

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

September 10<sup>th</sup>, 2015

## HIGHLIGHTS:

- More than half, disagree the government's Economic Action Plan was successful (52%) while fewer than a quarter agree it was (23%).
- Close to 3-in-10 voters see the Liberals as having the best plan to jumpstart the economy and boost growth (29%).
- One quarter of voters say the poor economy in Canada is the fault of poor government planning (25%).
- One quarter of voters say the economy will get worse over the next year and one quarter say it will get better (25% each).
- "This is one case where the government's reliance on massive advertising campaigns didn't have the desired effect, if it had any effect at all. They have spent literally hundreds of millions of dollars advertising the benefits of the Economic Action Plan, all, seemingly, to no visible effect," said Forum Research President, Dr. Lorne Bozinoff.

## FOR IMMEDIATE RELEASE

### Majority say Economic Action Plan a failure

#### Blame poor government planning for poor economy

TORONTO September 10<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1308 Canadian voters, the majority, more than half, disagree the government's Economic Action Plan has been successful (52%) while fewer than a quarter agree it has been (23%). As many as one quarter don't know if it was successful or not (25%). Disagreeing with the success of the EAP is characteristic of mid aged groups (35 to 44 - 57%), the wealthiest (\$100K to \$250K - 56%), in Atlantic Canada (65%), among Liberals (68%) and New Democrats (74%) and the best educated (post grad - 58%). Agreement the EAP was a success is common to Conservatives (63%) and Albertans (32%) and very few others.

#### Liberals seen to have best plan for jumpstarting economy

Close to 3-in-10 voters see the Liberals as having the best plan to jumpstart the economy and boost growth (29%), compared to about one quarter who see the Conservatives in this role (24%) and a fifth who opt for the NDP (21%).

#### Poor government planning, global downturn blamed for economy

One quarter of voters say the poor economy in Canada is the fault of poor government planning (25%) while a fifth blame the global economic downturn (21%) or the crash in world oil prices (19%). In a related reason, some blame Canada's reliance on resource issues (14%). Few blame Bank of Canada monetary policies (3%).

#### Equal proportions say economy will get better, worse

One quarter of voters say the economy will get worse over the next year and one quarter say it will get better (25% each). Optimism is common to the oldest (33%), Albertans (33%) and Conservatives (33%). Pessimism is characteristic of the youngest (34%). Four-in-ten voters say the economy will stay the same as it is now next year (40%), while one tenth don't have an opinion (10%).

"This is one case where the government's reliance on massive advertising campaigns didn't have the desired effect, if it had any effect at all. They have spent literally hundreds of millions of dollars advertising the benefits of the Economic Action Plan, all, seemingly, to no visible effect," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**September 10<sup>th</sup>, 2015**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1308 randomly selected Canadians 18 years of age or older. The poll was conducted from September 9<sup>th</sup> to September 10<sup>th</sup>, 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](http://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](http://www.forumresearch.com/polls.asp)

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**EAP Success Agreement**

*‘Do you agree or disagree this government’s Economic Action Plan, or EAP, has been successful?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1308	200	193	198	324	393	707	601
Agree	23	19	19	24	29	27	27	19
Disagree	52	50	57	55	54	46	54	50
Don't know	25	31	23	20	17	27	19	30

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1308	164	359	304	131	173	174	959	349
Agree	23	16	18	24	23	32	27	25	17
Disagree	52	65	45	53	57	52	55	54	46
Don't know	25	19	37	24	20	16	17	21	37

**Federal Vote Preference**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1308	328	332	391	71	38	85
Agree	23	63	10	6	10	4	45
Disagree	52	11	68	74	56	62	29
Don't know	25	26	22	20	34	34	26

**TORONTO**

September 10<sup>th</sup>, 2015

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

September 10<sup>th</sup>, 2015

**Party with Best Economy Plan**

*'Which of the three main federal parties has the best plan to jumpstart the economy and create growth?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1308	200	193	198	324	393	707	601
Conservatives	24	16	24	26	28	29	26	22
NDP	21	24	20	20	20	21	21	22
Liberals	29	24	32	29	34	31	30	28
None of these	13	18	11	12	11	9	14	12
Don't know	13	19	13	12	7	10	11	16

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1308	164	359	304	131	173	174	959	349
Conservatives	24	10	19	25	29	38	23	25	18
NDP	21	18	29	18	19	13	24	18	30
Liberals	29	49	22	30	27	27	31	31	22
None of these	13	11	17	10	17	10	13	11	17
Don't know	13	12	13	16	8	13	9	13	13

**Federal Vote Preference**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1308	328	332	391	71	38	85
Conservatives	24	78	3	2	6	5	52
NDP	21	2	5	53	23	33	5
Liberals	29	5	79	16	24	29	10
None of these	13	5	4	14	32	17	26
Don't know	13	10	10	15	15	17	7

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**September 10<sup>th</sup>, 2015**

**Poor Economy Blame**

*'As far as you know, what is to blame for the poor economy in Canada?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1308	200	193	198	324	393	707	601
Poor government planning	25	25	30	23	25	20	25	25
Global economic downturn	21	17	19	25	21	27	22	21
The crash in world oil prices	19	17	19	20	18	19	23	15
The Bank of Canada's monetary policy	3	3	3	2	2	2	3	2
Canada's reliance on energy and resources	14	14	12	12	17	13	17	11
Something else	14	14	15	13	12	14	8	19
Don't know	5	9	2	4	5	5	3	7

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1308	164	359	304	131	173	174	959	349
Poor government planning	25	24	27	23	31	23	26	25	26
Global economic downturn	21	17	21	23	22	18	22	21	22
The crash in world oil prices	19	10	20	15	20	31	23	18	19
The Bank of Canada's monetary policy	3	2	2	2	2	5	3	3	2
Canada's reliance on energy and resources	14	16	16	12	14	10	15	13	16
Something else	14	27	6	22	7	9	4	16	6
Don't know	5	3	8	3	2	4	7	4	8

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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### Federal Vote Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1308	328	332	391	71	38	85
Poor government planning	25	12	33	26	27	42	19
Global economic downturn	21	36	18	17	14	9	25
The crash in world oil prices	19	34	13	11	10	10	32
The Bank of Canada's monetary policy	3	3	0	4	2	0	3
Canada's reliance on energy and resources	14	5	13	22	16	18	7
Something else	14	5	19	13	24	13	15
Don't know	5	5	3	7	6	8	0

## TORONTO

September 10<sup>th</sup>, 2015

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Economy: Better, worse, or same next year**

*'As far as you know, will the economy get better, get worse or stay the same as it is in the next year?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1308	200	193	198	324	393	707	601
Get better	25	20	23	25	29	33	32	19
Get worse	25	34	28	26	18	13	26	25
Stay the same as it is	40	33	42	40	47	41	37	43
Don't know	10	13	7	9	6	14	6	14

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1308	164	359	304	131	173	174	959	349
Get better	25	24	21	26	29	33	24	27	19
Get worse	25	25	22	26	30	27	24	26	22
Stay the same as it is	40	38	50	37	33	27	43	36	51
Don't know	10	13	8	10	8	13	9	11	7

**Federal Vote Preference**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1308	328	332	391	71	38	85
Get better	25	33	25	18	15	26	46
Get worse	25	18	26	25	36	18	25
Stay the same as it is	40	42	38	43	46	54	25
Don't know	10	6	10	14	4	3	3

**TORONTO**

September 10<sup>th</sup>, 2015

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**September 10<sup>th</sup>, 2015**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)