




NEWS

 NANOS

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



High anxiety in Prairie provinces over lower oil prices

Majority of Canadians see a risk of an economic downturn because of oil prices – Canadian dollar good for economy not as great for personal finances

Research suggests a certain level of anxiety in the Canadian population with the lower prices of oil. Although the Canadian dollar is seen as having a potential positive impact on the Canadian economy it is not seen as a positive impact on the personal finances of Canadians.

Canadians are divided on the impact of lower energy prices on potential provincial budget shortfalls with the exceptions of those that live in the Prairie provinces where 73 per cent are concerned/somewhat concerned. This compares to the national level where 50 per cent of Canadians are concerned/somewhat concerned.

Six of ten Canadians in the Prairies provinces are concerned or somewhat concerned that lower oil prices will slow down the development of Canada's energy sector compared to one in two Canadians who are concerned or somewhat concerned.

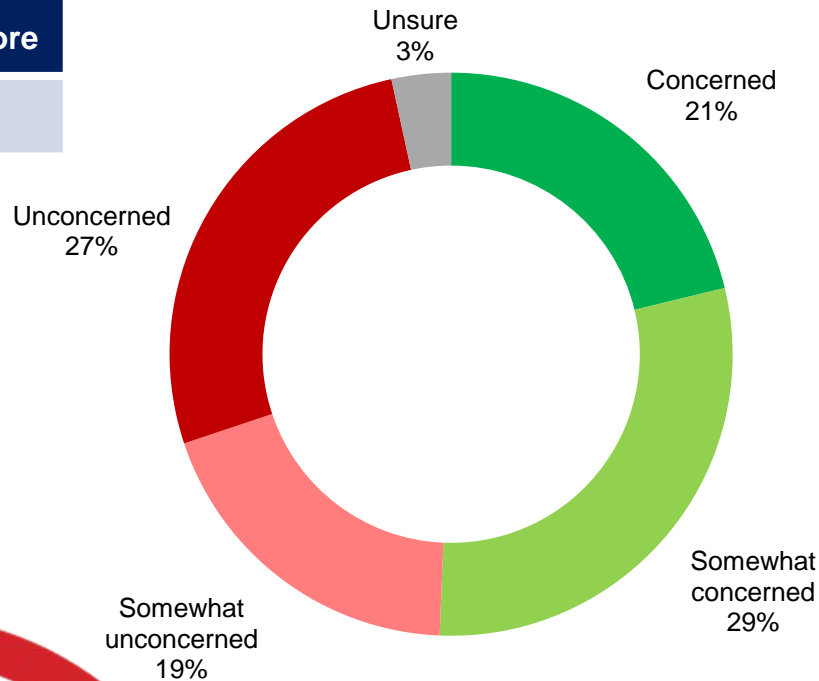
A majority of Canadians (60 per cent) believe lower oil prices pose a risk of an economic downturn. This increases to 71 per cent in the Prairies.

On the positive side of the ledger Canadians are more likely to see a lower Canadian dollar as having a positive rather than a negative impact on the Canadian economy (net positive score of 21 points) but only 14 per cent see it as having a direct positive impact on their personal finances.

Budget Shortfalls

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 11th to 17th, 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**

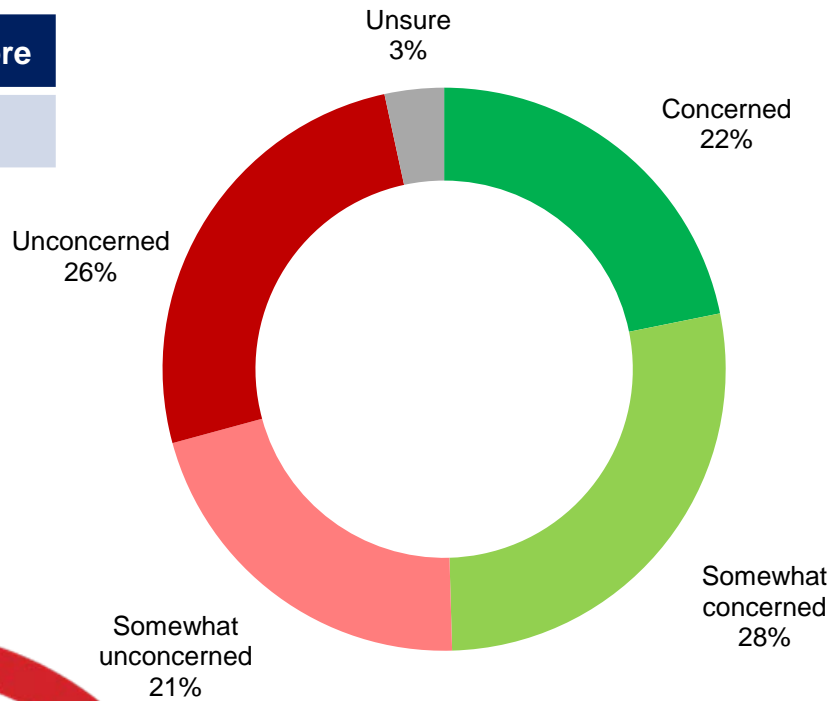
QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following:

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 11th to 17th, 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**

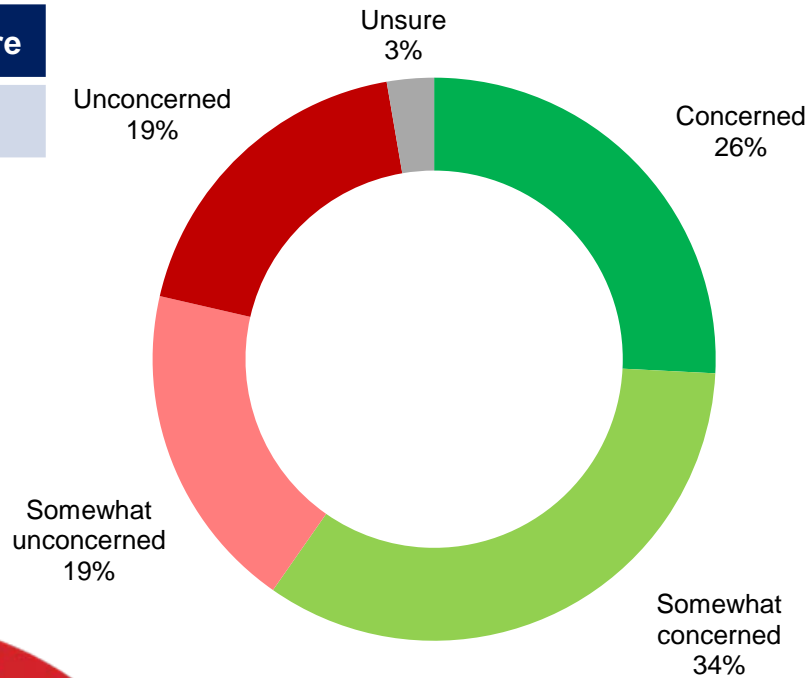
QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following:

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 11th to 17th, 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**

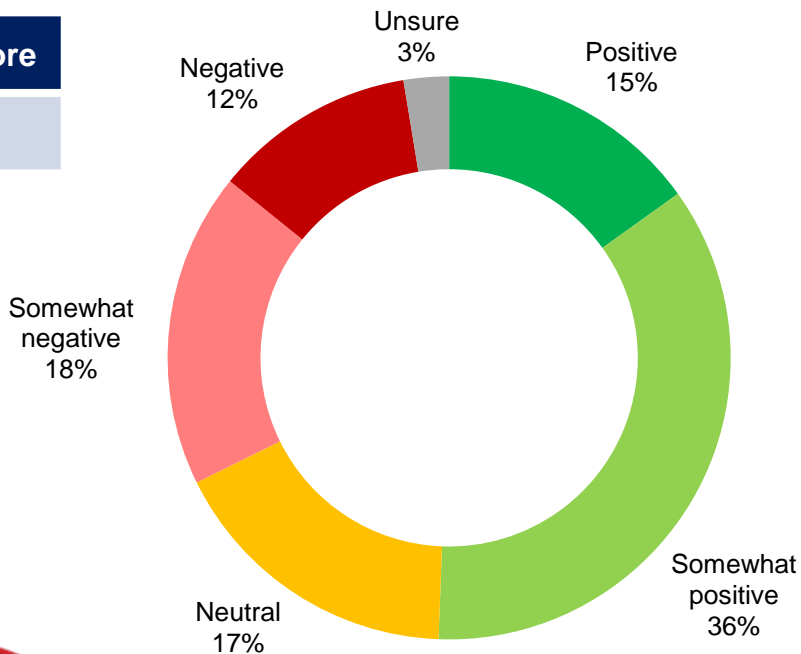
QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following:

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 11th to 17th, 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**

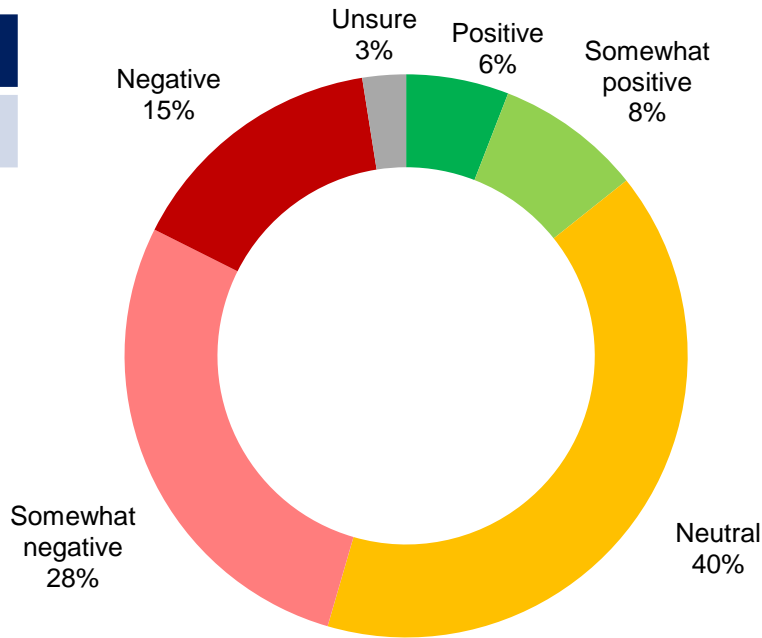
QUESTION – Do you think a Canadian dollar at 80 cents US will have a positive, somewhat positive, a neutral, a somewhat negative or negative impact on:

the Canadian economy

Dollar's impact on Personal Finances

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

Net score
-28.7

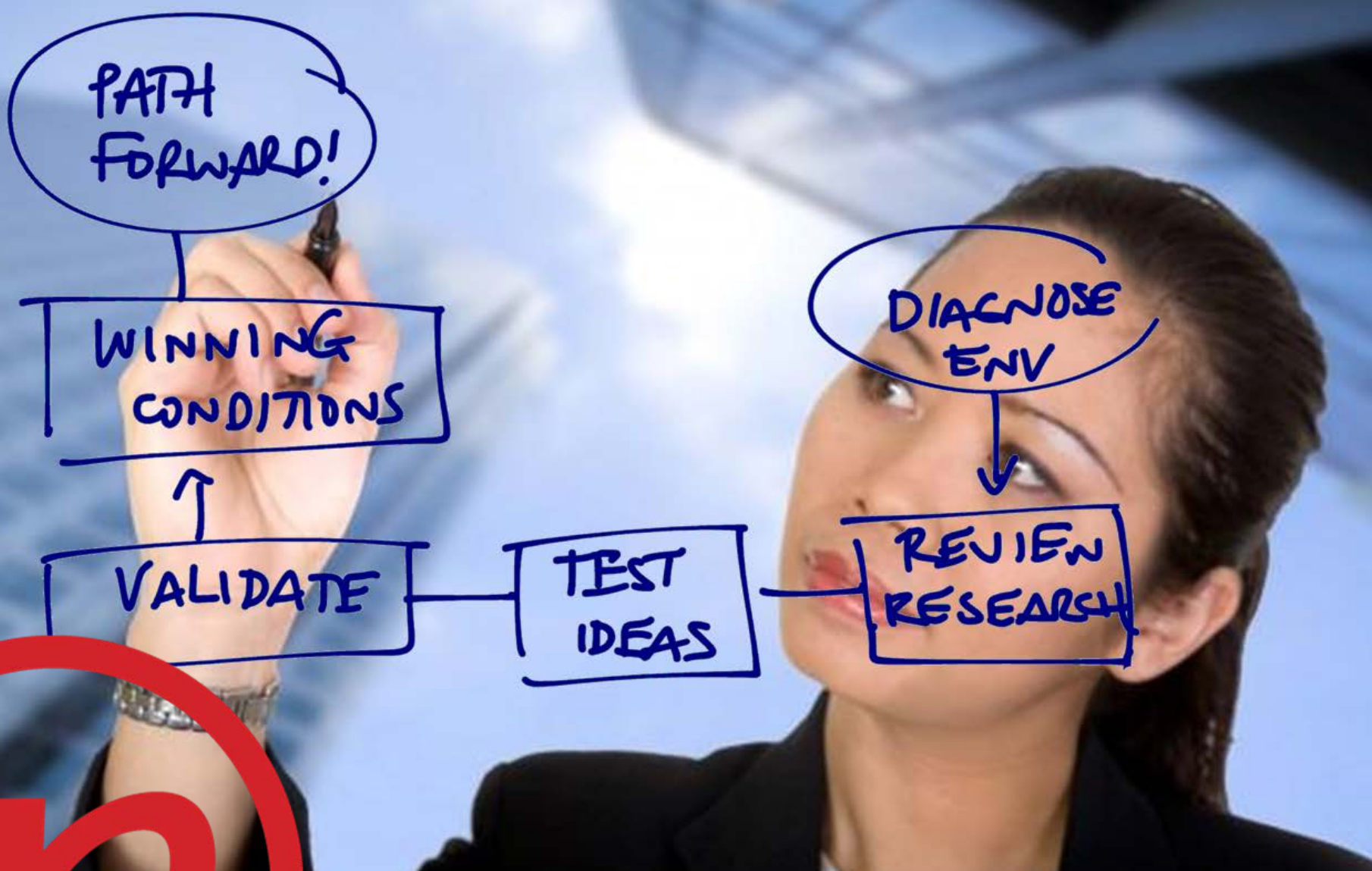


Subgroups	Positive/ Somewhat positive
Atlantic (n=100)	10.2%
Quebec (n=250)	14.9%
Ontario (n=300)	14.4%
Prairies (n=200)	14.9%
British Columbia (n=150)	15.0%
Male (n=502)	16.2%
Female (n=498)	12.4%
18 to 29 (n=206)	12.3%
30 to 39 (n=169)	15.1%
40 to 49 (n=208)	17.1%
50 to 59 (n=178)	13.1%
60 plus (n=239)	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 11th and 17th, 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 ± 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

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Tabulations

CTV News - Nanos Survey



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		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 11th and 17th, 2014. 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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		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

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		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

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		Question 4 - 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 11th and 17th, 2014. 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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		Question 5 - 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

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