

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Most think Trudeau “resume” ad will prompt liberal votes

One fifth of NDP voters are persuaded to vote Liberal by ad

TORONTO July 29th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among a r sample of 1397 Canadian voters, two thirds have seen the Conservative Party TV ad in which a group of people discuss Justin Trudeau’s resumé (67%), although this increases to close to 8-in-10 Anglophones (78%). Recall of this ad is especially high in Atlantic Canada (85%) and in Alberta (83%). New Democrats are slightly less likely to remember the ad (66%) than are Conservatives (73%) or Liberals (75%).

Two thirds of those who saw the ad, the plurality, say it will make them more likely to vote Liberal (32%), while fewer than a quarter say it will make them vote Conservative (24%) or NDP (23%). Just fewer than one fifth say the ad will have no effect on their vote (17%) and this is an unusually small proportion for this position. Among Conservatives, just 6-in-10 say the ad will make them more likely to vote their party (59%), but many say the ad will have no influence (26%). Among New Democrats, just more than half say the ad will reinforce their partisan vote (55%), but more than one fifth say it is actually more likely to make them vote Liberal (21%). Among Liberals, there is wide agreement the ad will prompt them to vote Liberal (80%). Very few Liberals or New Democrats think the ad will be effective at swinging Conservative votes (5% and 6%, respectively).

Split opinion on message of ad

Voters are equally likely to say they agree (45%) or disagree (46%) with the ad’s tagline “Justin Trudeau. He’s just not ready”. While almost all Conservatives agree (88%), far fewer New Democrats (32%) or Liberals (13%) do. Liberals, of course, are especially likely to disagree their leader is not ready (81%), but so are more than half of New Democrats (57%).

One third think this ad is effective

Just more than one third of voters think the “Resumé” ad is effective at persuading Canadians to vote Conservative (36%), and just more than a tenth say it is “very effective” (13%). Conservatives think it particularly effective (70% overall, 30% very effective), while Liberals (21%) and New Democrats (20%) do not.

TORONTO

July 29th, 2015

HIGHLIGHTS:

- Two thirds have seen the Conservative Party TV ad in which a group of people discuss Justin Trudeau’s resumé (67%).
- Two thirds have seen the Conservative Party TV ad in which a group of people discuss Justin Trudeau’s resumé (67%).
- Just more than one third of voters think the “Resumé” ad is effective at persuading Canadians to vote Conservative (36%).

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"It isn't surprising that Conservatives think this commercial, which is in maximum rotation on Canadian airwaves, will be an effective tool to shake loose some uncommitted Liberals and New Democrats. It seems to have the opposite effect, though, and it actually may be attracting some NDP sympathizers to the Liberal Party?" 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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HIGHLIGHTS:

- "It isn't surprising that Conservatives think this commercial, which is in maximum heavy rotation on Canadian airwaves, will be an effective tool to shake loose some uncommitted Liberals and New Democrats. It seems to have the opposite effect, though, and it actually may be attracting some NDP sympathizers to the Liberal Party?" 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 1397 randomly selected Canadians 18 years of age or older. The poll was conducted on July 27-28th, 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

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Trudeau TV Ad: Awareness

'Have you seen a TV ad in which a group of people around a table discuss Justin Trudeau's resumé?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1397	270	166	227	349	385	769	628
Yes	67	60	64	70	72	68	70	64
No	33	40	36	30	28	32	30	36

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1397	111	351	532	101	132	170	1084	313
Yes	67	85	33	77	77	83	78	78	29
No	33	15	67	23	23	17	22	22	71

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1397	420	318	423	87	58	45
Yes	67	73	75	66	56	22	58
No	33	27	25	34	44	78	42

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Trudeau TV Ad: Vote Preference

'Are you more likely to vote Conservative, more likely to vote Liberal or more likely to vote NDP because of this ad?'

[Have seen Trudeau resumé ad]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	941	163	107	158	252	261	540	401
More likely to vote Conservative	24	15	20	29	25	28	27	20
More likely to vote Liberal	32	37	24	35	35	28	33	31
More likely to vote NDP	23	26	27	15	23	24	21	25
More likely to vote for another party	3	3	4	4	2	3	3	2
Will have no effect on your vote	17	18	23	15	16	16	15	19
Don't know	1	1	2	1	0	2	1	2

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	941	94	115	411	78	110	133	850	91
More likely to vote Conservative	24	20	16	25	21	31	26	25	16
More likely to vote Liberal	32	35	32	36	31	25	26	33	27
More likely to vote NDP	23	21	33	20	27	18	23	21	37
More likely to vote for another party	3	1	9	2	3	1	3	2	11
Will have no effect on your vote	17	18	10	15	19	24	21	18	8
Don't know	1	4	1	1	0	1	1	1	0

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	941	307	239	279	49	13	26
More likely to vote Conservative	24	59	5	6	12	23	15
More likely to vote Liberal	32	6	80	21	35	8	31
More likely to vote NDP	23	6	7	55	33	15	19
More likely to vote for another party	3	2	0	1	16	46	15
Will have no effect on your vote	17	26	7	16	2	8	15
Don't know	1	2	1	0	2	0	4

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Trudeau TV Ad: Agreement

'This ad ends with the line "Justin Trudeau, he's just not ready". Do you agree or disagree with this?'

[Have seen Trudeau resumé ad]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	941	163	107	158	252	261	540	401
Agree	46	36	48	48	43	52	49	42
Disagree	45	55	42	43	49	39	44	47
Don't know	9	9	10	9	8	9	7	11

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	941	94	115	411	78	110	133	850	91
Agree	46	41	40	47	44	54	45	46	41
Disagree	45	51	47	45	45	40	47	45	45
Don't know	9	7	13	8	12	6	8	8	14

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	941	307	239	279	49	13	26
Agree	46	88	13	32	33	46	42
Disagree	45	8	81	57	53	38	35
Don't know	9	4	5	11	14	15	23

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Trudeau TV Ad: Prompting Canadians to Vote Conservative

‘How effective is this ad at prompting Canadians to vote Conservative?’

[Have seen Trudeau resumé ad]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	941	163	107	158	252	261	540	401
Very effective	13	10	9	17	11	18	14	13
Somewhat effective	23	21	22	29	26	19	26	21
Not very effective	30	25	33	23	33	33	26	35
Not at all effective	26	39	29	26	23	20	28	24
Don't know	7	5	7	5	6	9	6	7

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	941	94	115	411	78	110	133	850	91
Very effective	13	9	10	15	14	14	16	14	11
Somewhat effective	23	28	18	24	23	32	17	24	14
Not very effective	30	31	39	28	28	31	28	29	42
Not at all effective	26	28	26	27	26	19	31	26	27
Don't know	7	5	6	7	9	5	9	7	5

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	941	307	239	279	49	13	26
Very effective	13	30	5	4	12	8	15
Somewhat effective	23	40	16	16	10	8	19
Not very effective	30	17	33	43	31	46	15
Not at all effective	26	6	40	32	37	38	46
Don't know	7	7	6	5	10	0	4

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