

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Anti-Trudeau ads backfire

One half say ads make them more likely to vote Liberal

TORONTO APRIL 30th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1572 Canadian voters, close to half (46%) had seen negative ads about Justin Trudeau featuring the line "In over his head", and this is very similar to the proportion aware of these ads the first time they were aired (May 2013, - 48%). Awareness is among the older respondents (55 to 64 - 52%, 65+ - 53%), males (51%), higher income groups (\$60 to \$80K, \$100K to \$250K - 53% each), in Atlantic Canada (60%), in Ontario (63%) and BC (53%) and especially among Liberal voters (56%).

Ad is most successful recruiting Liberals

Among those who saw the ad, as many as one half (47%) say they are more likely to make them vote Liberal, whereas just one fifth or fewer said they'd vote for any other party because of these ads (Conservatives - 20%, NDP - 17%). Among past Conservative voters, as many as one quarter say the ad will make them vote Liberal (22%), whereas, among past NDP voters, almost half say the ad is likely to make them vote Liberal (46%). Of note, these proportions have increased since this time last year (May, 2013 - more likely to vote Liberal because of ads - Conservatives 19%, NDP 18%).

Three quarters say opinion of Trudeau unchanged or improved since last year

In the year since he took over as leader of the Liberal Party, 3-in-10 Canadians say their opinion of Trudeau has improved (29%), while one quarter say it has grown worse (24%). Close to one half say their opinion hasn't changed (44%). Opinions have improved very markedly in BC (45%), Atlantic Canada (35%), among the least wealthy (less than \$40K - 33%), among past Liberals (49%) and past NDP voters (34%). Even one fifth of past Conservative voters say their opinion of the leader has improved (18%).

Marijuana legalization and lowering retirement age popular Liberal policies

When asked which of three signature Liberal policies would motivate their vote the most, Canadians are equally likely to say marijuana legalization (18%) and lowering the retirement age back to 65 (20%). Repealing the proposed Fair Elections Act comes in second (15%), while the plurality say none of these policies is effective (33%). As expected, marijuana legalization is popular among the young (under 35 - 29%), while lowering the retirement age is popular with Gen X voters (45 to 54 - 28%). Repealing the Fair Elections Act matters to the very oldest (65+ - 21%).

TORONTO

April 30th, 2014

HIGHLIGHTS:

- Close to half (46%) had seen negative ads about Justin Trudeau featuring the line "In over his head", and this is very similar to the proportion aware of these ads the first time they were aired.
- Among those who saw the ad, as many as one half (47%) say they are more likely to make them vote Liberal.
- In the year since he took over as leader of the Liberal Party, 3-in-10 Canadians say their opinion of Trudeau has improved (29%), while one quarter say it has grown worse (24%).
- When asked which of three signature Liberal policies would motivate their vote the most, Canadians are equally likely to say marijuana legalization (18%) and lowering the retirement age back to 65 (20%).

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HIGHLIGHTS:

- “These negative ads suggesting the Liberal leader is inexperienced backfired the last time they were aired, and they're backfiring again. The ads seem to have the effect of reinforcing whatever image you hold of Justin Trudeau, whether positive or negative, and among those whose image is positive, they are very powerful at generating support. In terms of three of his key policies, marijuana legalization obviously attracts the young, but the promise of returning the retirement age to 65 is a powerful persuader among older voters," said Forum Research President, Dr. Lorne Bozinoff.

Among past Conservative voters, lowering the retirement age is most persuasive (20%), and among past Liberals, repealing the Fair Elections Act takes precedence (28%). Past New Democrats like all three policies (20%, 22% and 20%, respectively). Of note, one tenth of past Conservative voters say the Liberal's marijuana policy will make them more likely to vote Liberal this time (10%).

“These negative ads suggesting the Liberal leader is inexperienced backfired the last time they were aired, and they're backfiring again. The ads seem to have the effect of reinforcing whatever image you hold of Justin Trudeau, whether positive or negative, and among those whose image is positive, they are very powerful at generating support. In terms of three of his key policies, marijuana legalization obviously attracts the young, but the promise of returning the retirement age to 65 is a powerful persuader among older voters," 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 or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1572 randomly selected Canadians 18 years of age and older. The poll was conducted on April 28-29th, 2014.

Results based on the total sample are considered accurate +/- 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

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

Watched Trudeau Ad - Trending

%	Yes	No
Apr. 28-29 th , 2014 (n=1572)	46	54
May 23 rd , 2013 (n=1779)	48	52

More Likely to Vote For - Trending

%	Conservative	Liberal	NDP
Apr. 28-29 th , 2014 (n=1572)	20	47	17
May 23 rd , 2013 (n=1779)	19	48	18

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Watched Trudeau Ad

‘Have you seen a television ad featuring Justin Trudeau taking his shirt off, with the line he’s in over his head?’

[All Respondents]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Yes	46	45	40	44	52	53	51	41	42	48	32
No	54	55	60	56	48	47	49	59	58	52	68

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Yes	46	60	19	63	48	26	53	54	17
No	54	40	81	37	52	74	47	46	83

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Yes	46	32	38	38	53	49	53
No	54	68	62	62	47	51	47

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Yes	46	46	56	45	43	19	28
No	54	54	44	55	57	81	72

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Yes	46	47	47	47	43
No	54	53	53	53	57

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Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Yes	46	46	60	45	38	44	45	46
No	54	54	40	55	62	56	55	54

Opinion of Trudeau

%	Total	Grown better	Grown worse	No Change
Sample	1572	460	383	680
Yes	46	55	51	38
No	54	45	49	62

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More Likely to Vote For

‘Does this ad make you more likely to vote for the Conservative Party, the Liberal Party or the NDP?’

[Have seen the television ad with Justin Trudeau]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	752	60	69	125	216	282	376	376	150	602	61
Conservative party	20	14	21	22	19	28	23	17	20	21	14
Liberal party	47	54	54	44	41	42	50	45	54	44	50
NDP	17	22	13	14	16	16	14	20	15	18	20
None of these	12	8	10	16	19	11	10	14	9	14	14
Don't know	3	3	2	3	5	2	3	4	2	4	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	752	90	72	425	61	37	67	696	56
Conservative party	20	10	21	21	31	44	12	21	12
Liberal party	47	59	32	48	31	28	64	49	29
NDP	17	12	28	18	16	15	9	15	35
None of these	12	13	14	11	15	14	14	12	18
Don't know	3	7	5	3	8	0	2	3	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	752	56	115	110	101	87	132
Conservative party	20	7	21	21	21	24	17
Liberal party	47	56	42	40	48	45	51
NDP	17	21	17	31	15	12	19
None of these	12	10	16	6	13	17	12
Don't know	3	6	5	2	3	2	1

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	752	221	303	125	37	14	20
Conservative party	20	63	3	4	7	12	13
Liberal party	47	11	90	31	28	3	26
NDP	17	4	3	58	33	20	19
None of these	12	17	4	5	28	65	31
Don't know	3	5	1	2	3	0	10

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	752	157	209	257	129
Conservative party	20	24	19	20	17
Liberal party	47	31	53	50	53
NDP	17	20	15	18	15
None of these	12	16	11	10	14
Don't know	3	10	2	2	1

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	752	539	242	32	204	61	41	172
Conservative party	20	23	25	15	24	19	33	12
Liberal party	47	46	48	45	44	44	42	53
NDP	17	14	13	10	14	18	17	23
None of these	12	13	11	29	12	16	8	11
Don't know	3	4	3	1	6	4	0	1

Opinion of Trudeau

%	Total	Grown better	Grown worse	No Change
Sample	752	263	203	269
Conservative party	20	1	50	18
Liberal party	47	89	5	39
NDP	17	5	30	18
None of these	12	3	12	21
Don't know	3	1	3	4

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Opinion of Trudeau

'Has your opinion of Justin Trudeau grown better, grown worse or has your opinion of him not changed since this time last year?'

[All Respondents]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Grown better	29	30	26	30	30	31	31	28	30	29	30
Grown worse	24	23	25	23	23	27	25	23	23	25	23
No change	44	44	45	45	44	39	43	44	45	43	44
Don't know	3	3	4	2	3	3	2	4	2	3	3

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Grown better	29	35	17	33	19	28	45	34	14
Grown worse	24	15	19	26	29	43	16	26	19
No change	44	42	62	37	51	27	38	38	65
Don't know	3	8	2	3	2	1	1	3	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Grown better	29	33	33	27	29	28	30
Grown worse	24	22	18	29	22	24	26
No change	44	37	43	43	49	49	43
Don't know	3	8	5	2	0	0	1

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Grown better	29	8	57	24	29	8	24
Grown worse	24	50	5	25	16	21	19
No change	44	41	36	50	53	67	53
Don't know	3	1	2	1	2	3	4

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Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Grown better	29	23	32	28	35
Grown worse	24	25	22	28	17
No change	44	45	43	42	46
Don't know	3	7	3	1	2

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Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Grown better	29	28	34	23	23	32	36	32
Grown worse	24	25	31	33	22	18	21	23
No change	44	44	33	43	50	48	40	43
Don't know	3	3	2	1	4	2	3	2

Seen Trudeau Ad

%	Total	Have seen ad	Have not seen ad
Sample	1572	752	820
Grown better	29	35	24
Grown worse	24	27	22
No change	44	36	50
Don't know	3	2	4

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Favourable Liberal Policies

‘Which of the following Liberal Party policies would be most likely to make you vote for the Liberals in the next federal election?’

[All Respondents]

Age / Gender / Children / Mothers

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Marijuana legalization	18	29	19	15	10	6	20	15	18	17	16
Lowering the retirement age back to 65	20	13	20	28	24	20	17	23	18	21	19
Repealing the Fair Elections Act	15	12	15	14	17	21	15	15	16	15	15
None of these	33	29	34	32	33	39	34	32	35	32	37
Something else	10	11	9	8	11	8	10	10	10	10	8
Don't know	4	5	3	3	4	6	4	5	3	5	5

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Marijuana legalization	18	24	11	18	10	9	36	19	11
Lowering the retirement age back to 65	20	16	25	19	25	26	12	19	27
Repealing the Fair Elections Act	15	18	11	17	10	17	17	17	9
None of these	33	25	41	31	38	39	24	31	42
Something else	10	10	8	12	12	6	10	11	6
Don't know	4	7	4	4	4	3	2	4	4

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Marijuana legalization	18	42	19	13	15	12	16
Lowering the retirement age back to 65	20	22	23	21	21	22	15
Repealing the Fair Elections Act	15	4	14	15	19	19	17
None of these	33	18	31	39	31	36	38
Something else	10	11	7	7	9	8	13
Don't know	4	4	6	5	6	3	1

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Marijuana legalization	18	8	21	17	35	13	28
Lowering the retirement age back to 65	20	20	20	20	22	23	15
Repealing the Fair Elections Act	15	5	25	20	17	5	5
None of these	33	58	19	29	18	44	26
Something else	10	5	11	10	7	12	22
Don't know	4	4	4	4	1	2	4

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Marijuana legalization	18	22	21	15	14
Lowering the retirement age back to 65	20	28	19	19	18
Repealing the Fair Elections Act	15	9	12	18	21
None of these	33	27	33	36	32
Something else	10	8	9	10	13
Don't know	4	6	6	2	3

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Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Marijuana legalization	18	12	13	12	10	21	37	25
Lowering the retirement age back to 65	20	24	21	20	26	28	19	13
Repealing the Fair Elections Act	15	14	20	5	14	9	13	18
None of these	33	36	35	41	37	32	21	29
Something else	10	9	8	12	9	5	8	13
Don't know	4	5	3	10	5	6	3	3

Seen Trudeau Ad / Opinion of Trudeau

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Marijuana legalization	18	18	17	26	6	18
Lowering the retirement age back to 65	20	18	22	18	23	21
Repealing the Fair Elections Act	15	19	12	27	6	13
None of these	33	31	35	16	51	35
Something else	10	10	10	10	9	9
Don't know	4	3	5	2	5	4

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