

Views on Local News in the Federal Electoral District of Peterborough-Kawartha

Peterborough-Kawartha Survey Summary (Local Broadcasting)

submitted by Nanos to Friends of Canadian Broadcasting, September, 2015

(Submission 2015-719)





Peterborough-Kawartha voters value local TV

According to a recent riding survey for the Friends of Canadian Broadcasting conducted by Nanos, Peterborough-Kawartha voters value local TV, trust the CRTC to protect CHEX-TV, and believe that CHEX-TV contributes to making their community stronger.

Local TV in my community

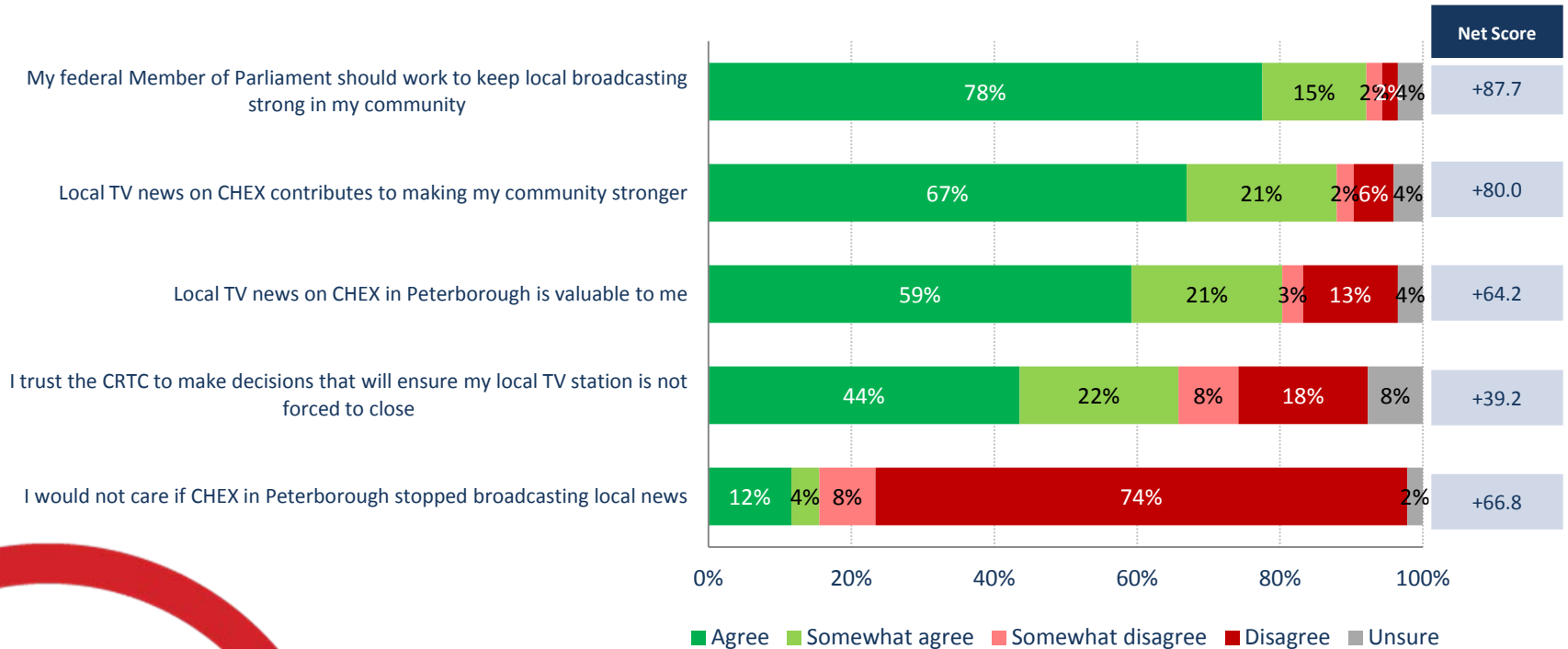
Peterborough-Kawartha voters value local TV, want their Member of Parliament to work to keep local broadcasting in Peterborough strong, trust the CRTC to protect their local TV station, and believe that local TV contributes to making their community stronger.

- **Local TV's value to Peterborough-Kawartha voters** – Four in five voters agree (59%) or somewhat agree (21%) that local news on CHEX-TV in Peterborough is valuable to them. Respondents who would consider voting for the Liberal Party as their first choice value local TV news the most as 65% agree or 20% somewhat agree, followed by the NDP (68% agree and 13% somewhat agree), and the Conservatives (46% and 23%, respectively).
- **Stop broadcasting local news** – More than four in five respondents disagree (74%) or somewhat disagree (8%) with the statement that they would not care if CHEX-TV in Peterborough stopped broadcasting local news. Among residents (voters) who would consider voting for the NDP as their first choice, 85% disagree or 4% somewhat disagree with the statement, followed by Liberal Party supporters (73% disagree and 9% somewhat disagree), Conservative Party supporters (69% and 12%, respectively), and Green Party supporters (31% and 30%, respectively).
- **Trust the CRTC to protect local TV stations** – Most voters agree (44%) or somewhat agree (22%) that they trust the CRTC to make decisions that will ensure that their local TV station is not forced to close. Three in four respondents (48% agree and 28% somewhat agree) that would consider voting for the NDP as their first choice trust the CRTC to protect news on their local TV station, followed by the Liberals (40% and 24%, respectively), and the Conservatives (34% and 26%, respectively).
- **MP's role in keeping local broadcasting strong** – More than nine in ten residents agree (78%) or somewhat agree (15%) that their federal Member of Parliament should work to keep local broadcasting strong in their community. Among voters that would consider voting for the NDP as their first choice, agree (84%) or somewhat agree (11%), followed by both the Liberals (78% and 12%, respectively) and the Conservatives (65% and 24%, respectively).
- **Role of local TV in the community** – Almost nine in ten voters agree (67%) or somewhat agree (21%) that CHEX-TV contributes to making their community stronger. Among those who would consider voting for the NDP as their first choice, agree (69%) or somewhat agree (26%), followed by the Liberals (69% and 20%, respectively), and the Conservatives (69% and 14%, respectively).

These observations are based on an RDD dual frame (land- and cell-lines) random telephone survey of 300 voters of the Federal Electoral District of Peterborough-Kawartha, 18 years of age or older, conducted between August 25th and 26th, 2015 by Nanos Research. The research was commissioned by Friends of Canadian Broadcasting. The margin of error for a random survey of 300 voters of the Federal Electoral District of Peterborough-Kawartha is ± 5.7 percentage points, 19 times out of 20.

Local Broadcasting

Source: Nanos Research, RDD dual frame random telephone survey, August 25th and 26th, 2015, n=300 voters of Peterborough-Kawartha (FED), accurate ± 5.7 percentage points, 19 times out of 20.



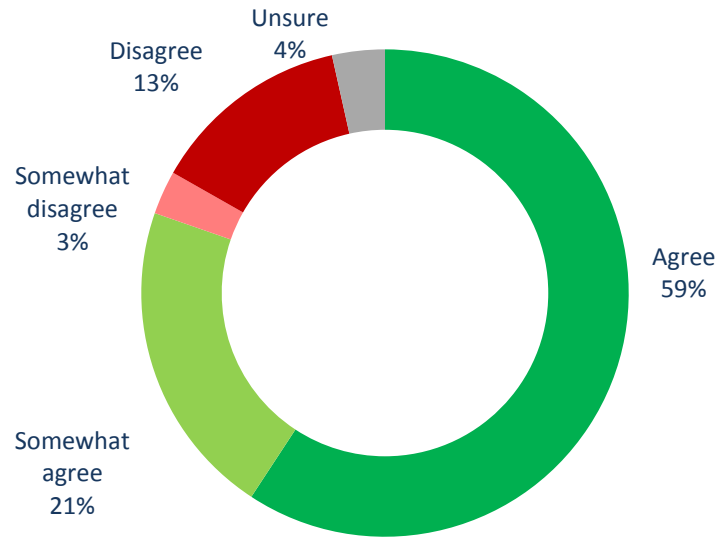
***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE]

Value of Local TV News

Source: Nanos Research, RDD dual frame random telephone survey, August 25th and 26th, 2015, n=300 voters of Peterborough-Kawartha (FED), accurate ± 5.7 percentage points, 19 times out of 20.

Net Score
+64.2



Subgroups	Agree / Somewhat agree
Male (n=146)	74.3%
Female (n=154)	86.1%
Conservative (n=72)	68.1%
Liberal (n=96)	84.7%
NDP (n=61)	80.5%
Undecided (n=62)	88.7%

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

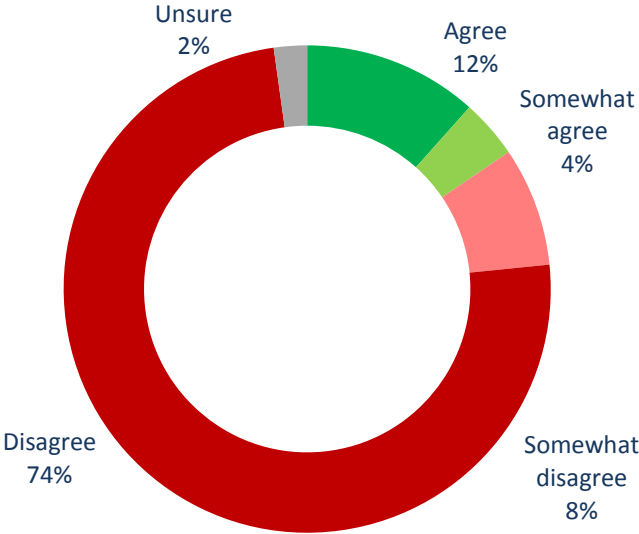
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

Local TV news on CHEX in Peterborough-Kawartha is valuable to me.

CHEX Television

Source: Nanos Research, RDD dual frame random telephone survey, August 25th and 26th, 2015, n=300 voters of Peterborough-Kawartha (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
+66.8



Subgroups	Agree / Somewhat agree
Male (n=146)	20.5%
Female (n=154)	10.8%
Conservative (n=72)	16.9%
Liberal (n=96)	16.0%
NDP (n=61)	10.0%
Undecided (n=62)	16.9%

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

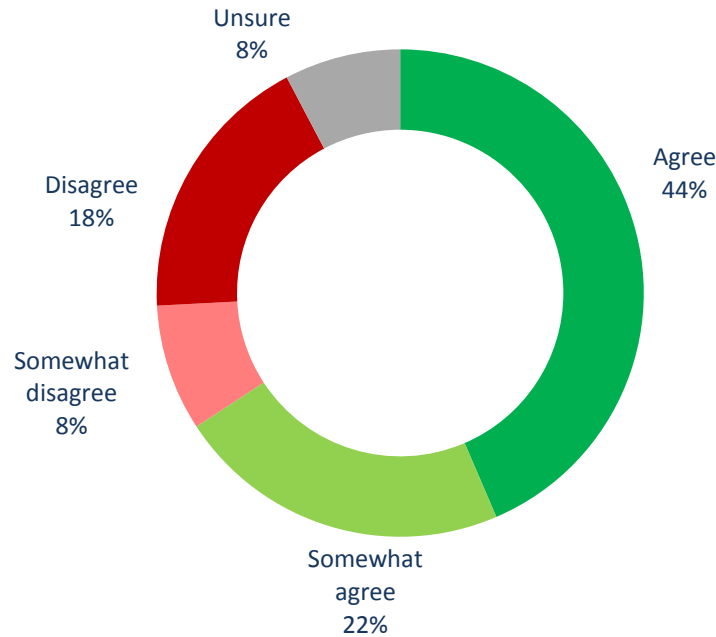
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

I would not care if CHEX in Peterborough stopped broadcasting local news.

Trust in CRTC to Protect Local TV Stations

Source: Nanos Research, RDD dual frame random telephone survey, August 25th and 26th, 2015, n=300 voters of Peterborough-Kawartha (FED), accurate ± 5.7 percentage points, 19 times out of 20.

Net Score
+39.2



Subgroups	Agree / Somewhat agree
Male (n=146)	63.1%
Female (n=154)	68.3%
Conservative (n=72)	60.6%
Liberal (n=96)	63.7%
NDP (n=61)	75.6%
Undecided (n=62)	68.9%

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

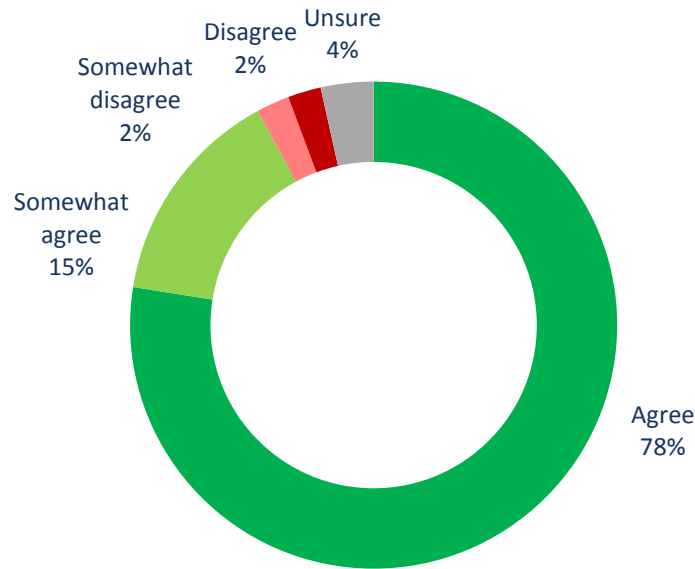
QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

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

Federal MP and Local Broadcasting

Source: Nanos Research, RDD dual frame random telephone survey, August 25th and 26th, 2015, n=300 voters of Peterborough-Kawartha (FED), accurate ±5.7 percentage points, 19 times out of 20.

Net Score
+87.7



Subgroups	Agree / Somewhat agree
Male (n=146)	88.9%
Female (n=154)	95.2%
Conservative (n=72)	89.6%
Liberal (n=96)	89.9%
NDP (n=61)	95.0%
Undecided (n=62)	94.3%

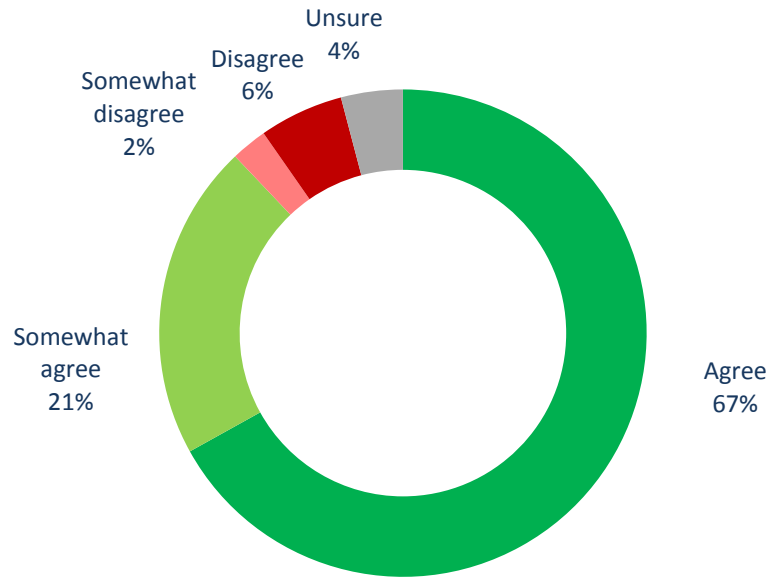
*Note: Charts may not add up to 100 due to rounding

QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

My federal Member of Parliament should work to keep local broadcasting strong in my community.

Role of Local TV in the Community

Source: Nanos Research, RDD dual frame random telephone survey, August 25th and 26th, 2015, n=300 voters of Peterborough-Kawartha (FED), accurate ± 5.7 percentage points, 19 times out of 20.

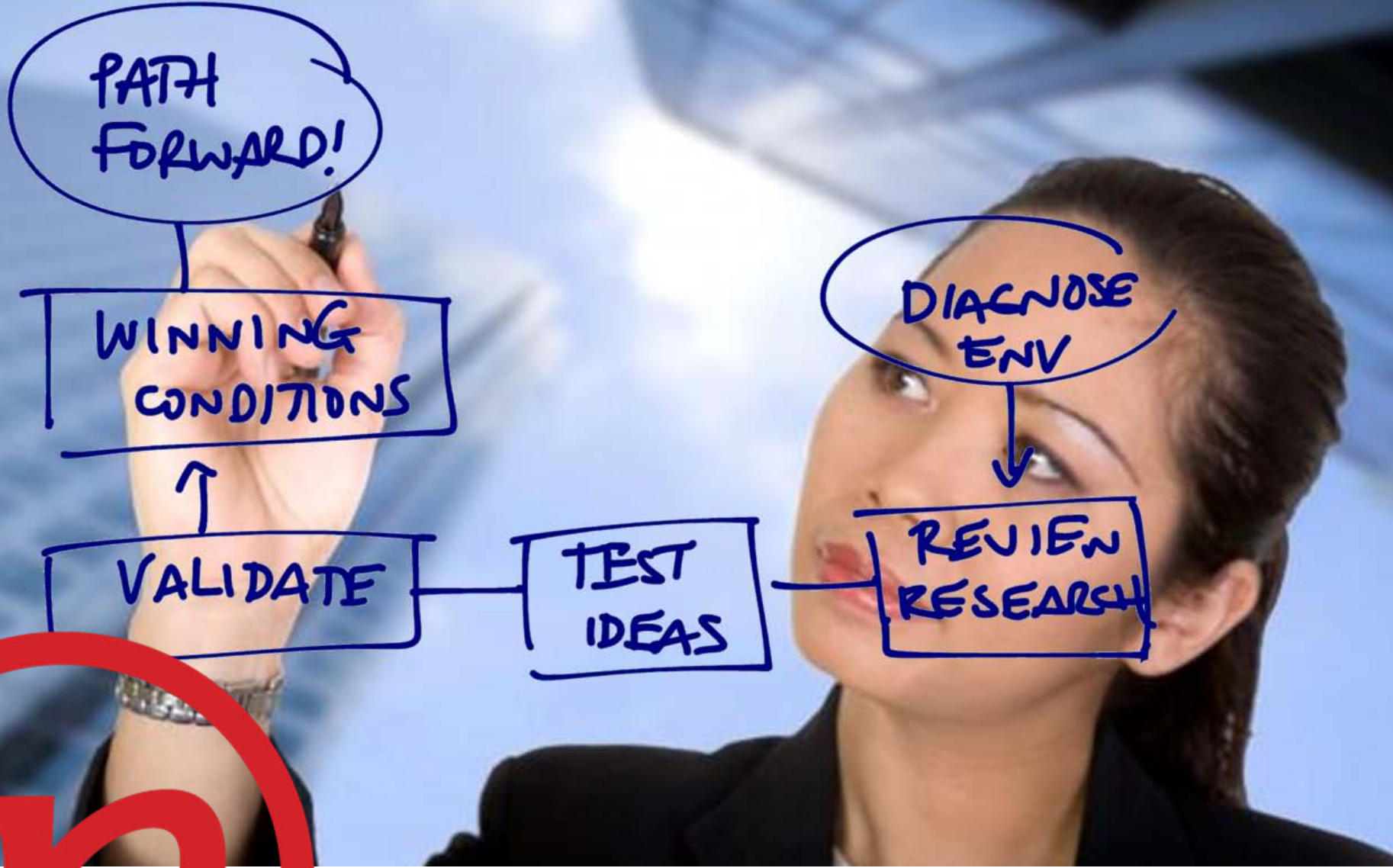


Subgroups	Agree / Somewhat agree
Male (n=146)	84.5%
Female (n=154)	91.3%
Conservative (n=72)	83.5%
Liberal (n=96)	89.1%
NDP (n=61)	94.4%
Undecided (n=62)	89.5%

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

QUESTION – For each of the following statements please say whether you disagree, somewhat disagree, somewhat agree or agree? [RANDOMIZE Q3-Q7]

Local TV on CHEX contributes to making my community stronger.



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-line) random telephone survey of 300 voters of the Federal Electoral District of Peterborough-Kawartha, 18 years of age or older, was conducted between August 25th and 26th, 2015 by Nanos Research. Participants were randomly recruited by telephone using live agents and administered a survey. The sample included both land- and cell-lines across Peterborough-Kawartha. 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 Peterborough-Kawartha.

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

The margin of error for a random survey of 300 voters of the Federal Electoral District of Peterborough-Kawartha is ± 5.7 percentage points, 19 times out of 20.

The research was commissioned by Friends of Canadian Broadcasting.

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



Technical Note

Element	Description
Organization who commissioned the research	Friends of Canadian Broadcasting
Final Sample Size	300 Randomly selected individuals.
Margin of Error	±5.7 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) in the Federal Electoral District of Peterborough-Kawartha.
Demographics (Captured)	Voters of Peterborough-Kawartha; 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 25 th and 26 th , 2015.
Language of Survey	The survey was conducted in English.

Element	Description
Weighting of Data	The results were weighted by gender using the latest Census information and the sample is geographically stratified to be representative of the Federal Electoral District of Peterborough-Kawartha. 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 the Federal Electoral District of Peterborough-Kawartha.
Estimated Response Rate	14 percent, consistent with industry norms.
Report Format	The research findings have been split into a two part report. The first part is related to the CBC and political preferences, and the second part is related to local television broadcasting.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	The question content is 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.

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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Tabulations



2015-719 FCB Peterborough – Kawartha – STAT SHEET

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree.
[RANDOMIZE Q3-Q7]

			Gender			Vote profile				
			Peterborough-Kawartha 2015-08			Conservative	Liberal	NDP	Green Party	Unsure
			Male	Female						
Question 3 – Local TV news on CHEX in Peterborough is valuable to me	Total	Unwgt N	300	146	154	72	96	61	9	62
		Wgt N	300	146	154	68	95	62	9	65
	Agree	%	59.3	55.3	63.1	45.5	65.1	67.7	39.9	60.0
	Somewhat agree	%	21.1	19.0	23.0	22.6	19.6	12.8	26.2	28.7
	Somewhat disagree	%	2.9	3.3	2.4	5.2	3.0	2.1	.0	1.3
	Disagree	%	13.3	19.0	7.9	21.7	9.9	13.3	33.8	6.6
	Unsure	%	3.5	3.4	3.6	4.9	2.5	4.2	.0	3.4

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree.
[RANDOMIZE Q3-Q7]

			Gender			Vote profile				
			Peterborough-Kawartha 2015-08			Conservativ e	Liberal	NDP	Green Party	Unsure
			Male	Female						
Question 4 – I would not care if CHEX in Peterborough stopped broadcasting local news	Total	Unwgt N	300	146	154	72	96	61	9	62
		Wgt N	300	146	154	68	95	62	9	65
	Agree	%	11.6	14.5	8.9	11.6	12.7	6.1	9.8	15.6
	Somewhat agree	%	3.9	6.0	1.9	5.3	3.3	3.9	18.2	1.3
	Somewhat disagree	%	7.9	8.8	7.0	11.6	9.4	3.5	30.6	2.7
	Disagree	%	74.4	69.5	79.1	68.6	73.0	84.8	30.1	79.0
	Unsure	%	2.2	1.2	3.1	2.9	1.7	1.6	11.3	1.3

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone survey of 300 residents of the Federal Electoral District of Peterborough – Kawartha between August 25th and 26th, 2015. The margin of error for a random survey of 300 residents of Peterborough is ±5.7 percentage points, 19 times out of 20.



2015-719 FCB Peterborough – Kawartha – STAT SHEET

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree.
[RANDOMIZE Q3-Q7]

			Gender			Vote profile				
			Peterborough-Kawartha 2015-08	Male	Female	Conservative	Liberal	NDP	Green Party	Unsure
Question 5 – I trust the CRTC to make decisions that will ensure my local TV station is not forced to close	Total	Unwgt N	300	146	154	72	96	61	9	62
		Wgt N	300	146	154	68	95	62	9	65
	Agree	%	43.5	45.7	41.4	34.2	39.6	47.6	26.2	57.4
	Somewhat agree	%	22.2	17.4	26.9	26.4	24.1	28.0	9.8	11.5
	Somewhat disagree	%	8.4	9.4	7.6	8.3	11.6	8.7	17.1	2.6
	Disagree	%	18.1	22.5	13.9	22.0	20.7	11.5	31.5	14.7
	Unsure	%	7.7	5.1	10.2	9.2	4.0	4.3	15.3	13.7

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree.
[RANDOMIZE Q3-Q7]

			Gender			Vote profile				
			Peterborough-Kawartha 2015-08	Male	Female	Conservative	Liberal	NDP	Green Party	Unsure
Question 6 – My federal Member of Parliament should work to keep local broadcasting strong in my community	Total	Unwgt N	300	146	154	72	96	61	9	62
		Wgt N	300	146	154	68	95	62	9	65
	Agree	%	77.5	74.7	80.2	65.2	78.3	84.2	84.7	82.0
	Somewhat agree	%	14.6	14.2	15.0	24.4	11.6	10.8	15.3	12.3
	Somewhat disagree	%	2.2	3.8	.7	4.4	2.7	.0	.0	1.5
	Disagree	%	2.2	3.8	.7	2.2	1.8	2.3	.0	2.9
	Unsure	%	3.5	3.5	3.5	3.8	5.6	2.7	.0	1.3

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2015-719 FCB Peterborough – Kawartha – STAT SHEET

For each of the following statements please tell me whether you disagree, somewhat disagree, somewhat agree or agree.
[RANDOMIZE Q3-Q7]

			Gender			Vote profile				
			Peterborough-Kawartha 2015-08	Male	Female	Conservative	Liberal	NDP	Green Party	Unsure
Question 7 – Local TV on CHEX contributes to making my community stronger	Total	Unwgt N	300	146	154	72	96	61	9	62
		Wgt N	300	146	154	68	95	62	9	65
	Agree	%	67.0	62.6	71.2	69.3	69.0	68.6	39.9	64.1
	Somewhat agree	%	21.0	21.9	20.1	14.2	20.1	25.8	15.3	25.4
	Somewhat disagree	%	2.4	3.6	1.2	2.3	3.5	.0	15.3	1.3
	Disagree	%	5.6	8.7	2.6	7.5	4.6	1.1	29.5	5.8
	Unsure	%	4.1	3.2	4.9	6.6	2.8	4.6	.0	3.4

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