

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Majority Say They Pay Attention to Politics Between Elections**

### **Almost two-thirds say they don't trust promises made before an election**

Toronto, January 26th - In a random sampling of public opinion taken by The Forum Poll™ among 1408 Canadian voters, more than 8 in 10 (81%) say they pay attention to politics between election cycles, with about half of those (40%) saying they pay a lot of attention.

One-sixth (BTM2: 17%) say they don't pay attention to politics if there isn't an election, with few (1%) saying they don't ever pay attention to politics or that they do not know (1%).

Respondents most likely say that they pay attention to politics between elections (TOP2) include those aged 55-64 (89%), males (87%), those earning \$60,000-\$80,000 (88%), \$80,000-\$100,000 (89%), or the most wealthy (91%), living in Alberta (88%), with a college/university (88%) or post-graduate degree (89%), or supporting the Conservatives (90%) or BQ (87%).

Respondents most likely to say they don't pay attention to politics between elections include those aged 34 and younger (25%), females (22%), the least wealthy (26%) or earning \$20,000-\$40,000 (27%), living in Atlantic Canada (23%) or Québec (20%), the least educated (29%), and Green (34%) supporters.

### **Most don't trust pre-election promises**

More than half (BTM2: 58%) say they don't trust the promises made by politicians before an election, with one-sixth (17%) saying they have no trust at all in these promises.

4 in 10 (40%) say they trust pre-election promises, but very few (3%) say they have a lot of trust in them.

Few say they do not know (2%).

Respondents most likely to say they don't trust pre-election promises include those aged 34 and younger (59%), 35-44 (58%), 45-54 (62%), or 55-64 (61%), earning \$20,000-\$40,000 (59%), \$40,000-\$60,000 (61%), or \$60,000-\$80,000 (58%), living in Atlantic Canada (68%) or Alberta (67%), the least educated (62%) or with a college degree (62%), and supporting the Green Party (75%) or BQ (75%).

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Respondents most likely to say they trust pre-election promises include those aged 65+ (42%), earning \$80,000-\$100,000 (51%), with a post-graduate degree (48%), and supporting the Liberals (60%).

Those that say they pay attention to politics between elections are slightly more likely to trust these promises than the average voter, with more than 4 in 10 (44%) of these attention paying voters saying they trust pre-election promises, while half (55%) say they do not.

Those who don't pay much attention between elections are much less likely to trust pre-election promises, with three-quarters (76%) saying they do not trust them, and only 1 in 10 (11%) saying they do.

"Canadians say they are very engaged between elections, with almost everyone saying they pay at least some attention to politics between elections," said Dr. Lorne Bozinoff, President of Forum Research. "What's interesting is that those that say they don't pay attention between elections are far less likely to trust pre-election promises than those that say they do pay attention."

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 1408 randomly selected Canadian Voters. The poll was conducted January 22-24, 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](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)



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**Attention**

*How much attention do you pay to politics if there isn't an election?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>1408</b>	<b>248</b>	<b>257</b>	<b>204</b>	<b>313</b>	<b>386</b>	<b>785</b>	<b>591</b>
<b>NET: TOP2</b>	81	73	82	84	89	84	87	76
<b>NET: BTM2</b>	17	25	16	14	10	14	12	22
<b>A lot of attention</b>	40	34	38	39	47	48	48	32
<b>Some attention</b>	41	39	45	45	42	36	40	43
<b>Not a lot of attention</b>	14	21	12	11	8	12	10	18
<b>No attention at all</b>	3	4	4	3	2	2	2	4
<b>Don't ever pay attention to politics</b>	1	1	1	2	1	1	1	1
<b>Don't know</b>	1	1	1	0	0	0	0	1

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
<b>Sample</b>	<b>1408</b>	<b>123</b>	<b>235</b>	<b>162</b>	<b>174</b>	<b>167</b>	<b>267</b>
<b>NET: TOP2</b>	81	70	73	84	88	89	91
<b>NET: BTM2</b>	17	26	27	15	11	11	7
<b>A lot of attention</b>	40	26	40	36	42	44	50
<b>Some attention</b>	41	44	33	47	46	44	41
<b>Not a lot of attention</b>	14	23	20	11	10	11	6
<b>No attention at all</b>	3	3	7	4	1	1	1
<b>Don't ever pay attention to politics</b>	1	3	0	1	1	0	2
<b>Don't know</b>	1	1	0	0	0	0	0



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**Region**

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1408	186	274	309	123	261	255
NET: TOP2	81	77	76	84	83	88	81
NET: BTM2	17	23	20	14	17	12	19
A lot of attention	40	35	37	41	44	50	38
Some attention	41	42	40	43	39	38	43
Not a lot of attention	14	19	15	13	16	11	15
No attention at all	3	4	5	2	1	2	4
Don't ever pay attention to politics	1	0	2	2	0	0	0
Don't know	1	0	2	0	0	0	0

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1408	265	365	518	260
NET: TOP2	81	65	77	88	89
NET: BTM2	17	29	21	11	11
A lot of attention	40	28	41	39	52
Some attention	41	37	36	49	37
Not a lot of attention	14	25	16	10	9
No attention at all	3	4	5	2	2
Don't ever pay attention to politics	1	3	1	1	0
Don't know	1	2	1	0	0



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## *Voter Intention*

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other
Sample	1408	554	454	189	78	40	31
NET: TOP2	81	90	80	82	63	87	69
NET: BTM2	17	8	19	18	34	13	31
A lot of attention	40	48	36	40	25	39	52
Some attention	41	43	44	42	38	48	17
Not a lot of attention	14	7	17	16	29	4	8
No attention at all	3	1	2	2	5	8	23
Don't ever pay attention to politics	1	1	0	0	3	0	0
Don't know	1	0	1	0	0	0	0



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**Trust**

*Overall, how much do you trust the promises made by politicians before an election?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1408	248	257	204	313	386	785	591
NET: TOP2	40	38	39	37	38	48	39	42
NET: BTM2	58	59	58	62	61	51	59	56
A lot of trust	3	3	4	2	5	4	4	3
Some trust	37	36	35	35	33	44	35	39
Not a lot of trust	41	40	38	44	46	39	42	40
No trust at all	17	20	20	18	14	11	17	16
Don't know	2	2	3	1	2	1	2	2

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1408	123	235	162	174	167	267
NET: TOP2	40	41	40	39	41	51	39
NET: BTM2	58	55	59	61	58	47	59
A lot of trust	3	4	7	1	3	3	3
Some trust	37	38	32	38	39	48	37
Not a lot of trust	41	38	41	45	44	39	45
No trust at all	17	17	19	16	14	9	14
Don't know	2	4	1	0	0	2	1

**Region**

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1408	186	274	309	123	261	255
NET: TOP2	40	31	42	41	42	30	42
NET: BTM2	58	68	57	56	56	67	55
A lot of trust	3	2	4	4	2	1	3
Some trust	37	30	38	38	41	29	40
Not a lot of trust	41	46	41	39	37	50	40
No trust at all	17	22	17	17	18	17	15
Don't know	2	1	1	2	2	2	3



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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1408</b>	<b>265</b>	<b>365</b>	<b>518</b>	<b>260</b>
<b>NET: TOP2</b>	40	32	44	37	48
<b>NET: BTM2</b>	58	62	55	62	51
<b>A lot of trust</b>	3	2	7	1	3
<b>Some trust</b>	37	30	37	36	45
<b>Not a lot of trust</b>	41	40	40	43	39
<b>No trust at all</b>	17	21	15	19	12
<b>Don't know</b>	2	6	1	1	1

**Voter Intention**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other
<b>Sample</b>	<b>1408</b>	<b>554</b>	<b>454</b>	<b>189</b>	<b>78</b>	<b>40</b>	<b>31</b>
<b>NET: TOP2</b>	40	30	60	37	24	25	21
<b>NET: BTM2</b>	58	68	39	63	75	75	73
<b>A lot of trust</b>	3	2	5	2	6	4	0
<b>Some trust</b>	37	28	55	35	17	21	21
<b>Not a lot of trust</b>	41	48	31	43	55	45	14
<b>No trust at all</b>	17	20	8	19	20	30	60
<b>Don't know</b>	2	2	1	0	1	0	6



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## Attention

%	Total	ATTENTION - NET: TOP2	ATTENTION - NET: BTM2
Sample	1408	1188	48
NET: TOP2	40	44	11
NET: BTM2	58	55	76
A lot of trust	3	3	7
Some trust	37	41	4
Not a lot of trust	41	41	28
No trust at all	17	13	49
Don't know	2	1	12

%	Tot	A lot of attention	Some attention	Not a lot of attention	No attention at all	Don't ever pay attention to politics	Don't know
Sample	1408	624	564	167	37	11	5
NET: TOP2	40	48	41	24	7	21	5
NET: BTM2	58	52	58	74	80	66	82
A lot of trust	3	5	2	1	3	16	5
Some trust	37	43	39	23	4	6	0
Not a lot of trust	41	39	44	44	26	33	59
No trust at all	17	13	14	30	55	32	23
Don't know	2	1	1	2	12	13	13



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