

FOR IMMEDIATE RELEASE

Liberal lead tightens

Liberal minority now seen

TORONTO AUGUST 20th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1798 Canadian voters, just more than 4-in-10 will vote Liberal in the next election (41%), giving the party a nine point lead over the Conservatives (32%). This is in comparison to last month at this time when the spread was sixteen points (July 19, 2014 - Liberals - 44%, Conservatives - 28%). In the meantime, the NDP has stayed stable at under one fifth of the vote (July - 18%, today - 17%). One twentieth will vote Bloc Quebecois or Green Party (5% each) and very few will vote for another party (1%). Support for the Liberals is common across age, gender and income demographics, with the exception of the youngest (32%).

The Liberal vote is strong in Atlantic Canada (55%) and Ontario (46%), among the best educated (post grad - 50%) and non-Christians (48%).

The Conservative vote is common to the oldest (39%), males (36%), mid income groups (\$60K to \$80K - 36%), in the prairies (36%) and especially Alberta (58%), Protestant (49%) and Evangelical Christians (63%), and Anglophones (36%).

The New Democrat vote is common to younger voters (under 45 - 20%), females (20%), the least wealthy (20%), in Quebec (26%) and BC (24%), college graduates (20%), Catholics (22%), the non-religious (22%), mothers of children (24%) and Francophones (28%)

Of note, one third of past NDP voters (33%) and one fifth of past Conservative voters (20%) will support the Liberals this time. In contrast, the vast majority of past Liberal voters will vote Liberal again this time (85%), compared to three quarters of past Conservative voters (72%) and just more than half of past New Democrats (55%).

Liberal minority seen

If these poll results are projected up to seats in a 308 seat House of Commons, the Liberals would capture 142, thirteen short of a majority. The Conservatives would take 110 seats, the NDP 51, the Bloc 4 and Elizabeth May would retain the Green Party's only elected seat.

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TORONTO August 20th, 2014 HIGHLIGHTS:

- Just more than 4-in-10 will vote Liberal in the next election (41%), giving the party a nine point lead over the Conservatives (32%).
- Of note, one third of past NDP voters (33%) and one fifth of past Conservative voters (20%) will support the Liberals this time.
- If these poll results are projected up to seats in a 308 seat House of Commons, the Liberals would capture 142, thirteen short of a majority. The Conservatives would take 110 seats, the NDP 51, the Bloc 4 and Elizabeth May would retain the Green Party's only elected seat.
- Justin Trudeau has the approval of one half of Canadian voters (48%), up slightly from last month (46%).



Mulcair's favourables down, Trudeau's, Harper's edge up

Justin Trudeau has the approval of one half of Canadian voters (48%), up slightly from last month (46%), and his net favourable score (approve minus disapprove) is a healthy +13, up from +9. Prime Minister Harper's approval is up slightly as well (from 33% to 35%), and his net has improved from -25 to -19. Thomas Mulcair, on the other hand, has seen his approval decline from last month (40% to 37%) and his net score is +7.

Trudeau maintains slight edge for best PM

At just more than 3-in-10, Justin Trudeau has a very slim lead (as he had last month) in the best PM stakes (31%), while the Prime Minister has just less than this score (29%), as he did last month (27%). One seventh give Tom Mulcair the nod (15%), one tenth select Elizabeth May (8%) and one fifth have no opinion (18%).

"We are uncertain what has caused this dip in Liberal fortunes, but it may be connected to world events, where the Prime Minister has been claiming the stage with some very tough performances, which can be difficult for a candidate who is not in government to challenge. It should be noted, however, that both Harper and Trudeau poll at about the same favourability as their parties, whereas Tom Mulcair exceeds his party's score by a factor of two. In this case, he's proven unable to drag the party up to his own level of popularity, which is what Jack Layton essentially did to ignite the Orange Crush," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at logicalcolor:bozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO August 20th, 2014

HIGHLIGHTS:

- At just more than 3-in-10,
 Justin Trudeau has a very
 slim lead in the best PM
 stakes (31%), while the Prime
 Minister has just less than
 this score (29%).
- "We are uncertain what has caused this dip in Liberal fortunes, but it may be connected to world events, where the Prime Minister has been claiming the stage with some very tough performances, which can be difficult for a candidate who is not in government to challenge. It should be noted, however, that both Harper and Trudeau poll at about the same favourability as their parties, whereas Tom Mulcair exceeds his party's score by a factor of two. In this case, he's proven unable to drag the party up to his own level of popularity, which is what Jack Layton essentially did to ignite the Orange Crush," said Forum Research President, Dr. Lorne Bozinoff.



Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1798 randomly selected Canadians 18 years of age and older. The poll was conducted on August 18-19th, 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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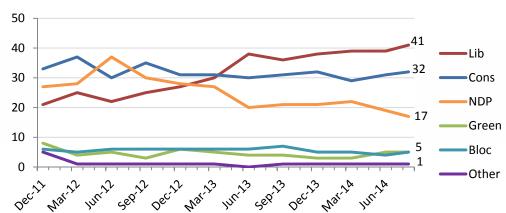
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TORONTO
August 20th, 2014

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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
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
Federal Election May 2 nd , 2011	n/a	40	19	31	4	6	0

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Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
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
Federal Election May 2 nd , 2011	166	34	103	1	4	0

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Federal Leader Approval Rating Trending (% Approve)

[All Respondents]

%	Commis	Trudeau	Harner	Mulcair
August 18-19 th , 2014	Sample 1798	48	Harper 35	37
July 18 th , 2014	1624	46	33	40
June 16-17 th , 2014		43	34	38
May 22 nd , 2014	1683			
	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 30th, 2012	1675	36	34	32
Mar 26th-27th, 2012	1638	32	34	32
April 24-25 th , 2012	1744	46	22	30

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Best Prime Minister

%	Sample	Harper	Trudeau	Mulcair	May	Don't Know
August 18-19 th , 2014	1798	29	31	15	8	18
July 18 th , 2014	1624	27	30	16	7	20
June 16-17 th , 2014	1683	28	27	16	8	21
May 22 nd , 2014	1694	26	28	17	8	21
Apr 29 th , 2014	1572	25	30	17	10	18
Mar 25-28 th , 2014	1764	27	29	17	8	19
Feb. 18-19 th , 2014	1824	26	33	16	8	19
Jan. 23-24 th , 2014	1228	24	29	18	7	22
Jan. 17 th , 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	1718	113	163	320	474	648	851	867
Conservative	32	30	30	26	32	39	36	28
Liberal	41	32	39	45	41	43	40	41
New Democratic	17	20	20	21	15	12	14	20
Green	5	10	6	3	5	2	4	5
Bloc Quebecois	5	7	4	4	5	3	5	5
Other	1	2	1	1	1	1	1	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	ВС	English	French
Sample	1718	123	422	602	133	182	256	1342	376
Conservative	32	21	15	38	36	58	31	36	16
Liberal	41	55	37	46	39	28	33	43	32
New Democratic	17	18	26	11	18	10	24	14	28
Green	5	6	3	5	5	3	10	5	3
Bloc Quebecois	5	0	18	0	0	0	0	0	20
Other	1	1	0	1	1	1	2	1	0

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1718	619	394	322	69	92	94
Conservative	32	72	7	3	12	8	20
Liberal	41	20	85	33	39	16	34
New Democratic	17	5	5	55	7	12	19
Green	5	2	2	7	40	1	13
Bloc Quebecois	5	0	0	2	0	63	9
Other	1	1	1	0	1	0	5

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TORONTO August 20th, 2014

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1718	407	455	575	281
Conservative	32	31	32	34	27
Liberal	41	39	40	36	50
New Democratic	17	19	15	20	14
Green	5	5	7	4	4
Bloc Quebecois	5	6	6	4	4
Other	1	1	0	1	1

Religion

%	Tota I	Christia n	Protestan t Christian	Evangelica I Christian	Catholi c	Other Christia n	Non- Christia n	Non e
Sample	1718	1240	455	63	596	126	92	386
Conservativ e	32	37	49	63	25	44	23	19
Liberal	41	39	39	26	42	37	48	42
New Democratic	17	16	8	10	22	15	18	22
Green	5	2	3	1	2	3	12	11
Bloc Quebecois	5	5	0	0	9	0	0	6
Other	1	1	1	0	0	1	0	2



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	1798	121	172	336	491	678	878	920
Approve	35	37	31	33	34	42	40	31
Disapprove	55	49	58	61	59	48	54	55
Don't know	10	14	11	6	7	10	7	13

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	ВС	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Approve	35	17	25	43	40	50	31	38	24
Disapprove	55	68	68	45	53	39	63	51	68
Don't know	10	14	7	12	8	12	6	11	8

Federal Vote Preference

	-						
%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1798	542	649	274	110	74	69
Approve	35	87	17	11	20	8	31
Disapprove	55	8	73	80	73	87	49
Don't know	10	5	10	10	7	4	20

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies	
Sample	1798	435	482	591	290	
Approve	35	42	34	34	33	
Disapprove	55	46	55	60	54	
Don't know	10	12	11	7	12	

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Religion

%	Tota I	Christia n	Protestan t Christian	Evangelica I Christian	Catholi c	Other Christia n	Non- Christia n	Non e	
Sample	1798	1292	471	66	620	135	96	410	
Approve	35	41	46	76	32	48	49	19	
Disapprov e	55	49	45	22	57	41	46	70	
Don't know	10	10	9	1	11	11	5	12	

TORONTO
August 20th, 2014



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	1798	121	172	336	491	678	878	920
Approve	37	33	43	33	41	39	39	35
Disapprove	31	24	31	35	33	33	36	25
Don't know	32	43	26	32	26	27	25	39

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	ВС	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Approve	37	33	57	29	27	28	41	31	62
Disapprove	31	24	22	32	38	43	33	33	20
Don't know	32	43	21	39	36	29	27	36	17

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1798	542	649	274	110	74	69
Approve	37	21	39	68	41	55	12
Disapprove	31	49	28	8	24	18	49
Don't know	32	30	33	24	35	27	39

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies	
Sample	1798	435	482	591	290	
Approve	37	28	34	45	38	
Disapprove	31	30	30	28	37	
Don't know	32	42	36	27	26	

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Religion

%	Tota I	Christia n	Protestan t Christian	Evangelica I Christian	Catholi c	Other Christia n	Non- Christia n	Non e
Sample	1798	1292	471	66	620	135	96	410
Approve	37	35	28	10	47	21	46	39
Disapprov e	31	34	33	47	28	53	27	23
Don't know	32	30	39	43	25	26	28	37

TORONTO
August 20th, 2014



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	1798	121	172	336	491	678	878	920
Approve	48	48	51	49	46	43	48	47
Disapprove	35	29	37	33	38	42	39	31
Don't know	17	23	12	17	16	15	13	22

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	ВС	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Approve	48	62	48	49	40	37	48	48	46
Disapprove	35	17	32	36	43	46	36	35	35
Don't know	17	21	20	15	17	17	17	17	19

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1798	542	649	274	110	74	69
Approve	48	18	84	40	56	17	23
Disapprove	35	69	7	34	25	64	53
Don't know	17	13	9	26	19	19	24

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies	
Sample	1798	435	482	591	290	
Approve	48	40	44	51	57	
Disapprove	35	39	34	34	33	
Don't know	17	21	22	15	11	

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Religion

%	Tota I	Christia n	Protestan t Christian	Evangelica I Christian	Catholi c	Other Christia n	Non- Christia n	Non e	
Sample	1798	1292	471	66	620	135	96	410	
Approve	48	43	41	24	49	33	72	52	
Disapprov e	35	40	43	60	35	48	20	26	
Don't know	17	17	16	16	17	19	8	21	

TORONTO
August 20th, 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	1798	121	172	336	491	678	878	920
Stephen Harper	29	28	22	28	30	38	34	24
Tom Mulcair	15	10	20	16	14	14	15	15
Justin Trudeau	31	32	30	32	31	28	31	30
Elizabeth May	8	10	9	6	9	6	7	9
Don't know	18	20	20	18	17	14	13	22

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	ВС	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Stephen Harper	29	9	18	33	37	49	29	32	15
Tom Mulcair	15	11	33	7	9	7	15	8	38
Justin Trudeau	31	51	26	35	23	25	23	32	23
Elizabeth May	8	5	6	10	6	4	13	9	5
Don't know	18	23	18	15	24	16	21	18	17

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1798	542	649	274	110	74	69
Stephen Harper	29	86	6	8	3	6	17
Tom Mulcair	15	3	7	52	7	42	4
Justin Trudeau	31	6	71	12	20	14	5
Elizabeth May	8	2	4	10	44	8	12
Don't know	18	3	12	18	26	30	63

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TORONTO
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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1798	435	482	591	290
Stephen Harper	29	29	29	29	27
Tom Mulcair	15	11	10	21	13
Justin Trudeau	31	30	31	29	35
Elizabeth May	8	10	9	6	9
Don't know	18	20	22	15	16

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non- Christian	None
Sample	1798	1292	471	66	620	135	96	410
Stephen Harper	29	36	42	64	26	47	21	14
Tom Mulcair	15	15	6	8	23	7	7	17
Justin Trudeau	31	29	32	21	30	19	41	32
Elizabeth May	8	6	6	3	6	6	21	10
Don't know	18	15	14	4	15	21	9	27

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