

NEWS RELEASE



FOR IMMEDIATE RELEASE

Liberals, Conservatives tied in Burlington North-Oakville

Justin Trudeau with highest favourables

TORONTO MAY 13th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 530 voters in the new federal riding of Burlington North-Oakville, where there has been controversy over MP Eve Adams' attempt to become the next Conservative nominee, the Liberals (45%) and Conservatives (42%) are basically tied in their voting preferences if the election were held today. In this situation, the NDP does not compete (8%), nor do the Greens (3%) or any other party (2%). Of note, one fifth of past Conservative voters will vote Liberal this time around (19%).

Trudeau has highest favourables

Close to one half of voters in the riding approve of Justin Trudeau (47%), but opinion is polarized, and his net favourable (approve minus disapprove) is +8. Four-in-ten approve of the Prime Minister (39%), but his net is a troubling -13. Tom Mulcair draws approval from a similar proportion (37%), but his net is a positive +4.

"As it turns out, Eve Adams may be in over her head in Burlington North-Oakville, which may actually be a harder riding to win than her previous, now dismembered riding of Mississauga-Brampton South. It appears the siren call of Justin Trudeau is even heard in the 905 bedroom communities the Conservative used to consider their own," 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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TORONTO

May 13th, 2014

HIGHLIGHTS:

- Among 530 voters in the new federal riding of Burlington North-Oakville, the Liberals (45%) and Conservatives (42%) are basically tied in their voting preferences if the election were held today.
- Close to one half of voters in the riding approve of Justin Trudeau (47%), but opinion is polarized, and his net favourable (approve minus disapprove) is +8.
- "As it turns out, Eve Adams may be in over her head in Burlington North-Oakville, which may actually be a harder riding to win than her previous, now dismembered riding of Mississauga-Brampton South. It appears the siren call of Justin Trudeau is even heard in the 905 bedroom communities the Conservative used to consider their own," 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 530 randomly selected Burlington North-Oakville residents 18 years of age and older. The poll was conducted on May 12th, 2014.

Results based on the total sample are considered accurate +/- 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 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. Actual results will depend on the parties' success at getting their voters out. 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

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Current Federal Party Preference

'If a federal election were held today, which party would you be 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	499	24	82	133	140	120	246	253
Conservative	42	36	43	44	42	44	45	39
Liberal	45	44	42	44	48	48	47	44
NDP	8	9	12	8	6	6	4	11
Green	3	8	2	2	2	2	3	4
Another party	2	3	1	2	1	1	2	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	499	18	37	47	38	55	173
Conservative	42	55	42	34	28	46	37
Liberal	45	28	36	52	50	40	55
NDP	8	4	9	11	10	10	7
Green	3	6	13	3	12	2	1
Another party	2	6	0	1	0	2	0

Past Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	499	222	181	28	15	7	23
Conservative	42	76	8	3	23	39	58
Liberal	45	19	87	29	9	15	18
NDP	8	2	5	68	6	13	9
Green	3	2	0	0	57	26	2
Another party	2	1	1	0	4	7	13

Approval of Leaders

%	Total	Approve of Stephen Harper	Approve of Tom Mulcair	Approve of Justin Trudeau
Sample	499	204	178	243
Conservative	42	84	32	15
Liberal	45	12	50	76
NDP	8	3	13	6
Green	3	1	6	2
Another party	2	0	0	1

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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	530	25	90	138	152	125	260	270
Approve	39	33	43	44	40	34	41	36
Disapprove	52	53	49	52	56	50	50	54
Don't know	9	13	8	5	4	16	8	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	530	18	39	48	41	58	184
Approve	39	50	27	34	36	49	37
Disapprove	52	42	49	43	57	50	59
Don't know	9	9	23	23	8	1	4

Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	530	206	216	42	20	15
Approve	39	82	10	18	12	9
Disapprove	52	11	82	69	75	86
Don't know	9	7	8	12	13	4

Approval of Leaders

%	Total	Approve of Tom Mulcair	Approve of Justin Trudeau
Sample	530	187	252
Approve	39	34	17
Disapprove	52	63	76
Don't know	9	4	7

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Approval of Tom Mulcair

'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	530	25	90	138	152	125	260	270
Approve	37	46	30	33	33	41	43	32
Disapprove	33	20	37	34	40	34	31	35
Don't know	30	33	33	32	27	26	26	34

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	530	18	39	48	41	58	184
Approve	37	29	31	40	44	50	43
Disapprove	33	55	27	41	28	22	29
Don't know	30	17	42	20	28	27	29

Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	530	206	216	42	20	15
Approve	37	29	41	61	65	0
Disapprove	33	40	31	10	19	81
Don't know	30	31	28	29	16	19

Approval of Leaders

%	Total	Approve of Stephen Harper	Approve of Justin Trudeau
Sample	530	212	252
Approve	37	32	46
Disapprove	33	41	32
Don't know	30	27	21

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Approval of Justin Trudeau

'Do you approve or disapprove of the job Justin Trudeau 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	530	25	90	138	152	125	260	270
Approve	47	45	46	48	51	46	45	49
Disapprove	40	37	42	37	39	43	41	38
Don't know	13	17	12	15	11	11	14	13

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	530	18	39	48	41	58	184
Approve	47	56	30	53	40	52	51
Disapprove	40	36	43	37	51	35	40
Don't know	13	8	27	10	9	13	9

Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	530	206	216	42	20	15
Approve	47	18	83	40	30	20
Disapprove	40	70	9	35	60	70
Don't know	13	12	8	25	10	10

Approval of Leaders

%	Total	Approve of Stephen Harper	Approve of Tom Mulcair
Sample	530	212	187
Approve	47	21	59
Disapprove	40	66	31
Don't know	13	13	10

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