# NEWS RELEASE

## FORUM RESEARCH INC.

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

**FOR IMMEDIATE RELEASE**

## Kevin O'Leary favoured for leader among card-carrying Conservatives

### Peter MacKay preferred by all Canadians in total

**HIGHLIGHTS:**

- The plurality among those who chose a leader see Peter MacKay as the best leader of the Conservative Party (18%), followed by those who opt for TV personality Kevin O'Leary (14%).

- "Kevin O'Leary's star has been rising among Conservatives, and it's happening in lockstep with the increasing popularity of Donald Trump in the US. Conservatives increasingly see a plain-talking populist as their saviour," said Forum Research President, Dr. Lorne Bozinoff.

TORONTO April 6th, 2016 In a random sampling of public opinion taken by the Forum Poll™ among 1455 Canadian voters, the plurality among those with a choice for a leader see Peter MacKay as the best leader of the Conservative Party (18%), followed by those who opt for TV personality Kevin O'Leary (14%), who is in turn followed by current interim leader Rona Ambrose (10%). The list is rounded out by Maxime Bernier (9%), Jason Kenney and Lisa Raitt (6% each) and Dr. Kellie Leitch (2%). The largest single group thinks someone else not listed would make the best leader for the Conservatives (35%).

Among Conservative voters, however, Kevin O'Leary is very slightly preferred to MacKay (24% to 22%) while Rona Ambrose is third (17%). Among Conservatives, about one fifth prefer someone not listed (19%).

Finally, among those who are card-carrying members of the Conservative Party (and therefore will actually choose the leader), Kevin O'Leary is widely preferred to MacKay (28% to 20%) and no other listed candidate breaks double digits in preference. Among this select group, one quarter will support a candidate not listed here (24%).

"Kevin O'Leary's star has been rising among Conservatives, and it's happening in lockstep with the increasing popularity of Donald Trump in the US. Conservatives increasingly see a plain-talking populist as their saviour," 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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## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1455 randomly selected Canadians 18 years of age or older. The poll was conducted on between April 4th and April 5th, 2016.

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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*Conservative Party*

'Which of the following would make the best leader of the Conservative Party?'

[All Respondents]

**TORONTO**
**April 6th, 2016**

## Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1455 | 272 | 207 | 252 | 334 | 390 | 812 | 643 |
| Peter MacKay | 18 | 15 | 17 | 19 | 18 | 22 | 22 | 14 |
| Kevin O'Leary | 14 | 17 | 14 | 9 | 16 | 10 | 15 | 12 |
| Jason Kenney | 6 | 5 | 5 | 6 | 8 | 8 | 9 | 4 |
| Maxime Bernier | 9 | 8 | 9 | 9 | 11 | 6 | 9 | 8 |
| Rona Ambrose | 10 | 11 | 9 | 10 | 10 | 13 | 10 | 11 |
| Lisa Raitt | 6 | 9 | 5 | 6 | 5 | 6 | 4 | 9 |
| Kelly Leitch | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 3 |
| Someone else | 35 | 32 | 39 | 39 | 31 | 32 | 30 | 39 |

## Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|---|---|---|---|---|---|---|---|---|---|
| Sample | 1455 | 113 | 345 | 522 | 128 | 172 | 175 | 1125 | 330 |
| Peter MacKay | 18 | 23 | 14 | 19 | 28 | 19 | 12 | 19 | 15 |
| Kevin O'Leary | 14 | 14 | 2 | 19 | 17 | 16 | 16 | 17 | 2 |
| Jason Kenney | 6 | 5 | 6 | 6 | 4 | 9 | 7 | 6 | 6 |
| Maxime Bernier | 9 | 3 | 25 | 4 | 3 | 2 | 3 | 3 | 26 |
| Rona Ambrose | 10 | 7 | 9 | 11 | 12 | 14 | 11 | 11 | 9 |
| Lisa Raitt | 6 | 12 | 4 | 8 | 6 | 5 | 5 | 7 | 4 |
| Kelly Leitch | 2 | 1 | 2 | 2 | 1 | 3 | 3 | 2 | 2 |
| Someone else | 35 | 35 | 38 | 31 | 28 | 32 | 44 | 34 | 37 |

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*Federal Vote Preference*

| % | Total | Cons | Lib | NDP | Green | Bloc | Other Parties | Conservative Party Member |
|---|---|---|---|---|---|---|---|---|
| Sample | 1455 | 408 | 638 | 169 | 78 | 72 | 43 | 112 |
| Peter MacKay | 18 | 22 | 19 | 16 | 7 | 11 | 11 | 20 |
| Kevin O'Leary | 14 | 24 | 10 | 9 | 15 | 0 | 27 | 28 |
| Jason Kenney | 6 | 8 | 6 | 4 | 5 | 8 | 3 | 7 |
| Maxime Bernier | 9 | 5 | 8 | 15 | 3 | 22 | 8 | 9 |
| Rona Ambrose | 10 | 17 | 11 | 8 | 1 | 6 | 1 | 9 |
| Lisa Raitt | 6 | 4 | 8 | 7 | 9 | 2 | 4 | 2 |
| Kelly Leitch | 2 | 1 | 3 | 3 | 1 | 0 | 1 | 1 |
| Someone else | 35 | 19 | 34 | 38 | 60 | 52 | 45 | 24 |

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**April 6th, 2016**

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