

Media Concentration

Summary of Survey Results

		Col %
1. In your opinion do media owners generally exercise too much control, an appropriate amount of control, or too little control over the political opinions expressed by individual journalists in the newspapers they write for?	Too much control	49.1%
	An appropriate amount of control	27.9%
	Too little control	9.4%
	DK/NA	13.6%
Total		100.0%

		Col %
2. Would you agree or disagree with the following statement: Media owners should not limit what their journalists are reporting or commenting on in the news and current events.	Strongly agree	45.1%
	Somewhat agree	25.8%
	Neither agree nor disagree	2.2%
	Somewhat disagree	15.7%
	Strongly disagree	8.8%
	DK/NA	2.4%
Total		100.0%

		Col %
3. Some people believe that there is too much concentration of media ownership in Canada. In other words a small number of companies, such as CanWest Global and Bell Canada Enterprises, control too large a proportion of Canada's newspapers, radio and television stations. Would you agree or disagree?	Strongly agree	48.5%
	Somewhat agree	25.6%
	Neither agree nor disagree	6.1%
	Somewhat disagree	10.4%
	Strongly disagree	4.9%
	DK/NA	4.5%
Total		100.0%

		Col %
4. Some people have suggested that the firing of publisher Russ Mills after the Ottawa Citizen editorial called for Prime Minister Chretien's resignation, was a result of the fact that the Asper family are supporters and friends of Chretien. What about you? Do you agree or disagree with those who believe the firing of Russ Mills was a result of the Aspers' support and friendship with the Prime Minister?	Strongly agree	32.3%
	Somewhat agree	18.7%
	Neither agree nor disagree	11.9%
	Somewhat disagree	8.0%
	Strongly disagree	7.3%
	DK/NA	21.8%
Total		100.0%

5. I'm going to read you some statements. After each statement please tell me if you agree or disagree.

		Col %
5. a) A small number of companies control a large number of Canada's newspapers. This has limited the quality of information and variety of opinion which is available in Canada's daily newspapers.	Strongly agree	42.1%
	Somewhat agree	30.2%
	Neither agree nor disagree	4.4%
	Somewhat disagree	11.0%
	Strongly disagree	6.3%
	DK/NA	6.0%
Total		100.0%

		Col %
5. b) The concentration of media ownership in Canada is a serious problem and the Canadian government should take steps to deal with this problem.	Strongly agree	34.6%
	Somewhat agree	31.7%
	Neither agree nor disagree	3.8%
	Somewhat disagree	12.9%
	Strongly disagree	11.9%
	DK/NA	5.1%
Total		100.0%

		Col %
5. c)The actions of CanWest and the Asper family are limiting the quality of information and the variety of opinion available in the Canadian media.	Strongly agree	38.5%
	Somewhat agree	25.8%
	Neither agree nor disagree	7.2%
	Somewhat disagree	11.1%
	Strongly disagree	5.2%
	DK/NA	12.2%
Total		100.0%

		Col %
5. d)There should be stronger legal protection for the rights of individual journalists to cover news and express their views in the newspapers they work for.	Strongly agree	51.9%
	Somewhat agree	25.5%
	Neither agree nor disagree	3.8%
	Somewhat disagree	8.2%
	Strongly disagree	7.1%
	DK/NA	3.5%
Total		100.0%

		Col %
5. e)Freedom of expression in the media is a cornerstone of Canadian democracy. However, a small number of companies owning too large a part of Canada's newspapers, radio and television stations, has undermined freedom of expression in the Canadian media.	Strongly agree	42.2%
	Somewhat agree	32.5%
	Neither agree nor disagree	3.9%
	Somewhat disagree	11.3%
	Strongly disagree	6.0%
	DK/NA	4.1%
Total		100.0%