# NEWS RELEASE

## FORUM RESEARCH INC.

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

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**FOR IMMEDIATE RELEASE**

## Tory Opens 12 Point Lead in Toronto

### Chow continues to falter

TORONTO September 8th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1069 Toronto voters, 4-in-10 will vote John Tory (40%), while fewer than 3-in-10 will vote Rob Ford (28%). This represents a widening in Tory's lead from 3 points two weeks ago (August 26, Tory - 34%, Ford 31%) to 12 points today. One fifth will vote for Olivia Chow (21%), and this represents yet another (slight) decline in voter preference for her (from 23%). David Soknacki has one twentieth of the vote (6%), few will vote for any other candidate (1%) and very few have no opinion in the race (4%).

In a three way race where just the main contenders are running, Tory takes 4-in-10 votes (41%), Ford 3-in-10 (30%) and Chow appears to pick up most of the Soknacki vote (24%).

In a race with just the two leading contenders, Tory takes close to 6-in-10 votes (57%) picking up all the Chow vote, while Rob Ford stays at his apparent ceiling of 3-in-10 votes (30%).

### Soknacki's awareness, approval up sharply, now exceeds Chow

Virtually all voters are aware of Tory (95%) and Chow (98%), and their approval is relatively steady from two weeks ago (August 26, Tory - 63%, Chow - 49%) to today (Tory - 65%, Chow - 50%). David Soknacki, on the other hand, has seen his awareness jump from two thirds (67%) two weeks ago to three quarters today (78%) while his approval now exceeds that of Chow (was 48%, now 58%). One third approve of Rob Ford (34%).

### Ford Nation tops out at 3-in-10

Three-in-ten voters will vote Rob Ford with no other contenders mentioned (29%) and this is the question that determines the size of Ford Nation, which has shrunk slightly in the past 2 weeks (from 33%).

**HIGHLIGHTS:**

- 4-in-10 will vote John Tory (40%), while fewer than 3-in-10 will vote Rob Ford (28%).
- In a three way race where just the main contenders are running, Tory takes 4-in-10 votes (41%), Ford 3-in-10 (30%) and Chow appears to pick up most of the Soknacki vote (24%).
- In a race with just the two leading contenders, Tory takes close to 6-in-10 votes (57%) picking up all the Chow vote, while Rob Ford stays at his apparent ceiling of 3-in-10 votes (30%).
- Virtually all voters are aware of Tory (95%) and Chow (98%), and their approval is relatively steady from two weeks ago (August 26, Tory - 63%, Chow - 49%) to today (Tory - 65%, Chow - 50%).
- Three-in-ten voters will vote Rob Ford with no other contenders mentioned (29%)

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**TORONTO**
**September 8th, 2014**

**HIGHLIGHTS:**

- For every attribute of a good mayor we tested, John Tory leads the pack, and this includes being best able to handle the budget (Tory 36%, Ford 33%, Chow16%, Soknacki 10%), an attribute which used to be Ford's alone.

- "John Tory is clearly solidifying his lead as the campaign rolls into its final month, and he now leads on the attribute of handling the city budget best, which always used to be Rob Ford's strength. This may be an indication that voters are finally paying attention to the "Ford Math", which rarely adds up, according to the experts," said Forum Research President, Dr. Lorne Bozinoff.

## Tory now leads on all attributes, including budget, Chow trails Ford

For every attribute of a good mayor we tested, John Tory leads the pack, and this includes being best able to handle the budget (Tory 36%, Ford 33%, Chow 16%, Soknacki 10%), an attribute which used to be Ford's alone. Tory is clearly seen to have the best vision for the city (Tory - 36%, Ford 29%, Chow - 21%, Soknacki - 8%), is best able to get council working together (42%, to 20% for Ford and 22% for Chow) and is most likely to leave the city in better shape than he found it (Tory - 38%, Ford - 27%, Chow - 21%, Soknacki - 7%).

## Building transit most important task for mayor

Building transit is seen to the most urgent issue in the mayoral race (37%), with keeping taxes low seen as crucial by about half this proportion (17%) and rebuilding Toronto's image seen as key by a tenth (11%). Other issues are not seen to be as important, including protecting existing services (9%), caring for the vulnerable or cleaning up city hall (8% each) or eliminating waste (6%). Among Tory supporters, key issues are building transit (46%), and few other issues are mentioned (rebuilding city's image - 15%, keeping taxes low and cleaning up city hall - 10% each). Ford supporters are equally concerned with low taxes (32%) and transit (29%) and little else. Chow supporters have a wider range of concerns (transit - 30%, caring for the most vulnerable - 22%, protecting services - 14%, keeping taxes low - 13% and rebuilding Toronto's image (10%).

"John Tory is clearly solidifying his lead as the campaign rolls into its final month, and he now leads on the attribute of handling the city budget best, which always used to be Rob Ford's strength. This may be an indication that voters are finally paying attention to the "Ford Math", which rarely adds up, according to the experts," said Forum Research President, Dr. Lorne Bozinoff.

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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**TORONTO**
**September 8ᵗʰ, 2014**

## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1069 randomly selected voters in Toronto, Ontario. The poll was conducted on September 8ᵗʰ, 2014.

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 www.forumresearch.com/polls.asp

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*Tory / Ford / Chow / Soknacki*

**TORONTO
September 8th, 2014**

| % | Sample | John Tory | Rob Ford | Olivia Chow | David Soknacki | Karen Stintz | Other / Don't Know |
|---|---|---|---|---|---|---|---|
| **Sep 8th, 2014** | **1069** | 40 | 28 | 21 | 6 | - | 5 |
| **Aug 25-26th, 2014** | **1945** | 34 | 31 | 23 | 4 | - | 7 |
| **Aug 5-6th, 2014** | **1268** | 35 | 28 | 23 | 6 | 3 | 3 |
| **July 21st, 2014** | **1063** | 28 | 27 | 29 | 5 | 6 | 4 |
| **July 2nd, 2014** | **1182** | 27 | 26 | 36 | 4 | 3 | 4 |
| **June 23rd, 2014** | **890** | 24 | 27 | 34 | 6 | 3 | 6 |
| **June 6th, 2014** | **944** | 28 | 20 | 38 | 5 | 4 | 5 |
| **May 21st, 2014** | **923** | 27 | 24 | 36 | 3 | 3 | 6 |
| **April 14th, 2014** | **882** | 24 | 27 | 34 | 4 | 6 | 5 |
| **Mar 27th, 2014** | **634** | 21 | 32 | 33 | 4 | 5 | 5 |
| **Mar 13th, 2014** | **1271** | 22 | 28 | 36 | 2 | 5 | 7 |
| **Feb 25, 2014** | **1310** | 27 | 31 | 31 | 2 | 6 | 3 |
| **Feb. 6th, 2014** | **769** | 22 | 30 | 35 | 3 | 6 | 5 |
| **Jan. 22nd, 2014** | **1063** | 24 | 30 | 31 | 4 | 7 | 4 |
| **Jan. 6th, 2014** | **1105** | 22 | 35 | 30 | 3 | 5 | 5 |
| **Dec. 9th, 2013** | **898** | 27 | 25 | 32 | 4 | 7 | 5 |
| **Nov. 20th, 2013** | **1049** | 22 | 31 | 34 | 4 | 7 | 3 |
| **Nov. 6th, 2013** | **1157** | 25 | 29 | 28 | 2 | 12 | 5 |
| **Nov. 4th, 2013** | **1393** | 25 | 26 | 32 | 2 | 10 | 7 |
| **Oct. 31st, 2013** | **1032** | 25 | 24 | 29 | 3 | 11 | 7 |
| **Oct. 29th, 2013** | **1093** | 21 | 27 | 32 | 2 | 11 | 7 |

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**TORONTO**
**September 8th, 2014**

*Mayor Rob Ford Approval - Trending*

| % | Sample | Approve | Disapprove |
|---|---|---|---|
| Sept. 8th, 2014 | 1069 | 34 | 66 |
| August 25-26th, 2014 | 1945 | 39 | 61 |
| August 5-6th, 2014 | 1268 | 35 | 65 |
| July 21st, 2014 | 1063 | 33 | 67 |
| July 2nd, 2014 | 1182 | 31 | 69 |
| June 23rd, 2014 | 890 | 32 | 66 |
| June 6th, 2014 | 944 | 28 | 69 |
| May 21st, 2014 | 923 | 32 | 65 |
| May 1st, 2014 | 888 | 38 | 62 |
| April 14th, 2014 | 882 | 46 | 54 |
| Mar 27th, 2014 | 634 | 46 | 54 |
| Mar 13th, 2014 | 1271 | 42 | 58 |
| Feb. 24th, 2014 | 1310 | 44 | 56 |
| Feb. 6th, 2014 | 769 | 43 | 57 |
| Jan. 22nd, 2014 | 1063 | 45 | 55 |
| Jan. 6th, 2014 | 1105 | 47 | 53 |
| Dec. 9th, 2013 | 898 | 42 | 58 |
| Nov. 20th, 2013 | 1049 | 42 | 58 |
| Nov. 6th, 2013 | 1157 | 44 | 56 |
| Nov. 4th, 2013 | 1393 | 43 | 57 |
| Oct 31st, 2013 | 1032 | 44 | 56 |
| Oct 28-29th, 2013 | 1093 | 39 | 61 |
| Sep 23rd, 2013 | 1082 | 49 | 51 |
| Aug 29th, 2013 | 848 | 44 | 56 |
| July 29th, 2013 | 1368 | 46 | 54 |
| June 25th, 2013 | 1239 | 47 | 53 |
| May 24th, 2013 | 1395 | 42 | 58 |
| May 10th, 2013 | 974 | 44 | 56 |
| April 11th, 2013 | 850 | 43 | 57 |
| April 5th, 2013 | 484 | 49 | 50 |
| March 20th, 2013 | 1045 | 40 | 60 |
| March 11th, 2013 | 918 | 43 | 57 |
| Feb. 26th – 28th, 2013 | 876 | 44 | 56 |
| Feb. 22nd, 2013 | 806 | 48 | 52 |
| Jan. 25th, 2013 | 1099 | 45 | 55 |
| Dec. 14th, 2012 | 897 | 42 | 58 |
| Nov. 26th, 2012 | 807 | 42 | 58 |
| Nov 16th – 17th, 2012 | 848 | 45 | 55 |
| Oct 25th, 2012 | 614 | 44 | 56 |
| Sep 28th – 29th, 2012 | 833 | 41 | 59 |
| Sep 7th – 8th, 2012 | 834 | 42 | 58 |

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**TORONTO**
**September 8th, 2014**

## Voting for Ford in 2014 - Trending

| % | Sample | Yes | No | Don't know |
|---|--------|-----|-----|------------|
| Sept. 8th, 2014 | 1069 | 29 | 67 | 4 |
| August 25-26th, 2014 | 1945 | 33 | 64 | 4 |
| August 5-6th, 2014 | 1268 | 28 | 68 | 4 |
| July 21st, 2014 | 1063 | 28 | 66 | 6 |
| July 2nd, 2014 | 1182 | 25 | 69 | 6 |
| June 23rd, 2014 | 890 | 29 | 65 | 6 |
| June 6th, 2014 | 944 | 22 | 73 | 5 |
| May 21st, 2014 | 923 | 25 | 69 | 7 |
| May 1st, 2014 | 888 | 25 | 68 | 7 |
| April 14th, 2014 | 882 | 29 | 63 | 8 |
| Mar 13th, 2014 | 1271 | 31 | 62 | 7 |
| Feb. 24th, 2014 | 1310 | 38 | 57 | 5 |
| Feb. 6th, 2014 | 769 | 37 | 59 | 4 |
| Jan. 22nd, 2014 | 1063 | 37 | 57 | 6 |
| Jan. 6th, 2014 | 1105 | 41 | 54 | 6 |
| Dec. 9th, 2013 | 898 | 33 | 62 | 5 |
| Nov. 20th, 2013 | 1049 | 33 | 62 | 5 |
| Nov. 6th, 2013 | 1157 | 35 | 60 | 5 |

## Mayoral Candidate Approval - Ranking

| % | Approve | Disapprove | Aware |
|---|---------|------------|-------|
| John Tory | 65 | 35 | 95 |
| David Soknacki | 58 | 42 | 78 |
| Olivia Chow | 50 | 50 | 98 |
| Rob Ford | 34 | 66 | - |

## Mayoral Candidate Approval - Trending

| % | Sample | Ford | Chow | Tory | Stintz | Soknacki |
|---|--------|------|------|------|--------|----------|
| Sept. 8th, 2014 | 1069 | 34 | 50 | 65 | - | 58 |
| August 25-26th, 2014 | 1945 | 39 | 49 | 63 | - | 48 |
| August 5-6th, 2014 | 1268 | 35 | 52 | 67 | 41 | 46 |
| July 21st, 2014 | 1063 | 33 | 54 | 67 | 44 | 48 |
| July 2nd, 2014 | 1182 | 31 | 57 | 63 | 41 | 44 |
| June 23rd, 2014 | 890 | 32 | 57 | 61 | 41 | 47 |
| June 6th, 2014 | 944 | 28 | 64 | 68 | 46 | 54 |
| May 1st, 2014 | 888 | 38 | 58 | 69 | 47 | 56 |
| April 14th, 2014 | 882 | 46 | 60 | 65 | 46 | 47 |
| Mar 13th, 2014 | 1271 | 42 | 57 | 57 | 37 | 38 |

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**TORONTO**
**September 8th, 2014**

## 3-Way Mayoral Trial Heats Trending
### Ford / Tory / Chow

| % | Sample | Rob Ford | John Tory | Olivia Chow | Don't Know |
|---|---|---|---|---|---|
| Sep. 8th, 2014 | 1069 | 30 | 41 | 24 | 3 |
| Aug 5-6th, 2014 | 1268 | 30 | 38 | 28 | 4 |
| July 21st, 2014 | 1063 | 27 | 32 | 35 | 3 |
| July 2nd, 2014 | 1182 | 28 | 30 | 38 | 4 |
| June 23rd, 2014 | 890 | 28 | 29 | 37 | 6 |
| June 6th, 2014 | 944 | 22 | 30 | 42 | 6 |
| May 21st, 2014 | 923 | 27 | 31 | 36 | 6 |
| April 14th, 2014 | 882 | 30 | 29 | 36 | 5 |
| Mar 13th, 2014 | 1271 | 28 | 25 | 38 | 8 |
| Feb 25, 2014 | 1310 | 32 | 33 | 32 | 3 |
| June 25, 2013 | 1239 | 30 | 25 | 40 | 5 |
| May 24, 2013 | 1395 | 27 | 24 | 42 | 8 |
| May 10, 2013 | 974 | 36 | 15 | 40 | 9 |
| Aug 9, 2012 | 812 | 26 | 24 | 39 | 11 |

## 2-Way Mayoral Trial Heats Trending
### Ford / Tory

| % | Sample | Rob Ford | John Tory | Don't Know |
|---|---|---|---|---|
| Sep. 8, 2014 | 1069 | 30 | 57 | 4 |
| Feb 25, 2014 | 1310 | 36 | 58 | 6 |
| Aug 29, 2013 | 848 | 33 | 50 | 17 |
| July 29, 2013 | 1368 | 32 | 52 | 17 |
| June 25, 2013 | 1239 | 35 | 52 | 13 |
| May 10, 2013 | 974 | 33 | 50 | 17 |
| Jan 25, 2013 | 1099 | 36 | 48 | 16 |
| May 28, 2012 | 704 | 29 | 52 | 19 |
| Jan 31, 2012 | 1560 | 26 | 48 | 26 |

### Mayoral Candidate Attributes – Summary Table

| % | Rob Ford | John Tory | Olivia Chow | David Soknacki | Don't Know |
|---|---|---|---|---|---|
| Best for Budget | 33 | 36 | 16 | 10 | 5 |
| Best Vision for City | 29 | 36 | 21 | 8 | 6 |
| Get Councillors to Work Together | 20 | 42 | 22 | 6 | 9 |
| Leave City in Better Shape | 27 | 38 | 21 | 7 | 6 |

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**TORONTO**
**September 8th, 2014**

*Mayoral Candidate Attributes – Trending Table*

| % | Sample | Rob Ford | Olivia Chow | John Tory | Karen Stintz | David Soknacki | Don't Know |
|---|---|---|---|---|---|---|---|
| **Handle the city budget the best?** | | | | | | | |
| **Sept. 8th, 2014** | 1069 | 33 | 16 | 36 | - | 10 | 5 |
| **August 25th, 2014** | 931 | 37 | 18 | 32 | - | 7 | 6 |
| **June 23rd, 2014** | 890 | 31 | 26 | 27 | 3 | 7 | 6 |
| **Feb. 24th, 2014** | 1310 | 37 | 21 | 27 | 6 | - | 9 |
| **Nov. 20th, 2013** | 1049 | 34 | 28 | 22 | 8 | - | 8 |
| **Best vision for the city?** | | | | | | | |
| **Sept. 8th, 2014** | 1069 | 29 | 21 | 36 | - | 8 | 6 |
| **August 25th, 2014** | 931 | 34 | 24 | 32 | - | 5 | 5 |
| **June 23rd, 2014** | 890 | 26 | 35 | 26 | 2 | 4 | 7 |
| **Feb. 24th, 2014** | 1310 | 30 | 27 | 29 | 7 | - | 7 |
| **Nov. 20th, 2013** | 1049 | 30 | 34 | 21 | 9 | - | 6 |
| **Get councilors to work together as one?** | | | | | | | |
| **Sept. 8th, 2014** | 1069 | 20 | 22 | 42 | - | 6 | 9 |
| **August 25th, 2014** | 931 | 22 | 22 | 38 | - | 7 | 12 |
| **June 23rd, 2014** | 890 | 14 | 34 | 32 | 4 | 5 | 12 |
| **Feb. 24th, 2014** | 1310 | 20 | 28 | 35 | 4 | - | 13 |
| **Nov. 20th, 2013** | 1049 | 20 | 33 | 26 | 8 | - | 13 |
| **Leave the city in better shape than he or she found it?** | | | | | | | |
| **Sept. 8th, 2014** | 1069 | 27 | 21 | 38 | - | 7 | 6 |
| **August 25th, 2014** | 931 | 33 | 21 | 35 | - | 4 | 7 |
| **June 23rd, 2014** | 890 | 26 | 32 | 25 | 3 | 4 | 8 |
| **Feb. 24th, 2014** | 1310 | 33 | 26 | 26 | 5 | - | 7 |

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*Rob Ford / Tory / Soknacki / Chow*

*'Who will you vote for in the mayoral election on October 27 if the candidates are Rob Ford, John Tory, David Soknacki and Olivia Chow?'*

[All Respondents]

## Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Rob Ford | 28 | 30 | 28 | 33 | 25 | 22 | 32 | 25 |
| John Tory | 40 | 36 | 33 | 43 | 44 | 54 | 41 | 40 |
| David Soknacki | 6 | 7 | 6 | 4 | 5 | 3 | 7 | 4 |
| Olivia Chow | 21 | 21 | 27 | 17 | 22 | 17 | 17 | 25 |
| Some other candidate | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 |
| Don't know | 4 | 5 | 6 | 2 | 3 | 3 | 3 | 5 |

## Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Rob Ford | 28 | 13 | 37 | 29 | 38 |
| John Tory | 40 | 45 | 38 | 33 | 45 |
| David Soknacki | 6 | 9 | 3 | 6 | 4 |
| Olivia Chow | 21 | 29 | 16 | 27 | 9 |
| Some other candidate | 1 | 0 | 1 | 0 | 1 |
| Don't know | 4 | 4 | 5 | 4 | 3 |

## Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Rob Ford | 28 | 24 | 47 | 32 | 22 | 30 | 17 | 46 |
| John Tory | 40 | 36 | 27 | 34 | 33 | 41 | 57 | 43 |
| David Soknacki | 6 | 10 | 1 | 9 | 7 | 7 | 5 | 2 |
| Olivia Chow | 21 | 27 | 23 | 20 | 33 | 17 | 17 | 4 |
| Some other candidate | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 0 |
| Don't know | 4 | 3 | 2 | 2 | 5 | 4 | 3 | 4 |

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*Rob Ford / Tory / Chow*

*'Who will you vote for if the candidates are Rob Ford, John Tory and Olivia Chow?'*

[All Respondents]

**TORONTO**
**September 8th, 2014**

## Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| **Sample** | **1069** | **74** | **114** | **215** | **289** | **377** | **463** | **606** |
| **Rob Ford** | 30 | 33 | 28 | 33 | 27 | 23 | 33 | 27 |
| **John Tory** | 41 | 37 | 34 | 43 | 45 | 55 | 45 | 37 |
| **Olivia Chow** | 24 | 23 | 30 | 22 | 23 | 19 | 18 | 29 |
| **Some other candidate** | 2 | 4 | 3 | 1 | 2 | 1 | 1 | 4 |
| **Don't know** | 3 | 4 | 5 | 2 | 3 | 3 | 3 | 4 |

## Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| **Sample** | **1069** | **366** | **244** | **234** | **225** |
| **Rob Ford** | 30 | 14 | 40 | 28 | 41 |
| **John Tory** | 41 | 47 | 37 | 37 | 42 |
| **Olivia Chow** | 24 | 32 | 16 | 33 | 11 |
| **Some other candidate** | 2 | 3 | 1 | 1 | 4 |
| **Don't know** | 3 | 4 | 6 | 1 | 2 |

## Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| **Sample** | **1069** | **83** | **152** | **165** | **117** | **89** | **219** | **42** |
| **Rob Ford** | 30 | 25 | 52 | 32 | 20 | 41 | 18 | 46 |
| **John Tory** | 41 | 36 | 21 | 40 | 38 | 37 | 59 | 45 |
| **Olivia Chow** | 24 | 25 | 25 | 20 | 36 | 18 | 20 | 4 |
| **Some other candidate** | 2 | 8 | 1 | 7 | 0 | 1 | 0 | 0 |
| **Don't know** | 3 | 6 | 1 | 2 | 5 | 3 | 3 | 4 |

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*Rob Ford / Tory*

*'Who will you vote for if the candidates are Rob Ford and John Tory?'*

[All Respondents]

**TORONTO**
**September 8th, 2014**

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Rob Ford | 30 | 33 | 31 | 33 | 28 | 23 | 32 | 28 |
| John Tory | 57 | 48 | 56 | 60 | 64 | 70 | 59 | 56 |
| Some other candidate | 8 | 14 | 8 | 5 | 5 | 5 | 4 | 12 |
| Don't know | 4 | 6 | 4 | 3 | 3 | 2 | 4 | 4 |

### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Rob Ford | 30 | 15 | 39 | 33 | 39 |
| John Tory | 57 | 71 | 47 | 55 | 54 |
| Some other candidate | 8 | 11 | 8 | 10 | 3 |
| Don't know | 4 | 4 | 6 | 2 | 4 |

### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Rob Ford | 30 | 29 | 50 | 32 | 21 | 35 | 18 | 42 |
| John Tory | 57 | 45 | 42 | 54 | 62 | 55 | 76 | 58 |
| Some other candidate | 8 | 13 | 7 | 12 | 8 | 7 | 3 | 0 |
| Don't know | 4 | 13 | 1 | 1 | 8 | 3 | 3 | 0 |

### Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---|---|---|---|---|---|
| Sample | 1069 | 157 | 286 | 363 | 263 |
| Rob Ford | 30 | 35 | 41 | 23 | 27 |
| John Tory | 57 | 50 | 43 | 67 | 64 |
| Some other candidate | 8 | 11 | 11 | 6 | 6 |
| Don't know | 4 | 4 | 5 | 4 | 3 |

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**TORONTO**
**September 8th, 2014**

*Approval of Tory*

*'Do you approve or disapprove of John Tory?'*

*[Heard of John Tory]*

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1036 | 69 | 110 | 206 | 283 | 368 | 447 | 589 |
| Approve | 65 | 57 | 63 | 68 | 72 | 75 | 65 | 66 |
| Disapprove | 35 | 43 | 37 | 32 | 28 | 25 | 35 | 34 |

### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1036 | 360 | 234 | 226 | 216 |
| Approve | 65 | 70 | 59 | 68 | 63 |
| Disapprove | 35 | 30 | 41 | 32 | 37 |

### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1036 | 73 | 141 | 163 | 116 | 89 | 217 | 41 |
| Approve | 65 | 61 | 50 | 56 | 62 | 66 | 75 | 74 |
| Disapprove | 35 | 39 | 50 | 44 | 38 | 34 | 25 | 26 |

### Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---|---|---|---|---|---|
| Sample | 1036 | 143 | 278 | 355 | 260 |
| Approve | 65 | 69 | 59 | 70 | 64 |
| Disapprove | 35 | 31 | 41 | 30 | 36 |

# NEWS RELEASE

**FORUM RESEARCH INC.**

*Approval of Chow*

*'Do you approve or disapprove of Olivia Chow?'*

*[Heard of Olivia Chow]*

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1050 | 71 | 113 | 211 | 285 | 370 | 451 | 599 |
| Approve | 50 | 55 | 51 | 46 | 49 | 46 | 42 | 57 |
| Disapprove | 50 | 45 | 49 | 54 | 51 | 54 | 58 | 43 |

### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1050 | 364 | 234 | 233 | 219 |
| Approve | 50 | 61 | 43 | 49 | 43 |
| Disapprove | 50 | 39 | 57 | 51 | 57 |

### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1050 | 77 | 149 | 164 | 114 | 89 | 219 | 40 |
| Approve | 50 | 54 | 61 | 39 | 58 | 45 | 53 | 31 |
| Disapprove | 50 | 46 | 39 | 61 | 42 | 55 | 47 | 69 |

### Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---|---|---|---|---|---|
| Sample | 1050 | 150 | 279 | 361 | 260 |
| Approve | 50 | 54 | 43 | 50 | 55 |
| Disapprove | 50 | 46 | 57 | 50 | 45 |

# NEWS RELEASE

## FORUM RESEARCH INC.

**MEDIA INQUIRIES:**
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*Approval of Soknacki*

*'Do you approve or disapprove of David Soknacki?'*

*[Heard of David Soknacki]*

**TORONTO**
**September 8th, 2014**

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| **Sample** | **865** | **58** | **85** | **168** | **238** | **316** | **377** | **488** |
| **Approve** | 58 | 60 | 59 | 54 | 56 | 58 | 61 | 55 |
| **Disapprove** | 42 | 40 | 41 | 46 | 44 | 42 | 39 | 45 |

### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| **Sample** | **865** | **318** | **185** | **190** | **172** |
| **Approve** | 58 | 68 | 50 | 57 | 50 |
| **Disapprove** | 42 | 32 | 50 | 43 | 50 |

### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| **Sample** | **865** | **46** | **110** | **133** | **101** | **77** | **193** | **37** |
| **Approve** | 58 | 60 | 48 | 43 | 64 | 57 | 71 | 50 |
| **Disapprove** | 42 | 40 | 52 | 57 | 36 | 43 | 29 | 50 |

### Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---|---|---|---|---|---|
| **Sample** | **865** | **112** | **225** | **305** | **223** |
| **Approve** | 58 | 48 | 48 | 62 | 64 |
| **Disapprove** | 42 | 52 | 52 | 38 | 36 |

# NEWS RELEASE

FORUM RESEARCH INC.

**TORONTO**
**September 8th, 2014**

*Approval of Rob Ford*

*'Do you approve or disapprove of Rob Ford?'*

*[All Respondents]*

## Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Approve | 34 | 37 | 34 | 36 | 33 | 27 | 37 | 31 |
| Disapprove | 66 | 63 | 66 | 64 | 67 | 73 | 63 | 69 |

## Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Approve | 34 | 17 | 45 | 33 | 46 |
| Disapprove | 66 | 83 | 55 | 67 | 54 |

## Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Approve | 34 | 40 | 54 | 36 | 24 | 37 | 21 | 43 |
| Disapprove | 66 | 60 | 46 | 64 | 76 | 63 | 79 | 57 |

## Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---|---|---|---|---|---|
| Sample | 1069 | 157 | 286 | 363 | 263 |
| Approve | 34 | 35 | 47 | 28 | 27 |
| Disapprove | 66 | 65 | 53 | 72 | 73 |

# NEWS RELEASE

## FORUM RESEARCH INC.

**MEDIA INQUIRIES:**
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### *Vote Rob Ford October Election*

*'Will you vote for Rob Ford in the municipal election on October 27 or not?'*

*[All Respondents]*

**TORONTO**
**September 8th, 2014**

### *Age / Gender*

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Will vote for Rob Ford | 29 | 32 | 31 | 33 | 24 | 23 | 33 | 26 |
| Will not vote for Rob Ford | 67 | 64 | 65 | 65 | 71 | 74 | 63 | 71 |
| Don't know | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 |

### *Region*

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Will vote for Rob Ford | 29 | 13 | 39 | 31 | 38 |
| Will not vote for Rob Ford | 67 | 84 | 56 | 66 | 58 |
| Don't know | 4 | 2 | 5 | 3 | 4 |

### *Household Income*

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Will vote for Rob Ford | 29 | 27 | 52 | 34 | 20 | 31 | 17 | 42 |
| Will not vote for Rob Ford | 67 | 57 | 44 | 64 | 78 | 69 | 82 | 58 |
| Don't know | 4 | 16 | 3 | 2 | 2 | 1 | 1 | 0 |

### *Education*

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|---|---|---|---|---|---|
| Sample | 1069 | 157 | 286 | 363 | 263 |
| Will vote for Rob Ford | 29 | 32 | 41 | 22 | 27 |
| Will not vote for Rob Ford | 67 | 65 | 52 | 75 | 71 |
| Don't know | 4 | 3 | 7 | 3 | 2 |

**FORUM RESEARCH INC.**

*Best Budget Handling*

Which mayoral candidate would handle the city budget the best?'

[All Respondents]

**TORONTO**
**September 8th, 2014**

## Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Rob Ford | 33 | 37 | 31 | 36 | 29 | 25 | 36 | 29 |
| John Tory | 36 | 33 | 29 | 36 | 38 | 48 | 37 | 34 |
| Olivia Chow | 16 | 12 | 26 | 14 | 16 | 15 | 13 | 19 |
| David Soknacki | 10 | 13 | 8 | 10 | 11 | 7 | 11 | 10 |
| Don't know | 5 | 5 | 6 | 4 | 6 | 4 | 2 | 7 |

## Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Rob Ford | 33 | 13 | 47 | 34 | 40 |
| John Tory | 36 | 43 | 32 | 27 | 40 |
| Olivia Chow | 16 | 21 | 11 | 22 | 10 |
| David Soknacki | 10 | 17 | 7 | 11 | 6 |
| Don't know | 5 | 6 | 3 | 7 | 4 |

## Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Rob Ford | 33 | 37 | 52 | 36 | 23 | 31 | 19 | 42 |
| John Tory | 36 | 34 | 21 | 31 | 35 | 39 | 50 | 46 |
| Olivia Chow | 16 | 14 | 23 | 13 | 23 | 21 | 13 | 6 |
| David Soknacki | 10 | 11 | 3 | 15 | 18 | 9 | 13 | 6 |
| Don't know | 5 | 3 | 1 | 4 | 2 | 0 | 4 | 0 |

**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**
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*Best Vision*

*'Which mayoral candidate would have the best vision for the city?'*

[All Respondents]

**TORONTO**
**September 8th, 2014**

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Rob Ford | 29 | 34 | 26 | 31 | 26 | 23 | 31 | 27 |
| John Tory | 36 | 30 | 31 | 36 | 40 | 51 | 37 | 35 |
| Olivia Chow | 21 | 19 | 29 | 20 | 22 | 17 | 18 | 25 |
| David Soknacki | 8 | 9 | 8 | 9 | 7 | 7 | 9 | 7 |
| Don't know | 6 | 8 | 6 | 4 | 6 | 3 | 5 | 6 |

### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Rob Ford | 29 | 14 | 38 | 31 | 38 |
| John Tory | 36 | 43 | 31 | 30 | 38 |
| Olivia Chow | 21 | 26 | 17 | 27 | 13 |
| David Soknacki | 8 | 13 | 4 | 7 | 8 |
| Don't know | 6 | 4 | 10 | 5 | 3 |

### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Rob Ford | 29 | 27 | 52 | 33 | 20 | 25 | 16 | 41 |
| John Tory | 36 | 32 | 22 | 36 | 31 | 32 | 50 | 44 |
| Olivia Chow | 21 | 22 | 19 | 18 | 31 | 31 | 18 | 11 |
| David Soknacki | 8 | 8 | 3 | 9 | 15 | 5 | 12 | 4 |
| Don't know | 6 | 12 | 3 | 5 | 3 | 6 | 4 | 0 |

# NEWS RELEASE

**TORONTO**
**September 8th, 2014**

### Ability to Unite Councillors

*'Which mayoral candidate would be able to get councilors to work together as one?'*

*[All Respondents]*

#### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Rob Ford | 20 | 26 | 16 | 21 | 16 | 14 | 22 | 18 |
| John Tory | 42 | 36 | 37 | 43 | 49 | 57 | 46 | 39 |
| Olivia Chow | 22 | 25 | 27 | 18 | 20 | 16 | 16 | 28 |
| David Soknacki | 6 | 5 | 8 | 8 | 6 | 6 | 7 | 6 |
| Don't know | 9 | 8 | 11 | 10 | 9 | 7 | 9 | 10 |

#### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Rob Ford | 20 | 8 | 23 | 21 | 30 |
| John Tory | 42 | 48 | 39 | 39 | 42 |
| Olivia Chow | 22 | 25 | 20 | 29 | 13 |
| David Soknacki | 6 | 11 | 3 | 5 | 6 |
| Don't know | 9 | 8 | 13 | 6 | 10 |

#### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Rob Ford | 20 | 22 | 35 | 24 | 13 | 14 | 10 | 38 |
| John Tory | 42 | 26 | 31 | 45 | 42 | 42 | 54 | 49 |
| Olivia Chow | 22 | 26 | 27 | 21 | 25 | 18 | 19 | 6 |
| David Soknacki | 6 | 13 | 1 | 3 | 11 | 9 | 9 | 4 |
| Don't know | 9 | 13 | 6 | 8 | 8 | 18 | 8 | 2 |

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**FORUM RESEARCH INC.**

### Candidate to Improve the Shape of the City

'Which mayoral candidate would leave the city in better shape than he or she found it?'

[All Respondents]

**TORONTO**
**September 8th, 2014**

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Rob Ford | 27 | 33 | 22 | 32 | 24 | 22 | 31 | 24 |
| John Tory | 38 | 32 | 35 | 38 | 42 | 52 | 40 | 36 |
| Olivia Chow | 21 | 19 | 29 | 18 | 20 | 16 | 17 | 24 |
| David Soknacki | 7 | 9 | 7 | 7 | 7 | 5 | 8 | 7 |
| Don't know | 6 | 8 | 8 | 4 | 7 | 5 | 4 | 9 |

### Region

| % | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|---|---|---|---|---|---|
| Sample | 1069 | 366 | 244 | 234 | 225 |
| Rob Ford | 27 | 12 | 34 | 32 | 37 |
| John Tory | 38 | 44 | 36 | 30 | 40 |
| Olivia Chow | 21 | 25 | 18 | 25 | 13 |
| David Soknacki | 7 | 10 | 4 | 9 | 5 |
| Don't know | 6 | 8 | 8 | 3 | 5 |

### Household Income

| % | Total | <$20K | $20-$40K | $40-$60K | $60-$80K | $80-$100K | $100-$250K | $250K+ |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 83 | 152 | 165 | 117 | 89 | 219 | 42 |
| Rob Ford | 27 | 24 | 49 | 32 | 20 | 24 | 15 | 41 |
| John Tory | 38 | 39 | 23 | 34 | 33 | 36 | 52 | 48 |
| Olivia Chow | 21 | 23 | 20 | 19 | 30 | 26 | 17 | 6 |
| David Soknacki | 7 | 9 | 1 | 10 | 11 | 8 | 9 | 5 |
| Don't know | 6 | 4 | 6 | 5 | 7 | 6 | 7 | 0 |

# NEWS RELEASE

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**TORONTO**
**September 8th, 2014**

## Most Important Issue

*'What is the single most important issue for you in this mayoral election?'*

*[All Respondents]*

### Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Sample | 1069 | 74 | 114 | 215 | 289 | 377 | 463 | 606 |
| Building transit | 37 | 45 | 38 | 35 | 26 | 30 | 39 | 35 |
| Keeping taxes low | 17 | 19 | 16 | 16 | 19 | 14 | 14 | 20 |
| Protecting existing city services | 9 | 7 | 9 | 8 | 11 | 11 | 7 | 10 |
| Caring for the most vulnerable | 8 | 3 | 12 | 10 | 9 | 7 | 6 | 9 |
| Eliminating waste | 6 | 2 | 7 | 8 | 6 | 7 | 5 | 6 |
| Rebuilding Toronto's image | 11 | 12 | 5 | 10 | 12 | 17 | 14 | 8 |
| Cleaning up city hall | 8 | 6 | 7 | 8 | 12 | 11 | 8 | 8 |
| Something else | 6 | 6 | 7 | 6 | 5 | 3 | 7 | 4 |

### Mayoral Candidate Preference

| % | Total | Rob Ford | John Tory | David Soknacki | Olivia Chow | Some other candidate | Don't know |
|---|---|---|---|---|---|---|---|
| Sample | 1069 | 271 | 490 | 50 | 213 | 8 | 37 |
| Building transit | 37 | 29 | 46 | 27 | 30 | 24 | 52 |
| Keeping taxes low | 17 | 32 | 10 | 13 | 13 | 44 | 8 |
| Protecting existing city services | 9 | 7 | 7 | 8 | 14 | 7 | 10 |
| Caring for the most vulnerable | 8 | 5 | 3 | 9 | 22 | 14 | 3 |
| Eliminating waste | 6 | 9 | 6 | 7 | 2 | 0 | 1 |
| Rebuilding Toronto's image | 11 | 3 | 15 | 20 | 10 | 0 | 9 |
| Cleaning up city hall | 8 | 8 | 10 | 3 | 6 | 6 | 6 |
| Something else | 6 | 7 | 3 | 13 | 4 | 5 | 13 |

# NEWS RELEASE

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**TORONTO**
**September 8th, 2014**