

NEWS RELEASE



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TORONTO

September 7th, 2014

HIGHLIGHTS:

- 4-in-10 will vote for the Liberals if the election were held today (40%)
- If these results are projected to seats in a 308 seat House of Commons, the Liberals would take an 8 seat majority of 162 seats (up from 142 last month), to 113 for the Conservatives (stable from 110) and 30 for the New Democrats (well down from 51 last month).
- Prime Minister Harper has the approval of one third (34%) and his net favourable score (approve minus disapprove) is a negative -21.
- "This isn't the wheels coming off the bandwagon, but it's clear the Trudeau machine has hit a bit of a rough patch. The Prime Minister is getting a lot of international exposure, and that's hard to counter when you're the leader of the third party, no matter how popular you are," said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Liberal lead tightens further

Slim majority seen

TORONTO September 7th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1267 Canadian voters, 4-in-10 will vote for the Liberals if the election were held today (40%), stable from the same proportion who said this last month (August 20 - 41%). The Conservatives attract the vote of one third (34%) and this is a very slight increase from last month (32%). This means a 16 point lead in July became a 9 point lead in August and a 6 point lead now. The NDP will take fewer than one fifth (18%), stable from August (17%). Few will vote Bloc Quebecois (4%), Green (3%) or for any other party (1%). Of note, one fifth of those who voted Conservative in 2011 will vote Liberal this time (19%), as will close to 4-in-10 past New Democrats (39%). The Liberal vote is the "stickiest" in that more past Liberals will vote their party again (84%) than is the case with the Conservatives (76%) or, especially, the NDP (52%).

Slim majority in the cards

If these results are projected to seats in a 308 seat House of Commons, the Liberals would take an 8 seat majority of 162 seats (up from 142 last month), to 113 for the Conservatives (stable from 110) and 30 for the New Democrats (well down from 51 last month). The Bloc would take just 2 seats, and the Green Party would retain their leader's single seat.

Harper's, Mulcair's favourables steady, Trudeau's down

Prime Minister Harper has the approval of one third (34%) and his net favourable score (approve minus disapprove) is a negative -21 (up from -25 last month). Thomas Mulcair has the approval of close to 4-in-10 (38%, stable from 37% last month) and his net is a positive +6. Justin Trudeau, on the other hand, has seen his approval decline from one half last month (48%) to less than that today (44%), and his net score has declined as well (from +13 to +5).

"This isn't the wheels coming off the bandwagon, but it's clear the Trudeau machine has hit a bit of a rough patch. The Prime Minister is getting a lot of international exposure, and that's hard to counter when you're the leader of the third party, no matter how popular you are," 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 1267 randomly selected Canadians 18 years of age and older. The poll was conducted on September 5th, 2014.

Results based on the total sample are considered accurate +/- 3%, 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

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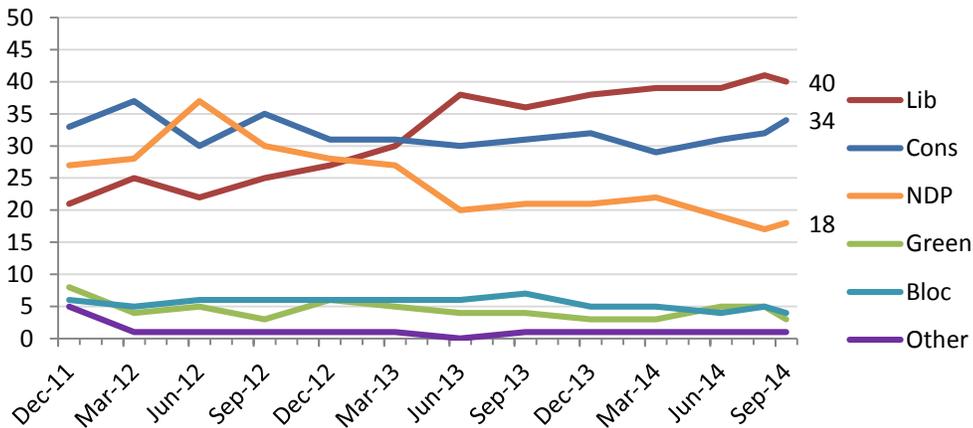
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Federal Vote Preference (%) [Decided / Leaning]



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Federal Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
Sept. 5 th , 2014	1267	34	40	18	3	4	1
August 18-19 th , 2014	1798	32	41	17	5	5	1
July 18 th , 2014	1624	28	44	18	3	5	1
June 16-17 th , 2014	1683	31	39	19	5	4	1
May 22 nd , 2014	1694	30	36	23	5	6	1
Apr 29 th , 2014	1572	30	39	20	4	6	1
Mar 25-28 th , 2014	1764	29	39	22	3	5	1
Feb. 18-19 th , 2014	1824	29	39	21	4	6	1
Jan. 23-24 th , 2014	1228	28	38	24	4	5	1
Jan. 17 th , 2014	1779	28	37	25	4	5	1
Dec. 12-13 th , 2013	1634	32	38	21	3	5	1
Nov. 12-13 th , 2013	1834	29	38	22	4	6	1
Oct. 23 rd , 2013	1007	28	40	20	5	6	1
Oct. 21-22 nd , 2013	1859	30	39	19	5	7	1
Sept 16-17 th , 2013	1527	31	36	21	4	7	1
August 24 th , 2013	1145	29	38	22	4	6	1
July 23 rd , 2013	1501	31	35	22	4	7	1
June 19 th , 2013	1420	30	38	20	4	6	0
May 21 st – 22 nd , 2013	1709	27	44	20	3	4	1
April 15 th , 2013	1764	30	43	19	2	5	1
April 2 nd , 2013	1269	29	33	25	6	5	1
March 6 th -7 th , 2013	1663	31	30	27	5	6	1
Feb 6 th , 2013	1051	32	30	26	4	6	1
Jan 16 th -17 th , 2013	1555	36	25	28	4	7	1
Dec 18 th , 2012	1296	31	27	28	6	6	1
Nov 19 th , 2012	1776	33	28	28	4	6	1
Oct 27 th , 2012	1680	31	27	32	4	6	1
Sep 27 th , 2012	1692	35	25	30	3	6	1
Aug 22 nd , 2012	1640	34	22	34	4	6	1
Jul 25 th -26 th , 2012	1545	31	22	35	5	6	1
Jun 27 th , 2012	1114	35	19	35	3	6	1
Jun 14 th , 2012	1482	30	22	37	5	6	1
May 23 rd , 2012	1756	32	20	36	6	5	1
Apr 24 th , 2012	1669	33	22	36	2	6	1
Mar 30 th , 2012	1591	36	19	34	5	5	1
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

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September 7th, 2014

Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
Sept. 5 th , 2014	113	162	30	1	2	0
August 18-19 th , 2014	110	142	51	1	4	0
July 18 th , 2014	84	192	30	1	1	0
June 16-17 th , 2014	109	142	53	1	3	0
May 22 nd , 2014	111	110	75	1	11	0
Apr 29 th , 2014	100	158	39	1	10	0
Mar 25-28 th , 2014	99	159	40	1	9	0
Feb. 18-19 th , 2014	100	134	51	1	22	0
Jan. 23-24 th , 2014	104	132	65	1	6	0
Jan. 17 th , 2013	111	130	61	1	5	0
Dec. 12-13 th , 2013	110	147	48	1	2	0
Nov. 12-13 th , 2013	108	134	53	1	12	0
Oct. 23 rd , 2013	104	146	47	1	10	0
Oct. 21-22 nd , 2013	106	147	33	1	21	0
Sept 16-17 th , 2013	121	102	45	1	39	0
August 24 th , 2013	107	127	63	1	10	0
July 23 rd , 2013	129	120	44	1	14	0
June 19 th , 2013	113	150	39	1	5	0
May 21 st , 2013	77	192	37	1	1	0
April 15 th , 2013	99	170	35	1	3	0
April 2 nd , 2013	119	117	65	1	6	0
March 6 th -7 th , 2013	125	88	76	1	18	0
Feb 6 th , 2013	129	86	81	1	11	0
Jan 16 th -17 th , 2013	144	68	73	1	22	0
Dec 18 th , 2012	129	77	77	1	24	0
Nov 19 th , 2012	138	83	76	1	10	0
Oct 27 th , 2012	122	76	101	1	8	0
Sep 27 th , 2012	142	66	87	1	12	0
Aug 22 nd , 2012	140	46	114	1	7	0
July 25 th -26 th , 2012	114	58	128	1	7	0
June 27 th , 2012	144	32	127	1	4	0
June 14 th , 2012	114	53	136	1	4	0
May 23 rd , 2012	123	42	138	1	4	0
Apr 24 th , 2012	118	54	133	1	2	0
Mar 30 th , 2012	142	36	126	1	3	0
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

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Federal Election May 2nd, 2011

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TORONTO

September 7th, 2014

Federal Leader Approval Rating Trending (% Approve)

[All Respondents]

%	Sample	Trudeau	Harper	Mulcair
Sept. 5 th , 2014	1267	44	34	38
August 18-19 th , 2014	1798	48	35	37
July 18 th , 2014	1624	46	33	40
June 16-17 th , 2014	1683	43	34	38
May 22 nd , 2014	1694	43	33	43
Apr 29 th , 2014	1572	46	31	44
Mar 25-28 th , 2014	1764	44	33	37
Feb. 18-19 th , 2014	1824	47	31	42
Jan. 23-24 th , 2014	1228	43	29	42
Jan. 17 th , 2014	1779	45	30	44
Dec. 12-13 th , 2013	1634	49	32	44
Nov. 12-13 th , 2013	1834	46	31	41
Oct. 23 rd , 2013	1007	49	34	41
Oct 21-22 nd , 2013	1859	47	31	36
Sept 16-17 th , 2013	1527	48	32	36
August 24 th , 2013	1189	49	30	37
July 23 rd , 2013	1782	44	31	33
June 19 th , 2013	1525	47	33	35
May 21 st , 2013	1779	49	29	36
April 15 th , 2013	1764	46	32	35
		Rae		
April 2 nd , 2013	1310	40	31	35
March 6 th -7 th , 2013	1755	34	34	35
Feb 6 th , 2013	1091	34	33	38
Jan 16 th -17 th , 2013	1626	32	38	37
Dec 18 th , 2012	1355	39	35	39
Nov 19 th , 2012	1849	35	36	33
Oct 27 th , 2012	1735	34	36	38
Sep 27 th , 2012	1758	31	39	37
Aug 22 nd , 2012	1720	32	36	41
July 25 th -26 th , 2012	1639	34	32	36
June 27 th , 2012	1165	36	35	39
June 14 th , 2012	1529	40	31	39
May 23 rd , 2012	1836	33	33	41

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Apr 24 th , 2012	1669	35	34	41
Mar 30 th , 2012	1675	36	34	32
Mar 26 th -27 th , 2012	1638	32	34	32
April 24-25 th , 2012	1744	46	22	30

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Federal Vote 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	1213	111	132	219	298	453	584	629
Conservative	34	28	41	37	32	35	39	30
Liberal	40	37	38	41	41	44	39	42
New Democratic	18	25	14	13	21	16	14	21
Green	3	6	3	4	2	2	3	3
Bloc Quebecois	4	3	3	5	4	3	4	3
Other	1	2	1	1	1	1	1	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1213	84	294	447	91	134	163	945	268
Conservative	34	23	22	37	42	63	33	38	23
Liberal	40	46	43	45	34	28	32	41	39
New Democratic	18	26	20	15	18	4	27	16	22
Green	3	4	1	2	4	4	8	4	1
Bloc Quebecois	4	0	13	0	0	0	0	0	14
Other	1	1	1	1	1	2	0	1	1

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1213	457	277	248	49	67	45
Conservative	34	76	9	5	14	20	24
Liberal	40	19	84	39	39	13	33
New Democratic	18	4	4	52	6	25	27
Green	3	1	1	2	38	2	6
Bloc Quebecois	4	0	1	2	0	39	1
Other	1	0	0	0	3	0	9

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Approval of Stephen Harper

'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	1267	114	142	233	310	468	604	663
Approve	34	30	33	38	29	40	40	28
Disapprove	55	56	53	52	62	50	53	57
Don't know	11	13	13	10	8	10	7	15

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1267	88	303	471	96	140	169	990	277
Approve	34	18	28	35	27	61	32	35	29
Disapprove	55	69	60	52	65	33	58	53	60
Don't know	11	12	12	13	8	7	9	12	11

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1267	411	450	209	64	41	38
Approve	34	82	12	8	20	10	22
Disapprove	55	10	78	88	65	88	50
Don't know	11	8	10	4	16	3	28

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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	1267	114	142	233	310	468	604	663
Approve	38	41	30	33	46	39	39	36
Disapprove	32	29	33	38	28	33	41	24
Don't know	30	30	37	29	25	28	20	40

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1267	88	303	471	96	140	169	990	277
Approve	38	50	51	34	24	26	33	33	52
Disapprove	32	24	25	32	35	51	34	35	23
Don't know	30	26	24	34	40	24	33	32	25

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1267	411	450	209	64	41	38
Approve	38	23	42	66	27	35	26
Disapprove	32	49	29	14	31	34	35
Don't know	30	28	29	21	42	31	39

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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	1267	114	142	233	310	468	604	663
Approve	44	40	45	44	49	43	44	43
Disapprove	39	40	36	42	35	40	45	34
Don't know	17	20	19	14	16	17	11	23

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1267	88	303	471	96	140	169	990	277
Approve	44	57	42	44	48	36	42	44	41
Disapprove	39	31	36	39	37	54	39	40	37
Don't know	17	12	22	17	15	10	19	16	22

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1267	411	450	209	64	41	38
Approve	44	13	82	43	52	27	6
Disapprove	39	73	8	38	25	54	62
Don't know	17	14	10	19	23	19	33

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