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Canadians More Concerned About Flooding Than 4 Years Ago

Only a quarter concerned in general

Toronto, August 1st, 2019 – In a random sampling of public opinion taken by The Forum Poll™ among 1733 Canadian voters, almost three quarters (TOP2: 72%) say they are not concerned about flooding affecting their home or business, with 4 in 10 (43%) saying they are not concerned at all.

3 in 10 (BTM2: 28%) Canadians say they are concerned about flooding affecting their home or business, with 1 in 10 (11%) saying they are very concerned.

Respondents most likely to say they are not concerned include those earning \$40k-\$60k (75%), \$80k-\$100k (74%), or the wealthiest (\$100k-\$250k), the most educated (76%), from Québec (84%), and voting BQ (96%).

Canadians who are more likely to say they are concerned about their homes or businesses being affected by flooding include those aged 18 to 34 (33%), earning less than \$20k (37%) or \$20k-\$40k (40%), with secondary school education or less (36%), from Manitoba/Saskatchewan (38%), and voting Green (32%).

More than half say they're more concerned than they used to be

The majority (BTM2: 55%) of Canadians are more concerned about flooding than they were four years ago, with 1 in 5 (20%) saying they are much more concerned.

Almost half (TOP2: 45%) say they are less concerned about flooding compared to four years ago, with a quarter (25%) who are much less concerned.

Respondents more likely to say they are more concerned include those aged 18 to 34 (62%), females (60%), earning \$80k-\$100k (67%), who completed college or university (60%), from Atlantic Canada (62%) or Ontario (62%), and voting Green (71%).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

“Canadians are generally not concerned about flooding affecting their homes or businesses,” said Dr. Lorne Bozinoff, President of Forum Research. “Interestingly though, a little over half are actually more concerned about flooding than they were four years ago.”



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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Respondents who are more likely to say they are less concerned include those aged 35 to 44 (46%), 45 to 54 (49%), or 65 and over (48%), males (49%), earning less than \$20k (50%) or \$40k-\$60k (47%), with secondary school education or less (50%) or some college or university (47%), from Alberta (62%), and voting Conservative (61%).

“High profile flooding incidents have been reported across the country this year,” said Dr. Lorne Bozinoff, President of Forum Research. “So perhaps its no surprise that the majority of Canadians are saying they’re more concerned about flooding than they used to be. And amongst those who are concerned about flooding in general? The least wealthy and the least educated, possibly because they are least able to bear flooding’s unforeseen costs.”

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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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General concern about flooding

Overall, how concerned are you about flooding affecting your home or business?

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	72	67	74	72	73	74	72	71	76
NET: BTM2	28	33	26	28	27	26	28	29	24
Not concerned at all	43	36	47	44	47	46	46	40	45
Not very concerned	28	31	27	28	26	28	25	31	32
Somewhat concerned	18	21	15	16	17	17	17	18	13
Very concerned	11	12	10	12	10	9	12	10	11

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	1733	162	270	266	216	199	344
NET: TOP2	72	63	60	75	72	74	76
NET: BTM2	28	37	40	25	28	26	24
Not concerned at all	43	30	39	45	39	45	47
Not very concerned	28	33	21	30	33	29	29
Somewhat concerned	18	17	22	16	16	17	18
Very concerned	11	20	18	9	12	9	6



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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	72	64	72	72	76
NET: BTM2	28	36	28	28	24
Not concerned at all	43	41	41	43	47
Not very concerned	28	23	30	30	28
Somewhat concerned	18	17	17	18	17
Very concerned	11	19	11	10	7

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1733	178	369	593	148	189	256
NET: TOP2	72	71	84	66	62	70	73
NET: BTM2	28	29	16	34	38	30	27
Not concerned at all	43	34	68	34	29	41	39
Not very concerned	28	37	16	32	33	29	33
Somewhat concerned	18	22	10	21	26	17	14
Very concerned	11	7	6	13	11	14	13



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	72	71	71	71	68	96	79
NET: BTM2	28	29	29	29	32	4	21
Not concerned at all	43	45	43	39	29	85	44
Not very concerned	28	26	28	32	39	11	35
Somewhat concerned	18	15	20	21	21	3	8
Very concerned	11	14	9	8	11	1	13

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More or less concerned than 4 years ago

Are you more concerned about flooding or less concerned about flooding than you were four 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	45	38	46	49	44	48	49	40	50
NET: BTM2	55	62	54	51	56	52	51	60	50
Much less concerned	25	25	25	27	25	26	29	22	37
Somewhat less concerned	19	14	21	23	19	22	20	19	13
Somewhat more concerned	35	38	35	34	36	32	34	38	18
Much more concerned	20	23	19	17	20	19	17	22	32



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	1733	162	270	266	216	199	344
NET: TOP2	45	50	39	47	44	33	43
NET: BTM2	55	50	61	53	56	67	57
Much less concerned	25	28	22	28	25	19	22
Somewhat less concerned	19	22	17	19	19	14	22
Somewhat more concerned	35	29	29	34	35	49	42
Much more concerned	20	21	31	19	21	19	15

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NET: BTM2	55	50	53	60	55
Much less concerned	25	31	28	22	25
Somewhat less concerned	19	19	19	19	21
Somewhat more concerned	35	28	32	41	36
Much more concerned	20	22	21	19	19

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1733	178	369	593	148	189	256
NET: TOP2	45	38	46	38	45	62	50
NET: BTM2	55	62	54	62	55	38	50
Much less concerned	25	21	33	20	18	35	26
Somewhat less concerned	19	17	13	18	27	27	24
Somewhat more concerned	35	41	33	37	40	26	37
Much more concerned	20	21	21	25	14	11	13



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	45	61	38	37	29	43	50
NET: BTM2	55	39	62	63	71	57	50
Much less concerned	25	35	22	17	16	29	33
Somewhat less concerned	19	26	17	20	13	14	17
Somewhat more concerned	35	29	38	40	44	27	32
Much more concerned	20	10	23	22	27	30	18

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For more information:
Lorne Bozinoff, Ph.D.
President
Forum Research Inc.
Tel: (416) 960-9603
Fax: (416) 960-9602
E-mail: lbozinoff@forumresearch.com

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