

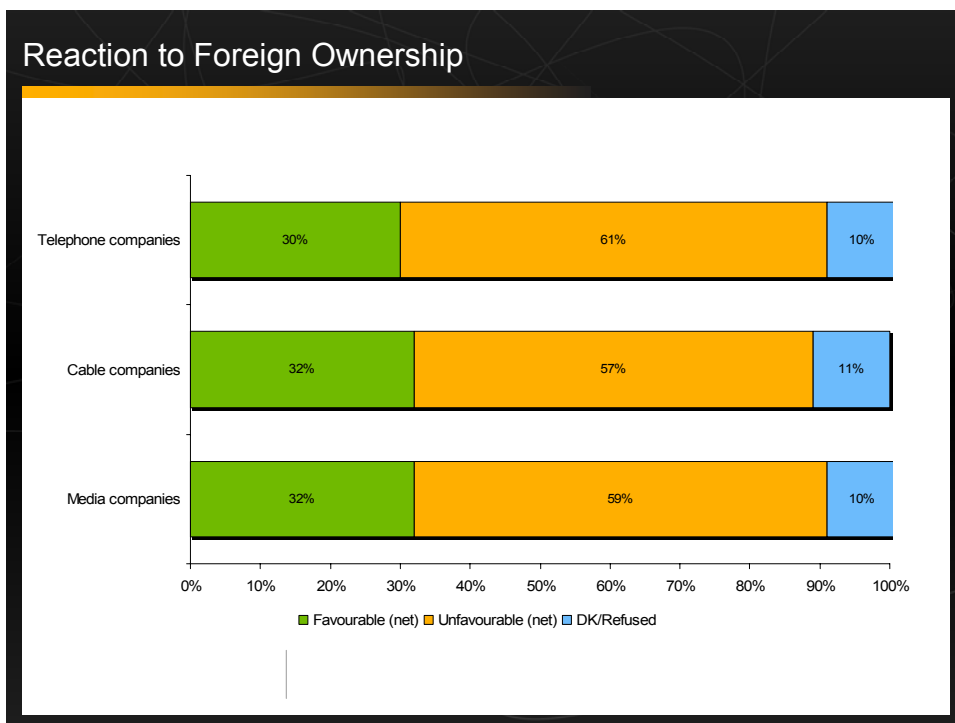
December 3, 2007

# Friends of Canadian Broadcasting, ACTRA, Communications, Energy and Paperworks Union of Canada

## Foreign Ownership of Canadian Broadcasting and Telephone Companies

Many Canadians (82%) feel it is important the Canadian government work to maintain and build a culture and identity distinct from the United States. Women (84%) are significantly more likely than men (80%) to agree with this statement. Interestingly, Conservative voters do not feel as strongly as other party voters towards Canada maintaining a distinct identity from the U.S. (46% vs. 63%).

When examining foreign ownership among telephone, cable and media companies, many Canadians hold an unfavourable reaction to foreign ownership. Specifically, a majority (61%) of Canadians have an unfavourable reaction towards foreign ownership of telephone companies. Regionally, the reaction is most unfavourable in Manitoba/Saskatchewan (69%), Ontario (65%) and British Columbia (63%). Over two-thirds (69%) of Canadians over the age of 50, retired Canadians (71%) and English speaking Canadians (63%), as well as those who are widowed or divorced (68%) hold an unfavourable reaction.



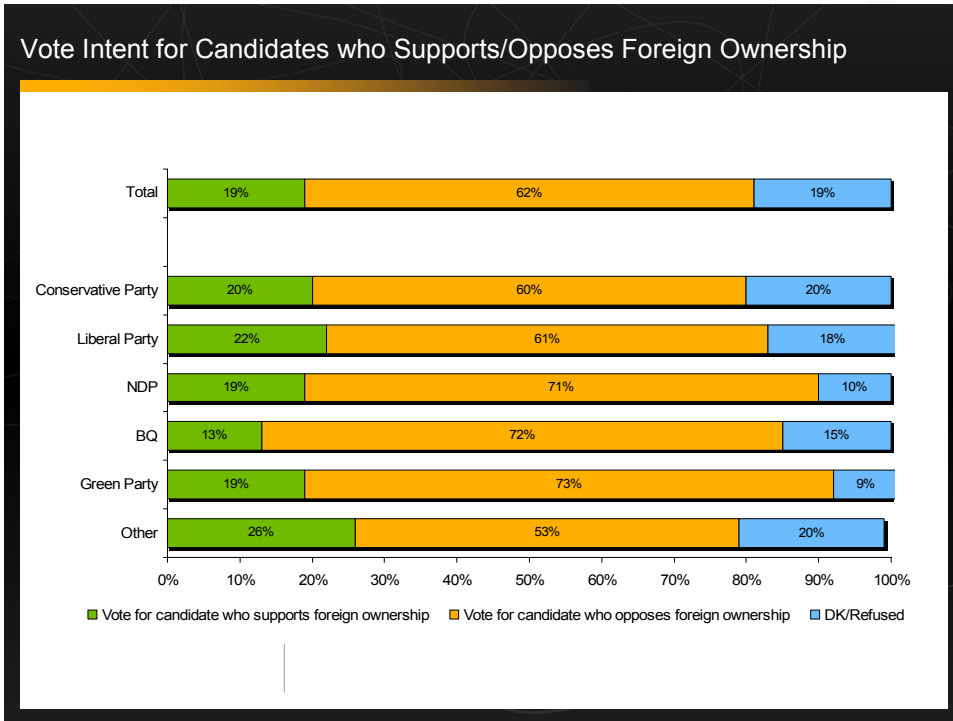
Similar to reactions of foreign ownership of telephone companies, a majority of Canadians (57%) hold an unfavourable reaction to the foreign ownership of cable companies. This viewpoint is held by nearly two-thirds (64%) of retired Canadians.

Those living in the Prairies (67%), Ontario (61%), Alberta (58%), British Columbia (58%), and Atlantic Canada (57%) have a more unfavourable reaction than Quebecers (48%). Among voters, those who plan to vote for the NDP (66%) are significantly more likely to have an unfavourable reaction than those who plan to vote for the Conservatives (54%).

Overall, nearly three-in-five Canadians (59%) have an unfavourable reaction to the foreign ownership of media companies; this is particularly true among English speaking Canadians (60%). Regionally, those in the Prairies (65%), Ontarians (61%), and British Columbians (61%) are more likely to react negatively to the foreign ownership of media companies. Education is another factor when it comes to those who would have an unfavourable reaction. Canadians with a college (59%), university (67%) or post grad (69%) education are most likely to react unfavourably. Interestingly, younger Canadians are significantly more likely to be in favour of foreign ownership of media companies (48%); however as age increases, support for foreign ownership drops dramatically.

Nearly half (46%) of all Canadians expect that Canadian content on radio and television would decrease with the control of Canadian broadcasting and cable companies by foreign owners. This viewpoint is held strongly among English speaking Canadians (48%) and those with post-graduate degrees (63%). Regionally, more Canadians in the Prairies (54%), British Columbians (51%), and Ontarians (47%) think Canadian content would decrease if foreign companies gained control of Canadian broadcasting and cable companies. Younger Canadians (20%) are more optimistic than older Canadians that Canadian content would increase with foreign ownership.

Almost two-thirds (62%) of Canadians are more likely to vote for a federal candidate who opposes foreign corporations owning more of Canada's broadcasting and telephone companies. A majority of women (64%), French speaking Canadians (68%), those who are divorced or widowed (71%) and two-thirds (66%) of those living in rural areas are significantly more likely to vote for a candidate who opposes foreign ownership of the broadcasting and telephone companies in the next federal election. Regionally, opposition of foreign ownership is significantly higher in the Prairies (69%), British Columbia (67%), Quebec (66%), Ontario, 61%), and Atlantic Canada (59%), than it is in Alberta (49%). Green party voters (73%), BQ voters (72%), and NDP voters (71%) are more likely to vote for a candidate who opposes foreign ownership.



Two-thirds of Canadians (66%) stated that Canada’s broadcasting and communications companies are too important to allow foreign ownership for cultural and national security reasons, while the remaining 22% say Canada’s broadcasting and communications companies should be able sell a majority interest to foreign companies in order to be competitive, and 12% did not comment. Canadians aged 35+ (71%), those who are retired (74%), and Canadians with a college (67%), university (72%) or post grad (72%) education are more likely to think Canadian broadcasting and communications companies are too important to allow foreign ownership. BQ voters (81%) and NDP voters (79%) are significantly more likely to indicate Canada’s broadcasting and communication companies are too important to allow a majority foreign ownership.

The data was gathered between November 15<sup>th</sup> to November 25<sup>th</sup> 2007, through Harris/Decima’s weekly teleVox, the company’s national omnibus survey. Results are based on a sample of 2,052 Canadians, and the corresponding margin of error is ±2.2%, 19 times out of 20.