

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

March 28th, 2012

HIGHLIGHTS:

- The Conservatives and the NDP were found to be exactly tied in voter preference, with just more than a third opting for each if an election were held today (35% each). The Liberals were favoured by just one fifth (19%), exactly their level of support in the spring election.
- Taking into account margin for error, these voting intention results — if they hold on Election Day — would see the Conservatives lose their majority, claiming 151 seats (down from 166 in last spring's election), just a handful more than the 120 claimed by the NDP (up from 103 in the election). The Liberals would retain just 25 seats in the Commons, down from 34 on Election Day.
- About one third of respondents approve of the job Stephen Harper (34%), Thomas Mulcair and Bob Rae (32% each) are doing.

FOR IMMEDIATE RELEASE

Federal Conservatives and NDP all tied up; Liberals sink to election-level support

Choice of Mulcair as leader boosts NDP chances

Toronto, March 28th, 2012 – In a Canada-wide poll of adults 18 years and older conducted by Forum Research, the Conservatives and the NDP were found to be exactly tied in voter preference, with just more than a third opting for each if an election were held today (35% each). The Liberals were favoured by just one fifth (19%), exactly their level of support in the spring election. Support for the Conservatives was found to be significantly higher among males (41%; compared to 31% of females), and significantly lower among those residing in the province of Quebec (14%; compared to 52% Alberta, 42% Ontario, 41% Prairies, 39% British Columbia, and 39% Atlantic). The NDP enjoy stronger support among younger voters (42% 18-34, 34% 35-44, 38% 45-54, 35% 55-64, and 29% 65+), female voters (38%; compared to 32% of males), and those residing in the Prairies, British Columbia, and Quebec (44%, 43%, 40%; compared to 31% Alberta, and 30% Ontario). The Liberals were found to have stronger support among those residing in the Atlantic and Ontario regions (25%, 24%; compared to 15% Quebec, 14% Alberta, 13% British Columbia, and 12% Prairies).

Conservatives to lose majority, split Parliament with NDP

Taking into account margin for error, these voting intention results — if they hold on Election Day — would see the Conservatives lose their majority, claiming 151 seats (down from 166 in last spring's election), just a handful more than the 120 claimed by the NDP (up from 103 in the election). The Liberals would retain just 25 seats in the Commons, down from 34 on Election Day. These results will change as voting intentions change and are subject to the usual margins of error.

All three federal leaders have similar favourables

About one third of respondents approve of the job Stephen Harper (34%), Thomas Mulcair and Bob Rae (32% each) are doing, but it must be noted that close to one half (45%) have yet to form an opinion about Mr. Mulcair, whereas just one quarter have no opinion of Mr. Rae (27%) and as few as one tenth have no opinion of the Prime Minister (8%). Harper's approval was found to be significantly higher among older Canadians (25% 18-34, 33% 35-44, 35% 45-54, 38% 55-64, and 44% 65+), males (38%; compared to 30% of females), among those Canadians living in Alberta (50%; compared to 40% British Columbia, 38% Ontario, 36% Prairies, 29% Atlantic, and only 19% in Quebec). Bob Rae was found

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to have higher approval ratings among older Canadians (22% 18-34, 30% 35-44, 35% 45-54, 41% 55-64, and 40% 65+), and approval of Mulcair was higher among those residing in Quebec (54%).

NDP now seen to be most effective opposition party

The NDP is now seen to be the most effective opposition party (40%), and this is a significant increase from earlier this month (March 5th, 32%). In the meantime, just fewer than one quarter now see the Liberals as the most effective opposition party (22%), down from three-in-10 at the beginning of the month (30%). Females were found to be significantly more likely to think the NDP is the most effective in opposition (43%; compared to 37% of males), while male voters were significantly more likely to think the Liberal party is most effective (26%; compared to 18% of females). Older Canadians were significantly more likely to think neither party is the most effective opposition (26% 18-34, 31% 35-44, 32% 45-54, 35% 55-64, and 34% 65+).

One quarter in total say they are more likely to vote NDP now that Thomas Mulcair is leader

One quarter of all respondents say the choice of Thomas Mulcair makes them more likely to vote NDP (26%), and this includes one quarter of Liberal Party supporters (23%) and just somewhat fewer Green Party supporters (18%). Those Canadians residing in the province of Quebec were significantly more likely to indicate they were more likely to vote NDP with Thomas Mulcair at the helm (44%), and four-of-10 current Bloc Quebecois supporters indicated they were more likely to back the new federal NDP party leader (40%).

One half of Liberal and NDP supporters favour joint nominations

One half of Liberal supporters (50%) and NDP supporters (51%) favour the idea of joint nomination meetings where only one candidate is run against the Conservative candidate. This represents a drop of about 10 points in this measure since the beginning of the month (March 5th, Liberal 60%, NDP 59%). Canadians residing in the province of Quebec were significantly more likely to get behind the idea (55%; compared to 40% Atlantic, 32% Ontario, 30% British Columbia, 30% Prairies, and 29% Alberta). Male voters were significantly more likely to oppose the idea (48%; compared to 40% of females).

"It is clear that the election of Thomas Mulcair as NDP leader has considerably improved the party's prospects, as our polling predicted. It will be interesting to see if the NDP can maintain this momentum through the next session of parliament" said Forum Research President, Dr. Lorne Bozinoff.

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HIGHLIGHTS:

- The NDP is now seen to be the most effective opposition party (40%), and this is a significant increase from earlier this month (March 5th, 32%). In the meantime, just fewer than one quarter now see the Liberals as the most effective opposition party (22%), down from three-in-10 at the beginning of the month (30%).
- One quarter of all respondents say the choice of Thomas Mulcair makes them more likely to vote NDP (26%).
- "It is clear that the election of Thomas Mulcair as NDP leader has considerably improved the party's prospects, as our polls predicted. It will be interesting to see if the NDP can maintain this momentum through the next session of parliament" said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1638 randomly selected residents of Canada aged 18 or older. The poll was conducted on March 26th to 27th, 2012.

Results based on the total sample are considered accurate +/- 2.4%, 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. This and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
Mar 26 th -27 th , 2012	1565	35	19	35	3	7	1
Mar 2 nd -3 rd , 2012	1603	37	25	28	4	5	1
Feb 6 th , 2012	1148	36	26	28	3	6	1
Jan 13 th , 2012	1140	35	25	28	4	6	1
Dec 13 th , 2011	1160	33	21	27	8	6	5
Federal Election May 2 nd , 2011	n/a	40	19	31	4	6	0

Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
Mar 26 th -27 th , 2012	151	25	120	1	11	0
Mar 2 nd -3 rd , 2012	145	69	78	1	15	0
Feb 6 th , 2012	151	60	88	1	8	0
Federal Election May 2 nd , 2011	166	34	103	1	4	0

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TORONTO**March 28th, 2012*****Favour of Joint Nomination Meetings Trending (% favour this idea)***

%	Lib	NDP
Mar 26 th -27 th , 2012	50	51
Mar 2 nd -3 rd , 2012	60	59

Most Effective in Opposition to the Government Trending

	Lib	NDP	Neither	Don't know
Mar 26 th -27 th , 2012	22	40	31	8
Mar 2 nd -3 rd , 2012	30	32	33	6

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Party Preference

'If a 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	1565	186	217	320	387	455	755	810
Conservative	35	28	38	31	36	42	41	31
Liberal	19	13	16	20	19	23	18	19
NDP	35	42	34	38	35	29	32	38
Green	3	4	4	3	2	1	3	3
Bloc Quebecois	7	11	7	7	6	4	6	8
Other Parties	1	1	1	1	1	1	1	1

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1565	105	373	607	116	163	201
Conservative	35	39	14	42	41	52	39
Liberal	19	25	15	24	12	14	13
NDP	35	34	40	30	44	31	43
Green	3	2	2	3	2	3	4
Bloc Quebecois	7	0	28	0	0	0	0
Other Parties	1	1	0	1	1	1	0

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Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1565	201	301	255	179	138	263
Conservative	35	30	34	38	35	32	35
Liberal	19	17	17	17	15	19	26
NDP	35	41	39	35	36	41	31
Green	3	4	2	3	3	1	3
Bloc Quebecois	7	7	8	7	11	6	4
Other Parties	1	1	1	1	1	1	0

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Approval of Stephen Harper as Prime Minister

'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	1638	197	227	335	408	471	790	848
Approve	34	25	33	35	38	44	38	30
Disapprove	58	65	60	57	57	48	57	59
Don't know	8	9	7	8	5	8	5	10

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1638	111	387	632	126	174	208
Approve	34	29	19	38	36	50	40
Disapprove	58	58	73	54	58	42	55
Don't know	8	14	8	8	6	7	6

Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1638	216	312	258	183	143	268
Approve	34	31	37	28	37	35	36
Disapprove	58	58	55	64	58	63	59
Don't know	8	12	8	7	6	2	5

Current Party Preference

%	Total	Con	Lib	NDP	Green	Bloc	Other
Sample	1638	533	304	497	83	102	46
Approve	34	87	15	7	8	7	23
Disapprove	58	9	78	86	81	87	69
Don't know	8	5	7	7	11	5	9

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Approval of Thomas Mulcair as Leader of the Opposition

'Do you approve or disapprove of the job Thomas 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	1638	197	227	335	408	471	790	848
Approve	32	33	32	34	31	30	33	31
Disapprove	22	28	22	22	19	18	27	18
Don't know	45	40	46	44	50	52	40	51

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1638	111	387	632	126	174	208
Approve	32	29	54	24	33	18	28
Disapprove	22	24	12	25	25	36	21
Don't know	45	47	33	51	41	46	52

Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1638	216	312	258	183	143	268
Approve	32	29	31	40	36	41	31
Disapprove	22	29	26	18	19	19	22
Don't know	45	42	43	42	45	40	46

Current Party Preference

%	Total	Con	Lib	NDP	Green	Bloc	Other
Sample	1638	533	304	497	83	102	46
Approve	32	12	37	53	22	46	17
Disapprove	22	39	20	7	39	13	34
Don't know	45	49	43	40	40	41	49

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Approval of Bob Rae as Leader of the Liberal Party

'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	1638	197	227	335	408	471	790	848
Approve	32	22	30	35	41	40	32	32
Disapprove	41	44	42	41	40	38	46	37
Don't know	27	35	28	24	19	22	22	31

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1638	111	387	632	126	174	208
Approve	32	30	32	33	33	28	33
Disapprove	41	43	39	44	44	47	32
Don't know	27	27	30	23	23	26	35

Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1638	216	312	258	183	143	268
Approve	32	22	27	39	31	42	45
Disapprove	41	48	44	38	49	37	34
Don't know	27	30	29	23	20	21	21

Current Party Preference

%	Total	Con	Lib	NDP	Green	Bloc	Other
Sample	1638	533	304	497	83	102	46
Approve	32	14	67	38	18	30	20
Disapprove	41	59	19	36	46	42	59
Don't know	27	27	14	26	37	28	21

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Most Effective in Opposition to Government—NDP, Liberal, or Neither

‘Which party do you think is the most effective in opposition to the government, the NDP, the Liberal Party or neither?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1638	197	227	335	408	471	790	848
NDP	40	43	40	39	38	36	37	43
Liberal Party	22	21	21	22	21	22	26	18
Neither	31	26	31	32	35	34	32	30
Don't Know	8	10	9	6	6	7	6	9

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1638	111	387	632	126	174	208
NDP	40	40	44	34	48	46	40
Liberal Party	22	17	19	25	14	15	26
Neither	31	32	32	33	28	32	24
Don't Know	8	12	5	8	10	7	10

Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1638	216	312	258	183	143	268
NDP	40	39	41	47	46	39	35
Liberal Party	22	21	18	19	15	29	32
Neither	31	32	34	27	32	23	29
Don't Know	8	7	7	6	6	9	4

Current Party Preference

%	Total	Con	Lib	NDP	Green	Bloc	Other
Sample	1638	533	304	497	83	102	46
NDP	40	26	19	70	30	32	41
Liberal Party	22	19	55	12	14	12	14
Neither	31	49	19	12	46	54	37
Don't Know	8	6	7	6	9	2	8

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Impact of Thomas Mulcair as NDP Leader on Party Support Likelihood

'Has the choice of Thomas Mulcair as NDP leader made you more likely, less likely or neither more nor less likely to vote for the New Democrats in the next federal election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1638	197	227	335	408	471	790	848
More likely	26	24	24	25	29	31	28	24
Less likely	15	12	17	16	16	16	18	12
Neither more nor less likely	52	55	53	51	50	48	49	55
Don't Know	7	9	7	8	5	5	6	8

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1638	111	387	632	126	174	208
More likely	26	17	44	22	24	14	21
Less likely	15	15	8	17	14	24	15
Neither more nor less likely	52	58	38	54	60	56	61
Don't Know	7	11	10	6	2	6	3

Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1638	216	312	258	183	143	268
More likely	26	26	31	28	28	26	26
Less likely	15	18	15	15	11	15	18
Neither more nor less likely	52	40	46	54	57	57	53
Don't Know	7	16	8	4	4	2	3

Current Party Preference

%	Total	Con	Lib	NDP	Green	Bloc	Other
Sample	1638	533	304	497	83	102	46
More likely	26	5	23	50	18	40	15
Less likely	15	28	16	5	12	7	14
Neither more nor less likely	52	62	54	42	63	42	62
Don't Know	7	5	7	3	7	11	10

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Favour for Joint Nomination Meetings among NDP, Liberals, & Green

'It has been suggested the NDP, the Liberals and the Green Party hold joint nomination meetings prior to the next federal election, and only run the one strongest candidate from the three parties against the Conservative candidate in any riding. Do you favour or oppose this idea?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1638	197	227	335	408	471	790	848
Favour This Idea	38	42	37	42	34	29	37	38
Oppose This Idea	44	39	49	41	46	49	48	40
Don't Know	18	19	14	17	20	22	15	22

Region

%	Total	Atl	Que	ON	Man / Sask	AB	BC
Sample	1638	111	387	632	126	174	208
Favour This Idea	38	40	55	32	30	29	30
Oppose This Idea	44	42	26	51	45	55	50
Don't Know	18	18	20	17	25	16	20

Income

%	Total	<\$20K	\$20K-40K	\$40K-60K	\$60K-80K	\$80K-100K	\$100K+
Sample	1638	216	312	258	183	143	268
Favour This Idea	38	36	36	38	40	39	43
Oppose This Idea	44	38	44	46	42	48	47
Don't Know	18	26	19	16	18	12	10

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Current Party Preference

%	Total	Con	Lib	NDP	Green	Bloc	Other
Sample	1638	533	304	497	83	102	46
Favour This Idea	38	11	50	51	48	67	35
Oppose This Idea	44	73	33	32	38	17	46
Don't Know	18	16	17	17	14	16	19

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