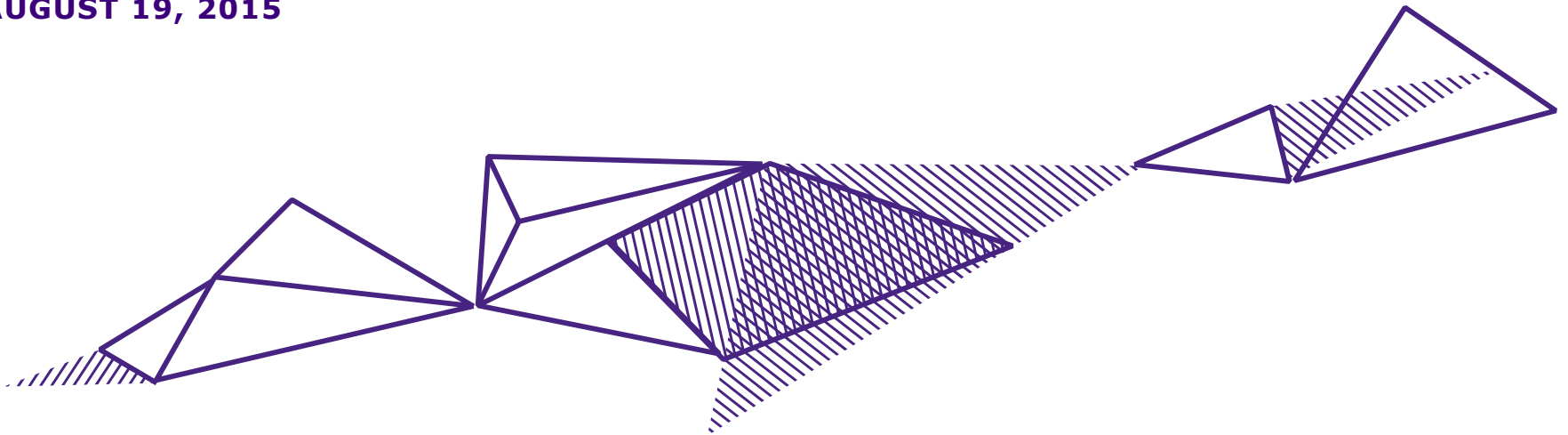


ENVIRONICS
RESEARCH

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13 Swing Riding Polls – Wave One

LEADNOW
AUGUST 19, 2015



METHODOLOGY

Environics was commissioned by LeadNow to conduct telephone surveys of approximately 500 eligible voters in each of 13 federal ridings across Canada between August 15 and 18, 2015. The research was conducted using Interactive Voice Response (IVR) technology and the findings were weighted by age and gender to reflect the demographic makeup of the electorate.

A total of 7,573 eligible voters were surveyed. Survey of this magnitude will yield aggregate results which can be considered accurate to within plus or minus 1.1 percentage points, 19 times out of 20. The sample size and margin of error for each individual riding are described on the following page.

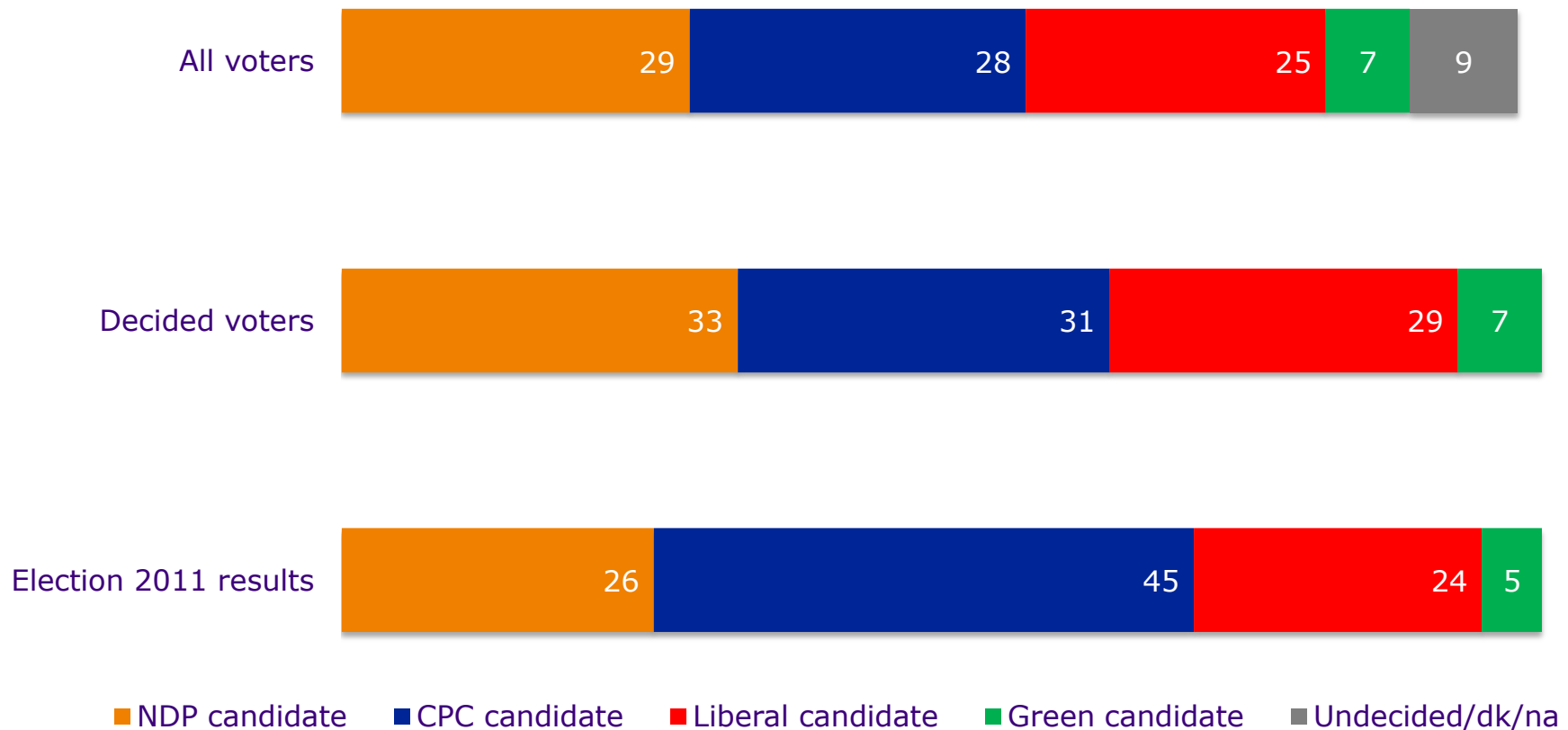
The survey explored vote intention in the upcoming federal election. In each riding the names of nominated local candidates were read. Questions were also posed on whether respondents felt they were voting to re-elect or defeat the Conservative government and those supporting opposition party candidates were asked about their willingness to switch their vote to the candidate with the best chance of defeating the Conservatives.

Methodology

Riding	Field dates	Sample size	Margin of error
Fredericton	Aug 15-16	799	3.5
Eglinton-Lawrence	Aug 15-16	588	4.0
Etobicoke-Lakeshore	Aug 15-16	544	4.2
Kitchener Centre	Aug 15-16	625	3.9
London North Centre	Aug 15-16	700	3.7
Willowdale	Aug 15-17	508	4.3
Elmwood-Transcona	Aug 15-16	517	4.3
Saskatoon-University	Aug 15-16	691	3.7
Calgary Centre	Aug 16-18	517	4.3
Edmonton Griesbach	Aug 15-16	509	4.3
Port Moody-Coquitlam	Aug 16-18	511	4.3
Vancouver Granville	Aug 16-18	482	4.5
West Vancouver-Sunshine Coast-Sea to Sky Country	Aug 15-16	582	4.1
TOTAL	Aug 15-18	7,573	1.1

Across these 13 ridings CPC support has dropped 14 points since Election 2011

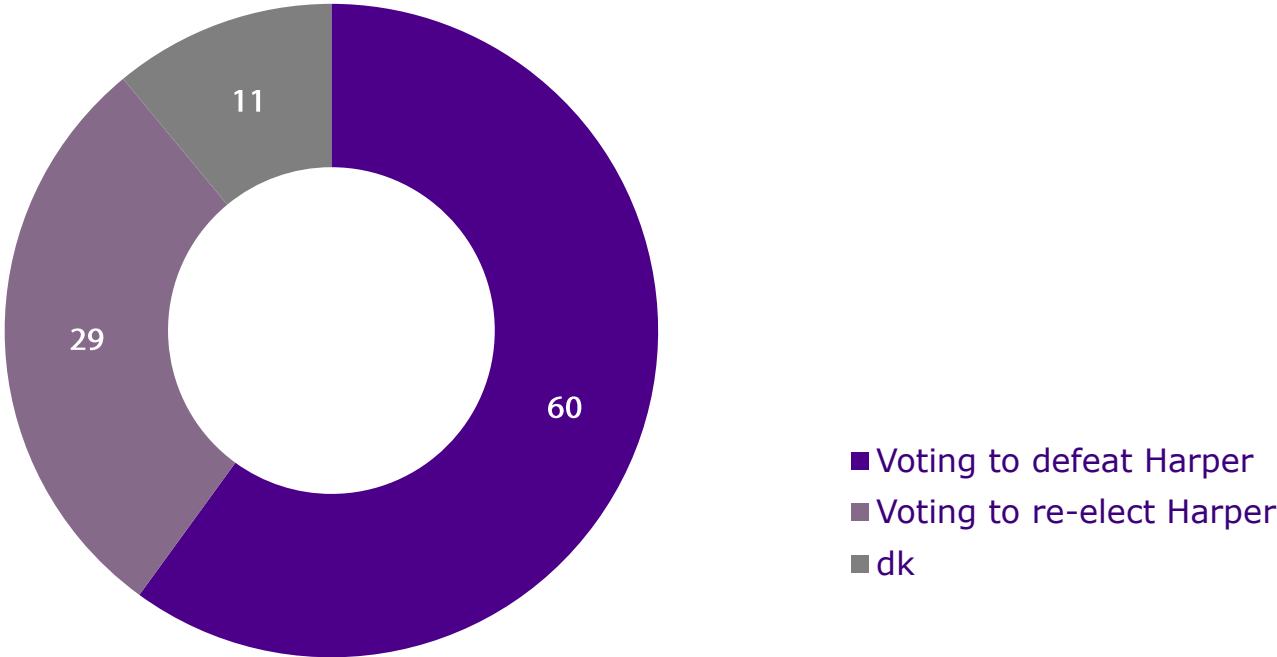
August 2015 Vote intention – 13 Swing ridings combined



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

Six in ten are voting to defeat the Harper Conservatives and elect a different government

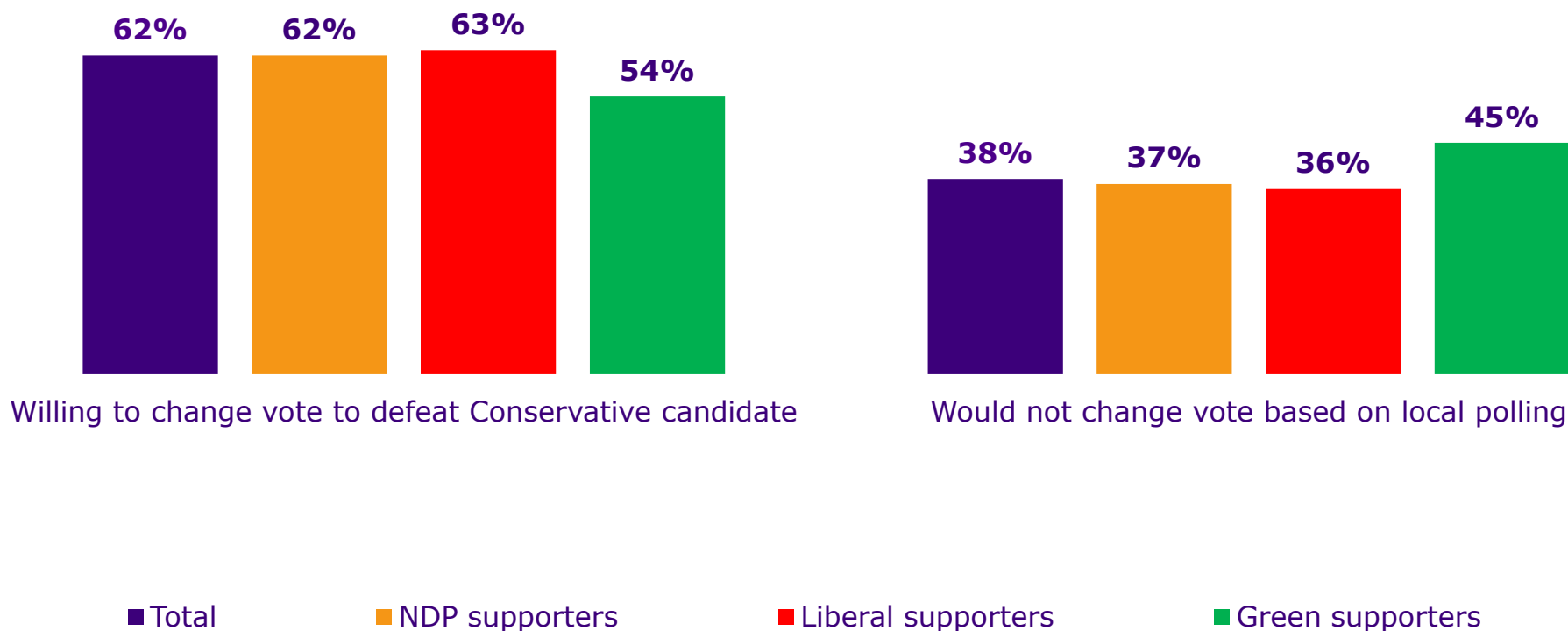
Voting to re-elect or defeat Harper Conservatives



Q. In this election, would you say you are voting to re-elect Stephen Harper and the Conservatives, or are you voting to defeat the Harper Conservatives and elect a different government?

Six in ten opposition voters are willing to vote for candidate with best chance of beating Conservatives according to local polling

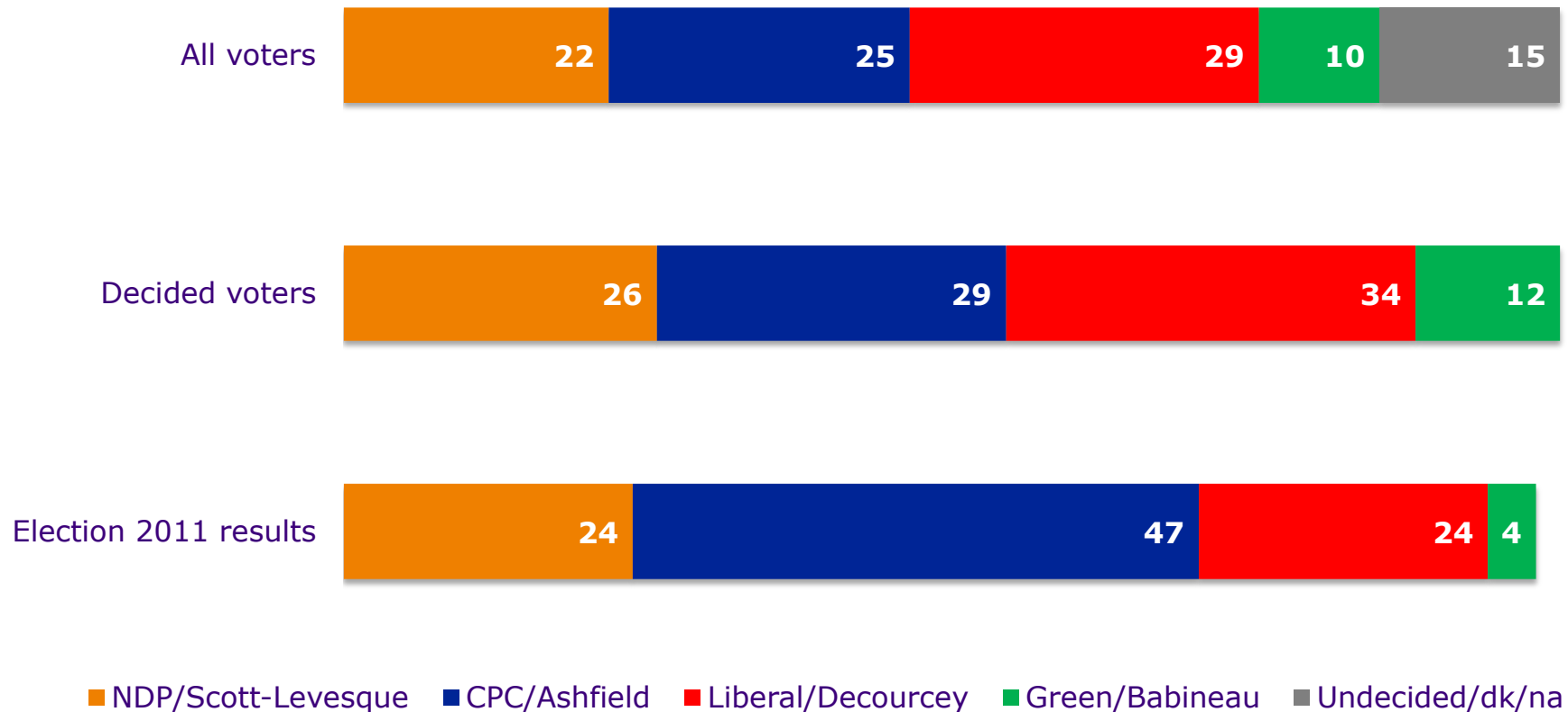
Willing to change vote vs. sticking with first choice



Q. If local polling showed that another candidate had the best chance of defeating the Conservative candidate in your riding, would you be willing to change your vote in order to defeat the Conservative, or would you stick with your current vote regardless?

Liberals lead by 5 in Fredericton; CPC support is down 18% from 2011

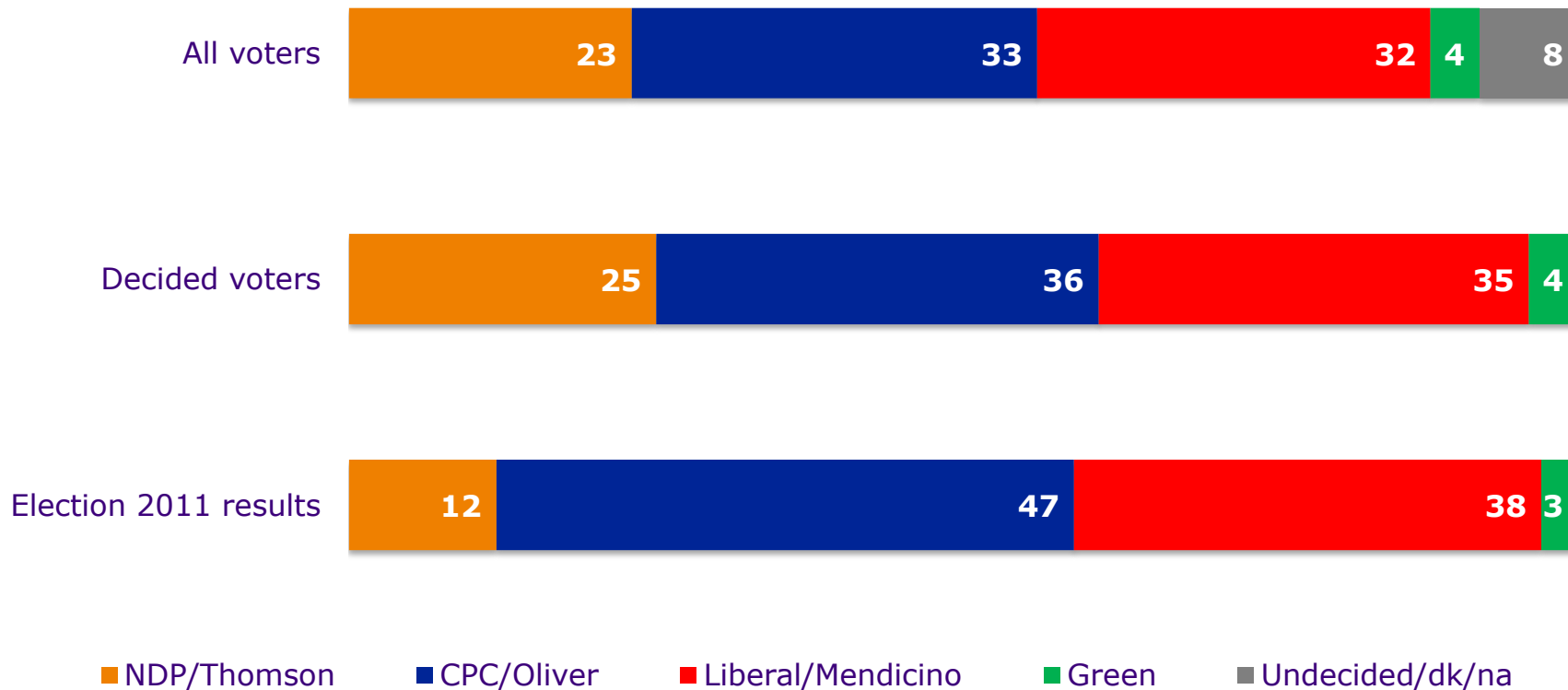
August 2015 Fredericton vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

CPC/Liberals tied in Eglinton-Lawrence; NDP support has doubled since 2011

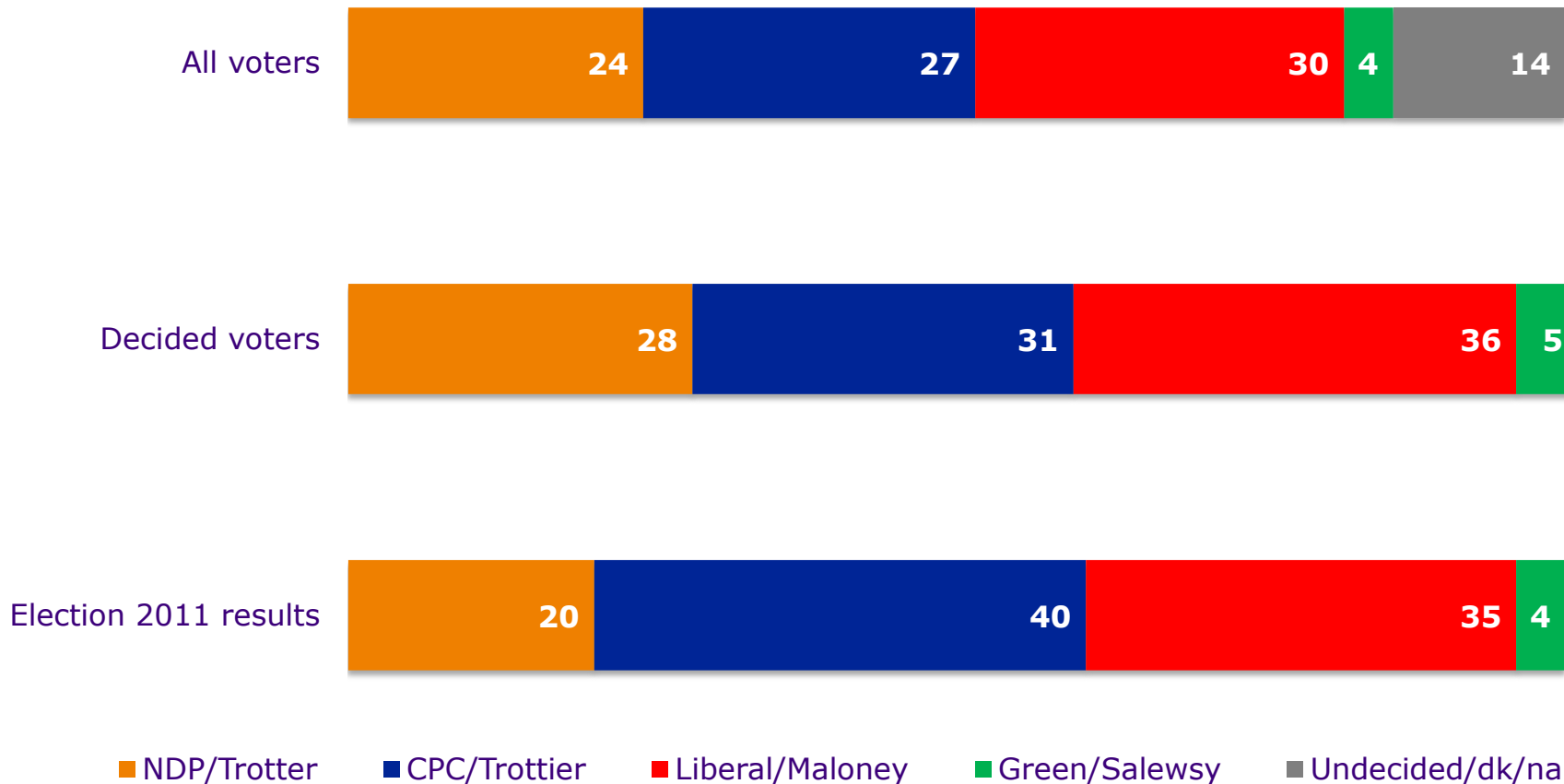
August 2015 Eglinton-Lawrence vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

Liberals lead CPC by 5 in Etobicoke-Lakeshore; NDP is close behind

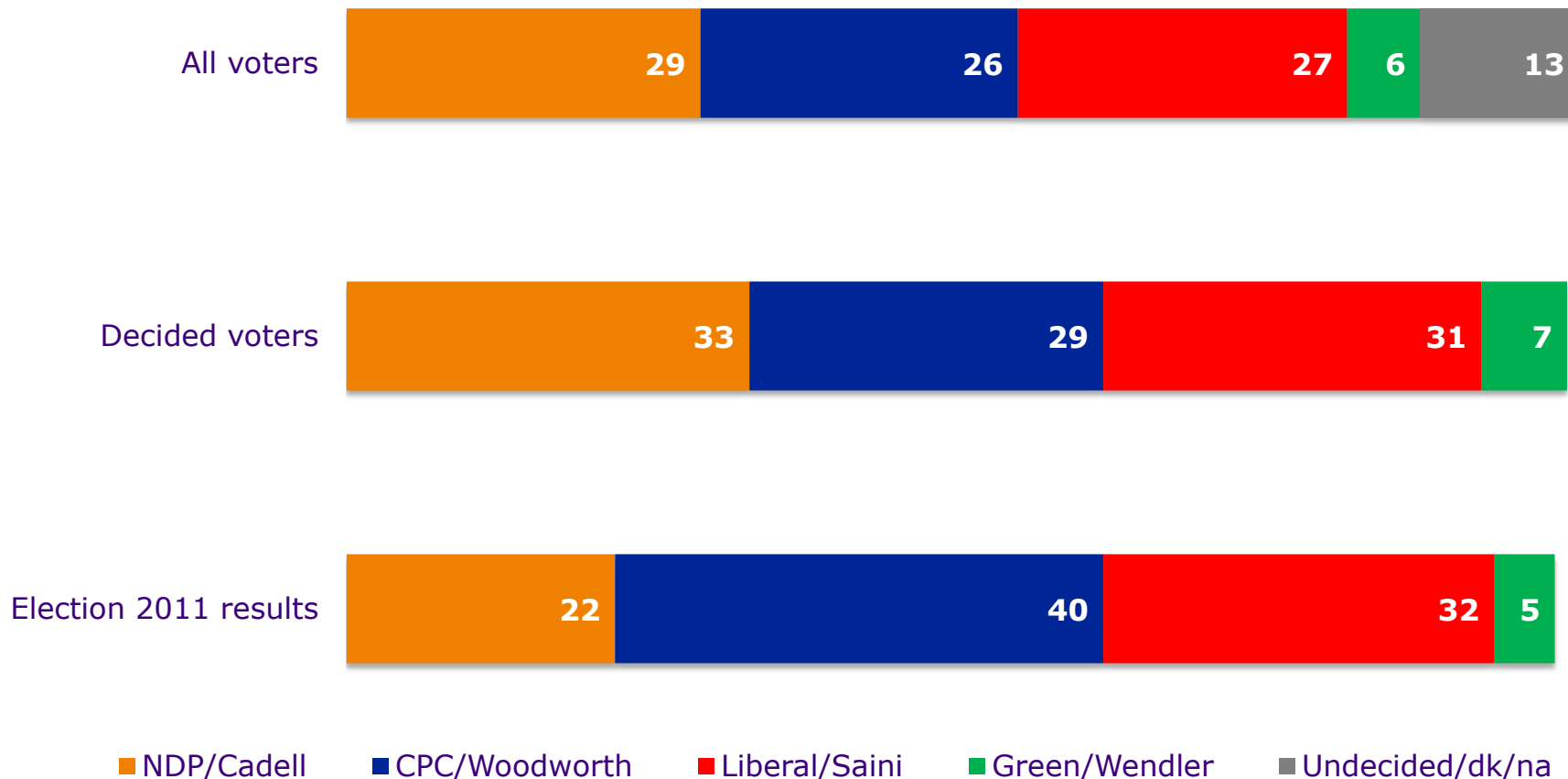
August 2015 Etobicoke Lakeshore vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

Kitchener Centre is a 3-way tossup; 11 point CPC to NDP swing since 2011

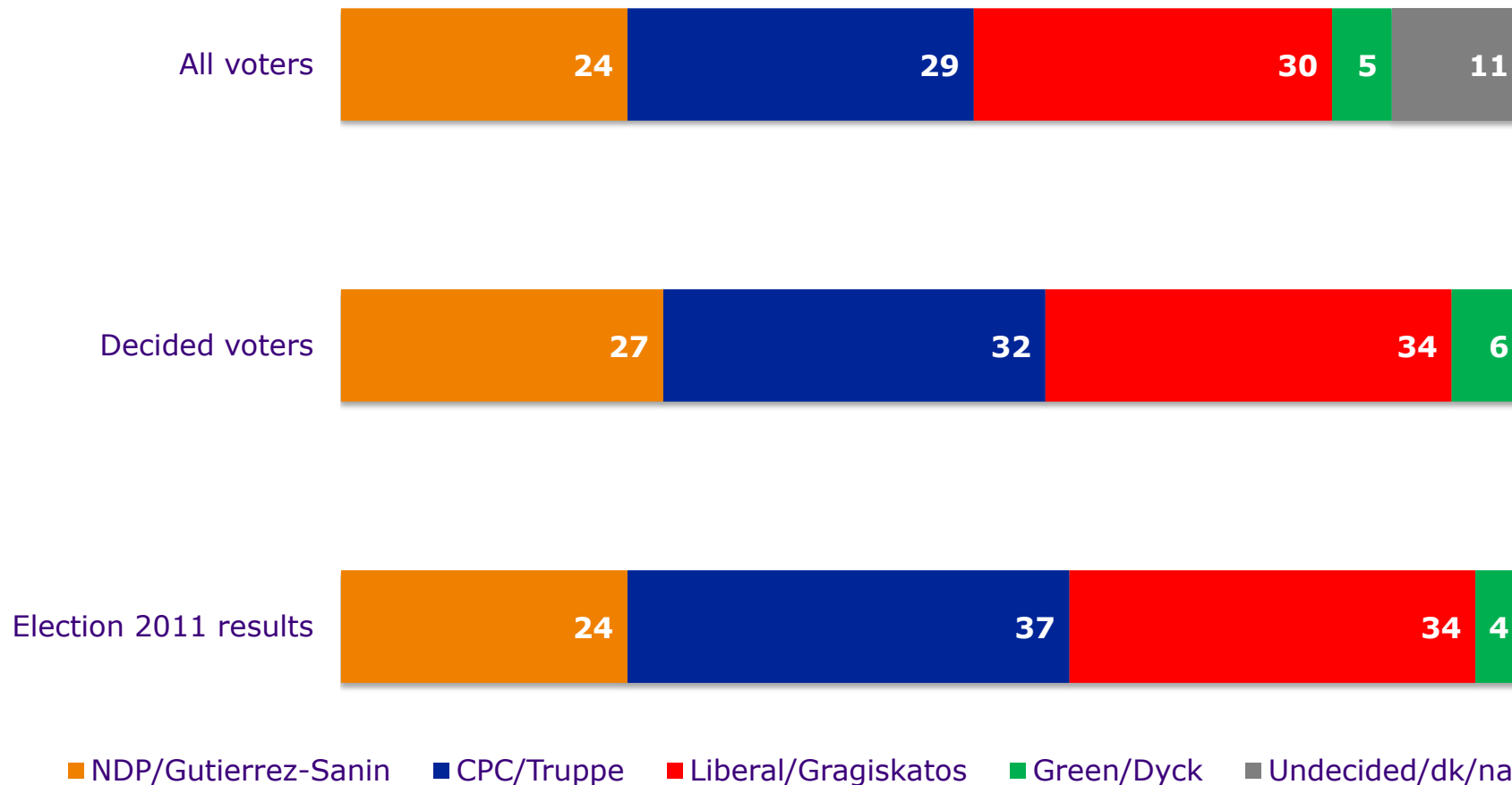
August 2015 Kitchener Centre vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
 Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

London North Centre is a Liberal/CPC tossup; NDP is a strong third

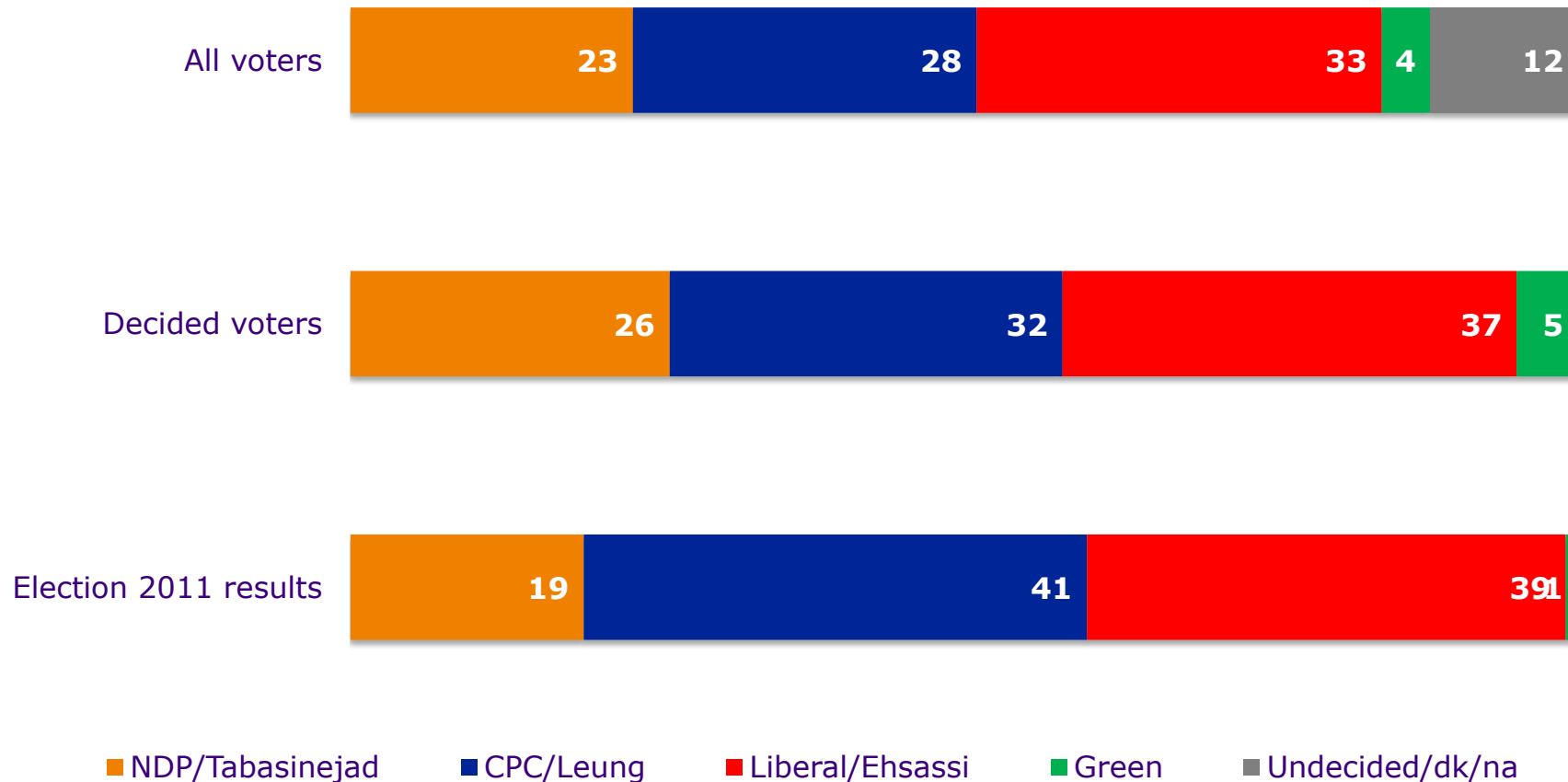
August 2015 London North Centre vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

Liberals lead CPC by 5 in Willowdale; NDP is up 7 points from 2011

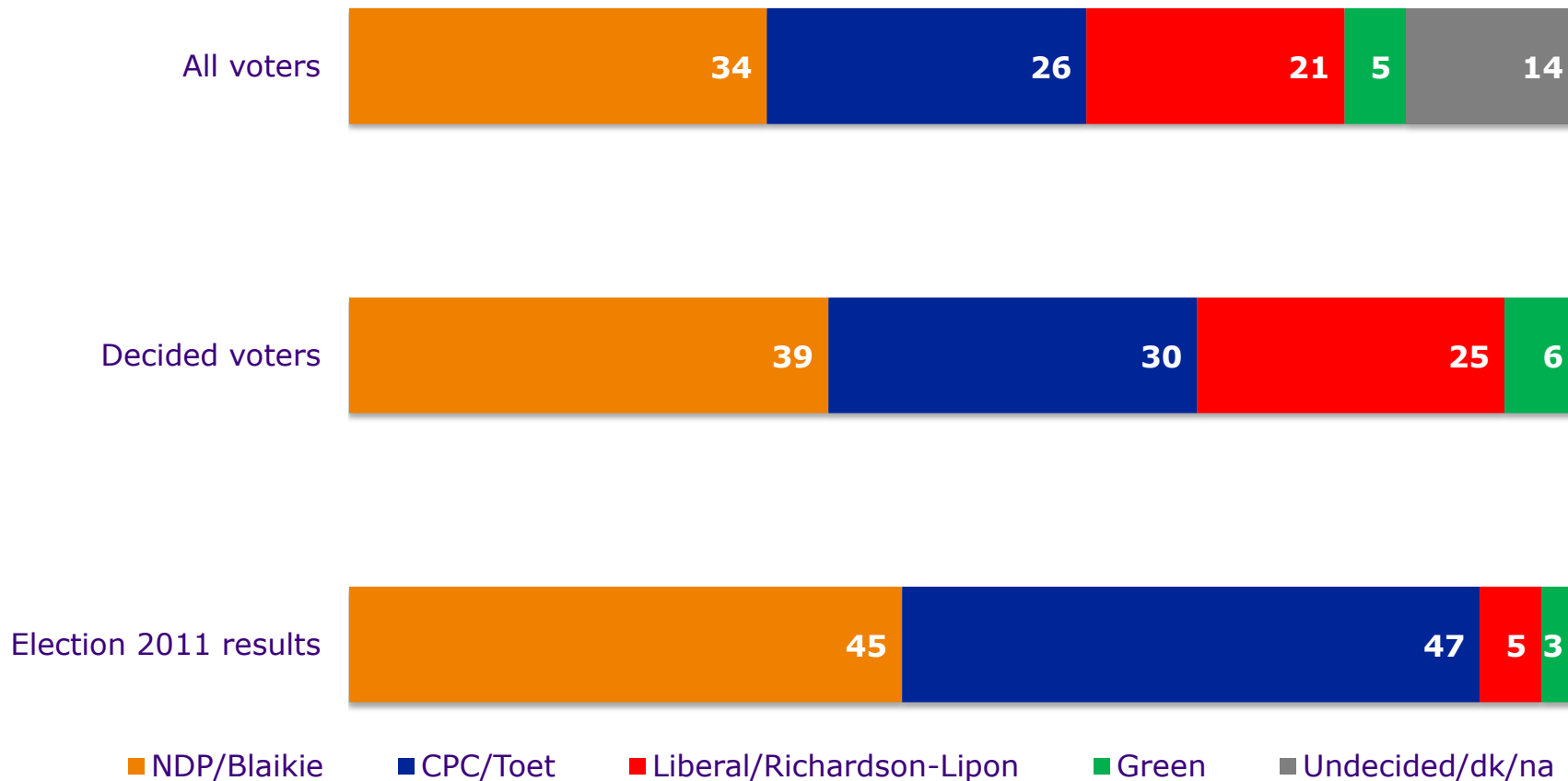
August 2015 Willowdale vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

NDP leads CPC by 9 in Elmwood-Transcona; Liberals up 20 from 2011

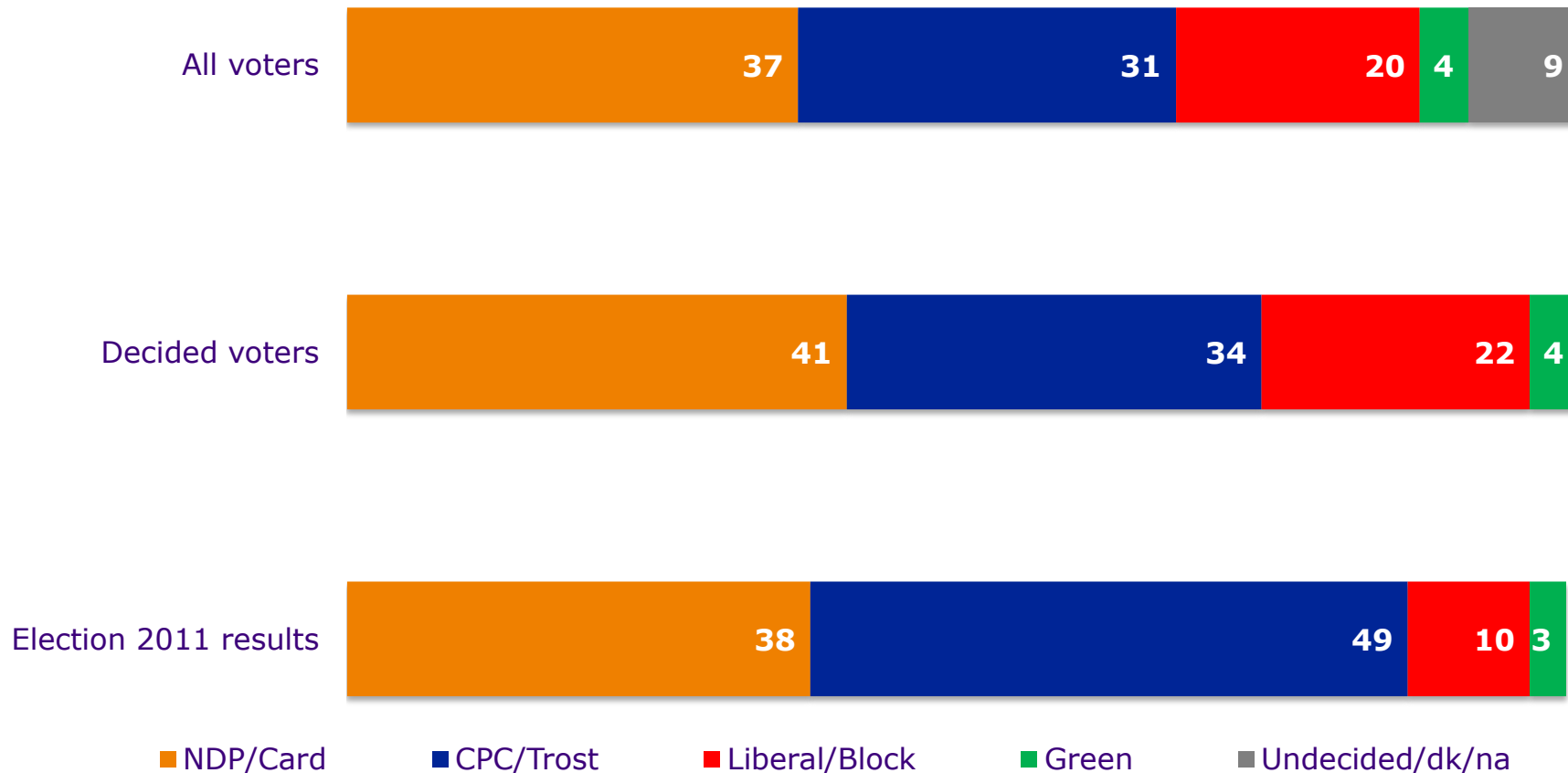
August 2015 Elmwood-Transcona vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
 Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

NDP leads CPC by 7 in Saskatoon University Liberals are up 12 from 2011

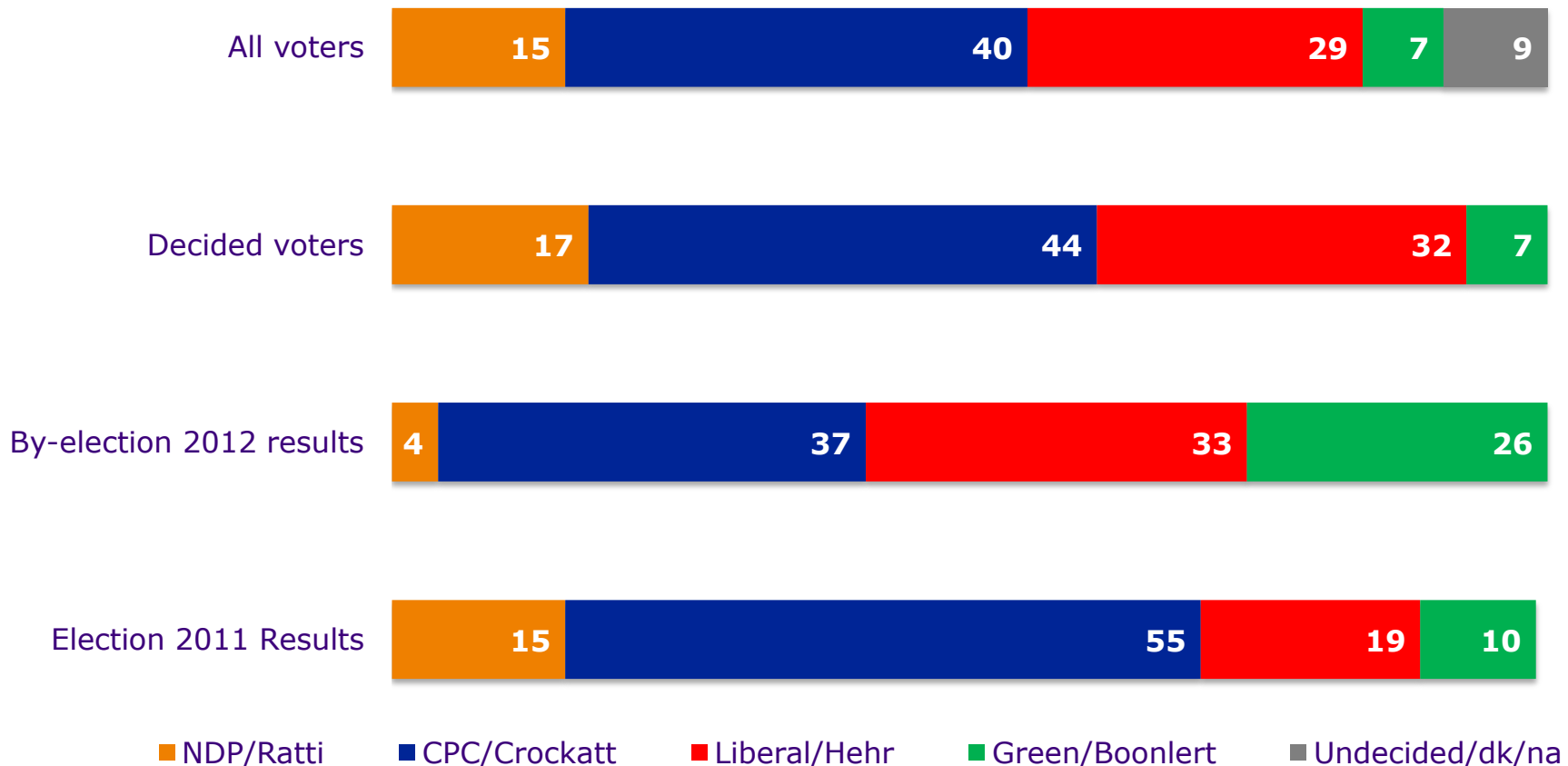
August 2015 Saskatoon-University vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
 Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

CPC leads Liberals by 12 points in Calgary Centre

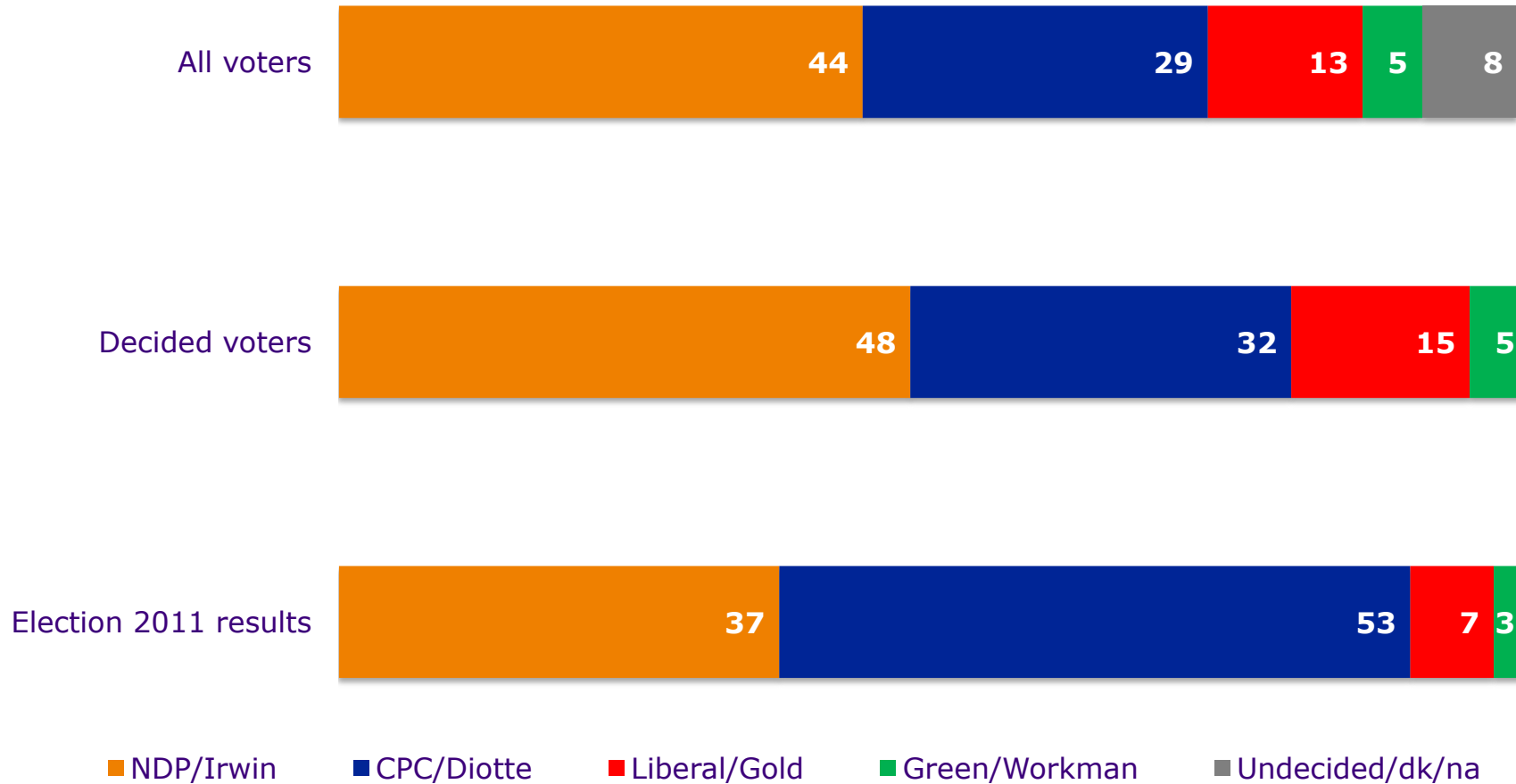
August 2015 Calgary Centre vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
 Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

NDP leads CPC by 16 in Edmonton Griesbach

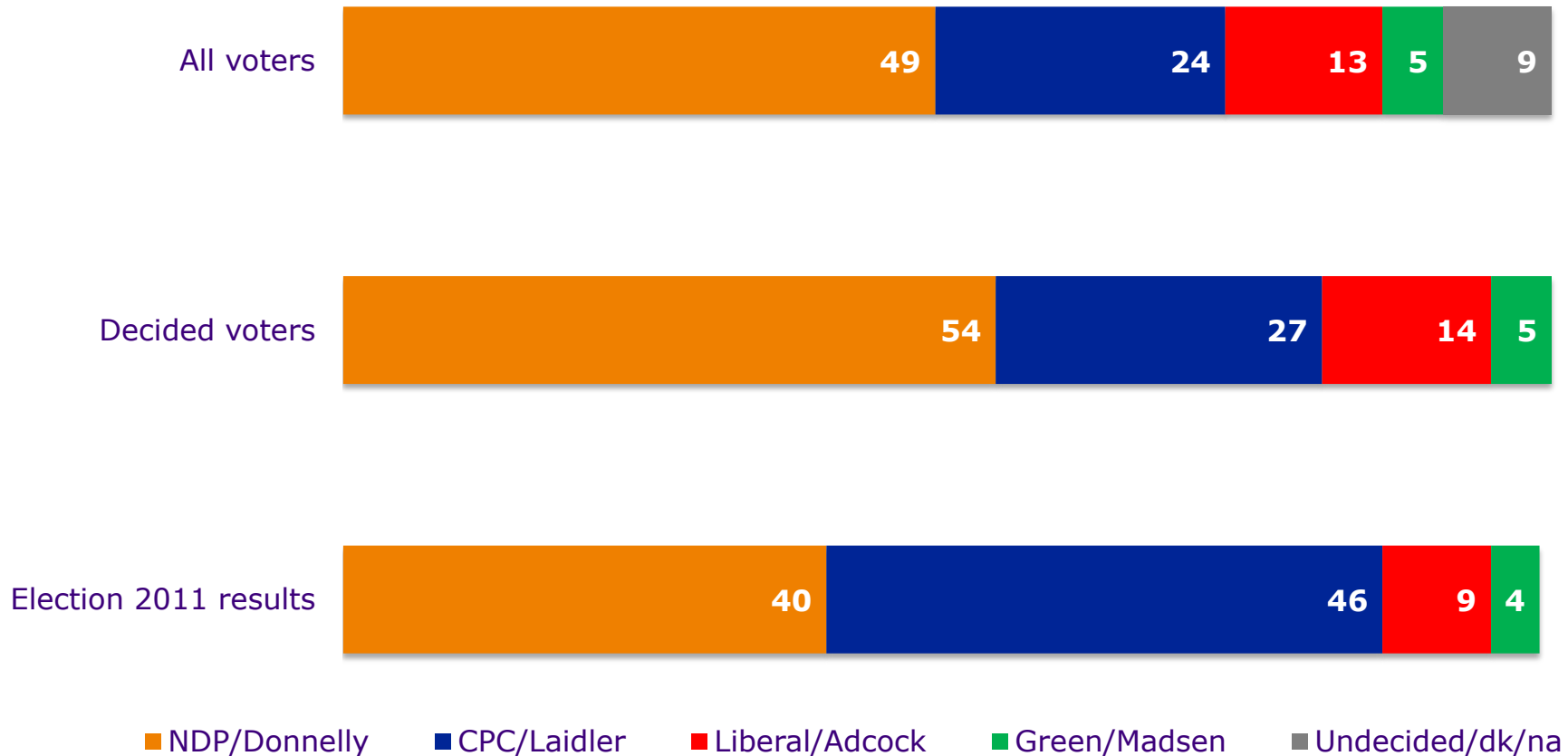
August 2015 Edmonton Griesbach vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

NDP leads by a 2 to 1 margin in Port Moody-Coquitlam

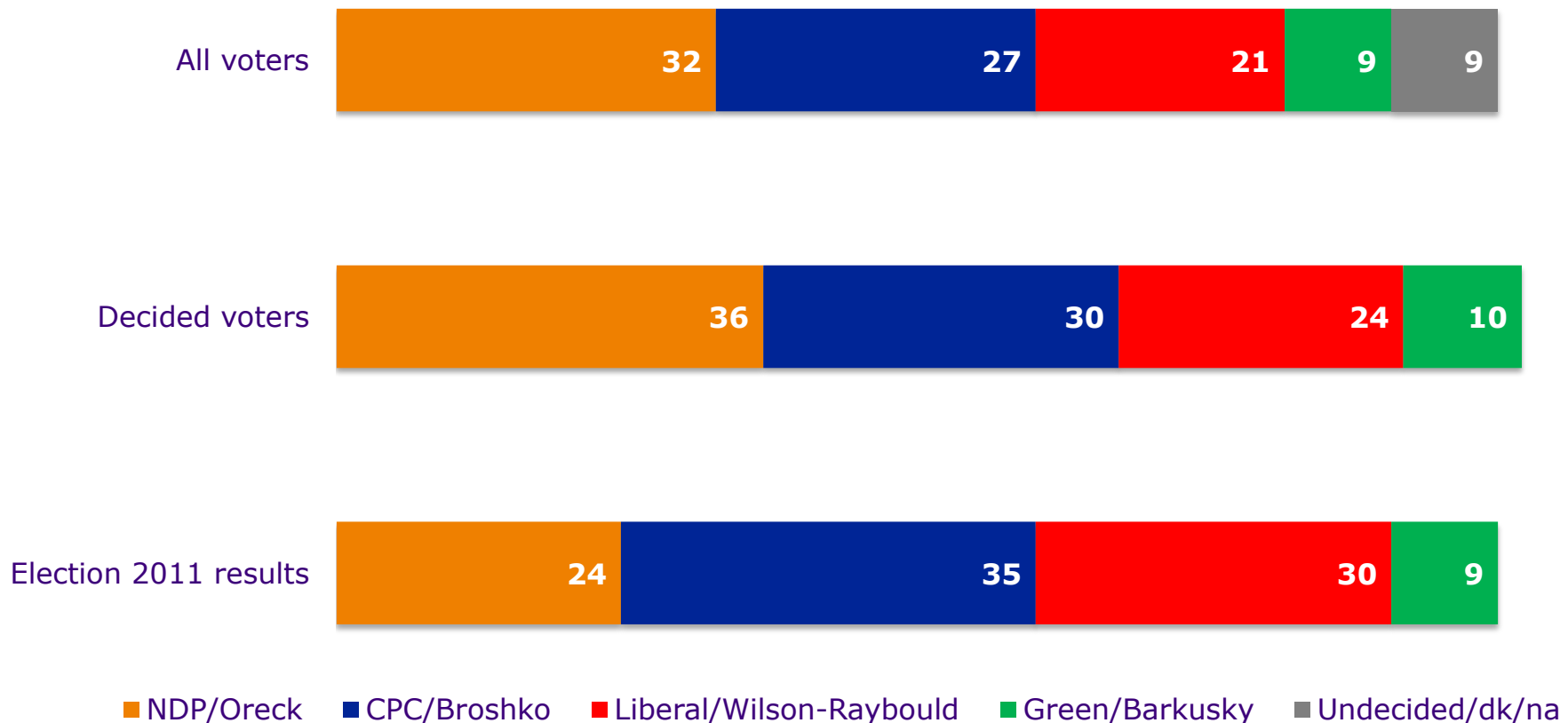
August 2015 Port Moody-Coquitlam vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

NDP leads CPC by 6 in Vancouver Granville; Liberal support has declined since 2011

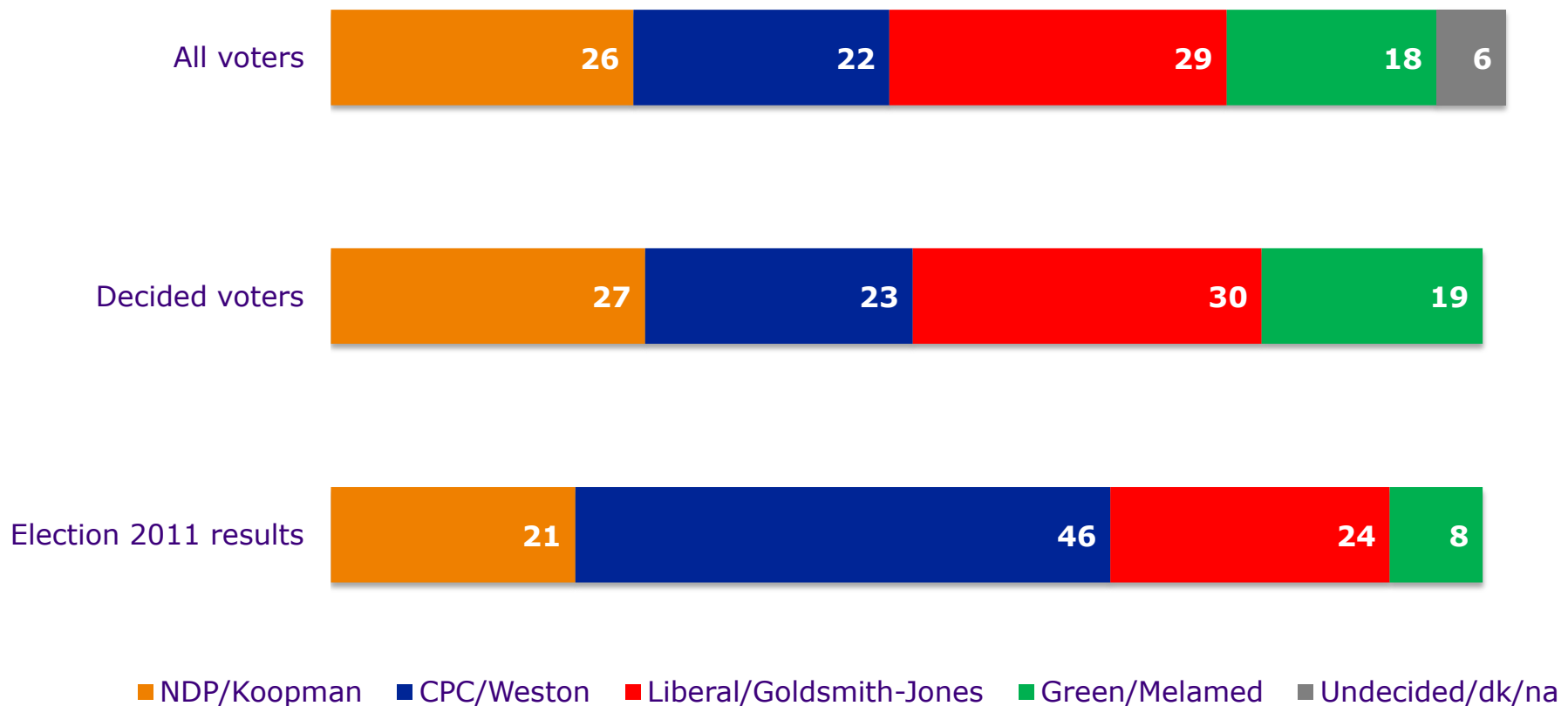
August 2015 Vancouver Granville vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
 Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?

Liberals narrowly lead NDP in West Vancouver-...; CPC support is down 23 points

August 2015 West Vancouver-Sunshine Coast-Sea to Sky Country vote intention



Q. If the federal election were held tomorrow, which one of the following parties would you vote for here in the riding of [riding name] ...?
Q. Even though you are undecided, is there a party's candidate that you are leaning towards...?



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