

NEWS RELEASE



FORUM RESEARCH INC.

Gap Between Keesmaat and Tory Narrows...slightly

Toronto, August 28th 2018 – In a random sampling of public opinion taken by The Forum Poll™ among 1242 Toronto voters, amongst those decided and leaning, two-thirds (65%) say they would support John Tory if an election were held today, down five points from last month (July 27: 70%).

A third (35%) say they would support Keesmaat, up five points since July (July 27: 30%).

Respondents most likely to say they support John Tory include those aged 55-64 (75%), and living in North York (74%) or Etobicoke (71%).

Respondents most likely to say they support Keesmaat include those 35-44 (45%), living in East York (43%) or Scarborough (45%).

Tory's approval steady

More than half (58%) say they approve of John Tory's performance as mayor, with one-quarter (24%) saying they disapprove.

One-fifth (18%) say they do not know.

Tory's approval is unchanged since July, with his disapproval dropping 2 points (July 27: 26%).

"Keesmaat has narrowed the gap on Tory, but his lead is so substantial she needs more gains, and quickly, to have any hope at the mayor's chair," said Dr. Lorne Bozinoff, President of Forum Research. "But with his approval still higher than half that promises to be a difficult challenge for her."

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 1242 randomly selected Toronto Voters. The poll was conducted on August 27th 2018.

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. 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.



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

Age/Gender

%	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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Tory Approval Trend

%	Sample	Approve	Disapprove	Don't know
August 27, 2018	1242	58	24	18
July 25-30, 2018	2144	58	26	17
July 27, 2018	1328	56	25	19
Feb 7-8, 2018	977	58	28	14
Nov 21-22, 2017	843	53	30	16
Sept 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



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Tory v Keesmaat

*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 and leaning]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1023	26	82	85	141	166	521	487
John Tory	65	74	53	55	66	75	63	66
Jennifer Keesmaat	35	26	47	45	34	25	37	34

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1023	378	91	210	150	42	152
John Tory	65	61	57	74	71	67	55
Jennifer Keesmaat	35	39	43	26	29	33	45



Provincial vote

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1023	321	322	277	56	12
John Tory	65	71	67	56	56	68
Jennifer Keesmaat	35	29	33	44	44	32

**This news release was corrected to address a formatting duplication issue*

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Tory approval

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

Age/Gender

%	Total	< 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1242	133	107	171	208	623	622	600
Approve	58	60	53	56	59	60	58	58
Disapprove	24	19	32	24	26	24	28	19
Don't know	18	21	15	20	16	16	13	22

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1242	441	109	258	192	57	185
Approve	58	55	55	63	53	57	61
Disapprove	24	20	18	20	30	30	27
Don't know	18	25	27	17	17	12	12

Provincial vote

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1242	413	362	310	75	15
Approve	58	50	64	63	54	33
Disapprove	24	35	15	21	21	23
Don't know	18	15	21	16	24	44

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