

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Half don't think Justin is ready

#### Half think Mulcair is

TORONTO September 2<sup>nd</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1384 Canadian voters, just less than one half (47%) claim Justin Trudeau is not ready to be Prime Minister, while 4-in-10 think he is (39%). One sixth don't know (14%). Agreeing Justin is ready for the big job is characteristic of the youngest (44%), the wealthy (\$80K to \$100K - 45%, \$100K to \$250K - 42%), in Atlantic Canada (47%), Ontario (46%) and the prairies (42%). One tenth of Conservative voters acknowledge he's ready for the show (11%), while one third of NDP voters do as well (35%). Just more than a tenth of Liberal voters think their leader is not ready (13%) or don't know if he is (11%).

#### Half think Mulcair ready for top job

Just less than half the voters in Canada think Tom Mulcair is ready for the top job (47%) and this is characteristic of the wealthy (\$80K to \$100K - 53%, \$100K to \$250K - 55%) and in Quebec (55%). One fifth of Conservative voters agree he's ready (18%), as do 4-in-10 Liberal voters (40%). Fewer than one tenth of his own voters doubt him (7%) or don't know (10%).

#### 7-in-10 say Harper has been PM too long

Close to 7-in-10 voters say Prime Minister Stephen Harper has had the job too long (68%) and this is common to the least wealthy (74%), in Atlantic Canada (82%) but not so much in Alberta (49%). One tenth of Conservative voters think their leader has been in the job too long (13%), while agreement with this is almost universal among Liberals (88%) and New Democrats (90%).

"It appears that the relentless onslaught of one-message TV ads has had its desired effect. Despite serving eight years in parliament, as his party's critic for citizenship and immigration, and post-secondary education, and being leader for more than 2 years, Justin Trudeau is branded as "not being ready". The upside to this positioning is it creates low expectations," 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

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

## HIGHLIGHTS:

- Less than one half (47%) claim Justin Trudeau is not ready to be Prime Minister.
- Less than half the voters in Canada think Tom Mulcair is ready for the top job (47%).
- Close to 7-in-10 voters say Prime Minister Stephen Harper has had the job too long (68%).
- "It appears that the relentless onslaught of one-message TV ads has had its desired effect. Despite serving eight years in parliament, as his party's critic for citizenship and immigration, and post-secondary education, and being leader for more than 2 years, Justin Trudeau is branded as "not being ready". If he becomes leader of the Official Opposition, that reputation may need to change," 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 1384 randomly selected Canadians 18 years of age or older. The poll was conducted from August 30<sup>th</sup> to September 1<sup>st</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)

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### ***Justin Trudeau as Prime Minister***

*'Is Justin Trudeau ready to be Prime Minister or not?'*

*[All Respondents]*

### ***Age / Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1384	257	194	226	302	405	742	642
Yes	39	44	39	36	37	37	41	37
No	47	41	50	48	51	51	49	45
Don't know	14	15	11	16	13	13	9	18

### ***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1384	158	318	325	143	187	253	1099	285
Yes	39	47	28	46	42	35	36	42	28
No	47	35	63	37	46	55	49	43	62
Don't know	14	18	9	17	12	9	15	15	10

### ***Federal Vote Preference***

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1384	318	363	429	84	43	83
Yes	39	11	76	35	35	21	16
No	47	84	13	48	51	69	74
Don't know	14	5	11	17	14	10	10

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

### ***Tom Mulcair as Prime Minister***

*'Is Tom Mulcair ready to be Prime Minister or not?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1384	257	194	226	302	405	742	642
Yes	47	47	50	48	47	41	50	43
No	37	35	33	33	41	46	38	36
Don't know	16	18	17	19	12	13	11	21

#### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1384	158	318	325	143	187	253	1099	285
Yes	47	47	55	45	45	34	47	44	56
No	37	31	27	39	44	56	35	40	27
Don't know	16	22	17	16	12	10	17	16	17

#### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1384	318	363	429	84	43	83
Yes	47	18	40	83	38	42	26
No	37	71	44	7	33	27	59
Don't know	16	12	17	10	29	30	15

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## ***Stephen Harper as Prime Minister***

*'Has Stephen Harper been Prime Minister too long or not?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1384	257	194	226	302	405	742	642
Yes	68	71	70	71	68	60	67	70
No	28	28	28	25	27	32	30	25
Don't know	4	2	2	4	5	8	3	5

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1384	158	318	325	143	187	253	1099	285
Yes	68	82	70	71	66	49	68	68	71
No	28	14	27	25	30	45	29	28	26
Don't know	4	4	3	4	3	6	3	4	3

### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1384	318	363	429	84	43	83
Yes	68	13	88	90	87	84	37
No	28	82	11	9	10	12	56
Don't know	4	5	2	2	3	4	7

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