

Canadians Support Local TV Matters Campaign

Toronto, ON October 29 – A Nanos Research study of more than 1,000 Canadians confirms strong support for local television stations securing financial compensation from cable and satellite companies.

An overwhelming majority of Canadians (70% of respondents) support the statement that “local TV stations should receive a portion of the amount that customers pay on their monthly bill for cable or satellite TV.”

Asked if “the government should force the cable companies and broadcasters to negotiate payment for local TV signals”, 72% agreed. And a clear majority, 57%, agreed that, “local TV stations will close if cable companies don’t pay for the local TV signals.”

"Canadians value local TV. They believe they already pay for it and that the programming they value should be fairly compensated by the TV distributors," says Nik Nanos, President of Nanos Research. "They are concerned about the loss of their local television stations and believe that the government should take action to prevent that from happening."

“Canadian consumers get it. They heard both side of the argument and they clearly support our position that cable and satellite companies must sit down and negotiate,” said Paul Sparkes, Executive Vice President, Corporate Affairs, CTVglobemedia. “We want to continue to deliver trusted local news and community programming, and Canadians are overwhelmingly behind us.”

In a media ad blitz launched in September, cable and satellite companies threatened to tax consumers with yet more fee hikes if the government forced them to pay for local TV signals. A coalition of broadcasters set the record straight, explaining that cable companies pocket the money they charge for local TV but pay nothing to the channels themselves, for the right to carry local TV signals.

The random telephone survey of 1,005 Canadians was conducted from October 10th through October 18th, 2009. The margin of accuracy for a sample of 1,005 is +/- 3.1%, 19 times out of 20.

About Nanos:

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. Nanos is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

About Local TV Matters:

Local TV Matters is a campaign launched by local Canadian television broadcasters with a focus on the protection and preservation of local television for viewers across Canada. *Local TV Matters*’ members include CTV, ‘A’, Global, CBC, CHEK NEWS, V and NTV, with thousands of supporters located across the country. The campaign encourages all Canadians to share their voice and support local television by joining the conversation at www.localtvmatters.ca.

For more information contact:

Local TV Matters

Name: Douglas W. Neal, Senior Vice President, Newfoundland Broadcasting Co. Ltd.
Phone: (709) 570-5236
E-mail: dneal@ntv.ca

Name Bonnie Brownlee, CTV Senior Vice President, Corporate Communications
Phone: (416) 384-7190
Email: Bonnie.Brownlee@ctv.ca

Name: John Douglas, Canwest Senior Vice President, Public Affairs
Phone: (204) 227-1846
Email: jdouglas@canwest.com

Name: Jeff Keay, Head of Media Relations, CBC
Phone: (416) 205-3987
Email: jeff.keay@cbc.ca

John Pollard, CEO of CHEK Media Group
Phone: (250) 383-2435
Email: Jpollard@cheknews.ca

Yanick Lecours, V. Director of Communication
Phone: (819) 377-6053
Email: ylecours@vtele.ca

Nanos Research

Name: Nik Nanos, President & CEO of Nanos Research
Phone: (613) 234-4666 ext. 237
E-mail: nnanos@nanosresearch.com



STAT SHEET – 200910 NATIONAL OMNIBUS – LOCAL TV MATTERS

Local Canadian stations such as Global and CTV are typically required to contribute to the local community by airing local or regional news or public affairs programs. They do not get a portion of the amount that customers pay for (CABLE/SATELLITE TV). On the other hand, Canadian specialty services such as The Weather Network, CPAC, Vision, Newsworld, MuchMusic, TSN and Bravo do receive a portion of your monthly bill. They are generally offered across the country and do not air local or regional programming.

		Given this information, are you in favour or not in favour of local Canadian stations receiving a portion of the amount that customers pay on their monthly bill for (CABLE/SATELLITE TV)?			
		Total	In favour	Not in favour	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 200910	838	69.7	22.2	8.1
	Atlantic	90	72.5	20.7	6.8
	Quebec	206	71.0	25.0	4.1
	Ontario	259	67.3	21.7	11.0
	Prairies	174	70.7	21.7	7.6
	British Columbia	109	69.3	20.3	10.4
Gender	Male	417	69.8	21.9	8.3
	Female	421	69.6	22.5	7.8
Age	18 to 29	164	70.1	25.2	4.7
	30 to 39	160	69.4	22.5	8.1
	40 to 49	182	68.8	23.1	8.1
	50 to 59	145	69.0	22.7	8.3
	60 plus	188	71.1	18.1	10.8
Home	Own	623	71.1	20.5	8.4
	Rent	187	66.3	28.3	5.5
Vote Profile	Liberal	216	67.9	24.5	7.6
	Conservative	281	71.7	20.3	8.0
	NDP	119	69.8	19.4	10.8
	Bloc Quebecois	63	75.4	18.7	5.9
	Green	30	62.2	14.4	23.4
	Undecided	128	67.4	28.7	3.9

Random Telephone Survey of 1,005 Canadians from October 10th to October 18th, 2009

The margin of accuracy for a sample of 1,005 is $\pm 3.1\%$, 19 times out of 20.



STAT SHEET – 200910 NATIONAL OMNIBUS – LOCAL TV MATTERS

Please tell me whether you think they are credible, somewhat credible, somewhat not credible or not credible.

The government should force the cable companies and broadcasters to negotiate payment for local TV signals.

		Total	Credible	Somewhat credible	Somewhat not credible	Not credible	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 200910	1005	54.9	17.0	4.3	13.0	10.7
	Atlantic	98	63.7	9.1	.7	14.2	12.3
	Quebec	252	53.8	17.8	6.3	12.9	9.2
	Ontario	302	58.6	16.1	4.9	11.9	8.5
	Prairies	208	54.7	19.2	3.3	11.8	10.9
	British Columbia	145	43.6	19.6	3.6	16.4	16.7
Gender	Male	495	56.4	15.6	4.2	13.6	10.2
	Female	511	53.5	18.3	4.4	12.5	11.3
Age	18 to 29	199	53.8	18.5	5.4	10.8	11.5
	30 to 39	193	59.0	16.4	5.2	11.2	8.2
	40 to 49	216	57.8	18.0	3.9	13.6	6.8
	50 to 59	170	52.8	19.7	3.5	13.4	10.6
	60 plus	227	51.4	13.2	3.6	15.7	16.1
Home	Own	727	55.2	16.9	4.2	14.0	9.7
	Rent	242	55.0	17.3	5.1	11.7	10.9
Vote Profile	Liberal	249	54.0	17.6	2.4	15.8	10.2
	Conservative	330	55.8	17.7	5.3	12.4	8.8
	NDP	138	64.6	13.8	7.4	5.5	8.6
	Bloc Quebecois	74	60.2	12.4	3.8	12.0	11.6
	Green	38	50.5	24.3	.0	14.7	10.6
	Undecided	176	46.0	17.5	4.0	16.1	16.5

Random Telephone Survey of 1,005 Canadians from October 10th to October 18th, 2009

The margin of accuracy for a sample of 1,005 is $\pm 3.1\%$, 19 times out of 20.



STAT SHEET – 200910 NATIONAL OMNIBUS – LOCAL TV MATTERS

Please tell me whether you think they are credible, somewhat credible, somewhat not credible or not credible.

Local TV stations will close if cable companies don't pay for the local TV signals.

		Total	Credible	Somewhat credible	Somewhat not credible	Not credible	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 200910	1005	35.4	21.6	6.9	23.4	12.7
	Atlantic	98	39.9	16.0	2.3	30.4	11.4
	Quebec	252	29.9	21.7	15.6	22.5	10.3
	Ontario	302	35.4	23.9	3.2	22.8	14.7
	Prairies	208	41.2	23.3	3.2	19.2	13.1
	British Columbia	145	33.6	17.8	7.9	27.8	12.8
Gender	Male	495	35.0	20.9	5.9	27.3	10.9
	Female	511	35.7	22.3	7.9	19.7	14.3
Age	18 to 29	199	37.7	27.7	7.7	17.7	9.2
	30 to 39	193	34.3	22.4	11.9	21.6	9.7
	40 to 49	216	35.9	24.3	3.9	28.2	7.8
	50 to 59	170	34.3	20.9	4.7	25.6	14.6
	60 plus	227	34.6	13.6	6.4	23.9	21.4
Home	Own	727	35.7	20.3	6.4	25.7	11.9
	Rent	242	35.7	23.5	9.3	19.2	12.3
Vote Profile	Liberal	249	33.2	26.6	5.9	23.9	10.3
	Conservative	330	36.1	21.3	5.3	23.5	13.8
	NDP	138	38.6	20.5	9.3	23.4	8.3
	Bloc Quebecois	74	44.0	15.5	8.9	22.4	9.2
	Green	38	39.5	25.9	9.2	9.9	15.4
	Undecided	176	30.2	17.6	8.1	26.0	18.1

Random Telephone Survey of 1,005 Canadians from October 10th to October 18th, 2009

The margin of accuracy for a sample of 1,005 is $\pm 3.1\%$, 19 times out of 20.