

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Federal Liberals continue to dominate

NDP still bleeding

TORONTO March 16th, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 1567 Canadian voters, close to one half will vote Liberal if the election were held today (46%), while just more than a third would vote Conservative (34%). Just one tenth will vote NDP (12%), and few will vote Green (3%), Bloc Quebecois (4%) or for another party (1%). These findings are in contrast to last month, when the Liberals were very slightly higher in voter preference (February 18 - 49%) and the Conservatives were very slightly lower (February 18 - 32%).

Liberals are popular with the oldest (50%), females (51%), mid income groups (\$40K to \$60K - 52%), in Atlantic Canada (60%), mothers (53%) and the best educated (post grad - 52%).

Conservatives draw the votes of younger voters ((35 to 44 - 39%), males (39%) rather than females (28%), the wealthiest (43%), in Alberta (58%), Anglophones (40%) rather than Francophones (16%) and among university graduates (37%).

The NDP vote is common to the youngest (15%), the least wealthy (15%, often a proxy for youth), in Quebec (16%) and BC (21%) and among Francophones (15%).

Of note, of those New Democrats voters from the most recent election, more than a third would now vote Liberal (36%).

Liberal to win close to super majority

If these results are projected up to the 338 seat House of Commons, the Liberals would capture very close to two thirds (64%) of the seats, or 215, to 111 for the Conservatives. The NDP would take just 11 seats, the Greens one and no other party would seat a member.

Leader approvals steady, Trudeau down slightly

Well more than one half the voters approve of the job Justin Trudeau is doing a Prime Minister (54%), and his net favourable score (approve minus disapprove) is a healthy +19. This is down slightly from last month, when his approval was closer to 6-in-10 (February 18 - 57%) and his net was higher (+23). Approval of the Prime Minister is almost unanimous among Liberals (91%), but is also characteristic of 6-in-10 NDP voters (57%), and this is just slightly less than approve of the party's own leader (Tom Mulcair - 67%).

TORONTO

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HIGHLIGHTS:

- Close to one half will vote Liberal if the election were held today (46%), while just more than a third would vote Conservative (34%).
- If these results are projected up to the 338 seat House of Commons, the Liberals would capture very close to two thirds (64%) of the seats, or 215, to 111 for the Conservatives.
- Well more than one half the voters approve of the job Justin Trudeau is doing a Prime Minister (54%), and his net favourable score (approve minus disapprove) is a healthy +19.

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HIGHLIGHTS:

- Four-in-ten voters think Justin Trudeau makes the best Prime Minister (43%).
- “Despite the pomp and circumstance of last week’s state visit to Washington, it appears the Prime Minister is settling down to earth a bit in the voters’ eyes. His vote share is off a tick, as is his approval. Nonetheless, He performs at his own party’s level of voter preference, which is a good thing strategically. Mind you, Rona Ambrose is polling at the same level as her party too, and this is as good as it gets for her, as she is firmly in second place. The real crisis case here is Tom Mulcair, while he outperforms his party three to one in approval compared to voter preference, his approval among his own partisans has been slipping. This must be a concern with a leadership vote coming up, as is his party’s currently dismal showing in our poll,” said Forum Research President, Dr. Lorne Bozinoff.

Rona Ambrose’s approval is steady at 3-in-10 (29%), just slightly less than her party’s vote share (34%), and her net score is a neutral 0. This hasn’t changed since February 18 (28% approval, -3 net). Approval of Ambrose among Conservative voters is at one half (53%), while 3-in-10 don’t know enough about her to judge (30%).

Tom Mulcair has the approval of about one third of voters (35%), and a net favourable score of a neutral +1. This is similar to his approval last month (36%). Mentioned above, Mulcair’s approval among his own party’s voters is about two thirds (67%), but this is well down since last month (74%).

Trudeau four times more likely to be seen as best PM

Four-in-ten voters think Justin Trudeau makes the best Prime Minister (43%), and this is similar to his party’s vote share (46%). One quarter of this proportion opt for Rona Ambrose (13%) or Tom Mulcair (10%). Close to one fifth see none of the contenders as fit for the job (18%). Just one third of Conservative voters think Rona Ambrose would make the best PM (37%), while as many as 3-in-10 New Democrats think Justin Trudeau is the best at the job (30%), just fewer than the proportion who think their own leader, Tom Mulcair, would be best (46%). As it stands, Trudeau is the only leader with more than 50% support in his own party.

“Despite the pomp and circumstance of last week’s state visit to Washington, it appears the Prime Minister is settling down to earth a bit in the voters’ eyes. His vote share is off a tick, as is his approval. Nonetheless, he performs at his own party’s level of voter preference, which is a good thing strategically. Rona Ambrose is polling at the same level as her party too, and this is as good as it gets for her, as she is firmly in second place. The real crisis case here is Tom Mulcair, while he outperforms his party three to one in approval compared to voter preference, his approval among his own partisans has been slipping. This must be a concern with a leadership vote coming up, as is his party’s currently dismal showing in our poll,” 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 1567 randomly selected Canadians 18 years of age or older. The poll was conducted on March 15th, 2016.

Results based on the total sample are considered accurate +/- 2%, 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. 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

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Federal Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
March 15 th , 2016	1567	34	46	12	3	4	1
Feb. 16 th -17 th , 2016	1406	32	49	10	5	3	1
Dec. 6 th -8 th , 2015	1369	32	46	13	4	4	1
November 17 th , 2015	909	37	45	10	3	4	1
Nov. 4 th -7 th , 2015	1256	25	55	12	3	4	1
Election: Oct. 19 th , 2015		32	40	20	3	5	0
October 18 th , 2015	1373	30	40	20	3	6	1
Oct. 13 th -14 th , 2015	1438	31	37	24	2	6	1
Oct. 9 th , 2015	1427	31	37	23	3	5	1
Oct 5 th -6 th , 2015	1447	31	35	26	3	4	1
Sept. 28-29 th , 2015	1449	34	27	28	5	5	1
Sept. 21-23 rd , 2015	1557	31	31	28	4	4	1
Sept. 18 th , 2015	922	33	29	29	4	4	1
Sept. 14-15 th , 2015	1402	32	28	30	6	4	1
Sept. 9-10 th , 2015	1308	28	29	36	3	3	1
August 30-Sept. 1 st , 2015	1384	24	32	36	4	4	1
August 23-24 th , 2015	1440	23	30	40	3	3	1
August 17-19 th , 2015	1473	29	28	34	4	4	1
August 10-11 th , 2015	1392	28	27	34	4	6	1
August 2 nd , 2015	1399	28	25	39	3	5	1
July 29 th , 2015	1397	33	25	33	4	4	1
July 21 st , 2015	1208	28	29	34	4	5	1
July 14 th , 2015	1251	27	27	34	5	7	1
July 8 th , 2015	1200	32	26	32	3	5	1
June 29 th , 2015	1221	27	29	32	4	6	1
June 23 rd , 2015	1268	28	28	36	2	5	1
June 16 th , 2015	1281	26	28	34	5	7	1
June 5 th , 2015	1156	31	32	28	5	3	1
May 14 th , 2015	1286	31	31	30	4	3	1
April 23 rd , 2015	977	35	31	23	6	5	1
April 16 th , 2015	1365	33	35	22	6	3	1
March 31 st , 2015	1239	31	34	23	5	5	1
March 14 th , 2015	1370	32	36	21	6	4	1
February 11 th , 2015	1018	32	39	17	5	4	1
January 27-28 th , 2015	1309	35	34	20	6	5	1
January 5-6 th , 2015	1650	33	37	20	5	4	1
Dec. 10-11 th , 2014	1560	33	41	17	5	3	1
Nov. 19-20 th , 2014	1442	33	36	18	8	4	1

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Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
March 15 th , 2016	111	215	11	1	0	0
February 16 th -17 th , 2016	91	240	6	1	0	0
December 6 th -8 th , 2015	99	224	14	1	0	0
November 17 th , 2015	108	222	6	0	2	0
November 4 th -7 th , 2015	57	276	5	0	0	0
Election: October 19 th , 2015	99	184	44	1	10	0
October 18 th , 2015	109	171	46	1	11	0
Oct. 13 th -14 th , 2015	114	127	77	1	19	0
October 9 th , 2015	116	145	69	1	7	0
October 5 th -6 th , 2015	122	120	94	1	1	0
September 28-29 th , 2015	151	76	104	1	6	0
September 21-23 rd , 2015	125	107	104	1	1	0
September 18 th , 2015	145	97	95	1	0	0
September 14-15 th , 2015	138	86	113	1	0	0
September 9-10 th , 2015	113	85	139	1	0	0
August 30-September 1 st , 2015	73	123	141	1	0	0
August 23-24 th , 2015	87	76	174	1	0	0
August 17-19 th , 2015	123	79	133	1	2	0
August 10-11 th , 2015	120	89	125	1	3	0
August 2 nd , 2015	118	58	160	1	1	0
July 29 th , 2015	156	58	122	1	1	0
July 21 st , 2015	121	78	134	1	4	0
July 14 th , 2015	107	79	132	1	19	0
July 8 th , 2015	155	59	120	1	2	1
June 29 th , 2015	104	106	119	1	8	0
June 23 rd , 2015	116	65	149	1	3	0
June 16 th , 2015	112	86	120	1	18	1
June 5 th , 2015	151	101	83	1	1	1
May 14 th , 2015	131	95	111	1	0	0
April 23 rd , 2015	146	101	77	1	12	1
April 16 th , 2015	142	137	58	1	0	0
March 31 st , 2015	129	125	65	1	17	1
March 14 th , 2015	130	138	65	1	4	0
February 10 th , 2015	112	194	30	1	1	0
January 27-28 th , 2015	145	125	61	1	5	1
January 5-6 th , 2015	137	126	70	1	0	1

Switch from 308 to 338 seat distribution

Dec. 10-11 th , 2014	109	164	34	1	0	0
Nov. 19-20 th , 2014	125	124	52	1	6	0
Oct. 5-8 th , 2014	132	130	44	1	1	0
Sept. 5 th , 2014	113	162	30	1	2	0
August 18-19 th , 2014	110	142	51	1	4	0

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Federal Vote Preference

'If a federal election were held today, which party are you most likely to vote for?'+ Even though you may not have made up your mind, which party are you leaning towards at this time?'

[Decided/Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1502	226	201	266	385	424	838	664
Conservative	34	30	39	37	32	32	39	28
Liberal	46	46	42	44	48	50	42	51
New Democratic	12	15	9	12	14	10	10	14
Green	3	4	3	2	3	2	3	3
Bloc Quebecois	4	3	5	4	3	5	5	4
Other	1	2	1	1	1	0	1	1

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1502	142	325	551	132	145	207	1189	313
Conservative	34	30	16	41	44	58	26	40	16
Liberal	46	60	49	46	41	32	47	46	48
New Democratic	12	7	16	10	9	6	21	11	15
Green	3	2	3	2	6	3	5	3	3
Bloc Quebecois	4	0	16	0	0	0	0	0	17
Other	1	1	1	1	0	1	1	1	1

Past Federal Vote

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	1502	421	503	258	58	64	69
Conservative	34	88	6	6	13	14	33
Liberal	46	8	88	36	42	23	43
New Democratic	12	2	3	54	4	5	10
Green	3	1	2	3	36	3	2
Bloc Quebecois	4	0	0	1	3	55	4
Other	1	0	0	1	1	1	7

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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	1567	240	211	276	402	438	858	709
Approve	54	55	50	50	57	58	50	58
Disapprove	35	33	40	44	31	28	43	28
Don't know	11	12	10	6	12	14	8	14

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1567	149	340	574	137	153	214	1239	328
Approve	54	63	56	52	49	36	65	53	55
Disapprove	35	28	28	38	45	52	26	37	29
Don't know	11	9	16	9	6	12	9	10	16

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1567	487	621	192	82	55	65
Approve	54	13	91	57	62	27	31
Disapprove	35	78	4	25	28	60	48
Don't know	11	8	5	18	10	13	21

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Ambrose Approval

'Do you approve or disapprove of the job Rona Ambrose 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	1567	240	211	276	402	438	858	709
Approve	29	19	28	32	36	36	36	23
Disapprove	29	28	33	35	25	26	33	26
Don't know	41	52	39	34	39	38	31	51

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1567	149	340	574	137	153	214	1239	328
Approve	29	37	18	33	30	44	22	32	20
Disapprove	29	28	32	29	27	29	28	29	31
Don't know	41	35	50	38	43	26	49	39	49

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1567	487	621	192	82	55	65
Approve	29	53	21	21	18	22	16
Disapprove	29	17	37	33	32	45	41
Don't know	41	30	43	46	51	33	43

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Mulcair Approval

'Do you approve or disapprove of the job Tom Mulcair is doing as leader of the NDP?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1567	240	211	276	402	438	858	709
Approve	35	30	30	38	41	38	36	33
Disapprove	33	31	41	36	30	29	40	27
Don't know	32	39	28	26	29	33	24	39

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1567	149	340	574	137	153	214	1239	328
Approve	35	28	42	36	25	19	40	33	42
Disapprove	33	34	27	32	41	50	30	35	28
Don't know	32	39	31	32	34	30	30	32	30

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1567	487	621	192	82	55	65
Approve	35	21	37	67	35	45	32
Disapprove	33	49	30	12	27	34	46
Don't know	32	30	33	21	37	21	21

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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	1567	240	211	276	402	438	858	709
Justin Trudeau	43	42	41	43	48	45	41	46
Rona Ambrose	13	9	14	17	13	12	15	10
Tom Mulcair	10	10	9	10	11	10	11	9
Elizabeth May	5	10	4	1	5	4	5	6
Rhéal Fortin	1	1	1	2	1	2	2	1
None of these	18	19	22	19	15	15	20	16
Don't know	9	9	10	7	7	12	6	12

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1567	149	340	574	137	153	214	1239	328
Justin Trudeau	43	54	47	43	37	27	48	43	46
Rona Ambrose	13	11	6	13	18	27	11	15	5
Tom Mulcair	10	6	15	10	6	3	11	8	15
Elizabeth May	5	6	4	4	6	6	11	6	4
Rhéal Fortin	1	2	3	1	0	3	1	1	3
None of these	18	14	16	21	19	25	10	18	17
Don't know	9	8	10	8	13	8	9	9	9

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1567	487	621	192	82	55	65
Justin Trudeau	43	10	82	30	36	21	9
Rona Ambrose	13	37	2	4	1	4	8
Tom Mulcair	10	6	3	46	5	13	5
Elizabeth May	5	2	5	4	36	0	3
Rhéal Fortin	1	1	1	1	0	15	3
None of these	18	35	3	8	19	33	52
Don't know	9	10	3	7	4	14	20

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