

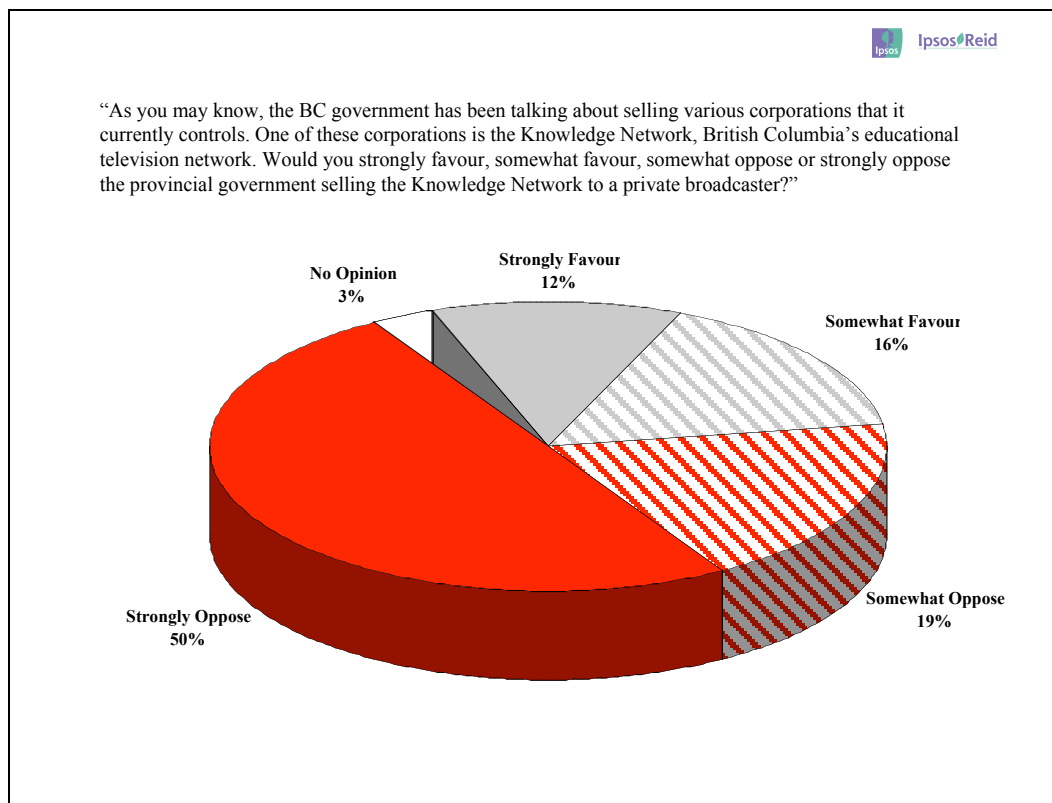
## Attitudes Toward the Knowledge Network in British Columbia

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

### More than twice as many British Columbians oppose than favour the provincial government selling the Knowledge Network

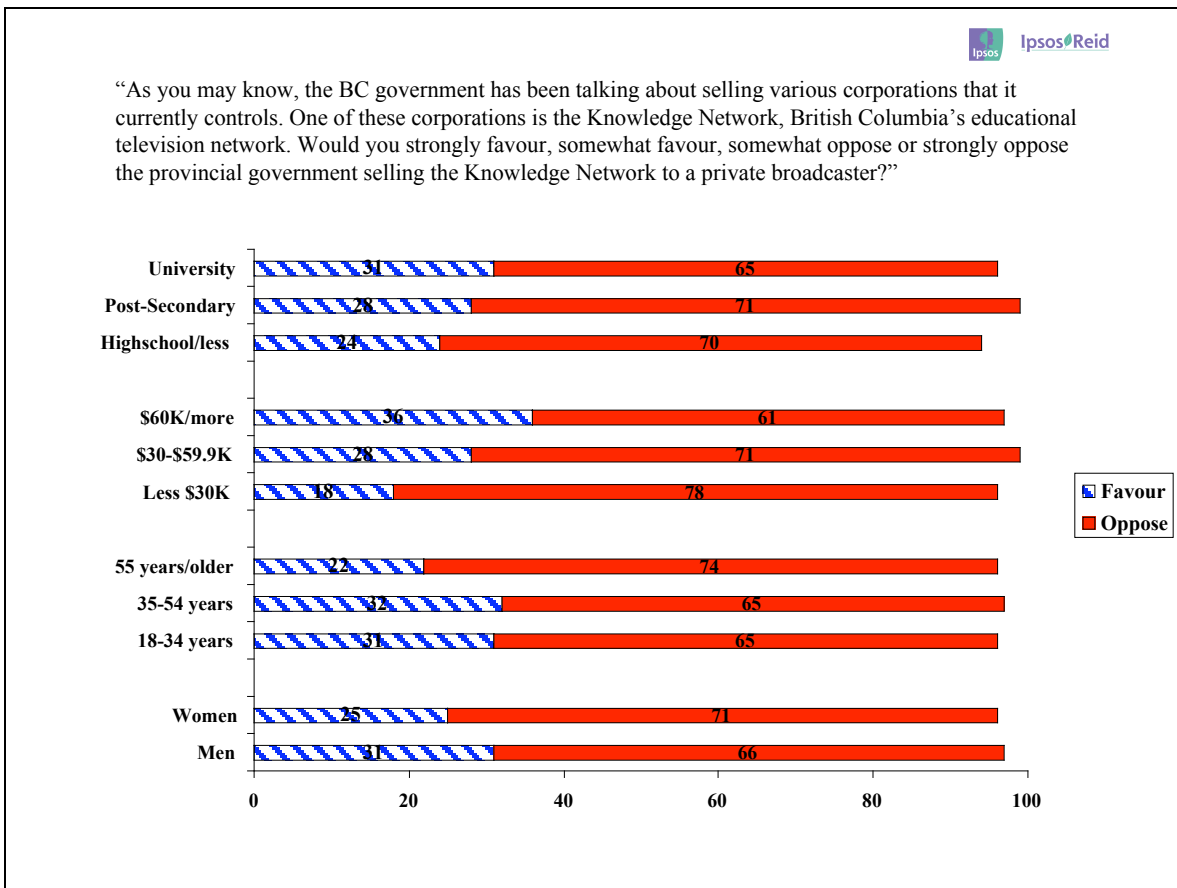
A strong majority of British Columbians say that they want the province's publicly controlled educational television service, the Knowledge Network, to remain in public hands. Almost seven-in-ten (69%) British Columbians say that they oppose the idea of the "provincial government selling the Knowledge Network to a private broadcaster." Far fewer (28%) favour this idea.

Furthermore, opposition is much more decided or intense than favourability on this issue. Over four times as many British Columbians "strongly oppose" (50%) than "strongly favour" (12%) the idea of the "provincial government selling the Knowledge Network to a private broadcaster."



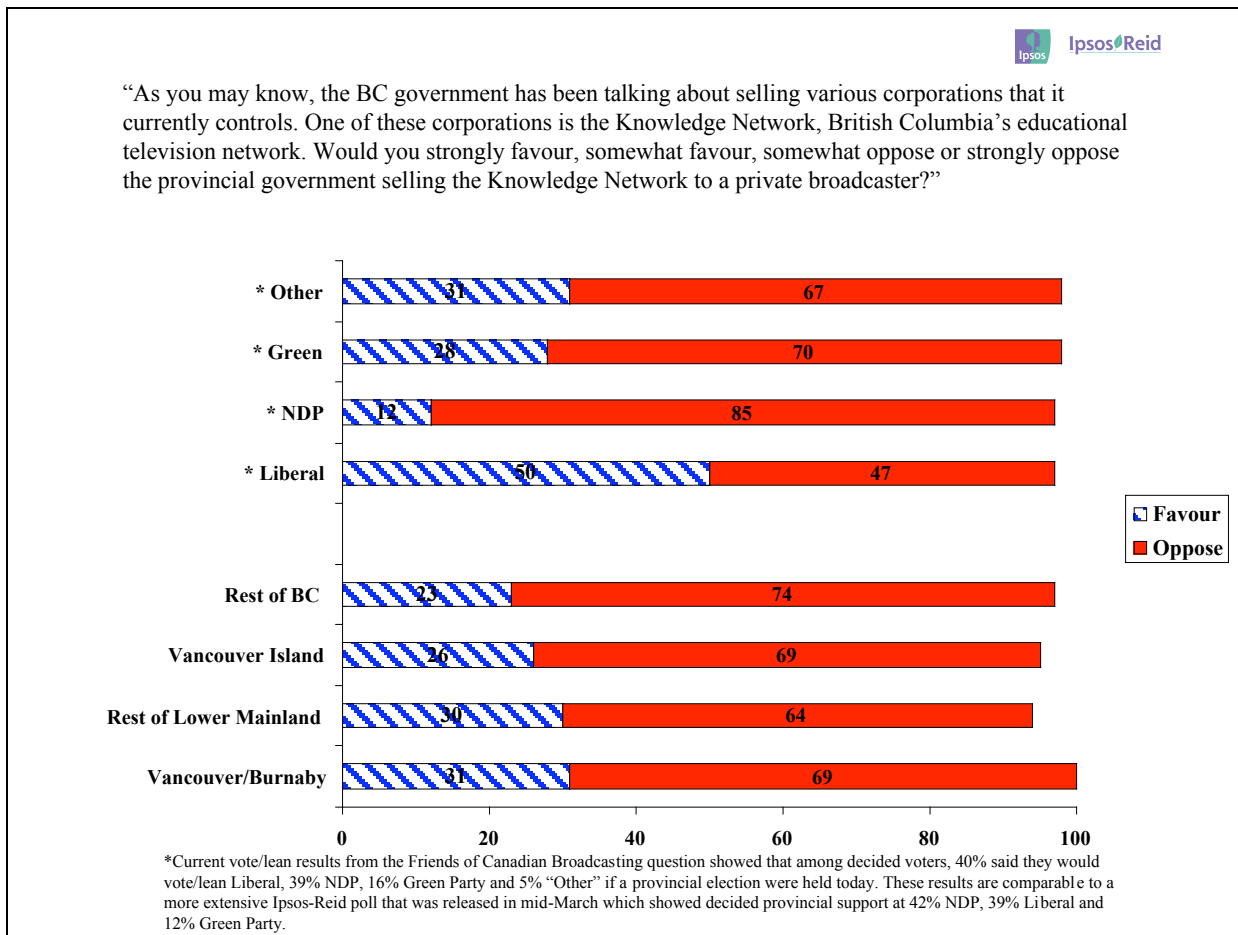
### Opposition to selling the Knowledge Network cuts across demographic lines

- 66% of men (vs 31% favour) and 71% of women (vs 25% favour) oppose the idea
- Opposition is expressed by 65% of those aged 18-34 years (vs 31% favour), 65% of 35-54 year olds (vs 32% favour) and 74% of those aged 55 years and older (vs 22% favour)
- Opposition stands at 78% among those with a total household income of less than \$30,000 (vs 18% favour), 71% of \$30,000-\$60,000 households (vs 28% favour) and 61% of \$60,000/more households (vs 36% favour).
- 70% of those with a highschool/less education (vs 24% favour), 71% among those with a post-secondary education (vs 28% favour) and 65% of those with a university degree or higher (vs 31% favour) oppose the idea



**Opposition to selling the Knowledge Network also cuts across regional and partisan lines**

- 69% of residents in Vancouver/Burnaby (vs 31% favour), 64% in the remainder of the Lower Mainland (vs 30% favour), 69% on the Island (vs 26% favour) and 74% of residents in the balance of the province (vs 23% favour) oppose the idea
- A full 85% of those who say they would vote/lean toward the provincial NDP if an election were held today say they oppose the idea of selling the Knowledge Network (12% favour) as does 70% who currently support/lean toward the Green Party (vs 28% favour). While opinion is more split among current Liberal supporters, as many oppose (47%) than favour (50%) any plans to sell the Knowledge Network to private interests.



## Methodology

Two questions were asked on behalf of the Friends of Canadian Broadcasting on Ipsos-Reid's BC Reid Express, the company's monthly, general consumer omnibus telephone poll. Interviewing for this wave was conducted between March 2<sup>nd</sup> and March 8<sup>th</sup>, 2004, among a representative cross-section of 800 British Columbia adults. With a sample of this size, the results are considered accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult British Columbia population been polled. The margin of error will be larger within regions and 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 British Columbia population according to 2001 Census data.