

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
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TORONTO

August 24th, 2013

HIGHLIGHTS:

- Close to 4-in-10 will vote Liberal if an election were held today (38%), compared to about 3-in-10 who would vote Conservative (29%) or less than a quarter who would vote NDP (22%). These results would lead to a seat projection of 127 for the Liberals in a 308 seat house (up from a projection of 120 seats last month), compared to 107 for the Conservatives (well down from 129 last month).
- Liberal leader Justin Trudeau has the approval of half of Canadians (49%), and this is up since last month (44%). His net favourable score (approve minus disapprove) is a very positive +16. Stephen Harper has the approval of 3-in-10 (30%, steady since last month at 31%), but his net is a dismal -32 and growing. Tom Mulcair enjoys the approval of close to 4-in-10 (37%, well up from 33% last month), and his net is a neutral +4.

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FOR IMMEDIATE RELEASE

Liberals increase lead over Conservatives

Election now results in solid minority

TORONTO, AUGUST 24, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 1189 Canadians 18 years of age and over, close to 4-in-10 will vote Liberal if an election were held today (38%), compared to about 3-in-10 who would vote Conservative (29%) or less than a quarter who would vote NDP (22%). Just over five percent would vote for the Bloc Quebecois (6%), while fewer would vote Green (4%) and very few will vote for other parties (1%). These results represent a very slight increase in the Liberal vote (from 35%) and a very slight drop in the Conservative vote (from 31%) since we polled last month, both of which have contributed to doubling the Liberal lead.

Liberal minority is likely outcome

These results would lead to a seat projection of 127 for the Liberals in a 308 seat house (up from a projection of 120 seats last month), compared to 107 for the Conservatives (well down from 129 last month). The New Democrats would take 63 seats (up from 44) while the Bloc would take 10 (14 last month) and the Greens would keep leader Elizabeth May's seat.

Trudeau's, Mulcair's favourables up, Harper holds steady

Liberal leader Justin Trudeau has the approval of half of Canadians (49%), and this is up since last month (44%). His net favourable score (approve minus disapprove) is a very positive +16. Stephen Harper has the approval of 3-in-10 (30%, steady since last month at 31%), but his net is a dismal -32 and growing. Tom Mulcair enjoys the approval of close to 4-in-10 (37%, well up from 33% last month), and his net is a neutral +4. Justin Trudeau's approval is highest among the mid-aged (55 to 64 - 57%), the wealthiest (\$100K to \$250K - 54%), in Atlantic Canada 57%), the best educated (post grad - 55%), Catholics (54%), non-Christians (56%), Europeans from outside the British Isles (57%) and those who favour decriminalization (55%) or legalization of marijuana (58%).

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HIGHLIGHTS:

- One third of Canadians think Justin Trudeau would make the best Prime Minister out of the four federal leaders (32%), compared to just one quarter for the current Prime Minister (24%) and as few as one eighth for the leader of the opposition (16%).
- "After a brief dip last month, the Liberals have rebounded, and they now have a substantial lead over the government in the poll. It may be that Liberal policies around marijuana have had something to do with this, but it's clear Justin Trudeau's admission of pot use did him no harm," said Forum Research President, Dr. Lorne Bozinoff.

Trudeau clearly seen to make best Prime Minister

One third of Canadians think Justin Trudeau would make the best Prime Minister out of the four federal leaders (32%), compared to just one quarter for the current Prime Minister (24%) and as few as one eighth for the leader of the opposition (16%). One tenth prefer Elizabeth May (9%) and a similar proportion say none of these four would do well in the job (13%). Justin Trudeau gets the most votes among older Canadians (45 to 54 - 36%, 55 to 64 - 37%), those in mid-income groups (\$40K to \$60K - 38%), in Atlantic Canada (44%) and Quebec (36%). Of note, one fifth of New Democrat supporters also think Mr. Trudeau would make the best Prime Minister (20%), as do about one twentieth of Conservatives (6%). Other groups with a high opinion of Mr. Trudeau include those whose religion is not Christianity (48%).

"After a brief dip last month, the Liberals have rebounded, and they now have a substantial lead over the government in the poll. It may be that Liberal policies around marijuana have had something to do with this, but it's clear Justin Trudeau's admission of pot use did him no harm," 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,189 randomly selected Canadians 18 years of age and older. The poll was conducted on August 23rd, 2013.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

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

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Federal Party Preference Trending

[Decided/Leaning]

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%	Sample	Cons	Lib	NDP	Green	Bloc	Other
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
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
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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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	1145	102	130	212	311	390	546	599
Conservative	29	33	24	29	24	36	32	27
Liberal	38	27	35	42	48	34	36	38
New Democratic	22	25	27	19	20	22	22	23
Green	4	8	3	4	4	2	3	5
Bloc Quebecois	6	5	10	5	4	5	5	6
Other	1	2	1	1	1	1	1	1

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1145	127	227	372	111	127	181
Conservative	29	28	14	34	42	55	22
Liberal	38	46	38	43	35	18	31
New Democratic	22	23	24	17	21	20	37
Green	4	2	3	4	1	6	10
Bloc Quebecois	6	0	21	0	0	0	0
Other	1	0	0	1	1	1	1

Household Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1145	105	200	187	152	109	181	28
Conservative	29	20	27	25	32	33	30	40
Liberal	38	36	36	35	41	40	45	26
New Democratic	22	30	23	28	21	17	18	25
Green	4	9	6	3	3	5	2	6
Bloc Quebecois	6	2	7	8	3	5	4	2
Other	1	3	1	1	0	0	0	1

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Past Vote (2011 Federal Election)

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1145	399	259	265	72	57	35
Conservative	29	71	6	7	4	6	26
Liberal	38	18	81	28	35	18	38
New Democratic	22	9	11	58	9	19	6
Green	4	1	0	3	46	1	10
Bloc Quebecois	6	1	1	4	4	55	12
Other	1	1	0	0	2	2	8

Highest Level of Education

%	Total	EDU - Secondary school or less	EDU - Some college or university	EDU - Completed college or university	EDU - Post graduate studies
Sample	1145	213	351	393	188
Conservative	29	32	32	29	22
Liberal	38	35	35	39	41
New Democratic	22	20	22	22	27
Green	4	2	6	4	4
Bloc Quebecois	6	9	4	5	6
Other	1	1	1	1	0

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1145	846	325	45	387	89	74	225
Conservative	29	33	44	54	23	30	20	21
Liberal	38	37	30	32	42	37	51	35
New Democratic	22	20	22	14	20	24	18	31
Green	4	3	3	0	3	6	7	8
Bloc Quebecois	6	7	0	0	13	2	2	3
Other	1	1	1	0	1	1	2	1

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Ethnicity

%	Total	ETHNIC - Canadian	ETHNIC - British, Scots, Irish or Welsh	ETHNIC - Other European	ETHNIC - NET: Other
Sample	1145	184	598	145	218
Conservative	29	38	28	30	26
Liberal	38	36	38	42	34
New Democratic	22	15	22	20	30
Green	4	5	4	5	4
Bloc Quebecois	6	5	7	2	5
Other	1	1	1	0	1

Marijuana

%	Total	NET: It should be legalized and taxed/It should be decriminalized for small amounts	It should be legalized and taxed	It should be decriminalized for small amounts	The law should be left as it is	Penalties should be increased
Sample	1189	813	410	403	183	147
Conservative	27	23	25	22	38	33
Liberal	34	38	40	35	30	23
New Democratic	20	21	21	20	14	26
Green	4	4	4	5	4	2
Bloc Quebecois	5	4	3	6	8	3
Other Parties	1	1	1	0	1	1
Undecided	10	9	6	12	6	12

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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	1189	104	138	222	325	400	562	627
Approve	30	31	26	32	28	35	33	28
Disapprove	62	62	67	61	65	57	62	63
Don't know	7	8	7	7	7	8	5	9

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1189	132	237	388	116	132	184
Approve	30	18	22	36	37	49	19
Disapprove	62	77	71	57	54	43	73
Don't know	7	5	8	6	9	9	8

Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1189	111	208	194	155	111	187	30
Approve	30	17	27	33	32	31	32	44
Disapprove	62	67	64	61	66	60	63	53
Don't know	7	16	8	7	3	9	5	3

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Current Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1189	338	396	249	71	48	43
Approve	30	85	11	13	6	12	9
Disapprove	62	10	81	81	87	88	80
Don't know	7	5	8	6	8	1	10

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1189	223	359	409	198
Approve	30	29	36	29	25
Disapprove	62	58	56	66	69
Don't know	7	13	8	5	6

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1189	873	333	47	400	93	79	237
Approve	30	36	42	47	31	34	13	22
Disapprove	62	56	52	44	61	55	75	74
Don't know	7	8	6	9	8	11	12	4

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	1189	197	616	150	226
Approve	30	32	31	28	30
Disapprove	62	60	64	64	60
Don't know	7	9	5	9	9

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Marijuana

%	Total	NET: It should be legalized and taxed/It should be decriminalized for small amounts	It should be legalized and taxed	It should be decriminalized for small amounts	The law should be left as it is	Penalties should be increased
Sample	1189	813	410	403	183	147
Approve	30	26	24	28	43	39
Disapprove	62	68	71	65	49	48
Don't know	7	6	5	7	7	13

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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	1189	104	138	222	325	400	562	627
Approve	30	31	26	32	28	35	33	28
Disapprove	62	62	67	61	65	57	62	63
Don't know	7	8	7	7	7	8	5	9

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1189	132	237	388	116	132	184
Approve	37	46	53	33	29	18	31
Disapprove	33	25	23	37	35	50	30
Don't know	30	29	23	30	36	32	38

Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1189	111	208	194	155	111	187	30
Approve	37	33	33	38	38	46	41	15
Disapprove	33	25	32	26	34	26	39	58
Don't know	30	42	35	36	28	29	21	27

Current Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1189	338	396	249	71	48	43
Approve	37	16	40	58	37	68	22
Disapprove	33	57	30	16	21	13	43
Don't know	30	28	29	26	42	19	35

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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	1189	223	359	409	198
Approve	37	29	32	39	49
Disapprove	33	36	35	30	34
Don't know	30	35	33	31	18

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1189	873	333	47	400	93	79	237
Approve	37	36	31	22	44	30	38	39
Disapprove	33	34	45	45	28	26	33	29
Don't know	30	29	25	33	28	43	29	32

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	1189	197	616	150	226
Approve	37	28	42	37	34
Disapprove	33	32	33	26	37
Don't know	30	40	26	36	28

Marijuana

%	Total	NET: It should be legalized and taxed/It should be decriminalized for small amounts	It should be legalized and taxed	It should be decriminalized for small amounts	The law should be left as it is	Penalties should be increased
Sample	1189	813	410	403	183	147
Approve	37	38	35	41	36	36
Disapprove	33	32	38	26	34	37
Don't know	30	30	27	33	30	27

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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	1189	104	138	222	325	400	562	627
Approve	49	46	47	54	57	43	48	50
Disapprove	33	31	37	33	28	38	38	29
Don't know	18	24	16	13	15	19	14	21

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1189	132	237	388	116	132	184
Approve	49	57	48	49	41	40	55
Disapprove	33	30	33	36	34	37	24
Don't know	18	13	19	14	25	23	21

Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	1189	111	208	194	155	111	187	30
Approve	49	43	48	50	53	51	54	40
Disapprove	33	33	28	29	35	41	31	49
Don't know	18	23	25	21	12	8	15	11

Current Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1189	338	396	249	71	48	43
Approve	49	17	88	46	43	36	28
Disapprove	33	64	4	30	32	50	46
Don't know	18	19	8	24	25	14	25

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TORONTO

August 24th, 2013

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1189	223	359	409	198
Approve	49	42	48	49	55
Disapprove	33	38	32	33	33
Don't know	18	20	20	18	12

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	1189	873	333	47	400	93	79	237
Approve	49	47	44	32	54	39	56	50
Disapprove	33	35	43	41	31	28	27	30
Don't know	18	17	13	28	15	33	17	20

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	1189	197	616	150	226
Approve	49	49	51	57	42
Disapprove	33	34	34	25	36
Don't know	18	17	15	18	23

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TORONTO

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Marijuana

%	Total	NET: It should be legalized and taxed/It should be decriminalized for small amounts	It should be legalized and taxed	It should be decriminalized for small amounts	The law should be left as it is	Penalties should be increased
Sample	1189	813	410	403	183	147
Approve	49	55	58	51	39	28
Disapprove	33	27	23	32	46	53
Don't know	18	18	19	17	15	19

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August 24th, 2013

Best Prime Minister

'Which of the four federal party leaders would make the best Prime Minister?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1189	104	138	222	325	400	562	627
Justin Trudeau	32	33	30	36	37	27	28	36
Stephen Harper	24	22	16	26	27	33	27	21
Tom Mulcair	16	15	19	13	13	20	17	15
Elizabeth May	9	14	7	9	7	6	9	9
None of these	13	13	20	12	9	10	14	12
Don't know	5	4	7	3	6	5	4	6

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	1189	132	237	388	116	132	184
Justin Trudeau	32	44	36	32	33	20	30
Stephen Harper	24	17	13	29	28	48	15
Tom Mulcair	16	19	30	10	12	8	14
Elizabeth May	9	6	3	12	3	6	21
None of these	13	11	13	13	17	10	14
Don't know	5	3	5	4	8	7	5

Income

%	Total	<S20K	S20-40K	S40-60K	S60-80K	S80-100K	S100-250K	S250K+
Sample	1189	111	208	194	155	111	187	30
Justin Trudeau	32	31	27	38	35	32	35	21
Stephen Harper	24	10	22	19	26	29	23	37
Tom Mulcair	16	12	17	25	13	13	20	6
Elizabeth May	9	20	9	3	14	15	6	12
None of these	13	15	15	14	11	8	11	24
Don't know	5	12	10	1	2	2	4	1

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Current Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1189	338	396	249	71	48	43
Justin Trudeau	32	6	71	20	24	32	15
Stephen Harper	24	82	4	3	4	4	3
Tom Mulcair	16	2	9	46	5	31	5
Elizabeth May	9	3	7	12	40	1	21
None of these	13	5	7	11	22	31	48
Don't know	5	2	3	7	5	1	7

TORONTO

August 24th, 2013

Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1189	223	359	409	198
Justin Trudeau	32	37	29	33	32
Stephen Harper	24	24	28	24	19
Tom Mulcair	16	10	19	14	20
Elizabeth May	9	6	9	10	13
None of these	13	17	12	13	12
Don't know	5	7	4	6	4

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Religion

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Sample	1189	873	333	47	400	93	79	237
Justin Trudeau	32	31	32	12	33	32	48	30
Stephen Harper	24	29	39	50	21	21	15	16
Tom Mulcair	16	16	9	12	21	11	14	18
Elizabeth May	9	8	8	11	8	10	14	11
None of these	13	12	11	6	13	11	5	20
Don't know	5	5	1	10	4	15	3	7

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Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	1189	197	616	150	226
Justin Trudeau	32	31	34	34	29
Stephen Harper	24	29	24	21	23
Tom Mulcair	16	9	17	18	17
Elizabeth May	9	9	7	14	12
None of these	13	13	14	11	12
Don't know	5	9	4	2	6

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Justin Trudeau	32	36	39	34	26	18
Stephen Harper	24	21	21	21	36	30
Tom Mulcair	16	17	14	21	14	16
Elizabeth May	9	11	11	10	5	9
None of these	13	12	11	13	15	18
Don't know	5	4	5	3	4	8

For more information:

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