

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Trudeau seen as debate winner in GTA**

### **Two thirds saw or heard leaders' debate**

TORONTO AUGUST 7<sup>th</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 1016 Toronto voters the morning and afternoon after the first federal leaders' debate of the election, two thirds saw or heard some of the broadcast (69%), and this is most common to the older groups (55 to 64 - 79%), the wealthy (\$80K to \$100K - 79%), New Democrats (80%), in Toronto (76%) and among strong supporters of their respective parties (75%).

### **Trudeau seen as winner**

Among those who saw the debate, about one quarter think Justin Trudeau won (23%), compared to fewer than a fifth who think this of Stephen Harper (17%), Tom Mulcair (15%) or Elizabeth May (10%). One quarter say no one won the debate (25%). Among Conservatives, just more than half thought their leader won (58%), while one half of Liberals thought Trudeau won (47%). Just one third of New Democrats think Tom Mulcair won the debate (33%) and one sixth think Justin Trudeau did (14%). One fifth of New Democrats think Elizabeth May won (19%). Trudeau does especially well in North York (31%) and Peel region (27%). Harper does well in Etobicoke (27%). Mulcair may do slightly better in East York (30% - caution: very small base size). Overall, voters in the GTA at large are more favourably disposed to Mulcair (17%) than are voters in Toronto (13%), while Trudeau is more popular in the city (24%) than in the surrounding suburbs (21%). Stephen Harper is more popular in Toronto as well (TO - 19%, GTA - 15%).

### **Debate moves vote very slightly**

Prior to the debate, the Liberals have a healthy lead in voter preference of more than one third (37%) to 3-in-10 for the Conservatives and NDP (30% each). After the debate is over, among those who saw the broadcast, the Liberals hold their share (38%), the NDP stay stable (30%) and the Conservatives lose two points (28%). It is interesting to note that two thirds of Conservatives and Liberals say they are strong supporters of their parties (65% and 66% respectively), yet just less than half of New Democrats are committed (47%).

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **TORONTO**

**August 7<sup>th</sup>, 2015**

### **HIGHLIGHTS:**

- Two thirds saw or heard some of the broadcast (69%).
- About one quarter think Justin Trudeau won (23%), compared to fewer than a fifth who think this of Stephen Harper (17%), Tom Mulcair (15%) or Elizabeth May (10%).
- After the debate is over, the Liberals hold their share (37%), the NDP drop very slightly (to 28%) and the Conservatives gain one point (31%).
- Two thirds of those who saw the debates say nothing they saw or heard would change their minds about the way they would vote (69%).
- More than a third of Toronto voters say they are worse off now than they were four years ago (36%).

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## Two thirds say debate won't change eventual vote

Two thirds of those who saw the debates say nothing they saw or heard would change their minds about the way they would vote (69%), and just fewer than a quarter said they might change their minds (22%). It is among those who would have voted NDP before the debate that the largest group say their minds might change (27%). Among those voting for the NDP after the debate, as many as a third say their minds might change (32%).

## Plurality is worse off now than 4 years ago

More than a third of Toronto voters say they are worse off now than they were four years ago (36%), and this is especially the case among the mid aged (45 to 64 - 43%), mid income groups (\$40K to \$80K - 44%), among Liberals (42%) and New Democrats (45%) but not among Conservatives (15%), in Peel Region and Scarborough (43% each) and among those who say the debate changed their vote (49%).

"We have to be careful, because this poll was conducted between 10 AM and 3 PM and not everyone is home at that time, but it looks like, number one, the Liberals have a lead in Toronto, despite the NDP surge, and, two, that Justin Trudeau was seen to be the winner of the debate. There is also evidence that he may have converted some soft NDP votes," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## TORONTO

August 7<sup>th</sup>, 2015

## HIGHLIGHTS:

- "We have to be careful, because this poll was conducted between 10 AM and 3 PM and not everyone is home at that time, but it looks like, number one, the Liberals have a lead in Toronto, despite the NDP surge, and, two, that Justin Trudeau was seen to be the winner of the debate. There is also evidence that he may have converted some soft NDP votes," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**August 7<sup>th</sup>, 2015**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1016 randomly selected voters in Toronto, Ontario. The poll was conducted during the daytime between 10 AM and 3 PM on August 7<sup>th</sup>, 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](http://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](http://www.forumresearch.com/polls.asp)

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**August 7<sup>th</sup>, 2015**

**Federal Vote Preference**

*‘A federal election has been called for October 19. Which party are you most likely to vote for in this election?’+‘Even though you may not have made up your mind, which party are you leaning towards at this time?’*

[Decided/Leaning]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	939	194	145	194	193	213	483	456
Conservative	31	23	32	33	31	38	33	30
Liberal	37	29	34	38	43	39	35	39
NDP	28	41	30	26	22	21	29	27
Green	3	5	4	3	3	3	3	4
Another party	1	1	1	1	1	0	1	0

**Region**

%	Total	GT A	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	939	337	188	144	80	190	602	128	24	58	63	14	50
Conservative	31	27	31	41	31	28	34	22	9	39	40	20	24
Liberal	37	32	34	38	44	42	39	26	33	35	34	41	37
NDP	28	37	28	18	21	26	23	47	58	21	24	39	35
Green	3	4	6	2	3	4	3	5	0	5	2	0	4
Another party	1	0	1	1	1	1	1	0	0	0	0	0	0

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	939	106	122	131	103	105	195
Conservative	31	28	33	34	37	21	31
Liberal	37	33	35	33	32	42	41
NDP	28	32	27	30	27	34	25
Green	3	5	3	3	5	3	3
Another party	1	2	1	0	0	1	1

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### *Past Political Preference*

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	939	314	310	119	29	11	25
Conservative	31	70	4	8	17	52	21
Liberal	37	15	66	18	25	19	30
NDP	28	13	26	68	39	16	26
Green	3	1	3	6	19	13	8
Another party	1	0	0	0	0	0	14

## TORONTO

August 7<sup>th</sup>, 2015

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

August 7<sup>th</sup>, 2015

**Party Support**

*'Are you a strong supporter of that party?'*

[Decided/Leaning]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	936	192	145	193	193	213	483	453
Yes	59	53	51	64	66	66	56	62
No	41	47	49	36	34	34	44	38

**Region**

%	Total	GTA	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	936	337	188	143	80	188	599	128	24	58	63	14	50
Yes	59	60	61	64	54	52	58	62	55	50	60	47	71
No	41	40	39	36	46	48	42	38	45	50	40	53	29

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	936	104	121	131	103	105	195
Yes	59	65	61	59	53	57	60
No	41	35	39	41	47	43	40

**Political Preference**

%	Total	Conservative	Liberal	NDP	Green	Another party
Sample	936	282	327	259	49	19
Yes	59	65	66	47	43	55
No	41	35	34	53	57	45

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 7<sup>th</sup>, 2015

### Federal Leaders' Debate

*'Did you see or hear anything about the federal leaders' debate held last night?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1016	204	160	208	211	233	520	496
Yes	69	64	63	70	79	77	71	68
No	31	36	37	30	21	23	29	32

### Region

%	Total	GTA	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	1016	359	207	157	87	206	657	129	26	66	66	16	56
Yes	69	70	67	71	68	69	69	76	81	61	66	89	63
No	31	30	33	29	32	31	31	24	19	39	34	11	37

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1016	115	136	139	109	108	201
Yes	69	50	64	71	67	79	77
No	31	50	36	29	33	21	23

### Political Preference

%	Total	Conservative	Liberal	NDP	Green	Another party
Sample	1016	282	327	259	49	22
Yes	69	65	73	80	52	42
No	31	35	27	20	48	58

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**August 7<sup>th</sup>, 2015**

**Federal Leaders' Debate – Winner**

*'As far as you know, which federal leader won the debate?'*

*[Saw or heard about the federal leaders' debate]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	724	129	106	145	167	177	372	352
Stephen Harper	17	18	15	16	15	21	18	16
Tom Mulcair	15	16	18	17	10	11	12	17
Justin Trudeau	23	15	21	25	30	26	25	20
Elizabeth May	10	14	12	6	7	9	11	9
None of them	25	24	24	26	31	24	27	24
Don't know	10	12	10	10	7	9	7	13

**Region**

%	Total	GTA	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	724	255	147	114	63	145	469	99	22	40	45	13	36
Stephen Harper	17	15	15	21	20	17	19	13	11	17	27	0	14
Tom Mulcair	15	17	13	10	9	19	13	18	30	12	13	10	23
Justin Trudeau	23	21	22	21	25	27	24	17	18	31	13	28	24
Elizabeth May	10	12	8	5	14	11	8	22	3	7	2	15	11
None of them	25	26	25	29	26	19	25	22	35	26	41	27	15
Don't know	10	8	17	13	6	7	11	8	3	7	4	20	13

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	724	61	88	102	76	87	156
Stephen Harper	17	20	13	18	17	14	20
Tom Mulcair	15	15	18	20	15	17	16
Justin Trudeau	23	27	23	21	18	23	26
Elizabeth May	10	11	11	6	11	14	8
None of them	25	17	26	26	27	23	21
Don't know	10	9	8	8	13	8	9

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### *Political Preference*

%	Total	Conservative	Liberal	NDP	Green	Another party
Sample	724	183	251	206	29	12
Stephen Harper	17	58	2	3	9	22
Tom Mulcair	15	5	8	33	0	16
Justin Trudeau	23	4	47	14	13	13
Elizabeth May	10	3	6	19	35	0
None of them	25	21	26	24	34	50
Don't know	10	9	11	8	9	0

## TORONTO

August 7<sup>th</sup>, 2015

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**August 7<sup>th</sup>, 2015**

**Federal Leaders' Debate – Changing Your Vote**

*'Did anything you heard or saw in this debate make you think about changing your vote?'*

*[Saw or heard about the federal leaders' debate]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	724	129	106	145	167	177	372	352
Yes	22	22	25	21	23	17	24	20
No	69	67	64	71	70	74	69	69
Don't know	9	10	10	8	8	10	7	11

**Region**

%	Total	GTA	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	724	255	147	114	63	145	469	99	22	40	45	13	36
Yes	22	24	17	20	18	23	20	27	4	18	23	30	36
No	69	67	71	72	75	65	70	64	84	71	76	59	51
Don't know	9	9	12	9	7	12	10	9	12	11	2	11	13

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	724	61	88	102	76	87	156
Yes	22	29	17	22	21	31	18
No	69	59	75	65	70	61	75
Don't know	9	12	9	13	9	8	7

**Political Preference**

%	Total	Conservative	Liberal	NDP	Green	Another party
Sample	724	183	251	206	29	12
Yes	22	12	17	32	43	25
No	69	82	72	59	49	75
Don't know	9	5	11	9	8	0

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**August 7<sup>th</sup>, 2015**

**Federal Leaders' Debate – Party Selection**

*'Which party were you most likely to vote for in this election before you saw or heard the debate?' + 'Even though you had not made up your mind, which party were you leaning towards at the time?'*

*[Saw or heard about the federal leaders' debate – Decided/Leaning]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	686	128	97	138	155	168	354	332
Conservative	30	26	34	26	28	35	31	29
Liberal	37	30	33	42	42	40	35	38
NDP	30	40	31	25	24	23	29	31
Green	3	4	2	3	4	1	3	2
Another party	1	0	1	3	2	1	2	1

**Region**

%	Total	GTA	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	686	242	137	107	59	141	444	97	21	37	43	12	32
Conservative	30	23	29	38	31	31	33	20	13	35	34	12	16
Liberal	37	35	33	38	47	36	38	29	24	33	38	50	50
NDP	30	39	30	20	18	30	25	48	63	25	20	38	33
Green	3	3	7	2	1	2	3	3	0	4	6	0	2
Another party	1	1	1	2	3	1	1	0	0	3	2	0	0

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	686	58	82	97	72	84	153
Conservative	30	27	26	30	34	25	32
Liberal	37	33	38	30	27	38	43
NDP	30	35	34	35	37	32	21
Green	3	4	2	4	1	2	3
Another party	1	1	0	1	0	3	1

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### *Political Preference*

%	Total	Conservative	Liberal	NDP	Green	Another party
Sample	686	182	245	203	29	12
Conservative	30	90	6	6	25	7
Liberal	37	3	85	17	20	4
NDP	30	5	8	76	22	14
Green	3	3	1	1	33	7
Another party	1	0	0	0	0	68

## TORONTO

August 7<sup>th</sup>, 2015

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**August 7<sup>th</sup>, 2015**

**Better or Worse**

*'Are you better or worse off now than you were four years ago?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1016	204	160	208	211	233	520	496
Better off	28	34	36	26	20	16	30	26
Worse off	36	32	31	43	43	35	35	37
Neither better nor worse off	31	26	27	26	35	46	28	33

**Region**

%	Total	GTA	Dur	York	Hal	Peel	TO	Tor	EY	N York	Etob	York	Scar
Sample	1016	359	207	157	87	206	657	129	26	66	66	16	56
Better off	28	28	31	28	35	22	28	29	30	30	26	34	20
Worse off	36	35	40	33	29	43	37	38	22	25	38	33	43
Neither better nor worse off	31	32	24	31	33	31	30	27	43	39	32	26	33
Don't know	5	5	5	8	3	4	5	6	5	6	4	8	4

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1016	115	136	139	109	108	201
Better off	28	21	24	20	25	22	43
Worse off	36	40	42	44	41	36	30
Neither better nor worse off	31	28	30	34	28	34	26
Don't know	5	11	3	2	6	7	1

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### *Political Preference*

	%	Total	Conservative	Liberal	NDP	Green	Another party
Sample		1016	282	327	259	49	22
Better off		28	48	21	17	16	33
Worse off		36	15	42	45	50	54
Neither better nor worse off		31	33	32	33	16	11
Don't know		5	4	5	5	17	2

## TORONTO

August 7<sup>th</sup>, 2015

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)