

NEWS RELEASE



FOR IMMEDIATE RELEASE

Federal Conservatives surge; tied with NDP

New seat allocation favours Conservative minority; Harper approval up

TORONTO July 8th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1200 Canadian voters, exactly equal proportions, one third each, will vote for the New Democrats or the Conservatives (32% each) if a federal election were held today. Fewer, about one quarter, would vote Liberal (26%). These findings represent stability for the NDP, who led the poll last week at one third of the votes (32%), but a sharp increase in voting preference for the Conservatives (from 27%). The Liberals have seen their vote decrease slightly since last week (June 30 - 29%). The Greens would take a small share of the vote (3%), as would the Bloc Quebecois (5%). Very few will vote any other party (1%).

In vote-rich Ontario, the three parties are essentially tied (Conservative - 32%, Liberal - 33%, NDP - 31%), while in Quebec the NDP have a slight lead (29%) over the Conservatives (26%), while the Liberals (23%) and the Bloc trail (18%). In Atlantic Canada, the three parties are tied (Conservatives - 32%, Liberals- 29%, NDP - 33%), while in Alberta, the Conservatives dominate (54%) and the NDP are at half this level (28%). The NDP is dominant in BC (41%), followed by the Liberals (29%) and Conservatives (23%). In the prairies, the Conservatives (41%) and NDP (42%) are tied.

More than a quarter of those who voted Liberal in 2011 will vote NDP this time around (27%) and this is twice the proportion which will switch between other parties.

Strong Conservative minority seen

If these results are projected up to a 338 seat House of Commons, the Conservatives would capture a strong minority of 155 seats, 15 fewer than required for a majority. The NDP would take 120 seats and the Liberals 59. The Bloc would seat two members, the Green Party would retain the leader's seat and one independent would sit.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 8th, 2015

HIGHLIGHTS:

- Exactly equal proportions, one third each, will vote for the New Democrats or the Conservatives (32% each) if a federal election were held today.
- In vote-rich Ontario, the three parties are essentially tied (Conservative - 32%, Liberal - 33%, NDP - 31%).
- More than a quarter of those who voted Liberal in 2011 will vote NDP this time around (27%).
- If these results are projected up to a 338 seat House of Commons, the Conservatives would capture a strong minority of 155 seats, 15 less than required for a majority.

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 8th, 2015

HIGHLIGHTS:

- About one half of Liberal voters pick the NDP as their second choice (49%), and the same goes for NDP voters picking the Liberals second (47%).
- More than a third of voters approve of the job being done by Stephen Harper (35%).
- Three-in-ten voters expect the Conservatives to win the next election (30%).
- While Tom Mulcair leads on the measure of best Prime Minister (27%) Stephen Harper is close behind (25%).

Liberals, NDP equally likely to be second choice

About one half of Liberal voters pick the NDP as their second choice (49%), and the same goes for NDP voters picking the Liberals second (47%). One tenth of Liberals pick the Greens second (12%) and about one quarter of NDP voters do so too (24%). While close to one fifth of Liberals will take the Conservatives second (18%), only half this many New Democrats will (8%). It is clear that the NDP has the strongest advantage in the event of tactical voting, in that their combined total share of the vote is more than half the electorate (55%), while the Liberal ceiling is one half (50%). By contrast, the vote ceiling for the Conservatives is just 4-in-1 (41%).

Harper approval up, Mulcair suffers

More than a third of voters approve of the job being done by Stephen Harper (35%) and his net favourable score (approve minus disapprove) is a negative -24. This represents an improvement for the Prime Minister since last week (from 31% and -30). By contrast, Tom Mulcair's approval is down (from 53% last week to 48% now) and his net score has dropped from +32 to +24, still very positive. Justin Trudeau's approval is up slightly (from 38% to 41%), as is his net score (-6 to 0) since last week.

Higher expectations for NDP victory now

Three-in-ten voters expect the Conservatives to win the next election (30%) and this hasn't changed, but close to this proportion now also believe the NDP will win (28%, up from 26%). Expectations of a Liberal victory have fallen (from 28% to 24%). Conservatives are more certain of their party's victory (77%) than are either Liberals (69%) or New Democrats (65%). This tends to be a lagging measure, and reflects voting preferences seen several weeks prior.

Mulcair, Harper seen as best PM

While Tom Mulcair leads on the measure of best Prime Minister (27%) Stephen Harper is close behind (25%), while Justin Trudeau trails slightly (23%). Few pick Elizabeth May (6%) or Gilles Duceppe (4%), and one tenth think none of them is fit for the job (9%).

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

NEWS RELEASE



Voters claim they support party with best policies

One half of voters claim they decide who to vote for by selecting the party with the best policies (47%), while just more than a tenth say they vote for the best leader (14%), the best candidate in their riding (13%) or because it's time for a change (12%). Just fewer than this say they vote for the party they always vote for (8%). Conservatives are especially likely to vote for their usual party (10%) or the best leader (19%), while Liberals are especially likely to vote for change (18%). Liberals are less likely than others to say they vote the party with the best policies (44%).

"Well, the other shoe has dropped, and the voters have begun to vet Tom Mulcair, because he's suddenly the frontrunner, according to media polling. They've had a closer look and have found him somewhat wanting. It is instructive that they do not return their favour to Justin Trudeau, the previous frontrunner, but begin to appreciate the Prime Minister more than in the past. We have said the electorate is looking for a fair fight, and they're dispensing their support accordingly, across all three parties. If these small shifts in electoral favour keep occurring, no predictions about this election will be possible," 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 8th, 2015

HIGHLIGHTS:

- One half of voters claim they decide who to vote for by selecting the party with the best policies (47%).
- "Well, the other shoe has dropped, and the voters have begun to vet Tom Mulcair, because he's suddenly the frontrunner, according to media polling. They've had a closer look and have found him somewhat wanting. It is instructive that they do not return their favour to Justin Trudeau, the previous frontrunner, but begin to appreciate the Prime Minister more than in the past. We have said the electorate is looking for a fair fight, and they're dispensing their support accordingly, across all three parties. If these small shifts in electoral favour keep occurring, no predictions about this election will be possible," 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

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1200 randomly selected Canadians 18 years of age or older. The poll was conducted on July 5-7th, 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

TORONTO
July 8th, 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 8th, 2015

Federal Party Preference Trending

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
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
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

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 8th, 2015

Seat Distribution Projection Trending

%	Cons	Lib	NDP	Green	Bloc	Other
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
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

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 8th, 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	1138	198	160	212	271	297	642	496
Conservative	32	21	31	32	34	41	34	30
Liberal	26	27	31	27	25	23	25	28
New Democratic	32	39	30	34	30	29	32	32
Green	3	7	2	3	3	3	3	4
Bloc Quebecois	5	4	6	3	8	3	5	5
Other	1	1	1	1	0	1	1	1

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1138	86	254	383	91	140	184	899	239
Conservative	32	32	26	32	41	54	23	34	26
Liberal	26	29	23	33	14	15	29	29	20
New Democratic	32	33	29	31	42	28	41	33	31
Green	3	6	3	3	2	2	6	4	3
Bloc Quebecois	5	0	18	0	0	0	0	0	19
Other	1	1	1	1	1	1	1	1	1

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1138	386	220	241	54	41	47
Conservative	32	75	8	5	4	12	29
Liberal	26	13	62	13	38	4	30
New Democratic	32	10	27	75	33	21	24
Green	3	1	3	2	22	2	6
Bloc Quebecois	5	0	0	4	4	60	7
Other	1	1	0	1	0	1	4

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

Second Choice

'Which party would be your second choice?'

[Has First Choice]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1138	198	160	212	271	297	642	496
Conservative	9	8	11	10	8	7	8	9
Liberal	24	22	22	27	26	24	24	24
New Democratic	23	20	21	24	28	26	21	25
Green	14	16	20	10	14	11	16	13
Bloc Quebecois	3	4	1	6	2	2	3	4
Other Parties	6	7	4	7	5	8	7	6
Undecided	20	23	19	17	17	21	21	19

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1138	86	254	383	91	140	184	899	239
Conservative	9	8	9	8	6	11	10	8	10
Liberal	24	28	22	22	29	22	29	24	24
New Democratic	23	34	25	26	16	9	18	23	22
Green	14	14	10	15	17	10	21	16	10
Bloc Quebecois	3	0	14	0	0	0	0	0	14
Other Parties	6	5	4	7	5	15	6	7	3
Undecided	20	11	16	22	27	33	16	21	17

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1138	356	283	350	66	46	37
Conservative	9	0	18	8	7	14	12
Liberal	24	24	0	47	20	15	13
New Democratic	23	23	49	0	30	40	12
Green	14	9	12	24	0	17	20
Bloc Quebecois	3	2	1	5	7	0	5
Other Parties	6	11	2	4	8	2	25
Undecided	20	31	18	12	26	11	13

TORONTO

July 8th, 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

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	1200	211	167	219	292	311	674	526
Approve	35	32	31	39	32	40	37	32
Disapprove	58	61	63	56	61	50	58	59
Don't know	7	7	6	6	7	10	5	9

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Approve	35	27	33	34	26	65	25	35	33
Disapprove	58	72	58	59	65	28	70	58	59
Don't know	7	2	8	7	10	8	5	7	8

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Approve	35	83	21	9	24	11	24
Disapprove	58	10	74	88	69	83	60
Don't know	7	7	5	3	6	5	16

TORONTO
July 8th, 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 8th, 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	1200	211	167	219	292	311	674	526
Approve	48	45	44	49	57	51	54	44
Disapprove	24	20	30	26	23	26	29	20
Don't know	27	35	26	25	20	24	17	37

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Approve	48	52	54	46	46	33	56	46	58
Disapprove	24	26	19	25	24	40	21	27	17
Don't know	27	23	27	29	30	27	23	28	25

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Approve	48	30	47	76	50	44	25
Disapprove	24	48	21	7	19	33	30
Don't know	27	23	32	17	31	23	44

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 8th, 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	1200	211	167	219	292	311	674	526
Approve	41	44	40	42	39	39	40	42
Disapprove	41	36	43	41	46	45	49	35
Don't know	18	21	17	17	14	16	12	23

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Approve	41	48	39	44	25	26	51	42	37
Disapprove	41	44	37	40	55	53	34	42	39
Don't know	18	8	23	16	20	21	15	16	24

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Approve	41	13	83	37	56	27	21
Disapprove	41	72	8	43	30	56	41
Don't know	18	15	9	20	14	17	38

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 8th, 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	1200	211	167	219	292	311	674	526
Conservative	30	21	29	31	37	37	34	25
Liberal	24	24	30	27	22	19	23	26
New Democratic	28	36	26	24	21	26	29	26
Green	3	5	4	1	1	1	3	3
Bloc Quebecois	3	3	2	5	6	2	2	5
Another Party	1	2	1	1	0	2	1	1
Don't know	10	9	8	10	13	14	8	13

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Conservative	30	28	22	33	31	47	22	32	22
Liberal	24	33	27	26	12	12	27	25	24
New Democratic	28	28	26	24	45	21	37	27	29
Green	3	0	3	3	5	2	6	3	2
Bloc Quebecois	3	0	12	1	1	3	0	1	12
Another Party	1	0	1	2	1	3	1	1	1
Don't know	10	11	9	13	6	13	7	11	10

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Conservative	30	77	14	10	14	6	12
Liberal	24	4	69	14	16	9	17
New Democratic	28	6	9	65	30	30	21
Green	3	2	1	0	24	1	7
Bloc Quebecois	3	2	0	1	4	50	5
Another Party	1	0	0	0	0	0	15
Don't know	10	8	6	10	12	4	24

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 8th, 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	1200	211	167	219	292	311	674	526
Stephen Harper	25	18	25	27	27	34	30	21
Justin Trudeau	23	24	27	23	18	22	21	25
Tom Mulcair	27	25	26	26	31	28	29	25
Elizabeth May	6	9	7	5	5	4	6	7
Gilles Duceppe	4	6	3	4	6	2	3	6
None of these	9	12	9	8	9	6	8	10
Don't know	5	5	3	7	5	4	4	6

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Stephen Harper	25	20	20	26	30	48	17	26	21
Justin Trudeau	23	31	21	27	12	10	27	25	17
Tom Mulcair	27	33	30	25	32	18	28	25	33
Elizabeth May	6	6	4	6	7	4	13	7	3
Gilles Duceppe	4	0	12	1	1	5	3	2	13
None of these	9	5	9	10	14	12	5	9	9
Don't know	5	4	5	5	4	3	6	5	4

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Stephen Harper	25	78	7	3	8	2	13
Justin Trudeau	23	7	64	9	21	12	17
Tom Mulcair	27	5	12	64	19	26	12
Elizabeth May	6	2	5	7	28	3	0
Gilles Duceppe	4	2	2	4	2	47	10
None of these	9	5	5	9	15	10	41
Don't know	5	2	5	3	6	0	7

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 8th, 2015

Vote Description

'Which of the following describes how you vote in a federal election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1200	211	167	219	292	311	674	526
Vote for the party you always vote for	8	4	8	10	7	12	8	8
Vote for the best party leader	14	12	14	12	14	19	14	14
Vote for the best candidate in your riding	13	9	11	14	20	16	11	15
Vote for the party with the best policies	47	55	48	45	44	36	50	43
Vote for someone because it's time for a change	12	11	16	13	8	9	10	13
Something else	5	7	4	5	2	3	5	4
Don't know	2	3	0	2	4	4	2	3

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Vote for the party you always vote for	8	4	7	9	10	6	7	8	7
Vote for the best party leader	14	16	13	13	14	17	15	14	14
Vote for the best candidate in your riding	13	17	13	12	12	13	15	13	14
Vote for the party with the best policies	47	45	46	47	56	48	41	47	45
Vote for someone because it's time for a change	12	16	13	11	5	12	11	11	13
Something else	5	1	5	6	3	2	6	5	5
Don't know	2	2	3	3	0	1	4	2	3

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 Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Vote for the party you always vote for	8	10	9	6	0	16	2
Vote for the best party leader	14	19	15	11	6	12	13
Vote for the best candidate in your riding	13	13	13	15	15	3	17
Vote for the party with the best policies	47	48	44	51	53	44	21
Vote for someone because it's time for a change	12	5	18	12	16	9	18
Something else	5	3	1	2	8	8	26
Don't know	2	2	1	2	3	9	3

TORONTO

July 8th, 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