

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## FOR IMMEDIATE RELEASE

### Majority disapproves of early election call

#### 3-in-10 Conservatives unhappy

TORONTO August 2<sup>nd</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1399 Canadian voters, the majority disapproves of the early election call leading to an 11 week campaign (59%), and this is especially the case among the oldest (67%), Females (63%) rather than males (55%), mid-income groups (\$40K to \$80K - 64%) and the very wealthy (\$100K to \$250K - 64%), in Atlantic Canada (72%) and Quebec (69%), among Liberals and New Democrats (66% and 76%, respectively) and even among 3-in-10 Conservative voters (30%). Francophones are more upset (69%) than Anglophones (57%), as are the best educated (post grad - 67%).

Approval of the early election call is characteristic of 3-in-10 (29%), especially among younger groups (35 to 44 - 33%), males (36%), the less wealthy (\$20K to \$40K - 34%), In Ontario (34%), the prairies and Alberta (35% each), among Conservatives (57%) and among the least educated (37%). Just more than one tenth don't have an opinion on the election call (12%).

"David Peterson learned the wrath of an electorate scorned by an early call in 1990, and the Conservatives should be wary this time around. Some of the groups who are most disgruntled at this early, long, summer election are those whose votes the government depends on most, seniors and the wealthy," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## TORONTO

August 2<sup>nd</sup>, 2015

## HIGHLIGHTS:

- Two thirds (62%) approve of the "abortion pill" RU 486 being approved for use in Canada.
- "We don't have the culture wars over abortion in Canada that exist in the US, but no one here wants to see more of them. The public recognizes RU 486 is a way to safely terminate a pregnancy early, without resorting to a traditional D&C," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://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 1399 randomly selected Canadians 18 years of age or older. The poll was conducted on August 2<sup>nd</sup>, 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](http://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](http://www.forumresearch.com/polls.asp)

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**August 2<sup>nd</sup>, 2015**

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

August 2<sup>nd</sup>, 2015

### Earlier Election Call Approval

*'The Prime Minister called the election earlier than expected, and it will last 11 weeks. Do you approve or disapprove of this?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1399	218	167	244	327	443	728	671
Approve	29	31	33	30	28	21	36	22
Disapprove	59	53	61	58	62	67	55	63
Don't know	12	16	7	12	10	12	9	14

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1399	136	254	242	183	128	247
Approve	29	28	34	28	26	31	28
Disapprove	59	55	51	64	64	58	64
Don't know	12	17	15	8	10	10	7

### Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Approve	29	22	20	34	35	35	25	31	20
Disapprove	59	72	69	53	55	54	60	57	69
Don't know	12	6	11	13	11	11	15	12	11

### Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Approve	29	57	25	15	19	12	33
Disapprove	59	30	66	76	63	78	51
Don't know	12	13	9	8	18	10	16

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)