

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Stella Ambler in trouble in Mississauga-Lakeshore

Sven Spengemann with the edge

TORONTO October 5th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 538 voters in the slightly redistricted and renamed GTA federal riding of Mississauga-Lakeshore (formerly Mississauga South), more than 4-in-10 will vote for the Liberal candidate, Sven Spengemann (44%), while about 4-in-10 will vote for the Conservative incumbent, Stella Ambler (41%). Just more than a tenth will vote NDP (12%), and very few will vote Green (3%).

“This riding was Liberal territory for twenty years until the 2011 Conservative majority, ably defended, sometimes against high odds, by Paul Szabo. It looks like Sven may be following in the footsteps of his predecessor,” 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

October 5th, 2015

HIGHLIGHTS:

- More than 4-in-10 will vote for the Liberal candidate, Sven Spengemann (44%), while about 4-in-10 will vote for the Conservative incumbent, Stella Adler (41%).
- “This riding was Liberal territory for twenty years until the 2011 Conservative majority, ably defended, sometimes against high odds, by Paul Szabo. It looks like Sven may be following in the footsteps of his predecessor,” 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 538 randomly selected voters in Toronto, Ontario. The poll was conducted between October 3rd and October 4th, 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. Each party's success at the ballot box will depend on their success at getting out the vote. 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 Mississauga-Lakeshore?’+ ‘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	506	14	18	91	130	253	218	288
Stella Ambler, Conservative	41	26	47	53	37	43	45	38
Sven Spengemann, Liberal	44	54	33	35	53	47	43	45
Eric Guerbilsky, NDP	12	20	16	10	5	8	8	15
Arian Bergener, Green	3	0	4	3	5	2	3	2
Another party	0	0	0	0	0	0	0	0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	506	24	60	57	69	53	106
Stella Ambler, Conservative	41	12	34	56	30	35	42
Sven Spengemann, Liberal	44	40	26	31	62	54	51
Eric Guerbilsky, NDP	12	48	39	9	7	8	5
Arian Bergener, Green	3	0	1	4	0	3	3
Another party	0	0	0	0	0	0	0

Past Federal Vote

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	506	237	185	28	21	5	5
Stella Ambler, Conservative	41	73	3	10	54	7	11
Sven Spengemann, Liberal	44	21	85	28	31	7	0
Eric Guerbilsky, NDP	12	5	10	58	4	82	13
Arian Bergener, Green	3	0	2	4	12	5	77
Another party	0	0	0	0	0	0	0

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For more information:

Lorne Bozinoff, Ph.D.

President

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Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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