

| STRATEGIC DIRECTIONS |

Interactive Voter Communications

CanCertainty & Strategic Directions IVR Report

February 17, 2016

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Poll Summary:

On February 13th, Strategic Directions conducted a survey of 1,155 randomly selected Canadian residents to study attitudes towards government spending and healthcare priorities.

Results:

Healthcare was identified as the most important government priority by the majority of participants. Within healthcare, cancer was identified as the most important spending priority. Cancer was also identified most often as the disease that presents the greatest risk to a participant's financial future.

Survey responses were presented in random order to compensate for ordering effects.

Results for questions 1 to 5 have been weighted to accurately reflect actual Canadian age and gender demographics and can be considered to be accurate within $\pm 3.0\%$, 19 times out of 20.

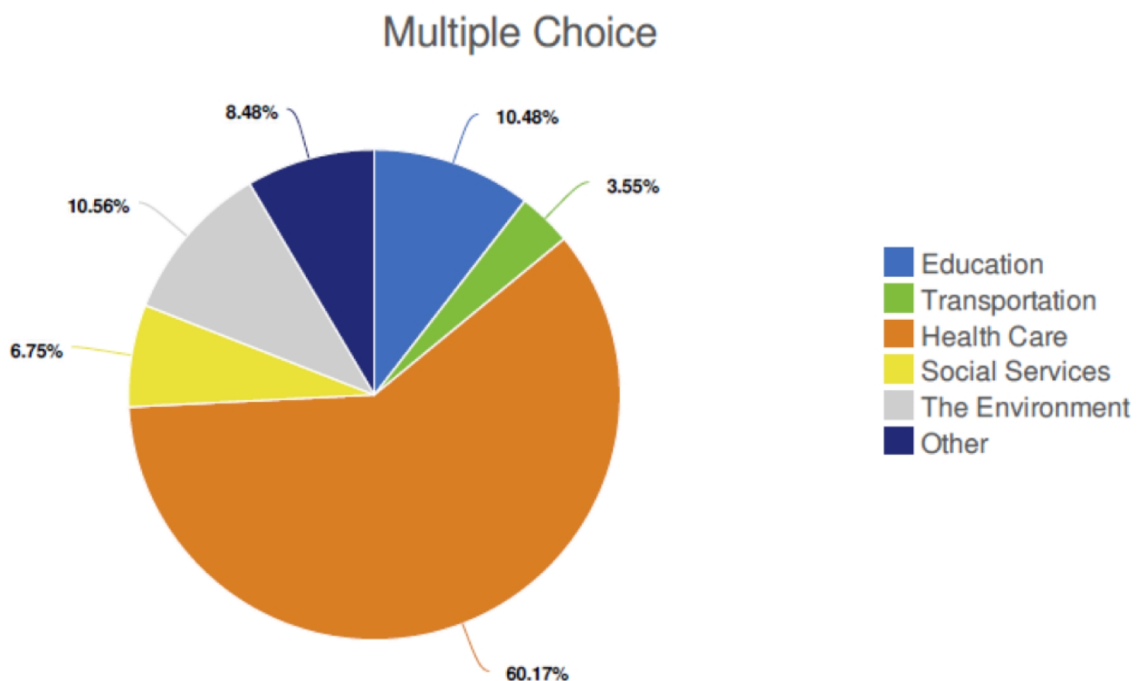
About Us:

Direct Pulse is the research and polling division of Strategic Directions.

1. Multiple Choice ☰

There are many priorities for government. Please listen to the following six options and select the priority that you feel is the most important. For...

1. Education
2. Transportation
3. Health Care
4. Social Services
5. The Environment
6. Other



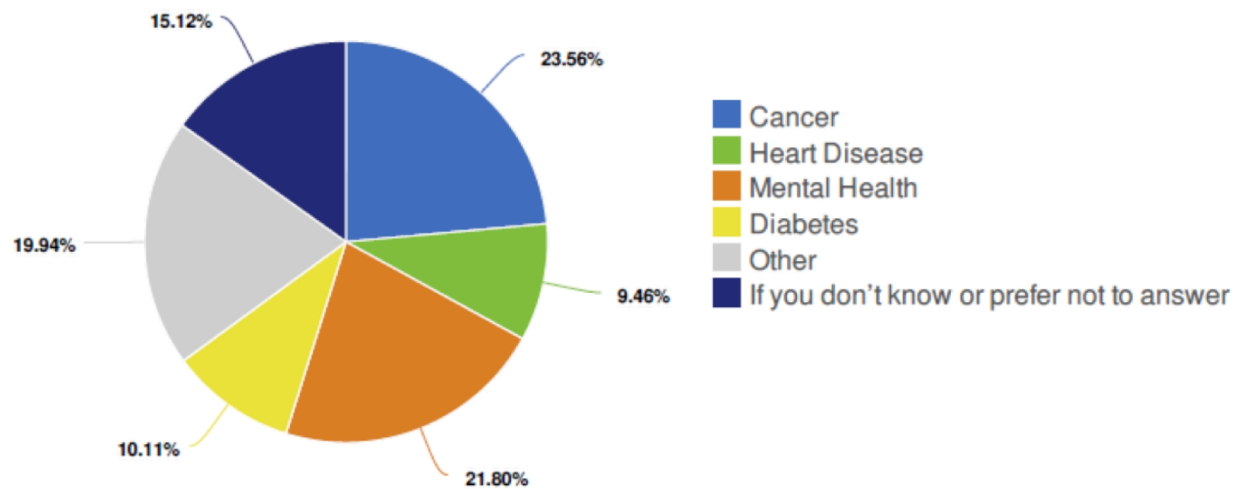
Multiple Choice		Count	Percent
Education		121	10.5%
Transportation		41	3.5%
Health Care		695	60.2%
Social Services		78	6.8%
The Environment		122	10.6%
Other		98	8.5%
Total		1155	100.0%

2. Multiple Choice ☰

Within healthcare, there are many competing priorities. Please listen to the following six options and select the priority that you feel is the most important. For...

1. Cancer
2. Heart Disease
3. Mental Health
4. Diabetes
5. Other
6. If you don't know or prefer not to answer

Multiple Choice



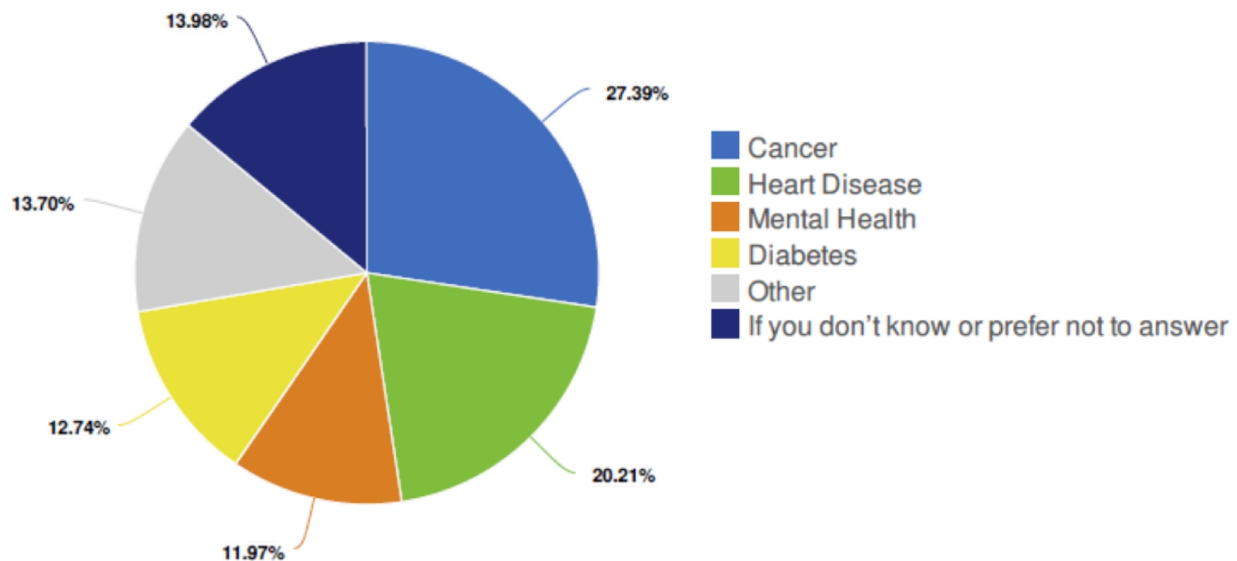
Multiple Choice	Count	Percent
Cancer	254	23.6%
Heart Disease	102	9.5%
Mental Health	235	21.8%
Diabetes	109	10.1%
Other	215	19.9%
If you don't know or prefer not to answer	163	15.1%
Total	1078	100.0%

3. Multiple Choice ☰

For you and your family, which of the following the following diseases presents the greatest risk to your financial future? Please listen to the following six options and select the priority that you feel is the most important. For...

1. Cancer
2. Heart Disease
3. Mental Health
4. Diabetes
5. Other
6. If you don't know or prefer not to answer

Multiple Choice



Multiple Choice	Count	Percent
Cancer	286	27.4%
Heart Disease	211	20.2%
Mental Health	125	12.0%
Diabetes	133	12.7%
Other	143	13.7%
If you don't know or prefer not to answer	146	14.0%
Total	1044	100.0%