



Canadian Online Omni

CJF

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2	1. Some people say that in order to be a Canadian journalist who works for a newspaper, television or radio outlet, the journalist should be accredited by some form of industry wide standards body -- something they should have before they are allowed to be hired. Other people say that a Canadian journalist who works for a newspaper, television or radio outlet has an employer who has evaluated their skill set and talent, knows what's best for their kind of media and can fire them if they are bad at their job, there's no reason for any formal kind accreditation for who can or can't be a journalist. Which is closer to your point of view?
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1. Some people say that in order to be a Canadian journalist who works for a newspaper, television or radio outlet, the journalist should be accredited by some form of industry wide standards body -- something they should have before they are allowed to be hired. Other people say that a Canadian journalist who works for a newspaper, television or radio outlet has an employer who has evaluated their skill set and talent, knows what's best for their kind of media and can fire them if they are bad at their job, there's no reason for any formal kind accreditation for who can or can't be a journalist. Which is closer to your point of view?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	458	556	240	388	386	101	324	458	131
Weighted	1014	491	523	283	403	329	119*	381	331	184
Yes, journalists should be accredited before they are hired with a media outlet	573	266	307	154	224	194	80	204	187	102
	56%	54%	59%	55%	56%	59%	67%	54%	57%	55%
							G			
No, there's no reason journalists need accreditation to be hired with a media outlet	441	225	216	129	178	135	39	177	144	82
	44%	46%	41%	45%	44%	41%	33%	46%	43%	45%
							F			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1. Some people say that in order to be a Canadian journalist who works for a newspaper, television or radio outlet, the journalist should be accredited by some form of industry wide standards body -- something they should have before they are allowed to be hired. Other people say that a Canadian journalist who works for a newspaper, television or radio outlet has an employer who has evaluated their skill set and talent, knows what's best for their kind of media and can fire them if they are bad at their job, there's no reason for any formal kind accreditation for who can or can't be a journalist. Which is closer to your point of view?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1014	128	108	58	418	243	59	247	320	447	145	869
Weighted	1014	134	103*	66*	388	247	75*	250	319	445	160	854
Yes, journalists should be accredited before they are hired with a media outlet	573	74	63	40	222	136	38	147	177	249	80	493
	56%	55%	61%	61%	57%	55%	51%	59%	55%	56%	50%	58%
No, there's no reason journalists need accreditation to be hired with a media outlet	441	60	41	26	166	112	37	103	142	196	81	361
	44%	45%	39%	39%	43%	45%	49%	41%	45%	44%	50%	42%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

2. As you may know, in England earlier this year, it was learned that a number of newspapers under the control of Rupert Murdoch admitted that they had hired private investigators who tapped into or hacked phone systems of celebrities, politicians and even victims of crime and recorded private conversations or messages. These conversations were then transcribed and then used as part of stories that were published. It was also learned that the newspaper management authorized payments to members of the local police force to obtain tips or information on things that shouldn't have been disclosed, like the schedule of the Royal Family. When thinking of the Canadian media, do you believe these types of things are actually going on here?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	458	556	240	388	386	101	324	458	131
Weighted	1014	491	523	283	403	329	119*	381	331	184
Going on here in Canada	401	212	190	101	167	133	36	146	148	72
	40%	43%	36%	36%	41%	40%	30%	38%	45%	39%
		B							F	
Not going on here in Canada	165	93	72	56	56	53	20	62	44	39
	16%	19%	14%	20%	14%	16%	17%	16%	13%	21%
		B								H
Don't know	447	186	261	125	180	142	63	173	138	73
	44%	38%	50%	44%	45%	43%	53%	45%	42%	40%
			A				HI			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1014	128	108	58	418	243	59	247	320	447	145	869
Weighted	1014	134	103*	66*	388	247	75*	250	319	445	160	854
Going on here in Canada	401	61	44	21	163	95	16	89	131	181	64	338
	40%	46%	43%	31%	42%	39%	22%	36%	41%	41%	40%	40%
		F	F		F	F						
Not going on here in Canada	165	25	19	13	72	25	11	46	42	77	26	140
	16%	19%	18%	19%	19%	10%	15%	18%	13%	17%	16%	16%
		E	E		E							
Don't know	447	47	40	33	153	127	47	115	146	186	71	376
	44%	35%	39%	50%	39%	51%	63%	46%	46%	42%	45%	44%
						ABD	ABD					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

3. What kinds of things do you think are going on?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Believe types of things going on in Canada	411	203	208	90	166	155	30	125	203	53
Weighted	401	212	190	101*	167	133	36**	146	148	72*
Phone hacking/recording	16	14	3	3	5	9	0	6	9	2
	4%	6%	2%	3%	3%	6%	-	4%	6%	2%
		B								
Payment for tips	90	46	44	25	35	30	6	36	28	21
	23%	22%	23%	24%	21%	23%	17%	24%	19%	29%
Both	285	148	137	72	121	92	26	101	109	49
	71%	70%	72%	71%	72%	69%	73%	69%	73%	69%
Neither	9	4	6	2	6	2	4	4	2	0
	2%	2%	3%	2%	4%	1%	10%	3%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

3. What kinds of things do you think are going on?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Believe types of things going on in Canada	411	59	49	19	176	95	13	90	136	185	59	352
Weighted	401	61*	44*	21**	163	95*	16**	89*	131	181	64*	338
Phone hacking/recording	16	3	3	2	5	3	0	1	7	8	1	16
	4%	6%	7%	10%	3%	3%	-	2%	6%	4%	1%	5%
Payment for tips	90	14	5	4	40	23	5	20	27	43	12	79
	23%	22%	11%	18%	25%	24%	30%	22%	21%	24%	18%	23%
Both	285	44	35	15	115	66	10	66	91	128	47	238
	71%	72%	79%	72%	71%	69%	60%	74%	69%	71%	74%	70%
Neither	9	0	1	0	3	3	2	2	5	3	4	5
	2%	-	3%	-	2%	3%	10%	2%	4%	1%	6%	2%
											K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

4_1. [Phone hacking/recording] And how often do you think these things are occurring?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Believe that Phone hacking/recording is going on in Canada	313	159	154	68	125	120	22	91	162	38
Weighted	301	162	140	75*	126	101	26**	107*	118	51*
Phone hacking/recording										
All the time	114	64	50	20	59	35	10	42	46	16
	38%	40%	36%	26%	47%	35%	38%	40%	39%	31%
					C					
Some of the time	161	84	76	48	55	57	15	60	59	27
	53%	52%	55%	65%	43%	57%	58%	56%	50%	53%
				D		D				
Rarely	27	14	13	6	12	8	1	4	13	8
	9%	8%	9%	9%	10%	8%	4%	4%	11%	16%
										G

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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		A	B	C	D	E	F	G	H	I	J	K
Base: Believe that Phone hacking/recording is going on in Canada	313	46	43	16	129	71	8	70	105	138	46	267
Weighted	301	48*	38*	17**	120	69*	10**	67*	98*	136	48*	254
Phone hacking/recording												
All the time	114	17	14	7	52	21	2	26	40	47	12	102
	38%	36%	38%	42%	44%	30%	24%	39%	41%	35%	26%	40%
Some of the time	161	30	22	9	52	42	6	30	56	75	31	130
	53%	62%	58%	54%	44%	60%	58%	44%	57%	55%	65%	51%
		D				D						
Rarely	27	1	2	1	15	7	2	11	2	14	5	22
	9%	1%	4%	4%	13%	10%	18%	17%	2%	10%	10%	9%
					A			H		H		

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4_2. [Payment for tips] And how often do you think these things are occurring?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Believe that Payment for tips is going on in Canada	383	185	198	85	156	142	27	117	187	52
Weighted	375	194	181	97*	156	123	32**	137	136	70*
Payment for tips										
All the time	173	92	81	39	83	51	17	61	68	27
	46%	48%	45%	40%	53%	42%	52%	44%	50%	39%
					E					
Some of the time	192	98	94	54	70	68	15	74	63	40
	51%	51%	52%	56%	45%	56%	48%	54%	46%	57%
Rarely	10	4	6	4	2	3	0	2	5	3
	3%	2%	3%	5%	1%	3%	-	2%	4%	4%

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		A	B	C	D	E	F	G	H	I	J	K
Base: Believe that Payment for tips is going on in Canada	383	55	43	17	167	89	12	86	124	173	55	328
Weighted	375	58*	40*	19**	155	89*	15**	86*	118	171	59*	317
Payment for tips												
All the time	173	28	19	15	73	31	7	41	57	75	23	150
	46%	48%	49%	79%	47%	35%	47%	48%	48%	44%	40%	47%
Some of the time	192	27	20	4	78	55	8	42	59	92	33	159
	51%	47%	49%	21%	50%	62%	53%	48%	50%	54%	57%	50%
Rarely	10	3	1	0	4	3	0	3	3	4	2	8
	3%	4%	2%	-	2%	3%	-	4%	2%	2%	4%	2%

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