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THE END OF THE CBC?

PUBLIC WISDOM ON THE CBC, HOCKEY, AND SOCHI (WITH A POLLING THOUGHT EXERCISE)

[Ottawa – February 7, 2014] After years of being in the crosshairs of many Conservatives, the CBC faces some unprecedented challenges. An internal memo from the President spoke of “dark clouds” facing the corporation.¹ The ardently antagonistic rivals at Sun News have recently published an Abacus poll noting that the Canadians are “ready” to sell the CBC.² This result is very inconsistent with other polling on the CBC, although it is very consistent with the policy preferences of the sparsely viewed Sun Network.

Whether one sees the cloudy future of the CBC as a source of deep angst or schadenfreude depends very much on one’s position on the partisan spectrum. What is clear, however, is that most Canadians agree on the source of this recent trouble for the CBC – the blockbuster deal between the NHL and Rogers. Let’s have a quick look at how the public saw that deal.

We asked Canadians about Rogers Communications Inc.’s \$5.2 billion broadcast deal that effectively gives them exclusive rights to all NHL games for the next 12 years. In short, Canadians are most decidedly opposed to the deal and they foresee dire consequences for the future of the CBC.

HIGHLIGHTS

- **Awareness of Rogers-NHL deal:**
 - ☐ 60% Clearly recall
 - ☐ 19% Vaguely recall
 - ☐ 20% Not aware
 - ☐ 1% DK/NR
- **Support for Rogers-NHL deal:**
 - ☐ 21% Strongly oppose
 - ☐ 28% Somewhat oppose
 - ☐ 19% Somewhat support
 - ☐ 9% Strongly support
 - ☐ 23% DK/NR
- **Agreement that Rogers-NHL deal will put future CBC in jeopardy:**
 - ☐ 63% Agree
 - ☐ 14% Neither
 - ☐ 14% Disagree
 - ☐ 8% DK/NR
- **Preferred action on CBC funding:**
 - ☐ 38% Increase
 - ☐ 31% Stay the same
 - ☐ 12% Decrease
 - ☐ 14% Eliminated altogether
 - ☐ 6% DK/NR

Please note that the methodology is provided at the end of this document.

If there’s one thing that Canadians follow with near fanatical devotion, it is not the economy and it is certainly not politics – rather, it is hockey. An astonishing 79% of the Canadians we surveyed had heard of the Rogers-NHL deal. By comparison, just 67% were aware that Stephen Harper

¹ Simon Houpt, “CBC president warns of ‘dark clouds on the horizon’”, The Globe and Mail, February 5, 2014. Available online at: <http://goo.gl/R816RC>

² Brian Lilley, “Canadians Ready to Sell CBC and More: Poll”, Sun News Network, January 29, 2014. Available online at: <http://goo.gl/MJ71Y1>

had prorogued Parliament in 2010³ and 66% had heard that Canada was projected to run a budget deficit that same year.⁴

Those who are aware of the deal don't particularly care for it – these respondents oppose the deal by a wide margin (49% to 28%). Regionally, Albertans and Quebeckers are somewhat more open to the deal, but the only place where this agreement receives plurality support is among the ranks of the Conservative Party (where 46% support the deal). Once again, we see the constituency for the Conservative Party in a fairly different place than the rest of the political spectrum. We don't think this is driven by deep affection for Rogers and recall the Conservative government is championing easing some of the oligopolistic practices of Rogers and other carriers, presumably to the applause of their constituents.

So why are Canadians so averse to the deal? Well, there is some uncertainty as to how this deal will affect the various players, but from coast to coast, Canadians of all political stripes seem to agree on one thing – it is bad news for the CBC. Six in ten (63%) say the deal will place the future of Canada's public broadcaster in jeopardy; compared to just one in seven (14%) who feel these concerns are wildly exaggerated.

Furthermore, of those who expressed an opinion one way or the other, Canadians lean heavily towards the belief that the Rogers deal will negatively impact hockey fans and, somewhat more broadly, Canadians in general. Indeed, the only perceived winner in this deal (aside from Rogers, that is) is the NHL itself (38% foresee a positive impact on the NHL, compared to just 21% who predict a positive outcome for hockey fans and 16% who think Canadians in general will be better off).

Sell Off or Expand?

Let's return to the question of the future of the CBC. Clearly, everyone agrees that the Rogers deal is a financial dagger to the heart of the CBC. As the leaked memo noted, the profound loss of revenue from the NHL Rogers deal will shake the very foundations and viability of the CBC. With this point of consensus aside, let's see if this is seen as a good or bad thing and what – if anything – the public sees as a response to these challenges.

According to Sun News, Canadians are "ready" to sell the CBC. Our recent poll, however, comes up with a profoundly different result. It doesn't ask whether the CBC should be sold but it does explain to respondents where the current levels of public stand it asks whether the public lean to cutting, maintaining, or expanding public funding for the CBC.

³ EKOS Politics, "Prorogation Registering", January 7, 2010. Available online at: <http://goo.gl/XAjMSu>

⁴ EKOS Politics, "Canadians Want Spending Cuts, Deficit Reduction, Not Tax Hikes", February 11, 2010. Available online at: <http://goo.gl/6PQZmh>

In spite of (or perhaps because of) the demise of CBC's Hockey Night in Canada as we know it, a plurality of Canadians (38%) want to see the CBC's funding increased, while one-third want its funding levels to remain steady (31%). Only a little over a quarter of respondents want to either cut or eliminate the CBC's funding. It seems difficult to reconcile the dramatic claim that Canadians "favour privatizing the CBC" with our finding that around two-thirds want its funding increased or preserved.

Notably, views of the CBC are largely split along party lines. There certainly are members of the public who would favour eliminating the CBC but they are a very small minority and they are largely supporters of the Conservative Party. Outside of the Conservative Party, roughly half of Canadians want more public funding for the corporation. Conservative supporters, however, don't share these warm feelings for the CBC, with the plurality of these respondents (35%) calling for the broadcaster's public funding to be scrapped completely. These results may at least partially explain Conservative supporters' aforementioned support for the Rogers-NHL deal, given the resulting financial blow to the CBC.

So how can both poll results be right? In short, they can't. The Abacus poll isn't readily available and we can't find the wording or sequencing. It does appear that the question came from a poll with a lot of questions on the economy and fiscal issues. Perhaps selling the CBC is more acceptable in this context. We also wonder if the results may be influenced by the use of an opt-in panel which doesn't cover those who are unwilling or unable to do surveys online. Even the online portion of respondents are opt-in participants that the American Association of Public Opinion Research (AAPOR)⁵ and the Marketing Research Intelligence Association (MRIA) note are not scientifically accurate representations of the general population. Abacus is a reputable organization that acknowledges these points in their release and they did not author the headline. In the absence of other evidence, we suggest that the notion that "Canadians are ready to sell the CBC" is not an accurate reflection of real public opinion. While Conservative supporters may be more receptive to such a drastic measure, the vast majority of the public want to maintain the CBC and lean to augmenting its funding base. The headline might be congenial with the preferences of Sun News and perhaps even the current government. It is, however, a misrepresentation of current public opinion.

In summary, Canadians are worried about the Rogers-NHL deal and the consequences for hockey fans and the CBC alike. For the next few years, Rogers will carry the burden of proving to Canadians that it can preserve (and perhaps improve upon) the hockey experience, as hockey fans aren't likely to tolerate the degradation of their most beloved pastime. Indeed, when it comes to hockey, Canadians have been known to set cities ablaze for less.

⁵ American Association of Public Opinion Research, "Report of the AAPOR Task Force on Non-Probability Sampling", May 2013. Available online at: <http://goo.gl/xVzLy>

Canadians predict 20 medals at 2014 Winter Olympics

In a fascinating book from a few years ago⁶, James Surowiecki noted that under the right conditions, the average “wisdom” of a crowd could achieve insights which would be inaccessible to even the most able individuals. This approach has been borrowed by some pollsters to deal with the problem of forecasting future events (such as election outcomes). For instance, a wisdom of crowds approach used by ICM Research during the 2010 United Kingdom general election accurately predicated the election outcome and produced results comparable to the final polls conducted by British Polling Council members.⁷ Applying this model to the upcoming 2014 Winter Olympics in Sochi, we asked Canadians how many medals they believe Canadian will win in February. Responses were all over the map. Some respondents predicted that our athletes would come home utterly empty-handed, while others ventured guesses of upwards of 40 medals. When we take the average, however, we get a very sensible estimate of 20 medals, down from our record performance in 2010, but consistent with our average haul over the last 20 years.

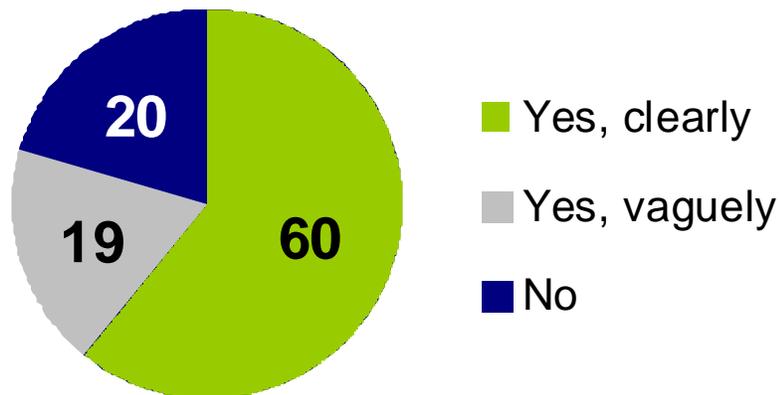
⁶ Surowiecki, James. *The wisdom of crowds*. New York: Anchor Books, 2005. Print.

⁷ Martin Boon, *Predicting Elections: A 'Wisdom of Crowds' Approach*, International Journal of Market Research Vol. 54 Issue 4, 2012. Available online at: <http://goo.gl/nKSsW3>


Top Line Results:

Awareness of Rogers-NHL deal

Q. As you may have heard, Rogers Communications recently acquired the National Hockey League's broadcast and multimedia rights for the next 12 years for \$5.2-billion. Networks such as CBC and TVA will now have to air games through a sublicensing agreement with Rogers. Before this survey, had you heard of this announcement?

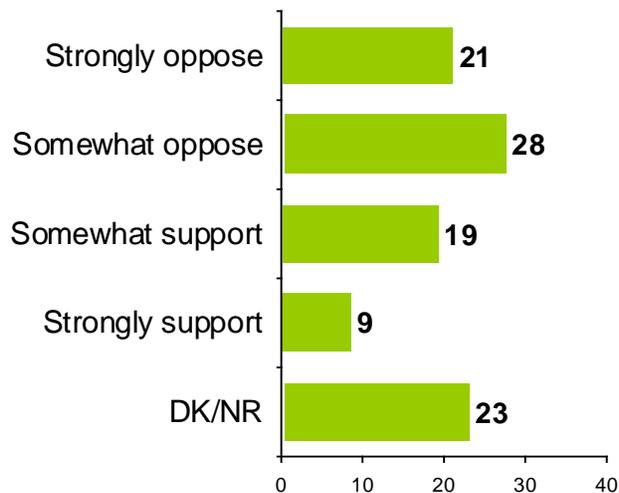


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BASE: Canadians; December 12-20, 2013 (n=1,531)

Support for Rogers-NHL deal

Q. Please rate the extent to which you support or oppose this deal.



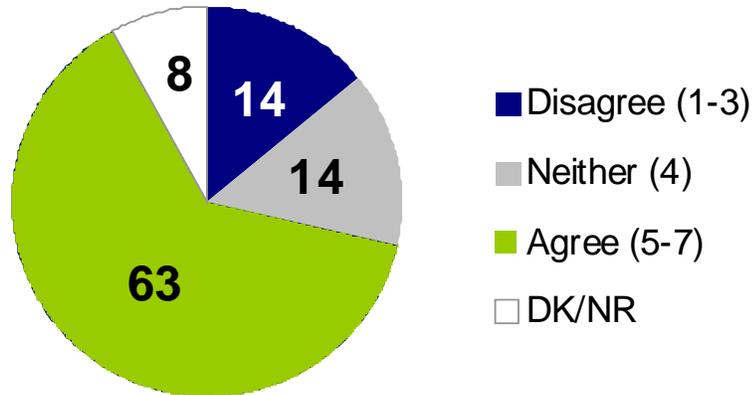
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BASE: Those who are aware of Rogers-NHL deal; December 12-20, 2013 (n=1,282)



Implications of Rogers-NHL deal for the CBC

Q. Please rate the extent to which you agree or disagree with the following statement: The NHL's deal with Rogers will severely hurt the CBC's ad venue and will place the future of the CBC in jeopardy.



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BASE: Those who are aware of Rogers-NHL deal; December 12-20, 2013 (n=1,282)

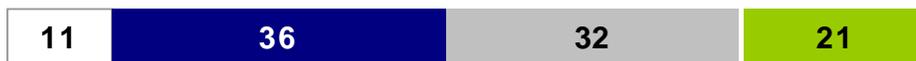
Impact of the Rogers-NHL deal

Q. Do you think this deal will have a positive impact or a negative impact on each of the following?

The National Hockey League



Hockey Fans



Canada



DK/NR
 Negative (1-3)
 Neither (4)
 Positive (5-7)

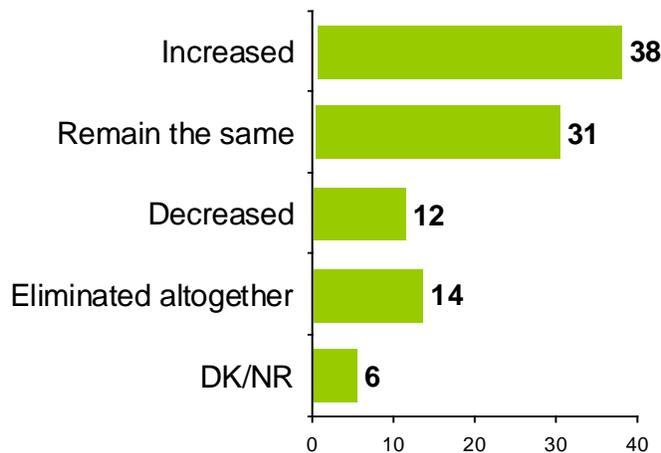
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BASE: Those who are aware of Rogers-NHL deal; December 12-20, 2013 (n=1,282)



Preferred level of funding for the CBC

Q. In 2009, the CBC received approximately \$1.1 billion in public funding, or \$34 per Canadian. This figure is much greater than the \$4 per capita that was spent on public broadcasting in the United States, but much less than the \$111 that was spent in the United Kingdom. Do you believe that federal funding to the CBC should be increased, stay the same, be decreased, or be eliminated altogether?

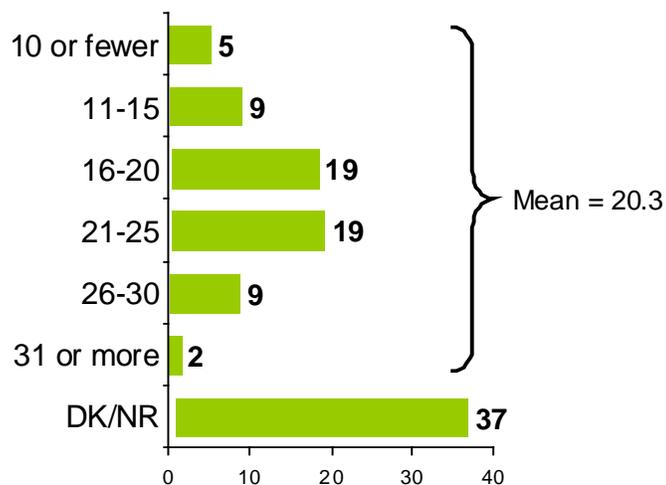


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BASE: Canadians; December 12-20, 2013 (n=1,531)

Expected medal count at 2014 Olympics

*Q. Over the last 20 years, Canada has earned an average 19 medals at the Winter Olympics, including 26 in 2010. How many medals do you believe Canada will win at the 2014 Winter Olympics in Sochi?**



*Open-ended question. Respondents were asked to enter any number from 0 to 99.

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BASE: Canadians; December 12-20, 2013 (n=1,531)


Detailed Tables:

<u>Awareness of Rogers-NHL Deal</u>						
<i>Q. As you may have heard, Rogers Communications recently acquired the National Hockey League's broadcast and multimedia rights for the next 12 years for \$5.2-billion. Networks such as CBC and TVA will now have to air games through a sublicensing agreement with Rogers. Before this survey, had you heard of this announcement?</i>						
	Yes, clearly	Yes, vaguely	No	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	60.3%	18.6%	20.3%	0.7%	1531	2.5
REGION						
British Columbia	56.2%	19.3%	22.2%	2.3%	208	6.8
Alberta	56.9%	18.2%	24.9%	0.0%	156	7.9
Saskatchewan	63.7%	23.5%	12.8%	0.0%	27	18.9
Manitoba	61.6%	15.0%	23.4%	0.0%	51	13.7
Ontario	62.3%	18.4%	18.9%	0.4%	624	3.9
Quebec	61.6%	19.3%	18.1%	1.1%	333	5.4
Atlantic Canada	56.2%	16.4%	26.8%	0.6%	124	8.8
GENDER						
Male	69.7%	18.7%	11.0%	0.6%	753	3.6
Female	51.6%	18.6%	28.9%	0.9%	778	3.5
AGE						
<25	35.6%	15.5%	48.8%	0.0%	36	16.3
25-44	57.7%	23.1%	18.1%	1.0%	512	4.3
45-64	66.6%	17.7%	15.4%	0.3%	581	4.1
65+	66.6%	14.0%	18.1%	1.4%	323	5.5
EDUCATION						
High school or less	45.4%	20.7%	32.7%	1.1%	333	5.4
College or CEGEP	60.6%	20.7%	18.4%	0.3%	522	4.3
University or higher	69.1%	15.6%	14.5%	0.9%	658	3.8
Country of Birth						
Canada	61.4%	18.8%	19.1%	0.6%	1323	2.7
Other	52.9%	15.9%	29.2%	2.0%	193	7.1
CURRENT VOTE INTENTION						
Liberal Party	65.1%	15.3%	19.6%	0.0%	516	4.3
Conservative Party	60.6%	22.7%	16.5%	0.2%	378	5.0
NDP	64.1%	15.9%	18.3%	1.7%	316	5.5
Green Party	47.8%	23.0%	28.3%	0.9%	79	11.0
Bloc Quebecois	55.3%	21.5%	21.9%	1.4%	63	12.4

Support for Rogers-NHL Deal

Q. [IF AWARE OF THE ROGERS-NHL DEAL] Please rate the extent to which you support or oppose this deal.

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	21.1%	27.7%	19.4%	8.7%	23.1%	1282	2.7
REGION							
British Columbia	22.6%	30.4%	16.1%	7.5%	23.3%	166	7.6
Alberta	17.8%	22.9%	29.9%	7.9%	21.6%	129	8.6
Saskatchewan	25.8%	39.3%	16.3%	0.0%	18.6%	25	19.6
Manitoba	22.2%	27.2%	23.0%	9.4%	18.2%	39	15.7
Ontario	23.5%	31.7%	17.8%	7.1%	20.0%	540	4.2
Quebec	15.7%	22.3%	20.7%	13.8%	27.5%	278	5.9
Atlantic Canada	25.1%	21.2%	16.4%	7.5%	29.7%	98	9.9
GENDER							
Male	20.8%	28.0%	20.7%	10.1%	20.3%	681	3.8
Female	21.5%	27.3%	17.9%	6.9%	26.4%	601	4.0
AGE							
<25	28.8%	44.3%	12.1%	0.0%	14.8%	17	23.8
25-44	19.4%	28.7%	20.4%	8.2%	23.2%	426	4.8
45-64	21.0%	24.6%	18.7%	10.0%	25.7%	504	4.4
65+	22.1%	26.6%	24.5%	10.0%	16.8%	268	6.0
EDUCATION							
High school or less	18.6%	31.0%	20.5%	10.7%	19.1%	252	6.2
College or CEGEP	22.7%	25.5%	20.0%	9.0%	22.8%	439	4.7
University or higher	21.3%	26.9%	18.1%	6.5%	27.2%	575	4.1
COUNTRY OF BIRTH							
Canada	20.7%	27.3%	19.4%	8.9%	23.7%	1118	2.9
Other	25.0%	30.5%	19.4%	6.1%	19.0%	152	8.0
CURRENT VOTE INTENTION							
Liberal Party	21.7%	31.6%	17.7%	6.4%	22.7%	447	4.6
Conservative Party	13.1%	24.2%	28.3%	17.9%	16.5%	322	5.5
NDP	29.8%	29.7%	13.0%	4.1%	23.4%	264	6.0
Green Party	39.9%	26.6%	7.1%	0.0%	26.4%	63	12.4
Bloc Quebecois	17.4%	13.0%	20.2%	16.3%	33.1%	54	13.3



Impact of Rogers-NHL Deal on the CBC

*Q. [IF AWARE OF THE ROGERS-NHL DEAL] Please rate the extent to which you agree or disagree with the following statement:
 The NHL's deal with Rogers will severely hurt the CBC's ad venue and will place the future of the CBC in jeopardy*

	Disagree (1-3)	Neither (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	14.3%	14.3%	63.4%	8.0%	1282	2.7
REGION						
British Columbia	12.2%	10.1%	70.0%	7.7%	166	7.6
Alberta	17.6%	11.8%	62.7%	7.9%	129	8.6
Saskatchewan	14.2%	13.1%	72.7%	0.0%	25	19.6
Manitoba	6.7%	6.1%	80.8%	6.5%	39	15.7
Ontario	12.5%	14.6%	67.8%	5.1%	540	4.2
Quebec	19.2%	18.3%	50.2%	12.3%	278	5.9
Atlantic Canada	10.6%	14.5%	61.3%	13.6%	98	9.9
GENDER						
Male	16.7%	15.3%	61.6%	6.4%	681	3.8
Female	11.5%	13.1%	65.6%	9.9%	601	4.0
AGE						
<25	28.1%	18.3%	53.7%	0.0%	17	23.8
25-44	14.4%	12.7%	63.3%	9.6%	426	4.8
45-64	12.5%	13.5%	65.5%	8.6%	504	4.4
65+	15.3%	14.9%	66.3%	3.5%	268	6.0
EDUCATION						
High school or less	11.1%	15.0%	66.4%	7.5%	252	6.2
College or CEGEP	16.3%	14.6%	61.8%	7.3%	439	4.7
University or higher	15.6%	13.2%	62.2%	8.9%	575	4.1
Country of Birth						
Canada	15.1%	14.1%	62.7%	8.1%	1118	2.9
Other	9.3%	16.4%	68.7%	5.7%	152	8.0
CURRENT VOTE INTENTION						
Liberal Party	15.1%	9.5%	69.1%	6.3%	447	4.6
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NDP	14.6%	12.6%	65.7%	7.1%	264	6.0
Green Party	9.9%	13.5%	57.8%	18.8%	63	12.4
Bloc Quebecois	16.9%	20.4%	47.7%	14.9%	54	13.3

Impact of Rogers-NHL Deal on the NHL

Q. [IF AWARE OF THE ROGERS-NHL DEAL] Do you think this deal will have a positive impact or a negative impact on each of the following?

The National Hockey League

	Negative (1-3)	Neither (4)	Positive (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	20.8%	29.6%	37.8%	11.8%	1282	2.7
REGION						
British Columbia	16.4%	29.8%	38.8%	15.0%	166	7.6
Alberta	19.8%	27.2%	41.2%	11.7%	129	8.6
Saskatchewan	26.1%	36.7%	31.8%	5.4%	25	19.6
Manitoba	16.2%	45.8%	30.6%	7.5%	39	15.7
Ontario	24.5%	28.3%	37.6%	9.6%	540	4.2
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Male	20.0%	26.0%	44.6%	9.4%	681	3.8
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AGE						
<25	38.8%	40.1%	21.0%	0.0%	17	23.8
25-44	15.8%	27.3%	44.4%	12.5%	426	4.8
45-64	23.0%	29.6%	35.9%	11.5%	504	4.4
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Green Party	20.2%	29.3%	25.9%	24.6%	63	12.4
Bloc Quebecois	5.8%	27.6%	48.7%	17.9%	54	13.3

Impact of Rogers-NHL Deal on Hockey Fans

Q. [IF AWARE OF THE ROGERS-NHL DEAL] Do you think this deal will have a positive impact or a negative impact on each of the following?

Hockey Fans

	Negative (1-3)	Neither (4)	Positive (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	36.3%	31.9%	20.6%	11.2%	1282	2.7
REGION						
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Saskatchewan	32.7%	48.5%	13.4%	5.4%	25	19.6
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NDP	43.5%	29.2%	17.3%	10.0%	264	6.0
Green Party	58.8%	13.6%	8.4%	19.2%	63	12.4
Bloc Quebecois	23.0%	25.4%	36.0%	15.6%	54	13.3

Impact of Rogers-NHL Deal on Canada

Q. [IF AWARE OF THE ROGERS-NHL DEAL] Do you think this deal will have a positive impact or a negative impact on each of the following?

Canada

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Alberta	34.5%	36.1%	18.2%	11.2%	129	8.6
Saskatchewan	33.9%	42.1%	19.2%	4.9%	25	19.6
Manitoba	39.1%	43.1%	8.9%	8.9%	39	15.7
Ontario	37.3%	41.2%	13.3%	8.2%	540	4.2
Quebec	24.7%	35.4%	26.7%	13.3%	278	5.9
Atlantic Canada	34.5%	40.9%	4.2%	20.4%	98	9.9
GENDER						
Male	35.8%	39.5%	15.4%	9.3%	681	3.8
Female	31.6%	37.6%	17.5%	13.3%	601	4.0
AGE						
<25	53.5%	36.4%	10.2%	0.0%	17	23.8
25-44	33.1%	35.6%	18.8%	12.6%	426	4.8
45-64	31.7%	41.3%	15.2%	11.7%	504	4.4
65+	35.6%	36.5%	19.4%	8.5%	268	6.0
EDUCATION						
High school or less	33.3%	36.5%	20.0%	10.2%	252	6.2
College or CEGEP	34.6%	37.0%	19.6%	8.9%	439	4.7
University or higher	33.7%	42.5%	10.1%	13.7%	575	4.1
Country of Birth						
Canada	33.6%	38.2%	17.0%	11.2%	1118	2.9
Other	37.8%	40.7%	11.3%	10.2%	152	8.0
CURRENT VOTE INTENTION						
Liberal Party	38.7%	38.6%	12.8%	9.8%	447	4.6
Conservative Party	22.5%	42.9%	25.7%	8.8%	322	5.5
NDP	45.6%	31.8%	13.8%	8.8%	264	6.0
Green Party	57.1%	21.0%	1.4%	20.5%	63	12.4
Bloc Quebecois	14.8%	31.4%	32.3%	21.5%	54	13.3

Preferred Level of Funding for the CBC

Q. In 2009, the CBC received approximately \$1.1 billion in public funding, or \$34 per Canadian. This figure is much greater than the \$4 per capita that was spent on public broadcasting in the United States, but much less than the \$111 that was spent in the United Kingdom. Do you believe that federal funding to the CBC should be increased, stay the same, be decreased, or be eliminated altogether?

	Increased	Remain the same	Decreased	Eliminated altogether	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	38.3%	30.6%	11.6%	13.8%	5.7%	1531	2.5
REGION							
British Columbia	46.5%	24.8%	10.9%	13.3%	4.6%	208	6.8
Alberta	36.1%	15.4%	14.7%	23.1%	10.7%	156	7.9
Saskatchewan	32.5%	34.6%	5.7%	21.7%	5.6%	27	18.9
Manitoba	31.6%	40.8%	12.9%	13.0%	1.7%	51	13.7
Ontario	37.2%	33.1%	10.2%	16.3%	3.2%	624	3.9
Quebec	39.0%	32.7%	14.4%	5.3%	8.6%	333	5.4
Atlantic Canada	35.2%	36.4%	9.3%	12.4%	6.7%	124	8.8
GENDER							
Male	36.0%	32.4%	12.9%	16.2%	2.4%	753	3.6
Female	40.4%	28.8%	10.5%	11.6%	8.7%	778	3.5
AGE							
<25	19.0%	46.8%	11.0%	12.9%	10.5%	36	16.3
25-44	39.3%	31.2%	11.4%	13.1%	5.0%	512	4.3
45-64	41.1%	27.4%	11.5%	14.5%	5.5%	581	4.1
65+	42.6%	27.3%	11.5%	14.4%	4.2%	323	5.5
EDUCATION							
High school or less	22.9%	33.3%	13.8%	19.2%	10.8%	333	5.4
College or CEGEP	32.1%	35.2%	13.3%	13.5%	5.9%	522	4.3
University or higher	52.7%	25.4%	9.1%	10.2%	2.6%	658	3.8
COUNTRY OF BIRTH							
Canada	38.1%	30.1%	11.7%	14.3%	5.8%	1323	2.7
Other	40.8%	32.2%	11.7%	10.6%	4.7%	193	7.1
CURRENT VOTE INTENTION							
Liberal Party	46.5%	33.3%	7.8%	6.4%	6.0%	516	4.3
Conservative Party	13.4%	27.5%	21.7%	34.6%	2.8%	378	5.0
NDP	59.8%	26.4%	4.2%	5.9%	3.7%	316	5.5
Green Party	48.8%	36.3%	5.2%	8.5%	1.1%	79	11.0
Bloc Quebecois	39.4%	22.5%	18.9%	2.4%	16.7%	63	12.4



Expected Medal Count at 2014 Olympics

Q. Over the last 20 years, Canada has earned an average of 19 medals at the Winter Olympics, including 26 in 2010. How many medals do you believe Canada will win at the 2014 Winter Olympics in Sochi? [OPEN ENDED]

	<10	11-15	16-20	21-25	26-30	31+	DK/NR	Mean	Sample Size	MOE (+/-)
NATIONALLY	5%	9%	19%	19%	9%	2%	37%	20.3	1531	2.5
REGION										
British Columbia	3%	5%	17%	16%	7%	1%	51%	20.8	208	6.8
Alberta	4%	7%	14%	23%	12%	1%	39%	21.6	156	7.9
Saskatchewan	0%	6%	29%	25%	3%	0%	37%	20.7	27	18.9
Manitoba	2%	9%	18%	22%	12%	0%	38%	21.4	51	13.7
Ontario	5%	11%	21%	18%	9%	2%	34%	20.1	624	3.9
Quebec	9%	10%	18%	20%	9%	2%	32%	19.8	333	5.4
Atlantic Canada	5%	8%	14%	20%	9%	4%	41%	20.8	124	8.8
GENDER										
Male	7%	11%	22%	22%	9%	1%	29%	19.7	753	3.6
Female	4%	7%	16%	17%	10%	2%	45%	21.1	778	3.5
AGE										
<25	12%	15%	16%	27%	8%	5%	17%	19.4	36	16.3
25-44	4%	9%	19%	21%	10%	1%	35%	20.6	512	4.3
45-64	7%	9%	18%	18%	8%	1%	40%	19.8	581	4.1
65+	1%	7%	21%	17%	10%	2%	43%	21.7	323	5.5
EDUCATION										
High school or less	5%	11%	20%	15%	10%	2%	37%	20.1	333	5.4
College or CEGEP	6%	10%	17%	19%	9%	2%	37%	20	522	4.3
University or higher	5%	7%	20%	22%	9%	1%	37%	20.8	658	3.8
Country of Birth										
Canada	6%	10%	19%	20%	9%	2%	35%	20.2	1323	2.7
Other	4%	6%	16%	12%	12%	1%	49%	21.4	193	7.1
CURRENT VOTE INTENTION										
Liberal Party	6%	8%	21%	23%	8%	2%	33%	20.4	516	4.3
Conservative Party	4%	10%	21%	19%	15%	1%	30%	20.9	378	5.0
NDP	5%	10%	15%	22%	6%	3%	40%	20.4	316	5.5
Green Party	4%	6%	26%	13%	4%	0%	49%	19	79	11.0
Bloc Quebecois	8%	11%	12%	16%	13%	2%	38%	20.6	63	12.4

Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/t*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Prob/t* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are December 12-20, 2013. In total, 1,531 Canadians aged 18 and over responded to the survey. Of these cases, 1,427 were collected online, while 104 were collected by computer assisted telephone interviews (CATI). The margin of error associated with the total sample is +/-2.5 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Canada according to Census data.