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Majority of Canadians Do Not Think Jobs in Canada's Auto Sector Are Secure

Toronto, July 5th, 2019 - In a random sampling of public opinion taken by the Forum Poll™ among 1812 randomly selected Canadians 18 years or older, the majority (BTM2: 59%) say jobs in Canada's auto sector are not secure, with a quarter (27%) saying auto sector jobs are not secure at all.

A quarter (TOP2: 23%) say jobs in Canada's auto sector are secure, with few (3%) saying auto sector jobs are very secure.

A fifth (18%) say they do not know.

Those most likely to say auto sector jobs are not secure are those aged 55 to 64 (63%), males (63%), earning \$80,000-\$100,000 (69%), have some college or university (64%), and are living in Ontario (65%) or Manitoba/Saskatchewan (65%).

Those most likely to say auto sector jobs are secure are those aged 45 to 54 (25%) or 65 and over (27%), earning \$60,000-\$80,000 (29%), or \$100,000-\$250,000 (27%), the most educated (29%), and living in Quebec (30%).

Half of Canadians think that the auto sector will decline over the next ten years

Based on what Canadians have seen or heard about the Canadian auto sector, half (47%) of Canadians think the auto sector will decline over the next ten years.

A third (31%) think the Canadian auto sector will stay about the same.

Nearly 1 in 10 (7%) say it will grow.

A sixth (14%) say they do not know.

Of those who think that jobs in Canada's auto sector are not secure (BTM2: 59%), a slightly higher proportion (65%) also think that auto sector will decline over the next ten years.

Those most likely to say that the auto sector will decline are those aged 45 to 54 (55%), males (50%), the most wealthy (53%), have some college or university (47%), completed college or university (49%), or the most educated (48%), and living in Ontario (54%).

Those most likely to say the auto sector will stay the same are those aged 65 and over (40%), the least wealthy (35%), or earning \$60,000-\$80,000 (34%), the least educated (34%), have some college or university (32%), or the most educated (32%), and living in Quebec (41%).

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"With recent shifts in the Canadian auto sector, it is not surprising that Canadians do not think jobs in the auto sector are secure or that the auto sector will grow in the next 10 years," said Dr. Lorne Bozinoff, President of Forum Research. "This is especially apparent among Ontarians as they have experienced job insecurity in the auto sector and the decline in the Canadian auto sector firsthand. With the federal election approaching, the auto sector will be an important topic



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“Over the next ten years Canadians think the auto industry is more likely to decline than stay the same; and few think it will grow,” said Dr. Lorne Bozinoff, President of Forum Research. “With shifts in the Canadian auto sector, it’s not surprising that Canadians don’t think auto jobs are secure. Negativity is particularly prevalent among Ontarians, as they have experienced the brunt of these shifts to the industry.”

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 1812 randomly selected Canadians across the country. The poll was conducted on June 28th to June 30th, 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, or city) 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 (EXAMPLE ONLY):

%	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.

Due to rounding some numbers may not add up to 100

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Job security in Canada's auto sector

In your opinion, how secure are jobs in Canada's auto sector right now?

Age/Gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-Binary
Sample	1812	276	224	288	430	594	998	764	50
NET: TOP2	23	20	23	25	22	27	24	22	20
NET: BTM2	59	54	60	60	63	60	63	55	62
Very secure	3	3	4	1	3	3	4	2	0
Somewhat secure	20	17	19	24	19	23	20	20	20
Not very secure	31	30	35	28	29	35	32	31	28
Not secure at all	27	24	25	31	35	24	30	24	34
Don't know	18	26	17	15	14	14	13	23	18

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	1812	173	251	271	215	186	396
NET: TOP2	23	24	26	20	29	15	27
NET: BTM2	59	56	54	62	50	69	57
Very secure	3	5	4	3	1	3	3
Somewhat secure	20	19	22	17	28	12	24
Not very secure	31	24	24	33	29	40	33
Not secure at all	27	32	30	28	21	29	23
Don't know	18	21	20	18	21	17	16



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1812	315	465	663	369
NET: TOP2	23	25	17	23	29
NET: BTM2	59	57	64	58	55
Very secure	3	4	2	2	4
Somewhat secure	20	21	15	20	26
Not very secure	31	25	32	33	33
Not secure at all	27	32	32	25	23
Don't know	18	18	19	19	16

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1812	196	383	648	191	163	231
NET: TOP2	23	22	30	23	16	15	19
NET: BTM2	59	58	45	65	65	61	59
Very secure	3	2	5	2	0	2	2
Somewhat secure	20	20	25	21	16	13	17
Not very secure	31	29	30	33	30	25	37
Not secure at all	27	29	16	33	35	36	22
Don't know	18	19	25	11	19	24	22



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Canadian auto sector over the next ten years

Based on what you have seen, or heard, do you think the Canadian auto sector will grow, decline, or stay about the same over the next ten years?

Age/Gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-Binary
Sample	1812	276	224	288	430	594	998	764	50
Decline	47	43	49	55	47	43	50	44	46
Stay about the same	31	28	27	30	35	40	33	30	30
Grow	7	7	9	7	6	7	8	7	10
Don't know	14	22	15	8	11	11	9	19	14

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	1812	173	251	271	215	186	396
Decline	47	39	43	42	45	50	53
Stay about the same	31	35	32	30	34	31	31
Grow	7	11	10	7	4	6	7
Don't know	14	15	14	21	17	12	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1812	315	465	663	369
Decline	47	40	47	49	48
Stay about the same	31	34	32	30	32
Grow	7	8	7	7	8
Don't know	14	18	14	15	12



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Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1812	196	383	648	191	163	231
Decline	47	42	34	54	49	49	50
Stay about the same	31	35	41	28	29	24	29
Grow	7	7	10	6	9	5	6
Don't know	14	16	16	11	13	22	15

Job security in Canada's auto sector and Canadian auto sector over the next ten years

%	Total	TOP2	BTM2	Very secure	Somewhat secure	Not very secure	Not secure at all	Don't know
Sample	1812	427	1105	50	377	579	526	280
Decline	47	21	65	12	22	55	76	21
Stay about the same	31	53	26	46	54	33	17	22
Grow	7	18	3	38	15	4	2	7
Don't know	14	7	6	4	8	8	4	50



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