

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Almost Everyone Has Heard of Cost Cutting at Tim Hortons**

### **Price increases a divisive topic**

Toronto, January 15th – In a random sampling of public opinion taken by The Forum Poll™ among 1022 Ontario voters, more than 9 in 10 (TOP2: 91%) say they are aware of some Tim Horton's franchisees removing paid breaks and other incentives from employees in order to cut costs, with three quarters (76%) saying they are very familiar. Fewer than 1 in 10 (BTM2: 9%) say they aren't very aware.

Amongst both occasional and regular consumers awareness is high. Awareness is highest amongst occasional visitors that visit Tim Horton's once per month (94%), and amongst regular consumers who visit several times per week (96%) or almost every day (93%).

### **Amongst those aware of the cost cutting measures by some franchisees, opinion divided**

A third (35%) say their friends or colleagues would support increasing the cost of menu items to restore paid breaks and other incentives to employees that lost them, while just over a third (39%) say their friends or colleagues would oppose increasing the cost of paid menu items to restore paid breaks and other incentives.

About one sixth (14%) say that they wouldn't have an opinion one way or the other, and a similar proportion (13%) say they do not know.

Respondents most likely to say their friends or colleagues would support increasing the cost of menu items include those aged 65+ (45%), earning \$40,000-\$60,000 (36%), \$80,000-\$100,000 (39%), or the most wealthy (39%), with a college/university (35%) or post-graduate degree (38%), living in Eastern Ontario (45%), and supporting the Liberals (49%).

Respondents who frequent Tim's less often, either less than once per month (40%) or once per month (41%) are the most likely to say their friends or colleagues would support a price increase.

Respondents most likely to say their friends or colleagues would oppose increasing the cost of menu items include those aged 35-44 (50%), males (45%), earning \$60,000-\$80,000 (47%), living in the 905 (44%) or Southwestern Ontario (41%), and supporting the PCs (47%).

Respondents who frequent Tim's more often (once per week, almost every day, every day, or more than once per day) are far likelier to say their friends or colleagues would oppose an increase to the cost of menu items, with

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"Almost all Ontarians are aware of the controversy caused by some Tim Horton's franchisees when they decided to cut costs by removing paid breaks and other incentives from employees after wages went up," said Dr. Lorne Bozinoff, President of Forum Research. "But the opinion on menu price increases to restore these incentives was divided: the plurality said their social group would oppose higher prices, but almost as many said their peers would support higher costs."



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three-quarters (73%) of those that visit Tim Horton's more than once a day being the most likely.

"Almost all Ontarians are aware of the controversy caused by some Tim Horton's franchisees when they decided to cut costs by removing paid breaks and other incentives from employees after wages went up," said Dr. Lorne Bozinoff, President of Forum Research. "But the opinion on menu price increases to restore these incentives was divided: the plurality said their social group would oppose higher prices, but almost as many said their peers would support higher costs."

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.

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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 1022 randomly selected Ontario Voters. The poll was conducted January 11-13.

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)



1

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**Tim Horton's customers**

*Have you purchased something at Tim Horton's in the past year?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
Yes	91	90	91	94	93	84	92	90
No	9	10	9	6	7	16	8	10

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
Yes	91	84	88	90	91	97	96
No	9	16	12	10	9	3	4

**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
Yes	91	83	93	91	92	92	90
No	9	17	7	9	8	8	10

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
Yes	91	92	87	92	90
No	9	8	13	8	10

**Ballot intention**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
Yes	91	92	88	93	86	73
No	9	8	12	7	14	27



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**Tim Horton's frequency**

How often do you make a purchase at Tim Horton's?

[Base=Have made a purchase at Tim Horton's in the past year]

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>921</b>	<b>142</b>	<b>123</b>	<b>140</b>	<b>251</b>	<b>265</b>	<b>511</b>	<b>397</b>
Less than once a month	26	21	24	24	29	39	22	31
Once per month	15	17	11	13	17	19	14	17
Several times per month	20	21	18	22	24	18	19	21
Once per week	9	13	8	7	7	9	8	11
Several times per week	12	12	18	9	12	9	16	8
Almost every day	12	13	15	19	8	4	14	10
Everyday	2	1	3	2	1	1	2	1
More than once per day	3	2	4	4	1	1	5	1

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
<b>Sample</b>	<b>921</b>	<b>58</b>	<b>126</b>	<b>123</b>	<b>100</b>	<b>98</b>	<b>217</b>
Less than once a month	26	29	36	22	21	14	25
Once per month	15	11	11	15	15	15	18
Several times per month	20	30	23	19	27	24	16
Once per week	9	10	6	13	8	12	8
Several times per week	12	12	14	11	13	16	12
Almost every day	12	3	4	13	15	14	19
Everyday	2	0	4	2	1	1	1
More than once per day	3	5	1	4	0	5	1



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**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
<b>Sample</b>	<b>921</b>	<b>141</b>	<b>205</b>	<b>232</b>	<b>195</b>	<b>126</b>	<b>22</b>
Less than once a month	26	31	20	23	32	25	58
Once per month	15	13	19	17	9	20	9
Several times per month	20	22	23	19	18	19	22
Once per week	9	10	9	9	8	14	6
Several times per week	12	12	15	12	13	9	2
Almost every day	12	10	12	14	14	11	2
Everyday	2	0	3	2	2	1	0
More than once per day	3	1	0	4	4	1	0

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>921</b>	<b>151</b>	<b>197</b>	<b>388</b>	<b>185</b>
Less than once a month	26	27	26	27	25
Once per month	15	11	17	15	17
Several times per month	20	22	19	20	21
Once per week	9	9	8	10	10
Several times per week	12	18	13	10	13
Almost every day	12	8	11	14	12
Everyday	2	1	2	2	2
More than once per day	3	5	4	2	0



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### Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	921	411	206	172	68	18
Less than once a month	26	21	26	28	39	51
Once per month	15	14	19	18	13	5
Several times per month	20	19	24	20	18	22
Once per week	9	9	10	12	4	0
Several times per week	12	17	9	7	12	6
Almost every day	12	16	9	14	5	9
Everyday	2	2	1	1	4	0
More than once per day	3	4	1	1	3	7



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***Tim Horton's controversy awareness***

*Based on what you have seen, or heard, how aware are you of some Tim Horton's franchisees removing paid breaks and other incentives from employees in order to cut costs?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
TOP2	91	89	92	87	95	93	91	91
BTM2	9	11	8	13	5	7	9	9
Very aware	76	70	75	76	83	78	76	75
Somewhat aware	15	19	17	10	12	15	15	16
Not very aware	5	5	4	5	3	5	4	5
Not at all aware	4	6	4	8	2	1	5	4

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
TOP2	91	90	88	91	99	94	94
BTM2	9	10	12	9	1	6	6
Very aware	76	66	74	74	82	81	83
Somewhat aware	15	24	14	17	17	13	11
Not very aware	5	7	8	1	0	2	2
Not at all aware	4	3	4	8	1	3	4

**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
TOP2	91	86	92	96	88	94	65
BTM2	9	14	8	4	12	6	35
Very aware	76	72	80	83	71	66	50
Somewhat aware	15	14	11	12	17	28	15
Not very aware	5	7	2	3	6	2	33
Not at all aware	4	7	6	1	6	4	2



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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
TOP2	91	81	90	92	96
BTM2	9	19	10	8	4
Very aware	76	65	77	75	83
Somewhat aware	15	16	13	17	12
Not very aware	5	8	4	5	3
Not at all aware	4	10	7	3	1

**Voter Ballot Intention**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
TOP2	91	93	88	92	96	87
BTM2	9	7	12	8	4	13
Very aware	76	77	77	79	75	47
Somewhat aware	15	16	11	13	21	40
Not very aware	5	5	4	3	4	4
Not at all aware	4	2	8	4	1	10



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### Tim Horton's cost increases

If you asked people in your social group, such as your friends or colleagues, whether they would support an increase in the cost of menu items to restore paid breaks and other incentives to Tim Horton's employees that lost them, what do you think they would say?

[Base=aware of cost cutting measures]

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	985	145	129	138	265	308	536	434
They would support increasing the cost of menu items	35	36	28	30	35	45	33	36
They wouldn't have an opinion	14	14	8	18	11	16	12	15
They would oppose increasing the cost of menu items	39	41	50	35	41	27	45	34
Don't know	13	9	14	17	13	12	10	15

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	985	69	144	126	106	96	225
They would support increasing the cost of menu items	35	30	32	36	33	39	39
They wouldn't have an opinion	14	12	19	11	11	11	11
They would oppose increasing the cost of menu items	39	34	39	42	47	40	39
Don't know	13	24	10	11	9	11	11



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### Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	985	161	212	255	201	131	25
They would support increasing the cost of menu items	35	45	41	29	33	30	23
They wouldn't have an opinion	14	12	14	10	16	16	36
They would oppose increasing the cost of menu items	39	32	37	44	41	38	26
Don't know	13	11	9	16	10	15	15

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	985	158	217	411	199
They would support increasing the cost of menu items	35	33	32	35	38
They wouldn't have an opinion	14	17	16	12	12
They would oppose increasing the cost of menu items	39	39	38	39	40
Don't know	13	12	14	14	9



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**Voter Ballot Intention**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	985	438	225	179	74	23
They would support increasing the cost of menu items	35	29	49	36	33	11
They wouldn't have an opinion	14	12	13	17	16	4
They would oppose increasing the cost of menu items	39	47	26	37	43	42
Don't know	13	12	12	9	8	44

**Frequency**

%	Total	Q8 - Less than once a month	Q8 - Once per month	Q8 - Several times per month	Q8 - Once per week	Q8 - Several times per week	Q8 - Almost every day	Q8 - Everyday	Q8 - More than once per day
Sample	985	256	145	185	74	106	90	14	18
They would support increasing the cost of menu items	35	40	41	31	33	30	36	22	12
They wouldn't have an opinion	14	12	18	14	15	7	14	8	7
They would oppose increasing the cost of menu items	39	33	25	37	47	54	46	54	73
Don't know	13	15	16	18	4	9	5	17	8



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