

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## FOR IMMEDIATE RELEASE

### Close to half approve of TPP

#### Voters also support supply management

TORONTO October 7<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1447 Canadian voters, three quarters are aware the government agreed to the Trans-Pacific Trade Partnership (TPP - 76%) and this is especially common to the oldest (55+ - 83%), males (81%), the wealthiest (\$100K to \$250K - 83%), not so much in BC, surprisingly (72%), among Conservatives (80%) and among college grads (80%).

#### Close to half approve of TPP

Close to one half of voters approve of the TPP, described as a “trade agreement between 12 Pacific Rim countries which will reduce tariffs and create duty-free entry into Canada for many products, including pork, fruit, wines, liquor, machinery, minerals and forest products” (46%). Approval is highest among older groups (55 to 64 - 50%), males (50%), mid income groups (\$60K to \$80K - 52%), in Quebec (52%) and Alberta (51%), among Conservatives (77%), but not among Liberals (39%) or, especially, New Democrats (25%). It is popular among Francophones (53%). Just 3-in-10 disapprove (30%).

#### When told auto sector may be affected, approval drops

When voters are prompted that Canada may lose some auto industry jobs due to opening the market to foreign auto parts suppliers, approval declines from close to half to about 4-in-10 (39%), and an exactly equal proportion disapprove (39%).

#### Supply management a good thing

More than half of voters say it would be a bad thing if TPP allowed American dairy products to flood Canadian markets at lower prices (55%), while 3-in-10 see a benefit to this (29%). One sixth don't have an opinion (16%). Supply management receives its highest approval in Quebec (61% bad thing). Conservatives are much less likely to see cheaper dairy as a bad thing (33%) than are Liberals (60%) or, especially, New Democrats (73%).

#### Plurality approves \$4.3 billion to farmers

The plurality, close to half, approves of the \$4.3 billion payout to farmers arising out of the provisions of TPP (45%), while just more than third disapproves (37%). Approval of this payout is highest among Quebecers (53%) and Conservatives (54%).

## TORONTO

October 7<sup>th</sup>, 2015

## HIGHLIGHTS:

- Three quarters are aware the government signed the Trans-Pacific Trade Partnership (TPP - 76%).
- Close to one half of voters approve of the TPP (46%).
- When voters are prompted that Canada may lose some auto industry jobs due to opening the market to foreign auto parts suppliers, approval declines from close to half to about 4-in-10 (39%), and an exactly equal proportion disapprove (39%).
- More than half of voters say it would be a bad thing if TPP allowed American dairy products to flood Canadian markets at lower prices (55%).
- Close to half, approves of the \$4.3 billion payout to farmers arising out of the provisions of TPP (45%).

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **3-in-10 say TPP will influence their vote**

Three-in-ten voters say TPP will influence their vote in total (31%), and one third of these, or one tenth in total, say it will influence it "a great deal" (10%). Incidence of a high level of influence on one's vote is common to the youngest (14%), the least wealthy (14%, a proxy for youth), in Atlantic Canada (14%) and among New Democrats (15%) and Bloquistes (15%). Thus, it is clear the trade pact excites vote influence only among those who oppose it.

"It isn't a huge vote of confidence in TPP, and the don't knows are expectedly high, but it appears the trade deal is more of a benefit than an obstacle to the government's re-election effort, especially as its biggest foes are the young, who are least likely to vote," 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.

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 7<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- Three-in-ten voters say TPP will influence their vote in total (31%), and one third of these, or one tenth in total, say it will influence it "a great deal" (10%).
- "It isn't a huge vote of confidence in TPP, and the don't knows are expectedly high, but it appears the trade deal is more of a benefit than an obstacle to the government's re-election effort, especially as its biggest foes are the young, who are least likely to vote," 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

# NEWS RELEASE



## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1447 randomly selected Canadians 18 years of age or older. The poll was conducted between October 5<sup>th</sup> and October 6<sup>th</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)

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

October 7<sup>th</sup>, 2015

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 7<sup>th</sup>, 2015**

### ***Trans-Pacific Trade Partnership Awareness***

*'Are you aware the government just reached agreement on the Trans-Pacific Trade Partnership, or TPP?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1447	277	221	252	355	342	815	632
Yes	76	67	72	81	83	83	81	71
No	17	26	21	14	10	8	13	21
Don't know	7	7	7	5	7	9	6	8

#### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1447	162	257	343	199	222	264	1194	253
Yes	76	73	78	77	77	74	72	75	79
No	17	19	15	17	17	18	19	18	14
Don't know	7	8	7	6	6	8	9	7	7

#### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1447	445	461	330	73	43	37
Yes	76	80	76	76	78	81	58
No	17	13	17	20	13	17	22
Don't know	7	8	7	3	9	1	20

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 7<sup>th</sup>, 2015**

### **TPP Approval**

*'This trade agreement between 12 Pacific Rim countries will reduce tariffs and create duty-free entry to Canada for many products, including pork, fruit, wines, liquor, machinery, minerals and forest products. Do you approve or disapprove of the TPP?'*

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1447	277	221	252	355	342	815	632
Approve	46	41	45	48	50	49	50	42
Disapprove	30	35	29	34	26	23	31	30
Don't know	24	24	26	18	24	27	19	28

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1447	162	257	343	199	222	264	1194	253
Approve	46	37	52	45	45	51	40	44	53
Disapprove	30	35	27	34	29	26	27	32	26
Don't know	24	29	21	21	26	23	33	25	21

### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1447	445	461	330	73	43	37
Approve	46	77	39	25	31	54	28
Disapprove	30	8	30	50	55	26	50
Don't know	24	15	30	25	14	20	22

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

October 7<sup>th</sup>, 2015

### TPP: American Dairy Products

*'Some critics say the TPP will allow American dairy products to flood our markets at lower prices. Is this a good thing or a bad thing?'*

[All Respondents]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1447	277	221	252	355	342	815	632
Good thing	29	29	27	31	28	26	35	23
Bad thing	55	59	59	48	54	54	50	60
Don't know	16	11	14	21	18	20	15	17

#### Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1447	162	257	343	199	222	264	1194	253
Good thing	29	30	29	28	32	31	25	28	29
Bad thing	55	55	61	56	48	44	55	54	60
Don't know	16	16	10	16	20	25	20	18	11

#### Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1447	445	461	330	73	43	37
Good thing	29	48	25	16	21	23	13
Bad thing	55	33	60	73	67	63	69
Don't know	16	19	15	11	12	14	18

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 7<sup>th</sup>, 2015**

### **TPP: Farmer Compensation**

*'Are Canadian farmers will receive a total of \$4.3 billion in compensation for losing some protection of their products, whether or not they are negatively affected by the agreement. Do you approve or disapprove of this?'*

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1447	277	221	252	355	342	815	632
Approve	45	50	46	36	45	45	44	45
Disapprove	37	32	37	43	38	35	40	34
Don't know	19	18	17	21	17	21	16	21

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1447	162	257	343	199	222	264	1194	253
Approve	45	40	53	45	42	36	37	42	55
Disapprove	37	39	30	39	42	41	37	39	30
Don't know	19	21	17	16	16	23	25	20	16

### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1447	445	461	330	73	43	37
Approve	45	54	38	44	41	57	31
Disapprove	37	31	41	38	39	29	50
Don't know	19	15	20	18	20	13	19

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 7<sup>th</sup>, 2015**

**TPP: Foreign Auto Parts**

*‘Some critics also say that by opening the market to foreign auto parts, Canada risks losing auto industry jobs. Do you approve or disapprove of the TPP?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1447	277	221	252	355	342	815	632
Approve	39	37	41	37	42	41	45	33
Disapprove	39	43	38	41	34	36	39	40
Don't know	22	20	21	22	24	23	16	27

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1447	162	257	343	199	222	264	1194	253
Approve	39	26	51	37	39	43	30	35	53
Disapprove	39	49	30	43	41	32	43	43	29
Don't know	22	24	19	20	20	25	27	23	18

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1447	445	461	330	73	43	37
Approve	39	68	32	23	15	41	36
Disapprove	39	13	44	57	71	38	47
Don't know	22	19	24	20	13	20	18

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
 October 7<sup>th</sup>, 2015

### TPP: Vote Influence

'How will the signing of the TPP agreement influence your vote in this election?'

[All Respondents]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1447	277	221	252	355	342	815	632
Will not influence it all	45	38	45	43	50	51	46	43
Will influence it very little	19	23	18	16	21	18	20	19
Will influence it somewhat	21	21	22	26	16	16	20	22
Will influence it a great deal	10	14	10	8	9	7	11	9
Don't know	5	4	5	6	4	7	3	7

#### Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1447	162	257	343	199	222	264	1194	253
Will not influence it all	45	34	51	43	49	49	37	43	51
Will influence it very little	19	25	21	18	18	18	21	19	22
Will influence it somewhat	21	20	17	23	21	19	22	22	17
Will influence it a great deal	10	14	8	12	9	7	9	11	8
Don't know	5	8	3	4	4	6	11	6	3

#### Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1447	445	461	330	73	43	37
Will not influence it all	45	55	44	38	36	49	35
Will influence it very little	19	17	21	22	21	20	10
Will influence it somewhat	21	19	22	21	27	13	22
Will influence it a great deal	10	5	9	15	10	15	22
Don't know	5	3	5	4	7	4	11

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

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)

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**October 7<sup>th</sup>, 2015**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)