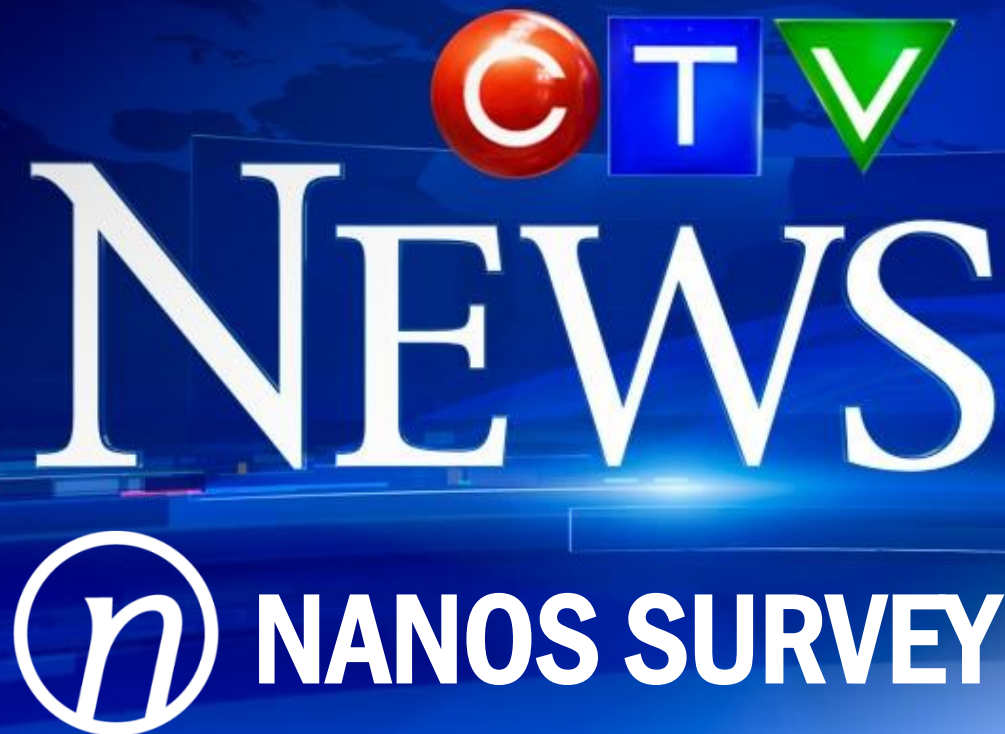


One half of Canadians say they will delay major purchases

National survey released February 2016

Project 2016-768



> *Canadians are delaying major purchases and one in three to spend less or cancel vacation*

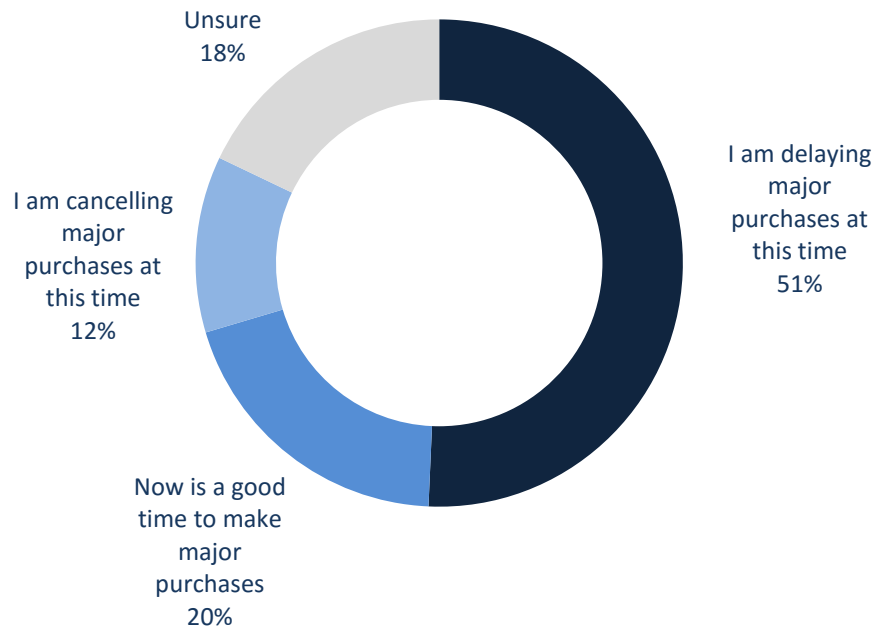
Canadians say they are delaying major purchases and will spend either the same or less on vacations in the current economic climate.

- **Making major purchases** – Fifty-one percent of Canadians are delaying major purchases such as a home or a car at this time, while 20% think now is a good time to make major purchases and 12% are cancelling major purchases. Eighteen percent of Canadians are unsure how they would describe themselves in terms of making major purchases. Those in Atlantic Canada are the least likely to cancel major purchases at this time (six percent).
- **Vacation spending** – More than one of three (36%) Canadians plan to spend about the same amount on their vacation this year and a significant 25% say they will spend less. Ten percent will spend more on their vacation this year, while 12% are cancelling their vacation this year. Fourteen percent of Canadians said they do not take vacations and three percent are unsure how to describe their vacation spending this year.

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 January 30th and February 1st, 2016. 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.

Major purchases

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



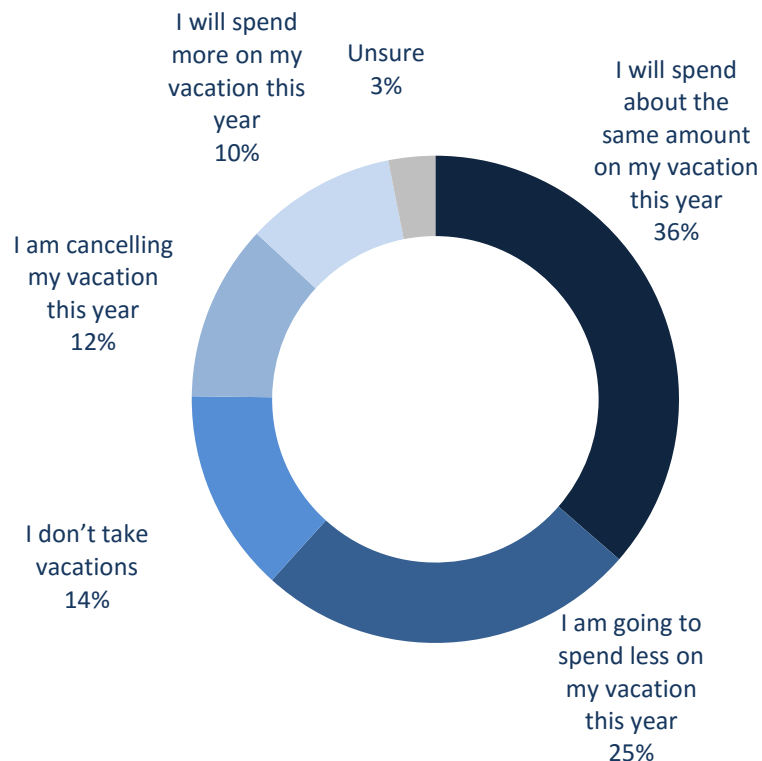
*Note: Charts may not add up to 100 due to rounding

Subgroups	Delaying major purchases
Atlantic (n=100)	59.9%
Quebec (n=250)	40.8%
Ontario (n=300)	54.9%
Prairies (n=200)	49.9%
British Columbia (n=150)	53.8%
Male (n=500)	45.7%
Female (n=500)	55.8%
18 to 29 (n=156)	54.5%
30 to 39 (n=171)	55.3%
40 to 49 (n=176)	51.0%
50 to 59 (n=234)	42.8%
60 plus (n=263)	49.9%

QUESTION – Which of the following best describes you in terms of making major purchases like a home or car?

Vacation spending

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Spend about the same
Atlantic (n=100)	30.7%
Quebec (n=250)	40.0%
Ontario (n=300)	39.1%
Prairies (n=200)	27.5%
British Columbia (n=150)	40.9%
Male (n=500)	38.7%
Female (n=500)	34.1%
18 to 29 (n=156)	31.6%
30 to 39 (n=171)	33.6%
40 to 49 (n=176)	36.3%
50 to 59 (n=234)	43.0%
60 plus (n=263)	37.8%

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

QUESTION – Which of the following best describes your vacation spending?

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 January 30th and February 1st, 2016 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	Element	Description
Organization who commissioned the research	CTV	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	18% percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module three of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern and vote preferences.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	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.
Field Dates	January 30 th to February 1 st , 2016.		
Language of Survey	The survey was conducted in both English and French.		



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





2016-768 – CTV News/Nanos Survey January – STAT SHEET

Question 2 - Which of the following best describes you in terms of making major purchases like a home or a car

		Region						Gender		Age				
		Canada 2016-01	Atlantic Canada	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	156	171	176	234	263
	Wgt N	1000	100	250	300	200	150	503	497	203	169	211	178	239
Now is a good time to make major purchases	%	19.7	14.9	26.6	15.4	20.7	18.6	23.7	15.6	16.4	20.2	19.4	24.3	19.0
I am delaying major purchases at this time	%	50.7	59.9	40.8	54.9	49.9	53.8	45.7	55.8	54.5	55.3	51.0	42.8	49.9
I am cancelling major purchases at this time	%	11.7	6.1	14.1	8.8	16.2	11.3	11.2	12.2	11.7	9.0	14.6	11.7	11.1
Unsure	%	17.9	19.2	18.5	20.8	13.2	16.4	19.4	16.3	17.3	15.5	15.1	21.3	20.0

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 January 30th and February 1st, 2016. 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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2016-768 – CTV News/Nanos Survey January – STAT SHEET

Question 3 - Which of the following best describes your vacation spending

		Region						Gender		Age				
		Canada 2016-01	Atlantic Canada	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	156	171	176	234	263
	Wgt N	1000	100	250	300	200	150	503	497	203	169	211	178	239
I will spend more on my vacation this year	%	10.0	11.2	8.4	7.8	10.3	15.7	11.0	8.9	9.8	9.2	9.3	8.1	12.6
I will spend about the same amount on my vacation this year	%	36.4	30.7	40.0	39.1	27.5	40.9	38.7	34.1	31.6	33.6	36.3	43.0	37.8
I am going to spend less on my vacation this year	%	25.3	24.1	21.0	26.1	33.9	20.4	25.2	25.4	25.0	32.1	27.4	23.1	20.6
I am cancelling my vacation this year	%	11.7	13.2	10.4	10.2	16.2	9.6	10.8	12.5	11.7	15.1	11.8	10.5	10.0
I don't take vacations	%	13.5	14.5	16.3	13.7	11.0	11.1	11.3	15.6	15.7	7.1	13.5	12.2	17.0
Unsure	%	3.1	6.3	4.0	3.1	1.1	2.3	2.9	3.4	6.2	2.8	1.8	3.1	2.0

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 January 30th and February 1st, 2016. 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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