

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Liberals close gap in Whitby-Oshawa

Conservatives with strong lead in Yellowhead

TORONTO, November 11th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 811 voters in the federal riding of Whitby-Oshawa and 406 voters in the riding of Yellowhead, in which by-elections will be held on November 17, the Liberals are closing in on the Conservatives in the Ontario riding, while, in Alberta, they are in distant second place, along with the NDP.

Whitby-Oshawa

In this riding, the Conservative nominee, Whitby mayor Pat Perkins, has just more than four tenths of the vote (44%) to 4-in-10 for her Liberal opponent, Celina Caesar-Chavannes (40%) and this is technically a tie at this sample size. NDP candidate Trish McAuliffe has a voter preference share of about one tenth (12%). Caesar-Chavannes has tightened the gap in her favour from one third two weeks ago (October 27 - 32%), while Perkins' share has not shifted (41% on October 27). Perkins is favoured by the oldest (48%) and the wealthy (\$80K to \$100K - 62%). Caesar-Chavannes has appeal among the wealthiest (\$100K to \$250K - 45%). Of note, one half of past NDP voters will support her (52%), as will close to one fifth of past Conservative voters (17%).

While Pat Perkins' awareness has remained stable and high (82% on October 27, 86% now), her approval among these voters is also stable (57% two weeks ago, 60% now). Celina Caesar-Chavannes, on the other hand, has seen her awareness almost double in the past two weeks (from 44% to 70%), while her approval has remained high among those aware of her (69% then, 68% now). Trish McAuliffe has seen her awareness increase slightly (from 42% to 54%), while her approval has declined slightly (from 61% to 53%).

Yellowhead

The Conservative candidate, Jim Eglinski, has what amounts to an insurmountable lead in this long time Conservative riding (62%), compared to the vote share of his two competitors, Ryan Maguhn of the Liberals (16%) and Eric Rosendahl of the NDP (12%). One tenth will vote for another party (10%). Eglinski's vote is common to the oldest (69%), females (68%) and the wealthier (\$80K to \$100K - 72%). The Liberal vote is common to Gen X (45 to 54 - 21%), females (19%) and the wealthiest (\$100K to \$250K - 24%). The NDP vote is common to the youngest (20%), males (15%) and the least wealthy (22%). The Conservative vote is stickiest, in that more Conservatives will vote their party (84%) than will Liberals (74%) or New Democrats (67%).

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HIGHLIGHTS:

- The Liberals are closing in on the Conservatives in the Ontario riding, while, in Alberta, they are in distant second place, along with the NDP.
- In Whitby-Oshawa, the Conservative nominee, Whitby mayor Pat Perkins, has just more than four tenths of the vote (44%) to 4-in-10 for her Liberal opponent, Celina Caesar-Chavannes (40%) and this is technically a tie at this sample size.
- In Yellowhead, the Conservative candidate, Jim Eglinski, has what amounts to an insurmountable lead in this long time Conservative riding (62%), compared to the vote share of his two competitors, Ryan Maguhn of the Liberals (16%) and Eric Rosendahl of the NDP (12%).

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Eglinski has awareness levels about twice the other two candidates (Eglinski - 58%, Maguhn - 33%, Rosendahl - 34%), and higher approval among those aware (73%, 59% and 35%, respectively).

“We identified an upside for Caesar-Chavannes after the last poll, and she appears to have made the best of it, boosting her awareness, which usually leads to an improvement in approval, unless your awareness comes from the police blotter. In Yellowhead, on the other hand, it’s all blue. Nothing to see here,” 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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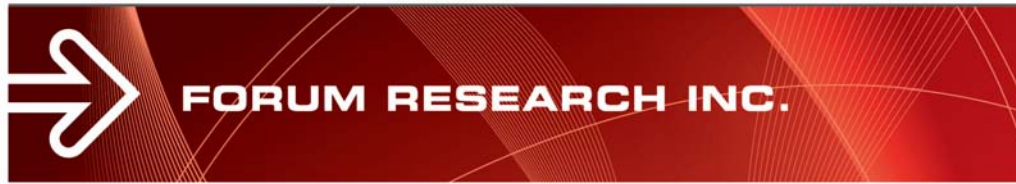
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HIGHLIGHTS:

- “We identified an upside for Caesar-Chavannes after the last poll, and she appears to have made the best of it, boosting her awareness, which usually leads to an improvement in approval, unless your awareness comes from the police blotter,” 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 811 voters in the Whitby-Oshawa electoral district and 406 voters in the Yellowhead electoral district. The poll was conducted on November 11th, 2014.

Results based on the total sample for the Whitby-Oshawa electoral district are considered accurate +/- 4%, 19 times out of 20, and +/- 5%, 19 times out of 20 for Yellowhead. 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. Election outcomes will depend on candidates' success at getting their supporters to the polls. 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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Whitby-Oshawa Candidate Preference - Trending

%	Sample	Pat Perkins	Celina Ceasar-Chavannes	Trish McAuliffe
Nov. 11 th , 2014	777	44	40	12
Oct. 27 th , 2014	845	41	32	15

Whitby-Oshawa Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Celina Caesar-Chavannes	68	32	70
Pat Perkins	60	40	86
Trish McAuliffe	53	47	54

Whitby-Oshawa Candidate Approval - Trending

%	Sample	Pat Perkins	Celina Ceasar-Chavannes	Trish McAuliffe
Nov. 11 th , 2014	777	60	68	53
Oct. 27 th , 2014	845	57	69	61

Whitby-Oshawa Candidate Awareness - Trending

%	Sample	Pat Perkins	Celina Ceasar-Chavannes	Trish McAuliffe
Nov. 11 th , 2014	777	86	70	54
Oct. 27 th , 2014	845	82	44	42

Yellowhead Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Jim Eglinski	73	27	58
Ryan Maguhn	59	41	33
Eric Rosendahl	35	65	34

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Whitby-Oshawa

Vote Preference

'A federal by-election will take place in the riding of Whitby-Oshawa on Monday, November 17. Which party's candidate are you most likely to vote for or have you voted for already in this by- election?' + '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	777	44	105	161	216	251	358	419
Pat Perkins, Conservative	44	35	47	46	46	48	45	44
Celina Caesar-Chavannes, Liberal	40	40	37	40	43	39	39	41
Trish McAuliffe, NDP	12	18	15	11	8	10	14	11
Rebecca Harrison, Green	3	7	1	2	3	2	2	5
Another party	0	0	0	0	0	0	0	0

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	777	58	96	93	74	77	205
Pat Perkins, Conservative	44	41	36	42	47	62	43
Celina Caesar-Chavannes, Liberal	40	27	41	35	36	27	45
Trish McAuliffe, NDP	12	28	21	14	12	9	9
Rebecca Harrison, Green	3	4	2	9	4	2	3
Another party	0	0	0	0	0	0	0

Past Federal Party Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Another Party
Sample	777	387	217	82	27	10	11
Pat Perkins, Conservative	44	76	9	3	17	35	24
Celina Caesar-Chavannes, Liberal	40	17	79	52	26	65	39
Trish McAuliffe, NDP	12	5	9	44	7	0	22
Rebecca Harrison, Green	3	2	2	1	50	0	15
Another party	0	0	0	0	0	0	0

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Perkins Approval

'Do you approve or disapprove of Pat Perkins?'

[Aware of Pat Perkins]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	710	32	98	146	202	232	329	381
Approve	60	55	60	65	55	61	61	59
Disapprove	40	45	40	35	45	39	39	41

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	710	43	81	85	72	73	196
Approve	60	57	49	57	67	71	53
Disapprove	40	43	51	43	33	29	47

Federal Party Preference

%	Total	Pat Perkins, Conservative	Celina Caesar- Chavannes, Liberal	Trish McAuliffe, NDP	Rebecca Harrison, Green	Another party
Sample	710	313	257	67	21	3
Approve	60	96	28	26	21	0
Disapprove	40	4	72	74	79	100

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Caesar-Chavannes Approval

'Do you approve or disapprove of Celina Caesar-Chavannes?'

[Aware of Celina Caesar-Chavannes]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	542	35	81	114	157	155	260	282
Approve	68	70	61	68	69	69	69	66
Disapprove	32	30	39	32	31	31	31	34

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	542	29	61	63	57	53	162
Approve	68	57	82	62	57	58	68
Disapprove	32	43	18	38	43	42	32

Federal Party Preference

%	Total	Pat Perkins, Conservative	Celina Caesar- Chavannes, Liberal	Trish McAuliffe, NDP	Rebecca Harrison, Green	Another party
Sample	542	165	268	55	16	3
Approve	68	25	98	61	38	45
Disapprove	32	75	2	39	62	55

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McAuliffe Approval

'Do you approve or disapprove of Trish McAuliffe?'

[Aware of McAuliffe]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	441	22	63	94	123	139	223	218
Approve	53	65	54	53	45	50	60	46
Disapprove	47	35	46	47	55	50	40	54

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	441	25	54	50	41	48	128
Approve	53	26	61	54	60	47	51
Disapprove	47	74	39	46	40	53	49

Federal Party Preference

%	Total	Pat Perkins, Conservative	Celina Caesar- Chavannes, Liberal	Trish McAuliffe, NDP	Rebecca Harrison, Green	Another party
Sample	441	154	183	64	15	1
Approve	53	25	60	91	48	0
Disapprove	47	75	40	9	52	100

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Vote Preference

'A federal by-election will take place in the riding of Yellowhead on Monday, November 17. Which party's candidate are you most likely to vote or have you voted for already for in this by- election?' + '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	360	17	39	63	100	141	167	193
Jim Eglinski, Conservative	62	67	49	62	60	69	55	68
Ryan Maguhn, Liberal	16	6	20	21	19	14	14	19
Eric Rosendahl, NDP	12	20	10	9	10	9	15	9
Another party	10	6	20	8	10	8	16	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	360	46	71	40	41	41	52
Jim Eglinski, Conservative	62	46	60	71	69	72	58
Ryan Maguhn, Liberal	16	21	10	19	9	14	24
Eric Rosendahl, NDP	12	22	19	7	12	10	9
Another party	10	11	12	3	10	4	9

Past Federal Party Preference

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Another Party
Sample	360	234	24	23	18	11	23
Jim Eglinski, Conservative	62	84	3	14	12	20	29
Ryan Maguhn, Liberal	16	8	74	17	43	16	17
Eric Rosendahl, NDP	12	4	12	67	11	28	2
Another party	10	4	12	3	34	36	52

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Eglinski Approval

'Do you approve or disapprove of Jim Eglinski?'

[Aware of Jim Eglinski]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	237	13	21	43	66	94	110	127
Approve	73	86	67	67	67	79	73	73
Disapprove	27	14	33	33	33	21	27	27

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	237	17	43	35	31	25	42
Approve	73	72	71	84	82	69	72
Disapprove	27	28	29	16	18	31	28

Federal Party Preference

%	Total	Jim Eglinski, Conservative	Ryan Maguhn, Liberal	Eric Rosendahl,NDP	Another party
Sample	237	143	39	27	13
Approve	73	96	32	34	39
Disapprove	27	4	68	66	61

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Maguhn Approval

'Do you approve or disapprove of Ryan Maguhn?'

[Aware of Ryan Maguhn]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	137	4	16	30	43	44	71	66
Approve	59	72	37	63	61	64	55	64
Disapprove	41	28	63	37	39	36	45	36

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	137	10	22	20	19	14	29
Approve	59	44	81	72	40	56	63
Disapprove	41	56	19	28	60	44	37

Federal Party Preference

%	Total	Jim Eglinski, Conservative	Ryan Maguhn, Liberal	Eric Rosendahl,NDP	Another party
Sample	137	51	47	18	10
Approve	59	30	93	80	4
Disapprove	41	70	7	20	96

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Rosendahl Approval

'Do you approve or disapprove of Eric Rosendahl?'

[Aware of Eric Rosendahl]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	127	7	12	31	37	40	67	60
Approve	35	8	33	49	35	52	33	38
Disapprove	65	92	67	51	65	48	67	62

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	127	13	15	13	19	15	26
Approve	35	37	12	45	51	41	39
Disapprove	65	63	88	55	49	59	61

Federal Party Preference

%	Total	Jim Eglinski, Conservative	Ryan Maguhn, Liberal	Eric Rosendahl,NDP	Another party
Sample	127	52	27	25	12
Approve	35	29	35	55	9
Disapprove	65	71	65	45	91

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