

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

August 17th, 2016

HIGHLIGHTS:

- As many as three quarters disagree that third parties should be able to spend unlimited sums on Ontario election advertising (73%)
- When asked who spends the most under the current 3rd party spending rules, few select individuals (4%)
- "It is not surprising most voters reject the current 3rd party election advertising rules, as they are almost ludicrous in their laxness. What is curious is the fact that most see unions and corporations as equal spenders, when it is known that almost all 3rd party election spending in Ontario is by union groups" said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Three Quarters Disagree with Current 3rd Party Spending Rules

Most think corporations and unions spend equally

In a random sampling of public opinion taken by the Forum Poll™ among 1097 Ontario voters, as many as three quarters disagree that third parties should be able to spend unlimited sums on Ontario election advertising (73%), while just one seventh agree with the current spending rules (14%). A similar proportion doesn't have an opinion (13%).

Agreement with the current rules, which allow unlimited spending, is common to the youngest (18%), males (17%) rather than females (10%), in Toronto (17%) and among Liberals (17%).

Most don't know who spends the most, but unions and corporations lead

When asked who spends the most under the current 3rd party spending rules, few select individuals (4%), but two equal groups, just less than a quarter, pick unions (22%) or corporations (23%) as the big spenders. Close to one half of voters don't know who the big spenders are (44%). PC voters are most likely to say unions are the big spenders (36%), while both Liberals and New Democrats pick corporations (28% and 30%, respectively).

"It is not surprising most voters reject the current 3rd party election advertising rules, as they are almost ludicrous in their porousness. What is curious is the fact that most see unions and corporations as equal spenders, when it is known that almost all 3rd party election spending in Ontario is by union groups" 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 1097 randomly selected Ontario voters. The poll was conducted on August 15th, 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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Election Advertising

Do you agree or disagree third parties should be allowed to spend as much as they want on provincial election advertising?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1097	136	130	197	268	366	551	528
Agree	14	18	14	12	13	10	17	10
Disagree	73	73	71	74	75	71	72	73
Don't know	13	9	16	13	12	19	10	17

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1097	87	181	173	119	119	191
Agree	14	14	11	15	14	8	16
Disagree	73	69	71	69	77	79	75
Don't know	13	17	18	16	9	13	9

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1097	179	182	298	480	262	176
Agree	14	13	17	14	15	16	7
Disagree	73	74	74	68	70	74	78
Don't know	13	13	9	18	15	10	15

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1097	444	292	181	69	44
Agree	14	13	17	13	5	18
Disagree	73	71	75	76	84	68
Don't know	13	16	8	12	11	14

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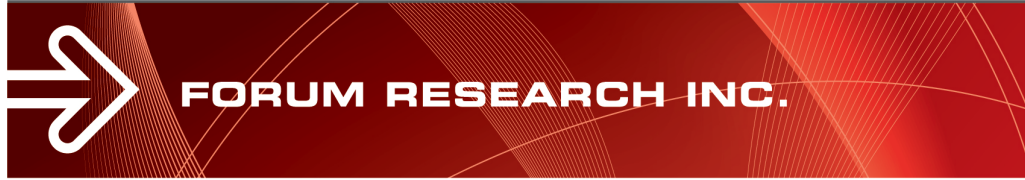
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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1097	209	276	409	203
Agree	14	16	15	13	12
Disagree	73	67	70	73	81
Don't know	13	17	15	14	7

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Biggest Spenders

Who spends the most on third party provincial election advertising under the current rules?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1097	136	130	197	268	366	551	528
Mostly unions	22	21	24	24	23	20	28	17
Mostly individuals	4	4	1	4	7	4	3	5
Mostly corporations	23	30	28	19	21	15	25	22
Someone else	6	9	4	5	4	9	7	6
Don't know	44	36	44	48	45	52	37	50

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1097	87	181	173	119	119	191
Mostly unions	22	16	18	15	24	28	25
Mostly individuals	4	3	3	7	3	2	3
Mostly corporations	23	39	20	24	26	27	25
Someone else	6	5	9	6	5	5	4
Don't know	44	38	50	48	42	38	43

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1097	179	182	298	480	262	176
Mostly unions	22	21	28	24	25	23	13
Mostly individuals	4	3	4	4	4	5	2
Mostly corporations	23	30	22	22	22	21	25
Someone else	6	5	4	7	6	9	5
Don't know	44	41	42	42	42	43	55

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Mostly individuals	4	3	3	7	6	3
Mostly corporations	23	19	28	30	27	18
Someone else	6	6	5	8	15	10
Don't know	44	38	48	42	41	48

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1097	209	276	409	203
Mostly unions	22	13	20	25	30
Mostly individuals	4	4	4	4	3
Mostly corporations	23	21	27	22	25
Someone else	6	7	10	4	9
Don't know	44	55	40	46	33

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