

Broadcasting Issues, Canada/US Relations and Canadian Public Opinion

An Ipsos-Reid Survey for the Friends of Canadian Broadcasting

Special Political Results Summary, May 2004

Overview

The following presents the results for four key measures from a national broadcast issue public opinion survey conducted by Ipsos-Reid on behalf of the 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 representative 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.

Is it important that the Canadian government work to maintain and build culture and identity?

It is important that the Canadian government work to maintain and build a culture and identity distinct from the US...strongly agree, somewhat agree, somewhat disagree, strongly disagree.			
	Strong agree	Somewhat agree	Total agree
	%	%	%
National	66	22	88
1st choice Liberal supporters	73	22	95
2 nd choice Liberal supporters	53	30	83
1st choice Conservative supporters	52	26	78
2 nd choice Conservative supporters	72	23	95
1st choice NDP supporters	73	18	91
2 nd choice NDP supporters	68	22	90
1st choice Bloc supporters	71	24	95
2 nd choice Bloc supporters	71	19	90

Do we need to strengthen Canadian culture/identity vis a vis the US as our economic ties increase?

As Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity...strongly agree, somewhat agree, somewhat disagree, strongly disagree.			
	Strong agree	Somewhat agree	Total agree
	%	%	%
National	59	28	87
1st choice Liberal supporters	62	28	90
2 nd choice Liberal supporters	54	29	83
1st choice Conservative supporters	50	29	79
2 nd choice Conservative supporters	62	28	90
1st choice NDP supporters	66	22	88
2 nd choice NDP supporters	61	26	87
1st choice Bloc supporters	67	26	93
2 nd choice Bloc supporters	52	36	88

Is the CBC important for culture and identity?

How important is the CBC for ... 1 not at all to 7 very important?		
	Maintaining and building Canadian identity and culture	In terms of being a symbol of Canadian identity and culture
	Rate important (5-7)	Rate important (5-7)
	%	%
National	78	78
1st choice Liberal supporters	85	86
2 nd choice Liberal supporters	70	73
1st choice Conservative supporters	60	63
2 nd choice Conservative supporters	82	83
1st choice NDP supporters	85	86
2 nd choice NDP supporters	78	80
1st choice Bloc supporters	93	87
2 nd choice Bloc supporters	96	93

What to do re CBC funding?

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. Would you advise him/her to vote to...?			
	Decrease funding for the CBC from current levels	Maintain funding for the CBC at current levels	Increase funding for the CBC from current levels
	%	%	%
National	9	51	38
1st choice Liberal supporters	4	53	42
2 nd choice Liberal supporters	16	49	35
1st choice Conservative supporters	22	50	26
2 nd choice Conservative supporters	4	59	35
1st choice NDP supporters	3	45	51
2 nd choice NDP supporters	8	47	45
1st choice Bloc supporters	2	53	43
2 nd choice Bloc supporters	7	55	38