

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Liberals maintain 10 point lead on Conservatives

Would take slim majority

TORONTO MARCH 29th, 2014 – In a random sampling of public opinion taken by The Forum Poll™ among 1764 Canadian voters, 4-in-10 will vote Liberal if the federal election were held today (39%), while 3-in-10 would vote Conservative (29%), and these results have not changed since we polled last month (February 20, Liberals - 39%, Conservatives - 29%). In the meanwhile, the New Democrats will take just less than a quarter of the vote (22%), stable since last month (21%). The Bloc Quebecois would take one twentieth of the vote (5%) and the Greens would take less than this (3%), as would any other party (1%).

The Liberal vote is common to Boomers (55 to 64 - 44%), the least wealthy (less than \$20K - 44%), in Atlantic Canada (61%), among the best educated (post grad - 44%) and among those who are not religious (45%). The Conservative vote is common among the oldest (65+ - 38%), in the prairies (46%) and Alberta (58%), among those with some college (34%), Protestant (39%) and Evangelical Christians (67%). The NDP vote is concentrated amongst the youngest cohort (28%).

Of note, one seventh of past Conservative voters will support the Liberals this time (15%), as will more than a quarter of past NDP voters (27%). The "stickiest" vote is Liberal - more will vote the same party as last time (83%) than is the case with the Conservatives (75%) or NDP (64%).

Liberal majority seen

If these results are projected up to seats in a 308 seat House of Commons, the Liberals would capture a 4 seat majority of 159 seats, up from a minority of 134 the last time we polled (February 20). The Conservatives would take 99 seats, stable from 100 last month, while the NDP would take 40, down from 51 last month. The Bloc Quebecois would take 9 seats, down sharply from 22 last month, and the Green Party would retain leader Elizabeth May's seat.

Mulcair favourables down

Tom Mulcair has seen his approval decline from more than 4-in-10 last month (42%) to just more than a third now (37%), and his net favourable rating (approve minus disapprove) is down from +13 to +4. Stephen Harper has the approval of one third (33%), steady from last month (31%) and his net rating is a very negative -24. Justin Trudeau has the approval of more than 4-in-10 (44%), down slightly from last month (47%), and his net is +5, comparable to Mulcair's.

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HIGHLIGHTS:

- 4-in-10 will vote Liberal if the federal election were held today (39%), while 3-in-10 would vote Conservative (29%), and these results have not changed since we polled last month (February 20, Liberals - 39%, Conservatives - 29%).
- If these results are projected up to seats in a 308 seat House of Commons, the Liberals would capture a 4 seat majority of 159 seats, up from a minority of 134 the last time we polled (February 20).
- Tom Mulcair has seen his approval decline from more than 4-in-10 last month (42%) to just more than a third now (37%), and his net favourable rating (approve minus disapprove) is down from +13 to +4.

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Trudeau and Harper tied as best PM

Justin Trudeau scores close to 3-in-10 on this measure (29%), down from a third last month (33%), while Stephen Harper has seen his score stay stable at more than a quarter (27% this month, 26% last month). Tom Mulcair trails on this measure at less than a fifth (17%), a fifth say none of the leaders would make a good PM (19%).

"It's clear that recent externalities - negative Party advertising, the Liberal convention in Montreal, the Fair Elections Act, none of these have had the effect of changing the basic electoral narrative; the Liberals lead, the Conservatives struggle and the New Democrats trail," 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.

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HIGHLIGHTS:

- Justin Trudeau scores close to 3-in-10 on this measure (29%), down from a third last month (33%), while Stephen Harper has seen his score stay stable at more than a quarter (27% this month, 26% last month).
- "It's clear that recent externalities - negative Party advertising, the Liberal convention in Montreal, the Fair Elections Act, none of these have had the effect of changing the basic electoral narrative; the Liberals lead, the Conservatives struggle and the New Democrats trail," said Forum Research President, Dr. Lorne Bozinoff.

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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 1764 randomly selected Canadians 18 years of age and older. The poll was conducted on March 25-28th, 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. 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

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Federal Party Preference Trending

[Decided/Leaning]

| % | Sample | Cons | Lib | NDP | Green | Bloc | Other |
|--|--------|------|-----|-----|-------|------|-------|
| Mar 25-28 th , 2014 | 1764 | 29 | 39 | 22 | 3 | 5 | 1 |
| Feb. 18-19 th , 2014 | 1824 | 29 | 39 | 21 | 4 | 6 | 1 |
| Jan. 23-24 th , 2014 | 1228 | 28 | 38 | 24 | 4 | 5 | 1 |
| Jan. 17 th , 2014 | 1779 | 28 | 37 | 25 | 4 | 5 | 1 |
| Dec. 12-13 th , 2013 | 1634 | 32 | 38 | 21 | 3 | 5 | 1 |
| Nov. 12-13 th , 2013 | 1834 | 29 | 38 | 22 | 4 | 6 | 1 |
| Oct. 23 rd , 2013 | 1007 | 28 | 40 | 20 | 5 | 6 | 1 |
| Oct. 21-22 nd , 2013 | 1859 | 30 | 39 | 19 | 5 | 7 | 1 |
| Sept 16-17 th , 2013 | 1527 | 31 | 36 | 21 | 4 | 7 | 1 |
| August 24 th , 2013 | 1145 | 29 | 38 | 22 | 4 | 6 | 1 |
| July 23 rd , 2013 | 1501 | 31 | 35 | 22 | 4 | 7 | 1 |
| June 19 th , 2013 | 1420 | 30 | 38 | 20 | 4 | 6 | 0 |
| May 21 st – 22 nd , 2013 | 1709 | 27 | 44 | 20 | 3 | 4 | 1 |
| April 15 th , 2013 | 1764 | 30 | 43 | 19 | 2 | 5 | 1 |
| April 2 nd , 2013 | 1269 | 29 | 33 | 25 | 6 | 5 | 1 |
| March 6 th -7 th , 2013 | 1663 | 31 | 30 | 27 | 5 | 6 | 1 |
| Feb 6 th , 2013 | 1051 | 32 | 30 | 26 | 4 | 6 | 1 |
| 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 |
|--|------|-----|-----|-------|------|-------|
| Mar 25-28 th , 2014 | 99 | 159 | 40 | 1 | 9 | 0 |
| Feb. 18-19 th , 2014 | 100 | 134 | 51 | 1 | 22 | 0 |
| Jan. 23-24 th , 2014 | 104 | 132 | 65 | 1 | 6 | 0 |
| Jan. 17 th , 2013 | 111 | 130 | 61 | 1 | 5 | 0 |
| Dec. 12-13 th , 2013 | 110 | 147 | 48 | 1 | 2 | 0 |
| Nov. 12-13 th , 2013 | 108 | 134 | 53 | 1 | 12 | 0 |
| Oct. 23 rd , 2013 | 104 | 146 | 47 | 1 | 10 | 0 |
| Oct. 21-22 nd , 2013 | 106 | 147 | 33 | 1 | 21 | 0 |
| Sept 16-17 th , 2013 | 121 | 102 | 45 | 1 | 39 | 0 |
| August 24 th , 2013 | 107 | 127 | 63 | 1 | 10 | 0 |
| July 23 rd , 2013 | 129 | 120 | 44 | 1 | 14 | 0 |
| June 19 th , 2013 | 113 | 150 | 39 | 1 | 5 | 0 |
| May 21 st , 2013 | 77 | 192 | 37 | 1 | 1 | 0 |
| April 15 th , 2013 | 99 | 170 | 35 | 1 | 3 | 0 |
| April 2 nd , 2013 | 119 | 117 | 65 | 1 | 6 | 0 |
| March 6 th -7 th , 2013 | 125 | 88 | 76 | 1 | 18 | 0 |
| Feb 6 th , 2013 | 129 | 86 | 81 | 1 | 11 | 0 |
| Jan 16 th -17 th , 2013 | 144 | 68 | 73 | 1 | 22 | 0 |
| Dec 18 th , 2012 | 129 | 77 | 77 | 1 | 24 | 0 |
| 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 |
|--|--------|------------|--------|---------|
| Mar 25-28 th , 2014 | 1764 | 44 | 33 | 37 |
| Feb. 18-19 th , 2014 | 1824 | 47 | 31 | 42 |
| Jan. 23-24 th , 2014 | 1228 | 43 | 29 | 42 |
| 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 |
| | | Rae | | |
| 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 |

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Best Prime Minister

| % | Sample | Harper | Trudeau | Mulcair | May | Don't Know |
|---------------------------------|--------|--------|---------|---------|-----|------------|
| Mar 25-28 th , 2014 | 1764 | 27 | 29 | 17 | 8 | 19 |
| Feb. 18-19 th , 2014 | 1824 | 26 | 33 | 16 | 8 | 19 |
| Jan. 23-24 th , 2014 | 1228 | 24 | 29 | 18 | 7 | 22 |
| Jan. 17 th , 2014 | 1779 | 25 | 29 | 19 | 7 | 20 |

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Federal Vote Preference

'If a federal election were held today, which party are you most likely to vote for?'+ Even though you may not have made up your mind, which party are you leaning towards at this time?'

[Decided/Leaning]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female | Yes | No | Moms |
|----------------|-------|-------|-------|-------|-------|-----|------|--------|-----|------|------|
| Sample | 1697 | 149 | 199 | 316 | 478 | 555 | 829 | 868 | 352 | 1345 | 155 |
| Conservative | 29 | 24 | 27 | 29 | 27 | 38 | 32 | 26 | 30 | 29 | 23 |
| Liberal | 39 | 34 | 39 | 40 | 44 | 39 | 38 | 41 | 38 | 40 | 42 |
| New Democratic | 22 | 28 | 24 | 20 | 20 | 18 | 21 | 23 | 20 | 22 | 22 |
| Green | 3 | 6 | 4 | 4 | 2 | 2 | 3 | 4 | 5 | 3 | 6 |
| Bloc Quebecois | 5 | 6 | 6 | 6 | 6 | 2 | 5 | 5 | 6 | 5 | 7 |
| Other | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1697 | 139 | 414 | 630 | 109 | 172 | 233 | 1317 | 380 |
| Conservative | 29 | 19 | 18 | 29 | 46 | 58 | 32 | 33 | 18 |
| Liberal | 39 | 61 | 39 | 41 | 29 | 21 | 40 | 41 | 36 |
| New Democratic | 22 | 18 | 21 | 26 | 24 | 12 | 17 | 21 | 23 |
| Green | 3 | 2 | 2 | 3 | 2 | 7 | 9 | 4 | 2 |
| Bloc Quebecois | 5 | 0 | 19 | 0 | 0 | 0 | 0 | 0 | 21 |
| Other | 1 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 1 |

Household Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|----------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1697 | 177 | 301 | 252 | 220 | 175 | 296 |
| Conservative | 29 | 20 | 28 | 28 | 32 | 28 | 27 |
| Liberal | 39 | 44 | 41 | 42 | 34 | 38 | 44 |
| New Democratic | 22 | 17 | 22 | 23 | 24 | 23 | 22 |
| Green | 3 | 6 | 3 | 3 | 4 | 3 | 3 |
| Bloc Quebecois | 5 | 10 | 5 | 4 | 4 | 8 | 3 |
| Other | 1 | 2 | 1 | 1 | 1 | 1 | 0 |

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Past Federal Vote

| % | Total | Cons | Lib | NDP | Green | Bloc | Other |
|----------------|-------|------|-----|-----|-------|------|-------|
| Sample | 1697 | 579 | 397 | 359 | 67 | 88 | 60 |
| Conservative | 29 | 75 | 6 | 3 | 4 | 3 | 20 |
| Liberal | 39 | 15 | 83 | 27 | 41 | 18 | 50 |
| New Democratic | 22 | 5 | 10 | 64 | 18 | 14 | 10 |
| Green | 3 | 2 | 1 | 2 | 35 | 4 | 3 |
| Bloc Quebecois | 5 | 1 | 0 | 3 | 0 | 60 | 7 |
| Other | 1 | 0 | 0 | 1 | 1 | 0 | 11 |

Highest Level of Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|----------------|-------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1697 | 374 | 480 | 570 | 273 |
| Conservative | 29 | 31 | 34 | 28 | 23 |
| Liberal | 39 | 36 | 37 | 41 | 44 |
| New Democratic | 22 | 21 | 18 | 23 | 25 |
| Green | 3 | 3 | 4 | 3 | 4 |
| Bloc Quebecois | 5 | 8 | 5 | 5 | 3 |
| Other | 1 | 2 | 1 | 1 | 0 |

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|----------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1697 | 1237 | 441 | 82 | 579 | 135 | 87 | 373 |
| Conservative | 29 | 35 | 39 | 67 | 27 | 40 | 18 | 17 |
| Liberal | 39 | 38 | 38 | 22 | 40 | 37 | 36 | 45 |
| New Democratic | 22 | 18 | 18 | 9 | 20 | 17 | 37 | 27 |
| Green | 3 | 2 | 4 | 1 | 1 | 4 | 8 | 6 |
| Bloc Quebecois | 5 | 6 | 0 | 0 | 11 | 1 | 0 | 5 |
| Other | 1 | 1 | 1 | 1 | 1 | 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

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female | Yes | No | Moms |
|------------|-------|-------|-------|-------|-------|-----|------|--------|-----|------|------|
| Sample | 1764 | 158 | 206 | 334 | 492 | 574 | 855 | 909 | 369 | 1395 | 168 |
| Approve | 33 | 32 | 33 | 34 | 29 | 38 | 32 | 34 | 34 | 33 | 35 |
| Disapprove | 57 | 56 | 56 | 60 | 62 | 52 | 61 | 53 | 56 | 58 | 52 |
| Don't know | 10 | 11 | 11 | 6 | 10 | 10 | 7 | 12 | 10 | 10 | 13 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1764 | 144 | 426 | 661 | 115 | 179 | 239 | 1373 | 391 |
| Approve | 33 | 26 | 27 | 32 | 31 | 53 | 36 | 35 | 26 |
| Disapprove | 57 | 66 | 65 | 58 | 58 | 33 | 54 | 54 | 67 |
| Don't know | 10 | 8 | 8 | 9 | 12 | 14 | 10 | 10 | 7 |

Household Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1764 | 187 | 309 | 259 | 226 | 179 | 307 |
| Approve | 33 | 34 | 41 | 30 | 33 | 29 | 33 |
| Disapprove | 57 | 56 | 47 | 59 | 59 | 61 | 60 |
| Don't know | 10 | 10 | 11 | 11 | 8 | 10 | 7 |

Federal Vote Preference

| % | Total | Cons | Lib | NDP | Green | Bloc | Other Parties |
|------------|-------|------|-----|-----|-------|------|---------------|
| Sample | 1764 | 497 | 622 | 347 | 94 | 76 | 61 |
| Approve | 33 | 82 | 20 | 12 | 12 | 14 | 29 |
| Disapprove | 57 | 11 | 73 | 80 | 67 | 83 | 53 |
| Don't know | 10 | 7 | 7 | 8 | 21 | 3 | 18 |

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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 | 1764 | 396 | 502 | 588 | 278 |
| Approve | 33 | 39 | 33 | 33 | 26 |
| Disapprove | 57 | 47 | 56 | 59 | 67 |
| Don't know | 10 | 14 | 11 | 8 | 6 |

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Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1764 | 1287 | 457 | 85 | 603 | 142 | 91 | 386 |
| Approve | 33 | 39 | 38 | 65 | 34 | 45 | 29 | 21 |
| Disapprove | 57 | 51 | 52 | 19 | 56 | 44 | 57 | 72 |
| Don't know | 10 | 10 | 9 | 16 | 10 | 10 | 13 | 7 |

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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

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female | Yes | No | Moms |
|------------|-------|-------|-------|-------|-------|-----|------|--------|-----|------|------|
| Sample | 1764 | 158 | 206 | 334 | 492 | 574 | 855 | 909 | 369 | 1395 | 168 |
| Approve | 37 | 36 | 35 | 36 | 43 | 39 | 41 | 34 | 36 | 38 | 30 |
| Disapprove | 33 | 33 | 31 | 36 | 31 | 35 | 37 | 30 | 33 | 34 | 27 |
| Don't know | 29 | 31 | 34 | 28 | 26 | 26 | 22 | 36 | 31 | 28 | 42 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1764 | 144 | 426 | 661 | 115 | 179 | 239 | 1373 | 391 |
| Approve | 37 | 38 | 52 | 34 | 37 | 20 | 35 | 32 | 54 |
| Disapprove | 33 | 37 | 25 | 35 | 37 | 41 | 33 | 36 | 24 |
| Don't know | 29 | 25 | 23 | 31 | 27 | 39 | 32 | 31 | 22 |

Household Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1764 | 187 | 309 | 259 | 226 | 179 | 307 |
| Approve | 37 | 26 | 37 | 37 | 40 | 39 | 38 |
| Disapprove | 33 | 39 | 31 | 29 | 34 | 34 | 38 |
| Don't know | 29 | 36 | 32 | 33 | 26 | 27 | 24 |

Federal Vote Preference

| % | Total | Cons | Lib | NDP | Green | Bloc | Other Parties |
|------------|-------|------|-----|-----|-------|------|---------------|
| Sample | 1764 | 497 | 622 | 347 | 94 | 76 | 61 |
| Approve | 37 | 18 | 42 | 57 | 39 | 42 | 24 |
| Disapprove | 33 | 55 | 29 | 17 | 39 | 36 | 34 |
| Don't know | 29 | 27 | 30 | 25 | 22 | 22 | 42 |

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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 | 1764 | 396 | 502 | 588 | 278 |
| Approve | 37 | 28 | 31 | 40 | 52 |
| Disapprove | 33 | 32 | 39 | 33 | 26 |
| Don't know | 29 | 39 | 30 | 27 | 21 |

TORONTO
March 29th, 2014

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1764 | 1287 | 457 | 85 | 603 | 142 | 91 | 386 |
| Approve | 37 | 32 | 30 | 29 | 37 | 24 | 40 | 48 |
| Disapprove | 33 | 37 | 40 | 40 | 35 | 34 | 28 | 28 |
| Don't know | 29 | 31 | 30 | 32 | 29 | 42 | 31 | 24 |

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TORONTO

March 29th, 2014

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

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female | Yes | No | Moms |
|------------|-------|-------|-------|-------|-------|-----|------|--------|-----|------|------|
| Sample | 1764 | 158 | 206 | 334 | 492 | 574 | 855 | 909 | 369 | 1395 | 168 |
| Approve | 44 | 41 | 48 | 42 | 50 | 42 | 46 | 42 | 42 | 45 | 39 |
| Disapprove | 39 | 34 | 39 | 40 | 37 | 45 | 41 | 36 | 39 | 38 | 35 |
| Don't know | 17 | 25 | 13 | 17 | 14 | 14 | 13 | 22 | 19 | 17 | 26 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1764 | 144 | 426 | 661 | 115 | 179 | 239 | 1373 | 391 |
| Approve | 44 | 60 | 41 | 46 | 42 | 26 | 49 | 45 | 40 |
| Disapprove | 39 | 22 | 39 | 38 | 35 | 53 | 39 | 39 | 39 |
| Don't know | 17 | 18 | 20 | 16 | 24 | 21 | 12 | 16 | 22 |

Household Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1764 | 187 | 309 | 259 | 226 | 179 | 307 |
| Approve | 44 | 38 | 40 | 47 | 39 | 45 | 51 |
| Disapprove | 39 | 44 | 38 | 35 | 42 | 42 | 35 |
| Don't know | 17 | 18 | 22 | 18 | 19 | 14 | 14 |

Federal Vote Preference

| % | Total | Cons | Lib | NDP | Green | Bloc | Other Parties |
|------------|-------|------|-----|-----|-------|------|---------------|
| Sample | 1764 | 497 | 622 | 347 | 94 | 76 | 61 |
| Approve | 44 | 15 | 79 | 38 | 42 | 22 | 22 |
| Disapprove | 39 | 73 | 8 | 37 | 43 | 62 | 52 |
| Don't know | 17 | 12 | 13 | 24 | 16 | 16 | 26 |

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March 29th, 2014

Highest Level of Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|-------------------|-------------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1764 | 396 | 502 | 588 | 278 |
| Approve | 44 | 37 | 38 | 49 | 51 |
| Disapprove | 39 | 41 | 43 | 35 | 35 |
| Don't know | 17 | 22 | 19 | 16 | 14 |

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|-------------------|-------------|-------------|----------------------|-----------------------|------------|-----------------|---------------|------------|
| Sample | 1764 | 1287 | 457 | 85 | 603 | 142 | 91 | 386 |
| Approve | 44 | 40 | 42 | 20 | 42 | 35 | 45 | 54 |
| Disapprove | 39 | 43 | 42 | 67 | 39 | 44 | 42 | 28 |
| Don't know | 17 | 18 | 16 | 13 | 19 | 21 | 13 | 18 |

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TORONTO

March 29th, 2014

Prime Minister Preference

'Who would make the best Prime Minister?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female | Yes | No | Moms |
|----------------|-------|-------|-------|-------|-------|-----|------|--------|-----|------|------|
| Sample | 1764 | 158 | 206 | 334 | 492 | 574 | 855 | 909 | 369 | 1395 | 168 |
| Stephen Harper | 27 | 21 | 26 | 29 | 26 | 34 | 30 | 23 | 27 | 26 | 20 |
| Tom Mulcair | 17 | 18 | 15 | 15 | 18 | 17 | 19 | 15 | 14 | 18 | 14 |
| Justin Trudeau | 29 | 26 | 33 | 29 | 32 | 29 | 31 | 28 | 29 | 29 | 26 |
| Elizabeth May | 8 | 11 | 8 | 9 | 6 | 5 | 6 | 10 | 8 | 8 | 10 |
| Don't know | 19 | 25 | 18 | 18 | 19 | 15 | 14 | 24 | 21 | 19 | 29 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1764 | 144 | 426 | 661 | 115 | 179 | 239 | 1373 | 391 |
| Stephen Harper | 27 | 16 | 18 | 28 | 29 | 47 | 27 | 29 | 17 |
| Tom Mulcair | 17 | 15 | 29 | 14 | 14 | 8 | 11 | 12 | 31 |
| Justin Trudeau | 29 | 49 | 24 | 33 | 25 | 17 | 31 | 32 | 22 |
| Elizabeth May | 8 | 7 | 4 | 8 | 13 | 8 | 14 | 9 | 4 |
| Don't know | 19 | 13 | 26 | 17 | 20 | 20 | 17 | 18 | 26 |

Household Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|----------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1764 | 187 | 309 | 259 | 226 | 179 | 307 |
| Stephen Harper | 27 | 24 | 28 | 24 | 28 | 30 | 24 |
| Tom Mulcair | 17 | 11 | 17 | 13 | 23 | 14 | 17 |
| Justin Trudeau | 29 | 28 | 23 | 40 | 25 | 28 | 37 |
| Elizabeth May | 8 | 15 | 9 | 6 | 7 | 4 | 8 |
| Don't know | 19 | 22 | 23 | 17 | 17 | 24 | 14 |

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TORONTO

March 29th, 2014

Federal Vote Preference

| % | Total | Cons | Lib | NDP | Green | Bloc | Other Parties |
|----------------|-------|------|-----|-----|-------|------|---------------|
| Sample | 1764 | 497 | 622 | 347 | 94 | 76 | 61 |
| Stephen Harper | 27 | 83 | 6 | 5 | 12 | 9 | 16 |
| Tom Mulcair | 17 | 3 | 8 | 48 | 6 | 24 | 18 |
| Justin Trudeau | 29 | 4 | 66 | 17 | 25 | 9 | 10 |
| Elizabeth May | 8 | 1 | 5 | 8 | 38 | 3 | 25 |
| Don't know | 19 | 9 | 14 | 21 | 20 | 55 | 30 |

Highest Level of Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|----------------|-------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1764 | 396 | 502 | 588 | 278 |
| Stephen Harper | 27 | 32 | 28 | 26 | 20 |
| Tom Mulcair | 17 | 10 | 15 | 18 | 25 |
| Justin Trudeau | 29 | 25 | 31 | 31 | 29 |
| Elizabeth May | 8 | 7 | 7 | 8 | 10 |
| Don't know | 19 | 27 | 19 | 18 | 16 |

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|----------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1764 | 1287 | 457 | 85 | 603 | 142 | 91 | 386 |
| Stephen Harper | 27 | 32 | 33 | 64 | 26 | 38 | 16 | 16 |
| Tom Mulcair | 17 | 14 | 12 | 6 | 17 | 10 | 13 | 24 |
| Justin Trudeau | 29 | 27 | 30 | 14 | 27 | 23 | 28 | 36 |
| Elizabeth May | 8 | 7 | 10 | 4 | 4 | 12 | 13 | 9 |
| Don't know | 19 | 20 | 15 | 12 | 26 | 18 | 30 | 15 |

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