

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Roxanne James trails in Scarborough East

Liberal Zahid in first place

TORONTO October 4th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 458 voters in the slightly redistributed Toronto federal riding of Scarborough Centre, more than 4-in-10 will vote for the Liberal candidate, Salma Zahid (43%), while just more than a third will support the incumbent, Conservative MP Roxanne James (36%). The NDP will take about one fifth of the vote (19%) and very few will vote Green (2%).

“This riding had been Liberal for almost 20 years before the Conservative majority of 2011, during which it was ably and memorably represented by John Cannis. It looks like Scarborough Centre is returning to its crimson roots,” 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 4th, 2015

HIGHLIGHTS:

- More than 4-in-10 will vote for the Liberal candidate, Salma Zahid (43%), while just more than a third will support the incumbent, Conservative MP Roxanne James (36%).
- “This riding had been Liberal for almost 20 years before the Conservative majority of 2011, during which it was ably and memorably represented by John Cannis. It looks like Scarborough Centre is returning to its crimson roots,” 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

NEWS RELEASE



Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 458 randomly selected voters in Toronto, Ontario. The poll was conducted between October 2nd and October 3rd, 2015.

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 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

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

October 4th, 2015

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
October 4th, 2015

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 Scarborough 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	420	23	31	61	116	189	201	219
Roxanne James, Conservative	36	21	39	42	38	43	42	31
Salma Zahid, Liberal	43	47	41	40	43	43	41	45
Alex Wilson, NDP	19	32	19	14	16	12	15	22
Lindsay Thompson, Green	2	0	1	3	3	1	2	2
Another party	0	1	0	1	0	1	1	0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	420	51	78	81	53	43	31
Roxanne James, Conservative	36	34	34	28	52	31	27
Salma Zahid, Liberal	43	39	34	59	30	47	51
Alex Wilson, NDP	19	25	30	11	18	18	18
Lindsay Thompson, Green	2	0	1	1	0	4	4
Another party	0	2	0	0	0	0	0

Past Federal Vote

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	420	178	146	53	12	4	10
Roxanne James, Conservative	36	72	8	16	46	82	8
Salma Zahid, Liberal	43	18	72	41	37	18	32
Alex Wilson, NDP	19	9	18	42	7	0	55
Lindsay Thompson, Green	2	2	2	2	7	0	0
Another party	0	0	0	0	2	0	6

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

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

October 4th, 2015

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com