

NEWS RELEASE



FOR IMMEDIATE RELEASE

Pat Perkins with lead in Whitby-Oshawa

Caesar-Chavannes with highest approval

TORONTO, OCTOBER 27th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 894 voters in the federal riding of Whitby-Oshawa, where a by-election will be held on November 17, the Conservative candidate, Pat Perkins, has more than 4-in-10 votes (41%) to about one third for her Liberal counterpart, Celina Caesar-Chavannes (32%). The NDP candidate would be supported by about one sixth if the election were held today (15%), and few would vote Green (8% - the previous candidate's name was used) or for any other candidate (4%). Males will support Pat Perkins more than females (46% to 36%), while the gender gap works in Celina Caesar-Chavannes' favour (28% to 36%, respectively). Both past Liberal and past Conservative voters are equally likely to support their parties this time (77% and 74%, respectively) whereas New Democrats are less likely to do so (58%). Of note, one fifth of past NDP voters will vote Liberal this time around (18%).

Awareness high for Pat Perkins, approval tops for Caesar-Chavannes

Awareness of Pat Perkins, Whitby's mayor, is high (82%), and more than half of those aware approve of her (57%). By contrast, just half as many are aware of Celina Caesar-Chavannes (44%) but two thirds approve of the candidate (69%). New Democrat Trish McAuliffe has similar levels of awareness (42%) and approval (61%).

"Jim Flaherty has left a powerful legacy in this riding, but he's also left big shoes to fill. The Liberal frisson that's sweeping the country appears to be having its effect here too. Everyone knows Pat Perkins, but Caesar-Chavannes is very popular among those who know her, and she has a lot of upside yet," 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

October 27th, 2014

HIGHLIGHTS:

- The Conservative candidate, Pat Perkins, has more than 4-in-10 votes (41%) to about one third for her Liberal counterpart, Celina Caesar-Chavannes (32%).
- Awareness of Pat Perkins, Whitby's mayor, is high (82%), and more than half of those aware approve of her (57%). By contrast, just half as many are aware of Celina Caesar-Chavannes (44%) but two thirds approve of the candidate (69%).
- "Jim Flaherty has left a powerful legacy in this riding, but he's also left big shoes to fill. The Liberal frisson that's sweeping the country appears to be having its effect here too. Everyone knows Pat Perkins, but Caesar-Chavannes is very popular among those who know her, and she has a lot of upside yet," 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 894 randomly selected voters in the Whitby-Oshawa electoral district. The poll was conducted on October 27th, 2014.

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. 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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Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Celina Caesar-Chavannes	69	31	44
Trish McAuliffe	61	39	42
Pat Perkins	57	43	82

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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 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	845	50	131	181	229	254	430	415
Pat Perkins, Conservative	41	25	47	44	37	50	46	36
Celina Caesar-Chavannes, Liberal	32	20	32	35	41	32	28	36
Trish McAuliffe, NDP	15	25	11	12	17	11	16	15
Rebecca Harrison, Green	8	23	7	4	3	4	7	9
Another party	4	7	2	4	2	3	3	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	845	53	89	106	105	83	211	26
Pat Perkins, Conservative	41	39	33	38	37	38	42	56
Celina Caesar-Chavannes, Liberal	32	21	40	35	32	34	34	22
Trish McAuliffe, NDP	15	27	20	13	18	5	16	2
Rebecca Harrison, Green	8	3	2	12	10	21	4	20
Another party	4	9	4	2	4	2	4	0

Past Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	Other
Sample	845	415	235	92	37	6	21
Pat Perkins, Conservative	41	74	10	9	11	11	34
Celina Caesar-Chavannes, Liberal	32	14	77	18	23	21	23
Trish McAuliffe, NDP	15	5	9	58	10	12	16
Rebecca Harrison, Green	8	3	1	14	54	56	4
Another party	4	3	3	2	2	0	22

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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	729	42	114	164	199	210	372	357
Approve	57	52	60	61	49	64	57	58
Disapprove	43	48	40	39	51	36	43	42

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	729	36	61	87	79	85	199	22
Approve	57	65	57	60	64	54	54	59
Disapprove	43	35	43	40	36	46	46	41

Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois
Sample	729	315	237	91	34	18
Approve	57	92	29	38	41	24
Disapprove	43	8	71	62	59	76

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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	394	24	55	85	136	94	203	191
Approve	69	62	66	68	74	76	63	76
Disapprove	31	38	34	32	26	24	37	24

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	394	16	40	51	41	44	108	16
Approve	69	47	82	80	68	70	69	39
Disapprove	31	53	18	20	32	30	31	61

Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois
Sample	394	102	212	43	18	7
Approve	69	27	97	51	72	7
Disapprove	31	73	3	49	28	93

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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	370	25	62	80	109	94	214	156
Approve	61	80	49	52	61	62	52	72
Disapprove	39	20	51	48	39	38	48	28

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	370	17	34	46	44	35	104	13
Approve	61	63	68	75	62	61	58	35
Disapprove	39	37	32	25	38	39	42	65

Federal Party Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois
Sample	370	130	115	82	23	7
Approve	61	33	65	89	90	14
Disapprove	39	67	35	11	10	86

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