

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 22nd, 2016

HIGHLIGHTS:

- Just less than half will vote Liberal if the federal election were held today (47%)
- The Liberals lead decisively in every region except Alberta
- Of note, one third of those who voted for the NDP in 2015 will vote Liberal this time around (35%)
- The Liberals would take a majority of 65%, or 219 seats, 49 more than required for this majority
- Justin Trudeau has the approval of more than half the electorate (54%)

FOR IMMEDIATE RELEASE

Gap Between Federal Liberals and Conservatives Closes Slightly

Liberal majority seat count seen to decrease

In a random sampling of public opinion among 1326 Canadian voters, just less than half will vote Liberal if the federal election were held today (47%), and this is stable from earlier this month (September 8 - 48%). About one third will vote Conservative (34%) and this is up since our last poll (September 8 - 30%). The New Democrats would take just less than a tenth of the vote (9%), the Greens less than this (3%) and the Bloc Quebecois about the same (6%).

The Liberals lead decisively in every region except Alberta. In Atlantic Canada, they have well more than half the vote (59%), while the Conservatives have a third (32%) and the NDP do not contend (3%). In Quebec, the Liberals have almost half the vote (47%), and the Bloc (21%) and Conservatives (18%) are tied for the other half. The NDP is at about a tenth of the vote (9%). In Ontario, half the vote is the Liberals' (48%), while the Conservatives take about 4-in-10 votes (39%). The NDP are at a tenth (9%). In the prairies, the Liberals have well more than half the vote (56%), compared to one third for the Conservatives (33%) and a tenth or so for the NDP (8%). In Alberta, the Conservatives lead (58%), followed by the Liberals 28%) and about a tenth for the NDP (9%). In BC, half the vote goes to the Liberals (47%), a third to the conservatives (34%) and the NDP post their best result with more than a tenth (13%).

Of note, one third of those who voted for the NDP in 2015 will vote Liberal this time around (35%). The same is the case with the Greens (36%).

Liberal majority seen to be slightly smaller

If these results are projected up to seats in the House of Commons, the Liberals would take a majority of 65%, or 219 seats, 49 more than required for this majority. The Conservatives would take 111 seats, the NDP just 7 and the Green Party one seat.

Leader approvals stable

Justin Trudeau has the approval of more than half the electorate (54%), and his net favourable score (approve minus disapprove) is a positive +19. This is very similar to earlier this month (55%), and his net was also +19. He has the approval of almost all Liberals (92%), and about one half of New Democrats (49%) and Greens (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.

Rona Ambrose has approval from 3-in-10 (31%) and her net score is a slightly positive +5. This is very similar to her approvals in the early part of the month (30%, +4). She has the approval of just more than half the Conservative voter base (55%).

Tom Mulcair's approval is also stable at one third (32%) and a net score of -3, which compares to his approval earlier in the month of 31% and -2. He has the approval of just more than one half his party (56%), down from two thirds last time we polled (64%).

Justin Trudeau makes the best PM

Just more than 4-in-10 see Justin Trudeau as the best to hold the job he occupies (44%), down slightly from earlier in the month (46%), and the month before that (50%). One fifth say none of the leaders is fit for the job (19%), and just more than a tenth select Rona Ambrose (13%). Fewer than a tenth would entrust the job to Tom Mulcair (8%).

"We are seeing a very slow but steady reversion to the mean here, where the burden of governing eventually accumulates enough negative energy to level even the most stratospheric of political fortunes" 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 22nd, 2016

HIGHLIGHTS:

- Rona Ambrose has approval from 3-in-10 (31%)
- Tom Mulcair's approval is also stable at one third (32%)
- Just more than 4-in-10 see Justin Trudeau as the best to hold the job he occupies (44%)
- "We are seeing a very slow but steady reversion to the mean here, where the burden of governing eventually accumulates enough negative energy to bring down even the most stratospheric of political fortunes"

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

NEWS RELEASE



FORUM RESEARCH INC.

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1326 randomly selected Canadian voters. The poll was conducted on September 20 and 21, 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

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 22nd, 2016

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

Federal Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
September 20-21 st , 2016	1326	34	47	9	3	6	0
September 7 th , 2016	1370	30	48	11	4	5	0
August 6 th , 2016	1345	31	50	10	4	4	1
July 6 th , 2016	1429	28	52	11	3	5	1
June 7 th , 2016	2271	32	49	10	4	4	1
April 4 th -5 th , 2016	1455	28	51	12	3	6	1
March 15 th , 2016	1567	34	46	12	3	4	1
Feb. 16 th -17 th , 2016	1406	32	49	10	5	3	1
Dec. 6 th -8 th , 2015	1369	32	46	13	4	4	1
November 17 th , 2015	909	37	45	10	3	4	1
Nov. 4 th -7 th , 2015	1256	25	55	12	3	4	1
Election: Oct. 19 th , 2015		32	40	20	3	5	0
October 18 th , 2015	1373	30	40	20	3	6	1
Oct. 13 th -14 th , 2015	1438	31	37	24	2	6	1
Oct. 9 th , 2015	1427	31	37	23	3	5	1
Oct 5 th -6 th , 2015	1447	31	35	26	3	4	1
Sept. 28-29 th , 2015	1449	34	27	28	5	5	1
Sept. 21-23 rd , 2015	1557	31	31	28	4	4	1
Sept. 18 th , 2015	922	33	29	29	4	4	1
Sept. 14-15 th , 2015	1402	32	28	30	6	4	1
Sept. 9-10 th , 2015	1308	28	29	36	3	3	1
August 30-Sept. 1 st , 2015	1384	24	32	36	4	4	1
August 23-24 th , 2015	1440	23	30	40	3	3	1
August 17-19 th , 2015	1473	29	28	34	4	4	1
August 10-11 th , 2015	1392	28	27	34	4	6	1
August 2 nd , 2015	1399	28	25	39	3	5	1
July 29 th , 2015	1397	33	25	33	4	4	1
July 21 st , 2015	1208	28	29	34	4	5	1
July 14 th , 2015	1251	27	27	34	5	7	1
July 8 th , 2015	1200	32	26	32	3	5	1
June 29 th , 2015	1221	27	29	32	4	6	1
June 23 rd , 2015	1268	28	28	36	2	5	1
June 16 th , 2015	1281	26	28	34	5	7	1
June 5 th , 2015	1156	31	32	28	5	3	1
May 14 th , 2015	1286	31	31	30	4	3	1
April 23 rd , 2015	977	35	31	23	6	5	1

TORONTO

September 22nd, 2016

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
September 22nd, 2016

Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
September 20-21 st , 2016	111	219	7	1	0	0
September 7 th , 2016	87	238	8	1	4	0
August 6 th , 2016	81	246	10	1	0	0
July 6 th , 2016	55	278	5	0	0	0
June 7 th , 2016	98	230	9	1	0	0
April 4 th -5 th , 2016	74	256	5	1	2	0
March 15 th , 2016	111	215	11	1	0	0
February 16 th -17 th , 2016	91	240	6	1	0	0
December 6 th -8 th , 2015	99	224	14	1	0	0
November 17 th , 2015	108	222	6	0	2	0
November 4 th -7 th , 2015	57	276	5	0	0	0
Election: October 19 th , 2015	99	184	44	1	10	0
October 18 th , 2015	109	171	46	1	11	0
Oct. 13 th -14 th , 2015	114	127	77	1	19	0
October 9 th , 2015	116	145	69	1	7	0
October 5 th -6 th , 2015	122	120	94	1	1	0
September 28-29 th , 2015	151	76	104	1	6	0
September 21-23 rd , 2015	125	107	104	1	1	0
September 18 th , 2015	145	97	95	1	0	0
September 14-15 th , 2015	138	86	113	1	0	0
September 9-10 th , 2015	113	85	139	1	0	0
August 30-September 1 st , 2015	73	123	141	1	0	0
August 23-24 th , 2015	87	76	174	1	0	0
August 17-19 th , 2015	123	79	133	1	2	0
August 10-11 th , 2015	120	89	125	1	3	0
August 2 nd , 2015	118	58	160	1	1	0
July 29 th , 2015	156	58	122	1	1	0
July 21 st , 2015	121	78	134	1	4	0
July 14 th , 2015	107	79	132	1	19	0
July 8 th , 2015	155	59	120	1	2	1
June 29 th , 2015	104	106	119	1	8	0
June 23 rd , 2015	116	65	149	1	3	0
June 16 th , 2015	112	86	120	1	18	1
June 5 th , 2015	151	101	83	1	1	1
May 14 th , 2015	131	95	111	1	0	0
April 23 rd , 2015	146	101	77	1	12	1
April 16 th , 2015	142	137	58	1	0	0
March 31 st , 2015	129	125	65	1	17	1
March 14 th , 2015	130	138	65	1	4	0
February 10 th , 2015	112	194	30	1	1	0
January 27-28 th , 2015	145	125	61	1	5	1

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
September 22nd, 2016

Federal Vote Preference

If a federal election were held today, which party are you most likely to vote for + Even if you have not made up your mind, which party are you leaning towards at this time?

[Decided/Leaning ONLY]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1271	236	172	216	308	339	676	574
Conservative	34	26	38	37	32	37	39	29
Liberal	47	52	44	43	48	48	45	49
New Democratic	9	11	10	10	10	6	8	10
Green	3	4	4	4	2	2	3	4
Bloc Quebecois	6	5	4	5	7	6	4	6
Other	1	2	0	1	1	1	1	1

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1271	140	213	206	136	117	247
Conservative	34	34	32	31	31	30	39
Liberal	47	42	44	46	51	51	49
New Democratic	9	11	11	12	8	12	7
Green	3	5	5	3	5	3	1
Bloc Quebecois	6	7	6	8	4	3	3
Other	1	1	1	0	1	1	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1271	83	372	385	102	157	172	907	364
Conservative	34	32	18	39	33	58	34	40	17
Liberal	47	59	47	48	56	28	47	46	48
New Democratic	9	3	9	9	8	9	13	9	10
Green	3	5	3	3	2	4	5	4	2
Bloc Quebecois	6	0	21	0	0	0	0	0	21
Other	1	0	1	1	1	1	1	1	1

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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Past Federal Vote Preference

%	Total	2015 Conservative	2015 Liberal	2015 New Democratic	2015 Green	2015 Bloc Quebecois	2015 Other Parties
Sample	1271	359	452	180	46	73	47
Conservative	34	88	8	9	24	12	35
Liberal	47	8	84	35	36	11	43
New Democratic	9	3	4	46	3	5	4
Green	3	1	2	4	32	2	4
Bloc Quebecois	6	0	1	6	5	69	5
Other	1	0	0	1	1	1	9

TORONTO

September 22nd, 2016

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

September 22nd, 2016

Justin Trudeau Approval

Do you approve or disapprove of the job Justin Trudeau is doing as Prime Minister?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Approve	54	59	55	50	51	53	51	57
Disapprove	35	29	39	39	37	36	41	30
Don't know	11	12	7	10	12	12	8	13

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Approve	54	55	59	54	55	57	58
Disapprove	35	31	30	32	33	35	39
Don't know	11	14	11	14	12	8	3

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Approve	54	72	59	51	56	35	58	52	61
Disapprove	35	19	28	39	33	52	34	39	25
Don't know	11	8	14	9	10	12	8	9	14

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Approve	54	15	92	49	45	48	39
Disapprove	35	79	3	33	31	36	43
Don't know	11	6	5	18	24	16	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.

Rona Ambrose Approval

Do you approve or disapprove of the job Rona Ambrose (RON-na) is doing as interim leader of the opposition?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Approve	31	23	27	33	33	43	37	26
Disapprove	26	27	37	20	25	20	29	23
Don't know	43	50	36	46	42	37	34	51

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Approve	31	30	25	27	29	30	43
Disapprove	26	21	28	22	30	33	26
Don't know	43	48	46	51	41	37	32

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Approve	31	41	18	32	29	49	31	35	19
Disapprove	26	23	27	25	25	24	31	26	26
Don't know	43	36	54	43	46	26	39	39	55

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Approve	31	55	23	23	14	12	15
Disapprove	26	15	26	43	41	30	31
Don't know	43	30	51	34	45	57	53

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

September 22nd, 2016

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

Tom Mulcair Approval

Do you approve or disapprove of the job Tom Mulcair is doing as interim leader of the NDP

[All Respondents]

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Approve	32	22	38	32	39	36	32	33
Disapprove	35	39	36	36	26	32	41	28
Don't know	34	39	26	32	36	32	27	39

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Approve	32	25	35	38	34	32	33
Disapprove	35	34	32	25	30	38	43
Don't know	34	40	32	37	36	30	24

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Approve	32	28	42	28	26	26	34	28	43
Disapprove	35	42	24	36	42	50	29	39	21
Don't know	34	30	34	36	32	24	37	33	36

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Approve	32	24	34	56	30	43	17
Disapprove	35	47	31	22	37	14	52
Don't know	34	30	35	22	32	43	32

TORONTO

September 22nd, 2016

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

Best Prime Minister

Regardless of which party you plan to vote for, who do you think would make the best Prime Minister?

[All Respondents]

TORONTO
September 22nd, 2016

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	243	180	224	326	353	697	604
Justin Trudeau	44	44	43	42	43	45	43	45
Rona Ambrose	13	5	17	18	13	17	16	10
Tom Mulcair	8	8	8	7	11	8	9	8
Elizabeth May	7	12	6	5	5	5	5	10
Rhéal Fortin	2	2	1	4	1	0	2	1
None of these	19	19	21	18	19	15	21	16
Don't know	8	10	4	7	9	10	5	10

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1326	148	220	211	139	124	253
Justin Trudeau	44	42	47	45	47	43	47
Rona Ambrose	13	11	9	10	11	12	20
Tom Mulcair	8	6	9	9	11	12	7
Elizabeth May	7	11	6	11	8	5	4
Rhéal Fortin	2	0	1	1	1	1	3
None of these	19	17	18	17	18	20	17
Don't know	8	13	9	6	4	7	3

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1326	88	387	398	111	161	181	946	380
Justin Trudeau	44	58	45	44	46	28	44	42	47
Rona Ambrose	13	13	5	16	10	27	10	16	4
Tom Mulcair	8	3	14	6	5	6	10	7	12
Elizabeth May	7	10	6	6	8	8	11	8	6
Rhéal Fortin	2	1	1	2	1	3	0	2	1
None of these	19	6	20	18	22	21	20	18	20
Don't know	8	10	10	7	9	8	5	7	10

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

NEWS RELEASE



FORUM RESEARCH INC.

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1326	407	532	135	72	77	48
Justin Trudeau	44	10	82	25	24	35	26
Rona Ambrose	13	38	3	3	2	1	2
Tom Mulcair	8	5	4	34	7	15	7
Elizabeth May	7	3	5	9	42	3	15
Rhéal Fortin	2	1	1	3	4	4	0
None of these	19	34	2	19	13	28	35
Don't know	8	9	3	8	9	15	15

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

September 22nd, 2016

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com