

Attitudes Toward TVOntario

An Ipsos-Reid Survey for the Friends of Canadian Broadcasting
Summary Report, May 2004

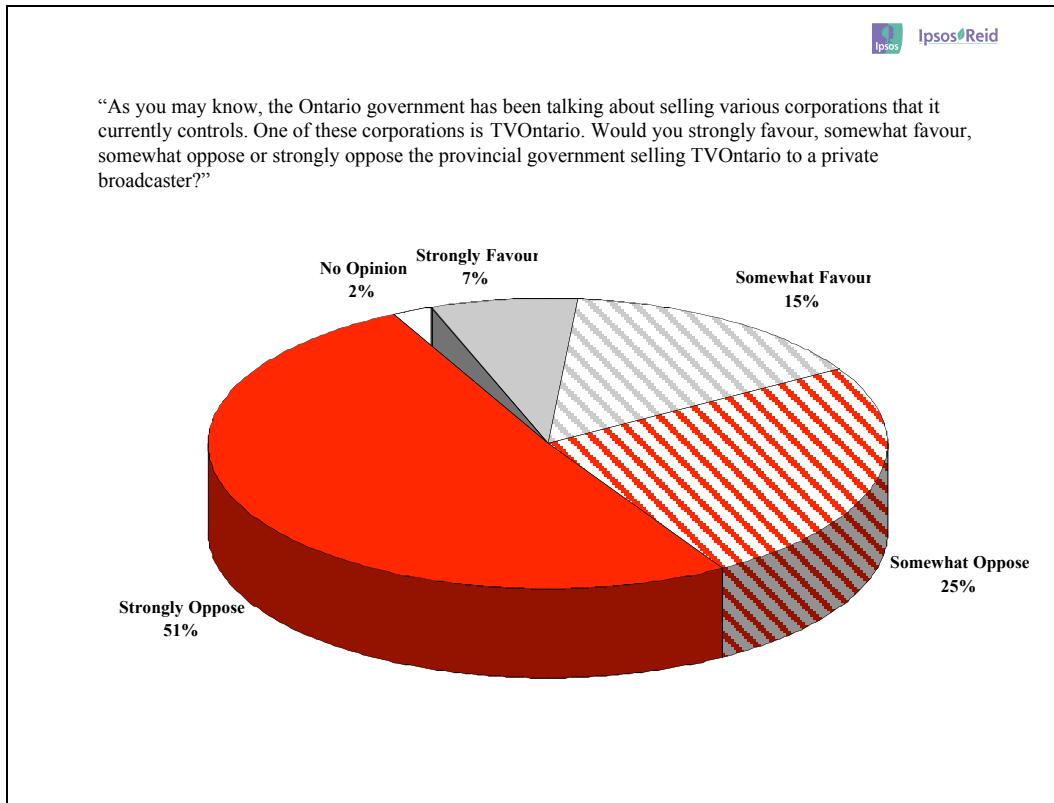
Overview

The following presents the results from two questions asked in a larger national broadcast issue public opinion survey conducted by Ipsos-Reid on behalf of the Friends of Canadian Broadcasting. Interviewing was conducted between May 4th and May 9th, 2004, among a representative cross-section of 1,100 Canadians. In Ontario, interviews were completed with 420 Ontario adults. With a sample of this size, the Ontario results are considered accurate to within ± 4.9 percentage points, 19 times out of 20, of what they would have been had the entire adult Ontario 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 Ontario population according to 2001 Census data.

More than three times as many Ontarians oppose than favour the provincial government selling TVOntario

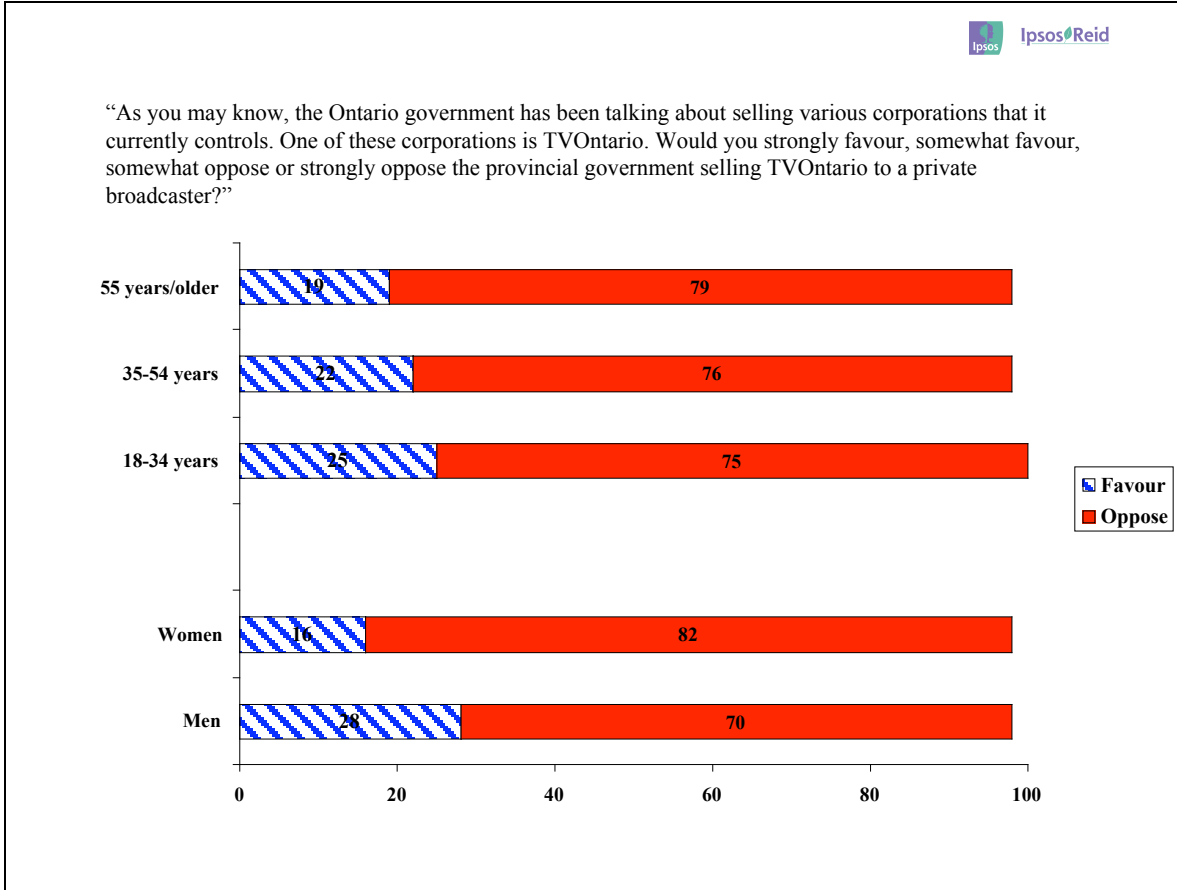
A strong majority of Ontarians say that they want the province's publicly controlled educational television service, TVOntario, to remain in public hands. Three-quarters (76%) of Ontarians say that they oppose the idea of the "provincial government selling TVOntario to a private broadcaster." Far fewer (22%) favour this idea.

Furthermore, opposition is much more decided or intense than favourability on this issue. Over seven times as many Ontarians “strongly oppose” (51%) than “strongly favour” (7%) the idea of the “provincial government selling TVOntario to a private broadcaster.”



Opposition to selling TVOntario cuts across age and gender

- 70% of men (vs 28% favour) and 82% of women (vs 16% favour) oppose the idea
- Opposition is expressed by 75% of those aged 18-34 years (vs 25% favour), 76% of 35-54 year olds (vs 22% favour) and 79% of those aged 55 years and older (vs 19% favour)



Opposition to selling TVOntario also cuts across partisan lines

- A full 82% of those who say they would vote/lean toward the provincial Liberals if an election were held today say they oppose the idea of selling TVOntario (vs 18% favour) as does 91% who currently support/lean toward the NDP (vs 9% favour). While opinion is more split among current PC supporters, still twice as many oppose (69%) than favour (31%) any plans to sell TVOntario to private interests.

