

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Trudeau seen as debate winner by slight margin

One quarter may change vote because of debate

TORONTO August 10th, 2015- In a random sampling of public opinion taken by the Forum Poll™ among 1392 Canadian voters, two thirds watched or heard some of the federal leaders' debate on August 6 (66%), especially the oldest (72%), the wealthy (\$80K to \$100K - 74%), in Ontario (75%) and BC (74%) and among Anglophones (72%) but not so much Francophones (48%).

Trudeau seen as winner, others tied

Among those who saw or heard some of the debate, the slim plurality see Justin Trudeau as the winner (20%), although an equal proportion think no one won (20%). Stephen Harper, Tom Mulcair and Elizabeth May are all seen to be the winner by slightly smaller but equal proportions (17% each).

Just more than one half of Conservatives think Harper won (54%), which is also the case for Liberals and Justin Trudeau (51%) but significantly fewer New Democrats thought Mulcair won (38%). Significant minorities of Liberals (15%) and New Democrats (22%) believe Elizabeth May won the debate, as did a plurality of her supporters (43%).

One quarter may change vote because of debate

Just less than one quarter will think about their vote after seeing the debate (24%), and this is especially the case among the youngest (32%), the least wealthy (\$20K to \$40K - 29%), in Alberta (27%), among Green Party supporters (48%), mothers of children under 18 (34%) and past Bloc voters (38%) - caution: small sample size.

"Trudeau was not so much seen to be the out-and-out winner of the debate, but I think he was seen to be the one who lost the least. All the other debaters are bunched up on his tail, so it is probable he will be the primary target in the next go-round. Twenty-five percent vote switches as a result of debates are very rare, but there are indications this discussion may have peeled off some parked Green Party votes for the NDP," 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.

TORONTO

August 10th, 2015

HIGHLIGHTS:

- Two thirds watched or heard some of the federal leaders' debate on August 6 (66%).
- Among those who saw or heard some of the debate, the slim plurality see Justin Trudeau as the winner (20%).
- Just less than one quarter will think about their vote after seeing the debate (24%).
- "Trudeau was not so much seen to be the out-and-out winner of the debate, but I think he was seen to be the one who lost the least. All the other debaters are bunched up on his tail, so it is probable he will be the primary target in the next go-round. Twenty-five percent vote switches as a result of debates are very rare, but there are indications this discussion may have peeled off some parked Green Party votes for the NDP," 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 1392 randomly selected Canadians 18 years of age or older. The poll was conducted from August 10th to 11th, 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

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August 10th, 2015

Federal Leaders' Debate

'Did you see or hear anything about the federal leaders' debate held on Thursday, August 6?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1392	292	200	241	345	314	752	640
Yes	66	62	68	65	66	72	70	63
No	34	38	32	35	34	28	30	37

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1392	120	376	357	149	162	228	1045	347
Yes	66	68	48	75	70	65	74	72	47
No	34	32	52	25	30	35	26	28	53

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1392	370	339	415	84	74	35
Yes	66	71	70	71	57	29	50
No	34	29	30	29	43	71	50

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Federal Leaders' Debate Winner

'As far as you know, which federal leader won the debate?'

[Seen or heard of debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	920	180	135	157	227	221	521	399
Stephen Harper	17	15	14	20	22	16	21	13
Tom Mulcair	17	18	19	16	16	13	19	15
Justin Trudeau	20	22	17	20	16	26	20	20
Elizabeth May	17	22	17	15	17	12	14	20
None of them	20	15	19	20	24	27	20	21
Don't know	8	7	13	9	5	6	6	11

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	920	83	182	267	110	108	170	754	166
Stephen Harper	17	9	11	20	24	24	14	18	12
Tom Mulcair	17	14	33	11	13	17	15	13	35
Justin Trudeau	20	35	19	19	20	12	25	21	17
Elizabeth May	17	14	8	18	16	19	24	19	8
None of them	20	20	17	23	22	19	19	21	16
Don't know	8	8	11	9	5	9	3	8	12

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	920	259	235	292	52	25	16
Stephen Harper	17	54	3	3	14	9	2
Tom Mulcair	17	5	8	38	5	32	4
Justin Trudeau	20	4	51	12	16	17	3
Elizabeth May	17	8	15	22	43	20	28
None of them	20	21	17	18	19	15	50
Don't know	8	9	6	8	4	8	13

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Federal Leaders' Debate – Changing Your Vote

'Did anything you heard or saw in this debate make you think about changing your vote?'

[Seen or heard of debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	920	180	135	157	227	221	521	399
Yes	24	32	24	18	21	20	21	27
No	76	68	76	82	79	80	79	73

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	920	83	182	267	110	108	170	754	166
Yes	24	21	21	26	14	27	23	24	21
No	76	79	79	74	86	73	77	76	79

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	920	259	235	292	52	25	16
Yes	24	10	26	26	48	23	52
No	76	90	74	74	52	77	48

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