

What Canadians Think About Local Broadcasting, the CBC and the Federal Election

FCB National Survey Summary

*submitted by Nanos to ACTRA, Friends of Canadian Broadcasting and Unifor, September, 2015
(Submission 2015-706)*





Canadians value local news, feel it's important to have a strong CBC, and think Netflix should contribute to Canadian content

Canadians think it is important to reverse the Harper government's cuts to the CBC and almost half support increasing CBC's funding. Canadians also believe Netflix and other foreign Internet broadcasters should have to follow the same rules as domestic conventional broadcasters when it comes to financing the production of Canadian content. Of note, Local TV news is highly valued by Canadians.

Television Programming

Canadians say they most want the quality of existing TV programs to be improved (51%), believe the CRTC is the most responsible for ensuring Canadian programming and content is protected (64%), and are generally satisfied (43%) or somewhat satisfied (24%) with the non-Canadian programming already available to them.

- **Preferred Choice** - Just over half (51%) of Canadians would prefer to have the quality of existing TV programs improved rather than receiving more channels on their television (20%), having popular programs aired more often (17%), or a combination of those items (two per cent). Ten per cent of Canadians have no opinion regarding which they would prefer.
- **Responsibility for Ensuring Canadian Content** - The majority of respondents (64%) believe it is the responsibility of the CRTC to ensure Canadian content on television and radio. Twelve per cent believe the responsibility is that of the cable and satellite companies, while seven per cent believe the Federal Government is responsible and six per cent said it was TV and Radio networks. Eleven per cent of Canadians are unsure who is the most responsible for ensuring Canadian content is protected.
- **Satisfaction with Available Programming** - Thinking as consumers, just under seven in ten respondents (67%) are either satisfied (43%) or somewhat satisfied (24%) with the choice of US and other non-Canadian programming available to them. One quarter of Canadians (25%) are either somewhat dissatisfied (12%) or dissatisfied (14%) with the choice of US or non-Canadian programming available to them.

Protecting Canadian Culture and Identity - Canadians' trust or confidence in various institutions were evaluated with a scale of one (meaning very low trust) to seven (meaning very high confidence/trust). A score of 5-7 means they have high confidence/trust, a score of 4 means they have average confidence/trust, and a score of 1-3 means they have low confidence/trust in the specific institution.

- The CBC is most trusted by respondents (72% high trust and confidence; mean score of 5.22) to protect Canadian culture and identity on television, followed by the CRTC (60% high trust and confidence; mean score of 4.77). Canadians trust cable companies the least to protect Canadian culture and identity (53% low trust and confidence; mean score of 3.36) .

- Of note, there has been a decline in trust since 2009 in the Canadian Government to protect Canadian culture and identity on television. The percentage of surveyed Canadians who had high trust and confidence in the government has fallen from 46% in 2009 to 37% in 2015, while the percentage of Canadians who had a low trust and confidence in the government has increased from 30% in 2009 to 43% in 2015.

CRTC Goals

Overall, Canadians overwhelmingly support CRTC goals, which include providing the most value and best prices, ensuring enough competition to protect freedom of speech and democracy, enabling Canadians from different regions and languages to understand each other, and protecting Canadian culture and identity.

- **Providing most value** - Over nine in ten respondents (94%) think that the goal of providing consumers with the most value and best prices is very important (67%) or somewhat important (27%). Only four per cent of respondents feel this goal is not really important, and one per cent feel it is not at all important.
- **Ensuring competition** - Almost all respondents (95%) believe that ensuring enough competition in order to protect freedom of speech and democracy is very important (70%) or somewhat important (25%). Three per cent of respondents consider this goal to be not really important, while two per cent feel it is not at all important.
- **Enabling understanding** - Just under nine in ten respondents (89%) think that enabling Canadians from different regions and languages to know and understand each other is very important (55%) or somewhat important (34%). Seven per cent of Canadians feel this goal is not really important, while three per cent feel it is not at all important for the CRTC.
- **Protecting Canadian culture** - Nine in ten surveyed Canadians (90%) feel that protecting Canadian culture and identity at a time of very strong American and global economic forces is very important (61%) or somewhat important (29%). A total of 11% of Canadians feel this goal is either not really important (seven per cent) or not at all important (four per cent) for the CRTC.
- **Encouraging Canadian programming** - Just under nine in ten respondents (87%) think that encouraging more Canadian programming is very important (45%) or somewhat important (42%). Seven per cent of Canadians feel this goal is not really important, while five per cent feel it is not at all important.

The Need for the CRTC - Eighty-five per cent of survey respondents believe there is a need for the CRTC in Canada today, with 41% saying there is a great deal of need, and 45% saying there is some need, up from 1993 when tracking began and 31% said the CRTC is needed a great deal, and 48% said there is some need for the CRTC. Ten per cent of Canadians believe there is either not very much need (six per cent) or no need at all (four per cent) for the CRTC in Canada today.

Pick and Pay Channels

Asked if they believed that CRTC allowing consumers to pick and pay for individual channels will cause their monthly subscription fees to decrease, one third of Canadians feel it is either likely (14%) or somewhat likely (18%) this will occur. Sixty-three per cent of Canadians feel that it is somewhat unlikely or unlikely that their monthly subscription fees would decrease as a result of the ability to pick and pay for individual channels.

Financial Contribution to Canadian TV

Almost half of Canadians feel foreign broadcasters should not be exempt from contributing financially to support Canadian programming (44%), and would feel more positively about online streaming services such as Netflix if they helped financially support Canadian programming (68%). Canadians also feel that foreign broadcasters should be subject to the same rules as Canadian broadcasters (79%).

- **Exemption of foreign broadcasters** - Three in five Canadians surveyed disagree (44% disagree; 16% somewhat disagree) with the notion that foreign companies broadcasting in Canada should be exempt from financially contributing to support Canadian programming. On the other hand, 21% agree that foreign broadcasters should be exempt from financial contribution, while 17% somewhat agree.
- **Netflix or Canal+** - Almost seven in ten respondents (68%), report their impression of online streaming service Netflix (or Canal+ in Quebec) would be more positive (44%) or somewhat more positive (24%) if they contributed financially to support Canadian programming. Seven per cent of Canadians somewhat disagree with the above statement, while 15% disagree.
- **Rules for foreign broadcasters** - Almost four of five of those surveyed (79%) either agree (64%) or somewhat agree (15%) that 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. Eighteen per cent of Canadians either somewhat disagree (seven per cent) or disagree (11%) that foreign broadcast companies should be subject to the same rules as Canadian companies.

Importance of the CBC

Canadians generally agree that a strong CBC is important for Canada (89%), and that it plays an important role in shaping the Canadian culture and identity (91%).

- **Importance of a strong CBC** - Almost nine in ten survey respondents (89%) either agree (70%) or somewhat agree (19%) that with virtually all private news media in Canada are owned by only a few large corporations, it is more important than ever to have a strong and vibrant CBC. Three per cent of Canadians somewhat disagree with the statement, while seven per cent disagree that a strong CBC is important for Canada.
- **Role of the CBC** - Nine in ten respondents (91%) also either agree (70%) or somewhat agree (21%) that the CBC plays an important role in strengthening Canadian culture and identity. Six per cent of Canadians disagree that the CBC plays an important role in Canadian culture, while two per cent somewhat disagree.

Funding for the CBC - Just under half (45%) of surveyed Canadians would advise their federal MP to vote to increase the CBC's funding. Two in five (41%) would advise their federal MP to vote to maintain current levels of funding for the CBC. Only 12% would advise their federal MP to vote to reduce funding from current levels. Decided Conservative Party supporters are most likely to advise their MP to decrease funding (31%) and maintain the current level of funding (47%). NDP supporters are most likely to advise their federal MP to vote to increase CBC funding (63%).

Local Television

Canadians generally value local broadcasting, would care if those broadcasters were no longer available to them, and trust the CRTC to ensure they can remain viable. Canadians also agree that their local MPs should work to keep local broadcasting strong.

- **Value of local television news** - Nine in ten (92%) of those surveyed either agree (78%) or somewhat agree (14%) that local TV news is valuable to them. Seven per cent either somewhat disagree (three per cent) or disagree (four per cent) with this.
- **Loss of local television news** - Eighty-five per cent of surveyed Canadians either disagree (74%) or somewhat disagree (11%) with the statement that they wouldn't care if local news broadcasts on TV were no longer available to them. Fourteen per cent of Canadians said they agree (nine per cent) or somewhat agree (five per cent) with the notion that they wouldn't care if they lost those networks.

- **Trust in CRTC** - Regarding the CRTC and local TV, three quarters of those surveyed agree (48%) or somewhat agreed (27%) that they trust the CRTC to make decisions that will ensure their local TV station is not forced to close. One-fifth of Canadians (20%) either somewhat disagree (nine per cent) or disagree (11%) with that statement.
- **Role of Federal MPs** - Nine in ten survey respondents either agree (73%) or somewhat agree (17%) that their federal member of parliament should work to keep local broadcasting strong in their community. Three per cent of Canadians somewhat disagree that their federal member of parliament should work to keep local broadcasting strong, while five per cent disagree.

The CBC and the Federal Government

Canadians trust the NDP most to protect the CBC, and feel that the CBC's level of independence has decreased over the last four years. Canadians also support the notion of increasing CBC funding and reversing the cuts implemented by the Harper Government.

- **Trust in Federal parties** - The NDP was the party that survey respondents trust most to protect the CBC the most (31%), followed by the Liberal Party (27%), and the Conservative Party (13%).
- **Independence of the CBC** - Forty-two per cent of Canadians feel that the CBC's independence has decreased over the last four years, while 36% feel that their independence has remained the same. Only 11% of Canadians feel that the CBC's independence has increased over the last four years. Decided Liberal Party supporters are most likely to say that independence has increased (11%), while decided NDP supporters are most likely to say independence has decreased (54%). Decided Conservative Party supporters were most likely to say independence has remained the same (44%).
- **Government influence** - Respondents were split regarding their opinions on the Prime Minister's relationship to the CBC, with 49% saying the Prime Minister's power to appoint the CBC President and Board of Directors gives the government too much influence over the nature and content of programs broadcast on the CBC, and 41% saying the CBC is independent and it doesn't matter who appoints the Board of Directors and President.

Government support for the CBC - Four in five Canadians surveyed support (55%) or somewhat support (27%) Heritage Minister James Moore's statement in 2011 that CBC funding would be maintained or increased. Fourteen per cent of Canadians somewhat oppose (five per cent) or oppose (nine per cent) this notion.

Reversing CBC cuts - More than three in four surveyed Canadians (77%) believe that it is important (56%) or somewhat important (21%) that the Harper Government's cuts to the CBC be reversed. Decided Conservative Party supporters rate this as important or somewhat important (56%), while decided NDP supporters support this notion (88% important or somewhat important).

The CRTC and Canadian Content - Just under seven in ten (68%) of those surveyed believe at least half of TV channels received in Canadian homes should be Canadian owned and controlled, while 29% believe it's okay for a majority of channels entering Canadian homes to be foreign owned and controlled. Decided NDP supporters are most likely to support half the channels being Canadian owned (73%), and that idea is also popular with women (76%, compared to 58% of men). Decided Conservative Party supporters are most likely to say it's okay for a majority of channels to be foreign owned (42%).

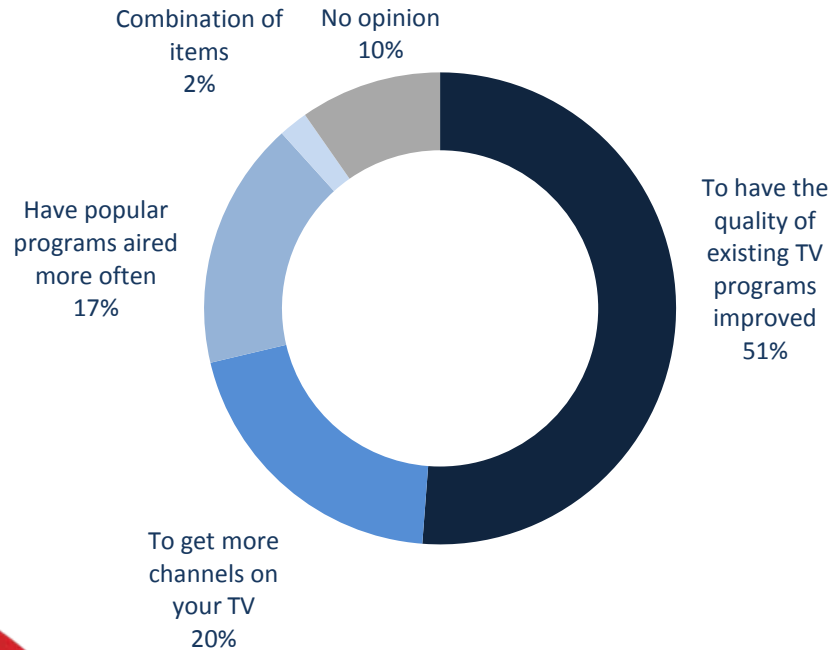
Importance of Canadian Content - Just under four of five respondents (79%) believe it is important (53%) or somewhat important (26%) that at least half of the programs available on Canadian television channels remain Canadian. Decided NDP supporters are most likely (87%) to say this is important or somewhat important, along with women (86% compared to 72% of men). Decided Conservative supporters are least likely (60%) to say this is important or somewhat important.

Stephen Harper and the Duffy Scandal - Just over half of surveyed Canadians say that their impression of the integrity of Prime Minister Stephen Harper has worsened over the last year as a result of what they've heard during the Duffy trial. Thirty-eight per cent said that their impressions have stayed the same, and three per cent say their impressions have improved. Decided NDP supporters were most likely (69%) to say that their impressions had worsened, and decided Conservative Party supporters are most likely (nine per cent) to say their impressions had improved. Impressions has net worsened among Conservative voters (17% said it worsened and two per cent it improved).

These observations are based on an RDD dual frame (land- and cell-lines) random telephone survey of 1000 Canadians, 18 years of age or older, conducted between August 28th and September 3rd, 2015 by Nanos Research. The research was commissioned by Friends of Canadian Broadcasting. The margin of error for a random survey of 1000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Improving TV Experience

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	To have the quality of existing TV programs improved
Male (n=489)	49.9%
Female (n=511)	52.5%
Liberal (n=244)	55.0%
Conservative (n=216)	50.5%
NDP (n=289)	59.7%
Bloc Quebecois (n=26)	40.9%
Green Party (n=29)	40.1%
Undecided (n=191)	37.4%

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

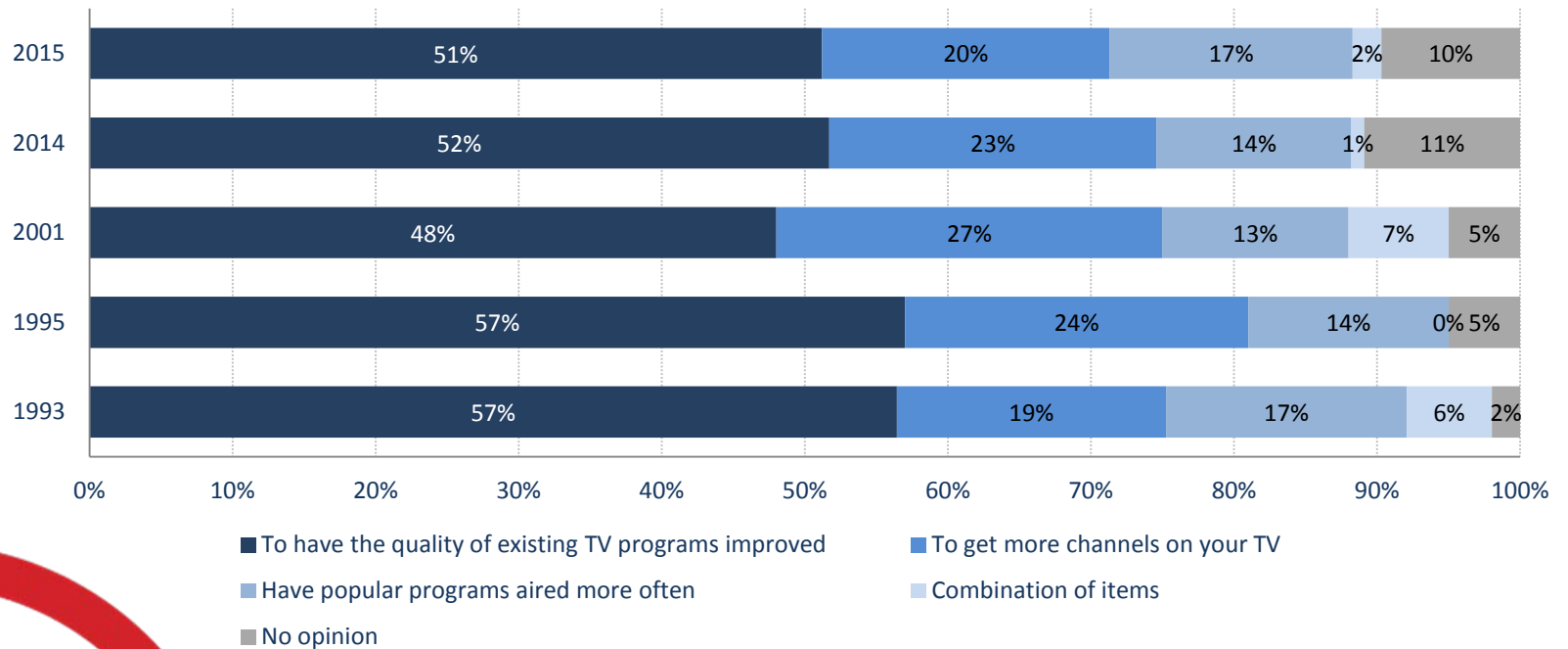
QUESTION – If you could choose, which one of the following would you most prefer?

Improving TV Experience: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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

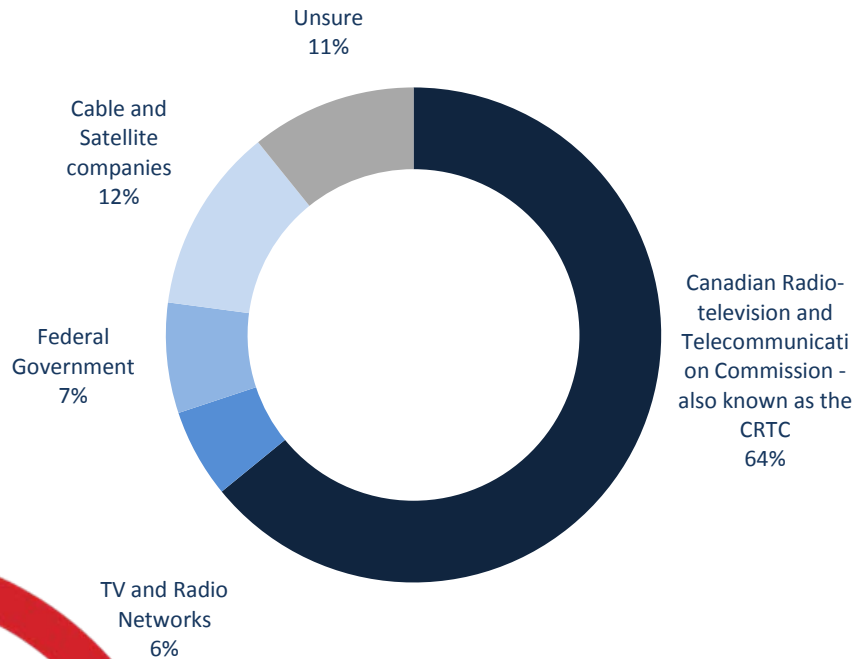


***Note: Charts may not add up to 100 due to rounding**

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

Responsibility for Protecting Canadian Programming

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Canadian Radio-television and Telecommunication Commission - also known as the CRTC
Male (n=489)	62.9%
Female (n=511)	65.2%
Liberal (n=244)	65.4%
Conservative (n=216)	61.2%
NDP (n=289)	68.7%
Bloc Quebecois (n=26)	75.7%
Green Party (n=29)	70.8%
Undecided (n=191)	55.4%

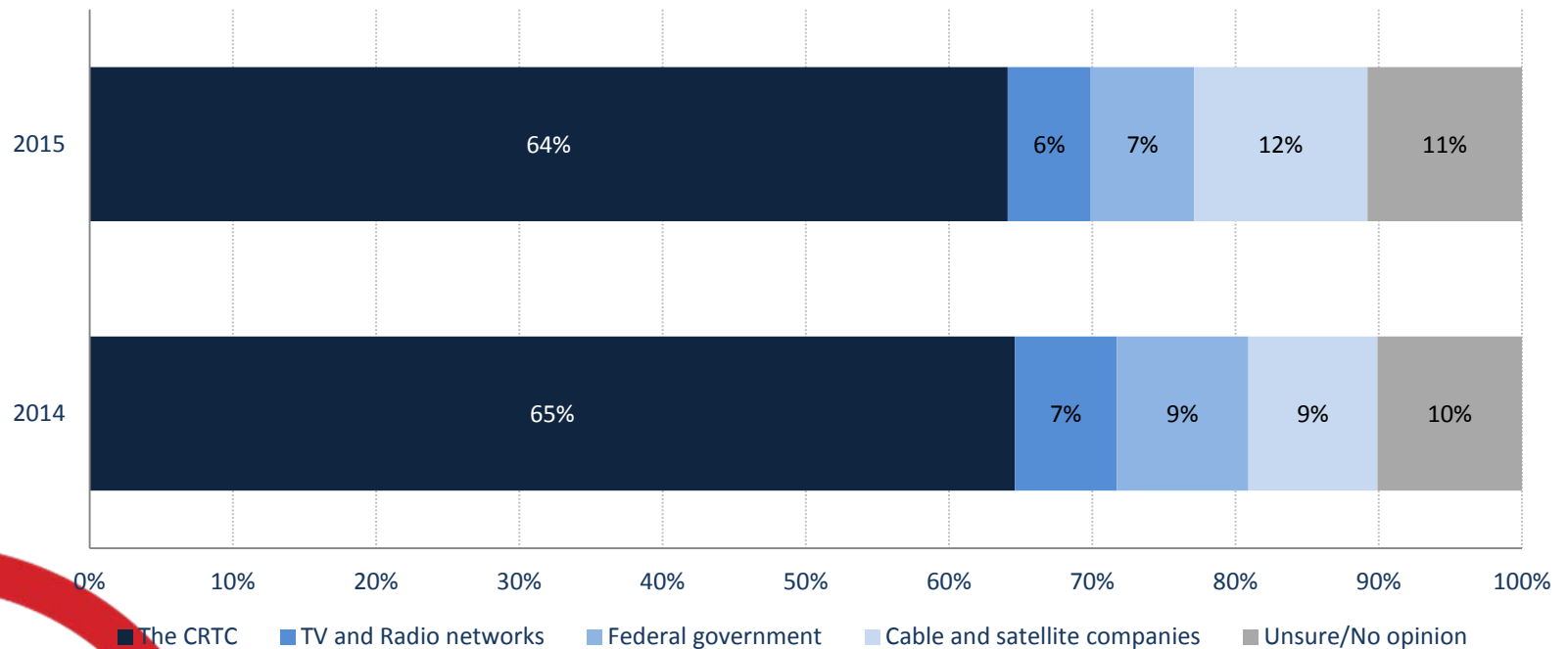
***Note: Charts may not add up to 100 due to rounding**

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

Responsibility for Protecting Canadian Programming: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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



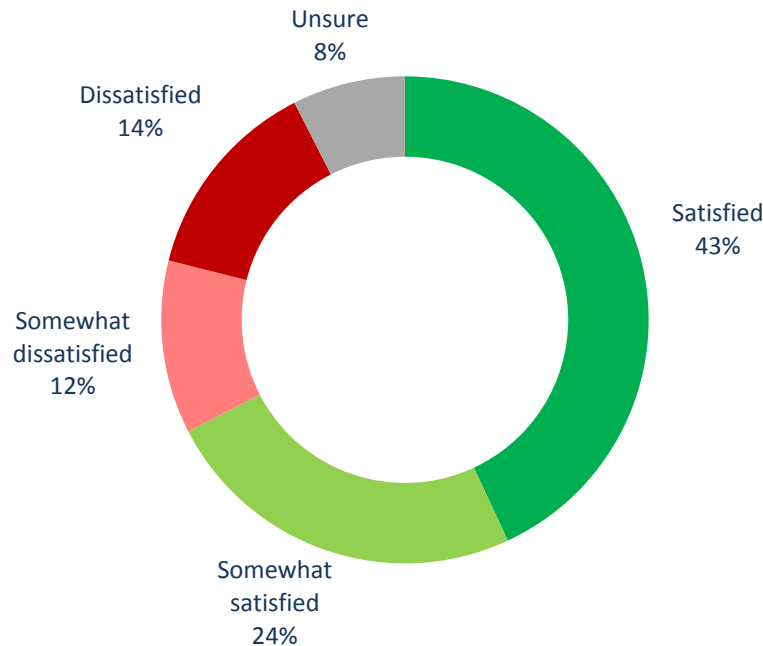
*Note: Charts may not add up to 100 due to rounding

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

Satisfaction with the Availability of Foreign Programs

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+42.4



Subgroups	Satisfied/ Somewhat satisfied
Male (n=489)	65.4%
Female (n=511)	69.3%
Liberal (n=244)	69.0%
Conservative (n=216)	67.4%
NDP (n=289)	70.7%
Bloc Quebecois (n=26)	72.0%
Green Party (n=29)	64.6%
Undecided (n=191)	61.0%

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

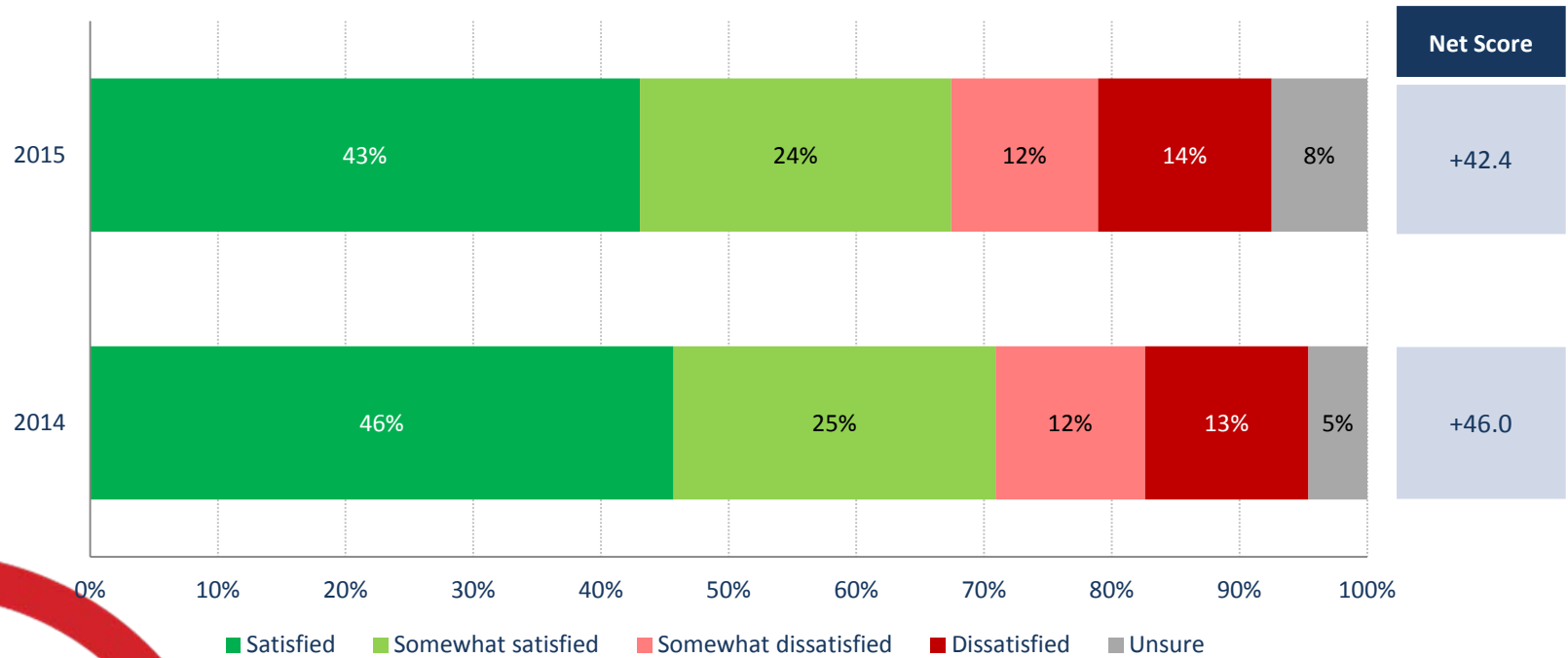
QUESTION – Thinking as a consumer, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following

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

Satisfaction with the Availability of Foreign Programs: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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



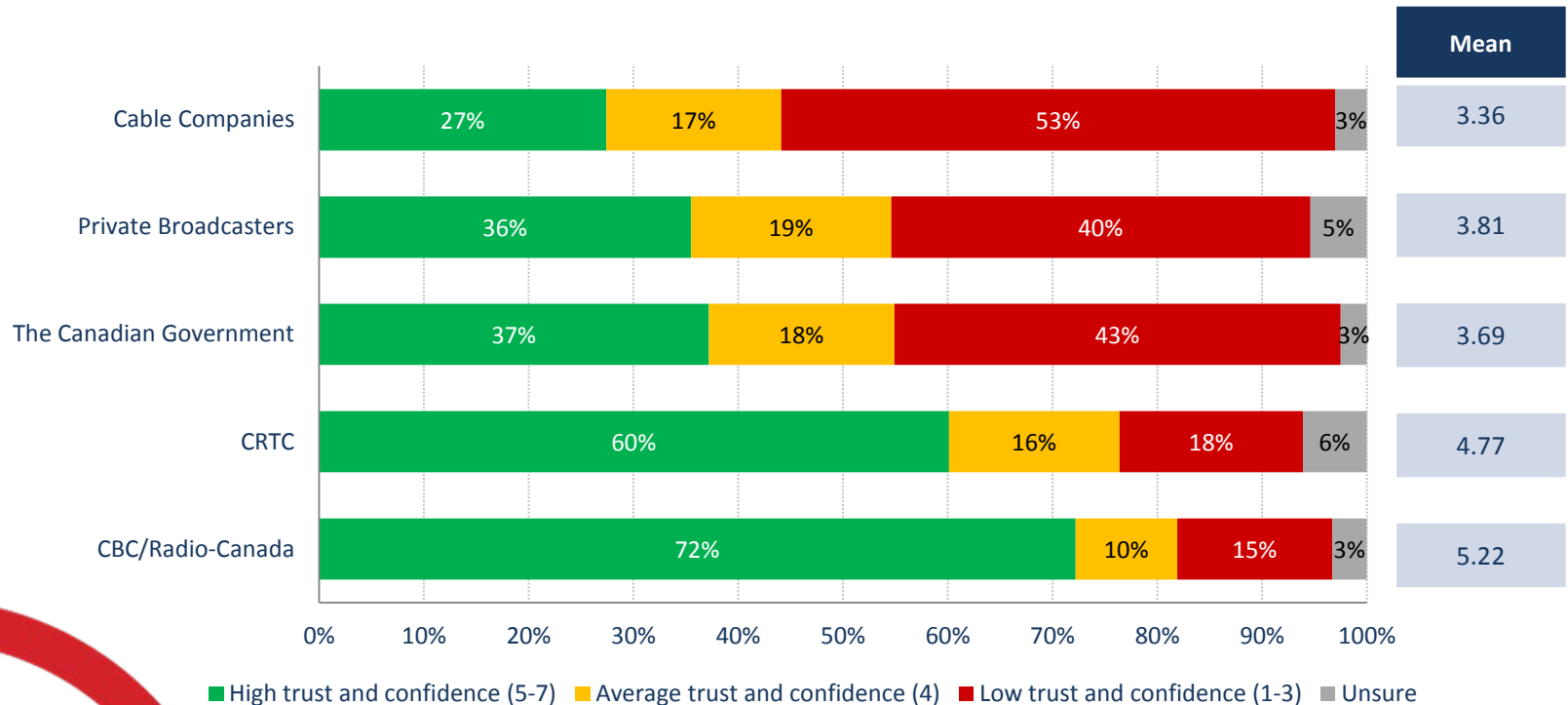
***Note: Charts may not add up to 100 due to rounding**

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

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

Trust and Confidence: Overview

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



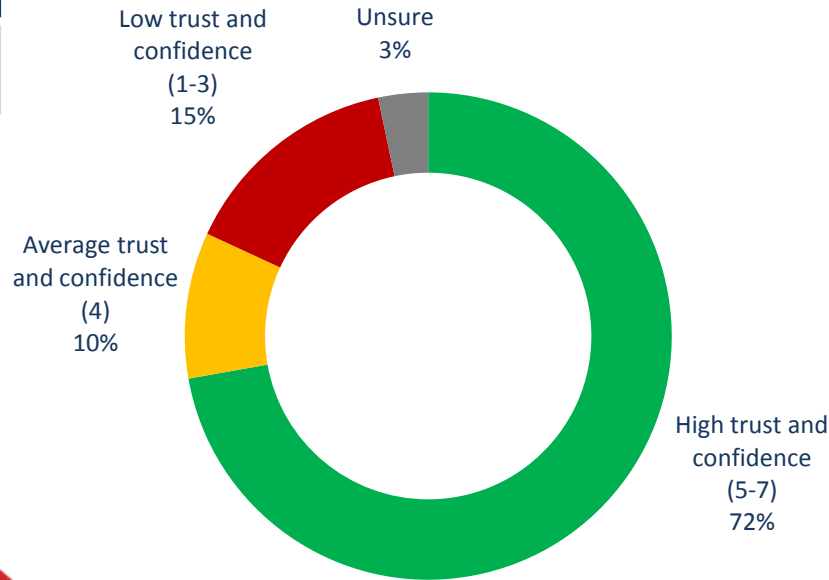
***Note: Charts may not add up to 100 due to rounding**

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

Protecting Canadian Culture and Identity on Television – CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
5.22



Subgroups	High trust and confidence
Male (n=489)	67.8%
Female (n=511)	76.5%
Liberal (n=244)	80.9%
Conservative (n=216)	57.3%
NDP (n=289)	80.2%
Bloc Quebecois (n=26)	74.5%
Green Party (n=29)	74.0%
Undecided (n=191)	65.5%

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

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

[RANDOMIZE]

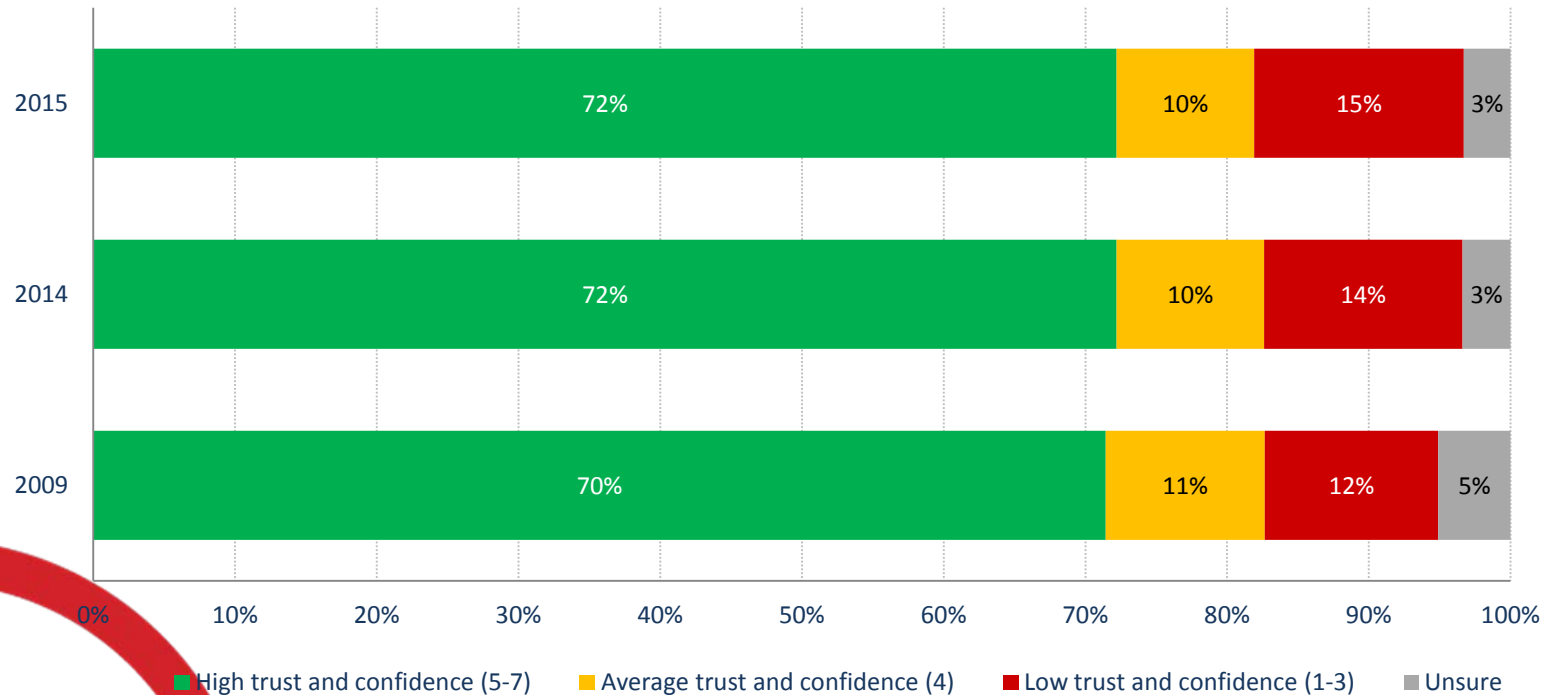
CBC

Protecting Canadian Culture and Identity on Television – CBC Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

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

[RANDOMIZE]

CBC

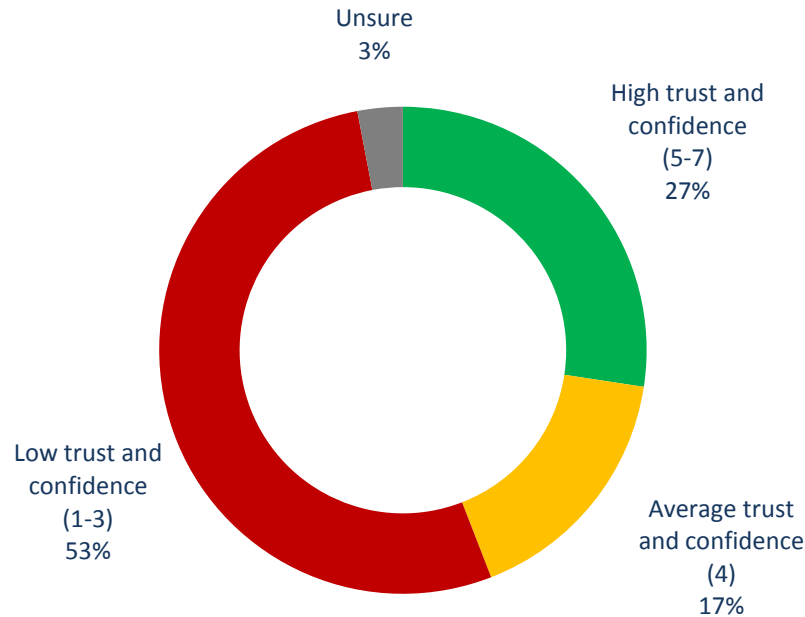
Confidential

16

Protecting Canadian Culture and Identity on Television – Cable Companies

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
3.36



Subgroups	High trust and confidence
Male (n=489)	25.4%
Female (n=511)	29.2%
Liberal (n=244)	25.9%
Conservative (n=216)	27.8%
NDP (n=289)	26.3%
Bloc Quebecois (n=26)	29.8%
Green Party (n=29)	24.3%
Undecided (n=191)	30.8%

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

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

[RANDOMIZE]

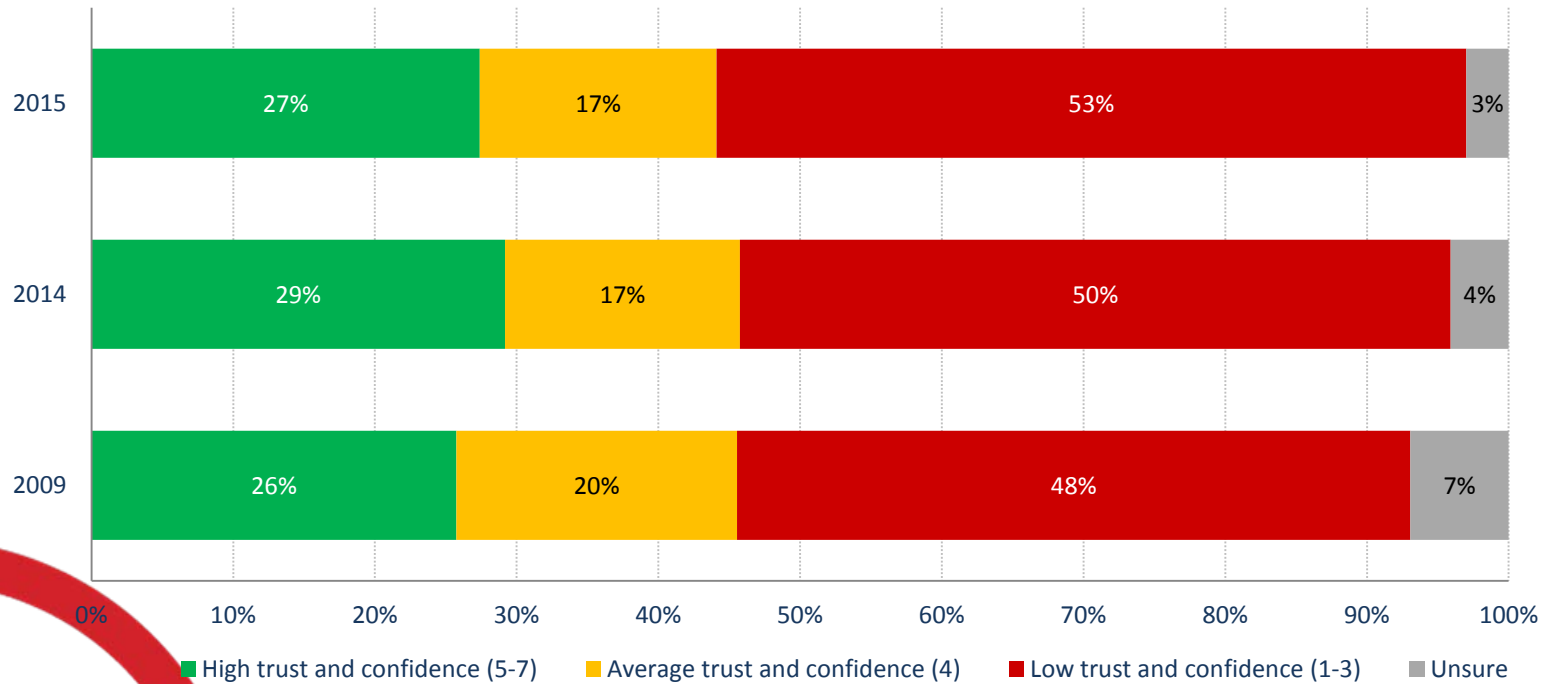
Cable Companies

Protecting Canadian Culture and Identity on Television – Cable Companies Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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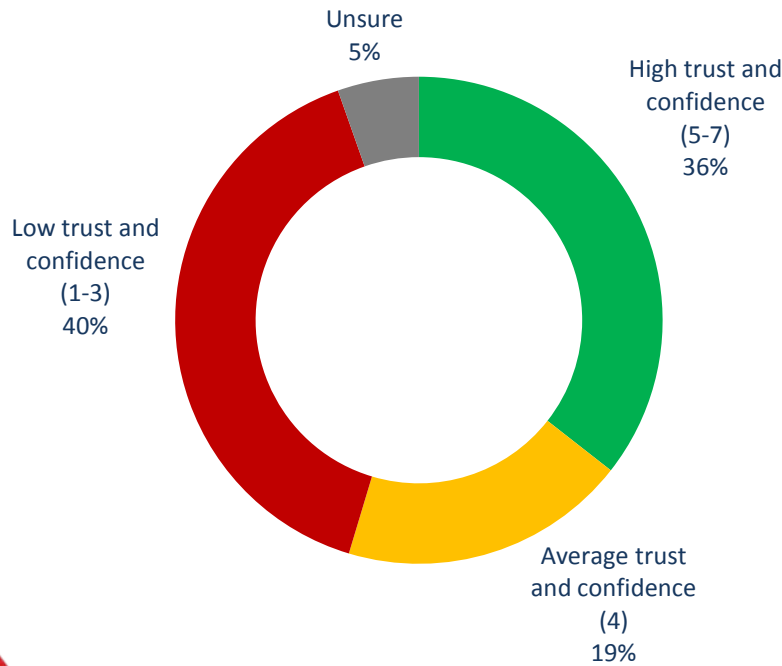
QUESTION – Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence.

[RANDOMIZE]

Protecting Canadian Culture and Identity on Television – Private Broadcasters

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
3.81



Subgroups	High trust and confidence
Male (n=489)	32.2%
Female (n=511)	38.7%
Liberal (n=244)	36.9%
Conservative (n=216)	41.1%
NDP (n=289)	33.0%
Bloc Quebecois (n=26)	37.3%
Green Party (n=29)	15.6%
Undecided (n=191)	33.6%

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

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

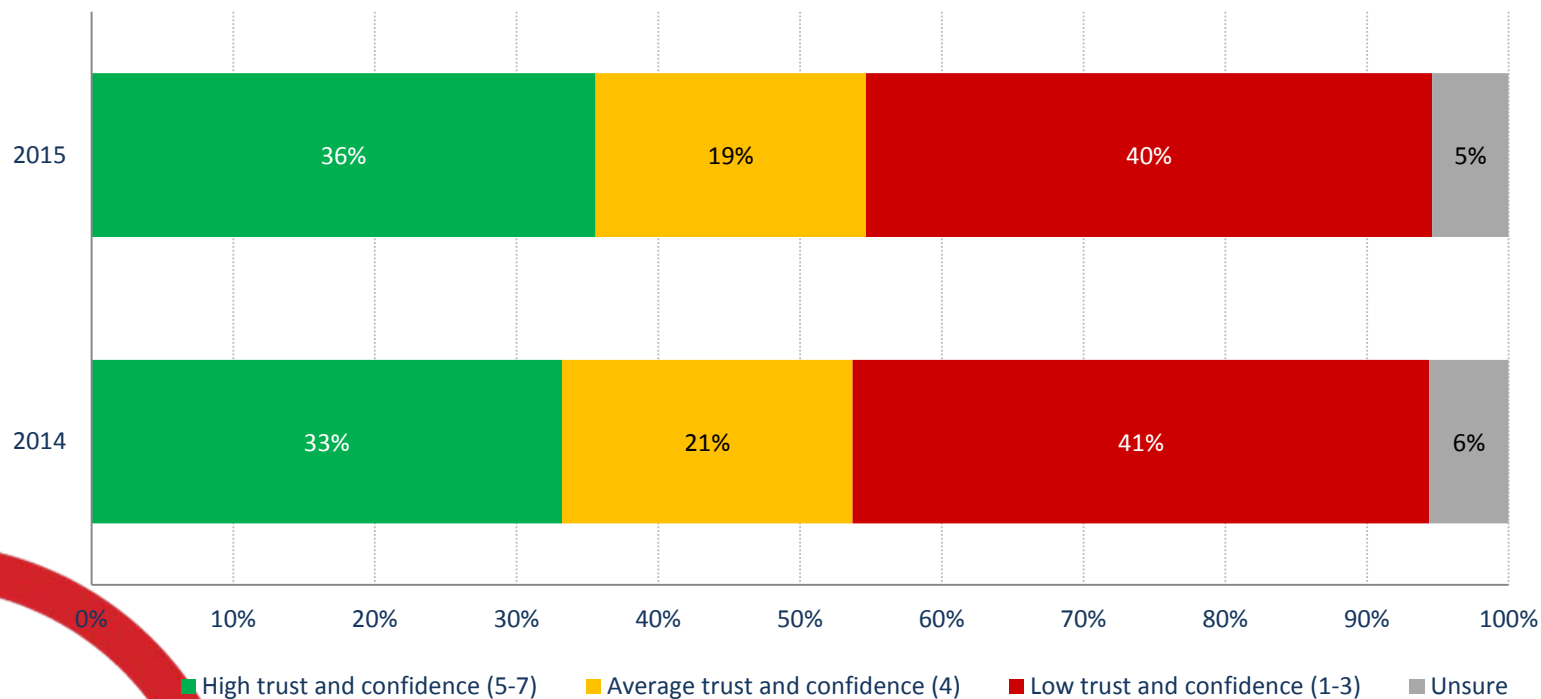
[RANDOMIZE]

Private Broadcasters

Protecting Canadian Culture and Identity on Television – Private Broadcasters Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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



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

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

[RANDOMIZE]

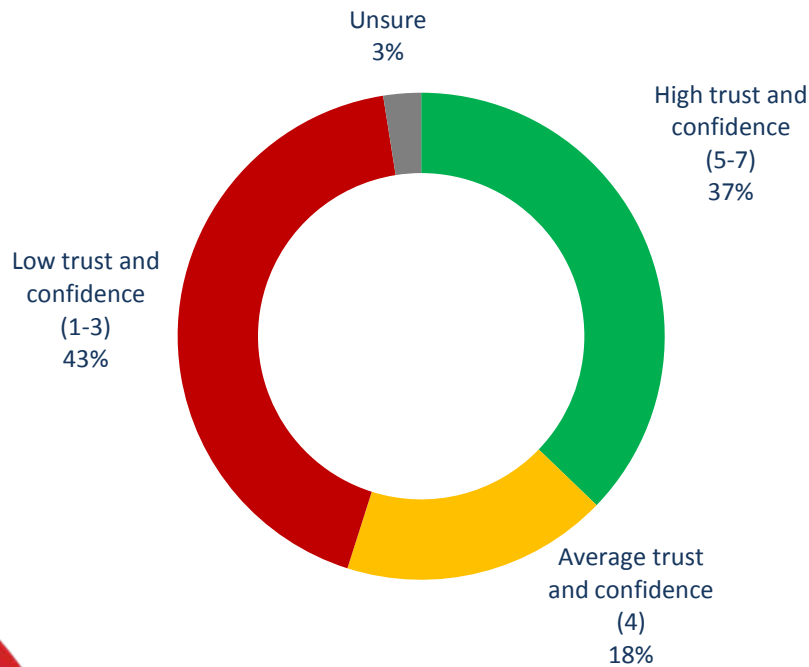
Private Broadcasters

Confidential

Protecting Canadian Culture and Identity on Television – The Canadian Government

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
3.69



Subgroups	High trust and confidence
Male (n=489)	37.5%
Female (n=511)	36.8%
Liberal (n=244)	39.5%
Conservative (n=216)	52.7%
NDP (n=289)	29.0%
Bloc Quebecois (n=26)	30.7%
Green Party (n=29)	34.6%
Undecided (n=191)	29.7%

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

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

[RANDOMIZE]

The Canadian Government

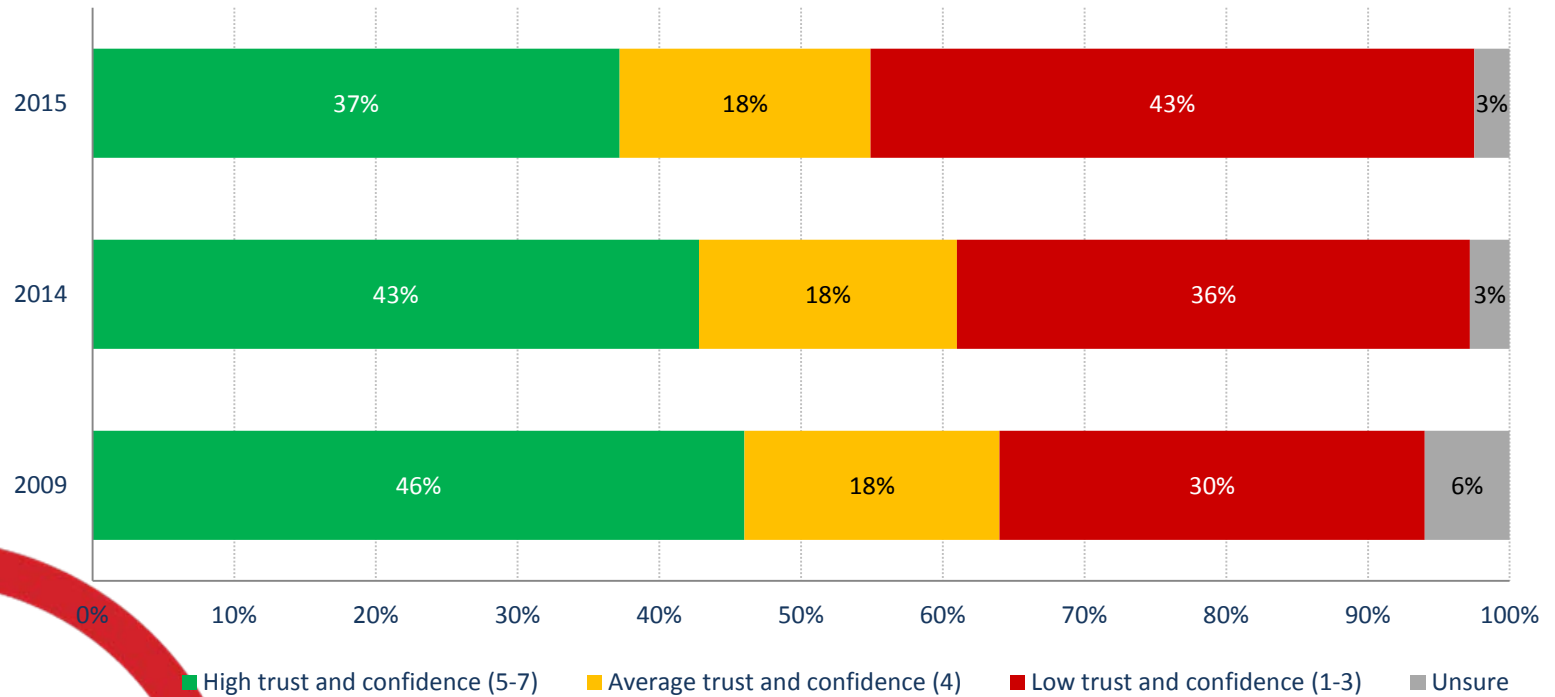
Confidential

Protecting Canadian Culture and Identity on Television – The Canadian Government Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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

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

[RANDOMIZE]

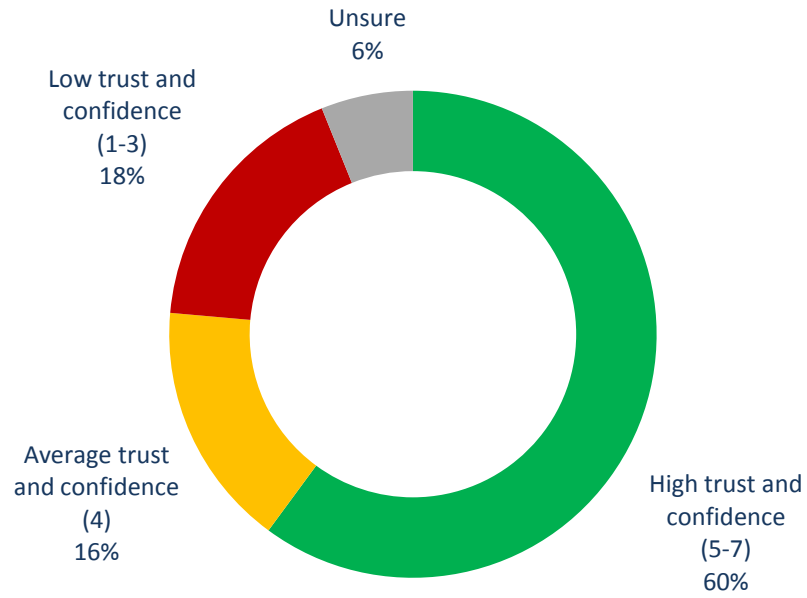
The Canadian Government

Confidential

Protecting Canadian Culture and Identity on Television – The CRTC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
4.77



Subgroups	High trust and confidence
Male (n=489)	57.1%
Female (n=511)	63.0%
Liberal (n=244)	66.6%
Conservative (n=216)	53.1%
NDP (n=289)	62.3%
Bloc Quebecois (n=26)	85.0%
Green Party (n=29)	58.0%
Undecided (n=191)	52.7%

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

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

[RANDOMIZE]

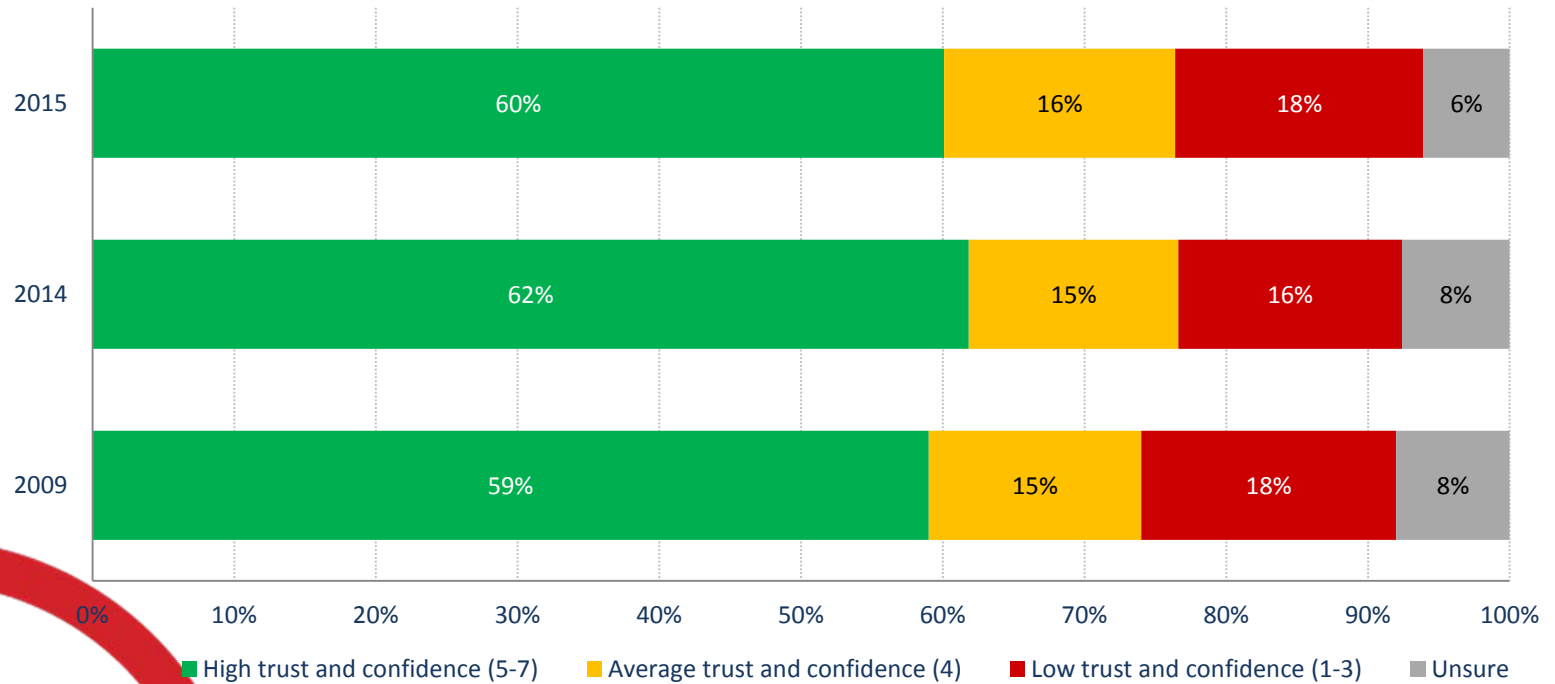
The CRTC

Protecting Canadian Culture and Identity on Television – The CRTC Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

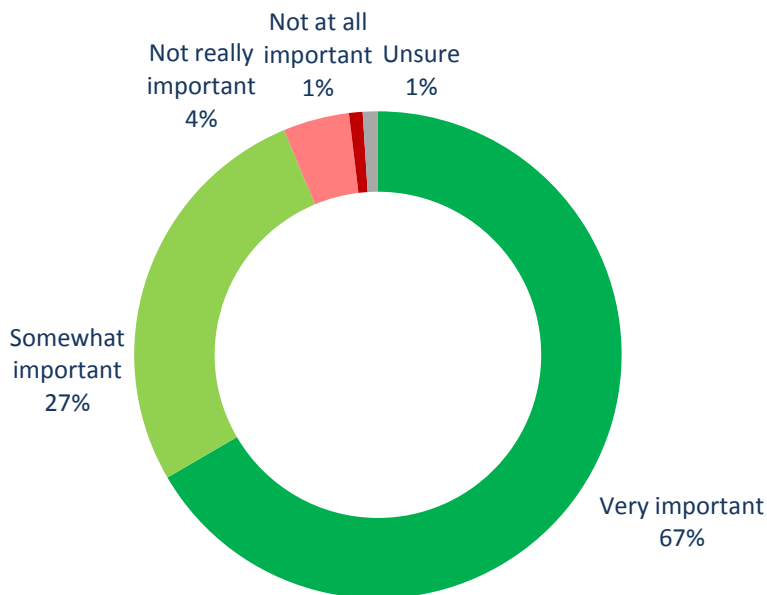
QUESTION – Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence.

[RANDOMIZE]

Importance of CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+88.4



Subgroups	Important/ Somewhat important
Male (n=489)	91.8%
Female (n=511)	95.5%
Liberal (n=244)	92.5%
Conservative (n=216)	95.0%
NDP (n=289)	92.2%
Bloc Quebecois (n=26)	88.2%
Green Party (n=29)	97.7%
Undecided (n=191)	96.4%

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

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

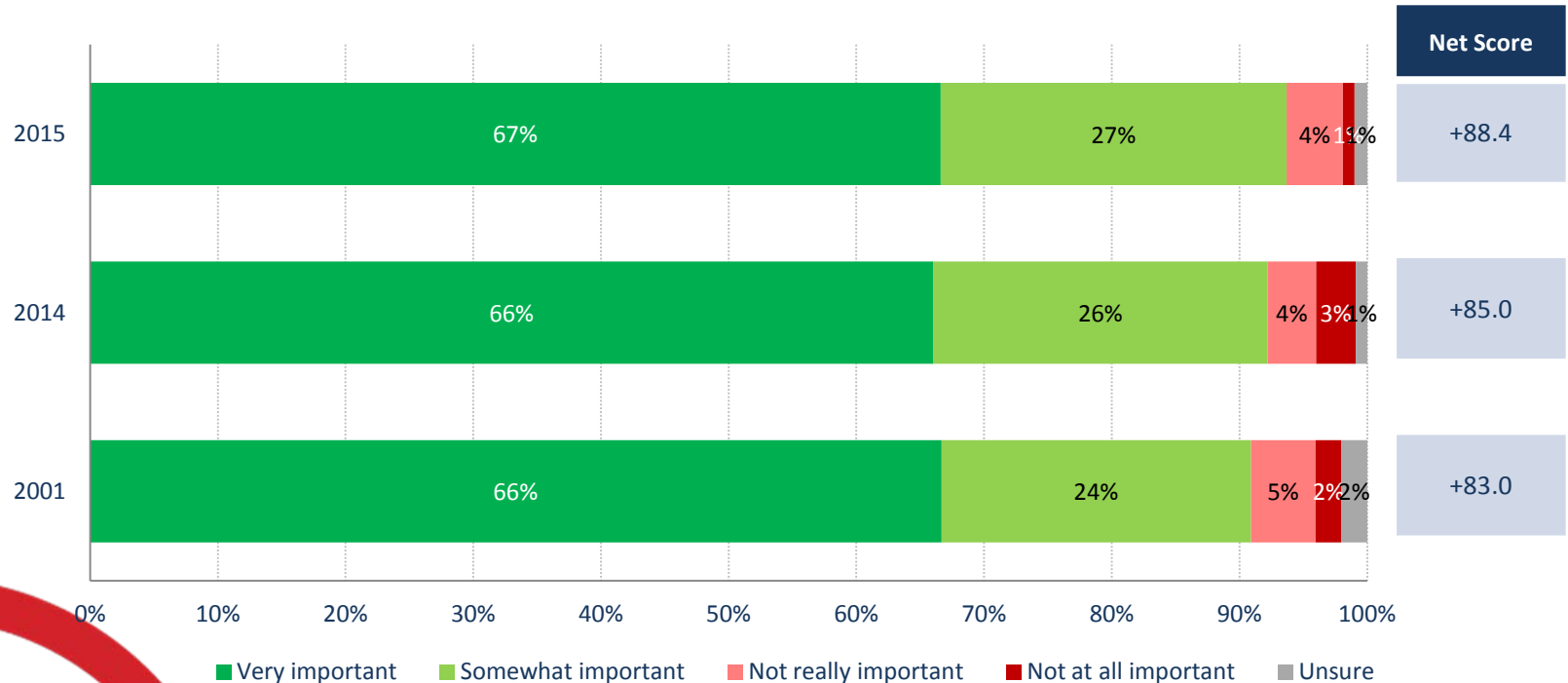
The goal of providing consumers with the most value and best prices

Importance of CRTC Goals: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

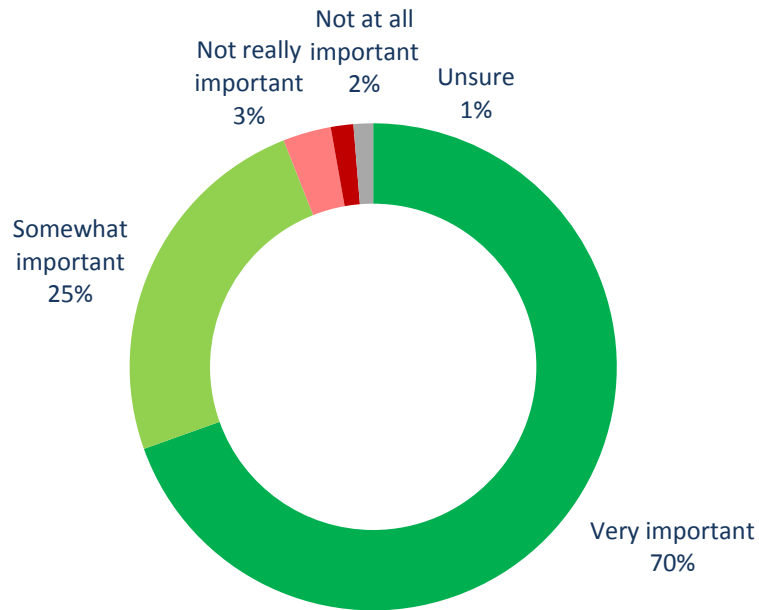
QUESTION – As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important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

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

Importance of CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+89.4



Subgroups	Important/ Somewhat important
Male (n=489)	93.2%
Female (n=511)	94.8%
Liberal (n=244)	94.5%
Conservative (n=216)	95.0%
NDP (n=289)	94.2%
Bloc Quebecois (n=26)	85.5%
Green Party (n=29)	100.0%
Undecided (n=191)	92.4%

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

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

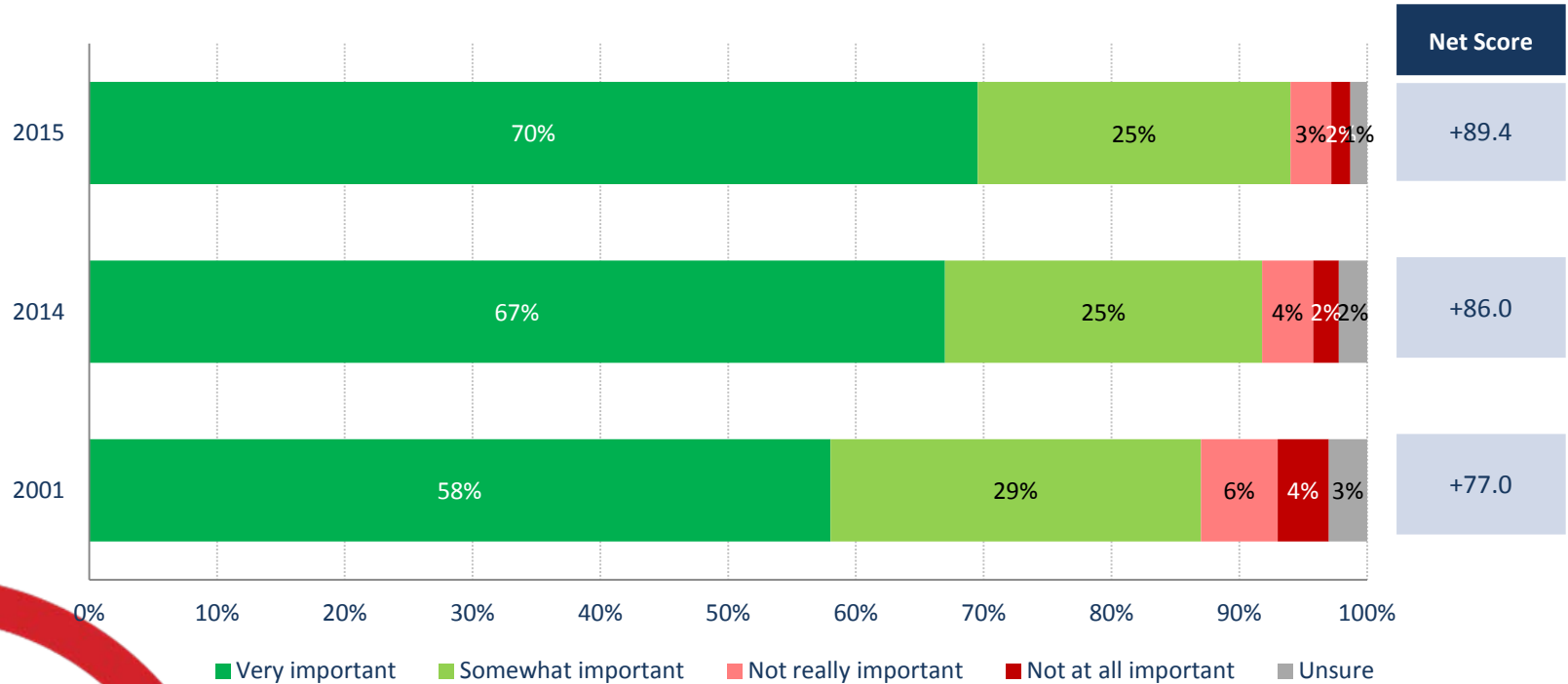
The goal of ensuring there is enough competition in order to protect freedom of speech and democracy

Importance of CRTC Goals: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

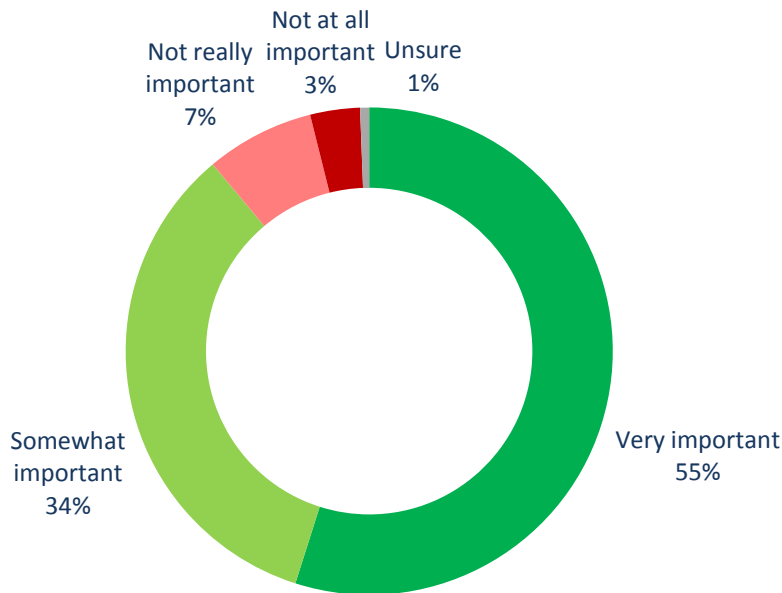
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The goal of ensuring there is enough competition in order to protect freedom of speech and democracy

Importance of CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+78.4



Subgroups	Important/ Somewhat important
Male (n=489)	86.8%
Female (n=511)	90.9%
Liberal (n=244)	91.4%
Conservative (n=216)	84.3%
NDP (n=289)	91.8%
Bloc Quebecois (n=26)	94.8%
Green Party (n=29)	97.5%
Undecided (n=191)	84.6%

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

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

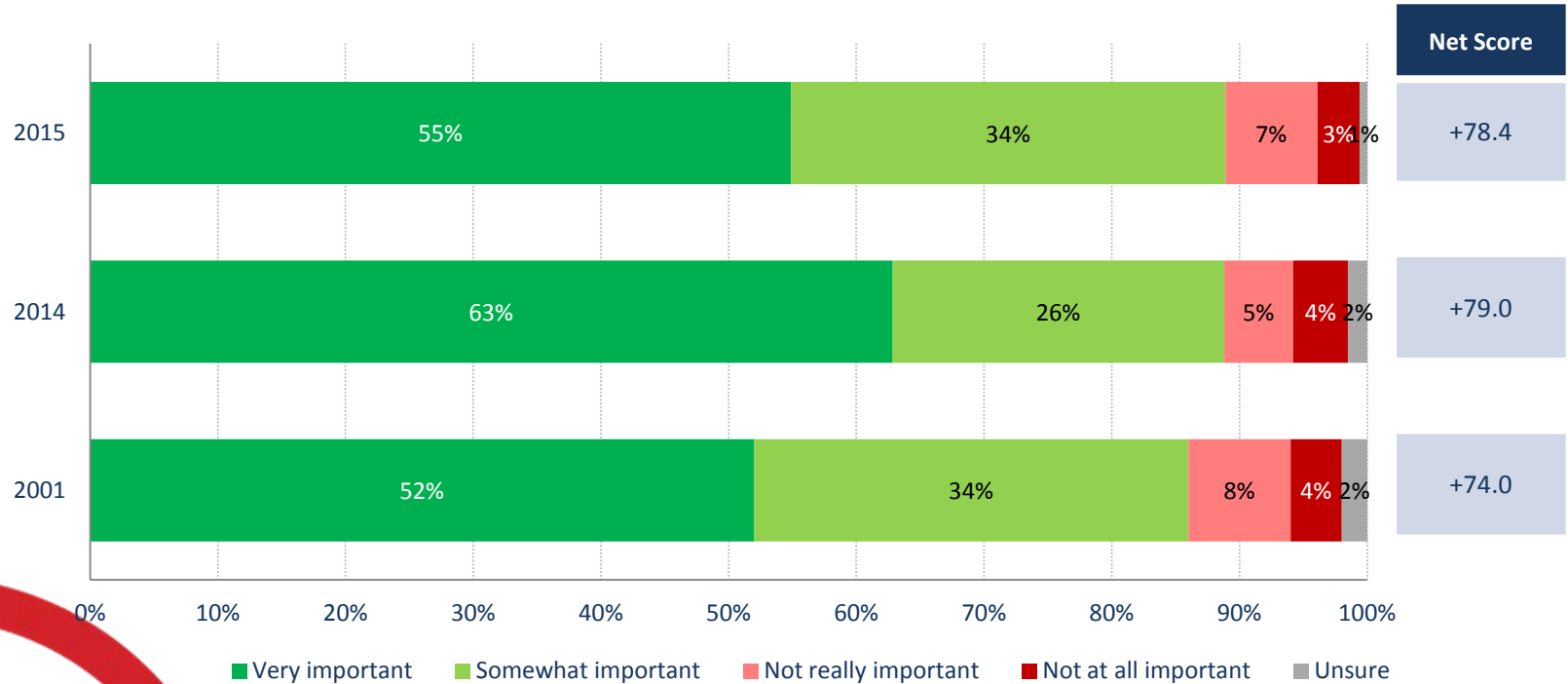
The goal of enabling Canadians from different regions and languages to know and understand each other

Importance of CRTC Goals: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

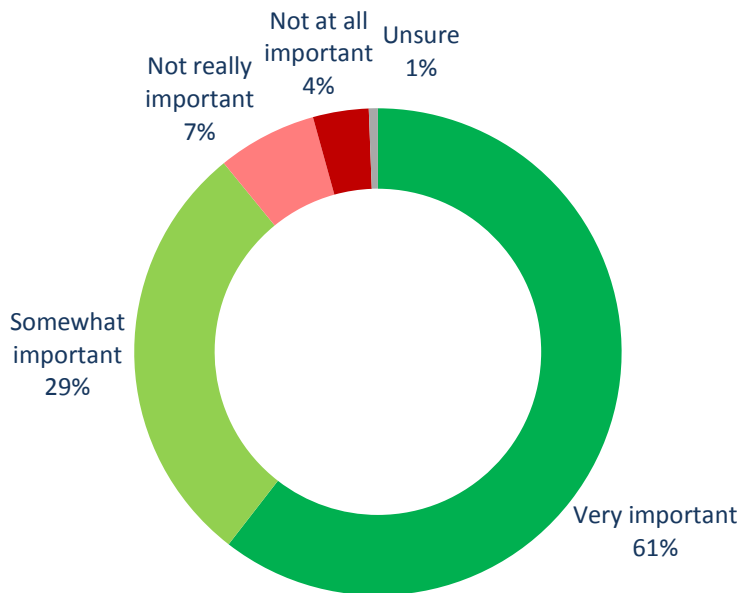
QUESTION – As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important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

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

Importance of CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+78.8



Subgroups	Important/ Somewhat important
Male (n=489)	86.5%
Female (n=511)	91.5%
Liberal (n=244)	93.2%
Conservative (n=216)	82.3%
NDP (n=289)	88.3%
Bloc Quebecois (n=26)	97.4%
Green Party (n=29)	94.2%
Undecided (n=191)	90.5%

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

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

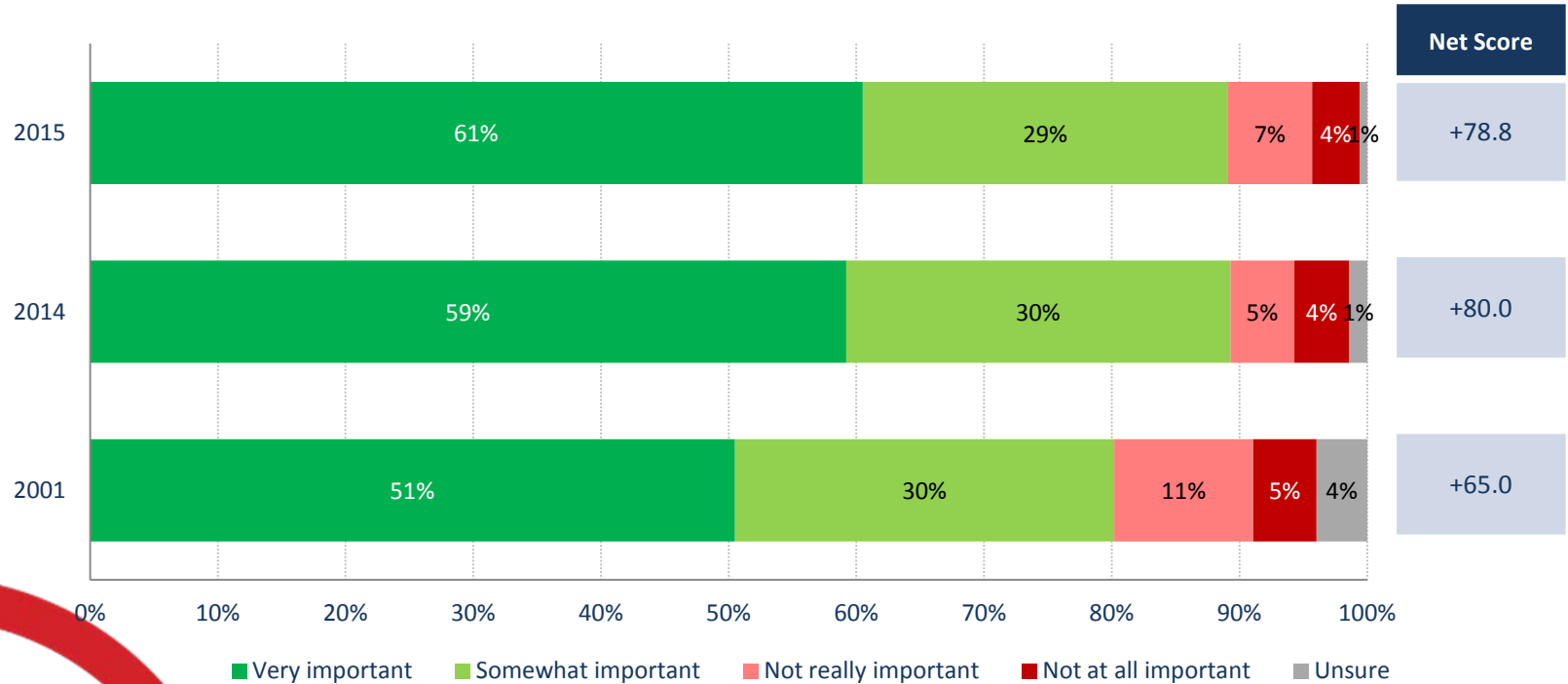
The goal of protecting Canadian culture and identity at a time of very strong American and global economic forces

Importance of CRTC Goals: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

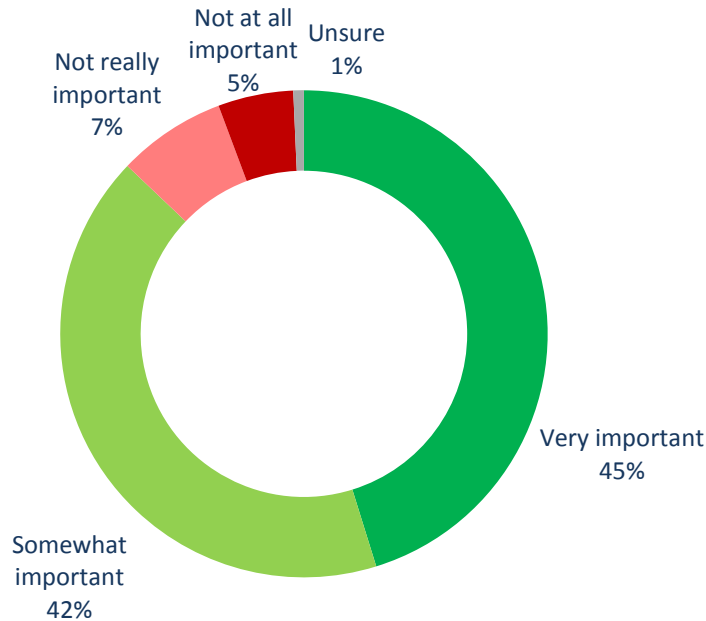
QUESTION – As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important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

The goal of protecting Canadian culture and identity at a time of very strong American and global economic forces

Importance of CRTC Goals

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+74.9



Subgroups	Important/ Somewhat important
Male (n=489)	82.8%
Female (n=511)	91.4%
Liberal (n=244)	90.6%
Conservative (n=216)	74.6%
NDP (n=289)	91.3%
Bloc Quebecois (n=26)	92.6%
Green Party (n=29)	94.8%
Undecided (n=191)	88.3%

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

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

The goal of encouraging more Canadian programming

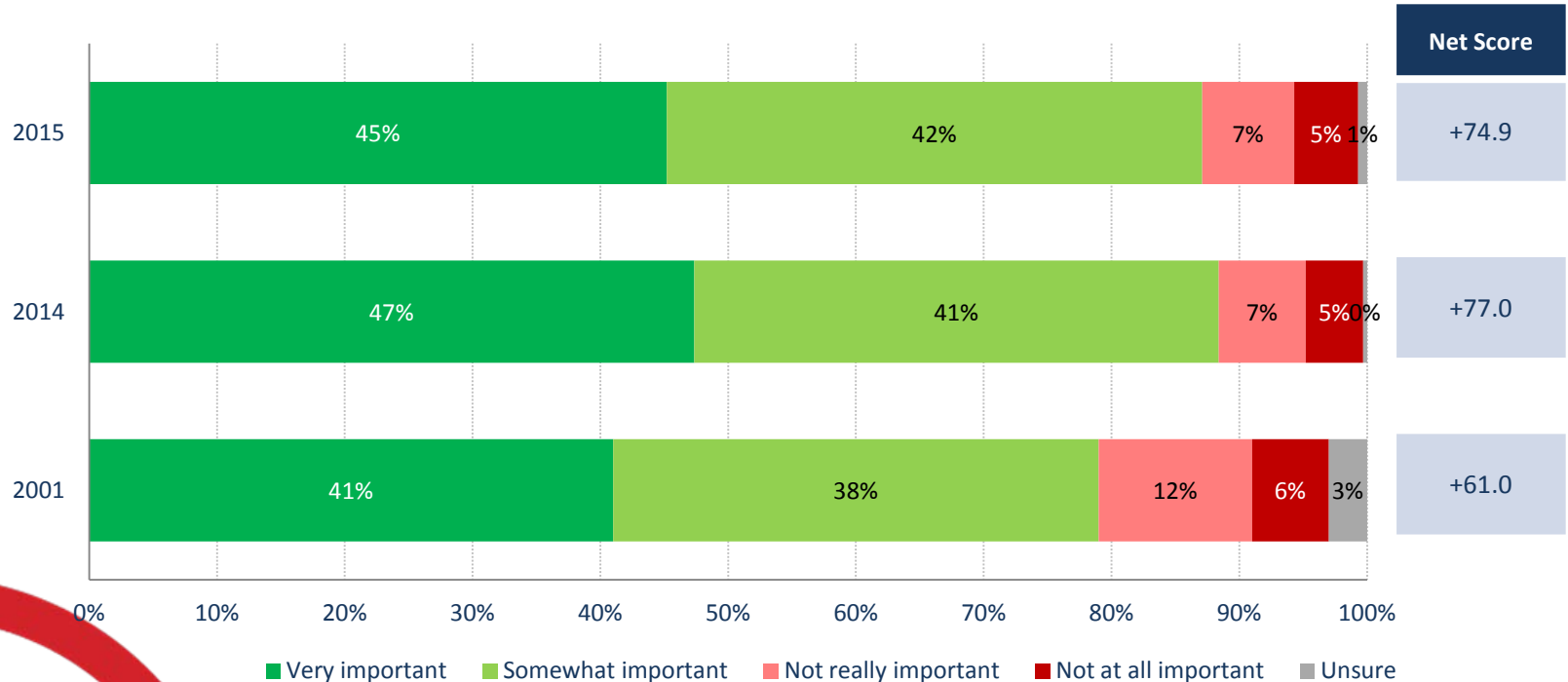
Confidential

Importance of CRTC Goals: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



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

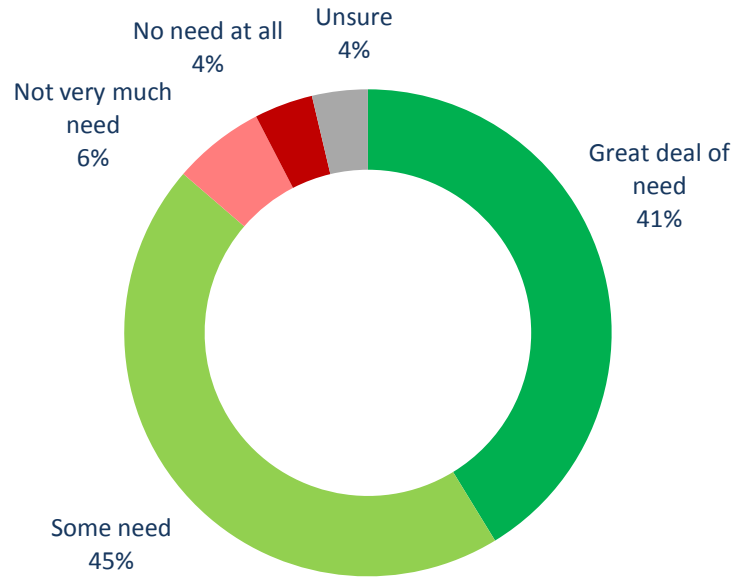
QUESTION – As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important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

The goal of encouraging more Canadian programming

The Need for the CRTC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+76.4



Subgroups	A great deal of need/ some need
Male (n=489)	83.3%
Female (n=511)	89.2%
Liberal (n=244)	91.1%
Conservative (n=216)	78.2%
NDP (n=289)	89.9%
Bloc Quebecois (n=26)	80.5%
Green Party (n=29)	78.8%
Undecided (n=191)	85.4%

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

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

The Need for the CRTC: Tracking

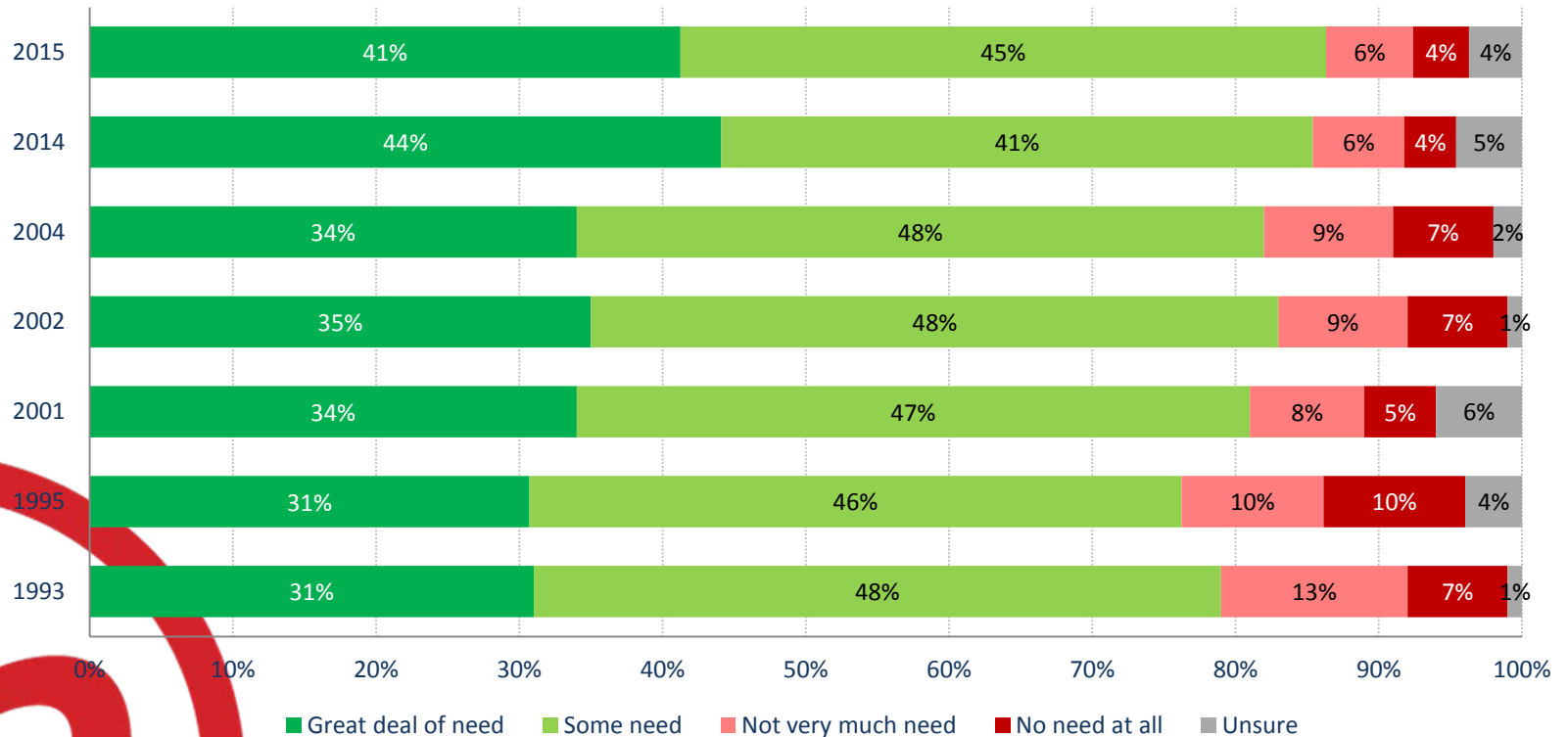
Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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

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

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



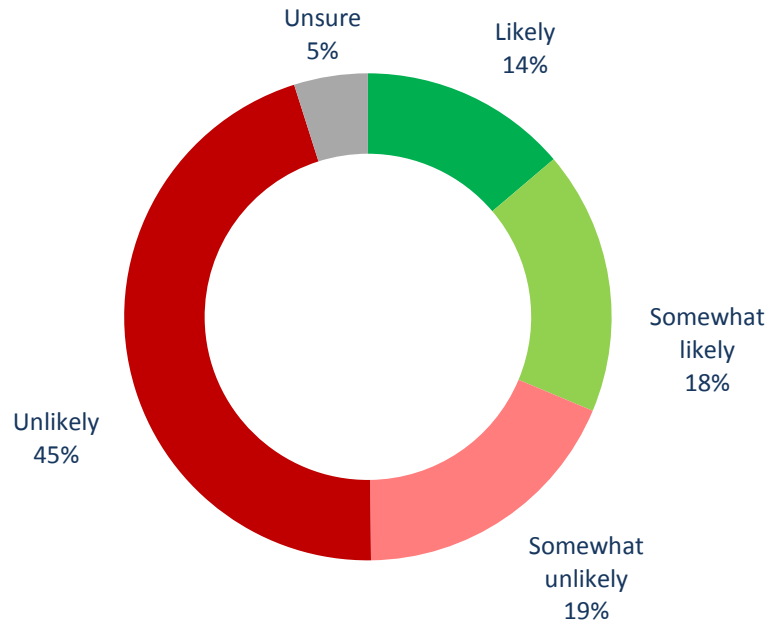
*Note: Charts may not add up to 100 due to rounding

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

Change in TV Subscription Fees

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-32.5



Subgroups	Likely/ Somewhat likely
Male (n=489)	33.0%
Female (n=511)	29.6%
Liberal (n=244)	25.8%
Conservative (n=216)	34.0%
NDP (n=289)	32.2%
Bloc Quebecois (n=26)	50.8%
Green Party (n=29)	40.6%
Undecided (n=191)	30.5%

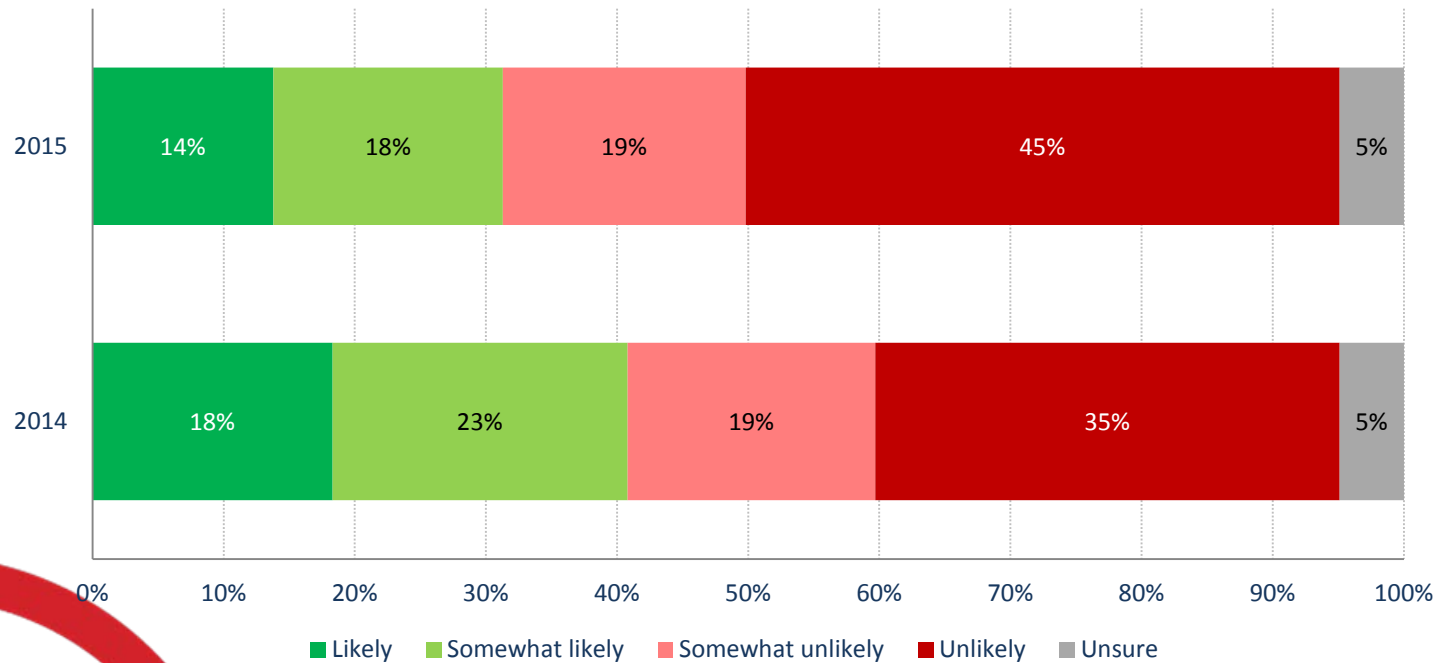
***Note:** Charts may not add up to 100 due to rounding

QUESTION – As you may have heard, the Government of Canada has promised consumers greater flexibility and lower prices by allowing people to pick and pay for only the television channels they want to watch. At the same time, major cable and satellite TV providers have advised the CRTC that allowing consumers to pick and pay for individual channels will not reduce consumer prices significantly. Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that your monthly TV subscription fees will go down as a result of these changes?

Change in TV Subscription Fees: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

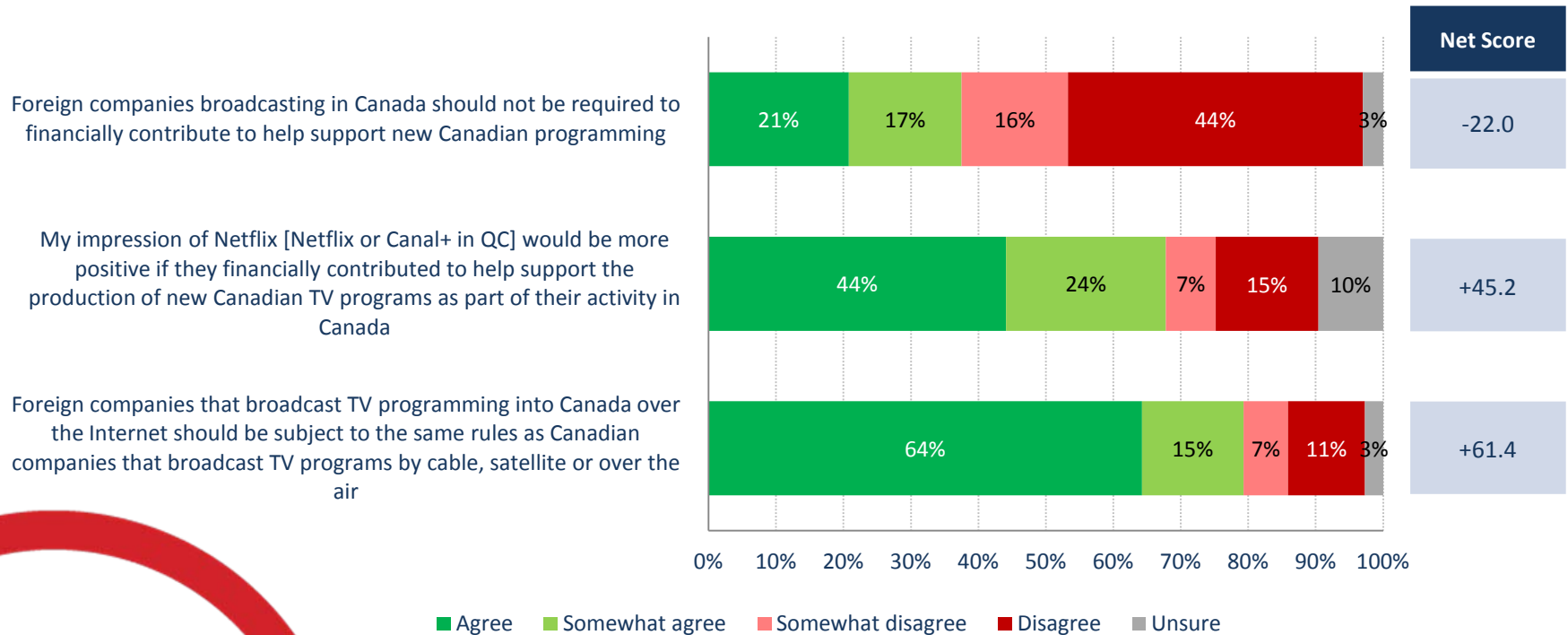


***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may have heard, the Government of Canada has promised consumers greater flexibility and lower prices by allowing people to pick and pay for only the television channels they want to watch. At the same time, major cable and satellite TV providers have advised the CRTC that allowing consumers to pick and pay for individual channels will not reduce consumer prices significantly. Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that your monthly TV subscription fees will go down as a result of these changes?

Financially Contributing to Production of Canadian TV Programs: Overview

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



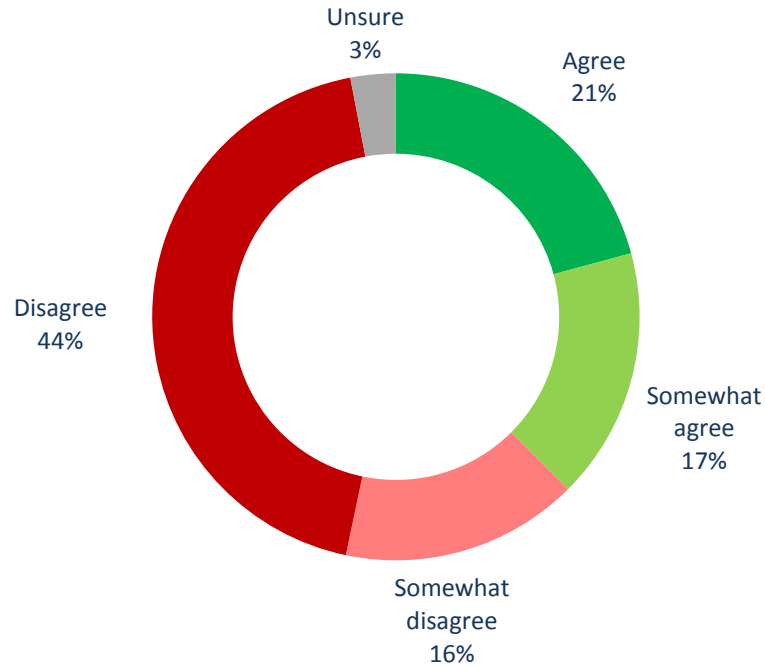
***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements. [RANDOMIZE]

Financially Contributing to Production of Canadian TV Programs

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-22.0



Subgroups	Agree/ Somewhat agree
Male (n=489)	37.7%
Female (n=511)	37.5%
Liberal (n=244)	37.1%
Conservative (n=216)	38.5%
NDP (n=289)	36.4%
Bloc Quebecois (n=26)	43.1%
Green Party (n=29)	12.0%
Undecided (n=191)	42.2%

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

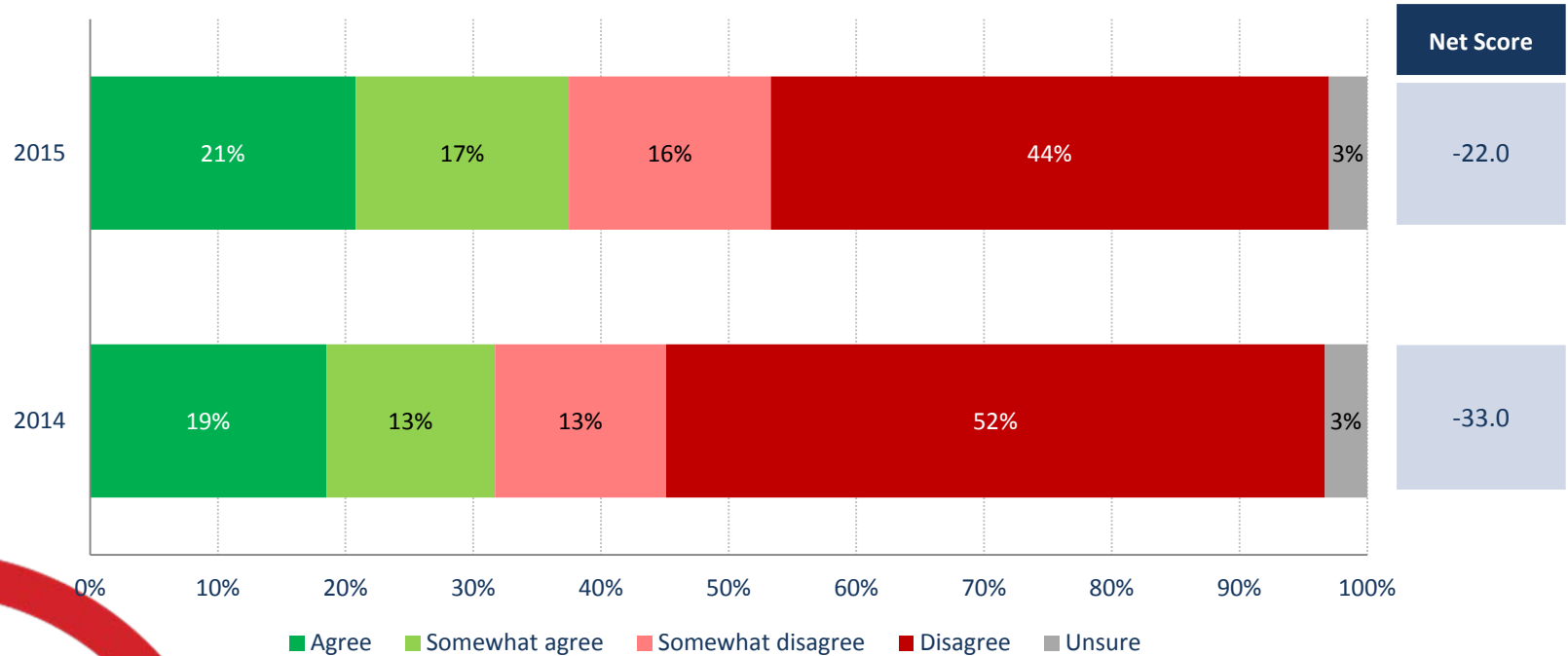
QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements. [RANDOMIZE]

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

Financially Contributing to Production of Canadian TV Programs: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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



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

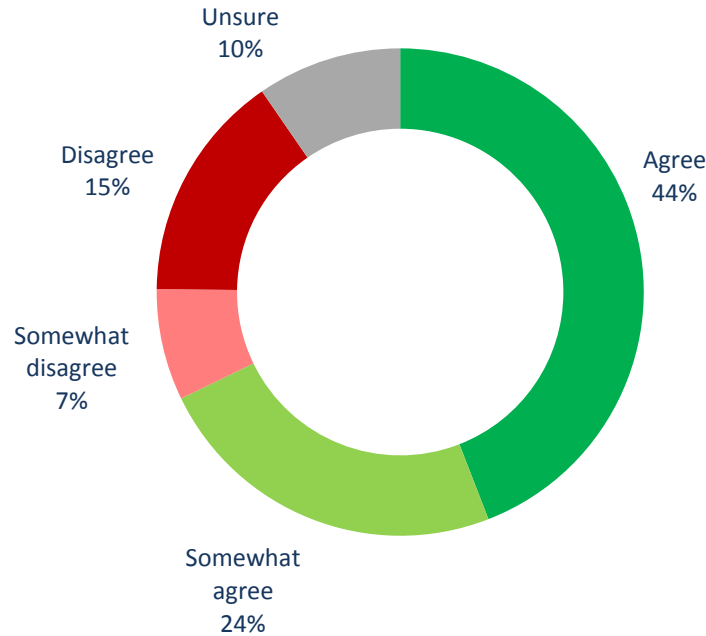
QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements.
[RANDOMIZE]

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

Financially Contributing to Production of Canadian TV Programs: Netflix/Canal+

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+45.2



Subgroups	Agree/ Somewhat agree
Male (n=489)	65.4%
Female (n=511)	70.2%
Liberal (n=244)	71.9%
Conservative (n=216)	56.4%
NDP (n=289)	68.4%
Bloc Quebecois (n=26)	85.1%
Green Party (n=29)	82.9%
Undecided (n=191)	69.4%

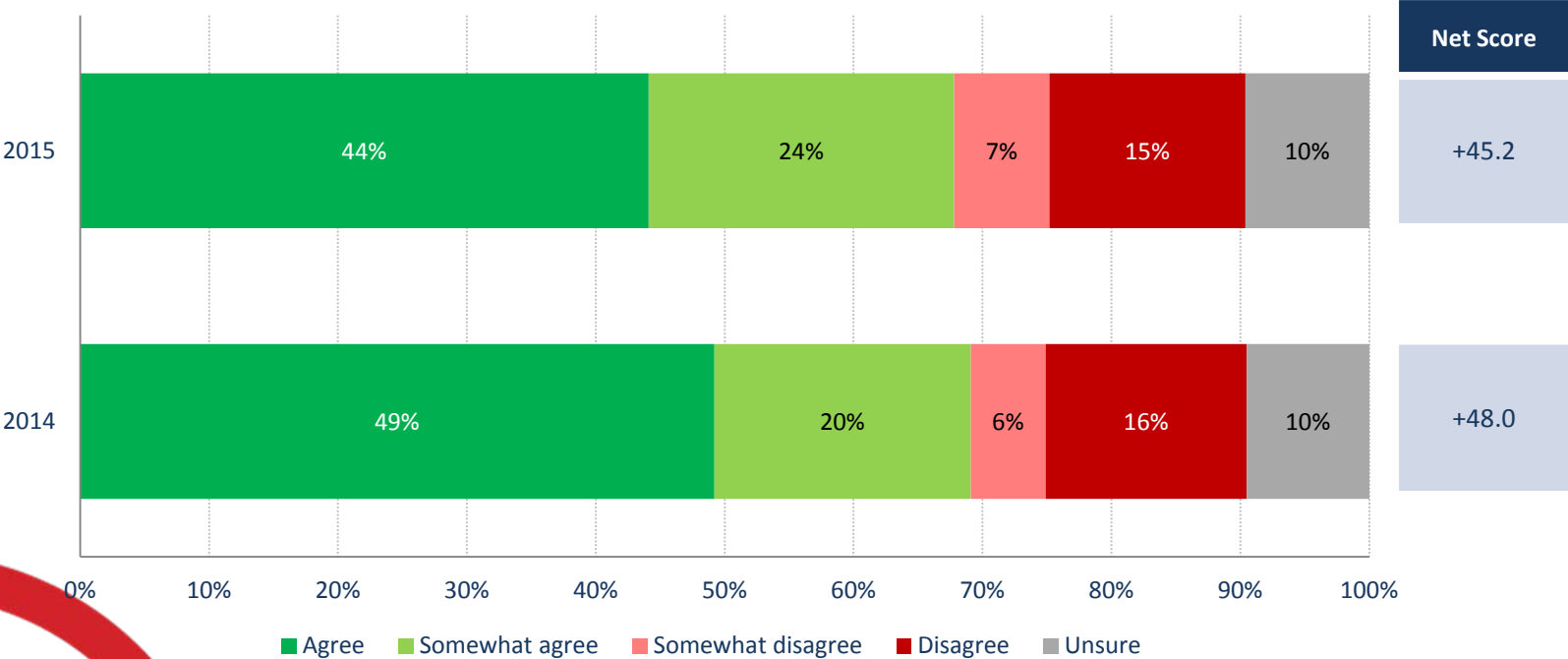
*Note: Charts may not add up to 100 due to rounding

QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements.
[RANDOMIZE]

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

Financially Contributing to Production of Canadian TV Programs: Netflix/Canal+ (Tracking)

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

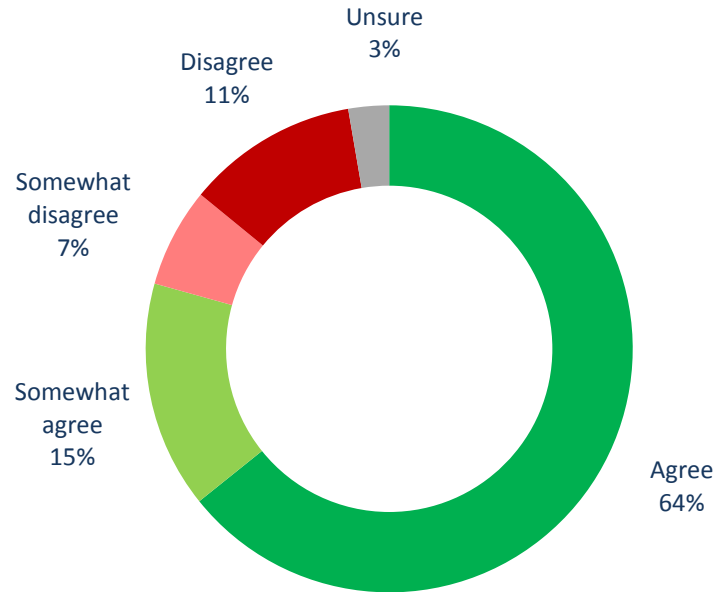
QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements.
 [RANDOMIZE]

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

Financially Contributing to Production of Canadian TV Programs: Internet Broadcasting

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+61.4



Subgroups	Agree/ Somewhat agree
Male (n=489)	74.0%
Female (n=511)	84.4%
Liberal (n=244)	79.3%
Conservative (n=216)	72.1%
NDP (n=289)	80.4%
Bloc Quebecois (n=26)	79.5%
Green Party (n=29)	89.7%
Undecided (n=191)	84.7%

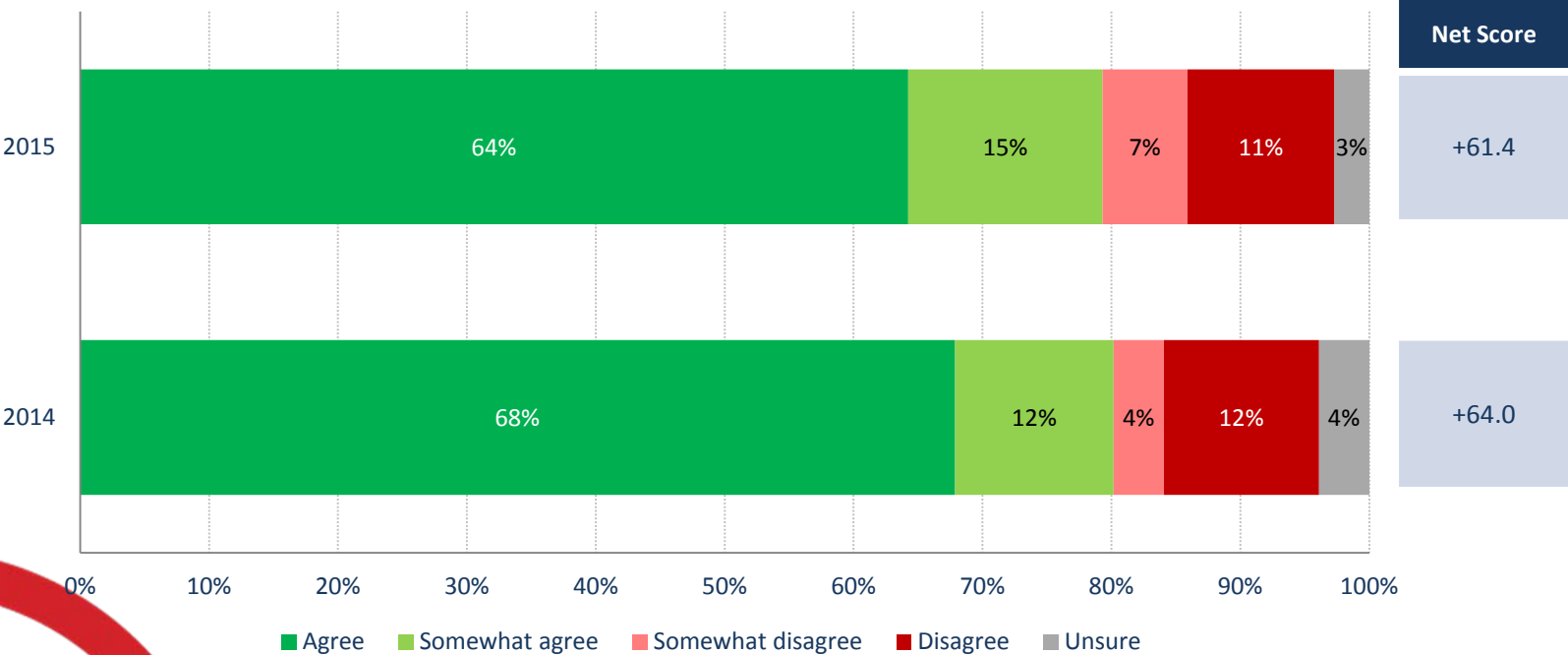
***Note:** Charts may not add up to 100 due to rounding

QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements.
[RANDOMIZE]

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

Financially Contributing to Production of Canadian TV Programs: Internet Broadcasting (Tracking)

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Nanos Research, RDD dual frame random telephone survey, August 16th to 25th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

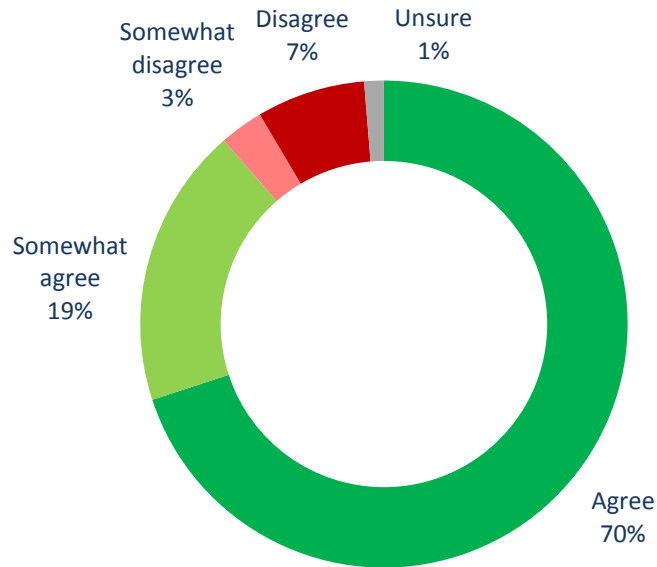
QUESTION – As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements.
 [RANDOMIZE]

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

Importance of the CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+78.4



Subgroups	Agree/ Somewhat agree
Male (n=489)	86.2%
Female (n=511)	90.9%
Liberal (n=244)	93.9%
Conservative (n=216)	70.2%
NDP (n=289)	95.5%
Bloc Quebecois (n=26)	91.3%
Green Party (n=29)	95.2%
Undecided (n=191)	90.8%

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

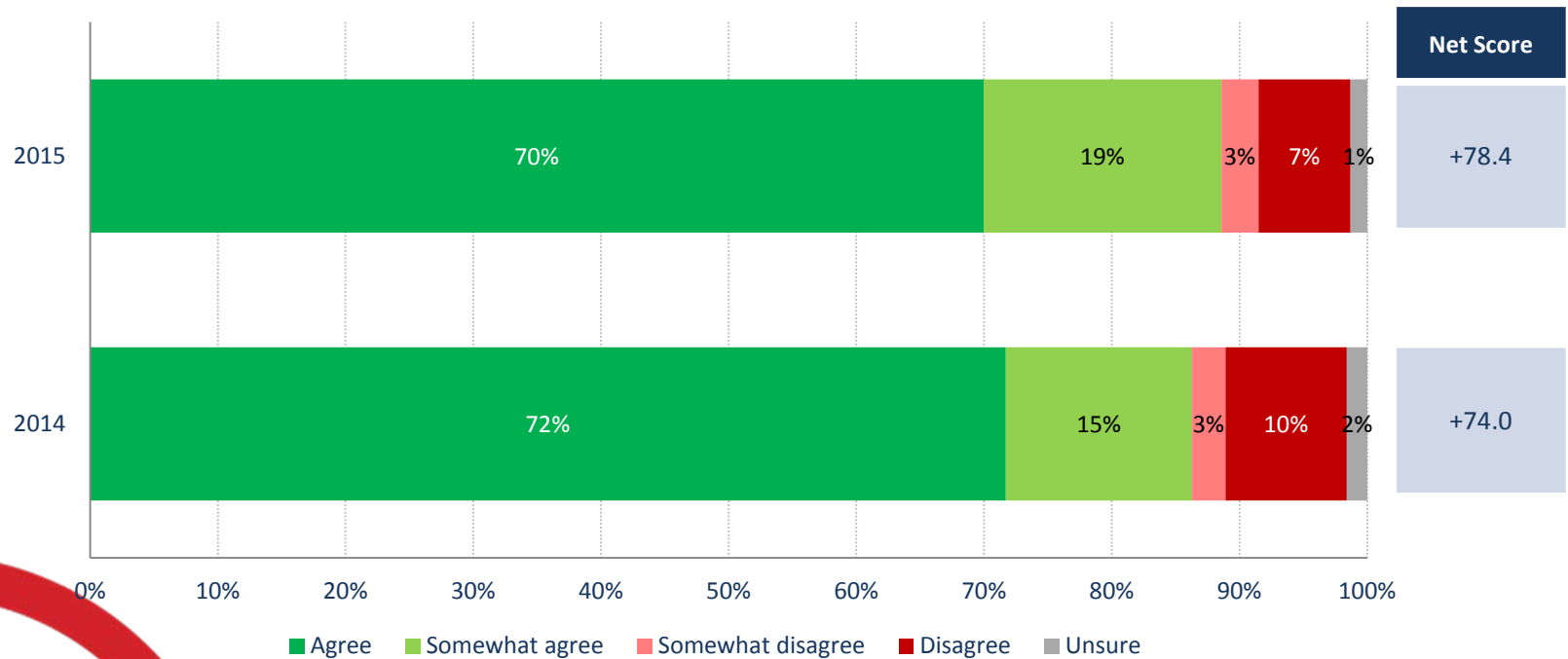
QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

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

Importance of the CBC: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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



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

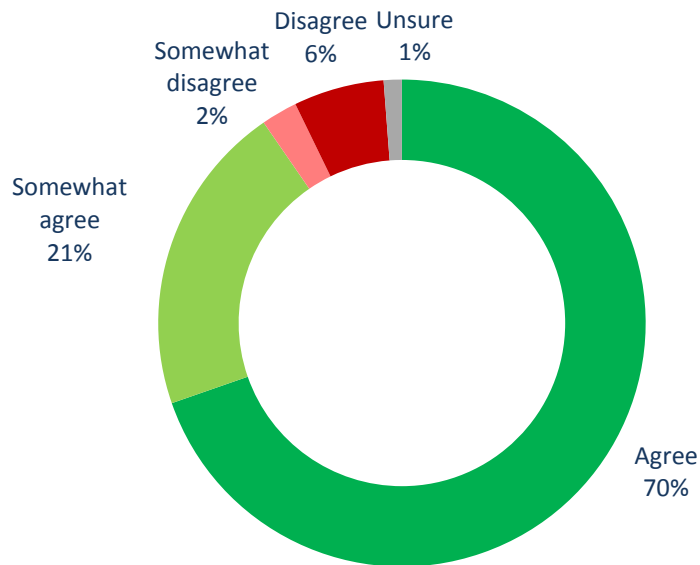
QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

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

The CBC's Role Strengthening Canadian Culture and Identity

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+81.9



Subgroups	Agree/ Somewhat agree
Male (n=489)	87.5%
Female (n=511)	93.1%
Liberal (n=244)	96.3%
Conservative (n=216)	78.8%
NDP (n=289)	93.3%
Bloc Quebecois (n=26)	96.5%
Green Party (n=29)	95.2%
Undecided (n=191)	89.5%

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

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

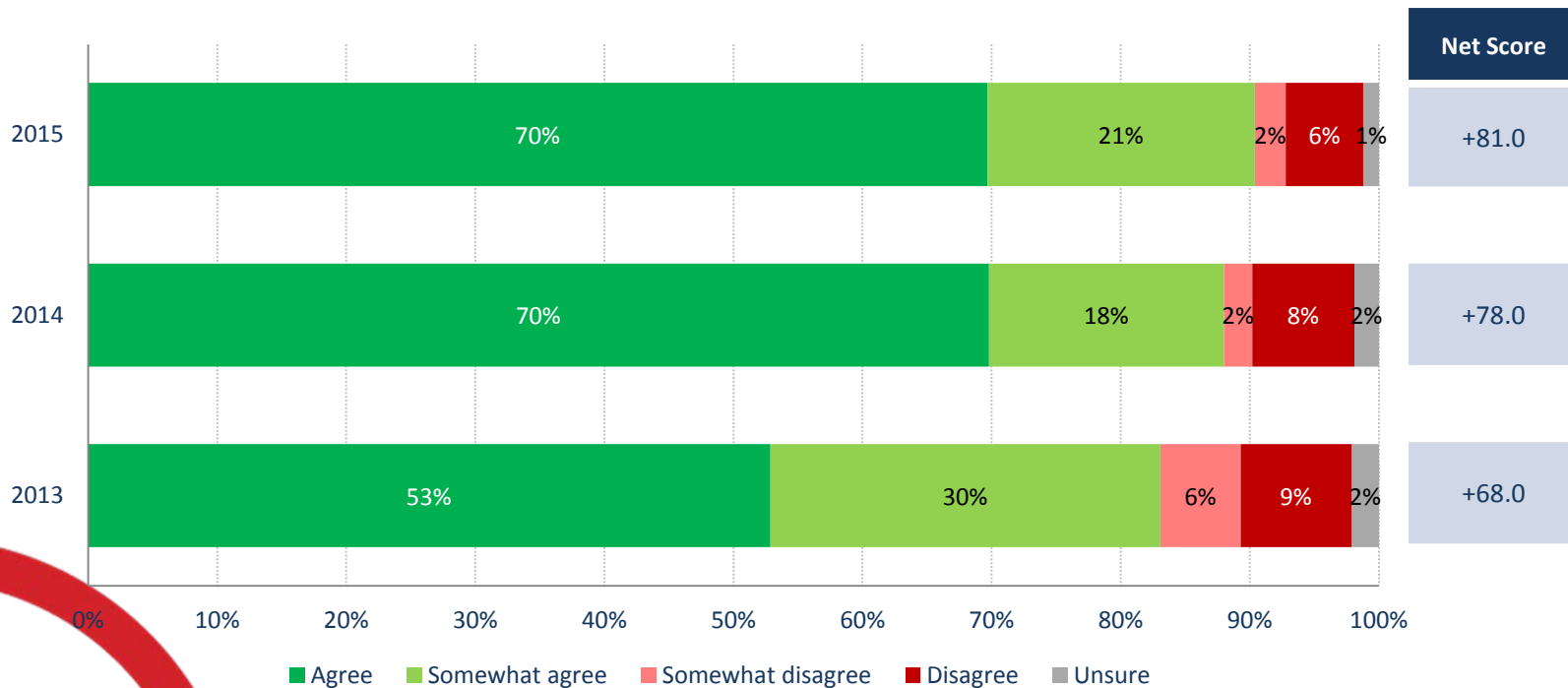
The CBC plays an important role in strengthening Canadian culture and identity

The CBC's Role Strengthening Canadian Culture and Identity: Tracking

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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



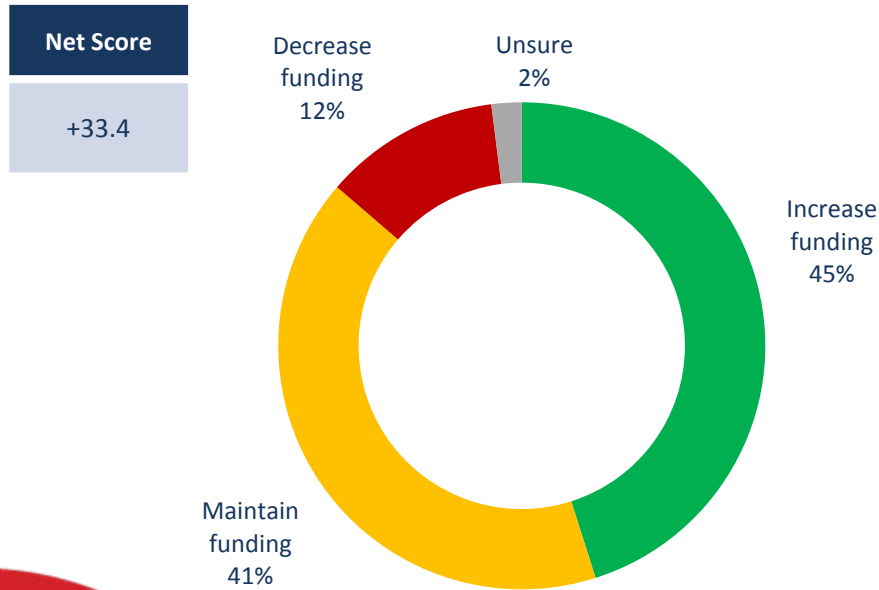
*Note: Charts may not add up to 100 due to rounding

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

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

Funding the CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Increase funding	Decrease Funding	Maintain Funding
Male (n=489)	46.6%	14.2%	37.5%
Female (n=511)	43.6%	9.4%	44.8%
Liberal (n=244)	47.1%	6.6%	44.9%
Conservative (n=216)	21.0%	30.5%	47.3%
NDP (n=289)	62.5%	4.1%	32.6%
Bloc Quebecois (n=26)	64.8%	2.6%	30.0%
Green Party (n=29)	51.0%	2.3%	38.5%
Undecided (n=191)	40.1%	11.3%	44.1%

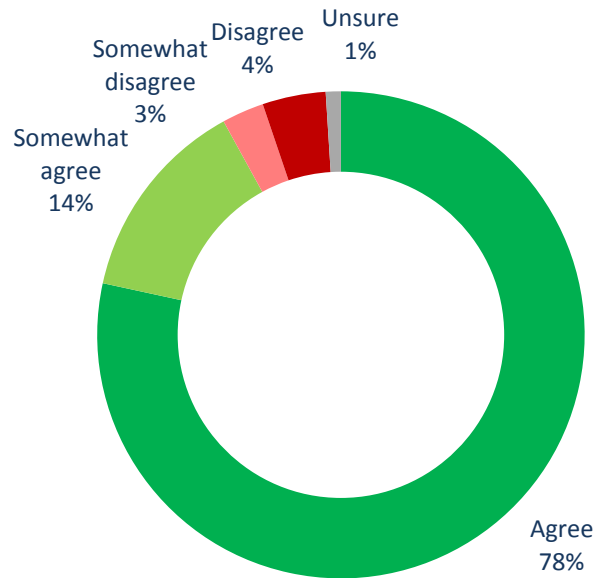
*Note: Charts may not add up to 100 due to rounding

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

Your Local TV Station

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+85.0



Subgroups	Agree/ Somewhat agree
Male (n=489)	89.8%
Female (n=511)	94.1%
Liberal (n=244)	95.5%
Conservative (n=216)	89.8%
NDP (n=289)	92.1%
Bloc Quebecois (n=26)	93.9%
Green Party (n=29)	91.9%
Undecided (n=191)	90.0%

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

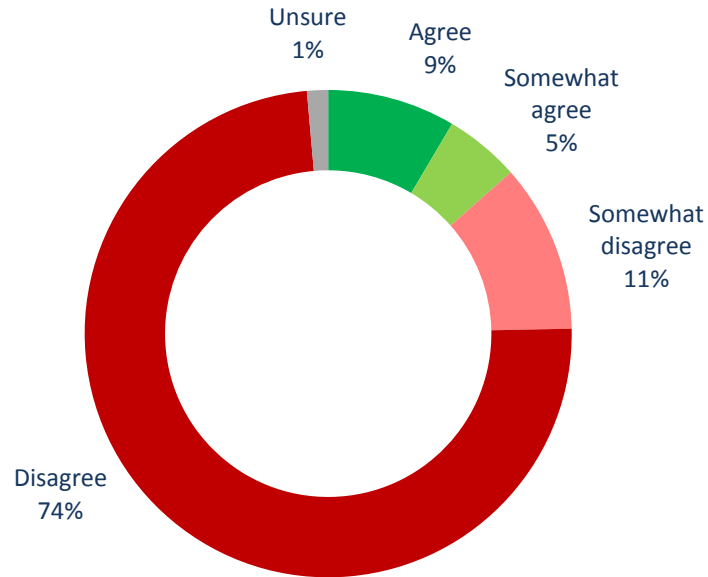
QUESTION – How much do you agree/disagree with each of the following statements
[RANDOMIZE]

Local TV news is valuable to me

Your Local TV Station

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+71.7



Subgroups	Disagree/ Somewhat disagree
Male (n=489)	83.1%
Female (n=511)	87.2%
Liberal (n=244)	87.1%
Conservative (n=216)	79.6%
NDP (n=289)	86.6%
Bloc Quebecois (n=26)	74.9%
Green Party (n=29)	94.6%
Undecided (n=191)	86.7%

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

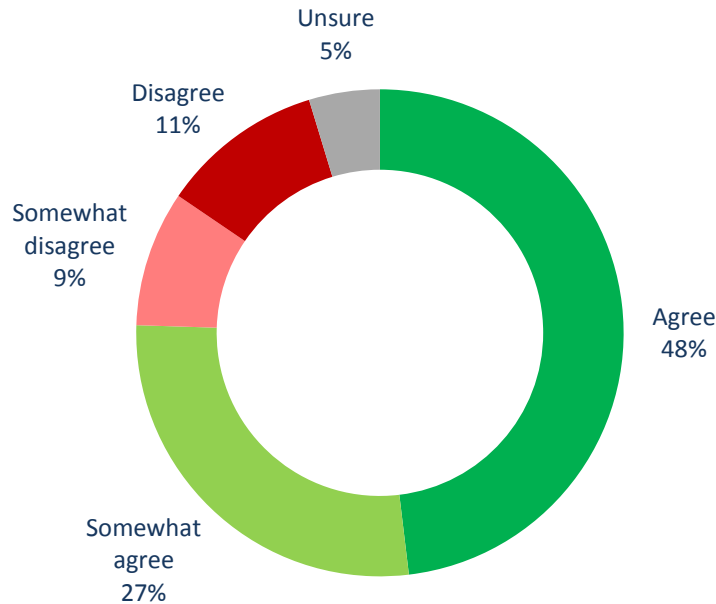
QUESTION – How much do you agree/disagree with each of the following statements
[RANDOMIZE]

I would not care if local news broadcasts on TV were no longer available to me

Your Local TV Station

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+55.7



Subgroups	Agree/ Somewhat agree
Male (n=489)	71.9%
Female (n=511)	78.9%
Liberal (n=244)	78.7%
Conservative (n=216)	71.2%
NDP (n=289)	77.1%
Bloc Quebecois (n=26)	88.2%
Green Party (n=29)	77.9%
Undecided (n=191)	72.2%

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

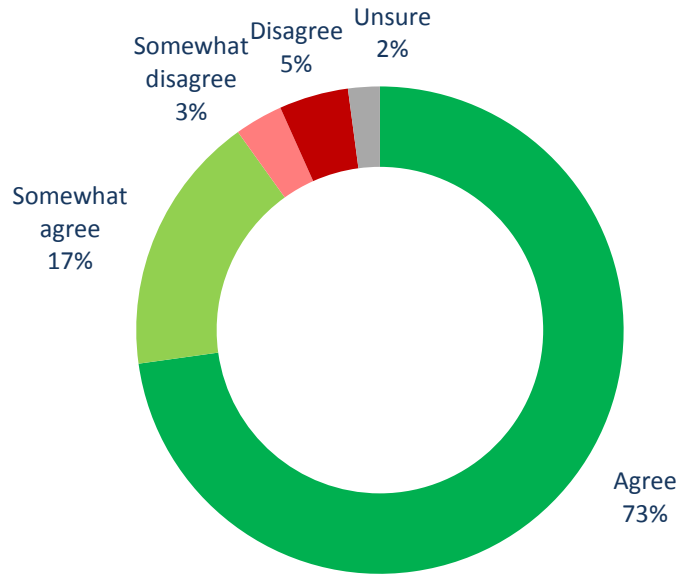
QUESTION – How much do you agree/disagree with each of the following statements
[RANDOMIZE]

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

Your Local TV Station

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+82.3



Subgroups	Agree/ Somewhat agree
Male (n=489)	87.2%
Female (n=511)	92.9%
Liberal (n=244)	92.6%
Conservative (n=216)	82.1%
NDP (n=289)	93.1%
Bloc Quebecois (n=26)	96.5%
Green Party (n=29)	100.0%
Undecided (n=191)	89.1%

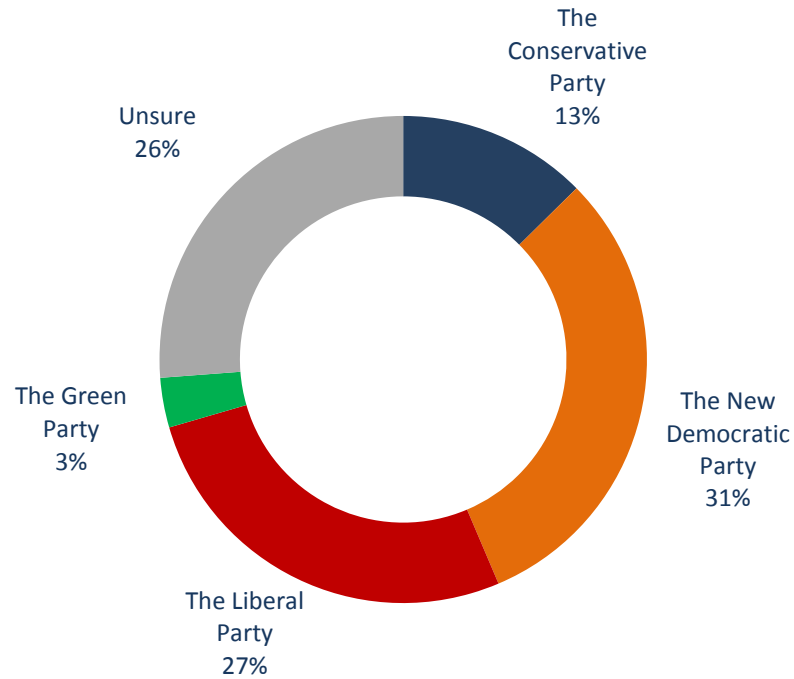
*Note: Charts may not add up to 100 due to rounding

QUESTION – How much do you agree/disagree with each of the following statements [RANDOMIZE]

My federal member of parliament should work to keep local broadcasting strong in my community

Trust to Protect the CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

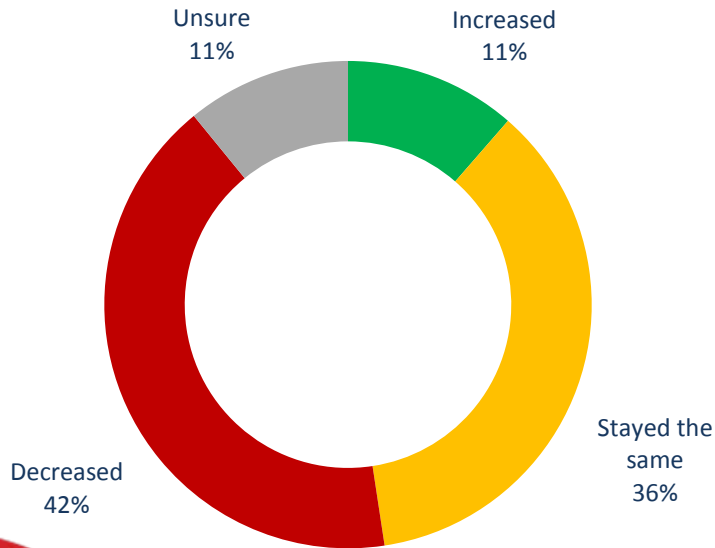


***Note: Charts may not add up to 100 due to rounding**

QUESTION – Which political party do you most trust to protect the CBC? [RANDOMIZE]

CBC's Independence Over Past Four Years

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



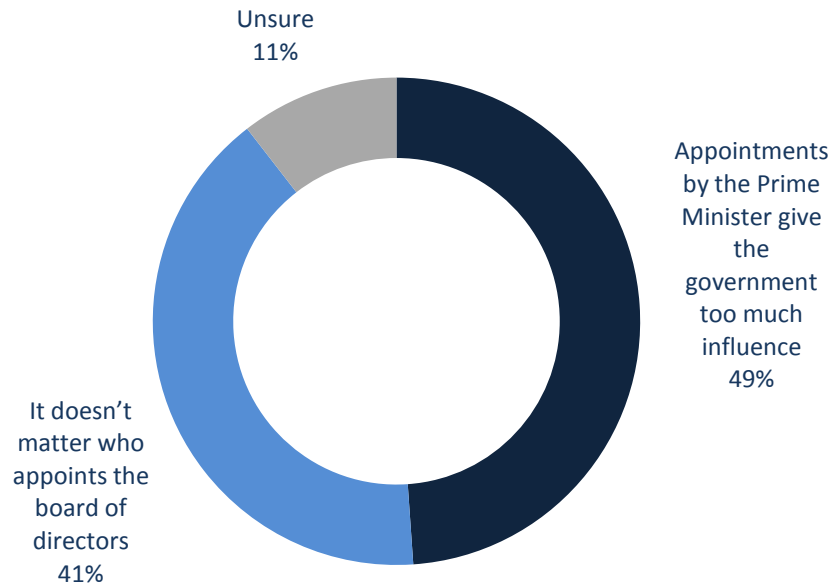
Subgroups	Increased	Decreased	Stayed the same
Male (n=489)	10.0%	44.8%	37.6%
Female (n=511)	12.8%	38.4%	34.8%
Liberal (n=244)	11.3%	44.4%	37.0%
Conservative (n=216)	10.6%	37.0%	43.8%
NDP (n=289)	9.5%	54.4%	24.7%
Bloc Quebecois (n=26)	21.1%	45.9%	29.5%
Green Party (n=29)	10.5%	38.4%	35.1%
Undecided (n=191)	13.9%	24.0%	43.9%

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

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

Opinions on The Prime Minister's relationship to the CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Appointments give too much influence
Male (n=489)	47.7%
Female (n=511)	49.9%
Liberal (n=244)	50.5%
Conservative (n=216)	37.0%
NDP (n=289)	62.8%
Bloc Quebecois (n=26)	44.5%
Green Party (n=29)	55.9%
Undecided (n=191)	39.4%

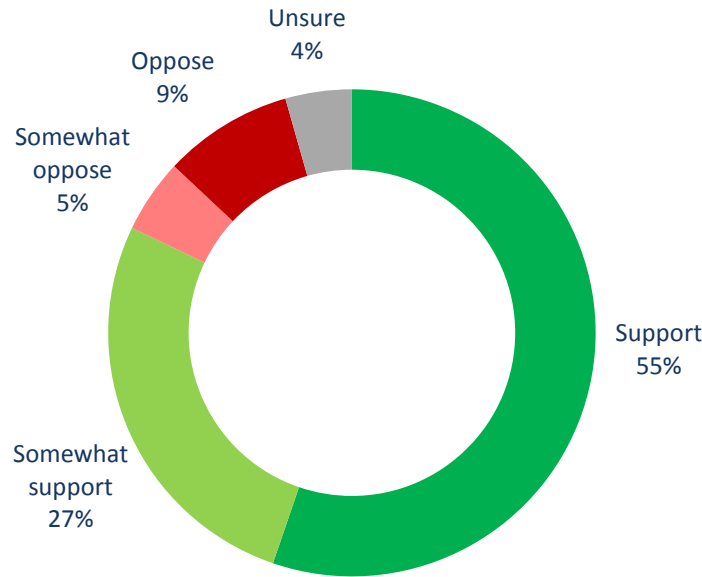
***Note:** Charts may not add up to 100 due to rounding

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

Position on Supporting the CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+68.5



Subgroups	Support/ Somewhat support
Male (n=489)	79.3%
Female (n=511)	84.6%
Liberal (n=244)	87.2%
Conservative (n=216)	71.9%
NDP (n=289)	86.9%
Bloc Quebecois (n=26)	88.1%
Green Party (n=29)	82.0%
Undecided (n=191)	78.5%

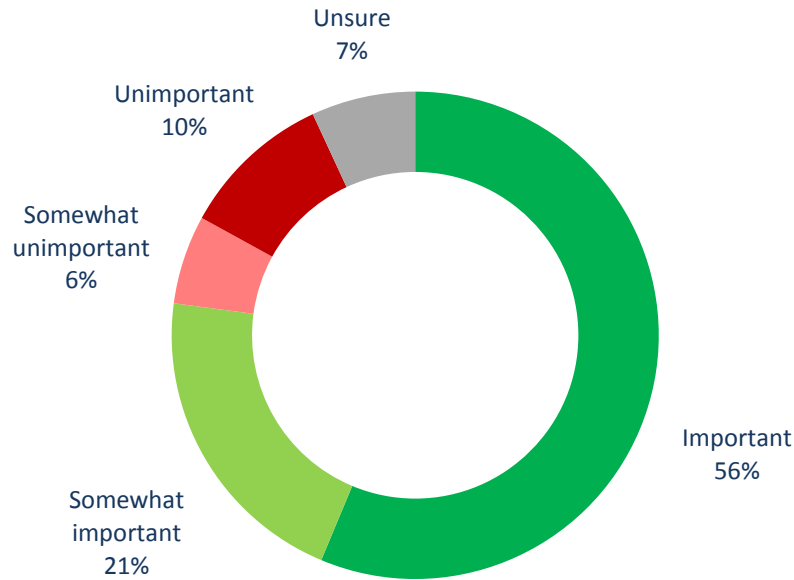
***Note:** Charts may not add up to 100 due to rounding

QUESTION – On May 3rd, 2011, one day after the election, Heritage Minister James Moore said: “We believe in the national public broadcaster. We have said that we will maintain or increase support for the CBC. That is our platform and we have said that before and we will commit to that.” Do you support, somewhat support, somewhat oppose or oppose this position?

Views on Harper's cuts to the CBC

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+61.1



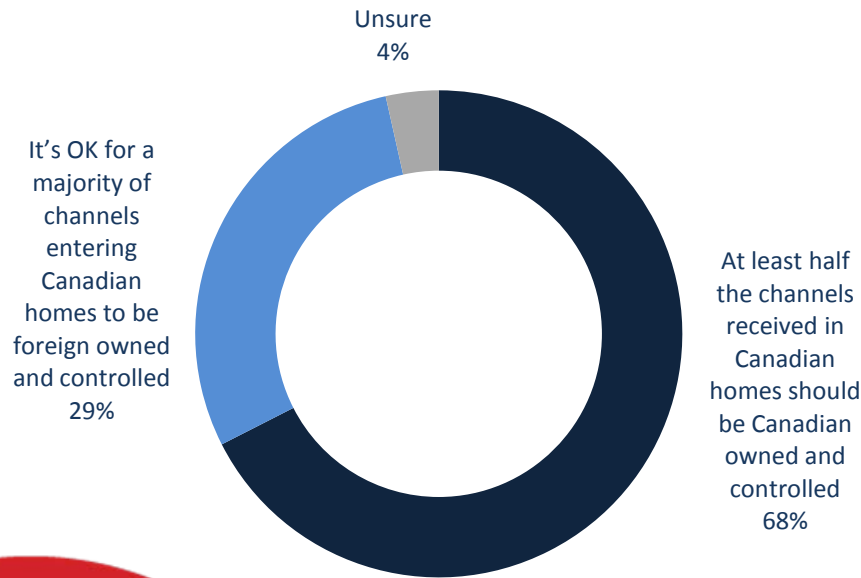
Subgroups	Important/ Somewhat important
Male (n=489)	74.4%
Female (n=511)	79.8%
Liberal (n=244)	87.2%
Conservative (n=216)	55.7%
NDP (n=289)	87.7%
Bloc Quebecois (n=26)	77.8%
Green Party (n=29)	89.4%
Undecided (n=191)	69.8%

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

QUESTION – In your opinion, is it important, somewhat important, somewhat unimportant, or unimportant that the Harper Government's cuts to the CBC be reversed?

Views on CRTC Policy Changes

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Half the channels should be Canadian Owned	It's OK for a majority of channels to be foreign
Male (n=489)	58.4%	37.1%
Female (n=511)	76.1%	21.3%
Liberal (n=244)	65.3%	31.7%
Conservative (n=216)	54.8%	42.0%
NDP (n=289)	73.2%	23.6%
Bloc Quebecois (n=26)	78.4%	4.8%
Green Party (n=29)	83.9%	16.1%
Undecided (n=191)	71.1%	25.3%

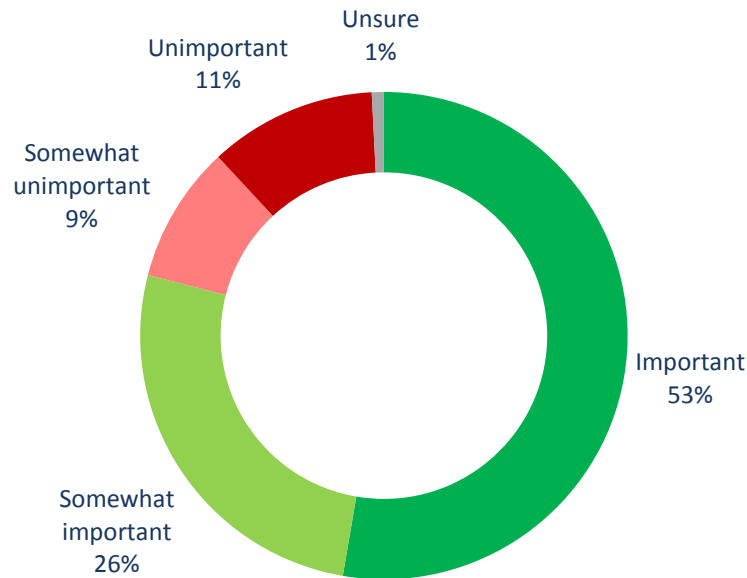
***Note: Charts may not add up to 100 due to rounding**

QUESTION – For several decades the CRTC has required cable and satellite companies to ensure that at least half of the TV channels entering each household are Canadian owned and controlled. Beginning next year, the CRTC plans to change this policy so that a majority of channels can be foreign owned and controlled. Which of the following statements is closest to your own opinion? [ROTATE]

Importance of Canadian Content

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+58.8



Subgroups	Important/ Somewhat important
Male (n=489)	71.9%
Female (n=511)	85.8%
Liberal (n=244)	80.5%
Conservative (n=216)	60.6%
NDP (n=289)	86.7%
Bloc Quebecois (n=26)	82.4%
Green Party (n=29)	88.6%
Undecided (n=191)	83.8%

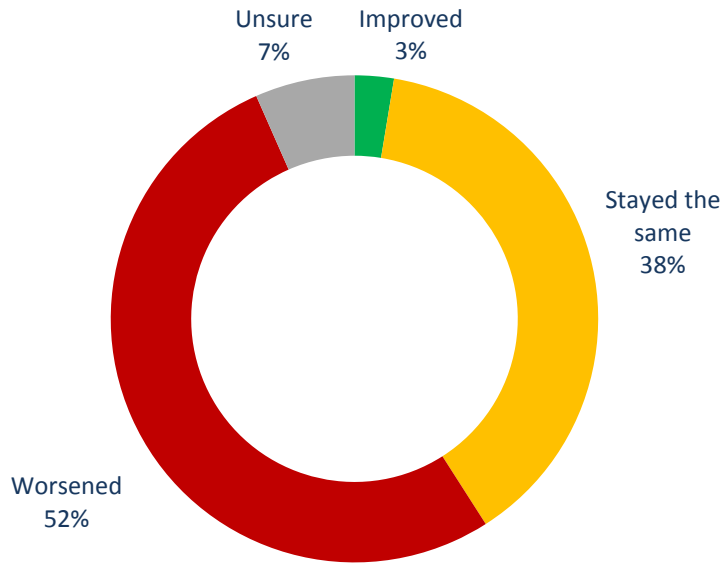
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Is it important, somewhat important, somewhat unimportant or unimportant that at least 50% of the programs available on Canadian television channels remain Canadian?

Impressions of Harper

Source: Nanos Research, RDD dual frame random telephone survey, August 28th and September 3rd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-49.8



Subgroups	Improved	Worsened
Male (n=489)	3.0%	53.0%
Female (n=511)	2.2%	51.8%
Liberal (n=244)	1.5%	71.4%
Conservative (n=216)	8.8%	16.8%
NDP (n=289)	0.8%	68.8%
Bloc Quebecois (n=26)	0.0%	40.3%
Green Party (n=29)	0.0%	62.4%
Undecided (n=191)	0.6%	43.7%

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

QUESTION – As a result of what you have heard during the Duffy trial, has your impression of the integrity of Prime Minister Stephen Harper improved, stayed the same or worsened compared to a year ago?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians, 18 years of age or older, between August 28th and September 3rd, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by ACTRA, Friends of Canadian Broadcasting, and Unifor.

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



Other Research Cited

Nanos Research:

A Nanos Research RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians between August 16th and 25th, 2014. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Individuals randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20. The research was commissioned by Friends of Canadian Broadcasting in collaboration with ACTRA and UNIFOR.

<http://www.friends.ca/files/PDF/nanos-what-canadians-think-about-tv.pdf>

A National Nanos RDD random survey of 1,000 Canadians conducted between June 16th and 19th, 2013. This field period included two evenings when the Stanley Cup Finals were on television. Participants were randomly recruited by telephone and administered a survey online. The results were statistically checked and weighted using the latest Census data. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1\%$, 19 times out of 20.

<https://www.friends.ca/files/PDF/2013-388-FCB-Report.pdf>

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

Angus Reid:

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

Pollara:

An online survey conducted among Pollara's 100,000 member panel of Canadians 18 years of age and older. The representative sample consisted of 3,361 Canadians. Results are considered accurate to $\pm 1.69\%$ nineteen times out of twenty. No quotas were set, but upon completion of the survey, the data was weighted by age, gender and region to ensure that the results shown in this report are representative of the opinions of the Canadian general public. The survey was fielded from April 20th to April 24th, 2009. <http://www.friends.ca/poll/8288>

Other Research Cited

Pollara:

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

<https://www.friends.ca/files/PDF/Pollara-08apr07.pdf>

Ipsos-Reid:

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

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

<https://www.friends.ca/files/PDF/polls/cbcaug2002.pdf>

COMPAS :

Friends of Canadian Broadcasting engaged COMPAS to undertake a national, representative survey among 1,000 Canadians. Surveys of this size are deemed accurate to within ± 3.5 , 19 times out of 20. Fieldwork was carried out by professional interviewers using Computer-Assisted Telephone Interviewing during the period of January 27-February 1, 2001. <https://www.friends.ca/files/PDF/polls/crtcf2001.pdf>

About Nanos

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



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Technical Note

Element	Description
Organization who commissioned the research	Friends of Canadian Broadcasting
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 28 th and September 3 rd , 2015
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11% percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	The question content was as presented in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



Tabulations

Confidential



2015-706 FCB NATIONAL SURVEY – STAT SHEET – DRAFT

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 1 - If you could choose, which one of the following would you most prefer?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	To have the quality of existing TV programs improved	%	51.2	44.0	50.8	46.0	58.3	58.0	49.9	52.5	43.3	47.7	51.4	58.5	55.1	55.0	50.5	59.7	40.9	40.1	37.4
	To get more channels on your TV	%	20.1	27.8	25.0	21.6	12.2	14.2	21.5	18.7	21.3	29.6	21.7	14.6	14.9	22.9	21.4	16.8	23.7	27.7	18.3
	Have popular programs aired more often	%	17.0	13.4	18.3	17.8	18.2	14.2	14.3	19.6	19.3	14.3	16.3	18.7	16.4	12.6	15.6	14.4	20.1	14.9	28.4
	Combination of items	%	2.0	4.7	1.0	2.2	2.3	1.0	2.6	1.4	4.3	1.5	1.2	1.8	1.2	2.0	3.1	.0	2.6	.0	3.9
	No opinion	%	9.7	10.1	5.0	12.5	9.1	12.6	11.7	7.8	11.9	7.0	9.5	6.3	12.5	7.4	9.4	9.1	12.6	17.2	11.9

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ± 3.1 percentage points, 19 times out of 20.



2015-706 FCB NATIONAL SURVEY – STAT SHEET – DRAFT

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 2 - Who is most responsible for ensuring Canadian programming and content on television and radio is protected?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Canadian Radio-television and Telecommunication Commission - also known as the CRTC	%	64.1	65.5	63.0	65.6	60.3	66.8	62.9	65.2	54.7	63.0	69.1	72.4	62.3	65.4	61.2	68.7	75.7	70.8	55.4
	TV and Radio Networks	%	5.8	3.8	8.1	4.1	9.3	2.0	7.6	4.1	7.7	8.9	1.6	6.2	5.4	4.5	7.9	6.5	3.9	7.9	4.1
	Federal Government	%	7.2	7.7	6.4	8.0	7.3	6.7	7.6	6.9	8.8	4.4	8.9	7.5	6.2	8.6	5.7	8.6	3.5	.0	7.0
	Cable and Satellite companies	%	12.1	15.3	12.7	10.7	12.7	10.9	13.9	10.3	13.6	15.4	12.0	9.1	10.8	12.0	14.9	9.3	.0	8.9	15.3
	Unsure	%	10.8	7.6	9.8	11.6	10.4	13.6	8.0	13.4	15.3	8.3	8.4	4.7	9.4	10.3	6.9	16.9	12.4	18.2	

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 3 - The choice of US and other non-Canadian programming available to you on television	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Satisfied	%	43.1	35.7	40.2	47.5	47.1	38.6	44.9	41.3	42.5	43.6	46.5	39.4	42.9	47.4	45.2	39.5	45.0	31.2	43.0
	Somewhat satisfied	%	24.4	30.9	31.1	15.5	23.2	28.0	20.5	28.0	26.7	25.9	22.6	27.0	20.8	21.6	22.2	31.2	27.0	33.4	18.0
	Somewhat dissatisfied	%	11.5	6.8	13.1	10.6	12.8	11.7	11.0	11.9	12.8	10.8	13.3	11.9	8.8	14.3	9.4	8.5	3.7	14.2	15.6
	Dissatisfied	%	13.6	23.1	4.9	17.9	14.2	12.8	15.7	11.7	14.0	12.8	12.8	17.6	11.7	11.6	18.0	12.4	3.9	15.9	14.0
	Unsure	%	7.5	3.5	10.8	8.5	2.7	8.9	7.9	7.1	4.0	7.0	4.8	4.0	15.8	5.1	5.2	8.4	20.5	5.3	9.4

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians 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 very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 4 - CBC/Radio-Canada	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Mean	5.22	5.41	5.45	5.14	4.95	5.24	5.08	5.35	5.67	5.26	5.34	4.94	4.93	5.58	4.66	5.47	5.65	5.76	4.86	
		Very low trust and confidence (1)	%	6.0	3.5	1.4	8.8	8.5	6.6	7.8	4.3	1.4	6.8	6.7	6.4	8.6	2.7	12.6	5.3	.0	.0	5.8
		2	%	3.0	1.5	1.4	4.6	3.9	2.1	2.7	3.3	3.2	2.2	.6	5.6	3.5	1.7	5.3	2.4	3.7	2.9	2.9
		3	%	5.8	4.8	6.4	4.1	8.8	4.8	5.7	5.8	4.3	3.5	3.9	8.3	8.4	4.0	7.9	4.1	5.7	6.6	8.4
		4	%	9.7	10.6	10.4	8.9	10.0	9.2	12.3	7.3	6.6	10.2	10.4	10.5	10.8	7.9	12.4	7.0	11.0	10.6	12.0
		5	%	22.4	22.5	25.7	19.8	19.3	26.3	21.0	23.8	21.7	25.0	21.7	24.1	20.7	23.4	16.8	22.2	12.5	13.8	31.2
		6	%	23.6	30.3	27.0	19.6	23.8	21.2	22.2	25.0	21.3	21.4	31.9	21.3	21.7	26.7	19.0	26.3	29.5	16.5	21.2
		Very high trust and confidence (7)	%	26.2	24.5	24.8	30.2	22.3	26.8	24.6	27.7	36.0	27.7	24.3	21.1	22.1	30.9	21.4	31.7	32.5	43.7	13.2
	Unsure	%	3.3	2.3	2.9	3.9	3.3	3.1	3.6	2.9	5.6	3.2	.4	2.7	4.1	2.8	4.5	1.0	5.2	5.8	5.4	

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians 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 very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 4 - CBC/Radio-Canada	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Low trust and confidence (1-3)	%	14.8	9.8	9.2	17.5	21.2	13.5	16.3	13.4	8.8	12.5	11.3	20.3	20.5	8.4	25.8	11.8	9.3	9.5	17.1
		Average trust and confidence (4)	%	9.7	10.6	10.4	8.9	10.0	9.2	12.3	7.3	6.6	10.2	10.4	10.5	10.8	7.9	12.4	7.0	11.0	10.6	12.0
		High trust and confidence (5-7)	%	72.2	77.3	77.5	69.6	65.5	74.3	67.8	76.5	78.9	74.0	77.9	66.5	64.5	80.9	57.3	80.2	74.5	74.0	65.5
		Unsure	%	3.3	2.3	2.9	3.9	3.3	3.1	3.6	2.9	5.6	3.2	.4	2.7	4.1	2.8	4.5	1.0	5.2	5.8	5.4

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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 very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 5 - Cable Companies	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Mean	3.36	3.19	3.93	3.10	3.42	2.94	3.26	3.45	3.70	3.00	3.35	3.21	3.44	3.40	3.41	3.22	3.76	2.74	3.51	
		Very low trust and confidence (1)	%	18.1	22.8	9.7	24.5	14.7	20.7	18.1	18.1	10.1	26.3	16.4	21.4	18.2	15.7	16.5	21.3	.0	30.7	17.8
		2	%	14.6	18.6	9.1	14.3	16.5	19.2	17.1	12.2	16.9	14.0	16.2	14.0	12.1	15.8	12.0	19.2	10.7	25.8	8.3
		3	%	20.2	13.3	19.9	17.0	22.7	28.3	19.6	20.8	18.4	26.3	21.0	20.1	16.8	18.9	23.2	17.3	37.1	8.3	22.3
		4	%	16.7	18.5	20.0	18.0	12.8	13.0	16.7	16.7	16.8	9.8	19.6	20.1	16.5	20.6	16.2	14.1	13.6	7.9	18.5
		5	%	17.4	14.0	26.3	14.5	19.6	7.9	17.8	17.1	24.1	13.1	15.8	14.3	18.4	16.0	19.2	14.3	26.3	18.9	20.9
		6	%	6.1	7.1	5.3	6.0	8.7	3.3	4.8	7.3	5.7	5.5	7.5	4.4	6.8	5.9	5.3	7.4	.0	5.4	6.2
		Very high trust and confidence (7)	%	3.9	3.7	7.6	1.9	2.1	4.0	2.9	4.8	5.9	3.4	2.4	3.9	3.8	4.0	3.3	4.6	3.5	.0	3.6
	Unsure	%	3.0	2.1	2.2	3.8	3.0	3.5	3.1	3.0	2.2	1.5	1.1	1.8	7.4	3.1	4.3	1.7	8.7	2.9	2.3	

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians 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 very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 5 - Cable Companies	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Low trust and confidence (1-3)	%	52.9	54.6	38.6	55.8	53.9	68.3	54.8	51.1	45.4	66.6	53.6	55.6	47.0	50.4	51.7	57.8	47.9	64.9	48.4
		Average trust and confidence (4)	%	16.7	18.5	20.0	18.0	12.8	13.0	16.7	16.7	16.8	9.8	19.6	20.1	16.5	20.6	16.2	14.1	13.6	7.9	18.5
		High trust and confidence (5-7)	%	27.4	24.8	39.2	22.4	30.3	15.2	25.4	29.2	35.7	22.0	25.7	22.5	29.0	25.9	27.8	26.3	29.8	24.3	30.8
		Unsure	%	3.0	2.1	2.2	3.8	3.0	3.5	3.1	3.0	2.2	1.5	1.1	1.8	7.4	3.1	4.3	1.7	8.7	2.9	2.3

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 6 - Private Broadcasters	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Mean	3.81	3.48	4.10	3.79	3.90	3.49	3.74	3.88	3.98	3.52	4.01	3.74	3.75	3.85	4.06	3.62	3.90	2.92	3.88	
		Very low trust and confidence (1)	%	11.6	17.5	6.5	13.3	7.9	18.0	12.9	10.4	8.4	17.2	8.4	13.9	11.7	10.5	10.1	14.0	3.5	31.9	9.6
		2	%	11.4	8.8	10.5	12.8	13.5	8.6	10.4	12.3	11.9	13.4	11.1	9.9	10.7	11.1	9.4	12.8	12.9	10.4	11.9
		3	%	17.0	16.4	16.1	14.2	18.8	22.1	17.4	16.6	15.6	17.3	17.3	19.8	15.7	17.5	13.9	19.7	24.7	11.0	15.6
		4	%	19.1	23.1	18.4	16.7	22.2	18.3	22.4	15.9	20.3	16.3	21.5	17.8	18.9	19.3	20.9	17.1	16.5	17.5	20.3
		5	%	21.1	20.6	28.1	22.4	15.8	14.5	18.9	23.2	23.6	16.9	22.5	22.8	19.5	22.6	22.8	21.0	30.1	4.7	18.2
		6	%	7.5	6.4	9.1	7.2	9.2	3.7	6.6	8.2	7.2	7.0	10.1	6.1	6.8	8.7	8.9	6.4	.0	3.1	7.3
		Very high trust and confidence (7)	%	7.0	1.4	6.4	7.7	8.6	7.9	6.7	7.2	8.2	6.5	7.5	7.0	5.7	5.6	9.5	5.5	7.2	7.8	8.1
	Unsure	%	5.4	5.8	5.0	5.7	4.0	6.8	4.6	6.1	4.8	5.5	1.6	2.8	10.9	4.6	4.6	3.6	5.2	13.5	8.9	

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 6 - Private Broadcasters	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Low trust and confidence (1-3)	%	40.0	42.7	33.0	40.4	40.1	48.8	40.7	39.3	35.9	47.9	36.8	43.5	38.1	39.2	33.3	46.4	41.1	53.3	37.2
		Average trust and confidence (4)	%	19.1	23.1	18.4	16.7	22.2	18.3	22.4	15.9	20.3	16.3	21.5	17.8	18.9	19.3	20.9	17.1	16.5	17.5	20.3
		High trust and confidence (5-7)	%	35.5	28.4	43.6	37.2	33.6	26.1	32.2	38.7	39.0	30.3	40.1	35.9	32.0	36.9	41.1	33.0	37.3	15.6	33.6
		Unsure	%	5.4	5.8	5.0	5.7	4.0	6.8	4.6	6.1	4.8	5.5	1.6	2.8	10.9	4.6	4.6	3.6	5.2	13.5	8.9

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Please tell me how much confidence or trust do you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 7 - The Canadian Government	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Mean	3.69	3.22	3.97	3.65	3.77	3.53	3.68	3.70	4.23	3.54	3.59	3.36	3.68	3.83	4.41	3.22	3.41	3.27	3.49	
		Very low trust and confidence (1)	%	17.9	28.8	12.7	20.1	14.7	19.2	18.7	17.1	9.3	20.1	17.0	24.5	19.7	16.3	6.4	27.6	19.6	23.2	17.5
		2	%	10.1	10.3	11.6	7.4	12.5	9.9	9.8	10.4	5.0	13.5	13.6	11.1	8.4	6.9	8.5	11.0	22.8	14.7	12.6
		3	%	14.6	7.2	14.6	15.2	12.8	20.8	14.7	14.6	18.2	10.4	13.4	15.2	15.1	15.2	12.3	14.6	3.5	14.7	18.3
		4	%	17.7	22.5	18.3	17.9	17.1	14.1	16.7	18.7	16.6	18.0	19.2	18.0	17.0	20.0	17.8	15.9	18.2	9.9	18.0
		5	%	21.9	19.3	20.2	22.7	27.3	17.6	21.9	21.8	30.5	24.2	24.6	15.4	15.3	23.8	26.8	18.9	16.2	26.5	17.9
		6	%	9.2	5.7	11.4	10.0	6.7	9.5	9.0	9.3	10.3	6.0	7.4	9.6	11.8	10.0	15.5	5.9	7.4	8.1	6.3
		Very high trust and confidence (7)	%	6.1	2.8	9.8	4.4	6.2	5.4	6.6	5.7	9.1	5.5	3.8	4.4	7.2	5.7	10.4	4.2	7.1	.0	5.5
	Unsure	%	2.5	3.5	1.5	2.3	2.9	3.5	2.6	2.4	1.1	2.4	1.0	1.8	5.6	2.1	2.2	1.9	5.2	2.9	3.8	

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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 very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 7 - The Canadian Government	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Low trust and confidence (1-3)	%	42.6	46.3	38.9	42.7	39.9	49.9	43.2	42.1	32.5	44.0	43.9	50.8	43.1	38.4	27.2	53.2	45.9	52.6	48.5
		Average trust and confidence (4)	%	17.7	22.5	18.3	17.9	17.1	14.1	16.7	18.7	16.6	18.0	19.2	18.0	17.0	20.0	17.8	15.9	18.2	9.9	18.0
		High trust and confidence (5-7)	%	37.2	27.7	41.4	37.1	40.1	32.4	37.5	36.8	49.9	35.6	35.9	29.4	34.2	39.5	52.7	29.0	30.7	34.6	29.7
		Unsure	%	2.5	3.5	1.5	2.3	2.9	3.5	2.6	2.4	1.1	2.4	1.0	1.8	5.6	2.1	2.2	1.9	5.2	2.9	3.8

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians 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 very high trust and confidence. [RANDOMIZE Q4-Q8]

				Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 8 - CRTC	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Mean	4.77	4.69	5.12	4.63	4.74	4.56	4.67	4.86	5.16	4.62	4.78	4.65	4.63	4.94	4.58	4.81	5.91	5.04	4.49	
		Very low trust and confidence (1)	%	6.0	4.6	3.3	9.2	4.2	7.1	6.9	5.1	4.4	8.2	6.4	6.9	4.8	4.0	8.2	5.4	.0	2.4	8.3
		2	%	2.7	1.4	1.6	2.7	3.6	4.1	2.9	2.5	1.7	1.5	1.7	3.5	4.6	1.8	3.8	2.7	.0	2.3	2.9
		3	%	8.8	11.3	10.3	7.9	7.5	8.3	10.2	7.5	5.7	7.8	10.1	11.5	8.9	7.7	7.4	10.6	.0	2.5	11.4
		4	%	16.3	16.1	10.1	17.0	20.8	19.3	17.2	15.4	10.9	22.1	14.3	14.4	20.0	14.1	21.6	15.3	3.7	24.1	15.1
		5	%	29.1	36.5	29.2	28.5	27.5	27.6	26.3	31.9	28.8	28.5	33.0	30.8	25.2	32.9	24.4	29.1	27.2	21.9	29.8
		6	%	18.0	16.1	20.5	17.9	18.5	14.5	18.7	17.3	19.1	18.5	19.1	18.4	15.3	22.4	16.3	18.2	31.0	23.2	11.7
		Very high trust and confidence (7)	%	13.0	7.9	19.6	12.1	10.4	10.8	12.1	13.8	20.0	9.7	12.4	11.4	11.0	11.3	12.4	15.1	26.8	13.0	11.2
	Unsure	%	6.1	6.2	5.4	4.7	7.4	8.3	5.7	6.5	9.5	3.7	2.9	2.9	10.1	5.7	5.8	3.6	11.3	10.6	9.5	

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians 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 very high trust and confidence. [RANDOMIZE Q4-Q8]

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 8 - CRTC	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Low trust and confidence (1-3)	%	17.5	17.3	15.2	19.8	15.4	19.6	20.0	15.0	11.8	17.5	18.2	22.0	18.3	13.5	19.5	18.7	.0	7.2	22.7
	Average trust and confidence (4)	%	16.3	16.1	10.1	17.0	20.8	19.3	17.2	15.4	10.9	22.1	14.3	14.4	20.0	14.1	21.6	15.3	3.7	24.1	15.1
	High trust and confidence (5-7)	%	60.1	60.4	69.3	58.4	56.4	52.9	57.1	63.0	67.8	56.7	64.6	60.7	51.6	66.6	53.1	62.3	85.0	58.0	52.7
	Unsure	%	6.1	6.2	5.4	4.7	7.4	8.3	5.7	6.5	9.5	3.7	2.9	2.9	10.1	5.7	5.8	3.6	11.3	10.6	9.5

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [RANDOMIZE Q9-Q13]

			Region					Gender		Age						Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 9 - The goal of providing consumers with the most value and best prices	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Very important	%	66.6	66.3	72.3	67.7	62.4	60.8	62.9	70.2	64.7	67.5	68.6	65.3	66.9	63.7	69.0	65.4	60.9	67.4	70.3
		Somewhat important	%	27.1	27.0	22.6	25.7	32.8	29.4	28.9	25.3	30.7	24.9	25.3	29.9	24.9	28.8	26.0	26.8	27.3	30.3	26.1
		Not really important	%	4.4	6.7	3.9	4.3	3.2	5.3	6.4	2.5	2.9	5.0	4.2	4.1	5.5	6.1	3.7	4.8	9.2	2.3	1.9
		Not at all important	%	.9	.0	.4	1.1	.6	2.4	1.4	.4	1.7	1.8	.0	.3	.8	.8	.3	1.5	.0	.0	1.1
		Unsure	%	1.0	.0	.8	1.1	.9	2.1	.5	1.6	.0	.8	1.8	.4	1.9	.5	1.0	1.5	2.6	.0	.6

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ± 3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [RANDOMIZE Q9-Q13]

			Region						Gender		Age						Vote Profile					
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 10 - The goal of ensuring there is enough competition in order to protect freedom of speech and democracy	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Very important	%	69.6	58.2	67.7	76.7	68.4	67.4	70.8	68.4	69.8	64.8	74.5	67.0	70.4	68.5	70.5	68.1	66.2	78.7	71.2
		Somewhat important	%	24.5	27.9	25.7	18.6	27.0	28.5	22.4	26.4	24.5	28.5	18.8	28.8	23.2	26.0	24.5	26.1	19.3	21.3	21.2
		Not really important	%	3.2	8.3	4.0	1.7	2.6	2.0	3.3	3.0	5.3	1.9	5.7	1.3	1.5	2.7	3.0	3.2	4.8	.0	4.2
		Not at all important	%	1.5	3.4	1.4	1.8	.8	.6	1.8	1.1	.4	3.4	.6	.8	2.2	1.7	1.3	.9	3.5	.0	1.9
		Unsure	%	1.3	2.2	1.2	1.1	1.2	1.6	1.6	1.1	.0	1.5	.4	2.1	2.7	1.1	.7	1.7	6.2	.0	1.4

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [RANDOMIZE Q9-Q13]

			Region					Gender		Age						Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 11 - The goal of enabling Canadians from different regions and languages to know and understand each other	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Very important	%	54.9	58.0	53.9	59.3	50.0	52.3	53.8	56.0	63.7	48.2	53.1	49.2	58.0	62.4	37.5	61.4	57.1	58.7	54.0
		Somewhat important	%	34.0	31.1	35.7	30.8	37.2	35.1	33.0	34.9	29.8	32.4	38.6	38.5	31.3	29.0	46.8	30.4	37.7	38.8	30.6
		Not really important	%	7.2	5.4	8.9	5.1	8.5	8.0	8.5	6.0	5.0	12.7	6.2	7.4	5.8	4.9	9.6	6.7	5.2	.0	9.8
		Not at all important	%	3.3	4.8	1.1	4.2	2.9	4.7	4.1	2.5	.4	6.2	1.4	4.9	4.1	3.3	5.6	1.6	.0	2.5	3.5
		Unsure	%	.6	.7	.4	.7	1.4	.0	.6	.7	1.1	.6	.6	.0	.8	.4	.6	.0	.0	.0	2.1

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [RANDOMIZE Q9-Q13]

			Region					Gender		Age						Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 12 - The goal of protecting Canadian culture and identity at a time of very strong American and global economic forces	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Very important	%	60.5	56.5	71.8	61.4	49.7	57.0	56.0	64.8	61.9	50.0	63.3	58.2	66.0	65.8	40.7	66.4	74.2	58.2	65.1
		Somewhat important	%	28.6	32.6	23.2	24.1	38.7	30.2	30.5	26.7	28.6	34.4	26.1	31.1	24.6	27.4	41.6	21.9	23.2	36.0	25.4
		Not really important	%	6.6	6.7	4.1	8.0	7.0	7.7	8.3	5.0	8.9	9.2	6.3	5.2	4.2	2.4	10.5	8.7	.0	5.8	5.8
		Not at all important	%	3.7	3.5	.3	5.2	4.6	5.1	4.8	2.6	.6	6.4	3.4	4.2	4.2	3.4	7.2	2.5	.0	.0	2.9
		Unsure	%	.6	.7	.6	1.3	.0	.0	.3	.9	.0	.0	.8	1.4	.9	1.0	.0	.5	2.6	.0	.8

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. The following are some possible goals for the CRTC when it makes its decisions. Please tell me if these goals are very important, somewhat important, not really important or not at all important [RANDOMIZE Q9-Q13]

			Region					Gender		Age						Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 13 - The goal of encouraging more Canadian programming	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Very important	%	45.2	38.4	55.1	42.7	41.0	44.1	41.0	49.3	38.0	45.4	43.4	49.2	49.9	51.1	28.0	52.1	61.1	49.2	43.9
		Somewhat important	%	41.9	49.9	36.9	44.4	39.8	42.6	41.8	42.1	49.7	38.4	45.5	38.6	37.0	39.5	46.6	39.2	31.5	45.6	44.4
		Not really important	%	7.2	6.6	5.2	4.9	12.0	9.0	8.7	5.7	9.0	10.1	7.3	3.9	5.9	3.1	14.7	5.0	4.8	5.2	7.8
		Not at all important	%	5.0	4.5	1.8	7.0	6.6	4.3	7.5	2.5	2.7	4.6	3.8	7.3	6.4	5.0	10.1	3.4	.0	.0	3.1
		Unsure	%	.7	.7	1.0	1.0	.6	.0	1.1	.4	.6	1.4	.0	1.0	.9	1.3	.6	.3	2.6	.0	.8

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 14 - On balance do you think that there is a great deal of need, some need, not very much need or no need at all for the CRTC in Canada today?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		A great deal of need	%	41.3	35.2	51.7	38.5	37.1	38.8	43.5	39.1	33.3	41.1	39.6	43.8	47.7	47.8	29.2	46.8	64.3	51.9	32.6
		Some need	%	45.1	54.8	38.3	48.6	44.5	43.6	39.8	50.1	51.6	43.2	48.0	44.0	39.0	43.3	49.0	43.1	16.2	26.9	52.8
		Not very much need	%	6.1	1.1	5.7	5.1	8.5	9.1	8.0	4.4	8.3	7.5	6.8	3.7	4.5	4.3	10.1	4.5	14.4	17.2	3.7
		No need at all	%	3.9	5.6	.0	4.8	5.0	5.7	5.1	2.7	2.0	6.1	3.7	4.3	3.7	2.9	8.7	2.5	.0	2.3	2.5
		Unsure	%	3.7	3.2	4.3	3.0	4.9	2.8	3.7	3.7	4.8	2.1	1.9	4.1	5.1	1.6	2.9	3.1	5.2	1.7	8.5

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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		Region						Gender		Age					Vote Profile						
		Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 15 - As you may have heard, the Government of Canada has promised consumers greater flexibility and lower prices by allowing people to pick and pay for only the television channels they want to watch. At the same time, major cable and satellite TV providers have advised the CRTC that allowing consumers to pick and pay for individual channels will not reduce consumer prices significantly. Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that your monthly TV subscription fees will go down as a result of these changes?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Likely	%	13.8	5.9	18.5	11.1	16.4	13.3	15.0	12.7	24.4	14.7	6.3	11.2	12.6	10.6	16.1	14.5	26.9	11.4	13.3
	Somewhat likely	%	17.5	15.6	30.1	10.0	9.8	22.6	18.0	16.9	16.8	17.0	17.4	16.4	19.2	15.2	17.9	17.7	23.9	29.2	17.2
	Somewhat unlikely	%	18.5	18.4	26.9	15.3	14.8	15.8	17.5	19.4	15.8	20.0	18.7	20.8	17.9	21.8	16.4	22.0	10.8	13.6	12.6
	Unlikely	%	45.3	55.8	19.6	56.4	55.3	45.8	43.9	46.7	34.9	43.7	54.7	48.9	44.6	50.2	45.8	39.6	25.6	37.5	51.5
	Unsure	%	4.9	4.4	4.9	7.1	3.7	2.5	5.6	4.3	8.2	4.6	2.9	2.7	5.7	2.2	3.8	6.3	12.8	8.3	5.4

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE Q16-Q18]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 16 - Foreign companies broadcasting in Canada should not be required to financially contribute to help support new Canadian programming	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Agree	%	20.8	19.7	23.5	19.2	22.0	18.8	24.1	17.7	24.0	21.0	19.2	18.1	21.3	17.8	25.3	18.2	25.3	4.1	25.9
		Somewhat agree	%	16.7	22.8	17.9	13.5	15.9	18.3	13.6	19.8	21.6	18.0	18.1	11.5	14.5	19.3	13.2	18.2	17.8	7.9	16.3
		Somewhat disagree	%	15.8	9.5	24.0	12.3	15.1	14.0	13.9	17.5	16.9	15.9	18.4	16.4	11.8	12.3	14.4	18.3	17.1	8.8	18.2
		Disagree	%	43.7	45.8	30.7	51.3	46.1	45.6	44.9	42.5	35.3	42.6	43.5	50.8	46.6	47.2	44.8	42.3	33.6	76.3	36.6
		Unsure	%	3.0	2.2	4.0	3.7	.8	3.4	3.6	2.5	2.2	2.5	.8	3.2	5.9	3.3	2.3	3.0	6.2	2.9	3.0

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE Q16-Q18]

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 17 - My impression of Netflix would be more positive if they financially contributed to help support the production of new Canadian TV programs as part of their activity in Canada	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Agree	%	44.1	37.5	51.5	45.7	39.1	40.0	44.8	43.5	43.9	37.4	42.9	48.5	46.9	46.6	34.0	46.8	60.7	62.0	42.9
	Somewhat agree	%	23.7	28.9	26.0	23.6	18.1	24.1	20.6	26.7	25.8	25.1	26.2	22.0	20.1	25.3	22.4	21.6	24.4	20.9	26.5
	Somewhat disagree	%	7.4	4.9	8.8	5.2	9.4	8.4	7.5	7.3	12.6	5.9	6.5	7.3	4.9	6.4	10.0	7.2	5.7	6.0	6.8
	Disagree	%	15.2	13.3	6.2	15.5	24.8	17.8	19.6	10.9	13.3	25.7	13.2	14.0	11.8	13.2	27.2	11.3	.0	.0	14.7
	Unsure	%	9.6	15.4	7.6	9.9	8.5	9.7	7.5	11.5	4.5	5.8	11.2	8.2	16.2	8.6	6.4	13.2	9.2	11.1	9.1

*The question was asked in Quebec as: Question 17 - My impression of Netflix or Canal + would be more positive if they financially contributed to help support the production of new Canadian TV programs as part of their activity in Canada.

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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As you may know, the CRTC requires broadcasters and cable and satellite TV providers to contribute financially to the production of Canadian TV programs. Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE Q16-Q18]

			Region					Gender		Age						Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 18 - 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	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Agree	%	64.3	65.2	65.3	69.4	58.8	59.1	59.6	68.7	58.7	51.0	73.3	66.9	68.7	64.6	60.3	62.9	71.9	68.2	69.1
		Somewhat agree	%	15.1	12.7	19.0	10.0	17.5	16.8	14.4	15.7	19.4	19.0	11.1	15.3	11.8	14.7	11.8	17.5	7.6	21.5	15.6
		Somewhat disagree	%	6.6	3.1	8.7	5.9	6.9	6.5	7.1	6.1	7.3	7.9	6.7	6.0	5.5	6.5	9.7	6.4	9.1	.0	4.3
		Disagree	%	11.4	15.3	5.1	12.5	13.6	13.9	16.4	6.6	12.0	20.7	9.0	9.7	7.5	12.4	17.0	9.7	2.6	10.3	7.8
		Unsure	%	2.7	3.7	1.8	2.2	3.2	3.7	2.6	2.8	2.5	1.5	.0	2.1	6.5	1.7	1.3	3.5	8.7	.0	3.2

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE Q19-Q20]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 19 - Now that virtually all private news in Canada are owned by only a few large corporations it is more important than ever to have a strong and vibrant CBC	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Agree	%	69.9	77.1	72.0	70.7	64.3	67.8	69.5	70.4	63.7	67.6	73.9	70.5	73.0	78.1	45.4	79.9	71.1	81.4	70.3
		Somewhat agree	%	18.6	16.1	21.4	16.3	21.7	16.5	16.7	20.5	25.0	20.2	18.8	17.2	13.0	15.8	24.8	15.6	20.2	13.8	20.5
		Somewhat disagree	%	2.9	1.2	3.7	3.2	.5	5.1	2.5	3.2	4.1	4.2	2.5	2.2	1.7	1.9	6.3	1.0	6.1	2.5	2.8
		Disagree	%	7.2	4.2	2.3	8.4	12.2	8.4	10.0	4.6	5.2	6.0	4.8	9.6	10.1	3.9	21.3	2.3	.0	2.3	4.6
		Unsure	%	1.3	1.4	.7	1.4	1.3	2.3	1.3	1.3	1.9	2.0	.0	.4	2.1	.4	2.2	1.2	2.6	.0	1.8

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Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE Q19-Q20]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 20 - The CBC plays an important role in strengthening Canadian culture and identity	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Agree	%	69.6	73.8	71.8	68.0	65.2	72.6	67.9	71.3	68.7	69.6	74.5	66.4	68.8	79.2	49.9	76.7	69.8	75.6	67.9
		Somewhat agree	%	20.7	19.7	25.1	18.6	21.6	17.1	19.6	21.8	24.3	16.1	20.8	21.0	20.5	17.1	28.9	16.6	26.7	19.6	21.6
		Somewhat disagree	%	2.4	.7	.7	2.9	4.7	2.4	3.3	1.6	1.7	2.3	1.7	3.4	3.1	.5	5.4	1.5	3.5	.0	3.2
		Disagree	%	6.0	5.8	1.2	9.2	7.1	6.5	8.1	4.0	3.2	10.0	3.1	7.9	6.7	2.9	14.7	3.9	.0	4.8	4.5
		Unsure	%	1.2	.0	1.2	1.3	1.4	1.5	1.1	1.3	2.1	2.0	.0	1.3	.8	.2	1.2	1.2	.0	.0	2.8

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 21 - 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	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Increase funding	%	45.1	48.9	51.2	42.3	39.8	45.0	46.6	43.6	39.9	38.2	50.7	49.1	46.6	47.1	21.0	62.5	64.8	51.0	40.1
	Maintain funding	%	41.2	42.7	38.3	41.3	44.0	41.3	37.5	44.8	50.8	46.2	34.2	38.8	37.5	44.9	47.3	32.6	30.0	38.5	44.1
	Decrease funding	%	11.7	8.4	8.3	13.6	14.8	11.7	14.2	9.4	8.1	13.9	12.4	10.9	13.3	6.6	30.5	4.1	2.6	2.3	11.3
	Unsure	%	2.0	.0	2.2	2.8	1.3	2.0	1.7	2.2	1.3	1.7	2.7	1.2	2.7	1.3	1.2	.7	2.6	8.2	4.5

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ± 3.1 percentage points, 19 times out of 20.



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How much do you agree/disagree with each of the following statements [RANDOMIZE Q22-Q25]

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 22 - Local TV news is valuable to me	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Agree	%	78.4	84.9	75.9	78.4	80.5	75.1	75.5	81.1	70.0	77.6	82.6	81.5	80.1	85.0	74.8	75.6	77.4	81.5	78.0
	Somewhat agree	%	13.6	10.6	16.4	11.3	12.7	16.7	14.3	13.0	18.1	12.1	15.0	9.9	12.4	10.5	15.0	16.5	16.5	10.4	12.0
	Somewhat disagree	%	2.8	3.0	4.8	1.7	3.3	1.0	3.0	2.6	5.4	2.1	1.4	4.0	1.4	2.4	1.9	3.3	3.5	5.2	3.1
	Disagree	%	4.2	.7	1.9	7.4	3.1	5.6	6.1	2.5	6.5	7.4	.4	3.0	4.3	1.4	7.6	3.4	2.6	.0	5.5
	Unsure	%	1.0	.8	1.0	1.2	.4	1.5	1.1	.9	.0	.8	.5	1.7	1.8	.7	.6	1.2	.0	2.9	1.3

Nanos conducted a RDD dual frame (land- and + cell-lines) random telephone survey of 1000 Canadians between August 28th and September 3rd, 2015. Data was weighted by age. The margin of error for a random survey of 1000 Canadians is ±3.1 percentage points, 19 times out of 20.



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How much do you agree/disagree with each of the following statements [RANDOMIZE Q22-Q25]

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 23 - I would not care if local news broadcasts on TV were no longer available to me	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Agree	%	8.5	5.2	5.1	13.3	7.2	8.4	9.8	7.2	9.0	12.4	5.4	7.3	8.8	8.0	12.8	7.3	9.7	3.0	6.6
	Somewhat agree	%	5.0	8.0	6.4	5.3	2.1	3.9	6.0	4.1	5.6	4.1	6.4	3.4	5.0	4.3	4.8	5.4	9.1	2.4	5.4
	Somewhat disagree	%	11.2	10.7	19.1	7.2	7.8	10.7	11.6	10.8	14.9	12.8	10.5	9.7	8.4	7.2	12.6	15.2	16.2	2.9	9.3
	Disagree	%	74.0	75.5	67.8	73.1	80.7	76.2	71.5	76.4	69.8	70.0	76.9	79.0	74.0	79.9	67.0	71.4	58.7	91.7	77.4
	Unsure	%	1.4	.7	1.7	1.1	2.2	.9	1.2	1.6	.6	.7	.7	.6	3.7	.5	2.8	.8	6.2	.0	1.3

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How much do you agree/disagree with each of the following statements [RANDOMIZE Q22-Q25]

			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 24 - I trust the CRTC to make decisions that will ensure my local TV station is not forced to close	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Agree	%	48.1	52.2	49.2	49.1	47.8	41.6	46.5	49.5	46.2	40.4	47.7	49.3	54.4	53.7	44.4	47.4	45.2	48.2	46.6
	Somewhat agree	%	27.4	20.7	32.5	25.0	27.4	28.2	25.4	29.4	38.0	31.7	26.3	24.2	18.7	25.0	26.8	29.7	43.0	29.7	25.6
	Somewhat disagree	%	9.0	16.0	7.4	6.2	9.3	12.2	9.4	8.7	7.1	11.8	12.5	10.7	4.3	7.6	6.1	12.4	.0	9.0	10.4
	Disagree	%	10.8	8.8	5.7	15.2	11.2	11.5	13.9	7.9	6.3	14.3	9.4	11.7	12.9	10.9	17.3	6.5	2.6	13.1	9.9
	Unsure	%	4.7	2.4	5.2	4.4	4.2	6.4	4.8	4.5	2.3	1.9	4.0	4.0	9.7	2.8	5.4	3.9	9.2	.0	7.5

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How much do you agree/disagree with each of the following statements [RANDOMIZE Q22-Q25]

			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 25 - My federal member of parliament should work to keep local broadcasting strong in my community	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Agree	%	72.8	81.3	72.6	71.4	74.4	68.1	72.3	73.3	65.0	70.1	74.0	75.4	78.4	76.7	63.4	73.1	88.8	81.3	74.3
		Somewhat agree	%	17.3	13.4	21.8	14.9	17.6	17.1	14.9	19.6	22.6	15.0	17.7	18.1	13.6	15.9	18.7	20.0	7.7	18.7	14.8
		Somewhat disagree	%	3.2	2.7	1.9	2.4	4.1	6.1	3.9	2.5	4.9	5.3	2.3	2.1	1.8	3.1	6.0	1.7	.0	.0	3.4
		Disagree	%	4.6	1.8	1.9	7.5	3.6	6.6	6.0	3.3	5.6	6.0	4.1	3.5	4.0	4.0	9.3	3.4	3.5	.0	2.9
		Unsure	%	2.1	.8	1.8	3.9	.3	2.1	2.9	1.3	1.8	3.5	1.9	.9	2.3	.3	2.6	1.8	.0	.0	4.6

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			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 26 - Which political party do you most trust to protect the CBC?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	The Conservative Party	%	12.6	10.0	6.8	14.2	15.6	17.1	11.7	13.6	14.8	8.6	9.2	10.8	18.0	4.5	42.1	1.7	.0	15.4	7.6
	The New Democratic Party	%	31.0	32.0	35.7	29.7	26.0	31.7	32.3	29.7	30.8	36.9	30.2	30.5	27.9	17.6	17.7	62.2	62.9	24.6	12.7
	The Liberal Party	%	26.9	27.1	28.8	30.5	23.3	21.0	28.2	25.6	21.8	26.4	33.7	28.1	24.6	59.5	20.0	14.4	11.3	14.8	16.2
	The Green Party	%	3.3	4.7	1.8	2.6	4.0	5.5	4.6	2.1	2.3	3.1	2.8	4.5	4.0	1.1	3.0	2.7	.0	29.7	3.8
	Unsure	%	26.2	26.2	26.9	23.0	31.2	24.7	23.3	29.0	30.2	24.9	24.2	26.1	25.4	17.2	17.3	19.1	25.8	15.5	59.6

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			Region					Gender		Age					Vote Profile							
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 27 - Would you say the CBC's independence as a broadcaster has increased, decreased or stayed the same over the past four years	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Increased	%	11.4	11.8	9.8	12.6	11.5	11.3	10.0	12.8	15.6	10.9	9.5	12.0	9.2	11.3	10.6	9.5	21.1	10.5	13.9
		Decreased	%	41.5	46.0	43.7	39.1	40.3	41.1	44.8	38.4	31.5	41.3	42.7	49.9	42.9	44.4	37.0	54.4	45.9	38.4	24.0
		Stayed the same	%	36.2	37.9	34.8	36.0	36.0	37.9	37.6	34.8	38.4	38.3	38.5	28.6	36.4	37.0	43.8	24.7	29.5	35.1	43.9
		Unsure	%	10.9	4.3	11.7	12.4	12.1	9.6	7.7	14.1	14.5	9.5	9.2	9.5	11.5	7.3	8.6	11.4	3.5	15.9	18.2

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			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 28 - Thinking specifically about the CBC, which of the following two statements is closer to your own opinion? The Prime Minister's power to appoint the CBC President and Board of Directors gives the government too much influence over the nature and content of programs broadcast on the CBC or the CBC is independent and it doesn't matter who appoints the Board of Directors and President.	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Appointments by the Prime Minister give the government too much influence	%	48.9	45.4	52.1	43.0	48.8	57.7	47.7	49.9	48.9	55.8	47.7	49.1	44.7	50.5	37.0	62.8	44.5	55.9	39.4
	It doesn't matter who appoints the board of directors	%	40.6	46.1	39.8	43.5	39.1	34.7	42.3	39.1	38.4	34.9	42.2	45.4	41.7	43.1	52.6	27.7	42.1	35.8	43.8
	Unsure	%	10.5	8.5	8.2	13.5	12.2	7.6	10.0	11.0	12.7	9.3	10.1	5.5	13.6	6.3	10.5	9.5	13.4	8.2	16.9

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			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 29 - On May 3rd, 2011, one day after the election, Heritage Minister James Moore said: "We believe in the national public broadcaster. We have said that we will maintain or increase support for the CBC. That is our platform and we have said that before and we will commit to that." Do you support, somewhat support, somewhat oppose or oppose this position?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Support	%	55.2	53.0	54.7	54.0	48.7	68.3	55.7	54.7	49.3	55.8	58.5	56.2	56.2	57.7	43.3	66.8	52.2	67.5	46.4
	Somewhat support	%	26.8	29.0	32.5	23.4	27.7	21.7	23.6	29.9	37.7	24.7	27.6	23.6	20.8	29.5	28.6	20.1	35.9	14.5	32.1
	Somewhat oppose	%	4.9	2.8	2.6	6.9	7.8	2.6	6.3	3.7	3.7	6.9	4.8	4.3	5.2	2.9	8.2	3.6	.0	7.9	6.2
	Oppose	%	8.6	11.0	4.9	11.7	10.9	4.0	10.7	6.6	4.4	9.0	6.5	12.0	11.4	8.1	16.9	4.6	.0	5.4	7.5
Unsure	%	4.4	4.2	5.3	4.0	4.9	3.3	3.6	5.1	4.9	3.6	2.6	3.8	6.5	1.8	2.9	4.9	11.8	4.8	7.8	

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			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 30 - In your opinion, is it important, somewhat important, somewhat unimportant, or unimportant that the Harper Government's cuts to the CBC be reversed?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Important	%	56.3	63.7	53.2	53.9	53.4	65.2	54.5	58.1	50.4	49.2	64.9	59.9	56.3	65.8	32.6	72.5	54.8	78.8	43.5
	Somewhat important	%	20.8	24.4	24.2	21.0	20.3	13.0	19.9	21.7	27.5	25.6	13.9	19.9	18.2	21.4	23.1	15.2	23.0	10.6	26.3
	Somewhat unimportant	%	5.9	3.8	6.5	5.1	7.8	5.4	8.1	3.8	4.2	8.0	8.3	4.3	5.0	3.0	12.4	3.6	9.3	.0	6.5
	Unimportant	%	10.1	5.4	7.3	10.8	14.0	11.2	12.3	8.0	9.8	10.8	8.2	9.1	12.2	5.6	27.4	3.5	3.6	8.1	7.7
	Unsure	%	6.9	2.7	8.8	9.1	4.5	5.1	5.2	8.5	8.0	6.3	4.7	6.7	8.3	4.2	4.5	5.2	9.3	2.4	16.0

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			Region					Gender		Age					Vote Profile						
			Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided
Question 31 - For several decades the CRTC has required cable and satellite companies to ensure that at least half of the TV channels entering each household are Canadian owned and controlled. Beginning next year, the CRTC plans to change this policy so that a majority of channels can be foreign owned and controlled. Which of the following statements is closest to your own opinion [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	At least half the channels received in Canadian homes should be Canadian owned and controlled	%	67.5	68.6	86.9	63.7	53.8	60.1	58.4	76.1	59.3	59.8	65.9	74.3	76.2	65.3	54.8	73.2	78.4	83.9	71.1
	It's OK for a majority of channels entering Canadian homes to be foreign owned and controlled	%	29.0	28.6	8.9	32.6	43.3	36.6	37.1	21.3	36.2	37.2	30.6	23.2	20.1	31.7	42.0	23.6	4.8	16.1	25.3
	Unsure	%	3.5	2.8	4.2	3.7	2.9	3.3	4.5	2.5	4.5	3.0	3.5	2.5	3.7	3.0	3.2	3.2	16.7	.0	3.6

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		Region						Gender		Age					Vote Profile							
		Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided		
Question 32 - It is important, somewhat important, somewhat unimportant or unimportant that at least 50% of the programs available on Canadian television channels remain Canadian?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185	
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191	
		Important	%	52.7	53.6	65.8	53.7	41.7	42.7	46.4	58.7	47.1	47.3	51.0	54.5	61.4	49.9	35.0	63.7	53.7	61.8	58.2
		Somewhat important	%	26.3	26.4	26.3	24.0	26.6	30.6	25.5	27.1	30.8	24.7	25.8	29.5	21.7	30.6	25.6	23.0	28.7	26.8	25.6
		Somewhat unimportant	%	9.1	14.3	6.3	6.3	11.8	12.1	11.2	7.0	12.4	9.6	14.0	4.5	5.0	10.9	11.8	6.1	14.0	3.1	8.4
		Unimportant	%	11.1	5.0	1.2	14.9	18.8	14.1	16.0	6.4	9.0	17.8	9.2	11.1	9.9	7.8	27.3	5.9	.0	5.8	7.8
		Unsure	%	.8	.7	.4	1.1	1.1	.5	.9	.7	.7	.6	.0	.4	2.1	.8	.3	1.3	3.7	2.4	.0

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		Region							Gender		Age					Vote Profile					
		Canada 2015-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Liberal	Conservative	NDP	Bloc	Green	Undecided	
Question 33 - As a result of what you have heard during the Duffy trial, has your impression of the integrity of Prime Minister Stephen Harper improved, stayed the same or worsened compared to a year ago?	Total	Unwgt N	1000	100	250	300	200	150	489	511	157	136	143	230	334	240	226	289	25	30	185
		Wgt N	1000	100	250	300	200	150	489	511	205	169	208	178	239	244	216	289	26	29	191
	Improved	%	2.6	.7	2.1	3.6	2.3	3.2	3.0	2.2	2.4	.0	3.0	2.5	4.3	1.5	8.8	.8	.0	.0	.6
	Stayed the same	%	38.3	21.2	33.9	38.2	49.4	42.6	38.3	38.4	44.5	46.8	34.8	33.9	33.4	22.4	69.0	27.7	44.3	35.2	39.5
	Worsened	%	52.4	76.5	55.4	49.9	42.9	49.0	53.0	51.8	45.7	44.2	57.1	60.4	53.9	71.4	16.8	68.8	40.3	62.4	43.7
	Unsure	%	6.6	1.6	8.7	8.2	5.4	5.2	5.7	7.5	7.4	9.0	5.0	3.2	8.4	4.6	5.4	2.7	15.4	2.4	16.2

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