

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **FOR IMMEDIATE RELEASE**

### **Canadians pessimistic about economy, concerned about financial security**

#### **Want to see action on taxes, infrastructure and jobs in budget**

TORONTO March 16<sup>th</sup>, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 1567 Canadian voters, fewer than one quarter expect the economy to improve this year (24%), while the plurality, one third, expect it to get worse (33%). An equal proportion think the economy won't change (33%), and one tenth don't have enough information to make a judgment (10%).

Believing the economy will worsen is common to younger respondents (35 to 44 - 40%), the wealthiest (\$100K to \$250K - 39%), in Alberta especially (43%) and to a lesser extent in Ontario (39%), among Conservative voters (56%), mothers (38%) and university graduates (37%).

#### **Two thirds of Canadians concerned for their financial security**

More than two thirds of voters are concerned about their financial security (69%) and as many as one third are "very concerned" (33%). Being very concerned is characteristic of the mid aged (45 to 54 - 38%), females (35%) rather than males (31%), the least wealthy (50%), in Ontario (38%), among Conservatives (38%), Anglophones (37%) rather than Francophones (23%), mothers of kids under 18 (40%) and the least educated (44%).

#### **Voters want to see action on taxes, infrastructure and jobs in budget**

When voters are asked what they want to see in the federal budget to be tabled March 22, the largest level of mention is for tax cuts (23%), followed by infrastructure spending (18%) and action on jobs (15%). Other items listed include affordable housing (12%), CPP expansion and pension reform (11%) and marijuana legalization (10%).

Pension reform is important to the oldest (17%), as is infrastructure (26%). Action on jobs is important to boomers (55 to 64 - 19%) while marijuana legalization is key for the youngest (15%). Tax cuts are especially important to the mid aged (45 to 54 - 30%). Affordable housing is important to the youngest (under 35 - 18%).

## **TORONTO**

**March 16<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- Fewer than one quarter expect the economy to improve this year (24%), while the plurality, one third, expect it to get worse (33%).
- More than two thirds of voters are concerned about their financial security (69%) and as many as one third are "very concerned" (33%).
- When voters are asked what they want to see in the federal budget to be tabled March 22, the largest level of mention is for tax cuts (23%), followed by infrastructure spending (18%) and action on jobs (15%).

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

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“While Canadians appear to be more pessimistic than optimistic for their own security and the economy, it is interesting that assessments of our financial strength split along party lines, with Conservatives (and older voters) more negatively disposed than Liberals or New Democrats. This is curious, because those most worried about their future are also the youngest,” 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **HIGHLIGHTS:**

- “While Canadians appear to be more pessimistic than optimistic for their own security and the economy, it is interesting that assessments of our financial strength split along party lines, with Conservatives (and older voters) more negatively disposed than Liberals or New Democrats. This is curious, because those most worried about their future are also the youngest,” said Forum Research President, Dr. Lorne Bozinoff.

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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 1567 randomly selected Canadians 18 years of age or older. The poll was conducted on March 15<sup>th</sup>, 2016.

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](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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**Federal Budget**

*'The federal budget will be tabled next week. Which of the following would you most like to see in this budget?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>1567</b>	<b>240</b>	<b>211</b>	<b>276</b>	<b>402</b>	<b>438</b>	<b>858</b>	<b>709</b>
Action on jobs	15	14	14	15	19	15	16	14
Affordable housing	12	18	10	9	8	12	8	16
Infrastructure spending	18	15	15	15	23	26	22	15
Marijuana legalization	10	15	12	9	5	4	12	7
CPP expansion and pension reform	11	6	7	9	16	17	10	11
Tax cuts	23	16	31	30	19	18	23	22
Something else	9	13	8	10	7	3	7	11
Don't know	3	2	3	2	3	5	2	4

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
<b>Sample</b>	<b>1567</b>	<b>149</b>	<b>340</b>	<b>574</b>	<b>137</b>	<b>153</b>	<b>214</b>	<b>1239</b>	<b>328</b>
Action on jobs	15	11	13	14	17	30	13	16	14
Affordable housing	12	7	10	13	6	5	23	13	10
Infrastructure spending	18	18	16	19	16	18	21	19	16
Marijuana legalization	10	20	9	8	7	11	9	10	9
CPP expansion and pension reform	11	16	5	14	15	6	10	12	5
Tax cuts	23	19	33	21	27	19	14	20	33
Something else	9	7	11	9	7	7	9	8	11
Don't know	3	1	3	3	6	4	1	3	3

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### *Federal Vote Preference*

		Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	%	1567	487	621	192	82	55	65
Action on jobs		15	20	14	12	16	13	11
Affordable housing		12	8	9	24	15	21	8
Infrastructure spending		18	14	28	10	13	16	3
Marijuana legalization		10	5	12	11	20	5	9
CPP expansion and pension reform		11	8	12	12	10	4	20
Tax cuts		23	34	16	17	14	29	25
Something else		9	9	7	11	12	10	20
Don't know		3	2	3	4	1	2	4

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**Economy**

*'How do you expect the economy will change in the next year?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1567	240	211	276	402	438	858	709
Economy will get better	24	27	20	24	25	24	27	22
Economy will get worse	33	37	40	30	30	21	32	33
Economy will get neither better nor worse	33	26	30	34	38	41	33	33
Don't know	10	10	10	12	7	13	8	13

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1567	149	340	574	137	153	214	1239	328
Economy will get better	24	31	22	24	24	19	27	25	22
Economy will get worse	33	32	21	39	34	43	28	36	22
Economy will get neither better nor worse	33	29	41	28	34	29	38	30	42
Don't know	10	8	16	9	8	9	8	9	15

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1567	487	621	192	82	55	65
Economy will get better	24	10	37	27	25	19	9
Economy will get worse	33	58	16	21	32	23	53
Economy will get neither better nor worse	33	26	35	42	34	48	33
Don't know	10	6	11	10	9	11	5

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**Personal Financial Security**

*'How concerned are you about your own personal financial security?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1567	240	211	276	402	438	858	709
Very concerned	33	35	35	38	32	24	31	35
Somewhat concerned	36	36	36	31	41	39	38	34
Not very concerned	22	22	18	23	21	25	20	23
Not at all concerned	6	6	8	5	4	8	8	5
Don't know	2	1	3	3	2	4	2	3

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1567	149	340	574	137	153	214	1239	328
Very concerned	33	33	24	38	35	33	35	37	23
Somewhat concerned	36	34	39	33	35	42	35	35	39
Not very concerned	22	29	22	21	24	19	20	21	24
Not at all concerned	6	3	11	5	4	4	8	5	11
Don't know	2	0	4	3	3	2	1	2	4

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1567	487	621	192	82	55	65
Very concerned	33	38	28	30	34	20	57
Somewhat concerned	36	35	37	34	36	41	28
Not very concerned	22	20	26	22	22	21	6
Not at all concerned	6	4	7	11	7	10	5
Don't know	2	3	2	2	2	8	3

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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](mailto:lbozinoff@forumresearch.com)

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