Confidence

While a majority of Canadians have a high level of trust and confidence in the CBC/SRC to protect Canadian culture and identity, this has decreased slightly since 2019. Quebec residents have a higher level of trust in the CBC/SRC (mean of 5.4) than residents of the Prairies (mean of 4.4).

**Q** 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]

## CBC/SRC



■ Very high trust and confidence (5-7)

■ Average trust and confidence (4)

■ Low trust and confidence (1-3)

■ Unsure

\*Weighted to the true population proportion.

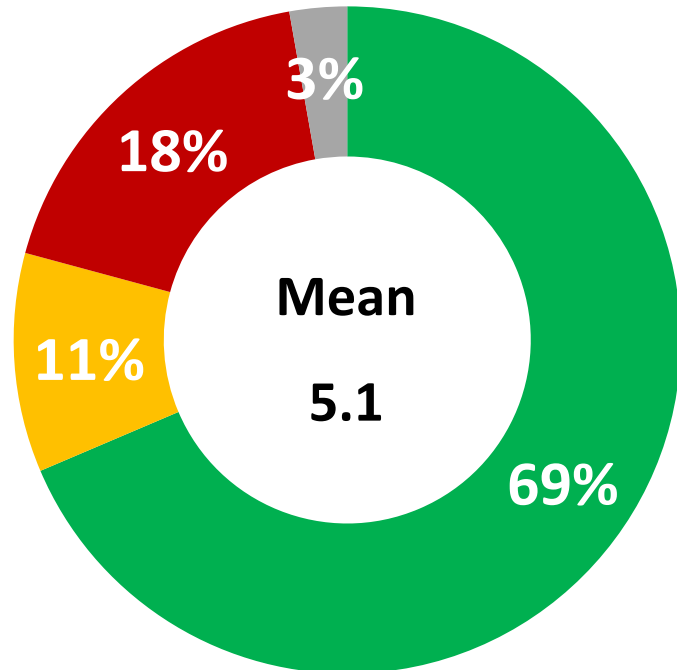
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

# CBC Trust and Confidence

Q

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]



- Very high trust and confidence (5-7)
- Average trust and confidence (4)
- Low trust and confidence (1-3)
- Unsure

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

## CBC/SRC



Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>5.3</b>	<b>5.4</b>	<b>5.3</b>	<b>4.4</b>	<b>5.1</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>4.9</b>	<b>5.3</b>	<b>5.0</b>	<b>5.1</b>	<b>5.3</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>6.0</b>	<b>3.9</b>	<b>5.8</b>	<b>5.5</b>	<b>5.0</b>

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.





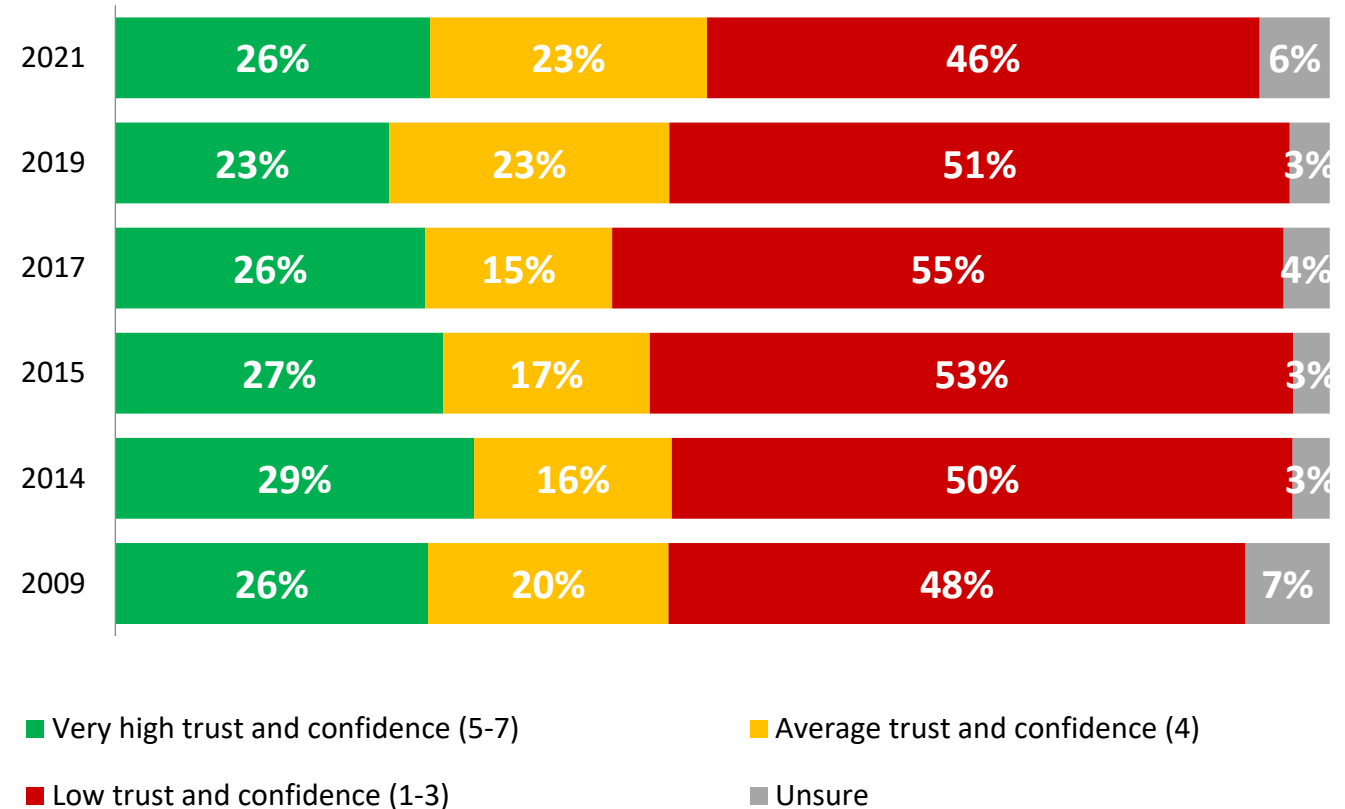
# Cable Companies Trust and Confidence

“ Canadians more often have a low level of trust and confidence in cable companies to protect Canadian culture and identity, which is consistent with the previous wave, but a decline from 2017. This is consistent across region, age, gender and vote preference. ”

Q

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]

## Cable Companies



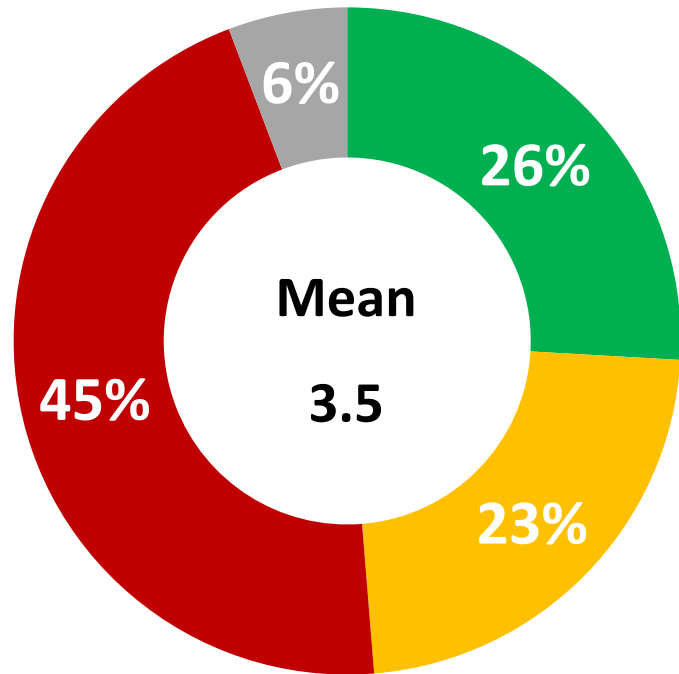
\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

# Cable Companies Trust and Confidence

**Q** 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]



- Very high trust and confidence (5-7)
- Average trust and confidence (4)
- Low trust and confidence (1-3)
- Unsure

## Cable Companies



Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>3.3</b>	<b>3.7</b>	<b>3.4</b>	<b>3.5</b>	<b>3.4</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>3.3</b>	<b>3.6</b>	<b>3.3</b>	<b>3.6</b>	<b>3.5</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>3.8</b>	<b>3.5</b>	<b>3.4</b>	<b>3.1</b>	<b>3.2</b>

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



## Private Broadcasters Trust and Confidence



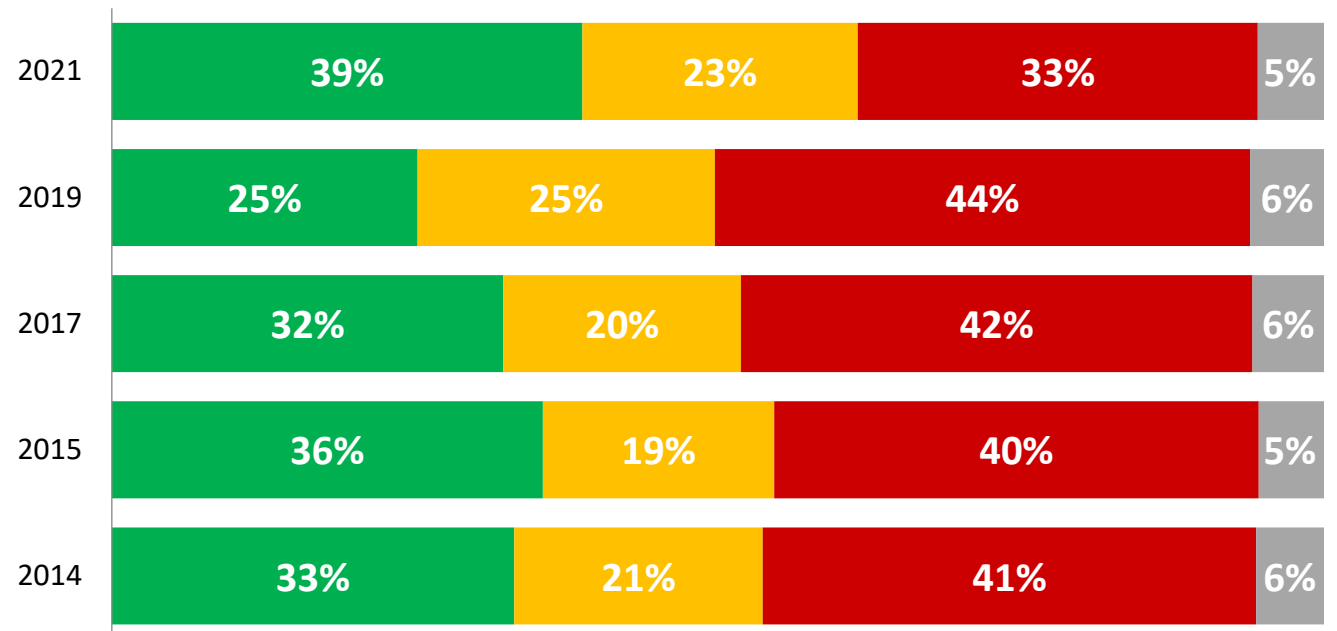
Canadians have an increased level of trust and confidence in private broadcasters to protect Canadian culture and identity compared to the 2019 wave. This is consistent across region, age, gender and vote preference.



Q

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]

### Private Broadcasters



Very high trust and confidence (5-7)

Average trust and confidence (4)

Low trust and confidence (1-3)

Unsure

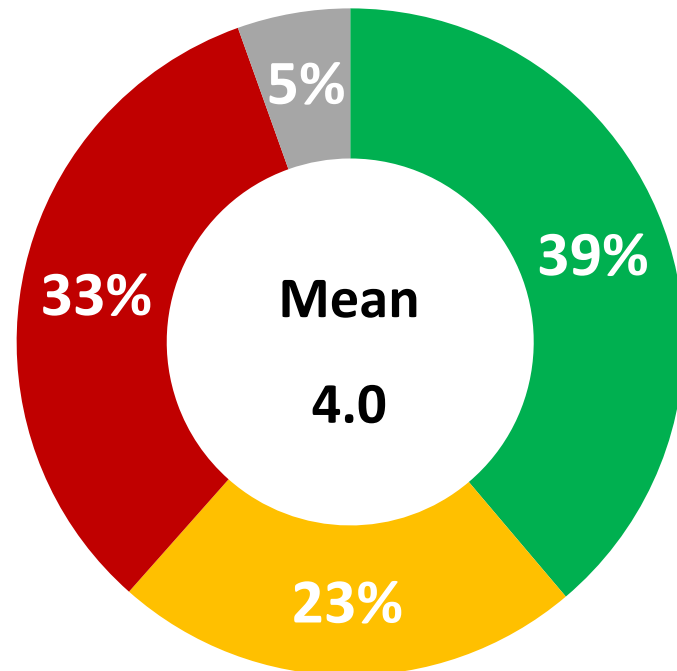
\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



# Private Broadcasters Trust and Confidence



- Very high trust and confidence (5-7)
- Average trust and confidence (4)
- Low trust and confidence (1-3)
- Unsure

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

**Q**

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]

## Private Broadcasters



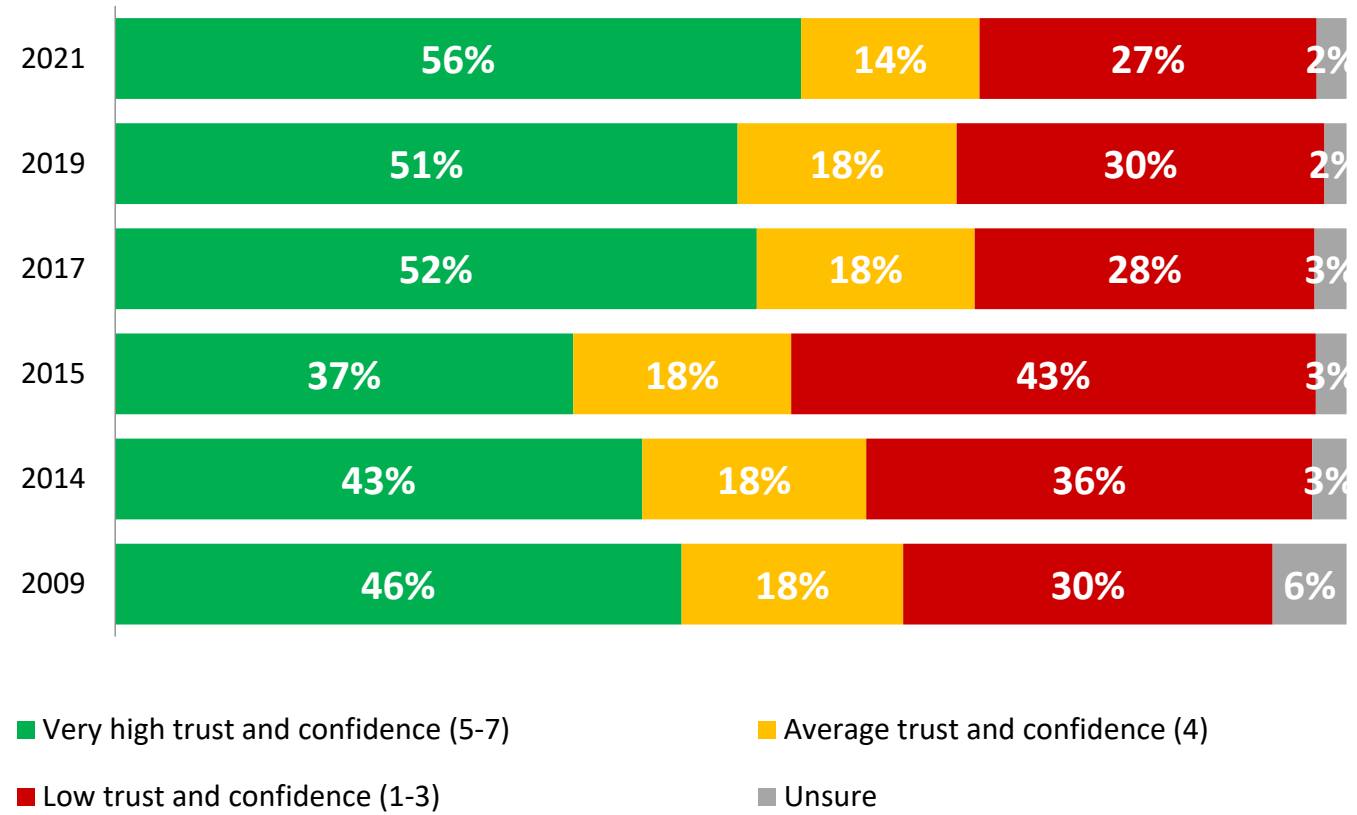
Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>3.7</b>	<b>4.3</b>	<b>3.9</b>	<b>3.9</b>	<b>3.8</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>3.9</b>	<b>4.1</b>	<b>3.6</b>	<b>4.1</b>	<b>4.1</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>4.1</b>	<b>4.2</b>	<b>3.6</b>	<b>3.7</b>	<b>3.8</b>

# Canadian Government Trust and Confidence

“ Canadians more often have a high level of trust and confidence in the Canadian Government to protect Canadian culture, consistent with the 2019 and 2017 waves. Liberal voters (mean of 5.5) and NDP voters (mean of 4.9) have a higher level of trust and confidence than Conservative Party voters (mean of 3.2). ”

**Q** 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]

## The Canadian Government

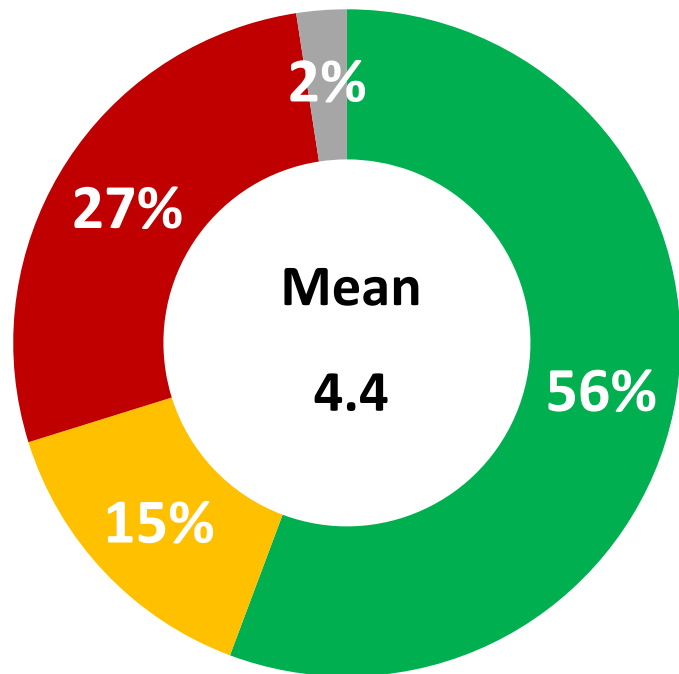


\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Canadian Government Trust and Confidence



- Very high trust and confidence (5-7)
- Average trust and confidence (4)
- Low trust and confidence (1-3)
- Unsure

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

## Q

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]

### The Canadian Government



Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>4.5</b>	<b>4.4</b>	<b>4.7</b>	<b>3.8</b>	<b>4.4</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>4.2</b>	<b>4.7</b>	<b>4.2</b>	<b>4.4</b>	<b>4.6</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>5.5</b>	<b>3.2</b>	<b>4.9</b>	<b>4.7</b>	<b>4.1</b>

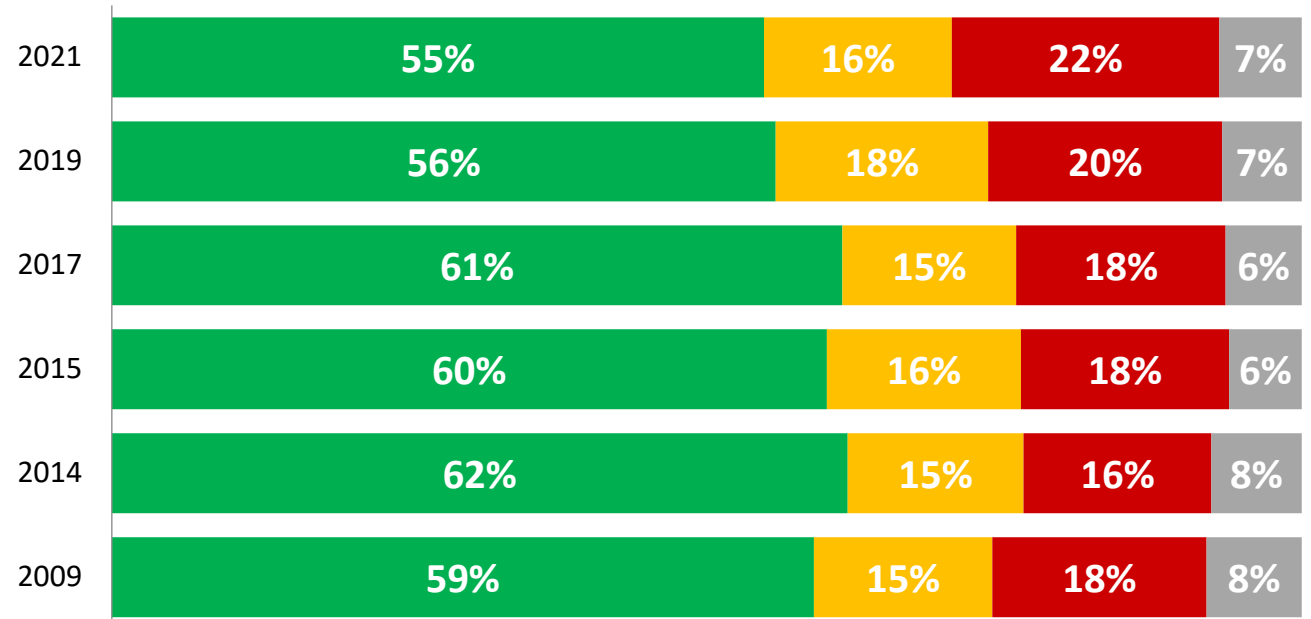
# CRTC Trust and Confidence

Canadians more often have a high level of trust and confidence in the CRTC to protect Canadian culture, consistent with previous waves. Liberal voters (mean of 5.3) and NDP voters (mean of 4.9) have a higher level of trust and confidence than Conservative Party voters (mean of 3.9).

Q

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]

## CRTC



Very high trust and confidence (5-7)

Average trust and confidence (4)

Low trust and confidence (1-3)

Unsure

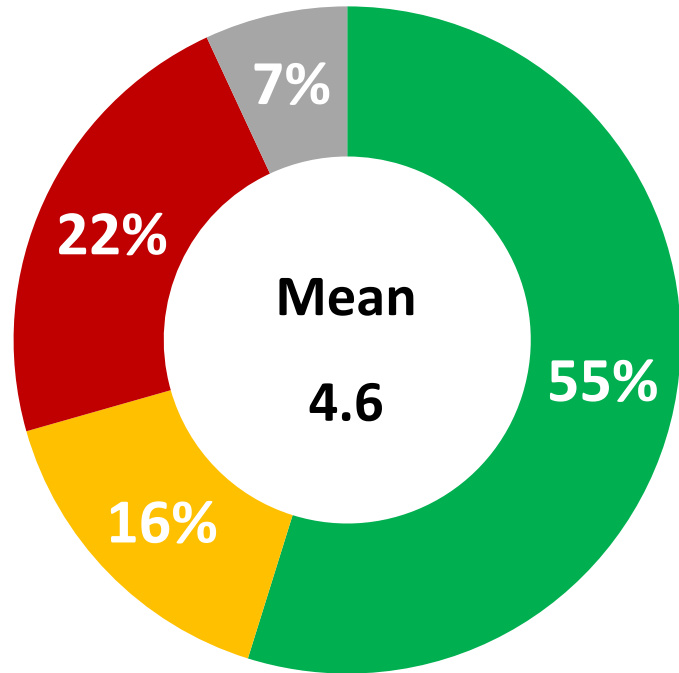
\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

# CRTC Trust and Confidence

**Q** 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]



- Very high trust and confidence (5-7)
- Average trust and confidence (4)
- Low trust and confidence (1-3)
- Unsure

## CRTC



Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>4.5</b>	<b>4.9</b>	<b>4.7</b>	<b>4.2</b>	<b>4.5</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>4.4</b>	<b>4.8</b>	<b>4.4</b>	<b>4.6</b>	<b>4.7</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>5.3</b>	<b>3.9</b>	<b>4.9</b>	<b>4.7</b>	<b>4.4</b>

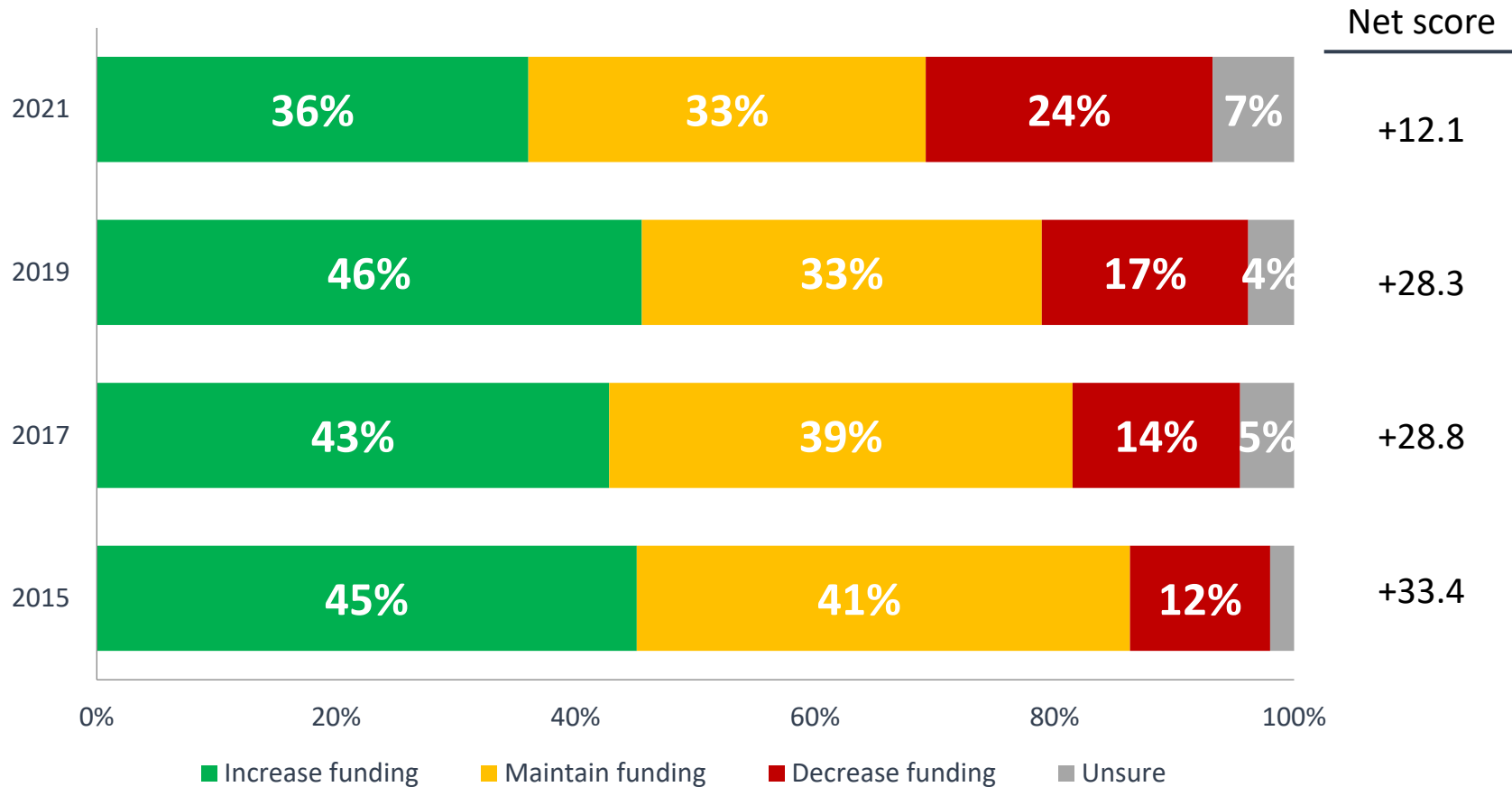
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Funding for the CBC

**Q** 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?



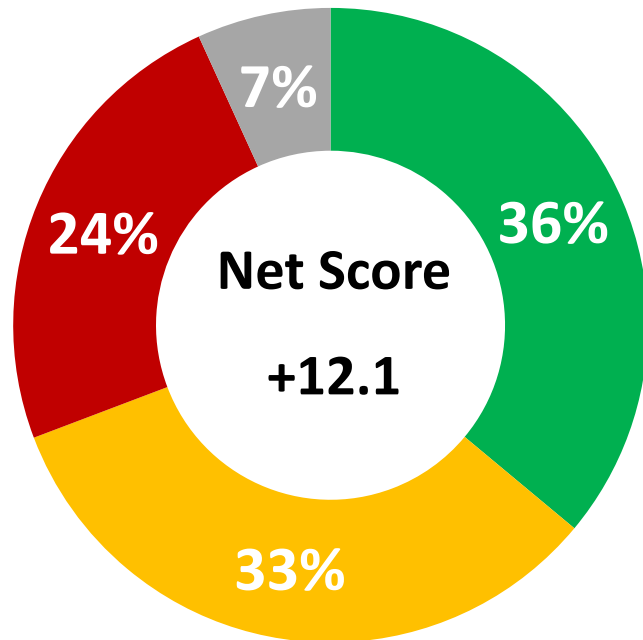
“ The proportion of Canadians who would advise their MP to increase funding to the CBC has decreased from the previous wave, with a majority of Canadians preferring to either increase or maintain funding. ”

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Funding for the CBC



- 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

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

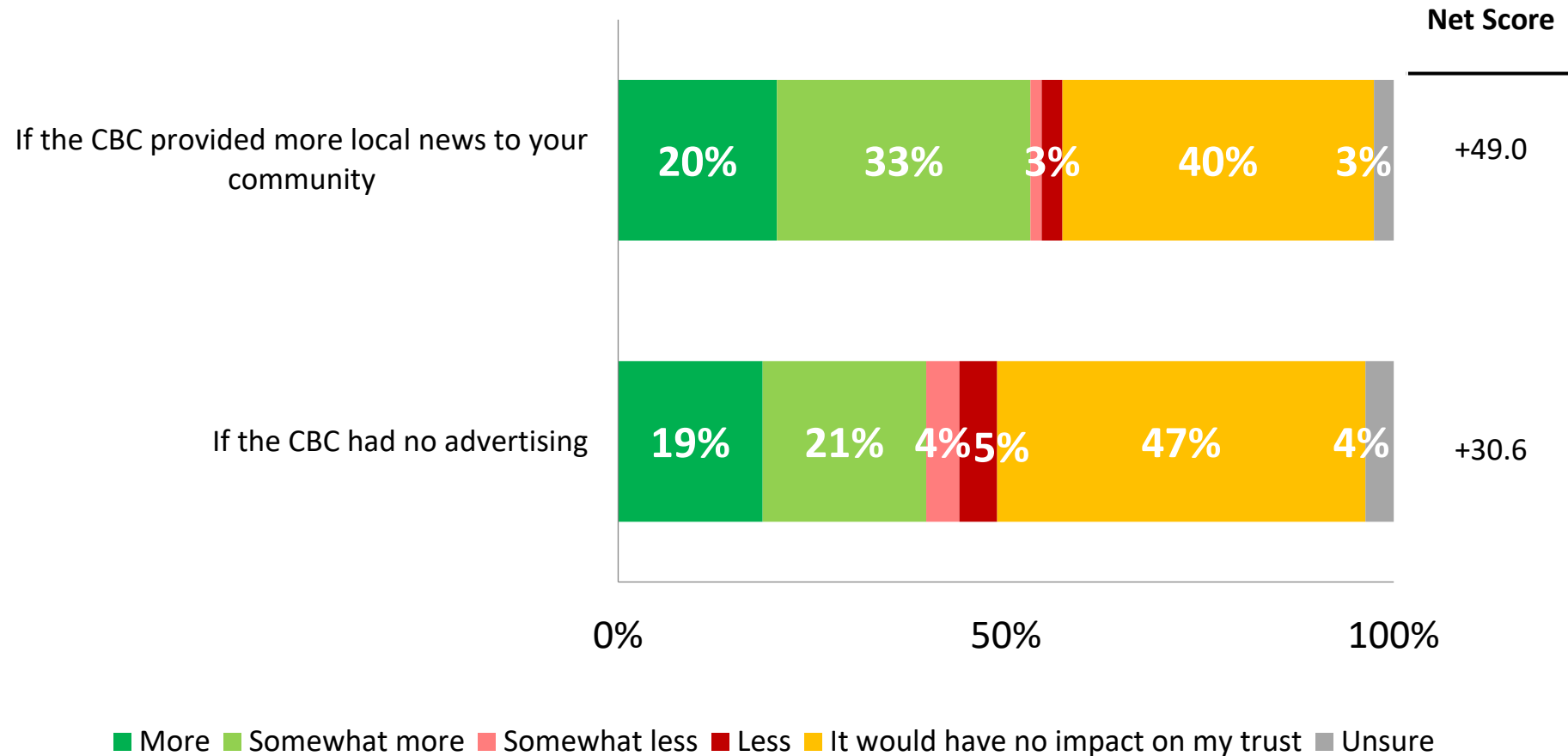
**Q**

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	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>40.4%</b>	<b>43.5%</b>	<b>35.9%</b>	<b>22.6%</b>	<b>39.8%</b>
	Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>34.6%</b>	<b>37.5%</b>	<b>29.8%</b>	<b>35.8%</b>	<b>40.7%</b>	
	Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>50.7%</b>	<b>6.4%</b>	<b>58.3%</b>	<b>57.4%</b>	<b>29.8%</b>	

# Trust in CBC

**Q** | Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred?  
[ROTATE]



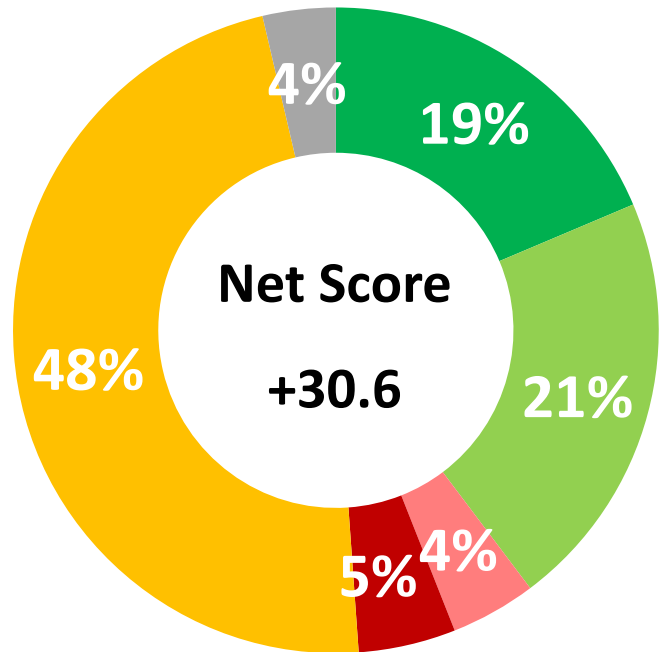
“ Canadians more often say they would trust the CBC more or somewhat more if the CBC provided more local news to their community, and more often say it would have no impact on their trust if CBC had no advertising. ”

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.  
\*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



# Trust in CBC if they had no advertising



- More
- Somewhat more
- Somewhat less
- Less
- It would have no impact on my trust
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

Q

Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred? [ROTATE]

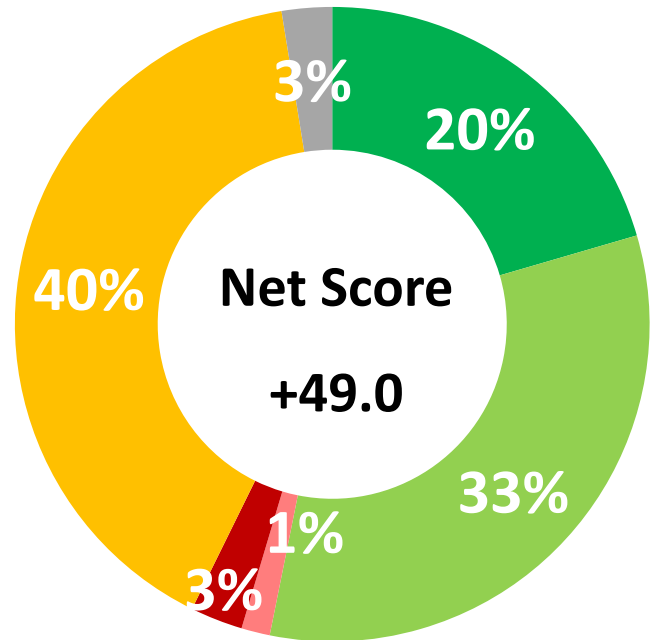
## If the CBC had no advertising

No impact

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>46.5%</b>	<b>48.9%</b>	<b>44.1%</b>	<b>55.5%</b>	<b>44.3%</b>
Men (n=546)		Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
	<b>45.7%</b>	<b>49.2%</b>	<b>47.9%</b>	<b>51.3%</b>	<b>43.8%</b>
Liberal (n=313)		Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
	<b>44.8%</b>	<b>59.5%</b>	<b>40.8%</b>	<b>24.5%</b>	<b>47.0%</b>



# Trust in CBC if they had more local news to your community



- More
- Somewhat more
- Somewhat less
- Less
- It would have no impact on my trust
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

Q

Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred? [ROTATE]

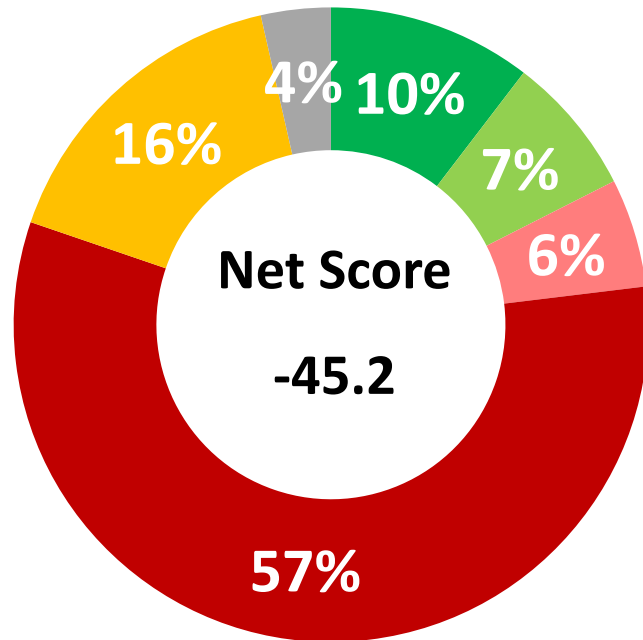
If the CBC provided more local news to your community

More/Somewhat more

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>61.4%</b>	<b>57.5%</b>	<b>54.0%</b>	<b>42.2%</b>	<b>54.1%</b>
Men (n=546)		Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
	<b>55.9%</b>	<b>50.5%</b>	<b>48.4%</b>	<b>50.6%</b>	<b>58.8%</b>
Liberal (n=313)		Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
	<b>60.2%</b>	<b>38.7%</b>	<b>65.6%</b>	<b>60.5%</b>	<b>49.2%</b>



# Likelihood of votes for a politician based on their promises



- More likely
- Somewhat more likely
- Somewhat less likely
- Less likely
- It would have no impact
- Unsure

\*Weighted to the true population proportion.

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

\*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

## Q

If a politician promised to sell CBC TV and shut down all of CBC's digital services, would this make you more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood to vote for that politician?

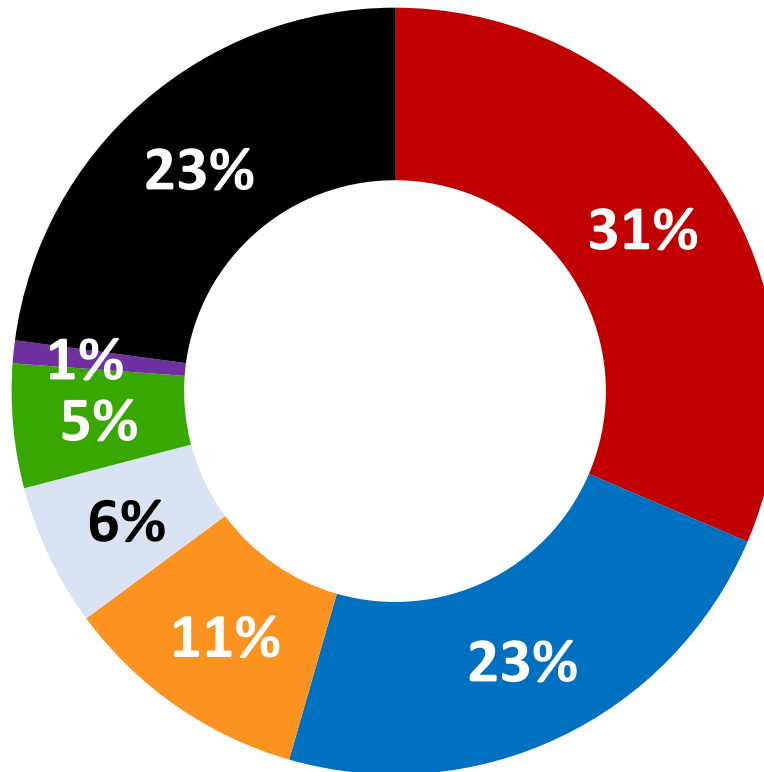
Less likely/Somewhat less likely

Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>76.3%</b>	<b>66.7%</b>	<b>63.8%</b>	<b>46.1%</b>	<b>68.5%</b>
Men (n=546)	Women (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
<b>60.6%</b>	<b>64.7%</b>	<b>60.6%</b>	<b>61.0%</b>	<b>58.8%</b>
Liberal (n=313)	Conservative (n=247)	NDP (n=107)	Green (n=49)	Undecided (n=227)
<b>79.6%</b>	<b>28.3%</b>	<b>80.6%</b>	<b>81.0%</b>	<b>61.8%</b>

# Political parties

Q

Thinking of federal elections, which federal party do you usually vote for?



- Liberal Party of Canada
- Conservative Party of Canada
- New Democratic Party of Canada
- Bloc Quebecois
- Green Party of Canada
- People's Party of Canada
- I don't have a party I regularly vote for

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame telephone random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1,007, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between March 27<sup>th</sup> and 30<sup>th</sup>, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for a random survey of 1,007 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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

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





Element	Description	Element	Description
Research sponsor	Friends of Canadian Broadcasting	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,007 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior* to administering the survey to ensure the integrity of the data. *Confirm if applicable
Source of Sample	Nanos Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, government deficits, China, carbon pricing, the Canadian Armed Forces, sex trafficking, the federal government, COVID-19 vaccines, and nuclear weapons.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	March 27 <sup>th</sup> to 30 <sup>th</sup> , 2021.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

A composite image with a dark, semi-transparent overlay. In the upper left, a portion of a calculator is visible, showing several buttons with mathematical symbols like '+', 'x', and '='. In the upper right, a silver ballpoint pen is shown, angled downwards. The background is filled with a faint, light-colored bar chart and a line graph, suggesting a business or financial context.

# TABULATIONS



**2021-1867 – Friends of Canadian Broadcasting – March OMNI – STAT SHEET**

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

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Local TV news is valuable to me.	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Agree	%	50.5	61.2	46.6	54.5	43.0	50.5	48.7	52.1	32.6	47.9	65.4
	Somewhat agree	%	26.2	19.1	35.6	23.1	27.7	20.3	27.0	25.5	27.3	29.3	22.7
	Somewhat disagree	%	8.4	10.5	5.7	7.2	12.0	10.5	7.2	9.5	11.4	7.7	6.9
	Disagree	%	14.1	9.2	11.0	14.1	16.8	18.0	16.7	11.6	27.3	14.2	4.6
	Unsure	%	0.8	0.0	1.1	1.1	0.5	0.7	0.4	1.3	1.5	0.8	0.4



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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. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]:

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Foreign companies broadcasting in Canada should not be required to financially contribute to help support new Canadian programming	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Agree	%	13.6	14.4	10.5	16.3	10.7	15.1	15.7	11.6	14.1	15.5	11.7
	Somewhat agree	%	12.9	9.7	8.2	13.1	20.0	12.7	12.5	13.3	22.0	13.0	6.4
	Somewhat disagree	%	21.2	22.5	19.3	21.7	22.3	20.6	19.1	23.1	22.2	24.5	17.5
	Disagree	%	47.9	48.6	58.8	44.0	41.3	48.5	51.1	44.7	37.1	44.0	58.9
	Unsure	%	4.4	4.8	3.3	4.9	5.7	3.1	1.5	7.2	4.7	3.1	5.4

As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]:

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - 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	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Agree	%	58.0	59.0	69.9	56.2	46.4	58.0	55.9	60.0	48.7	51.8	70.1
	Somewhat agree	%	20.2	21.5	17.4	20.2	24.6	18.0	20.4	19.9	21.5	23.0	16.6
	Somewhat disagree	%	8.5	3.0	5.5	8.7	12.4	11.0	10.1	7.1	12.3	9.2	5.4
	Disagree	%	10.2	11.9	5.0	11.0	13.8	11.2	12.3	8.2	15.2	11.9	5.0
	Unsure	%	3.1	4.5	2.2	4.0	2.9	1.8	1.4	4.8	2.3	4.1	2.9

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Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Having legislation in Canada requiring Facebook and Google to pay news organizations for the content a news organization creates. Currently Facebook and Google pay nothing to Canadian news organizations to use content.	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	59.0	60.1	67.2	55.3	54.7	60.8	60.1	57.9	49.6	57.0	67.4
	Somewhat support	%	21.7	18.1	20.1	22.5	28.0	15.7	21.4	22.0	22.5	24.2	19.0
	Somewhat oppose	%	5.4	7.0	3.3	6.9	3.6	6.2	5.5	5.3	7.3	6.1	3.4
	Oppose	%	6.7	8.1	4.2	7.2	6.7	8.7	8.6	4.9	9.0	7.0	4.7
	Unsure	%	7.2	6.7	5.2	8.1	7.0	8.7	4.4	9.9	11.6	5.6	5.6

Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Google, Facebook and Netflix should be subject to Canadian law and pay Canadian taxes.	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	70.2	67.1	79.9	66.4	65.0	72.7	73.1	67.4	64.2	67.4	76.9
	Somewhat support	%	17.3	15.7	10.2	17.4	25.6	18.8	15.7	18.9	19.8	18.1	14.8
	Somewhat oppose	%	3.9	4.6	2.7	5.9	1.9	2.5	3.8	3.9	6.0	4.2	2.0
	Oppose	%	4.2	8.2	3.6	4.7	3.4	2.6	5.5	2.9	5.7	5.5	1.9
	Unsure	%	4.5	4.3	3.5	5.6	4.1	3.4	1.9	6.9	4.3	4.7	4.4



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			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking about the influence of Facebook and other social media platforms on politics and the news we get, would you say the Canadian democracy is stronger, somewhat stronger, the same, somewhat weaker or weaker than it was 5 years ago	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Stronger	%	4.1	5.7	3.0	6.0	2.2	2.2	4.3	3.9	7.2	3.8	2.1
	Somewhat stronger	%	7.1	5.5	7.0	7.5	6.0	8.4	6.9	7.2	7.0	7.3	6.9
	The same	%	24.3	25.7	24.6	26.3	21.0	21.6	23.5	25.0	26.2	25.0	22.3
	Somewhat weaker	%	30.1	29.8	36.1	27.2	30.1	28.3	30.6	29.6	24.7	26.8	36.9
	Weaker	%	25.6	20.2	19.3	24.7	32.3	32.5	30.4	21.0	26.4	29.3	21.7
	Unsure	%	8.9	13.1	10.1	8.2	8.5	7.0	4.3	13.3	8.5	7.7	10.1

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think content displayed on online social media platforms like Facebook is more accurate, as accurate or less accurate than content published in traditional media, such as TV broadcasters and newspapers?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More accurate	%	2.7	3.5	1.4	2.5	3.0	4.7	2.6	2.8	3.6	3.8	1.1
	As accurate	%	10.1	8.5	11.0	8.1	14.2	9.2	10.7	9.5	13.9	11.2	6.4
	Less accurate	%	80.5	85.0	81.1	81.8	75.1	80.9	81.1	80.0	74.0	79.6	85.9
	Unsure	%	6.7	2.9	6.5	7.6	7.7	5.2	5.6	7.8	8.5	5.4	6.6

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			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The Government of the United Kingdom (UK) is proposing a new law that would hold platforms like Facebook and Twitter legally responsible when they amplify hateful or illegal content that is posted by their users. The proposed UK law would also hold the company's executives personally liable. Would you support, somewhat support, somewhat oppose, or oppose Canada adopting similar legislation to that proposed in the UK	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	58.4	62.0	62.0	57.9	49.4	63.9	53.7	62.8	51.3	53.3	67.9
	Somewhat support	%	25.0	21.9	26.9	24.0	27.9	22.5	26.6	23.5	25.3	29.6	20.8
	Somewhat oppose	%	6.1	4.8	5.1	6.6	9.0	3.1	6.4	5.8	8.1	6.5	4.4
	Oppose	%	7.2	7.8	2.4	7.6	10.7	9.2	10.2	4.3	10.6	8.4	3.7
	Unsure	%	3.3	3.5	3.7	3.9	3.0	1.3	3.1	3.5	4.8	2.2	3.2

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

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Rank 1	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	CBC (including radio, TV, online, and digital)	%	49.5	58.5	59.5	46.8	37.0	52.3	45.6	53.2	45.0	50.8	51.6
	Private broadcasters like CTV, Global, or a radio station	%	22.8	15.1	13.1	27.6	28.2	22.4	22.6	22.9	20.5	21.7	25.4
	Newspapers (including online versions)	%	13.8	13.7	14.6	14.2	13.6	11.8	17.9	9.9	13.6	12.0	15.6
	Facebook	%	1.1	0.8	2.7	0.0	2.4	0.0	1.0	1.3	1.7	0.8	1.1
	Other online sources	%	10.7	9.9	7.9	9.0	18.3	10.7	10.8	10.6	15.9	13.2	4.8
	Unsure	%	2.0	2.0	2.2	2.4	0.4	2.9	2.1	2.0	3.5	1.4	1.5

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

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question – Rank 2	Total	Unwgt N	968	98	192	332	192	154	523	445	204	361	403	
		Wgt N	959	66	220	369	178	126	467	492	256	329	374	
		CBC (including radio, TV, online, and digital)	%	21.4	19.8	18.1	24.1	18.2	24.5	21.7	21.1	20.4	19.5	23.7
		Private broadcasters like CTV, Global, or a radio station	%	35.4	50.4	34.8	31.8	35.8	38.4	34.6	36.1	27.3	36.9	39.6
		Newspapers (including online versions)	%	35.3	24.1	42.5	34.8	34.7	30.9	36.2	34.4	38.7	35.5	32.8
		Facebook	%	1.9	2.5	0.4	1.9	4.1	0.7	1.9	1.8	1.9	3.7	0.1
		Other online sources	%	5.5	3.2	3.6	6.7	6.4	5.5	5.4	5.6	9.9	4.1	3.8
		Unsure	%	0.6	0.0	0.5	0.8	0.9	0.0	0.2	0.9	1.8	0.3	0.0

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

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question – Rank 3	Total	Unwgt N	909	95	178	310	180	146	494	415	185	343	381	
		Wgt N	897	64	205	342	167	120	442	455	231	312	354	
		CBC (including radio, TV, online, and digital)	%	13.6	12.2	14.0	13.1	19.4	7.2	14.4	12.9	14.7	13.3	13.3
		Private broadcasters like CTV, Global, or a radio station	%	32.2	21.2	42.5	32.8	24.1	30.3	34.6	29.9	36.3	32.4	29.4
		Newspapers (including online versions)	%	40.1	53.1	34.3	38.8	40.0	47.0	36.5	43.6	28.8	42.3	45.4
		Facebook	%	4.1	2.6	2.6	4.7	4.3	5.8	4.6	3.7	7.4	3.8	2.4
		Other online sources	%	9.6	11.0	5.9	10.4	12.2	9.7	9.8	9.5	12.8	7.9	9.1
		Unsure	%	0.3	0.0	0.8	0.3	0.0	0.0	0.2	0.3	0.0	0.3	0.4

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – STAT SHEET**

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

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Rank 4	Total	Unwgt N	786	81	142	272	160	131	435	351	167	302	317
		Wgt N	772	52	162	300	151	108	391	382	209	274	289
	CBC (including radio, TV, online, and digital)	%	8.1	7.9	2.8	8.6	14.4	6.2	10.6	5.6	6.9	8.7	8.5
	Private broadcasters like CTV, Global, or a radio station	%	6.6	10.6	4.5	6.0	7.8	7.4	5.1	8.1	11.1	6.2	3.6
	Newspapers (including online versions)	%	7.5	6.2	7.4	6.2	9.8	8.6	6.5	8.5	9.8	8.6	4.7
	Facebook	%	23.1	25.0	24.8	22.1	22.5	23.3	24.1	22.1	20.6	22.3	25.8
	Other online sources	%	54.6	50.3	60.4	57.0	45.5	53.8	53.7	55.5	51.6	54.2	57.1
	Unsure	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.0	0.3

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

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Rank 5	Total	Unwgt N	724	76	128	252	147	121	408	316	156	283	285
		Wgt N	710	48	145	278	139	100	367	343	196	256	257
	CBC (including radio, TV, online, and digital)	%	7.1	3.4	2.3	6.1	14.8	7.8	8.1	6.0	10.3	7.9	3.7
	Private broadcasters like CTV, Global, or a radio station	%	1.3	5.5	2.1	0.7	1.4	0.0	1.3	1.3	2.5	1.4	0.4
	Newspapers (including online versions)	%	2.7	2.3	1.1	4.0	1.2	3.6	1.8	3.5	4.5	1.5	2.4
	Facebook	%	70.1	69.0	73.7	69.7	67.0	71.0	69.7	70.6	67.4	70.4	71.9
	Other online sources	%	18.1	18.1	20.8	18.5	14.9	17.5	18.3	17.9	14.2	18.5	20.8
	Unsure	%	0.7	1.8	0.0	1.1	0.8	0.0	0.8	0.6	1.0	0.4	0.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random telephone and online survey of 1,007 Canadians, 18 years of age or older, between March 27<sup>th</sup> and 30<sup>th</sup>, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



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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 a very high trust and confidence? [RANDOMIZE]

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - CBC/SRC	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	5.1	5.3	5.4	5.3	4.4	5.1	4.9	5.3	5.0	5.1	5.3	
		Median	6.0	6.0	6.0	6.0	5.0	6.0	6.0	6.0	6.0	6.0	6.0	
	Very low trust and confidence (1)	%	8.9	7.3	5.1	6.0	19.4	10.2	11.9	6.0	11.3	11.6	4.8	
		2	%	3.9	3.5	3.9	4.1	4.6	2.7	4.6	3.3	4.7	2.8	4.3
		3	%	5.2	7.1	3.4	6.1	6.5	3.0	5.2	5.2	5.7	3.2	6.6
		4	%	10.6	6.8	13.0	9.0	11.9	11.4	11.4	9.8	9.2	11.4	10.9
		5	%	16.4	17.0	11.9	17.6	17.2	19.2	15.8	16.9	16.4	17.4	15.4
		6	%	24.2	26.3	32.1	21.8	19.7	22.3	24.3	24.1	21.2	23.5	26.9
		Very high trust and confidence (7)	%	28.0	30.6	28.8	32.2	17.0	28.5	24.8	31.1	27.3	27.4	29.1
	Unsure	%	2.8	1.3	1.9	3.1	3.7	2.8	1.9	3.6	4.2	2.6	2.0	



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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 a very high trust and confidence? [RANDOMIZE]

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - Cable Companies	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	3.5	3.3	3.7	3.4	3.5	3.4	3.3	3.6	3.3	3.6	3.5	
		Median	4.0	4.0	4.0	3.0	3.0	3.0	3.0	4.0	3.0	4.0	4.0	
		Very low trust and confidence (1)	%	12.7	22.3	12.5	13.2	9.0	11.5	13.7	11.7	14.9	12.4	11.3
		2	%	12.7	12.4	9.9	13.0	14.2	15.0	17.1	8.5	15.0	11.1	12.6
		3	%	20.1	10.2	16.4	20.9	25.8	21.6	21.4	18.9	25.0	18.1	18.5
		4	%	22.8	28.2	24.7	21.6	22.0	21.4	19.8	25.7	17.2	24.1	25.7
		5	%	17.6	18.7	22.6	17.0	15.7	12.2	16.0	19.0	14.0	19.7	18.1
		6	%	7.1	3.2	9.7	5.9	6.6	8.2	7.4	6.7	5.9	8.2	6.9
		Very high trust and confidence (7)	%	1.3	1.6	0.9	1.6	0.7	1.7	1.0	1.6	1.6	1.4	0.9
		Unsure	%	5.8	3.2	3.3	6.7	5.9	8.4	3.5	8.0	6.3	5.0	6.0



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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 a very high trust and confidence? [RANDOMIZE]

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - Private Broadcasters	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	4.0	3.7	4.3	3.9	3.9	3.8	3.9	4.1	3.6	4.1	4.1	
		Median	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	
		Very low trust and confidence (1)	%	9.8	18.0	8.3	9.6	8.6	10.4	12.5	7.1	13.2	9.2	7.8
		2	%	7.2	10.1	5.3	7.3	6.6	9.9	6.7	7.8	9.7	6.4	6.2
		3	%	16.0	13.0	11.9	18.1	18.0	15.8	16.3	15.6	18.5	13.9	16.0
		4	%	22.7	18.1	21.5	23.7	26.1	19.9	23.4	22.0	20.3	26.8	20.8
		5	%	22.8	21.4	31.4	18.9	21.6	21.7	22.6	23.1	18.7	22.5	26.1
		6	%	13.5	13.6	16.2	12.8	12.6	12.3	13.0	14.0	10.0	13.8	15.7
		Very high trust and confidence (7)	%	2.5	2.7	3.6	2.6	1.1	1.8	2.1	2.8	1.6	3.3	2.3
		Unsure	%	5.5	3.2	1.9	7.1	5.5	8.3	3.2	7.6	8.0	4.0	5.0



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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 a very high trust and confidence? [RANDOMIZE]

			Region					Gender		Age				
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - The Canadian Government	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
		Mean	4.4	4.5	4.4	4.7	3.8	4.4	4.2	4.7	4.2	4.4	4.6	
		Median	5.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	5.0	5.0	
		Very low trust and confidence (1)	%	13.6	14.6	9.7	10.5	24.8	13.1	16.2	11.0	14.6	16.0	10.7
		2	%	5.2	4.1	7.9	3.6	5.2	5.8	6.9	3.6	7.2	3.2	5.7
		3	%	8.6	7.7	9.2	6.3	11.4	10.5	8.8	8.3	9.7	6.2	9.8
		4	%	14.5	16.7	12.7	16.2	12.6	14.0	17.7	11.4	14.0	16.5	13.0
		5	%	22.5	13.6	29.7	21.4	19.5	21.7	19.8	25.1	23.5	21.7	22.4
		6	%	20.8	27.2	20.6	22.2	15.8	20.8	19.0	22.6	13.9	23.0	23.7
		Very high trust and confidence (7)	%	12.4	14.0	9.1	16.2	9.0	10.8	10.1	14.6	13.2	11.3	12.8
		Unsure	%	2.4	2.1	1.0	3.4	1.7	3.2	1.5	3.3	3.8	2.0	1.8



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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 a very high trust and confidence? [RANDOMIZE]

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - CRTC	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
		Mean	4.6	4.5	4.9	4.7	4.2	4.5	4.4	4.8	4.4	4.6	4.7
		Median	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0
	Very low trust and confidence (1)	%	8.0	8.0	5.3	9.3	10.6	5.3	10.4	5.7	9.6	8.6	6.3
	2	%	6.5	6.8	5.4	5.1	7.7	10.6	8.2	4.9	7.0	6.4	6.2
	3	%	8.0	11.1	7.4	7.4	11.6	4.0	10.1	6.0	9.1	6.8	8.3
	4	%	15.8	20.4	12.4	16.0	18.4	15.2	14.8	16.8	15.7	15.4	16.1
	5	%	21.2	16.0	22.9	19.7	19.7	27.4	22.7	19.8	20.6	22.0	21.0
	6	%	21.8	19.4	28.3	22.1	15.0	19.9	18.8	24.6	16.8	23.5	23.8
	Very high trust and confidence (7)	%	11.8	13.4	12.1	14.6	8.5	7.0	11.5	12.1	9.9	12.3	12.7
Unsure	%	6.9	4.8	6.2	5.7	8.5	10.5	3.6	10.1	11.3	5.1	5.4	

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
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?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Increase funding for the CBC from current levels	%	36.1	40.4	43.5	35.9	22.6	39.8	34.6	37.5	29.8	35.8	40.7
	Maintain funding for the CBC at current levels	%	33.2	38.9	35.2	33.8	30.6	28.4	30.3	36.0	36.8	33.5	30.4
	Decrease CBC funding from current levels	%	24.0	13.7	16.2	21.1	42.5	25.4	31.9	16.4	22.7	24.9	24.0
	Don't know/No opinion	%	6.8	7.0	5.2	9.2	4.2	6.4	3.3	10.2	10.8	5.8	4.9

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Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred? [ROTATE]

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If the CBC had no advertising	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More	%	18.6	16.1	19.9	21.7	10.3	20.2	19.0	18.2	18.3	15.8	21.4
	Somewhat more	%	21.1	23.3	20.5	21.9	18.7	22.1	21.3	20.9	19.6	19.9	23.2
	Somewhat less	%	4.3	6.0	4.0	3.5	4.2	6.3	5.7	2.9	3.7	3.3	5.5
	Less	%	4.9	5.3	3.1	4.3	8.7	4.3	5.8	4.0	6.7	5.6	3.0
	No impact	%	47.5	46.5	48.9	44.1	55.5	44.3	45.7	49.2	47.9	51.3	43.8
	Unsure	%	3.7	2.9	3.7	4.5	2.7	2.8	2.6	4.7	3.9	4.0	3.2

Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred? [ROTATE]

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If the CBC provided more local news to your community	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More	%	20.5	33.1	21.6	22.3	11.6	19.2	22.3	18.7	17.6	18.2	24.5
	Somewhat more	%	32.7	28.3	35.9	31.7	30.6	34.9	33.6	31.8	30.8	32.4	34.3
	Somewhat less	%	1.5	2.1	1.5	0.9	3.1	0.4	1.7	1.2	1.1	0.4	2.6
	Less	%	2.7	0.0	1.8	2.1	3.2	6.4	4.0	1.4	2.1	3.4	2.4
	No impact	%	40.2	34.0	36.9	39.4	49.8	37.8	37.0	43.2	44.9	42.6	34.6
	Unsure	%	2.6	2.4	2.2	3.6	1.8	1.4	1.4	3.7	3.5	2.9	1.6





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			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If a politician promised to sell CBC TV and shut down all of CBC's digital services, would this make you more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood to vote for that politician?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More likely	%	10.4	2.1	7.6	8.4	19.7	12.3	15.2	5.8	8.7	12.1	10.0
	Somewhat more likely	%	7.1	6.1	6.5	6.2	10.6	6.7	8.4	6.0	7.9	8.0	5.9
	Somewhat less likely	%	5.5	2.3	5.2	6.5	3.5	7.9	5.3	5.8	7.7	5.3	4.3
	Less likely	%	57.2	73.9	61.5	57.3	42.7	60.6	55.3	59.0	53.0	55.7	61.4
	No impact	%	16.2	11.6	16.7	17.1	19.3	10.6	13.9	18.4	17.4	16.3	15.2
	Unsure	%	3.6	3.9	2.4	4.4	4.3	1.9	1.9	5.1	5.3	2.5	3.2

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question -Thinking of federal elections, which federal party do you usually vote for [RANDOMIZE]	Total	Unwgt N	1005	100	205	343	197	160	544	461	218	374	413
		Wgt N	998	67	233	383	182	133	488	510	273	341	384
	Liberal Party of Canada	%	31.4	37.8	28.8	37.0	21.4	30.4	30.6	32.2	26.2	32.0	34.6
	Conservative Party of Canada	%	23.0	19.5	9.8	23.5	40.2	23.0	27.5	18.8	18.7	25.7	23.7
	New Democratic Party of Canada	%	10.5	11.0	3.3	10.8	14.3	16.6	7.9	12.9	17.5	8.9	6.8
	Bloc Quebecois	%	6.0	0.0	25.8	0.0	0.0	0.0	7.2	4.9	3.7	5.0	8.5
	Green Party of Canada	%	5.2	5.6	5.0	5.5	1.9	9.1	3.2	7.1	7.1	4.1	4.9
	People's Party of Canada	%	1.0	0.0	1.4	0.8	1.2	0.8	1.2	0.7	0.9	1.5	0.6
	I don't have a party I regularly vote for	%	22.9	26.0	25.9	22.4	21.0	20.2	22.4	23.4	25.9	22.8	20.8

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – Tabs by Vote – STAT SHEET**

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

		Thinking of federal elections, which federal party do you usually vote for								
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Local TV news is valuable to me.	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	Agree	%	50.5	57.3	47.8	49.5	45.1	50.6		47.2
	Somewhat agree	%	26.2	27.0	24.8	19.4	36.6	35.2		25.5
	Somewhat disagree	%	8.4	8.3	11.0	12.5	8.1	1.0		5.8
	Disagree	%	14.1	7.4	16.0	17.6	10.1	13.2		18.7
	Unsure	%	0.8	0.0	0.4	0.9	0.0	0.0		2.9

As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

		Thinking of federal elections, which federal party do you usually vote for								
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Foreign companies broadcasting in Canada should not be required to financially contribute to help support new Canadian programming	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	Agree	%	13.5	8.8	20.1	11.8	7.6	9.8		15.6
	Somewhat agree	%	12.9	10.8	21.7	8.4	3.3	8.3		11.9
	Somewhat disagree	%	21.2	26.9	20.5	22.5	16.6	18.4		16.2
	Disagree	%	47.9	48.2	33.9	53.5	66.6	63.5		51.2
	Unsure	%	4.4	5.3	3.7	3.7	6.0	0.0		5.1

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – Tabs by Vote – 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. However, foreign internet broadcasters like Netflix, Amazon Prime and Disney + currently have no legal obligation to invest in Canadian content. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

		Thinking of federal elections, which federal party do you usually vote for								
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - 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	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
		Agree	%	58.1	58.1	47.6	62.2	82.7	67.7	59.2
		Somewhat agree	%	20.2	22.7	21.3	23.1	9.7	16.4	17.8
		Somewhat disagree	%	8.6	9.8	12.1	6.8	1.7	5.5	7.0
		Disagree	%	10.0	6.7	17.5	6.0	0.0	8.6	10.4
		Unsure	%	3.1	2.7	1.5	1.9	6.0	1.7	5.5

Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

		Thinking of federal elections, which federal party do you usually vote for								
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Having legislation in Canada requiring Facebook and Google to pay news organizations for the content a news organization creates. Currently Facebook and Google pay nothing to Canadian news organizations to use content.	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
		Support	%	59.0	60.3	45.4	60.9	75.3	75.6	61.7
		Somewhat support	%	21.8	22.5	30.8	17.2	15.4	12.9	17.9
		Somewhat oppose	%	5.4	5.6	5.3	4.4	1.6	8.7	6.0
		Oppose	%	6.6	5.0	10.9	5.5	1.7	2.7	6.4
		Unsure	%	7.2	6.6	7.5	11.9	6.0	0.0	7.9

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Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Google, Facebook and Netflix should be subject to Canadian law and pay Canadian taxes.	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	Support	%	70.1	72.7	54.3	79.9	85.5	85.3		70.3
	Somewhat support	%	17.3	15.3	27.7	13.8	10.7	14.7		14.3
	Somewhat oppose	%	3.9	4.0	5.6	0.9	1.6	0.0		4.6
	Oppose	%	4.2	3.1	9.0	3.4	0.0	0.0		2.9
	Unsure	%	4.5	4.9	3.5	1.9	2.2	0.0		7.9

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Thinking about the influence of Facebook and other social media platforms on politics and the news we get, would you say the Canadian democracy is stronger, somewhat stronger, the same, somewhat weaker or weaker than it was 5 years ago	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	Stronger	%	4.1	4.5	1.8	2.9	5.1	3.9		6.3
	Somewhat stronger	%	7.1	9.5	4.6	5.9	5.9	1.8		8.6
	The same	%	24.2	28.4	18.2	35.7	18.0	20.1		22.3
	Somewhat weaker	%	30.2	36.0	23.5	29.0	42.3	44.1		23.9
	Weaker	%	25.6	12.6	43.8	20.8	21.0	24.2		26.8
Unsure	%	8.8	8.9	8.0	5.7	7.7	5.9		12.2	

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Thinking of federal elections, which federal party do you usually vote for										
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Do you think content displayed on online social media platforms like Facebook is more accurate, as accurate or less accurate than content published in traditional media, such as TV broadcasters and newspapers?	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	More accurate	%	2.7	1.5	4.9	5.1	0.0	0.0		1.5
	As accurate	%	10.1	6.5	14.8	8.1	7.6	3.0		13.0
	Less accurate	%	80.6	86.6	73.3	82.9	88.1	95.2		74.2
	Unsure	%	6.7	5.4	7.0	3.9	4.2	1.8		11.3

Thinking of federal elections, which federal party do you usually vote for										
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - The Government of the United Kingdom (UK) is proposing a new law that would hold platforms like Facebook and Twitter legally responsible when they amplify hateful or illegal content that is posted by their users. The proposed UK law would also hold the company's executives personally liable. Would you support, somewhat support, somewhat oppose, or oppose Canada adopting similar legislation to that proposed in the UK	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	Support	%	58.4	64.5	43.3	70.9	64.7	75.0		54.9
	Somewhat support	%	25.1	29.0	25.0	17.2	30.3	20.6		23.7
	Somewhat oppose	%	6.1	4.3	8.7	5.1	1.8	2.4		7.8
	Oppose	%	7.1	0.6	17.7	2.6	1.6	0.0		9.7
Unsure	%	3.3	1.6	5.4	4.2	1.6	1.9		3.9	

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – Tabs by Vote – STAT SHEET**

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

			Thinking of federal elections, which federal party do you usually vote for							
Question - Rank 1			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	CBC (including radio, TV, online, and digital)	%	49.6	64.7	17.5	68.8	61.8	63.9		48.0
	Private broadcasters like CTV, Global, or a radio station	%	22.7	18.4	40.9	13.9	7.5	25.3		18.3
	Newspapers (including online versions)	%	13.8	12.3	18.0	8.9	20.9	5.3		12.5
	Facebook	%	1.1	1.3	0.4	1.6	3.8	0.0		0.7
	Other online sources	%	10.7	2.4	21.8	6.1	2.6	2.0		16.4
	Unsure	%	2.0	0.9	1.4	0.8	3.3	3.5		4.1

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

			Thinking of federal elections, which federal party do you usually vote for							
Question - Rank 2			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
	Total	Unwgt N	966	308	237	106	47	46	9	213
		Wgt N	958	309	219	104	54	49	10	213
	CBC (including radio, TV, online, and digital)	%	21.3	20.7	23.0	21.2	17.8	22.5		21.1
	Private broadcasters like CTV, Global, or a radio station	%	35.4	38.6	31.8	33.8	37.2	31.1		36.5
	Newspapers (including online versions)	%	35.4	36.4	33.0	35.8	45.0	36.5		33.7
	Facebook	%	1.9	0.3	5.7	1.4	0.0	0.0		0.9
	Other online sources	%	5.5	4.0	4.9	7.8	0.0	9.8		6.9
	Unsure	%	0.6	0.0	1.6	0.0	0.0	0.0		1.0

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – Tabs by Vote – STAT SHEET**

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

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Rank 3	Total	Unwgt N	907	292	216	99	43	44	9	204
		Wgt N	896	293	198	94	50	47	10	203
	CBC (including radio, TV, online, and digital)	%	13.7	9.0	21.7	8.7	11.1	10.3		15.8
	Private broadcasters like CTV, Global, or a radio station	%	32.2	38.0	15.9	40.5	44.5	35.7		32.0
	Newspapers (including online versions)	%	40.0	45.5	36.0	33.3	28.5	48.7		41.1
	Facebook	%	4.1	3.1	7.0	4.9	2.6	0.0		3.0
	Other online sources	%	9.7	4.5	18.9	12.6	10.3	5.3		8.0
	Unsure	%	0.3	0.0	0.5	0.0	3.1	0.0		0.0

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

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - Rank 4	Total	Unwgt N	784	247	190	89	33	41	8	176
		Wgt N	771	247	175	85	37	44	8	175
	CBC (including radio, TV, online, and digital)	%	8.1	2.6	21.6	1.9	2.7	0.0		8.5
	Private broadcasters like CTV, Global, or a radio station	%	6.6	3.0	8.1	9.2	8.2	6.5		7.7
	Newspapers (including online versions)	%	7.5	5.2	9.7	6.0	3.5	8.3		9.8
	Facebook	%	23.0	23.6	21.1	18.2	28.5	33.1		21.7
	Other online sources	%	54.7	65.6	39.5	63.7	57.0	52.1		52.2
	Unsure	%	0.1	0.0	0.0	1.0	0.0	0.0		0.0

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

			Thinking of federal elections, which federal party do you usually vote for							
Question - Rank 5			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
	Total	Unwgt N	722	233	170	84	27	37	7	164
		Wgt N	709	233	156	79	31	39	7	162
	CBC (including radio, TV, online, and digital)	%	7.0	2.2	20.9	0.0		0.0		4.7
	Private broadcasters like CTV, Global, or a radio station	%	1.3	1.3	0.9	1.4		0.0		2.4
	Newspapers (including online versions)	%	2.7	0.9	2.3	11.1		2.3		2.1
	Facebook	%	70.3	74.0	64.4	73.2		64.3		70.9
	Other online sources	%	18.0	21.6	10.0	13.4		33.4		18.6
	Unsure	%	0.7	0.0	1.4	0.9		0.0		1.2

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – Tabs by Vote – STAT SHEET**

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]

		Thinking of federal elections, which federal party do you usually vote for								
Question - CBC/SRC			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
		Mean	5.1	6.0	3.9	5.8	4.9	5.5		5.0
		Median	6.0	6.0	4.0	6.0	6.0	6.0		6.0
	Very low trust and confidence (1)	%	8.8	1.1	21.9	0.0	8.0	0.0		10.6
	2	%	3.9	0.7	6.6	2.9	10.2	1.6		4.4
	3	%	5.2	2.0	11.2	2.2	3.4	2.4		6.4
	4	%	10.6	6.2	15.5	7.3	14.4	20.1		10.7
	5	%	16.3	19.1	13.5	23.0	12.1	20.1		13.2
	6	%	24.2	27.2	14.1	27.6	30.4	35.4		25.6
	Very high trust and confidence (7)	%	28.1	42.1	12.5	33.8	21.6	20.3		25.9
	Unsure	%	2.8	1.6	4.7	3.2	0.0	0.0		3.2

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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 a very high trust and confidence?  
[RANDOMIZE]

		Thinking of federal elections, which federal party do you usually vote for									
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for	
Question - Cable Companies	Total	Unwgt N	1005	313	247	107	53	49	9	227	
		Wgt N	998	314	230	104	60	52	10	228	
		Mean	3.5	3.8	3.5	3.4	3.6	3.1		3.2	
		Median	4.0	4.0	4.0	3.0	4.0	3.0		3.0	
		Very low trust and confidence (1)	%	12.7	9.7	10.8	9.6	13.0	14.2		18.7
		2	%	12.7	11.2	14.3	12.9	10.2	16.3		13.1
		3	%	20.2	17.3	17.7	29.0	20.7	36.0		19.6
		4	%	22.8	23.9	25.2	23.2	27.8	12.7		19.3
		5	%	17.4	21.8	16.9	16.2	13.1	13.8		14.8
		6	%	7.1	10.2	5.6	1.5	11.8	5.3		6.2
		Very high trust and confidence (7)	%	1.3	2.1	0.6	1.9	1.8	0.0		0.8
	Unsure	%	5.8	3.8	8.7	5.6	1.6	1.6		7.4	

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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 a very high trust and confidence?  
[RANDOMIZE]

		Thinking of federal elections, which federal party do you usually vote for									
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for	
Question - Private Broadcasters	Total	Unwgt N	1005	313	247	107	53	49	9	227	
		Wgt N	998	314	230	104	60	52	10	228	
		Mean	4.0	4.1	4.2	3.6	4.1	3.7		3.8	
		Median	4.0	4.0	4.0	4.0	4.0	4.0		4.0	
		Very low trust and confidence (1)	%	9.8	10.3	6.2	5.7	5.0	8.1		14.3
		2	%	7.3	5.4	6.0	15.0	7.7	8.3		7.5
		3	%	16.0	14.9	15.7	18.7	16.1	17.4		16.4
		4	%	22.8	19.1	24.4	27.0	25.9	36.7		21.2
		5	%	22.9	28.4	19.5	19.4	29.2	17.7		20.3
		6	%	13.4	15.8	17.0	5.6	12.8	4.7		12.2
		Very high trust and confidence (7)	%	2.5	2.8	3.2	0.5	1.7	1.7		2.6
		Unsure	%	5.5	3.2	8.0	8.1	1.6	5.5		5.6

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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 a very high trust and confidence?  
[RANDOMIZE]

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - The Canadian Government	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
		Mean	4.4	5.5	3.2	4.9	3.6	4.7		4.1
		Median	5.0	6.0	3.0	5.0	4.0	5.0		5.0
	Very low trust and confidence (1)	%	13.5	1.9	30.7	5.1	13.7	4.9		16.4
	2	%	5.2	1.0	9.3	1.4	18.8	3.6		5.3
	3	%	8.6	4.1	9.4	9.3	14.3	13.0		11.5
	4	%	14.5	10.1	19.9	12.8	19.4	15.6		14.5
	5	%	22.4	25.8	14.5	31.7	20.2	30.3		21.4
	6	%	20.8	31.8	9.5	20.9	11.9	24.5		19.0
	Very high trust and confidence (7)	%	12.4	24.5	3.5	14.0	1.7	8.2		8.3
	Unsure	%	2.4	0.7	3.3	4.7	0.0	0.0		3.6

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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 a very high trust and confidence?  
[RANDOMIZE]

		Thinking of federal elections, which federal party do you usually vote for									
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for	
Question - CRTC	Total	Unwgt N	1005	313	247	107	53	49	9	227	
		Wgt N	998	314	230	104	60	52	10	228	
		Mean	4.6	5.3	3.9	4.9	4.4	4.7		4.4	
		Median	5.0	6.0	4.0	5.0	5.0	5.0		5.0	
		Very low trust and confidence (1)	%	7.9	2.7	14.9	1.7	5.5	2.9		11.8
		2	%	6.5	2.6	10.2	6.6	9.3	10.8		6.3
		3	%	8.0	5.4	9.6	5.8	10.0	1.7		10.9
		4	%	15.8	13.7	21.1	14.9	21.4	22.9		11.4
		5	%	21.2	19.1	18.0	23.1	28.8	22.6		24.9
		6	%	21.8	31.0	11.1	27.4	11.9	21.8		21.1
		Very high trust and confidence (7)	%	11.8	18.8	8.1	8.3	8.9	9.0		8.9
		Unsure	%	6.9	6.8	7.0	12.1	4.2	8.3		4.7

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			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
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?	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	Increase funding for the CBC from current levels	%	36.1	50.7	6.4	58.3	46.2	57.4		29.8
	Maintain funding for the CBC at current levels	%	33.1	36.9	27.7	26.5	26.5	34.4		38.8
	Decrease CBC funding from current levels	%	23.9	6.9	59.9	3.9	21.5	5.1		22.6
	Don't know/No opinion	%	6.8	5.5	6.0	11.3	5.9	3.1		8.8

**Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred? [ROTATE]**

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - If the CBC had no advertising	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	More	%	18.6	19.7	8.2	31.6	17.8	37.3		17.5
	Somewhat more	%	21.1	25.9	11.7	21.5	29.9	24.2		21.7
	Somewhat less	%	4.3	5.6	5.8	0.9	5.1	6.2		2.1
	Less	%	4.9	1.4	12.1	2.0	1.7	3.9		4.6
	No impact	%	47.5	44.8	59.5	40.8	43.8	24.5		47.0
	Unsure	%	3.7	2.5	2.7	3.2	1.7	3.9		7.0

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**2021-1867 – Friends of Canadian Broadcasting – March OMNI – Tabs by Vote – STAT SHEET**

Would you trust the CBC more, somewhat more, somewhat less, less or would it have no impact on your level of trust if the following occurred? [ROTATE]

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - If the CBC provided more local news to your community	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	More	%	20.4	23.1	9.4	29.3	28.7	24.6		21.5
	Somewhat more	%	32.7	37.1	29.3	36.3	36.6	35.9		27.7
	Somewhat less	%	1.5	0.9	3.5	0.0	4.3	0.0		0.4
	Less	%	2.6	0.7	4.9	1.2	1.7	1.6		3.2
	No impact	%	40.2	35.8	50.6	30.7	27.2	37.9		43.0
	Unsure	%	2.6	2.2	2.3	2.4	1.7	0.0		4.2

			Thinking of federal elections, which federal party do you usually vote for							
			Canada 2021-03	Liberal Party of Canada	Conservative Party of Canada	New Democratic Party of Canada	Bloc Quebecois	Green Party of Canada	People's Party of Canada	I don't have a party I regularly vote for
Question - If a politician promised to sell CBC TV and shut down all of CBC's digital services, would this make you more likely, somewhat more likely, somewhat less likely, less likely or would it have no impact on your likelihood to vote for that politician?	Total	Unwgt N	1005	313	247	107	53	49	9	227
		Wgt N	998	314	230	104	60	52	10	228
	More likely	%	10.2	4.9	25.1	3.8	5.5	3.5		6.2
	Somewhat more likely	%	7.1	3.4	15.7	0.9	6.9	7.4		6.4
	Somewhat less likely	%	5.6	8.6	5.9	5.0	4.3	4.2		2.2
	Less likely	%	57.3	71.0	22.5	75.7	67.8	76.8		59.5
	No impact	%	16.2	11.0	26.4	10.1	13.0	5.7		19.4
	Unsure	%	3.6	1.2	4.4	4.7	2.6	2.4		6.1

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