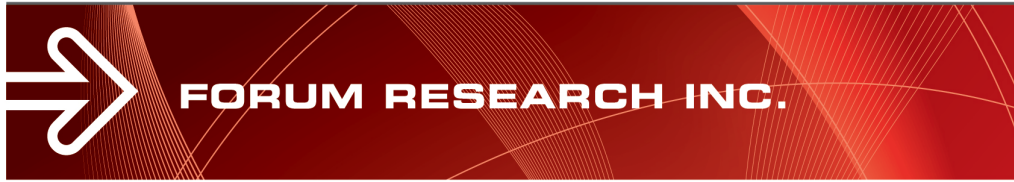


NEWS RELEASE



FOR IMMEDIATE RELEASE

Tory-Ford gap widens to 14 points

Tory surges, Ford falters

TORONTO OCTOBER 21st, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 852 likely Toronto voters and those who have voted already, more than 4-in-10 of those decided and leaning support John Tory for mayor (43%), in comparison to fewer than 3-in-10 who favour Doug Ford (29%) for a 14 point lead. This stands in contrast to last week, when just 6 points separated the two (October 14 - Ford 33%, Tory 39%). Olivia Chow's support has stayed relatively stable at about one quarter (23% last week, 25% today), and just one thirtieth will vote for any other candidate (3%).

Tory's support is strong among older voters (55 to 64 - 52%, 65+ - 53%), in North York (48%) and among past provincial Liberal voters (51%). Ford's support is especially strong in Scarborough (39%) and among past PC voters (51%). Chow's support is characteristic of the youngest (33%), women (30%), in the downtown (41%) and past New Democrats (54%).

"This last week has proved decisive for John Tory. He appears to be locking up the few undecided voters left, and scooping some of Doug's voters as well. The two have neatly swapped 4 points since last week, Tory taking them from Ford," 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

October 21st, 2014

HIGHLIGHTS:

- More than 4-in-10 of them who are absolutely certain to vote or have voted already support John Tory for mayor (43%), in comparison to less than 3-in-10 who favour Doug Ford (29%).
- Tory's support is strong among older voters (55 to 64 - 52%, 65+ - 53%), in North York (48%) and among past provincial Liberal voters (51%).
- "This last week has proved decisive for John Tory. He appears to be locking up the few undecided voters left, and scooping some of Doug's voters as well. The two have neatly swapped 4 points since last week, Tory taking them from Ford," said Forum Research President, Dr. Lorne Bozinoff.

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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 852 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on October 20th, 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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Mayoral Horserace - Trending

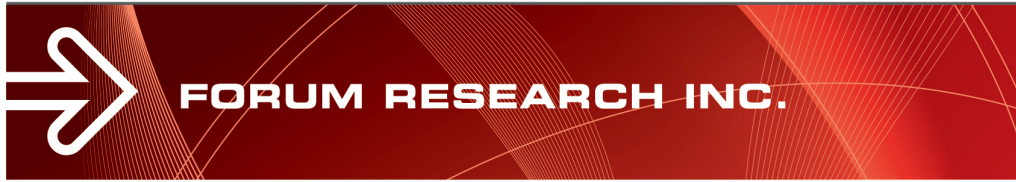
%	Sample	John Tory	Doug Ford	Olivia Chow		Rob Ford	David Soknacki	Karen Stintz	Other / Don't Know
Oct. 20 th , 2014	847	43	29	25		-	-	-	3
Oct. 14 th , 2014	1241	39	33	23		-	-	-	4
Oct. 6 th , 2014	1218	39	37	22		-	-	-	2
Sep. 29 th , 2014	1202	43	33	20		-	-	-	3
Sep. 22 nd , 2014	1164	38	31	25		-	-	-	5
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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Doug Ford / Tory / Chow

'If the election for Toronto's mayor were held today, who would you vote for, or who have you already voted for in the advance polls?' + '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	847	130	119	176	195	227	436	411
Doug Ford	29	31	28	29	27	29	33	25
John Tory	43	33	43	46	52	53	46	41
Olivia Chow	25	33	26	21	20	16	19	30
Some other candidate	3	3	2	4	1	2	2	3

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	847	273	65	189	115	34	171
Doug Ford	29	13	18	33	32	43	39
John Tory	43	44	31	48	41	39	43
Olivia Chow	25	39	46	16	25	18	16
Some other candidate	3	4	6	3	3	0	1

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	847	186	445	110	27	10
Doug Ford	29	51	15	19	29	46
John Tory	43	46	51	24	52	10
Olivia Chow	25	1	31	54	14	32
Some other candidate	3	2	3	3	5	12

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