

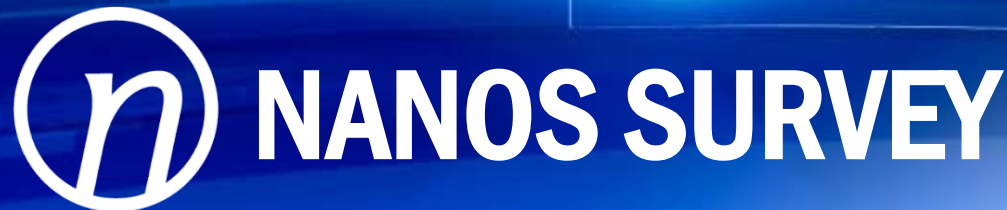
***Majority of Canadians see budget delay as unnecessary –
Conservative advantage on economic issues a mixed bag***

National survey released March, 2015

Project 2015-638

The logo for CTV News is displayed against a dark blue background with a subtle world map. The letters 'C', 'T', and 'V' are positioned above the word 'NEWS'. 'C' is a red sphere with a white outline, 'T' is a blue square with a white outline, and 'V' is a green inverted triangle with a white outline. Below these, the word 'NEWS' is written in large, white, serif capital letters.

**CTV
NEWS**

The Nanos Survey logo features a white lowercase 'n' inside a white circle, followed by the words 'NANOS SURVEY' in white, bold, sans-serif capital letters.

n NANOS SURVEY



Conservative Party has advantage on managing government spending but not on promoting economic growth

“The research suggests the Conservative advantage on all things economic may, in reality, be a mixed bag.”

Nik Nanos, Chairman

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The Conservative Party holds a clear advantage over the other parties when it comes to managing government spending but are not more trusted when it comes to promoting economic growth. While a narrow majority at least somewhat supports more spending on security, few think the impact of the spending will have a major effect on the threat.

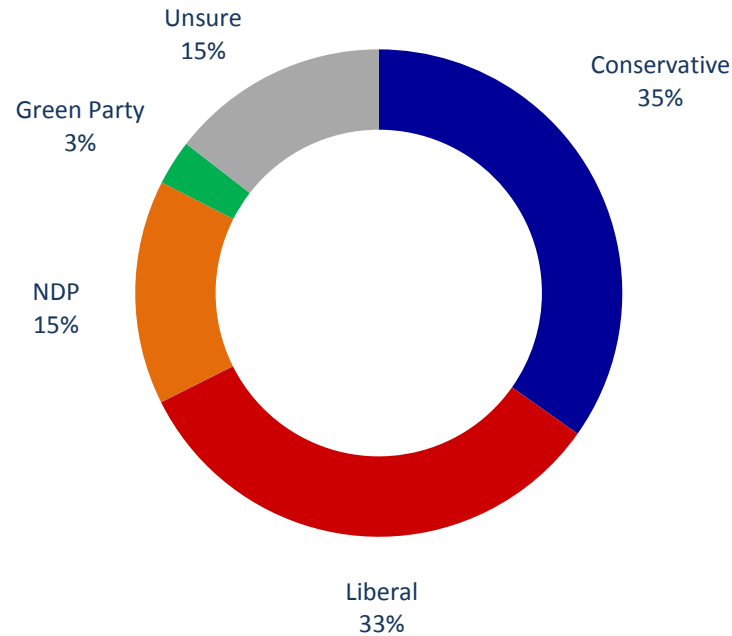
- **Trust to promote economic growth** – The Conservative (35%) and Liberal (33%) parties are virtually tied when it comes to being the party most trusted to promote economic growth.
- **Trust to manage government spending** – the Conservative Party (35%) is the most trusted to manage government spending with the Liberal party (28%) in second place.
- **Impact of security spending on terrorist threat** – Forty four per cent of Canadians think more spending on security will have only a minor impact on the likelihood of a terrorist attack while another 33% say it will have no impact.
- **Security as spending priority** – 22% support and 31% somewhat support more spending on security to prevent terror threats in Canada.
- **Delay of the federal budget** – A majority of Canadians believe that it was unnecessary to delay the federal budget while 35% of Canadians think it was prudent to delay the federal budget because of market instability.



 **NANOS SURVEY**

Trust To Promote Economic Growth

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 21st to 24th, 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**

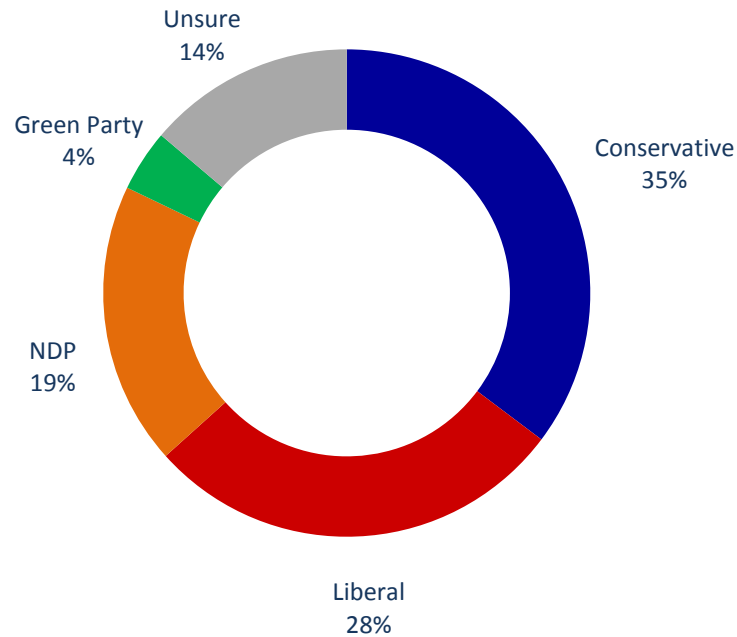
QUESTION – Which federal party do you trust the most to promote economic growth? [RANDOMIZE]



NANOS SURVEY

Trust To Manage Government Spending

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 21st to 24th, 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**

QUESTION – Which federal party do you trust the most to manage government spending? [RANDOMIZE]

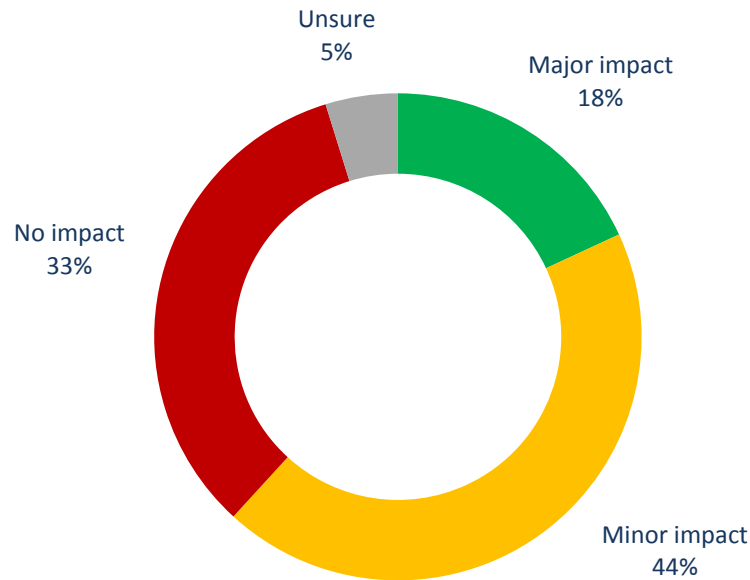


NANOS SURVEY

Impact of Spending on Security

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-59



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

Subgroups	Major impact
Atlantic (n=100)	20.6%
Quebec (n=250)	16.2%
Ontario (n=300)	20.0%
Prairies (n=200)	19.9%
British Columbia (n=150)	13.5%
Male (n=496)	18.8%
Female (n=504)	17.4%
18 to 29 (n=206)	10.9%
30 to 39 (n=169)	21.8%
40 to 49 (n=208)	19.1%
50 to 59 (n=178)	18.2%
60 plus (n=239)	20.7%

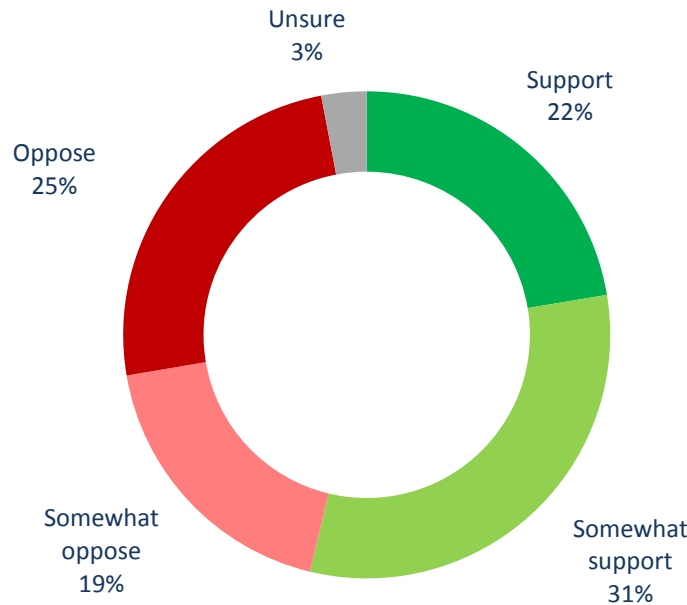
QUESTION – Do you think the government spending more money on security to prevent terror threats in Canada will have a major, minor or no impact on the likelihood of a terror attack in Canada?



Support for Security as a Spending Priority

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+10.5



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

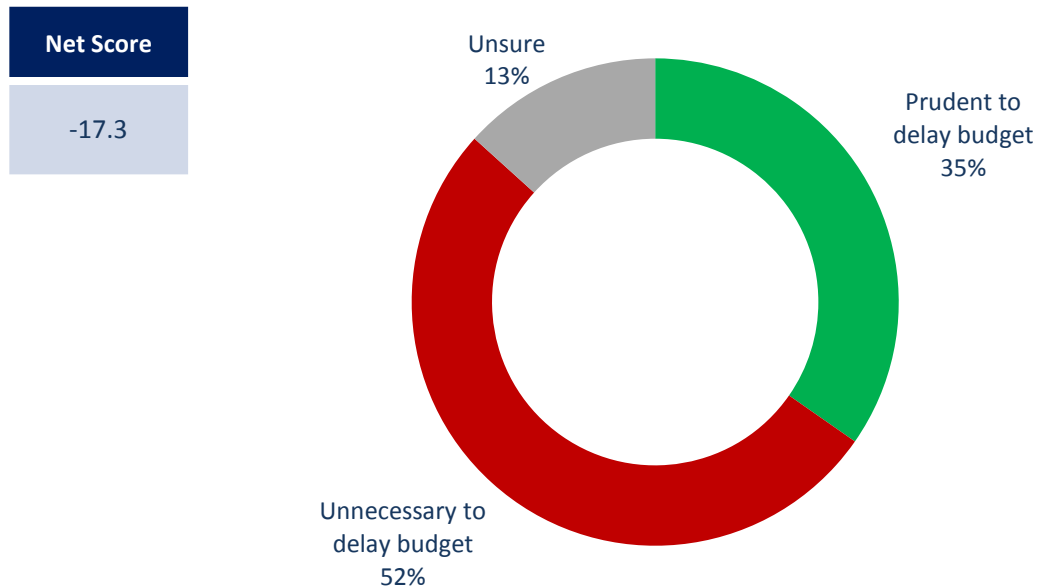
Subgroups	Support/ Somewhat support
Atlantic (n=100)	54.1%
Quebec (n=250)	50.3%
Ontario (n=300)	59.4%
Prairies (n=200)	56.0%
British Columbia (n=150)	45.2%
Male (n=496)	54.0%
Female (n=504)	53.5%
18 to 29 (n=206)	43.0%
30 to 39 (n=169)	58.4%
40 to 49 (n=208)	59.9%
50 to 59 (n=178)	53.1%
60 plus (n=239)	54.9%

QUESTION – Considering all the spending priorities of the Government of Canada, do you support, somewhat support, somewhat oppose or oppose more spending on security to prevent terror threats here in Canada?



Delay of the Federal Budget

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Prudent to delay budget
Atlantic (n=100)	35.0%
Quebec (n=250)	34.5%
Ontario (n=300)	35.6%
Prairies (n=200)	34.7%
British Columbia (n=150)	32.8%
Male (n=496)	36.9%
Female (n=504)	32.5%
18 to 29 (n=206)	28.0%
30 to 39 (n=169)	32.2%
40 to 49 (n=208)	36.5%
50 to 59 (n=178)	37.9%
60 plus (n=239)	38.2%

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

QUESTION – As you may know, the federal budget was delayed by the Government of Canada because of market instability and items such as the changing price of oil. [ROTATE] Some people think it was prudent to delay the budget, other people think the delay was unnecessary. Which of the two views, if either, best reflects your personal opinion?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between March 21st and 24th, 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.

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.



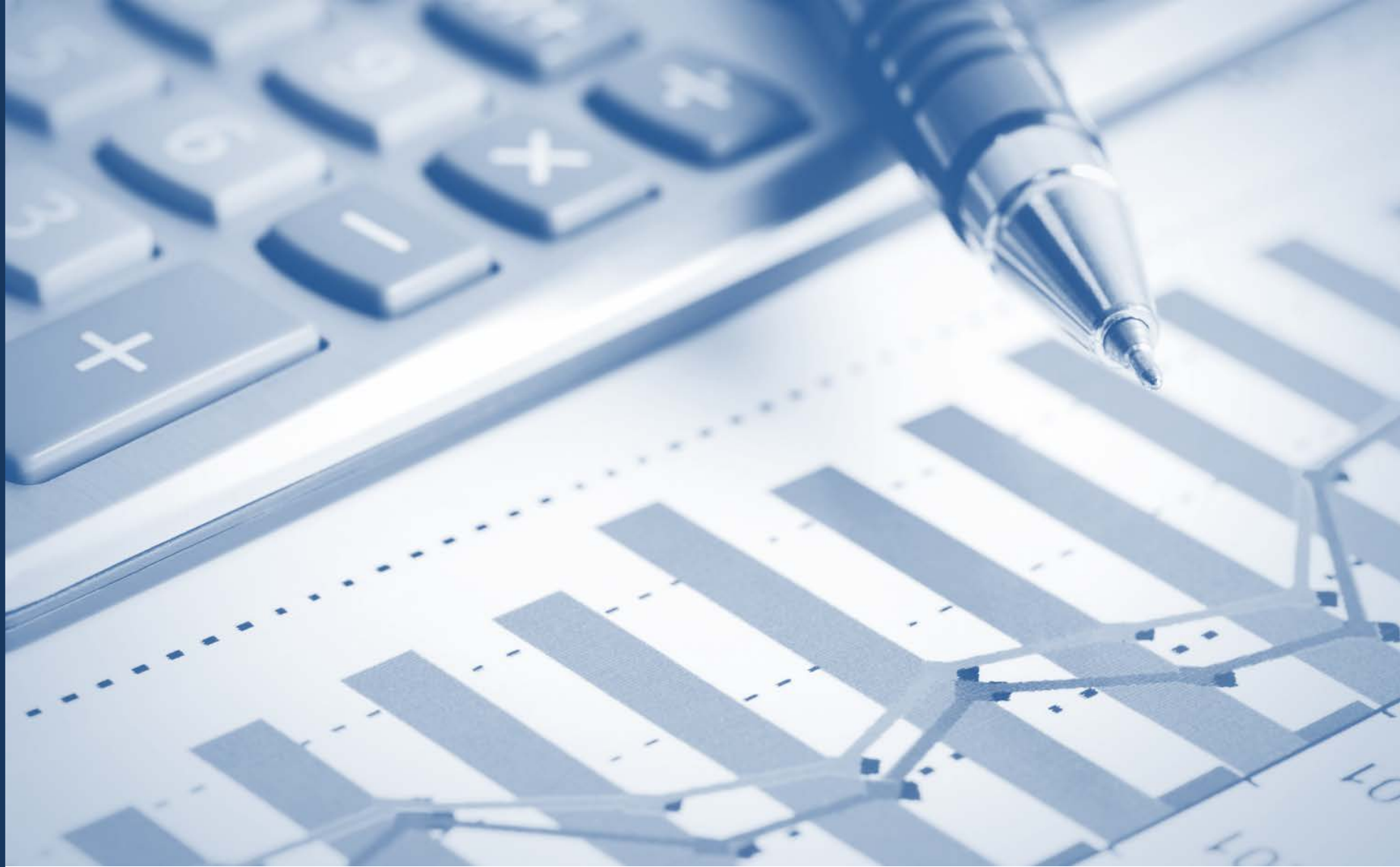
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Tabulations





2015-638-CTV/Nanos Survey - STAT SHEET

		Question 1 - Which federal party do you trust the most to promote economic growth? [RANDOMIZE]					
		Total	Liberal	Conservative	NDP	Green	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-02	1000	32.8	34.8	14.9	3.0	14.5
	Atlantic Canada	100	41.9	31.0	8.3	2.5	16.3
	Quebec	250	30.8	24.5	28.0	3.1	13.5
	Ontario	300	36.2	38.9	10.3	.9	13.6
	Prairies	200	29.8	42.2	9.5	3.1	15.4
	British Columbia	150	27.3	36.3	13.6	7.3	15.6
Gender	Male	496	34.4	38.5	13.5	2.6	11.0
	Female	504	31.3	31.1	16.2	3.4	18.0
Age	18 to 29	206	29.7	33.4	12.9	6.6	17.4
	30 to 39	169	36.9	35.3	9.6	3.0	15.2
	40 to 49	208	32.9	32.3	15.5	2.7	16.6
	50 to 59	178	34.0	35.2	14.0	.7	16.0
	60 plus	239	31.7	37.4	20.3	1.9	8.7

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between March 21st to 24th, 2015, as part of an omnibus survey. 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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2015-638-CTV/Nanos Survey – STAT SHEET

		Question 2 – Which federal party do you trust the most to manage government spending? [RANDOMIZE]					
		Total	Liberal	Conservative	NDP	Green	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-02	1000	28.1	35.3	18.8	4.1	13.8
	Atlantic Canada	100	34.4	29.2	13.9	.0	22.6
	Quebec	250	27.3	25.8	31.3	3.2	12.4
	Ontario	300	30.3	40.8	13.4	1.9	13.7
	Prairies	200	26.9	39.3	15.4	4.0	14.4
	British Columbia	150	22.4	38.6	16.6	12.8	9.6
Gender	Male	496	30.0	39.1	16.6	2.8	11.5
	Female	504	26.2	31.5	20.9	5.3	16.0
Age	18 to 29	206	28.3	32.2	16.8	7.3	15.4
	30 to 39	169	30.5	32.2	16.1	2.8	18.4
	40 to 49	208	26.0	36.7	19.7	3.4	14.1
	50 to 59	178	26.9	35.7	20.7	2.7	14.1
	60 plus	239	28.9	38.5	20.2	3.8	8.6

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2015-638-CTV/Nanos Survey – STAT SHEET

Question 3 – Do you think the government spending more money on security to prevent terror threats in Canada will have a major, minor or no impact on the likelihood of a terror attack in Canada?

		Total	Major impact	Minor impact	No impact	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-02	1000	18.1	43.7	33.4	4.8
	Atlantic Canada	100	20.6	32.7	38.0	8.7
	Quebec	250	16.2	44.3	34.2	5.2
	Ontario	300	20.0	42.3	32.8	4.9
	Prairies	200	19.9	50.4	26.8	3.0
	British Columbia	150	13.5	44.2	38.9	3.4
Gender	Male	496	18.8	44.2	33.8	3.2
	Female	504	17.4	43.3	33.0	6.3
Age	18 to 29	206	10.9	45.5	37.4	6.2
	30 to 39	169	21.8	42.1	32.6	3.4
	40 to 49	208	19.1	47.2	29.8	3.8
	50 to 59	178	18.2	39.3	36.7	5.8
	60 plus	239	20.7	43.6	31.2	4.5

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between March 21st to 24th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.



2015-638-CTV/Nanos Survey – STAT SHEET

Question 4 – Considering all the spending priorities of the Government of Canada, do you support, somewhat support, somewhat oppose or oppose more spending on security to prevent terror threats here in Canada?

		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-02	1000	22.4	31.4	18.6	24.7	3.0
	Atlantic Canada	100	22.9	31.2	18.6	24.3	3.0
	Quebec	250	19.8	30.5	20.6	24.4	4.7
	Ontario	300	26.0	33.4	13.5	23.7	3.5
	Prairies	200	25.2	30.8	22.9	18.9	2.2
	British Columbia	150	15.3	29.9	19.4	35.3	.0
Gender	Male	496	23.6	30.4	18.9	23.6	3.6
	Female	504	21.2	32.3	18.3	25.8	2.4
Age	18 to 29	206	11.7	31.3	26.0	27.3	3.7
	30 to 39	169	23.9	34.5	17.0	21.0	3.6
	40 to 49	208	25.0	34.9	14.5	23.1	2.5
	50 to 59	178	28.1	25.0	15.7	28.5	2.6
	60 plus	239	23.9	31.0	19.0	23.6	2.5

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between March 21st to 24th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.



2015-638-CTV/Nanos Survey – STAT SHEET

Question 5 – As you may know, the federal budget was delayed by the Government of Canada because of market instability and items such as the changing price of oil [ROTATE]. Some people think it was prudent delay the budget, other people think the delay was unnecessary. Which of the two views, if either, best reflects your personal opinion?

		Total	It was prudent to delay the budget	The delay was unnecessary	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2015-02	1000	34.7	52.0	13.3
	Atlantic Canada	100	35.0	51.6	13.4
	Quebec	250	34.5	48.7	16.7
	Ontario	300	35.6	51.6	12.8
	Prairies	200	34.7	53.7	11.6
	British Columbia	150	32.8	56.3	10.9
Gender	Male	496	36.9	53.9	9.2
	Female	504	32.5	50.1	17.4
Age	18 to 29	206	28.0	51.2	20.8
	30 to 39	169	32.2	52.7	15.0
	40 to 49	208	36.5	50.9	12.6
	50 to 59	178	37.9	50.6	11.5
	60 plus	239	38.2	54.2	7.7

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between March 21st to 24th, 2015, as part of an omnibus survey. 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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