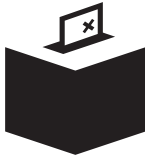




FRIENDS OF CANADIAN BROADCASTING

CONSERVATIVE LEADERSHIP SURVEY



MAINSTREET
RUE PRINCIPALE



mainstreetresearch.ca



[@mainstresearch](https://twitter.com/mainstresearch)



[mainstresearch](https://www.facebook.com/mainstresearch)



TABLE OF CONTENTS

ABOUT MAINSTREET	4
METHODOLOGY	5
DETAILED FINDINGS	6



Mainstreet Research is a national polling firm. With 20 years of political experience at all three levels of government, President and CEO Quito Maggi is a respected commentator on Canadian public affairs.

Differentiated by its large sample sizes, Mainstreet Research has provided accurate snapshots of public opinion, having predicted a majority NDP government in Alberta, a majority Liberal government in British Columbia and a majority Liberal government in Ontario. Mainstreet has been the most accurate polling firm in several by elections and the most recent Toronto mayoral election. Most recently, Mainstreet Research was the only polling firm to correctly predict a Liberal majority government in the 2015 Canadian federal election.

Friends of Canadian Broadcasting commissioned Mainstreet Research to measure opinions of Conservative Party of Canada members on issues related to Public Broadcasting.

The sample, of 5,895, was drawn at random from the entire final list of members (259,010 individuals). Sampling occurred between May 7th and May 11th 2017.

The sampling was conducted using Mainstreet's Chimera IVR technology and an email version of the survey to account for the 30,000+ members that have not provided telephone numbers was added. The email survey results will be blended with the IVR responses to provide a more representative sample of the entire 259,010 population. The email survey was conducted using SurveyMonkey.

****Note on Conservative Party Membership List****

Two copies of the Conservative Party Membership list were obtained and matched to each other to ensure the validity and integrity of the list. The list has a total of 259,010 members across 338 ridings.

Mainstreet Research follows the international code known as ESOMAR for reporting poll results and will attempt to follow the code as closely as possible for this purpose.

Mainstreet Research used a proprietary Interactive Voice Response technology known as Chimera IVR to conduct this research. Chimera IVR allows Mainstreet to conduct surveys faster, with greater audio clarity and with greater efficiency than traditional IVR. It also allows us to test a larger field of candidates like what is the current situation for the Conservative Party Leadership. Traditional IVR is limited to the 9 numbers available on the keypad, Mainstreet Research Chimera IVR allows us to capture accurate responses for the full field of 13 candidates, plus Not Sure/Undecided. In theory, we could have a nearly unlimited number of options using Chimera IVR.

The email sampling was conducted using SurveyMonkey and results were blended to reflect the entire population of 259,010 members, those with phones and those with emails.

The sampling is conducted by regions, Atlantic, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. Regional sub samples are published and sub sample Margins of Error will be indicated where appropriate.

DETAILED RESULTS

Do you agree, somewhat agree, somewhat disagree, or disagree with the following statement: 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

	All	BC	AB	SK	MB	ON	QC	Atlantic
Agree	22%	20%	19%	10%	12%	24%	32%	20%
Somewhat Agree	13%	13%	15%	5%	11%	10%	14%	26%
Somewhat Disagree	8%	11%	4%	1%	10%	6%	15%	6%
Disagree	53%	52%	57%	81%	65%	54%	33%	40%
Unsure	5%	5%	5%	2%	2%	5%	7%	7%
Sample (n=)	5,895	1,135	964	251	381	2,040	688	434

	All	Bernier	Scheer	O'Toole	Leitch	Chong
Agree	22%	22%	18%	20%	34%	37%
Somewhat Agree	13%	10%	15%	20%	6%	28%
Somewhat Disagree	8%	7%	7%	7%	5%	7%
Disagree	53%	58%	55%	50%	47%	25%
Unsure	5%	4%	5%	3%	9%	4%
Sample (n=)	5,895	1,861	888	569	265	200

Do you agree, somewhat agree, somewhat disagree, or disagree with the following statement: The CBC plays an important role in strengthening Canadian culture and identity

	All	BC	AB	SK	MB	ON	QC	Atlantic
Agree	19%	17%	15%	10%	11%	20%	29%	20%
Somewhat Agree	21%	21%	24%	22%	16%	20%	20%	25%
Somewhat Disagree	12%	15%	5%	12%	14%	10%	16%	15%
Disagree	45%	44%	53%	54%	56%	46%	28%	39%
Unsure	4%	4%	3%	1%	3%	4%	7%	1%
Sample (n=)	5,895	1,135	964	251	381	2,040	688	434

	All	Bernier	Scheer	O'Toole	Leitch	Chong
Agree	19%	18%	14%	18%	28%	34%
Somewhat Agree	21%	20%	24%	27%	13%	27%
Somewhat Disagree	12%	10%	14%	8%	8%	15%
Disagree	45%	47%	47%	43%	47%	21%
Unsure	4%	5%	2%	3%	5%	4%
Sample (n=)	5,895	1,861	888	569	265	200

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?

	All	BC	AB	SK	MB	ON	QC	Atlantic
Increase Funding	8%	9%	8%	5%	5%	9%	12%	25%
Maintain Funding	19%	16%	21%	10%	14%	18%	27%	20%
Decrease Funding	67%	69%	68%	84%	77%	68%	56%	53%
Unsure	5%	6%	3%	1%	4%	4%	5%	2%
Sample (n=)	5,895	1,135	964	251	381	2,040	688	434

	All	Bernier	Scheer	O'Toole	Leitch	Chong
Increase Funding	8%	7%	7%	8%	12%	15%
Maintain Funding	19%	19%	15%	23%	19%	37%
Decrease Funding	67%	69%	70%	66%	62%	46%
Unsure	6%	5%	8%	3%	8%	3%
Sample (n=)	5,895	1,861	888	569	265	200

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

	All	BC	AB	SK	MB	ON	QC	Atlantic
Increased	6%	8%	1%	7%	7%	9%	7%	0%
Stayed the Same	27%	20%	27%	38%	23%	30%	27%	21%
Decreased	51%	55%	51%	43%	53%	45%	49%	78%
Unsure	16%	17%	21%	12%	17%	15%	17%	1%
Sample (n=)	5,895	1,135	964	251	381	2,040	688	434

	All	Bernier	Scheer	O'Toole	Leitch	Chong
Increased	7%	4%	6%	3%	9%	14%
Stayed the Same	27%	27%	22%	28%	28%	37%
Decreased	51%	53%	56%	58%	51%	31%
Unsure	16%	15%	16%	11%	13%	19%
Sample (n=)	5,895	1,861	888	569	265	200

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

	All	BC	AB	SK	MB	ON	QC	Atlantic
Appointments by the Prime Minister give the government too much influence	71%	72%	76%	65%	75%	70%	57%	85%
It doesn't matter who appoints the board of directors	15%	15%	11%	13%	14%	18%	22%	1%
Unsure	14%	13%	13%	22%	11%	13%	21%	14%
Sample (n=)	5,895	1,135	964	251	381	2,040	688	434

	All	Bernier	Scheer	O'Toole	Leitch	Chong
Appointments by the Prime Minister give the government too much influence	71%	70%	78%	80%	68%	65%
It doesn't matter who appoints the board of directors	15%	14%	13%	9%	19%	17%
Unsure	14%	15%	9%	11%	13%	19%
Sample (n=)	5,895	1,861	888	569	265	200

