

CANADA'S CHOICE

WHO WON THE DEBATE? BATTLEGROUND BRITISH COLUMBIA



METHODOLOGY

Mainstreet surveyed a random sample of 1,719 British Columbia residents who self-reported following the Maclean's Debate by Smart IVR™ on August 6th, 2015.

Mainstreet surveyed a mixture of landlines and cell phones.

Maximum Margin of error: +/- 2.36%, 19 times out of 20. Results were weighed by geography, age and gender based on the 2011 Canadian Census.

MAINSTREET



POSTMEDIA

TRUDEAU NARROWLY WINS DEBATE, BRITISH COLUMBIANS SAY

August 8, 2015 (Toronto, ON) - A new Mainstreet/Postmedia poll finds British Columbians who watched the Leader's debate impressed by Liberal Leader Justin Trudeau. 26% of British Columbians say Trudeau did the better job at the first Federal Election Debate. Tom Mulcair was a close second at 23%, with Elizabeth May right behind at 22%. The Mainstreet/Postmedia poll has a margin of error of +/- 2.36%, 19/20.

The poll surveyed British Columbians immediately following the Maclean's election debate. Numerous studies have shown that coverage of election debates influences perceptions of the debate itself. The debate was broadcast at 8 PM EST which placed constraints on the area Mainstreet could survey.

"Mr. Trudeau had a solid debate performance after going into the night with low expectations", said Quito Maggi, president of Mainstreet. "It is a much needed debate win for the Liberal Leader though Mr. Mulcair also did very well and placed a close second. The NDP has been performing very well in BC so it is surprising that Mr. Trudeau scored so well in the province."

"There was no 'knockout punch' tonight but strong performances from all leaders though Mr. Trudeau was more aggressive and animated through the night. Leaders are measured against expectations which is why both Mr. Trudeau and Ms. May both scored so well.

Tom Mulcair leads in other ratings. 34% say he would make the better Prime Minister compared to 27% for Justin Trudeau and 21% for Stephen Harper. And 37% of British Columbians think Mr. Mulcair will win the October 19th election.

"What kind of impact the debate has going forward remains to be seen. BC is shaping up to be a battleground but election day is still weeks and weeks away", finished Maggi.

Regional Margins of Error: Vancouver Island +/- 4.33%, 19/20; Greater Vancouver +/- 3.83%, 19/20, Rest of British Columbia +/- 4.17%, 19/20.

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Available for Interview from Toronto: Quito Maggi, quito@mainstreetresearch.ca

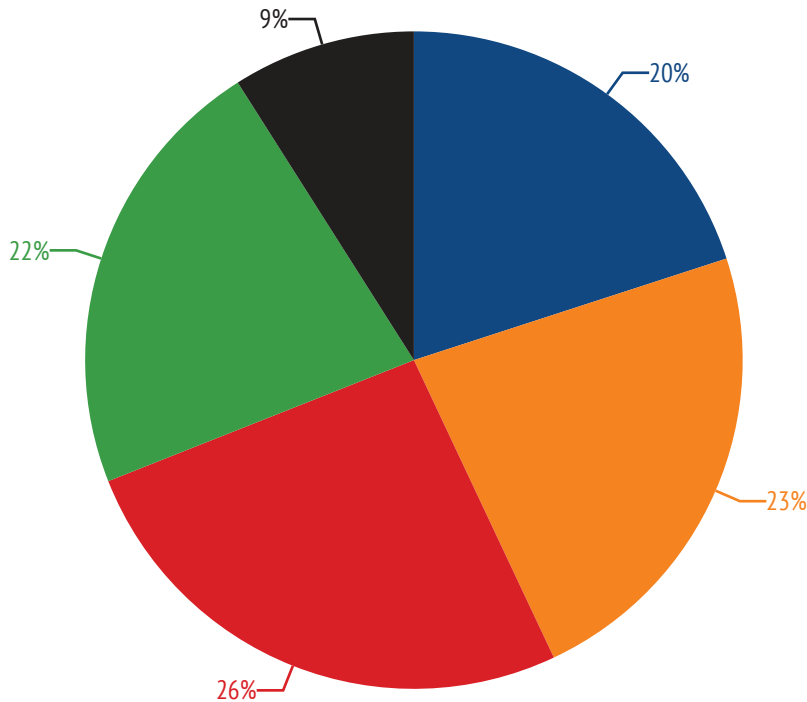
ABOUT MAINSTREET

Mainstreet is a national public research firm. With 20 years of political experience at all three levels of government, President and CEO Quito Maggi is a respected commentator on Canadian public affairs.

Differentiated by its large sample sizes, Mainstreet has provided accurate snapshots of public opinion, having predicted a majority NDP government in Alberta (2015), a majority Liberal government in British Columbia, and a majority Liberal government in Ontario. Most recently, Mainstreet was the most accurate pollster of November's Toronto mayoral election.

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Regardless of which party you happen to support, who do you think did the better job in tonight's debate? (Question Asked)



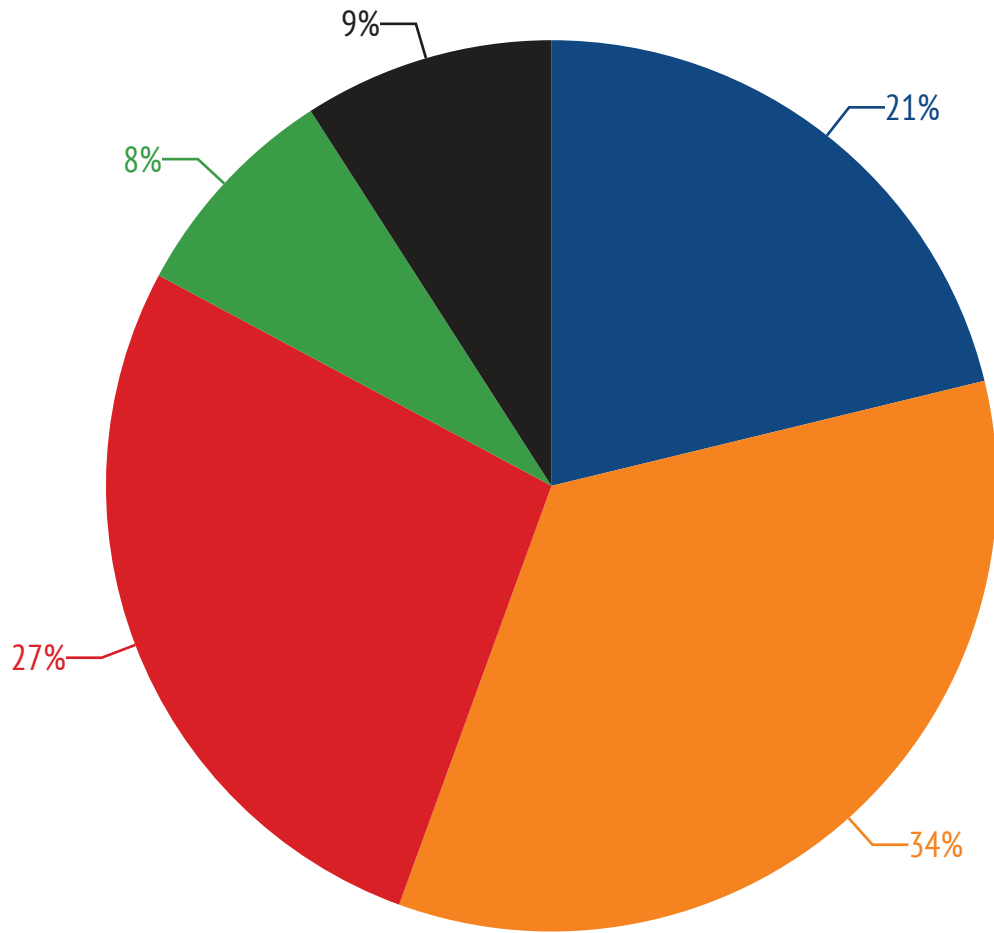
AGE & GENDER BREAKDOWN

	18-34	35-49	50-64	65+	Male	Female
STEPHEN HARPER	15%	17%	23%	26%	22%	18%
TOM MULCAIR	23%	27%	19%	21%	22%	23%
JUSTIN TRUDEAU	21%	33%	28%	21%	26%	26%
ELIZABETH MAY	32%	13%	21%	22%	22%	23%
UNSURE	8%	9%	10%	10%	8%	10%
SAMPLE	124	278	512	805	820	899

BY REGION

	Van. Island	Greater Van.	Rest of BC.
STEPHEN HARPER	17%	19%	25%
TOM MULCAIR	18%	25%	20%
JUSTIN TRUDEAU	23%	26%	28%
ELIZABETH MAY	28%	24%	16%
UNSURE	13%	7%	11%
SAMPLE	512	654	553

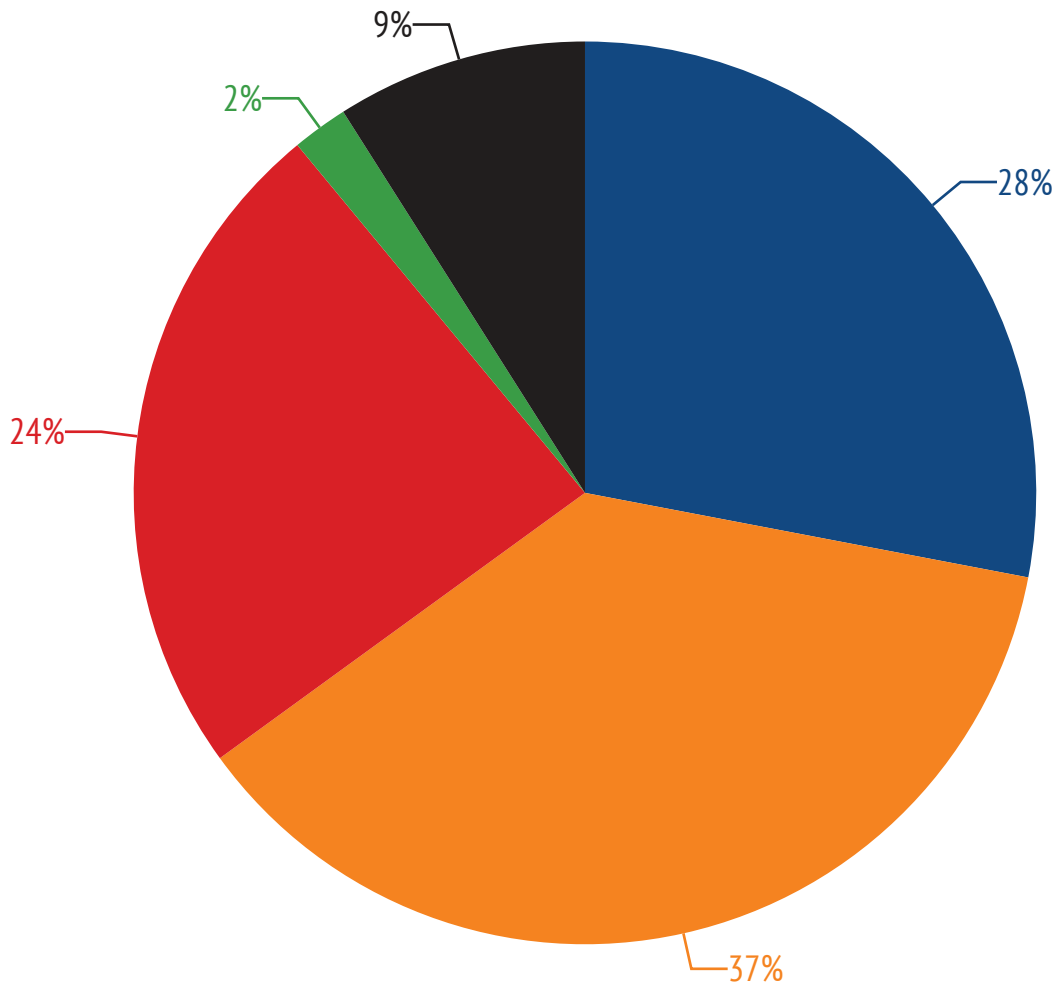
And who do you think would make the better prime minister?



BY REGION

	Van Island.	Greater Van.	Rest of BC.
STEPHEN HARPER	15%	20%	27%
TOM MULCAIR	35%	36%	31%
JUSTIN TRUDEAU	20%	30%	25%
ELIZABETH MAY	17%	5%	8%
UNSURE	13%	9%	9%
SAMPLE	512	654	553

And who do you think will win the federal election on October 19th?



BY REGION

	Van Island.	Greater Van.	Rest of BC.
STEPHEN HARPER	21%	26%	35%
TOM MULCAIR	39%	40%	30%
JUSTIN TRUDEAU	20%	26%	22%
ELIZABETH MAY	5%	0%	3%
UNSURE	14%	8%	11%
SAMPLE	512	654	553

SCRIPT

Respondents were asked if they watched the Maclean's Debate

**Regardless of which party you happen to support,
who do you think did the better job in tonight's debate?**

Stephen Harper of the Conservative Party
Tom Mulcair of the NDP
Justin Trudeau of the Liberal Party
Elizabeth May of the Green Party
Unsure

And who do you think would make the better prime minister?

Stephen Harper of the Conservative Party
Tom Mulcair of the NDP
Justin Trudeau of the Liberal Party
Elizabeth May of the Green Party
Unsure

And who do you think will win the federal election on October 19th?

Stephen Harper of the Conservative Party
Tom Mulcair of the NDP
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