

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Federal Liberal vote up sharply

Comfortable Liberal majority seen if election held today

TORONTO December 11th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1658 Canadian voters, more than 4-in-10 will now vote Liberal (41%) if the election were held today, up sharply from just more than a third, (36%) in November. In the meantime, the Conservative vote share, one third, has not changed (33% in November and now). The New Democratic vote is also stable, at less than one fifth then (18%) and now (17%). Few will vote Green (5%), Bloc Quebecois (3%) or for any other party (1%).

The Liberal vote is most common to the young middle aged (45 to 54 - 46%), the wealthiest (\$100K to \$250K - 46%), in Atlantic Canada (52%) and the best educated (post grad - 46%). The Conservative vote is characteristic of the oldest (37%), males (37%), middle income groups (\$60K to \$80K - 36%) and in Alberta (50%).

Of note, one fifth of past Conservative voters (20%) and more than a third of past New Democratic voters (36%) will vote for the Liberals in the next election. In addition, the Liberal vote is much "stickier"(will vote the same party this time as last time - 85%) than that for the Conservatives (74%) and NDP (55%).

In the battleground of Quebec, the Liberals lead, with more than a third of the vote (37%) to one quarter for the NDP (25%). The Conservatives trail (19%) and the Bloc does too (14%). In vote rich Ontario, where elections are won and lost, the Liberals have a modest lead over the Conservatives (42% to 38%), while the NDP trails (14%).

Comfortable majority seen for Liberals

If these results were projected up to seats in the current 308 seat Parliament, the Liberals would take a nine seat majority of 164, to just 109 seats for the Conservatives. The NDP would take only 34 seats, while the Green Party would retain leader Elizabeth May's seat. In a first time finding, the Bloc Quebecois would take no seats in Parliament. These projections stand in contrast to a hung Parliament seen last month (Liberals - 124 seats, Conservatives - 125 seats).

Mulcair's favourables up, others steady, Trudeau leads

While Prime Minister Harper (34% approval, -22 net favourable rating) and Liberal Leader Justin Trudeau (46% approval, +10 net favourable) have not moved much since last month (Harper - 36% and -19, Trudeau - 44% and +5), Tom Mulcair has seen his approval increase from a bit more than a third (38%) to more than 4-in-10 (42%) now, and his net favourable score (approve minus disapprove) increase from +5 to +13.

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HIGHLIGHTS:

- More than 4-in-10 will now vote Liberal (41%) if the election were held today, up sharply from just more than a third, (36%) in November. The Conservative vote share, one third, has not changed (33% in November and now).
- If these results were projected up to seats in the current 308 seat Parliament, the Liberals would take a nine seat majority of 164, to just 109 seats for the Conservatives.
- Tom Mulcair has seen his approval increase from a bit more than a third (38%) to more than 4-in-10 (42%) now, and his net favourable score (approve minus disapprove) increase from +5 to +13.

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"It appears there has been a correction in Justin Trudeau's favour, and he has retaken his party's position firmly atop the polls. After his foray into war, Prime Minister Harper has not had much to follow up with, while the Liberals have been very publicly nominating candidates across the country, an activity the Conservatives don't publicly embrace for some reason. In addition, the Conservatives have radio ads attacking the Liberal leader in heavy rotation, and our findings show that these ads actually increase Justin's popularity, and attract recruits to the Liberal party," 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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- "It appears there has been a correction in Justin Trudeau's favour, and he has retaken his party's position firmly atop the polls. After his foray into war, Prime Minister Harper has not had much to follow up with, while the Liberals have been very publicly nominating candidates across the country, an activity the Conservatives don't publicly embrace for some reason. In addition, the Conservatives have radio ads attacking the Liberal leader in heavy rotation, and our findings show that these ads actually increase Justin's popularity, and attract recruits to the Liberal party," 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 1658 randomly selected Canadians 18 years of age or older. The poll was conducted on December 10 - 11th, 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

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Federal Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
Dec. 10-11 th , 2014	1560	33	41	17	5	3	1
Nov. 19-20 th , 2014	1442	33	36	18	8	4	1
Oct. 5-8 th , 2014	1504	34	38	19	4	4	1
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

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Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
Dec. 10-11 th , 2014	109	164	34	1	0	0
Nov. 19-20 th , 2014	125	124	52	1	6	0
Oct. 5-8 th , 2014	132	130	44	1	1	0
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 Leader Approval Rating Trending (% Approve)

[All Respondents]

%	Sample	Trudeau	Harper	Mulcair
Dec. 10-11 th , 2014	1658	46	34	42
Nov. 19-20 th , 2014	1500	44	36	38
Oct. 5-8 th , 2014	1504	44	34	42
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
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

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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	1560	283	225	296	343	413	819	741
Conservative	33	31	28	31	35	37	37	28
Liberal	41	37	45	46	40	39	40	43
New Democratic	17	20	16	16	17	16	16	18
Green	5	8	7	4	3	3	4	6
Bloc Quebecois	3	3	4	3	5	3	3	4
Other	1	1	1	1	1	1	1	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1560	116	380	564	109	147	244	1203	357
Conservative	33	27	19	38	44	50	27	37	19
Liberal	41	52	37	42	40	33	45	43	36
New Democratic	17	15	25	14	12	9	20	14	26
Green	5	6	3	5	2	6	7	5	2
Bloc Quebecois	3	0	14	0	0	0	0	0	15
Other	1	1	1	1	0	2	1	1	1

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1560	523	346	287	72	89	55
Conservative	33	74	5	5	9	19	32
Liberal	41	20	85	36	27	14	28
New Democratic	17	2	7	55	18	19	18
Green	5	3	2	3	45	1	5
Bloc Quebecois	3	1	0	1	0	47	7
Other	1	0	0	1	1	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	1658	307	239	324	361	427	863	795
Approve	34	34	29	37	34	37	41	27
Disapprove	57	57	63	54	56	52	51	62
Don't know	9	9	8	9	10	11	8	11

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1658	124	419	589	113	162	251	1264	394
Approve	34	20	27	39	44	49	26	36	27
Disapprove	57	71	65	50	49	41	67	54	65
Don't know	9	9	8	12	7	10	6	10	8

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1658	487	577	274	104	57	61
Approve	34	80	16	11	24	10	22
Disapprove	57	13	76	83	71	80	62
Don't know	9	8	8	6	5	10	16

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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	1658	307	239	324	361	427	863	795
Approve	46	45	45	49	44	45	45	46
Disapprove	36	31	37	34	40	40	40	32
Don't know	18	24	18	17	16	14	15	22

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1658	124	419	589	113	162	251	1264	394
Approve	46	55	48	46	42	33	48	45	47
Disapprove	36	29	33	37	45	44	30	37	33
Don't know	18	16	19	17	13	23	23	18	20

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1658	487	577	274	104	57	61
Approve	46	17	79	49	36	34	23
Disapprove	36	70	9	33	36	41	53
Don't know	18	13	12	18	27	25	24

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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	1658	307	239	324	361	427	863	795
Approve	42	39	40	41	45	45	45	39
Disapprove	29	28	30	30	30	29	34	24
Don't know	29	33	30	29	26	25	21	37

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1658	124	419	589	113	162	251	1264	394
Approve	42	39	56	36	30	32	47	37	58
Disapprove	29	33	22	32	39	31	24	31	21
Don't know	29	28	22	32	30	37	29	32	21

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1658	487	577	274	104	57	61
Approve	42	29	45	69	38	30	31
Disapprove	29	44	27	13	24	41	32
Don't know	29	27	28	18	37	29	37

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