

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Canadians bearish on Loonie

Think devalued dollar good for economy, jobs

TORONTO, FEBRUARY 4th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1221 Canadians 18 years of age and older, three quarters said the Canadian dollar would stay around 90 cents US or drop further in value (73%), while just one seventh thought it might rise (14%). A similar proportion don't know (12%). Specifically, 4-in-10 think the dollar will maintain its current value (42%), while 3-in-10 take a more pessimistic view, thinking it will devalue further (31%). A belief the dollar will fall further is characteristic of the wealthiest (41%).

Most agree devalued dollar good for economy

Six-in-ten Canadians agree a devalued Canadian dollar is good for the economy (60%), and more than a quarter take the strongest view (agree strongly - 28%).

One half will change spending habits

One half of Canadians agree they will change their spending habits because of the low dollar (50%), one quarter agreeing strongly (23%). Strong agreement is characteristic in Alberta (29%), BC (28%), among federal Liberal Party supporters (27%) and those who have traveled to the US for a vacation or shopping in the past year (29%).

Close to half have traveled to US in past year

Just less than half of Canadians have traveled to the US to shop or on vacation in the past year (45%), and this is most common among the mid-aged (35 to 44 - 54%), the wealthiest (\$80K to \$100K - 57%, \$100K to \$250K - 57%), in Ontario (56%) and among Conservative voters (52%).

Fewer than half less likely to shop in the US

Less than half of Canadians will curtail their US shopping or travel because of the devalued dollar (45%), but this sentiment is most common among essentially the same groups which are most likely to travel south including those who have traveled south in the past year (52%).

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February 4th, 2014

HIGHLIGHTS:

- Three quarters said the Canadian dollar would stay around 90 cents US or drop further in value (73%).
- Six-in-ten Canadians agree a devalued Canadian dollar is good for the economy (60%).
- One half of Canadians agree they will change their spending habits because of the low dollar (50%).
- Just less than half of Canadians have traveled to the US to shop or on vacation in the past year (45%).
- Less than half of Canadians will curtail their US shopping or travel because of the devalued dollar (45%).

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More than half think low dollar good for jobs

More than half of Canadians (55%) agree the devalued Loonie is good for job creation, one quarter strongly (23%), and this opinion is most common to males (29%), the least (29%) and most wealthy (27%) and among Conservatives (29%).

"Canadians are resigned to a devalued Loonie because they recognize it will lead to employment in the manufacturing and resource sectors, but they're planning less cross-border shopping, as a result," 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.

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HIGHLIGHTS:

- More than half of Canadians (55%) agree the devalued Loonie is good for job creation.
- "Canadians are resigned to a devalued Loonie because they recognize it will lead to employment in the manufacturing and resource sectors, but they're planning less cross-border shopping, as a result," 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 1221 randomly selected Canadians 18 years of age and older. The poll was conducted on February 3-4th, 2013.

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.

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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Future of Dollar

'The Canadian dollar fell below ninety cents US last month. How do you think the dollar will continue to perform in 2014?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	97	143	251	343	387	589	632
Continue to fall in value	31	27	34	34	33	30	35	28
Maintain value around ninety cents US	42	39	39	43	44	49	42	43
Rise in value	14	15	19	13	15	10	16	13
Don't know	12	19	8	10	7	11	8	15

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1221	91	276	422	140	127	165
Continue to fall in value	31	32	25	35	28	35	31
Maintain value around ninety cents US	42	45	52	39	44	38	35
Rise in value	14	17	11	14	18	15	19
Don't know	12	5	12	12	10	12	15

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1221	163	236	170	125	130	179	17
Continue to fall in value	31	26	30	27	30	37	41	49
Maintain value around ninety cents US	42	42	38	50	46	44	42	29
Rise in value	14	17	16	16	16	15	11	11
Don't know	12	15	17	7	8	5	7	11

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Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	386	264	248	57	43	84
Continue to fall in value	31	33	37	32	15	21	23
Maintain value around ninety cents US	42	44	41	42	52	58	49
Rise in value	14	12	13	18	14	13	12
Don't know	12	11	9	7	19	8	16

US Travel in Last Year

%	Total	Yes	No
Sample	1221	508	713
Continue to fall in value	31	37	27
Maintain value around ninety cents US	42	40	44
Rise in value	14	14	15
Don't know	12	8	14

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Devalued Dollar Good for Economy

‘Do you agree or disagree that a devalued Canadian dollar is good for the economy?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	97	143	251	343	387	589	632
NET: Top2	60	60	49	65	62	68	67	54
NET: Btm2	28	21	42	27	30	24	25	31
Agree strongly	28	32	21	31	26	32	36	22
Agree	32	28	28	34	36	36	31	33
Disagree	23	18	33	22	26	20	19	27
Disagree strongly	5	3	9	5	4	4	6	4
Don't know	12	19	9	9	8	8	8	15

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1221	91	276	422	140	127	165
NET: Top2	60	65	57	64	62	59	56
NET: Btm2	28	22	30	26	33	27	31
Agree strongly	28	23	24	33	21	28	30
Agree	32	41	32	31	40	31	26
Disagree	23	15	26	23	25	22	22
Disagree strongly	5	7	4	3	8	5	10
Don't know	12	13	13	10	5	14	12

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1221	163	236	170	125	130	179	17
NET: Top2	60	64	60	65	66	59	58	57
NET: Btm2	28	19	30	28	28	36	30	23
Agree strongly	28	37	29	29	24	22	32	22
Agree	32	28	31	36	42	37	26	35
Disagree	23	17	22	26	23	31	25	12
Disagree strongly	5	2	7	3	5	5	6	11
Don't know	12	17	10	7	7	5	11	20

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Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	386	264	248	57	43	84
NET: Top2	60	66	62	61	49	64	53
NET: Btm2	28	28	30	30	37	30	21
Agree strongly	28	36	27	24	29	21	28
Agree	32	30	34	38	20	43	26
Disagree	23	23	27	24	30	25	16
Disagree strongly	5	5	4	6	7	4	5
Don't know	12	6	8	9	14	7	26

US Travel in Last Year

%	Total	Yes	No
Sample	1221	508	713
NET: Top2	60	60	61
NET: Btm2	28	31	25
Agree strongly	28	32	26
Agree	32	28	35
Disagree	23	26	21
Disagree strongly	5	5	5
Don't know	12	9	13

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Dollar's Influence on Spending

'Do you agree or disagree that you will change your spending habits as a result of the lower Canadian dollar.'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	97	143	251	343	387	589	632
NET: Top2	50	50	46	49	56	51	53	48
NET: Btm2	43	41	47	46	39	42	43	44
Agree strongly	23	19	23	26	26	23	25	21
Agree	27	31	23	24	31	28	28	27
Disagree	36	34	35	39	33	38	34	38
Disagree strongly	7	7	13	7	6	4	9	6
Don't know	7	9	7	5	4	7	4	9

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1221	91	276	422	140	127	165
NET: Top2	50	52	47	52	44	54	50
NET: Btm2	43	43	46	42	48	37	42
Agree strongly	23	22	21	22	18	29	28
Agree	27	30	27	30	26	25	22
Disagree	36	39	37	35	40	33	34
Disagree strongly	7	4	9	7	8	5	9
Don't know	7	5	7	6	8	8	8

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1221	163	236	170	125	130	179	17
NET: Top2	50	54	53	55	43	51	51	68
NET: Btm2	43	35	41	40	54	47	41	32
Agree strongly	23	34	26	18	18	24	16	38
Agree	27	21	27	37	24	27	35	30
Disagree	36	28	35	31	39	43	36	19
Disagree strongly	7	7	5	9	15	5	6	12
Don't know	7	11	6	5	3	2	7	0

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Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	386	264	248	57	43	84
NET: Top2	50	52	55	54	42	57	37
NET: Btm2	43	42	40	43	50	42	51
Agree strongly	23	22	27	23	21	21	16
Agree	27	29	28	31	22	36	21
Disagree	36	32	35	35	39	42	41
Disagree strongly	7	9	5	8	11	0	10
Don't know	7	7	5	4	8	1	12

US Travel in Last Year

%	Total	Yes	No
Sample	1221	508	713
NET: Top2	50	57	45
NET: Btm2	43	36	49
Agree strongly	23	29	18
Agree	27	28	27
Disagree	36	29	41
Disagree strongly	7	7	8
Don't know	7	7	6

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US Travel in Last Year

'Have you travelled to the US for vacation or to purchase goods in the U.S. in the past year?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	97	143	251	343	387	589	632
Yes	45	45	54	45	41	37	46	44
No	55	55	46	55	59	63	54	56

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1221	91	276	422	140	127	165
Yes	45	40	32	56	34	45	44
No	55	60	68	44	66	55	56

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1221	163	236	170	125	130	179	17
Yes	45	32	27	48	50	57	65	61
No	55	68	73	52	50	43	35	39

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	386	264	248	57	43	84
Yes	45	52	47	45	51	32	38
No	55	48	53	55	49	68	62

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Less Likely of US Travel with Low Dollar

'Are you less likely to shop or travel to the U.S. as a result of the decline in the value of the Canadian dollar?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	97	143	251	343	387	589	632
Yes	45	42	53	49	46	36	46	44
No	46	49	38	43	48	53	46	47
Don't know	9	9	9	8	7	11	8	10

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1221	91	276	422	140	127	165
Yes	45	38	44	47	48	42	47
No	46	52	48	47	40	43	43
Don't know	9	10	8	6	12	16	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1221	163	236	170	125	130	179	17
Yes	45	42	40	40	46	56	52	71
No	46	52	51	49	44	35	41	29
Don't know	9	6	8	10	10	9	7	0

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	386	264	248	57	43	84
Yes	45	47	46	51	61	48	42
No	46	44	47	44	35	44	43
Don't know	9	9	7	5	5	9	15

US Travel in Last Year

%	Total	Yes	No
Sample	1221	508	713
Yes	45	52	40
No	46	42	49
Don't know	9	6	11

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Low Dollar Creates to Jobs

'Do you agree or disagree that the devaluation of the Canadian dollar with have a positive effect on job creation in Canada?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	97	143	251	343	387	589	632
NET: Top2	55	53	51	59	52	59	61	48
NET: Btm2	30	23	37	30	36	26	29	30
Agree strongly	23	22	23	25	21	23	29	17
Agree	32	31	28	34	30	36	32	32
Disagree	23	18	29	22	28	23	21	25
Disagree strongly	6	6	8	7	8	3	7	5
Don't know	16	23	12	11	13	16	10	21

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1221	91	276	422	140	127	165
NET: Top2	55	47	58	57	50	55	50
NET: Btm2	30	34	24	30	34	30	34
Agree strongly	23	21	21	23	24	25	25
Agree	32	26	36	34	25	30	25
Disagree	23	22	19	24	28	23	27
Disagree strongly	6	12	5	5	6	7	7
Don't know	16	19	18	14	16	15	16

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1221	163	236	170	125	130	179	17
NET: Top2	55	47	54	53	63	60	60	43
NET: Btm2	30	34	31	34	24	28	28	37
Agree strongly	23	29	21	23	24	23	27	21
Agree	32	17	33	29	39	38	33	22
Disagree	23	32	23	23	21	22	23	23
Disagree strongly	6	2	8	11	3	6	5	14
Don't know	16	20	15	13	13	12	12	20

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Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	386	264	248	57	43	84
NET: Top2	55	62	55	49	55	73	50
NET: Btm2	30	23	34	34	34	23	24
Agree strongly	23	29	25	17	17	13	17
Agree	32	33	30	31	38	60	33
Disagree	23	18	28	27	26	23	16
Disagree strongly	6	5	6	7	8	0	7
Don't know	16	15	11	17	11	4	27

US Travel in Last Year

%	Total	Yes	No
Sample	1221	508	713
NET: Top2	55	54	55
NET: Btm2	30	32	28
Agree strongly	23	24	22
Agree	32	30	33
Disagree	23	25	22
Disagree strongly	6	7	6
Don't know	16	14	17

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