

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Gap narrows between Liberals and Conservatives

Liberal's maintain majority if election were held today

Toronto, January 22nd – In a random sampling of public opinion taken by The Forum Poll™ among 1,332 Canadian voters, the gap between the Liberals and Conservatives, measured at eight points last month, shrunk to just six points today.

Amongst decided and leaning voters, Liberal support has remained steady at (42%), but Conservative support has increased to (36%), up two percentage points since last month (December 8: 34%).

The increase in Conservative support comes at the expense of the Greens (5%) and Bloc Quebecois (4%) – each is down a point since December (December 8: Greens 6%, Bloc Quebecois 5%). NDP support remains unchanged (12%).

In British Columbia the Liberals (37%) are no longer tied with the Conservatives (32%) and have extended a notable lead in the province.

In the Atlantic region, the Liberals are steady at (66%) while the Conservatives are down slightly (21%).

In Quebec, the Liberals have lost support (42%) since December (Dec 8 - 45%), and the Conservatives have seen their support rise to (21%). The Bloc Quebecois see a slight dip in January to (17%), down from December (December 10: 19%). Support for the NDP is at (13%).

Ontario sees modest increases for both the Liberals (44%) and the Conservatives (42%), and a decrease for the NDP (10%).

In the prairies support for the Conservatives is still very strong (45%) and they've increased their lead over the Liberals (34%) from six to eleven points since December. (December 8: Conservatives 43%, Liberals 37%). The NDP has their strongest base of support here, and saw an increase in their support (18%).

Voter support in Alberta still belongs to the Conservatives (61%), who saw their lead extend twelve points (37%) over the Liberals (24%) in January. The NDP saw its total rise to (10%).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

January 23rd, 2016

HIGHLIGHTS:

- The gap between the Liberals and Conservatives, measured at eight points last month, shrunk to just six points today
- In British Columbia the Liberals (37%) are no longer tied with the Conservatives (32%) and have extended a notable lead in the province
- In the prairies support for the Conservatives is still very strong (45%) and they've increased their lead over the Liberals (34%) from six to eleven points since December

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
January 23rd, 2016

HIGHLIGHTS:

- If these results are projected up to seats in the House of Commons, the Liberals would see a 187 seat majority
- Justin Trudeau has the strongest approval of any party leader (48%), this is down three points since December (December 8: 51%)
- "While Justin Trudeau's popularity has taken a significant hit over the past months, there is no doubt his Liberals are a loyal force. Their support is holding steady, and despite an increase in Conservative fortunes, the Liberals would see their hold on the house of commons grow if an election were held today," said Forum Research President, Dr. Lorne Bozinoff

Despite rising Conservative support, Liberals maintain majority

If these results are projected up to seats in the House of Commons, the Liberals would see a 187 seat majority.

The Conservatives would win 131 seats, the NDP would secure 15, the Bloc 4, and the Green Party 1.

Since December, this represents a gain of 7 seats for the Liberals, a loss of 4 seats by the Conservatives, and a loss of 3 seats by the NDP. (December 8: Liberals 180, Conservatives 135, and the NDP 18)

Trudeau, Ambrose, and Mulcair all see favourables dip

The favourables of all three party leaders have decreased in January.

Justin Trudeau has the strongest approval of any party leader (48%), this is down three points since December (December 8: 51%). His net favourable score (approve minus disapprove) has been cut in half since December, it now sits at +6. His approval is strongest among the youngest (55%), females (54%), and in Atlantic Canada (73%). He has the approval of virtually all Liberals (85%) and one half of New Democrats (48%).

Rona Ambrose does not reach the approval level of Justin Trudeau, hers rests at (33%). Her net favourable score now sits only one point behind the Prime Minister at +5.

Tom Mulcair has seen his disapproval rating (34%) exceed his approval rating (31%), which makes his net favourable score the worst of the three, at -3, down four points since December (December 8: +1)

Justin Trudeau remains first choice for best Prime Minister

Just under forty percent (38%) see Justin Trudeau as the best choice for Prime Minister. The second choice, for the second month in a row, is "none of these," which garnered (22%). "None of these" is up five percentage points since December (Dec 8: 17%), corresponding with the net favourable loss suffered by all three leaders in January.

"While Justin Trudeau's popularity has taken a significant hit over the past months, there is no doubt his Liberals are a loyal force. Their support is holding steady, and despite an increase in Conservative fortunes, the Liberals would see their hold on the house of commons grow if an election were held today," 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.

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 1,332 randomly selected Canadian voters. The poll was conducted on January 19th-21st.

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. Actual results will depend on the parties' success at getting their voters out. 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

January 23rd, 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
January 19 th -21 st , 2017	1332	36	42	12	5	4	1
December 6 th -7 th , 2016	1304	34	42	12	6	5	1
November 9 th -10 th , 2016	1474	28	51	11	5	4	1
October 11 th -12 th	1384	30	49	12	4	5	1
September 20 th -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

TORONTO
January 23rd, 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
January 23rd, 2016

Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
January 19 th -21 st , 2017	131	187	15	1	4	0
December 6 th -7 th , 2016	135	180	18	1	4	0
November 9 th -10 th , 2016	72	257	8	1	0	0
October 11 th -12 th	83	240	14	1	0	0
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

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
January 23rd, 2016

Federal Vote Preference

If a federal election were held today, which party are you most likely to vote for?

[Decided/Leaning ONLY]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1271	200	188	231	286	366	666	581
Conservative	36	29	34	45	39	31	43	29
Liberal	42	43	43	34	39	49	36	47
New Democratic	12	15	11	10	11	13	11	13
Green	5	7	5	6	4	3	4	6
Bloc Quebecois	4	4	6	4	5	4	5	4
Other	1	1	1	1	1	1	1	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1271	129	203	211	162	140	208
Conservative	36	21	29	32	37	36	44
Liberal	42	49	39	44	43	46	42
New Democratic	12	12	13	18	13	11	9
Green	5	10	9	3	4	3	3
Bloc Quebecois	4	8	8	2	3	2	2
Other	1	1	1	1	1	1	0

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1271	114	277	481	97	138	164	1023	248
Conservative	36	21	21	42	45	61	32	40	22
Liberal	42	66	42	44	34	24	37	43	39
New Democratic	12	9	13	10	18	10	19	12	14
Green	5	3	6	4	3	3	11	5	6
Bloc Quebecois	4	0	17	0	0	0	0	0	18
Other	1	1	0	1	1	2	1	1	0

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	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1271	344	470	182	55	56	58
Conservative	36	87	13	10	21	15	19
Liberal	42	8	77	25	30	14	46
New Democratic	12	1	6	58	13	6	15
Green	5	2	2	4	36	12	8
Bloc Quebecois	4	2	1	2	0	53	5
Other	1	1	0	1	1	0	7

TORONTO
January 23rd, 2016

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

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	1332	209	196	245	302	380	693	613
Approve	48	55	51	38	45	49	42	54
Disapprove	42	38	41	51	46	38	51	35
Don't know	9	7	8	10	9	13	7	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1332	139	209	222	168	146	211
Approve	48	55	52	50	52	45	49
Disapprove	42	33	35	42	40	45	47
Don't know	9	11	12	8	8	10	4

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1332	119	294	503	101	139	176	1071	261
Approve	48	73	57	47	42	29	42	46	58
Disapprove	42	22	32	45	49	64	46	45	32
Don't know	9	5	11	8	9	7	12	9	10

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1332	434	479	168	89	51	50
Approve	48	13	85	48	55	37	12
Disapprove	42	80	9	37	36	48	78
Don't know	9	7	6	15	9	15	9

TORONTO

January 23rd, 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

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	1332	209	196	245	302	380	693	613
Approve	33	25	29	37	37	40	41	25
Disapprove	28	32	28	26	26	26	29	26
Don't know	40	43	43	37	37	34	30	49

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1332	139	209	222	168	146	211
Approve	33	19	28	32	34	35	41
Disapprove	28	25	30	26	30	28	29
Don't know	40	55	41	41	36	37	30

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1332	119	294	503	101	139	176	1071	261
Approve	33	35	27	33	33	48	31	34	27
Disapprove	28	28	27	30	32	20	29	28	26
Don't know	40	37	47	38	35	32	40	38	46

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1332	434	479	168	89	51	50
Approve	33	52	28	20	20	25	14
Disapprove	28	18	32	41	30	30	32
Don't know	40	30	40	39	50	45	54

TORONTO

January 23rd, 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	1332	209	196	245	302	380	693	613
Approve	31	27	28	27	37	38	33	29
Disapprove	34	40	32	31	36	28	37	31
Don't know	35	33	40	41	27	35	30	41

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1332	139	209	222	168	146	211
Approve	31	28	35	32	35	31	27
Disapprove	34	23	28	37	30	35	44
Don't know	35	49	37	30	35	34	29

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1332	119	294	503	101	139	176	1071	261
Approve	31	22	44	27	31	24	27	26	47
Disapprove	34	34	21	37	37	47	37	38	20
Don't know	35	44	35	36	32	30	36	36	33

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1332	434	479	168	89	51	50
Approve	31	23	34	50	27	51	14
Disapprove	34	43	29	32	34	17	43
Don't know	35	34	37	19	39	31	42

TORONTO
January 23rd, 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
January 23rd, 2016

Best Prime Minister

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

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1332	209	196	245	302	380	693	613
Justin Trudeau	38	38	41	30	39	42	34	42
Rona (RON-nah) Ambrose	11	10	10	13	11	12	15	8
Tom Mulcair	9	9	8	10	9	9	9	10
Elizabeth May	6	9	6	5	5	4	5	8
Rhel Fortin	2	2	2	2	1	0	2	2
None of these	22	20	22	27	22	17	27	16
Don't know	12	12	10	12	13	14	8	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1332	139	209	222	168	146	211
Justin Trudeau	38	46	39	40	41	35	38
Rona (RON-nah) Ambrose	11	5	8	11	8	10	13
Tom Mulcair	9	11	11	9	11	14	6
Elizabeth May	6	7	2	9	7	8	6
Jean-Francois Lisée	2	1	4	1	1	0	3
None of these	22	14	17	17	21	25	27
Don't know	12	16	19	12	10	8	6

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1332	119	294	503	101	139	176	1071	261
Justin Trudeau	38	61	45	38	30	21	30	37	43
Rona (RON-nah) Ambrose	11	6	7	10	13	32	7	12	7
Tom Mulcair	9	4	16	7	10	10	8	7	16
Elizabeth May	6	6	4	6	5	7	13	7	4
Rheal Fortin	2	1	3	2	2	0	1	1	3
None of these	22	16	11	27	29	22	26	25	10
Don't know	12	6	15	11	11	8	15	11	16

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
January 23rd, 2016

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1332	434	479	168	89	51	50
Justin Trudeau	38	11	76	25	26	18	15
Rona (RON-nah) Ambrose	11	29	2	3	0	9	15
Tom Mulcair	9	3	7	33	9	23	0
Elizabeth May	6	2	3	17	25	7	2
Rheal Fortin	2	2	1	0	2	9	2
None of these	22	41	4	14	20	13	51
Don't know	12	12	7	7	17	20	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

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com