

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Liberals maintain steady lead over Conservatives, NDP

Conservatives down, NDP up in past month

TORONTO JANUARY 18th, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 1779 voters across Canada, close to 4-in-10 will vote Liberal if the election were held today (37%) and this is stable since last month (December 14 - 38%). In contrast, the Conservatives have seen their share of the vote decline from one third last month (32%) to just more than a quarter today (28%). This puts the Conservatives on par with the third place NDP (25%), who are up from one fifth last month (21%). Of note, one fifth of past Conservative voters (18%) and one quarter of past NDP voters (27%) will cast their ballots for the Liberals this time, and while just one tenth of past Liberal voters will support the NDP this time (10%), very few will support the Conservatives (3%). Liberals are especially supported by the mid aged (35 to 44 - 42%) and oldest (41%), those in Atlantic Canada (58%) and the best educated (post grad - 41%).

Liberals on track for minority

If these results are projected up to seat counts, the Liberals are on track to take a minority of 130 seats in a 308 seat house (down from 147 last month), while the Conservatives would take 111 (equal to their share of 110 last month). The NDP would see their seat count increase from 48 last month to 61 this month, while the Bloc Quebecois would take 5 seats, up from 2, and the Green Party would continue to hold leader Elizabeth May's single seat.

Trudeau favourables down slightly

More than 4-in-10 Canadians approve of Justin Trudeau (45%), down from one half last month (49%). His net (approve minus disapprove) remains a positive +9 (down from +15 last month). Tom Mulcair has seen his approval stay stable (44% last month and this month) and his net is a very positive +16, similar to the +14 seen last month. Prime Minister Harper has the approval of a steady one third or so (30% this month 32% last month), but his net is a truly abysmal -32, down from -27 last month.

Trudeau seen as best PM

Trudeau maintains his lead in the race for best PM (29%, unchanged from last month), while Mulcair is slowly closing the gap between him and the other candidates (17% last month, 19% this month). Prime Minister Harper is second most likely choice for best PM, at one quarter (25%, down slightly from 27% last month).

TORONTO

January 18th, 2014

HIGHLIGHTS:

- Close to 4-in-10 will vote Liberal if the election were held today (37%) and this is stable since last month (December 14 - 38%).
- If these results are projected up to seat counts, the Liberals are on track to take a minority of 130 seats in a 308 seat house (down from 147 last month), while the Conservatives would take 111 (equal to their share of 110 last month).
- More than 4-in-10 Canadians approve of Justin Trudeau (45%), down from one half last month (49%).
- Trudeau maintains his lead in the race for best PM (29%, unchanged from last month).

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HIGHLIGHTS:

- “While the Liberals continue to be the party to beat as the race stands now, it seems this primacy is no longer dependent on favourable impressions of Justin Trudeau. It may be that party policies and initiatives now carry more weight than his winning personality,” said Forum Research President, Dr. Lorne Bozinoff.

“While the Liberals continue to be the party to beat as the race stands now, it seems this primacy is no longer dependent on favourable impressions of Justin Trudeau. It may be that party policies and initiatives now carry more weight than his winning personality,” 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.

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.

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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 1779 randomly selected Canadians 18 years of age and older. The poll was conducted on January 16-17th, 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

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

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Federal Party Preference Trending

[Decided/Leaning]

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

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Seat Distribution Projection Trending

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

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Federal Leader Approval Rating Trending (% Approve)

[All Respondents]

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

Best Prime Minister

%	Sample	Harper	Trudeau	Mulcair	May	None	Don't Know
Jan. 17 th , 2014	1779	25	29	19	7	-	20
Dec. 12-13 th , 2013	1634	27	29	17	6	15	7
Nov. 12-13 th , 2013	1834	25	27	17	7	16	8
Oct. 23 rd , 2013	1007	25	31	15	9	15	6
Oct. 21-22 nd , 2013	1859	25	29	13	7	17	9
Sept 16-17 th , 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	1710	138	166	313	501	592	796	914	349	1361
Conservative	28	19	27	31	30	32	30	26	27	29
Liberal	37	30	42	37	36	41	37	37	39	36
New Democratic	25	35	22	24	23	21	23	27	25	25
Green	4	8	5	2	3	2	4	4	4	4
Bloc Quebecois	5	6	4	5	6	3	5	5	4	5
Other	1	1	1	1	1	1	1	1	1	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1710	177	406	635	113	160	219	1338	372
Conservative	28	14	12	33	38	57	32	34	12
Liberal	37	58	39	37	22	26	36	37	35
New Democratic	25	23	30	24	32	14	24	23	31
Green	4	5	1	5	8	3	6	5	1
Bloc Quebecois	5	0	18	0	0	0	0	0	20
Other	1	1	0	1	0	1	2	1	0

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1710	198	330	280	203	161	236	33
Conservative	28	17	24	29	30	28	30	30
Liberal	37	32	39	38	34	38	38	45
New Democratic	25	35	23	25	27	25	23	19
Green	4	6	6	2	3	3	5	5
Bloc Quebecois	5	9	7	6	5	6	2	0
Other	1	2	1	0	1	0	1	1

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Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1710	550	398	362	67	93	79
Conservative	28	74	3	4	4	13	15
Liberal	37	18	84	27	22	11	37
New Democratic	25	6	10	65	20	24	36
Green	4	1	2	3	44	3	3
Bloc Quebecois	5	1	1	2	9	49	4
Other	1	0	0	0	2	0	5

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1710	358	517	568	267
Conservative	28	32	28	29	22
Liberal	37	32	40	35	41
New Democratic	25	22	22	27	30
Green	4	3	5	3	4
Bloc Quebecois	5	10	5	4	2
Other	1	2	1	1	1

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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	1779	143	175	326	523	612	824	955	360	1419
Approve	30	26	30	31	33	33	32	28	29	31
Disapprove	62	66	63	61	61	58	63	62	64	61
Don't know	8	8	7	8	6	9	5	10	7	8

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1779	187	420	661	119	169	223	1394	385
Approve	30	13	24	33	37	47	26	32	24
Disapprove	62	81	68	57	58	48	71	61	68
Don't know	8	7	9	10	5	6	3	8	8

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1779	212	340	287	207	164	243	35
Approve	30	20	30	29	36	29	31	28
Disapprove	62	68	58	65	59	66	67	58
Don't know	8	13	12	6	5	5	2	13

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	487	609	381	98	75	60
Approve	30	85	15	6	12	8	11
Disapprove	62	11	76	89	75	90	76
Don't know	8	4	9	5	13	1	13

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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	1779	387	532	588	272
Approve	30	30	30	32	25
Disapprove	62	59	60	62	71
Don't know	8	10	10	7	4

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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	1779	143	175	326	523	612	824	955	360	1419
Approve	44	46	37	43	44	50	48	41	42	45
Disapprove	28	24	30	29	33	28	36	21	27	29
Don't know	27	30	33	28	22	22	17	38	31	26

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1779	187	420	661	119	169	223	1394	385
Approve	44	44	61	39	46	29	42	39	63
Disapprove	28	21	18	33	39	31	30	31	18
Don't know	27	35	21	29	15	40	28	30	20

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1779	212	340	287	207	164	243	35
Approve	44	43	44	45	47	41	48	62
Disapprove	28	33	23	26	33	31	32	11
Don't know	27	24	32	28	21	28	20	27

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	487	609	381	98	75	60
Approve	44	24	47	70	40	46	20
Disapprove	28	51	22	11	30	28	52
Don't know	27	25	31	19	29	25	28

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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	1779	387	532	588	272
Approve	44	34	42	45	58
Disapprove	28	34	29	28	23
Don't know	27	33	29	27	19

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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	1779	143	175	326	523	612	824	955	360	1419
Approve	45	49	45	42	46	41	44	45	43	46
Disapprove	36	30	34	40	40	41	40	32	37	36
Don't know	19	22	22	18	14	18	15	23	20	19

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1779	187	420	661	119	169	223	1394	385
Approve	45	56	44	45	40	34	49	45	43
Disapprove	36	19	33	37	48	42	37	37	34
Don't know	19	25	23	18	11	24	14	18	23

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1779	212	340	287	207	164	243	35
Approve	45	41	49	49	45	48	45	34
Disapprove	36	34	26	38	43	37	40	28
Don't know	19	25	25	13	12	15	14	38

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	487	609	381	98	75	60
Approve	45	14	79	45	45	26	18
Disapprove	36	72	8	33	27	54	62
Don't know	19	14	13	22	28	21	21

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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	1779	387	532	588	272
Approve	45	31	50	48	46
Disapprove	36	40	35	34	37
Don't know	19	29	15	18	18

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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	1779	143	175	326	523	612	824	955	360	1419
Stephen Harper	25	22	23	26	30	30	27	24	22	27
Tom Mulcair	19	22	17	14	19	20	19	18	18	19
Justin Trudeau	29	25	31	32	30	28	30	28	28	29
Elizabeth May	7	10	7	4	7	5	7	6	7	6
Don't know	20	21	23	25	14	17	17	24	24	19

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1779	187	420	661	119	169	223	1394	385
Stephen Harper	25	13	16	27	32	47	26	28	15
Tom Mulcair	19	12	31	16	29	5	12	15	32
Justin Trudeau	29	47	28	30	18	21	28	30	25
Elizabeth May	7	5	5	7	5	2	16	7	5
Don't know	20	22	20	20	17	25	19	20	22

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1779	212	340	287	207	164	243	35
Stephen Harper	25	18	23	27	30	27	24	30
Tom Mulcair	19	19	15	21	19	21	24	20
Justin Trudeau	29	21	34	33	28	29	27	22
Elizabeth May	7	9	9	2	7	8	8	8
Don't know	20	33	20	17	16	15	18	19

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NEWS RELEASE



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TORONTO

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	487	609	381	98	75	60
Stephen Harper	25	85	5	5	3	3	4
Tom Mulcair	19	3	8	53	16	27	7
Justin Trudeau	29	3	65	13	29	14	18
Elizabeth May	7	2	5	8	31	7	3
Don't know	20	7	16	20	21	49	67

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1779	387	532	588	272
Stephen Harper	25	28	24	28	19
Tom Mulcair	19	13	14	19	31
Justin Trudeau	29	25	37	26	27
Elizabeth May	7	3	8	6	9
Don't know	20	32	18	20	13

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