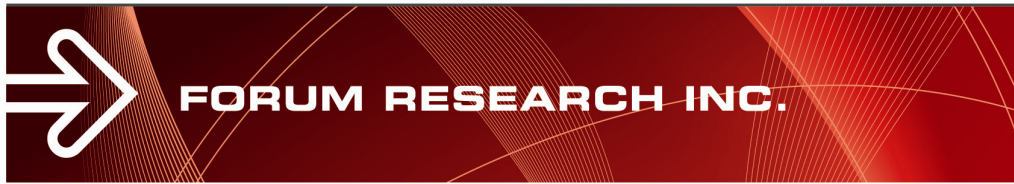


# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **TORONTO**

**Aug 15<sup>th</sup>, 2012**

## **HIGHLIGHTS:**

- More than 4-in-10 would vote for the Conservative party candidate were the upcoming by-election held today (44%), and this is more than twice the proportion who would vote Liberal (21%).
- Prime Minister Harper has approval from half of riding voters (49%) and his net favourable (approve minus disapprove) is +6.
- Conservative supporters are more enthusiastic about voting their party (52% very enthusiastic) than are either Liberals (32%) or NDP voters (28%).
- "It is no surprise to see the Conservatives prevailing in Calgary Centre, a longtime bastion, but the creditable showing of the Liberals is interesting," said Dr. Lorne Bozinoff, President of Forum Research.

## **FOR IMMEDIATE RELEASE**

### **Conservatives with comfy lead in Calgary Centre**

#### **Twice the vote of the 2<sup>nd</sup> place Liberals**

August 15th, 2012, Toronto – In a random sampling of public opinion taken by the Forum Poll™ among residents of the federal riding of Calgary Centre who were 18 years and older, more than 4-in-10 would vote for the Conservative party candidate were the upcoming by-election held today (44%), and this is more than twice the proportion who would vote Liberal (21%). The NDP and the Green Party draw the support of about 1-in-6 (14% and 12%, respectively) while other parties draw the support of one tenth (8%).

The Liberals and Green Party had most of their support among residents with annual household incomes exceeding \$80K (32%, 19%, respectively).

#### **Harper has highest favourables, Mulcair lowest**

Prime Minister Harper has approval from half of riding voters (49%) and his net favourable (approve minus disapprove) is +6. Tom Mulcair, on the other hand, has approval from one quarter (27%), and his net is a dismal -17. Bob Rae is approved of by one third (36%) and has a net favourable rating of +3.

Harper had the highest approval among respondents aged 55 and older (34% 18 to 34, 48% 35 to 54, 59% 55+). On the other hand, this age group was the most likely to disapprove of Mulcair (20% 18 to 34, 48% 35 to 54, 53% 55+). Rae had the strongest approval ratings among those with annual household incomes above \$80K (48%), while males were more likely to disapprove of him (43%; compared to 23% of females).

#### **Conservatives have voter enthusiasm on their side**

Conservative supporters are more enthusiastic about voting their party (52% very enthusiastic) than are either Liberals (32%) or NDP voters (28%). Green Party supporters have the most enthusiastic response (56% very enthusiastic).

"It is no surprise to see the Conservatives prevailing in Calgary Centre, a longtime bastion, but the creditable showing of the Liberals is interesting," said Dr. Lorne Bozinoff, President of Forum Research.

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.

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## Methodology

This Forum Poll™ was conducted by Interactive Voice Response (IVR) among a randomly selected sample of 250 Calgary residents 18 years of age and older on August 14<sup>th</sup>, 2012.

Results based on the total sample are considered accurate +/- 6.2%, 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 Forum Poll™ 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 Forum Polls™ may be found at The Forum Poll™ archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp).

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### **Awareness of MP Lee Richardson's Stepping Down\***

*'Are you aware the MP for your federal riding of Calgary Centre, Lee Richardson, has stepped down?'*

*[All Residents]*

#### **Age / Gender**

%	Total	18-34	35-54	55+	Male	Female
Sample	250	20	61	169	118	132
Yes	81	55	88	90	82	81
No	19	45	12	10	18	19

#### **Household Income**

%	Total	<40K	40-80K	80K+
Sample	250	61	52	78
Yes	81	70	79	82
No	19	30	21	18

#### **Calgary Centre By-Election Party Preference**

%	Total	Cons	Lib	NDP	Green
Sample	250	122	47	29	17
Yes	81	92	72	89	71
No	19	8	28	11	29

*\*Interpret sub-sample results with caution due to small sample size*

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### **Calgary Centre By-Election Party Preference\***

*'That means there will be a by-election in the riding of Calgary Centre. In this by-election, who will you vote for?' + 'Even though you may not have made up your mind, which party and candidate are you leaning towards at this time?'*

*[Decided/Leaning]*

#### **Age / Gender**

%	Total	18-34	35-54	55+	Male	Female
Sample	227	19	55	153	105	122
Conservatives	44	11	51	59	50	39
Liberals	21	30	17	21	23	20
NDP	14	13	18	10	9	19
Green	12	26	9	6	10	14
Other Parties	8	20	5	4	9	8

#### **Household Income**

%	Total	<40K	40-80K	80K+
Sample	227	54	46	76
Conservatives	44	54	48	37
Liberals	21	12	11	32
NDP	14	22	14	10
Green	12	5	4	19
Other Parties	8	8	24	3

#### **Last Federal Vote (2011 Election)**

%	Total	PAST - Cons	PAST - Lib	PAST - NDP	PAST - Green
Sample	227	134	46	24	7
Conservatives	44	78	5	9	12
Liberals	21	13	70	12	0
NDP	14	2	17	56	0
Green	12	2	8	9	62
Other Parties	8	5	0	15	26

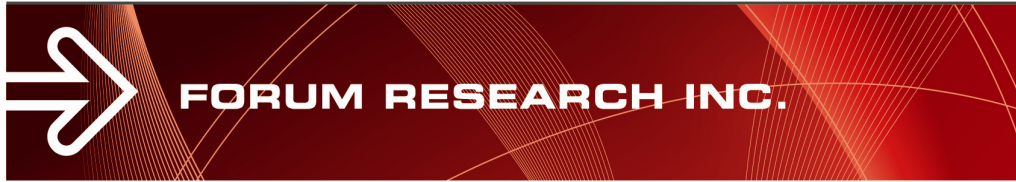
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**Aug 15<sup>th</sup>, 2012**

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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 Residents]*

#### **Age / Gender**

%	Total	18-34	35-54	55+	Male	Female
Sample	250	20	61	169	118	132
Approve	49	34	48	59	55	43
Disapprove	43	55	45	33	38	46
Don't know	8	11	7	8	6	10

#### **Household Income**

%	Total	<40K	40-80K	80K+
Sample	250	61	52	78
Approve	49	62	48	41
Disapprove	43	29	30	57
Don't know	8	10	22	2

#### **Calgary Centre By-Election Party Preference**

%	Total	Cons	Lib	NDP	Green
Sample	250	122	47	29	17
Approve	49	89	25	10	14
Disapprove	43	7	71	87	82
Don't know	8	4	4	3	5

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**Aug 15<sup>th</sup>, 2012**

*\*Interpret sub-sample results with caution due to small sample size*

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### **Approval of Tom Mulcair as Leader of Opposition\***

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

*[All Residents]*

#### **Age / Gender**

%	Total	18-34	35-54	55+	Male	Female
Sample	250	20	61	169	118	132
Approve	27	35	27	22	26	28
Disapprove	44	20	48	53	55	34
Don't know	29	45	24	25	19	38

#### **Household Income**

%	Total	<40K	40-80K	80K+
Sample	250	61	52	78
Approve	27	26	18	33
Disapprove	44	36	40	47
Don't know	29	38	42	19

#### **Calgary Centre By-Election Party Preference**

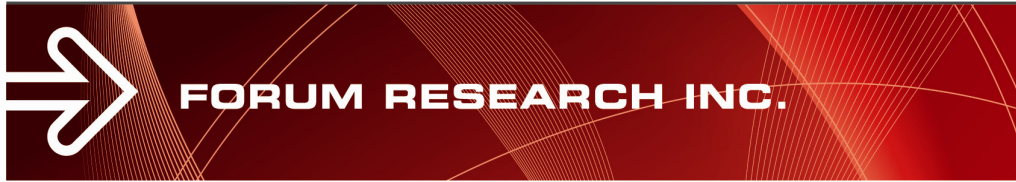
%	Total	Cons	Lib	NDP	Green
Sample	250	122	47	29	17
Approve	27	14	26	66	50
Disapprove	44	70	35	1	32
Don't know	29	16	39	32	18

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### **Approval of Bob Rae as Leader of Liberal Party\***

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

*[All Residents]*

#### **Age / Gender**

%	Total	18-34	35-54	55+	Male	Female
Sample	250	20	61	169	118	132
Approve	36	39	31	38	37	34
Disapprove	33	30	35	33	43	23
Don't know	32	31	34	29	20	42

#### **Household Income**

%	Total	<40K	40-80K	80K+
Sample	250	61	52	78
Approve	36	25	28	48
Disapprove	33	24	28	35
Don't know	32	51	44	17

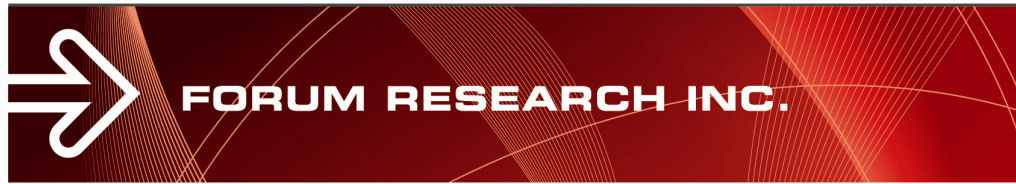
#### **Calgary Centre By-Election Party Preference**

%	Total	Cons	Lib	NDP	Green
Sample	250	122	47	29	17
Approve	36	23	69	41	36
Disapprove	33	47	14	9	49
Don't know	32	30	17	50	14

*\*Interpret sub-sample results with caution due to small sample size*

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### ***Enthusiasm About Voting For Party in By-Election\****

*'How enthusiastic will you be about voting for your party if the by-election were held today?'*

*[All Residents]*

#### **Age / Gender**

%	Total	18-34	35-54	55+	Male	Female
Sample	250	20	61	169	118	132
NET: Top2	74	58	75	82	69	79
NET: Btm2	26	42	25	18	31	21
Very enthusiastic	39	42	34	44	39	40
Somewhat enthusiastic	35	16	41	38	31	38
Not very enthusiastic	19	37	14	13	20	17
Not at all enthusiastic	7	4	11	6	10	4

#### **Household Income**

%	Total	<40K	40-80K	80K+
Sample	250	61	52	78
NET: Top2	74	77	63	75
NET: Btm2	26	23	37	25
Very enthusiastic	39	33	38	44
Somewhat enthusiastic	35	45	25	32
Not very enthusiastic	19	13	29	18
Not at all enthusiastic	7	10	7	7

#### **Calgary Centre By-Election Party Preference**

%	Total	Cons	Lib	NDP	Green
Sample	250	122	47	29	17
NET: Top2	74	90	55	94	72
NET: Btm2	26	10	45	6	28
Very enthusiastic	39	52	32	28	56
Somewhat enthusiastic	35	39	23	66	16
Not very enthusiastic	19	5	39	5	11
Not at all enthusiastic	7	4	6	1	18

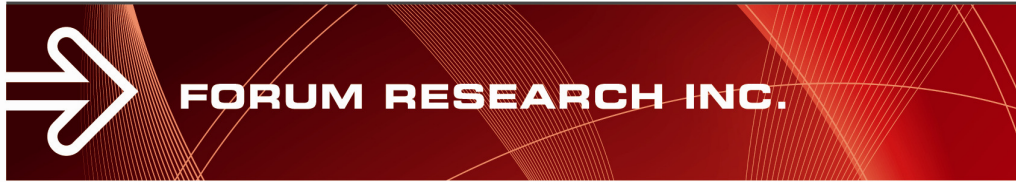
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