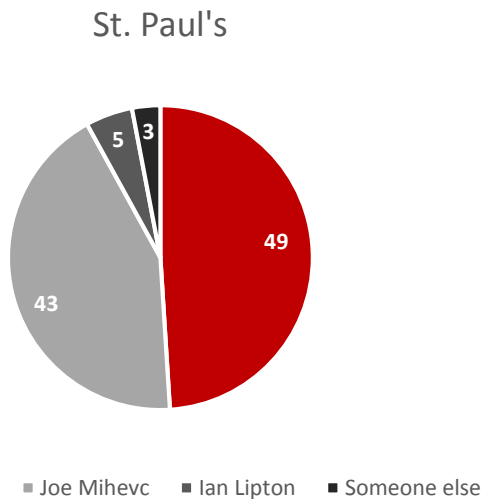# NEWS RELEASE

FORUM RESEARCH INC.

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Matlow Leads Mihevc

Toronto, October 16th – In a random sampling of public opinion taken by The Forum Poll™ among 402 Ward 12 voters, amongst those decided and leaning, almost half (49%) say they will support Josh Matlow, while about 4 in 10 (43%) say they support Joe Mihevc.

Few are supporting the other candidates in the race, Ian Lipton (5%), Elizabeth Cook (1%), Bob Murphy (1%), or Artur Langu (1%).

St. Paul's

Josh Matlow ■ Joe Mihevc ■ Ian Lipton ■ Someone else

Tory has a decided edge

Tory's support (56%) is well above Keesmaat (35%) in Toronto-St. Paul's.

About 1 in 10 (9%) Ward 12 voters say they are supporting one of the other candidates.

"While Matlow leads Mihevc, it is by no means decisive," said Dr. Lorne Bozinoff, President of Forum Research. "Even a minor shift in support could provide a major bump to either candidate. It's clear that at this point in the campaign, a candidate would rather be ahead, than behind, but Ward 12 is definitely looking very close right now."

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 402 randomly selected Ward 12 voters. The poll was conducted on October 12th – 14th, 2018.

Results based on the total sample are considered accurate +/- 5%, 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 a Candidate's 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 forumpoll.com.

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Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Councillor Preference

Who are you most likely to for, or have you already voted for, as councilor in Ward 12 Toronto St-Paul's in the municipal election on October 22? + Even though you may not have made up your mind, who are leaning towards voting for at this time?

Mayoral Preference

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?

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Mayoral Vote Decided/Leaning Gender

	Total	Male	Female
John Tory	56%	53%	58%
Jennifer Keesmaat	35%	41%	30%
Another Candidate	9%	6%	12%
Grand Total	100%	100%	100%

Mayoral Vote Decided/Leaning Age

	Total	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
John Tory	56%	41%	59%	49%	50%	64%	61%
Jennifer Keesmaat	35%	59%	22%	45%	41%	24%	32%
Another Candidate	9%		19%	7%	9%	11%	7%
Grand Total	100%	100%	100%	100%	100%	100%	100%

Mayoral Vote Decided/Leaning Income

	Grand Total	<20k	20k to 40k	40k to 60k	60k to 80k	80k to 100k	100k to 250k	250k+
John Tory	56%	62%	50%	67%	59%	53%	42%	73%
Jennifer Keesmaat	35%	28%	40%	24%	38%	41%	45%	27%
Another Candidate	9%	10%	11%	9%	2%	6%	13%	
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%

Councillor Vote Decided/Leaning Gender

	Total	Male	Female
Josh Matlow	49%	47%	52%
Joe Mihevc	43%	42%	43%
Ian Lipton	5%	8%	2%
Elizabeth Cook	1%		2%
Bob Murphy	1%	1%	0%
Artur Langu	1%	3%	
Grand Total	100%	100%	100%

Councillor Vote Decided/Leaning Age

	Total	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Josh Matlow	49%	67%	36%	46%	39%	52%	57%
Joe Mihevc	43%	16%	56%	49%	52%	39%	39%
Ian Lipton	5%	8%	8%	5%	7%	3%	1%
Elizabeth Cook	1%				2%	3%	1%
Bob Murphy	1%					2%	2%
Artur Langu	1%	8%				2%	1%
Grand Total	100%	100%	100%	100%	100%	100%	100%

Councillor Vote Decided/Leaning Income

	Total	<20k	20k to 40k	40k to 60k	60k to 80k	80k to 100k	100k to 250k	250k+
Josh Matlow	49%	24%	32%	40%	69%	47%	30%	79%
Joe Mihevc	43%	52%	42%	49%	29%	53%	64%	21%
Ian Lipton	5%		23%	9%			2%	
Elizabeth Cook	1%	8%	2%		1%		2%	
Bob Murphy	1%	5%		2%	1%			
Artur Langu	1%	11%			1%		2%	
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%