

NEWS RELEASE



FOR IMMEDIATE RELEASE

Almost half have seen ads for economic action plan

Very few see ads as effective

TORONTO May 14th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1286 Canadian voters, just fewer than half recall seeing or hearing advertisements for the government's Economic Action Plan (45%), while the majority do not recall these ads (55%). Recall of this advertising is typical of the youngest (49%), males (51%), the wealthiest (\$80K to \$100K - 53%, \$100K to \$250K - 51%), In the Atlantic provinces especially (53%), but across Canada as well except for Quebec (38%), among Liberals (50%) and among the best educated (59%).

Few say ads will make them vote for government

Just one sixth say this advertising will make them more likely to vote for the government (16%), while twice as many say the ads will prompt them to vote against the government (37%). Close to half say these ads will have no effect on their vote (46%), and very few have no opinion (1%). Among those who voted Conservative in the last election, more than a tenth say the ads will lead them to vote against them this time. The advertising is seen to be most effective in Alberta (26%) and among Conservatives (36%).

"It's surprising that more people haven't seen the ubiquitous economic action plan advertising, but it must be assumed these are people not watching the Stanley Cup playoffs, where the creative is in heavy rotation. What is not surprising is to see the ads are not effective in winning votes; when that much money is spent on publicity and no election has been called, voters begin to notice," 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 or at (416) 960-9603.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

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HIGHLIGHTS:

- Just fewer than half recall seeing or hearing advertisements for the government's Economic Action Plan (45%).
- Just one sixth say this advertising will make them more likely to vote for the government (16%), while twice as many say the ads will prompt them to vote against the government (37%).
- "It's surprising that more people haven't seen the ubiquitous economic action plan advertising, but it must be assumed these are people not watching the Stanley Cup playoffs, where the creative is in heavy rotation. What is not surprising is to see the ads are not effective in winning votes; when that much money is spent on publicity and no election has been called, voters begin to notice," said Forum Research President, Dr. Lorne Bozinoff.

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

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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 1286 randomly selected Canadians 18 years of age or older. The poll was conducted on May 12-13th, 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

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

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Federal Government's Economic Action Plan Advertising Awareness

'Have you seen or heard any advertising recently for the federal government's Economic Action Plan or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1286	159	171	245	309	402	659	627
Yes	45	49	44	43	46	39	51	40
No	55	51	56	57	54	61	49	60

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1286	118	189	195	157	154	235
Yes	45	34	42	40	43	53	51
No	55	66	58	60	57	47	49

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1286	70	177	460	116	212	251	1118	168
Yes	45	53	38	48	42	46	47	48	36
No	55	47	62	52	58	54	53	52	64

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1286	408	337	335	80	27	40
Yes	45	46	50	44	46	30	43
No	55	54	50	56	54	70	57

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Economic Action Plan Effect on Vote Preference

‘Does this advertising make you more likely to vote for the government, less likely to vote for the government or neither more nor less likely to vote for the government in the next federal election?’

[Seen or heard advertising for Economic Action Plan]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	572	78	79	110	143	162	328	244
More likely to vote for the government	16	14	11	16	20	20	16	16
Less likely to vote for the government	37	32	43	32	43	40	40	34
Neither more nor less likely to vote for the government	46	53	45	51	36	38	43	50
Don't know	1	1	1	2	1	1	2	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	572	33	75	75	72	79	128
More likely to vote for the government	16	21	15	11	13	15	10
Less likely to vote for the government	37	40	28	37	33	37	47
Neither more nor less likely to vote for the government	46	36	55	51	52	48	43
Don't know	1	4	1	1	2	0	1

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	572	34	67	209	51	101	110	513	59
More likely to vote for the government	16	12	13	16	15	24	16	16	13
Less likely to vote for the government	37	47	32	37	32	29	45	39	28
Neither more nor less likely to vote for the government	46	41	54	46	53	40	38	43	57
Don't know	1	0	1	1	0	7	0	1	1

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Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	572	191	160	141	36	9	16
More likely to vote for the government	16	36	7	7	21	20	0
Less likely to vote for the government	37	5	53	48	58	29	50
Neither more nor less likely to vote for the government	46	58	40	44	21	51	45
Don't know	1	1	1	1	0	0	5

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

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