

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**Aug 23<sup>rd</sup>, 2012**

## **HIGHLIGHTS:**

- One third would vote either for the federal NDP or the Conservatives (34% each) if an election were held today.
- These voting intention results—if they hold on Election Day – would see the Conservatives take 140 seats for a minority in Parliament, while the NDP would capture 114.
- Prime Minister Stephen Harper draws approval from more than a third (36%), and this is an increase since last month (from 32%).
- "Small shifts in the popular vote can lead to large shifts in the projected seat count when the two leading parties are all knotted up like this. It's a very fluid situation," said Forum Research President, Dr. Lorne Bozinoff.

## **FOR IMMEDIATE RELEASE**

### **NDP and Conservatives all tied up**

#### **Conservatives headed for minority**

Toronto, August 23rd, 2012 – In a random sampling of public opinion taken by the Forum Poll™ among Canadians 18 years of age and older, one third would vote either for the federal NDP or the Conservatives (34% each) if an election were held today. Just fewer than one quarter would vote Liberal (22%), and few would vote either Bloc Quebecois (6%), Green (4%), or for other parties (1%). These results represent a slight increase for the Conservatives since our poll last month (31%).

The federal Conservatives had most of their support among participants 65 and older (41%), males (39%), and Canadians living outside of Quebec. The federal Liberals also had their highest levels of favour among participants 65 and over (26%), as well as among residents of the Atlantic region (29%). The federal NDP, on the other hand, had the firmest backing among Canadians under 65 years of age, females (36%), and those living outside of Alberta.

These voting intention results—if they hold on Election Day – would see the Conservatives take 140 seats for a minority in Parliament, while the NDP would capture 114. This represents a remarkable turnaround since last month, when the NDP were forecast to win a minority with 128 seats to the Conservatives 114. The Liberals are now projected to take 46 seats, down from 58 last month. The Bloc would continue to take 7 seats and the Green Party would retain leader Elizabeth May's seat. While the seat swing appears to be substantial, when leading parties are tied in the polls, very small shifts in the popular vote can lead to broad movements in seat projections.

#### **Harper, Mulcair favourables up**

Prime Minister Stephen Harper draws approval from more than a third (36%), and this is an increase since last month (from 32%). Tom Mulcair's approval is up too, from 36% to a shiny 41%. Bob Rae's approval is steady or slightly down at 32%, and this represents a steady decline since his high point just after declaring he wouldn't run for permanent leader of the Liberal Party (June - 40%).

Harper's net favourable (approve minus disapprove) is a dismal -21, while Bob Rae's is -8. Tom Mulcair's, on the other hand, is a comfortable +10.

Harper had the highest approval among participants 65 years old and over (42%), males (42%), and Albertans (55%). Mulcair was most favoured by males (44%), Canadians with annual household incomes between \$60 and \$100K, and

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

# NEWS RELEASE



Quebeckers (64%). Like Harper, Rae had high approval among older participants, and males, but had the highest regional support among Ontarians (35%).

"Small shifts in the popular vote can lead to large shifts in the projected seat count when the two leading parties are all knotted up like this. It's a very fluid situation," said Forum Research President, Dr. Lorne Bozinoff.

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**Aug 23<sup>rd</sup>, 2012**

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

## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,720 randomly selected residents of Canada aged 18 or older. The poll was conducted on August 22<sup>nd</sup>, 2012.

Results based on the total sample are considered accurate +/- 2.36%, 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 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. 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)

## Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
Aug 22 <sup>nd</sup> , 2012	1640	34	22	34	4	6	1
Jul 25 <sup>th</sup> -26 <sup>th</sup> , 2012	1545	31	22	35	5	6	1
Jun 27 <sup>th</sup> , 2012	1114	35	19	35	3	6	1
Jun 14 <sup>th</sup> , 2012	1482	30	22	37	5	6	1
May 23 <sup>rd</sup> , 2012	1756	32	20	36	6	5	1
Apr 24 <sup>th</sup> , 2012	1669	33	22	36	2	6	1
Mar 30 <sup>th</sup> , 2012	1591	36	19	34	5	5	1
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	1565	35	19	35	3	7	1
Mar 2 <sup>nd</sup> -3 <sup>rd</sup> , 2012	1603	37	25	28	4	5	1
Feb 6 <sup>th</sup> , 2012	1148	36	26	28	3	6	1
Jan 13 <sup>th</sup> , 2012	1140	35	25	28	4	6	1
Dec 13 <sup>th</sup> , 2011	1160	33	21	27	8	6	5
Federal Election May 2 <sup>nd</sup> , 2011	n/a	40	19	31	4	6	0

## TORONTO

Aug 23<sup>rd</sup>, 2012

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

**Seat Distribution Projection Trending**

%	Cons	Lib	NDP	Green	Bloc	Other
Aug 22 <sup>nd</sup> , 2012	140	46	114	1	7	0
July 25 <sup>th</sup> -26 <sup>th</sup> , 2012	114	58	128	1	7	0
June 27 <sup>th</sup> , 2012	144	32	127	1	4	0
June 14 <sup>th</sup> , 2012	114	53	136	1	4	0
May 23 <sup>rd</sup> , 2012	123	42	138	1	4	0
Apr 24 <sup>th</sup> , 2012	118	54	133	1	2	0
Mar 30 <sup>th</sup> , 2012	142	36	126	1	3	0
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	151	25	120	1	11	0
Mar 2 <sup>nd</sup> -3 <sup>rd</sup> , 2012	145	69	78	1	15	0
Feb 6 <sup>th</sup> , 2012	151	60	88	1	8	0
Federal Election May 2 <sup>nd</sup> , 2011	166	34	103	1	4	0

**TORONTO**

**Aug 23<sup>rd</sup>, 2012**

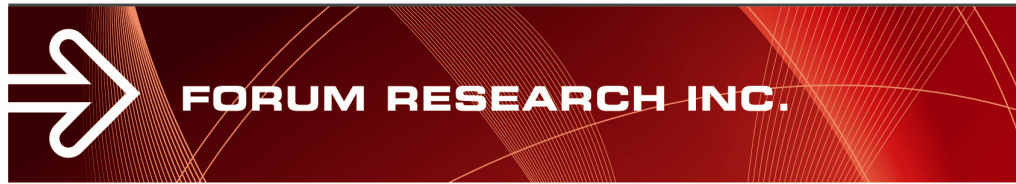
**Federal Leader Approval Rating Trending (% Approve)**

[All Respondents]

%	Sample	Rae	Harper	Mulcair
Aug 22 <sup>nd</sup> , 2012	1720	32	36	41
July 25 <sup>th</sup> -26 <sup>th</sup> , 2012	1639	34	32	36
June 27 <sup>th</sup> , 2012	1165	36	35	39
June 14 <sup>th</sup> , 2012	1529	40	31	39
May 23 <sup>rd</sup> , 2012	1836	33	33	41
Apr 24 <sup>th</sup> , 2012	1669	35	34	41
Mar 30 <sup>th</sup> , 2012	1675	36	34	32
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	1638	32	34	32

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**

**Aug 23<sup>rd</sup>, 2012**

**Current Federal Party Preference**

*'If the federal election were held today, which party are you 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	1640	220	185	317	454	464	797	843
Conservative	34	27	32	36	31	41	39	29
Liberal	22	23	22	18	22	26	22	22
New Democratic	34	38	33	34	38	25	31	36
Green	4	6	5	3	3	2	3	5
Bloc Quebecois	6	5	7	8	6	4	5	7
Other	1	1	1	1	1	1	1	1

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1640	127	416	588	117	165	227
Conservative	34	28	18	39	41	55	35
Liberal	22	29	23	25	16	15	17
New Democratic	34	39	34	32	37	25	39
Green	4	4	2	4	4	3	8
Bloc Quebecois	6	0	22	0	0	0	0
Other	1	1	1	1	1	1	1

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
Sample	1640	194	311	240	221	193	264
Conservative	34	32	36	31	36	27	35
Liberal	22	20	20	24	19	21	26
New Democratic	34	36	32	33	38	40	29
Green	4	4	5	4	2	3	4
Bloc Quebecois	6	6	5	8	5	8	5
Other	1	1	1	0	0	0	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 Vote (2011 Federal Election)*

<b>%</b>	<b>Total</b>	<b>PAST - Cons</b>	<b>PAST - Lib</b>	<b>PAST - NDP</b>	<b>PAST - Green</b>	<b>PAST - Bloc</b>	<b>PAST - Other Parties</b>
<b>Sample</b>	<b>1640</b>	<b>556</b>	<b>339</b>	<b>420</b>	<b>96</b>	<b>103</b>	<b>47</b>
<b>Conservative</b>	34	81	6	7	9	5	37
<b>Liberal</b>	22	7	70	9	18	9	22
<b>New Democratic</b>	34	9	20	78	31	23	20
<b>Green</b>	4	1	3	2	40	1	0
<b>Bloc Quebecois</b>	6	1	1	4	1	60	5
<b>Other</b>	1	0	1	0	1	1	15

## **TORONTO**

**Aug 23<sup>rd</sup>, 2012**

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

### **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	1720	227	196	336	471	490	825	895
Approve	36	31	38	34	37	42	42	30
Disapprove	57	62	57	58	56	49	55	59
Don't know	7	7	5	9	6	9	3	11

#### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1720	135	428	630	121	172	234
Approve	36	24	23	40	43	55	36
Disapprove	57	71	68	54	48	35	59
Don't know	7	5	9	6	9	10	5

#### **Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
Sample	1720	205	322	250	230	200	271
Approve	36	40	37	35	37	29	37
Disapprove	57	50	52	57	59	68	59
Don't know	7	11	11	8	4	2	4

#### **Current Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1720	538	357	504	95	89	57
Approve	36	90	20	9	12	3	21
Disapprove	57	7	73	85	78	90	67
Don't know	7	3	7	6	10	7	12

## **TORONTO**

**Aug 23<sup>rd</sup>, 2012**

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

## **NDP**

*'Do you approve or disapprove of the job Tom Mulcair is doing as Leader of the Opposition?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1720	227	196	336	471	490	825	895
Approve	41	44	38	38	42	41	44	37
Disapprove	31	29	31	31	35	31	36	26
Don't know	28	27	31	31	24	28	19	36

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1720	135	428	630	121	172	234
Approve	41	41	64	33	34	22	37
Disapprove	31	24	16	36	32	50	33
Don't know	28	35	20	30	34	28	30

### **Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
Sample	1720	205	322	250	230	200	271
Approve	41	40	34	43	46	49	42
Disapprove	31	30	32	29	28	30	35
Don't know	28	30	34	27	26	20	23

### **Current Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1720	538	357	504	95	89	57
Approve	41	16	46	68	29	58	22
Disapprove	31	53	26	13	33	21	49
Don't know	28	31	29	19	38	20	29

## **TORONTO**

**Aug 23<sup>rd</sup>, 2012**

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**

**Aug 23<sup>rd</sup>, 2012**

**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	1720	227	196	336	471	490	825	895
Approve	32	28	29	25	38	41	37	27
Disapprove	40	41	39	42	42	34	43	37
Don't know	29	31	32	33	20	24	21	36

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1720	135	428	630	121	172	234
Approve	32	33	31	35	27	21	30
Disapprove	40	30	37	43	37	45	38
Don't know	29	37	32	22	36	33	32

**Household Income**

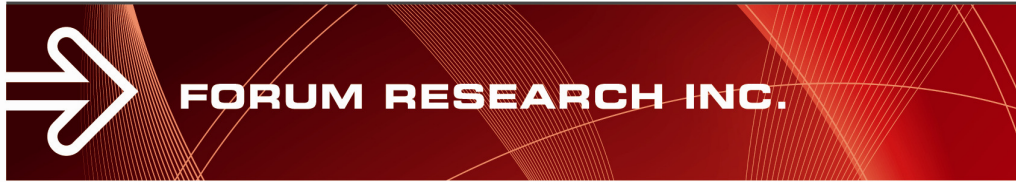
%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
Sample	1720	205	322	250	230	200	271
Approve	32	28	28	31	37	35	35
Disapprove	40	39	38	40	38	36	37
Don't know	29	33	33	29	25	29	28

**Current Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1720	538	357	504	95	89	57
Approve	32	17	67	30	28	21	8
Disapprove	40	53	15	37	45	48	66
Don't know	29	30	18	32	27	31	26

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

**TORONTO****Aug 23<sup>rd</sup>, 2012**

-30-

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)