

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tory maintains 7 point lead over Doug Ford

Chow advances

TORONTO SEPTEMBER 22nd, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1164 Toronto voters, just fewer than 4-in-10 will vote John Tory for mayor (38%), while just more than 3-in-10 will vote for Doug Ford (31%). This is in contrast to last week, just after Doug entered the race in the place of his brother Rob, when the two leaders were still 7 points apart, but at higher levels (41% and 34%, respectively). What has changed is that Olivia Chow has improved her vote share from less than one fifth last week (19%) to one quarter today (25%).

If second tier candidate Ari Goldkind's name is added to the list, little changes. Tory continues to take just less than 4-in-10 (38%), Ford exactly 3-in-10 (30%) and Chow just less than a quarter (24%). Goldkind takes less than one twentieth of the vote (3%). Few are undecided (4%) or will vote another candidate (1%).

John Tory is a popular second choice

Four-in-ten Ford voters would pick John Tory second (42%), as would more than one half of Chow voters (53%). Few Ford voters (12%) would vote Chow second, nor would few Chow voters support Ford in second place (10%). When Goldkind's name is tested in this context, he is the second choice of one tenth or more of John Tory (12%) or Olivia Chow voters (15%).

Tory leads approval, Rob Ford trails

John Tory has the highest approvals among those aware of him (64% of 97%), followed by Olivia Chow (56% approval among 96% aware). Doug Ford is well-known (96%) but his approval does not exceed one half (45%). Rob Ford's approval is lowest at just 4-in-10 (39%). Ari Goldkind, while not well known (19% aware) has relatively high approval (61%).

"It looks as though the Doug Caravan has settled a bit, and Tory still leads, but they should both be concerned about the resurgence of Olivia Chow," 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 22nd, 2014

HIGHLIGHTS:

- Just fewer than 4-in-10 will vote John Tory for mayor (38%), while just more than 3-in-10 will vote for Doug Ford.
- Four-in-ten Ford voters would pick John Tory second (42%), as would more than one half of Chow voters (53%).
- John Tory has the highest approvals among those aware of him (64% of 97%), followed by Olivia Chow (56% approval among 96% aware).
- "It looks as though the Doug Caravan has settled a bit, and Tory still leads, but they should both be concerned about the resurgence of Olivia Chow," 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 1164 randomly selected voters in Toronto, Ontario. The poll was conducted on September 22nd, 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
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

Mayoral Candidate Approval – Ranking

%	Approve	Disapprove	Aware
John Tory	64	36	97
Ari Goldkind	61	39	19
Olivia Chow	56	44	96
Doug Ford	45	55	96
Rob Ford	39	61	-

Doug Ford Approval - Trending

%	Sample	Approve	Disapprove
Sept. 22 nd , 2014	1164	45	55
Sept. 12 th , 2014	1228	42	58
May 21 st , 2014	923	30	66
Nov. 20 th , 2013	1049	36	64

Mayoral Candidate Approval - Trending

%	Sample	Tory	Doug Ford	Chow	Rob Ford	Soknacki	Stintz
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

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Doug Ford / Tory / Chow

'Who will you vote for in the mayoral election on October 27, Doug Ford, John Tory or Olivia Chow?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Doug Ford	31	32	32	33	34	26	34	29
John Tory	38	32	33	39	41	53	39	38
Olivia Chow	25	34	26	22	20	16	24	27
Some other candidate	1	0	2	2	1	1	1	2
Undecided	4	2	8	4	4	4	3	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Doug Ford	31	18	28	34	50
John Tory	38	45	48	33	22
Olivia Chow	25	31	18	28	22
Some other candidate	1	1	1	2	2
Undecided	4	5	4	3	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Doug Ford	31	43	36	38	32	37	15	30
John Tory	38	12	34	39	35	32	53	33
Olivia Chow	25	34	25	19	29	25	28	32
Some other candidate	1	2	1	1	1	0	1	5
Undecided	4	9	4	3	3	6	2	1

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TORONTO**September 22nd, 2014****Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1164	152	323	424	265
Doug Ford	31	47	40	30	16
John Tory	38	24	31	39	51
Olivia Chow	25	23	26	23	29
Some other candidate	1	3	1	1	1
Undecided	4	3	2	7	2

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TORONTO

September 22nd, 2014

Second Choice: Doug Ford / Tory / Chow

'Who would be your second choice for mayor?'

[Has a first choice]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1149	76	111	219	298	445	512	637
Doug Ford	11	12	9	12	12	12	11	11
John Tory	28	30	30	26	27	24	26	30
Olivia Chow	25	17	26	30	26	30	24	25
Some other candidate	11	11	10	13	9	10	13	8
Don't know	25	30	25	19	25	24	26	25

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1149	427	241	252	229
Doug Ford	11	13	9	8	16
John Tory	28	32	22	22	37
Olivia Chow	25	25	32	24	16
Some other candidate	11	14	8	12	8
Don't know	25	16	29	35	23

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1149	79	180	153	137	129	199	49
Doug Ford	11	10	15	20	8	5	9	6
John Tory	28	32	35	25	28	42	23	34
Olivia Chow	25	10	26	22	31	23	33	29
Some other candidate	11	3	7	10	7	7	18	7
Don't know	25	45	18	23	27	23	17	24

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1149	149	320	419	261
Doug Ford	11	11	12	11	11
John Tory	28	26	24	30	29
Olivia Chow	25	16	22	26	30
Some other candidate	11	8	10	10	14
Don't know	25	39	33	23	16

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Doug Ford / Tory / Chow / Goldkind

‘Who will you vote for in the mayoral election on October 27, if the candidates are Doug Ford, John Tory, Olivia Chow and Ari Goldkind?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Doug Ford	30	28	34	31	32	24	31	29
John Tory	38	32	33	40	40	53	38	39
Olivia Chow	24	33	24	20	20	16	24	24
Ari Goldkind	3	5	1	3	3	4	4	2
Some other candidate	1	0	2	1	1	1	1	1
Undecided	4	2	6	5	4	2	3	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Doug Ford	30	15	30	34	45
John Tory	38	40	47	32	30
Olivia Chow	24	33	17	27	18
Ari Goldkind	3	6	3	2	1
Some other candidate	1	1	0	1	2
Undecided	4	4	2	5	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Doug Ford	30	52	32	36	24	37	15	28
John Tory	38	9	34	35	36	31	55	38
Olivia Chow	24	30	24	21	30	26	26	31
Ari Goldkind	3	4	4	3	4	2	3	2
Some other candidate	1	1	1	0	1	1	0	0
Undecided	4	4	5	5	5	4	1	1

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1164	152	323	424	265
Doug Ford	30	44	35	30	16
John Tory	38	22	35	38	50
Olivia Chow	24	22	22	23	29
Ari Goldkind	3	4	4	3	2
Some other candidate	1	3	1	1	1
Undecided	4	4	3	5	2

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Second Choice: Doug Ford / Tory / Chow / Goldkind

‘Who would be your second choice for mayor if the candidates were Doug Ford, John Tory, Olivia Chow and Ari Goldkind?’

[Has a first choice]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1145	75	111	215	296	448	513	632
Doug Ford	10	9	9	11	11	11	9	10
John Tory	20	22	19	18	21	18	21	19
Olivia Chow	20	16	19	23	22	22	20	20
Ari Goldkind	11	15	15	8	8	7	11	11
Some other candidate	4	4	3	5	4	5	3	5
Undecided	35	35	36	35	34	38	35	35

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1145	424	243	251	227
Doug Ford	10	7	9	9	14
John Tory	20	25	12	16	26
Olivia Chow	20	20	31	16	11
Ari Goldkind	11	12	17	7	9
Some other candidate	4	5	3	4	4
Undecided	35	31	28	48	36

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1145	76	177	152	137	128	200	50
Doug Ford	10	2	11	12	13	5	9	11
John Tory	20	22	28	20	22	28	18	19
Olivia Chow	20	10	20	17	26	18	30	23
Ari Goldkind	11	2	7	9	7	8	12	19
Some other candidate	4	1	3	4	2	3	6	2
Undecided	35	64	31	38	30	38	25	26

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1145	149	321	416	259
Doug Ford	10	9	12	8	10
John Tory	20	25	14	23	17
Olivia Chow	20	14	14	21	27
Ari Goldkind	11	3	12	10	17
Some other candidate	4	3	5	3	5
Undecided	35	46	43	34	25

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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	1133	74	108	212	296	443	509	624
Approve	64	60	61	66	62	74	62	66
Disapprove	36	40	39	34	38	26	38	34

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1133	428	235	245	225
Approve	64	69	68	53	64
Disapprove	36	31	32	47	36

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1133	72	170	149	137	131	199	48
Approve	64	43	67	69	66	56	73	48
Disapprove	36	57	33	31	34	44	27	52

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1133	144	307	420	262
Approve	64	55	51	69	71
Disapprove	36	45	49	31	29

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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	1140	72	110	215	300	443	510	630
Approve	56	62	61	55	46	46	55	56
Disapprove	44	38	39	45	54	54	45	44

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1140	430	235	250	225
Approve	56	59	59	55	48
Disapprove	44	41	41	45	52

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1140	75	176	151	135	130	199	46
Approve	56	52	67	45	61	52	67	57
Disapprove	44	48	33	55	39	48	33	43

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1140	147	312	420	261
Approve	56	58	51	55	61
Disapprove	44	42	49	45	39

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Approval of Doug Ford

'Do you approve or disapprove of Doug Ford?'

[Heard of Doug Ford]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1131	72	110	218	296	435	503	628
Approve	45	43	47	48	48	37	45	44
Disapprove	55	57	53	52	52	63	55	56

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1131	420	240	247	224
Approve	45	28	40	49	67
Disapprove	55	72	60	51	33

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1131	76	173	149	135	128	199	46
Approve	45	62	55	53	44	48	22	35
Disapprove	55	38	45	47	56	52	78	65

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1131	145	310	417	259
Approve	45	60	56	45	24
Disapprove	55	40	44	55	76

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Approval of Ari Goldkind

'Do you approve or disapprove of Ari Goldkind?'

[Heard of Ari Goldkind]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	214	15	23	43	59	74	103	111
Approve	61	73	54	52	55	64	68	52
Disapprove	39	27	46	48	45	36	32	48

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	214	97	40	49	28
Approve	61	52	72	54	69
Disapprove	39	48	28	46	31

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	214	12	30	26	25	26	42	11
Approve	61	56	76	55	37	32	69	80
Disapprove	39	44	24	45	63	68	31	20

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	214	24	49	83	58
Approve	61	37	52	65	67
Disapprove	39	63	48	35	33

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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	1164	76	113	221	302	452	521	643
Approve	39	40	38	42	44	33	39	40
Disapprove	61	60	62	58	56	67	61	60

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Approve	39	25	34	43	61
Disapprove	61	75	66	57	39

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Approve	39	57	48	49	41	44	19	31
Disapprove	61	43	52	51	59	56	81	69

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1164	152	323	424	265
Approve	39	53	52	38	21
Disapprove	61	47	48	62	79

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