

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

McQuaig, Morneau tied in Toronto Centre

Conservative Geoff Pollock lags

TORONTO August 31st, 2015 - In a random sampling of public opinion taken among 488 voters in the federal riding of Toronto Centre, equal proportions, 4-in-10 each, will vote for NDP candidate Linda McQuaig (41%) or Liberal Candidate Bill Morneau (40%), while conservative candidate, Geoff Pollock, will take just one seventh of the vote (14%).

“The Liberals are putting in a good fight in this riding, and may yet keep it from the NDP, unlike the other two crown jewels of downtown ridings, Spadina-Fort York, and University-Rosedale, where we have the NDP with comfortable leads,” 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.

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TORONTO

August 31st, 2015

HIGHLIGHTS:

- 4-in-10 each, will vote for NDP candidate Linda McQuaig (41%) and Liberal Candidate Bill Morneau (40%).
- “The Liberals are putting in a good fight in this riding, and may yet keep it from the NDP, unlike the other two crown jewels of downtown ridings, Spadina-Fort York, and University-Rosedale, where we have the NDP with comfortable leads,” said Forum Research President, Dr. Lorne Bozinoff.

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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 488 randomly selected voters in Toronto, Ontario. The poll was conducted from on August 28th, 2015.

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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Federal Vote Preference

‘A federal election has been called for Monday, October 19. Which party’s candidate are you most likely to vote for in this election in your riding of Toronto Centre?’+ ‘Even though you may not have made up your mind, which party’s 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	468	22	47	90	115	194	289	179
Geoff Pollock, Conservative	14	23	9	9	12	17	11	17
Bill Morneau, Liberal	40	39	26	49	37	47	48	33
Linda McQuaig, NDP	41	32	59	38	47	34	39	43
John Deverall, Green	4	7	4	3	3	1	2	5
Another party	1	0	2	1	1	1	1	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	468	64	78	56	51	42	89
Geoff Pollock, Conservative	14	16	9	7	8	16	13
Bill Morneau, Liberal	40	31	38	64	37	34	42
Linda McQuaig, NDP	41	50	42	24	51	45	43
John Deverall, Green	4	1	9	4	3	4	2
Another party	1	2	1	1	1	1	0

Past Federal Vote

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	468	77	238	95	19	4	10
Geoff Pollock, Conservative	14	43	11	1	0	0	8
Bill Morneau, Liberal	40	39	57	14	17	41	0
Linda McQuaig, NDP	41	16	30	79	51	0	86
John Deverall, Green	4	1	2	6	28	59	0
Another party	1	0	0	0	4	0	6

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