

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **FOR IMMEDIATE RELEASE**

### **Liberal lead opens up**

#### **Liberal minority now seen; Conservatives in opposition**

TORONTO October 10<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1427 Canadian voters ten days before the October 19 federal election, close to 4-in-10 will vote for the Liberals (37%), while about 3-in-10 will vote Conservative (31%). Fewer than one quarter will vote NDP (23%). The Bloc Quebecois will take a twentieth of the vote (5%), the Green Party less (3%) and other parties very few (1%).

#### **Liberals open lead from October 6, NDP loses share**

These findings represent a slight increase for the Liberals in their vote share since we polled last (October 6 - Liberals 35%) and stasis for the Conservatives (31% on October 6). This means the additional Liberal support comes from the NDP, which had more than a quarter share on October 6 (26%).

#### **Liberals lead in Ontario, Atlantic, Quebec, tied in BC**

In Atlantic Canada, the Liberals lead (39%) and the Conservatives (31%) and NDP (28%) strive for second. In Quebec, the Liberals now lead (29%), and the NDP are second (25%), followed closely by the Conservatives (22%) and Bloc (21%). In battleground Ontario, the Liberals have a convincing lead (46%), the Conservatives are second (31%) and the NDP lag (21%). In the Prairies, the Conservatives lead (43%), but the Liberals are close (35%). In Alberta, the Conservatives dominate (46%), the Liberals are second (30%) and the NDP third (19%). The parties are very closely matched in BC, with the Liberals and Conservatives tied (32% each) and the NDP close behind (28%).

#### **Liberal minority seen; Conservatives in opposition**

If these results are projected up to seats in the newly expanded House of Commons, the Liberals would take a strong minority of 145 seats, 25 fewer than required for a majority, while the Conservatives would capture 116 and the NDP 69. The Bloc would take a three month high of 7 seats, and the Green Party would seat their leader.

## **TORONTO**

**October 10<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- Close to 4-in-10 will vote for the Liberals (37%), while about 3-in-10 will vote Conservative (31%).
- These findings represent a slight increase for the Liberals in their vote share since we polled last (October 6 - Liberals 35%) and stasis for the Conservatives (31% on October 6).
- In Atlantic Canada, the Liberals lead (39%) and the Conservatives (31%) and NDP (28%) strive for second.
- If these results are projected up to seats in the newly expanded House of Commons, the Liberals would take a strong minority of 145 seats, 25 fewer than required for a majority, while the Conservatives would capture 116 and the NDP 69.

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

# NEWS RELEASE



## Gender gap for NDP, Conservatives

The Conservatives are more popular among males (34%) than they are among females (28%), while the opposite is true of the NDP (20% males, 26% females). The Liberal party has an even gender balance in its support (37% and 38%, respectively).

## One quarter could yet change their vote

One quarter of voters who have made a choice say they could still change their vote before the election (25%), and this is more common to those who have chosen the New Democrats (31%) than it is among those planning to vote Conservative (17%).

## Justin Trudeau seen as best PM

Justin Trudeau is now seen as the best choice for Prime Minister (29%), followed closely by Stephen Harper (26%) and somewhat more distantly by Tom Mulcair (22%). This is in contrast to three days ago, when Harper (27%) and Trudeau (28%) were essentially tied on this measure.

"We picked up the momentum away from a two horse race and in favour of the Liberals at the beginning of the week, and, while the numbers haven't moved a great deal, they're moving on trend. The NDP have effectively been sidelined now, and it is unlikely they will recover in the next 10 days. What remains to be seen is whether this is a Conservative blip or slide," 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

October 10<sup>th</sup>, 2015

## HIGHLIGHTS:

- One quarter of voters who have made a choice say they could still change their vote before the election (25%).
- Justin Trudeau is now seen as the best choice for Prime Minister (29%), followed closely by Stephen Harper (26%).
- "We picked up the momentum away from a two horse race and in favour of the Liberals at the beginning of the week, and, while the numbers haven't moved a great deal, they're moving on trend. The NDP have effectively been sidelined now, and it is unlikely they will recover in the next 10 days. What remains to be seen is whether this is a Conservative blip or slide," 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



## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1427 randomly selected Canadians 18 years of age or older. The poll was conducted between October 8<sup>th</sup> and October 9<sup>th</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. 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)

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 10<sup>th</sup>, 2015**

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Federal Party Preference Trending**

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
Oct. 8 <sup>th</sup> -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
June 16 <sup>th</sup> , 2015	1281	26	28	34	5	7	1
June 5 <sup>th</sup> , 2015	1156	31	32	28	5	3	1
May 14 <sup>th</sup> , 2015	1286	31	31	30	4	3	1
April 23 <sup>rd</sup> , 2015	977	35	31	23	6	5	1
April 16 <sup>th</sup> , 2015	1365	33	35	22	6	3	1
March 31 <sup>st</sup> , 2015	1239	31	34	23	5	5	1
March 14 <sup>th</sup> , 2015	1370	32	36	21	6	4	1
February 11 <sup>th</sup> , 2015	1018	32	39	17	5	4	1
January 27-28 <sup>th</sup> , 2015	1309	35	34	20	6	5	1
January 5-6 <sup>th</sup> , 2015	1650	33	37	20	5	4	1
Dec. 10-11 <sup>th</sup> , 2014	1560	33	41	17	5	3	1
Nov. 19-20 <sup>th</sup> , 2014	1442	33	36	18	8	4	1
Oct. 5-8 <sup>th</sup> , 2014	1504	34	38	19	4	4	1
Sept. 5 <sup>th</sup> , 2014	1267	34	40	18	3	4	1
August 18-19 <sup>th</sup> , 2014	1798	32	41	17	5	5	1
July 18 <sup>th</sup> , 2014	1624	28	44	18	3	5	1
June 16-17 <sup>th</sup> , 2014	1683	31	39	19	5	4	1
May 22 <sup>nd</sup> , 2014	1694	30	36	23	5	6	1
Apr 29 <sup>th</sup> , 2014	1572	30	39	20	4	6	1
Mar 25-28 <sup>th</sup> , 2014	1764	29	39	22	3	5	1
Feb. 18-19 <sup>th</sup> , 2014	1824	29	39	21	4	6	1

**TORONTO**

**October 10<sup>th</sup>, 2015**

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

**Seat Distribution Projection Trending**

%	Cons	Lib	NDP	Green	Bloc	Other
October 8 <sup>th</sup> -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
January 27-28 <sup>th</sup> , 2015	145	125	61	1	5	1
January 5-6 <sup>th</sup> , 2015	137	126	70	1	0	1

**Switch from 308 to 338 seat distribution**

Dec. 10-11 <sup>th</sup> , 2014	109	164	34	1	0	0
Nov. 19-20 <sup>th</sup> , 2014	125	124	52	1	6	0
Oct. 5-8 <sup>th</sup> , 2014	132	130	44	1	1	0
Sept. 5 <sup>th</sup> , 2014	113	162	30	1	2	0
August 18-19 <sup>th</sup> , 2014	110	142	51	1	4	0
July 18 <sup>th</sup> , 2014	84	192	30	1	1	0
June 16-17 <sup>th</sup> , 2014	109	142	53	1	3	0
May 22 <sup>nd</sup> , 2014	111	110	75	1	11	0
Apr 29 <sup>th</sup> , 2014	100	158	39	1	10	0
Mar 25-28 <sup>th</sup> , 2014	99	159	40	1	9	0
Feb. 18-19 <sup>th</sup> , 2014	100	134	51	1	22	0
Jan. 23-24 <sup>th</sup> , 2014	104	132	65	1	6	0

**TORONTO**

**October 10<sup>th</sup>, 2015**

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

**TORONTO**  
**October 10<sup>th</sup>, 2015**

**Federal Vote Preference**

*‘Which party are you most likely to vote for, or have you already voted for in the federal election on October 19?’ + ‘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	1365	251	165	243	334	372	722	643
Conservative	31	26	21	35	30	39	34	28
Liberal	37	34	39	40	39	34	37	38
New Democratic	23	28	32	18	22	18	20	26
Green	3	4	2	2	3	2	3	3
Bloc Quebecois	5	6	5	4	5	6	5	5
Other	1	1	1	0	1	1	1	1

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1365	110	310	378	131	185	251	1067	298
Conservative	31	31	22	31	43	46	32	34	21
Liberal	37	39	29	46	35	30	32	40	28
New Democratic	23	28	25	21	20	19	28	22	26
Green	3	3	2	2	1	3	7	3	2
Bloc Quebecois	5	0	21	0	0	0	0	0	22
Other	1	0	1	1	0	1	1	1	1

**Past Federal Vote**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1365	465	285	293	77	74	32
Conservative	31	70	8	8	10	12	17
Liberal	37	21	74	30	41	13	42
New Democratic	23	7	17	52	30	20	12
Green	3	2	1	2	12	2	14
Bloc Quebecois	5	0	0	7	5	51	0
Other	1	1	0	1	1	1	16

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

## **TORONTO**

**October 10<sup>th</sup>, 2015**

### **Vote Change**

*'Could your vote change between now and the election on October 19?'*

*[Has chosen party]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1359	251	165	242	332	369	719	640
Yes	25	36	26	22	18	15	25	25
No	70	58	69	73	76	80	71	68
Don't know	5	7	5	5	5	5	3	7

### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1359	110	307	377	131	185	249	1064	295
Yes	25	26	27	26	25	20	23	25	26
No	70	68	68	69	71	76	71	70	68
Don't know	5	6	5	6	4	5	6	5	6

### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other
Sample	1359	426	467	298	77	64	27
Yes	25	17	25	31	35	29	44
No	70	80	69	64	54	67	45
Don't know	5	3	6	5	11	4	11

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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 10<sup>th</sup>, 2015**

### 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	1427	261	172	253	349	392	753	674
Stephen Harper	26	20	19	31	27	33	29	22
Justin Trudeau	29	27	26	30	33	29	29	29
Tom Mulcair	22	25	28	18	21	18	21	24
Elizabeth May	8	8	11	6	7	5	7	8
Gilles Duceppe	4	5	6	3	3	4	5	4
None of these	7	8	6	8	4	6	6	8
Don't know	5	6	3	4	4	4	3	6

### Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1427	120	330	387	137	190	263	1110	317
Stephen Harper	26	21	18	26	35	38	27	28	17
Justin Trudeau	29	43	19	34	29	27	24	32	18
Tom Mulcair	22	16	29	22	20	13	22	20	31
Elizabeth May	8	8	5	5	6	10	18	8	6
Gilles Duceppe	4	3	13	1	3	2	1	1	14
None of these	7	4	9	7	5	7	5	6	9
Don't know	5	5	6	5	1	3	3	4	6

### Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other
Sample	1427	426	467	298	77	64	33
Stephen Harper	26	85	4	0	12	5	2
Justin Trudeau	29	2	70	10	21	10	1
Tom Mulcair	22	3	12	68	13	17	14
Elizabeth May	8	2	5	11	44	2	8
Gilles Duceppe	4	2	0	2	5	47	16
None of these	7	3	6	4	4	11	42
Don't know	5	3	2	4	1	7	16

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](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**October 10<sup>th</sup>, 2015**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)