

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **Tory Still Leads Keesmaat**

### **Tory's approval more than half**

Toronto, October 9<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 987 Toronto voters, amongst those decided and leaning, Tory sees support from more than half of voters (56%) unchanged from September (September 25: 56%).

Keesmaat sees support from almost one-third (29%) similar to where she was in September (September 25: 28%).

The other candidates see support from about one-sixth (15%).

### **Tory's approval climbs**

Tory's approval (56%) is up four points since September (September 25: 52%) and his disapproval (30%) is about the same (September 25: 32%).

About one-sixth (13%) say they do not know.

“Things are not looking positive for the Keesmaat campaign right now,” said Dr. Lorne Bozinoff, President of Forum Research. “Tory looks to have a double-digit lead, and, with only 2 weeks to go before election day, it’s a lead that may be very difficult to erase. Politics is a game where few results are completely unpredictable, but at this point, a Keesmaat victory would almost certainly require a Tory collapse.”

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 987 randomly selected Toronto Voters. The poll was conducted on October 3<sup>rd</sup> – 5<sup>th</sup>, 2018.

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](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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### **Tory Approval Trend**

%	Sample	Approve	Disapprove	Don't know
October 3-5, 2018	987	56	30	13
September 20-24, 2018	944	52	32	16
September 6, 2018	811	54	27	19
August 27, 2018	1242	58	24	18
July 25-30, 2018	2144	58	26	17
July 27, 2018	1328	56	25	19
Feb 7-8, 2018	977	58	28	14
Nov 21-22, 2017	843	53	30	16
Sept 8-9, 2017	658	53	24	23
June 20-22, 2017	1040	54	27	20
May 25, 27-28	1035	50	31	19
Apr 4-5, 2017	840	47	34	19
Mar 8-10, 2017	966	51	30	19
Jan 31-Feb 5, 2017	1090	46	29	25



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### Mayoral voter intention

*If a municipal election were held today, who would you vote for as mayor?*

*[Decided/Leaning]*

### Age/Gender

%	TOTAL	Under 25 years	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Other
TOTAL (u/w)	910	35	102	142	171	193	267	481	407	22
John Tory	56	40	37	57	61	65	73	54	59	27
Jennifer Keesmaat	29	29	41	33	24	26	20	31	28	18
Another candidate	15	31	22	10	15	9	7	15	13	55

### Region

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	910	358	79	161	140	43	129
John Tory	56	46	55	64	60	26	62
Jennifer Keesmaat	29	39	33	19	23	47	27
Another candidate	15	15	12	17	17	27	12

### Income

%	TOTAL	Less than \$20k	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
TOTAL (u/w)	910	73	106	109	85	96	247	43
John Tory	56	52	59	57	60	51	57	42
Jennifer Keesmaat	29	22	19	27	28	38	31	37
Another candidate	15	25	22	16	11	12	12	21



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### Mayoral approval

Do you approve or disapprove of the job John Tory is doing as Mayor?

### Age/Gender

%	TOTAL	Under 25 years	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>987</b>	<b>40</b>	<b>111</b>	<b>156</b>	<b>182</b>	<b>211</b>	<b>287</b>	<b>514</b>	<b>447</b>	<b>26</b>
Approve	56	40	46	53	62	67	70	57	57	31
Disapprove	30	35	43	32	28	23	18	32	28	50
Don't know	13	25	11	14	10	9	12	11	15	19

### Region

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>987</b>	<b>377</b>	<b>85</b>	<b>176</b>	<b>159</b>	<b>50</b>	<b>140</b>
Approve	56	51	61	59	57	38	63
Disapprove	30	38	23	28	32	42	22
Don't know	13	11	16	13	11	20	15

### Income

%	TOTAL	Less than \$20k	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250k
<b>TOTAL (u/w)</b>	<b>987</b>	<b>84</b>	<b>120</b>	<b>119</b>	<b>93</b>	<b>101</b>	<b>258</b>	<b>44</b>
Approve	56	44	64	52	56	53	66	46
Disapprove	30	28	23	37	36	36	24	41
Don't know	13	29	13	12	8	11	10	13

