

NEWS RELEASE



FOR IMMEDIATE RELEASE

Doug Ford surges, Tory falters

Lead is now just 2 points

TORONTO OCTOBER 6th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1218 Toronto voters, just fewer than 4-in-10 will vote for John Tory for mayor (39%) or for Doug Ford (37%) which means these two candidates are essentially tied at this sample size. This stands in stark contrast to last week's findings (September 29 - Tory 43%, Ford 33%), when the candidates were 10 points apart. Olivia Chow has improved her vote share from less than one fifth last week (20%) to slightly more now (22%). Very few will vote for another candidate (2%).

Ford's approval up sharply, Tory, Chow down

More than 4-in-10 Toronto voters approve of Doug Ford (42%), and this is stable since we last polled approval (September 22 - 45%). It must be pointed out that this is a higher level of approval than any achieved by his brother Rob Ford in the past 6 months (April, 2014 - 46%). John Tory's approval, on the other hand, has declined from two thirds two weeks ago (September 22 - 64%) to about one half now (53%). By the same token, Olivia Chow has seen her approval drop from well more than half two weeks ago (56%) to just more than 4-in-10 now (42%).

"This is a shocking upset indeed. Doug had a fairly good week last week, but his partisans clearly think he had a great week. He has neatly filched 4 points off John Tory and added them to his vote share," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

October 6th, 2014

HIGHLIGHTS:

- Just fewer than 4-in-10 will vote for John Tory for mayor (39%) or for Doug Ford (37%) which means these two candidates are essentially tied at this sample size.
- John Tory's approval has declined from two thirds two weeks ago (September 22 - 64%) to about one half now (53%).
- More than 4-in-10 Toronto voters approve of Doug Ford (42%), and this is stable since we last polled approval (September 22 - 45%).
- "This is a shocking upset indeed. Doug had a fairly good week last week, but his partisans clearly think he had a great week. He has neatly filched 4 points off John Tory and added them to his vote share," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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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 1218 randomly selected voters in Toronto, Ontario. The poll was conducted on October 6th, 2014.

Results based on the total sample are considered accurate +/- 2.8%, 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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Mayoral Horserace - Trending

%	Sample	John Tory	Doug Ford	Olivia Chow	Rob Ford	David Soknacki	Karen Stintz	Other / Don't Know
Oct. 6 th , 2014	1218	39	37	22	-	-	-	2
Sep. 29 th , 2014	1202	43	33	20	-	-	-	3
Sep. 22 nd , 2014	1164	38	31	25	-	-	-	5
Sep 12 th , 2014	1228	41	34	19	-	-	-	6
Sep 8 th , 2014	1069	40	-	21	28	6	-	5
Aug 25-26 th , 2014	1945	34	-	23	31	4	-	7
Aug 5-6 th , 2014	1268	35	-	23	28	6	3	3
July 21 st , 2014	1063	28	-	29	27	5	6	4
July 2 nd , 2014	1182	27	-	36	26	4	3	4
June 23 rd , 2014	890	24	-	34	27	6	3	6

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Mayoral Candidate Approval - Trending

%	Sample	Tory	Doug Ford	Chow	Rob Ford	Soknacki	Stintz
Oct. 6 th , 2014	1218	53	42	42	-	-	-
Sept. 22 nd , 2014	1164	64	45	56	39	-	-
Sept. 12 th , 2014	1228	66	42	47	40	-	-
Sept. 8 th , 2014	1069	65	-	50	34	58	-
August 25-26 th , 2014	1945	63	-	49	39	48	-
August 5-6 th , 2014	1268	67	-	52	35	46	41
July 21 st , 2014	1063	67	-	54	33	48	44
July 2 nd , 2014	1182	63	-	57	31	44	41
June 23 rd , 2014	890	61	-	57	32	47	41
June 6 th , 2014	944	68	-	64	28	54	46
May 1 st , 2014	888	69	-	58	38	56	47
April 14 th , 2014	882	65	-	60	46	47	46
Mar 13 th , 2014	1271	57	-	57	42	38	37

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Doug Ford / Tory / Chow

'If the election for Toronto's mayor were held today, who would you vote for? + Although you may not have made up your mind, which candidate are you leaning to at this time?'

[Decided/Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1196	88	125	236	343	404	553	643
Doug Ford	37	49	26	37	35	28	37	36
John Tory	39	24	41	42	46	56	42	36
Olivia Chow	22	27	27	20	18	13	19	25
Some other candidate	2	1	6	1	1	2	2	3

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1196	478	230	244	244
Doug Ford	37	27	35	43	45
John Tory	39	41	46	35	31
Olivia Chow	22	29	17	19	21
Some other candidate	2	3	2	3	2

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1196	302	544	164	50	30
Doug Ford	37	47	26	24	23	63
John Tory	39	49	48	18	28	31
Olivia Chow	22	3	24	56	44	3
Some other candidate	2	2	2	2	5	4

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Tory Approval

'Do you approve or disapprove of John Tory?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1218	90	127	239	354	408	561	657
Approve	53	42	57	53	58	66	57	50
Disapprove	47	58	43	47	42	34	43	50

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1218	482	237	249	250
Approve	53	55	60	44	53
Disapprove	47	45	40	56	47

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1218	306	551	166	52	31
Approve	53	63	62	37	44	50
Disapprove	47	37	38	63	56	50

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Chow Approval

'Do you approve or disapprove of Olivia Chow?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1218	90	127	239	354	408	561	657
Approve	42	45	45	41	38	38	40	44
Disapprove	58	55	55	59	62	62	60	56

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1218	482	237	249	250
Approve	42	48	41	40	37
Disapprove	58	52	59	60	63

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1218	306	551	166	52	31
Approve	42	18	49	65	64	19
Disapprove	58	82	51	35	36	81

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Doug Ford Approval

'Do you approve or disapprove of Doug Ford?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1218	90	127	239	354	408	561	657
Approve	42	51	36	41	40	34	44	40
Disapprove	58	49	64	59	60	66	56	60

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1218	482	237	249	250
Approve	42	31	40	46	53
Disapprove	58	69	60	54	47

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1218	306	551	166	52	31
Approve	42	52	31	27	26	65
Disapprove	58	48	69	73	74	35

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

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