

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Wide approval for “Life Means Life”

Still, half think it’s just an election ploy

TORONTO August 25th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1440 Canadian voters, the majority (57%) express approval of the Conservative Party’s reintroduced “Life Means Life” legislation, which would see the most serious murderers locked away for the rest of their lives. Three-in-ten disapprove (31%) and one tenth don’t have an opinion (12%). Support is especially strong among Gen X (45 to 54 - 63%), females (61%), mid income groups (\$40K to \$80K - 61%), in Alberta (65%), among Conservatives, obviously (81%), but not among New Democrats so much (45%), among Francophones (61%), mothers with children (65%) and the least educated (high school or less (71%).

Despite support, most see it as election ploy

One half of voters see the “Life Means Life” legislation as just an election ploy to play on voter fear (51%) rather than a genuine attempt to deal with violent crime (34%), and this is especially common to the youngest (56%), males (55%), the wealthiest (\$100K to \$250K - 56%), in Atlantic Canada (57%) and in the prairies (59%), among the best educated (61%) and among New Democrats (69%) and Liberals (58%) but not, unsurprisingly, among Conservatives (13%).

“This policy is a no-brainer. Everyone knows it’s a good idea to shut cop-killers up for the rest of their lives. The problem is, that it’s so obviously a populist policy, that even the populace can see through it,” 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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HIGHLIGHTS:

- The majority (57%) express approval of the Conservative Party’s reintroduced “Life Means Life” legislation, which would see the most serious murderers locked away for the rest of their lives.
- One half of voters see the “Life Means Life” legislation as just an election ploy to play on voter fear (51%) rather than a genuine attempt to deal with violent crime (34%).
- “This policy is a no-brainer. Everyone knows it’s a good idea to shut cop-killers up for the rest of their lives. The problem is, that it’s so obviously a populist policy, that even the populace can see through it,” said Forum Research President, Dr. Lorne Bozinoff.

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

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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 1440 randomly selected Canadians 18 years of age or older. The poll was conducted from August 23rd to 24th, 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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Proposed Legislation Approval

'The government has proposed reintroducing legislation in which those who commit the worst crimes, like murder of a police officer, or murder involving sexual assault, terrorism or kidnapping, would be imprisoned for the rest of their natural lives with no chance of parole. Do you approve or disapprove of this proposed legislation?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1440	259	188	221	340	432	780	660
Approve	57	49	58	63	59	58	52	61
Disapprove	31	36	31	27	29	28	39	24
Don't know	12	15	11	11	12	14	9	15

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1440	175	304	361	173	181	246	1154	286
Approve	57	56	59	55	53	65	55	56	61
Disapprove	31	30	31	32	30	25	32	32	28
Don't know	12	14	11	13	17	10	13	13	11

Federal Vote Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1440	309	379	494	80	46	74
Approve	57	81	50	45	58	55	77
Disapprove	31	9	36	43	27	34	15
Don't know	12	10	14	12	15	11	8

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Proposed Legislation: Election ploy or genuine attempt

'Is this proposed legislation a genuine attempt to address violent crime, or is it just an election ploy to play on voters' fears?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1440	259	188	221	340	432	780	660
Genuine attempt to address crime	34	29	34	40	36	36	33	36
Election ploy	51	56	55	44	48	50	55	48
Something else	7	8	6	8	8	7	6	9
Don't know	7	7	5	8	7	6	6	8

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1440	175	304	361	173	181	246	1154	286
Genuine attempt to address crime	34	26	34	33	30	46	37	34	37
Election ploy	51	57	51	52	59	40	52	52	49
Something else	7	6	8	9	7	7	3	7	8
Don't know	7	12	6	6	4	7	8	7	6

Federal Vote Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1440	309	379	494	80	46	74
Genuine attempt to address crime	34	69	24	23	23	31	59
Election ploy	51	13	58	69	64	56	26
Something else	7	6	10	5	11	11	15
Don't know	7	12	8	4	2	2	0

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For more information:

Lorne Bozinoff, Ph.D.

President

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