

NEWS RELEASE



FOR IMMEDIATE RELEASE

John Tory stretches lead

Now 10 points ahead of Doug Ford, Chow falls back

TORONTO SEPTEMBER 29th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1167 decided and leaning Toronto voters, more than 4-in-10 will vote John Tory for mayor if the municipal election were held today (43%) while one third will vote for Doug Ford (33%). One fifth will vote Olivia Chow (20%) and very few will vote for another candidate (3%).

These findings stand in contrast to last week, when the two leading candidates were closer (September 22, Tory - 38%, Ford - 31%), and Olivia Chow's vote share was higher (September 22 - 25%).

Doug Ford's vote is common to the youngest (38%), males (36%), in North York (46%), Scarborough (38%) and among provincial PC voters (45%). Tory's vote is characterized by the oldest (57%), in Etobicoke (50%) and York (57% - caution: small base size) and among provincial PCs (53%) and Liberals (52%). Chow's vote is characterized by the youngest (25%), in the downtown (29%) and East York (32%) and past provincial NDP voters (31%).

John Tory leads in all of the 6 former cities which make up Toronto except North York, where Ford leads, and Scarborough, where these two candidates are tied.

"This is an improvement for John Tory since last week, and it appears Olivia Chow's resurgence was short-lived. However, with basically the length of an entire federal election campaign to go before the election, it's too early to say either of the two leaders has an insurmountable advantage," 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 29th, 2014

HIGHLIGHTS:

- More than 4-in-10 will vote John Tory for mayor if the municipal election were held today (43%) while one third will vote for Doug Ford (33%).
- One fifth will vote Olivia Chow (20%) and very few will vote for another candidate (3%).
- John Tory leads in all of the 6 former cities which make up Toronto except North York, where Ford leads, and Scarborough, where these two candidates are tied.
- "This is an improvement for John Tory since last week, and it appears Olivia Chow's resurgence was short-lived. However, with basically the length of an entire federal election campaign to go before the election, it's too early to say either of the two leaders has an insurmountable advantage," 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 1202 randomly selected voters in Toronto, Ontario. The poll was conducted on September 29th, 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
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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TORONTO

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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?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1167	79	120	233	317	418	526	641
Doug Ford	33	38	34	37	27	25	36	31
John Tory	43	31	45	42	54	57	43	44
Olivia Chow	20	25	21	17	16	17	18	22
Some other candidate	3	6	1	3	3	2	3	3

Community

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1167	352	84	230	204	50	247
Doug Ford	33	26	21	46	28	23	38
John Tory	43	43	41	39	50	57	39
Olivia Chow	20	29	32	13	16	20	17
Some other candidate	3	1	6	1	6	0	6

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other
Sample	1167	284	537	162	42	22
Doug Ford	33	45	23	36	29	36
John Tory	43	53	52	25	42	16
Olivia Chow	20	2	22	31	25	25
Some other candidate	3	0	2	8	4	23

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