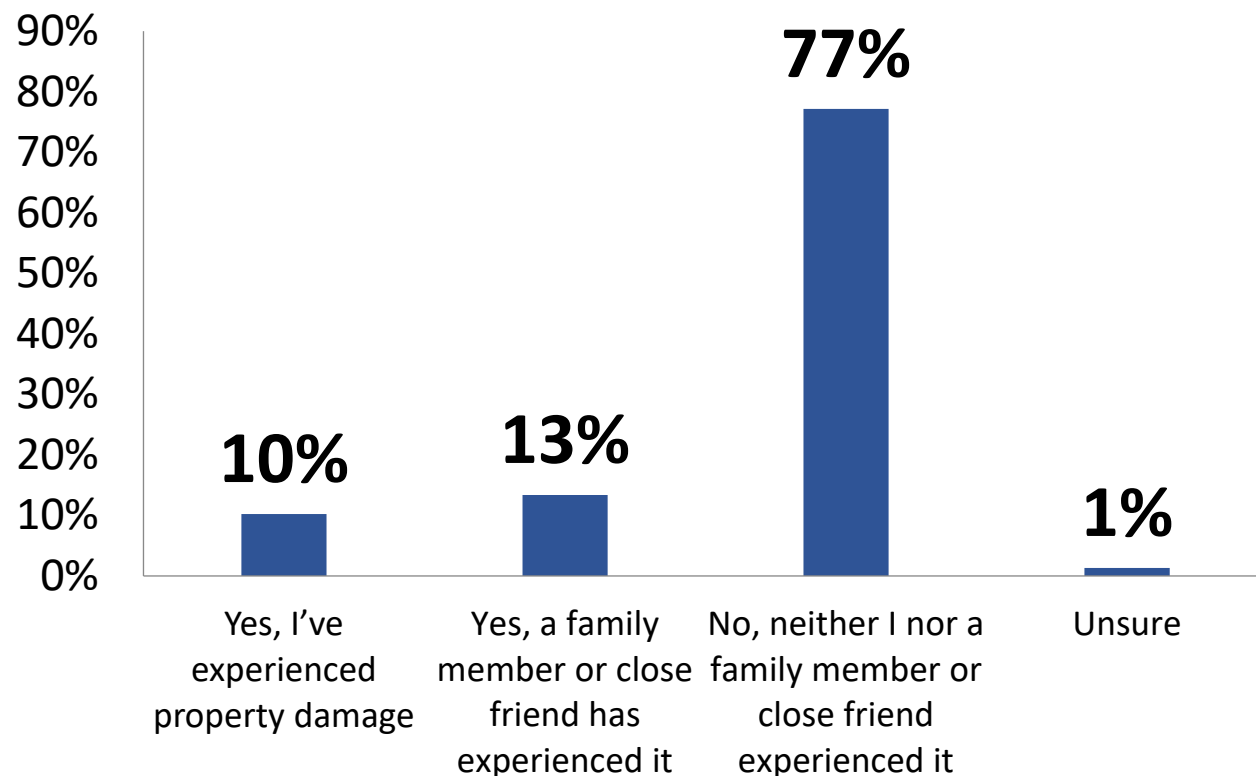Over one in five Canadians, including seven in ten Atlantic residents, say either they, a family member or a close friend experienced property damage or loss due to extreme weather in the past year.

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Experience of property damage or loss due to extreme weather

Q Have you and/or your family or close friend experienced any property damage or loss due to extreme weather such as hurricanes, tornadoes, and droughts in the past 12 months?

"Close to four in five Canadians report neither they nor a family member or close friend have experienced any property damage or loss due to extreme weather in the past 12 months, while over one in five report they have. Atlantic residents were significantly more likely to have experienced property damage or loss due to extreme weather either themselves (38%) or a family member or close friend (33%) compared to all other provinces."

*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.

Experience of property damage or loss due to extreme weather by demographics

Q Have you and/or your family or close friend experienced any property damage or loss due to extreme weather such as hurricanes, tornadoes, and droughts in the past 12 months?

Yes, I've experienced property damage				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
38.2%	**4.1%**	**9.5%**	**11.6%**	**7.1%**
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
10.3%	**10.2%**	**7.5%**	**11.5%**	**11.1%**

Yes, a family member or close friend has experienced it				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
33.4%	**8.7%**	**14.4%**	**13.2%**	**8.9%**
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
11.7%	**15.1%**	**16.9%**	**14.0%**	**10.4%**

*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.

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Experience of property damage or loss due to extreme weather by demographics

Q | Have you and/or your family or close friend experienced any property damage or loss due to extreme weather such as hurricanes, tornadoes, and droughts in the past 12 months?

No, neither I nor a family member or close friend experienced it				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
37.0%	**87.0%**	**76.8%**	**75.1%**	**83.9%**
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
77.6%	**76.7%**	**76.0%**	**76.0%**	**79.0%**
Unsure				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
1.5%	**0.6%**	**1.8%**	**1.6%**	**0.7%**
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
1.4%	**1.1%**	**2.1%**	**0.9%**	**1.2%**

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

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Actions taken to protect property from damage against extreme weather

"

Over three in four Canadians say they have done nothing to help protect their property from damage against extreme weather in the past 12 months. Atlantic residents were most likely to have taken actions with over one in four each saying they, cleared or trimmed trees as well as clearing or securing outdoor items and furniture.

"

Q | What, if anything, have you done to help protect your property from damage against extreme weather in the past 12 months?

TOP RESPONSES

	Total (n=1037)	Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
Nothing	76.0%	41.2%	87.4%	76.8%	74.8%	72.9%
Cleared/trimmed trees	7.1%	26.8%	3.9%	6.3%	6.0%	6.5%
Got insurance/added protections to current policy	4.1%	-	2.2%	4.6%	3.7%	8.8%
Cleared/secured outdoor items/furniture	3.8%	25.0%	0.9%	3.3%	1.9%	2.1%
Renovation/strengthened fence/walls	3.6%	4.3%	1.6%	5.2%	3.8%	2.0%
Better drainage/cleaned gutters	2.8%	4.5%	1.1%	2.4%	4.1%	4.6%
Worked on roof	2.6%	4.7%	0.7%	4.0%	3.0%	0.6%

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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 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.

METHODOLOGY

Element	Description	Element	Description
Research sponsor	CTV News	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 regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1037 Randomly selected individuals.		
Source of Sample	Nanos Probability Panel	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.
Type of Sample	Probability		
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 lines, and individuals without internet access could not participate.
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.	Stratification	By 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 Rate	13 percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report 1 of 4
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	September 30th to October 3rd, 2022.		
Language of Survey	The survey was conducted in both English and French.	Research/Data Collection Supplier	Nanos Research
Standards	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. https://canadianresearchinsightscouncil.ca/standards/	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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ABOUT NANOS

Any questions?

✉

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2022-2226 – CTV/Nanos Survey – September OMNI – Weather – STAT SHEET

					Region				Gender		Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Have you and/or your family or close friend experienced any property damage or loss due to extreme weather such as hurricanes, tornadoes, and droughts in the past 12 months?	Total	Unwgt N	1037	75	247	340	220	155	520	513	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	276	342	386
	Yes, I've experienced property damage	%	10.2	38.2	4.1	9.5	11.6	7.1	10.3	10.2	7.5	11.5	11.1
	Yes, a family member or close friend has experienced it	%	13.4	33.4	8.7	14.4	13.2	8.9	11.7	15.1	16.9	14.0	10.4
	No, neither I nor a family member or close friend experienced it	%	77.2	37.0	87.0	76.8	75.1	83.9	77.6	76.7	76.0	76.0	79.0
	Unsure	%	1.3	1.5	0.6	1.8	1.6	0.7	1.4	1.1	2.1	0.9	1.2

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

**Multifrequency tab based on multiple responses

					Region				Gender		Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Have you and/or your family or close friend experienced any property damage or loss due to extreme weather such as hurricanes, tornadoes, and droughts in the past 12 months?	Total	Unwgt N	1058	83	248	348	223	156	525	529	243	379	436
		Wgt N	1025	74	235	392	190	135	493	528	283	350	392
	Yes, I've experienced property damage	%	10.0	34.7	4.1	9.2	11.5	7.1	10.2	9.9	7.4	11.2	10.9
	Yes, a family member or close friend has experienced it	%	13.1	30.3	8.7	14.1	13.0	8.8	11.6	14.7	16.5	13.7	10.2
	No, neither I nor a family member or close friend experienced it	%	75.6	33.6	86.6	74.9	73.9	83.4	76.9	74.4	74.1	74.3	77.8
	Unsure	%	1.3	1.4	0.6	1.8	1.6	0.7	1.4	1.1	2.0	0.9	1.2

**Values are based on the proportion an activity represents of all response options (columns add up to 100%).

**Multifrequency tab based on multiple responses

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.

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					Region					Gender		Age		
			Canada 2022-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – What, if anything, have you done to help protect your property from damage against extreme weather in the past 12 months? [OPEN]	Total	Unwgt N	1037	75	247	340	220	155	520	513	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	276	342	386
	Cleared/trimmed trees	%	7.1	26.8	3.9	6.3	6.0	6.5	7.6	6.6	3.0	6.3	10.7
	Got insurance/added protections to current policy	%	4.1	0.0	2.2	4.6	3.7	8.8	3.2	5.0	4.5	3.9	4.0
	Purchased a generator	%	0.8	2.3	0.5	0.9	0.9	0.0	0.9	0.7	0.0	0.8	1.3
	Better drainage/cleaned gutters	%	2.8	4.5	1.1	2.4	4.1	4.6	3.0	2.7	1.4	3.6	3.2
	Added backwater valves/sump pump	%	1.2	1.6	0.0	0.9	4.0	0.0	0.8	1.6	0.4	0.6	2.3
	Renovation/strengthened fence/walls	%	3.6	4.3	1.6	5.2	3.8	2.0	2.8	4.4	3.8	3.5	3.6
	Worked on roof	%	2.6	4.7	0.7	4.0	3.0	0.6	2.0	3.2	1.3	2.8	3.4
	More plants/trees	%	0.4	1.0	0.0	0.0	1.3	0.6	0.4	0.3	0.7	0.2	0.3
	Nothing	%	0.4	0.0	1.1	0.3	0.0	0.0	0.3	0.4	0.4	0.6	0.2
	Work on foundation	%	0.7	0.0	0.3	0.9	1.0	0.6	0.8	0.6	0.0	0.8	1.1
	New/Stronger windows	%	0.6	0.0	0.4	0.9	0.0	1.2	0.6	0.6	1.3	0.0	0.7
	Made property fire smart	%	0.4	0.0	0.0	0.0	0.0	3.3	0.4	0.5	0.3	0.3	0.6
	Storm prep/stock up on food	%	0.5	3.2	1.1	0.0	0.0	0.0	0.7	0.3	1.2	0.4	0.0
	Cleared/secured outdoor items/furniture	%	3.8	25.0	0.9	3.3	1.9	2.1	3.1	4.4	3.2	4.3	3.7
	Other	%	1.3	0.0	0.7	1.1	3.1	1.3	0.9	1.7	2.1	1.3	0.9
	Unsure	%	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.5	0.0	0.0
	Nothing	%	76.0	41.2	87.4	76.8	74.8	72.9	78.4	73.5	79.7	76.5	73.0

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

**Multifrequency tab based on multiple responses

				Region					Gender		Age		
			Canada 2022-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – What, if anything, have you done to help protect your property from damage against extreme weather in the past 12 months? [OPEN]	Total	Unwgt N	1104	86	252	366	238	162	552	548	246	393	465
		Wgt N	1069	77	239	412	201	140	517	547	287	362	421
	Cleared/trimmed trees	%	6.6	23.3	3.8	5.9	5.5	6.2	7.2	6.2	2.9	5.9	9.8
	Got insurance/added protections to current policy	%	3.9	0.0	2.1	4.2	3.5	8.4	3.1	4.7	4.3	3.7	3.7
	Purchased a generator	%	0.7	2.0	0.5	0.8	0.8	0.0	0.8	0.6	0.0	0.7	1.2
	Better drainage/cleaned gutters	%	2.7	3.9	1.1	2.2	3.8	4.4	2.9	2.5	1.3	3.4	3.0
	Added backwater valves/sump pump	%	1.1	1.4	0.0	0.9	3.7	0.0	0.7	1.5	0.4	0.6	2.1
	Renovation/strengthened fence/walls	%	3.4	3.8	1.6	4.8	3.6	1.9	2.6	4.2	3.7	3.3	3.3
	Worked on roof	%	2.5	4.1	0.7	3.7	2.8	0.6	1.9	3.0	1.2	2.7	3.1
	More plants/trees	%	0.4	0.8	0.0	0.0	1.2	0.6	0.4	0.3	0.7	0.2	0.3
	Nothing	%	0.4	0.0	1.1	0.3	0.0	0.0	0.3	0.4	0.4	0.5	0.2
	Work on foundation	%	0.6	0.0	0.3	0.8	1.0	0.6	0.7	0.5	0.0	0.7	1.0
	New/Stronger windows	%	0.6	0.0	0.4	0.8	0.0	1.2	0.6	0.6	1.2	0.0	0.6
	Made property fire smart	%	0.4	0.0	0.0	0.0	0.0	3.1	0.4	0.4	0.3	0.3	0.6
	Storm prep/stock up on food	%	0.4	2.8	1.1	0.0	0.0	0.0	0.6	0.3	1.1	0.4	0.0
	Cleared/secured outdoor items/furniture	%	3.5	21.8	0.9	3.0	1.8	2.0	2.9	4.1	3.1	4.0	3.4
	Other	%	1.3	0.0	0.7	1.0	2.9	1.2	0.9	1.6	2.0	1.2	0.8
	Unsure	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.5	0.0	0.0
	Nothing	%	71.4	36.0	85.8	71.2	69.4	69.8	74.0	68.8	76.8	72.4	66.9

**Values are based on the proportion an activity represents of all response options (columns add up to 100%).

**Multifrequency tab based on multiple responses