

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

US court ruling boosts approval of same sex marriage in Canada

Increase in approval seen among oldest

TORONTO June 29th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1221 Canadian adults immediately after the US Supreme Court ruled in its favour, 7-in-10 approve of same sex marriage (70%), and this is a very slight increase overall since the last time we polled this (March 2015 - 68%). One quarter disapprove of same sex marriage now (22%) and then (24%). Just fewer than one tenth don't have an opinion (8% both waves).

While the increase overall is slight, it is interesting that it is concentrated in older age groups (55 to 64 - 62% to 66%, 65+ - 53% to 59%) and males (62% to 67%), groups that traditionally resist tolerance. Quebec has seen an increase in approval (68% to 78%), while BC has seen a drop (75% to 63%).

Disapproval of same sex marriage is common to the oldest (30%), the less wealthy (\$20K to \$40K - 33%), in Alberta (33%), the least educated (31%) and, especially, among Conservatives (41%).

"While the Supreme Court's decision may not have had a significant effect overall, it has moved the needle among important groups who formerly were resistant to acceptance of same sex marriage, the older males in lower income brackets," 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.

TORONTO

June 29th, 2015

HIGHLIGHTS:

- 7-in-10 approve of same sex marriage (70%), and this is a very slight increase overall since the last time we polled this (March 2015 - 68%).
- Disapproval of same sex marriage is common to the oldest (30%), the less wealthy (\$20K to \$40K - 33%).
- "While the Supreme Court's decision may not have had a significant effect overall, it has moved the needle among important groups who formerly were resistant to acceptance of same sex marriage, the older males in lower income brackets," 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 1221 randomly selected Canadians 18 years of age or older. The poll was conducted on June 28-29th, 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

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

Same Sex Marriage Approval - Trending

%	June 29 th , 2015	March 14 th , 2015
Sample	1221	1370
Approve	70	68
Disapprove	22	24
Don't know	8	8

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Same Sex Marriage Approval

'Do you approve or disapprove of same sex marriage?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1221	241	178	204	283	315	685	536
Approve	70	75	78	66	66	59	67	72
Disapprove	22	17	15	27	25	30	25	19
Don't know	8	8	7	8	9	11	8	9

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1221	106	301	352	114	165	183	935	286
Approve	70	73	78	69	63	62	63	67	77
Disapprove	22	18	14	24	25	33	25	24	15
Don't know	8	9	8	7	12	6	12	9	8

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1221	315	317	374	75	65	31
Approve	70	49	72	83	77	84	45
Disapprove	22	41	22	10	14	5	36
Don't know	8	10	6	7	9	10	18

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