

# NEWS RELEASE



**FORUM RESEARCH INC.**

**FOR IMMEDIATE RELEASE**

## **Chow with significant lead in Spadina-Fort York**

### **Vaughan second with less than half her vote**

TORONTO AUGUST 6<sup>th</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 345 residents of the new federal riding of Spadina-Fort York, close to 6-in-10 will vote for the NDP's Olivia Chow in the coming federal election (57%), while fewer than 3-in-10 will vote for the incumbent member for the previous riding, Adam Vaughan (28%). One tenth will vote for the Conservative candidate, Sabrina Zuniga (10%). Chow's support is almost universal among the youngest (83%) and is common to wealthy groups (\$80K to \$100K - 71%).

"While Chow's support looks insurmountable, it must be remembered this poll was taken among a relatively small sample of voters in the riding, and her strongest supporters are the youngest, who rarely vote. So, while we can safely say Chow leads in this riding, precisely by how much is hard to determine," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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#### **TORONTO**

**August 6<sup>th</sup>, 2015**

#### **HIGHLIGHTS:**

- Close to 6-in-10 will vote for the NDP's Olivia Chow in the coming federal election.
- "While Chow's support looks insurmountable, it must be remembered this poll was taken among a relatively small sample of voters in the riding, and her strongest supporters are the youngest, who rarely vote. So, while we can safely say Chow leads in this riding, precisely by how much is hard to determine," 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 345 randomly selected voters in Toronto, Ontario. The poll was conducted from August 5<sup>th</sup> to August 7<sup>th</sup>, 2015.

Results based on the total sample are considered accurate +/- 5%, 19 times out of 20. Subsample results will be less accurate. Caution must be employed when analyzing this data due to the small sample sizes involved. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://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. 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](http://www.forumresearch.com/polls.asp)

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**Spadina-Fort York Candidate**

*'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 Spadina-Fort York?' + '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	326	15	46	79	76	110	152	174
Sabrina Zuniga, Conservative	10	7	4	20	9	10	12	9
Adam Vaughan, Liberal	28	0	43	25	35	37	28	28
Olivia Chow, NDP	57	83	44	53	54	51	56	58
Camille Labchuk, Green	4	10	8	2	2	1	4	5
Another party	1	1	1	0	0	1	1	0

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	326	23	43	36	41	47	73
Sabrina Zuniga, Conservative	10	14	7	16	14	7	11
Adam Vaughan, Liberal	28	29	31	32	33	19	20
Olivia Chow, NDP	57	46	53	48	52	71	68
Camille Labchuk, Green	4	11	7	4	1	2	2
Another party	1	1	2	0	0	0	1

**Past Federal Vote**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other Parties
Sample	326	55	106	129	7	0	10
Sabrina Zuniga, Conservative	10	43	4	2	0	0	7
Adam Vaughan, Liberal	28	15	60	14	0	0	29
Olivia Chow, NDP	57	28	33	83	57	0	59
Camille Labchuk, Green	4	14	2	1	43	0	0
Another party	1	0	1	1	0	0	4

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