

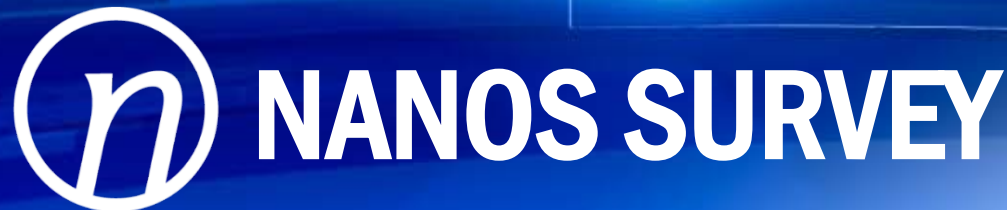
Canadians interested in debates – see Mulcair as likely winner

National survey released June 10th, 2015

Project 2015-678

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



Canadians interested in federal leaders' debate – place Mulcair as likely winner

Canadians are interested in watching a federal leaders' debate prior to the start of the official federal election campaign. Thomas Mulcair is the favorite to win the hypothetical debate.

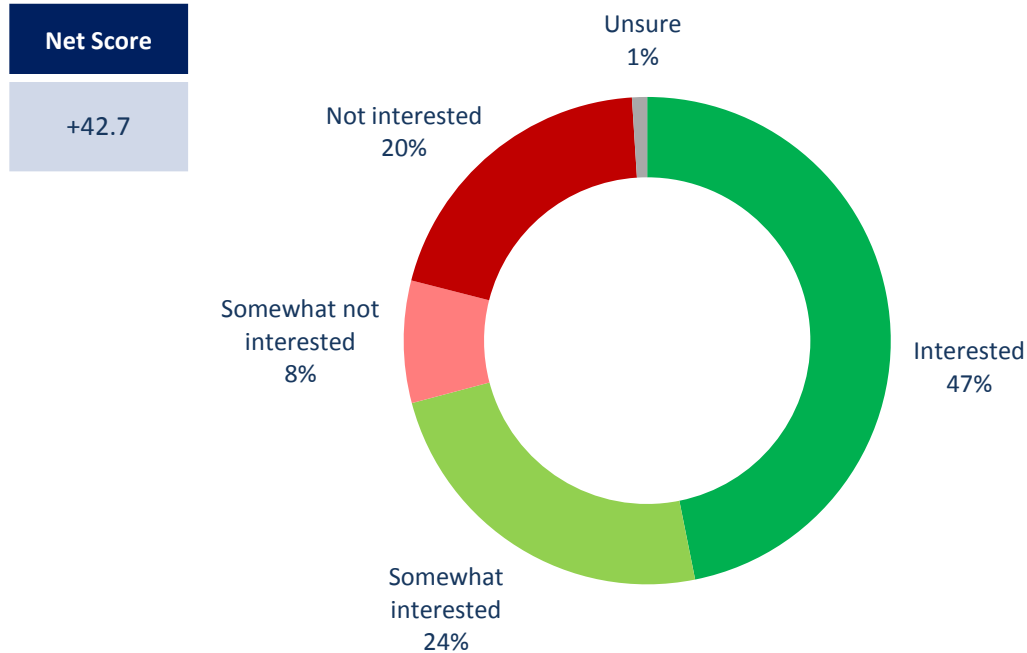
- **Public's interest in a federal leaders' debate** – When asked about their level of interest in a political debate taking place prior to the start of the election campaign, the majority of Canadians answered positively, with 47% interested and 24% somewhat interested in the possibility.
- **Likely winner of the debate** – Of the current federal political party leaders, thirty-seven percent (37%) of Canadians believe Thomas Mulcair would be most likely to win a federal leaders' debate, followed by Stephen Harper (26%), and Justin Trudeau (16%). Canadians believe Elizabeth May and Mario Beaulieu were least likely to win a federal leaders debate (5% and 0.3% respectively).



NANOS SURVEY

Interest in Federal Leaders Debate

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



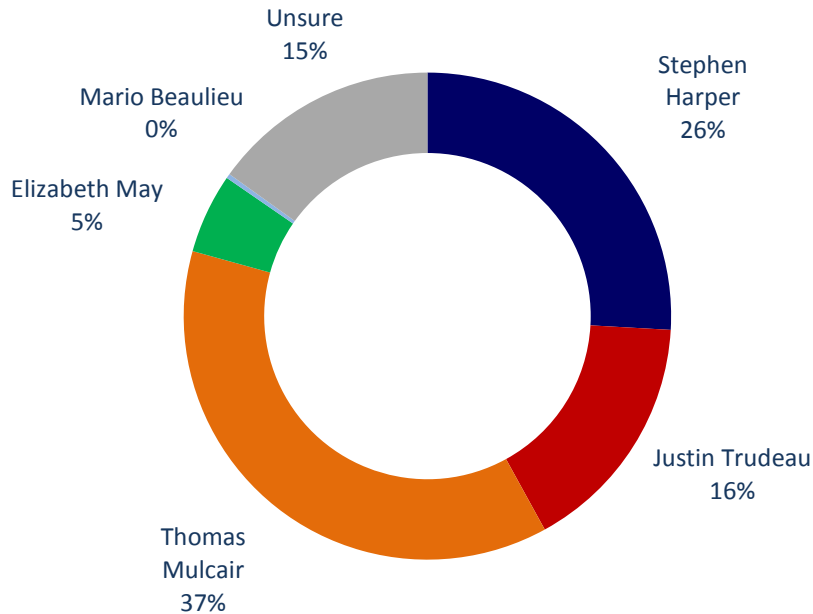
Subgroups	Interested/ Somewhat interested
Atlantic (n=100)	70.4%
Quebec (n=250)	68.2%
Ontario (n=300)	72.3%
Prairies (n=200)	70.5%
British Columbia (n=150)	73.3%
Male (n=495)	71.0%
Female (n=505)	70.8%
18 to 29 (n=205)	71.3%
30 to 39 (n=169)	67.2%
40 to 49 (n=208)	71.7%
50 to 59 (n=178)	75.1%
60 plus (n=239)	69.4%

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

QUESTION – Would you be interested, somewhat interested, somewhat not interested or not interested in watching a federal political leaders debate before the official federal election campaign has started?

Likely Winner of Federal Leaders Debate

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Thomas Mulcair
Atlantic (n=100)	46.6%
Quebec (n=250)	41.4%
Ontario (n=300)	36.8%
Prairies (n=200)	30.9%
British Columbia (n=150)	34.0%
Male (n=495)	41.4%
Female (n=505)	33.3%
18 to 29 (n=205)	31.9%
30 to 39 (n=169)	40.8%
40 to 49 (n=208)	33.1%
50 to 59 (n=178)	39.6%
60 plus (n=239)	41.6%

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

QUESTION – Of the current federal political party leaders, who do you think would most likely win a federal leaders debate? [RANDOMIZE]

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between May 24th and 28th, 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.



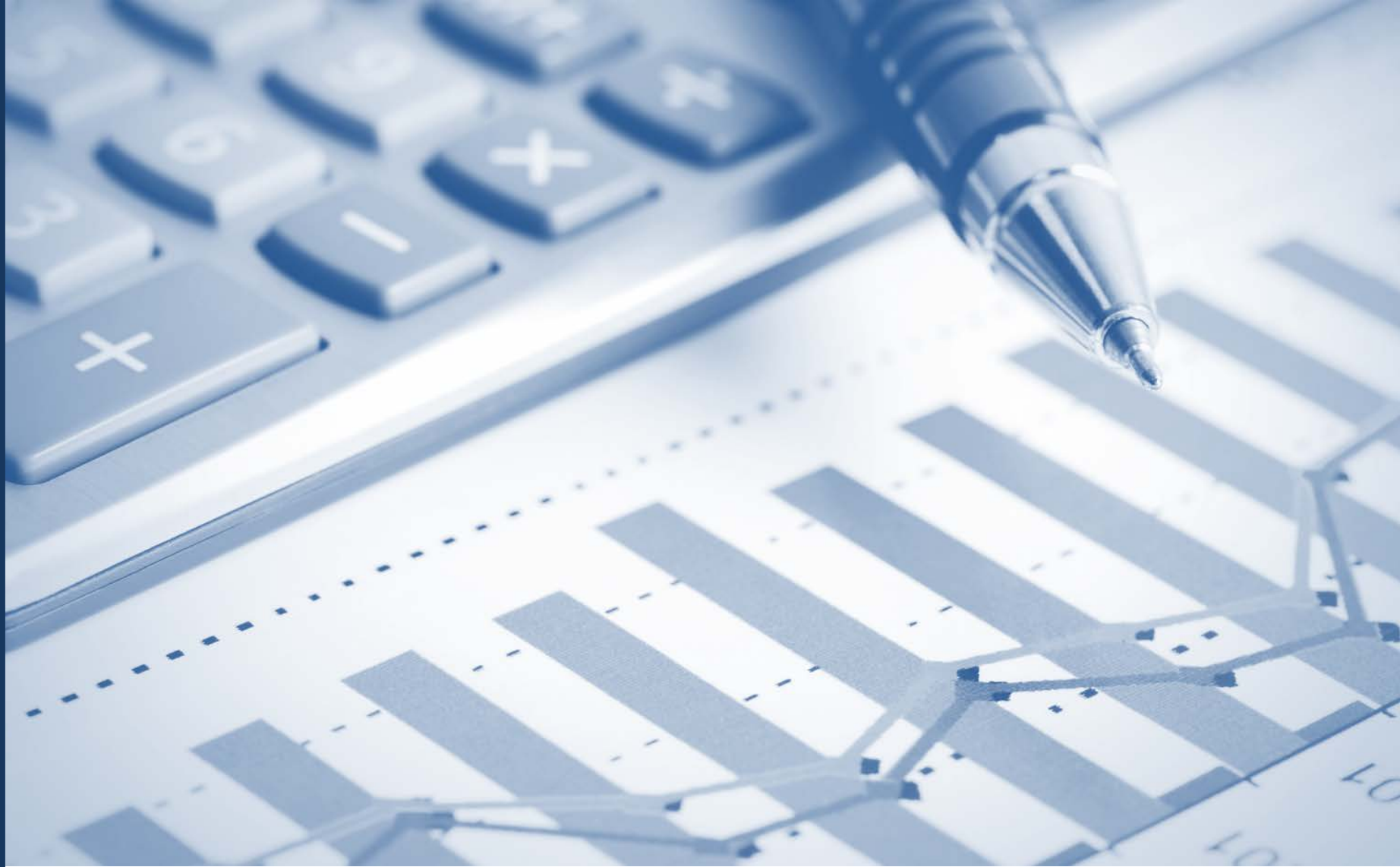
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Tabulations





2015-678B – CTV/Nanos Survey – STAT SHEET

		Question 3 – Would you be interested, somewhat interested, somewhat not interested or not interested in watching a federal political leaders debate before the official federal election campaign has started?					
		Total	Interested	Somewhat interested	Somewhat not interested	Not interested	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	1000	46.8	24.0	8.1	20.0	1.0
	Atlantic Canada	100	47.7	22.7	11.0	17.2	1.3
	Quebec	250	41.8	26.4	7.8	22.3	1.7
	Ontario	300	50.9	21.4	8.2	18.9	.6
	Prairies	200	42.9	27.6	7.1	21.2	1.1
	British Columbia	150	51.7	21.6	7.9	18.8	.0
Gender	Male	495	47.6	23.4	8.9	19.5	.6
	Female	505	46.1	24.7	7.4	20.5	1.3
Age	18 to 29	205	43.6	27.7	9.6	17.8	1.3
	30 to 39	169	44.4	22.8	8.2	23.6	1.0
	40 to 49	208	49.0	22.7	6.9	20.0	1.5
	50 to 59	178	51.5	23.6	5.2	19.7	.0
	60 plus	239	46.0	23.4	10.2	19.7	.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between May 24th to 28th, 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.



2015-678B - CTV/Nanos Survey - STAT SHEET

		Question 4 - Of the current federal political party leaders, who do you think would most likely win a federal leaders debate? [Randomize]						
		Total	Stephen Harper	Justin Trudeau	Thomas Mulcair	Elizabeth May	Mario Beaulieu	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	1000	25.9	16.1	37.3	5.3	.3	15.1
	Atlantic Canada	100	19.5	15.1	46.6	3.1	.0	15.7
	Quebec	250	20.6	15.6	41.4	3.0	.0	19.3
	Ontario	300	24.4	20.1	36.8	4.0	1.0	13.6
	Prairies	200	39.2	12.4	30.9	5.2	.0	12.2
	British Columbia	150	23.9	14.5	34.0	13.0	.0	14.6
Gender	Male	495	30.2	12.9	41.4	3.3	.3	12.0
	Female	505	21.7	19.2	33.3	7.2	.4	18.2
Age	18 to 29	205	23.6	19.6	31.9	6.7	.7	17.4
	30 to 39	169	21.3	18.3	40.8	3.0	1.0	15.5
	40 to 49	208	27.2	17.6	33.1	4.1	.0	18.0
	50 to 59	178	27.2	14.1	39.6	5.3	.0	13.8
	60 plus	239	28.9	11.6	41.6	6.6	.0	11.4

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between May 24th to 28th, 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.