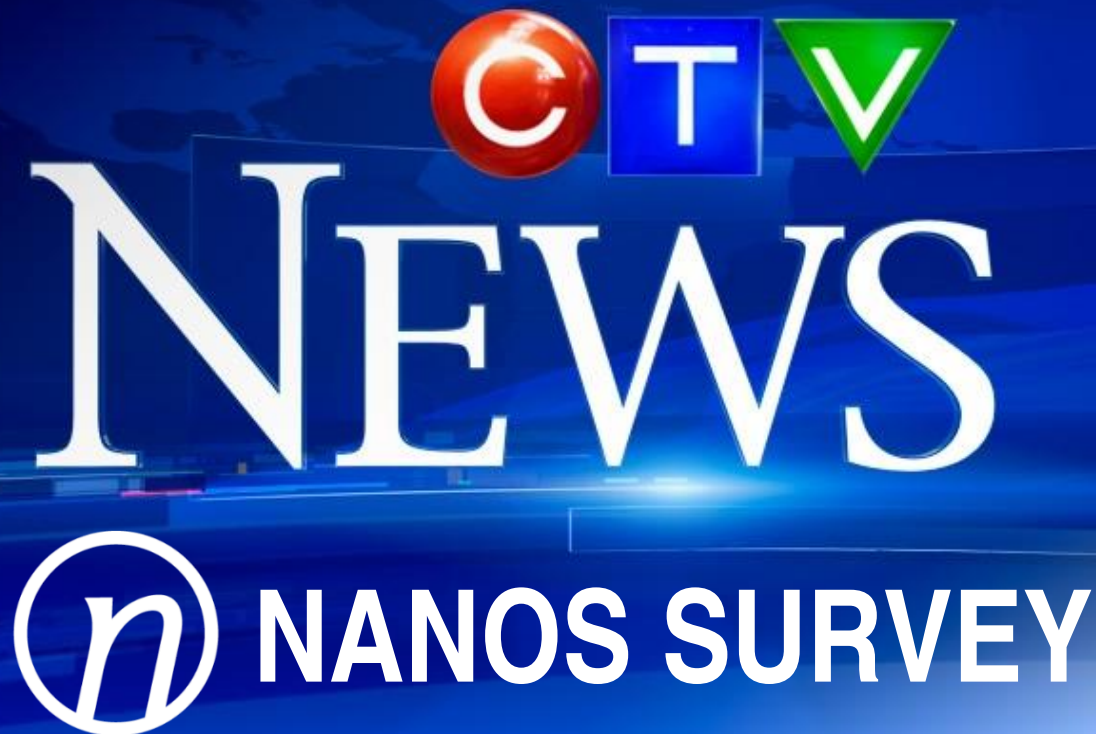


Canadians say climate change a threat to Canada's economic future and that Canada's reputation has taken a hit on the global stage

CTV News / Nanos survey released November, 2015

Project 2015-737





Canadians see climate change as a threat to Canada's economic future; support moving forward with climate change targets

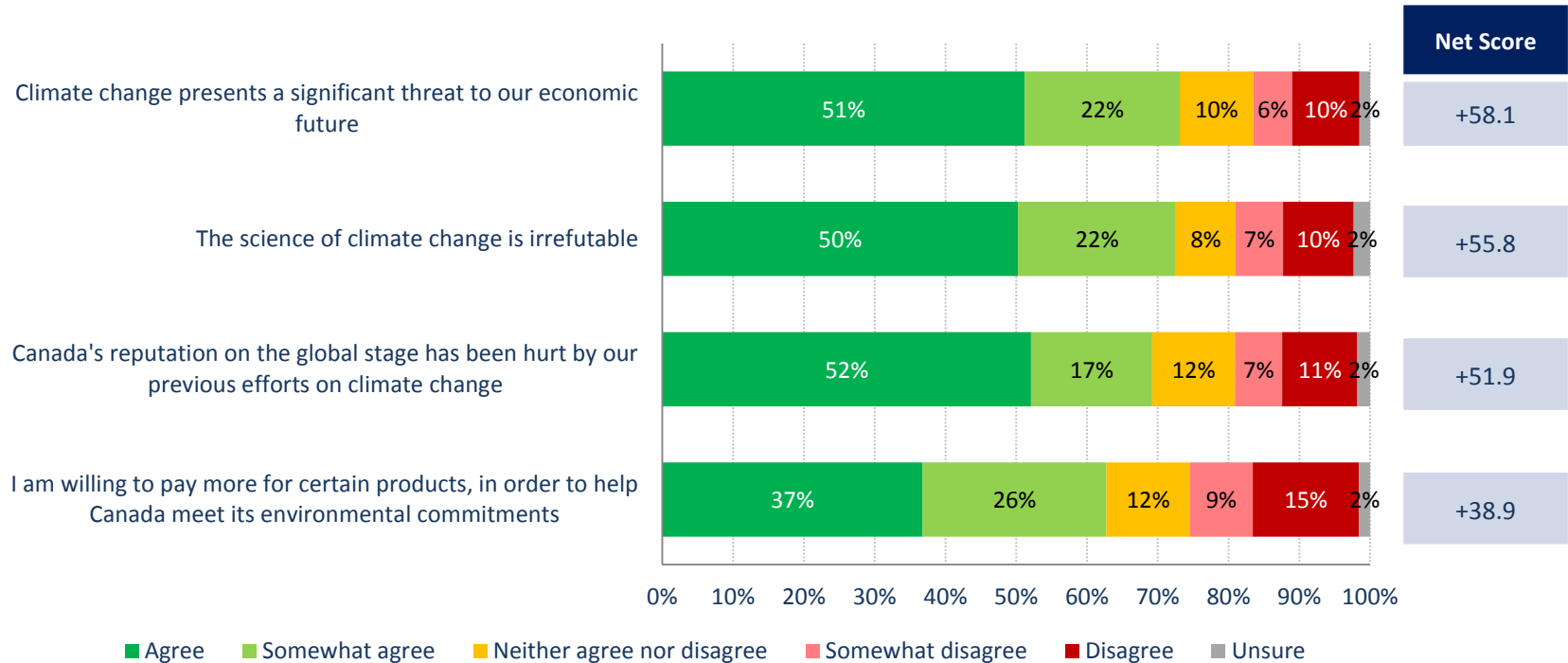
Canadians agree or somewhat agree that the science behind climate change is irrefutable, and that climate change presents a threat to our economic future. They do believe that our previous efforts on climate change have harmed our reputation internationally, and generally support or somewhat support job losses in the oil industry in order to move forward with meeting environmental targets. Canadians are generally willing to pay more for products to help meet those commitments.

- **Climate's threat to our economic future** – Just under three quarters of Canadians (73%) either agree or somewhat agree that climate change represents a significant threat to our economic future (51% agree; 21% somewhat agree). Respondents in British Columbia were the most likely to agree or somewhat agree (82%). Just 16% either disagree or somewhat disagree (six percent disagree; 10% somewhat disagree) that climate change is a threat, while 10% said that they neither agree nor disagree that climate change is a threat.
- **The science of climate change** – Just over seven in ten Canadians (72%) believe that the science of climate change is irrefutable, with half saying they agree (50%) and a little over one fifth saying they somewhat agree (22%) with that statement. Comparatively, only 17% said they either disagree or slightly disagree with that statement (10% disagree; eight percent somewhat disagree). Eight percent said they neither agree nor disagree that the science of climate change is irrefutable. Canadians in Atlantic Canada were the most likely to say they agree or somewhat agree (82%) that the science behind climate change is irrefutable, and participants in the Prairies were the least likely to say they agree or somewhat agree (58%) with the same statement.
- **Reputation damage from previous climate action** – Just under seven in ten Canadians (69%) agree that Canada's reputation on the global stage been hurt by our previous efforts on climate change (52% agree; 17% somewhat agree). Eighteen percent on Canadians either disagree or somewhat disagree that there was any reputation damage (11% disagree; seven percent somewhat disagree). Twelve percent said they neither agree nor disagree with that statement. Quebecers were most likely to agree or somewhat agree (81%) that Canada's reputation had been damaged (61% agree; 20% somewhat agree), while those in the Prairies were the least likely to agree or somewhat agree (52%) to the same thing (35% agree; 17% somewhat agree).
- **Paying more to meet climate commitments** – Just over three fifths of Canadians (63%) are willing to pay more for certain products in order to help Canada meet its environmental commitments, with (37% agree; 26% somewhat agree). However, just under a quarter of respondents either disagree or somewhat disagree that they would be willing to pay more (15% disagree; nine percent somewhat disagree). Twelve percent of Canadians neither agree nor disagree that they would be willing to pay more for certain products. Canadians in Atlantic Canada were most likely to agree to pay more, with almost three quarters (74%) saying they would agree or somewhat agree to pay more, compared to only half (50%) of Canadians in the Prairies who would say the same thing.
- **Moving forward with new targets** – The majority of Canadians (66%) either support or somewhat support going forward with new climate change targets and processes even if the result is significant job loss in Canada's oil patch (38% support; 28% somewhat support). Conversely, just under a third of Canadians (30%) would oppose or somewhat oppose the same thing (18% oppose; 12% somewhat oppose). Support for this plan is lowest among Canadians in the Prairies, where only 45% would agree or somewhat agree to move forward with new targets irrespective of job losses in the oil industry.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 21st and 24th, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Views on climate change in Canada

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

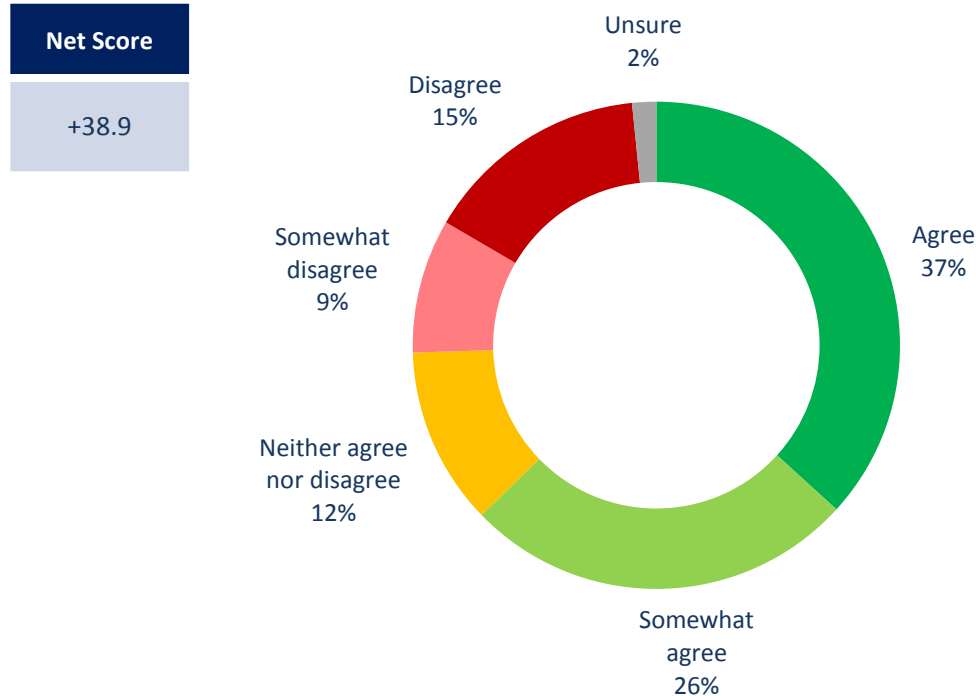


*Note: Charts may not add up to 100 due to rounding

QUESTION - Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [ROTATE]

Willingness to pay more to meet environmental commitments

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

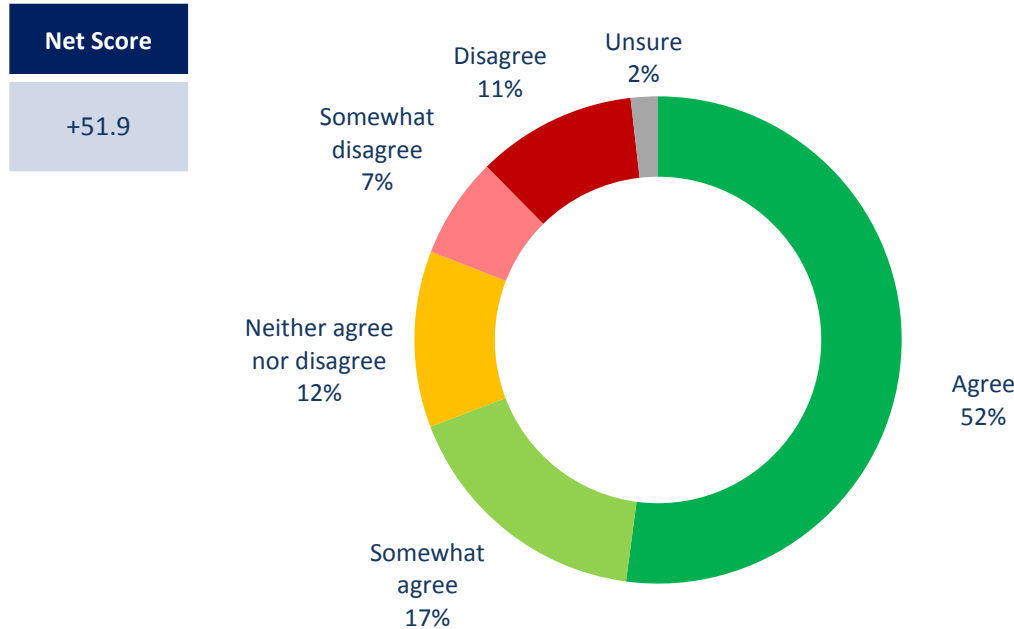
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	73.7%
Quebec (n=250)	65.4%
Ontario (n=300)	65.0%
Prairies (n=200)	49.9%
British Columbia (n=150)	63.4%
Male (n=500)	58.4%
Female (n=500)	67.1%
18 to 29 (n=205)	64.5%
30 to 39 (n=169)	58.8%
40 to 49 (n=208)	59.0%
50 to 59 (n=178)	63.2%
60 plus (n=239)	67.1%

QUESTION – Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [ROTATE]

I am willing to pay more for certain products, in order to help Canada meet its environmental commitments.

Climate change and Canada's global reputation

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	73.8%
Quebec (n=250)	81.1%
Ontario (n=300)	69.2%
Prairies (n=200)	51.8%
British Columbia (n=150)	69.3%
Male (n=500)	66.9%
Female (n=500)	71.4%
18 to 29 (n=205)	68.3%
30 to 39 (n=169)	62.9%
40 to 49 (n=208)	65.6%
50 to 59 (n=178)	76.1%
60 plus (n=239)	72.1%

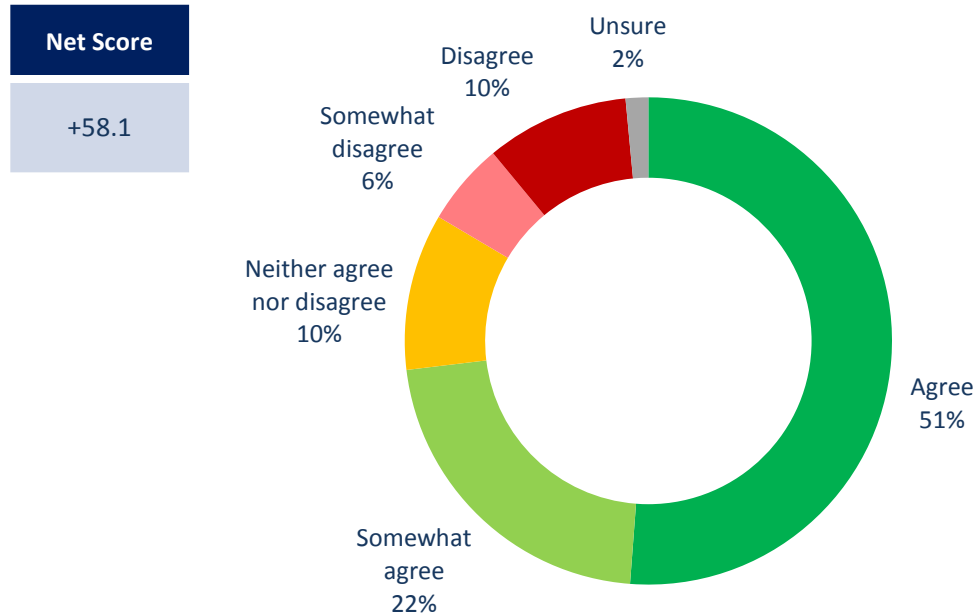
*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [ROTATE]

Canada's reputation on the global stage been hurt by our previous efforts on climate change.

Threat of climate change to economic future

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

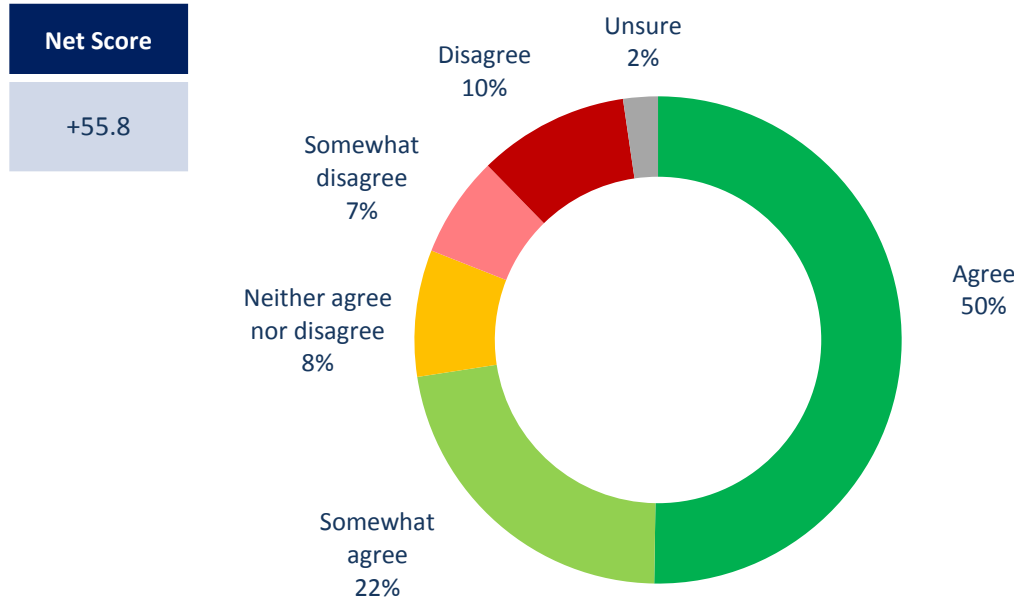
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	75.7%
Quebec (n=250)	75.1%
Ontario (n=300)	72.2%
Prairies (n=200)	64.1%
British Columbia (n=150)	82.2%
Male (n=500)	67.8%
Female (n=500)	78.6%
18 to 29 (n=205)	77.4%
30 to 39 (n=169)	70.3%
40 to 49 (n=208)	70.4%
50 to 59 (n=178)	74.0%
60 plus (n=239)	73.3%

QUESTION – Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements [ROTATE]

Climate change presents a significant threat to our economic future.

Irrefutability of climate change science

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	81.8%
Quebec (n=250)	75.6%
Ontario (n=300)	75.0%
Prairies (n=200)	57.9%
British Columbia (n=150)	76.0%
Male (n=500)	69.2%
Female (n=500)	75.9%
18 to 29 (n=205)	77.5%
30 to 39 (n=169)	69.8%
40 to 49 (n=208)	65.5%
50 to 59 (n=178)	74.3%
60 plus (n=239)	75.3%

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

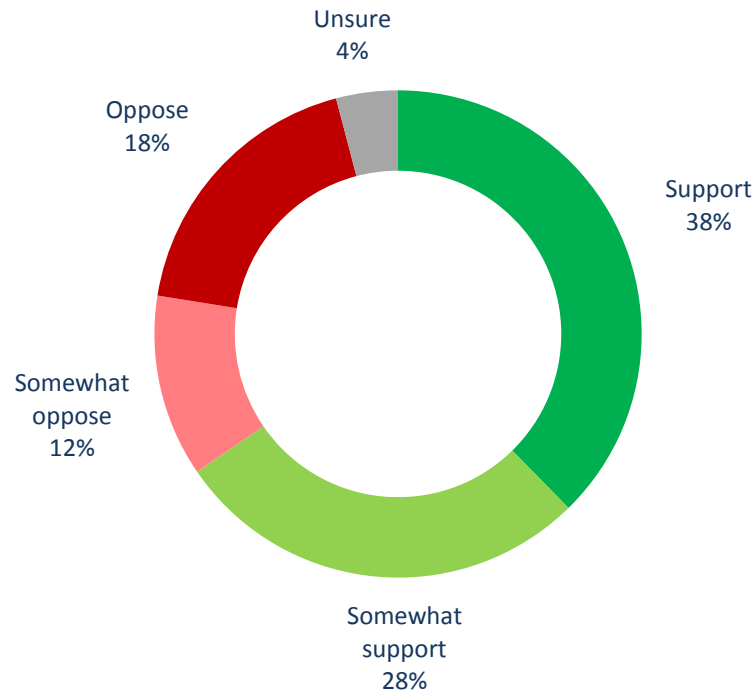
QUESTION – Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements [ROTATE]

The science of climate change is irrefutable.

Climate change targets versus job loss in the oil industry

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+35.0



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

Subgroups	Support/Somewhat support
Atlantic (n=100)	71.4%
Quebec (n=250)	72.3%
Ontario (n=300)	69.1%
Prairies (n=200)	45.5%
British Columbia (n=150)	69.5%
Male (n=500)	62.8%
Female (n=500)	68.2%
18 to 29 (n=205)	65.2%
30 to 39 (n=169)	64.2%
40 to 49 (n=208)	61.4%
50 to 59 (n=178)	69.8%
60 plus (n=239)	66.8%

QUESTION – Would you support, somewhat support, somewhat oppose, or oppose going forward with new climate change targets and processes even if the result is significant job loss in Canada’s oil patch?

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 November 21st and 24th, 2015 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 News	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	Twenty-three 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. Module one was about top unprompted issues of concern and module two was about 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	November 21 st to 24 th , 2015.		
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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Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

			Region					Gender		Age					
			Canada 2015-11	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - I am willing to pay more for certain products, in order to help Canada meet its environmental commitments.	Total	Unwgt N	1000	100	250	300	200	150	500	500	165	149	174	225	287
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	36.8	38.6	36.5	40.4	27.7	40.8	35.2	38.4	38.9	34.7	32.0	37.3	40.3
	Somewhat agree	%	26.0	35.1	28.9	24.6	22.2	22.6	23.2	28.7	25.6	24.1	27.0	25.9	26.8
	Neither agree nor disagree	%	11.8	6.0	14.1	10.4	12.7	13.7	13.1	10.6	8.9	17.0	11.9	11.0	11.3
	Somewhat disagree	%	8.9	7.6	8.7	10.5	9.6	5.9	9.6	8.2	6.7	11.2	10.2	7.9	8.8
	Disagree	%	15.0	12.0	9.4	12.9	26.2	15.3	18.2	11.8	17.8	12.5	17.4	16.3	11.2
Unsure	%	1.6	.7	2.3	1.1	1.5	1.7	.7	2.4	2.2	.6	1.5	1.7	1.7	

Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

			Region					Gender		Age					
			Canada 2015-11	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - Canada's reputation on the global stage been hurt by our previous efforts on climate change	Total	Unwgt N	1000	100	250	300	200	150	500	500	165	149	174	225	287
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	52.1	62.1	60.8	52.5	34.9	53.0	50.2	54.0	51.9	49.0	47.5	56.3	55.2
	Somewhat agree	%	17.1	11.7	20.3	16.7	16.9	16.3	16.7	17.4	16.4	13.9	18.1	19.8	16.9
	Neither agree nor disagree	%	11.7	15.0	8.4	10.7	14.9	13.0	11.9	11.6	11.3	16.9	13.9	7.7	9.5
	Somewhat disagree	%	6.7	6.1	4.0	7.6	8.8	7.0	7.5	5.9	4.6	8.5	8.5	5.4	6.7
	Disagree	%	10.6	4.0	5.5	9.7	22.0	10.4	12.8	8.5	11.9	9.6	11.3	10.4	9.9
Unsure	%	1.8	1.2	1.1	2.7	2.5	.5	.9	2.6	4.0	2.1	.6	.4	1.7	

Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between November 21st and 24th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

2015-737- CTV News/Nanos Survey - STAT SHEET

			Region					Gender		Age					
			Canada 2015-11	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Climate change presents a significant threat to our economic future	Total	Unwgt N	1000	100	250	300	200	150	500	500	165	149	174	225	287
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	51.2	57.9	51.3	53.4	40.4	56.8	47.5	55.0	54.1	47.1	49.3	50.4	54.0
	Somewhat agree	%	21.9	17.8	23.8	18.8	23.7	25.4	20.3	23.6	23.3	23.2	21.1	23.6	19.3
	Neither agree nor disagree	%	10.4	7.5	11.4	12.4	10.7	6.1	11.6	9.2	10.1	7.2	13.2	10.9	10.0
	Somewhat disagree	%	5.5	4.6	6.2	6.6	5.9	2.1	6.1	4.9	1.6	7.2	5.2	5.7	7.7
	Disagree	%	9.5	10.9	6.7	7.0	17.1	8.3	13.1	6.0	8.9	12.8	9.7	9.0	7.9
	Unsure	%	1.5	1.2	.6	1.8	2.3	1.3	1.6	1.4	2.0	2.5	1.5	.4	1.0

Do you agree, somewhat agree, neither agree nor disagree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

			Region					Gender		Age					
			Canada 2015-11	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - The science of climate change is irrefutable	Total	Unwgt N	1000	100	250	300	200	150	500	500	165	149	174	225	287
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	50.2	59.1	47.2	52.1	41.4	57.5	46.4	54.1	59.3	44.9	37.3	53.3	55.3
	Somewhat agree	%	22.3	22.7	28.4	22.9	16.5	18.5	22.8	21.8	18.2	24.9	28.2	21.0	20.0
	Neither agree nor disagree	%	8.4	6.9	9.3	9.0	8.9	6.1	8.4	8.4	6.2	9.5	13.0	7.1	6.5
	Somewhat disagree	%	6.7	2.2	5.2	7.3	12.1	4.0	8.4	5.1	5.1	6.1	6.9	8.6	7.2
	Disagree	%	10.0	8.4	7.2	6.1	17.1	13.9	12.6	7.3	7.9	10.5	12.4	9.2	9.8
	Unsure	%	2.3	.7	2.6	2.6	4.1	.0	1.4	3.2	3.4	4.2	2.1	.9	1.3

Region

Gender

Age

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between November 21st and 24th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.



2015-737- CTV News/Nanos Survey - STAT SHEET

			Canada 2015-11	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - Would you support, somewhat oppose or oppose going forward with new climate change targets and processes even if the result is significant job losses in Canada's oil patch?	Total	Unwgt N	1000	100	250	300	200	150	500	500	165	149	174	225	287
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Support	%	37.7	39.1	39.4	41.0	23.2	46.6	37.0	38.4	45.4	34.9	31.4	39.3	37.2
	Somewhat support	%	27.8	32.3	32.9	28.1	22.3	22.9	25.8	29.8	19.8	29.3	30.0	30.5	29.6
	Somewhat oppose	%	12.1	11.0	13.2	11.6	14.7	8.3	12.4	11.8	10.8	12.1	12.8	9.0	14.7
	Oppose	%	18.4	14.8	9.8	13.6	35.8	21.4	22.7	14.1	19.5	19.2	22.8	18.0	13.3
	Unsure	%	4.1	2.9	4.7	5.7	4.0	.7	2.1	6.0	4.5	4.6	2.9	3.1	5.1

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between November 21st and 24th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.