

# NEWS RELEASE



## MEDIA INQUIRIES:

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## TORONTO

August 2<sup>nd</sup>, 2015

## HIGHLIGHTS:

- As many as 4-in-10 will vote NDP in the coming election (39%).
- In Ontario, The NDP and the Conservatives are tied (37% and 35% respectively).
- There is a distinct gender gap in the Conservative vote, which attracts more than a third of males (34%), but fewer than a quarter of females (22%).

## FOR IMMEDIATE RELEASE

### NDP leads in first post-writ poll

#### New Democrats headed for solid minority

TORONTO August 2<sup>nd</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1399 Canadian voters immediately after the 42nd Canadian general election was called, as many as 4-in-10 will vote NDP in the coming election (39%) and this represents a sharp increase from last week (June 28 - 33%), while fewer than 3-in-10 will vote Conservative (28%), well down from last week (June 28 - 33%). The Liberals attract the votes of one quarter (25%) and this is unchanged from before the writ. Few will vote Bloc Quebecois (5%), Green (3%) or for any other party (1%).

#### NDP lead in Atlantic, Quebec and BC, tied in Ontario

In Ontario, The NDP and the Conservatives are tied (37% and 35% respectively), while the Liberals trail (24%). In Quebec, the NDP (38%) have a solid lead over the Liberals (23%), while the Bloc and Conservatives trail (19% and 17%, respectively). In the former Liberal fortress of Atlantic Canada, the NDP have almost half the vote (45%), while the Liberals are in solid second (38%). In the prairies, The NDP (37%) and the Conservatives (35%) are tied, and the Liberals trail (24%). In Alberta, the Conservatives dominate (42%), but the NDP are close in second (34%) with the Liberals third (21%). In BC, close to half will vote New Democrat (44%), and the Liberals (26%) and Conservatives (24%) are tied for second.

#### Conservatives suffer gender gap

There is a distinct gender gap in the Conservative vote, which attracts more than a third of males (34%), but fewer than a quarter of females (22%). In contrast, the gap works the other way for the NDP (males - 35%, females - 42%) and the Liberals (males - 23%, females - 27%). Support for the Conservatives is highest among the least educated (34%) and lowest among the most educated (19%), while the opposite applies with the NDP (35% and 45%, respectively). NDP support is high among the youngest (under 35 - 41%, 35 to 44 - 42%), females (42%) and the mid income cohort (\$60K to \$80K - 45%). Conservatives are supported by those in mid age groups (45 to 54 - 30%) and higher income groups (\$80K to \$100K - 31%). Liberals attract the votes of the wealthiest (\$100K to \$250K - 32%) and the best educated (28%).

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## **3-in-10 Liberals from 2011 voting NDP this time**

Three-in-ten past Liberal voters will vote for the NDP this time around (30%), while 1-in-6 past Conservatives will as well (15%). Very few past Liberals or Past New Democrats will vote Conservative (7% and 5%, respectively).

## **NDP headed for strong minority**

If these results are projected up to a 338 seat house, the NDP would capture 160 seats, 10 short of a majority, while the Conservatives would take 118. The Liberals would settle for 58 seats, the Green's for their leader's seat and the Bloc for one seat.

## **Conservatives most committed voters**

Seven-in-ten Conservative voters say they are strong supporters of their party (70%), while 6-in-10 Liberals (60%) and New Democrats (56%) say this.

## **Harper favourables down, Trudeau's up, Mulcair stable**

The Prime Minister has seen his approval rating slip from a third last week (32%) to less than that now (29%) and his net favourable score (approve minus disapprove) has declined from a very negative -27 to an even worse -33. Justin Trudeau has seen his approval increase slightly from about one third (35%) to close to 4-in-10 now (39%). His net score is a more neutral -4 than last week's -12. Tom Mulcair's approval is stable at one half (48%) and his net favourable is a very positive +20.

## **NDP and Conservatives tied in expectations of victory**

Equal proportions, just less than a third each, think the Conservatives or the NDP will win this election (31% each), but few hold out hope for the Liberals (18%). About one sixth of Liberals expect either the NDP (15%) or the Conservatives (13%) to win, while about one tenth of New Democrats expect the Conservatives to win (12%). Few Conservatives expect the other two parties to win. Only about one half of Liberals expect their own party to be victorious (55%).

## **Mulcair is clearly preferred for Prime Minister**

After tying with the Stephen Harper on this measure recently, the Leader of the Opposition is now clearly seen to make the best Prime Minister (31%), compared to the current incumbent (24%) and Justin Trudeau (22%).

## **More than a quarter will be voting strategically**

More than one quarter of voters say they will vote for a party they think can defeat the government (28%), as opposed to a party they believe in (61%). Among Conservative voters, the vast majority are true believers (83%), but among Liberals

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**August 2<sup>nd</sup>, 2015**

## **HIGHLIGHTS:**

- Three-in-ten past Liberal voters will vote for the NDP this time around (30%).
- If these results are projected up to a 338 seat house, the NDP would capture 160, 10 short of a majority.
- Seven-in-ten Conservative voters say they are strong supporters of their party (70%).
- The Prime Minister has seen his approval rating slip from a third last week (32%) to less than that now (29%).
- Equal proportions, just less than a third each, think the Conservatives or the LNDP will win this election (31% each).
- After tying with the Stephen Harper on this measure, the Leader of the Opposition is now clearly seen to make the best Prime Minister (31%).
- More than one quarter of voters say they will vote for a party they think can defeat the government (28%), as opposed to a party they believe in (61%).

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## TORONTO

August 2<sup>nd</sup>, 2015

## HIGHLIGHTS:

- One half of voters say they are not better off now than they were in 2011 (51%), while just one third agree they are better off (34%).
- "It's said a pending execution focuses the mind, and the same goes for an impending election. Voters have been teased for weeks by advertising that looks like a campaign and quacks like a campaign, yet isn't a campaign. Now the government has released the hounds, as it were, people are deciding they like the place they've parked their vote for the last few weeks, and are coming off the fence and ending up with the NDP," said Forum Research President, Dr. Lorne Bozinoff.

and New Democrats, sizeable minorities are holding their nose as they vote (37% and 39%, respectively).

### Majority are worse off now than in 2011

One half of voters say they are not better off now than they were in 2011 (51%), while just one third agree they are better off (34%). One sixth don't venture an opinion (15%). Being worse off now is common to boomers (55 to 64 - 60%), the less wealthy (\$20K to \$40K - 59%), in Atlantic Canada (62%), among Liberals and New Democrats (57% and 64%, respectively) but not among Conservatives (23%).

"It's said a pending execution focuses the mind, and the same goes for a pending election. Voters have been teased for weeks by advertising that looks like a campaign and quacks like a campaign, yet isn't a campaign. Now the government has released the hounds, as it were, people are deciding they like the place they've parked their vote recently, and are coming off the fence and ending up with the NDP for now. However, no one alive has seen an 11 week campaign. Much can happen in that time, because campaigns, and their errors, forced and unforced, do make a difference," 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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## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1399 randomly selected Canadians 18 years of age or older. The poll was conducted Between 10 AM and 4 PM EDT on August 2<sup>nd</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
August 2 <sup>nd</sup> , 2015	1399	28	25	39	3	5	1
July 29 <sup>th</sup> , 2015	1397	33	25	33	4	4	1
July 21 <sup>st</sup> , 2015	1208	28	29	34	4	5	1
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

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**Seat Distribution Projection Trending**

%	Cons	Lib	NDP	Green	Bloc	Other
August 2 <sup>nd</sup> , 2015	118	58	160	1	1	0
July 29 <sup>th</sup> , 2015	156	58	122	1	1	0
July 21 <sup>st</sup> , 2015	121	78	134	1	4	0
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

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### *Expected Federal Election Party Winner*

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
August 2 <sup>nd</sup> , 2015	1399	31	18	31	2	2	1
July 29 <sup>th</sup> , 2015	1397	34	18	29	3	2	1
July 21 <sup>st</sup> , 2015	1208	30	24	29	2	2	2
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	-

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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	1340	209	162	226	315	428	704	636
Conservative	28	24	29	30	28	28	34	22
Liberal	25	26	23	26	24	25	23	27
New Democratic	39	41	42	35	38	39	35	42
Green	3	4	3	2	2	2	2	4
Bloc Quebecois	5	3	2	6	8	5	6	4
Other	1	2	1	1	1	1	1	1

### Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1340	121	350	469	88	125	187	1019	321
Conservative	28	12	17	35	35	42	24	31	18
Liberal	25	38	23	24	24	21	26	26	20
New Democratic	39	45	38	37	37	34	44	39	38
Green	3	3	2	3	2	2	4	3	2
Bloc Quebecois	5	0	19	0	0	0	0	0	21
Other	1	1	0	1	2	1	2	1	0

### Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1340	412	309	300	69	79	40
Conservative	28	71	7	5	7	8	21
Liberal	25	11	60	12	18	12	21
New Democratic	39	15	30	80	48	20	26
Green	3	1	2	1	25	2	10
Bloc Quebecois	5	1	1	2	0	58	14
Other	1	1	0	0	2	1	7

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### ***Strong Supporter***

*'Are you a strong supporter of that party?'*

*[Has First Choice]*

### ***Age / Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1333	207	161	225	314	426	701	632
Yes	60	53	59	65	65	64	63	58
No	40	47	41	35	35	36	37	42

### ***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1333	119	347	468	88	125	186	1015	318
Yes	60	51	49	67	57	69	62	64	48
No	40	49	51	33	43	31	38	36	52

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

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1333	355	326	477	72	68	35
Yes	60	70	60	56	46	61	57
No	40	30	40	44	54	39	43

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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	1399	218	167	244	327	443	728	671
Approve	29	26	30	31	30	29	36	22
Disapprove	63	63	65	58	64	62	58	67
Don't know	8	10	4	11	6	9	6	11

#### ***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Approve	29	13	22	36	27	39	24	31	21
Disapprove	63	80	67	56	67	53	70	61	67
Don't know	8	7	11	8	6	8	6	7	12

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

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Approve	29	85	17	6	11	7	12
Disapprove	63	8	76	89	81	87	68
Don't know	8	7	7	5	8	6	20

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***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	1399	218	167	244	327	443	728	671
Approve	48	41	49	44	55	55	48	47
Disapprove	28	30	29	29	27	24	33	24
Don't know	24	29	21	27	18	20	19	29

***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Approve	48	50	56	44	50	36	49	45	57
Disapprove	28	24	22	31	28	38	27	30	22
Don't know	24	26	22	24	22	26	24	25	21

***Federal Vote Preference***

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Approve	48	26	38	79	39	44	29
Disapprove	28	51	35	7	38	35	42
Don't know	24	24	27	15	23	21	29

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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	1399	218	167	244	327	443	728	671
Approve	39	40	42	39	39	37	36	43
Disapprove	44	45	40	44	47	43	49	39
Don't know	17	14	18	18	14	21	15	18

### ***Region***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Approve	39	53	39	37	50	30	43	40	36
Disapprove	44	34	44	46	30	57	39	43	45
Don't know	17	13	17	18	20	13	19	16	19

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

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Approve	39	9	82	40	29	23	52
Disapprove	44	79	10	43	42	61	37
Don't know	17	13	8	17	29	16	11

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**TORONTO**

**August 2<sup>nd</sup>, 2015**

**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	1399	218	167	244	327	443	728	671
Conservative	31	30	33	34	29	27	37	25
Liberal	18	22	20	14	17	17	17	20
New Democratic	31	28	30	30	33	35	29	33
Green	2	3	2	2	2	1	2	2
Bloc Quebecois	2	2	0	3	1	2	2	2
Another Party	1	2	0	2	1	1	1	2
Don't know	14	12	14	14	16	17	12	16

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Conservative	31	27	26	34	32	40	26	32	27
Liberal	18	25	19	20	15	13	15	19	17
New Democratic	31	31	32	29	32	31	36	30	33
Green	2	4	2	2	4	2	1	2	2
Bloc Quebecois	2	0	6	1	1	2	1	1	5
Another Party	1	0	1	1	1	1	5	2	1
Don't know	14	13	15	13	16	13	17	14	15

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Conservative	31	81	13	12	20	23	22
Liberal	18	6	55	8	20	3	7
New Democratic	31	4	15	66	27	33	21
Green	2	1	2	0	15	4	9
Bloc Quebecois	2	0	1	1	2	23	0
Another Party	1	0	0	0	0	0	33
Don't know	14	8	15	13	15	14	8

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## TORONTO

August 2<sup>nd</sup>, 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	1399	218	167	244	327	443	728	671
Stephen Harper	24	20	23	27	29	25	31	18
Justin Trudeau	22	23	22	22	18	21	21	22
Tom Mulcair	31	30	30	25	33	38	28	34
Elizabeth May	5	8	5	4	5	3	4	6
Gilles Duceppe	3	3	3	4	3	2	3	3
None of these	10	9	10	14	8	6	9	10
Don't know	6	7	7	4	4	5	4	8

### Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Stephen Harper	24	15	13	31	23	32	21	27	13
Justin Trudeau	22	26	20	22	27	18	23	23	18
Tom Mulcair	31	34	41	27	21	25	32	28	42
Elizabeth May	5	3	3	5	7	3	12	6	2
Gilles Duceppe	3	2	8	1	1	1	2	1	8
None of these	10	16	8	9	8	15	7	10	8
Don't know	6	4	8	5	12	6	4	5	8

### Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Stephen Harper	24	83	6	2	6	4	4
Justin Trudeau	22	4	66	8	17	15	23
Tom Mulcair	31	4	12	69	22	28	16
Elizabeth May	5	1	2	6	26	3	25
Gilles Duceppe	3	1	2	2	2	30	0
None of these	10	5	5	9	20	11	24
Don't know	6	2	5	4	7	9	8

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## **Better off Now**

*'Are you better off now than you were in 2011?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1399	218	167	244	327	443	728	671
Yes	34	41	36	31	27	29	37	31
No	51	41	51	56	60	54	48	54
Don't know	15	18	14	13	12	17	15	15

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Yes	34	26	28	38	36	37	33	35	30
No	51	62	54	49	47	45	53	51	51
Don't know	15	12	18	13	17	18	14	14	19

### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Yes	34	66	27	20	29	22	29
No	51	23	57	64	56	66	65
Don't know	15	11	16	17	15	12	5

## **TORONTO**

**August 2<sup>nd</sup>, 2015**

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***Vote Rationale: Preferred Party vs. Party to Defeat the Government***

*'In the coming federal election, will you be voting for a party you believe in or will you be voting for a party that you think can defeat the government?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1399	218	167	244	327	443	728	671
Voting for a party I believe in	61	65	61	58	65	55	63	59
Voting for a party I think can defeat the government	28	23	29	30	26	33	27	29
Voting for a particular candidate	3	2	2	4	3	5	2	4
Don't know	8	9	8	7	7	7	8	8

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1399	126	366	489	93	133	192	1064	335
Voting for a party I believe in	61	46	60	65	61	60	60	62	58
Voting for a party I think can defeat the government	28	41	26	25	29	28	33	28	27
Voting for a particular candidate	3	1	5	3	2	2	3	3	5
Don't know	8	12	9	7	8	9	4	7	10

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1399	355	326	477	72	68	42
Voting for a party I believe in	61	83	57	54	57	60	43
Voting for a party I think can defeat the government	28	8	37	39	23	21	48
Voting for a particular candidate	3	2	3	2	5	7	4
Don't know	8	6	3	5	15	13	6

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