

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **TORONTO**

**January 25<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Close to 4-in-10 would vote Liberal if a federal election were held today (38%) and this is steady since one week ago (January 19 - 37%).
- If these results are projected up to seat counts in a 308 seat House, the Liberals are on track to take 132, steady from 130 last week.
- Just over 4-in-10 approve of the job Justin Trudeau is doing as leader of the first-place Liberal Party (43%) and this is down from last week (45%) and last month (49%).
- Close to 3-in-10 Canadian voters say Trudeau would make the best Prime Minister (29%), followed by Harper (24%) and Mulcair (18%).
- "These findings confirm what we saw last week, the Liberal Party's popularity no longer is entirely dependent on Trudeau's personal appeal; voters appears to be able to distinguish the leader's personality from the party's policies," said Forum Research President, Dr. Lorne Bozinoff.

## **FOR IMMEDIATE RELEASE**

### **Liberal lead remains steady**

#### **Trudeau favourables down again; Still seen as best PM**

TORONTO JANUARY 25<sup>th</sup>, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 1228 Canadian voters, close to 4-in-10 would vote Liberal if a federal election were held today (38%) and this is steady since one week ago (January 19 - 37%). The Conservative vote, just more than one quarter (28%) is also steady since last week (28%), as is the one quarter share for the federal NDP (24% this week, 25% last week). Few will vote Bloc Quebecois (5%), Green (4%) or for any other party (1%).

#### **Liberals destined for respectable minority**

If these results are projected up to seat counts in a 308 seat House, the Liberals are on track to take 132, steady from 130 last week. The Conservatives would claim 104 seats now, down from 111 last week. The NDP would capture 65 seats, similar to the 61 noted last week. The Bloc Quebecois would take 6 seats and the Green Party would retain their leader's seat.

#### **Trudeau approval, favourables down again**

Just over 4-in-10 approve of the job Justin Trudeau is doing as leader of the first-place Liberal Party (43%) and this is down from last week (45%) and last month (49%). His net favourable (approve minus disapprove) is +7, down from +9 and +15. Tom Mulcair has the approval of a similar proportion to Trudeau (42%), stable from previously (44% last week and last month). His net is a positive +13, down slightly from +15 last week. Stephen Harper's approval is characteristic of less than 3-in-10 for the first time in months (29%) and his net is an awful -33.

#### **Trudeau still seen as best PM**

Close to 3-in-10 Canadian voters say Justin Trudeau would make the best Prime Minister (29%), followed by Stephen Harper (24%) and Tom Mulcair (18%).

"These findings confirm what we saw last week, the Liberal Party's popularity no longer is entirely dependent on Trudeau's personal appeal; voters appears to be able to distinguish the leader's personality from the party's policies," 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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## **Revised on Jan. 30th, 2014**

We have corrected a labelling issue for the question 'Who would make the best Prime Minister?' The labels for the NDP and Liberal parties were switched. This has now been corrected.

## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1228 randomly selected Canadians 18 years of age and older. The poll was conducted on January 23-24<sup>th</sup>, 2014.

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.

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
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
Feb 6 <sup>th</sup> , 2013	1051	32	30	26	4	6	1
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	1555	36	25	28	4	7	1
Dec 18 <sup>th</sup> , 2012	1296	31	27	28	6	6	1
Nov 19 <sup>th</sup> , 2012	1776	33	28	28	4	6	1
Oct 27 <sup>th</sup> , 2012	1680	31	27	32	4	6	1
Sep 27 <sup>th</sup> , 2012	1692	35	25	30	3	6	1
Aug 22 <sup>nd</sup> , 2012	1640	34	22	34	4	6	1
Jul 25 <sup>th</sup> -26 <sup>th</sup> , 2012	1545	31	22	35	5	6	1
Jun 27 <sup>th</sup> , 2012	1114	35	19	35	3	6	1
Jun 14 <sup>th</sup> , 2012	1482	30	22	37	5	6	1
May 23 <sup>rd</sup> , 2012	1756	32	20	36	6	5	1
Apr 24 <sup>th</sup> , 2012	1669	33	22	36	2	6	1
Mar 30 <sup>th</sup> , 2012	1591	36	19	34	5	5	1
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	1565	35	19	35	3	7	1
Mar 2 <sup>nd</sup> -3 <sup>rd</sup> , 2012	1603	37	25	28	4	5	1
Feb 6 <sup>th</sup> , 2012	1148	36	26	28	3	6	1
Jan 13 <sup>th</sup> , 2012	1140	35	25	28	4	6	1
Dec 13 <sup>th</sup> , 2011	1160	33	21	27	8	6	5
Federal Election May 2 <sup>nd</sup> , 2011	n/a	40	19	31	4	6	0

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***Seat Distribution Projection Trending***

%	Cons	Lib	NDP	Green	Bloc	Other
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
Dec 18 <sup>th</sup> , 2012	129	77	77	1	24	0
Nov 19 <sup>th</sup> , 2012	138	83	76	1	10	0
Oct 27 <sup>th</sup> , 2012	122	76	101	1	8	0
Sep 27 <sup>th</sup> , 2012	142	66	87	1	12	0
Aug 22 <sup>nd</sup> , 2012	140	46	114	1	7	0
July 25 <sup>th</sup> -26 <sup>th</sup> , 2012	114	58	128	1	7	0
June 27 <sup>th</sup> , 2012	144	32	127	1	4	0
June 14 <sup>th</sup> , 2012	114	53	136	1	4	0
May 23 <sup>rd</sup> , 2012	123	42	138	1	4	0
Apr 24 <sup>th</sup> , 2012	118	54	133	1	2	0
Mar 30 <sup>th</sup> , 2012	142	36	126	1	3	0
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	151	25	120	1	11	0
Mar 2 <sup>nd</sup> -3 <sup>rd</sup> , 2012	145	69	78	1	15	0
Feb 6 <sup>th</sup> , 2012	151	60	88	1	8	0
Federal Election May 2 <sup>nd</sup> , 2011	166	34	103	1	4	0

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**Federal Leader Approval Rating Trending (% Approve)**

[All Respondents]

%	Sample	Trudeau	Harper	Mulcair
Jan. 23-24 <sup>th</sup> , 2014	1228	43	29	42
Jan. 17 <sup>th</sup> , 2014	1779	45	30	44
Dec. 12-13 <sup>th</sup> , 2013	1634	49	32	44
Nov. 12-13 <sup>th</sup> , 2013	1834	46	31	41
Oct. 23 <sup>rd</sup> , 2013	1007	49	34	41
Oct 21-22 <sup>nd</sup> , 2013	1859	47	31	36
Sept 16-17 <sup>th</sup> , 2013	1527	48	32	36
August 24 <sup>th</sup> , 2013	1189	49	30	37
July 23 <sup>rd</sup> , 2013	1782	44	31	33
June 19 <sup>th</sup> , 2013	1525	47	33	35
May 21 <sup>st</sup> , 2013	1779	49	29	36
April 15 <sup>th</sup> , 2013	1764	46	32	35
		<b>Rae</b>		
April 2 <sup>nd</sup> , 2013	1310	40	31	35
March 6 <sup>th</sup> -7 <sup>th</sup> , 2013	1755	34	34	35
Feb 6 <sup>th</sup> , 2013	1091	34	33	38
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	1626	32	38	37
Dec 18 <sup>th</sup> , 2012	1355	39	35	39
Nov 19 <sup>th</sup> , 2012	1849	35	36	33
Oct 27 <sup>th</sup> , 2012	1735	34	36	38
Sep 27 <sup>th</sup> , 2012	1758	31	39	37
Aug 22 <sup>nd</sup> , 2012	1720	32	36	41
July 25 <sup>th</sup> -26 <sup>th</sup> , 2012	1639	34	32	36
June 27 <sup>th</sup> , 2012	1165	36	35	39
June 14 <sup>th</sup> , 2012	1529	40	31	39
May 23 <sup>rd</sup> , 2012	1836	33	33	41
Apr 24 <sup>th</sup> , 2012	1669	35	34	41
Mar 30 <sup>th</sup> , 2012	1675	36	34	32
Mar 26 <sup>th</sup> -27 <sup>th</sup> , 2012	1638	32	34	32
April 24-25 <sup>th</sup> , 2012	1744	46	22	30

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### **Best Prime Minister**

%	Sample	Harper	Trudeau	Mulcair	May	None	Don't Know
Jan. 23-24 <sup>th</sup> , 2014	1228	24	29	18	7	-	22
Jan. 17 <sup>th</sup> , 2014	1779	25	29	19	7	-	20
Dec. 12-13 <sup>th</sup> , 2013	1634	27	29	17	6	15	7
Nov. 12-13 <sup>th</sup> , 2013	1834	25	27	17	7	16	8
Oct. 23 <sup>rd</sup> , 2013	1007	25	31	15	9	15	6
Oct. 21-22 <sup>nd</sup> , 2013	1859	25	29	13	7	17	9
Sept 16-17 <sup>th</sup> , 2013	1527	27	30	15	6	15	6

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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 / Children**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No
Sample	1176	105	130	230	348	363	531	645	261	915
Conservative	28	16	31	31	28	33	31	25	30	27
Liberal	38	47	40	29	35	40	39	37	36	39
New Democratic	24	26	19	27	28	18	21	26	23	24
Green	4	4	7	4	3	3	3	5	7	3
Bloc Quebecois	5	6	2	8	5	5	5	6	3	7
Other	1	1	1	1	1	1	1	1	1	1

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1176	88	268	430	99	126	165	925	251
Conservative	28	25	12	36	29	41	28	34	11
Liberal	38	51	39	38	32	35	32	37	39
New Democratic	24	21	27	20	35	14	31	23	26
Green	4	1	2	4	1	9	8	5	2
Bloc Quebecois	5	0	20	0	0	0	0	0	21
Other	1	1	0	1	2	1	1	1	0

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1176	126	222	186	151	105	203	23
Conservative	28	14	26	26	23	27	35	58
Liberal	38	44	34	36	38	44	41	19
New Democratic	24	24	30	26	25	22	17	17
Green	4	7	2	7	4	1	3	3
Bloc Quebecois	5	9	6	4	9	6	3	0
Other	1	2	1	1	1	1	0	3

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**Past Federal Vote**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1176	421	251	249	58	71	48
Conservative	28	71	3	2	15	7	9
Liberal	38	20	82	28	17	13	40
New Democratic	24	7	13	64	20	16	30
Green	4	1	2	3	47	6	9
Bloc Quebecois	5	1	0	4	0	59	0
Other	1	0	0	0	1	1	11

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1176	234	337	418	187
Conservative	28	22	33	29	24
Liberal	38	41	33	37	45
New Democratic	24	24	24	23	23
Green	4	2	3	5	5
Bloc Quebecois	5	9	6	5	2
Other	1	1	1	1	1

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1176	856	325	56	373	102	61	259
Conservative	28	31	39	57	21	29	16	23
Liberal	38	39	37	14	43	41	40	35
New Democratic	24	21	20	27	21	23	31	29
Green	4	3	2	0	2	7	12	7
Bloc Quebecois	5	6	1	0	12	0	0	5
Other	1	1	1	1	1	1	1	1

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**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non- European	First Nations
Sample	1176	865	141	95	51	24
Conservative	28	26	43	43	11	0
Liberal	38	37	29	33	68	30
New Democratic	24	24	22	16	18	52
Green	4	4	4	6	1	10
Bloc Quebecois	5	7	1	0	1	3
Other	1	1	1	2	0	5

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**Approval of Stephen Harper**

*‘Do you approve or disapprove of the job Stephen Harper is doing as Prime Minister?’*

[All Respondents]

**Age / Gender / Children**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No
Sample	1228	112	136	241	369	370	550	678	275	953
Approve	29	17	31	39	31	33	31	27	28	30
Disapprove	63	73	62	54	61	57	61	64	64	62
Don't know	8	9	7	7	8	10	8	9	8	9

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1228	97	276	450	104	130	171	971	257
Approve	29	19	22	31	33	46	28	31	23
Disapprove	63	77	69	60	62	51	61	61	67
Don't know	8	4	10	9	6	2	11	8	10

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	134	231	191	155	110	207	24
Approve	29	14	36	27	25	34	36	28
Disapprove	63	69	57	62	68	63	61	59
Don't know	8	17	7	11	6	4	3	13

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1228	336	397	267	76	54	46
Approve	29	85	15	9	10	10	3
Disapprove	63	8	78	83	81	80	83
Don't know	8	6	7	8	9	10	14

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**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1228	251	351	432	194
Approve	29	31	34	27	27
Disapprove	63	58	56	68	65
Don't know	8	12	11	5	8

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1228	887	336	59	386	106	65	276
Approve	29	33	36	47	28	31	18	23
Disapprove	63	57	54	35	65	54	69	73
Don't know	8	10	10	18	7	14	12	4

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European	First Nations
Sample	1228	905	145	99	54	25
Approve	29	28	42	41	23	4
Disapprove	63	65	52	45	65	75
Don't know	8	7	7	14	11	20

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**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 / Children**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No
Sample	1228	112	136	241	369	370	550	678	275	953
Approve	42	44	34	37	47	47	41	42	41	42
Disapprove	29	27	30	32	29	26	34	24	32	26
Don't know	30	30	36	31	24	27	26	34	27	31

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1228	97	276	450	104	130	171	971	257
Approve	42	35	60	36	25	39	39	36	61
Disapprove	29	29	18	35	37	32	22	31	19
Don't know	30	36	22	29	38	29	40	33	20

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	134	231	191	155	110	207	24
Approve	42	45	38	42	40	51	47	49
Disapprove	29	19	25	27	32	29	33	40
Don't know	30	36	37	31	29	20	20	11

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1228	336	397	267	76	54	46
Approve	42	22	49	62	43	54	17
Disapprove	29	51	27	12	14	19	36
Don't know	30	27	23	27	43	27	46

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**TORONTO**

**January 25<sup>th</sup>, 2014**

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1228	251	351	432	194
Approve	42	32	40	44	51
Disapprove	29	25	32	31	22
Don't know	30	43	28	25	26

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1228	887	336	59	386	106	65	276
Approve	42	42	37	35	50	35	46	39
Disapprove	29	29	34	28	25	32	16	30
Don't know	30	28	29	37	25	33	37	31

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European	First Nations
Sample	1228	905	145	99	54	25
Approve	42	42	40	31	62	18
Disapprove	29	29	31	37	10	20
Don't know	30	29	28	31	28	62

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**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 / Children**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No
Sample	1228	112	136	241	369	370	550	678	275	953
Approve	43	47	49	37	42	38	44	42	45	42
Disapprove	36	30	31	43	38	43	41	32	35	37
Don't know	21	23	20	20	20	19	14	27	20	21

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1228	97	276	450	104	130	171	971	257
Approve	43	55	44	41	42	43	42	42	46
Disapprove	36	31	35	38	41	43	29	37	35
Don't know	21	14	21	21	17	14	29	21	20

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	134	231	191	155	110	207	24
Approve	43	47	40	45	45	52	44	47
Disapprove	36	24	37	34	39	36	43	23
Don't know	21	29	24	21	16	12	13	29

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1228	336	397	267	76	54	46
Approve	43	14	77	40	40	19	18
Disapprove	36	69	10	34	30	59	45
Don't know	21	17	13	26	30	23	37

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**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1228	251	351	432	194
Approve	43	46	36	46	44
Disapprove	36	31	43	37	30
Don't know	21	23	21	17	26

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1228	887	336	59	386	106	65	276
Approve	43	42	40	17	47	49	48	44
Disapprove	36	38	37	54	37	34	22	36
Don't know	21	20	23	29	17	17	30	21

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European	First Nations
Sample	1228	905	145	99	54	25
Approve	43	44	38	28	55	34
Disapprove	36	38	40	36	19	11
Don't know	21	17	22	37	25	55

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**Prime Minister Preference**

*'Who would make the best Prime Minister?'*

[All Respondents]

**Age / Gender / Children**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No
Sample	1228	112	136	241	369	370	550	678	275	953
Stephen Harper	24	12	27	29	25	32	27	21	22	25
Tom Mulcair	18	24	13	15	24	14	20	17	16	20
Justin Trudeau	29	30	31	28	26	29	30	28	31	28
Elizabeth May	7	9	7	5	6	8	4	10	10	6
Don't know	22	25	21	23	19	17	19	24	22	22

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1228	97	276	450	104	130	171	971	257
Stephen Harper	24	14	14	26	28	39	27	27	14
Tom Mulcair	18	19	29	14	15	15	15	15	30
Justin Trudeau	29	31	28	30	29	24	30	29	30
Elizabeth May	7	11	4	9	4	5	9	8	5
Don't know	22	26	24	21	24	17	19	22	22

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	134	231	191	155	110	207	24
Stephen Harper	24	12	20	23	20	25	32	25
Tom Mulcair	18	13	21	22	25	22	16	32
Justin Trudeau	29	39	30	29	30	30	27	23
Elizabeth May	7	6	7	9	6	3	7	15
Don't know	22	29	22	18	19	19	18	6

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**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1228	336	397	267	76	54	46
Stephen Harper	24	84	6	2	7	6	5
Tom Mulcair	18	5	11	50	10	35	6
Justin Trudeau	29	2	64	19	13	18	14
Elizabeth May	7	2	4	8	44	2	10
Don't know	22	7	16	22	27	40	65

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1228	251	351	432	194
Stephen Harper	24	21	29	24	19
Tom Mulcair	18	12	17	19	27
Justin Trudeau	29	32	26	29	29
Elizabeth May	7	6	5	8	9
Don't know	22	29	22	20	16

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1228	887	336	59	386	106	65	276
Stephen Harper	24	27	31	44	21	26	18	18
Tom Mulcair	18	15	13	15	18	11	19	26
Justin Trudeau	29	31	24	18	35	46	30	24
Elizabeth May	7	6	9	0	6	3	7	10
Don't know	22	20	23	22	21	13	27	23

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## **Ethnicity**

<b>%</b>	<b>Total</b>	<b>Canadian</b>	<b>British, Scots, Irish or Welsh</b>	<b>Other European</b>	<b>Non- European</b>	<b>First Nations</b>
<b>Sample</b>	<b>1228</b>	<b>905</b>	<b>145</b>	<b>99</b>	<b>54</b>	<b>25</b>
<b>Stephen Harper</b>	24	23	37	34	16	0
<b>Tom Mulcair</b>	18	18	16	10	22	38
<b>Justin Trudeau</b>	29	29	26	21	39	26
<b>Elizabeth May</b>	7	7	8	12	1	4
<b>Don't know</b>	22	22	13	23	23	32

## **TORONTO**

**January 25<sup>th</sup>, 2014**

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