

NEWS RELEASE



FOR IMMEDIATE RELEASE

Canadians Much More Positive About Country Than Last Year

More think country moving in the right direction, better off now

TORONTO May 13th, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 1517 Canadian voters just days after the 6 month anniversary of the new Liberal government, fully one half now say the country is moving in “the right direction” (48%), compared to just one quarter who took that position last summer (August 2015 - 26%), and one third in January of that year (January, 2015 - 32%). Just more than a third think the country is moving in the wrong direction now (37%), well down from one half in August and January (50% each). One tenth thinks the country is moving in neither the right nor wrong direction (12%).

Those who think the country is on the right track are most likely to be the oldest (52%), the wealthiest (\$100K to \$250K - 55%), in Quebec (53%) and BC (52%), among Liberals (77%) and among the best educated (post grad - 57%). Those who think the country is on the wrong track are likely to be mid aged (45 to 54 - 42%), male (41%), in mid income brackets (\$40K to \$60K - 43%), in Alberta (53%), among Conservatives (80%) and among the least educated (secondary school or less (43%).

More than twice as many think Canada better off now than a year ago

Close to one half of Canadians say the country is better off now than it was a year ago (46%), and this compares to just one fifth who said this in 2015 (January, 2015 - 20%). One third now say the country is worse off (33%) and this is down just slightly from last year (January, 2015 - 36%).

Those who think Canada is better off now are most likely to be the youngest and the oldest (50% each), mid income respondents (\$60K to \$80K - 50%), in Quebec (60%), among Liberals (71%), Francophones (62%), and among the best educated (58%). Those who think we are worse off are the mid aged (45 to 54 - 37%), males (38%), mid income groups (\$40K to \$60K - 40%), in Alberta 54%), among Conservatives (80%), among Anglophones (37%) and among those with some college or less (36%).

Majority see Canada becoming more small “l” liberal

More than half the electorate sees the country becoming more small “l” liberal (53%), well more than the proportion seeing us becoming more small “c” conservative (15%). This is in strong contrast to last year, when close to 4-in-10 saw us becoming more conservative (January, 2015 - 38%) and just one quarter saw the coming Liberal surge (25%)

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TORONTO
May 13th, 2016

HIGHLIGHTS:

- Fully one half now say the country is moving in “the right direction” (48%), compared to just one quarter who took that position last summer (August 2015 - 26%), and one third in January of that year (January, 2015 - 32%).
- Close to one half of Canadians say the country is better off now than it was a year ago (46%), and this compares to just one fifth who said this in 2015 (January, 2015 - 20%).
- More than half the electorate sees the country becoming more small “l” liberal (53%), well more than the proportion seeing us becoming more small “c” conservative (15%).

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HIGHLIGHTS:

- One half of Canadian voters give the new Liberal government a positive rating (“excellent/good” - 50%), and almost one fifth rate it as “excellent” (19%).
- “The most notable finding here is the deep political polarization. Belief the country is on the right track, is better off and is becoming more liberal, and a high rating of government, all these transcend most demographic groupings except political affiliation; Conservatives are deeply unhappy, even after six months of the new government. On the other hand, the broad support the government enjoys, and the broad belief in better days is an indication of why this government is still admired by the electorate, long after a traditional honeymoon would be over,” said Forum Research President, Dr. Lorne Bozinoff.

Those seeing the country becoming more liberal are similar to the groups described above who think the country is moving in the right direction and is better off - the youngest, wealthiest, in Quebec, among Liberals, Francophones and the best educated. Those very few who see the country becoming more conservative include the younger mid aged (35 to 44 - 18%), males (18%), the less wealthy (\$20K to \$40K - 22%), in Ontario (18%) and among Conservatives (22%).

Of interest, those who foresaw the Liberal surge in January, 2015 (25%) were most likely to be 35 to 44 (27%), in Ontario (28%) and Liberal voters (34%), but not so much Quebecers (20%).

One half rate new government performance positively, one fifth as “excellent”

One half of Canadian voters give the new Liberal government a positive rating (“excellent/good” - 50%), and almost one fifth rate it as “excellent” (19%). Those who rate the new government most positively are older (55 to 64 - 22%), in mid income groups (\$60K to \$80K - 26%) and the wealthiest (\$100K to \$250k - 24%), in Atlantic Canada (23%), Liberal voters (35%) and the best educated (post grad - 29%).

“The most notable finding here is the deep political polarization. Belief the country is on the right track, is better off and is becoming more liberal, and a high rating of government, all these transcend most demographic groupings except political affiliation; Conservatives are deeply unhappy, even after six months of the new government. On the other hand, the broad support the government enjoys, and the broad belief in better days is an indication of why this government is still admired by the electorate, long after a traditional honeymoon would be over,” 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 1517 randomly selected Canadians 18 years of age or older. The poll was conducted on May 10th and May 11th, 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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Right Direction - Trend

%	April 11 th , 2016	August 25 th , 2015	January 6 th , 2015
Sample	1517	1440	1741
Right direction	48	26	32
Wrong direction	37	50	50
Neither right direction nor wrong direction	12	17	18
Don't know	3	6	0

Canada: Current State - Trend

%	April 11 th , 2016	January 6 th , 2015
Sample	1517	1741
Better off now	48	20
Worse off now	37	38
Neither better nor worse off now	12	38
Don't know	3	5

Small "C" vs. Small "L" - Trend

%	April 11 th , 2016	January 6 th , 2015
Sample	1517	1741
More small "c" conservative	15	38
More small "l" liberal	53	25
Neither more conservative nor more liberal	18	26
Don't know	14	11

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Right Direction

'Do you believe the country is headed in the right direction or the wrong direction?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1517	275	215	276	361	390	798	689
Right direction	48	47	50	43	47	52	46	50
Wrong direction	37	37	38	42	36	32	41	33
Neither right direction nor wrong direction	12	14	9	12	14	10	11	13
Don't know	3	2	4	4	3	5	2	4

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1517	129	367	567	108	155	191	1166	351
Right direction	48	46	53	48	41	33	52	46	53
Wrong direction	37	40	26	38	48	53	33	40	27
Neither right direction nor wrong direction	12	9	16	11	8	10	12	11	15
Don't know	3	5	5	3	3	4	2	3	5

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1517	420	683	174	82	59	48
Right direction	48	8	77	45	44	40	26
Wrong direction	37	80	10	37	36	41	50
Neither right direction nor wrong direction	12	9	10	13	18	13	22
Don't know	3	3	3	5	2	5	2

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Small "C" vs. Small "L"

'Is Canada becoming more small "c" conservative or more small "l" liberal?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1517	275	215	276	361	390	798	689
More small "c" conservative	15	16	18	14	12	14	18	12
More small "l" liberal	53	56	51	54	49	53	55	52
Neither more conservative nor more liberal	18	16	17	16	24	18	17	18
Don't know	14	12	14	16	15	14	10	18

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1517	129	367	567	108	155	191	1166	351
More small "c" conservative	15	13	11	18	16	16	14	16	10
More small "l" liberal	53	49	63	47	47	54	57	49	65
Neither more conservative nor more liberal	18	18	13	21	19	16	19	20	12
Don't know	14	20	13	15	18	14	10	15	13

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1517	420	683	174	82	59	48
More small "c" conservative	15	22	12	17	11	17	9
More small "l" liberal	53	50	62	44	53	64	28
Neither more conservative nor more liberal	18	16	15	22	24	11	42
Don't know	14	13	11	17	12	8	21

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Canada: Current State

'Is Canada better off now, worse off now or neither better nor worse off now than one year ago?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1517	275	215	276	361	390	798	689
Better off now	46	50	47	38	45	50	45	48
Worse off now	33	34	32	37	32	32	38	29
Neither better nor worse off now	17	14	15	20	21	16	15	18
Don't know	4	2	6	5	3	2	2	5

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1517	129	367	567	108	155	191	1166	351
Better off now	46	43	60	43	37	31	48	42	62
Worse off now	33	36	22	33	45	54	31	37	23
Neither better nor worse off now	17	17	13	20	15	10	18	18	11
Don't know	4	4	4	3	3	4	2	3	4

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1517	420	683	174	82	59	48
Better off now	46	7	71	51	46	57	21
Worse off now	33	80	9	23	32	31	38
Neither better nor worse off now	17	12	16	20	21	12	41
Don't know	4	1	3	6	2	0	0

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Liberal Government Performance Rating

'How would you rate the new Liberal government's performance in office so far?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1517	275	215	276	361	390	798	689
NET: TOP2	50	49	51	47	52	55	45	55
NET: BTM2	46	48	46	49	44	41	51	41
Excellent	19	20	18	16	22	19	18	20
Good	31	29	33	31	30	36	27	35
Fair	22	22	22	20	24	22	22	21
Poor	24	26	24	29	21	19	29	20
Don't know	4	4	4	4	4	4	4	4

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1517	129	367	567	108	155	191	1166	351
NET: TOP2	50	50	60	51	38	33	51	47	61
NET: BTM2	46	44	36	45	60	65	46	49	35
Excellent	19	23	19	20	10	13	22	18	21
Good	31	27	42	30	28	20	29	29	40
Fair	22	22	24	20	23	20	23	21	22
Poor	24	22	12	25	37	46	23	28	13
Don't know	4	7	4	5	2	2	3	4	4

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1517	420	683	174	82	59	48
NET: TOP2	50	6	82	46	49	41	37
NET: BTM2	46	92	16	50	49	55	55
Excellent	19	1	35	10	15	6	11
Good	31	4	46	36	34	36	26
Fair	22	26	14	35	29	24	20
Poor	24	66	2	14	20	30	35
Don't know	4	2	3	4	2	4	8

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