

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Liberals with commanding lead in Toronto centre**

### **Rae's riding remains red**

TORONTO, June 20<sup>th</sup>, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 926 residents of the federal riding of Toronto Centre, where a by-election will be held to replace retiring Liberal MP Bob Rae, half will support the Liberals (49%), compared to just a quarter who will support the NDP (25%) and a fifth who will vote Conservative (20%). One-in-twenty will support the Green Party (6%). Of note, about one fifth of past Conservative supporters will vote Liberal this time (22%), while somewhat fewer past New Democrats will as well (17%). Awareness of Mr. Rae's resignation is high at 82%, despite the poll being taken within 12 hours of the announcement of his resignation.

"It's not that surprising to see a riding which has been Liberal for twenty years (and Red Tory before that) continue in the Liberal fold, and Bob Rae has been a very conscientious constituent representative," said Dr. Lorne Bozinoff, President.

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.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

### **TORONTO**

**June 20<sup>th</sup>, 2013**

### **HIGHLIGHTS:**

- Half will support the Liberals (49%), compared to just a quarter who will support the NDP (25%) and a fifth who will vote Conservative (20%). One-in-twenty will support the Green Party (6%).
- Of note, about one fifth of past Conservative supporters will vote Liberal this time (22%), while somewhat fewer past New Democrats will as well (17%). Awareness of Mr. Rae's resignation is high at 82%, despite the poll being taken within 12 hours of the announcement of his resignation.
- "It's not that surprising to see a riding which has been Liberal for twenty years (and Red Tory before that) continue in the Liberal fold, and Bob Rae has been a very conscientious constituent representative," said Dr. Lorne Bozinoff, President.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**June 20<sup>th</sup>, 2013**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 926 randomly selected residents of the federal riding of Toronto Centre aged 18 or older. The poll was conducted on June 19<sup>th</sup>, 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](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. Results may not add to 100% due to rounding.

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 and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp).

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

June 20<sup>th</sup>, 2013

***Awareness of MP, Bob Rae, stepping down and resigning his seat***

*'Are you aware your MP, Bob Rae, will step down and resign his seat?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	926	80	136	175	205	330	454	472
Yes	82	73	75	84	86	90	88	77
No	18	27	25	16	14	10	12	23

**Income**

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	926	109	155	119	88	79	192	52
Yes	82	76	81	83	86	86	84	82
No	18	24	19	17	14	14	16	18

**Current Provincial Party Preference**

%	Total	Cons	Lib	NDP	Green	Another party
Sample	926	150	426	204	55	18
Yes	82	82	89	74	85	95
No	18	18	11	26	15	5

**Past Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	926	153	472	158	48	25	18
Yes	82	83	88	73	79	83	68
No	18	17	12	27	21	17	32

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	926	79	172	379	296
Yes	82	76	78	84	84
No	18	24	22	16	16

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**June 20<sup>th</sup>, 2013**

### **Marital Status**

<b>%</b>	<b>Total</b>	<b>Married or living common law</b>	<b>Separated or divorced</b>	<b>Widowed or widower</b>	<b>Single, never married</b>
<b>Sample</b>	<b>926</b>	<b>428</b>	<b>125</b>	<b>91</b>	<b>282</b>
<b>Yes</b>	<b>82</b>	<b>82</b>	<b>83</b>	<b>90</b>	<b>81</b>
<b>No</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>10</b>	<b>19</b>

### **Religion**

<b>%</b>	<b>Total</b>	<b>Protestant Christian</b>	<b>Evangelical Christian</b>	<b>Catholic</b>	<b>Other Christian</b>	<b>Other</b>	<b>None</b>
<b>Sample</b>	<b>926</b>	<b>257</b>	<b>15</b>	<b>182</b>	<b>41</b>	<b>121</b>	<b>310</b>
<b>Yes</b>	<b>82</b>	<b>86</b>	<b>76</b>	<b>82</b>	<b>77</b>	<b>76</b>	<b>84</b>
<b>No</b>	<b>18</b>	<b>14</b>	<b>24</b>	<b>18</b>	<b>23</b>	<b>24</b>	<b>16</b>

### **Ethnicity**

<b>%</b>	<b>Total</b>	<b>Canadian</b>	<b>British, Scots, Irish or Welsh</b>	<b>Other European</b>	<b>Other</b>
<b>Sample</b>	<b>926</b>	<b>433</b>	<b>208</b>	<b>119</b>	<b>166</b>
<b>Yes</b>	<b>82</b>	<b>83</b>	<b>85</b>	<b>81</b>	<b>78</b>
<b>No</b>	<b>18</b>	<b>17</b>	<b>15</b>	<b>19</b>	<b>22</b>

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

June 20<sup>th</sup>, 2013

**Current federal by-election Party Province**

*'A by-election will be called to fill this seat. Which party's candidate are you most likely to vote for in a by - election in the riding of Toronto Centre? + 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	853	72	127	162	184	308	427	426
Conservative	20	37	17	15	18	17	18	22
Liberal	49	26	51	57	52	56	56	43
NDP	25	29	25	20	26	23	21	28
Green	6	7	7	8	4	4	5	7
Another party	0	1	0	0	0	0	0	0

**Income**

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	853	94	150	115	83	72	182	51
Conservative	20	17	10	17	16	18	25	37
Liberal	49	41	47	43	42	46	60	46
NDP	25	35	38	30	37	34	11	4
Green	6	6	4	10	5	2	4	14
Another party	0	1	1	0	0	0	0	0

**Past Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	853	145	447	150	45	20	10
Conservative	20	69	9	9	17	26	48
Liberal	49	22	74	17	27	12	7
NDP	25	7	13	70	14	47	25
Green	6	3	4	3	43	14	13
Another party	0	0	0	1	0	1	6

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

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

416.960.9603

**TORONTO**

**June 20<sup>th</sup>, 2013**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	853	73	152	358	270
Conservative	20	23	16	19	23
Liberal	49	44	53	51	46
NDP	25	27	27	24	23
Green	6	5	4	5	8
Another party	0	0	0	1	0

**Marital Status**

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	853	400	115	83	255
Conservative	20	22	29	17	15
Liberal	49	48	41	57	52
NDP	25	23	26	21	28
Green	6	7	3	5	5
Another party	0	0	1	0	1

**Religion**

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	853	244	15	165	36	110	283
Conservative	20	26	38	29	12	21	10
Liberal	49	48	46	53	52	46	49
NDP	25	22	15	14	30	24	33
Green	6	4	0	3	6	9	8
Another party	0	0	1	1	0	0	1

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	853	401	197	109	146
Conservative	20	18	19	25	24
Liberal	49	52	49	49	43
NDP	25	25	26	20	24
Green	6	5	6	5	8
Another party	0	0	0	1	1

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

-30-

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

**TORONTO**

**June 20<sup>th</sup>, 2013**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)