

Detailed Tables

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that as Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	380	247	77	251	402	315	466	536
Weighted Base	1002	132	97*	68*	380	247	77*	294	381	294	484	518
Strongly agree	499 50%	64 48%	47 48%	36 52%	195 51%	114 46%	44 57%	146 50%	193 51%	148 50%	218 45%	281 54% J
Somewhat agree	343 34%	46 35%	30 31%	21 30%	129 34%	92 37%	25 32%	103 35%	134 35%	93 32%	167 34%	176 34%
Somewhat disagree	78 8%	10 7%	12 13% C	2 3%	27 7%	21 9%	6 8%	22 7%	27 7%	29 10%	48 10% K	31 6%
Strongly disagree	61 6%	10 8% F	6 6%	8 12% F	24 6%	12 5%	1 1%	12 4%	23 6%	21 7%	40 8% K	21 4%
Don't know/Refused	20 2%	2 1%	2 2%	2 3%	5 1%	8 3%	2 2%	11 4% H	5 1%	4 1%	11 2%	9 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	842 84%	110 83%	77 79%	56 83%	324 85%	206 83%	69 89%	249 85%	327 86%	241 82%	385 80%	457 88% J
Disagree (Low2Box)	140 14%	20 15%	18 19%	10 15%	51 13%	33 13%	7 9%	34 12%	50 13%	50 17%	88 18% K	52 10%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that as Canada's economic ties with the United States increase, it is becoming more important to strengthen Canadian culture and identity?

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	775	227	91	220	387	294	220	283	385
Weighted Base	1002	780	222	89*	221	389	293	224	281	385
Strongly agree	499 50%	385 49%	114 51%	30 33%	102 46% C	212 54% C	154 53% C	104 46%	150 53%	195 51%
Somewhat agree	343 34%	264 34%	79 36%	42 46% EF	87 39% E	117 30%	94 32%	79 35%	93 33%	135 35%
Somewhat disagree	78 8%	69 9% B	9 4%	6 7%	12 5%	32 8%	27 9%	17 8%	18 6%	32 8%
Strongly disagree	61 6%	44 6%	18 8%	9 10%	16 7%	21 5%	14 5%	17 8%	15 5%	20 5%
Don't know/Refused	20 2%	19 2%	2 1%	3 3%	4 2%	7 2%	5 2%	7 3%	6 2%	4 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	842 84%	649 83%	193 87%	71 80%	189 85%	328 84%	248 84%	183 82%	243 86%	329 85%
Disagree (Low2Box)	140 14%	112 14%	27 12%	15 17%	28 13%	54 14%	41 14%	34 15%	33 12%	52 14%

Detailed Tables

Overall, how important is it that Canadian radio have Canadian content and programming?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	380	247	77	251	402	315	466	536
Weighted Base	1002	132	97*	68*	380	247	77*	294	381	294	484	518
Very Important	536 53%	72 54%	47 48%	35 51%	190 50%	152 62%	41 52%	146 50%	191 50%	177 60%	226 47%	310 60%
Somewhat important	319 32%	41 31%	34 35%	24 35%	140 37%	50 20%	30 39%	101 34%	130 34%	82 28%	154 32%	166 32%
Somewhat unimportant	86 9%	6 4%	6 7%	5 7%	27 7%	39 16%	3 3%	34 12%	34 9%	17 6%	59 12%	28 5%
Not at all important	56 6%	13 9%	10 10%	4 7%	21 6%	5 2%	2 3%	10 3%	26 7%	16 6%	42 9%	13 3%
Don't know/Refused	5 0	1 1%	0 -	0 -	1 0	2 1%	2 2%	2 1%	1 0	2 1%	3 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	855 85%	113 86%	81 83%	59 86%	330 87%	202 82%	71 91%	247 84%	321 84%	259 88%	380 78%	475 92%
Not Important (Low2Box)	142 14%	19 14%	16 17%	10 14%	49 13%	44 18%	5 7%	44 15%	60 16%	34 11%	101 21%	41 8%

Detailed Tables

Overall, how important is it that Canadian radio have Canadian content and programming?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	775	227	91	220	387	294	220	283	385
Weighted Base	1002	780	222	89*	221	389	293	224	281	385
Very Important	536 53%	414 53%	122 55%	48 53%	118 53%	193 50%	173 59% E	130 58%	147 52%	199 52%
Somewhat important	319 32%	250 32%	69 31%	27 31%	66 30%	133 34%	91 31%	60 27%	91 33%	128 33%
Somewhat unimportant	86 9%	74 10%	12 5%	8 9%	21 9% F	42 11% F	14 5%	22 10%	26 9%	34 9%
Not at all important	56 6%	40 5%	16 7%	3 4%	17 8%	19 5%	15 5%	9 4%	14 5%	25 7%
Don't know/Refused	5 0	2 0	3 1%	2 3% DEF	0 -	2 0	1 0	3 1% I	2 1%	0 -
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	855 85%	664 85%	191 86%	75 84%	184 83%	326 84%	264 90% DE	190 85%	239 85%	326 85%
Not Important (Low2Box)	142 14%	114 15%	28 13%	12 13%	37 17% F	61 16% F	29 10%	31 14%	41 14%	59 15%

Detailed Tables

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	380	247	77	251	402	315	466	536
Weighted Base	1002	132	97*	68*	380	247	77*	294	381	294	484	518
Yes	655 65%	81 61%	55 56%	47 69%	224 59%	196 79% ABD	53 68%	176 60%	254 67%	202 69% G	301 62%	354 68% J
No	338 34%	49 37% E	41 43% E	21 31%	152 40% E	49 20%	25 32% E	115 39% I	127 33%	86 29%	181 37% K	157 30%
Don't know/Refused	10 1%	2 2%	1 1%	0 -	4 1%	2 1%	0 -	2 1%	1 0	6 2% H	3 1%	7 1%

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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	775	227	91	220	387	294	220	283	385
Weighted Base	1002	780	222	89*	221	389	293	224	281	385
Yes	655 65%	503 64%	152 69%	61 68%	131 59%	238 61%	218 74% DE	140 63%	190 68%	254 66%
No	338 34%	269 35%	68 31%	27 30%	86 39% F	149 38% F	75 26%	81 36%	89 32%	130 34%
Don't know/Refused	10 1%	8 1%	2 1%	2 2%	4 2%	2 1%	1 0	3 1%	2 1%	1 0

Detailed Tables

Currently the government's radio regulations require Canadian radio stations to play Canadian artists 35% of their broadcasts. Do you personally think that 35% of radio airtime for Canadian songs is...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	380	247	77	251	402	315	466	536
Weighted Base	1002	132	97*	68*	380	247	77*	294	381	294	484	518
Too little	369 37%	44 33%	28 29%	30 44% BD	99 26%	139 56% ABDF	28 36%	88 30%	138 36%	133 45% GH	145 30%	224 43% J
Too much	95 9%	13 10% E	13 14% E	9 14% E	44 12% E	10 4% E	5 6%	25 8%	44 12% I	21 7%	67 14% K	27 5%
About right	523 52%	73 55% E	52 54% E	27 40% CE	232 61%	96 39%	43 55% E	177 60% HI	193 51%	136 46%	265 55%	258 50%
Don't know/Refused	15 2%	2 2%	3 3%	1 2%	5 1%	3 1%	2 2%	4 1%	7 2%	4 1%	7 1%	9 2%

Currently the government's radio regulations require Canadian radio stations to play Canadian artists 35% of their broadcasts. Do you personally think that 35% of radio airtime for Canadian songs is...

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* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All respondents										
Unweighted Base	1002	775	227	91	220	387	294	220	283	385
Weighted Base	1002	780	222	89*	221	389	293	224	281	385
Too little	369 37%	268 34%	101 45% A	46 52% EF	92 42% F	141 36%	89 30%	98 44% I	114 40% I	114 30%
Too much	95 9%	79 10%	16 7%	4 4%	16 7%	45 12% C	29 10%	11 5%	19 7%	52 13% GH
About right	523 52%	421 54% B	102 46%	38 43%	111 50%	196 50%	170 58% C	112 50%	143 51%	213 55%
Don't know/Refused	15 2%	12 2%	3 1%	1 1%	3 1%	7 2%	5 2%	3 1%	5 2%	7 2%

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The CRTC recently licenced three new subscription radio services to sell radio programs to Canadian listeners. More than 90% of the content on two of these new services will be American. Do you think that less than 10% Canadian content on these new subscription radio services is...

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* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	380	247	77	251	402	315	466	536
Weighted Base	1002	132	97*	68*	380	247	77*	294	381	294	484	518
Too little	682 68%	86 65%	62 63%	50 73%	251 66%	178 72%	56 73%	197 67%	258 68%	204 69%	289 60%	393 76% J
Too much	45 5%	7 5%	6 6%	4 6%	16 4%	9 4%	4 5%	16 5%	17 4%	11 4%	24 5%	21 4%
About right	253 25%	33 25%	28 28%	12 18%	104 27%	58 23%	18 23%	80 27%	97 25%	69 24%	160 33% K	93 18%
Don't know/Refused	22 2%	6 5% E	2 2%	2 3%	8 2%	3 1%	0 -	1 0	11 3% G	10 3% G	12 2%	10 2%

The CRTC recently licenced three new subscription radio services to sell radio programs to Canadian listeners. More than 90% of the content on two of these new services will be American. Do you think that less than 10% Canadian content on these new subscription radio services is...

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Base: All respondents										
Unweighted Base	1002	775	227	91	220	387	294	220	283	385
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Too little	682 68%	517 66%	165 74% A	63 70%	145 65%	265 68%	206 70%	157 70%	199 71%	248 64%
Too much	45 5%	35 4%	10 5%	4 4%	11 5%	17 4%	13 4%	7 3%	12 4%	21 6%
About right	253 25%	208 27%	45 20%	22 25%	64 29%	94 24%	68 23%	56 25%	69 24%	104 27%
Don't know/Refused	22 2%	20 3%	2 1%	1 1%	2 1%	13 3%	7 2%	4 2%	1 0	12 3% H

Detailed Tables

As you may know, Canadian law requires the predominant use of Canadian talent in the creation and presentation of broadcast programming. Recently the CRTC licenced new subscription radio services, two of which plan to deliver predominantly American programming. Next week the federal government will decide whether or not to intervene in the CRTC decision to licence the predominantly American subscription radio services. In your opinion should the federal government...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	380	247	77	251	402	315	466	536
Weighted Base	1002	132	97*	68*	380	247	77*	294	381	294	484	518
Intervene because the new services offer too little Canadian content	646	80	55	45	234	179	54	176	246	204	273	373
	64%	60%	57%	66%	62%	72% ABD	69%	60%	65%	69% G	56%	72% J
Do nothing, and let the CRTC decision stand	341	49	40	23	141	64	24	113	130	86	205	136
	34%	37% E	41% E	34%	37% E	26%	31%	38% I	34%	29%	42% K	26%
Don't know/Refused	15	4	2	0	5	5	0	5	5	5	6	9
	1%	3%	2%	-	1%	2%	-	2%	1%	2%	1%	2%

As you may know, Canadian law requires the predominant use of Canadian talent in the creation and presentation of broadcast programming. Recently the CRTC licenced new subscription radio services, two of which plan to deliver predominantly American programming. Next week the federal government will decide whether or not to intervene in the CRTC decision to licence the predominantly American subscription radio services. In your opinion should the federal government...

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	775	227	91	220	387	294	220	283	385
Weighted Base	1002	780	222	89*	221	389	293	224	281	385
Intervene because the new services offer too little Canadian content	646	486	160	58	153	250	182	165	185	224
	64%	62%	72% A	65%	69%	64%	62%	73% I	66%	58%
Do nothing, and let the CRTC decision stand	341	282	59	28	66	132	108	57	91	158
	34%	36% B	27%	31%	30%	34%	37%	25%	32%	41% GH
Don't know/Refused	15	13	2	3	2	7	3	3	5	4
	1%	2%	1%	4%	1%	2%	1%	1%	2%	1%