

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tories with slight lead in Etobicoke-Lakeshore **Holyday and Milczyn 4 points apart**

TORONTO, July 30th, 2013- In a final random sampling of public opinion taken by the Forum Poll™ among 579 residents of the Ontario provincial riding of Etobicoke Lakeshore before a by-election being held August 1, close to one half will vote for, or have voted for the PC candidate, Toronto Deputy Mayor Doug Holyday (47%), compared to just fewer who will vote for the Liberal candidate, Toronto city councillor Peter Milczyn (43%). Few will vote NDP (PC Choo - 7%), Green (Angela Salewsky - 3%) or for any other party (1%). These findings are very similar to those noted last week (July 24, Holyday - 47%, Milczyn - 40%).

"Doug Holyday's lead is so tight it's a tie, so this one is going to come down to turn out and getting out the vote," 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 or at (416) 960-9603.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

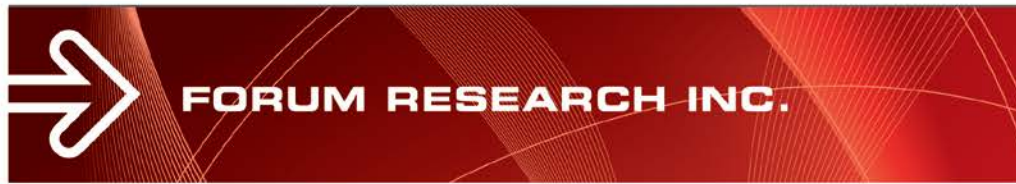
July 30th, 2013

HIGHLIGHTS:

- Close to one half will vote for, or have voted for the PC candidate, Toronto Deputy Mayor Doug Holyday (47%), compared to just fewer who will vote for the Liberal candidate, Toronto city councillor Peter Milczyn (43%).
- "Doug Holyday's lead is so tight it's a tie, so this one is going to come down to turn out and getting out the vote," said Dr. Lorne Bozinoff, President.

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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
July 30th, 2013

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 579 randomly selected residents of the provincial riding of Etobicoke Lakeshore aged 18 or older. The poll was conducted on July 30th, 2013.

Results based on the total sample are considered accurate +/- 5%, 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. 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.

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

Etobicoke Lakeshore By-Election Candidate / Party Preference Trending

[Decided Leaning]

%	Sample	PC / Doug Holyday	Liberal / Peter Milczyn	NDP / P.C. Choo	Green Party / Angela Sakwesky	Another Party / Candidate
July 30 th , 2013	565	47	43	7	3	1
July 24 th , 2013	655	47	40	5	5	1
July 8 th to 9 th , 2013	312	39	45	11	6	0
June 28 th , 2013	420	25	50	21	2	1

TORONTO

July 30th, 2013

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

July 30th, 2013

Current provincial by-election candidate preference –Peter Milczyn / Doug Holyday / P.C. Choo / Angela Salewsky

“Which candidate are you most likely to vote for or did you vote for in the August 1 by-election in Etobicoke Lakeshore?’ + ‘Even though you may not have made up your mind, which candidate are you leaning towards at this time?’”

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	565	35	43	124	149	214	238	327
Doug Holyday, Progressive Conservative	47	37	40	51	49	52	51	43
Peter Milczyn, Liberal	43	37	55	41	43	42	39	47
P. C. Choo, New Democrat	7	17	2	6	5	4	6	7
Angela Salewsky, Green Party	3	9	3	2	2	2	4	3
Another Candidate	0	0	0	0	0	0	0	0

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	565	45	79	64	66	54	99	23
Doug Holyday, Progressive Conservative	47	38	55	38	44	25	50	29
Peter Milczyn, Liberal	43	47	35	49	44	70	45	39
P. C. Choo, New Democrat	7	9	9	9	8	4	5	11
Angela Salewsky, Green Party	3	6	2	3	3	0	0	20
Another Candidate	0	0	0	0	0	0	0	1

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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Past Provincial Party Preference

%	Total	PC	Lib	NDP	Green	Another Party	Didn't Vote in the last provincial election
Sample	565	190	264	58	23	12	18
Doug Holyday, Progressive Conservative	47	90	22	22	25	63	58
Peter Milczyn, Liberal	43	9	71	44	23	13	25
P. C. Choo, New Democrat	7	1	5	27	14	23	13
Angela Salewsky, Green Party	3	0	2	6	38	0	4
Another Candidate	0	0	0	0	0	2	0

TORONTO

July 30th, 2013

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

July 30th, 2013

-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

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