

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **4-in-10 rate new senators favourably**

### **Enthusiasm highest among youngest**

TORONTO April 6<sup>th</sup>, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 1455 Canadian voters, close to 4-in-10 rated the seven new senators appointed by Prime Minister Trudeau favourably (38%) and close to a fifth rated them as “excellent” (17%). Enthusiasm for these senatorial choices is highest among the youngest voters (44% favourable, 23% excellent), among the wealthy (\$80K to \$100K - 44%), in Atlantic Canada (44%), among Liberal supporters (58%) as well as among the plurality of New Democrats (41%) and among the best educated (post grad - 45%). In fact, the only group among whom the majority rates these new senators unfavourably are Conservative supporters (52%).

“It appears the Prime Minister has hit the sweet spot with these seven appointments. The last time we tested approval of the senate, barely one in seven were had a favourable opinion (14%), and just a fraction thought the senate was “excellent” (2%),” 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.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

### **TORONTO**

**April 6<sup>th</sup>, 2016**

### **HIGHLIGHTS:**

- Close to 4-in-10 rated the seven new senators appointed by Prime Minister Trudeau favourably (38%) and close to a fifth rated them as “excellent” (17%).
- “It appears the Prime Minister has hit the sweet spot with these seven appointments. The last time we tested approval of the senate, barely one in seven were had a favourable opinion (14%), and just a fraction thought the senate was “excellent” (2%),” 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



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1455 randomly selected Canadians 18 years of age or older. The poll was conducted on between April 4<sup>th</sup> and April 5<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. Electoral success is dependant on the parties' skill 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)

## TORONTO

April 6<sup>th</sup>, 2016

## Senate Opinion - Trending

%	New Senators April 6 <sup>th</sup> , 2016	Senate Overall February 20 <sup>th</sup> , 2014	Senate Overall May 21 <sup>st</sup> , 2013
Sample	1455	1824	1779
Excellent	17	2	3
Good	21	12	10
Fair	16	31	27
Poor	14	50	51
Don't know	32	5	9

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

## **Seven New Senators**

*'How do you rate the quality of the seven new senators appointed by Prime Minister Trudeau?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1455	272	207	252	334	390	812	643
Excellent	17	23	12	18	15	15	18	17
Good	21	20	20	21	19	27	18	24
Fair	16	14	16	16	16	19	17	15
Poor	14	14	18	12	16	8	19	9
Don't know	32	28	35	33	34	31	28	35

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1455	113	345	522	128	172	175	1125	330
Excellent	17	24	12	21	16	15	17	19	11
Good	21	20	28	20	13	10	25	19	28
Fair	16	14	19	16	20	12	11	15	19
Poor	14	11	12	12	13	30	12	14	12
Don't know	32	31	30	31	38	32	35	32	31

### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1455	408	638	169	78	72	43
Excellent	17	4	28	13	18	12	16
Good	21	7	30	28	19	14	8
Fair	16	21	11	24	14	18	15
Poor	14	31	3	14	15	19	32
Don't know	32	37	29	21	34	37	29

**TORONTO**  
**April 6<sup>th</sup>, 2016**

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

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)

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**

**April 6<sup>th</sup>, 2016**

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)