

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **New Democrat, Conservative voters move to Liberals**

### **Cause is party scandal, party shift to right**

TORONTO, OCTOBER 23, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 1859 Canadians 18 years of age and older, one third of those who voted NDP in the 2011 federal election would vote Liberal if the vote were held today (33%), while just fewer than one fifth of past Conservative voters would switch their votes as well (17%). By comparison, few past Liberals will vote either NDP (10%) or Conservative (6%) this time.

### **Party scandals common reason for switching parties**

Among those whose party preference had changed between 2011 and today (30% of total) the primary listed reason cited was 'scandals have eroded trust in party' (18%), followed by 'disagree with party policies' (16%) and 'don't like new party leader' (14%). Among those who left the Conservative Party, 3-in-10 say it is because of scandal (31%), followed by a quarter who say they disagree with party policy (25%). One tenth see the party moving too far to the right (11%). Among the larger group of past NDP switchers, the most common reason was a dislike for the new leader (27%), followed by disagreement with party policy (10%). The relatively small group of Liberal switchers do so because of party scandal (25%) or a dislike for their new leader (13%).

"We're seeing the backwash of the orange wave that swept the country, and voters are returning to their original parties. The Conservatives, however, appear to be shooting themselves in their own feet with the senate scandal," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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### **TORONTO**

**October 23<sup>rd</sup>, 2013**

### **HIGHLIGHTS:**

- one third of those who voted NDP in the 2011 federal election would vote Liberal if the vote were held today (33%), while just fewer than one fifth of past Conservative voters would switch their votes as well (17%).
- Among those whose party preference had changed between 2011 and today (30% of total) the primary listed reason cited was 'scandals have eroded trust in party' (18%), followed by 'disagree with party policies' (16%) and 'don't like new party leader' (14%).
- "We're seeing the backwash of the orange wave that swept the country, and voters are returning to their original parties. The Conservatives, however, appear to be shooting themselves in their own feet with the senate scandal," said Forum Research President, Dr. Lorne Bozinoff.

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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 1859 randomly selected Canadians 18 years of age and older. The poll was conducted on October 21 and 22, 2013.

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](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)

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**Switchers**

Respondents who answered differently in the following questions:

*'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?'*

*'Which party did you vote for in the last federal election held in the spring of 2011?'*

[Decided/Leaning]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1859	163	201	362	486	647	880	979
Switchers	29	25	32	34	32	25	29	29

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1859	155	415	663	165	189	272	1484	375
Switchers	29	36	33	27	27	23	31	28	32

**Past Federal Vote**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1859	644	450	437	85	102	56
Switchers	29	25	22	45	42	38	34

**Current Federal Party Preference**

%	Past Conservative	Past Liberal	Past NDP	Past Green	Past Bloc	Past Other
Sample	615	431	426	81	96	43
Conservative	76	6	4	1	4	7
Liberal	17	82	33	35	17	30
New Democratic	4	10	53	19	11	16
Green	2	2	4	38	2	18
Bloc Quebecois	1	1	5	3	66	12
Other	1	0	0	4	0	17

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### **Explaining Vote Preference Shift**

*'Why are you not planning to vote for the same party you voted for in the last federal election in 2011?'*

*[Asked only of respondents who have a different party choice in 'Current Federal Preference' than 'Past Federal Preference']*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	550	41	63	124	158	164	267	283
The party you voted for in 2011 has moved too far to the right	8	15	12	1	9	4	7	10
The party you voted for in 2011 has moved too far to the centre	2	0	2	3	3	1	2	1
The party you voted for in 2011 has moved too far to the left	2	2	0	4	3	4	4	1
You disagree with your previous party's policies	16	13	9	18	18	22	17	15
Scandals have eroded your trust in your previous party	18	13	15	24	15	24	19	17
A new party leader was elected, who you don't support	14	17	21	13	12	6	14	15
Some other reason	31	29	34	29	35	24	29	32
Don't know	9	9	8	8	6	14	9	9

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**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	550	61	146	176	47	43	77	421	129
The party you voted for in 2011 has moved too far to the right	8	5	5	11	11	3	12	9	5
The party you voted for in 2011 has moved too far to the centre	2	6	1	0	0	4	3	2	1
The party you voted for in 2011 has moved too far to the left	2	2	2	4	0	2	1	3	1
You disagree with your previous party's policies	16	17	18	15	19	17	9	14	20
Scandals have eroded your trust in your previous party	18	26	9	21	19	16	21	20	10
A new party leader was elected, who you don't support	14	12	22	14	6	9	11	12	23
Some other reason	31	21	31	28	35	38	36	31	29
Don't know	9	11	11	7	10	12	6	8	11

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**Past Federal Vote**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	550	165	86	196	44	35	24
The party you voted for in 2011 has moved too far to the right	8	11	10	5	23	0	7
The party you voted for in 2011 has moved too far to the centre	2	3	1	1	1	0	0
The party you voted for in 2011 has moved too far to the left	2	2	6	1	0	4	10
You disagree with your previous party's policies	16	25	6	10	10	35	9
Scandals have eroded your trust in your previous party	18	31	25	8	7	17	16
A new party leader was elected, who you don't support	14	2	13	27	2	22	3
Some other reason	31	16	35	38	45	22	35
Don't know	9	10	5	10	11	0	21

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