

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

About Half View Tim's image as positive, overall

But about two-fifths say they visit less than they used to

Toronto, April 23rd – In a random sampling of public opinion taken by The Forum Poll™ among 1585 Canadian voters, (75%) say they consider themselves an occasional customer of Tim Horton's, with one-quarter (25%) saying no.

Customers of Tim Horton's are likely to include those aged 34 and younger (80%), 35-44 (77%), or 45-54 (77%), earning \$80,000-\$100,000 (79%) or the most wealthy (82%), living in Ontario (80%), the prairies (MB/SK)(82%), or Alberta (80%), and supporting the Conservatives (79%) or Liberals (80%). English-speakers (78%) are significantly more likely to consider themselves an occasional customer than French-speakers (67%).

Frequency of purchase

A quarter (28%) of customers make a purchase less than once per month. One-fifth (19%) say they make a purchase at Tim's once per month, while a quarter (26%) say they make a purchase several times per month.

1 in 10 (10%) say they make a purchase once per week, while the same proportion (10%) says they make a purchase several times per week.

Fewer than 1 in 10 (6%) say they make a purchase almost every day, while an equal proportion of customers say they either make a purchase everyday (1%) or more than once per day.

Purchase behavior past versus present

The plurality of respondents (43%) say that their purchasing behavior hasn't changed, saying it's about the same as it is now.

However, one-fifth (18%) say that they visit Tim's a little less than they did before, and the same proportion (18%) says they visit a lot less than they did before.

About 1 in 10 say they visit a little less than before (11%), while a similar proportion (8%) say they visit a lot more than before.

Few (1%) weren't sure whether they visit more or less than they did previously.

Half see Tim Horton's brand image as favourable

Currently, about half (TOP3: 50%) see Tim Horton's brand positively, with 1 in 10 (10%) saying it's excellent. About one-quarter (BTM3: 23%) see Tim Horton's brand negatively, with fewer than 1 in 10 (6%) saying it's terrible.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

"Generally, half of Canadians see the Tim Horton's brand favourably," said Dr. Lorne Bozinoff, President of Forum Research. "That's the good news. The bad news, however, is that more people say they are visiting Tim's less often, than more often. Of the people who are visiting less often, half said they view the brand unfavourably. It seems plausible that the negative attention that Tim's has seen over the past few months has begun to affect their customers."



**FORUM
RESEARCH**

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

NEWS RELEASE



FORUM RESEARCH INC.

About one-quarter (22%) say that Tim's reputation is average, with few (5%) saying they do not know.

Two-thirds (69%) of those that visit Tim's almost every day see the brand favourably.

More than three-quarters (79%) of those that say they visit a little more than before, and a lot more than they did before (79%), view Tim Horton's favourably over all.

Almost a third (29%) of those that visit Tim's several times per week say that they see the chain unfavourably.

About half (49%) of those that say they visit a lot less than they did before view the chain unfavourably.

"Generally, half of Canadians see the Tim Horton's brand favourably," said Dr. Lorne Bozinoff, President of Forum Research. "That's the good news. The bad news, however, is that more people say they are visiting Tim's less often, than more often. Of the people who are visiting less often, half said they view the brand unfavourably. It seems plausible that the negative attention that Tim's has seen over the past few months has begun to affect their customers."

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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603



**FORUM
RESEARCH**

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

NEWS RELEASE



FORUM RESEARCH INC.

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1585 randomly selected Canadian Voters. The poll was conducted April 19-20, 2018.

Results based on the total sample are considered accurate +/- 2%, 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

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

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603



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

Tim's Image

Overall, how would you rate the reputation or image of Tim Horton's?

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1585 | 250 | 228 | 260 | 348 | 499 | 877 | 671 |
| NET: TOP3 | 50 | 49 | 49 | 52 | 52 | 49 | 47 | 54 |
| NET: BTM3 | 23 | 25 | 27 | 20 | 20 | 19 | 30 | 16 |
| Excellent | 10 | 10 | 11 | 10 | 8 | 8 | 7 | 12 |
| Very Good | 18 | 20 | 16 | 20 | 19 | 15 | 16 | 20 |
| Good | 22 | 19 | 22 | 23 | 26 | 26 | 23 | 22 |
| Average | 22 | 22 | 21 | 23 | 23 | 19 | 20 | 24 |
| Below average | 11 | 11 | 14 | 10 | 11 | 10 | 14 | 9 |
| Poor | 6 | 7 | 6 | 6 | 4 | 6 | 8 | 4 |
| Terrible | 6 | 7 | 7 | 4 | 5 | 3 | 8 | 3 |
| Unsure | 5 | 3 | 3 | 4 | 5 | 12 | 4 | 6 |

Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|---------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1585 | 159 | 256 | 206 | 199 | 159 | 319 |
| NET: TOP3 | 50 | 56 | 54 | 52 | 51 | 57 | 43 |
| NET: BTM3 | 23 | 16 | 18 | 26 | 24 | 23 | 28 |
| Excellent | 10 | 19 | 12 | 8 | 9 | 5 | 6 |
| Very Good | 18 | 21 | 21 | 23 | 19 | 19 | 12 |
| Good | 22 | 16 | 21 | 21 | 24 | 33 | 24 |
| Average | 22 | 20 | 20 | 17 | 20 | 18 | 26 |
| Below average | 11 | 4 | 11 | 11 | 12 | 13 | 14 |
| Poor | 6 | 6 | 3 | 11 | 6 | 5 | 7 |
| Terrible | 6 | 6 | 4 | 5 | 5 | 5 | 7 |
| Unsure | 5 | 8 | 7 | 5 | 5 | 2 | 3 |



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

Region

| % | Total | ATL | QC | ON | MB/SK | AB | BC |
|---------------|-------|-----|-----|-----|-------|-----|-----|
| Sample | 1585 | 207 | 305 | 385 | 197 | 248 | 243 |
| NET: TOP3 | 50 | 55 | 58 | 46 | 53 | 54 | 42 |
| NET: BTM3 | 23 | 20 | 12 | 30 | 24 | 19 | 24 |
| Excellent | 10 | 10 | 10 | 10 | 15 | 9 | 6 |
| Very Good | 18 | 19 | 19 | 15 | 22 | 24 | 16 |
| Good | 22 | 26 | 29 | 20 | 15 | 22 | 19 |
| Average | 22 | 22 | 20 | 20 | 19 | 21 | 30 |
| Below average | 11 | 8 | 6 | 16 | 10 | 10 | 10 |
| Poor | 6 | 8 | 3 | 8 | 8 | 5 | 6 |
| Terrible | 6 | 5 | 3 | 7 | 5 | 4 | 7 |
| Unsure | 5 | 3 | 10 | 4 | 4 | 5 | 5 |

Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---------------|-------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1585 | 297 | 403 | 599 | 286 |
| NET: TOP3 | 50 | 59 | 50 | 48 | 49 |
| NET: BTM3 | 23 | 17 | 23 | 25 | 22 |
| Excellent | 10 | 15 | 13 | 8 | 6 |
| Very Good | 18 | 21 | 19 | 16 | 18 |
| Good | 22 | 23 | 18 | 24 | 25 |
| Average | 22 | 18 | 21 | 22 | 25 |
| Below average | 11 | 7 | 10 | 15 | 8 |
| Poor | 6 | 5 | 6 | 6 | 7 |
| Terrible | 6 | 4 | 8 | 4 | 7 |
| Unsure | 5 | 7 | 6 | 5 | 4 |



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

Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|---------------|-------|--------------|---------|----------------|-------|----------------|-------|
| Sample | 1585 | 655 | 423 | 220 | 137 | 51 | 29 |
| NET: TOP3 | 50 | 55 | 53 | 45 | 35 | 62 | 40 |
| NET: BTM3 | 23 | 18 | 24 | 30 | 32 | 10 | 27 |
| Excellent | 10 | 9 | 12 | 10 | 3 | 20 | 12 |
| Very Good | 18 | 22 | 14 | 14 | 13 | 32 | 27 |
| Good | 22 | 24 | 27 | 20 | 19 | 11 | 1 |
| Average | 22 | 24 | 18 | 21 | 25 | 16 | 27 |
| Below average | 11 | 9 | 10 | 18 | 17 | 3 | 5 |
| Poor | 6 | 6 | 7 | 5 | 5 | 4 | 8 |
| Terrible | 6 | 3 | 7 | 7 | 10 | 2 | 14 |
| Unsure | 5 | 4 | 5 | 5 | 8 | 12 | 6 |

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 | 1585 | 323 | 236 | 299 | 121 | 105 | 65 | 14 | 7 |
| NET: TOP3 | 50 | 49 | 60 | 64 | 55 | 53 | 69 | 55 | 55 |
| NET: BTM3 | 23 | 24 | 17 | 17 | 21 | 29 | 17 | 15 | 0 |
| Excellent | 10 | 10 | 12 | 11 | 8 | 15 | 22 | 26 | 34 |
| Very Good | 18 | 10 | 26 | 34 | 18 | 14 | 15 | 24 | 21 |
| Good | 22 | 28 | 22 | 19 | 29 | 24 | 31 | 5 | 0 |
| Average | 22 | 21 | 22 | 17 | 23 | 14 | 15 | 30 | 45 |
| Below average | 11 | 12 | 10 | 10 | 11 | 14 | 7 | 6 | 0 |
| Poor | 6 | 7 | 3 | 4 | 8 | 7 | 6 | 7 | 0 |
| Terrible | 6 | 5 | 4 | 3 | 2 | 8 | 3 | 2 | 0 |
| Unsure | 5 | 6 | 1 | 2 | 1 | 4 | 0 | 0 | 0 |



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Behaviour

| % | Total | Q9 - A lot more than you did before | Q9 - A little more than you did before | Q9 - About the same as you did before | Q9 - A little less than you did before | Q9 - A lot less than you did before | Q9 - Don't know |
|---------------|-------|-------------------------------------|--|---------------------------------------|--|-------------------------------------|-----------------|
| Sample | 1585 | 78 | 120 | 548 | 211 | 199 | 14 |
| NET: TOP3 | 50 | 79 | 79 | 66 | 41 | 27 | 54 |
| NET: BTM3 | 23 | 10 | 5 | 12 | 26 | 49 | 26 |
| Excellent | 10 | 37 | 21 | 12 | 3 | 4 | 30 |
| Very Good | 18 | 27 | 33 | 25 | 17 | 6 | 20 |
| Good | 22 | 15 | 25 | 29 | 21 | 18 | 4 |
| Average | 22 | 7 | 14 | 18 | 31 | 20 | 20 |
| Below average | 11 | 2 | 5 | 7 | 18 | 21 | 5 |
| Poor | 6 | 1 | 0 | 3 | 6 | 17 | 11 |
| Terrible | 6 | 7 | 0 | 2 | 3 | 12 | 11 |
| Unsure | 5 | 4 | 1 | 3 | 2 | 4 | 0 |



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

Tim's customers

Would you consider yourself at least an occasional customer of Tim Horton's?

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|--------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1585 | 250 | 228 | 260 | 348 | 499 | 877 | 671 |
| Yes | 75 | 80 | 77 | 77 | 72 | 67 | 76 | 75 |
| No | 25 | 20 | 23 | 23 | 28 | 33 | 24 | 25 |

Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|--------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1585 | 159 | 256 | 206 | 199 | 159 | 319 |
| Yes | 75 | 69 | 73 | 75 | 73 | 79 | 82 |
| No | 25 | 31 | 27 | 25 | 27 | 21 | 18 |

Region

| % | Total | ATL | QC | ON | MB/SK | AB | BC |
|--------|-------|-----|-----|-----|-------|-----|-----|
| Sample | 1585 | 207 | 305 | 385 | 197 | 248 | 243 |
| Yes | 75 | 78 | 67 | 80 | 82 | 80 | 69 |
| No | 25 | 22 | 33 | 20 | 18 | 20 | 31 |

Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|--------|-------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1585 | 297 | 403 | 599 | 286 |
| Yes | 75 | 75 | 74 | 76 | 75 |
| No | 25 | 25 | 26 | 24 | 25 |

Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|--------|-------|--------------|---------|----------------|-------|----------------|-------|
| Sample | 1585 | 655 | 423 | 220 | 137 | 51 | 29 |
| Yes | 75 | 79 | 77 | 74 | 65 | 77 | 75 |
| No | 25 | 21 | 23 | 26 | 35 | 23 | 25 |



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Frequency

How often do you make a purchase at Tim Horton's? [Base=customer of Tim's]

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|-------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1170 | 200 | 174 | 201 | 253 | 342 | 669 | 477 |
| Less than once a month | 28 | 19 | 31 | 27 | 26 | 41 | 20 | 35 |
| Once per month | 19 | 18 | 19 | 15 | 19 | 22 | 21 | 17 |
| Several times per month | 26 | 29 | 19 | 29 | 28 | 21 | 27 | 24 |
| Once per week | 10 | 13 | 8 | 10 | 11 | 7 | 12 | 9 |
| Several times per week | 10 | 13 | 12 | 8 | 8 | 6 | 12 | 8 |
| Almost every day | 6 | 5 | 9 | 8 | 5 | 2 | 7 | 5 |
| Everyday | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 |
| More than once per day | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 |

Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|-------------------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1170 | 108 | 180 | 141 | 147 | 128 | 255 |
| Less than once a month | 28 | 29 | 31 | 28 | 26 | 26 | 22 |
| Once per month | 19 | 21 | 16 | 26 | 12 | 16 | 20 |
| Several times per month | 26 | 25 | 26 | 24 | 27 | 28 | 24 |
| Once per week | 10 | 3 | 15 | 6 | 15 | 11 | 12 |
| Several times per week | 10 | 15 | 5 | 7 | 10 | 9 | 14 |
| Almost every day | 6 | 6 | 4 | 5 | 8 | 8 | 5 |
| Everyday | 1 | 2 | 3 | 3 | 0 | 0 | 1 |
| More than once per day | 1 | 0 | 0 | 1 | 1 | 2 | 1 |



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

Region

| % | % | Total | ATL | QC | ON | MB/SK | AB |
|-------------------------|-------------|------------|------------|------------|------------|------------|------------|
| Sample | 1170 | 157 | 199 | 303 | 159 | 194 | 158 |
| Less than once a month | 28 | 17 | 38 | 24 | 28 | 21 | 32 |
| Once per month | 19 | 16 | 20 | 17 | 17 | 23 | 21 |
| Several times per month | 26 | 26 | 25 | 24 | 26 | 30 | 26 |
| Once per week | 10 | 12 | 7 | 11 | 16 | 9 | 8 |
| Several times per week | 10 | 11 | 8 | 12 | 9 | 9 | 8 |
| Almost every day | 6 | 10 | 2 | 8 | 4 | 6 | 5 |
| Everyday | 1 | 8 | 0 | 1 | 0 | 1 | 0 |
| More than once per day | 1 | 1 | 0 | 1 | 0 | 1 | 0 |

Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|-------------------------|-------------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1170 | 220 | 289 | 451 | 210 |
| Less than once a month | 28 | 28 | 22 | 31 | 27 |
| Once per month | 19 | 14 | 22 | 16 | 24 |
| Several times per month | 26 | 31 | 28 | 25 | 20 |
| Once per week | 10 | 9 | 11 | 11 | 9 |
| Several times per week | 10 | 9 | 12 | 9 | 12 |
| Almost every day | 6 | 6 | 3 | 7 | 8 |
| Everyday | 1 | 2 | 2 | 1 | 0 |
| More than once per day | 1 | 1 | 1 | 0 | 1 |



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

Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|-------------------------|-------|--------------|---------|----------------|-------|----------------|-------|
| Sample | 1170 | 514 | 313 | 156 | 88 | 37 | 21 |
| Less than once a month | 28 | 20 | 31 | 38 | 29 | 21 | 33 |
| Once per month | 19 | 19 | 22 | 11 | 19 | 24 | 4 |
| Several times per month | 26 | 29 | 21 | 26 | 23 | 34 | 36 |
| Once per week | 10 | 13 | 7 | 10 | 5 | 8 | 4 |
| Several times per week | 10 | 10 | 8 | 8 | 17 | 13 | 11 |
| Almost every day | 6 | 6 | 9 | 4 | 4 | 0 | 6 |
| Everyday | 1 | 1 | 1 | 2 | 1 | 0 | 5 |
| More than once per day | 1 | 1 | 0 | 0 | 1 | 0 | 0 |



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Behaviour

Would you say you visit Tim Horton's more often than you did before, about the same as you did before, or less than you did before?? [Base=customer of Tim's]

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|-----------------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1170 | 200 | 174 | 201 | 253 | 342 | 669 | 477 |
| A lot more than you did before | 8 | 11 | 7 | 7 | 6 | 5 | 4 | 11 |
| A little more than you did before | 11 | 14 | 11 | 10 | 9 | 11 | 9 | 13 |
| About the same as you did before | 43 | 35 | 36 | 51 | 53 | 50 | 47 | 40 |
| A little less than you did before | 18 | 18 | 26 | 17 | 13 | 18 | 20 | 17 |
| A lot less than you did before | 18 | 21 | 17 | 14 | 18 | 16 | 19 | 17 |
| Don't know | 1 | 1 | 3 | 1 | 0 | 1 | 1 | 1 |



Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|-----------------------------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1170 | 108 | 180 | 141 | 147 | 128 | 255 |
| A lot more than you did before | 8 | 17 | 6 | 7 | 13 | 3 | 5 |
| A little more than you did before | 11 | 13 | 10 | 7 | 11 | 11 | 11 |
| About the same as you did before | 43 | 35 | 43 | 43 | 43 | 50 | 42 |
| A little less than you did before | 18 | 12 | 23 | 17 | 17 | 20 | 23 |
| A lot less than you did before | 18 | 23 | 17 | 23 | 15 | 16 | 16 |
| Don't know | 1 | 0 | 0 | 3 | 1 | 0 | 2 |

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

Region

| % | Total | ATL | QC | ON | MB/SK | AB | BC |
|-----------------------------------|-------------|------------|------------|------------|------------|------------|------------|
| Sample | 1170 | 157 | 199 | 303 | 159 | 194 | 158 |
| A lot more than you did before | 8 | 12 | 7 | 7 | 10 | 6 | 11 |
| A little more than you did before | 11 | 9 | 15 | 9 | 9 | 14 | 11 |
| About the same as you did before | 43 | 46 | 47 | 44 | 44 | 41 | 36 |
| A little less than you did before | 18 | 14 | 18 | 19 | 17 | 20 | 20 |
| A lot less than you did before | 18 | 18 | 12 | 21 | 19 | 18 | 17 |
| Don't know | 1 | 0 | 0 | 1 | 1 | 1 | 4 |

Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|-----------------------------------|-------------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1170 | 220 | 289 | 451 | 210 |
| A lot more than you did before | 8 | 14 | 9 | 5 | 9 |
| A little more than you did before | 11 | 10 | 18 | 7 | 14 |
| About the same as you did before | 43 | 40 | 41 | 44 | 49 |
| A little less than you did before | 18 | 16 | 14 | 23 | 17 |
| A lot less than you did before | 18 | 19 | 18 | 20 | 11 |
| Don't know | 1 | 2 | 1 | 1 | 0 |



NEWS RELEASE



MEDIA INQUIRIES:
Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|-----------------------------------|-------|--------------|---------|----------------|-------|----------------|-------|
| Sample | 1170 | 514 | 313 | 156 | 88 | 37 | 21 |
| A lot more than you did before | 8 | 6 | 10 | 8 | 12 | 6 | 4 |
| A little more than you did before | 11 | 11 | 8 | 11 | 15 | 23 | 33 |
| About the same as you did before | 43 | 49 | 40 | 43 | 30 | 35 | 29 |
| A little less than you did before | 18 | 19 | 20 | 17 | 20 | 20 | 8 |
| A lot less than you did before | 18 | 14 | 20 | 19 | 23 | 16 | 27 |
| Don't know | 1 | 1 | 1 | 2 | 1 | 0 | 0 |

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



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