NEWS RELEASE

FORUM RESEARCH INC.

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Tory Continues to Lead

Tory's approval unchanged

Toronto, October 15th – In a random sampling of public opinion taken by The Forum Poll™ among 1206 Toronto voters, amongst those decided and leaning, Tory sees support from more than half of voters (56%) unchanged since the beginning of this month (October 3: 56%).

Keesmaat sees support from almost one-third (29%) unchanged from the beginning of this month (October 3: 29%).

The other candidates see support from about one-sixth (15%).

Tory's approval down slightly

Tory's approval (54%) down two points since the beginning of October (October 10: 56%) and his disapproval (30%) is unchanged (October 10: 30%).

One-sixth (16%) say they do not know.

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"Tory is maintaining his lead over his nearest rival," said Dr. Lorne Bozinoff, President of Forum Research. "The election is getting closer and closer…and it looks like a Keesmaat victory is getting further and further out of reach."

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 1206 randomly selected Toronto Voters. The poll was conducted on October 9th– 10th, 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. 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.

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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Tory Approval Trend

%	Sample	Approve	Disapprove	Don't know
October 9-10, 2018	1206	54	30	16
October 3-5, 2018	987	56	30	13
September 20-24, 2018	944	52	32	16
September 6, 2018	811	54	27	19
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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Mayoral voter intention

If a municipal election were held today, who would you vote for as mayor?

[Decided/Leaning]

Age/Gender

%	TOTAL	Under 25 years	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Other
TOTAL (u/w)	1109	29	108	182	196	222	372	550	536	23
John Tory	56	53	37	55	58	65	70	56	57	35
Jennifer Keesmaat	29	33	43	29	25	24	23	32	27	17
Another candidate	15	14	20	17	17	11	7	12	16	48

Region

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1109	390	107	219	166	57	170
John Tory	56	46	63	56	67	51	63
Jennifer Keesmaat	29	42	32	25	20	35	22
Another candidate	15	13	5	19	13	13	15

Income

%	TOTAL	Less than $20K	$20K to $40K	$40K to $60K	$60K to $80K	$80K to $100K	$100K to $250K	More than $250K
TOTAL (u/w)	1109	60	128	130	130	113	300	53
John Tory	56	35	57	55	49	46	61	68
Jennifer Keesmaat	29	29	22	30	40	45	25	25
Another candidate	15	35	21	15	11	10	13	7

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Mayoral approval

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

Age/Gender

%	TOTAL	Under 25 years	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Other
TOTAL (u/w)	1206	33	124	196	212	242	399	592	587	27
Approve	54	44	45	49	58	61	68	53	56	22
Disapprove	30	39	30	35	30	27	20	32	28	44
Don't know	16	18	25	16	12	13	12	15	16	33

Region

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1206	420	113	243	181	64	185
Approve	54	50	59	56	61	48	52
Disapprove	30	33	26	33	25	33	27
Don't know	16	17	15	11	14	19	21

Income

%	TOTAL	Less than $20K	$20K to $40K	$40K to $60K	$60K to $80K	$80K to $100K	$100K to $250K	More than $250K
TOTAL (u/w)	1206	68	146	142	140	125	312	56
Approve	54	40	54	49	42	55	64	67
Disapprove	30	38	30	36	35	31	22	27
Don't know	16	22	16	15	24	14	14	6

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