

NEWS RELEASE



FOR IMMEDIATE RELEASE

NDP with the lead in Trinity-Spadina by-election

TORONTO MARCH 14th, 2014 - In a random sampling of public opinion taken among 760 residents of the federal riding of Trinity-Spadina two days after the incumbent MP, Olivia Chow, stepped down, more than 4-in-10 say they will vote NDP in a by-election called in the riding (46%), compared with just more than a third who would vote Liberal (32%). Few will vote Conservative (15%) or Green (6%). New Democratic support is common to females (55%) and the least wealthy (less than \$20K - 54%, \$20K to \$40K - 50%, \$40K to \$60K - 55%). Liberal support is common to males (40%), and the wealthiest (\$100K to \$250K - 41%). Of note, about one fifth of past Conservative voters will vote Liberal this time (17%), as will a similar proportion of past New Democrats (17%). This proportion of past Liberal voters will support the NDP this time (18%).

"Olivia Chow has left her imprint on this riding, and it has NDP DNA now, as opposed to the Liberal stronghold it used to be. It will be interesting to see if the NDP can maintain this lead once candidates are selected," said Forum Research President, Dr. Lorne Bozinoff.

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

March 14th, 2014

HIGHLIGHTS:

- Two days after the incumbent MP, Olivia Chow, stepped down, more than 4-in-10 say they will vote NDP in a by-election called in the riding (46%).
- Just more than a third who would vote Liberal (32%). Few will vote Conservative (15%) or Green (6%).
- "Olivia Chow has left her imprint on this riding, and it has NDP DNA now, as opposed to the Liberal stronghold it used to be. It will be interesting to see if the NDP can maintain this lead once candidates are selected," said Forum Research President, Dr. Lorne Bozinoff.

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

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 760 randomly selected residents of the Trinity-Spadina area 18 years of age and older. The poll was conducted on March 13th, 2014.

Results based on the total sample are considered accurate +/- 4%, 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 by age, region, and other variables 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. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Trinity-Spadina By-Election Vote Preference

'A by-election will be called in the riding of Trinity-Spadina. Which party are you most likely to vote for in this by-election?' + '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	698	59	114	154	168	203	329	369
Conservative	15	18	15	16	13	13	16	14
Liberal	32	29	37	30	34	34	40	25
NDP	46	45	44	48	48	46	37	55
Green	6	8	4	6	5	7	7	6
Another party	0	0	0	0	0	0	0	0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	698	57	100	84	82	74	166
Conservative	15	12	17	11	17	9	11
Liberal	32	21	27	32	29	30	41
NDP	46	54	50	55	49	53	43
Green	6	13	6	2	5	8	4
Another party	0	0	0	0	0	0	0

Past Federal Vote

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	698	94	171	332	38	9	10
Conservative	15	73	5	2	8	11	35
Liberal	32	17	75	17	14	26	35
NDP	46	8	18	77	27	63	29
Green	6	1	2	4	50	0	0
Another party	0	0	0	0	0	0	1

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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