

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **Matthew Kellway Poised To Win**

Toronto, October 16<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 410 Beaches-East York voters, amongst those decided and leaning, Matthew Kellway sees support from 4 in 10 (44%).

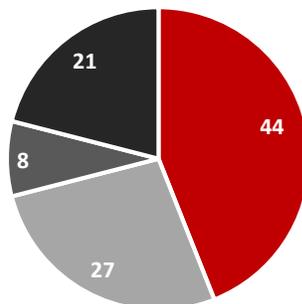
Brad Bradford sees support from about one quarter (27%).

About 1 in 10 (8%) say they will support Valerie Maltais.

Few say they will support Adam Smith (3%), Morley Rosenberg (4%), or Brenda MacDonald (1%).

About 1 in 10 (13%) say they will support another candidate.

Beaches-East York



■ Matthew Kellway ■ Brad Bradford ■ Valerie Maltais ■ Someone else

## **Tory leads**

Tory's support (54%) leads Keesmaat (35%) in Beaches-East York.

About 1 in 10 (11%) of Beaches-East York voters say they are supporting one of the other candidates.



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“Matthew Kellway is clearly on track to win in Beaches-East York,” said Dr. Lorne Bozinoff, President of Forum Research. “Brad Bradford has some support, but isn’t likely to close the gap in the few days before election day.”

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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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 410 randomly selected Beaches-East York voters. The poll was conducted on October 12<sup>th</sup> – 14<sup>th</sup>, 2018.

Results based on the total sample are considered accurate +/- 5%, 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](http://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. Actual results depend on a Candidate's ability to get their voters out. 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 [forumpoll.com](http://forumpoll.com).



**Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

**Due to rounding some numbers may not add up to 100**

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### **Councillor Preference**

*Who are you most likely to for, or have you already voted for, as councilor in Beaches-East York in the municipal election on October 22? + Even though you may not have made up your mind, who are leaning towards voting for at this time?*

### **Mayoral Preference**

*If a municipal election were held today, who would you vote for as mayor? + Even though you may not have made up your mind, which candidate are you leaning towards at this time?*



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### Mayoral Vote Decided/Leaning Gender

	Total	Male	Female
John Tory	54%	51%	57%
Jennifer Keesmaat	35%	40%	31%
Another Candidate	11%	9%	13%
Grand Total	100%	100%	100%

### Mayoral Vote Decided/Leaning Age

	Total	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
John Tory	54%	45%	49%	40%	56%	60%	62%
Jennifer Keesmaat	35%	37%	33%	50%	33%	30%	32%
Another Candidate	11%	18%	18%	10%	11%	9%	6%
Grand Total	100%	100%	100%	100%	100%	100%	100%

### Mayoral Vote Decided/Leaning Income

	Grand Total	<20k	20k to 40k	40k to 60k	60k to 80k	80k to 100k	100k to 250k	250k+
John Tory	54%	52%	69%	70%	51%	47%	46%	33%
Jennifer Keesmaat	35%	26%	16%	21%	48%	43%	46%	42%
Another Candidate	11%	22%	15%	9%	2%	10%	8%	25%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%

### Councillor Vote Decided/Leaning Gender

	Total	Male	Female
Matthew Kellway	44%	45%	44%
Brad Bradford	27%	23%	31%
Another Candidate	13%	17%	9%
Valrie Maltais	8%	8%	9%
Adam Smith	3%	6%	1%
Morley Rosenberg	4%	0%	7%
Brenda MacDonald	1%	1%	1%
Grand Total	100%	100%	100%

### Councillor Vote Decided/Leaning Age

	Total	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Matthew Kellway	44%	52%	48%	48%	58%	41%	55%
Brad Bradford	27%	18%	21%	28%	31%	35%	24%
Another Candidate	13%	13%	19%	16%	10%	15%	13%
Valrie Maltais	8%	11%	40%	2%		3%	4%
Adam Smith	3%	18%		2%		3%	1%
Morley Rosenberg	4%		21%	3%		2%	1%
Brenda MacDonald	1%				2%		3%
Grand Total	100%	100%	100%	100%	100%	100%	100%

### Councillor Vote Decided/Leaning Income

	Total	<20k	20k to 40k	40k to 60k	60k to 80k	80k to 100k	100k to 250k	250k+
Matthew Kellway	44%	32%	42%	65%	34%	52%	54%	37%
Brad Bradford	27%	26%	39%	20%	25%	32%	26%	9%
Another Candidate	13%	4%	5%	14%	36%	8%	13%	22%
Valrie Maltais	8%	18%	11%	2%	4%	4%	1%	1%
Adam Smith	3%		2%			2%	2%	32%
Morley Rosenberg	4%	19%			1%	2%	2%	
Brenda MacDonald	1%	1%	2%				2%	
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%



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