

NEWS RELEASE



FORUM RESEARCH INC.

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Ford Announcement: No Effect on Tory Support

Toronto, September 9th – In a random sampling of public opinion taken by The Forum Poll™ among 658 Toronto voters after Doug Ford’s mayoral race intention announcement, amongst those decided and leaning, in a head’s up race between only John Tory and Doug Ford, Tory maintains the lead over his now declared competitor with the support of about two thirds (64%) of voters, while Doug Ford secures just over a third (36%).

Respondents most likely to support Tory include those aged 34 and under (66%), 45-54 (65%) or 65+ (71%), earning \$40,000-\$60,000 (71%) or \$100,000-\$250,000 (75%) with a post-graduate degree (74%), living in the former city of Toronto (69%) or East York (72%), and supporting the provincial Liberal party (74%).

Respondents most likely to support Doug Ford include those aged 55-64 (45%), earning less than \$20,000 (48%), \$20,000 to \$40,000 (42%), \$60,000 to \$80,000 (45%), the least educated (44%) and those with some college or university (40%), living in Etobicoke (42%) or York (39%), and supporting the provincial PCs (56%)

Add Joe Cressy to the ballot, Tory still wins

In a three-way race between Tory, Ford, and councillor Joe Cressy, little-changes. John Tory would still command a majority of votes (53%), while Ford retains the support of just over a third (35%). In this three-candidate scenario Joe Cressy would secure a tenth of the vote (11%).

Respondents most likely to support Tory over Ford and Cressy include those aged 65+ (65%), earning \$40,000-\$60,000 (63%), \$100,000-\$250,000 (62%), with a post-graduate degree (63%), living in East York (62%), supporting the provincial Liberals (60%), and NDP (61%).

Respondents most likely to support Ford over Cressy and Tory include those aged 55-64 (45%), the least wealthy (51%), the least educated (41%), living in Etobicoke (42%), and supporting the provincial PCs (53%).

Respondents most likely to support Cressy over Tory and Ford include those aged 34 and younger (18%), living in East York (17%), with some college or university (15%), and supporting the provincial NDP (20%) or Green Party (27%).

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“Doug Ford’s declaration appears to have had no effect on the mayoral horserace – John Tory remains the clear leader,” said Dr. Lorne Bozinoff, President of Forum Research. “Even adding another candidate doesn’t shake Tory’s support, and he still wins handily.”



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Tory Approval Steady

The majority (53%) of voters once again approve of John Tory's performance as mayor, overall. Just over a quarter (24%) disapprove, while 2 in 10 (23%) say they don't know. John Tory's net favourable score (approve – disapprove) is a strong +29.

Tory's approval is down 1 point (54%: June 22nd) and his disapproval has likewise dropped 3 points (27%: June 22nd).

"Doug Ford's declaration appears to have had no effect on the mayoral horserace – John Tory remains the clear leader," said Dr. Lorne Bozinoff, President of Forum Research. "Even adding another candidate doesn't shake Tory's support, and he still wins handily."

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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 658 randomly selected Toronto Voters. The poll was conducted on September 8-9, 2017.

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

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 results depend on the candidates' ability to get their voters out. 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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Mayoral Horserace (two candidates)

If a municipal election were held today, who would you vote for as mayor? + Even though you may not have made up your mind, which 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	587	77	92	106	129	183	307	264
John Tory	64	66	61	65	55	71	60	68
Doug Ford	36	34	39	35	45	29	40	32

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	587	58	75	81	66	47	117
John Tory	64	52	58	71	55	58	75
Doug Ford	36	48	42	29	45	42	25

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
Sample	587	69	165	207	146
John Tory	64	56	60	63	74
Doug Ford	36	44	40	37	26

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	587	202	46	120	88	22	109
John Tory	64	69	72	68	58	61	58
Doug Ford	36	31	28	32	42	39	42



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	587	233	172	24	31	10	117
John Tory	64	55	73	76	65	35	69
Doug Ford	36	45	27	24	35	65	31

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	587	178	222	100	43	8	36
John Tory	64	74	44	79	72	34	78
Doug Ford	36	26	56	21	28	66	22



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Mayoral Horserace (three candidates)

If a municipal election were held today, who would you vote for as mayor? + Even though you may not have made up your mind, which 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	588	76	94	106	129	183	309	263
John Tory	53	48	51	57	49	65	49	57
Doug Ford	35	34	36	36	45	28	37	33
Joe Cressy	11	18	13	6	6	7	13	9

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	588	58	76	82	67	48	115
John Tory	53	41	40	63	39	56	62
Doug Ford	35	51	42	26	43	39	26
Joe Cressy	11	8	18	11	18	5	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
Sample	588	69	165	205	149
John Tory	53	51	49	51	63
Doug Ford	35	41	36	39	26
Joe Cressy	11	8	15	11	10

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	588	205	44	121	86	23	109
John Tory	53	57	62	56	45	58	49
Doug Ford	35	29	21	34	42	37	41
Joe Cressy	11	14	17	10	13	5	9



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	588	234	171	24	31	11	117
John Tory	53	45	62	45	56	22	61
Doug Ford	35	46	27	16	26	54	33
Joe Cressy	11	9	11	39	18	24	6

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	588	181	223	95	44	8	37
John Tory	53	60	43	61	47	34	69
Doug Ford	35	27	53	20	26	66	25
Joe Cressy	11	13	4	20	27	0	6



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Mayoral Approval

Do you approve or disapprove of the job John Tory is doing as Mayor?

[All respondents]

Trend

%	Sample	Approve	Disapprove	Don't know
September 8-9, 2017	658	53	24	23
June 20-22, 2017	1040	54	27	20
May 25, 27-28	1035	50	31	19
Apr 4-5, 2017	840	47	34	19
Mar 8-10, 2017	966	51	30	19
Jan 31-Feb 5, 2017	1090	46	29	25

*Numbers may not add up to 100 due to rounding

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	658	91	106	119	141	201	342	296
Approve	53	44	57	57	54	60	51	55
Disapprove	24	23	23	28	28	19	33	16
Don't know	23	33	20	15	18	21	16	29

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	658	70	88	90	77	50	123
Approve	53	41	37	57	57	60	64
Disapprove	24	19	27	23	26	28	23
Don't know	23	39	35	20	17	12	14

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
Sample	658	75	186	229	168
Approve	53	50	44	58	58
Disapprove	24	25	25	22	25
Don't know	23	25	31	20	17



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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	658	224	49	137	100	31	117
Approve	53	56	65	53	51	37	54
Disapprove	24	26	18	24	30	18	21
Don't know	23	18	18	23	19	45	26

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	658	259	192	25	36	13	133
Approve	53	50	54	67	57	37	55
Disapprove	24	32	18	23	16	38	16
Don't know	23	17	28	10	27	24	28

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	658	189	237	115	48	12	57
Approve	53	64	47	55	61	3	42
Disapprove	24	16	37	19	15	45	14
Don't know	23	20	15	26	24	52	44

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