

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

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TORONTO

August 7th, 2016

HIGHLIGHTS:

- One tenth each selected Maxime Bernier (11%) and Tony Clement (10%) from the list of five currently declared candidates for the Conservative Party leadership.
- Among the small sample of those who claim to be Conservative Party members (n=99), and thus have an actual say in the leadership contest, Maxime Bernier leads (14%)
- "When we subtract the bright shiny objects like Peter MacKay and Kevin O'Leary, from the equation, the Conservative race becomes clearer. A preference measure at this stage of the campaign is more a name recognition exercise than anything else, but, nonetheless, Maxime Bernier has done a very successful job of differentiating himself with some interesting policy. If Tony Clement is the establishment candidate, Bernier may be seen as the radical in this race. We have to keep in mind, though, that close to a third of the electorate, and the party, is waiting for someone else to support for leader"

FOR IMMEDIATE RELEASE

Bernier, Clement Lead Conservative Leadership Race

Clement preferred by Conservative voters

In a random sampling of public opinion taken by the Forum Poll™ among 1345 Canadian voters, one tenth each selected Maxime Bernier (11%) and Tony Clement (10%) from the list of five currently declared candidates for the Conservative Party leadership. The leading choice made is "someone else" (28%) and as many as 4-in-10 don't offer an opinion (40%). Michael Chong is third choice (6%), and few select either Kellie Leitch or Deepak Obhrai (3% and 2%, respectively). Bernier is the prohibitive favourite in Quebec (29%) but has relatively little support elsewhere. By contrast, Tony Clement has less prominent, but more evenly distributed support.

Among Conservative supporters, however, Tony Clement clearly leads among the five (18%), followed by Maxime Bernier (10%). Fewer are unable to choose a candidate (27%).

Among the small sample of those who claim to be Conservative Party members (n=99), and thus have an actual say in the leadership contest, Maxime Bernier leads (14%), followed by Tony Clement (12%) and Kellie Leitch (7%). "Someone else" is still the favoured choice of 3-in-10 (30%), but, once again, there are fewer "don't knows" than among the general population (27%).

"When we subtract the bright shiny objects like Peter MacKay and Kevin O'Leary from the equation, the Conservative race becomes clearer. A preference measure at this stage of the campaign is more a name recognition exercise than anything else, but, nonetheless, Maxime Bernier has done a very successful job of differentiating himself with some interesting policy. If Tony Clement is the establishment candidate, Bernier may be seen as the radical in this race. We have to keep in mind, though, that close to a third of the electorate, and the party, is waiting for someone else to support for leader" 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 1345 randomly selected Canadian adults. The poll was conducted on August 6th, 2016.

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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Conservative Party Leadership Race

Which of the following would make the best leader of the Conservative Party?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1345	237	184	217	350	357	715	607
Deepak Obhrai (DEE-pak Oh-BRYE)	2	3	2	3	2	1	2	2
Maxime Bernier (Max-EEM BAIR-neeyea)	11	12	11	12	6	11	12	9
Tony Clement (Cle-MENT)	10	6	9	13	11	12	11	9
Michael Chong	6	7	6	5	4	5	5	6
Kellie Leitch	3	2	2	6	3	3	3	3
Someone else	28	24	32	24	32	32	33	23
Don't know	40	46	37	38	42	36	32	48

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1345	160	234	210	151	136	247
Deepak Obhrai (DEE-pak Oh-BRYE)	2	3	2	3	0	3	2
Maxime Bernier (Max-EEM BAIR-neeyea)	11	7	14	11	16	8	10
Tony Clement (Cle-MENT)	10	9	7	8	14	13	12
Michael Chong	6	4	8	3	3	13	4
Kellie Leitch	3	3	2	4	5	4	3
Someone else	28	30	31	25	21	31	31
Don't know	40	43	37	46	41	28	37

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Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1345	96	311	486	106	155	191	1046	299
Deepak Obhrai (DEE-pak Oh-BRYE)	2	0	1	4	2	2	2	2	2
Maxime Bernier (Max-EEM BAIR-neeyea)	11	7	29	4	4	4	5	5	28
Tony Clement (Cle-MENT)	10	6	6	13	12	9	10	11	5
Michael Chong	6	6	2	9	4	4	5	7	2
Kellie Leitch	3	3	3	3	4	4	3	3	3
Someone else	28	40	16	32	34	36	24	32	17
Don't know	40	38	44	35	41	40	50	39	44

Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties	Conservative Party Members
Sample	1345	406	573	143	84	46	40	99
Deepak Obhrai (DEE-pak Oh-BRYE)	2	3	2	1	2	3	6	5
Maxime Bernier (Max-EEM BAIR-neeyea)	11	10	10	10	12	26	6	14
Tony Clement (Cle-MENT)	10	18	8	9	3	1	6	12
Michael Chong	6	5	7	6	9	1	0	4
Kellie Leitch	3	4	2	3	6	2	5	7
Someone else	28	34	25	29	25	11	50	30
Don't know	40	27	46	42	43	55	26	27

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1345	264	367	493	221
Deepak Obhrai (DEE-pak Oh-BRYE)	2	2	2	3	2
Maxime Bernier (Max-EEM BAIR-neeyea)	11	16	14	8	6
Tony Clement (Cle-MENT)	10	14	7	11	8
Michael Chong	6	3	7	6	6
Kellie Leitch	3	7	4	1	4
Someone else	28	24	33	24	35
Don't know	40	35	33	48	39

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Conservative Party Membership

Are you a paid-up member of the Conservative Party?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1345	237	184	217	350	357	715	607
Yes	6	4	4	5	10	9	7	5
No	94	96	96	95	90	91	93	95

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1345	160	234	210	151	136	247
Yes	6	10	7	5	6	4	5
No	94	90	93	95	94	96	95

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1345	96	311	486	106	155	191	1046	299
Yes	6	3	5	6	6	10	7	7	5
No	94	97	95	94	94	90	93	93	95

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1345	264	367	493	221
Yes	6	9	7	5	6
No	94	91	93	95	94

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