

NEWS RELEASE



FOR IMMEDIATE RELEASE

Split opinion on whether low oil prices good for economy

Clearly seen to be good for consumers, but not in Alberta

TORONTO January 28th, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 1382 Canadians 18 years of age and older, just more, but a minority, think low oil prices are good for the economy (46%) than think they are bad for the economy (42%). One tenth can't form an opinion (12%). Incidence of thinking low oil prices help the economy is common to mid age groups (45 to 54 - 52%), males (50%) rather than females (43%), the less wealthy (\$20K to \$40K - 52%), in Quebec (55%) but not in Alberta (22%), among Green Party voters (57%) and Francophones (54%).

Wide majority agree low oil/gas prices good for them personally

Despite the caution shown above, the wide majority, close to 8-in-10, say the low oil and gasoline prices are good for them personally (79%), while just 1-in-8 say they are not (16%). Very few have no opinion on this issue (5%). Thinking low oil and gas prices are a good thing is common to younger groups (35 to 44 - 83%, 45 to 54 - 82%), mid income groups (\$40K to \$60K - 83%), the wealthy (\$80K to \$100K - 83%), in Ontario (85%) but not in Alberta (54%), New Democrats - 83%) and Francophones (83%).

"While many see that, as a resource-based economy, low oil prices are problematic for the Canadian economy as a whole, it is only in Alberta that not even the average consumer in their day-to-day lives see the benefit of low gasoline prices," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

- Just more, but a minority, think low oil prices are good for the economy (46%) than think they are bad for the economy (42%).
- The wide majority, close to 8-in-10, say the low oil and gasoline prices are good for them personally (79%), while just 1-in-8 say they are not (16%).
- "While many see that, as a resource-based economy, low oil prices are problematic for the Canadian economy as a whole, it is only in Alberta that not even the average consumer in their day-to-day lives see the benefit of low gasoline prices," said Forum Research President, Dr. Lorne Bozinoff.

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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 1382 randomly selected Canadians 18 years of age or older. The poll was conducted on January 27 - 28th, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. 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 www.forumresearch.com/polls.asp

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Crude Oil and Gasoline Prices: Good or Bad for the Economy

'Crude oil is now selling for less than \$45 a barrel and gasoline at the pumps is less than a dollar a litre. Is this good or bad for the economy?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1382	273	224	254	325	306	811	571
Good for the economy	46	44	42	52	50	45	50	43
Bad for the economy	42	46	49	38	39	34	41	43
Don't know	12	11	8	9	11	21	9	15

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1382	91	340	501	112	143	195	1059	323
Good for the economy	46	51	55	49	36	22	45	44	54
Bad for the economy	42	36	33	39	54	70	43	44	34
Don't know	12	13	12	12	9	8	12	12	11

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1382	429	420	252	101	54	53
Good for the economy	46	45	44	45	57	71	34
Bad for the economy	42	46	44	40	37	25	49
Don't know	12	10	12	15	6	4	17

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Crude Oil and Gasoline Prices: Good or Bad for the Respondent Personally

'Are low oil and gasoline prices good or bad for you personally?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1382	273	224	254	325	306	811	571
10.A2:16	79	75	83	82	80	76	78	79
Bad for you personally	16	21	14	14	16	15	17	16
Don't know	5	4	4	4	5	9	5	5

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1382	91	340	501	112	143	195	1059	323
Good for you personally	79	82	82	85	75	54	74	77	83
Bad for you personally	16	12	12	11	21	41	20	18	11
Don't know	5	6	6	4	4	5	6	5	6

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1382	429	420	252	101	54	53
Good for you personally	79	81	74	83	77	94	71
Bad for you personally	16	16	20	12	19	3	17
Don't know	5	3	6	5	3	3	12

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