

# NEWS RELEASE



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## **FOR IMMEDIATE RELEASE**

### **Major Reset in Federal Vote Share**

#### **Liberals down, Conservatives up, approvals too**

TORONTO December 8<sup>th</sup> – In a random sampling of public opinion taken by the Forum Poll™ among 1304 Canadian voters, the gap between the Liberals and the Conservatives, measured at 23 points last month on the day after Donald Trump's election, narrowed to just 8 points today.

If an election were held today, just more than 4-in-10 would vote Liberal (42%), compared to more than half last month (November 10 - 51%). During the same period, the Conservative vote share has increased from somewhat more than a quarter (28%) to more than a third now (34%), leaving the two parties 8 points apart. No change has occurred with respect to the New Democrat vote (November 10 - 11%, now - 12%). Few will vote Green (6%) or for the Bloc Quebecois (5%) or for another party (1%).

The Liberals no longer lead in every region but Alberta, and they are behind in the prairies and tied in BC. In Atlantic Canada, the Liberals still lead commandingly (66%) compared to the Conservatives (23%). In Quebec, the Liberals lead by less (45%), while the rest of the vote is split between the Conservatives (18%) and Bloquistes (19%). The NDP has a tenth share (13%). In vote-rich Ontario, where elections are won and lost, The Liberals (41%) are virtually tied with the Conservatives (39%), while the NDP has a tenth share again (12%). In the prairies, the Conservatives (43%) lead the Liberals (37%), and the NDP do their best here (16%). In Alberta, the Conservatives still lead convincingly (57%) over the Liberals (32%) and the NDP doesn't contend (8%). In BC, the two parties are tied (Liberals - 36%, Conservatives - 35%).

#### **Smaller Liberal majority seen**

If these results are projected up to seats in the House of Commons, the Liberals would take a 10 seat majority of 180 seats, to 135 for the Conservatives, 18 for the NDP, four for the Bloc and one for the Green Party.

#### **Trudeau favourables down, Ambrose up**

Justin Trudeau has the approval of one half of Canadians (51%), down from more than this a month ago (November 10 - 58%). His net favourable score (approve minus disapprove) is a positive +12, but is down from last month (November 10 - +26). His approval is strongest among the youngest ((57%), females (59%), in Atlantic Canada (82%) and mothers (66%). He has the approval of virtually all Liberals (90%) and one half of New Democrats (49%).

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#### **TORONTO**

**December 8<sup>th</sup>, 2016**

#### **HIGHLIGHTS:**

- The gap between the Liberals and the Conservatives, measured at 23 points last month on the day after Donald Trump's election, narrowed to just 8 points today
- If these results are projected up to seats in the House of Commons, the Liberals would take a 10 seat majority of 180 seats, to 135 for the Conservatives, 18 for the NDP, four for the Bloc and one for the Green Party
- Justin Trudeau has the approval of one half of Canadians (51%), down from more than this a month ago (November 10 - 58%)

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Rona Ambrose has the approval of more than a third now (36%), up from 3-in-10 last month (November 10 - 30%). Her net score is a favourable +9, up from +3 last month. She has the approval of 6-in-10 Conservatives (59%).

Tom Mulcair is approved of by just more than a third (35%), similar to his approval last month (November 10 - 33%). His net favourable score is a neutral +1, similar to last month's score of 0. Mulcair has the approval of two thirds of his members (67%), and 4-in-10 Liberals (41%).

### **Justin Trudeau still seen as best Prime Minister**

Four-in-ten voters see Justin Trudeau as the best Prime Minister (40%), and the next largest vote is for "none of these" (17%). Tom Mulcair (12%) and Rona Ambrose (14%) are basically tied in third place. Four-in-ten Conservatives see Rona Ambrose as best at the job (43%), half of New Democrats favour their current leader (48%), but virtually all Liberals see Trudeau as the best at the job (83%).

"There is no question that the high flying Liberals have been brought down hard this month. It may be the Trump Effect, it may be the confluence of a number of tough decisions, including pipelines, occurring at once, and some may be attributed to recent missteps on the part of the Prime Minister. Nonetheless, he remains remarkably popular and his party is still in majority territory, for now," 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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### **HIGHLIGHTS:**

- Four-in-ten voters see Justin Trudeau as the best Prime Minister (40%), and the next largest vote is for "none of these" (17%)
- "There is no question that the high flying Liberals have been brought down hard this month. It may be the Trump Effect, it may be the confluence of a number of tough decisions, including pipelines, occurring at once, and some may be attributed to recent missteps on the part of the Prime Minister. Nonetheless, he remains remarkably popular and his party is still in majority territory, for now," said Forum Research President, Dr. Lorne Bozinoff

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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 1304 randomly selected Canadian Voters. The poll was conducted on December 6<sup>th</sup>-7<sup>th</sup>, 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](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)

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**Federal Party Preference Trending**

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
December 6 <sup>th</sup> -7 <sup>th</sup> , 2016	1304	34	42	12	6	5	1
November 9 <sup>th</sup> -10 <sup>th</sup> , 2016	1474	28	51	11	5	4	1
October 11 <sup>th</sup> -12 <sup>th</sup>	1384	30	49	12	4	5	1
September 20-21 <sup>st</sup> , 2016	1326	34	47	9	3	6	0
September 7 <sup>th</sup> , 2016	1370	30	48	11	4	5	0
August 6 <sup>th</sup> , 2016	1345	31	50	10	4	4	1
July 6 <sup>th</sup> , 2016	1429	28	52	11	3	5	1
June 7 <sup>th</sup> , 2016	2271	32	49	10	4	4	1
April 4 <sup>th</sup> -5 <sup>th</sup> , 2016	1455	28	51	12	3	6	1
March 15 <sup>th</sup> , 2016	1567	34	46	12	3	4	1
Feb. 16 <sup>th</sup> -17 <sup>th</sup> , 2016	1406	32	49	10	5	3	1
Dec. 6 <sup>th</sup> -8 <sup>th</sup> , 2015	1369	32	46	13	4	4	1
November 17 <sup>th</sup> , 2015	909	37	45	10	3	4	1
Nov. 4 <sup>th</sup> -7 <sup>th</sup> , 2015	1256	25	55	12	3	4	1
Election: Oct. 19 <sup>th</sup> , 2015		32	40	20	3	5	0
October 18 <sup>th</sup> , 2015	1373	30	40	20	3	6	1
Oct. 13 <sup>th</sup> -14 <sup>th</sup> , 2015	1438	31	37	24	2	6	1
Oct. 9 <sup>th</sup> , 2015	1427	31	37	23	3	5	1
Oct 5 <sup>th</sup> -6 <sup>th</sup> , 2015	1447	31	35	26	3	4	1
Sept. 28-29 <sup>th</sup> , 2015	1449	34	27	28	5	5	1
Sept. 21-23 <sup>rd</sup> , 2015	1557	31	31	28	4	4	1
Sept. 18 <sup>th</sup> , 2015	922	33	29	29	4	4	1
Sept. 14-15 <sup>th</sup> , 2015	1402	32	28	30	6	4	1
Sept. 9-10 <sup>th</sup> , 2015	1308	28	29	36	3	3	1
August 30-Sept. 1 <sup>st</sup> , 2015	1384	24	32	36	4	4	1
August 23-24 <sup>th</sup> , 2015	1440	23	30	40	3	3	1
August 17-19 <sup>th</sup> , 2015	1473	29	28	34	4	4	1
August 10-11 <sup>th</sup> , 2015	1392	28	27	34	4	6	1
August 2 <sup>nd</sup> , 2015	1399	28	25	39	3	5	1
July 29 <sup>th</sup> , 2015	1397	33	25	33	4	4	1
July 21 <sup>st</sup> , 2015	1208	28	29	34	4	5	1
July 14 <sup>th</sup> , 2015	1251	27	27	34	5	7	1
July 8 <sup>th</sup> , 2015	1200	32	26	32	3	5	1
June 29 <sup>th</sup> , 2015	1221	27	29	32	4	6	1
June 23 <sup>rd</sup> , 2015	1268	28	28	36	2	5	1

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**Seat Distribution Projection Trending**

%	Cons	Lib	NDP	Green	Bloc	Other
December 6 <sup>th</sup> -7 <sup>th</sup> , 2016	135	180	18	1	4	0
November 9 <sup>th</sup> -10 <sup>th</sup> , 2016	72	257	8	1	0	0
October 11 <sup>th</sup> -12 <sup>th</sup>	83	240	14	1	0	0
September 20-21 <sup>st</sup> , 2016	111	219	7	1	0	0
September 7 <sup>th</sup> , 2016	87	238	8	1	4	0
August 6 <sup>th</sup> , 2016	81	246	10	1	0	0
July 6 <sup>th</sup> , 2016	55	278	5	0	0	0
June 7 <sup>th</sup> , 2016	98	230	9	1	0	0
April 4 <sup>th</sup> -5 <sup>th</sup> , 2016	74	256	5	1	2	0
March 15 <sup>th</sup> , 2016	111	215	11	1	0	0
February 16 <sup>th</sup> -17 <sup>th</sup> , 2016	91	240	6	1	0	0
December 6 <sup>th</sup> -8 <sup>th</sup> , 2015	99	224	14	1	0	0
November 17 <sup>th</sup> , 2015	108	222	6	0	2	0
November 4 <sup>th</sup> -7 <sup>th</sup> , 2015	57	276	5	0	0	0
Election: October 19 <sup>th</sup> , 2015	99	184	44	1	10	0
October 18 <sup>th</sup> , 2015	109	171	46	1	11	0
Oct. 13 <sup>th</sup> -14 <sup>th</sup> , 2015	114	127	77	1	19	0
October 9 <sup>th</sup> , 2015	116	145	69	1	7	0
October 5 <sup>th</sup> -6 <sup>th</sup> , 2015	122	120	94	1	1	0
September 28-29 <sup>th</sup> , 2015	151	76	104	1	6	0
September 21-23 <sup>rd</sup> , 2015	125	107	104	1	1	0
September 18 <sup>th</sup> , 2015	145	97	95	1	0	0
September 14-15 <sup>th</sup> , 2015	138	86	113	1	0	0
September 9-10 <sup>th</sup> , 2015	113	85	139	1	0	0
August 30-September 1 <sup>st</sup> , 2015	73	123	141	1	0	0
August 23-24 <sup>th</sup> , 2015	87	76	174	1	0	0
August 17-19 <sup>th</sup> , 2015	123	79	133	1	2	0
August 10-11 <sup>th</sup> , 2015	120	89	125	1	3	0
August 2 <sup>nd</sup> , 2015	118	58	160	1	1	0
July 29 <sup>th</sup> , 2015	156	58	122	1	1	0
July 21 <sup>st</sup> , 2015	121	78	134	1	4	0
July 14 <sup>th</sup> , 2015	107	79	132	1	19	0
July 8 <sup>th</sup> , 2015	155	59	120	1	2	1
June 29 <sup>th</sup> , 2015	104	106	119	1	8	0
June 23 <sup>rd</sup> , 2015	116	65	149	1	3	0
June 16 <sup>th</sup> , 2015	112	86	120	1	18	1
June 5 <sup>th</sup> , 2015	151	101	83	1	1	1
May 14 <sup>th</sup> , 2015	131	95	111	1	0	0
April 23 <sup>rd</sup> , 2015	146	101	77	1	12	1
April 16 <sup>th</sup> , 2015	142	137	58	1	0	0
March 31 <sup>st</sup> , 2015	129	125	65	1	17	1
March 14 <sup>th</sup> , 2015	130	138	65	1	4	0
February 10 <sup>th</sup> , 2015	112	194	30	1	1	0

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**Federal Vote Preference**

*If a federal election were held today, which party are you most likely to vote for?*

*[Decided/Leaning ONLY]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1246	183	150	228	286	399	671	560
Conservative	34	30	32	38	34	34	37	30
Liberal	42	44	43	39	41	45	38	47
New Democratic	12	13	13	9	14	11	12	11
Green	6	6	6	8	4	5	6	6
Bloc Quebecois	5	7	5	5	6	5	6	5
Other	1	1	1	1	1	1	1	1

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1246	148	190	180	162	137	214
Conservative	34	25	32	27	28	40	36
Liberal	42	46	44	43	47	41	42
New Democratic	12	15	12	15	12	11	12
Green	6	8	5	6	5	4	6
Bloc Quebecois	5	5	5	8	8	4	3
Other	1	1	2	1	1	1	0

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1246	86	260	460	114	130	196	994	252
Conservative	34	23	18	39	43	57	35	39	19
Liberal	42	66	45	41	37	32	36	42	43
New Democratic	12	6	13	12	16	8	13	12	11
Green	6	5	4	6	4	3	14	6	4
Bloc Quebecois	5	0	19	1	0	0	0	0	22
Other	1	0	1	1	0	1	1	1	1

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### *Past Federal Vote Preference*

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1246	365	458	174	45	55	57
Conservative	34	86	10	7	10	9	32
Liberal	42	10	78	27	19	7	34
New Democratic	12	3	6	56	2	6	12
Green	6	1	3	8	61	6	10
Bloc Quebecois	5	0	1	3	6	71	8
Other	1	0	1	1	1	0	4

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## TORONTO

December 8<sup>th</sup>, 2016

### Justin Trudeau Approval

Do you approve or disapprove of the job Justin Trudeau is doing as Prime Minister?

[All Respondents]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1304	187	161	236	303	417	693	594
Approve	51	57	47	47	50	50	44	59
Disapprove	39	35	41	45	38	36	48	29
Don't know	10	8	12	8	12	14	8	12

#### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1304	161	194	187	166	142	217
Approve	51	54	54	51	52	52	48
Disapprove	39	32	33	38	40	38	43
Don't know	10	14	13	10	7	10	10

#### Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1304	92	269	482	118	136	207	1044	260
Approve	51	82	58	49	43	37	42	49	57
Disapprove	39	12	32	38	47	57	50	41	33
Don't know	10	6	11	13	10	6	9	10	10

#### Current Federal Vote Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1304	415	464	165	101	52	49
Approve	51	10	90	49	46	46	36
Disapprove	39	80	3	41	37	48	52
Don't know	10	10	6	10	17	6	13

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## Rona Ambrose Approval

*Do you approve or disapprove of the job Rona Ambrose (RON-na) is doing as interim leader of the opposition?*

[All Respondents]

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1304	187	161	236	303	417	693	594
Approve	36	26	31	44	38	47	41	32
Disapprove	27	35	25	25	24	22	31	23
Don't know	37	39	43	31	38	31	28	45

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1304	161	194	187	166	142	217
Approve	36	27	29	39	39	41	39
Disapprove	27	25	25	29	27	32	26
Don't know	37	48	45	32	33	27	35

### Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1304	92	269	482	118	136	207	1044	260
Approve	36	42	29	35	36	47	41	39	27
Disapprove	27	28	28	26	27	26	28	26	30
Don't know	37	29	43	39	37	27	31	35	43

### Current Federal Vote Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1304	415	464	165	101	52	49
Approve	36	59	32	26	13	19	22
Disapprove	27	15	29	42	41	36	33
Don't know	37	26	39	32	46	45	45

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**Tom Mulcair Approval**

*Do you approve or disapprove of the job Tom Mulcair is doing as interim leader of the NDP*

*[All Respondents]*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1304	187	161	236	303	417	693	594
Approve	35	35	27	38	38	38	33	37
Disapprove	34	35	39	33	32	30	42	27
Don't know	31	31	34	29	30	32	25	37

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1304	161	194	187	166	142	217
Approve	35	29	30	42	47	32	36
Disapprove	34	38	31	31	27	32	41
Don't know	31	33	39	27	26	36	23

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1304	92	269	482	118	136	207	1044	260
Approve	35	37	46	29	31	26	38	32	44
Disapprove	34	29	29	34	42	44	34	36	28
Don't know	31	35	25	36	27	30	28	32	28

**Current Federal Vote Preference**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1304	415	464	165	101	52	49
Approve	35	20	41	67	32	41	19
Disapprove	34	51	30	17	25	30	45
Don't know	31	29	29	16	43	29	36

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**Best Prime Minister**

Regardless of which party you plan to vote for, who do you think would make the best Prime Minister?

[All Respondents]

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1304	187	161	236	303	417	693	594
Justin Trudeau	40	46	38	34	42	42	35	46
Rona (RON-nah) Ambrose	14	14	15	15	15	14	19	10
Tom Mulcair	12	14	11	11	13	13	14	11
Elizabeth May	6	6	6	8	6	5	6	6
Rheal Fortin	2	3	1	3	0	2	3	1
None of these	17	12	20	21	17	16	18	15
Don't know	8	7	9	9	7	7	5	10

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1304	161	194	187	166	142	217
Justin Trudeau	40	41	42	39	46	43	40
Rona (RON-nah) Ambrose	14	6	13	19	11	16	19
Tom Mulcair	12	14	13	12	11	11	13
Elizabeth May	6	7	6	5	6	6	6
Rheal Fortin	2	5	2	1	4	0	1
None of these	17	15	17	14	16	19	17
Don't know	8	11	6	10	6	5	5

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1304	92	269	482	118	136	207	1044	260
Justin Trudeau	40	72	43	41	33	30	30	39	44
Rona (RON-nah) Ambrose	14	6	9	13	21	32	17	16	8
Tom Mulcair	12	3	20	11	13	7	12	11	17
Elizabeth May	6	5	4	5	5	3	16	7	4
Rheal Fortin	2	4	5	1	1	0	1	1	7
None of these	17	6	12	20	20	22	16	18	14

**TORONTO**  
**December 8<sup>th</sup>, 2016**

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# NEWS RELEASE



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### Current Federal Vote Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1304	415	464	165	101	52	49
Justin Trudeau	40	5	83	27	24	23	20
Rona (RON-nah) Ambrose	14	43	2	3	2	2	6
Tom Mulcair	12	7	6	48	9	19	9
Elizabeth May	6	1	3	5	42	13	6
Rheal Fortin	2	1	0	1	3	26	4
None of these	17	32	1	10	16	14	52
Don't know	8	12	4	6	5	4	3

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