

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Two thirds see UCCB as election ploy only

3-in-10 don't need the money

TORONTO July 29th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1397 Canadian voters, one fifth report having received a Universal Child Care Benefit (UCCB) cheque during their distribution last week (21%). Those of child-rearing age were most likely to have received the benefit, of course (35 to 44 - 59%) as were the wealthy (\$80K to \$100K - 29%) and Quebeckers (26%).

3-in-10 don't need the benefit

Three-in-ten of those who receive the benefit say they don't need the money (30%), while the wide majority do (70%). It is among the wealthiest, of course, that the need is least (\$100K to \$250K - 58%).

UCCB not effective at driving votes

Just one tenth of Canadian voters are more likely to vote Conservative because of the UCCB (12%), while as many as 4-in-10 are less likely to vote for the party because of this giveaway (40%). A similar proportion say the UCCB will have no effect on their vote (41%). The majority of Conservatives say the UCCB will have no effect on their vote (54%), but a significant minority will be less likely to vote their party in response to the benefit (11%). Very few Liberals or New Democrats say the UCCB will prompt them to vote Conservative (5% and 4%, respectively). In each case, the child benefit is seen to reinforce their vote for their own party (Liberals - 53%, New Democrats - 54%). Those who received the UCCB are more likely to vote Conservative as a result (17%) than are those who did not (11%).

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HIGHLIGHTS:

- One fifth report having received a Universal Child Care Benefit (UCCB) cheque during their distribution (21%).
- Three-in-ten of those who receive the benefit say they don't need the money (30%), while the wide majority do (70%).
- Just one tenth of Canadian voters are more likely to vote Conservative because of the UCCB (12%), while as many as 4-in-10 are less likely to vote for the party because of this giveaway (40%).

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Two thirds see UCCB as vote-buying election ploy

The wide majority of voters, two thirds, see the UCCB as an election ploy to buy votes (63%) rather than a genuine attempt to help parents with children (26%). While 6-in-10 Conservatives see it as a genuine attempt to help parents (61%), almost a quarter see it as vote buying (23%). The Liberals (75%) and, especially, the NDP (85%) are much more likely to see the UCCB as an election giveaway. Those who received the UCCB are no less likely to see it as an election ploy than those who did not.

"For a big effort, and a huge spend, it looks like the Conservative Party isn't getting as much bang for their baby bucks as they counted on. Our polling has shown their numbers up this week since the cheques were distributed, but few ascribe their newfound enthusiasm for the Conservatives to what it appears voters think is found money, conveniently arriving just before an election," 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:

- The wide majority of voters, two thirds, see the UCCB as an election ploy to buy votes (63%) rather than a genuine attempt to help parents with children (26%).
- "For a big effort, and a huge spend, it looks like the Conservative Party isn't getting as much bang for their baby bucks as they counted on. Our polling has shown their numbers up this week since the cheques were distributed, but few ascribe their newfound enthusiasm for the Conservatives to what it appears voters think is found money, conveniently arriving just before an election," 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 1397 randomly selected Canadians 18 years of age or older. The poll was conducted on July 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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UCCB Cheque

'Did your household receive a Universal Child Care Benefit, or UCCB cheque last week?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1397	270	166	227	349	385	769	628
Yes	21	31	59	34	7	3	20	22
No	74	61	36	60	91	94	75	73
Don't know	5	7	5	5	3	3	5	4

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1397	111	351	532	101	132	170	1084	313
Yes	21	19	26	19	18	20	22	20	26
No	74	81	69	76	78	77	74	76	69
Don't know	5	0	5	5	4	3	5	4	5

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1397	420	318	423	87	58	45
Yes	21	20	24	20	25	22	18
No	74	78	71	75	67	72	73
Don't know	5	3	4	5	8	5	9

Children

%	Total	Children - Yes	Children - No
Sample	1397	347	1050
Yes	21	75	4
No	74	20	92
Don't know	5	5	4

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UCCB Cheque: Need for Money

'Does your household need this money?'

[Received UCCB cheque last week]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	296	85	98	78	24	11	155	141
Yes	70	68	70	71	67	73	65	75
No	30	32	30	29	33	27	35	25

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	296	21	91	102	18	27	37	215	81
Yes	70	76	78	61	56	78	70	66	79
No	30	24	22	39	44	22	30	34	21

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	296	83	77	85	22	13	8
Yes	70	80	68	59	73	77	75
No	30	20	32	41	27	23	25

Children

%	Total	Children - Yes	Children - No
Sample	296	259	37
Yes	70	72	54
No	30	28	46

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UCCB Cheque: Influence on Conservative Vote

‘Are you more likely, less likely or neither more nor less likely to vote for the Conservatives because of the UCCB?’

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1397	270	166	227	349	385	769	628
More likely to vote Conservative	12	14	9	11	10	15	11	14
Less likely to vote Conservative	40	39	42	33	44	39	40	40
Neither more nor less likely to vote Conservative	41	40	44	50	39	37	42	39
Don't know	7	7	5	5	7	8	7	7

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1397	111	351	532	101	132	170	1084	313
More likely to vote Conservative	12	5	11	15	9	11	13	12	12
Less likely to vote Conservative	40	44	44	40	42	30	32	39	44
Neither more nor less likely to vote Conservative	41	44	34	39	44	52	49	43	34
Don't know	7	7	10	5	6	7	6	6	9

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1397	420	318	423	87	58	45
More likely to vote Conservative	12	29	5	4	7	7	13
Less likely to vote Conservative	40	11	53	54	59	48	44
Neither more nor less likely to vote Conservative	41	54	35	36	30	34	33
Don't know	7	6	6	6	5	10	9

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Children / UCCB

%	Total	Children - Yes	Children - No	Received UCCB - Yes	Received UCCB - No
Sample	1397	347	1050	296	1038
More likely to vote Conservative	12	18	10	17	11
Less likely to vote Conservative	40	36	41	36	41
Neither more nor less likely to vote Conservative	41	40	41	42	41
Don't know	7	5	7	4	7

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UCCB Cheque: Genuine Effort or Election Ploy

'Is the UCCB a genuine effort to help parents with children or is it just an election ploy to buy votes?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1397	270	166	227	349	385	769	628
Genuine attempt to help parents with children	26	22	26	30	23	29	28	24
Just an election ploy to buy votes	63	66	56	63	65	61	62	64
Something else	6	9	11	4	6	3	5	7
Don't know	5	4	7	3	5	7	5	6

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1397	111	351	532	101	132	170	1084	313
Genuine attempt to help parents with children	26	22	23	28	22	31	27	27	23
Just an election ploy to buy votes	63	65	66	63	66	47	62	62	66
Something else	6	8	4	5	8	14	4	7	4
Don't know	5	5	7	4	4	8	6	5	7

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1397	420	318	423	87	58	45
Genuine attempt to help parents with children	26	61	14	7	14	16	20
Just an election ploy to buy votes	63	23	75	85	78	74	73
Something else	6	9	5	5	3	3	7
Don't know	5	7	5	4	5	7	0

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Children / UCCB

%	Total	Children - Yes	Children - No	Received UCCB - Yes	Received UCCB - No
Sample	1397	347	1050	296	1038
Genuine attempt to help parents with children	26	29	25	28	25
Just an election ploy to buy votes	63	61	63	62	64
Something else	6	8	6	8	6
Don't know	5	2	6	2	5

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