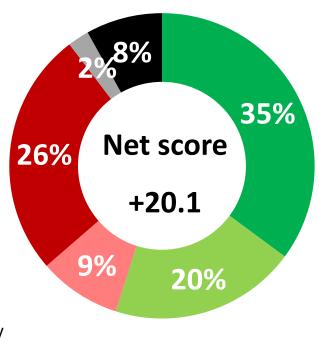
Majority of Canadians say they are likely or somewhat likely to still wear a mask while travelling in an airplane in the next year even if not required.

National survey released October 2022 Submission 2022-2226



Likelihood to still wear a mask while travelling



- Likely
- Somewhat likely
- Somewhat unlikely
- Unlikely
- Unsure

■ Not applicable/I don't plan on taking the plane in the next 12 months

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

With the recent change to COVID 19 travel restrictions no longer requiring travelers to wear a mask on planes or trains, are you likely, somewhat likely, somewhat unlikely or unlikely to still wear a mask while travelling in an airplane in the next 12 months?

Despite travel restrictions no longer requiring travelers to wear a mask on planes or trains, over one in two Canadians say they are likely or somewhat likely to still wear a mask while travelling in an airplane in the next year. Older Canadians (55 plus) (46% likely) and women (41% likely) are more likely to say so compared to younger Canadians (18 to 34) (27% likely) and men (29% likely).

OTVNEWS

Likelihood to still wear a mask while travelling by demographics

Q

With the recent change to COVID 19 travel restrictions no longer requiring travelers to wear a mask on planes or trains, are you likely, somewhat likely, somewhat unlikely or unlikely to still wear a mask while travelling in an airplane in the next 12 months?

Likely/Somewhat likely									
AtlanticQuebec(n=75)(n=247)		Ontario (n=340)	Prairies (n=220)	BC (n=155)					
68.8%	45.1%	60.9%	44.9%	62.1%					
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)					
45.2%	64.2%	46.4%	49.4%	65.8%					
Unlikely/Somewhat unlikely									
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)					
21.0%	37.5%	30.9%	47.7%	29.6%					
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)					
45.0%	25.2%	46.9%	39.8%	21.6%					

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.



PATH FORMARO! TO CONSTRUCT

VALIDATE

TEST IDEAS

REVIEW RESEARCH)

Nanos conducted an RDD dual frame (land- and celllines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022 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 this survey 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.

Research sponsor CTV News Population and Final Sample Size 1037 Randomly selected individuals. Weighting of Data The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regioned to the sample is geographically stratified to resure a distribution across all region do the sample is geographically stratified to resure a distribution across all region do the sample is geographically stratified to resure a distribution across all region do the sample is geographically stratified to resure do the interport obtain its resure a distribution administering the survey to ensure the integrity of the data. Mode of Survey RDD dual frame (land- and cell-lines NDD (Random Digit Dialed) across Canada. Excluded Demographics canada, cuebec, Ontario, Prairies, prinish Columbia; Kene administered online Stratification Individuals vuithout internet access could not participate. Pemographics (Captured) Atlantic Canada, Quebec, Ontario, Prairies, prinish Columbia; Kene administered online Stratification Stratification supports administered online Stratification order Individuals vuithout industry norms. Field Work/Validation Maximum of the call backs to those recruited. Question Order Question order in the preceding report reflects the order in which they appered in the original questionnaire. This is report 2 of 4 Number of Calls Maximum of the respondent. Question Order Question order which they appered in t	Element	Description	Element	Description					
Population and Final Sample Size1037 Randomly selected individuals.See tables for full weighting disclosureSource of SampleNanos Probability PanelScreeningScreeningScreeningScreening ensured potential respondents did not work in the media or a political party prior to administering 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.Ecluded DemographicsIndividuals without internet access could not participate.Mode of SurveyRDD dual frame (land- and cell-lines) hybrid telephone and onlineEcluded DemographicsIndividuals without internet access could not participate.Sampling Method BaseThe sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.StratificationBy age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada wee marginally oversampled to allow for a minimum regional sample.Demographics (Captured)Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Me six digit postal code was used to validate geography.Estimated Response Rate13 percent, consistent with industry norms.Fieldwork/ValidationIndividuals were recruited using live interviews with live song bervision to validate work, the research questions were administered onlineQuestion OrderQuestion OrderNumber of CallsIndividuals recruited were called between 12-5:30 pm and 6:30- yeaph nocal time for the respondent.Question ContentTopics on the ornibus ahead of the surve	·	CTV News	Weighting of Data	Census information (2021) and the sample is geographically					
Source of SampleNanos Probability PanelScreeningmarket research industry, in the advertising industry, in the industry of the data.Type of SampleProbabilityProbabilitymedia 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 DemographicsIndividuals younger than 18 years old; individuals without internet access could not participate.Mode of SurveyRDD dual frame (land- and cell-lines hybrid telephone and online onnibus surveyStratificationBy age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of canada. Smaller areas such as Atlantic Canada were marginally oversamplet to allow for a minimum regional sample.DemographicsAtlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.Stimated Response Rate13 percent, consistent with industry norms.Fieldwork/ValidationAtlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.Question Order2 of 4Number of CallsMaximum of five call backs to those recruited.Question Order2 of 4Number of CallsMaximum of five call backs to those recruited.Question WordingThe questions in the preceding report are written exactly as they were asked to individuals.Field DatesSeptember 30 th to October 3 rd , 2022.Research/Data Collection SupplierNanos Research for more information or with any concerns or questions.Field DatesStandardsNanos Research I is a member of the Canadian Research fully complies with all CRI	•	1037 Randomly selected individuals.							
Type of SampleProbabilityensure the integrity of the data.Margin of Error±3.1 percentage points, 19 times out of 20.Excluded Demographicsindividuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.Mode of SurveyRDD dual frame (land- and cell-lines) hybrid telephone and online omnibus surveyExcluded Demographics 	Source of Sample	Nanos Probability Panel	Screening	market research industry, in the advertising industry, in the					
Local Lines, and individuals without internet access could not participate.Mode of SurveyRDD dual frame (land- and cell-lines) hybrid telephone and online omnibus surveyExcluded Demographics By age and gender using the latest Census information (2021) and the sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.StratificationBy age and gender using the latest Census information (2021) 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.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.Estimated Response Rate13 percent, consistent with industry norms.Fieldwork/ValidationIndividuals were recruited using live interviews with live supervision to validate work, the research questions were administered onlineQuestion OrderQuestion order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report 2 of 4Number of CallsMaximum of five call backs to those recruited. 9:30pm local time for the respondent.Question ContentTopics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.Field DatesSeptember 30th to October 3td, 2022. Sugge of SurveyResearch/Data Collection SupplierNanos Research is a member of the Canadian Research Insights Collection SupplierContact Nanos Research for more information or with any concerns or questions. The guestions. Co Telephome; (IG13) 234-4666 est. 237 Telephome;	Type of Sample	Probability							
Mode of SurveyRDD dual frame (land- and cell-lines) hybrid telephone and onlineparticipate.Sampling Method BaseThe sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.StratificationBy age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Attantic Canada quebec, Ontario, Prairies, British Columbia; Men and Womer, 138 years and older.StratificationBy age and gender using the latest Census information (2021) and the sample is geographically stratific to be representative of Canada. Smaller areas such as Attantic Canada quebec, Ontario, Prairies, British Columbia; Men and Womer, 138 years and older.StratificationBy age and gender using the latest Census information (2021) and the sample is geographically stratific to and and Womer, 138 years and older.Fieldwork/ValidationAttantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Womer, 138 years and older.Estimated Response Rate13 percent, consistent with industry norms.Fieldwork/ValidationIndividuals were recruited using live interviews with live supervision to validate work, the research questions were administered onlineQuestion OrderQuestion orderNumber of CallsIndividuals recruited were called between 12-5:30 pm and 6:30- 9:30 pm local time for the respondent.Question WordingThe questions in the preceding report are written exactly as they were asked to individuals.Field DatesSeptember 30 th to October 3 rd , 2022.Research/Data Collection SupplierNanos Research for more information or with any concerns or questions.Ianguage of SurveyThe sur	Margin of Error	± 3.1 percentage points, 19 times out of 20.	Excluded Demographics	cell lines, and individuals without internet access could not					
Sampling Method BaseThe sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.StratificationBy age and gender using the latest Census information (2021) 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.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.Estimated Response Rate13 percent, consistent with industry norms.Fieldwork/ValidationIndividuals were recruited using live interviews with live supervision to validate work, the research questions were administered onlineQuestion OrderQuestion order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report 2 of 4Number of CallsMaximum of five call backs to those recruited. 9:30pm local time for the respondent.Question ContentTopics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.Field DatesSeptember 30 th to October 3 rd , 2022. Besearch/Data Collection SupplierResearch/Data Collection SupplierNanos Research for more information or with any concerns or questions.StandardsNanos Research is a member of the Canadian Research Insights Council (CRLC) and confirms that this research fully complies with all CRIC Standards and Disclosure Requirements.ContactContact Nanos Research for more information or with any concerns or questions.Field DatesNanos Research is a member of the Canadian Research Insights Cou	Mode of Survey								
Demographics (Captured)and Women; 18 years and older.Estimated Response Rate13 percent, consistent with industry norms.(Captured)Six digit postal code was used to validate geography.Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered onlineQuestion OrderQuestion order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report 2 of 4Number of CallsMaximum of five call backs to those recruited.Question ContentTopics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.Time of CallsIndividuals recruited were called between 12-5:30 pm and 6:30- 9:30 pm local time for the respondent.Question WordingThe questions in the preceding report are written exactly as they were asked to individuals.Field DatesSeptember 30th to October 3rd, 2022.Research/Data Collection SupplierNanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.ContactContactContact	Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit	By age a sample included both land- and cell-lines RDD (Random Digit Stratification the sam ed) across Canada. Canada						
Fieldwork/Validationsupervision to validate work, the research questions were administered onlineQuestion Orderwhich they appeared in the original questionnaire. This is report 2 of 4Number of CallsMaximum of five call backs to those recruited.Question ContentTopics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.Time of CallsIndividuals recruited were called between 12-5:30 pm and 6:30- 9:30 pm local time for the respondent.Question WordingThe questions in the preceding report are written exactly as they were asked to individuals.Field DatesSeptember 30 th to October 3 rd , 2022.Research/Data Collection SupplierNanos Research is a member of the Canadian Research Insights 		and Women; 18 years and older.	•	13 percent, consistent with industry norms.					
Time of CallsIndividuals recruited were called between 12-5:30 pm and 6:30- 9:30 pm local time for the respondent.Question WordingThe questions in the preceding report are written exactly as they were asked to individuals.Field DatesSeptember 30 th to October 3 rd , 2022.Research/Data Collection SupplierNanos ResearchLanguage of SurveyThe survey was conducted in both English and French.Research/Data Collection SupplierNanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237	Fieldwork/Validation	supervision to validate work, the research questions were	Question Order	which they appeared in the original questionnaire. This is report					
Time of Calls9:30pm local time for the respondent.Question WordingThe questions in the preceding report are written exactly as they were asked to individuals.Field DatesSeptember 30 th to October 3 rd , 2022.Research/Data Collection SupplierNanos ResearchLanguage of SurveyThe survey was conducted in both English and French.Research/Data Collection SupplierNanos Research for more information or with any concerns or questions.Standardsall CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.ContactContact http://www.nanos.co Telephone: (613) 234-4666 ext. 237	Number of Calls	Maximum of five call backs to those recruited.	Question Content						
Language of SurveyThe survey was conducted in both English and French.Research/Data Collection SupplierNanos ResearchNanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.ContactNanos Research for more information or with any concerns or questions.Standardsall CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.Contacthttp://www.nanos.co Telephone:(613) 234-4666 ext. 237	Time of Calls	•	Question Wording						
Language of Survey The survey was conducted in both English and French. Collection Supplier Nanos Research Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. Contact Nanos Research for more information or with any concerns or questions.	Field Dates	September 30 th to October 3 rd , 2022.	Research/Data	Nanos Research					
Standards Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Contact http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Standards and Disclosure Requirements. Telephone:(613) 234-4666 ext. 237	Language of Survey	The survey was conducted in both English and French.	-						
	Standards	Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.	Contact	concerns or questions. <u>http://www.nanos.co</u> Telephone:(613) 234-4666 ext. 237					



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. <u>www.nanos.co</u>

nanos dimap analytika

manos dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. <u>www.nanosdimap.com</u>

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. <u>www.nrmpublicaffairs.com</u>



Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit <u>www.nanos.co</u>

NANOS

8

Nanos services

- As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.

✓ For more information about how we can help, please visit us at:

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

top executives have turned to Nanos for world-class data and strategic insight.

Since



9



2022-2226 - CTV/Nanos Survey - September OMNI - Travel Restrictions - STAT SHEET

			Region						Ge	ender	Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – With the recent	Total	Unwgt N	1037	75	247	340	220	155	520	513	237	370	430
change to COVID 19 travel		Wgt N	1004	67	234	382	187	134	488	512	276	342	386
restrictions no longer requiring travelers to wear a mask on	Likely	%	35.1	46.7	23.0	40.8	28.5	43.7	28.8	41.1	26.6	29.6	46.1
planes or trains, are you likely,	Somewhat likely	%	19.8	22.1	22.1	20.1	16.4	18.4	16.4	23.1	19.8	19.8	19.7
somewhat likely, somewhat	Somewhat unlikely	%	8.7	1.9	12.9	8.2	7.9	7.7	12.2	5.6	11.5	9.7	5.9
unlikely or unlikely to still wear	Unlikely	%	26.0	19.0	24.6	22.7	39.8	21.9	32.9	19.7	35.4	30.0	15.7
a mask while travelling in an airplane in the next 12 months?	Unsure	%	2.3	0.0	4.2	1.3	2.9	1.9	2.0	2.4	1.6	3.0	2.1
enprene in sie neut 12 months.	Not applicable/I don't plan on taking the plane in the next 12 months	%	8.1	10.2	13.2	7.0	4.5	6.4	7.8	8.2	5.1	7.9	10.4

© NANOS RESEARCH

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th to October 3rd, 2022. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

www.nanos.co