



**CTV**  
**NEWS**

**@ NANOS**

*Canadians on Oil and Dollar Performance*  
*CTV News / Nanos Survey*  
*December 2014 (Submission 2014-562)*

# ***Headline***

## ***Sub Headline***

TEXT  
TEXT  
TEXT

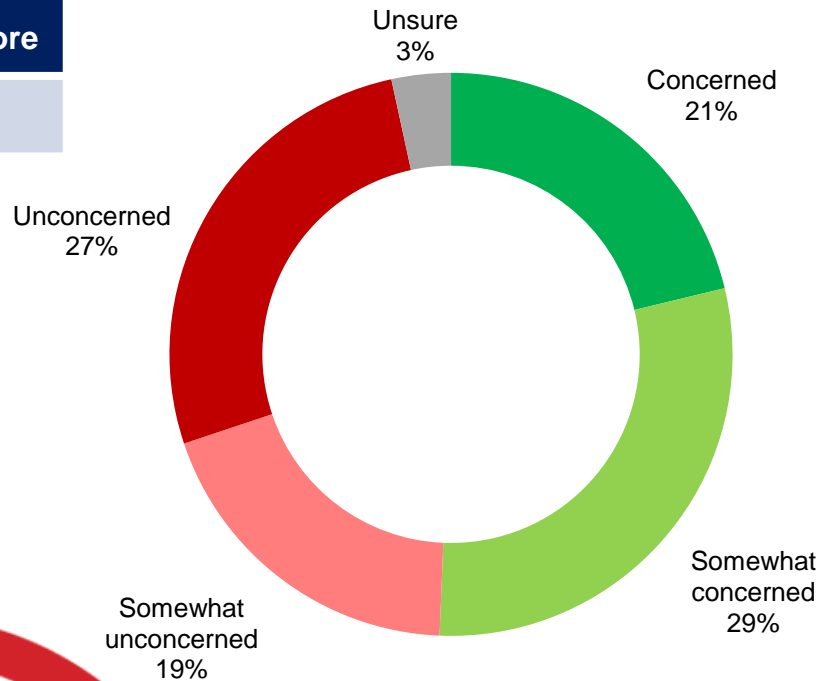


***Executive  
Summary***

# Budget Shortfalls

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 11<sup>th</sup> to 17<sup>th</sup>, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net score**  
**+4.7**



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	46.4%
Quebec (n=250)	43.4%
Ontario (n=300)	43.5%
Prairies (n=200)	72.5%
British Columbia (n=150)	50.5%
Male (n=502)	50.5%
Female (n=498)	50.7%
18 to 29 (n=206)	42.4%
30 to 39 (n=169)	46.6%
40 to 49 (n=208)	52.4%
50 to 59 (n=178)	54.2%
60 plus (n=239)	56.3%

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

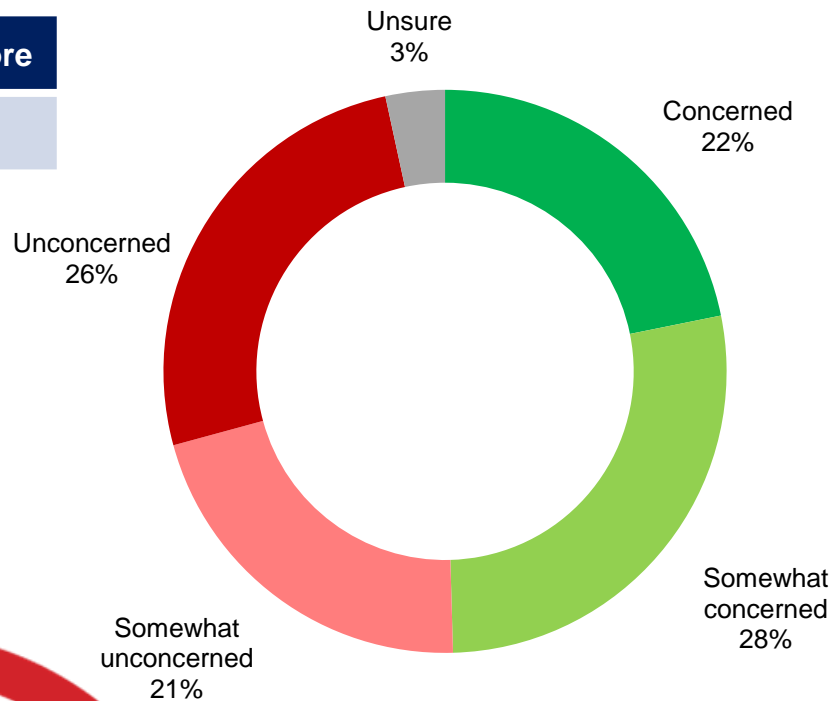
**QUESTION –** Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following:

**that lower oil prices will lead to budget shortfalls for your provincial government**

# Slow Down in Energy Sector

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 11<sup>th</sup> to 17<sup>th</sup>, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net score**  
**+2.5**



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	47.7%
Quebec (n=250)	48.7%
Ontario (n=300)	49.5%
Prairies (n=200)	60.1%
British Columbia (n=150)	38.4%
Male (n=502)	50.6%
Female (n=498)	48.5%
18 to 29 (n=206)	44.8%
30 to 39 (n=169)	44.3%
40 to 49 (n=208)	52.3%
50 to 59 (n=178)	50.2%
60 plus (n=239)	54.5%

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

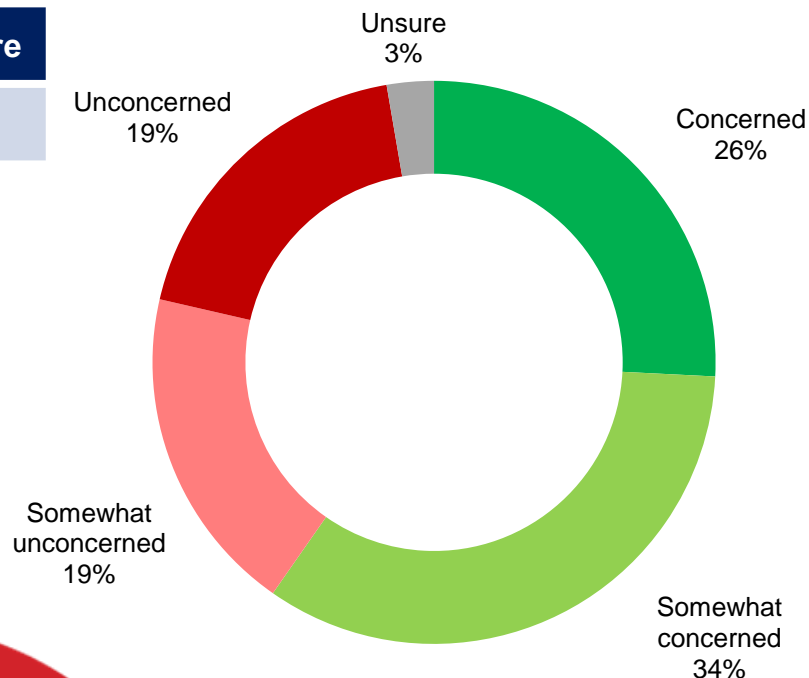
**QUESTION –** Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following:

**that lower oil prices will slow down the development of Canada's energy sector**

# Economic Downturn

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 11<sup>th</sup> to 17<sup>th</sup>, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net score**  
+22.1



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	55.8%
Quebec (n=250)	55.5%
Ontario (n=300)	58.8%
Prairies (n=200)	70.5%
British Columbia (n=150)	57.0%
Male (n=502)	59.0%
Female (n=498)	60.4%
18 to 29 (n=206)	54.1%
30 to 39 (n=169)	51.8%
40 to 49 (n=208)	65.5%
50 to 59 (n=178)	58.6%
60 plus (n=239)	65.9%

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

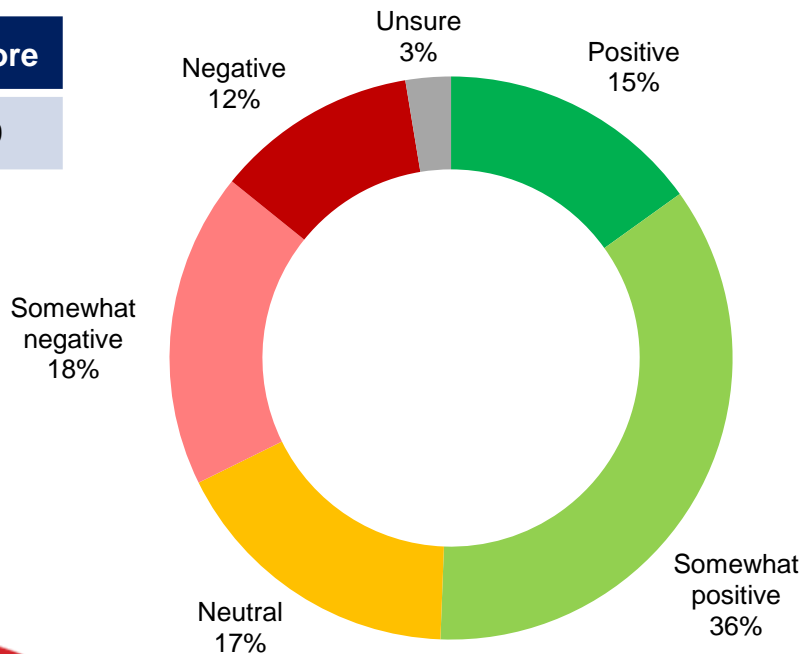
**QUESTION –** Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following:

**that lower oil prices will put the Canadian economy at risk of a downturn**

# Dollar's Impact on Canadian Economy

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 11<sup>th</sup> to 17<sup>th</sup>, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net score**  
+20.9



Subgroups	Positive/ Somewhat positive
Atlantic (n=100)	48.5%
Quebec (n=250)	54.9%
Ontario (n=300)	50.8%
Prairies (n=200)	48.2%
British Columbia (n=150)	47.6%
Male (n=502)	56.0%
Female (n=498)	45.1%
18 to 29 (n=206)	45.0%
30 to 39 (n=169)	51.9%
40 to 49 (n=208)	49.2%
50 to 59 (n=178)	46.9%
60 plus (n=239)	58.5%

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

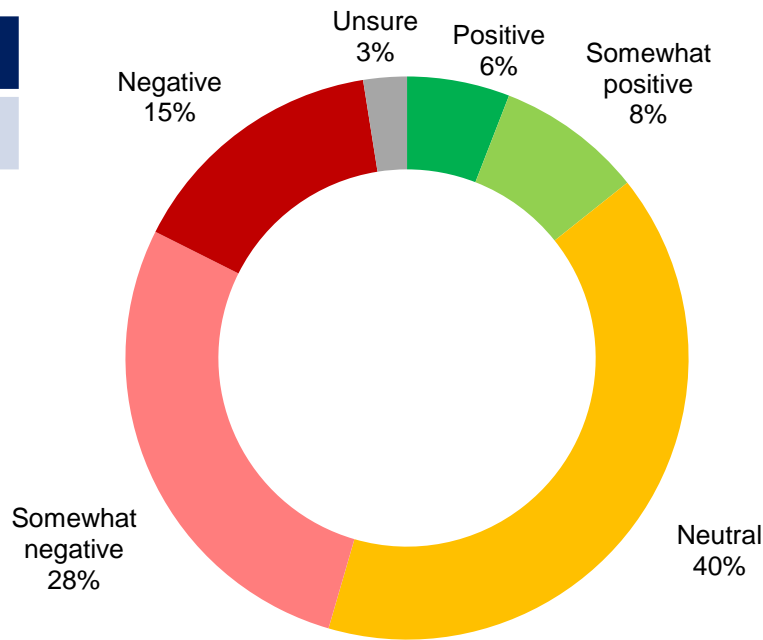
**QUESTION –** Do you think a Canadian dollar at 80 cents US will have a positive, somewhat positive, a neutral, a somewhat negative or negative impact on:

**the Canadian economy**

# Dollar's impact on Personal Finances

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 11<sup>th</sup> to 17<sup>th</sup>, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net score**  
-28.7



Subgroups	Positive/ Somewhat positive
Atlantic (n=100)	10.2%
Quebec (n=250)	14.9%
Ontario (n=300)	14.4%
Prairies (n=200)	14.9%
British Columbia (n=150)	15.0%
Male (n=502)	16.2%
Female (n=498)	12.4%
18 to 29 (n=206)	12.3%
30 to 39 (n=169)	15.1%
40 to 49 (n=208)	17.1%
50 to 59 (n=178)	13.1%
60 plus (n=239)	13.8%

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

**QUESTION –** Do you think a Canadian dollar at 80 cents US will have a positive, somewhat positive, a neutral, a somewhat negative or negative impact on:

**your personal finances**





*Methodology*



# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 11<sup>th</sup> and 17<sup>th</sup>, 2014 as part of a Canadian 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  $\pm 3.1$  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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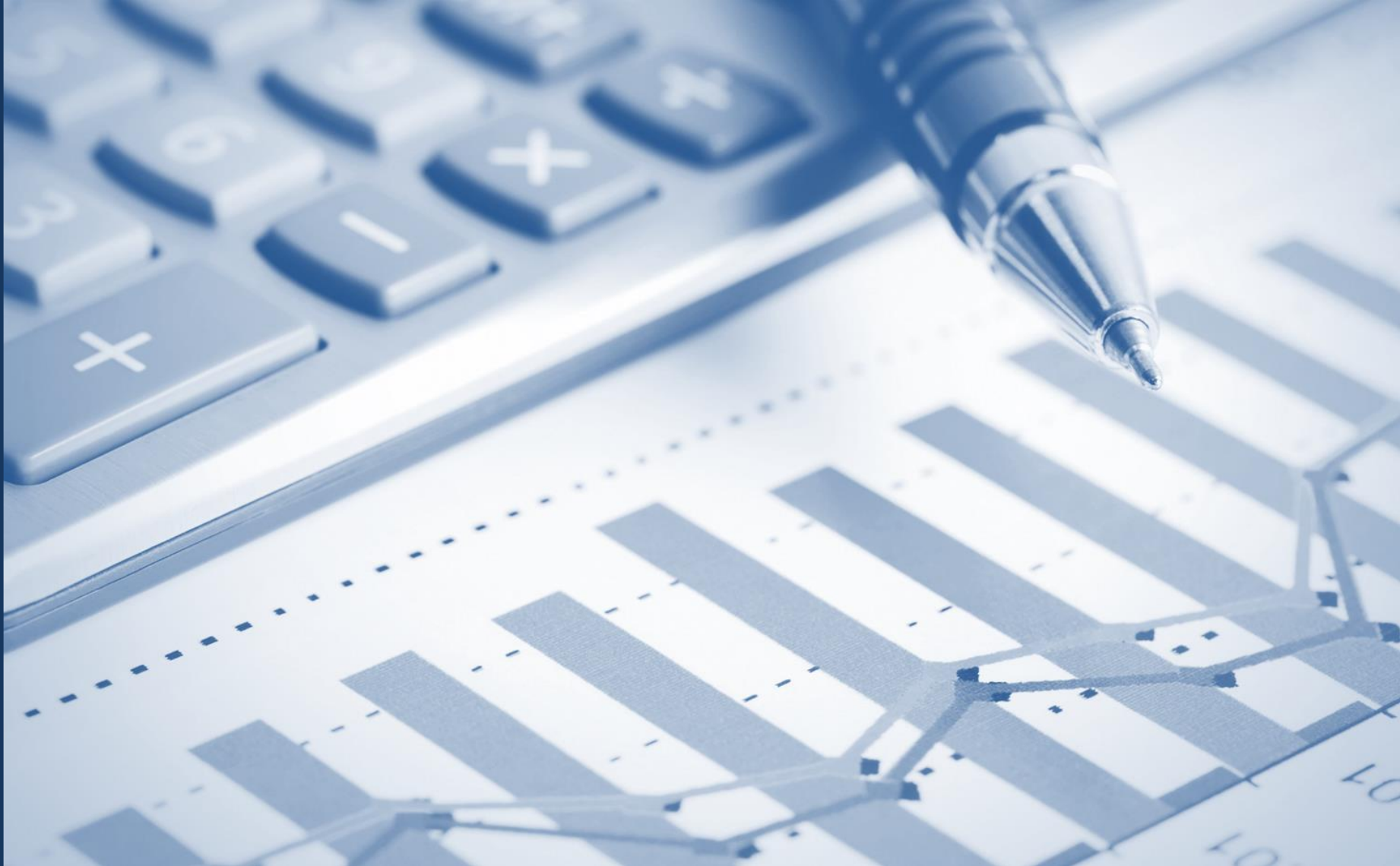
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# Tabulations





## 2014-562 - CTV - STAT SHEET

		Question 1 - That lower oil prices will lead to budget shortfalls for your provincial government					
		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	21.2	29.4	19.2	26.7	3.4
	Atlantic Canada	100	24.2	22.2	15.1	34.7	3.8
	Quebec	250	16.1	27.3	22.7	30.6	3.4
	Ontario	300	14.4	29.1	20.7	30.8	5.0
	Prairies	200	40.9	31.6	11.7	14.5	1.3
	British Columbia	150	15.3	35.2	23.3	23.3	3.0
Gender	Male	502	21.8	28.7	18.9	28.5	2.1
	Female	498	20.7	30.0	19.6	25.0	4.8
Age	18 to 29	206	18.8	23.6	23.7	32.0	1.9
	30 to 39	169	16.2	30.4	21.6	29.4	2.5
	40 to 49	208	25.5	26.9	14.9	28.5	4.3
	50 to 59	178	23.0	31.2	15.0	27.0	3.8
	60 plus	239	21.9	34.4	20.6	18.6	4.5

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 11<sup>th</sup> and 17<sup>th</sup>, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2014-562 – CTV – STAT SHEET

		Question 2 – That lower oil prices will slow down the development of Canada's energy sector					
		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	21.8	27.7	21.2	25.8	3.4
	Atlantic Canada	100	18.5	29.2	24.5	25.3	2.5
	Quebec	250	20.7	28.0	21.6	23.9	5.8
	Ontario	300	17.6	31.9	20.5	26.7	3.2
	Prairies	200	36.7	23.4	18.7	18.4	2.8
	British Columbia	150	14.6	23.8	23.1	37.1	1.5
Gender	Male	502	23.1	27.5	20.3	26.3	2.7
	Female	498	20.5	28.0	22.1	25.2	4.2
Age	18 to 29	206	24.1	20.7	27.4	25.9	1.9
	30 to 39	169	18.2	26.1	20.0	30.4	5.3
	40 to 49	208	22.8	29.5	21.2	23.1	3.3
	50 to 59	178	22.7	27.5	17.9	28.9	3.0
	60 plus	239	21.0	33.5	19.2	22.3	3.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 11<sup>th</sup> and 17<sup>th</sup>, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2014-562 – CTV – STAT SHEET

		Question 3 – That lower oil prices will put the Canadian economy at risk of a downturn					
		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	25.8	33.9	18.9	18.7	2.7
	Atlantic Canada	100	23.1	32.7	24.7	18.0	1.6
	Quebec	250	25.1	30.4	21.1	18.7	4.8
	Ontario	300	21.5	37.3	17.1	20.8	3.4
	Prairies	200	40.9	29.6	15.3	13.3	.9
	British Columbia	150	17.2	39.8	19.7	22.4	.9
Gender	Male	502	25.0	34.0	20.1	19.3	1.6
	Female	498	26.6	33.8	17.7	18.1	3.8
Age	18 to 29	206	28.2	25.9	22.3	21.8	1.9
	30 to 39	169	22.5	29.3	24.4	22.3	1.5
	40 to 49	208	27.8	37.7	15.0	16.7	2.8
	50 to 59	178	25.9	32.7	17.2	21.3	2.9
	60 plus	239	24.2	41.7	16.7	13.4	3.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 11<sup>th</sup> and 17<sup>th</sup>, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2014-562 - CTV - STAT SHEET

		Question 4 - Do you think a Canadian dollar at 80 cents US will have a positive, somewhat positive, a neutral or somewhat negative or negative impact on: The Canadian economy						
		Total	Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	15.1	35.5	17.1	18.1	11.6	2.6
	Atlantic Canada	100	15.1	33.4	12.7	21.6	10.5	6.7
	Quebec	250	19.9	35.0	17.9	13.0	11.9	2.2
	Ontario	300	15.3	35.5	15.7	19.8	11.1	2.7
	Prairies	200	11.6	36.6	13.8	21.1	15.6	1.3
	British Columbia	150	11.5	36.1	26.0	16.5	7.4	2.4
Gender	Male	502	17.1	38.9	17.6	15.9	8.6	1.9
	Female	498	13.1	32.0	16.6	20.2	14.7	3.3
Age	18 to 29	206	12.8	32.2	19.0	19.7	14.2	2.1
	30 to 39	169	12.6	39.3	15.3	18.3	9.9	4.7
	40 to 49	208	15.8	33.4	17.8	17.8	13.3	1.8
	50 to 59	178	14.7	32.2	17.7	20.7	12.5	2.2
	60 plus	239	18.7	39.8	15.7	14.7	8.3	2.7

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 11<sup>th</sup> and 17<sup>th</sup>, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2014-562 - CTV - STAT SHEET

		Question 5 – Do you think a Canadian dollar at 80 cents US will have a positive, somewhat positive, a neutral or somewhat negative or negative impact on: Your personal finances						
		Total	Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	5.9	8.4	40.2	27.9	15.1	2.5
	Atlantic Canada	100	2.5	7.7	42.3	29.7	15.0	2.9
	Quebec	250	6.6	8.3	40.6	27.2	15.8	1.6
	Ontario	300	6.6	7.8	41.3	27.2	14.4	2.7
	Prairies	200	5.9	9.0	37.0	26.9	17.4	3.8
	British Columbia	150	5.8	9.2	40.2	30.5	12.4	1.8
Gender	Male	502	7.3	8.9	39.6	26.2	16.2	1.8
	Female	498	4.6	7.8	40.8	29.6	14.0	3.2
Age	18 to 29	206	5.1	7.2	38.8	31.7	14.9	2.2
	30 to 39	169	5.2	9.9	45.2	22.0	12.7	5.0
	40 to 49	208	7.7	9.4	43.8	27.6	10.0	1.4
	50 to 59	178	4.6	8.5	34.7	27.7	21.5	3.1
	60 plus	239	6.6	7.2	38.9	29.1	16.7	1.6

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 11<sup>th</sup> and 17<sup>th</sup>, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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