

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Two Thirds See Need For Referendum On Electoral Reform **Conservatives, NDP agree**

In a random sampling of public opinion taken by the Forum Poll™ among 1429 Canadian voters, as many as two thirds agree a national referendum on electoral reform is required before we change the way MPs are elected (65%). Fewer than one fifth do not agree a referendum is necessary (18%) and a similar proportion have no opinion (17%).

Agreement a referendum is needed is common to all groups, but especially mid aged groups (45 to 54 - 70%), males (68%), mid income groups (\$60K to \$80K - 70%), in Atlantic Canada (70%), Alberta (75%), among Conservatives (79%) and New Democrats (75%) but not so much among Liberals (58%) and, curiously, among those who would abolish the monarchy in Canada (70%).

"This is a very conclusive finding. There is a strong majority opinion in favour of a referendum on the way MPs are elected, and it spreads across all regions and socioeconomic groups. It is apparent where public sentiment sits on this complex issue" 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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TORONTO

July 6th, 2016

HIGHLIGHTS:

- As many as two thirds agree a national referendum on electoral reform is required before we change the way MPs are elected (65%)
- Agreement a referendum is needed is common to all groups, but especially mid aged groups (45 to 54 - 70%), males (68%), mid income groups (\$60K to \$80K - 70%)
- "This is a very conclusive finding. There is a strong majority opinion in favour of a referendum on the way MPs are elected, and it spreads across all regions and socioeconomic groups. It is apparent where public sentiment sits on this complex issue"

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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 1429 randomly selected Canadian adults. The poll was conducted on July 5th, 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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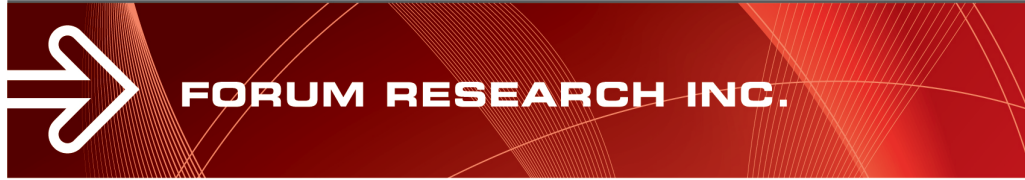
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Electoral Reform Referendum

Do you agree or disagree Canada should have a national referendum on electoral reform before any changes are made to the way we elect our MPs?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1429	253	196	251	341	388	722	679
Agree	65	63	63	70	66	61	68	62
Disagree	18	18	21	13	19	22	20	16
Don't know	17	18	16	17	15	17	12	22

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1429	137	272	224	201	154	242
Agree	65	62	65	66	70	63	66
Disagree	18	10	16	17	18	23	23
Don't know	17	28	18	17	12	14	11

Region / Language

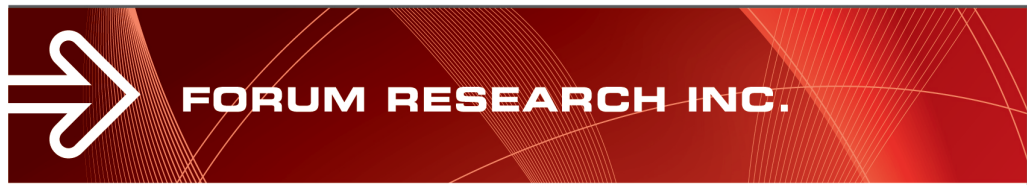
%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1429	105	320	554	100	144	206	1120	309
Agree	65	70	63	65	58	75	59	65	65
Disagree	18	16	20	18	19	14	21	18	19
Don't know	17	13	17	16	23	11	20	17	16

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1429	377	655	162	75	58	41
Agree	65	79	56	75	63	74	72
Disagree	18	10	27	8	18	12	14
Don't know	17	11	17	17	19	14	14

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Opinion of Monarchy Continuation

%	Total	Favor	Opposed	Don't know
Sample	1429	591	612	226
Agree	65	70	63	54
Disagree	18	19	21	11
Don't know	17	11	15	34

For more information:

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