

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

More Than a Third Think Interest Rate Increase to Have Negative Impact on Their Personal Finances

Almost three quarters think Canada is more expensive than 3 years ago

Toronto, August 21st – In a random sampling of public opinion taken by The Forum Poll™ amongst 1150 Canadian voters, almost a third (BTM2: 34%) say the increase in the Bank of Canada's prime interest rate will have a negative impact on their finances with (22%) saying it will have at least a somewhat negative effect, and (12%) saying it will have an extremely negative effect.

Only two in ten (TOP2: 20%) say that the increase will have a positive effect, with (13%) saying it will be somewhat positive, and (6%) saying it will be extremely positive.

One third (34%) say the prime increase won't impact them one way or another and just over one in ten (12%) say they do not know what impact it will have on their personal finances.

Respondents most likely to say that the increase will have a negative effect include those aged 35-44 (44%) or 45-54 (44%), earning \$60,000-\$80,000 (39%), \$80,000-\$100,000 (41%), or the most wealthy (39%), supporting the Green Party (48%), and with a post-graduate degree (41%).

Respondents most likely to say that the increase will have a positive effect include those aged 55-64 (25%) or 65+ (28%), the least wealthy (25%), living in the prairies (MB/SK) (23%), Alberta (20%), or BC (23%), supporting the Conservatives (20%) or Liberals (23%), and the least educated (28%).

Canada more expensive for most

More than seven in ten (71%) said that, over the last the last three years, Canada has become more expensive for their family. Fewer than one in ten (5%) said that Canada has become less expensive for their family, while two in ten (20%) said that it's neither more nor less expensive than 3 years ago. A small proportion (4%) said that they do not know.

Respondents most likely to say that Canada has become more expensive for their family include those aged 45-54 (76%), earning \$40,000-\$60,000 (78%), \$60,000-\$80,000 (75%), or the most wealthy (76%), living in Ontario (77%), Alberta (78%), or BC (79%), supporting the Conservative (81%) or Green (79%) parties, and those with some college or university (75%).

Respondents most likely to say that Canada has become less expensive for their family are those living in Québec (10%) or the prairies (MB/SK) (9%).

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"Almost three quarters think Canada has become more expensive over the last three years, and with more than a third thinking that the interest rate hike by the Bank of Canada will have a negative effect on their personal finances, the rumours of another hike to come may only worsen these concerns," said Dr. Lorne Bozinoff, President of Forum Research.

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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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1150 randomly selected Canadian Voters. The poll was conducted Aug 16-17, 2017.

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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Interest Rate Hike

What effect, if any, will the increase in the Bank of Canada's prime interest rate have on your personal finances?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1150	170	148	213	255	364	618	515
NET: TOP2	20	18	10	19	25	28	22	17
NET: BTM2	34	29	44	44	36	21	36	33
Extremely positive	6	7	3	5	9	8	7	6
Somewhat positive	13	11	8	14	16	20	15	11
Neither positive nor negative	34	35	32	27	31	46	32	36
Somewhat negative	22	18	25	31	23	14	21	22
Extremely negative	12	10	19	14	13	6	15	10
Don't know	12	18	14	9	8	5	10	14

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1150	100	183	182	138	118	205
NET: TOP2	20	25	17	21	21	22	19
NET: BTM2	34	17	31	37	39	41	39
Extremely positive	6	16	8	6	5	5	4
Somewhat positive	13	8	8	16	15	17	15
Neither positive nor negative	34	36	35	35	33	28	36
Somewhat negative	22	8	18	24	23	32	26
Extremely negative	12	9	13	12	16	9	13
Don't know	12	22	18	7	7	9	6



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1150	196	314	410	230
NET: TOP2	20	28	17	19	17
NET: BTM2	34	27	31	36	41
Extremely positive	6	14	6	5	4
Somewhat positive	13	14	12	14	13
Neither positive nor negative	34	31	35	36	31
Somewhat negative	22	12	19	24	30
Extremely negative	12	14	12	12	11
Don't know	12	15	16	8	11

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1150	117	270	465	28	117	153
NET: TOP2	20	18	19	18	23	20	23
NET: BTM2	34	34	36	35	31	36	31
Extremely positive	6	2	7	5	15	4	7
Somewhat positive	13	15	11	13	8	16	16
Neither positive nor negative	34	39	36	35	16	33	36
Somewhat negative	22	22	24	22	19	23	17
Extremely negative	12	12	12	12	12	13	13
Don't know	12	9	9	12	30	11	10



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Voter Intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other
Sample	1150	368	423	158	72	43	35
NET: TOP2	20	20	23	18	15	15	12
NET: BTM2	34	41	27	31	48	44	30
Extremely positive	6	7	7	4	6	9	5
Somewhat positive	13	13	16	14	9	6	7
Neither positive nor negative	34	31	38	34	27	31	29
Somewhat negative	22	26	19	20	32	23	10
Extremely negative	12	15	8	12	15	22	20
Don't know	12	8	11	16	11	10	29



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Canada becoming more expensive?

In your opinion, over the last three years, has Canada become less expensive for your family, more expensive for your family, or neither more expensive nor less expensive?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1150	170	148	213	255	364	618	515
Less expensive	5	5	4	6	4	4	5	5
Neither less expensive nor more expensive	20	19	22	16	20	24	19	21
More expensive	71	69	71	76	72	69	74	69
Don't know	4	6	2	2	3	4	1	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1150	100	183	182	138	118	205
Less expensive	5	6	4	6	4	6	4
Neither less expensive nor more expensive	20	19	19	13	21	29	18
More expensive	71	70	69	78	75	63	76
Don't know	4	5	8	3	1	2	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1150	196	314	410	230
Less expensive	5	3	4	6	5
Neither less expensive nor more expensive	20	22	14	21	25
More expensive	71	71	75	71	67
Don't know	4	4	7	2	3



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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1150	117	270	465	28	117	153
Less expensive	5	6	10	2	9	2	3
Neither less expensive nor more expensive	20	22	24	20	19	17	16
More expensive	71	70	59	77	59	78	79
Don't know	4	2	7	1	13	3	2

Voter Intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other
Sample	1150	368	423	158	72	43	35
Less expensive	5	3	7	4	4	4	11
Neither less expensive nor more expensive	20	14	26	19	15	22	9
More expensive	71	81	63	70	79	68	76
Don't know	4	2	4	7	2	6	4



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