

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Federal Conservatives rebound

Tied with NDP, but headed for a minority

TORONTO July 29th, 2015 - In a random sampling of public opinion taken by the Forum Poll among 1397 Canadian voters, equal proportions, a third each, will vote for the federal Conservatives or the NDP if the election were held today (33% each). One quarter will vote Liberal (25%). Few will vote Bloc Quebecois or Green (4% each) or for any other party (1%). These results represent a sharp increase for the Conservatives since last week (July 21 - 28%) and an equally sharp decrease for the Liberals (from 29%). The NDP sees stasis (33% last week).

Conservatives now lead in vote-rich Ontario

In Ontario, the Conservatives now lead (37%) the NDP (31%) and Liberals (27%) where once the parties were tied. In Quebec, the NDP lead (36%), ahead of the Liberals (24%). Fewer will vote Conservative (19%) or for the Bloc (17%). In BC, the NDP (38%) are tied with the Conservatives (36%) and the Liberals trail (19%). The Liberals lead in their traditional stronghold in Atlantic Canada (38%), while the NDP (31%) and the Conservatives (28%) vie for second. In Alberta, the Conservatives dominate with half the vote (49%), while the NDP is second (30%) and the Liberals trail (16%). In the Prairie Provinces, the Conservatives have a slight lead on the NDP (39% to 33%), while the Liberals trail (24%).

One third of past Liberals voting NDP this time

Of note, more than a third of those who voted Liberal in 2011 will vote NDP this time (35%). About 1-in-6 past New Democrats will vote Liberal this time (14%), and about one tenth of past Conservatives will desert their party for the Liberals (11%) or the NDP (10%). The Conservative and NDP votes are relatively equally "sticky" (past voters will vote again - 77% and 72%, respectively), while the Liberal vote is not (55%). Furthermore, fully three quarters of Conservative voters say they are "strong supporters" of that party (74%), while just one third of Liberals (62%) and just more than one half of New Democrats (55%) say this.

TV ads and UCCB cheques make little difference

Those who have been exposed to the Conservative Party "Justin Trudeau's Resumé" TV ad are more likely to vote Conservative (34%) than are those who haven't seen it (29%). On the other hand, those who received a UCCB cheque are slightly less likely to vote Conservative (31%) than those who have not (34%).

TORONTO

July 29th, 2015

HIGHLIGHTS:

- Equal proportions, a third each, will vote for the federal Conservatives or the NDP if the election were held today (33% each).
- In Ontario, the Conservatives now lead (37%) the NDP (31%) and Liberals (27%) where once the parties were tied.
- Of note, more than a third of those who voted Liberal in 2011 will vote NDP this time (35%).
- Those who have been exposed to the Conservative Party "Justin Trudeau's Resumé" TV ad are more likely to vote Conservative (34%) than are those who haven't seen it (29%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



Conservatives advantage in seat distribution to lead to minority government

If these results are projected up to a 338 seat House of Commons, the Conservatives would take a healthy minority of 156, 14 fewer than required for a majority. The NDP would capture 122 seats, and the Liberals would hold the balance of power with 58 seats. The Greens and the Bloquistes would each seat one member.

Leader Approvals stable

Prime Minister Harper has the approval of one third (32%) and his net favourable score (approve minus disapprove) is a very negative (but stable) -27. One half the electorate approve of Tom Mulcair (49%), and his net is a very positive +20. Justin Trudeau's approval is down slightly (from 38% to 35%) and his net favourability is an increasingly negative -12 (-6 last week and -3 the week before).

Conservatives increase their expectation of victory

While the Conservatives and the NDP were tied in who was expected to win the election last week (30% and 29%, respectively), the Conservatives clearly lead this week (34% to 29%). The Liberals are not seen to be competitive (18%) on this predictive measure.

Harper and Mulcair now tied for best PM

Where Tom Mulcair led on this measure last week (29% to Harper's 25%), the two leaders are tied this week (30% and 29%, respectively). One fifth sees Justin Trudeau as the man for the job (19%) and few pick Elizabeth May or Gilles Duceppe (6% and 4%, respectively). One tenth think none of the leaders would make a good Prime Minister (8%).

"It's clear the Conservatives have gained favour in the last week, and much of it can be ascribed to the orgy of handouts, beginning with the UCCB cheques, that's started. Curiously, recipients of these cheques are less likely than parents in general to vote Conservative. It may be the idea is more persuasive than the reality," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 29th, 2015

HIGHLIGHTS:

- If these results are projected up to a 338 seat House of Commons, the Conservatives would take a healthy minority of 156, 14 fewer than required for a majority.
- While the Conservatives and the NDP were tied in who was expected to win the election last week (30% and 29%, respectively), the Conservatives clearly lead this week (34% to 29%).
- "It's clear the Conservatives have gained favour in the last week, and much of it can be ascribed to the orgy of handouts, beginning with the UCCB cheques, that's started. Curiously, recipients of these cheques are less likely than parents in general to vote Conservative. It may be the idea is more persuasive than the reality," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 29th, 2015

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1397 randomly selected Canadians 18 years of age or older. The poll was conducted on July 27-28th, 2015.

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

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Federal Party Preference Trending

[Decided/Leaning]

| % | Sample | Cons | Lib | NDP | Green | Bloc | Other |
|--|--------|------|-----|-----|-------|------|-------|
| July 29 th , 2015 | 1397 | 33 | 25 | 33 | 4 | 4 | 1 |
| July 21 st , 2015 | 1208 | 28 | 29 | 34 | 4 | 5 | 1 |
| July 14 th , 2015 | 1251 | 27 | 27 | 34 | 5 | 7 | 1 |
| July 8 th , 2015 | 1200 | 32 | 26 | 32 | 3 | 5 | 1 |
| June 29 th , 2015 | 1221 | 27 | 29 | 32 | 4 | 6 | 1 |
| June 23 rd , 2015 | 1268 | 28 | 28 | 36 | 2 | 5 | 1 |
| June 16 th , 2015 | 1281 | 26 | 28 | 34 | 5 | 7 | 1 |
| June 5 th , 2015 | 1156 | 31 | 32 | 28 | 5 | 3 | 1 |
| May 14 th , 2015 | 1286 | 31 | 31 | 30 | 4 | 3 | 1 |
| April 23 rd , 2015 | 977 | 35 | 31 | 23 | 6 | 5 | 1 |
| April 16 th , 2015 | 1365 | 33 | 35 | 22 | 6 | 3 | 1 |
| March 31 st , 2015 | 1239 | 31 | 34 | 23 | 5 | 5 | 1 |
| March 14 th , 2015 | 1370 | 32 | 36 | 21 | 6 | 4 | 1 |
| February 11 th , 2015 | 1018 | 32 | 39 | 17 | 5 | 4 | 1 |
| January 27-28 th , 2015 | 1309 | 35 | 34 | 20 | 6 | 5 | 1 |
| January 5-6 th , 2015 | 1650 | 33 | 37 | 20 | 5 | 4 | 1 |
| 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 |

TORONTO

July 29th, 2015

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Seat Distribution Projection Trending

| % | Cons | Lib | NDP | Green | Bloc | Other |
|------------------------------------|------|-----|-----|-------|------|-------|
| July 29 th , 2015 | 156 | 58 | 122 | 1 | 1 | 0 |
| July 21 st , 2015 | 121 | 78 | 134 | 1 | 4 | 0 |
| July 14 th , 2015 | 107 | 79 | 132 | 1 | 19 | 0 |
| July 8 th , 2015 | 155 | 59 | 120 | 1 | 2 | 1 |
| June 29 th , 2015 | 104 | 106 | 119 | 1 | 8 | 0 |
| June 23 rd , 2015 | 116 | 65 | 149 | 1 | 3 | 0 |
| June 16 th , 2015 | 112 | 86 | 120 | 1 | 18 | 1 |
| June 5 th , 2015 | 151 | 101 | 83 | 1 | 1 | 1 |
| May 14 th , 2015 | 131 | 95 | 111 | 1 | 0 | 0 |
| April 23 rd , 2015 | 146 | 101 | 77 | 1 | 12 | 1 |
| April 16 th , 2015 | 142 | 137 | 58 | 1 | 0 | 0 |
| March 31 st , 2015 | 129 | 125 | 65 | 1 | 17 | 1 |
| March 14 th , 2015 | 130 | 138 | 65 | 1 | 4 | 0 |
| February 10 th , 2015 | 112 | 194 | 30 | 1 | 1 | 0 |
| January 27-28 th , 2015 | 145 | 125 | 61 | 1 | 5 | 1 |
| January 5-6 th , 2015 | 137 | 126 | 70 | 1 | 0 | 1 |

Switch from 308 to 338 seat distribution

| | | | | | | |
|---|-----|-----|----|---|----|---|
| 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 |

TORONTO

July 29th, 2015

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Expected Federal Election Party Winner

| % | Sample | Cons | Lib | NDP | Green | Bloc | Other |
|-------------------------------|--------|------|-----|-----|-------|------|-------|
| July 29 th , 2015 | 1397 | 34 | 18 | 29 | 3 | 2 | 1 |
| July 21 st , 2015 | 1208 | 30 | 24 | 29 | 2 | 2 | 2 |
| July 14 th , 2015 | 1251 | 27 | 24 | 28 | 3 | 3 | 3 |
| July 8 th , 2015 | 1200 | 30 | 24 | 28 | 3 | 3 | 1 |
| June 29 th , 2015 | 1221 | 30 | 27 | 26 | 3 | 3 | 1 |
| June 23 rd , 2015 | 1268 | 29 | 25 | 27 | 2 | 3 | - |
| June 16 th , 2015 | 1281 | 30 | 26 | 25 | 2 | 3 | - |
| June 5 th , 2015 | 1156 | 31 | 31 | 18 | 3 | 2 | - |
| May 14 th , 2015 | 1286 | 32 | 30 | 20 | 2 | 2 | - |
| April 16 th , 2015 | 1365 | 36 | 37 | 10 | 3 | 3 | - |

TORONTO

July 29th, 2015

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

July 29th, 2015

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 | 1351 | 259 | 159 | 222 | 340 | 371 | 750 | 601 |
| Conservative | 33 | 24 | 32 | 36 | 33 | 37 | 34 | 31 |
| Liberal | 25 | 27 | 22 | 30 | 22 | 21 | 25 | 25 |
| New Democratic | 33 | 38 | 36 | 24 | 35 | 35 | 32 | 34 |
| Green | 4 | 6 | 6 | 4 | 3 | 3 | 3 | 5 |
| Bloc Quebecois | 4 | 5 | 3 | 4 | 6 | 3 | 5 | 4 |
| Other | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1351 | 105 | 336 | 517 | 98 | 129 | 166 | 1052 | 299 |
| Conservative | 33 | 28 | 19 | 37 | 39 | 49 | 36 | 36 | 20 |
| Liberal | 25 | 38 | 24 | 27 | 24 | 16 | 19 | 26 | 19 |
| New Democratic | 33 | 31 | 36 | 31 | 33 | 30 | 38 | 32 | 38 |
| Green | 4 | 3 | 3 | 4 | 4 | 5 | 6 | 5 | 3 |
| Bloc Quebecois | 4 | 0 | 17 | 0 | 0 | 0 | 0 | 0 | 19 |
| Other | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 |

Past Federal Vote

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other Parties |
|----------------|-------|--------------|---------|-----|-------|------|---------------|
| Sample | 1351 | 454 | 310 | 284 | 52 | 67 | 52 |
| Conservative | 33 | 77 | 6 | 5 | 9 | 8 | 15 |
| Liberal | 25 | 11 | 55 | 14 | 22 | 12 | 22 |
| New Democratic | 33 | 10 | 35 | 72 | 33 | 23 | 43 |
| Green | 4 | 2 | 3 | 4 | 33 | 4 | 7 |
| Bloc Quebecois | 4 | 0 | 1 | 4 | 0 | 52 | 3 |
| Other | 1 | 0 | 0 | 0 | 3 | 1 | 11 |

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Trudeau Ad / UCCB

| % | Total | Seen Trudeau ad - Yes | Seen Trudeau ad - No | Received UCCB - Yes | Received UCCB - No |
|-------------------|-------|--------------------------|-------------------------|------------------------|-----------------------|
| Sample | 1351 | 913 | 438 | 288 | 1004 |
| Conservative | 33 | 34 | 29 | 31 | 34 |
| Liberal | 25 | 28 | 19 | 27 | 24 |
| New Democratic | 33 | 32 | 35 | 32 | 33 |
| Green | 4 | 3 | 6 | 5 | 4 |
| Bloc Quebécois | 4 | 2 | 10 | 4 | 4 |
| Other | 1 | 1 | 1 | 1 | 1 |

TORONTO

July 29th, 2015

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

July 29th, 2015

Stephen Harper Approval

‘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 | 1397 | 270 | 166 | 227 | 349 | 385 | 769 | 628 |
| Approve | 32 | 26 | 28 | 38 | 31 | 36 | 35 | 29 |
| Disapprove | 59 | 66 | 62 | 53 | 62 | 54 | 59 | 59 |
| Don't know | 9 | 8 | 10 | 9 | 7 | 9 | 6 | 12 |

Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1397 | 111 | 351 | 532 | 101 | 132 | 170 | 1084 | 313 |
| Approve | 32 | 28 | 25 | 37 | 27 | 45 | 31 | 35 | 24 |
| Disapprove | 59 | 63 | 65 | 56 | 66 | 46 | 59 | 57 | 66 |
| Don't know | 9 | 9 | 11 | 7 | 7 | 8 | 10 | 8 | 10 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other Parties |
|------------|-------|--------------|---------|-----|-------|------|---------------|
| Sample | 1397 | 420 | 318 | 423 | 87 | 58 | 45 |
| Approve | 32 | 81 | 13 | 8 | 14 | 10 | 22 |
| Disapprove | 59 | 11 | 77 | 88 | 77 | 83 | 58 |
| Don't know | 9 | 7 | 10 | 4 | 9 | 7 | 20 |

Trudeau Ad / UCCB

| % | Total | Seen Trudeau ad - Yes | Seen Trudeau ad - No | Received UCCB - Yes | Received UCCB - No |
|------------|-------|-----------------------|----------------------|---------------------|--------------------|
| Sample | 1397 | 941 | 456 | 296 | 1038 |
| Approve | 32 | 34 | 29 | 32 | 33 |
| Disapprove | 59 | 59 | 60 | 61 | 59 |
| Don't know | 9 | 7 | 11 | 7 | 8 |

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 29th, 2015

Tom Mulcair Approval

'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 | 1397 | 270 | 166 | 227 | 349 | 385 | 769 | 628 |
| Approve | 49 | 47 | 46 | 45 | 52 | 52 | 53 | 44 |
| Disapprove | 30 | 28 | 33 | 29 | 28 | 32 | 31 | 28 |
| Don't know | 21 | 25 | 21 | 26 | 20 | 17 | 16 | 28 |

Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1397 | 111 | 351 | 532 | 101 | 132 | 170 | 1084 | 313 |
| Approve | 49 | 44 | 55 | 49 | 43 | 42 | 52 | 47 | 57 |
| Disapprove | 30 | 30 | 26 | 30 | 35 | 37 | 29 | 30 | 27 |
| Don't know | 21 | 26 | 19 | 22 | 23 | 21 | 19 | 23 | 16 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other Parties |
|------------|-------|--------------|---------|-----|-------|------|---------------|
| Sample | 1397 | 420 | 318 | 423 | 87 | 58 | 45 |
| Approve | 49 | 27 | 43 | 81 | 46 | 53 | 27 |
| Disapprove | 30 | 52 | 30 | 9 | 26 | 29 | 38 |
| Don't know | 21 | 21 | 27 | 10 | 28 | 17 | 36 |

Trudeau Ad / UCCB

| % | Total | Seen Trudeau ad - Yes | Seen Trudeau ad - No | Received UCCB - Yes | Received UCCB - No |
|------------|-------|-----------------------|----------------------|---------------------|--------------------|
| Sample | 1397 | 941 | 456 | 296 | 1038 |
| Approve | 49 | 49 | 49 | 50 | 50 |
| Disapprove | 30 | 31 | 27 | 27 | 31 |
| Don't know | 21 | 20 | 24 | 23 | 19 |

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

July 29th, 2015

Justin Trudeau Approval

‘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 | 1397 | 270 | 166 | 227 | 349 | 385 | 769 | 628 |
| Approve | 35 | 36 | 36 | 40 | 36 | 31 | 36 | 35 |
| Disapprove | 47 | 42 | 48 | 42 | 47 | 52 | 49 | 44 |
| Don't know | 18 | 22 | 16 | 18 | 17 | 16 | 15 | 21 |

Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1397 | 111 | 351 | 532 | 101 | 132 | 170 | 1084 | 313 |
| Approve | 35 | 43 | 31 | 38 | 29 | 30 | 37 | 37 | 29 |
| Disapprove | 47 | 40 | 48 | 46 | 53 | 50 | 44 | 46 | 51 |
| Don't know | 18 | 17 | 21 | 15 | 18 | 20 | 19 | 18 | 19 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other Parties |
|------------|-------|--------------|---------|-----|-------|------|---------------|
| Sample | 1397 | 420 | 318 | 423 | 87 | 58 | 45 |
| Approve | 35 | 10 | 76 | 33 | 37 | 28 | 27 |
| Disapprove | 47 | 77 | 10 | 46 | 44 | 55 | 51 |
| Don't know | 18 | 13 | 14 | 21 | 20 | 17 | 22 |

Trudeau Ad / UCCB

| % | Total | Seen Trudeau ad - Yes | Seen Trudeau ad - No | Received UCCB - Yes | Received UCCB - No |
|------------|-------|-----------------------|----------------------|---------------------|--------------------|
| Sample | 1397 | 941 | 456 | 296 | 1038 |
| Approve | 35 | 38 | 29 | 42 | 33 |
| Disapprove | 47 | 45 | 50 | 43 | 49 |
| Don't know | 18 | 17 | 21 | 16 | 17 |

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Expected Federal Election Party Winner

'Which party do you expect to win the next federal election?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|----------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1397 | 270 | 166 | 227 | 349 | 385 | 769 | 628 |
| Conservative | 34 | 27 | 34 | 36 | 36 | 36 | 36 | 31 |
| Liberal | 18 | 21 | 19 | 25 | 15 | 15 | 18 | 19 |
| New Democratic | 29 | 31 | 28 | 21 | 31 | 30 | 31 | 25 |
| Green | 3 | 3 | 6 | 1 | 2 | 2 | 3 | 3 |
| Bloc Quebecois | 2 | 4 | 1 | 3 | 3 | 1 | 2 | 3 |
| Another Party | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| Don't know | 13 | 12 | 10 | 13 | 13 | 15 | 8 | 18 |

Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1397 | 111 | 351 | 532 | 101 | 132 | 170 | 1084 | 313 |
| Conservative | 34 | 32 | 27 | 35 | 37 | 48 | 32 | 36 | 28 |
| Liberal | 18 | 24 | 18 | 20 | 17 | 17 | 13 | 19 | 16 |
| New Democratic | 29 | 26 | 35 | 24 | 29 | 24 | 34 | 27 | 35 |
| Green | 3 | 2 | 3 | 2 | 4 | 2 | 6 | 2 | 3 |
| Bloc Quebecois | 2 | 1 | 5 | 2 | 1 | 1 | 0 | 1 | 6 |
| Another Party | 1 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 2 |
| Don't know | 13 | 14 | 10 | 15 | 12 | 8 | 14 | 13 | 11 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other Parties |
|----------------|-------|--------------|---------|-----|-------|------|---------------|
| Sample | 1397 | 420 | 318 | 423 | 87 | 58 | 45 |
| Conservative | 34 | 84 | 10 | 13 | 9 | 12 | 27 |
| Liberal | 18 | 1 | 61 | 9 | 15 | 9 | 2 |
| New Democratic | 29 | 4 | 15 | 65 | 30 | 41 | 18 |
| Green | 3 | 1 | 2 | 1 | 15 | 2 | 7 |
| Bloc Quebecois | 2 | 1 | 1 | 1 | 5 | 21 | 4 |
| Another Party | 1 | 0 | 0 | 0 | 2 | 2 | 20 |
| Don't know | 13 | 8 | 11 | 10 | 24 | 14 | 22 |

TORONTO

July 29th, 2015

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Trudeau Ad / UCCB

| % | Total | Seen Trudeau ad - Yes | Seen Trudeau ad - No | Received UCCB - Yes | Received UCCB - No |
|---------------------------|--------------|----------------------------------|---------------------------------|--------------------------------|-------------------------------|
| Sample | 1397 | 941 | 456 | 296 | 1038 |
| Conservative | 34 | 36 | 30 | 34 | 34 |
| Liberal | 18 | 20 | 16 | 21 | 18 |
| New Democratic | 29 | 28 | 30 | 25 | 30 |
| Green | 3 | 2 | 3 | 4 | 2 |
| Bloc Quebécois | 2 | 2 | 3 | 3 | 2 |
| Another Party | 1 | 1 | 3 | 1 | 1 |
| Don't know | 13 | 12 | 15 | 12 | 13 |

TORONTO

July 29th, 2015

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

July 29th, 2015

Best Prime Minister

'Regardless of which party you plan to vote for, who do you think would make the best Prime Minister?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|----------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| Sample | 1397 | 270 | 166 | 227 | 349 | 385 | 769 | 628 |
| Stephen Harper | 29 | 21 | 28 | 30 | 29 | 34 | 31 | 26 |
| Justin Trudeau | 19 | 21 | 16 | 22 | 19 | 18 | 19 | 19 |
| Tom Mulcair | 30 | 30 | 28 | 24 | 32 | 32 | 32 | 28 |
| Elizabeth May | 6 | 9 | 9 | 5 | 4 | 3 | 5 | 6 |
| Gilles Duceppe | 4 | 3 | 4 | 6 | 5 | 2 | 4 | 4 |
| None of these | 8 | 10 | 10 | 8 | 7 | 7 | 7 | 10 |
| Don't know | 5 | 5 | 7 | 5 | 4 | 4 | 3 | 7 |

Region

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------|-------------|------------|------------|------------|------------|------------|------------|-------------|------------|
| Sample | 1397 | 111 | 351 | 532 | 101 | 132 | 170 | 1084 | 313 |
| Stephen Harper | 29 | 24 | 17 | 32 | 31 | 45 | 29 | 32 | 17 |
| Justin Trudeau | 19 | 28 | 17 | 22 | 18 | 17 | 12 | 20 | 16 |
| Tom Mulcair | 30 | 30 | 38 | 26 | 34 | 21 | 32 | 27 | 40 |
| Elizabeth May | 6 | 5 | 3 | 7 | 5 | 5 | 8 | 6 | 3 |
| Gilles Duceppe | 4 | 1 | 10 | 2 | 1 | 2 | 2 | 2 | 10 |
| None of these | 8 | 8 | 9 | 8 | 9 | 6 | 8 | 8 | 10 |
| Don't know | 5 | 5 | 5 | 4 | 3 | 4 | 8 | 5 | 5 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other Parties |
|----------------|-------------|--------------|------------|------------|-----------|-----------|---------------|
| Sample | 1397 | 420 | 318 | 423 | 87 | 58 | 45 |
| Stephen Harper | 29 | 83 | 5 | 3 | 9 | 5 | 13 |
| Justin Trudeau | 19 | 2 | 63 | 9 | 7 | 9 | 11 |
| Tom Mulcair | 30 | 3 | 18 | 73 | 22 | 29 | 11 |
| Elizabeth May | 6 | 2 | 4 | 5 | 31 | 3 | 9 |
| Gilles Duceppe | 4 | 1 | 1 | 2 | 7 | 34 | 7 |
| None of these | 8 | 5 | 6 | 4 | 15 | 19 | 44 |
| Don't know | 5 | 3 | 3 | 4 | 9 | 0 | 4 |

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Trudeau Ad / UCCB

| % | Total | Seen Trudeau ad - Yes | Seen Trudeau ad - No | Received UCCB - Yes | Received UCCB - No |
|----------------|-------|--------------------------|-------------------------|------------------------|-----------------------|
| Sample | 1397 | 941 | 456 | 296 | 1038 |
| Stephen Harper | 29 | 31 | 24 | 26 | 30 |
| Justin Trudeau | 19 | 21 | 15 | 22 | 18 |
| Tom Mulcair | 30 | 29 | 32 | 28 | 31 |
| Elizabeth May | 6 | 5 | 6 | 7 | 5 |
| Gilles Duceppe | 4 | 2 | 6 | 4 | 3 |
| None of these | 8 | 7 | 9 | 7 | 8 |
| Don't know | 5 | 4 | 7 | 6 | 4 |

TORONTO

July 29th, 2015

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 29th, 2015

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com