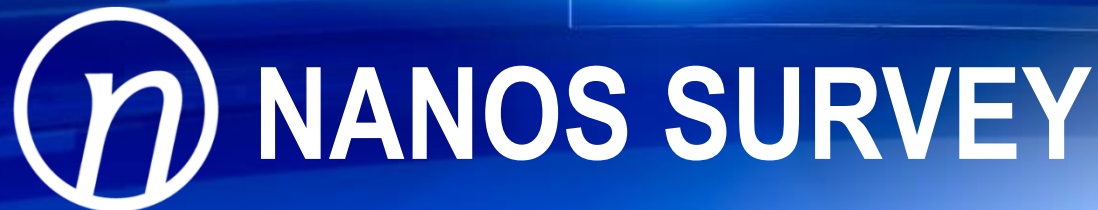


Satisfaction with Trudeau government strong – support for CMHC changes high

National survey released December, 2015

Project 2015-761





Trudeau honeymoon continues into holiday season – Canadians support increasing deposit for CMHC coverage

The latest CTV News/Nanos survey suggests Canadians remain satisfied with the Trudeau Liberal government as 2015 is wrapped up. Testing on changes to the CMHC rules related to increase the down payment on larger mortgages to qualify for CMHC insurances is quite strong.

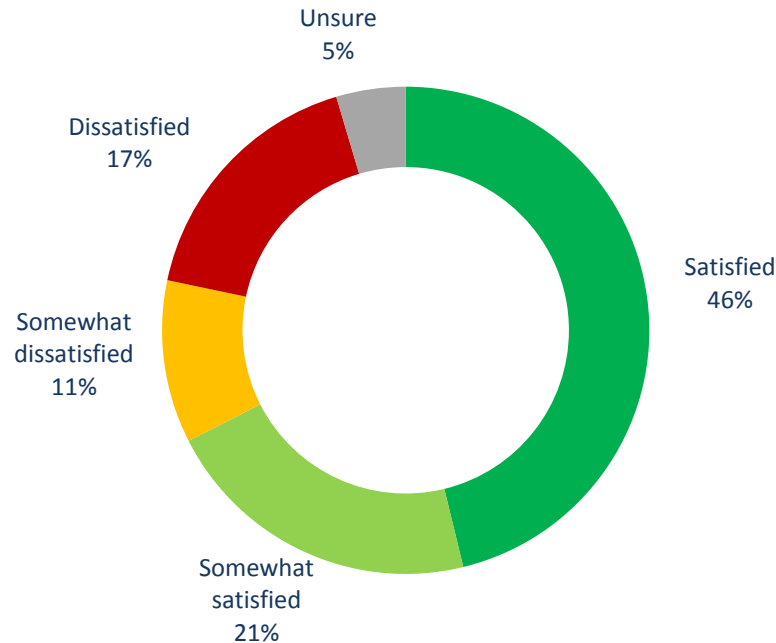
- **Satisfaction with the Liberals** – About two of every three Canadians are satisfied (46%) or somewhat satisfied (21%) with the first part of the Trudeau Government mandate while about three in ten are dissatisfied (17%) or somewhat dissatisfied (11%).
- **Who is most and least satisfied** - Levels of satisfaction are the highest among Atlantic Canadians (79%), British Columbians (74%), Canadians aged 50 to 59 (74%) and women (72%). Although, overall satisfaction cuts across all regions and demographics groups it is comparative lowest, although still a majority opinion, in the Prairie provinces (57% are satisfied or somewhat satisfied)
- **Changes to CMHC Insurance Requirements** – Canadians are quite supportive of new measures introduced by the Liberals requiring larger down payment on high value homes to qualify for CMHC insurance. More than eight of ten Canadians support (65%) or somewhat support (18%) this change while one in seven Canadians oppose (8%) or somewhat oppose (6%) this measure.

These observations are based on a hybrid survey commissioned by CTV News and conducted by Nanos Research. Individuals were randomly recruited (land- and cell-line) sample using live agents and the survey was administered online random survey completed between December 18th to 21st, 2015. It was comprised of 1,000 Canadians. A random survey of 1000 Canadians is accurate 3.1 percentage points plus or minus, 19 times out of 20.

Trudeau government satisfaction

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18th to 21st, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+39.6



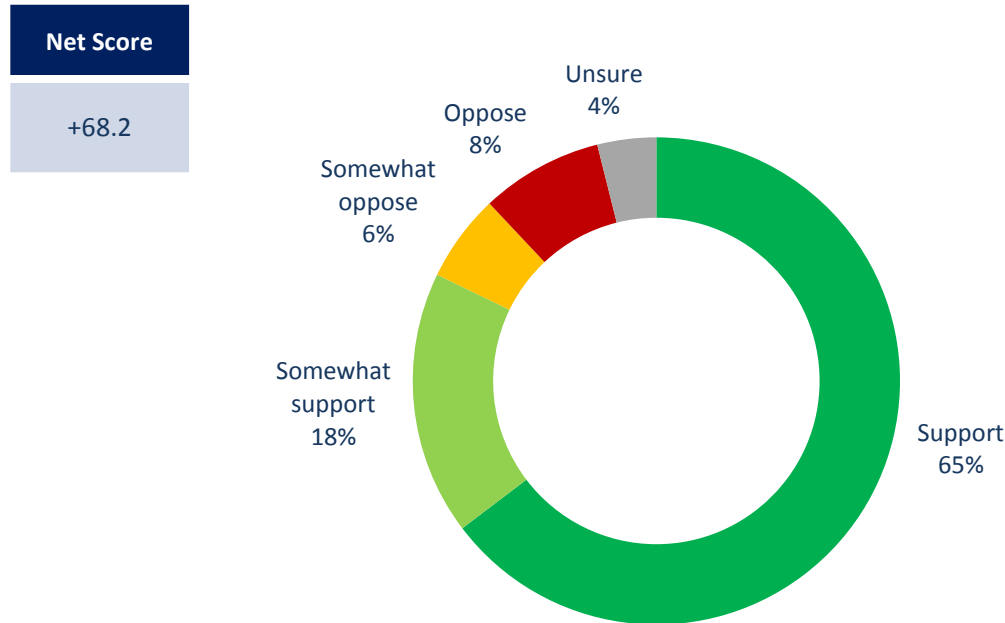
*Note: Charts may not add up to 100 due to rounding

Subgroups	Satisfied/ somewhat satisfied
Atlantic (n=100)	79.0%
Quebec (n=250)	66.2%
Ontario (n=300)	68.6%
Prairies (n=200)	56.6%
British Columbia (n=150)	74.2%
Male (n=500)	63.2%
Female (n=500)	71.8%
18 to 29 (n=206)	66.9%
30 to 39 (n=169)	62.1%
40 to 49 (n=208)	66.1%
50 to 59 (n=178)	73.5%
60 plus (n=239)	68.7%

QUESTION – Based on what you have seen in the first part of the Trudeau government mandate, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with what they have done so far?

Changes to CMHC insurance

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18th to 21st, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Support/ somewhat support
Atlantic (n=100)	81.3%
Quebec (n=250)	85.6%
Ontario (n=300)	82.2%
Prairies (n=200)	80.4%
British Columbia (n=150)	79.6%
Male (n=500)	81.4%
Female (n=500)	82.9%
18 to 29 (n=206)	69.9%
30 to 39 (n=169)	81.8%
40 to 49 (n=208)	82.7%
50 to 59 (n=178)	84.1%
60 plus (n=239)	91.0%

QUESTION – Currently higher priced homes only need a five per cent down payment to qualify for Canada Mortgage and Housing Corporation (CMHC) insurance. Starting in February 2016, the CMHC will require a 10 per cent down payment on the portion of any mortgage it insures over \$500,000. Do you support, somewhat support, somewhat oppose, or oppose requiring people to have a 10% down payment to buy homes over \$500,000 to qualify for the CMHC mortgage insurance?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 18th, and 21st, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description
Organization who commissioned the research	CTV
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	December 18 th to 21 st , 2015
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Eleven percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module four of an omnibus survey. Module one was about top unprompted issues of concern and module two was about vote preferences. Module three was about bringing Syrian refugees to Canada.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



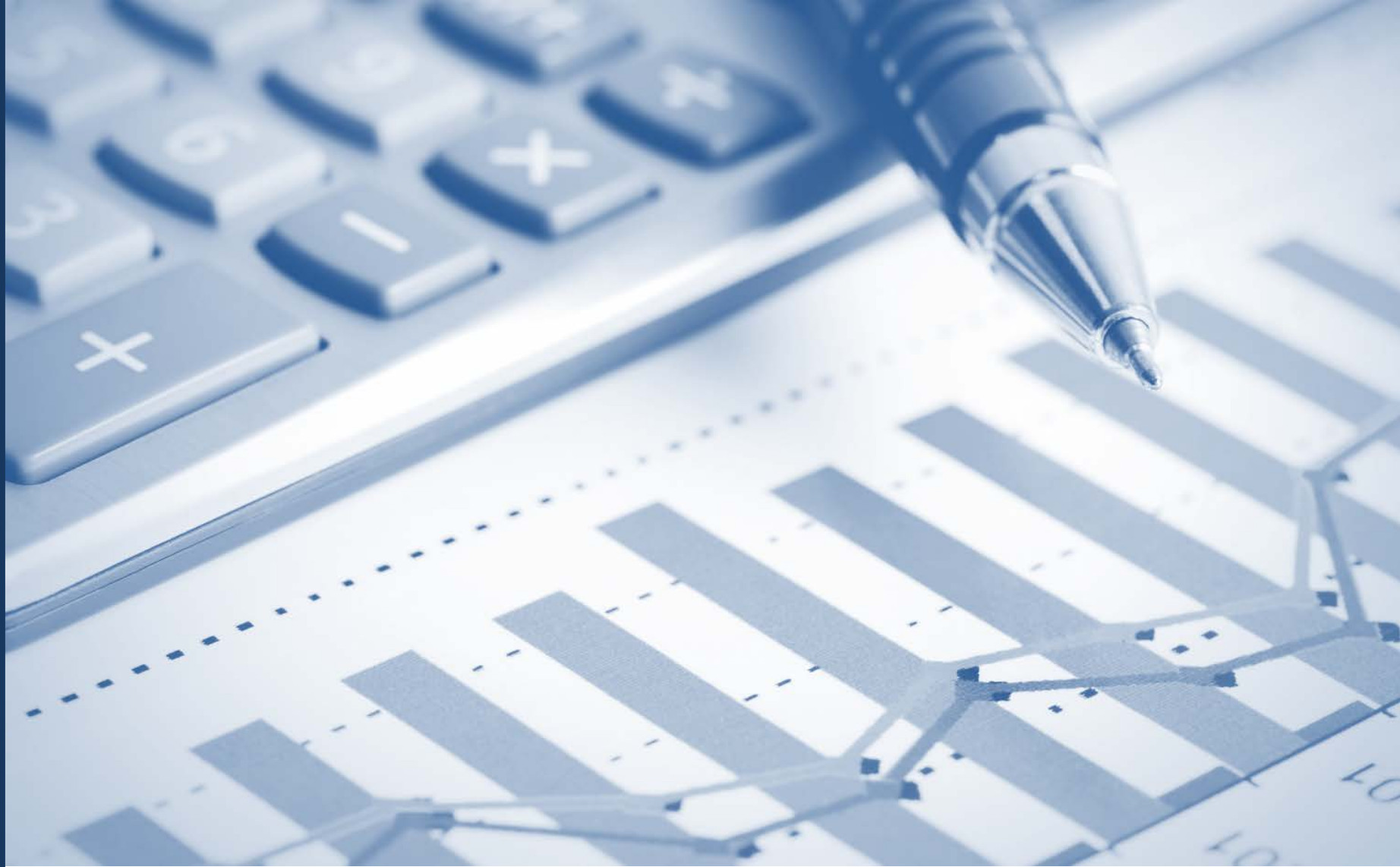
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Tabulations





2015-761 – CTV December – Mandate – STAT SHEET

Question 4 - Currently higher priced homes only need a five per cent down payment to qualify for Canada Mortgage and Housing Corporation (CMHC) insurance. Starting in February 2016, the CMHC will require a 10 per cent down payment on the portion of any mortgage it insures over \$500,000. Do you support, somewhat support, somewhat oppose, or oppose requiring people to have a 10% down payment to buy homes over \$500,000 to qualify for the CMHC mortgage insurance?

		Region					Gender		Age					
		Canada 2015-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	127	139	187	267	280
	Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
Support	%	64.6	64.5	66.8	67.3	66.1	54.0	67.0	62.2	50.8	65.9	62.5	69.8	73.6
Somewhat support	%	17.5	16.8	18.8	14.9	14.3	25.6	14.4	20.7	19.1	15.9	20.2	14.3	17.4
Somewhat oppose	%	5.8	4.7	5.1	5.3	6.7	7.6	5.7	6.0	7.7	8.1	5.7	5.5	2.9
Oppose	%	8.1	6.1	6.6	8.3	8.5	11.0	9.6	6.6	13.6	8.6	9.8	6.3	3.0
Unsure	%	3.9	7.9	2.6	4.2	4.5	1.8	3.3	4.5	8.8	1.5	1.8	3.9	3.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 18th and 21st, 2015. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.



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Question 5 - Based on what you have seen in the first part of the Trudeau government mandate, are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with what they have done so far?

		Region						Gender		Age				
		Canada 2015-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	127	139	187	267	280
	Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
Satisfied	%	46.2	55.8	37.7	51.2	39.5	52.9	43.7	48.7	44.8	42.7	42.8	53.5	47.5
Somewhat satisfied	%	21.3	23.2	28.5	17.4	17.1	21.3	19.5	23.1	22.1	19.4	23.3	20.0	21.2
Somewhat dissatisfied	%	10.8	6.4	15.2	9.1	12.3	7.7	11.5	10.0	11.9	14.4	6.4	7.9	13.2
Dissatisfied	%	17.1	12.3	14.7	16.8	25.0	14.5	20.9	13.3	17.1	15.6	23.1	15.4	14.4
Unsure	%	4.6	2.2	3.9	5.5	6.0	3.6	4.3	4.8	4.0	7.9	4.5	3.2	3.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 18th and 21st, 2015. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.