

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

May 23<sup>rd</sup>, 2013

## HIGHLIGHTS:

- An historic high of well more than 4-in-10 would vote for the liberals if a federal election were held today (44%), and this compares to just one quarter for the ruling Conservatives (27%) and just one fifth for the official opposition, the NDP (20%).
- The Liberals have an advantage among females (48%), the least wealthy (<\$20K - 56%), Atlantic Canada (57%), among those with the highest education (post-grad - 48%), Catholics (51%), those from a background other than European or Canadian (49%) and among those who saw Trudeau ads on television, both those produced by the Conservatives (48%) and the Liberals (50%).
- If these results held on election day, the Liberals would claim almost two thirds of the seats in the House (192 out of 308), leaving just 77 for the Conservatives and just 37 for the NDP, reducing them to third party status again.

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

## FOR IMMEDIATE RELEASE

### Trudeau Liberals at historic high

#### On track for overwhelming majority

Toronto, May 23<sup>rd</sup>, 2013 – In a random sampling of public opinion taken by the Forum Poll™ among 1,779 Canadians 18 years of age and older after a week of bad news for the Prime Minister, an historic high of well more than 4-in-10 would vote for the Liberals if a federal election were held today (44%), and this compares to just one quarter for the ruling Conservatives (27%) and just one fifth for the official opposition, the NDP (20%). Few would vote for the Bloc Quebecois (4%), the Greens (3%) or any other party (1%).

The Liberals have an advantage among females (48%), the least wealthy (<\$20K - 56%), Atlantic Canada (57%), among those with the highest education (post-grad - 48%), Catholics (51%), those from a background other than European or Canadian (49%) and among those who saw Trudeau ads on television, both those produced by the Conservatives (48%) and the Liberals (50%).

Conservatives have more support among the oldest (65+ - 36%), those in the prairies (37%), Alberta (46%) and BC (35%), among Protestant (42%) and Evangelical Christians (74%) and those who claim British heritage (38%). The NDP has stronger support among those in BC (28%).

It should be noted that one quarter of past Conservative voters will support the Liberals now (22%), as will one third of past NDP voters (35%).

#### Liberals would claim overwhelming majority

If these results held on election day, the Liberals would claim almost two thirds of the seats in the House (192 out of 308), leaving just 77 for the Conservatives and just 37 for the NDP, reducing them to third party status again. The Greens would claim leader Elizabeth May's seat, and the Bloc would take one seat in Quebec. These projections represent a sharp increase for the Liberals (from 170 seats last month), accompanied by a commensurate drop in seat counts for the Conservatives (from 99 last month).

#### Trudeau favourables sky high, Harper's down sharply

One half of Canadians approve of the job Justin Trudeau is doing as the leader of the Liberal Party (49%), and this is an increase since last month (46%), as well as the highest approval we have registered for a party leader. His net favourable (approve minus disapprove) is a lofty +23. Meanwhile, Prime Minister Harper's approval rating has declined from 32% last month to 29% this month, and his net

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is an abysmal -35. NDP leader Tom Mulcair, who has enjoyed favourable ratings, has the approval of just more than one third (36%), and his net is a neutral +3.

"Mr. Harper's very bad week has had a drastic effect on his approval and his party's. It doesn't help, when the Liberals are surging as they have been, to be stonewalling a controversy. Justin Trudeau needs only to listen to Sun Tzu, and stay out of the way. Meanwhile, the NDP appear to have functionally ceded the role of the opposition to the Liberals in the public's mind," 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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**May 23<sup>rd</sup>, 2013**

## **HIGHLIGHTS:**

- "Mr. Harper's very bad week has had a drastic effect on his approval and his party's. It doesn't help, when the Liberals are surging as they have been, to be stonewalling a controversy. Justin Trudeau needs only to listen to Sun Tzu, and stay out of the way. Meanwhile, the NDP appear to have functionally ceded the role of the opposition to the Liberals in the public's mind," 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 1,779 randomly selected Canadians 18 years of age and older. The poll was conducted between May 21<sup>st</sup> to May 22<sup>nd</sup>, 2013.

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 to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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**Federal Party Preference Trending**

[Decided/Leaning]

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
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
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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**Party Preference with Trudeau as Liberal Leader Trending**

*[Decided/Leaning]*

%	Sample	Cons	Lib	NDP	Green	Bloc	Other
May 21 <sup>st</sup> , 2013	1709	27	44	20	3	4	1
April 16 <sup>th</sup> , 2013	1764	30	43	19	2	5	1
April 3 <sup>rd</sup> , 2013	1260	28	40	21	5	6	1
March 6 <sup>th</sup> -7 <sup>th</sup> , 2013	1684	32	39	20	3	5	1
Feb 6 <sup>th</sup> , 2013	1055	30	41	20	2	6	1
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	1553	33	35	21	3	7	1
Dec 18 <sup>th</sup> , 2012	1311	30	39	22	4	5	1
Nov 19 <sup>th</sup> , 2012	1775	30	39	23	2	6	1
Oct 27 <sup>th</sup> , 2012	1694	29	39	24	2	5	1
Sep 27 <sup>th</sup> , 2012	1707	32	39	20	2	6	1

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***Seat Distribution Projection with Trudeau as Liberal Leader Trending***

%	Cons	Lib	NDP	Green	Bloc	Other
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	98	166	38	1	5	0
March 6 <sup>th</sup> -7 <sup>th</sup> , 2013	115	149	41	1	2	0
Feb 6 <sup>th</sup> , 2013	93	164	45	1	5	0
Jan 16 <sup>th</sup> -17 <sup>th</sup> , 2013	120	112	50	1	25	0
Dec 18 <sup>th</sup> , 2012	109	154	41	1	3	0
Nov 19 <sup>th</sup> , 2012	107	150	44	1	6	0
Oct 27 <sup>th</sup> , 2012	104	160	42	1	1	0
Sep 27 <sup>th</sup> , 2012	115	149	38	1	5	0

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

[All Respondents]

%	Sample	Trudeau	Harper	Mulcair
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

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**Current Federal Party Preference**

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

[Decided / Leaning]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1709	158	201	325	469	556	810	899
Conservative	27	19	26	25	30	36	33	22
Liberal	44	42	41	46	45	45	40	48
New Democratic	20	24	23	21	19	13	18	21
Green	3	6	5	3	2	2	3	3
Bloc Quebecois	4	7	5	5	3	3	4	5
Other	1	2	0	1	1	1	1	1

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1709	115	417	615	157	172	233
Conservative	27	22	11	31	37	46	35
Liberal	44	57	46	46	34	42	34
New Democratic	20	15	23	20	22	5	26
Green	3	5	2	3	5	6	4
Bloc Quebecois	4	0	17	0	0	0	0
Other	1	1	1	1	2	0	1

**Household Income**

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1709	152	273	278	192	177	339	253
Conservative	27	15	26	31	31	27	29	29
Liberal	44	56	39	39	41	43	49	41
New Democratic	20	14	24	23	20	21	16	23
Green	3	4	4	3	3	5	3	4
Bloc Quebecois	4	10	7	5	4	3	3	2
Other	1	1	1	0	1	1	1	1

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**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1709</b>	<b>344</b>	<b>473</b>	<b>605</b>	<b>287</b>
Conservative	27	34	29	25	23
Liberal	44	43	43	44	48
New Democratic	20	16	20	21	21
Green	3	3	3	4	4
Bloc Quebecois	4	4	4	5	4
Other	1	1	1	1	1

**Marital Status**

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
<b>Sample</b>	<b>1709</b>	<b>1105</b>	<b>199</b>	<b>196</b>	<b>209</b>
Conservative	27	28	25	34	23
Liberal	44	44	45	43	45
New Democratic	20	20	19	17	22
Green	3	3	4	3	4
Bloc Quebecois	4	4	6	3	6
Other	1	1	1	1	1

**Religion**

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
<b>Sample</b>	<b>1709</b>	<b>454</b>	<b>54</b>	<b>618</b>	<b>134</b>	<b>95</b>	<b>354</b>
Conservative	27	42	74	19	33	11	22
Liberal	44	43	17	51	34	44	42
New Democratic	20	12	4	19	28	36	25
Green	3	2	2	2	4	6	6
Bloc Quebecois	4	0	2	9	0	2	5
Other	1	1	1	1	1	1	1

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**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	other European	Other
Sample	1709	1094	239	212	164
Conservative	27	26	38	29	19
Liberal	44	43	43	44	49
New Democratic	20	20	15	19	24
Green	3	4	3	2	3
Bloc Quebecois	4	6	0	4	2
Other	1	1	1	1	2

**Trudeau Approval / Saw shirt ad / Saw school ad**

%	Total	Approve	Disapprove	Yes	No	Yes	No
Sample	1709	874	455	843	866	652	1057
Conservative	27	9	58	26	28	28	27
Liberal	44	70	8	48	40	50	40
New Democratic	20	16	23	18	21	16	23
Green	3	3	3	3	4	3	4
Bloc Quebecois	4	2	7	3	6	3	5
Other	1	1	1	1	1	0	1

**Past Vote (2011 Federal Election)**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1709	604	413	373	78	95	52
Conservative	27	69	4	4	13	4	21
Liberal	44	22	84	35	33	23	42
New Democratic	20	5	10	54	17	25	10
Green	3	2	1	3	33	2	4
Bloc Quebecois	4	1	1	3	3	43	11
Other	1	0	0	0	1	2	13

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**Approval of Leaders:**

**Conservative**

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

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1779	162	209	346	489	573	842	937
Approve	29	23	30	27	33	37	35	23
Disapprove	64	72	64	67	60	54	61	67
Don't know	7	5	5	6	7	10	4	9

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1779	120	430	644	165	180	240
Approve	29	11	16	33	30	50	36
Disapprove	64	84	78	62	63	43	53
Don't know	7	5	6	6	7	7	11

**Income**

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1779	162	282	290	200	179	350	269
Approve	29	20	25	37	29	34	29	27
Disapprove	64	69	67	57	65	64	68	62
Don't know	7	10	8	6	7	2	3	11

**Current Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	486	668	328	94	68	65
Approve	29	86	13	9	19	1	10
Disapprove	64	8	81	87	77	94	80
Don't know	7	6	7	5	4	6	10

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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	363	502	618	296
Approve	29	35	32	24	28
Disapprove	64	54	62	69	69
Don't know	7	11	6	6	4

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**Marital Status**

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	1779	1149	207	204	219
Approve	29	30	29	40	21
Disapprove	64	65	65	47	70
Don't know	7	5	6	13	9

**Religion**

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1779	480	56	639	139	100	365
Approve	29	39	73	24	38	24	20
Disapprove	64	50	14	70	56	67	77
Don't know	7	11	13	6	6	9	3

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	other European	Other
Sample	1779	1145	246	219	169
Approve	29	28	33	35	25
Disapprove	64	67	61	57	65
Don't know	7	6	6	8	11

**Trudeau Approval / Saw shirt ad / Saw school ad**

%	Total	Approve	Disapprove	Yes	No	Yes	No
Sample	1779	889	473	874	905	671	1108
Approve	29	16	51	30	28	31	28
Disapprove	64	79	46	66	63	66	64
Don't know	7	5	3	4	9	3	8

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**NDP**

*'Do you approve or disapprove of the job Thomas Mulcair is doing as Leader of the Opposition?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1779	162	209	346	489	573	842	937
Approve	36	35	39	34	40	32	37	35
Disapprove	33	24	31	38	34	41	39	27
Don't know	31	41	30	27	26	26	24	38

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1779	120	430	644	165	180	240
Approve	36	36	52	33	30	21	30
Disapprove	33	19	22	37	32	49	35
Don't know	31	45	26	30	38	30	35

**Income**

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1779	162	282	290	200	179	350	269
Approve	36	31	37	36	36	43	40	29
Disapprove	33	26	34	31	32	35	35	33
Don't know	31	43	30	33	32	23	25	38

**Current Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	486	668	328	94	68	65
Approve	36	14	42	61	28	48	8
Disapprove	33	58	27	14	35	27	44
Don't know	31	29	31	25	37	25	48

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

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**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1779	363	502	618	296
Approve	36	30	29	40	44
Disapprove	33	31	35	32	33
Don't know	31	39	36	28	23

**TORONTO**

May 23<sup>rd</sup>, 2013

**Marital Status**

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	1779	1149	207	204	219
Approve	36	38	28	30	37
Disapprove	33	34	39	41	21
Don't know	31	28	33	29	42

**Religion**

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1779	480	56	639	139	100	365
Approve	36	28	17	43	30	32	40
Disapprove	33	44	30	27	41	20	32
Don't know	31	28	53	31	30	48	28

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	other European	Other
Sample	1779	1145	246	219	169
Approve	36	34	37	36	45
Disapprove	33	34	37	32	22
Don't know	31	32	26	31	33

**Trudeau Approval / Saw shirt ad / Saw school ad**

%	Total	Approve	Disapprove	Yes	No	Yes	No
Sample	1779	889	473	874	905	671	1108
Approve	36	48	27	42	31	40	34
Disapprove	33	27	58	35	31	38	30
Don't know	31	25	16	24	38	21	37

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

180 Bloor Street W., #1400  
TORONTO, ONTARIO M5S 2V6

T 416.960.9600  
May 23<sup>rd</sup>, 2013

F 416.960.9602

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**May 23<sup>rd</sup>, 2013**

**Liberal**

*'Do you approve or disapprove of the job Justin Trudeau is doing as leader of the Liberal Party?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1779	162	209	346	489	573	842	937
Approve	49	48	48	51	50	51	49	49
Disapprove	26	25	26	26	29	27	30	23
Don't know	24	27	26	23	21	23	21	28

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1779	120	430	644	165	180	240
Approve	49	62	46	55	45	45	38
Disapprove	26	17	27	26	22	27	31
Don't know	24	21	26	19	33	28	31

**Income**

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1779	162	282	290	200	179	350	269
Approve	49	49	51	45	49	59	53	39
Disapprove	26	24	25	31	28	30	27	20
Don't know	24	27	24	25	23	11	20	41

**Current Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1779	486	668	328	94	68	65
Approve	49	18	82	43	47	26	28
Disapprove	26	54	5	29	24	38	37
Don't know	24	28	13	28	29	36	35

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 lbozinoff@forumresearch.com  
 416.960.9603

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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	363	502	618	296
Approve	49	41	42	55	57
Disapprove	26	31	29	23	22
Don't know	24	27	28	22	21

**Marital Status**

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	1779	1149	207	204	219
Approve	49	52	45	42	44
Disapprove	26	26	32	25	26
Don't know	24	22	23	33	31

**Religion**

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1779	480	56	639	139	100	365
Approve	49	46	22	54	39	57	49
Disapprove	26	31	24	22	39	14	28
Don't know	24	23	54	24	22	29	23

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	other European	Other
Sample	1779	1145	246	219	169
Approve	49	49	50	40	57
Disapprove	26	26	26	36	16
Don't know	24	24	24	24	27

**Saw shirt ad / Saw school ad**

%	Total	Approve	Disapprove	Yes	No	Yes	No
Sample	1779	889	473	874	905	671	1108
Approve	49	100	0	56	43	61	43
Disapprove	26	0	100	26	26	24	28
Don't know	24	0	0	18	30	15	30

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 F 416.960.9602  
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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

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F 416.960.9602

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