

Leger

Payment of Bonuses by CBC

Canadian
Taxpayers
Federation



Methodology



Method

Canadian online survey via Leger's LEO panel, with n=1526 Canadian residents aged 18+.

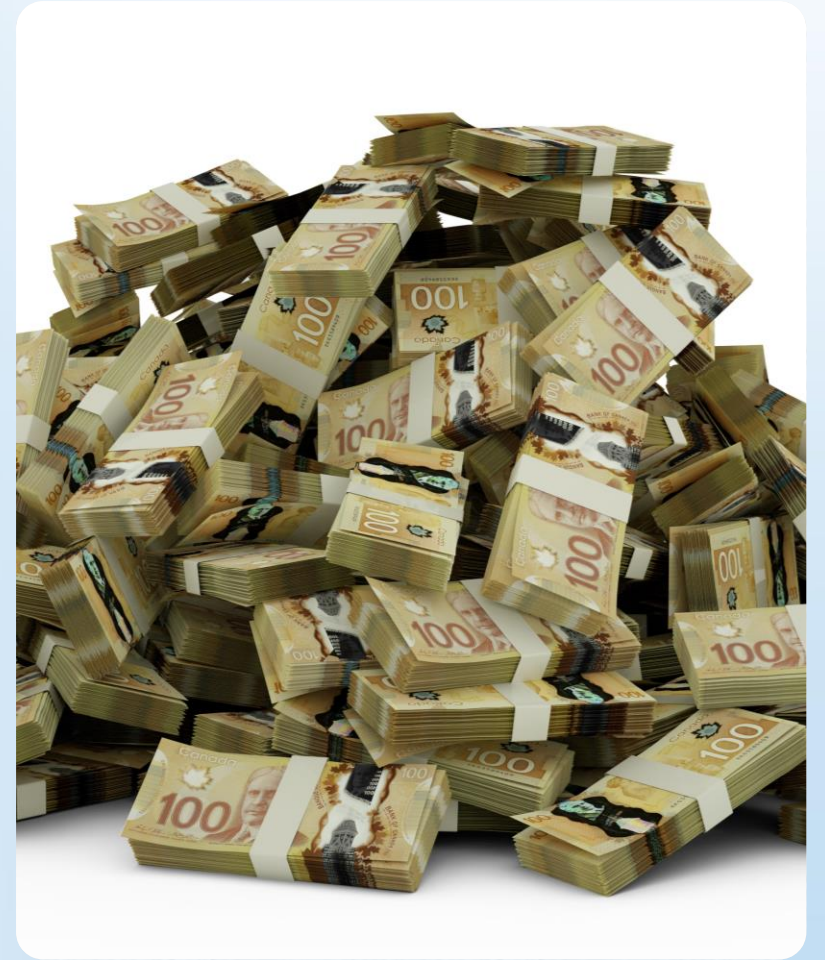
When

16th to 18 of August 2024, inclusive

Margin of error

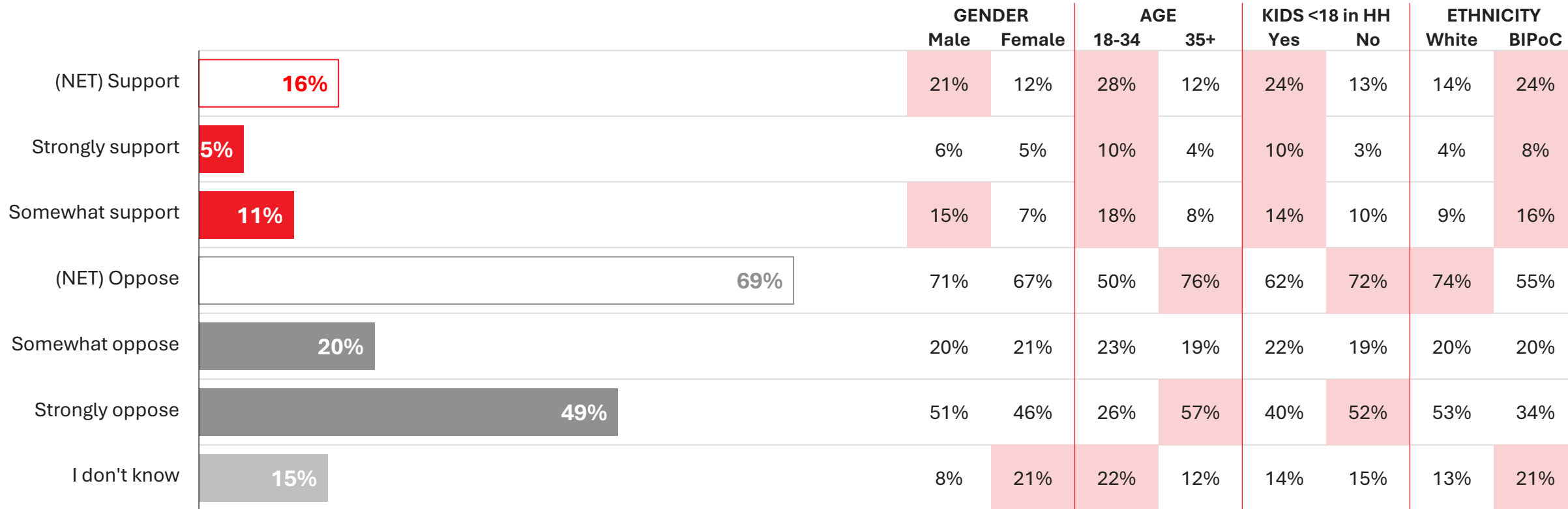
For comparison purposes, a probability sample of this size (n=1526) yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20)

Detailed Results



Most (69%) oppose the decision for the CBC to pay out \$18M in bonuses.

Opposition (and in fact, strong opposition) is highest among those aged 35+, those without younger children in the home, white Canadians, and additionally, among rural residents (59% are strongly opposed to the payment of these bonuses vs. 47% of urban or suburban residents). Support for the bonuses is higher among younger Canadians (aged 18-34), men, those with kids <18 in the home, BIPOC individuals, Quebecers (21% vs. 15% in the rest of Canada), and those with a university education (23% vs. 13% with a lesser education).



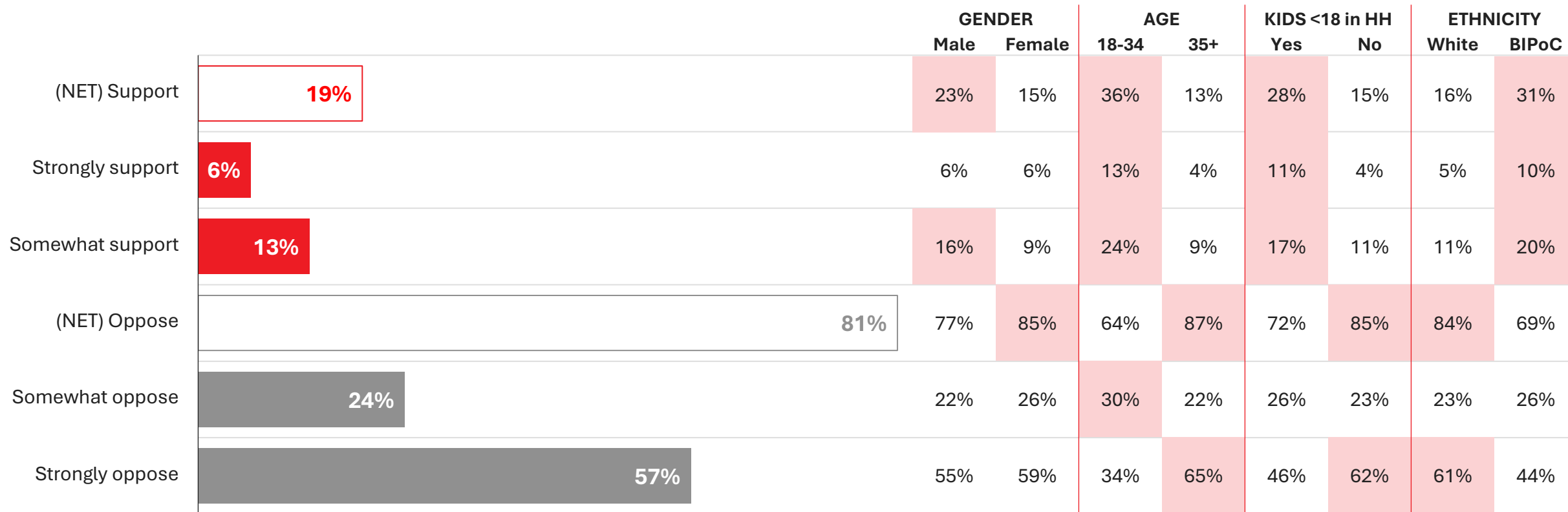
Q. Recently released documents confirm the CBC paid out more than \$18 million in bonuses this year (2023-24). Given the CBC receives government funding of more than a billion dollars annually, do you support or oppose the decision to pay out more than \$18 million in bonuses?

Base: ALL n=1526

Significantly higher than its counterparts 4

Opposition to the payout of CBC bonuses soars to 81% once those with no opinion are removed, with 57% strongly opposed.

After eliminating those who didn't know how they felt, support for the decision of CBC to pay out more than \$18 million in bonuses increases, but opposition increases by 12 points. There are few demographic changes once the 'I don't know' results are removed (men, younger Canadians, those with children, and BIPOC individuals support the bonus payments), however, women are more opposed to this payout than men.



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Base: Excluding those saying 'I don't know' n=1326

Significantly higher than its counterparts 5

Our Team



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