

CONTEXT/PATRIOTISM

1. Do you think that currently Canadians as a whole have a very strong, strong, moderate, weak or very weak sense of Canadian identity and culture ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Very strong	86 8%	8 6%	7 6%	4 6%	32 8%	29 11%	5 6%	20 6%	37 8%	29 9%	35 7%	50 9%
Strong	374 34%	51 35%	36 34%	26 35%	166 40%	60 22%	35 42%	115 35%	154 34%	103 32%	170 32%	204 36%
Moderate	452 41%	63 44%	50 47%	28 37%	152 37%	125 46%	34 40%	135 42%	183 41%	133 41%	225 42%	227 40%
Weak	128 12%	14 10%	12 11%	12 16%	44 10%	40 15%	7 8%	47 14%	47 11%	33 10%	67 13%	61 11%
Very weak	52 5%	7 5%	1 1%	5 7%	18 4%	17 6%	3 3%	5 2%	25 6%	22 7%	29 5%	23 4%
Don't know/Refused	9 1%	2 1%	1 1%	0 -	5 1%	0 -	1 1%	2 1%	5 1%	2 1%	5 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Strong (Top2Box)	459 42%	59 41%	43 40%	30 40%	197 47%	90 33%	40 48%	134 42%	191 42%	133 41%	205 39%	255 45%
Moderate (MidBox)	452 41%	63 44%	50 47%	28 37%	152 37%	125 46%	34 40%	135 42%	183 41%	133 41%	225 42%	227 40%
Weak (Low2Box)	180 16%	21 14%	13 12%	17 23%	62 15%	57 21%	10 11%	52 16%	72 16%	55 17%	96 18%	83 15%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Very strong	86 8%	28 8%	20 8%	11 8%	10 11%	0 -	0 -	0 -
Strong	374 34%	129 37%	93 36%	53 38%	14 16%	3 42%	2 100%	0 -
Moderate	452 41%	150 43%	96 37%	51 37%	45 51%	3 41%	0 -	0 -
Weak	128 12%	35 10%	34 13%	14 11%	15 17%	1 16%	0 -	0 -
Very weak	52 5%	9 3%	15 6%	5 4%	5 5%	0 -	0 -	0 -
Don't know/Refused	9 1%	0 -	2 1%	2 1%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Strong (Top2Box)	459 42%	157 45%	113 44%	64 47%	24 27%	3 42%	2 100%	0 -
Moderate (MidBox)	452 41%	150 43%	96 37%	51 37%	45 51%	3 41%	0 -	0 -
Weak (Low2Box)	180 16%	44 13%	49 19%	20 14%	20 22%	1 16%	0 -	0 -

CONTEXT/PATRIOTISM

2. As you may know, there has been an ongoing discussion about the impact that the US has on Canada. One area is culture and identity. Overall, compared to 5 years ago would you say that Canadian culture and identity is much stronger, somewhat stronger, about the same, somewhat weaker or much weaker in terms of being distinct from the US ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Much stronger	143	19	11	9	58	35	11	34	62	45	66	76
	13%	13%	10%	12%	14%	13%	13%	11%	14%	14%	13%	13%
Somewhat stronger	333	41	36	17	138	62	39	109	129	96	147	186
	30%	28%	34%	23%	33%	23%	46%	34%	29%	30%	28%	33%
About the same	373	52	38	27	132	102	21	107	151	113	197	176
	34%	36%	35%	37%	32%	38%	25%	33%	33%	35%	37%	31%
Somewhat weaker	158	22	15	13	54	42	12	52	66	40	68	90
	14%	15%	14%	18%	13%	16%	15%	16%	15%	12%	13%	16%
Much weaker	79	9	6	6	33	22	1	18	40	20	47	31
	7%	6%	6%	8%	8%	8%	1%	6%	9%	6%	9%	6%
Don't know/Refused	15	3	1	2	2	7	0	2	4	9	5	9
	1%	2%	1%	2%	0	3%	-	1%	1%	3%	1%	2%
TOPBOX & LOWBOX SUMMARY												
Stronger (Top2Box)	476	60	47	26	196	97	50	143	191	141	214	262
	43%	41%	44%	35%	47%	36%	59%	44%	42%	44%	40%	46%
Same (MidBox)	373	52	38	27	132	102	21	107	151	113	197	176
	34%	36%	35%	37%	32%	38%	25%	33%	33%	35%	37%	31%
Weaker (Low2Box)	237	31	21	19	87	65	14	70	105	60	115	122
	22%	21%	20%	26%	21%	24%	16%	22%	23%	19%	22%	21%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Much stronger	143	54	28	17	5	3	1	0
	13%	15%	11%	12%	5%	42%	40%	-
Somewhat stronger	333	121	80	41	24	1	0	0
	30%	35%	31%	30%	27%	18%	-	-
About the same	373	121	93	40	33	3	0	0
	34%	35%	36%	29%	37%	40%	-	-
Somewhat weaker	158	42	31	26	17	0	1	0
	14%	12%	12%	19%	19%	-	60%	-
Much weaker	79	12	27	10	8	0	0	0
	7%	3%	10%	8%	9%	-	-	-
Don't know/Refused	15	0	1	3	3	0	0	0
	1%	-	0	2%	4%	-	-	-
TOPBOX & LOWBOX SUMMARY								
Stronger (Top2Box)	476	175	108	57	29	4	1	0
	43%	50%	42%	42%	32%	60%	40%	-
Same (MidBox)	373	121	93	40	33	3	0	0
	34%	35%	36%	29%	37%	40%	-	-
Weaker (Low2Box)	237	54	58	36	24	0	1	0
	22%	15%	22%	27%	27%	-	60%	-

CONTEXT/PATRIOTISM

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: 1) I am proud of Canadian culture and identity ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly Agree	842	111	83	59	335	185	70	231	350	259	384	458
	77%	76%	78%	79%	80%	68%	82%	72%	78%	80%	72%	81%
Somewhat Agree	191	26	18	10	61	62	14	71	72	46	104	87
	17%	18%	17%	14%	15%	23%	17%	22%	16%	14%	20%	15%
Somewhat Disagree	40	6	2	2	11	17	1	13	16	11	24	16
	4%	4%	2%	3%	3%	6%	2%	4%	4%	4%	5%	3%
Strongly Disagree	24	3	2	3	10	7	0	7	11	6	17	7
	2%	2%	2%	4%	2%	2%	-	2%	2%	2%	3%	1%
Don't know/Refused	3	0	1	0	1	1	0	0	2	1	3	0
	0	-	1%	-	0	0	-	-	0	0	1%	-
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	1032	136	101	69	395	247	84	303	422	304	488	545
	94%	94%	95%	93%	95%	91%	98%	94%	94%	94%	92%	96%
Disagree (Low2Box)	65	9	5	5	21	24	1	20	27	18	41	24
	6%	6%	4%	7%	5%	9%	2%	6%	6%	6%	8%	4%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Strongly Agree	842	293	179	104	61	6	2	0
	77%	84%	69%	76%	68%	91%	100%	-
Somewhat Agree	191	49	56	28	16	1	0	0
	17%	14%	21%	21%	17%	9%	-	-
Somewhat Disagree	40	6	14	1	10	0	0	0
	4%	2%	5%	1%	12%	-	-	-
Strongly Disagree	24	2	10	3	2	0	0	0
	2%	1%	4%	2%	2%	-	-	-
Don't know/Refused	3	0	2	0	1	0	0	0
	0	-	1%	-	1%	-	-	-
TOPBOX & LOWBOX SUMMARY								
Agree (Top2Box)	1032	342	234	133	76	7	2	0
	94%	98%	90%	97%	85%	100%	100%	-
Disagree (Low2Box)	65	8	24	4	12	0	0	0
	6%	2%	9%	3%	14%	-	-	-

CONTEXT/PATRIOTISM

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: 2) It is important that the Canadian government work to maintain and build a culture and identity distinct from the US ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly Agree	721 66%	87 60%	69 65%	44 59%	276 66%	186 68%	59 70%	201 62%	302 67%	215 67%	329 62%	392 69%
Somewhat Agree	246 22%	39 27%	22 20%	22 30%	87 21%	62 23%	15 17%	80 25%	103 23%	62 19%	115 22%	131 23%
Somewhat Disagree	71 6%	11 8%	5 5%	3 5%	31 8%	12 4%	8 9%	26 8%	25 6%	20 6%	45 8%	26 5%
Strongly Disagree	55 5%	9 6%	8 7%	5 6%	22 5%	10 4%	2 2%	13 4%	20 4%	22 7%	41 8%	15 3%
Don't know/Refused	7 1%	0 -	2 2%	0 -	1 0	2 1%	1 1%	2 1%	1 0	4 1%	2 0	5 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	967 88%	125 86%	91 86%	67 89%	362 87%	247 91%	74 87%	281 87%	404 90%	277 86%	444 84%	523 92%
Disagree (Low2Box)	126 11%	20 14%	13 12%	8 11%	54 13%	22 8%	10 11%	39 12%	45 10%	42 13%	85 16%	41 7%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Strongly Agree	721 66%	256 73%	135 52%	99 73%	63 71%	3 46%	1 60%	0 -
Somewhat Agree	246 22%	76 22%	68 26%	25 18%	21 24%	1 18%	0 -	0 -
Somewhat Disagree	71 6%	13 4%	22 8%	8 6%	3 3%	0 -	1 40%	0 -
Strongly Disagree	55 5%	6 2%	32 12%	4 3%	1 1%	3 36%	0 -	0 -
Don't know/Refused	7 1%	0 -	3 1%	0 -	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Agree (Top2Box)	967 88%	332 95%	203 78%	124 91%	85 95%	4 64%	1 60%	0 -
Disagree (Low2Box)	126 11%	19 5%	54 21%	12 9%	4 5%	3 36%	1 40%	0 -

CONTEXT/PATRIOTISM

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: 3) We should be promoting our Canadian culture and identity more: it's something to be proud of ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly Agree	812 74%	101 70%	71 66%	49 66%	310 74%	215 79%	66 78%	224 70%	336 75%	248 77%	358 67%	454 80%
Somewhat Agree	222 20%	36 25%	28 26%	19 25%	75 18%	48 18%	16 19%	81 25%	85 19%	56 17%	127 24%	95 17%
Somewhat Disagree	35 3%	4 3%	3 3%	3 4%	19 4%	5 2%	1 1%	10 3%	18 4%	6 2%	22 4%	12 2%
Strongly Disagree	25 2%	3 2%	3 3%	4 6%	10 2%	3 1%	2 2%	6 2%	9 2%	9 3%	19 4%	6 1%
Don't know/Refused	6 1%	1 1%	1 1%	0 -	3 1%	1 0	0 -	1 0	3 1%	2 1%	5 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	1034 94%	138 95%	99 93%	68 91%	385 92%	263 97%	82 97%	305 95%	421 93%	305 94%	485 91%	549 97%
Disagree (Low2Box)	59 5%	7 5%	6 6%	7 9%	28 7%	8 3%	3 3%	16 5%	27 6%	16 5%	41 8%	18 3%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independe nt	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Strongly Agree	812 74%	280 80%	156 60%	100 73%	75 84%	4 64%	1 60%	0 -	
Somewhat Agree	222 20%	62 18%	68 26%	32 24%	14 15%	3 36%	0 -	0 -	
Somewhat Disagree	35 3%	5 2%	17 7%	2 2%	1 1%	0 -	1 40%	0 -	
Strongly Disagree	25 2%	3 1%	14 6%	1 1%	0 -	0 -	0 -	0 -	
Don't know/Refused	6 1%	0 -	4 1%	1 1%	0 -	0 -	0 -	0 -	
TOPBOX & LOWBOX SUMMARY									
Agree (Top2Box)	1034 94%	342 98%	224 86%	133 97%	88 99%	7 100%	1 60%	0 -	
Disagree (Low2Box)	59 5%	8 2%	32 12%	3 2%	1 1%	0 -	1 40%	0 -	

CONTEXT/PATRIOTISM

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: 4) People in other provinces or regions understand the issues and concerns of people in my province or region:

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly Agree	118 11%	12 8%	12 12%	5 7%	45 11%	31 11%	12 14%	33 10%	54 12%	30 9%	60 11%	58 10%
Somewhat Agree	415 38%	43 30%	36 34%	28 38%	178 43%	97 36%	33 39%	119 37%	161 36%	135 42%	190 36%	226 40%
Somewhat Disagree	337 31%	55 38%	30 28%	25 33%	121 29%	80 29%	26 31%	107 33%	133 30%	95 29%	163 31%	174 31%
Strongly Disagree	210 19%	32 22%	25 23%	15 21%	63 15%	61 22%	14 17%	61 19%	93 21%	56 17%	109 21%	101 18%
Don't know/Refused	19 2%	3 2%	3 2%	1 1%	10 2%	3 1%	0 -	3 1%	9 2%	7 2%	10 2%	10 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	533 48%	55 38%	49 46%	34 45%	223 53%	128 47%	45 53%	152 47%	215 48%	165 51%	249 47%	284 50%
Disagree (Low2Box)	547 50%	87 60%	55 52%	40 54%	184 44%	140 52%	40 47%	168 52%	227 50%	151 47%	272 51%	275 48%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Strongly Agree	118 11%	33 9%	31 12%	13 10%	10 11%	1 9%	0 -	0 -	
Somewhat Agree	415 38%	158 45%	77 30%	54 40%	27 31%	3 48%	1 60%	0 -	
Somewhat Disagree	337 31%	112 32%	83 32%	44 32%	25 28%	3 42%	0 -	0 -	
Strongly Disagree	210 19%	44 13%	67 26%	21 16%	26 29%	0 -	1 40%	0 -	
Don't know/Refused	19 2%	3 1%	3 1%	4 3%	1 1%	0 -	0 -	0 -	
TOPBOX & LOWBOX SUMMARY									
Agree (Top2Box)	533 48%	191 54%	108 41%	68 49%	37 42%	4 58%	1 60%	0 -	
Disagree (Low2Box)	547 50%	156 45%	150 58%	65 48%	51 57%	3 42%	1 40%	0 -	

CONTEXT/PATRIOTISM

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: 5) The federal government understands the issues and concerns of people in my province or region:

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly Agree	118 11%	4 3%	7 7%	4 6%	64 15%	30 11%	8 9%	33 10%	41 9%	43 13%	58 11%	60 11%
Somewhat Agree	407 37%	35 24%	25 23%	24 33%	176 42%	107 39%	39 46%	118 36%	179 40%	109 34%	207 39%	200 35%
Somewhat Disagree	254 23%	40 28%	29 27%	18 24%	80 19%	66 24%	21 25%	91 28%	99 22%	63 20%	113 21%	141 25%
Strongly Disagree	312 28%	65 45%	44 41%	26 35%	93 22%	69 25%	15 18%	77 24%	130 29%	104 32%	150 28%	162 29%
Don't know/Refused	9 1%	1 1%	2 2%	2 3%	3 1%	0 -	1 1%	3 1%	2 0	4 1%	4 1%	5 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	525 48%	39 27%	32 30%	28 38%	240 58%	137 50%	47 56%	151 47%	220 49%	152 47%	265 50%	260 46%
Disagree (Low2Box)	566 51%	105 72%	72 68%	44 59%	173 42%	135 50%	37 43%	168 52%	229 51%	167 52%	263 49%	303 53%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Strongly Agree	118 11%	53 15%	19 7%	12 9%	5 6%	1 16%	0 -	0 -	
Somewhat Agree	407 37%	173 49%	75 29%	43 32%	31 34%	3 41%	0 -	0 -	
Somewhat Disagree	254 23%	73 21%	51 20%	39 28%	24 27%	3 42%	1 60%	0 -	
Strongly Disagree	312 28%	50 14%	114 44%	43 32%	29 33%	0 -	1 40%	0 -	
Don't know/Refused	9 1%	1 0	0 -	0 -	0 -	0 -	0 -	0 -	
TOPBOX & LOWBOX SUMMARY									
Agree (Top2Box)	525 48%	227 65%	94 36%	55 40%	36 40%	4 58%	0 -	0 -	
Disagree (Low2Box)	566 51%	123 35%	165 64%	82 60%	53 60%	3 42%	2 100%	0 -	

CONTEXT/PATRIOTISM

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: 6) As Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity:

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly Agree	646 59%	84 58%	62 58%	38 50%	235 56%	173 64%	55 64%	172 53%	271 60%	200 62%	291 55%	356 63%
Somewhat Agree	305 28%	39 27%	27 25%	25 33%	119 28%	74 27%	21 25%	110 34%	115 25%	80 25%	145 27%	160 28%
Somewhat Disagree	92 8%	14 9%	9 8%	3 4%	41 10%	19 7%	7 8%	29 9%	40 9%	22 7%	60 11%	32 6%
Strongly Disagree	47 4%	6 4%	6 6%	6 8%	20 5%	6 2%	3 3%	11 3%	22 5%	14 4%	30 6%	17 3%
Don't know/Refused	10 1%	2 1%	2 2%	3 5%	3 1%	0 -	0 -	1 0	3 1%	6 2%	6 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	951 86%	123 85%	89 84%	62 84%	353 85%	247 91%	76 89%	281 87%	386 86%	281 87%	436 82%	516 91%
Disagree (Low2Box)	138 13%	20 14%	15 14%	9 12%	61 15%	24 9%	10 11%	40 12%	62 14%	36 11%	90 17%	49 9%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Strongly Agree	646 59%	217 62%	129 50%	91 66%	60 67%	5 73%	1 60%	0 -	
Somewhat Agree	305 28%	98 28%	77 29%	30 22%	23 26%	0 -	0 -	0 -	
Somewhat Disagree	92 8%	21 6%	31 12%	10 7%	5 6%	2 27%	1 40%	0 -	
Strongly Disagree	47 4%	12 4%	20 8%	6 4%	1 1%	0 -	0 -	0 -	
Don't know/Refused	10 1%	2 0	3 1%	0 -	0 -	0 -	0 -	0 -	
TOPBOX & LOWBOX SUMMARY									
Agree (Top2Box)	951 86%	315 90%	206 79%	121 88%	83 93%	5 73%	1 60%	0 -	
Disagree (Low2Box)	138 13%	34 10%	51 20%	16 12%	6 7%	2 27%	1 40%	0 -	

CANADIAN CONTENT/PROGRAMMING

4. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important: 1) Is it that Canadian radio and television have Canadian content and programming ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very important	406 37%	60 42%	27 25%	25 33%	140 34%	129 47%	26 30%	105 32%	164 36%	136 42%	163 31%	243 43%
(6)	189 17%	17 12%	15 14%	11 15%	81 19%	43 16%	22 26%	72 22%	62 14%	55 17%	91 17%	97 17%
(5)	262 24%	29 20%	26 24%	19 25%	98 23%	67 25%	23 28%	85 26%	110 24%	65 20%	128 24%	134 24%
(4) Neutral	104 9%	17 12%	18 17%	8 11%	37 9%	15 6%	9 11%	30 9%	44 10%	31 10%	58 11%	47 8%
(3)	63 6%	9 6%	9 8%	5 7%	28 7%	12 4%	0 -	12 4%	33 7%	16 5%	40 8%	22 4%
(2)	34 3%	6 4%	6 5%	6 9%	12 3%	2 1%	2 3%	12 4%	17 4%	5 2%	23 4%	11 2%
(1) Not at all important	42 4%	7 5%	7 6%	1 1%	22 5%	4 1%	1 2%	8 2%	20 4%	14 4%	28 5%	14 2%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 0	0 -	1 0	0 -
TOPBOX & LOWBOX SUMMARY												
Important (Top3Box)	857 78%	106 73%	67 63%	54 73%	319 76%	238 88%	71 84%	262 81%	337 75%	256 79%	382 72%	475 84%
Neutral (MidBox)	104 9%	17 12%	18 17%	8 11%	37 9%	15 6%	9 11%	30 9%	44 10%	31 10%	58 11%	47 8%
Not Important (Low3Box)	138 13%	22 15%	21 20%	12 17%	61 15%	18 7%	4 4%	31 10%	69 15%	36 11%	91 17%	47 8%
STATISTICS (1= Not at all important 7= Very important)												
Mean	5.46	5.40	4.90	5.26	5.35	5.88	5.62	5.50	5.34	5.59	5.19	5.71
Standard Deviation	1.6	1.8	1.8	1.7	1.7	1.3	1.3	1.5	1.7	1.6	1.7	1.5
Standard Error	0	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

4. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important: 1) Is it that Canadian radio and television have Canadian content and programming ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very important	406	134	74	56	43	4	1	0
	37%	38%	29%	41%	48%	50%	60%	-
(6)	189	61	31	37	20	1	0	0
	17%	17%	12%	27%	22%	16%	-	-
(5)	262	83	64	22	17	2	0	0
	24%	24%	25%	16%	20%	24%	-	-
(4) Neutral	104	40	31	10	4	1	0	0
	9%	11%	12%	8%	5%	9%	-	-
(3)	63	19	18	4	4	0	0	0
	6%	5%	7%	3%	5%	-	-	-
(2)	34	7	20	3	0	0	1	0
	3%	2%	8%	2%	-	-	40%	-
(1) Not at all important	42	6	22	4	0	0	0	0
	4%	2%	9%	3%	-	-	-	-
Don't know/Refused	1	1	0	0	0	0	0	0
	0	0	-	-	-	-	-	-
TOPBOX & LOWBOX SUMMARY								
Important (Top3Box)	857	278	169	115	81	6	1	0
	78%	79%	65%	84%	90%	91%	60%	-
Neutral (MidBox)	104	40	31	10	4	1	0	0
	9%	11%	12%	8%	5%	9%	-	-
Not Important (Low3Box)	138	32	60	11	4	0	1	0
	13%	9%	23%	8%	5%	-	40%	-
STATISTICS (1= Not at all important 7= Very important)								
Mean	5.46	5.59	4.86	5.77	6.05	6.07	4.99	0
Standard Deviation	1.6	1.5	1.9	1.5	1.1	1.1	0	0
Standard Error	0	0.1	0.1	0.1	0.1	0.4	0	0

CANADIAN CONTENT/PROGRAMMING

4. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important: 2) Is Canadian content and programming on television and radio in helping to maintain and build Canadian culture and identity ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very important	336 31%	52 36%	17 16%	20 27%	125 30%	105 39%	18 21%	92 29%	136 30%	107 33%	144 27%	193 34%
(6)	202 18%	20 14%	18 16%	8 11%	77 18%	50 18%	29 34%	73 23%	74 16%	54 17%	95 18%	107 19%
(5)	269 24%	28 19%	31 29%	20 27%	98 23%	69 25%	24 28%	82 26%	112 25%	75 23%	122 23%	147 26%
(4) Neutral	127 12%	18 13%	14 13%	9 12%	53 13%	24 9%	10 11%	37 11%	53 12%	36 11%	68 13%	59 10%
(3)	82 7%	11 7%	17 16%	9 12%	32 8%	11 4%	1 1%	24 7%	33 7%	24 7%	45 9%	36 6%
(2)	34 3%	7 5%	5 5%	5 6%	11 3%	6 2%	1 1%	8 2%	17 4%	10 3%	22 4%	13 2%
(1) Not at all important	46 4%	8 6%	5 4%	4 5%	21 5%	6 2%	3 3%	6 2%	25 6%	15 5%	33 6%	13 2%
Don't know/Refused	3 0	1 1%	1 1%	0 -	0 -	1 0	0 -	0 -	1 0	2 1%	3 1%	0 -
TOPBOX & LOWBOX SUMMARY												
Important (Top3Box)	807 73%	100 69%	65 61%	49 65%	300 72%	224 82%	71 83%	248 77%	321 71%	236 73%	361 68%	447 79%
Neutral (MidBox)	127 12%	18 13%	14 13%	9 12%	53 13%	24 9%	10 11%	37 11%	53 12%	36 11%	68 13%	59 10%
Not Important (Low3Box)	162 15%	26 18%	27 25%	17 23%	64 15%	23 9%	4 5%	38 12%	75 17%	48 15%	100 19%	62 11%
STATISTICS (1= Not at all important 7= Very important)												
Mean	5.27	5.20	4.71	4.91	5.22	5.63	5.48	5.39	5.17	5.30	5.05	5.47
Standard Deviation	1.6	1.8	1.6	1.8	1.7	1.5	1.3	1.5	1.7	1.7	1.8	1.5
Standard Error	0	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

4. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important: 2) Is Canadian content and programming on television and radio in helping to maintain and build Canadian culture and identity ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very important	336 31%	113 32%	60 23%	49 36%	37 41%	4 50%	1 60%	0 -
(6)	202 18%	67 19%	34 13%	38 28%	17 19%	0 -	0 -	0 -
(5)	269 24%	92 26%	62 24%	26 19%	23 25%	1 13%	0 -	0 -
(4) Neutral	127 12%	45 13%	28 11%	13 9%	7 8%	3 36%	0 -	0 -
(3)	82 7%	17 5%	43 16%	4 3%	1 1%	0 -	0 -	0 -
(2)	34 3%	8 2%	12 5%	2 1%	3 4%	0 -	1 40%	0 -
(1) Not at all important	46 4%	9 3%	20 8%	5 4%	1 1%	0 -	0 -	0 -
Don't know/Refused	3 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Important (Top3Box)	807 73%	271 77%	156 60%	113 82%	76 86%	4 64%	1 60%	0 -
Neutral (MidBox)	127 12%	45 13%	28 11%	13 9%	7 8%	3 36%	0 -	0 -
Not Important (Low3Box)	162 15%	34 10%	75 29%	11 8%	6 6%	0 -	1 40%	0 -
STATISTICS (1= Not at all important 7= Very important)								
Mean	5.27	5.44	4.71	5.65	5.74	5.64	4.99	0
Standard Deviation	1.6	1.5	1.8	1.5	1.4	1.5	0	0
Standard Error	0	0.1	0.1	0.1	0.2	0.6	0	0

CANADIAN CONTENT/PROGRAMMING

5. There has been some discussion about the amount of Canadian programming on television. Do you personally think that there should be a specified, minimum amount of Canadian programming on television ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Yes	692	87	48	40	254	212	51	183	291	214	326	365
	63%	60%	45%	53%	61%	78%	60%	57%	65%	66%	61%	64%
No	405	59	59	35	161	59	33	139	159	106	203	202
	37%	40%	55%	47%	39%	22%	39%	43%	35%	33%	38%	36%
Don't know/Refused	3	0	0	0	2	1	1	0	1	2	2	1
	0	-	-	-	0	0	1%	-	0	1%	0	0

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Yes	692	226	120	106	79	4	0	0
	63%	64%	46%	78%	89%	64%	-	-
No	405	125	140	30	10	2	2	0
	37%	36%	54%	22%	11%	27%	100%	-
Don't know/Refused	3	0	1	1	0	1	0	0
	0	-	0	1%	-	9%	-	-

CANADIAN CONTENT/PROGRAMMING

6. Currently, the government's television regulations have the effect of ensuring that an average of at least one hour of Canadian programming is available on Canadian television channels in prime time, that is between 7 pm and 11 pm each day. Do you personally think that one hour of Canadian programming in prime time is too little, about right or too much ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Too little	622	84	49	37	226	176	51	176	252	191	266	357
	57%	58%	46%	49%	54%	65%	60%	54%	56%	59%	50%	63%
About right	411	51	44	33	170	82	31	132	171	108	220	191
	37%	35%	42%	44%	41%	30%	37%	41%	38%	33%	41%	34%
Too much	57	9	12	3	20	11	2	16	22	20	37	20
	5%	6%	12%	5%	5%	4%	2%	5%	5%	6%	7%	4%
Don't know/Refused	10	2	1	2	1	3	1	0	6	4	9	1
	1%	1%	1%	2%	0	1%	1%	-	1%	1%	2%	0

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Too little	622	196	134	85	60	3	0	0
	57%	56%	51%	62%	68%	37%	-	-
About right	411	139	98	46	26	4	2	0
	37%	40%	38%	34%	29%	63%	100%	-
Too much	57	12	27	4	3	0	0	0
	5%	3%	11%	3%	3%	-	-	-
Don't know/Refused	10	3	1	2	0	0	0	0
	1%	1%	0	1%	-	-	-	-

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 1) CBC ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	287	46	19	19	113	72	18	96	117	73	134	152
	26%	31%	18%	25%	27%	27%	22%	30%	26%	22%	25%	27%
(6)	321	34	24	22	128	79	34	107	136	76	150	170
	29%	23%	22%	30%	31%	29%	40%	33%	30%	24%	28%	30%
(5)	234	28	28	13	90	58	17	63	102	68	113	121
	21%	19%	26%	17%	22%	21%	21%	20%	23%	21%	21%	21%
(4) Neutral	123	18	17	7	38	37	7	25	45	53	57	66
	11%	12%	16%	9%	9%	13%	8%	8%	10%	16%	11%	12%
(3)	50	8	7	4	17	10	4	13	15	22	26	24
	5%	5%	7%	6%	4%	4%	5%	4%	3%	7%	5%	4%
(2)	28	4	5	2	12	2	2	7	10	10	17	10
	3%	3%	5%	3%	3%	1%	3%	2%	2%	3%	3%	2%
(1) Very low trust and confidence	54	8	6	8	17	12	2	9	24	22	33	21
	5%	6%	6%	11%	4%	4%	2%	3%	5%	7%	6%	4%
Don't know/Refused	3	0	0	0	1	2	0	2	1	0	0	3
	0	-	-	-	0	1%	-	1%	0	-	-	1%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	841	107	71	53	331	209	70	266	356	217	398	444
	76%	74%	67%	72%	79%	77%	82%	82%	79%	67%	75%	78%
Neutral (MidBox)	123	18	17	7	38	37	7	25	45	53	57	66
	11%	12%	16%	9%	9%	13%	8%	8%	10%	16%	11%	12%
Low (Low3Box)	132	20	19	14	47	24	8	29	49	54	77	55
	12%	14%	18%	19%	11%	9%	10%	9%	11%	17%	14%	10%
STATISTICS (1= Very Low 7= Very High)												
Mean	5.34	5.31	4.90	5.08	5.42	5.42	5.48	5.60	5.38	5.03	5.23	5.44
Standard Deviation	1.6	1.7	1.7	1.9	1.6	1.5	1.4	1.4	1.6	1.7	1.7	1.5
Standard Error	0	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 1) CBC ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	287 26%	108 31%	51 20%	43 32%	21 24%	2 34%	1 60%	0 -
(6)	321 29%	115 33%	72 28%	38 28%	33 37%	1 14%	0 -	0 -
(5)	234 21%	68 19%	60 23%	28 21%	16 18%	1 13%	1 40%	0 -
(4) Neutral	123 11%	33 9%	29 11%	11 8%	11 12%	2 27%	0 -	0 -
(3)	50 5%	3 1%	20 8%	12 9%	3 4%	0 -	0 -	0 -
(2)	28 3%	9 2%	9 3%	1 1%	1 1%	0 -	0 -	0 -
(1) Very low trust and confidence	54 5%	14 4%	19 7%	3 2%	2 2%	1 11%	0 -	0 -
Don't know/Refused	3 0	0 -	1 0	0 -	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	841 76%	291 83%	183 70%	110 81%	71 79%	4 62%	2 100%	0 -
Neutral (MidBox)	123 11%	33 9%	29 11%	11 8%	11 12%	2 27%	0 -	0 -
Low (Low3Box)	132 12%	26 7%	47 18%	16 12%	6 7%	1 11%	0 -	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	5.34	5.60	5.02	5.55	5.54	5.13	6.20	0
Standard Deviation	1.6	1.5	1.7	1.5	1.4	2.0	0	0
Standard Error	0	0.1	0.1	0.1	0.1	0.8	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 2) The CTV Network ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	834	144	109	77	420	0	84	215	362	254	417	417
Weighted Base	828	145	106	75	417	0	85	246	339	241	401	428
(7) Very high trust and confidence	110	17	10	9	66	0	7	41	39	30	49	60
	13%	12%	9%	12%	16%	-	9%	17%	11%	12%	12%	14%
(6)	168	25	20	15	93	0	15	47	80	41	72	95
	20%	17%	19%	20%	22%	-	18%	19%	24%	17%	18%	22%
(5)	232	32	35	15	117	0	34	76	94	61	107	125
	28%	22%	33%	20%	28%	-	40%	31%	28%	25%	27%	29%
(4) Neutral	140	35	16	18	61	0	9	41	57	40	74	66
	17%	24%	16%	24%	15%	-	10%	17%	17%	17%	18%	15%
(3)	78	15	15	8	32	0	8	16	30	31	40	38
	9%	11%	14%	11%	8%	-	9%	7%	9%	13%	10%	9%
(2)	43	9	3	2	23	0	6	12	14	17	30	13
	5%	6%	3%	3%	6%	-	7%	5%	4%	7%	8%	3%
(1) Very low trust and confidence	44	10	4	8	18	0	3	10	18	16	23	20
	5%	7%	4%	10%	4%	-	4%	4%	5%	7%	6%	5%
Don't know/Refused	14	3	3	0	6	0	2	2	7	5	5	10
	2%	2%	3%	-	1%	-	3%	1%	2%	2%	1%	2%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	510	74	64	39	276	0	57	164	213	132	229	281
	62%	51%	61%	52%	66%	-	66%	67%	63%	55%	57%	66%
Neutral (MidBox)	140	35	16	18	61	0	9	41	57	40	74	66
	17%	24%	16%	24%	15%	-	10%	17%	17%	17%	18%	15%
Low (Low3Box)	165	34	22	18	74	0	17	38	62	64	94	71
	20%	23%	21%	24%	18%	-	20%	16%	18%	26%	23%	17%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.74	4.49	4.67	4.51	4.89	0	4.68	4.91	4.78	4.51	4.58	4.89
Standard Deviation	1.6	1.7	1.5	1.7	1.6	0	1.5	1.6	1.6	1.7	1.7	1.5
Standard Error	0.1	0.1	0.1	0.2	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 2) The CTV Network ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	834	283	245	113	0	6	2	0
Weighted Base	828	282	241	116	0	6	2	0
(7) Very high trust and confidence	110 13%	49 17%	25 11%	13 11%	0 -	0 -	1 60%	0 -
(6)	168 20%	60 21%	54 22%	19 16%	0 -	1 19%	0 -	0 -
(5)	232 28%	83 29%	68 28%	30 26%	0 -	1 21%	0 -	0 -
(4) Neutral	140 17%	45 16%	45 19%	24 20%	0 -	0 -	0 -	0 -
(3)	78 9%	24 8%	20 8%	12 10%	0 -	1 12%	0 -	0 -
(2)	43 5%	11 4%	11 5%	11 10%	0 -	2 32%	0 -	0 -
(1) Very low trust and confidence	44 5%	9 3%	11 5%	8 7%	0 -	1 16%	1 40%	0 -
Don't know/Refused	14 2%	2 1%	6 3%	0 -	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	510 62%	192 68%	147 61%	62 53%	0 -	2 40%	1 60%	0 -
Neutral (MidBox)	140 17%	45 16%	45 19%	24 20%	0 -	0 -	0 -	0 -
Low (Low3Box)	165 20%	44 16%	42 18%	31 27%	0 -	4 60%	1 40%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.74	4.98	4.75	4.42	0	3.35	4.59	0
Standard Deviation	1.6	1.5	1.5	1.7	0	2.0	0	0
Standard Error	0.1	0.1	0.1	0.2	0	0.8	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 3) TVA ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Quebec Respondents												
Unweighted Base	266	0	0	0	0	266	0	68	124	73	133	133
Weighted Base	272	0	0	0	0	272	0	77	112	82	131	141
(7) Very high trust and confidence	60 22%	0 -	0 -	0 -	0 -	60 22%	0 -	19 25%	19 17%	22 27%	21 16%	39 28%
(6)	47 17%	0 -	0 -	0 -	0 -	47 17%	0 -	12 16%	19 17%	15 18%	21 16%	26 19%
(5)	71 26%	0 -	0 -	0 -	0 -	71 26%	0 -	20 26%	32 29%	19 23%	30 23%	41 29%
(4) Neutral	34 13%	0 -	0 -	0 -	0 -	34 13%	0 -	7 9%	17 15%	10 13%	19 14%	15 11%
(3)	22 8%	0 -	0 -	0 -	0 -	22 8%	0 -	5 6%	11 10%	6 8%	15 11%	7 5%
(2)	12 4%	0 -	0 -	0 -	0 -	12 4%	0 -	6 7%	3 2%	3 4%	7 5%	5 3%
(1) Very low trust and confidence	17 6%	0 -	0 -	0 -	0 -	17 6%	0 -	5 6%	8 7%	4 5%	15 11%	2 1%
Don't know/Refused	9 3%	0 -	0 -	0 -	0 -	9 3%	0 -	3 4%	4 3%	2 3%	4 3%	5 4%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	178 66%	0 -	0 -	0 -	0 -	178 66%	0 -	52 67%	70 63%	56 68%	72 55%	107 76%
Neutral (MidBox)	34 13%	0 -	0 -	0 -	0 -	34 13%	0 -	7 9%	17 15%	10 13%	19 14%	15 11%
Low (Low3Box)	50 18%	0 -	0 -	0 -	0 -	50 18%	0 -	15 19%	21 19%	14 17%	36 28%	14 10%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.95	0	0	0	0	4.95	0	4.99	4.81	5.10	4.49	5.39
Standard Deviation	1.7	0	0	0	0	1.7	0	1.8	1.7	1.7	1.9	1.4
Standard Error	0.1	0	0	0	0	0.1	0	0.2	0.2	0.2	0.2	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 3) TVA ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: Quebec Respondents								
Unweighted Base	266	66	20	20	87	1	0	0
Weighted Base	272	68	19	20	89	1	0	0
(7) Very high trust and confidence	60 22%	18 26%	4 21%	2 11%	20 22%	0 -	0 -	0 -
(6)	47 17%	18 26%	1 4%	3 14%	17 19%	0 -	0 -	0 -
(5)	71 26%	12 18%	10 52%	6 30%	23 25%	1 100%	0 -	0 -
(4) Neutral	34 13%	6 8%	3 14%	1 4%	15 17%	0 -	0 -	0 -
(3)	22 8%	3 5%	1 4%	3 16%	9 10%	0 -	0 -	0 -
(2)	12 4%	4 6%	0 -	2 10%	2 2%	0 -	0 -	0 -
(1) Very low trust and confidence	17 6%	4 6%	0 -	2 9%	3 3%	0 -	0 -	0 -
Don't know/Refused	9 3%	3 4%	1 4%	1 5%	2 2%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	178 66%	48 70%	15 77%	11 56%	59 66%	1 100%	0 -	0 -
Neutral (MidBox)	34 13%	6 8%	3 14%	1 4%	15 17%	0 -	0 -	0 -
Low (Low3Box)	50 18%	12 17%	1 4%	7 34%	14 15%	0 -	0 -	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.95	5.18	5.23	4.33	5.08	5.00	0	0
Standard Deviation	1.7	1.8	1.1	1.9	1.5	0	0	0
Standard Error	0.1	0.2	0.3	0.4	0.2	0	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 4) Specialty channels like, Much Music/TSN or the History Channel ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents (Excluding Quebec)												
Unweighted Base	834	144	109	77	420	0	84	215	362	254	417	417
Weighted Base	828	145	106	75	417	0	85	246	339	241	401	428
(7) Very high trust and confidence	115	21	10	10	65	0	9	39	38	37	64	51
	14%	15%	10%	13%	16%	-	11%	16%	11%	15%	16%	12%
(6)	134	18	15	11	81	0	10	55	49	31	64	70
	16%	13%	14%	14%	19%	-	11%	22%	14%	13%	16%	16%
(5)	206	30	33	18	100	0	25	49	94	63	95	111
	25%	21%	31%	24%	24%	-	29%	20%	28%	26%	24%	26%
(4) Neutral	127	34	18	10	53	0	13	39	58	29	60	67
	15%	23%	17%	13%	13%	-	15%	16%	17%	12%	15%	16%
(3)	111	23	9	7	55	0	16	34	41	36	49	62
	13%	16%	9%	9%	13%	-	19%	14%	12%	15%	12%	15%
(2)	56	8	12	8	22	0	7	11	28	17	30	25
	7%	5%	11%	10%	5%	-	8%	4%	8%	7%	8%	6%
(1) Very low trust and confidence	59	8	5	9	33	0	4	14	27	19	32	27
	7%	6%	5%	12%	8%	-	5%	6%	8%	8%	8%	6%
Don't know/Refused	20	2	5	3	9	0	1	6	5	9	7	13
	2%	2%	5%	4%	2%	-	1%	2%	1%	4%	2%	3%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	456	70	58	38	246	0	44	143	181	131	223	233
	55%	48%	54%	51%	59%	-	51%	58%	53%	54%	56%	54%
Neutral (MidBox)	127	34	18	10	53	0	13	39	58	29	60	67
	15%	23%	17%	13%	13%	-	15%	16%	17%	12%	15%	16%
Low (Low3Box)	226	39	26	24	109	0	28	58	95	71	111	115
	27%	27%	24%	32%	26%	-	33%	24%	28%	30%	28%	27%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.52	4.47	4.46	4.26	4.64	0	4.33	4.75	4.39	4.48	4.53	4.51
Standard Deviation	1.7	1.7	1.6	1.9	1.8	0	1.6	1.7	1.7	1.8	1.8	1.7
Standard Error	0.1	0.1	0.2	0.2	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 4) Specialty channels like, Much Music/TSN or the History Channel ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Progressive Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents (Excluding Quebec)								
Unweighted Base	834	283	245	113	0	6	2	0
Weighted Base	828	282	241	116	0	6	2	0
(7) Very high trust and confidence	115 14%	51 18%	23 10%	18 15%	0 -	3 42%	1 60%	0 -
(6)	134 16%	43 15%	38 16%	19 17%	0 -	0 -	0 -	0 -
(5)	206 25%	66 23%	74 31%	26 22%	0 -	0 -	0 -	0 -
(4) Neutral	127 15%	44 15%	30 13%	17 15%	0 -	1 12%	0 -	0 -
(3)	111 13%	40 14%	27 11%	18 16%	0 -	1 16%	0 -	0 -
(2)	56 7%	18 6%	21 9%	8 7%	0 -	2 30%	0 -	0 -
(1) Very low trust and confidence	59 7%	16 6%	22 9%	8 7%	0 -	0 -	1 40%	0 -
Don't know/Refused	20 2%	5 2%	4 2%	2 2%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	456 55%	161 57%	135 56%	63 54%	0 -	3 42%	1 60%	0 -
Neutral (MidBox)	127 15%	44 15%	30 13%	17 15%	0 -	1 12%	0 -	0 -
Low (Low3Box)	226 27%	74 26%	71 29%	34 29%	0 -	3 46%	1 40%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.52	4.66	4.35	4.52	0	4.49	4.59	0
Standard Deviation	1.7	1.7	1.7	1.8	0	2.4	0	0
Standard Error	0.1	0.1	0.1	0.2	0	1.0	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 5) Specialty channels like, Musique Plus, RDS, ou le Canal D ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Quebec Respondents												
Unweighted Base	266	0	0	0	0	266	0	68	124	73	133	133
Weighted Base	272	0	0	0	0	272	0	77	112	82	131	141
(7) Very high trust and confidence	43 16%	0 -	0 -	0 -	0 -	43 16%	0 -	11 15%	15 14%	16 19%	23 18%	20 14%
(6)	42 16%	0 -	0 -	0 -	0 -	42 16%	0 -	19 25%	13 12%	9 11%	16 12%	26 19%
(5)	56 21%	0 -	0 -	0 -	0 -	56 21%	0 -	15 19%	30 27%	11 14%	25 19%	31 22%
(4) Neutral	47 17%	0 -	0 -	0 -	0 -	47 17%	0 -	12 16%	19 17%	16 19%	18 13%	30 21%
(3)	24 9%	0 -	0 -	0 -	0 -	24 9%	0 -	7 9%	11 10%	6 8%	14 11%	9 7%
(2)	21 8%	0 -	0 -	0 -	0 -	21 8%	0 -	5 6%	9 8%	8 9%	16 12%	5 4%
(1) Very low trust and confidence	26 10%	0 -	0 -	0 -	0 -	26 10%	0 -	6 8%	10 9%	11 13%	18 14%	8 6%
Don't know/Refused	12 5%	0 -	0 -	0 -	0 -	12 5%	0 -	2 3%	6 5%	5 6%	2 1%	11 8%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	140 52%	0 -	0 -	0 -	0 -	140 52%	0 -	45 59%	58 52%	36 44%	64 49%	77 55%
Neutral (MidBox)	47 17%	0 -	0 -	0 -	0 -	47 17%	0 -	12 16%	19 17%	16 19%	18 13%	30 21%
Low (Low3Box)	71 26%	0 -	0 -	0 -	0 -	71 26%	0 -	17 22%	29 26%	25 30%	48 37%	23 17%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.47	0	0	0	0	4.47	0	4.73	4.41	4.29	4.20	4.74
Standard Deviation	1.9	0	0	0	0	1.9	0	1.8	1.8	2.0	2.0	1.6
Standard Error	0.1	0	0	0	0	0.1	0	0.2	0.2	0.2	0.2	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 5) Specialty channels like, Musique Plus, RDS, ou le Canal D ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: Quebec Respondents								
Unweighted Base	266	66	20	20	87	1	0	0
Weighted Base	272	68	19	20	89	1	0	0
(7) Very high trust and confidence	43 16%	14 21%	5 25%	0 -	16 18%	0 -	0 -	0 -
(6)	42 16%	13 19%	2 9%	4 21%	15 16%	0 -	0 -	0 -
(5)	56 21%	17 25%	5 25%	4 18%	16 18%	1 100%	0 -	0 -
(4) Neutral	47 17%	8 12%	2 11%	5 25%	15 17%	0 -	0 -	0 -
(3)	24 9%	4 6%	3 14%	3 16%	8 9%	0 -	0 -	0 -
(2)	21 8%	5 8%	0 -	2 11%	6 7%	0 -	0 -	0 -
(1) Very low trust and confidence	26 10%	6 9%	1 6%	1 4%	10 11%	0 -	0 -	0 -
Don't know/Refused	12 5%	0 -	2 9%	1 5%	3 4%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	140 52%	44 65%	12 60%	8 39%	46 52%	1 100%	0 -	0 -
Neutral (MidBox)	47 17%	8 12%	2 11%	5 25%	15 17%	0 -	0 -	0 -
Low (Low3Box)	71 26%	16 23%	4 20%	6 31%	24 27%	0 -	0 -	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.47	4.75	4.96	4.12	4.49	5.00	0	0
Standard Deviation	1.9	1.9	1.8	1.5	1.9	0	0	0
Standard Error	0.1	0.2	0.4	0.3	0.2	0	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 6) The CRTC ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	87 8%	13 9%	7 7%	4 6%	35 8%	27 10%	1 2%	26 8%	36 8%	25 8%	53 10%	34 6%
(6)	160 15%	17 12%	15 14%	10 13%	67 16%	37 14%	14 16%	64 20%	70 16%	26 8%	80 15%	79 14%
(5)	276 25%	35 24%	26 25%	10 13%	102 25%	78 29%	25 30%	75 23%	117 26%	81 25%	125 24%	151 27%
(4) Neutral	200 18%	22 15%	16 15%	17 23%	81 20%	50 19%	13 16%	63 19%	82 18%	55 17%	87 16%	113 20%
(3)	126 11%	17 12%	15 14%	12 16%	43 10%	25 9%	14 16%	30 9%	50 11%	46 14%	71 13%	55 10%
(2)	59 5%	14 10%	4 3%	6 8%	18 4%	14 5%	3 4%	11 4%	24 5%	24 7%	31 6%	28 5%
(1) Very low trust and confidence	101 9%	17 12%	12 11%	8 11%	35 8%	26 9%	4 4%	22 7%	45 10%	33 10%	61 12%	40 7%
Don't know/Refused	91 8%	10 7%	11 11%	8 11%	35 8%	15 6%	11 12%	31 10%	27 6%	33 10%	24 5%	67 12%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	523 48%	65 45%	48 46%	24 31%	204 49%	141 52%	41 48%	165 51%	223 50%	133 41%	259 49%	264 46%
Neutral (MidBox)	200 18%	22 15%	16 15%	17 23%	81 20%	50 19%	13 16%	63 19%	82 18%	55 17%	87 16%	113 20%
Low (Low3Box)	286 26%	49 33%	31 29%	26 34%	96 23%	64 24%	21 24%	64 20%	119 26%	103 32%	162 31%	124 22%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.31	4.08	4.22	3.90	4.41	4.40	4.35	4.55	4.31	4.06	4.26	4.36
Standard Deviation	1.7	1.8	1.7	1.7	1.7	1.7	1.4	1.6	1.7	1.7	1.8	1.6
Standard Error	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 6) The CRTC ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	87 8%	45 13%	16 6%	8 6%	4 5%	0 -	0 -	0 -
(6)	160 15%	51 15%	30 12%	23 17%	23 25%	0 -	0 -	0 -
(5)	276 25%	100 29%	52 20%	33 24%	30 33%	3 48%	0 -	0 -
(4) Neutral	200 18%	63 18%	47 18%	22 16%	10 11%	1 18%	0 -	0 -
(3)	126 11%	25 7%	49 19%	21 15%	8 9%	1 14%	0 -	0 -
(2)	59 5%	14 4%	20 8%	8 6%	6 7%	1 9%	0 -	0 -
(1) Very low trust and confidence	101 9%	34 10%	23 9%	11 8%	4 4%	1 11%	1 40%	0 -
Don't know/Refused	91 8%	18 5%	22 9%	11 8%	4 5%	0 -	1 60%	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	523 48%	196 56%	98 38%	64 47%	57 64%	3 48%	0 -	0 -
Neutral (MidBox)	200 18%	63 18%	47 18%	22 16%	10 11%	1 18%	0 -	0 -
Low (Low3Box)	286 26%	74 21%	92 35%	40 29%	18 20%	2 34%	1 40%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.31	4.54	4.01	4.27	4.66	3.83	1.00	0
Standard Deviation	1.7	1.7	1.7	1.7	1.5	1.5	0	0
Standard Error	0.1	0.1	0.1	0.1	0.2	0.6	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 7) The Global TV Network ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents (Excluding Quebec)												
Unweighted Base	834	144	109	77	420	0	84	215	362	254	417	417
Weighted Base	828	145	106	75	417	0	85	246	339	241	401	428
(7) Very high trust and confidence	82 10%	12 8%	7 6%	4 6%	52 12%	0 -	7 8%	26 10%	32 9%	23 10%	39 10%	43 10%
(6)	130 16%	21 14%	16 15%	11 15%	77 18%	0 -	6 7%	46 18%	54 16%	30 13%	48 12%	82 19%
(5)	223 27%	36 25%	36 34%	21 28%	108 26%	0 -	22 26%	77 31%	93 28%	53 22%	101 25%	122 29%
(4) Neutral	154 19%	23 16%	24 22%	14 19%	71 17%	0 -	22 26%	41 17%	60 18%	53 22%	72 18%	82 19%
(3)	101 12%	19 13%	12 11%	13 17%	48 12%	0 -	10 12%	28 11%	46 13%	28 12%	58 15%	43 10%
(2)	57 7%	12 8%	2 2%	4 6%	35 8%	0 -	3 4%	13 5%	22 6%	21 9%	41 10%	17 4%
(1) Very low trust and confidence	54 7%	15 10%	5 5%	8 10%	18 4%	0 -	7 9%	13 5%	21 6%	20 8%	31 8%	23 5%
Don't know/Refused	27 3%	7 5%	5 4%	0 -	8 2%	0 -	7 9%	3 1%	11 3%	13 6%	10 3%	17 4%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	435 53%	69 47%	59 55%	36 49%	237 57%	0 -	35 41%	148 60%	180 53%	106 44%	188 47%	247 58%
Neutral (MidBox)	154 19%	23 16%	24 22%	14 19%	71 17%	0 -	22 26%	41 17%	60 18%	53 22%	72 18%	82 19%
Low (Low3Box)	212 26%	46 31%	19 18%	24 33%	101 24%	0 -	21 25%	54 22%	88 26%	68 28%	130 32%	82 19%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.44	4.19	4.54	4.16	4.60	0	4.19	4.62	4.45	4.24	4.21	4.66
Standard Deviation	1.6	1.8	1.4	1.6	1.6	0	1.6	1.6	1.6	1.7	1.7	1.5
Standard Error	0.1	0.2	0.1	0.2	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 7) The Global TV Network ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebécois	Green party	Independent	Other
Base: All respondents (Excluding Quebec)								
Unweighted Base	834	283	245	113	0	6	2	0
Weighted Base	828	282	241	116	0	6	2	0
(7) Very high trust and confidence	82 10%	34 12%	22 9%	11 9%	0 -	0 -	1 60%	0 -
(6)	130 16%	43 15%	36 15%	19 17%	0 -	0 -	0 -	0 -
(5)	223 27%	78 28%	63 26%	28 24%	0 -	1 21%	0 -	0 -
(4) Neutral	154 19%	58 21%	46 19%	17 14%	0 -	1 21%	0 -	0 -
(3)	101 12%	37 13%	30 13%	16 14%	0 -	0 -	0 -	0 -
(2)	57 7%	12 4%	22 9%	12 11%	0 -	1 19%	0 -	0 -
(1) Very low trust and confidence	54 7%	15 5%	13 5%	11 9%	0 -	2 27%	1 40%	0 -
Don't know/Refused	27 3%	6 2%	9 4%	2 2%	0 -	1 12%	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	435 53%	155 55%	121 50%	58 50%	0 -	1 21%	1 60%	0 -
Neutral (MidBox)	154 19%	58 21%	46 19%	17 14%	0 -	1 21%	0 -	0 -
Low (Low3Box)	212 26%	64 23%	65 27%	39 34%	0 -	3 46%	1 40%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.44	4.58	4.38	4.23	0	2.88	4.59	0
Standard Deviation	1.6	1.6	1.6	1.8	0	1.8	0	0
Standard Error	0.1	0.1	0.1	0.2	0	0.8	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 8) TQS ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Quebec Respondents												
Unweighted Base	266	0	0	0	0	266	0	68	124	73	133	133
Weighted Base	272	0	0	0	0	272	0	77	112	82	131	141
(7) Very high trust and confidence	38 14%	0 -	0 -	0 -	0 -	38 14%	0 -	11 15%	13 11%	14 16%	19 15%	19 14%
(6)	37 14%	0 -	0 -	0 -	0 -	37 14%	0 -	17 22%	14 12%	7 8%	15 12%	22 16%
(5)	78 29%	0 -	0 -	0 -	0 -	78 29%	0 -	20 26%	35 31%	24 29%	35 27%	43 30%
(4) Neutral	34 12%	0 -	0 -	0 -	0 -	34 12%	0 -	9 12%	14 13%	11 13%	14 11%	20 14%
(3)	37 14%	0 -	0 -	0 -	0 -	37 14%	0 -	7 9%	17 15%	13 16%	21 16%	16 11%
(2)	17 6%	0 -	0 -	0 -	0 -	17 6%	0 -	2 3%	7 6%	8 10%	9 7%	9 6%
(1) Very low trust and confidence	18 7%	0 -	0 -	0 -	0 -	18 7%	0 -	7 9%	8 7%	3 4%	14 11%	4 3%
Don't know/Refused	11 4%	0 -	0 -	0 -	0 -	11 4%	0 -	3 4%	4 4%	4 4%	3 2%	9 6%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	154 57%	0 -	0 -	0 -	0 -	154 57%	0 -	48 63%	61 54%	44 53%	70 53%	84 60%
Neutral (MidBox)	34 12%	0 -	0 -	0 -	0 -	34 12%	0 -	9 12%	14 13%	11 13%	14 11%	20 14%
Low (Low3Box)	73 27%	0 -	0 -	0 -	0 -	73 27%	0 -	16 21%	32 29%	24 30%	44 34%	28 20%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.55	0	0	0	0	4.55	0	4.76	4.42	4.49	4.33	4.75
Standard Deviation	1.7	0	0	0	0	1.7	0	1.8	1.7	1.7	1.9	1.6
Standard Error	0.1	0	0	0	0	0.1	0	0.2	0.2	0.2	0.2	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 8) TQS ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: Quebec Respondents								
Unweighted Base	266	66	20	20	87	1	0	0
Weighted Base	272	68	19	20	89	1	0	0
(7) Very high trust and confidence	38 14%	12 17%	4 19%	1 6%	13 15%	0 -	0 -	0 -
(6)	37 14%	10 14%	3 15%	3 15%	17 19%	0 -	0 -	0 -
(5)	78 29%	20 30%	9 47%	5 25%	21 24%	0 -	0 -	0 -
(4) Neutral	34 12%	6 9%	2 9%	1 5%	11 12%	1 100%	0 -	0 -
(3)	37 14%	8 12%	1 4%	4 20%	16 18%	0 -	0 -	0 -
(2)	17 6%	5 8%	0 -	0 -	8 9%	0 -	0 -	0 -
(1) Very low trust and confidence	18 7%	4 6%	1 6%	4 19%	1 1%	0 -	0 -	0 -
Don't know/Refused	11 4%	3 4%	0 -	2 10%	2 3%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	154 57%	41 61%	16 81%	9 46%	51 57%	0 -	0 -	0 -
Neutral (MidBox)	34 12%	6 9%	2 9%	1 5%	11 12%	1 100%	0 -	0 -
Low (Low3Box)	73 27%	18 26%	2 10%	8 39%	25 28%	0 -	0 -	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.55	4.66	5.11	3.96	4.67	4.00	0	0
Standard Deviation	1.7	1.8	1.5	2.0	1.6	0	0	0
Standard Error	0.1	0.2	0.3	0.5	0.2	0	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 9) The federal government ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	66 6%	6 4%	8 8%	2 3%	24 6%	25 9%	1 1%	17 5%	28 6%	21 7%	41 8%	25 4%
(6)	118 11%	12 8%	6 6%	12 16%	49 12%	20 7%	19 23%	33 10%	52 12%	34 10%	57 11%	61 11%
(5)	252 23%	31 22%	19 17%	13 18%	102 25%	64 23%	23 27%	88 27%	97 21%	66 21%	107 20%	145 25%
(4) Neutral	221 20%	26 18%	26 25%	13 18%	92 22%	48 18%	16 18%	75 23%	86 19%	59 18%	106 20%	115 20%
(3)	142 13%	22 15%	21 20%	10 13%	39 9%	39 14%	10 12%	45 14%	52 12%	45 14%	68 13%	73 13%
(2)	127 12%	25 17%	9 9%	8 11%	47 11%	30 11%	8 9%	31 10%	54 12%	42 13%	62 12%	64 11%
(1) Very low trust and confidence	168 15%	24 16%	15 14%	16 22%	60 14%	44 16%	9 10%	33 10%	79 18%	54 17%	89 17%	79 14%
Don't know/Refused	6 1%	0 -	1 1%	0 -	3 1%	2 1%	0 -	1 0	4 1%	1 0	0 -	6 1%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	437 40%	49 34%	33 31%	27 36%	176 42%	109 40%	43 50%	137 43%	177 39%	122 38%	206 39%	231 41%
Neutral (MidBox)	221 20%	26 18%	26 25%	13 18%	92 22%	48 18%	16 18%	75 23%	86 19%	59 18%	106 20%	115 20%
Low (Low3Box)	437 40%	71 49%	45 43%	34 46%	147 35%	113 42%	27 31%	109 34%	185 41%	141 44%	220 41%	217 38%
STATISTICS (1= Very Low 7= Very High)												
Mean	3.81	3.51	3.72	3.58	3.90	3.81	4.14	3.99	3.75	3.71	3.78	3.83
Standard Deviation	1.8	1.7	1.7	1.9	1.8	1.8	1.6	1.6	1.8	1.8	1.8	1.7
Standard Error	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 9) The federal government ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	66 6%	33 9%	12 5%	9 7%	4 4%	0 -	0 -	0 -
(6)	118 11%	59 17%	22 8%	11 8%	5 6%	0 -	0 -	0 -
(5)	252 23%	112 32%	43 16%	28 20%	17 19%	4 62%	0 -	0 -
(4) Neutral	221 20%	60 17%	58 22%	26 19%	20 22%	0 -	0 -	0 -
(3)	142 13%	32 9%	39 15%	22 16%	16 19%	2 27%	0 -	0 -
(2)	127 12%	21 6%	37 14%	23 17%	11 12%	0 -	0 -	0 -
(1) Very low trust and confidence	168 15%	33 10%	49 19%	18 13%	15 17%	1 11%	2 100%	0 -
Don't know/Refused	6 1%	0 -	1 0	0 -	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	437 40%	204 58%	77 30%	48 35%	26 29%	4 62%	0 -	0 -
Neutral (MidBox)	221 20%	60 17%	58 22%	26 19%	20 22%	0 -	0 -	0 -
Low (Low3Box)	437 40%	86 25%	124 48%	62 46%	42 48%	3 38%	2 100%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	3.81	4.44	3.48	3.69	3.48	4.02	1.00	0
Standard Deviation	1.8	1.7	1.8	1.8	1.7	1.5	0	0
Standard Error	0.1	0.1	0.1	0.2	0.2	0.6	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 10) Consumer groups ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	79	3	1	3	14	55	3	19	33	26	36	42
	7%	2%	1%	4%	3%	20%	4%	6%	7%	8%	7%	7%
(6)	127	12	8	3	44	51	9	35	57	34	56	71
	12%	8%	7%	4%	11%	19%	11%	11%	13%	11%	11%	13%
(5)	272	32	24	16	102	76	22	74	118	79	122	150
	25%	22%	23%	21%	25%	28%	26%	23%	26%	25%	23%	26%
(4) Neutral	229	30	32	19	94	33	21	72	89	67	106	122
	21%	21%	30%	25%	22%	12%	24%	22%	20%	21%	20%	21%
(3)	174	25	25	15	67	30	12	45	73	56	81	94
	16%	17%	23%	20%	16%	11%	15%	14%	16%	17%	15%	16%
(2)	74	18	6	10	29	5	7	30	25	19	43	32
	7%	12%	5%	13%	7%	2%	8%	9%	5%	6%	8%	6%
(1) Very low trust and confidence	98	17	6	9	48	10	7	34	39	24	67	31
	9%	12%	6%	12%	12%	4%	9%	10%	9%	8%	13%	6%
Don't know/Refused	47	8	5	0	18	12	3	14	16	17	21	26
	4%	5%	5%	-	4%	5%	4%	4%	4%	5%	4%	5%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	478	47	33	22	160	181	34	128	209	140	214	263
	43%	33%	31%	30%	38%	67%	40%	40%	46%	43%	40%	46%
Neutral (MidBox)	229	30	32	19	94	33	21	72	89	67	106	122
	21%	21%	30%	25%	22%	12%	24%	22%	20%	21%	20%	21%
Low (Low3Box)	347	60	37	34	145	45	27	109	137	99	190	157
	32%	41%	35%	45%	35%	16%	31%	34%	30%	31%	36%	28%
STATISTICS (1= Very Low 7= Very High)												
Mean	4.14	3.67	3.87	3.59	3.90	5.05	4.02	3.98	4.22	4.19	3.95	4.31
Standard Deviation	1.6	1.6	1.3	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.7	1.5
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 10) Consumer groups ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	79 7%	23 6%	9 3%	10 7%	15 17%	1 13%	0 -	0 -
(6)	127 12%	47 13%	18 7%	17 12%	16 18%	0 -	0 -	0 -
(5)	272 25%	95 27%	58 22%	35 26%	32 36%	1 14%	0 -	0 -
(4) Neutral	229 21%	70 20%	54 21%	34 25%	7 8%	1 16%	0 -	0 -
(3)	174 16%	48 14%	58 22%	12 9%	12 14%	2 27%	1 60%	0 -
(2)	74 7%	29 8%	24 9%	8 6%	1 1%	0 -	1 40%	0 -
(1) Very low trust and confidence	98 9%	26 8%	27 10%	17 12%	1 1%	1 18%	0 -	0 -
Don't know/Refused	47 4%	12 3%	12 5%	4 3%	5 6%	1 11%	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	478 43%	165 47%	84 32%	62 45%	62 70%	2 28%	0 -	0 -
Neutral (MidBox)	229 21%	70 20%	54 21%	34 25%	7 8%	1 16%	0 -	0 -
Low (Low3Box)	347 32%	103 29%	109 42%	37 27%	14 16%	3 45%	2 100%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	4.14	4.22	3.73	4.14	5.09	3.70	2.60	0
Standard Deviation	1.6	1.6	1.5	1.7	1.4	2.1	0	0
Standard Error	0.1	0.1	0.1	0.2	0.1	0.8	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 11) Your provincial government ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	76 7%	5 3%	8 7%	4 5%	21 5%	36 13%	3 4%	24 7%	27 6%	25 8%	40 8%	36 6%
(6)	121 11%	8 5%	19 18%	8 11%	47 11%	30 11%	9 10%	44 14%	54 12%	23 7%	54 10%	67 12%
(5)	246 22%	18 13%	23 22%	16 21%	94 23%	71 26%	24 28%	85 26%	89 20%	71 22%	111 21%	135 24%
(4) Neutral	221 20%	26 18%	28 26%	14 18%	82 20%	55 20%	17 20%	71 22%	90 20%	61 19%	107 20%	114 20%
(3)	148 13%	20 14%	15 14%	11 15%	63 15%	30 11%	9 10%	37 11%	70 15%	41 13%	70 13%	78 14%
(2)	112 10%	22 15%	7 7%	7 9%	44 11%	21 8%	11 13%	26 8%	47 10%	39 12%	57 11%	55 10%
(1) Very low trust and confidence	164 15%	45 31%	6 6%	14 18%	62 15%	27 10%	10 12%	30 9%	71 16%	62 19%	87 16%	77 14%
Don't know/Refused	10 1%	2 1%	1 1%	1 1%	4 1%	1 0	1 1%	5 2%	3 1%	2 1%	4 1%	6 1%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	444 40%	31 21%	50 47%	28 38%	162 39%	137 50%	36 42%	153 47%	171 38%	119 37%	206 39%	238 42%
Neutral (MidBox)	221 20%	26 18%	28 26%	14 18%	82 20%	55 20%	17 20%	71 22%	90 20%	61 19%	107 20%	114 20%
Low (Low3Box)	424 39%	87 60%	28 26%	32 42%	169 41%	78 29%	31 36%	94 29%	187 41%	141 44%	215 40%	210 37%
STATISTICS (1= Very Low 7= Very High)												
Mean	3.87	2.95	4.35	3.72	3.79	4.32	3.86	4.20	3.79	3.65	3.80	3.93
Standard Deviation	1.8	1.8	1.6	1.8	1.7	1.8	1.7	1.7	1.8	1.9	1.8	1.7
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 11) Your provincial government ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	76 7%	25 7%	18 7%	10 7%	12 14%	0 -	0 -	0 -
(6)	121 11%	53 15%	29 11%	12 9%	13 15%	0 -	0 -	0 -
(5)	246 22%	90 26%	54 21%	23 17%	20 22%	2 32%	0 -	0 -
(4) Neutral	221 20%	67 19%	49 19%	34 25%	19 22%	0 -	0 -	0 -
(3)	148 13%	40 12%	39 15%	20 15%	7 8%	3 48%	0 -	0 -
(2)	112 10%	32 9%	31 12%	16 12%	8 9%	1 9%	0 -	0 -
(1) Very low trust and confidence	164 15%	40 11%	40 15%	21 15%	10 11%	1 11%	2 100%	0 -
Don't know/Refused	10 1%	3 1%	1 0	1 1%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	444 40%	168 48%	101 39%	45 33%	45 51%	2 32%	0 -	0 -
Neutral (MidBox)	221 20%	67 19%	49 19%	34 25%	19 22%	0 -	0 -	0 -
Low (Low3Box)	424 39%	113 32%	109 42%	57 42%	25 28%	5 68%	2 100%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	3.87	4.13	3.80	3.73	4.35	3.33	1.00	0
Standard Deviation	1.8	1.7	1.8	1.8	1.8	1.4	0	0
Standard Error	0.1	0.1	0.1	0.2	0.2	0.5	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 12) Telephone companies ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	69 6%	4 3%	3 3%	3 3%	25 6%	29 11%	6 7%	16 5%	25 6%	28 9%	33 6%	36 6%
(6)	55 5%	4 3%	3 3%	2 3%	22 5%	18 6%	4 5%	23 7%	17 4%	14 4%	21 4%	33 6%
(5)	197 18%	17 12%	13 13%	15 21%	77 19%	57 21%	17 20%	69 21%	68 15%	60 19%	84 16%	112 20%
(4) Neutral	187 17%	16 11%	24 23%	15 20%	69 16%	48 18%	16 18%	57 18%	78 17%	53 16%	80 15%	107 19%
(3)	192 17%	25 17%	25 24%	14 19%	75 18%	39 15%	13 15%	49 15%	89 20%	54 17%	96 18%	97 17%
(2)	164 15%	29 20%	15 14%	12 16%	64 15%	28 10%	16 18%	50 15%	68 15%	46 14%	79 15%	84 15%
(1) Very low trust and confidence	222 20%	46 31%	20 19%	13 18%	79 19%	51 19%	13 15%	58 18%	102 23%	60 19%	133 25%	89 16%
Don't know/Refused	14 1%	4 3%	3 2%	0 -	4 1%	2 1%	1 1%	1 0	5 1%	8 2%	5 1%	9 2%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	320 29%	25 17%	20 18%	20 27%	125 30%	103 38%	27 32%	108 33%	110 24%	102 32%	138 26%	182 32%
Neutral (MidBox)	187 17%	16 11%	24 23%	15 20%	69 16%	48 18%	16 18%	57 18%	78 17%	53 16%	80 15%	107 19%
Low (Low3Box)	579 53%	100 69%	60 56%	39 53%	219 53%	119 44%	41 48%	157 49%	259 57%	160 50%	308 58%	270 48%
STATISTICS (1= Very Low 7= Very High)												
Mean	3.38	2.71	3.17	3.33	3.41	3.74	3.55	3.51	3.20	3.51	3.19	3.56
Standard Deviation	1.8	1.7	1.5	1.6	1.8	1.9	1.8	1.8	1.7	1.8	1.8	1.7
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 12) Telephone companies ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	69 6%	21 6%	14 5%	9 7%	7 8%	0 -	0 -	0 -
(6)	55 5%	22 6%	12 5%	5 4%	4 5%	0 -	0 -	0 -
(5)	197 18%	81 23%	33 13%	16 12%	14 15%	1 18%	0 -	0 -
(4) Neutral	187 17%	51 15%	40 16%	25 18%	20 22%	0 -	0 -	0 -
(3)	192 17%	62 18%	50 19%	23 17%	19 21%	2 32%	1 60%	0 -
(2)	164 15%	48 14%	51 20%	24 17%	8 9%	1 11%	0 -	0 -
(1) Very low trust and confidence	222 20%	60 17%	56 21%	32 24%	15 17%	3 40%	1 40%	0 -
Don't know/Refused	14 1%	4 1%	3 1%	2 1%	2 2%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	320 29%	124 35%	59 23%	31 23%	25 29%	1 18%	0 -	0 -
Neutral (MidBox)	187 17%	51 15%	40 16%	25 18%	20 22%	0 -	0 -	0 -
Low (Low3Box)	579 53%	171 49%	158 61%	79 58%	42 47%	6 82%	2 100%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	3.38	3.56	3.14	3.16	3.59	2.46	2.20	0
Standard Deviation	1.8	1.8	1.7	1.8	1.8	1.6	0	0
Standard Error	0.1	0.1	0.1	0.2	0.2	0.6	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 13) Cable television companies ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	61 6%	7 5%	3 3%	6 7%	23 5%	18 7%	5 6%	15 5%	19 4%	27 8%	26 5%	35 6%
(6)	62 6%	12 8%	3 3%	3 4%	26 6%	16 6%	2 3%	20 6%	24 5%	17 5%	26 5%	36 6%
(5)	201 18%	20 14%	18 17%	13 17%	72 17%	62 23%	16 19%	68 21%	75 17%	59 18%	91 17%	110 19%
(4) Neutral	231 21%	28 19%	27 26%	10 13%	92 22%	54 20%	20 24%	63 20%	106 23%	62 19%	103 19%	128 23%
(3)	194 18%	26 18%	21 20%	11 15%	73 18%	47 17%	16 18%	59 18%	78 17%	58 18%	91 17%	103 18%
(2)	139 13%	21 15%	13 13%	15 20%	57 14%	25 9%	8 9%	40 12%	62 14%	37 11%	79 15%	60 11%
(1) Very low trust and confidence	184 17%	29 20%	15 14%	16 21%	67 16%	40 15%	17 20%	50 15%	81 18%	52 16%	107 20%	77 14%
Don't know/Refused	27 2%	2 1%	5 5%	2 3%	7 2%	9 3%	1 1%	8 2%	6 1%	12 4%	7 1%	20 3%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	325 30%	39 27%	24 23%	21 28%	121 29%	96 35%	23 27%	103 32%	118 26%	102 32%	144 27%	180 32%
Neutral (MidBox)	231 21%	28 19%	27 26%	10 13%	92 22%	54 20%	20 24%	63 20%	106 23%	62 19%	103 19%	128 23%
Low (Low3Box)	518 47%	76 53%	50 47%	42 56%	198 47%	112 41%	40 47%	148 46%	221 49%	146 45%	278 52%	240 42%
STATISTICS (1= Very Low 7= Very High)												
Mean	3.52	3.36	3.42	3.28	3.52	3.73	3.45	3.57	3.41	3.63	3.34	3.69
Standard Deviation	1.7	1.8	1.5	1.9	1.7	1.7	1.7	1.7	1.7	1.8	1.7	1.7
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 13) Cable television companies ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	61 6%	23 7%	13 5%	9 6%	6 7%	0 -	1 60%	0 -
(6)	62 6%	25 7%	15 6%	7 5%	6 7%	0 -	0 -	0 -
(5)	201 18%	70 20%	41 16%	16 12%	24 27%	0 -	0 -	0 -
(4) Neutral	231 21%	81 23%	55 21%	24 17%	13 14%	2 30%	0 -	0 -
(3)	194 18%	59 17%	53 21%	20 14%	21 23%	3 36%	0 -	0 -
(2)	139 13%	38 11%	40 16%	24 18%	8 9%	1 11%	0 -	0 -
(1) Very low trust and confidence	184 17%	53 15%	36 14%	33 24%	9 10%	2 23%	1 40%	0 -
Don't know/Refused	27 2%	2 0	6 2%	4 3%	2 2%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	325 30%	117 34%	69 26%	32 23%	36 41%	0 -	1 60%	0 -
Neutral (MidBox)	231 21%	81 23%	55 21%	24 17%	13 14%	2 30%	0 -	0 -
Low (Low3Box)	518 47%	150 43%	130 50%	77 56%	38 42%	5 70%	1 40%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	3.52	3.70	3.47	3.17	3.90	2.72	4.59	0
Standard Deviation	1.7	1.7	1.6	1.8	1.7	1.2	0	0
Standard Error	0.1	0.1	0.1	0.2	0.2	0.5	0	0

CANADIAN CONTENT/PROGRAMMING

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 14) Satellite television companies ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very high trust and confidence	48	4	2	2	21	17	2	10	18	20	27	21
	4%	3%	2%	3%	5%	6%	2%	3%	4%	6%	5%	4%
(6)	61	6	4	3	24	20	5	16	21	24	26	35
	6%	4%	4%	5%	6%	7%	5%	5%	5%	8%	5%	6%
(5)	142	9	12	11	44	51	15	44	53	44	62	81
	13%	6%	12%	14%	11%	19%	18%	14%	12%	14%	12%	14%
(4) Neutral	170	20	15	8	67	51	8	45	83	42	77	93
	15%	14%	14%	11%	16%	19%	10%	14%	18%	13%	14%	16%
(3)	207	25	32	16	78	34	22	66	87	54	101	106
	19%	17%	30%	21%	19%	13%	26%	21%	19%	17%	19%	19%
(2)	172	26	15	14	68	35	13	52	73	47	85	86
	16%	18%	14%	19%	16%	13%	16%	16%	16%	14%	16%	15%
(1) Very low trust and confidence	238	51	18	16	92	47	14	79	94	63	134	104
	22%	35%	17%	22%	22%	17%	17%	24%	21%	20%	25%	18%
Don't know/Refused	61	5	9	4	22	15	5	11	21	28	20	41
	6%	4%	9%	5%	5%	6%	6%	4%	5%	9%	4%	7%
TOPBOX & LOWBOX SUMMARY												
High (Top3Box)	252	19	18	16	89	88	22	70	92	88	115	137
	23%	13%	17%	22%	21%	32%	25%	22%	20%	27%	22%	24%
Neutral (MidBox)	170	20	15	8	67	51	8	45	83	42	77	93
	15%	14%	14%	11%	16%	19%	10%	14%	18%	13%	14%	16%
Low (Low3Box)	616	101	64	47	238	117	50	197	254	164	320	296
	56%	70%	60%	62%	57%	43%	58%	61%	56%	51%	60%	52%
STATISTICS (1= Very Low 7= Very High)												
Mean	3.18	2.60	3.09	3.03	3.15	3.59	3.23	3.04	3.14	3.38	3.06	3.29
Standard Deviation	1.7	1.7	1.5	1.7	1.8	1.8	1.6	1.7	1.7	1.9	1.8	1.7
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

7. I am going to read to you the names of several groups. Please tell me how much confidence or trust you personally have in each group to protect Canadian culture and identity on television using a scale of 1 meaning very low trust and confidence to 7 meaning very high trust and confidence. 14) Satellite television companies ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very high trust and confidence	48 4%	16 5%	11 4%	8 6%	4 5%	0 -	0 -	0 -
(6)	61 6%	18 5%	16 6%	7 5%	9 10%	0 -	0 -	0 -
(5)	142 13%	52 15%	23 9%	13 10%	15 17%	0 -	0 -	0 -
(4) Neutral	170 15%	61 17%	37 14%	10 8%	15 17%	1 13%	0 -	0 -
(3)	207 19%	59 17%	62 24%	27 19%	15 16%	1 18%	0 -	0 -
(2)	172 16%	58 17%	35 13%	28 21%	14 16%	1 16%	0 -	0 -
(1) Very low trust and confidence	238 22%	72 20%	64 25%	34 25%	14 16%	3 38%	2 100%	0 -
Don't know/Refused	61 6%	15 4%	12 5%	9 7%	3 4%	1 14%	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
High (Top3Box)	252 23%	86 24%	50 19%	28 21%	28 31%	0 -	0 -	0 -
Neutral (MidBox)	170 15%	61 17%	37 14%	10 8%	15 17%	1 13%	0 -	0 -
Low (Low3Box)	616 56%	188 54%	161 62%	89 65%	43 48%	5 72%	2 100%	0 -
STATISTICS (1= Very Low 7= Very High)								
Mean	3.18	3.24	3.05	2.94	3.52	2.08	1.00	0
Standard Deviation	1.7	1.7	1.7	1.8	1.8	1.2	0	0
Standard Error	0.1	0.1	0.1	0.2	0.2	0.5	0	0

CANADIAN CONTENT/PROGRAMMING

8. As you may know, the CRTC is an agency that regulates broadcasting and telephone services on behalf of the Canadian government. On balance do you think that there is a great deal of need, some need, not very much need, or no need at all for the CRTC in Canada today ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Great deal of need	373	54	29	21	131	111	28	110	163	99	183	190
	34%	37%	27%	28%	31%	41%	33%	34%	36%	31%	34%	33%
Some need	533	66	53	39	212	114	48	166	217	150	236	297
	48%	45%	50%	53%	51%	42%	56%	51%	48%	46%	44%	52%
Not very much need	102	14	13	5	35	28	6	31	34	37	63	39
	9%	10%	13%	7%	8%	10%	7%	10%	8%	11%	12%	7%
No need at all	75	8	7	8	36	13	2	14	33	27	47	28
	7%	6%	7%	11%	9%	5%	2%	4%	7%	8%	9%	5%
Don't know/Refused	17	3	3	1	3	6	1	2	4	11	3	14
	2%	2%	3%	1%	1%	2%	1%	1%	1%	3%	1%	3%
TOPBOX & LOWBOX SUMMARY												
Some need (Top2Box)	906	120	82	60	343	225	76	275	380	248	419	487
	82%	83%	77%	81%	82%	83%	89%	85%	84%	77%	79%	86%
No need (Low2Box)	177	22	21	14	71	41	8	45	67	64	110	67
	16%	15%	20%	18%	17%	15%	10%	14%	15%	20%	21%	12%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Great deal of need	373	128	62	60	47	3	0	0	
	34%	37%	24%	44%	52%	46%	-	-	
Some need	533	183	129	57	31	2	1	0	
	48%	52%	50%	41%	35%	34%	40%	-	
Not very much need	102	21	32	14	7	1	1	0	
	9%	6%	12%	10%	8%	9%	60%	-	
No need at all	75	15	35	4	3	1	0	0	
	7%	4%	13%	3%	4%	11%	-	-	
Don't know/Refused	17	3	2	2	1	0	0	0	
	2%	1%	1%	1%	1%	-	-	-	
TOPBOX & LOWBOX SUMMARY									
Some need (Top2Box)	906	311	191	117	78	6	1	0	
	82%	89%	73%	86%	87%	80%	40%	-	
No need (Low2Box)	177	36	67	18	10	1	1	0	
	16%	10%	26%	13%	11%	20%	60%	-	

FOCUS ON THE CBC

9. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important do you think the CBC is: 1) for maintaining and building Canadian identity and culture ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very important	374 34%	54 37%	21 19%	19 26%	137 33%	112 41%	32 37%	99 31%	169 38%	104 32%	168 32%	206 36%
(6)	256 23%	31 21%	21 20%	19 26%	96 23%	67 25%	22 26%	86 27%	105 23%	65 20%	121 23%	135 24%
(5)	223 20%	25 17%	21 20%	16 21%	84 20%	58 21%	19 22%	70 22%	95 21%	58 18%	107 20%	116 20%
(4) Neutral	117 11%	17 12%	21 20%	6 9%	48 12%	17 6%	7 8%	32 10%	32 7%	53 16%	58 11%	59 10%
(3)	50 5%	3 2%	8 8%	7 9%	23 5%	5 2%	4 4%	17 5%	15 3%	17 5%	25 5%	25 4%
(2)	35 3%	8 5%	8 8%	4 5%	10 2%	5 2%	0 -	8 2%	19 4%	9 3%	25 5%	10 2%
(1) Not at all important	43 4%	8 6%	6 5%	3 4%	17 4%	7 3%	1 2%	10 3%	16 3%	17 5%	27 5%	16 3%
Don't know/Refused	2 0	0 -	0 -	0 -	1 0	1 0	0 -	1 0	0 -	1 0	0 -	2 0
TOPBOX & LOWBOX SUMMARY												
Important (Top3Box)	853 78%	109 75%	62 59%	55 73%	317 76%	237 87%	73 86%	256 79%	369 82%	226 70%	397 75%	456 80%
Neutral (MidBox)	117 11%	17 12%	21 20%	6 9%	48 12%	17 6%	7 8%	32 10%	32 7%	53 16%	58 11%	59 10%
Not important (Low3Box)	128 12%	19 13%	22 21%	14 18%	50 12%	17 6%	5 6%	34 11%	50 11%	43 13%	77 14%	51 9%
STATISTICS (1= Not at all important 7= Very important)												
Mean	5.47	5.40	4.78	5.21	5.43	5.81	5.77	5.49	5.58	5.28	5.32	5.61
Standard Deviation	1.6	1.8	1.7	1.7	1.6	1.4	1.3	1.5	1.6	1.7	1.7	1.5
Standard Error	0	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

9. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important do you think the CBC is: 1) for maintaining and building Canadian identity and culture ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very important	374	137	63	61	35	5	1	0
	34%	39%	24%	45%	40%	67%	60%	-
(6)	256	85	48	31	27	0	1	0
	23%	24%	18%	23%	30%	-	40%	-
(5)	223	77	45	24	20	1	0	0
	20%	22%	17%	18%	23%	13%	-	-
(4) Neutral	117	33	39	12	1	0	0	0
	11%	10%	15%	8%	1%	-	-	-
(3)	50	8	23	5	2	1	0	0
	5%	2%	9%	4%	2%	9%	-	-
(2)	35	3	21	2	1	0	0	0
	3%	1%	8%	1%	1%	-	-	-
(1) Not at all important	43	8	21	2	1	1	0	0
	4%	2%	8%	2%	1%	11%	-	-
Don't know/Refused	2	0	1	0	1	0	0	0
	0	-	0	-	1%	-	-	-
TOPBOX & LOWBOX SUMMARY								
Important (Top3Box)	853	299	155	116	82	6	2	0
	78%	85%	60%	85%	93%	80%	100%	-
Neutral (MidBox)	117	33	39	12	1	0	0	0
	11%	10%	15%	8%	1%	-	-	-
Not important (Low3Box)	128	18	65	9	4	1	0	0
	12%	5%	25%	7%	5%	20%	-	-
STATISTICS (1= Not at all important 7= Very important)								
Mean	5.47	5.77	4.78	5.86	5.96	5.72	6.60	0
Standard Deviation	1.6	1.4	1.9	1.4	1.2	2.2	0	0
Standard Error	0	0.1	0.1	0.1	0.1	0.8	0	0

FOCUS ON THE CBC

9. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important do you think the CBC is: 2) in terms of being a symbol of Canadian identity and culture ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(7) Very important	405	62	23	24	158	101	38	112	186	107	177	228
	37%	42%	22%	32%	38%	37%	44%	35%	41%	33%	33%	40%
(6)	251	29	20	20	90	73	20	78	95	75	116	135
	23%	20%	19%	26%	21%	27%	23%	24%	21%	23%	22%	24%
(5)	205	19	16	16	85	58	12	60	93	52	101	104
	19%	13%	15%	21%	20%	21%	14%	19%	21%	16%	19%	18%
(4) Neutral	106	14	19	5	37	21	9	34	23	48	49	57
	10%	10%	18%	7%	9%	8%	11%	10%	5%	15%	9%	10%
(3)	47	6	12	4	17	6	2	15	18	13	31	16
	4%	4%	11%	5%	4%	2%	2%	5%	4%	4%	6%	3%
(2)	30	5	7	5	7	4	1	9	12	7	21	8
	3%	4%	7%	6%	2%	1%	1%	3%	3%	2%	4%	1%
(1) Not at all important	51	9	6	3	22	8	3	12	20	19	35	15
	5%	6%	6%	4%	5%	3%	3%	4%	4%	6%	7%	3%
Don't know/Refused	5	1	1	0	1	1	1	2	3	0	1	4
	0	1%	1%	-	0	0	1%	1%	1%	-	0	1%
TOPBOX & LOWBOX SUMMARY												
Important (Top3Box)	862	110	60	59	332	232	69	250	375	235	395	467
	78%	75%	56%	79%	80%	85%	81%	78%	83%	73%	74%	82%
Neutral (MidBox)	106	14	19	5	37	21	9	34	23	48	49	57
	10%	10%	18%	7%	9%	8%	11%	10%	5%	15%	9%	10%
Not important (Low3Box)	127	21	26	11	46	18	6	37	50	40	87	40
	12%	14%	24%	15%	11%	7%	7%	11%	11%	12%	16%	7%
STATISTICS (1= Not at all important 7= Very important)												
Mean	5.52	5.50	4.77	5.40	5.54	5.74	5.81	5.50	5.65	5.36	5.29	5.74
Standard Deviation	1.6	1.8	1.8	1.7	1.6	1.4	1.5	1.6	1.6	1.7	1.8	1.5
Standard Error	0	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1

9. On a scale of 1 meaning not at all important to 7 meaning very important, overall how important do you think the CBC is: 2) in terms of being a symbol of Canadian identity and culture ?

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(7) Very important	405 37%	152 43%	72 28%	61 44%	31 35%	3 48%	1 60%	0 -
(6)	251 23%	74 21%	48 18%	35 26%	31 35%	1 18%	1 40%	0 -
(5)	205 19%	76 22%	43 17%	22 16%	15 17%	1 13%	0 -	0 -
(4) Neutral	106 10%	27 8%	32 12%	14 10%	6 7%	0 -	0 -	0 -
(3)	47 4%	11 3%	22 8%	1 1%	0 -	1 9%	0 -	0 -
(2)	30 3%	2 1%	16 6%	2 2%	1 1%	0 -	0 -	0 -
(1) Not at all important	51 5%	9 2%	26 10%	2 1%	3 3%	1 11%	0 -	0 -
Don't know/Refused	5 0	0 -	1 0	0 -	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Important (Top3Box)	862 78%	302 86%	163 63%	118 86%	78 87%	6 80%	2 100%	0 -
Neutral (MidBox)	106 10%	27 8%	32 12%	14 10%	6 7%	0 -	0 -	0 -
Not important (Low3Box)	127 12%	22 6%	64 24%	5 4%	4 5%	1 20%	0 -	0 -
STATISTICS (1= Not at all important 7= Very important)								
Mean	5.52	5.82	4.86	5.93	5.82	5.54	6.60	0
Standard Deviation	1.6	1.4	2.0	1.3	1.4	2.1	0	0
Standard Error	0	0.1	0.1	0.1	0.1	0.8	0	0

FOCUS ON THE CBC

10. As you may know, as the national broadcaster the mandate of the CBC is to provide radio and television services incorporating a wide range of programming that informs, enlightens, and entertains. Overall, how would you rate the performance of the CBC in fulfilling this mandate to-date, excellent, very good, good, only fair, poor or very poor ?

	REGION							AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Excellent	141 13%	14 9%	10 10%	7 9%	57 14%	45 17%	8 9%	46 14%	60 13%	34 11%	68 13%	73 13%
Very good	315 29%	45 31%	23 22%	27 36%	109 26%	76 28%	35 41%	84 26%	137 30%	93 29%	139 26%	176 31%
Good	434 39%	55 38%	41 38%	21 28%	180 43%	107 39%	30 35%	132 41%	175 39%	126 39%	204 38%	230 40%
Fair	139 13%	19 13%	19 18%	10 13%	51 12%	34 13%	6 7%	38 12%	54 12%	45 14%	77 14%	62 11%
Poor	40 4%	7 5%	9 8%	7 10%	8 2%	6 2%	3 4%	14 4%	12 3%	14 4%	27 5%	13 2%
Very poor	24 2%	4 3%	4 3%	3 3%	8 2%	3 1%	3 3%	5 2%	12 3%	7 2%	14 3%	10 2%
Don't know/Refused	7 1%	1 1%	1 1%	1 1%	3 1%	1 0	0 -	4 1%	1 0	3 1%	3 1%	5 1%
TOPBOX & LOWBOX SUMMARY												
Good (Top2Box)	456 41%	59 40%	33 31%	33 45%	167 40%	121 44%	43 50%	130 40%	197 44%	127 39%	207 39%	249 44%
Fair (Mid2Box)	572 52%	74 51%	60 56%	31 41%	231 55%	141 52%	36 43%	169 52%	229 51%	171 53%	280 53%	292 51%
Poor (Low2Box)	64 6%	12 8%	12 11%	10 13%	16 4%	9 3%	6 7%	19 6%	23 5%	21 7%	41 8%	23 4%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conserv.	NDP	Bloc	Green	Independ	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Excellent	141	61	19	19	15	1	1	0
	13%	17%	7%	14%	17%	18%	60%	-
Very good	315	102	64	55	22	1	0	0
	29%	29%	25%	41%	24%	14%	-	-
Good	434	136	103	43	40	4	0	0
	39%	39%	39%	32%	45%	59%	-	-
Fair	139	40	41	13	9	1	1	0
	13%	11%	16%	9%	10%	9%	40%	-
Poor	40	5	20	4	1	0	0	0
	4%	1%	8%	3%	1%	-	-	-
Very poor	24	6	12	1	1	0	0	0
	2%	2%	5%	1%	1%	-	-	-
Don't know/Refused	7	1	1	1	1	0	0	0
	1%	0	0	1%	1%	-	-	-
TOPBOX & LOWBOX SUMMARY								
Good (Top2Box)	456	163	83	75	37	2	1	0
	41%	47%	32%	55%	42%	32%	60%	-
Fair (Mid2Box)	572	175	144	56	49	5	1	0
	52%	50%	55%	41%	55%	68%	40%	-
Poor (Low2Box)	64	10	32	5	2	0	0	0
	6%	3%	12%	4%	2%	-	-	-

FOCUS ON THE CBC

11. Between CBC Radio and CBC Television, which one do you think makes the biggest contribution to Canadian identity and culture ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
CBC Radio	382	58	39	30	137	82	36	93	156	131	188	194
	35%	40%	37%	40%	33%	30%	43%	29%	35%	41%	35%	34%
CBC Television	640	76	62	40	253	167	42	212	266	161	299	341
	58%	52%	59%	54%	61%	61%	50%	66%	59%	50%	56%	60%
Both	41	5	1	3	13	15	5	7	15	18	22	20
	4%	3%	1%	4%	3%	5%	6%	2%	3%	6%	4%	3%
Neither	15	2	4	1	5	3	0	5	5	4	9	5
	1%	1%	4%	1%	1%	1%	-	2%	1%	1%	2%	1%
Don't know/Refused	22	5	0	1	9	5	1	5	8	8	13	8
	2%	4%	-	1%	2%	2%	2%	2%	2%	3%	2%	1%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
CBC Radio	382	119	94	63	25	4	0	0
	35%	34%	36%	46%	28%	50%	-	-
CBC Television	640	211	146	70	60	3	2	0
	58%	60%	56%	51%	67%	50%	100%	-
Both	41	16	6	2	1	0	0	0
	4%	5%	2%	1%	1%	-	-	-
Neither	15	2	6	1	1	0	0	0
	1%	1%	2%	1%	1%	-	-	-
Don't know/Refused	22	3	7	1	2	0	0	0
	2%	1%	3%	1%	2%	-	-	-

FOCUS ON THE CBC

12. Another part of CBC's mandate is to reflect Canada and ITS REGIONS to national and REGIONAL AUDIENCES, WHILE SERVING THE SPECIAL NEEDS OF THOSE REGIONS. How important is it that programming made in and about your part of the country be produced ? Please use a scale from 1 not at all important to 7 very important ?

	TOTAL	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
(1) Not at all important	25 2%	4 2%	4 4%	3 4%	9 2%	5 2%	1 2%	6 2%	10 2%	9 3%	21 4%	4 1%
(2)	23 2%	2 1%	2 2%	3 5%	13 3%	3 1%	0 -	6 2%	11 3%	6 2%	16 3%	8 1%
(3)	72 7%	9 6%	9 8%	5 6%	35 8%	13 5%	2 2%	16 5%	34 7%	22 7%	38 7%	34 6%
(4) Neutral	124 11%	18 12%	21 19%	10 13%	44 11%	23 9%	7 9%	33 10%	52 11%	37 11%	64 12%	60 11%
(5)	295 27%	39 27%	27 26%	19 26%	121 29%	72 27%	17 20%	119 37%	101 22%	76 23%	149 28%	146 26%
(6)	227 21%	28 19%	26 24%	7 10%	93 22%	53 20%	19 23%	71 22%	91 20%	64 20%	101 19%	126 22%
(7) Very important	329 30%	46 32%	18 17%	26 35%	100 24%	100 37%	38 45%	71 22%	150 33%	107 33%	141 26%	188 33%
Don't know/Refused	5 0	0 -	0 -	1 1%	3 1%	1 0	0 -	0 -	3 1%	2 1%	2 0	3 0
TOPBOX & LOWBOX SUMMARY												
Important (Top3Box)	851 77%	113 77%	71 67%	53 71%	314 75%	226 83%	75 88%	261 81%	341 76%	246 76%	391 74%	460 81%
Neutral (MidBox)	124 11%	18 12%	21 19%	10 13%	44 11%	23 9%	7 9%	33 10%	52 11%	37 11%	64 12%	60 11%
Not important (Low3Box)	121 11%	15 10%	15 14%	11 14%	56 13%	22 8%	3 4%	29 9%	55 12%	38 12%	75 14%	46 8%
STATISTICS (1= Not at all important 7= Very important)												
Mean	5.41	5.43	5.02	5.27	5.26	5.64	5.93	5.32	5.44	5.44	5.21	5.59
Standard Deviation	1.5	1.5	1.5	1.7	1.5	1.4	1.3	1.3	1.5	1.5	1.6	1.3
Standard Error	0	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

12. Another part of CBC's mandate is to reflect Canada and ITS REGIONS to national and REGIONAL AUDIENCES, WHILE SERVING THE SPECIAL NEEDS OF THOSE REGIONS. How important is it that programming made in and about your part of the country be produced ? Please use a scale from 1 not at all important to 7 very important ?

	TOTAL	FEDERAL VOTING INTENTIONS						
		Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
(1) Not at all important	25 2%	4 1%	11 4%	1 1%	2 2%	1 11%	0 -	0 -
(2)	23 2%	6 2%	10 4%	0 -	1 1%	0 -	0 -	0 -
(3)	72 7%	25 7%	25 10%	5 4%	2 2%	0 -	0 -	0 -
(4) Neutral	124 11%	35 10%	32 12%	17 12%	5 6%	1 9%	1 40%	0 -
(5)	295 27%	91 26%	67 26%	37 27%	29 32%	3 48%	0 -	0 -
(6)	227 21%	80 23%	44 17%	27 20%	19 21%	2 32%	1 60%	0 -
(7) Very important	329 30%	109 31%	69 27%	49 36%	30 34%	0 -	0 -	0 -
Don't know/Refused	5 0	0 -	1 0	0 -	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Important (Top3Box)	851 77%	280 80%	180 69%	114 83%	78 87%	6 80%	1 60%	0 -
Neutral (MidBox)	124 11%	35 10%	32 12%	17 12%	5 6%	1 9%	1 40%	0 -
Not important (Low3Box)	121 11%	34 10%	47 18%	6 5%	5 6%	1 11%	0 -	0 -
STATISTICS (1= Not at all important 7= Very important)								
Mean	5.41	5.52	5.09	5.69	5.66	4.80	5.20	0
Standard Deviation	1.5	1.4	1.7	1.2	1.3	1.6	0	0
Standard Error	0	0.1	0.1	0.1	0.1	0.6	0	0

FOCUS ON THE CBC

13. And overall, how would you rate the performance of...in fulfilling this mandate to make programs in and about your part of Canada ? 1) CBC television ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Excellent	88	7	5	2	40	26	8	28	33	27	46	42
	8%	5%	5%	2%	10%	10%	9%	9%	7%	8%	9%	7%
Very good	287	34	21	19	122	71	20	88	122	76	126	161
	26%	24%	19%	25%	29%	26%	23%	27%	27%	24%	24%	28%
Good	406	46	38	24	159	105	34	124	170	113	190	216
	37%	32%	35%	33%	38%	39%	40%	38%	38%	35%	36%	38%
Fair	191	32	24	13	57	44	21	48	81	60	97	94
	17%	22%	23%	17%	14%	16%	24%	15%	18%	19%	18%	17%
Poor	78	16	12	11	21	14	3	22	25	31	47	32
	7%	11%	11%	15%	5%	5%	4%	7%	6%	10%	9%	6%
Very poor	32	5	5	4	11	6	0	8	14	9	17	14
	3%	4%	5%	6%	3%	2%	-	3%	3%	3%	3%	2%
Don't know/Refused	19	4	2	2	7	4	0	5	7	7	8	10
	2%	3%	2%	2%	2%	2%	-	1%	2%	2%	2%	2%
TOPBOX & LOWBOX SUMMARY												
Good (Top2Box)	375	42	26	20	163	97	27	116	154	103	172	202
	34%	29%	24%	27%	39%	36%	32%	36%	34%	32%	32%	36%
Fair (Mid2Box)	597	78	62	37	216	149	55	172	250	173	287	310
	54%	54%	58%	50%	52%	55%	64%	53%	56%	54%	54%	55%
Poor (Low2Box)	110	21	17	16	32	21	3	30	39	41	64	46
	10%	15%	16%	21%	8%	8%	4%	9%	9%	13%	12%	8%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conserv	NDP	Bloc	Green	Independ	Other
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Excellent	88	29	24	10	9	1	1	0
	8%	8%	9%	7%	10%	18%	60%	-
Very good	287	111	49	44	26	0	0	0
	26%	32%	19%	32%	30%	-	-	-
Good	406	133	89	46	34	2	0	0
	37%	38%	34%	34%	38%	32%	-	-
Fair	191	52	48	22	13	1	1	0
	17%	15%	18%	16%	15%	9%	40%	-
Poor	78	20	29	12	3	0	0	0
	7%	6%	11%	9%	3%	-	-	-
Very poor	32	4	18	1	2	1	0	0
	3%	1%	7%	1%	2%	16%	-	-
Don't know/Refused	19	2	3	2	1	2	0	0
	2%	1%	1%	2%	1%	25%	-	-
TOPBOX & LOWBOX SUMMARY								
Good (Top2Box)	375	140	73	54	36	1	1	0
	34%	40%	28%	39%	40%	18%	60%	-
Fair (Mid2Box)	597	185	137	67	48	3	1	0
	54%	53%	53%	49%	54%	41%	40%	-
Poor (Low2Box)	110	23	47	13	5	1	0	0
	10%	7%	18%	10%	5%	16%	-	-

FOCUS ON THE CBC

13. And overall, how would you rate the performance of...in fulfilling this mandate to make programs in and about your part of Canada ? 2) CBC radio ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Excellent	121 11%	14 10%	7 7%	6 8%	54 13%	29 11%	11 13%	32 10%	57 13%	32 10%	64 12%	57 10%
Very good	259 24%	33 23%	21 20%	14 18%	97 23%	64 23%	31 37%	78 24%	98 22%	84 26%	112 21%	148 26%
Good	389 35%	51 35%	40 37%	32 43%	149 36%	90 33%	26 31%	115 36%	163 36%	108 33%	177 33%	212 37%
Fair	157 14%	19 13%	13 13%	11 15%	52 12%	46 17%	16 19%	46 14%	62 14%	50 15%	89 17%	69 12%
Poor	63 6%	14 9%	13 12%	6 8%	20 5%	11 4%	0 -	23 7%	25 6%	15 5%	38 7%	26 5%
Very poor	23 2%	7 5%	3 3%	0 -	9 2%	5 2%	0 -	6 2%	8 2%	9 3%	12 2%	11 2%
Don't know/Refused	87 8%	8 6%	10 9%	6 8%	36 9%	27 10%	1 1%	24 8%	38 8%	25 8%	40 8%	47 8%
TOPBOX & LOWBOX SUMMARY												
Good (Top2Box)	381 35%	47 32%	28 26%	19 26%	151 36%	93 34%	42 50%	109 34%	155 34%	117 36%	176 33%	205 36%
Fair (Mid2Box)	547 50%	70 48%	53 50%	43 58%	201 48%	137 50%	42 50%	161 50%	225 50%	158 49%	266 50%	280 49%
Poor (Low2Box)	86 8%	20 14%	16 15%	6 8%	29 7%	15 6%	0 -	28 9%	33 7%	24 7%	50 9%	37 6%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conserv	NDP	Bloc	Green	Independ	Other
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Excellent	121 11%	41 12%	23 9%	23 17%	15 17%	1 18%	0 -	0 -
Very good	259 24%	91 26%	49 19%	38 28%	22 25%	4 50%	1 60%	0 -
Good	389 35%	136 39%	91 35%	47 34%	20 22%	2 32%	0 -	0 -
Fair	157 14%	43 12%	38 14%	16 12%	14 16%	0 -	1 40%	0 -
Poor	63 6%	12 4%	31 12%	2 2%	6 6%	0 -	0 -	0 -
Very poor	23 2%	2 1%	9 3%	3 2%	1 1%	0 -	0 -	0 -
Don't know/Refused	87 8%	25 7%	21 8%	6 5%	11 12%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Good (Top2Box)	381 35%	132 38%	72 28%	62 45%	37 42%	5 68%	1 60%	0 -
Fair (Mid2Box)	547 50%	179 51%	128 49%	63 46%	34 38%	2 32%	1 40%	0 -
Poor (Low2Box)	86 8%	14 4%	39 15%	5 4%	7 7%	0 -	0 -	0 -

FOCUS ON THE CBC

15. 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 or her to vote for: - decrease funding for the CBC from current levels, - maintain funding for the CBC at current levels or - increase funding for the CBC from current levels ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Decrease funding for the CBC from current levels	101	18	17	15	35	11	5	21	40	39	64	37
	9%	12%	16%	20%	8%	4%	6%	7%	9%	12%	12%	7%
Maintain funding for the CBC at current levels	561	68	57	31	215	151	39	193	215	152	257	304
	51%	46%	53%	42%	52%	56%	46%	60%	48%	47%	48%	53%
Increase funding for the CBC from current levels	417	58	31	26	158	105	39	104	184	127	201	216
	38%	40%	29%	35%	38%	39%	46%	32%	41%	39%	38%	38%
None	8	0	2	0	5	1	0	2	5	1	6	2
	1%	-	2%	-	1%	0	-	1%	1%	0	1%	0
Don't know/Refused	13	2	0	2	4	3	2	2	7	4	4	9
	1%	1%	-	2%	1%	1%	2%	1%	1%	1%	1%	2%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Decrease funding for the CBC from current levels	101	15	57	4	2	1	0	0
	9%	4%	22%	3%	2%	20%	-	-
Maintain funding for the CBC at current levels	561	186	129	61	47	1	0	0
	51%	53%	50%	45%	53%	18%	-	-
Increase funding for the CBC from current levels	417	146	68	70	38	4	2	0
	38%	42%	26%	51%	43%	62%	100%	-
None	8	1	3	0	0	0	0	0
	1%	0	1%	-	-	-	-	-
Don't know/Refused	13	2	2	1	1	0	0	0
	1%	1%	1%	1%	1%	-	-	-

FOCUS ON THE CBC

16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the CBC ? 1) I want to see the CBC survive and prosper ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly agree	781 71%	98 68%	63 59%	46 62%	298 71%	204 75%	72 84%	220 68%	336 75%	223 69%	365 69%	416 73%
Somewhat agree	250 23%	36 25%	29 28%	22 29%	94 23%	57 21%	12 14%	86 27%	86 19%	77 24%	124 23%	126 22%
Somewhat disagree	26 2%	2 1%	4 4%	3 4%	12 3%	5 2%	0 -	9 3%	11 3%	5 2%	16 3%	10 2%
Strongly disagree	40 4%	9 6%	9 8%	3 5%	11 3%	6 2%	1 2%	6 2%	16 4%	18 6%	26 5%	15 3%
Don't know/Refused	3 0	0 -	1 1%	0 -	2 0	0 -	0 -	1 0	2 0	0 -	1 0	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	1031 94%	134 92%	92 87%	68 91%	392 94%	260 96%	84 98%	306 95%	421 93%	300 93%	489 92%	541 95%
Disagree (Low2Box)	66 6%	11 8%	13 12%	6 9%	23 5%	11 4%	1 2%	15 5%	27 6%	23 7%	41 8%	25 4%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Strongly agree	781 71%	270 77%	146 56%	113 83%	72 81%	5 67%	1 60%	0 -
Somewhat agree	250 23%	65 19%	79 30%	23 16%	14 16%	2 23%	1 40%	0 -
Somewhat disagree	26 2%	9 3%	11 4%	0 -	1 1%	0 -	0 -	0 -
Strongly disagree	40 4%	6 2%	23 9%	1 1%	1 1%	1 11%	0 -	0 -
Don't know/Refused	3 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Agree (Top2Box)	1031 94%	335 96%	224 86%	135 99%	87 98%	6 89%	2 100%	0 -
Disagree (Low2Box)	66 6%	15 4%	33 13%	1 1%	2 2%	1 11%	0 -	0 -

FOCUS ON THE CBC

16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the CBC ? 2) We should build a new CBC capable of providing high quality Canadian programming with strong regional content throughout Canada ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly agree	499	60	50	34	166	151	38	127	214	157	226	273
	45%	41%	47%	45%	40%	55%	45%	39%	47%	49%	42%	48%
Somewhat agree	384	57	29	31	154	84	29	126	146	113	187	198
	35%	39%	27%	41%	37%	31%	34%	39%	32%	35%	35%	35%
Somewhat disagree	125	17	15	4	55	21	12	39	55	28	55	70
	11%	12%	14%	6%	13%	8%	14%	12%	12%	9%	10%	12%
Strongly disagree	83	10	12	5	36	15	6	28	33	22	61	22
	8%	7%	12%	6%	9%	5%	7%	9%	7%	7%	11%	4%
Don't know/Refused	9	1	0	1	6	1	0	2	4	3	3	6
	1%	1%	-	1%	1%	0	-	1%	1%	1%	1%	1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	883	117	79	65	320	235	67	253	359	270	412	471
	80%	80%	74%	87%	77%	86%	79%	78%	80%	83%	78%	83%
Disagree (Low2Box)	208	27	28	9	90	36	18	67	88	50	116	92
	19%	19%	26%	12%	22%	13%	21%	21%	19%	16%	22%	16%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Strongly agree	499	160	96	72	52	3	1	0
	45%	46%	37%	53%	59%	48%	60%	-
Somewhat agree	384	125	93	45	25	3	1	0
	35%	36%	36%	33%	28%	41%	40%	-
Somewhat disagree	125	40	35	14	7	0	0	0
	11%	11%	14%	10%	8%	-	-	-
Strongly disagree	83	21	35	5	3	1	0	0
	8%	6%	14%	4%	4%	11%	-	-
Don't know/Refused	9	3	1	1	1	0	0	0
	1%	1%	0	1%	1%	-	-	-
TOPBOX & LOWBOX SUMMARY								
Agree (Top2Box)	883	286	189	116	77	6	2	0
	80%	82%	73%	85%	87%	89%	100%	-
Disagree (Low2Box)	208	61	71	19	11	1	0	0
	19%	17%	27%	14%	12%	11%	-	-

FOCUS ON THE CBC

16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the CBC ? 3) I would like to see CBC strengthened in my part (region) of Canada ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly agree	483	62	39	32	168	136	45	128	204	150	229	254
	44%	43%	37%	43%	40%	50%	53%	40%	45%	46%	43%	45%
Somewhat agree	454	59	50	30	174	105	36	143	182	128	214	240
	41%	40%	47%	41%	42%	39%	42%	44%	40%	40%	40%	42%
Somewhat disagree	94	14	6	6	47	20	2	38	37	19	48	47
	9%	10%	6%	7%	11%	7%	2%	12%	8%	6%	9%	8%
Strongly disagree	64	10	10	6	26	9	2	13	26	24	39	24
	6%	7%	10%	8%	6%	3%	2%	4%	6%	7%	7%	4%
Don't know/Refused	5	1	1	1	1	1	0	1	2	2	2	3
	0	1%	1%	1%	0	0	-	0	0	1%	0	0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	938	121	89	62	342	242	81	270	386	278	443	495
	85%	83%	84%	83%	82%	89%	95%	84%	86%	86%	83%	87%
Disagree (Low2Box)	158	24	17	12	74	29	4	51	63	43	87	71
	14%	16%	16%	16%	18%	11%	5%	16%	14%	13%	16%	12%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Strongly agree	483	162	88	72	49	4	1	0	
	44%	46%	34%	53%	55%	58%	40%	-	
Somewhat agree	454	139	111	55	30	2	1	0	
	41%	40%	43%	40%	34%	32%	60%	-	
Somewhat disagree	94	32	29	8	9	0	0	0	
	9%	9%	11%	6%	10%	-	-	-	
Strongly disagree	64	16	31	1	1	1	0	0	
	6%	4%	12%	1%	1%	11%	-	-	
Don't know/Refused	5	1	0	0	0	0	0	0	
	0	0	-	-	-	-	-	-	
TOPBOX & LOWBOX SUMMARY									
Agree (Top2Box)	938	302	199	127	79	6	2	0	
	85%	86%	77%	93%	89%	89%	100%	-	
Disagree (Low2Box)	158	48	61	9	10	1	0	0	
	14%	14%	23%	7%	11%	11%	-	-	

FOCUS ON THE CBC

16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the CBC ? 4) The CBC provides value for taxpayers money ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly agree	314	49	27	19	137	57	25	84	141	89	157	158
	29%	34%	25%	26%	33%	21%	29%	26%	31%	28%	29%	28%
Somewhat agree	524	55	50	33	197	145	45	172	204	147	243	281
	48%	38%	47%	44%	47%	53%	52%	53%	45%	45%	46%	49%
Somewhat disagree	132	21	12	11	41	38	10	37	56	37	64	69
	12%	14%	11%	14%	10%	14%	12%	11%	12%	11%	12%	12%
Strongly disagree	107	17	17	12	37	20	4	23	42	41	62	45
	10%	12%	16%	16%	9%	7%	5%	7%	9%	13%	12%	8%
Don't know/Refused	22	3	1	0	5	12	1	6	8	8	6	16
	2%	2%	1%	-	1%	4%	2%	2%	2%	3%	1%	3%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	839	105	76	52	334	202	69	256	345	236	400	439
	76%	72%	72%	70%	80%	74%	81%	79%	77%	73%	75%	77%
Disagree (Low2Box)	239	37	29	22	78	58	14	60	98	78	125	114
	22%	26%	27%	30%	19%	21%	17%	19%	22%	24%	24%	20%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
Strongly agree	314	123	51	60	19	2	0	0
	29%	35%	20%	44%	22%	32%	-	-
Somewhat agree	524	169	114	60	51	2	2	0
	48%	48%	44%	44%	57%	34%	100%	-
Somewhat disagree	132	44	45	8	8	1	0	0
	12%	13%	17%	6%	10%	13%	-	-
Strongly disagree	107	13	47	9	6	1	0	0
	10%	4%	18%	6%	7%	20%	-	-
Don't know/Refused	22	2	3	0	4	0	0	0
	2%	0	1%	-	5%	-	-	-
TOPBOX & LOWBOX SUMMARY								
Agree (Top2Box)	839	291	165	120	70	5	2	0
	76%	83%	64%	88%	79%	67%	100%	-
Disagree (Low2Box)	239	57	92	17	14	2	0	0
	22%	16%	35%	12%	16%	33%	-	-

FOCUS ON THE CBC

16. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the CBC ? 5) The CBC is one of the things that helps distinguish Canada from the US ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
Strongly agree	615 56%	83 57%	49 46%	40 54%	243 58%	151 56%	48 57%	136 42%	292 65%	187 58%	301 57%	314 55%
Somewhat agree	358 33%	48 33%	37 35%	25 34%	128 31%	88 32%	32 38%	143 44%	109 24%	104 32%	161 30%	197 35%
Somewhat disagree	70 6%	11 7%	7 6%	5 7%	24 6%	20 7%	3 3%	26 8%	25 6%	18 5%	34 6%	36 6%
Strongly disagree	50 5%	4 3%	13 12%	4 5%	18 4%	10 4%	1 2%	17 5%	22 5%	11 3%	34 6%	16 3%
Don't know/Refused	7 1%	0 -	1 1%	0 -	4 1%	2 1%	0 -	1 0	3 1%	3 1%	1 0	6 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	972 88%	130 90%	86 81%	66 88%	371 89%	239 88%	81 95%	278 86%	400 89%	291 90%	462 87%	510 90%
Disagree (Low2Box)	120 11%	15 10%	20 18%	9 12%	42 10%	30 11%	4 5%	43 13%	48 11%	29 9%	69 13%	52 9%

		FEDERAL VOTING INTENTIONS							
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other	
Base: All Respondents									
Unweighted Base	1100	349	265	133	87	7	2	0	
Weighted Base	1100	350	260	137	89	7	2	0	
Strongly agree	615 56%	220 63%	118 45%	88 65%	49 55%	4 50%	0 -	0 -	
Somewhat agree	358 33%	105 30%	90 35%	42 31%	27 31%	2 30%	1 60%	0 -	
Somewhat disagree	70 6%	18 5%	28 11%	3 2%	6 7%	1 9%	1 40%	0 -	
Strongly disagree	50 5%	7 2%	23 9%	2 2%	4 5%	1 11%	0 -	0 -	
Don't know/Refused	7 1%	0 -	1 0	1 1%	2 3%	0 -	0 -	0 -	
TOPBOX & LOWBOX SUMMARY									
Agree (Top2Box)	972 88%	325 93%	208 80%	131 96%	76 86%	6 80%	1 60%	0 -	
Disagree (Low2Box)	120 11%	25 7%	51 20%	5 4%	11 12%	1 20%	1 40%	0 -	

POLITICAL

25. Thinking specifically about the CBC...which of the following two statements is closer to your own opinion ?

		REGION						AGE			GENDER	
	TOTAL	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1100	144	109	77	420	266	84	283	486	327	550	550
Weighted Base	1100	145	106	75	417	272	85	323	451	323	532	568
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	495	81	55	37	191	102	29	165	201	127	230	265
	45%	55%	52%	50%	46%	38%	34%	51%	45%	39%	43%	47%
The CBC is independent and it doesn't matter who appoints the Board of Directors and President	567	59	50	35	213	157	52	150	237	180	282	286
	52%	40%	47%	47%	51%	58%	62%	46%	52%	56%	53%	50%
Don't know/Refused	38	6	1	3	12	12	4	8	13	15	20	17
	3%	4%	1%	3%	3%	5%	4%	3%	3%	5%	4%	3%

		FEDERAL VOTING INTENTIONS						
	TOTAL	Liberal	Conservative	NDP	Bloc Quebecois	Green party	Independent	Other
Base: All Respondents								
Unweighted Base	1100	349	265	133	87	7	2	0
Weighted Base	1100	350	260	137	89	7	2	0
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	495	126	143	73	33	4	2	0
	45%	36%	55%	54%	37%	57%	100%	-
The CBC is independent and it doesn't matter who appoints the Board of Directors and President	567	214	113	60	54	3	0	0
	52%	61%	43%	44%	61%	43%	-	-
Don't know/Refused	38	10	4	3	2	0	0	0
	3%	3%	2%	3%	2%	-	-	-