

NEWS RELEASE



FOR IMMEDIATE RELEASE

John Tory Almost Doubles Doug Ford Head-To-Head

Add activist/journalist Desmond Cole into the mix, it reduces the margin, but Tory still leads

Toronto, November 24rd – In a random sampling of public opinion taken by The Forum Poll™ among 843 Toronto voters, amongst those decided and leaning, two-thirds (66%) say that they would support John Tory over Doug Ford in a head-to-head matchup, with a third (34%) saying they would support the Ford.

Respondents most likely to say they support John Tory head to head against Doug Ford include those aged 55-64 (75%), earning \$80-100,000 (73%) or the most wealthy (74%), with a college/university (72%) or post-graduate (73%) degree, public transit users (72%), living in the former city of Toronto (82%), and supporting the Liberal (79%) or Green Party (77%).

Respondents most likely to support Doug Ford head to head against John Tory include those aged 34 and younger (38%) or 45-54 (38%), earning \$20-40,000 (62%), the least educated (51%), living in Etobicoke (48%), and supporting the PCs (50%).

In a three-way race between Tory, Ford, and Cole, Tory still wins

In a second scenario, respondents were asked which candidate they would support in a race between John Tory, Doug Ford, and Desmond Cole, the activist and journalist.

Amongst those decided and leaning, John Tory (52%) still sees support of the majority, with Doug Ford (32%) retaining a third of support.

Desmond Cole sees support of one-sixth (16%) of respondents, taking support primarily from Tory.

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“Right now, John Tory compares very favourably against Doug Ford, and any theoretical third candidate,” said Dr. Lorne Bozinoff, President of Forum Research. “But, generally, when a third candidate is added, Doug Ford’s support remains mostly static, and it’s Tory’s numbers that suffer. If enough credible progressive candidates enter the race, it could seriously affect John Tory’s chances at re-election.”



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Compared to other candidates Forum has pitted against Ford and Tory in a theoretical race, Cole compares favourably, with Joe Cressy receiving one-tenth (Sept 9: 11%) support in a three way race, and statistically tied with Mike Layton's one-sixth (June 27: 18%)

Respondents most likely to support John Tory in this scenario include those aged 55-64 (65%), the most wealthy (60%), college/university (58%) or post-graduate (57%) degree, living in the former city of Toronto (57%) or North York (60%), and supporting the Liberals (65%).

Respondents most likely to say they support Doug Ford in this scenario include those aged 34 and younger (37%), earning \$20-40,000 (52%), the least educated (49%), living in Etobicoke (41%) or Scarborough (41%), and supporting the PCs (49%).

Respondents most likely to say that they support Desmond Cole in this scenario include those aged 34 and younger (24%), earning \$80-100,000 (20%) or the most wealthy (17%), with some college/university (19%) or a post-graduate degree (19%), living in the former city of Toronto (27%), and supporting the NDP (28%) or Green Party (31%).

Tory approval remains steady, but disapproval ticks up

John Tory retains the approval of more than half (53%), unchanged from September (Sept 9: 53%), but his disapproval is up by 6 points, with almost a third (30%) of respondents saying they disapprove of John Tory (Sept 9: 24%).

Correspondingly, the number of respondents that say they do not know about John Tory's performance has dropped as well, down to about one-sixth (16%) from almost a quarter (Sept 9: 23%).

"Right now, John Tory compares very favourably against Doug Ford, and any theoretical third candidate," said Dr. Lorne Bozinoff, President of Forum Research. "But, generally, when a third candidate is added, Doug Ford's support remains mostly static, and it's Tory's numbers that suffer. If enough credible progressive candidates enter the race, it could seriously affect John Tory's chances at re-election."

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 843 randomly selected Toronto Voters. The poll was conducted November 21st and 22nd, 2017.

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 will 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 forumpoll.com.

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Tory v. Ford

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	744	115	117	141	140	231	353	373
John Tory	66	62	70	62	75	67	67	67
Doug Ford	34	38	30	38	25	33	33	33

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	744	53	87	76	83	98	171
John Tory	66	63	38	69	60	73	74
Doug Ford	34	37	62	31	40	27	26

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	744	92	158	286	208
John Tory	66	49	57	72	73
Doug Ford	34	51	43	28	27



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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	744	274	54	139	116	41	120
John Tory	66	82	63	67	52	67	59
Doug Ford	34	18	37	33	48	33	41

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	744	270	190	38	49	16	181
John Tory	66	60	72	84	71	43	69
Doug Ford	34	40	28	16	29	57	31



Provincial ballot intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	744	238	254	140	47	19	46
John Tory	66	50	79	74	77	25	73
Doug Ford	34	50	21	26	23	75	27

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Tory v. Ford v. Cole

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	765	122	119	143	146	235	367	379
John Tory	52	40	52	57	65	61	54	51
Doug Ford	32	37	29	33	24	32	32	32
Desmond Cole	16	24	19	10	11	7	14	17

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	765	55	90	79	88	101	173
John Tory	52	38	34	56	48	54	60
Doug Ford	32	48	52	31	39	26	23
Desmond Cole	16	14	14	12	13	20	17

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	765	94	169	287	215
John Tory	52	42	42	58	57
Doug Ford	32	49	39	28	24
Desmond Cole	16	9	19	14	19

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	765	281	57	143	115	43	126
John Tory	52	57	49	60	45	45	47
Doug Ford	32	17	31	31	41	38	41
Desmond Cole	16	27	20	9	15	17	11



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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	765	285	193	36	52	18	181
John Tory	52	51	52	42	49	22	64
Doug Ford	32	36	29	22	30	33	29
Desmond Cole	16	13	19	36	22	46	6

Provincial ballot intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	765	244	255	151	46	20	49
John Tory	52	47	65	46	53	20	59
Doug Ford	32	49	19	26	16	66	29
Desmond Cole	16	4	17	28	31	14	13



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Tory Approval

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

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	140	131	161	156	255	406	412
Approve	53	46	53	55	64	59	55	52
Disapprove	30	35	34	29	23	25	32	29
Don't know	16	20	13	16	13	16	13	19

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	843	68	97	84	96	110	184
Approve	53	45	40	53	49	53	63
Disapprove	30	31	39	26	28	35	28
Don't know	16	25	21	20	23	12	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	843	108	181	314	240
Approve	53	45	50	54	59
Disapprove	30	28	34	30	29
Don't know	16	27	17	15	12

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	843	310	64	153	127	51	138
Approve	53	59	55	57	53	47	45
Disapprove	30	24	34	27	34	36	37
Don't know	16	17	12	16	13	17	18



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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	843	312	214	42	59	19	197
Approve	53	50	56	48	53	34	63
Disapprove	30	35	28	29	25	60	21
Don't know	16	15	16	24	22	6	15

Provincial Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	843	254	275	171	56	22	65
Approve	53	48	69	46	60	30	41
Disapprove	30	40	17	36	33	62	17
Don't know	16	12	14	18	7	8	43

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