

Interview Schedule

1. Which language would you prefer to take this survey in?

English.....	81%
French	19%

To make sure we have a representative sample, we are going to ask a few demographic questions.

2. In what year were you born?

18-34	27%
35-49	25%
50-64	26%
65+	21%

3. What is your gender?

Total	1500
Unweighted Total	1500
Male.....	49%
Female	51%

4. Which province or territory do you currently live in?

Alberta	11%
British Columbia	14%
Manitoba	4%
New Brunswick	2%
Newfoundland and Labrador	2%
Nova Scotia.....	3%
Ontario.....	38%
Prince Edward Island	0%
Quebec.....	23%
Saskatchewan	3%
NET: Rural	11%
NET: Urban	89%

5. [Regionally sorted by FSA] Just for geographic purposes, what are the first three digits of your postal code?

Atlantic.....	7%
Quebec.....	23%
Ontario.....	38%
Man/Sask.....	7%
Alberta.....	11%
BC.....	14%
Prairies.....	18%

News Media

NM1. Switching topics, how important is it to you that local news outlets survive in Canada?

Very important.....	53%
Somewhat important.....	37%
Not very important.....	7%
Not at all important.....	3%

NM2. Do you agree or disagree that American web giants like Google and Facebook should have to share some of the revenue they generate from Canadian news content with the Canadian media outlets that produce these copyrighted stories?

Strongly agree.....	42%
Somewhat agree.....	37%
Somewhat disagree.....	7%
Strongly disagree.....	4%
Don't know.....	11%
NET: Total agree.....	79%
NET: Total disagree.....	11%

NM3. Several large Canadian media outlets have negotiated deals with Google and Facebook that see them paid fairly for the content their journalists produce. Would you support or oppose Parliament passing a law that would allow smaller, local newspapers to negotiate collectively with Google and Facebook for a fair price on their own content?

Strongly support.....	38%
Somewhat support.....	42%
Somewhat oppose.....	4%
Strongly oppose.....	3%
Don't know.....	13%
NET: Total support.....	80%
NET: Total oppose.....	7%

Demographics

X1. Switching to federal politics, who would you be most likely to vote for if a federal election were held today? [RANDOMIZE]

The Liberal Party, led by Justin Trudeau	28%
The Conservative Party, led by interim leader Candice Bergen.....	18%
The NDP, led by Jagmeet Singh	19%
The Green Party, led by interim leader Amita Kuttner.....	4%
The People's Party, led by Maxime Bernier	3%
The Bloc Quebecois, led by Yves-Francois Blanchet.....	5%
Another party.....	1%
Undecided	20%
Would not vote	4%

X1. Vote Intent Decided

The Liberal Party, led by Justin Trudeau	36%
The Conservative Party, led by interim leader Candice Bergen.....	23%
The NDP, led by Jagmeet Singh	24%
The Green Party, led by interim leader Amita Kuttner.....	5%
The People's Party, led by Maxime Bernier	4%
The Bloc Quebecois, led by Yves-Francois Blanchet.....	7%
Another party.....	1%

Finally, a few questions for demographic purposes. All your answers will remain anonymous and confidential.

X6. What is your annual household income before taxes? Is it...

Under \$25,000	9%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	16%
\$100,000 to less than \$150,000.....	17%
\$150,000 or over	11%
Don't know	1%
Prefer not to say	9%
NET: Under 50k.....	27%
NET: 50-100k	35%
NET: 100k+.....	28%

X9. What is the highest level of education you have completed?

High school or less	21%
College or CEGEP	23%
Trade school or apprenticeship	8%
Undergraduate degree	30%
Graduate or professional degree	17%
Prefer not to say	1%
NET: HS or less	21%
NET: College	23%
NET: University	47%

X10A. Do you identify as, or consider yourself... **An Indigenous person, including First Nations, Metis, and Inuit peoples**

Yes	4%
No	93%
Don't know	1%
Prefer not to say	2%

X10B. Do you identify as, or consider yourself... **An immigrant – that is, born outside Canada**

Yes	16%
No	81%
Don't know	1%
Prefer not to say	2%

X10C. Do you identify as, or consider yourself... **Racialized, or a visible minority – that is, someone whose membership in a minority group in Canada is visible due to skin colour or other physical features**

Yes	16%
No	80%
Don't know	2%
Prefer not to say	2%