

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Federal NDP leads by 7 points**

#### **Conservatives fall back, tied with Liberals**

TORONTO July 14<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1251 Canadian voters, more than one third will vote for the New Democrats if the federal election were held today (34%), while just more than one quarter would vote for either the Conservatives or the Liberals (27% each). This 7 point lead stands in comparison to last week, when the NDP and the Conservatives were tied (July 8 - 32% each) while a quarter would vote Liberal (26%). In other words, after briefly flirting with parity with the NDP, the Conservatives have dropped back to a tie for second place with the Liberals. One twentieth will vote Green (5%), and slightly more will vote Bloc Quebecois (7%), but very few will vote for any other party (1%).

In Ontario, where elections are won, the Liberals have a slight lead (34%) over the Conservatives (31%) and the NDP (30%). In Quebec, the NDP is firmly in the lead (34%) while the Bloc (25%) and the Liberals (22%) strive for second place. In Atlantic Canada, formerly the Liberal stronghold, The NDP (47%) are now dominant, and the Liberals trail (30%). The Conservatives dominate in Alberta (47%) but the NDP is second (29%). In the prairies, the Liberals (39%) and Conservatives (40%) are tied (caution: small base size). The NDP dominates BC (46%), while the Conservatives 24% and Liberals (20%) duel for second.

Of note, 3-in-10 past Liberal voters will vote NDP this time around (29%), as will about half this proportion of past Conservative voters (14%). About one sixth of past Conservatives will vote Liberal this time (15%) as will the same proportion of past New Democrats (16%). The NDP retain the largest share of their past vote (72%), followed by the Conservatives (68%) then the Liberals (60%). Very few voters switch to the Conservatives.

#### **NDP minority in the cards**

If these results are projected up to a 338 seat House of Commons, the NDP would capture a healthy minority of 132 seats, 38 short of a majority. The Conservatives would take 107 seats, the Liberals 79, the Bloquistes would claim a four month high of 19 seats and the Green Party would keep their single seat.

## **TORONTO**

**July 14<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- More than one third will vote for the New Democrats if the federal election were held today (34%).
- In Ontario, where elections are won, the Liberals have a slight lead (34%) over the Conservatives (31%) and the NDP (30%).
- If these results are projected up to a 338 seat House of Commons, the NDP would capture a healthy minority of 132 seats, 38 short of a majority.

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## Harper's favourables down sharply, others steady

The Prime Minister has the approval of just more than one quarter of voters (27%), down sharply from last week (July 8 - 35%), and his net favourable score (approve minus disapprove) is a very negative -35, well down from -24 last week. Tom Mulcair continues to have the approval of just less than half the voters (47%) and his net is a very favourable +23. This is steady since last week, when his approval was 48% and his net +24. Justin Trudeau has also seen his approval stay stable at 38% with a neutral net of -3 (June 8 - 41% and 0).

## NDP now expected to win the election

Voters now put the NDP in the lead (for the first time) as the party they *expect* to win the election (28%), with the Conservatives (27%) and Liberals (24%) close behind.

## Mulcair clearly seen as the best PM of the bunch

Tom Mulcair leads the best Prime Minister measure decisively (31%), and Harper and Trudeau are tied for second (22% and 21%, respectively). One tenth think none of the candidates can do the job (10%) and few select Elizabeth May (5%) or Gilles Duceppe (4%). One fifth of Liberal voters think Mulcair would make the best PM (21%).

"It appears the bump in popularity the Prime Minister enjoyed last week was short-lived, and we've now arrived where this trend was apparently going anyway, with the NDP in sole possession of first place. However, when the electorate is as volatile as Canadians appear to be now, polling can become an exercise in looking over your shoulder, and events change before you finish measuring them," 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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## TORONTO

July 14<sup>th</sup>, 2015

## HIGHLIGHTS:

- The Prime Minister has the approval of just more than one quarter of voters (27%), down sharply from last week (July 8 - 35%).
- Voters now put the NDP in the lead (for the first time) as the party they *expect* to win the election (28%).
- Tom Mulcair leads the best Prime Minister measure decisively (31%).
- "It appears the bump in popularity the Prime Minister enjoyed last week was short-lived, and we've now arrived where this trend was apparently going anyway, with the NDP in sole possession of first place. However, when the electorate is as volatile as Canadians appear to be now, polling can become an exercise in looking over your shoulder, and events change before you finish measuring them," 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 1251 randomly selected Canadians 18 years of age or older. The poll was conducted on July 12-13<sup>th</sup>, 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](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 14 <sup>th</sup> , 2015	1251	27	27	34	5	7	1
July 8 <sup>th</sup> , 2015	1200	32	26	32	3	5	1
June 29 <sup>th</sup> , 2015	1221	27	29	32	4	6	1
June 23 <sup>rd</sup> , 2015	1268	28	28	36	2	5	1
June 16 <sup>th</sup> , 2015	1281	26	28	34	5	7	1
June 5 <sup>th</sup> , 2015	1156	31	32	28	5	3	1
May 14 <sup>th</sup> , 2015	1286	31	31	30	4	3	1
April 23 <sup>rd</sup> , 2015	977	35	31	23	6	5	1
April 16 <sup>th</sup> , 2015	1365	33	35	22	6	3	1
March 31 <sup>st</sup> , 2015	1239	31	34	23	5	5	1
March 14 <sup>th</sup> , 2015	1370	32	36	21	6	4	1
February 11 <sup>th</sup> , 2015	1018	32	39	17	5	4	1
January 27-28 <sup>th</sup> , 2015	1309	35	34	20	6	5	1
January 5-6 <sup>th</sup> , 2015	1650	33	37	20	5	4	1
Dec. 10-11 <sup>th</sup> , 2014	1560	33	41	17	5	3	1
Nov. 19-20 <sup>th</sup> , 2014	1442	33	36	18	8	4	1
Oct. 5-8 <sup>th</sup> , 2014	1504	34	38	19	4	4	1
Sept. 5 <sup>th</sup> , 2014	1267	34	40	18	3	4	1
August 18-19 <sup>th</sup> , 2014	1798	32	41	17	5	5	1
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

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**TORONTO**  
**July 14<sup>th</sup>, 2015**

**Seat Distribution Projection Trending**

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

**Switch from 308 to 338 seat distribution**

Dec. 10-11 <sup>th</sup> , 2014	109	164	34	1	0	0
Nov. 19-20 <sup>th</sup> , 2014	125	124	52	1	6	0
Oct. 5-8 <sup>th</sup> , 2014	132	130	44	1	1	0
Sept. 5 <sup>th</sup> , 2014	113	162	30	1	2	0
August 18-19 <sup>th</sup> , 2014	110	142	51	1	4	0
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

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### *Expected Federal Election Party Winner*

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
July 14 <sup>th</sup> , 2015	1251	27	24	28	3	3	3
July 8 <sup>th</sup> , 2015	1200	30	24	28	3	3	1
June 29 <sup>th</sup> , 2015	1221	30	27	26	3	3	1
June 23 <sup>rd</sup> , 2015	1268	29	25	27	2	3	-
June 16 <sup>th</sup> , 2015	1281	30	26	25	2	3	-
June 5 <sup>th</sup> , 2015	1156	31	31	18	3	2	-
May 14 <sup>th</sup> , 2015	1286	32	30	20	2	2	-
April 16 <sup>th</sup> , 2015	1365	36	37	10	3	3	-
March 31 <sup>st</sup> , 2015	1239	35	36	11	3	2	13
January 28 <sup>th</sup> , 2015	1382	36	37	9	3	3	12
January 6 <sup>th</sup> , 2015	1741	34	38	8	4	2	13

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**TORONTO**  
**July 14<sup>th</sup>, 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	1199	178	134	204	276	407	614	585
Conservative	27	18	24	33	27	30	32	22
Liberal	27	22	33	27	33	23	26	28
New Democratic	34	43	29	30	27	38	32	36
Green	5	8	5	5	4	2	4	5
Bloc Quebecois	7	8	8	5	8	5	5	8
Other	1	1	1	1	1	1	1	1

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1199	57	302	415	81	163	181	927	272
Conservative	27	15	16	31	40	47	24	30	17
Liberal	27	30	22	34	39	17	20	30	19
New Democratic	34	47	34	30	21	29	46	33	35
Green	5	8	3	4	0	5	10	5	2
Bloc Quebecois	7	0	25	0	0	0	0	0	27
Other	1	0	1	1	0	2	1	1	1

**Past Federal Vote**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1199	386	261	246	61	55	35
Conservative	27	68	7	4	5	3	16
Liberal	27	15	60	16	25	13	27
New Democratic	34	14	29	72	26	13	42
Green	5	2	3	2	34	4	3
Bloc Quebecois	7	0	0	6	8	66	6
Other	1	1	0	0	2	0	6

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### ***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	1251	190	140	210	288	423	633	618
Approve	27	23	25	32	29	30	34	21
Disapprove	62	66	62	59	62	60	61	64
Don't know	10	11	13	9	8	10	5	15

#### ***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1251	59	312	435	87	169	189	971	280
Approve	27	11	25	29	35	40	22	28	24
Disapprove	62	83	63	62	55	46	68	62	66
Don't know	10	5	12	9	10	13	10	10	10

#### ***Federal Vote Preference***

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1251	336	295	364	78	70	56
Approve	27	81	10	8	16	12	11
Disapprove	62	9	80	88	75	75	75
Don't know	10	9	10	4	9	14	14

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**July 14<sup>th</sup>, 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	1251	190	140	210	288	423	633	618
Approve	47	43	47	44	49	54	47	48
Disapprove	24	21	23	25	30	26	29	20
Don't know	28	35	30	30	21	21	25	32

#### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1251	59	312	435	87	169	189	971	280
Approve	47	37	58	46	31	40	50	43	62
Disapprove	24	24	19	25	36	32	20	26	18
Don't know	28	39	23	29	32	28	29	31	21

#### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1251	336	295	364	78	70	56
Approve	47	25	45	78	32	49	26
Disapprove	24	45	24	5	28	26	48
Don't know	28	29	30	17	41	25	26

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***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	1251	190	140	210	288	423	633	618
Approve	38	41	39	38	38	32	39	37
Disapprove	41	35	41	43	46	46	46	37
Don't know	20	24	20	19	16	22	15	26

***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1251	59	312	435	87	169	189	971	280
Approve	38	49	39	37	43	26	40	39	36
Disapprove	41	35	38	42	47	52	40	42	41
Don't know	20	16	23	22	11	21	20	20	23

***Federal Vote Preference***

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1251	336	295	364	78	70	56
Approve	38	12	79	33	41	29	21
Disapprove	41	71	10	46	30	51	54
Don't know	20	16	11	21	29	20	25

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**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	1251	190	140	210	288	423	633	618
Conservative	27	23	23	35	28	31	32	23
Liberal	24	27	23	26	24	17	23	25
New Democratic	28	25	31	23	28	33	27	28
Green	3	4	4	1	2	2	3	3
Bloc Quebecois	3	5	2	3	2	2	2	4
Another party	3	6	2	2	2	1	3	2
Don't know	13	11	14	11	15	14	10	15

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1251	59	312	435	87	169	189	971	280
Conservative	27	11	27	28	33	40	22	27	28
Liberal	24	54	22	23	25	15	21	25	21
New Democratic	28	17	30	24	21	25	42	26	32
Green	3	0	5	2	1	5	1	3	3
Bloc Quebecois	3	1	7	2	1	2	2	2	8
Another party	3	2	1	3	2	3	4	3	1
Don't know	13	15	8	17	16	9	8	14	8

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1251	336	295	364	78	70	56
Conservative	27	77	13	11	11	13	14
Liberal	24	7	58	15	25	24	10
New Democratic	28	6	14	61	25	28	27
Green	3	0	0	1	21	5	10
Bloc Quebecois	3	1	2	2	2	23	2
Another party	3	0	1	1	3	2	20
Don't know	13	9	12	9	13	6	16

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**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	1251	190	140	210	288	423	633	618
Stephen Harper	22	17	18	25	26	28	27	18
Justin Trudeau	21	24	19	23	19	15	22	19
Tom Mulcair	31	27	33	29	32	37	32	30
Elizabeth May	5	4	6	5	6	3	4	5
Gilles Duceppe	4	5	4	2	2	3	2	5
None of these	10	12	11	10	10	8	9	12
Don't know	7	11	8	5	4	6	4	10

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1251	59	312	435	87	169	189	971	280
Stephen Harper	22	7	13	24	38	40	20	25	13
Justin Trudeau	21	38	16	22	24	10	21	22	14
Tom Mulcair	31	32	37	29	19	22	37	28	40
Elizabeth May	5	4	4	4	5	6	8	5	3
Gilles Duceppe	4	1	12	1	1	2	0	1	13
None of these	10	16	8	11	6	14	8	11	8
Don't know	7	2	10	8	7	7	5	7	8

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1251	336	295	364	78	70	56
Stephen Harper	22	79	5	1	5	6	9
Justin Trudeau	21	4	55	8	27	12	13
Tom Mulcair	31	4	21	73	18	25	15
Elizabeth May	5	1	4	4	22	5	4
Gilles Duceppe	4	1	1	2	3	28	6
None of these	10	6	8	7	18	12	43
Don't know	7	4	7	4	7	12	10

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# NEWS RELEASE



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