

NEWS RELEASE



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Despite Positive Verdict, Sudbury Trial Hurts Liberals

Toronto, October 26th – In a random sampling of public opinion taken by The Forum Poll™ among 946 Ontario voters, more than half (BTM2: 51%) say they haven't paying close attention to the Sudbury by-election trial, with almost one-sixth (14%) saying they hadn't even heard of the trial.

More than a third (TOP2: 36%) said that they were following the trial closely, with two in ten (21%) saying that they were following it as closely as possible.

Respondents most likely to say they were following the trial closely (TOP2) include those aged 55-64 (41%) or 65+ (44+), males (41%), the most wealthy (42%), with a post graduate degree (39%), living in Toronto (46%) or the Northeast (46%), and supporting the NDP (42%) or Green (39%).

Respondents most likely to say they weren't following the trial closely (BTM2) include those aged 45-54 (56%), females (55%), earning \$40,000-\$60,000 (57%) or \$80,000-\$100,000 (56%), with a college/university degree (55%), living in the Southwest (60%), and supporting the PCs (53%), Liberal (51%), or Green Party (52%).

Almost half less likely to vote Liberal because of the trial

When asked how the trial would change the likelihood of a Liberal vote next election, almost four in ten (BTM2: 39%) said they were less likely to vote Liberal, with a third (32%) saying they were much less likely.

A third (33%) said it wouldn't change their likelihood of voting Liberal, while one in ten (11%) say they do not know.

One-sixth (TOP2: 16%) said the trial made them more likely to vote Liberal in the next election.

Respondents most likely to say that they were less likely (BTM2) to vote Liberal in the next election include those aged 35-44 (46%) or 65+ (43%), males (45%), earning \$40,000-\$60,000 (46%), \$60,000-\$80,000 (44%), or \$80,000-\$100,000 (44%), with some college/university (46%), living in the 905 (42%) or the Southwest (45%), and supporting the PCs (62%).

Of those that followed the trial as closely as possible, almost half (49%) say they are less likely to vote Liberal.

Respondents most likely to say they were more likely (TOP2) to vote Liberal in the next election include those aged 45-54 (19%) or 65+ (20%), females (19%), earning \$20,000-\$40,000 (20%) or \$60,000-\$80,000 (22%), with a college/university (17%) or post-graduate degree (20%), living in Toronto (26%), and supporting the Liberals (40%).

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"The Ontario Liberals could not have asked for a better outcome from the Sudbury trial, but what's clear from the data is that, overall, the result doesn't matter much," said Dr. Lorne Bozinoff, President of Forum Research. "The damage to the Liberals' brand may already be done, and the longer the story stays in the news cycle, the worse it will likely be for them."



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Of those that followed the trial as closely as possible, more than a quarter (27%) say they are less likely to vote Liberal.

Perhaps one thing heartening for the Liberals is that few Liberal supporters (7%) are less likely to vote Liberal because of the trial, while four in ten (40%) said that they are more likely to vote Liberal, and more than four in ten (43%) said their voting intention hadn't changed in response to the trial.

Few think the trial will have a positive effect on the Liberals in the next election

Despite the best possible outcome for the Ontario Liberals, few (TOP2: 6%) see the trial as having a positive affect on their election chances, with almost half (BTM2: 47%) saying it will hurt their chances. (16%) say they do not know.

Almost a third (31%) say it will not alter their election prospects in any way.

Respondents most likely to say that the trial will be a positive for the Liberals include those earning \$60,000-\$80,000 (10%), with a post-graduate degree (12%), living in Toronto (15%), and supporting the Liberals (14%).

Of those that followed the trial as closely as possible, just about one-sixth (15%) said the result would be positive.

Respondents most likely to say that the trial will be a negative for the Liberals include those aged 35-44 (52%) or 55-64 (52%), males (53%), the least wealthy (50%), or earning \$40,000-\$60,000 (50%), \$80,000-\$100,000 (49%), or the most wealthy (52%), with some college/university (57%), living in the 905 (50%) or the Northeast (52%), and supporting the PCs (64%).

Of those that followed the trial as closely as possible, almost two-thirds (63%) say the trial will have a negative effect on Liberal re-election chances.

Liberal supporters are far more likely than supporters of other parties to say that the result would be positive, with almost one-sixth (14%) saying it will buoy Liberal re-election chances, while more than four in ten (45%) said it will have no effect at all. Still, almost a quarter (22%) say that the trial will effect the Liberals chances negatively.



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“The Ontario Liberals could not have asked for a better outcome from the Sudbury trial, but what’s clear from the data is that, overall, the result doesn’t matter much,” said Dr. Lorne Bozinoff, President of Forum Research. “The damage to the Liberals’ brand may already be done, and the longer the story stays in the news cycle, the worse it will likely be for them.”

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 946 randomly selected Ontario Voters. The poll was conducted Oct 24-25, 2017.

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. Actual results depend on the parties' ability to get their voters out. 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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Awareness

How closely have you followed the Sudbury by-election trial?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	148	122	126	214	336	486	436
Top 2	36	25	37	32	41	44	41	30
Bottom 2	51	43	50	56	51	52	47	55
As closely as possible	21	15	19	18	23	27	21	19
Very closely	15	10	18	14	18	17	20	11
Not very closely	34	30	37	32	36	34	31	36
Not at all closely	17	14	14	24	15	18	16	18
You've never heard of the Sudbury by-election trial	14	31	13	12	8	4	12	15

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	97	126	113	115	90	199
Top 2	36	27	36	34	36	30	42
Bottom 2	51	45	47	57	50	56	48
As closely as possible	21	17	24	17	20	18	24
Very closely	15	10	12	17	16	12	18
Not very closely	34	28	33	38	31	39	35
Not at all closely	17	17	14	19	20	17	14
You've never heard of the Sudbury by-election trial	14	28	17	9	14	14	10



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Region

%	Total	Eastern Ontario	Toronto 416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	946	165	149	272	230	124	6
Top 2	36	28	46	37	21	46	50
Bottom 2	51	51	48	50	60	43	38
As closely as possible	21	14	27	20	11	27	50
Very closely	15	13	19	16	11	18	0
Not very closely	34	37	27	34	44	26	19
Not at all closely	17	14	21	16	15	18	19
You've never heard of the Sudbury by-election trial	14	21	6	14	19	11	12

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	946	155	226	398	167
Top 2	36	35	34	35	39
Bottom 2	51	46	50	55	45
As closely as possible	21	26	20	19	20
Very closely	15	10	14	16	19
Not very closely	34	24	36	37	30
Not at all closely	17	23	14	18	15
You've never heard of the Sudbury by-election trial	14	18	16	10	16



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Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	946	438	212	167	59	19
Top 2	36	36	30	42	39	49
Bottom 2	51	53	51	47	52	42
As closely as possible	21	20	18	24	26	36
Very closely	15	16	11	18	13	13
Not very closely	34	37	33	32	33	28
Not at all closely	17	16	18	16	20	14
You've never heard of the Sudbury by-election trial	14	10	20	11	9	9



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Voting Likelihood

Based on what you have seen or heard about the Sudbury by-election trial, how much more likely or less likely are you to vote Liberal in the next provincial election?

Age/Gender

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		946	148	122	126	214	336	486	436
Top 2		16	15	14	19	15	20	13	19
Bottom 2		39	36	46	33	42	43	45	34
Much more likely		11	11	7	12	11	14	9	12
Somewhat more likely		6	4	7	7	4	7	4	7
Neither more likely nor less likely		33	37	31	37	29	29	32	35
Somewhat less likely		7	8	9	6	7	6	6	8
Much less likely		32	29	37	27	34	37	39	26
Don't know		11	12	10	11	15	8	10	12

Income

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		946	97	126	113	115	90	199
Top 2		16	17	20	12	22	14	15
Bottom 2		39	29	34	46	44	44	38
Much more likely		11	10	10	11	16	11	10
Somewhat more likely		6	7	10	1	7	3	4
Neither more likely nor less likely		33	37	28	33	26	32	38
Somewhat less likely		7	4	5	6	8	9	7
Much less likely		32	26	28	41	36	36	31
Don't know		11	16	18	9	8	10	10



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Region

%	Total	Eastern Ontario	Toronto 416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	946	165	149	272	230	124	6
Top 2	16	16	26	14	11	10	24
Bottom 2	39	36	32	42	45	38	56
Much more likely	11	12	15	11	6	4	24
Somewhat more likely	6	4	11	3	5	6	0
Neither more likely nor less likely	33	40	35	34	24	39	12
Somewhat less likely	7	7	8	9	5	7	0
Much less likely	32	29	24	34	39	31	56
Don't know	11	8	7	10	21	12	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	946	155	226	398	167
Top 2	16	10	15	17	20
Bottom 2	39	42	46	38	32
Much more likely	11	4	9	11	17
Somewhat more likely	6	6	7	6	3
Neither more likely nor less likely	33	32	25	35	39
Somewhat less likely	7	7	6	8	6
Much less likely	32	35	40	30	26
Don't know	11	16	13	10	9



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Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	946	438	212	167	59	19
Top 2	16	8	40	7	15	6
Bottom 2	39	60	7	39	37	56
Much more likely	11	6	25	4	13	6
Somewhat more likely	6	3	15	3	2	0
Neither more likely nor less likely	33	22	43	46	41	27
Somewhat less likely	7	9	4	4	17	6
Much less likely	32	51	3	35	20	50
Don't know	11	10	10	8	7	12



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Election chances

In your opinion, based on what you have seen or heard about the Sudbury by-election trial, will the trial have a positive effect or a negative effect, or neither, on the Ontario Liberal Party's election chances?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	148	122	126	214	336	486	436
Top 2	6	5	8	7	4	5	7	5
Bottom 2	47	48	52	42	52	44	53	42
Very negative	30	30	29	28	33	29	35	24
Somewhat negative	18	17	24	14	19	15	18	17
Neither negative nor positive	31	26	25	36	34	39	28	35
Somewhat positive	4	4	6	5	1	3	4	4
Very positive	2	1	2	2	3	2	2	2
Don't know	16	22	14	15	11	12	12	18

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	97	126	113	115	90	199
Top 2	6	5	7	5	10	5	5
Bottom 2	47	50	41	50	48	49	52
Very negative	30	24	32	30	34	34	31
Somewhat negative	18	26	9	21	14	15	21
Neither negative nor positive	31	21	27	36	28	32	34
Somewhat positive	4	4	6	2	9	1	3
Very positive	2	1	1	4	2	5	2
Don't know	16	24	24	8	14	14	9



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Region

%	Total	Eastern Ontario	Toronto 416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	946	165	149	272	230	124	6
Top 2	6	4	15	3	3	5	0
Bottom 2	47	43	44	50	44	52	80
Very negative	30	30	24	31	30	26	80
Somewhat negative	18	13	20	20	14	25	0
Neither negative nor positive	31	37	35	31	28	25	12
Somewhat positive	4	2	8	3	3	5	0
Very positive	2	2	7	1	0	0	0
Don't know	16	16	6	15	25	18	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	946	155	226	398	167
Top 2	6	1	5	6	12
Bottom 2	47	49	57	46	37
Very negative	30	28	34	30	24
Somewhat negative	18	20	23	16	13
Neither negative nor positive	31	31	23	34	33
Somewhat positive	4	1	4	3	9
Very positive	2	0	1	3	3
Don't know	16	19	15	14	18



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Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	946	438	212	167	59	19
Top 2	6	3	14	4	7	2
Bottom 2	47	63	22	49	50	58
Very negative	30	45	5	30	27	51
Somewhat negative	18	18	17	19	24	7
Neither negative nor positive	31	21	45	34	29	25
Somewhat positive	4	2	11	2	1	0
Very positive	2	1	3	2	6	2
Don't know	16	13	19	12	14	15

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