

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **TORONTO**

**April 23<sup>rd</sup>, 2015**

## **HIGHLIGHTS:**

- Less than 3-in-10 (29%) approve of the budget, while as many as 4-in-10 (40%) disapprove.
- Three-in-ten voters are less likely to vote Conservative because of this budget (31%).
- When asked which of two common methods of pricing carbon they preferred, the slim plurality select a direct tax on carbon emitters (34%).
- While just 3-in-10 approve of the budget overall (29%), elements which were tested proved more popular.

## **FOR IMMEDIATE RELEASE**

### **Few approve of budget**

#### **Approval highest among seniors, the wealthy and males**

TORONTO April 23<sup>rd</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 977 Canadian voters, less than 3-in-10 (29%) approve of the budget, while as many as 4-in-10 (40%) disapprove. One third do not know enough about it to form an opinion (31%). Approval is common to the oldest (65+ - 38%), males (33%), lower income groups (\$20K to \$40K - 32%) and the wealthy (\$80K to \$100K - 33%, \$100K to \$250K - 29%), in Quebec (34%) and Alberta (33%), among Conservative voters (66%) and the best educated (post grad - 32%). Disapproval is highest among mid income groups (\$60K to \$80K - 47%), in Atlantic Canada (45%) and BC (51%), among Liberals (53%) and New Democrats (57%) and Greens (55%) and among the best educated (post grad - 45%).

#### **3-in-10 less likely to vote Conservative because of budget, fewer more likely to do so**

Three-in-ten voters are less likely to vote Conservative because of this budget (31%), while fewer than a quarter are more likely to vote Conservative (23%). Four-in-ten will not change their vote one way or another because of this budget (42%), and few don't have an opinion (4%). Being more likely to vote Conservative is common to the oldest (29%), the wealthiest (\$100K to \$250K - 26%), in Alberta (29%), among the least educated (26%) and those with children in the home (29%). Being less likely to vote for the governing party is common to those in mid income groups (\$40K to \$60K - 40%, \$60K to \$80K - 36%), the least educated (34%) and the best educated (post grad - 34%) and those with no children (36%).

#### **Voters like elements of budget better than budget itself**

While just 3-in-10 approve of the budget overall (29%), elements which were tested proved more popular. Highest approval (88%) is for the caretaker leave extension, which is especially popular in Atlantic Canada (95%) and among Francophones (93%).

The next in approval is the extension of the Universal Child Care Benefit from young children to teens, and additional funding (68% approval). This is especially well-liked by the least wealthy (72%), Conservatives (78%) and mothers with children (82%).

Rounding out the top three budget measures is funding for transit (67%), popular among the youngest (72%) and the wealthiest (\$100K to \$250K - 72%), in the prairies (73%) and Alberta (74%) and among New Democrats (73%).

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## **HIGHLIGHTS:**

- One quarter of voters agree the budget is bad for the economy (25%).
- “This budget is a game of darts where every target got hit, and responded. The seniors like the RRIF adjustment tailored for them, families with children like their expanded child care benefit and income splitting and those who invest like the TFSA increase. Nonetheless, voters as a whole don’t think much of the budget as a whole, and there is little confidence it will be good for the economy. Its biggest fans happen to be those the opposition parties predicted: seniors and the wealthy,” said Forum Research President, Dr. Lorne Bozinoff.

Other budget measures tested for approval include income splitting for families with children under 18 (65% approval), especially among the less wealthy (\$20K to \$40K - 72%), Conservatives (76%) and mothers of kids under 18 (75%).

Just more than 6-in-10 approve of the increase in the TFSA limit (61%), and this is characteristic of those who have TFSAs (68%), as well as the wealthiest (\$100K to \$250K - 66%), in Alberta (70%), among Conservatives (80%) and college graduates (68%).

Least popular among voters in general, is the relaxation of RRIF withdrawal rules (51% approval), but this approval is especially characteristic of those it targets, seniors 71 and older (65+ - 67%), the wealthiest (\$80K to \$100K - 60%, \$100K to \$250K - 62%), in the prairies (60%) and Alberta (58%), among Conservatives (69%) and the best educated (57%). “These findings suggest Canadians are ready to accept the idea that we can’t continue to emit greenhouse gases without addressing the cost at some point, and in some manner. It is curious a direct carbon tax is preferred, when most media attention has been focused on a cap and trade system similar to that in Quebec and, now, Ontario,” said Forum Research President, Dr. Lorne Bozinoff.

### **More see budget as bad for economy than see it as good.**

One quarter of voters agree the budget is bad for the economy (25%) and one fifth say it is good for it (20%), while 4-in-10 insist it is neither (43%). One tenth don’t know (12%). Thinking the budget bad for the economy is characteristic of the wealthy (\$80k to \$100K - 33%), in Atlantic Canada (33%), not in the prairies (16%) and among New Democrats (40%) and the best educated (36%). Thinking the budget will be good for the economy is characteristic of the oldest (27%) males (26%).

“This budget is a game of darts where every target got hit, and responded. The seniors like the RRIF adjustment tailored for them, families with children like their expanded child care benefit and income splitting and those who invest like the TFSA increase. Nonetheless, voters as a whole don’t think much of the budget as a whole, and there is little confidence it will be good for the economy. Its biggest fans happen to be those the opposition parties predicted: seniors and the wealthy,” 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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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 977 randomly selected Canadians 18 years of age or older. The poll was conducted on April 21<sup>st</sup>-22<sup>nd</sup>, 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](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)

## **Budget Elements Approval - Summary**

	<b>Approve</b>	<b>Disapprove</b>	<b>Don't know</b>
<b>Overall Budget</b>	29	40	31
<b>Caretaker Leave Extension</b>	88	6	5
<b>Universal Child Care Benefit Increase</b>	68	23	9
<b>Transit Funding</b>	67	21	12
<b>Income Splitting for Families with Children under 18</b>	65	26	9
<b>TFSA Limit Increase</b>	61	27	12
<b>RRIF Withdrawal Rules</b>	51	27	22

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**April 23<sup>rd</sup>, 2015**

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**April 23<sup>rd</sup>, 2015**

### **Federal Budget Approval**

*'The federal budget was just released. Do you approve or disapprove of this budget?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	29	24	22	32	33	38	33	25
Disapprove	40	41	40	42	44	34	40	41
Don't know	31	35	38	26	23	28	27	35

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	29	22	32	28	26	33	29
Disapprove	40	35	41	44	47	42	44
Don't know	31	42	27	28	27	26	28

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	29	24	34	28	23	33	28	28	33
Disapprove	40	45	35	42	36	34	51	42	35
Don't know	31	31	31	31	41	33	21	30	32

### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	29	66	17	11	16	20	13
Disapprove	40	12	54	57	53	44	59
Don't know	31	22	29	32	30	36	28

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**Budget Influence on Conservative Vote**

*‘Overall, will this budget make you more likely, less likely or neither more nor less likely to vote Conservative in the next federal election?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
More likely to vote Conservative	23	19	20	25	22	29	25	20
Less likely to vote Conservative	31	31	29	32	34	31	33	30
This budget will have no effect on your vote	42	47	45	39	39	36	39	45
Don't know	4	3	6	4	5	4	3	5

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
More likely to vote Conservative	23	17	22	21	16	25	26
Less likely to vote Conservative	31	31	33	40	36	29	27
This budget will have no effect on your vote	42	41	41	34	43	45	46
Don't know	4	11	5	5	4	1	0

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
More likely to vote Conservative	23	16	19	26	21	29	20	24	19
Less likely to vote Conservative	31	31	30	33	32	28	33	32	28
This budget will have no effect on your vote	42	48	45	36	42	40	47	40	47
Don't know	4	5	6	5	4	4	1	4	6

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**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
More likely to vote Conservative	23	59	9	7	6	7	15
Less likely to vote Conservative	31	2	46	49	41	36	42
This budget will have no effect on your vote	42	36	44	42	50	56	39
Don't know	4	3	2	2	3	2	4

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### ***TFSA Annual Savings Limit Increase Approval***

*'One measure in the budget will see the annual savings limit for Tax Free Savings Accounts, or TFSAs' increased from \$5500 a year to \$11,000 a year. Do you approve or disapprove of this?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	61	55	61	65	61	65	61	60
Disapprove	27	31	25	26	28	23	28	27
Don't know	12	14	14	9	11	13	11	13

#### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	61	45	62	61	64	62	66
Disapprove	27	30	26	30	25	31	27
Don't know	12	25	12	9	11	8	7

#### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	61	50	54	66	61	70	58	63	54
Disapprove	27	27	30	23	32	21	34	26	30
Don't know	12	22	16	11	7	9	9	11	16

#### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	61	80	58	52	50	44	60
Disapprove	27	13	32	35	41	45	25
Don't know	12	7	11	14	8	11	15

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**TFSA**

*'Do you have a TFSA or not?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Have a TFSA	51	49	48	51	50	55	51	50
Do not have a TFSA	43	41	47	44	45	36	42	43
Don't know what a TFSA is	7	10	5	5	5	9	7	7

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Have a TFSA	51	20	47	52	52	63	62
Do not have a TFSA	43	61	46	44	45	31	36
Don't know what a TFSA is	7	19	7	5	3	5	2

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Have a TFSA	51	33	45	54	54	65	51	53	44
Do not have a TFSA	43	54	50	39	45	30	37	40	50
Don't know what a TFSA is	7	13	5	7	1	5	11	7	6

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Have a TFSA	51	56	49	49	56	36	52
Do not have a TFSA	43	38	45	45	37	57	40
Don't know what a TFSA is	7	6	6	6	7	7	8

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**Universal Child Care Benefit Increase Approval**

*‘One measure in the budget will increase the Universal Child Care Benefit from \$100 to \$160 a month per child under 6 years old and add a new payment of \$60 a month for children between 6 and 17 years old. Do you approve or disapprove of this?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	68	67	74	68	64	65	71	65
Disapprove	23	24	21	21	27	22	21	25
Don't know	9	9	4	12	9	13	8	10

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	68	72	69	58	69	66	71
Disapprove	23	15	20	31	27	23	24
Don't know	9	13	11	11	5	11	5

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	68	71	65	70	71	69	62	69	65
Disapprove	23	14	24	22	23	24	27	22	25
Don't know	9	15	10	7	6	8	11	9	10

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	68	78	65	62	67	60	66
Disapprove	23	14	27	28	28	33	22
Don't know	9	8	8	10	5	7	12

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**Combined Income for Families with Children under 18 Years Old Approval**

*‘One measure in the budget will allow families with children under 18 years old combine their income for tax purposes and save up to \$2000 a year in taxes. Do you approve or disapprove of this?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	65	71	69	59	59	64	63	67
Disapprove	26	21	26	30	29	24	28	23
Don't know	9	8	5	11	12	12	9	10

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	65	63	72	66	62	68	64
Disapprove	26	20	20	24	35	26	30
Don't know	9	17	8	10	3	6	6

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	65	69	68	65	65	67	57	64	69
Disapprove	26	24	22	25	29	24	34	27	22
Don't know	9	8	10	10	6	9	9	9	9

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	65	76	61	57	63	71	77
Disapprove	26	16	32	34	26	27	18
Don't know	9	8	8	9	12	2	5

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***RRIF Lower Withdrawal Amount Approval***

*‘Another measure in this budget would lower the amount seniors 71 years and older have to withdraw from their Registered Retirement Investment Funds, or RRIFs each year. Do you approve or disapprove of this?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	51	41	46	52	56	67	55	47
Disapprove	27	29	31	25	28	20	26	27
Don't know	22	30	23	22	17	13	18	25

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	51	35	48	47	47	60	62
Disapprove	27	35	33	28	30	21	24
Don't know	22	30	19	25	23	19	14

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	51	43	46	51	60	58	54	53	44
Disapprove	27	27	30	28	19	25	26	26	31
Don't know	22	30	24	21	21	16	21	21	25

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	51	69	46	48	55	36	31
Disapprove	27	17	32	31	27	38	39
Don't know	22	14	22	21	19	27	30

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***\$1 Billion in Transit Funding for Municipalities Across Canada***

*‘Another measure in the budget would provide municipalities across Canada \$1 billion dollars in funding for transit. Do you approve or disapprove of this?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	67	72	66	63	65	67	68	66
Disapprove	21	16	25	27	23	17	23	20
Don't know	12	12	9	11	11	16	10	14

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	67	65	65	69	65	68	72
Disapprove	21	13	20	20	31	25	20
Don't know	12	22	15	10	5	7	8

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	67	65	67	64	73	74	65	67	67
Disapprove	21	21	20	23	21	14	26	22	19
Don't know	12	14	13	13	6	13	8	11	13

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	67	63	70	73	72	74	45
Disapprove	21	24	23	18	15	15	30
Don't know	12	13	7	9	14	11	26

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**Caretaker Leave Extension Approval**

*‘Another measure in the budget would increase the amount of time a relative could rely on Employment Insurance to care for gravely ill or dying family member from 6 weeks to 6 months. Do you approve or disapprove of this?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Approve	88	88	90	87	87	90	86	91
Disapprove	6	5	7	8	8	4	9	4
Don't know	5	7	3	5	5	6	5	5

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Approve	88	87	89	91	87	93	91
Disapprove	6	5	5	7	10	1	8
Don't know	5	8	5	3	3	6	2

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Approve	88	95	92	87	81	85	89	87	93
Disapprove	6	1	4	8	6	7	9	7	4
Don't know	5	4	3	5	12	8	3	6	3

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Approve	88	91	89	89	88	97	73
Disapprove	6	4	9	5	8	3	18
Don't know	5	5	3	5	4	0	9

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# NEWS RELEASE



**FORUM RESEARCH INC.**

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**TORONTO**  
**April 23<sup>rd</sup>, 2015**

**Budget: Good, Bad, or Neither**

*'Is this budget good for the economy, bad for the economy or is it neither good nor bad for the economy?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	158	137	180	232	270	499	478
Good for the economy	20	18	17	20	22	27	26	15
Bad for the economy	25	27	22	25	29	22	26	24
Neither good nor bad for the economy	43	39	51	43	41	44	39	47
Don't know	12	17	11	12	8	7	9	14

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	122	165	148	113	97	180
Good for the economy	20	16	19	18	20	20	22
Bad for the economy	25	27	25	19	30	33	29
Neither good nor bad for the economy	43	42	45	51	45	37	38
Don't know	12	15	10	12	5	10	12

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	977	86	226	324	96	111	134	772	205
Good for the economy	20	13	18	21	21	23	24	21	17
Bad for the economy	25	33	21	27	16	27	27	26	20
Neither good nor bad for the economy	43	42	54	40	46	32	40	40	55
Don't know	12	12	8	12	16	18	9	13	8

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### *Federal Vote Preference*

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	977	299	266	199	74	37	45
Good for the economy	20	47	12	7	12	14	11
Bad for the economy	25	9	30	40	29	19	43
Neither good nor bad for the economy	43	36	46	43	45	58	46
Don't know	12	7	12	10	14	9	1

## **TORONTO**

**April 23<sup>rd</sup>, 2015**

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