

NEWS RELEASE



FORUM RESEARCH INC.

Most Canadians Not Impacted by Political Ads

But of those few impacted, the majority said the impact was negative

Toronto, August 12th, 2019 – In a random sampling of public opinion taken by The Forum Poll™ among 1733 Canadian voters, two-thirds (63%) have seen a political advertisement in the past month while 4-in-10 (37%) have not.

Those more likely to have seen an advertisement include those aged 18 to 34 (64%), 55 to 64 (64%), or 65 and over (67%), males (68%), earning \$60k+ (67% of those earning \$60k-\$80k, 65% of those earning \$80k-\$100k, and 67% of those earning \$100k-\$250k), those who have completed college or university (66%) and post-grads (69%), those living in Alberta (72%) and Manitoba/Saskatchewan (70%), and Conservatives (71%).

It's worth noting that: two-thirds (63%) of Liberal voters, two-thirds (66%) of NDP voters, half (49%) of Green voters, 6-in-10 (62%) of Bloc Quebecois voters, and 6-in-10 (57%) of People's Party of Canada voters have seen a political advertisement in the past month.

Those less likely to have seen an advertisement include females (41%), those earning less than \$20k (41%) or \$20k-\$40k (45%), the least educated (52%), those living in Quebec (45%), and Green Party voters (51%).

It's worth nothing that: a little under a third (29%) of Conservative voters, 4-in-10 (37%) Liberal voters, a third (34%) of NDP voters, 4-in-10 (38%) of Bloc Quebecois voters, and 4-in-10 (43%) of People's Party of Canada voters have not seen a political advertisement in the past month.

Most Canadians say political ads have not impacted their political opinions

Respondents that said they had viewed a political ad were then asked to gauge the impact, or lack thereof, the ads had on their opinions of parties, leaders, or local candidates. The plurality (BTM2: 80%) said the ads had no impact on their opinions, with two-thirds (65%) saying it had no impact at all. A fifth (TOP2: 20%) said the ads did impact their opinions with a few (5%) saying it had a strong impact.

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“Most Canadians say they weren't impacted by a political advertisement,” said Dr. Lorne Bozinoff, President of Forum Research. “But Conservative voters are far more likely to say that the ad impacted them positively, than supporters of the other national parties. The question becomes, can the Conservatives turn this into a campaign advantage amongst the small subset of the population who is affected by political advertising?”



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Those more likely to say it had an impact include females (24%), those earning \$60k-\$80k (31%), those with some college or university (22%) and post-grads (23%), those living in Manitoba/Saskatchewan (27%) and Ontario (25%), and those voting for the Liberals (24%), Greens (26%), and the People's Party of Canada (24%).

It's worth noting that: one fifth (19%) of Conservative and (17%) NDP voters, and only (6%) of BQ voters said the ads had an impact. (TOP2)

Those more likely to say it did not have an impact include those aged 18-34 (84%), males (83%), the least wealthy (85%) and those earning \$80k-\$100k (83%), with secondary school education or less (82%) and completed college or university (82%), those living in Quebec (90%), and those voting for the Bloc Quebecois (94%).

It's worth noting that: (81%) of Conservative voters, (76%) of Liberal voters, (83%) of NDP voters, (74%) of Green voters, and (76%) of PPC voters said the ads did not have an impact (BTM2).

Those who were impacted by political ads say their impact is negative

Respondents who said they were impacted by political ads were then asked to determine whether the impact was negative or positive. Two-thirds (64%) say that the impact was negative while a third (36%) say their impact was positive.

Those more likely to say the impact was negative include those aged 18 to 34 (69%) and those aged 55 to 64 (67%), those earning \$40k-60k (72%), those who completed college or university (71%) and post-grads (73%), those living in Atlantic Canada (86%), and those voting for the Liberals (75%).

It's worth noting that, amongst those who were impacted by ads: half (49%) of Conservative voters, two-thirds (71%, n=35%) or Green (72%, n=37%) voters felt the impact was negative.

Those more likely to say the impact was positive include those aged 45 to 54 (44%), the least wealthy (44%) and those earning \$80k-\$100k (43%), the least educated (55%), those living Quebec (57%) and Alberta (58%).



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It's worth noting that, amongst those impacted by ads: half (51%) of Conservative voters, a quarter (25%) of Liberal voters, just under a third (29%, n=35) of NDP voters, and a quarter (28%, n=37) of Green voters say the impact was positive.

"Most Canadians say they weren't impacted by a political advertisement," said Dr. Lorne Bozinoff, President of Forum Research. "But Conservative voters are far more likely to say that the ad impacted them positively, than supporters of the other national parties. The question becomes, can the Conservatives turn this into a campaign advantage amongst the small subset of the population who is affected by political advertising?"



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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 1733 randomly selected Canadians across the country. The poll was conducted from July 26th-28th, 2019.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20, measured as the average deviation across all response categories. 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 forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied. TABLE IS AN EXAMPLE ONLY.

Due to rounding some numbers may not add up to 100

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Political Ads Viewing

Have you seen a political advertisement in the past month?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1733	231	199	281	389	633	893	802	38
Yes	63	64	61	62	64	67	68	59	63
No	37	36	39	38	36	33	32	41	37

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1733	162	270	266	216	199	344
Yes	63	59	55	63	67	65	67
No	37	41	45	37	33	35	33

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1733	298	484	599	352
Yes	63	48	64	66	69
No	37	52	36	34	31

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1733	178	369	593	148	189	256
Yes	63	68	55	66	70	72	60
No	37	32	45	34	30	28	40

Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	People's Party of Canada
Sample	1733	579	536	156	188	73	78
Yes	63	71	63	66	49	62	57
No	37	29	37	34	51	38	43



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Political Ads Impact

Did the advertisement have any impact at all on your opinion of the parties, leaders, or local candidates? [Base = Seen a political advertisement in the past month]

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1130	156	122	175	250	427	612	494	24
NET: TOP2	20	16	22	23	21	22	17	24	8
NET: BTM2	80	84	78	77	79	78	83	76	92
A strong impact	5	4	5	7	5	6	4	6	4
Some impact	15	12	17	16	16	16	13	18	4
Not a strong impact	15	14	12	16	19	16	14	17	4
No impact at all	65	70	66	61	60	63	69	59	88

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1130	98	151	173	153	136	237
NET: TOP2	20	15	20	19	31	17	19
NET: BTM2	80	85	80	81	69	83	81
A strong impact	5	8	3	6	4	7	5
Some impact	15	7	17	13	27	11	14
Not a strong impact	15	15	19	20	8	16	12
No impact at all	65	69	61	61	61	66	69



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1130	164	323	402	241
NET: TOP2	20	18	22	18	23
NET: BTM2	80	82	78	82	77
A strong impact	5	3	5	6	6
Some impact	15	14	17	13	17
Not a strong impact	15	13	15	20	9
No impact at all	65	69	63	62	68

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1130	119	204	404	105	134	164
NET: TOP2	20	21	10	25	27	18	21
NET: BTM2	80	79	90	75	73	82	79
A strong impact	5	3	1	6	10	4	7
Some impact	15	17	9	19	17	13	14
Not a strong impact	15	15	17	16	12	14	13
No impact at all	65	64	74	59	61	68	66



Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	People's Party of Canada
Sample	1130	407	352	101	104	47	44
NET: TOP2	20	19	24	17	26	6	24
NET: BTM2	80	81	76	83	74	94	76
A strong impact	5	4	8	3	8	0	2
Some impact	15	15	17	14	18	6	22
Not a strong impact	15	15	15	15	16	13	16
No impact at all	65	66	60	68	57	81	60

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Political Ads Impact

Was the impact positive or negative? [Base = seen an advertisement and advertisement had an impact]

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	409	45	42	67	99	156	192	214	3
Negative	64	69	65	56	67	63	62	65	100
Positive	36	31	35	44	33	37	38	35	0

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	409	38	54	61	61	45	74
Negative	64	56	60	72	64	57	66
Positive	36	44	40	28	36	43	34

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	409	56	119	153	81
Negative	64	45	54	71	73
Positive	36	55	46	29	27

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	409	43	57	172	41	42	54
Negative	64	86	43	70	55	42	80
Positive	36	14	57	30	45	58	20

Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	People's Party of Canada
Sample	409	142	144	35	37	11	19
Negative	64	49	75	71	72	36	62
Positive	36	51	25	29	28	64	38



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