

NEWS RELEASE



FOR IMMEDIATE RELEASE

Post-Election Poll: Voters wanted change

Big vote movers: infrastructure investment, niqab, balanced budget

TORONTO October 21st, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1451 Canadian voters in the two days immediately following the 42nd general election, it is clear that the single most common issue mentioned as having an effect on their vote is the “need for change in Ottawa”, cited by 3-in-10 (28%). While this is closely followed by “jobs and the economy” (24%), which is usually mentioned first in any political poll, the third mention is “ethics in government” (15%), and this is a damning indictment of an incumbent government.

For Conservatives, the most important issues were jobs and the economy (45%) and national security and terrorism (20%). Among New Democrats and Liberals, the need for change leads (42% and 38%, respectively). The niqab ban is not seen as an important issue (5% in total) by any party, nor is the Syrian refugee crisis (2% total) or the Mike Duffy trial (1% in total).

Jean Chretien most valuable endorsement tested

Former Prime Minister Jean Chretien has the effect of improving his party’s image more by his endorsement than any other person tested. One fifth of voters said their image of the Liberal Party was improved when Chretien delivered his endorsement (21%). This is followed very closely by the positive effect of former Mississauga mayor Hazel McCallion’s endorsement, also of the Liberals (18%). Naturally, the Chretien and McCallion endorsements worked best on Liberals (34% and 28%, respectively), rather than Conservatives (7% and 6%) or New Democrats (19% and 16%). McCallion’s endorsement is especially effective among the oldest (55+ - 23%).

Trailing these two is former UN Ambassador Stephen Lewis’ endorsement of the NDP (12% improved respondents’ image), Actor Donald Sutherland’s NDP endorsement (9%), and, at the bottom of the list, the Wayne Gretzky endorsement of the Conservatives (8%) and a similar endorsement from brothers Rob and Doug Ford (4%). In fact more than half of Conservative voters say the Ford endorsement did not improve their image of the party (54%).

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TORONTO

October 21st, 2015

HIGHLIGHTS:

- The single most common issue mentioned as having an effect on their vote is the “need for change in Ottawa”, cited by 3-in-10 (28%).
- For Conservatives, the most important issues were jobs and the economy (45%) and national security and terrorism (20%). Among New Democrats and Liberals, the need for change leads (42% and 38%, respectively).
- Former Prime Minister Jean Chretien has the effect of improving his party’s image more by his endorsement than any other person tested.
- Trailing these two is former UN Ambassador Stephen Lewis’ endorsement of the NDP (12% improved respondents’ image), Actor Donald Sutherland’s NDP endorsement (9%), and, at the bottom of the list, the Wayne Gretzky endorsement of the Conservatives (8%) and a similar endorsement from brothers Rob and Doug Ford (4%).

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HIGHLIGHTS:

- One quarter of decided voters changed their minds during the election (25%), most likely those who voted Liberal this time (30%), and who voted NDP in the previous election of 2011 (35%).
- While more than half of those who changed their vote mention something other than the listed items (54%) as being the reason, among those tested, the most commonly mentioned is the Liberal promise on infrastructure spending (19%).
- One third, the plurality, say they support a particular party, leader or candidate (32%).
- Those who didn't vote in this election say they are not interested and didn't follow the campaign, or that they didn't have the time or opportunity to vote (21% each).

One quarter changed vote during campaign

In total, one quarter of decided voters changed their minds during the election (25%), most commonly those who voted Liberal this time (30%), and who voted NDP in the previous election of 2011 (35%). This means that 3-in-10 one-time New Democrats changed their voting allegiance en masse during the course of this campaign.

Liberal deficit spending promise changed most votes

While more than half of those who changed their vote mention something other than the listed items (54%) as being the reason, among those tested, the most commonly mentioned is the Liberal promise on infrastructure spending (19%), followed by the NDP promise to balance the budget (9%) and Conservative stance on the niqab (9%). Other issues, such as the Syrian refugee crisis (3%), the Duffy trial (2%), the Rob and Doug Ford rally (2%) and Liberal co-chair Dan Gagnier's resignation (2%) are not seen to be game changers.

Among those who switched to the Conservatives, the party's stance on the niqab is the most important reason (33%). Among those who switched to the Liberals, the most important reason is the promise of infrastructure spending (29%). Among those switching to the NDP, the most important reason is the NDP promise to balance the budget (27%), followed by the Liberal deficit spending promise (17%).

Best party, civic duty, desire for change prompt voting behaviour

When asked why they cast a ballot, one third, the plurality, say they support a particular party, leader or candidate (32%), but this is followed by more than a quarter who say it is every citizen's duty to vote (27%) and just fewer who voted against a particular leader, candidate or party (23%). Half this proportion believe their vote counts and can make a difference (12%). So, while party and leader allegiances are important, the dynamic of change was also important in getting people to the polls in this election. Conservatives are especially likely to say they vote the party, leader or candidate (45%), while New Democrats are especially likely to say they vote against a party, leader or candidate (33%).

Lack of interest, time most common reasons for not voting

Those who didn't vote in this election say they are not interested and didn't follow the campaign, or that they didn't have the time or opportunity to vote (21% each). This is followed by those who believe their vote doesn't count and nothing will change (14%) and those whose physical condition doesn't permit voting (8%). One third mention something not listed (36%).

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HIGHLIGHTS:

- 4-in-10 voters in total (41%) made their final decision after Labour day.
- More than half of those who voted say it took 5 minutes or less (57%).
- “These findings confirm beyond doubt that this was a change election and that strategic voting was a successful factor in the outcome. We have also learned that the campaign promise with the most impact was Justin Trudeau’s undertaking to run three deficits to invest in infrastructure. For New Democrats, the equivalent promise was a balanced budget in the first year. Among Conservatives, the vote changer was the niqab issue, after all. Apart from this, it is refreshing to see that, for the most part, Canadians took some very serious issues very seriously in this election,” said Forum Research President, Dr. Lorne Bozinoff.

Canadians vote for party first, change second, leader third

The plurality of Canadians asked say they voted for the party they like best (28%), but just fewer say they voted for change in Ottawa (21%). This followed by the best leader (19%), the best candidate (14%) and voting against another party (11%). Conservatives overwhelmingly vote their party (42%) while Liberals (32%) and New Democrats (26%) are most likely to have voted for change.

4-in-10 decided after Labour Day

As many as 4-in-10 voters in total (41%) made their final decision after Labour day, primarily before Election Day (30%), but some as late as on Election Day (9%), or even in the voting booth (2%). Four-in-ten also decided their vote before the writs were drawn up (41%). Those voting Liberal are most likely to have finally decided post-Labour Day (50%) while those voting Conservative are most likely to have made up their minds before the election started (62%). New Democrats are especially likely to have decided their vote on Election Day (14%).

Voting takes less than 5 minutes for majority

More than half of those who voted say it took 5 minutes or less (57%), while a further one fifth report taking 5 to 10 minutes to cast a ballot (20%). Therefore, voting took less than 10 minutes for three quarters of those exercising their franchise (77%). On average, voting took 9 minutes.

Two thirds claim to be very interested in election

Two thirds of Canadian adults in total say they were very interested in the election (62%), and a further quarter say they were somewhat interested (26%). Interest in the election is common to the oldest (72%), males (64%), the wealthiest (\$100K to \$250K - 68%), in BC (73%), but not in Quebec (43%), among Conservatives and Liberals (70% each) but not so much among New Democrats (59%), among strong party supporters (74%), the best educated (71%), those born outside Canada (72%), and executives (68%) and managers (70%).

“These findings confirm beyond doubt that this was a change election and that strategic voting was a successful factor in the outcome. We have also learned that the campaign promise with the most impact was Justin Trudeau’s undertaking to run three deficits to invest in infrastructure. For New Democrats, the equivalent promise was a balanced budget in the first year. Among Conservatives, the vote changer was the niqab issue, after all. Apart from this, it is refreshing to see that, for the most part, Canadians took some very serious issues very seriously in this election,” 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 1451 randomly selected Canadians 18 years of age or older. The poll was conducted between October 20th and October 21st, 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

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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Endorsement – Summary

%	Improved my image	Did not improve my image	Had no effect on my image	Don't know
Jean Chretien – Trudeau	21	45	30	4
Hazel McCallion – Trudeau	18	41	35	6
Stephen Lewis – Mulcair	12	48	34	7
Donald Sutherland – Mulcair	9	47	38	7
Wayne Gretzky – Harper	8	53	34	5
Rob and Doug Ford – Harper	4	69	22	4

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Non-Voters

'Why did you not vote in the federal election on October 19?'

[Did not vote in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	124	50	28	17	18	11	68	56
You believe your vote won't count and nothing will change	14	12	12	14	24	18	18	9
You didn't have the time or opportunity	21	34	7	15	9	0	20	21
You weren't interested and didn't follow the campaign	21	25	19	20	14	5	20	22
You have illness or mobility issues which prevented you from voting	8	3	2	30	18	16	7	9
Something else	36	27	60	20	29	61	35	37
Don't know	1	0	0	0	6	0	0	1

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	124	22	32	22	17	18	13	89	35
You believe your vote won't count and nothing will change	14	10	19	4	10	32	15	12	17
You didn't have the time or opportunity	21	29	21	31	8	11	0	22	18
You weren't interested and didn't follow the campaign	21	18	22	16	21	37	19	20	23
You have illness or mobility issues which prevented you from voting	8	9	2	10	9	17	7	10	4
Something else	36	34	34	40	52	3	58	36	36
Don't know	1	0	2	0	0	0	0	0	2

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	124	0	0	0	0	0	0
You believe your vote won't count and nothing will change	14	0	0	0	0	0	0
You didn't have the time or opportunity	21	0	0	0	0	0	0
You weren't interested and didn't follow the campaign	21	0	0	0	0	0	0
You have illness or mobility issues which prevented you from voting	8	0	0	0	0	0	0
Something else	36	0	0	0	0	0	0
Don't know	1	0	0	0	0	0	0

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Main Reason for Voting

'Which of the following is the main reason you cast a vote in this election?'

[Voted in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1327	259	184	237	318	329	678	649
It is every citizen's duty to vote	27	25	35	24	29	25	23	31
You thought your vote could make a difference	12	11	13	13	11	12	11	13
You voted for a particular leader, candidate or party	32	32	24	36	33	38	35	30
You voted against a particular leader, candidate or party	23	23	24	23	23	22	24	22
Something else	5	8	5	4	3	3	5	4
Don't know	0	1	0	0	1	0	1	0

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1327	163	296	352	150	155	211	1039	288
It is every citizen's duty to vote	27	36	28	29	27	25	20	27	28
You thought your vote could make a difference	12	8	13	11	12	16	11	12	13
You voted for a particular leader, candidate or party	32	26	37	30	33	35	32	31	37
You voted against a particular leader, candidate or party	23	28	17	25	24	18	28	24	18
Something else	5	1	5	5	2	6	8	5	4
Don't know	0	1	0	0	0	1	1	0	0

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1327	367	551	242	59	59	49
It is every citizen's duty to vote	27	28	29	23	28	20	36
You thought your vote could make a difference	12	10	12	12	18	18	10
You voted for a particular leader, candidate or party	32	45	30	25	20	36	8
You voted against a particular leader, candidate or party	23	12	26	33	20	18	25
Something else	5	4	3	6	12	8	21
Don't know	0	0	0	0	2	0	0

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Main Reason for Candidate Choice

‘What is the main reason you voted for the candidate you did?’

[Voted in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1327	259	184	237	318	329	678	649
Voted for the leader you liked best	19	16	19	17	22	22	18	19
Voted for the local candidate you liked best	14	12	8	16	17	16	13	14
Voted for the party you liked best	28	30	26	30	25	28	30	26
Voted against another party	11	12	14	11	9	9	11	11
Voted for change in Ottawa	21	21	22	22	20	19	18	23
Voted for the party that was doing well in the polls	3	5	4	2	3	2	4	3
Something else	4	4	7	3	5	3	5	3
Don't know	0	0	0	0	0	0	0	0

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1327	163	296	352	150	155	211	1039	288
Voted for the leader you liked best	19	20	21	17	22	23	14	19	19
Voted for the local candidate you liked best	14	17	10	15	17	14	15	15	11
Voted for the party you liked best	28	15	32	27	23	34	28	27	32
Voted against another party	11	13	9	13	5	8	11	11	10
Voted for change in Ottawa	21	29	16	23	25	12	23	22	17
Voted for the party that was doing well in the polls	3	2	4	3	3	2	3	3	4
Something else	4	3	7	2	5	6	6	4	7
Don't know	0	0	0	0	0	0	0	0	0

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1327	367	551	242	59	59	49
Voted for the leader you liked best	19	25	20	9	22	14	3
Voted for the local candidate you liked best	14	13	11	20	21	3	16
Voted for the party you liked best	28	42	20	24	25	51	10
Voted against another party	11	8	11	15	3	9	24
Voted for change in Ottawa	21	3	32	26	16	8	23
Voted for the party that was doing well in the polls	3	4	3	4	3	0	1
Something else	4	4	3	1	11	15	19
Don't know	0	0	0	0	0	0	3

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Party Selection Decision

‘When did you decide which party you were going to vote for?’

[Voted in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1327	259	184	237	318	329	678	649
Before the election was called	41	35	36	40	46	52	47	36
After that but before Labour Day	17	15	16	17	21	15	15	18
After that but before Election Day	30	35	33	31	23	25	26	34
On Election Day	9	10	12	8	8	5	9	9
In the voting booth	2	3	2	3	1	1	3	1
Don't remember	1	1	1	1	1	2	0	2

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1327	163	296	352	150	155	211	1039	288
Before the election was called	41	39	30	46	42	49	42	44	32
After that but before Labour Day	17	15	20	15	18	22	12	16	19
After that but before Election Day	30	32	34	28	22	24	34	29	32
On Election Day	9	12	11	8	12	3	9	8	13
In the voting booth	2	1	5	1	3	1	0	1	5
Don't remember	1	2	0	1	3	1	2	2	0

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1327	367	551	242	59	59	49
Before the election was called	41	62	33	35	23	50	31
After that but before Labour Day	17	14	17	19	19	12	16
After that but before Election Day	30	20	39	30	31	18	24
On Election Day	9	2	9	14	22	16	11
In the voting booth	2	2	2	2	3	4	9
Don't remember	1	1	1	1	2	1	9

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Political Issue & Vote Choice

‘Which one political issue had the most effect on your vote?’

[Voted in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1327	259	184	237	318	329	678	649
Need for change in Ottawa	28	22	33	23	36	28	24	31
Jobs and the economy	24	20	26	29	25	21	26	22
Ban on the niqab	5	7	6	3	5	5	7	3
Mike Duffy trial	1	1	2	2	1	1	1	2
Syrian refugee crisis	2	2	1	3	2	3	2	2
Ethics in government	15	14	10	18	15	20	15	15
National security and terrorism	8	9	7	7	8	9	8	8
Something else	17	24	16	17	9	13	16	18

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1327	163	296	352	150	155	211	1039	288
Need for change in Ottawa	28	38	32	25	32	15	30	26	32
Jobs and the economy	24	22	21	24	21	38	19	25	21
Ban on the niqab	5	1	8	5	3	7	2	4	8
Mike Duffy trial	1	2	1	1	1	1	3	1	1
Syrian refugee crisis	2	2	1	3	2	2	2	2	1
Ethics in government	15	16	10	18	18	15	16	17	9
National security and terrorism	8	7	9	7	6	12	7	8	8
Something else	17	13	18	17	16	10	20	16	19

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Federal Vote Preference

	%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample		1327	367	551	242	59	59	49
Need for change in Ottawa		28	3	38	42	23	21	27
Jobs and the economy		24	45	18	15	10	6	16
Ban on the niqab		5	7	3	3	7	14	8
Mike Duffy trial		1	0	2	1	0	2	9
Syrian refugee crisis		2	5	1	0	0	2	0
Ethics in government		15	7	20	18	18	7	14
National security and terrorism		8	20	5	0	6	6	1
Something else		17	12	13	20	36	42	25

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Vote Switch

'This election campaign began August 2 and ended October 18. Was there any point during the campaign when you switched your vote from one party to another?'

[Voted in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1327	259	184	237	318	329	678	649
Yes	25	29	29	25	20	17	23	26
No	75	71	71	75	80	83	77	74

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1327	163	296	352	150	155	211	1039	288
Yes	25	24	33	21	18	19	26	21	35
No	75	76	67	79	82	81	74	79	65

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1327	367	551	242	59	59	49
Yes	25	10	30	23	39	36	36
No	75	90	70	77	61	64	64

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Vote Switch: Main Reason

‘Which of the following occurrences was the main reason you changed your vote?’

[Changed vote during federal election campaign]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	306	78	51	59	64	54	148	158
Duffy trial	2	1	1	1	3	5	1	2
Liberal promise on infrastructure spending	19	13	13	16	30	40	18	20
NDP promise to balance the budget	9	13	13	7	2	6	11	8
Syrian refugee crisis	3	4	0	2	6	7	3	3
Rally Rob and Doug Ford held for the Conservatives	2	4	0	0	2	4	4	0
Conservative stance on the niqab	9	3	12	9	19	5	10	7
Liberal campaign co-chair Dan Gagnier’s resignation	2	1	0	0	6	6	2	2
Something else	54	62	61	64	31	28	50	57

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	306	36	102	69	24	25	50	203	103
Duffy trial	2	0	1	0	9	5	4	2	1
Liberal promise on infrastructure spending	19	24	23	19	22	19	12	18	22
NDP promise to balance the budget	9	10	9	12	13	4	7	9	11
Syrian refugee crisis	3	2	3	1	0	8	5	3	4
Rally Rob and Doug Ford held for the Conservatives	2	2	2	2	0	7	0	2	2
Conservative stance on the niqab	9	5	14	4	2	23	3	6	14
Liberal campaign co-chair Dan Gagnier’s resignation	2	0	2	3	0	2	0	2	2
Something else	54	57	45	59	55	32	70	58	45

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	306	38	160	52	21	20	15
Duffy trial	2	2	2	0	2	0	4
Liberal promise on infrastructure spending	19	10	29	17	0	5	4
NDP promise to balance the budget	9	7	5	27	6	0	16
Syrian refugee crisis	3	6	3	1	3	0	16
Rally Rob and Doug Ford held for the Conservatives	2	0	1	0	7	0	16
Conservative stance on the niqab	9	33	3	4	11	22	0
Liberal campaign co-chair Dan Gagnier's resignation	2	7	0	3	5	0	0
Something else	54	35	57	47	66	73	43

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Voting Time

'How long did it take you to vote, in total?'

[Voted in federal election]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1327	259	184	237	318	329	678	649
5 minutes or less	57	58	58	62	54	52	57	57
5 to 10 minutes	20	18	21	19	23	22	20	21
10 to 15 minutes	8	9	10	6	10	8	8	9
15 minutes to 20 minutes	3	2	5	3	2	5	3	4
20 minutes to 25 minutes	3	3	2	2	2	3	3	2
25 minutes to half an hour	2	1	2	3	1	4	3	2
More than half an hour	6	9	1	4	8	6	6	6
Mean	9	10	7	8	10	10	9	9

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1327	163	296	352	150	155	211	1039	288
5 minutes or less	57	52	63	58	56	56	49	55	64
5 to 10 minutes	20	26	18	20	26	23	18	22	16
10 to 15 minutes	8	9	8	9	5	8	8	9	6
15 minutes to 20 minutes	3	3	3	3	3	5	5	3	5
20 minutes to 25 minutes	3	7	2	2	3	1	4	3	2
25 minutes to half an hour	2	1	1	2	2	2	6	3	2
More than half an hour	6	2	5	6	5	5	11	6	5
Mean	9	8	8	9	8	8	12	9	8

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1327	367	551	242	59	59	49
5 minutes or less	57	58	57	54	49	68	68
5 to 10 minutes	20	20	22	22	17	13	8
10 to 15 minutes	8	6	9	10	7	8	3
15 minutes to 20 minutes	3	5	3	2	7	1	2
20 minutes to 25 minutes	3	2	2	3	4	5	0
25 minutes to half an hour	2	3	1	3	6	2	0
More than half an hour	6	6	4	5	11	3	19
Mean	9	9	8	9	12	8	12

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Campaign Interest

'How interested were you in this election campaign?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1451	309	212	254	336	340	746	705
Very interested	62	56	59	60	70	72	64	60
Somewhat interested	26	29	29	28	22	19	24	28
Not very interested	9	11	9	9	7	8	9	8
Not at all interested	3	5	3	3	2	2	3	3

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1451	185	328	374	167	173	224	1128	323
Very interested	62	62	43	69	62	66	73	68	42
Somewhat interested	26	23	33	24	27	23	20	24	33
Not very interested	9	13	17	6	8	6	3	6	18
Not at all interested	3	2	6	1	3	4	3	2	7

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1451	367	551	242	59	59	49
Very interested	62	70	70	59	56	46	31
Somewhat interested	26	22	25	30	30	30	33
Not very interested	9	6	4	9	7	19	20
Not at all interested	3	2	1	1	7	5	16

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