

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Federal Liberal support jumps 4 points, party tied with Conservatives in Maritimes, Quebec and B.C. Conservative Party would form minority government if federal election held tomorrow

Toronto, January 16th, 2012 – In a recent Canada-wide Forum Research survey among residents aged 18 years or older, it was found that Canadians were more likely to indicate that they would vote Conservative over other parties if a federal election were held today (35%; compared to 28% NDP, 25% Liberal, 6% Bloc Quebecois and 4% Green). This represents an increase in voter preference for the Liberals of 4 points since Forum last polled Canadians on this subject on December 13, 2011 (Dec. 2011 - 21%, Jan. 2012 - 25%). During this period, the Conservative party has seen a slight increase in voter preference (from 33% to 35%), while the NDP vote has remained stable (27% to 28%).

Residents of Ontario and the Prairies exhibited a trend of favouring the Conservatives more than any other province (52% in the Prairies, 41% in Ontario, 30% in British Columbia, 29% in Atlantic region, and 22% in Quebec). Although preference ratings for the NDP were higher than other parties in the Maritimes (38% NDP, 32% Liberal, and 29% Conservative), Quebec (29% NDP, 22% Conservative, and 21% Liberal), and British Columbia (32% NDP, 30% Liberal, and 30% Conservative), the Liberals either exceeded or very closely tied the Conservatives in these areas. Looking at specific age categories, support for the Liberals was highest among poll participants 55 years of age or older (16% for <34, 24% for 35-44, 24% for 45-54, 30% for 55-64, and 30% for 65+). Compared to female respondents, males were much more likely to support the Conservatives (40%; compared to 31% of females), while females were more likely to support the NDP than males (32%; compared to 24% of males). The Liberals found the most support among those with household incomes amounting to more than \$100,000 (21% for <20K, 20% for 20-40K, 23% for 40-60K, 24% for 60-100K, 32% for 100K+), yet participants in this high income category were still more likely to support the Conservatives (35% Conservative versus 32% Liberal). In addition, participants who outlined their current voting preference as Conservative were more likely to have voted for their stated preferred party in the 2011 federal election than current supporters of the other parties (87%; compared to 75% Liberal, and 74% NDP).

“Based on the results of this study, the Conservatives have maintained the support of about a third of Canadian voters since the last federal election,” said Forum Research president Dr. Lorne Bozinoff. “However, in an interesting trend,

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HIGHLIGHTS:

- It was found that Canadians were more likely to indicate that they would vote Conservative over other parties if a federal election were held today (35%; compared to 28% NDP, 25% Liberal, 6% Bloc Quebecois, 4% Green, and 1% Other).
- “Based on the results of this study, the Conservatives have maintained the support of about a third of Canadian voters since the last federal election,” said Forum Research president Dr. Lorne Bozinoff. “However, in an interesting trend, it seems that the Liberals are competing more closely with the Conservatives in the Maritimes, Quebec, and British Columbia.”

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it seems that the Liberals are competing more closely with the Conservatives in the Maritimes, Quebec, and British Columbia.”

Rae has highest net approval among federal party leaders, Harper lowest

Liberal Rae's net approval of + 7 is higher than NDP's Nycole Turmel (-10) or Prime Minister Harper (-17)

The recent poll also found that Liberal leader Bob Rae was the federal party leader with the highest net approval among Canadian voters, while Stephen Harper received the lowest net approval rating (+7 Rae, -10 Turmel, and Harper -17). Although Harper's ranking on the whole was not overly flattering, an overwhelming majority of those whose current voting preference was Conservative approved of his performance as Prime Minister (82%: compared to 18% Liberal, and 12% NDP). Unsurprisingly, Turmel was supported most by participants with a preference for the NDP. Rae also found considerable support among his party's supporters when compared to those with Conservative ties (43% NDP, 25% Liberal, and 15% Conservative). While Rae found the majority of his approval among Liberal supporters, those with a preference for the NDP reported higher approval ratings than Conservative loyalists (77% Liberal, 43% NDP, and 20% Conservative).

Canadians see country going in wrong direction Conservatives supporters, however, think country is on right track

A significant minority of respondents indicated that they think the country is going in the wrong direction (41%; compared to 29% right direction, 26% neither right nor wrong direction, and 4% have yet to form an opinion). However, participants who favour the Conservatives were the least likely of all participants to report that they believe the country is going in the wrong direction (13%; compared to 57% NDP, and 50% Liberal). Rather, Tory supporters were more likely to think that Canada is going in the right direction (63%; compared to 15% Liberal, and 11% NDP).

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HIGHLIGHTS:

- It was found that Liberal leader Bob Rae was the leader with the highest net approval among federal party leaders, while Stephen Harper received the lowest net approval rating (+7 Rae, -10 Turmel, and Harper -17).
- A significant minority of respondents indicated that they think the country is going in the wrong direction (41%; compared to 29% right direction, 26% neither right nor wrong direction, and 4% have yet to form an opinion).

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Canadians enthusiastic about voting for their preferred party in next federal election

Conservatives, NDP supporters more enthused than Liberal voters

It was found that a clear majority of Canadians were either very enthusiastic or somewhat enthusiastic to vote for their preferred party in the next federal election (40% very enthusiastic, 31% somewhat enthusiastic, 17% not very enthusiastic, 7% not at all enthusiastic, and 5% had yet to form an opinion). Participants that supported the Conservatives, as well as those with a party preference for the NDP, were more likely to answer that they are very enthusiastic about voting for their party in the next federal election than supporters of the Liberals (46% Conservative, 46% NDP, and 40% Liberal).

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HIGHLIGHTS:

- It was found that a clear majority of Canadians were either very enthusiastic or somewhat enthusiastic to vote for their preferred party in the next federal election (40% very enthusiastic, 31% somewhat enthusiastic, 17% not very enthusiastic, 7% not at all enthusiastic, and 5% had yet to form an opinion).

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Methodology

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,211 randomly selected residents aged 18 or older across Canada. The poll was conducted on January 13th, 2012. Questions were asked of residents as a part of an omnibus survey.

Results based on the total sample are considered accurate +/- 2.82%, 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 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.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms.

Party Preference Trending

[Decided/Leaning]

	%	Sample	Cons	Lib	NDP	Green	Bloc	Other
Dec 13th, 2011		1160	33	21	27	8	6	5
Jan 13th, 2012		1140	35	25	28	4	6	1

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Party Preference

'If the federal election were held today, which party would you be most likely to vote for?'+ '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	1140	118	147	249	304	322	521	619
Conservative	35	39	32	36	35	34	40	31
Liberal	25	16	24	24	30	30	25	25
New Democratic	28	29	33	30	25	26	24	32
Green	4	10	4	3	3	3	4	5
Bloc Quebecois	6	6	6	6	6	7	7	6
Other Parties	1	0	1	1	1	1	1	1

Region

%	Total	Atlantic	Quebec	Ontario	Prairies	British Columbia
Sample	1140	76	290	447	187	140
Conservative	35	29	22	41	52	30
Liberal	25	32	21	29	14	30
New Democratic	28	38	29	25	28	32
Green	4	1	4	4	5	7
Bloc Quebecois	6	0	23	0	0	0
Other Parties	1	0	1	1	1	1

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Past Vote (2011 Federal Election)

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%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1140	381	264	302	46	68	25
Conservative	35	87	5	5	32	12	35
Liberal	25	7	75	16	7	1	15
New Democratic	28	3	16	74	13	12	28
Green	4	2	2	2	44	4	13
Bloc Quebecois	6	1	2	3	3	70	4
Other Parties	1	1	1	0	1	0	5

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Approval of Leaders:

Conservative

'Do you approve or disapprove of the job Stephen Harper is doing as Prime Minister?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1211	125	158	267	321	340	554	657
Approve	37	35	36	40	40	36	42	32
Disapprove	54	57	57	49	50	54	51	56
Don't Know	9	9	7	11	10	10	7	12

Region

%	Total	Atlantic	Quebec	Ontario	Prairies	British Columbia
Sample	1211	81	314	466	201	149
Approve	37	40	24	38	52	37
Disapprove	54	48	68	55	36	51
Don't Know	9	11	9	7	12	11

Federal Voting Intention

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1211	385	289	297	73	66	30
Approve	37	82	18	12	23	11	29
Disapprove	54	11	71	81	75	87	46
Don't Know	9	6	11	6	3	2	25

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NDP

'Do you approve or disapprove of the job Nycole Turmel is doing as Leader of the Opposition?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1211	125	158	267	321	340	554	657
Approve	26	27	27	27	27	21	24	28
Disapprove	36	37	34	32	39	36	45	26
Don't Know	39	37	39	41	35	43	31	46

Region

%	Total	Atlantic	Quebec	Ontario	Prairies	British Columbia
Sample	1211	81	314	466	201	149
Approve	26	27	33	22	21	29
Disapprove	36	28	27	42	43	28
Don't Know	39	45	40	36	36	44

Federal Voting Intention

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1211	385	289	297	73	66	30
Approve	26	15	25	43	28	37	14
Disapprove	36	51	39	19	37	33	27
Don't Know	39	34	37	38	36	30	58

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Liberal

'Do you approve or disapprove of the job Bob Rae is doing as leader of the Liberal Party?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1211	125	158	267	321	340	554	657
Approve	39	29	35	42	43	54	42	35
Disapprove	32	34	33	31	35	23	34	29
Don't Know	30	37	32	27	22	24	23	36

Region

%	Total	Atlantic	Quebec	Ontario	Prairies	British Columbia
Sample	1211	81	314	466	201	149
Approve	39	38	35	45	30	39
Disapprove	32	35	28	32	40	24
Don't Know	30	27	37	23	30	37

Federal Voting Intention

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1211	385	289	297	73	66	30
Approve	39	20	77	43	28	37	12
Disapprove	32	51	6	29	35	41	39
Don't Know	30	30	17	28	37	22	48

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Opinion regarding the direction of the country

'Do you think the country is going in the right direction, the wrong direction, or neither the right nor wrong direction?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1211	125	158	267	321	340	554	657
Right Direction	29	25	29	32	32	30	31	26
Wrong Direction	41	47	44	37	37	37	40	43
Neither Right Nor Wrong Direction	26	24	22	29	24	29	25	26
Don't Know	4	4	5	2	7	4	3	6

Region

%	Total	Atlantic	Quebec	Ontario	Prairies	British Columbia
Sample	1211	81	314	466	201	149
Right Direction	29	25	16	29	50	26
Wrong Direction	41	29	50	42	31	45
Neither Right Nor Wrong Direction	26	41	29	25	15	25
Don't Know	4	5	5	4	4	4

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Federal Voting Intention

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1211	385	289	297	73	66	30
Right Direction	29	63	15	11	23	6	10
Wrong Direction	41	13	50	57	61	60	47
Neither Right Nor Wrong Direction	26	20	34	28	15	28	37
Don't Know	4	4	2	4	1	6	7

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Levels of enthusiasm linked to voting for preferred party in upcoming election

'How enthusiastic are you about voting for your party in the next federal election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1211	125	158	267	321	340	554	657
Very Enthusiastic	40	37	42	31	48	45	41	39
Somewhat Enthusiastic	31	34	22	36	28	32	29	33
Not Very Enthusiastic	17	13	22	23	13	14	18	15
Not At All Enthusiastic	7	9	9	4	6	5	7	7
Don't Know	5	7	4	6	5	4	5	6

Region

%	Total	Atlantic	Quebec	Ontario	Prairies	British Columbia
Sample	1211	81	314	466	201	149
Very Enthusiastic	40	37	28	45	47	40
Somewhat Enthusiastic	31	33	32	29	30	38
Not Very Enthusiastic	17	24	23	15	9	13
Not At All Enthusiastic	7	5	10	6	9	4
Don't Know	5	2	7	5	4	6

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Federal Voting Intention

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1211	385	289	297	73	66	30
Very Enthusiastic	40	46	40	46	35	29	9
Somewhat Enthusiastic	31	32	35	34	26	32	19
Not Very Enthusiastic	17	12	20	12	24	24	34
Not At All Enthusiastic	7	5	3	5	10	7	26
Don't Know	5	4	3	3	6	8	12

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