

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**February 14<sup>th</sup>, 2012**

## **HIGHLIGHTS:**

- It was found that two thirds of residents would vote for New Democrat candidate Craig Scott if the upcoming by-election were held today (61%; compared to 19% Liberal-Grant Gordon, 14% Conservative-Andrew Keyes, 4% Green Party-Adriana Mugnatto-Hamu, and 2% report they are voting for someone else).
- If the NDP leader was Thomas Mulclair more than half of participants would still vote for Scott in the by-election (53%; compared to 20% Liberal-Grant Gordon, 12% Conservative-Andrew Keyes, 4% Green Party-Andrea Mugantto-Hamu, 2% someone else, and 9% were undecided).

## **FOR IMMEDIATE RELEASE**

### **Craig Scott set to win big for NDP in Toronto-Danforth by-election**

#### **Three times the support of any other candidate**

Toronto, February 14<sup>th</sup>, 2012 – In a recent survey conducted by Forum Research among Torontonians living in the Toronto-Danforth federal riding aged 18 years or older, it was found that two thirds of residents would vote for New Democrat candidate Craig Scott if the upcoming by-election were held today (61%; compared to 19% Liberal-Grant Gordon, 14% Conservative-Andrew Keyes, 4% Green Party-Adriana Mugnatto-Hamu, and 2% report they are voting for someone else). Scott found his strongest support among participants with household incomes ranging from \$60K-\$100K (58% for <\$20K, 67% for \$20-\$40K, 62% for \$40K-\$60K, 69% for \$60K-\$80K, 70% for \$80K-\$100K, and 53% for \$100K+), while Liberal Grant Gordon found more support among participants with household incomes higher than \$100K than any other income group (15% for <\$20K, 15% for \$20-\$40K, 18% for \$40K-\$60K, 17% for \$60K-\$80K, 18% for \$80K-\$100K, and 28% for \$100K+). Participants aged 55 to 64 years of age were most likely to indicate their voting preference for Scott, while participants less than 34 years old also accounted for a comparably high number of supporters (67% 18 to 34, 61% 35 to 44, 57% 45 to 54, 70% 55 to 64, and 53% 65+). In addition, female participants were significantly more likely to indicate that they would vote for Scott than male participants (68% female, and 54% male).

#### **Scott retains lead, but Liberals benefit if leaders are Mulclair, Trudeau**

In a series of two separate questions, the recent poll also asked participants who they would vote for in the Toronto-Danforth by-election under the condition that the NDP was lead by Thomas Mulclair or under the condition that the Liberal party was lead by Justin Trudeau. In both cases, Craig Scott remained on top. If the NDP leader was Thomas Mulclair more than half of participants would still vote for Scott in the by-election (53%; compared to 20% Liberal-Grant Gordon, 12% Conservative-Andrew Keyes, 4% Green Party-Andrea Mugantto-Hamu, 2% someone else, and 9% were undecided). A similar trend was found under the condition that Justin Trudeau was the Liberal leader, again, more than half of participants reported that they would vote for Scott (52%; compared to 22%

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Toronto, ON M5S 2V6  
T 416.960.9600  
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Liberal-Grant Gordon, 13% Conservative-Andrew Keyes, 2% Green Party-Andrea Mugantto-Hamu, 1% someone else, and 9% were undecided).

“Residents of the Toronto-Danforth riding already appear quite certain of their voting intentions,” said Forum Research President Dr. Lorne Bozinoff. “The results of this study show that New Democratic candidate Craig Scott is on top in the by-election race at the moment, and likely to remain there, given the short campaign.”

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## **HIGHLIGHTS:**

- A similar trend was found under the condition that Justin Trudeau was the Liberal leader, again, more than half of participants reported that they would vote for Scott (52%; compared to 22% Liberal-Grant Gordon, 13% Conservative-Andrew Keyes, 2% Green Party-Andrea Mugantto-Hamu, 1% someone else, and 9% were undecided).
- “Residents of the Toronto-Danforth riding already appear quite certain of their voting intentions,” said Forum Research President Dr. Lorne Bozinoff. “The results of this study show that New Democratic candidate Craig Scott is on top in the by-election race at the moment, and likely to remain there, given the short campaign.”

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## **Methodology**

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 538 randomly selected Toronto residents aged 18 or older. The poll was conducted on February 12<sup>th</sup>, 2012.

Results based on the total sample are considered accurate +/- 4.2%, 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.

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**February 14<sup>th</sup>, 2012**

### Toronto-Danforth By-Election Candidate Preference

*'If the federal by-election for Toronto-Danforth riding were held today, who are you most likely to vote for?' + 'Even though you may not have made up your mind, who are you leaning towards at this time?'*

[Decided/Leaning Only]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	520	35	113	125	151	96	218	302
Andrew Keyes, Conservative	14	8	17	10	9	22	14	13
Grant Gordon, Liberal	19	19	20	21	16	20	24	14
Craig Scott, New Democrat	61	67	61	57	70	53	54	68
Adriana Mugnatto-Hamu, Green Party	4	5	2	7	3	4	5	4
Someone else	2	0	1	4	2	1	2	2

#### Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	520	50	65	60	60	60	149
Andrew Keyes, Conservative	14	19	11	18	11	6	13
Grant Gordon, Liberal	19	15	15	18	17	18	28
Craig Scott, New Democrat	61	58	67	62	69	70	53
Adriana Mugnatto-Hamu, Green Party	4	0	5	2	2	5	6
Someone else	2	7	2	0	2	2	1

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### *Vote in Toronto-Danforth by-election if the NDP leader was Thomas Mulcair*

*'If the NDP leader was Thomas Mulcair, who would you vote for in the Toronto-Danforth by-election?'*

[All respondents]

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	538	37	116	129	158	98	224	314
Andrew Keyes, Conservative	12	6	16	10	9	19	14	11
Grant Gordon, Liberal	20	23	19	21	15	21	26	14
Craig Scott, New Democrat	53	52	55	50	63	48	49	57
Adriana Mugnatto-Hamu, Green Party	4	5	2	6	2	3	4	3
Someone else	2	0	0	3	2	2	3	1
Undecided	9	15	9	9	9	7	4	14

#### **Household Income**

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	538	52	69	62	61	66	149
Andrew Keyes, Conservative	12	20	12	15	13	5	13
Grant Gordon, Liberal	20	18	17	17	20	24	26
Craig Scott, New Democrat	53	51	56	58	55	54	50
Adriana Mugnatto-Hamu, Green Party	4	0	1	2	6	2	5
Someone else	2	5	2	0	4	1	1
Undecided	9	5	13	8	3	14	5

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### *Party Preference*

%	Total	Andrew Keyes, Conservative	Grant Gordon, Liberal	Craig Scott, New Democrat	Adriana Mugnatto-Hamu, Green Party	Some one else
sample	538	68	98	323	21	10
Andrew Keyes, Conservative	12	88	2	0	0	16
Grant Gordon, Liberal	20	0	92	4	7	0
Craig Scott, New Democrat	53	0	3	88	9	13
Adriana Mugnatto-Hamu, Green Party	4	2	0	1	71	0
Someone else	2	0	0	1	0	63
Undecided	9	10	3	6	13	8

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### *Vote in Toronto-Danforth by-election if the Liberal leader was Justin Trudeau*

*'If the Liberal leader was Justin Trudeau, who would you vote for in the Toronto-Danforth by-election?'*

[All respondents]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	538	37	116	129	158	98	224	314
Andrew Keyes, Conservative	13	8	16	10	11	19	15	11
Grant Gordon, Liberal	22	17	28	24	20	22	26	19
Craig Scott, New Democrat	52	57	47	53	56	49	49	55
Adriana Mugnatto-Hamu, Green Party	2	2	2	5	2	1	3	2
Someone else	1	0	0	2	2	2	3	0
Undecided	9	17	8	7	8	7	5	13

#### Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	538	52	69	62	61	66	149
Andrew Keyes, Conservative	13	26	12	16	13	4	14
Grant Gordon, Liberal	22	13	22	18	21	20	32
Craig Scott, New Democrat	52	53	54	55	60	58	46
Adriana Mugnatto-Hamu, Green Party	2	0	1	2	2	2	4
Someone else	1	3	2	0	5	0	1
Undecided	9	5	9	9	0	17	3

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### *Party Preference*

%	Total	Andrew Keyes, Conservative	Grant Gordon, Liberal	Craig Scott, New Democrat	Adriana Mugnatto-Hamu, Green Party	Someone else
sample	538	68	98	323	21	10
Andrew Keyes, Conservative	13	83	4	1	7	27
Grant Gordon, Liberal	22	3	87	9	11	11
Craig Scott, New Democrat	52	1	1	88	7	13
Adriana Mugnatto-Hamu, Green Party	2	0	0	0	54	0
Someone else	1	2	2	0	0	40
Undecided	9	10	6	3	21	8

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## *Vote in last federal election*

*'Which party did you vote for in the last federal election held in the spring of 2011?'*

*[All respondents]*

### *Age / Gender*

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	538	37	116	129	158	98	224	314
Conservative	12	7	14	11	10	21	13	10
Liberal	19	17	21	18	17	22	20	18
New Democratic	53	54	49	58	63	45	51	55
Green	8	11	9	8	5	6	12	5
Bloc Quebecois	1	0	0	2	1	1	0	1
Other Parties	5	12	2	1	3	1	1	8
Didn't Vote in the last federal election	2	0	6	1	1	3	2	2

### *Household Income*

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	538	52	69	62	61	66	149
Conservative	12	21	7	18	17	5	13
Liberal	19	13	15	23	16	19	27
New Democratic	53	52	67	57	52	47	48
Green	8	8	4	2	9	17	7
Bloc Quebecois	1	0	0	0	2	0	2
Other Parties	5	0	3	0	0	11	2
Didn't Vote in the last federal election	2	6	4	0	4	1	2

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### *Party Preference*

%	Total	Andrew Keyes, Conservative	Grant Gordon, Liberal	Craig Scott, New Democrat	Adriana Mugnatto-Hamu, Green Party	Some one else
sample	538	68	98	323	21	10
Conservative	12	65	11	2	0	25
Liberal	19	9	59	8	9	32
New Democratic	53	5	21	78	33	31
Green	8	3	3	10	36	0
Bloc Quebecois	1	1	2	0	0	0
Other Parties	5	14	1	1	18	12
Didn't Vote in the last federal election	2	3	3	1	4	0

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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)

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