

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Adam Vaughan clear leader in Trinity-Spadina

#### Joe Cressy defeats Christine Innes, other candidates

TORONTO APRIL 22<sup>nd</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 517 voters in the federal riding of Trinity-Spadina in downtown Toronto, where a by-election will be held to replace departed MP Olivia Chow, Liberal hopeful Adam Vaughan has a convincing lead over the nominated NDP candidate, Joe Cressy, but Liberal prospects Christine Tabbert and Ryan Davey do not do as well. Christine Innes, a previous candidate who has been forbidden by the Liberal Party from seeking the nomination, does poorly against Cressy.

#### Vaughan with 20 point lead over Cressy

In a match-up between Adam Vaughan and Joe Cressy, Vaughan wins with one half the vote (52%) to 3-in-10 for Cressy (31%). The names of the previous federal candidates were used as placeholders, and neither scores well (Gin Siow, Conservative - 14%, Rachel Barney, Green - 2%).

#### Cressy defeats Tabbert

Joe Cressy takes close to half the vote (45%) when matched with Liberal prospect Christine Tabbert (33%). Siow (15%) and Barney (5%) aren't particularly competitive.

#### Cressy tops Davey

Liberal hopeful Ryan Davey fares about as well as Tabbert, taking just less than 3-in-10 votes (28%) to close to half for Cressy (46%).

#### Innes falls to Cressy

In a match-up with Christine Innes, husband of former riding MP Tony Ianno, Cressy takes the same proportion of the vote (45%), and Innes gets 3-in-10, like Tabbert and Davey (28%).

#### Awareness, approval high for Vaughan

Almost all voters in the riding know who Adam Vaughan is (84%), while just more than half are aware of Joe Cressy (58%). They both share very high approval ratings, however (74% and 77%, respectively). Christine Innes, on the other hand, while she is well-known (74%), sees the approval of fewer than half (44%). Very few are aware of Christine Tabbert (10%) or Ryan Davey (9%), but the few who know of them think well of them (63% approval each).

## TORONTO

April 22<sup>nd</sup>, 2014

## HIGHLIGHTS:

- Liberal hopeful Adam Vaughan has a convincing lead over the nominated NDP candidate, Joe Cressy, but Liberal prospects Christine Tabbert and Ryan Davey do not do as well.
- In a match-up between Adam Vaughan and Joe Cressy, Vaughan wins with one half the vote (52%) to 3-in-10 for Cressy (31%).
- Joe Cressy takes close to half the vote (45%) when matched with Liberal prospect Christine Tabbert (33%).
- Liberal hopeful Ryan Davey fares about as well as Tabbert, taking just less than 3-in-10 votes (28%) to close to half for Cressy (46%).
- Almost all voters in the riding know who Adam Vaughan is (84%), while just more than half are aware of Joe Cressy (58%). They both share very high approval ratings, however (74% and 77%, respectively).

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## **HIGHLIGHTS:**

- “In politics, if you can't be the incumbent, the next best thing is to be famous. Adam Vaughan has deep roots in this city and as a Liberal, which some forget, and he had years of local exposure on TV. Joe Cressy is well thought of by those who know him, but not enough people know of him to counter the personal comfort level most people in the riding have with Vaughan," said Forum Research President, Dr. Lorne Bozinoff.

“In politics, if you can't be the incumbent, the next best thing is to be famous. Adam Vaughan has deep roots in this city and as a Liberal, which some forget, and he had years of local exposure on TV. Joe Cressy is well thought of by those who know him, but not enough people know of him to counter the personal comfort level most people in the riding have with Vaughan," 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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### Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 517 randomly selected residents of the Trinity-Spadina area 18 years of age and older. The poll was conducted on April 21<sup>st</sup>, 2014.

Results based on the total sample are considered accurate +/- 4%, 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](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. Actual election results depend on the success of the parties 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](http://www.forumresearch.com/polls.asp)

### Candidate Awareness and Approval – Ranking

%	Aware	Unaware	Approve	Disapprove
Adam Vaughan	84	16	74	26
Christine Innes	74	26	44	56
Joe Cressy	58	42	77	23
Christine Tabbert	10	90	63	37
Ryan Davey	9	91	63	37

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### ***Siow vs. Vaughan vs. Cressy vs. Barney***

*'Which party's candidate are you most likely to vote for in this by - election if the following candidates were running?'*

*[Decided / Leaning]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	501	31	73	126	120	151	236	265
Gin Siow, Conservative	14	16	12	11	18	12	16	12
Adam Vaughan, Liberal	52	42	62	56	47	53	51	52
Joe Cressy, NDP	31	38	20	30	33	33	30	32
Rachel Barney, Green Party	2	1	6	2	2	2	3	2
Another party	1	2	1	0	0	0	0	1

#### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	501	41	43	55	79	49	118
Gin Siow, Conservative	14	8	16	8	18	3	14
Adam Vaughan, Liberal	52	53	47	48	45	68	59
Joe Cressy, NDP	31	31	33	41	36	25	23
Rachel Barney, Green Party	2	7	3	2	1	3	4
Another party	1	0	1	1	0	0	0

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### ***Siow vs. Innes vs. Cressy vs. Barney***

*'Which party's candidate are you most likely to vote for in this by - election if the following candidates were running?'*

*[Decided / Leaning]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	485	30	72	118	117	148	222	263
Gin Siow, Conservative	15	22	16	10	16	11	18	12
Christine Innes, Liberal	30	31	34	30	26	31	33	28
Joe Cressy, NDP	45	34	36	50	51	49	38	51
Rachel Barney, Green Party	6	2	11	7	4	4	8	4
Another party	5	12	2	2	4	4	3	6

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	485	40	45	51	78	48	113
Gin Siow, Conservative	15	9	14	7	20	3	14
Christine Innes, Liberal	30	29	21	34	27	34	36
Joe Cressy, NDP	45	49	46	51	52	49	40
Rachel Barney, Green Party	6	10	14	5	1	10	7
Another party	5	4	5	3	1	3	3

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***Siow vs. Tabbert vs. Cressy vs. Barney***

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%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	487	31	71	120	117	148	225	262
Gin Siow, Conservative	15	17	13	14	18	13	18	12
Christine Tabbert, Liberal	33	50	40	25	21	30	37	29
Joe Cressy, NDP	43	23	33	53	53	51	35	50
Rachel Barney, Green Party	5	1	11	7	3	3	7	3
Another party	4	8	3	2	5	4	2	6

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Sample	487	40	44	54	77	49	112
Gin Siow, Conservative	15	8	11	10	17	5	16
Christine Tabbert, Liberal	33	32	21	35	30	38	30
Joe Cressy, NDP	43	47	53	51	51	48	44
Rachel Barney, Green Party	5	8	11	3	1	6	9
Another party	4	5	4	1	2	2	1

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Sample	484	30	71	121	116	146	223	261
Gin Siow, Conservative	16	24	15	14	18	13	20	13
Ryan Davey, Liberal	28	37	39	24	23	23	30	27
Joe Cressy, NDP	46	30	33	53	54	57	41	51
Rachel Barney, Green Party	5	0	9	8	3	5	6	4
Another party	4	9	4	2	1	3	2	5

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	484	41	44	55	75	47	114
Gin Siow, Conservative	16	12	16	8	17	6	16
Ryan Davey, Liberal	28	20	21	30	28	35	32
Joe Cressy, NDP	46	57	50	57	52	48	44
Rachel Barney, Green Party	5	9	11	3	1	9	7
Another party	4	1	1	3	2	2	1

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