

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Liberals lead in Etobicoke-Lakeshore

Bernard Trottier in second

TORONTO September 18th, 2015 - In a random sampling of public opinion taken by the Forum Poll among 835 voters in the federal riding of Etobicoke-Lakeshore, more than 4-in-10 will vote for the Liberal candidate, James Maloney (41%) while one third will support the Conservative incumbent, Bernard Trottier (33%). One fifth will vote NDP, for Phil Trotter (22%) and few will vote Green (4%). The Conservative vote is common to younger groups (35 to 44 - 41%) and mid income groups (\$40K to \$60K - 48%). The Liberal vote is older (45 to 54 - 50%), female (44%) and wealthier (\$100K to \$250K - 52%). The NDP vote is common to the youngest (37%).

"This has been a long-time Liberal riding, and it turned over to the Conservatives in 2011 when the Liberal leader, Michael Ignatieff ran here. It appears that, now a less vilified candidate is running, the riding is returning to its default red hue," 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

September 18th, 2015

HIGHLIGHTS:

- More than 4-in-10 will vote for the Liberal candidate, James Maloney (41%) while one third will support the Conservative incumbent, Bernard Trottier (33%).
- "This has been a long-time Liberal riding, and it turned over to the Conservatives in 2011 when the Liberal leader, Michael Ignatieff ran here. It appears that, now a less high profile candidate is running, the riding is returning to its default red hue," 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 835 randomly selected voters in Toronto, Ontario. The poll was conducted on September 17th, 2015.

Results based on the total sample are considered accurate +/- 3%, 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 Etobicoke-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	794	41	63	126	213	351	351	443
Bernard Trottier Conservative	33	25	41	31	30	38	34	32
James Maloney, Liberal	41	30	32	50	46	42	37	44
Phil Trotter, NDP	22	37	20	19	21	17	25	20
Angela Salewsky, Green	4	7	7	1	3	2	4	4
Another party	0	1	0	0	0	0	0	0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	794	62	105	101	92	76	156
Bernard Trottier Conservative	33	25	39	48	30	36	22
James Maloney, Liberal	41	50	32	31	46	37	52
Phil Trotter, NDP	22	14	23	20	21	26	24
Angela Salewsky, Green	4	10	6	1	3	1	2
Another party	0	2	0	0	0	0	0

Past Federal Vote

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	794	293	314	105	21	11	13
Bernard Trottier Conservative	33	76	8	13	10	40	28
James Maloney, Liberal	41	14	70	19	33	35	13
Phil Trotter, NDP	22	9	18	64	44	14	42
Angela Salewsky, Green	4	1	3	4	13	8	10
Another party	0	0	0	0	0	3	8

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