

Most Canadians agree or somewhat agree that companies should commit to maintaining jobs in Canada if they accept financial assistance

National survey released January, 2019
Project 2018-1355B






Seven in ten agree that companies should commit to keeping jobs in Canada before accepting financial aid

More than nine in ten Canadians say that they agree or somewhat agree that companies should make a legal commitment to maintain a certain number of jobs in Canada for a certain number of years before accepting financial assistance from the government. Over six in ten say Crown corporations should factor all aspects when making purchasing decisions, compared to less than a third who say they should be obligated to buy from Canadian companies. Over half oppose or somewhat oppose spending tax dollars on energy companies. A similar number say government should provide incentives to attract new investors to the Cape Breton call centre.

- **More than half of Canadians oppose or somewhat oppose spending tax dollars on energy companies** – Just over half of Canadians oppose (26%) or somewhat oppose (29%) the government spending tax dollars to support energy companies. Almost two in five support (13%) or somewhat support (25%) such spending. Seven per cent are unsure.
- **Over half of Canadians say government should provide new financial incentives to attract new investors to the Cape Breton call centre** – Asked which of three approaches the government should take given the closure of a call centre in Cape Breton, Nova Scotia, 56 per cent say the government should give new financial incentives to attract new investors to take over the call centre, 21 per cent say the government should do nothing to keep the business open and six per cent say the government should provide more loans and other incentives to the US based owners of the business to allow it to keep the 700 jobs in Cape Breton. Sixteen per cent are unsure.
- **More than nine in ten Canadians agree or somewhat agree that companies should accept legal commitment to maintain jobs in Canada before accepting government financial assistance** – Over nine in ten Canadians agree (70%) or somewhat agree (22%) that companies should have to accept a legal commitment to maintain a certain number of jobs in Canada for a certain number of years before accepting government financial assistance. Three per cent somewhat disagree and two per cent disagree. Three per cent are unsure.



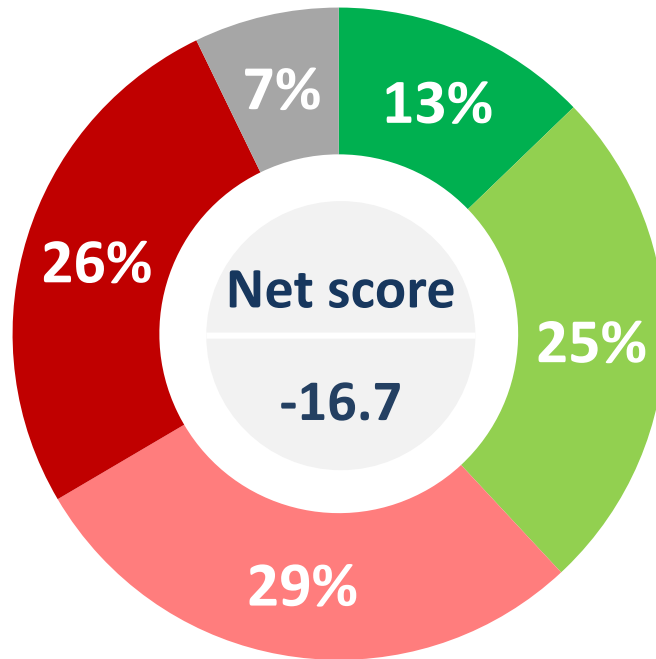
Over three in five say Crown corporations should factor all aspects during procurement

- **More than six in ten Canadians say Crown corporations should consider all aspects when purchasing** – Just over three in five Canadians (62%) say Crown corporations like VIA rail should factor in all aspects of a potential purchase including price, value and ability to deliver even if it means not purchasing from a Canadian company, while 29 per cent say Crown corporations like VIA Rail should be obligated to buy from Canadian companies regardless of any other outstanding issues. Nine per cent are unsure.

These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between December 30th, 2018 and January 5th, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Spending tax dollars on energy companies



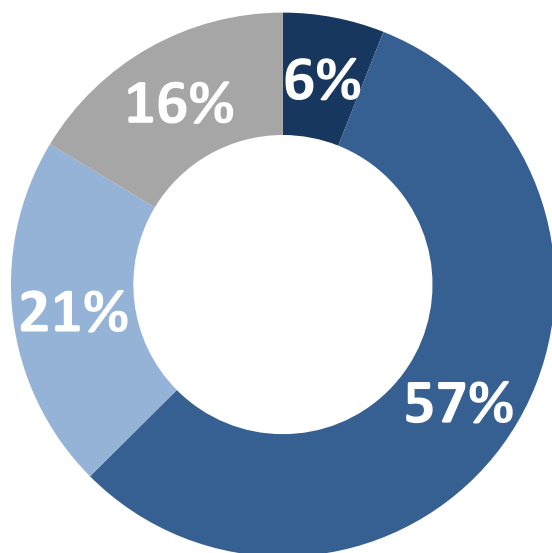
■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

| | Oppose/ Somewhat oppose |
|--------------------------|-------------------------------|
| Atlantic (n=100) | 47.7% |
| Quebec (n=250) | 64.0% |
| Ontario (n=300) | 48.1% |
| Prairies (n=200) | 48.8% |
| British Columbia (n=150) | 65.6% |
| Male (n=522) | 58.0% |
| Female (n=478) | 51.7% |
| 18 to 34 (n=256) | 52.1% |
| 35 to 54 (n=392) | 56.3% |
| 55 plus (n=352) | 55.2% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – The federal government has announced plans to provide 1.5 billion dollars in support for the Canadian energy sector because of the negative impact of the low price of oil. Do you support, somewhat support, somewhat oppose or oppose the government spending tax dollars to support energy companies?

Government loans to Cape Breton call centre employees



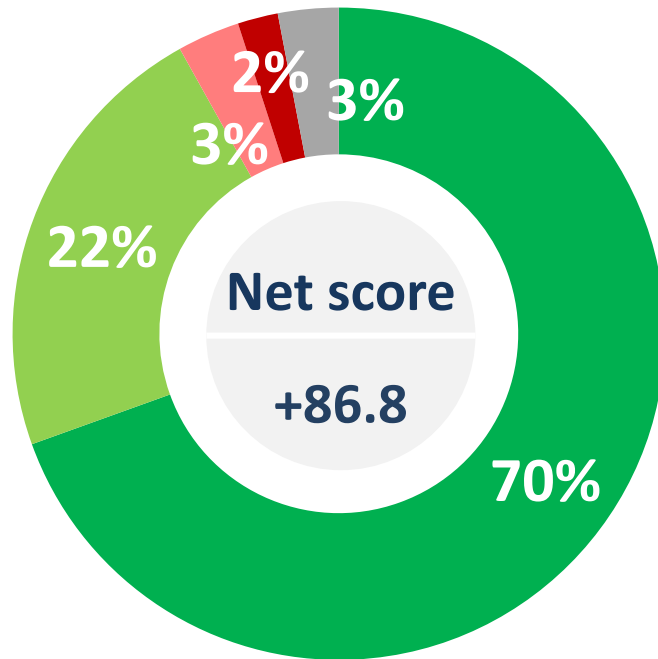
- Government should provide more loans and other incentives to the company to allow it to keep the 700 jobs in Cape Breton
- Government give new financial incentives to attract new investors to take over the call centre
- The government should do nothing to keep the business open or attract new investors
- Unsure

Government incentives to attract new investors

| | |
|--------------------------|-------|
| Atlantic (n=100) | 56.2% |
| Quebec (n=250) | 53.4% |
| Ontario (n=300) | 61.9% |
| Prairies (n=200) | 58.3% |
| British Columbia (n=150) | 47.4% |
| Male (n=522) | 50.5% |
| Female (n=478) | 61.9% |
| 18 to 34 (n=256) | 59.8% |
| 35 to 54 (n=392) | 56.4% |
| 55 plus (n=352) | 53.7% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Almost 700 workers at a call centre in financially depressed Cape Breton Nova Scotia lost their jobs when the US based owners of the business declared bankruptcy. The centre has received loans from the Government of Canada and payroll tax rebates to encourage the business to operate. Which of the following would be the best approach for governments to take with the closure and loss of jobs?



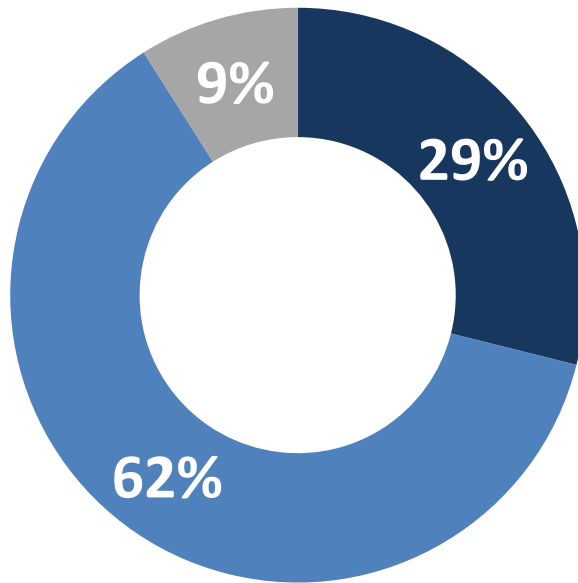
■ Agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Disagree
 ■ Unsure

| | Agree/ Somewhat agree |
|--------------------------|-----------------------------|
| Atlantic (n=100) | 89.8% |
| Quebec (n=250) | 96.6% |
| Ontario (n=300) | 92.4% |
| Prairies (n=200) | 89.0% |
| British Columbia (n=150) | 87.6% |
| Male (n=522) | 92.2% |
| Female (n=478) | 91.4% |
| 18 to 34 (n=256) | 88.2% |
| 35 to 54 (n=392) | 91.1% |
| 55 plus (n=352) | 94.9% |

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree that companies should have to accept a legal commitment to maintain a certain number of jobs in Canada for a certain number of years before accepting government financial assistance?

Crown corporations contracts



- Crown corporations like VIA Rail should be obligated to buy from Canadian companies regardless of any other outstanding issues
- Crown corporations like VIA rail should factor in all aspects of a potential purchase including price, value and ability to deliver even if it means not purchasing from a Canadian company
- Unsure

| | Factor all aspects |
|--------------------------|--------------------|
| Atlantic (n=100) | 52.1% |
| Quebec (n=250) | 50.3% |
| Ontario (n=300) | 70.4% |
| Prairies (n=200) | 71.1% |
| British Columbia (n=150) | 59.8% |
| Male (n=522) | 66.7% |
| Female (n=478) | 57.6% |
| 18 to 34 (n=256) | 64.3% |
| 35 to 54 (n=392) | 63.0% |
| 55 plus (n=352) | 59.7% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – As you may know, Montreal based Bombardier was not selected for a recent VIA Rail contract to supply rail cars due in part to production problems on other projects. Which of the following is closer to your view?



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 30th, 2018 and January 5th, 2019 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.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

| Element | Description |
|--|--|
| Organization who commissioned the research | CTV News |
| 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 |
| 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 30 th , 2018 to January 5 th , 2019. |
| Language of Survey | The survey was conducted in both English and French. |
| Standards | This report meets the standards set forth by ESOMAR. |

| Element | Description |
|-------------------------|--|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2016) 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 (2016) 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 | Nine 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 one of an omnibus survey. This is report one (1) of two (2). The other report contains questions about the Canadian economy. |
| 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.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com. |



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TABULATIONS





2018-1355B – CTV/Nanos Survey – Jobs – STAT SHEET

| | | | Region | | | | | | Gender | | Age | | |
|---|------------------|---------|----------------|----------|--------|---------|----------|------------------|--------|--------|----------|----------|---------|
| | | | Canada 2018-12 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - The federal government has announced plans to provide 1.5 billion dollars in support for the Canadian energy sector because of the negative impact of the low price of oil. Do you support, somewhat support, somewhat oppose or oppose the government spending tax dollars to support energy companies? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 522 | 478 | 256 | 392 | 352 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Support | % | 12.8 | 15.1 | 6.8 | 14.6 | 20.7 | 6.8 | 14.7 | 10.9 | 14.0 | 11.6 | 12.9 |
| | Somewhat support | % | 25.3 | 29.8 | 22.6 | 28.7 | 25.3 | 19.7 | 23.3 | 27.1 | 24.9 | 23.5 | 27.0 |
| | Somewhat oppose | % | 28.5 | 25.9 | 36.5 | 25.0 | 27.5 | 25.4 | 28.7 | 28.4 | 24.3 | 29.0 | 31.0 |
| | Oppose | % | 26.3 | 21.8 | 27.5 | 23.1 | 21.3 | 40.2 | 29.3 | 23.3 | 27.8 | 27.3 | 24.2 |
| | Unsure | % | 7.2 | 7.5 | 6.7 | 8.6 | 5.2 | 7.8 | 4.0 | 10.3 | 9.0 | 8.5 | 4.8 |

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2018-1355B – CTV/Nanos Survey – Jobs – STAT SHEET

| | | | Region | | | | | | Gender | | Age | | |
|--|--|---------|----------------|----------|--------|---------|----------|------------------|--------|--------|----------|----------|---------|
| | | | Canada 2018-12 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Almost 700 workers at a call centre in financially depressed Cape Breton Nova Scotia lost their jobs when the US based owners of the business declared bankruptcy. The centre has received loans from the Government of Canada and payroll tax rebates to encourage the business to operate. Which of the following would be the best approach for governments to take with the closure and loss of jobs? [Randomize] | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 522 | 478 | 256 | 392 | 352 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Government should provide more loans and other incentives to the company to allow it to keep the 700 jobs in Cape Breton | % | 6.0 | 8.9 | 8.4 | 4.1 | 2.6 | 8.5 | 5.5 | 6.5 | 6.0 | 6.0 | 6.1 |
| | Government give new financial incentives to attract new investors to take over the call centre | % | 56.3 | 56.2 | 53.4 | 61.9 | 58.3 | 47.4 | 50.5 | 61.9 | 59.8 | 56.4 | 53.7 |
| | The government should do nothing to keep the business open or attract new investors | % | 21.4 | 21.2 | 17.4 | 21.0 | 24.6 | 24.8 | 29.5 | 13.6 | 20.3 | 19.7 | 23.6 |
| | Unsure | % | 16.3 | 13.8 | 20.8 | 13.0 | 14.5 | 19.3 | 14.6 | 17.9 | 13.9 | 17.8 | 16.6 |

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| | | | Region | | | | | Gender | | Age | | | |
|---|-------------------|---------|----------------|----------|--------|---------|----------|------------------|------|--------|----------|----------|---------|
| | | | Canada 2018-12 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Do you agree, somewhat agree, somewhat disagree or disagree that companies should have to accept a legal commitment to maintain a certain number of jobs in Canada for a certain number of years before accepting government financial assistance? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 522 | 478 | 256 | 392 | 352 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Agree | % | 69.5 | 80.5 | 69.9 | 68.9 | 67.9 | 64.4 | 70.0 | 68.9 | 64.7 | 71.9 | 70.7 |
| | Somewhat agree | % | 22.4 | 9.3 | 26.7 | 23.5 | 21.1 | 23.2 | 22.2 | 22.5 | 23.5 | 19.2 | 24.2 |
| | Somewhat disagree | % | 3.1 | 7.1 | 1.4 | 2.1 | 3.1 | 5.6 | 2.6 | 3.7 | 3.5 | 3.4 | 2.6 |
| | Disagree | % | 2.0 | 0.7 | 0.0 | 2.7 | 3.6 | 2.7 | 2.9 | 1.2 | 2.8 | 2.3 | 1.2 |
| | Unsure | % | 3.0 | 2.3 | 1.9 | 2.8 | 4.3 | 4.1 | 2.3 | 3.8 | 5.4 | 3.2 | 1.3 |

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| | | | Region | | | | | | Gender | | Age | | |
|---|---|---------|----------------|----------|--------|---------|----------|------------------|--------|--------|----------|----------|---------|
| | | | Canada 2018-12 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - As you may know, Montreal based Bombardier was not selected for a recent VIA Rail contract to supply rail cars due in part to production problems on other projects. Which of the following is closer to your view? [Rotate] | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 522 | 478 | 256 | 392 | 352 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Crown corporations like VIA Rail should be obligated to buy from Canadian companies regardless of any other outstanding issues | % | 28.9 | 37.4 | 40.9 | 21.8 | 22.0 | 26.6 | 26.8 | 31.0 | 26.1 | 27.5 | 32.1 |
| | Crown corporations like VIA rail should factor in all aspects of a potential purchase including price, value and ability to deliver even if it means not purchasing from a Canadian company | % | 62.1 | 52.1 | 50.3 | 70.4 | 71.1 | 59.8 | 66.7 | 57.6 | 64.3 | 63.0 | 59.7 |
| | Unsure | % | 9.0 | 10.5 | 8.8 | 7.8 | 6.9 | 13.6 | 6.5 | 11.4 | 9.6 | 9.5 | 8.2 |

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 30th, 2018 and January 5th, 2019. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.