

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Liberals open up wide lead on Conservatives**

#### **Strong Liberal majority in the cards**

TORONTO JULY 19<sup>th</sup>, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1624 Canadian voters, the Liberals have opened up a convincing 16 point lead on the Conservatives (44% to 28%), while the NDP has ticked downwards to less than a fifth (18%). This is in comparison with this time last month, when the Liberal lead was a more modest 8 points (June 18, Liberals - 39%, Conservatives - 31%). Few will vote Bloc Quebecois (5% of total, 20% in Quebec) or Green (3%) or for any other party (1%). The Liberal vote is strong among Boomers (55 to 64 - 53%), in Atlantic Canada (53%) and Ontario (50%). The Conservative vote is common to the oldest (35%), males (34%) and Albertans (55%). There is a significant gender gap among Conservative supporters (34% male, 23% female) which does not exist with respect to the other two main opposition parties.

#### **Trudeau favourables up, Harper, Mulcair steady**

Justin Trudeau has the approval of close to half of Canadian voters (46%) and this represents a slight increase since last month (43%). His net favourable score (approve minus disapprove) is +9, up from +5 last month. Tom Mulcair has the approval of 4-in-10 (40%), stable from last month (38%), and his net is at +10, up from +4. Stephen Harper has the approval of one third (33%), and his net is a very negative -25.

#### **Trudeau has slight edge as best PM**

Justin Trudeau is seen to be the best Prime Minister by 3-in-10 (30%), up from just more than a quarter last month (27%). Stephen Harper trails with just more than a quarter (27%), stable from last month (28%). One eighth see Tm Mulcair as the best Prime Minister (16%) and this hasn't changed since mid-June.

#### **Just one half expect Harper to run in election as scheduled**

When presented with a number of scenarios for the federal election scheduled for October 19, 2015, just one half of voters believe it will take place as scheduled with Stephen Harper at the head of the Conservative Party (51%), whereas one seventh believe Stephen Harper will resign before the scheduled election (14%). One tenth believe either that Harper will call and lead an earlier election (9%), that he will resign and an earlier election will take place (7%) or that something else will occur (8%). One tenth have no opinion on the issue (11%). Thus, fully one fifth in total (21%) believe the Prime Minister will resign before the next election.

## **TORONTO**

**July 19<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Liberals have opened up a convincing 16 point lead on the Conservatives (44% to 28%), while the NDP has ticked downwards to less than a fifth (18%).
- Justin Trudeau has the approval of close to half of Canadian voters (46%), Tom Mulcair has the approval of 4-in-10 (40%) and Harper has approval of one third (33%).
- Trudeau is seen to be the best PM by 3-in-10 (30%), Harper trails with just more than a quarter (27%).
- When presented with a number of scenarios for the federal election scheduled for October 19, 2015, just one half of voters believe it will take place as scheduled with Stephen Harper at the head of the Conservative Party (51%), whereas one seventh believe Stephen Harper will resign before the scheduled election (14%).

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New Democrats (24%) and Liberals (17%) are more likely to predict a scheduled election without Stephen Harper than are Conservative voters (5%).

"It's interesting to note that both Justin Trudeau and the Prime Minister poll at about the same level as their parties, which is usually a good thing, if you're in the lead, or close. Tom Mulcair significantly outperforms his party, though, by a factor of two, and that's a worrisome sign. He makes it easy to park a vote yet not commit to supporting the party in the general election," 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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## **HIGHLIGHTS:**

- "It's interesting to note that both Justin Trudeau and the Prime Minister poll at about the same level as their parties, which is usually a good thing, if you're in the lead, or close. Tom Mulcair significantly outperforms his party, though, by a factor of two, and that's a worrisome sign. He makes it easy to park a vote yet not commit to supporting the party in the general election," 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 1624 randomly selected Canadians 18 years of age and older. The poll was conducted on July 18<sup>th</sup>, 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](http://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](http://www.forumresearch.com/polls.asp)

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**Federal Party Preference Trending**

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
July 18 <sup>th</sup> , 2014	1624	28	44	18	3	5	1
June 16-17 <sup>th</sup> , 2014	1683	31	39	19	5	4	1
May 22 <sup>nd</sup> , 2014	1694	30	36	23	5	6	1
Apr 29 <sup>th</sup> , 2014	1572	30	39	20	4	6	1
Mar 25-28 <sup>th</sup> , 2014	1764	29	39	22	3	5	1
Feb. 18-19 <sup>th</sup> , 2014	1824	29	39	21	4	6	1
Jan. 23-24 <sup>th</sup> , 2014	1228	28	38	24	4	5	1
Jan. 17 <sup>th</sup> , 2014	1779	28	37	25	4	5	1
Dec. 12-13 <sup>th</sup> , 2013	1634	32	38	21	3	5	1
Nov. 12-13 <sup>th</sup> , 2013	1834	29	38	22	4	6	1
Oct. 23 <sup>rd</sup> , 2013	1007	28	40	20	5	6	1
Oct. 21-22 <sup>nd</sup> , 2013	1859	30	39	19	5	7	1
Sept 16-17 <sup>th</sup> , 2013	1527	31	36	21	4	7	1
August 24 <sup>th</sup> , 2013	1145	29	38	22	4	6	1
July 23 <sup>rd</sup> , 2013	1501	31	35	22	4	7	1
June 19 <sup>th</sup> , 2013	1420	30	38	20	4	6	0
May 21 <sup>st</sup> - 22 <sup>nd</sup> , 2013	1709	27	44	20	3	4	1
April 15 <sup>th</sup> , 2013	1764	30	43	19	2	5	1
April 2 <sup>nd</sup> , 2013	1269	29	33	25	6	5	1
March 6 <sup>th</sup> -7 <sup>th</sup> , 2013	1663	31	30	27	5	6	1
Feb 6 <sup>th</sup> , 2013	1051	32	30	26	4	6	1
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	1555	36	25	28	4	7	1
Dec 18 <sup>th</sup> , 2012	1296	31	27	28	6	6	1
Nov 19 <sup>th</sup> , 2012	1776	33	28	28	4	6	1
Oct 27 <sup>th</sup> , 2012	1680	31	27	32	4	6	1
Sep 27 <sup>th</sup> , 2012	1692	35	25	30	3	6	1
Aug 22 <sup>nd</sup> , 2012	1640	34	22	34	4	6	1
Jul 25 <sup>th</sup> -26 <sup>th</sup> , 2012	1545	31	22	35	5	6	1
Jun 27 <sup>th</sup> , 2012	1114	35	19	35	3	6	1
Jun 14 <sup>th</sup> , 2012	1482	30	22	37	5	6	1
May 23 <sup>rd</sup> , 2012	1756	32	20	36	6	5	1
Apr 24 <sup>th</sup> , 2012	1669	33	22	36	2	6	1
Mar 30 <sup>th</sup> , 2012	1591	36	19	34	5	5	1
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	1565	35	19	35	3	7	1
Mar 2 <sup>nd</sup> -3 <sup>rd</sup> , 2012	1603	37	25	28	4	5	1
Feb 6 <sup>th</sup> , 2012	1148	36	26	28	3	6	1
Jan 13 <sup>th</sup> , 2012	1140	35	25	28	4	6	1
Dec 13 <sup>th</sup> , 2011	1160	33	21	27	8	6	5
Fed Elec May 2, 2011	n/a	40	19	31	4	6	0

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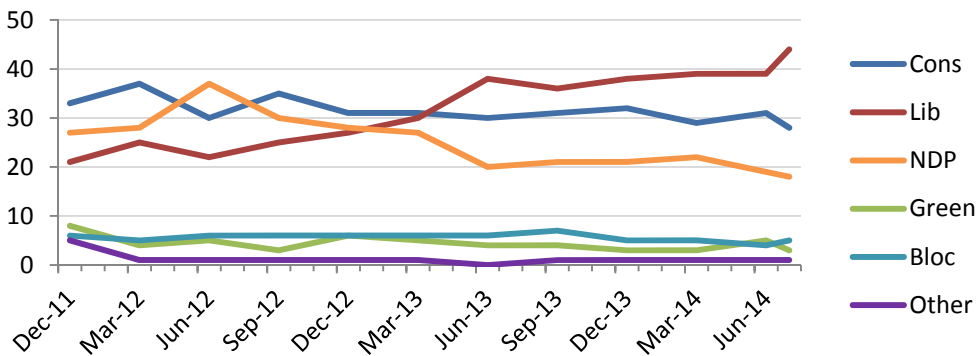
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## Federal Vote Preference (%)

[Decided / Leaning]



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**July 19<sup>th</sup>, 2014**

**Seat Distribution Projection Trending**

%	Cons	Lib	NDP	Green	Bloc	Other
July 18 <sup>th</sup> , 2014	84	192	30	1	1	0
June 16-17 <sup>th</sup> , 2014	109	142	53	1	3	0
May 22 <sup>nd</sup> , 2014	111	110	75	1	11	0
Apr 29 <sup>th</sup> , 2014	100	158	39	1	10	0
Mar 25-28 <sup>th</sup> , 2014	99	159	40	1	9	0
Feb. 18-19 <sup>th</sup> , 2014	100	134	51	1	22	0
Jan. 23-24 <sup>th</sup> , 2014	104	132	65	1	6	0
Jan. 17 <sup>th</sup> , 2013	111	130	61	1	5	0
Dec. 12-13 <sup>th</sup> , 2013	110	147	48	1	2	0
Nov. 12-13 <sup>th</sup> , 2013	108	134	53	1	12	0
Oct. 23 <sup>rd</sup> , 2013	104	146	47	1	10	0
Oct. 21-22 <sup>nd</sup> , 2013	106	147	33	1	21	0
Sept 16-17 <sup>th</sup> , 2013	121	102	45	1	39	0
August 24 <sup>th</sup> , 2013	107	127	63	1	10	0
July 23 <sup>rd</sup> , 2013	129	120	44	1	14	0
June 19 <sup>th</sup> , 2013	113	150	39	1	5	0
May 21 <sup>st</sup> , 2013	77	192	37	1	1	0
April 15 <sup>th</sup> , 2013	99	170	35	1	3	0
April 2 <sup>nd</sup> , 2013	119	117	65	1	6	0
March 6 <sup>th</sup> -7 <sup>th</sup> , 2013	125	88	76	1	18	0
Feb 6 <sup>th</sup> , 2013	129	86	81	1	11	0
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	144	68	73	1	22	0
Dec 18 <sup>th</sup> , 2012	129	77	77	1	24	0
Nov 19 <sup>th</sup> , 2012	138	83	76	1	10	0
Oct 27 <sup>th</sup> , 2012	122	76	101	1	8	0
Sep 27 <sup>th</sup> , 2012	142	66	87	1	12	0
Aug 22 <sup>nd</sup> , 2012	140	46	114	1	7	0
July 25 <sup>th</sup> -26 <sup>th</sup> , 2012	114	58	128	1	7	0
June 27 <sup>th</sup> , 2012	144	32	127	1	4	0
June 14 <sup>th</sup> , 2012	114	53	136	1	4	0
May 23 <sup>rd</sup> , 2012	123	42	138	1	4	0
Apr 24 <sup>th</sup> , 2012	118	54	133	1	2	0
Mar 30 <sup>th</sup> , 2012	142	36	126	1	3	0
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	151	25	120	1	11	0
Mar 2 <sup>nd</sup> -3 <sup>rd</sup> , 2012	145	69	78	1	15	0
Feb 6 <sup>th</sup> , 2012	151	60	88	1	8	0
Federal Election May 2 <sup>nd</sup> , 2011	166	34	103	1	4	0

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## Federal Leader Approval Rating Trending (% Approve)

[All Respondents]

%	Sample	Trudeau	Harper	Mulcair
July 18 <sup>th</sup> , 2014	1624	46	33	40
June 16-17 <sup>th</sup> , 2014	1683	43	34	38
May 22 <sup>nd</sup> , 2014	1694	43	33	43
Apr 29 <sup>th</sup> , 2014	1572	46	31	44
Mar 25-28 <sup>th</sup> , 2014	1764	44	33	37
Feb. 18-19 <sup>th</sup> , 2014	1824	47	31	42
Jan. 23-24 <sup>th</sup> , 2014	1228	43	29	42
Jan. 17 <sup>th</sup> , 2014	1779	45	30	44
Dec. 12-13 <sup>th</sup> , 2013	1634	49	32	44
Nov. 12-13 <sup>th</sup> , 2013	1834	46	31	41
Oct. 23 <sup>rd</sup> , 2013	1007	49	34	41
Oct 21-22 <sup>nd</sup> , 2013	1859	47	31	36
Sept 16-17 <sup>th</sup> , 2013	1527	48	32	36
August 24 <sup>th</sup> , 2013	1189	49	30	37
July 23 <sup>rd</sup> , 2013	1782	44	31	33
June 19 <sup>th</sup> , 2013	1525	47	33	35
May 21 <sup>st</sup> , 2013	1779	49	29	36
April 15 <sup>th</sup> , 2013	1764	46	32	35
		<b>Rae</b>		
April 2 <sup>nd</sup> , 2013	1310	40	31	35
March 6 <sup>th</sup> -7 <sup>th</sup> , 2013	1755	34	34	35
Feb 6 <sup>th</sup> , 2013	1091	34	33	38
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	1626	32	38	37
Dec 18 <sup>th</sup> , 2012	1355	39	35	39
Nov 19 <sup>th</sup> , 2012	1849	35	36	33
Oct 27 <sup>th</sup> , 2012	1735	34	36	38
Sep 27 <sup>th</sup> , 2012	1758	31	39	37
Aug 22 <sup>nd</sup> , 2012	1720	32	36	41
July 25 <sup>th</sup> -26 <sup>th</sup> , 2012	1639	34	32	36
June 27 <sup>th</sup> , 2012	1165	36	35	39
June 14 <sup>th</sup> , 2012	1529	40	31	39
May 23 <sup>rd</sup> , 2012	1836	33	33	41
Apr 24 <sup>th</sup> , 2012	1669	35	34	41
Mar 30 <sup>th</sup> , 2012	1675	36	34	32
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	1638	32	34	32
April 24-25 <sup>th</sup> , 2012	1744	46	22	30

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July 19<sup>th</sup>, 2014

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### **Best Prime Minister**

%	Sample	Harper	Trudeau	Mulcair	May	Don't Know
July 18 <sup>th</sup> , 2014	1624	27	30	16	7	20
June 16-17 <sup>th</sup> , 2014	1683	28	27	16	8	21
May 22 <sup>nd</sup> , 2014	1694	26	28	17	8	21
Apr 29 <sup>th</sup> , 2014	1572	25	30	17	10	18
Mar 25-28 <sup>th</sup> , 2014	1764	27	29	17	8	19
Feb. 18-19 <sup>th</sup> , 2014	1824	26	33	16	8	19
Jan. 23-24 <sup>th</sup> , 2014	1228	24	29	18	7	22
Jan. 17 <sup>th</sup> , 2014	1779	25	29	19	7	20

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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	1553	128	163	266	441	555	722	831
Conservative	28	25	26	32	23	35	34	23
Liberal	44	42	36	44	53	43	43	45
New Democratic	18	20	25	16	17	15	15	22
Green	3	4	5	3	2	2	3	3
Bloc Quebecois	5	8	6	4	4	4	4	6
Other	1	1	1	1	1	1	1	1

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1553	116	347	590	110	178	212	1245	308
Conservative	28	21	14	32	33	55	29	33	14
Liberal	44	53	41	50	47	30	35	47	35
New Democratic	18	18	22	14	18	9	30	16	25
Green	3	6	2	3	1	4	5	4	2
Bloc Quebecois	5	0	20	0	0	0	0	0	23
Other	1	2	1	1	1	1	1	1	1

**Past Federal Vote**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1553	501	376	341	67	72	75
Conservative	28	77	3	3	6	9	24
Liberal	44	15	90	40	46	11	43
New Democratic	18	6	4	51	9	19	9
Green	3	1	1	3	36	2	9
Bloc Quebecois	5	1	1	2	1	58	5
Other	1	0	0	1	2	1	10

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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	1624	139	166	278	459	582	747	877
Approve	33	30	29	37	28	39	38	28
Disapprove	58	58	61	57	62	52	55	60
Don't know	9	12	10	6	10	9	6	12

#### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1624	128	363	613	116	186	218	1300	324
Approve	33	15	25	35	32	51	35	35	24
Disapprove	58	69	63	58	56	37	58	56	64
Don't know	9	16	12	7	12	12	6	9	12

#### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1624	453	615	269	88	67	61
Approve	33	85	17	9	15	14	29
Disapprove	58	9	73	86	82	73	58
Don't know	9	6	10	5	3	13	13

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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	1624	139	166	278	459	582	747	877
Approve	40	39	38	39	42	41	44	36
Disapprove	30	26	30	34	29	31	36	24
Don't know	31	35	32	27	29	28	20	40

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1624	128	363	613	116	186	218	1300	324
Approve	40	27	56	34	36	25	45	34	58
Disapprove	30	33	17	34	33	41	29	34	16
Don't know	31	40	27	31	31	34	26	32	26

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1624	453	615	269	88	67	61
Approve	40	22	43	61	36	59	29
Disapprove	30	54	26	10	30	13	41
Don't know	31	25	31	29	34	29	31

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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	1624	139	166	278	459	582	747	877
Approve	46	45	44	47	51	43	47	45
Disapprove	37	33	44	39	33	39	40	35
Don't know	17	22	12	14	16	18	13	20

### Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1624	128	363	613	116	186	218	1300	324
Approve	46	57	48	47	46	32	43	46	45
Disapprove	37	24	32	39	36	49	42	38	35
Don't know	17	19	20	14	18	19	15	16	20

### Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1624	453	615	269	88	67	61
Approve	46	14	79	41	54	33	21
Disapprove	37	75	10	39	21	50	60
Don't know	17	11	11	20	25	17	19

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## **TORONTO**

**July 19<sup>th</sup>, 2014**

### **Prime Minister Preference**

*'Who would make the best Prime Minister?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1624	139	166	278	459	582	747	877
Stephen Harper	27	24	22	32	25	34	32	23
Tom Mulcair	16	16	21	13	15	15	15	17
Justin Trudeau	30	25	30	32	38	31	31	29
Elizabeth May	7	7	8	7	6	6	6	7
Don't know	20	28	19	16	16	14	15	24

### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1624	128	363	613	116	186	218	1300	324
Stephen Harper	27	21	12	30	31	52	30	32	13
Tom Mulcair	16	9	31	10	17	6	17	11	33
Justin Trudeau	30	49	29	33	22	21	24	32	25
Elizabeth May	7	8	4	8	3	3	14	8	3
Don't know	20	13	25	18	26	18	16	18	26

### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1624	453	615	269	88	67	61
Stephen Harper	27	84	8	5	10	3	17
Tom Mulcair	16	2	8	49	5	41	21
Justin Trudeau	30	4	68	14	22	23	5
Elizabeth May	7	2	3	10	37	3	14
Don't know	20	8	13	21	25	29	43

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# NEWS RELEASE



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**TORONTO**  
**July 19<sup>th</sup>, 2014**

**Next Federal Election Prediction**

*'Which of the following do you think will happen at the next federal election, which is scheduled for October 2015?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1624	139	166	278	459	582	747	877
Election as scheduled with Stephen Harper running	51	51	53	54	45	48	54	47
Earlier election with Stephen Harper running	9	11	5	9	9	10	11	6
Stephen Harper resigns, an election as scheduled	14	14	13	13	17	16	13	15
Stephen Harper resigns, an earlier election	7	5	10	6	10	7	6	8
Something else	8	8	9	6	8	7	6	9
Don't know	11	12	10	11	12	12	9	14

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1624	128	363	613	116	186	218	1300	324
Election as scheduled with Stephen Harper running	51	53	46	51	53	52	54	52	46
Earlier election with Stephen Harper running	9	10	10	9	8	9	7	9	10
Stephen Harper resigns, an election as scheduled	14	13	17	13	12	13	16	13	17
Stephen Harper resigns, an earlier election	7	13	8	7	4	2	7	7	8
Something else	8	4	7	7	10	12	9	8	6
Don't know	11	7	12	13	14	11	8	11	13

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**TORONTO**

**July 19<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1624	453	615	269	88	67	61
Election as scheduled with Stephen Harper running	51	74	46	42	33	36	52
Earlier election with Stephen Harper running	9	10	9	10	7	13	3
Stephen Harper resigns, an election as scheduled	14	5	17	24	16	17	8
Stephen Harper resigns, an earlier election	7	1	9	8	18	17	5
Something else	8	4	6	7	15	7	20
Don't know	11	5	13	10	11	11	11

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