

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority believe federal election campaign has begun

Those who have seen “Trudeau Resumé” ad more likely to think so

TORONTO July 29th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1397 Canadian voters, the majority, just more than half, agree the federal election campaign has already begun, even though the writ has yet to be dropped (55%). One third do not agree (34%), and one tenth don't know (11%). Thinking the campaign has begun is common to the oldest (62%), mid-income groups (\$40K to \$60K - 62%) and in the prairies (60%). Those who have seen the TV ad about Justin Trudeau's resumé, produced and aired by the Conservative Party, are more likely to think the campaign has begun (58%) than those not exposed to the ad (49%).

"While Canadian election campaigns don't begin until the Prime Minister calls on the Governor General, it's clear the major parties, especially the Conservatives, have been campaigning for months, and those voters tuned into the zeitgeist know it. Those who haven't seen the Justin Trudeau ad are probably not watching a lot of television," 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:

- The majority, just more than half, agree the federal election campaign has already begun, even though the writ has yet to be dropped (55%).
- "While Canadian election campaigns don't begin until the Prime Minister calls on the Governor General, it's clear the major parties, especially the Conservatives, have been campaigning for months, and those voters tuned into the zeitgeist know it. Those who haven't seen the Justin Trudeau ad are probably not watching a lot of television," 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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Federal Election Campaign Awareness

'As far as you know, has the 2015 Federal Election Campaign begun?'

[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	55	50	42	58	55	62	56	54
No	34	36	43	34	36	29	36	33
Don't know	11	14	15	8	10	10	9	14

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1397	111	351	532	101	132	170	1084	313
Yes	55	59	52	54	60	55	55	55	54
No	34	32	34	36	28	33	35	35	33
Don't know	11	9	13	10	12	11	10	11	12

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1397	420	318	423	87	58	45
Yes	55	57	52	54	64	50	58
No	34	34	34	37	22	36	36
Don't know	11	9	14	9	14	14	7

Trudeau Ad

%	Total	Seen Trudeau Ad - Yes	Seen Trudeau Ad - No
Sample	1397	941	456
Yes	55	58	49
No	34	33	36
Don't know	11	9	15

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