

# NEWS RELEASE



## MEDIA INQUIRIES:

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## TORONTO

November 6<sup>th</sup>, 2015

## HIGHLIGHTS:

- The Liberals have triple the vote share (65%) of the incumbent Progressive Conservatives (21%) and a seemingly insurmountable lead.
- Dwight Ball of the Liberals has the approval of almost half the voters (46%) and his net favourable score (approve minus disapprove) is a very positive +22.
- Dwight Ball is seen to make the best premier by more than a third (37%), compared to just one quarter for Paul Davis (25%).
- "This lopsided result is not unanticipated, but it is interesting the different voters are so clearly delineated demographically. Young females are firmly in the Liberal camp and older males in the Progressive Conservative camp. The NDP, of course, is very solid in Labrador, but not elsewhere in the province," said Forum Research President, Dr. Lorne Bozinoff.

## FOR IMMEDIATE RELEASE

### Liberals with 44 point lead

#### First Post-Writ poll has Liberals up by a factor of 3

TORONTO November 6<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 766 Newfoundland and Labrador voters the day after the election writs were announced for the provincial election of November 30, the Liberals have triple the vote share (65%) of the incumbent Progressive Conservatives (21%) and a seemingly insurmountable lead. The NDP has about one tenth of the vote (13%). Very few will vote other parties (1%).

The Liberal vote is common to the youngest (70%), females (68%) and in Corner Brook and Western Newfoundland (78%). The Progressive Conservative vote is characteristic of the oldest (33%), males (24%), mid income groups (\$40K - 26%) and in Grand Falls-Windsor and Central Newfoundland (26%). The NDP vote is common to the least wealthy (17%) and in Labrador (23%).

Of note, more than one half of those who voted Progressive Conservative in 2011 will be voting Liberal in the coming election (56%), as will more than one half of those who voted NDP in 2011 (52%). Thus, each of the opposition parties has emptied at least half its vote into the Liberals.

#### Ball most popular leader by far

Dwight Ball of the Liberals has the approval of almost half the voters (46%) and his net favourable score (approve minus disapprove) is a very positive +22. Paul Davis, the Premier, has the approval of one third (34%) and his net is a negative -9. Earle McCurdy trails at 3-in-10 approving (30%) and a net favourability of -4.

#### Ball seen as best premier

Dwight Ball is seen to make the best premier by more than a third (37%), compared to just one quarter for Paul Davis (25%). Earle McCurdy brings up the rear at just one tenth (10%). About one sixth think none of these is up to the job (14%) or don't have an opinion (15%).

"This lopsided result is not unanticipated, but it is interesting the different voters are so clearly delineated demographically. Young females are firmly in the Liberal camp and older males in the Progressive Conservative camp. The NDP, of course, is very solid in Labrador, but not elsewhere in the province," 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.

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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 766 randomly selected Newfoundland and Labrador voters. The poll was conducted on November 6<sup>th</sup>, 2015.

Results based on the total sample are considered accurate +/- 4%, 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. Electoral outcome depends on the success of the parties at getting out the vote. 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)

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**November 6<sup>th</sup>, 2015**

**Current Provincial Party Preference**

*'A provincial election has been called for November 30. Which party are you most likely to vote for?' + 'Even though you may not have made up your mind, which party are you leaning towards at this time?'*

*[Decided/Leaning]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	733	167	94	143	173	156	374	359
Progressive Conservative	21	16	16	21	17	33	24	19
Liberal	65	70	71	67	67	55	62	68
New Democratic Party	13	14	13	11	15	11	12	13
Other Parties	1	0	0	1	0	1	1	0

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	733	74	139	92	85	77	161
Progressive Conservative	21	16	25	26	20	20	22
Liberal	65	66	60	65	66	65	65
New Democratic Party	13	17	14	8	13	15	13
Other Parties	1	1	1	0	1	0	0

**Past Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Other Parties
Sample	733	269	180	138	18
Progressive Conservative	21	38	8	13	18
Liberal	65	56	85	52	73
New Democratic Party	13	6	6	35	6
Other Parties	1	0	0	0	4

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**November 6<sup>th</sup>, 2015**

## **Paul Davis Approval**

*'Do you approve or disapprove of the job Paul Davis is doing as premier?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	766	170	100	155	182	159	394	372
Approve	34	31	35	32	33	41	36	32
Disapprove	43	41	42	50	47	35	48	39
Don't know	23	28	24	18	20	24	16	29

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	766	79	141	94	87	81	169
Approve	34	27	38	42	34	28	40
Disapprove	43	43	39	31	41	59	46
Don't know	23	30	23	26	25	13	14

### **Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Other Parties
Sample	766	156	457	102	18
Approve	34	78	22	27	16
Disapprove	43	12	53	56	40
Don't know	23	10	25	17	44

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## Dwight Ball Approval

*'Do you approve or disapprove of the job Dwight Ball is doing as leader of the Opposition?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	766	170	100	155	182	159	394	372
Approve	46	44	40	50	52	42	47	44
Disapprove	24	19	32	26	19	25	28	20
Don't know	31	37	28	24	29	33	24	36

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	766	79	141	94	87	81	169
Approve	46	38	51	34	45	51	49
Disapprove	24	22	17	35	21	23	28
Don't know	31	40	32	31	34	25	22

### Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Other Parties
Sample	766	156	457	102	18
Approve	46	20	59	31	40
Disapprove	24	52	12	39	19
Don't know	31	28	29	30	41

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## **Earle McCurdy Approval**

*'Do you approve or disapprove of the job Earle McCurdy is doing as Leader of the NDP?'*

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	766	170	100	155	182	159	394	372
Approve	30	29	35	28	30	29	33	28
Disapprove	34	32	35	38	34	35	40	29
Don't know	35	39	30	35	36	36	27	43

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	766	79	141	94	87	81	169
Approve	30	36	27	22	34	38	32
Disapprove	34	28	31	38	40	37	38
Don't know	35	37	42	40	26	24	30

### **Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Other Parties
Sample	766	156	457	102	18
Approve	30	21	26	68	42
Disapprove	34	47	36	9	23
Don't know	35	32	38	22	34

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### Best Premier of NL

*'Regardless of which party you would vote for, who do you think would make the best Premier of Newfoundland and Labrador?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	766	170	100	155	182	159	394	372
Paul Davis	25	20	28	24	18	35	26	23
Dwight Ball	37	32	32	42	43	41	41	34
Earle McCurdy	10	9	15	8	14	5	10	10
None of these	14	18	14	13	11	9	14	13
Don't know	15	21	11	13	14	10	10	19

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	766	79	141	94	87	81	169
Paul Davis	25	23	25	36	21	25	26
Dwight Ball	37	29	40	31	37	40	43
Earle McCurdy	10	12	6	6	9	19	11
None of these	14	16	13	10	18	9	8
Don't know	15	19	16	16	15	7	12

### Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Other Parties
Sample	766	156	457	102	18
Paul Davis	25	74	13	9	4
Dwight Ball	37	7	54	20	9
Earle McCurdy	10	4	5	47	7
None of these	14	8	12	17	64
Don't know	15	8	15	8	16

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