

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Liberals maintain substantial lead over Conservatives**

**No change in party standings; slim Liberal majority seen if election held today**

TORONTO APRIL 30<sup>th</sup>, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1572 Canadian voters, 4-in-10 would vote Liberal if the election were held today (39%), while 3-in-10 would vote Conservative (30%), and these findings have not changed since last month (March 29 - Liberals 39%, Conservatives - 29%). The NDP will take one fifth of the vote (20%), down very slightly from last month (22%). Few would vote Green (4%) or Bloc Quebecois (6%) or for any other party (1%). The Liberal vote is common to the wealthiest (\$80K to \$100K - 46%, \$100K to \$250K - 43%), Atlantic Canada (59%), and BC (45%). The Conservative vote is common to the oldest (34%), in the prairies (49%) and, especially, in Alberta (56%). The NDP vote is characteristic of the youngest (32%), mid income groups (\$40K to \$60K - 26%) and in Quebec (24%). Of note, one fifth of past Conservative voters will vote Liberal this time (19%), as will one third of past New Democrat voters (32%). In contrast, few past Liberal voters will vote for either of the other parties (will vote Conservative - 6%, will vote NDP - 7%).

### **Bare majority for Liberals**

If these results are projected up to seats in a 308 seat House of Commons, the Liberals would capture a 3 seat majority of 158. The Conservatives will be in line for 100 seats, while the NDP would take 39, the Bloc 10 and the Green Party would retain the leader's seat.

### **Mulcair favourables up**

NDP leader Thomas Mulcair has seen his approval rating increase from just more than a third last month (37%) to closer to half today (44%) and his net favourable rating (approve minus disapprove) is a very positive +16, well up from +4. Prime Minister Harper (approval 31%, net -29) and Liberal leader Justin Trudeau (approval 46%, net +8) have seen their ratings stay stable (Harper - 33% and -24, Trudeau - 44% and +5, respectively).

### **Trudeau now seen as best PM**

Justin Trudeau would make the best Prime Minister according to the plurality (30%), followed by a quarter who opt for the incumbent Stephen Harper (25%). Fewer than a fifth select Tom Mulcair (17%). Just one tenth picks Elizabeth May (10%), while one fifth have no opinion on this measure (18%). There have been no significant changes on this measure in the last month.

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#### **TORONTO**

**April 30<sup>th</sup>, 2014**

#### **HIGHLIGHTS:**

- 4-in-10 would vote Liberal if the election were held today (39%), while 3-in-10 would vote Conservative (30%), and these findings have not changed since last month.
- If these results are projected up to seats in a 308 seat House of Commons, the Liberals would capture a 3 seat majority of 158. The Conservatives will be in line for 100 seats.
- NDP leader Thomas Mulcair has seen his approval rating increase from just more than a third last month (37%) to closer to half today (44%).
- Justin Trudeau would make the best Prime Minister according to the plurality (30%), followed by a quarter who opt for the incumbent Stephen Harper (25%).

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## **HIGHLIGHTS:**

- Of the attributes tested, Justin Trudeau leads for having the best vision for Canada (32%), compared to Harper (25%), Mulcair (15%) or May (8%).
- Six-in-ten past New Democrat voters (61%) and about one eighth of past Conservative voters (16%) say they will vote for whichever party has the best chance of defeating the Conservatives this time.
- "This race is stable, contrary to some reports, and the Liberals maintain their comfortable lead. A growing comfort with Trudeau as leader, one year into his tenure, and the support of a substantial proportion of those who voted NDP in the last election implies this will continue to be the case," said Forum Research President, Dr. Lorne Bozinoff.

## **Trudeau leads or ties on all attributes except the economy**

Of the attributes tested, Justin Trudeau leads for having the best vision for Canada (32%), compared to Harper (25%), Mulcair (15%) or May (8%). One fifth of NDP voters pick Trudeau on this measure (18%). Trudeau is also most likely to be seen as the leader who cares about people like the respondent (28%, Harper and Mulcair 20% each, May 11%). Trudeau is essentially tied with Harper for most trustworthy (24% and 22%, respectively) while Mulcair (18%) and May (15%) follow close behind. For handling the economy, Stephen Harper is preferred (35%) to Trudeau (24%) or Mulcair (16%). Few pick May (5%).

## **Past NDP, Conservative voters now supporting Liberals**

Six-in-ten past New Democrat voters (61%) and about one eighth of past Conservative voters (16%) say they will vote for whichever party has the best chance of defeating the Conservatives this time. This represents a decline from last fall among Conservatives with this view, but a solid increase among NDP past voters (September 2013 - past Conservatives - 24%, past New Democrats - 42%). One quarter of past Conservatives (26%) and close to one half of past New Democrats (45%) say they don't usually vote Liberal but might vote for Justin Trudeau, and these are the same proportions as in the fall (past Conservatives - 25%, past New Democrats - 42%). As many as one quarter of past Conservative voters say the party has become too right wing for them to support anymore (26%), similar to last year's finding (28%). A similar proportion of past Conservative voters say their party has been in power too long (26% now, 24% last year), and even one tenth of those who will vote for them next time think they have had power for too long (13%). Three-in-ten past New Democrats will not vote for the party this time (30%) and this is an increase since last year (26%).

"This race is stable, contrary to some reports, and the Liberals maintain their comfortable lead. A growing comfort with Trudeau as leader, one year into his tenure, and the support of a substantial proportion of those who voted NDP in the last election implies this will continue to be the case," 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 1572 randomly selected Canadians 18 years of age and older. The poll was conducted on April 28-29<sup>th</sup>, 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](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
Apr 28-29 <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
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
Apr 28-29 <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
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
Apr 28-29 <sup>th</sup> , 2014	1572	46	31	44
Mar 25-28 <sup>th</sup> , 2014	1764	44	33	37
Feb. 18-19 <sup>th</sup> , 2014	1824	47	31	42
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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**April 30<sup>th</sup>, 2014**

**Best Prime Minister**

%	Sample	Harper	Trudeau	Mulcair	May	Don't Know
Apr 28-29 <sup>th</sup> , 2014	1572	25	30	17	10	18
Mar 25-28 <sup>th</sup> , 2014	1764	27	29	17	8	19
Feb. 18-19 <sup>th</sup> , 2014	1824	26	33	16	8	19
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

**Best Leader Statements**

%	Harper	Trudeau	Mulcair	May
<b>Best Prime Minister</b>				
Apr 28-29 <sup>th</sup> , 2014 (n = 1572)	25	30	17	10
Sep. 18 <sup>th</sup> , 2013 (n = 1527)	27	30	15	6
<b>Best vision for Canada</b>				
Apr 28-29 <sup>th</sup> , 2014 (n = 1572)	25	32	15	8
Sep. 18 <sup>th</sup> , 2013 (n = 1527)	27	30	14	9
<b>Handle the Economy</b>				
Apr 28-29 <sup>th</sup> , 2014 (n = 1572)	35	24	16	5
Sep. 18 <sup>th</sup> , 2013 (n = 1527)	34	23	15	5
<b>Cares most about people</b>				
Apr 28-29 <sup>th</sup> , 2014 (n = 1572)	20	28	20	11
Sep. 18 <sup>th</sup> , 2013 (n = 1527)	22	28	19	10
<b>Most trustworthy</b>				
Apr 28-29 <sup>th</sup> , 2014 (n = 1572)	22	24	18	15
Sep. 18 <sup>th</sup> , 2013 (n = 1527)	22	27	15	13

***"I will vote for whichever party has the best chance of defeating the Conservatives" - Trending***

%	Sample	NET: Top 2	NET: Btm 2	Agree Strongly	Agree	Disagree	Disagree Strongly
Apr. 28-29 <sup>th</sup> , 2014	1572	43	45	30	13	23	22
Sep. 18 <sup>th</sup> , 2013	1527	42	45	26	16	20	24

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***“I don’t normally vote Liberal but I might vote for Justin Trudeau” - Trending***

%	Sample	NET: Top 2	NET: Btm 2	Agree Stongly	Agree	Disagree	Disagree Strongly
Apr. 28-29 <sup>th</sup> , 2014	1572	38	49	20	17	23	26
Sep. 18 <sup>th</sup> , 2013	1527	38	44	18	20	18	27

***“I used to support the Conservatives but they’ve become too right wing for my tastes” - Trending***

%	Sample	NET: Top 2	NET: Btm 2	Agree Stongly	Agree	Disagree	Disagree Strongly
Apr. 28-29 <sup>th</sup> , 2014	1572	37	46	23	14	23	23
Sep. 18 <sup>th</sup> , 2013	1527	37	39	22	15	17	21

***“I usually vote Conservative but I think they’ve been in power too long” - Trending***

%	Sample	NET: Top 2	NET: Btm 2	Agree Stongly	Agree	Disagree	Disagree Strongly
Apr. 28-29 <sup>th</sup> , 2014	1572	31	54	19	12	28	26
Sep. 18 <sup>th</sup> , 2013	1527	29	45	18	11	22	23

***“I voted for the NDP last time but I probably won’t vote for them again” - Trending***

%	Sample	NET: Top 2	NET: Btm 2	Agree Stongly	Agree	Disagree	Disagree Strongly
Apr. 28-29 <sup>th</sup> , 2014	1572	20	55	11	9	27	28
Sep. 18 <sup>th</sup> , 2013	1527	23	42	13	9	20	22

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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 / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1500	128	159	277	406	530	729	771	318	1182	152
Conservative	30	19	33	33	30	34	33	27	28	31	28
Liberal	39	31	41	40	41	41	41	37	39	39	34
New Democratic	20	32	15	17	18	19	17	23	22	19	27
Green	4	8	4	4	4	2	3	6	4	4	5
Bloc Quebecois	6	8	6	6	6	3	6	6	5	6	5
Other	1	2	1	0	1	1	1	1	1	1	1

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1500	125	394	631	108	128	114	1159	341
Conservative	30	21	17	32	49	56	26	33	18
Liberal	39	59	34	41	33	23	45	42	30
New Democratic	20	19	24	22	13	15	14	19	25
Green	4	1	2	4	4	4	13	5	2
Bloc Quebecois	6	0	22	0	0	0	0	0	24
Other	1	1	0	1	1	1	2	1	0

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1500	142	252	251	174	163	255
Conservative	30	25	27	26	27	30	32
Liberal	39	36	35	36	39	46	43
New Democratic	20	21	20	26	25	17	16
Green	4	8	7	4	2	2	4
Bloc Quebecois	6	7	9	8	7	5	4
Other	1	2	1	1	0	1	1

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**Past Federal Vote**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1500	525	335	317	68	73	71
Conservative	30	71	6	6	5	8	15
Liberal	39	19	85	32	36	6	30
New Democratic	20	6	7	57	19	13	23
Green	4	3	3	1	35	4	16
Bloc Quebecois	6	1	0	3	1	68	7
Other	1	0	0	0	4	0	8

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1500	325	391	525	259
Conservative	30	33	30	29	26
Liberal	39	36	39	40	41
New Democratic	20	15	18	22	25
Green	4	5	6	3	4
Bloc Quebecois	6	10	6	5	2
Other	1	1	1	1	2

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1500	1075	373	69	520	113	80	345
Conservative	30	34	42	55	25	37	28	21
Liberal	39	38	38	30	41	28	44	41
New Democratic	20	17	14	12	18	27	20	27
Green	4	4	5	3	3	6	3	5
Bloc Quebecois	6	6	0	0	13	1	1	5
Other	1	1	1	1	0	1	3	1

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### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1500	720	780	450	363	657
Conservative	30	30	30	8	63	28
Liberal	39	45	33	70	8	33
New Democratic	20	18	22	15	20	24
Green	4	4	5	5	3	5
Bloc Quebecois	6	2	9	2	5	9
Other	1	1	1	1	1	1

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**April 30<sup>th</sup>, 2014**

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**April 30<sup>th</sup>, 2014**

**Approval of Stephen Harper**

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

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Approve	31	23	33	33	32	38	33	29	32	31	33
Disapprove	60	67	56	60	59	55	60	61	59	61	56
Don't know	9	10	11	7	9	7	8	10	10	8	11

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Approve	31	12	24	30	51	50	33	34	20
Disapprove	60	78	65	61	42	40	62	58	67
Don't know	9	10	11	9	7	10	5	8	13

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Approve	31	32	29	25	31	32	34
Disapprove	60	56	62	66	60	66	57
Don't know	9	13	9	9	9	2	9

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Approve	31	84	12	7	11	13	44
Disapprove	60	9	82	86	72	80	45
Don't know	9	7	6	7	17	7	11

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**April 30<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	1572	346	412	540	274
Approve	31	32	25	33	33
Disapprove	60	55	64	60	62
Don't know	9	13	11	7	6

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Approve	31	34	41	42	30	31	40	22
Disapprove	60	55	50	36	60	59	56	72
Don't know	9	11	9	22	10	10	4	6

**Seen Trudeau Ad / Opinion of Trudeau**

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Approve	31	29	33	13	57	29
Disapprove	60	64	56	83	33	61
Don't know	9	6	11	4	9	10

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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 / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Approve	44	47	40	40	45	48	47	42	41	46	40
Disapprove	28	30	25	31	27	28	34	23	28	28	20
Don't know	27	23	36	29	28	24	19	35	31	26	41

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Approve	44	37	61	41	34	32	41	41	58
Disapprove	28	30	18	27	40	43	34	31	18
Don't know	27	33	21	32	26	25	25	29	23

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Approve	44	48	35	48	48	52	47
Disapprove	28	23	32	25	25	23	30
Don't know	27	28	32	28	27	25	23

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Approve	44	29	50	70	33	39	41
Disapprove	28	48	21	12	26	34	35
Don't know	27	24	29	18	40	27	24

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**April 30<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	1572	346	412	540	274
Approve	44	34	39	47	57
Disapprove	28	34	33	24	25
Don't know	27	32	28	29	18

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Approve	44	40	40	31	44	35	58	50
Disapprove	28	29	33	25	26	34	21	28
Don't know	27	31	27	43	31	31	22	22

**Seen Trudeau Ad / Opinion of Trudeau**

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Approve	44	43	46	54	35	45
Disapprove	28	32	25	25	39	25
Don't know	27	26	29	20	26	30

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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 / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Approve	46	50	49	43	47	40	47	45	48	45	49
Disapprove	38	35	36	40	37	43	40	36	35	39	32
Don't know	16	16	15	17	17	18	14	19	16	16	18

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Approve	46	59	40	48	33	33	59	48	37
Disapprove	38	21	37	38	50	56	30	37	39
Don't know	16	20	23	14	17	11	11	14	24

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Approve	46	50	46	44	44	48	47
Disapprove	38	36	33	40	32	42	39
Don't know	16	14	21	17	24	10	13

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Approve	46	15	88	38	38	15	42
Disapprove	38	70	5	39	42	59	38
Don't know	16	15	7	22	20	25	20

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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	1572	346	412	540	274
Approve	46	40	47	46	51
Disapprove	38	40	39	38	35
Don't know	16	20	14	17	14

**TORONTO**

**April 30<sup>th</sup>, 2014**

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Approve	46	43	43	33	44	48	59	49
Disapprove	38	39	46	49	35	31	33	36
Don't know	16	18	11	17	21	21	8	15

**Seen Trudeau Ad / Opinion of Trudeau**

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Approve	46	50	43	89	3	41
Disapprove	38	38	37	3	90	34
Don't know	16	12	20	8	7	24

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**April 30<sup>th</sup>, 2014**

**Prime Minister Preference**

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

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Stephen Harper	25	15	26	30	26	33	29	21	24	26	20
Tom Mulcair	17	21	13	13	19	21	18	17	14	20	13
Justin Trudeau	30	33	31	32	27	25	31	29	30	30	28
Elizabeth May	10	14	10	9	7	6	8	12	13	8	16
Don't know	18	17	21	17	20	15	14	22	19	17	23

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Stephen Harper	25	10	18	26	39	45	19	27	17
Tom Mulcair	17	18	30	16	5	10	11	14	31
Justin Trudeau	30	44	27	32	21	23	33	31	27
Elizabeth May	10	13	5	9	9	3	24	11	4
Don't know	18	15	21	16	26	19	13	17	22

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Stephen Harper	25	17	24	22	23	29	28
Tom Mulcair	17	15	14	25	16	25	17
Justin Trudeau	30	36	34	27	28	28	29
Elizabeth May	10	13	6	8	15	3	13
Don't know	18	20	22	19	18	14	12

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Stephen Harper	25	84	3	3	4	10	7
Tom Mulcair	17	2	11	52	15	29	6
Justin Trudeau	30	6	69	15	22	17	14
Elizabeth May	10	1	5	14	35	7	31
Don't know	18	7	11	16	25	36	41

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Stephen Harper	25	29	23	26	20
Tom Mulcair	17	13	16	19	21
Justin Trudeau	30	33	31	30	27
Elizabeth May	10	8	9	8	18
Don't know	18	18	22	17	14

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Stephen Harper	25	29	37	40	24	23	21	17
Tom Mulcair	17	16	13	6	18	22	15	21
Justin Trudeau	30	29	29	30	32	22	36	31
Elizabeth May	10	6	4	5	7	9	22	15
Don't know	18	20	16	19	20	24	6	16

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### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Stephen Harper	25	24	26	6	53	23
Tom Mulcair	17	18	17	13	19	21
Justin Trudeau	30	34	26	63	1	24
Elizabeth May	10	10	9	11	6	11
Don't know	18	14	21	6	21	21

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**April 30<sup>th</sup>, 2014**

**Canada's Future**

*'Which of the federal party leaders has the best vision for Canada?'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Stephen Harper	25	17	25	27	26	32	27	22	25	24	24
Tom Mulcair	15	19	10	13	14	16	16	14	13	16	12
Justin Trudeau	32	35	31	33	32	28	33	31	31	33	29
Elizabeth May	8	9	9	9	7	8	7	10	10	8	11
None of these	13	16	16	9	13	10	12	14	16	12	19
Don't know	7	4	8	9	7	7	5	8	5	8	6

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Stephen Harper	25	11	20	24	44	42	19	27	17
Tom Mulcair	15	17	29	12	4	8	7	11	29
Justin Trudeau	32	42	25	35	18	26	41	34	25
Elizabeth May	8	12	5	7	10	7	16	9	4
None of these	13	8	15	13	15	11	13	12	17
Don't know	7	10	7	7	7	6	4	7	8

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Stephen Harper	25	18	26	19	24	26	27
Tom Mulcair	15	11	13	22	14	17	16
Justin Trudeau	32	36	33	30	29	34	35
Elizabeth May	8	8	5	8	13	7	9
None of these	13	17	15	16	14	11	8
Don't know	7	11	8	6	6	4	4

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Stephen Harper	25	76	5	3	2	10	26
Tom Mulcair	15	3	6	52	9	21	6
Justin Trudeau	32	4	74	18	27	18	8
Elizabeth May	8	3	5	12	37	8	8
None of these	13	8	6	10	14	37	47
Don't know	7	5	4	6	10	6	6

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Stephen Harper	25	30	21	26	22
Tom Mulcair	15	10	14	17	16
Justin Trudeau	32	32	34	31	32
Elizabeth May	8	7	7	9	11
None of these	13	10	20	10	14
Don't know	7	11	4	7	5

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Stephen Harper	25	29	37	41	24	24	24	16
Tom Mulcair	15	13	8	6	15	19	17	19
Justin Trudeau	32	31	32	26	32	26	37	34
Elizabeth May	8	6	6	0	7	9	4	14
None of these	13	14	10	23	15	13	15	11
Don't know	7	7	7	4	8	9	4	6

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**April 30<sup>th</sup>, 2014**

### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Stephen Harper	25	25	25	7	51	22
Tom Mulcair	15	14	16	9	16	19
Justin Trudeau	32	38	27	68	4	24
Elizabeth May	8	8	9	6	7	11
None of these	13	10	16	6	15	16
Don't know	7	5	8	4	6	7

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**April 30<sup>th</sup>, 2014**

**Canada's Economy**

*'Which of the federal party leaders is best able to handle the economy?'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Stephen Harper	35	29	36	36	37	39	41	29	36	34	31
Tom Mulcair	16	21	12	14	17	18	17	16	14	18	14
Justin Trudeau	24	26	22	24	20	23	22	25	23	24	26
Elizabeth May	5	8	4	4	5	4	5	6	7	4	7
None of these	12	10	17	12	13	8	11	12	13	11	11
Don't know	8	6	9	10	9	9	5	12	8	9	11

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Stephen Harper	35	23	29	36	49	50	29	37	26
Tom Mulcair	16	18	29	14	7	8	9	13	30
Justin Trudeau	24	36	18	23	12	22	34	25	17
Elizabeth May	5	3	5	5	8	3	8	5	4
None of these	12	7	12	12	14	11	14	11	13
Don't know	8	13	8	9	10	6	6	8	10

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Stephen Harper	35	29	33	28	35	36	43
Tom Mulcair	16	14	17	22	21	15	15
Justin Trudeau	24	33	27	20	19	25	22
Elizabeth May	5	6	3	7	4	4	6
None of these	12	8	12	12	13	12	11
Don't know	8	10	7	12	8	7	5

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Stephen Harper	35	87	17	15	6	14	28
Tom Mulcair	16	3	9	53	9	24	6
Justin Trudeau	24	3	53	10	19	12	28
Elizabeth May	5	1	2	4	30	10	5
None of these	12	3	11	7	23	33	26
Don't know	8	3	8	10	12	7	7

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Stephen Harper	35	33	30	39	32
Tom Mulcair	16	14	16	17	19
Justin Trudeau	24	28	22	22	25
Elizabeth May	5	6	3	5	8
None of these	12	9	21	10	7
Don't know	8	10	9	7	8

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Stephen Harper	35	37	46	46	32	32	37	28
Tom Mulcair	16	15	11	3	16	22	17	20
Justin Trudeau	24	23	25	17	23	20	31	24
Elizabeth May	5	4	3	4	5	4	7	7
None of these	12	13	8	15	15	12	3	12
Don't know	8	9	7	15	8	11	4	9

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## **MEDIA INQUIRIES:**

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### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Stephen Harper	35	35	34	17	61	33
Tom Mulcair	16	14	18	15	15	19
Justin Trudeau	24	27	21	51	3	17
Elizabeth May	5	4	6	4	3	8
None of these	12	13	11	7	12	15
Don't know	8	7	10	6	6	10

## **TORONTO**

**April 30<sup>th</sup>, 2014**

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***A Prime Minister That Cares***

*‘Which of the federal party leaders cares the most about people like you?’*

*[All Respondents]*

**TORONTO**

**April 30<sup>th</sup>, 2014**

***Age / Gender / Children / Mothers***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Stephen Harper	20	16	20	22	21	24	22	19	22	19	23
Tom Mulcair	20	21	15	18	21	22	22	18	19	20	18
Justin Trudeau	28	33	26	29	25	24	28	28	26	29	25
Elizabeth May	11	12	12	11	12	9	10	12	14	9	13
None of these	13	10	15	13	14	14	12	13	13	13	11
Don't know	8	9	11	7	7	8	6	11	7	9	9

***Region / Language***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Stephen Harper	20	11	17	19	27	32	21	22	15
Tom Mulcair	20	21	32	16	16	10	14	16	33
Justin Trudeau	28	33	25	31	17	24	31	29	24
Elizabeth May	11	22	6	11	8	7	21	13	6
None of these	13	5	12	13	22	18	8	12	14
Don't know	8	9	8	9	10	9	6	8	8

***Household Income***

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Stephen Harper	20	19	20	17	19	22	22
Tom Mulcair	20	17	15	27	29	20	21
Justin Trudeau	28	31	36	23	21	30	27
Elizabeth May	11	9	8	9	14	8	14
None of these	13	10	14	11	13	15	11
Don't know	8	13	8	13	4	6	5

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Stephen Harper	20	64	3	2	1	10	35
Tom Mulcair	20	6	12	62	3	20	5
Justin Trudeau	28	5	63	13	32	17	10
Elizabeth May	11	5	13	10	36	7	7
None of these	13	13	5	6	18	36	34
Don't know	8	8	5	7	9	11	9

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Stephen Harper	20	21	16	22	22
Tom Mulcair	20	15	17	20	26
Justin Trudeau	28	32	29	26	27
Elizabeth May	11	10	13	11	10
None of these	13	12	18	11	10
Don't know	8	10	7	10	6

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Stephen Harper	20	21	27	33	17	19	33	15
Tom Mulcair	20	17	17	7	19	18	29	22
Justin Trudeau	28	29	27	23	31	27	27	27
Elizabeth May	11	8	9	3	8	10	4	18
None of these	13	14	12	16	15	15	3	12
Don't know	8	10	8	18	9	12	3	6

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416.960.9603

***Seen Trudeau Ad / Opinion of Trudeau***

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Stephen Harper	20	19	21	8	40	18
Tom Mulcair	20	18	21	16	19	23
Justin Trudeau	28	33	24	54	6	24
Elizabeth May	11	13	10	13	8	12
None of these	13	11	14	4	19	15
Don't know	8	7	10	4	8	9

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**April 30<sup>th</sup>, 2014**

**Trust in the Prime Minister**

*'Which of the federal party leaders is the most trustworthy?'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
Stephen Harper	22	19	22	23	22	28	23	22	24	22	26
Tom Mulcair	18	23	13	14	20	20	21	16	16	19	15
Justin Trudeau	24	24	25	24	20	24	23	24	22	24	23
Elizabeth May	15	15	15	15	14	14	14	15	17	13	15
None of these	14	13	18	15	15	9	14	14	15	13	15
Don't know	7	7	6	9	8	6	5	9	5	8	6

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
Stephen Harper	22	6	18	22	36	38	23	24	16
Tom Mulcair	18	16	34	17	7	10	6	14	35
Justin Trudeau	24	34	21	25	15	22	23	24	21
Elizabeth May	15	19	9	14	13	9	30	16	7
None of these	14	14	12	15	22	14	12	15	12
Don't know	7	11	7	7	5	8	6	7	8

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
Stephen Harper	22	25	24	18	23	17	24
Tom Mulcair	18	13	14	25	14	24	21
Justin Trudeau	24	28	30	21	16	25	24
Elizabeth May	15	9	11	10	25	15	17
None of these	14	11	15	18	16	13	10
Don't know	7	15	6	9	5	5	4

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
Stephen Harper	22	65	6	3	1	14	41
Tom Mulcair	18	5	13	52	3	26	6
Justin Trudeau	24	4	53	11	25	19	8
Elizabeth May	15	7	14	19	45	5	12
None of these	14	13	8	10	17	35	25
Don't know	7	6	6	6	9	1	8

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
Stephen Harper	22	26	16	22	27
Tom Mulcair	18	13	16	21	21
Justin Trudeau	24	27	23	23	22
Elizabeth May	15	11	14	15	18
None of these	14	12	25	12	7
Don't know	7	11	7	7	4

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
Stephen Harper	22	24	30	38	21	16	39	15
Tom Mulcair	18	17	11	7	21	21	16	21
Justin Trudeau	24	24	27	15	24	20	26	23
Elizabeth May	15	11	12	4	9	17	12	23
None of these	14	16	14	23	18	14	2	12
Don't know	7	8	6	13	7	12	5	6

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416.960.9603

### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
Stephen Harper	22	20	24	7	47	20
Tom Mulcair	18	17	20	14	18	22
Justin Trudeau	24	27	21	49	2	19
Elizabeth May	15	17	12	19	9	16
None of these	14	14	15	6	17	17
Don't know	7	5	9	5	6	7

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**April 30<sup>th</sup>, 2014**

**Voting Trudeau**

*'I don't normally vote Liberal but I might vote for Justin Trudeau'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
NET: TOP2	38	42	37	36	39	33	40	35	38	37	35
NET: BTM2	49	48	49	51	45	55	51	48	49	49	46
Agree strongly	20	23	21	19	20	18	22	19	18	22	17
Agree	17	18	16	17	19	15	18	16	20	15	18
Disagree	23	19	22	25	21	29	22	24	25	22	28
Disagree strongly	26	29	26	26	23	26	29	24	24	28	18
Don't know	13	11	14	13	16	12	9	17	13	13	19

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
NET: TOP2	38	57	37	35	33	28	45	38	38
NET: BTM2	49	33	50	50	54	62	43	49	49
Agree strongly	20	29	20	20	13	12	29	21	20
Agree	17	28	17	16	21	15	15	17	18
Disagree	23	23	25	23	26	19	21	23	23
Disagree strongly	26	10	26	27	28	43	21	27	26
Don't know	13	10	13	15	13	10	13	13	13

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
NET: TOP2	38	40	51	33	39	36	35
NET: BTM2	49	38	41	53	52	56	54
Agree strongly	20	28	27	22	23	18	14
Agree	17	12	24	11	16	18	21
Disagree	23	18	21	24	27	27	22
Disagree strongly	26	20	20	29	25	30	33
Don't know	13	22	8	14	9	8	11

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
NET: TOP2	38	11	69	31	45	24	21
NET: BTM2	49	82	21	57	37	68	50
Agree strongly	20	4	43	14	25	9	12
Agree	17	7	26	18	20	15	9
Disagree	23	31	17	26	21	27	18
Disagree strongly	26	51	4	30	16	41	32
Don't know	13	7	11	12	17	8	29

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
NET: TOP2	38	39	44	36	31
NET: BTM2	49	45	44	54	49
Agree strongly	20	22	24	20	17
Agree	17	18	20	16	14
Disagree	23	19	23	24	25
Disagree strongly	26	27	21	31	24
Don't know	13	15	12	10	19

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
NET: TOP2	38	39	35	35	40	45	33	36
NET: BTM2	49	48	56	54	46	36	42	53
Agree strongly	20	21	22	17	20	25	16	20
Agree	17	18	14	18	19	21	17	16
Disagree	23	22	25	17	22	16	16	26
Disagree strongly	26	26	31	37	24	20	26	26
Don't know	13	13	8	11	15	18	24	11

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### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
NET: TOP2	38	40	36	68	8	35
NET: BTM2	49	49	50	21	86	50
Agree strongly	20	24	17	45	3	14
Agree	17	15	19	23	5	21
Disagree	23	21	25	13	29	26
Disagree strongly	26	28	25	7	57	23
Don't know	13	12	14	11	6	16

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**Conservatives Direction**

*'I used to support the Conservatives but they've become too right wing for my tastes'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
NET: TOP2	37	40	31	37	37	38	38	35	36	37	32
NET: BTM2	46	48	49	46	41	43	47	45	47	45	48
Agree strongly	23	24	18	24	25	22	25	21	22	23	21
Agree	14	15	13	13	12	16	14	14	14	14	11
Disagree	23	22	25	23	21	24	22	24	26	21	26
Disagree strongly	23	26	24	24	20	19	25	22	21	24	22
Don't know	17	12	20	17	22	19	14	20	17	17	20

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
NET: TOP2	37	52	39	34	33	26	41	35	43
NET: BTM2	46	29	43	47	53	62	43	48	40
Agree strongly	23	31	22	21	22	16	30	22	25
Agree	14	21	17	13	11	10	11	13	17
Disagree	23	17	21	22	29	31	24	24	21
Disagree strongly	23	12	21	25	24	31	20	24	20
Don't know	17	18	18	19	14	12	15	17	17

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
NET: TOP2	37	43	44	34	33	37	31
NET: BTM2	46	40	41	45	47	49	56
Agree strongly	23	26	28	24	23	23	17
Agree	14	17	16	10	11	14	14
Disagree	23	17	23	23	26	24	27
Disagree strongly	23	23	18	22	21	25	29
Don't know	17	18	15	21	20	14	13

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**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
NET: TOP2	37	14	55	37	40	39	33
NET: BTM2	46	79	29	43	37	47	35
Agree strongly	23	7	34	23	25	23	26
Agree	14	7	21	14	15	15	6
Disagree	23	40	16	18	18	22	25
Disagree strongly	23	40	13	25	19	24	11
Don't know	17	7	16	20	23	14	32

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
NET: TOP2	37	41	40	31	39
NET: BTM2	46	38	41	54	43
Agree strongly	23	23	26	20	24
Agree	14	18	15	11	15
Disagree	23	20	22	27	19
Disagree strongly	23	18	19	27	24
Don't know	17	21	19	14	18

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
NET: TOP2	37	36	30	32	41	35	55	34
NET: BTM2	46	45	53	50	40	42	35	50
Agree strongly	23	23	18	24	26	21	32	21
Agree	14	13	12	8	15	14	23	13
Disagree	23	23	30	23	21	17	16	24
Disagree strongly	23	22	23	27	19	26	20	26
Don't know	17	19	17	18	19	23	10	15

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### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
NET: TOP2	37	38	36	55	18	35
NET: BTM2	46	45	47	30	70	45
Agree strongly	23	23	22	37	9	21
Agree	14	14	14	18	9	14
Disagree	23	23	23	16	36	22
Disagree strongly	23	22	24	15	34	23
Don't know	17	17	17	15	12	20

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**April 30<sup>th</sup>, 2014**

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**April 30<sup>th</sup>, 2014**

***Voting Against the Conservatives***

*'I will vote for whichever party has the best chance of defeating the Conservatives'*

[All Respondents]

***Age / Gender / Children / Mothers***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
NET: TOP2	43	49	35	43	40	45	44	43	41	44	39
NET: BTM2	45	44	51	47	43	41	48	42	48	43	47
Agree strongly	30	36	25	29	28	32	31	30	31	30	30
Agree	13	13	10	14	12	13	12	13	10	14	9
Disagree	23	24	23	23	22	21	22	24	25	21	26
Disagree strongly	22	19	28	24	22	21	27	18	23	22	21
Don't know	12	8	14	10	16	14	8	15	10	13	14

***Region / Language***

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
NET: TOP2	43	54	49	41	34	31	46	42	45
NET: BTM2	45	37	39	48	42	57	46	46	41
Agree strongly	30	42	33	29	19	22	35	30	32
Agree	13	12	15	12	15	8	11	12	14
Disagree	23	25	22	23	16	23	28	22	24
Disagree strongly	22	12	17	25	26	34	18	24	17
Don't know	12	10	13	11	25	12	8	11	14

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**TORONTO**

**April 30<sup>th</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
NET: TOP2	43	39	42	48	44	47	43
NET: BTM2	45	43	44	39	47	44	53
Agree strongly	30	29	32	36	27	32	31
Agree	13	11	10	12	16	15	12
Disagree	23	24	29	16	28	23	24
Disagree strongly	22	19	15	23	19	21	29
Don't know	12	18	14	13	10	9	5

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
NET: TOP2	43	6	66	60	47	46	33
NET: BTM2	45	88	26	33	32	40	41
Agree strongly	30	3	49	42	26	37	28
Agree	13	3	17	18	21	9	5
Disagree	23	29	20	22	24	16	24
Disagree strongly	22	59	6	11	8	25	17
Don't know	12	6	8	8	21	13	25

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
NET: TOP2	43	40	45	41	48
NET: BTM2	45	42	41	51	42
Agree strongly	30	31	33	29	30
Agree	13	9	12	12	18
Disagree	23	22	23	24	21
Disagree strongly	22	20	18	27	21
Don't know	12	18	15	8	9

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**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
NET: TOP2	43	40	35	30	45	36	34	52
NET: BTM2	45	46	55	59	40	46	60	39
Agree strongly	30	27	23	21	31	27	22	39
Agree	13	12	12	9	14	9	12	13
Disagree	23	22	25	26	18	25	44	21
Disagree strongly	22	25	29	33	22	21	16	18
Don't know	12	14	10	11	15	19	5	9

**TORONTO**

**April 30<sup>th</sup>, 2014**

**Seen Trudeau Ad / Opinion of Trudeau**

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
NET: TOP2	43	47	39	63	20	43
NET: BTM2	45	44	46	32	71	42
Agree strongly	30	34	28	46	15	30
Agree	13	14	12	17	5	14
Disagree	23	22	24	24	25	22
Disagree strongly	22	22	23	8	46	20
Don't know	12	9	14	5	9	15

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**TORONTO**  
**April 30<sup>th</sup>, 2014**

**Conservative's in Power**

*'I usually vote Conservative but I think they've been in power too long'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
NET: TOP2	31	31	27	28	35	36	31	30	28	33	27
NET: BTM2	54	57	56	56	50	47	55	53	58	51	57
Agree strongly	19	22	13	16	21	20	18	19	16	20	17
Agree	12	9	13	12	14	16	13	12	12	13	10
Disagree	28	32	20	31	27	28	30	26	29	28	22
Disagree strongly	26	25	36	24	23	19	24	27	29	24	35
Don't know	15	12	18	16	15	17	14	17	14	16	16

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
NET: TOP2	31	40	33	29	29	33	27	30	33
NET: BTM2	54	42	51	58	52	56	54	55	50
Agree strongly	19	25	20	16	15	22	20	18	20
Agree	12	15	13	13	14	11	7	12	13
Disagree	28	29	27	30	27	28	24	28	28
Disagree strongly	26	13	23	28	24	28	30	27	21
Don't know	15	18	16	14	19	11	19	15	17

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
NET: TOP2	31	35	37	33	33	16	28
NET: BTM2	54	50	51	50	53	62	60
Agree strongly	19	25	22	23	21	10	12
Agree	12	10	15	10	11	5	16
Disagree	28	24	32	28	34	34	27
Disagree strongly	26	26	19	22	20	29	33
Don't know	15	15	12	17	14	22	11

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**TORONTO**

**April 30<sup>th</sup>, 2014**

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
NET: TOP2	31	13	41	33	53	32	16
NET: BTM2	54	82	43	49	33	51	54
Agree strongly	19	5	25	24	33	21	13
Agree	12	8	16	10	20	11	2
Disagree	28	43	28	25	11	24	8
Disagree strongly	26	39	16	24	22	28	45
Don't know	15	4	16	18	14	16	31

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
NET: TOP2	31	40	34	25	29
NET: BTM2	54	46	44	64	53
Agree strongly	19	25	23	14	16
Agree	12	15	11	11	13
Disagree	28	34	26	30	21
Disagree strongly	26	13	17	34	32
Don't know	15	13	22	11	18

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
NET: TOP2	31	33	30	33	37	25	28	27
NET: BTM2	54	52	58	54	48	56	63	55
Agree strongly	19	20	18	22	22	16	17	16
Agree	12	13	11	11	16	10	11	11
Disagree	28	29	35	24	27	24	27	27
Disagree strongly	26	24	23	31	21	31	35	28
Don't know	15	15	13	12	15	19	9	18

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## **TORONTO**

**April 30<sup>th</sup>, 2014**

### *Seen Trudeau Ad / Opinion of Trudeau*

%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
NET: TOP2	31	33	29	45	22	27
NET: BTM2	54	53	55	44	71	52
Agree strongly	19	19	18	29	12	16
Agree	12	14	11	16	10	11
Disagree	28	29	27	25	34	27
Disagree strongly	26	23	28	18	37	25
Don't know	15	14	17	11	7	20

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**April 30<sup>th</sup>, 2014**

**NDP Preference**

*'I voted for the NDP last time but I probably won't vote for them again'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	1572	136	170	291	425	550	757	815	339	1233	163
NET: TOP2	20	25	15	21	16	21	22	19	19	21	13
NET: BTM2	55	58	57	54	53	48	52	57	61	51	67
Agree strongly	11	14	7	12	10	11	11	11	10	12	7
Agree	9	10	8	10	6	11	11	8	9	9	6
Disagree	27	26	28	26	30	26	25	29	29	26	34
Disagree strongly	28	32	30	28	23	21	28	28	32	26	33
Don't know	25	17	28	24	31	31	26	25	20	28	19

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1572	133	409	663	118	133	116	1216	356
NET: TOP2	20	22	23	16	32	13	26	19	23
NET: BTM2	55	57	55	57	35	60	50	54	55
Agree strongly	11	12	14	10	17	9	6	10	14
Agree	9	10	9	6	16	4	20	9	9
Disagree	27	28	28	28	21	25	24	26	29
Disagree strongly	28	29	27	29	14	36	25	28	26
Don't know	25	21	22	27	32	26	24	26	22

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1572	156	264	260	179	167	263
NET: TOP2	20	27	21	23	15	24	18
NET: BTM2	55	47	50	53	60	44	66
Agree strongly	11	15	14	12	7	9	11
Agree	9	12	8	11	8	15	7
Disagree	27	21	29	27	34	19	26
Disagree strongly	28	26	21	26	26	25	40
Don't know	25	26	29	24	24	32	16

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**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1572	447	549	287	87	79	51
NET: TOP2	20	14	34	7	20	23	15
NET: BTM2	55	56	43	81	48	57	48
Agree strongly	11	10	16	3	14	12	7
Agree	9	5	17	5	7	10	8
Disagree	27	20	28	39	30	23	17
Disagree strongly	28	36	15	42	18	34	31
Don't know	25	30	23	12	32	20	37

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1572	346	412	540	274
NET: TOP2	20	28	24	15	18
NET: BTM2	55	44	48	59	63
Agree strongly	11	17	10	8	13
Agree	9	12	13	7	5
Disagree	27	21	30	27	27
Disagree strongly	28	23	18	32	35
Don't know	25	27	28	25	19

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1572	1127	392	71	544	120	84	361
NET: TOP2	20	20	19	13	20	25	18	21
NET: BTM2	55	53	54	56	54	45	69	56
Agree strongly	11	13	12	6	13	18	10	8
Agree	9	8	7	8	8	7	8	13
Disagree	27	28	26	28	31	23	37	21
Disagree strongly	28	24	28	28	22	21	32	34
Don't know	25	27	27	31	26	30	13	23

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%	Total	Have seen ad	Have not seen ad	Grown better	Grown worse	No Change
Sample	1572	752	820	460	383	680
NET: TOP2	20	21	19	28	15	18
NET: BTM2	55	55	55	52	58	56
Agree strongly	11	12	10	14	11	10
Agree	9	9	9	14	4	8
Disagree	27	25	28	30	21	29
Disagree strongly	28	30	26	21	37	28
Don't know	25	24	26	20	27	25

## **TORONTO**

**April 30<sup>th</sup>, 2014**

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