

NEWS RELEASE



FORUM RESEARCH INC.

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Environment Still A Top Issue

Canadians split on whether Canada is doing better or worse than in 2015

Toronto, August 2nd – In a random sampling of public opinion taken by The Forum Poll™ among 1733 Canadian voters, half (TOP2: 48%) think Canada is doing better, with a sixth (15%) saying Canada is doing much better. While the other half (BTM2: 52%) think Canada is doing worse, with a third (29%) saying Canada is doing much worse.

Respondents more likely to say Canada is doing better include those aged 18 to 44 (51% of those 18 to 34 and 52% of those 35 to 44), females (51%), the least wealthy (54%) and \$60k to \$80k (56%), post-grads (59%), those living in Atlantic Canada (60%), Liberals (85%), and those who are most concerned with the environment (72%).

Respondents more likely to say Canada is doing worse include those aged 45 to 64 (56% of those 45 to 54 and 58% of those 55 to 64), males (56%), those earning \$20k to \$40k (54%), \$40k to \$60k (56%), and \$80k to 100k (54%), the least educated (62%), those living in Alberta (70%), Conservatives (88%), and those who are most concerned with immigration (79%).

Environment continues to be tied with Economy for most important issue

The environment continues to be a leading issue for the upcoming Federal election, with one-quarter (26%) saying it is the most important issue to them in the coming campaign.

That is still an increase of 11 points since we began tracking key issues in February 2019.

%	Feb 27 - 28, 2019	April 3 - 6, 2019	June 28 - 30, 2019	July 26- 28, 2019
Sample	1301	1634	1812	1733
Environment	15	21	26	26
Economy	26	28	25	25
Healthcare	17	13	16	14
Taxes	12	12	8	8
Immigration	10	5	8	8
Education	8	7	6	7
Housing	4	5	5	5
Public Safety	3	3	2	2
Something else	6	6	5	5



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The economy (25%) remains a concern of one-quarter of Canadians, which is consistent with results from the past six months.

Healthcare (14%) is the most important issue to about one-sixth and is the clear third choice, right now.

Taxes (8%) have dipped slightly, down 4 points over the results of the past six months.

Clustered behind are education (7%), housing (5%), and something else (5%).

Public safety (2%) is least on the minds of Canadians right now.

Respondents most likely to say the environment is their top issue includes those aged 18-34 (30%), 35-44 (28%), earning \$60k to \$80k (32%) or the wealthiest (29%), the most educated (34%), and living in Atlantic Canada (36%).

Respondents most likely to say the economy is their top issue includes males (29%), the wealthiest (29%), the least educated (30%), and those living in Alberta (51%).

Healthcare and the economy second-most important

About one-fifth (16%) say the economy is the second most important issue to them, tied with healthcare (15%).

The environment (11%), taxes (12%), and education (12%) are all clustered behind.

Education and taxes are more popular as second issues than they are as top issues (Taxes: first 8%/second: 12%; education: first 7%/second: 11%.)

A few say their second issue is immigration (7%), housing (7%), or public safety (5%).

1 in 10 (11%) say they have no second issue, and few (3%) say it's something else.

“The environment is once again tied with the economy for the top issue on voters’ minds,” said Dr. Lorne Bozinoff, President of Forum Research. “It doesn’t look like an anomaly; it looks like a real shift at this point. And while the Liberals, NDP, and Greens have been pushing their green agenda for some time, the Conservatives released a green platform with somewhat muted results. Can the Conservatives make up ground? Or do they focus hard on the economy, leaving the other parties to battle over the green vote?”

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1733 randomly selected Canadians across the country. The poll was conducted from July 26th-28th, 2019.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20, measured as the average deviation across all response categories. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied. TABLE IS AN EXAMPLE ONLY.

Due to rounding some numbers may not add up to 100

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Canada's performance

Right now, is Canada doing better or worse than it was 4 years ago?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1733	231	199	281	389	633	893	802	38
NET: TOP2	48	51	52	44	42	46	44	51	37
NET: BTM2	52	49	48	56	58	54	56	49	63
Much better	15	15	19	18	10	13	15	15	13
A bit better	32	35	34	26	32	34	29	36	24
A bit worse	24	20	23	25	26	27	23	25	16
Much worse	29	29	25	31	32	27	33	24	47

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1733	162	270	266	216	199	344
NET: TOP2	48	54	46	44	56	46	51
NET: BTM2	52	46	54	56	44	54	49
Much better	15	14	11	14	21	16	18
A bit better	32	40	35	30	35	30	33
A bit worse	24	22	24	31	19	25	22
Much worse	29	24	31	26	25	29	27



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Education

%	Total	Secondary School or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1733	298	484	599	352
NET: TOP2	48	38	45	47	59
NET: BTM2	52	62	55	53	41
Much better	15	9	13	15	23
A bit better	32	28	32	33	35
A bit worse	24	26	24	26	17
Much worse	29	36	31	26	25

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1733	178	369	593	148	189	256
NET: TOP2	48	60	51	50	43	30	45
NET: BTM2	52	40	49	50	57	70	55
Much better	15	24	15	17	12	7	15
A bit better	32	36	36	33	31	23	31
A bit worse	24	18	29	24	23	20	20
Much worse	29	22	21	26	34	50	35



Voter Intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	People's Party of Canada
Sample	1733	579	536	156	188	73	78
NET: TOP2	48	12	85	63	51	34	25
NET: BTM2	52	88	15	37	49	66	75
Much better	15	3	35	16	9	8	8
A bit better	32	9	50	47	42	27	18
A bit worse	24	32	10	26	33	32	24
Much worse	29	57	5	11	16	33	51

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Most Important Issues

%	Total	Environment	Housing	Taxes	Economy	Immigration	Healthcare	Education	Public Safety	Something else
Sample	1733	407	70	146	432	121	291	93	39	93
NET: TOP2	48	72	59	25	32	21	56	64	39	33
NET: BTM2	52	28	41	75	68	79	44	36	61	67
Much better	15	22	18	10	11	8	16	21	23	9
A bit better	32	50	41	14	22	13	39	43	17	24
A bit worse	24	20	35	18	26	21	26	23	29	28
Much worse	29	7	6	57	42	58	19	13	32	39



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Voting Likelihood

How likely are you to vote in the upcoming Federal election?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1733	231	199	281	389	633	893	802	38
NET: TOP2	95	95	94	95	96	96	95	95	92
NET: BTM2	5	5	6	5	4	4	5	5	8
Very likely	87	85	87	87	87	89	88	86	84
Somewhat likely	8	10	6	8	9	7	7	9	8
Not very likely	3	4	3	3	1	2	3	3	3
Not likely at all	2	1	3	3	3	2	3	2	5

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1733	162	270	266	216	199	344
NET: TOP2	95	86	93	95	96	97	99
NET: BTM2	5	14	7	5	4	3	1
Very likely	87	70	79	85	89	93	95
Somewhat likely	8	17	13	10	7	4	4
Not very likely	3	7	4	4	1	2	1
Not likely at all	2	7	3	1	3	1	0



Education

%	Total	Secondary School or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1733	298	484	599	352
NET: TOP2	95	87	95	97	98
NET: BTM2	5	13	5	3	2
Very likely	87	71	84	92	93
Somewhat likely	8	16	11	5	4
Not very likely	3	6	4	2	1
Not likely at all	2	7	1	1	1

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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1733	178	369	593	148	189	256
NET: TOP2	95	96	95	97	88	96	91
NET: BTM2	5	4	5	3	12	4	9
Very likely	87	85	86	89	76	89	86
Somewhat likely	8	11	9	8	12	8	5
Not very likely	3	2	3	2	6	1	6
Not likely at all	2	2	2	2	6	3	2

Voter Intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	People's Party of Canada
Sample	1733	579	536	156	188	73	78
NET: TOP2	95	97	96	96	97	95	89
NET: BTM2	5	3	4	4	3	5	11
Very likely	87	90	89	90	88	91	77
Somewhat likely	8	6	8	6	9	5	11
Not very likely	3	2	2	2	1	3	10
Not likely at all	2	1	2	2	2	2	1



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Most important issue

Which of the following options is the most important issue to you in the upcoming Federal election?

[Base=excludes not at all likely to vote]

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1692	227	192	274	379	620	870	786	36
Environment	26	30	28	19	24	25	25	27	25
Housing	5	6	5	4	5	3	4	5	8
Taxes	8	7	8	10	9	7	10	6	8
Economy	25	26	20	27	25	25	29	21	22
Immigration	8	8	8	8	7	6	9	6	11
Healthcare	14	9	13	14	19	22	10	19	8
Education	7	8	13	8	2	5	5	10	11
Public safety	2	1	3	5	2	2	3	2	0
Something else	5	6	2	5	6	5	6	4	6



Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1692	150	263	262	209	197	342
Environment	26	17	26	24	32	26	29
Housing	5	13	5	4	3	4	3
Taxes	8	4	7	10	10	7	8
Economy	25	23	20	21	25	24	29
Immigration	8	6	10	8	7	9	7
Healthcare	14	18	18	20	10	13	8
Education	7	6	6	5	7	12	10
Public safety	2	5	2	3	3	3	2
Something else	5	6	5	5	4	3	4

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1692	278	477	590	347
Environment	26	16	21	28	34
Housing	5	7	7	3	2
Taxes	8	8	6	10	8
Economy	25	30	24	24	23
Immigration	8	6	10	7	7
Healthcare	14	17	16	14	11
Education	7	7	8	7	8
Public safety	2	4	4	1	2
Something else	5	5	4	6	5

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1692	176	360	583	138	185	250
Environment	26	36	30	27	21	6	25
Housing	5	2	3	5	4	1	10
Taxes	8	11	6	8	6	12	8
Economy	25	11	22	22	19	51	29
Immigration	8	5	8	9	8	5	8
Healthcare	14	21	16	15	20	6	11
Education	7	7	10	7	8	11	2
Public safety	2	3	2	2	4	1	3
Something else	5	5	3	5	11	7	4



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Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	BQ	PPC
Sample	1692	570	525	152	184	71	77
Environment	26	4	34	39	54	32	16
Housing	5	1	4	11	8	1	9
Taxes	8	14	4	6	8	2	7
Economy	25	46	19	7	6	14	22
Immigration	8	11	4	2	2	15	18
Healthcare	14	12	20	17	8	16	6
Education	7	5	9	14	6	13	0
Public safety	2	2	2	3	1	2	7
Something else	5	5	3	2	7	5	14



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Second-most important issue

Which of the following options is the second most important issue to you in the upcoming Federal election?

[Base=excludes not at all likely to vote]

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1692	227	192	274	379	620	870	786	36
Environment	11	12	12	8	12	14	11	12	8
Housing	7	11	5	6	4	5	6	8	6
Taxes	12	12	11	13	15	9	13	11	17
Economy	16	14	17	17	20	15	20	13	8
Immigration	7	5	10	8	9	6	8	7	11
Healthcare	15	11	12	17	17	22	11	19	8
Education	12	18	14	9	6	9	12	12	8
Public safety	5	7	4	5	3	3	4	5	6
No second issue	11	9	11	13	11	14	12	10	28
Something else	3	1	3	3	3	3	2	3	0



Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1692	150	263	262	209	197	342
Environment	11	8	8	14	9	10	14
Housing	7	10	16	8	2	9	5
Taxes	12	6	9	10	12	15	18
Economy	16	13	10	15	18	17	21
Immigration	7	4	9	9	8	5	5
Healthcare	15	14	16	12	15	16	15
Education	12	15	10	13	19	14	10
Public safety	5	6	8	7	2	5	3
No second issue	11	21	11	13	11	9	6
Something else	3	3	4	1	4	1	3

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1692	278	477	590	347
Environment	11	9	12	11	13
Housing	7	9	5	8	5
Taxes	12	9	14	13	10
Economy	16	14	12	19	18
Immigration	7	7	9	5	9
Healthcare	15	16	16	16	13
Education	12	9	10	13	15
Public safety	5	7	5	4	4
No second issue	11	18	15	8	8
Something else	3	3	2	2	4

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1692	176	360	583	138	185	250
Environment	11	12	12	11	8	13	11
Housing	7	6	3	9	9	2	11
Taxes	12	12	10	9	19	21	13
Economy	16	15	13	17	14	22	17
Immigration	7	5	8	7	5	8	7
Healthcare	15	24	15	16	15	11	13
Education	12	8	14	13	7	9	11
Public safety	5	4	6	4	6	5	7
No second issue	11	12	15	10	15	7	9
Something else	3	1	3	3	3	2	1



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Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	BQ	PPC
Sample	1692	570	525	152	184	71	77
Environment	11	5	16	19	14	12	2
Housing	7	4	7	13	9	0	7
Taxes	12	23	7	4	5	5	21
Economy	16	20	19	5	11	19	13
Immigration	7	11	4	4	4	3	21
Healthcare	15	11	17	21	20	14	13
Education	12	6	14	17	20	15	5
Public safety	5	8	1	4	3	15	4
No second issue	11	10	12	11	11	16	7
Something else	3	2	3	3	3	1	7



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