

NEWS RELEASE



FOR IMMEDIATE RELEASE

Doug Ford with strong showing in first poll for mayor

Tory, Chow stable from prior polls

TORONTO SEPTEMBER 12th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1228 Toronto voters on the remarkable day when Rob Ford withdrew from the Toronto mayoral race due to illness and was replaced by his brother, more than one third (34%) will vote for Doug Ford, while just more than 4-in-10 will vote John Tory (41%). Olivia Chow has the support of just one fifth (19%). Few would vote for someone else or do not have an opinion (3% each). This stands in contrast to our previous poll of September 8, when John Tory had 4-in-10 votes (40%) to less than 3-in-10 for the Mayor (28%) and one fifth for Chow (21%). Of note, Doug Ford's support increased from just one third (33%) before 7:00 PM this evening to more than this (36%) after he began addressing the public at 7:00 PM.

In the event it becomes a two-person race, more than half would vote for John Tory (52%) to 3-in-10 for Olivia Chow (29%).

Tory leads in approval, Doug and Rob Ford trail

All three candidates are known to more than 9-in-10 voters, and among these, two thirds approve of John Tory (66%), one half approve of Olivia Chow (47%) and somewhat fewer approve of Doug Ford (42%). This is in contrast to his brother Rob, who received an approval rating of one third (34%) a week ago. In what is clearly a sympathetic response to his illness, 4-in-10 voters now approve of Rob Ford (40%).

Ford Nation is one third of voters

When we ask the voting question with no other contenders (the Ford Nation question) for Doug Ford, one third respond affirmatively (34%), and this is an increase from his brother's last result at 3-in-10 (29%). Of those who approve of Rob Ford, 8-in-10 (80%) will vote Doug in October and are members of Ford Nation, and this must be considered a very successful transference of political loyalty. Once again, the proportion saying yes to this question increased after 7:00 PM, when Doug Ford made his public announcement (from 33% to 36%).

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TORONTO

September 12th, 2014

HIGHLIGHTS:

- More than one third (34%) will vote for Doug Ford, while just more than 4-in-10 will vote John Tory (41%). Olivia Chow has the support of just one fifth (19%).
- All three candidates are known to more than 9-in-10 voters, and among these, two thirds approve of John Tory (66%), one half approve of Olivia Chow (47%) and somewhat fewer approve of Doug Ford (42%).
- When we ask the voting question with no other contenders (the Ford Nation question) for Doug Ford, one third respond affirmatively (34%), and this is an increase from his brother's last result at 3-in-10 (29%).

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"Doug has the advantage of entering the campaign late and not having a record of four years as mayor to defend. He can take the weekend, regroup and announce policy on Monday, when people are ready to listen. He appears to have swept up virtually all of Ford Nation with him, so we see no reason why he won't continue to do as well, or even outperform the mayor, at least for the first weeks of the new campaign. Six weeks is forever in politics, as we learned this week, and Doug has time to shine or stumble," 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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HIGHLIGHTS:

- "Doug has the advantage of entering the campaign late and not having a record of four years as mayor to defend. He can take the weekend, regroup and announce policy on Monday, when people are ready to listen. He appears to have swept up virtually all of Ford Nation with him, so we see no reason why he won't continue to do as well, or even outperform the mayor, at least for the first weeks of the new campaign. Six weeks is forever in politics, as we learned this week, and Doug has time to shine or stumble," 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 1228 randomly selected voters in Toronto, Ontario. The poll was conducted on September 12th, 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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Time of Call – Summary Table

%	Before 7pm				After 7pm			
	Doug Ford	John Tory	Olivia Chow	Other/ DK	Doug Ford	John Tory	Olivia Chow	Other/ DK
3 Way Vote Preference	33	40	19	7	36	41	19	4
	John Tory		Olivia Chow		John Tory		Olivia Chow	
2 Way Vote Preference	51		29		54		29	
	Approve		Disapprove		Approve		Disapprove	
Tory Approval	65		35		67		33	
Olivia Chow	48		52		45		55	
Doug Ford	41		59		43		57	
Rob Ford	40		60		41		59	
	Will Vote		Will Not		Will Vote		Will Not	
Vote Doug Ford on Oct. 27th	33		61		36		59	

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September 12th, 2014

Mayoral Horserace - Trending

%	Sample	John Tory	Doug Ford	Olivia Chow	Rob Ford	David Soknacki	Karen Stintz	Other / Don't Know
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	66	34	93
Olivia Chow	47	53	96
Doug Ford	42	58	98
Rob Ford	40	60	-

Doug Ford Approval - Trending

%	Sample	Approve	Disapprove
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	Stintz	Soknacki
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	41	46
July 21 st , 2014	1063	67	-	54	33	44	48
July 2 nd , 2014	1182	63	-	57	31	41	44
June 23 rd , 2014	890	61	-	57	32	41	47
June 6 th , 2014	944	68	-	64	28	46	54
May 1 st , 2014	888	69	-	58	38	47	56
April 14 th , 2014	882	65	-	60	46	46	47
Mar 13 th , 2014	1271	57	-	57	42	37	38

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Doug Ford / Tory / Chow

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1228	84	149	240	311	444	547	681
Doug Ford	34	38	35	38	29	25	37	31
John Tory	41	33	39	43	42	55	41	41
Olivia Chow	19	20	23	14	22	17	17	21
Some other candidate	3	6	1	2	1	1	3	3
Don't know	3	4	2	3	6	2	3	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1228	447	266	244	271
Doug Ford	34	17	46	39	39
John Tory	41	49	35	35	41
Olivia Chow	19	26	10	24	14
Some other candidate	3	3	5	1	2
Don't know	3	4	4	2	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	93	181	172	128	134	247	54
Doug Ford	34	44	38	39	27	31	22	41
John Tory	41	26	32	40	36	45	54	44
Olivia Chow	19	15	27	16	33	23	19	5
Some other candidate	3	14	1	1	3	1	2	2
Don't know	3	1	2	4	1	1	3	7

Time of Call

%	Total	Before 7pm	After 7pm
Sample	1228	756	472
Doug Ford	34	33	36
John Tory	41	40	41
Olivia Chow	19	19	19
Some other candidate	3	3	2
Don't know	3	4	2

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Tory / Chow

'Who will you vote for if the candidates are John Tory and Olivia Chow?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1228	84	149	240	311	444	547	681
John Tory	52	47	51	56	51	61	55	50
Olivia Chow	29	32	32	26	29	23	28	30
Some other candidate	13	14	14	12	13	11	14	12
Don't know	6	7	3	7	8	5	3	8

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1228	447	266	244	271
John Tory	52	51	55	52	52
Olivia Chow	29	35	24	30	26
Some other candidate	13	9	15	14	14
Don't know	6	5	6	5	7

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	93	181	172	128	134	247	54
John Tory	52	30	42	50	41	60	61	76
Olivia Chow	29	26	38	25	38	26	32	13
Some other candidate	13	30	16	18	19	12	3	4
Don't know	6	14	5	8	2	2	3	7

Mayoral Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Other	Don't know
Sample	1228	363	568	236	20	41
John Tory	52	44	87	8	2	15
Olivia Chow	29	20	11	90	7	8
Some other candidate	13	29	0	3	89	2
Don't know	6	7	2	0	2	75

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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	1176	78	138	234	298	428	518	658
Approve	66	61	66	66	67	72	66	65
Disapprove	34	39	34	34	33	28	34	35

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1176	434	244	238	260
Approve	66	68	70	60	64
Disapprove	34	32	30	40	36

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1176	76	173	167	126	132	243	53
Approve	66	39	51	62	48	76	82	74
Disapprove	34	61	49	38	52	24	18	26

Mayoral Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Other	Don't know
Sample	1176	336	560	229	16	35
Approve	66	45	96	43	5	62
Disapprove	34	55	4	57	95	38

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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	1187	81	142	234	303	427	521	666
Approve	47	49	53	44	44	42	43	50
Disapprove	53	51	47	56	56	58	57	50

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1187	435	255	240	257
Approve	47	56	36	52	42
Disapprove	53	44	64	48	58

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1187	81	173	171	126	129	244	53
Approve	47	46	47	49	45	60	53	27
Disapprove	53	54	53	51	55	40	47	73

Mayoral Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Other	Don't know
Sample	1187	342	559	232	18	36
Approve	47	20	48	97	9	47
Disapprove	53	80	52	3	91	53

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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	1196	83	145	238	303	427	529	667
Approve	42	45	40	49	35	35	43	41
Disapprove	58	55	60	51	65	65	57	59

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1196	439	255	239	263
Approve	42	21	55	44	54
Disapprove	58	79	45	56	46

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1196	85	172	169	128	131	247	51
Approve	42	57	49	52	34	35	25	40
Disapprove	58	43	51	48	66	65	75	60

Mayoral Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Other	Don't know
Sample	1196	353	562	226	18	37
Approve	42	97	14	7	17	44
Disapprove	58	3	86	93	83	56

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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	1228	84	149	240	311	444	547	681
Approve	40	45	38	44	37	33	41	40
Disapprove	60	55	62	56	63	67	59	60

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1228	447	266	244	271
Approve	40	20	56	44	48
Disapprove	60	80	44	56	52

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	93	181	172	128	134	247	54
Approve	40	51	50	54	32	32	22	41
Disapprove	60	49	50	46	68	68	78	59

Mayoral Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Other	Don't know
Sample	1228	363	568	236	20	41
Approve	40	92	13	7	21	46
Disapprove	60	8	87	93	79	54

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Vote Doug Ford October Election

'Will you vote for Doug Ford in the municipal election on October 27 or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1228	84	149	240	311	444	547	681
Will vote for Doug Ford	34	39	33	37	30	27	36	33
Will not vote for Doug Ford	60	54	62	58	64	68	60	60
Don't know	6	7	4	5	7	5	4	8

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1228	447	266	244	271
Will vote for Doug Ford	34	17	46	36	43
Will not vote for Doug Ford	60	80	44	59	53
Don't know	6	3	10	5	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1228	93	181	172	128	134	247	54
Will vote for Doug Ford	34	44	41	39	30	28	21	40
Will not vote for Doug Ford	60	34	54	55	69	69	78	60
Don't know	6	21	5	6	1	2	2	0

Mayoral Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Other	Don't know
Sample	1228	363	568	236	20	41
Will vote for Doug Ford	34	94	3	4	18	2
Will not vote for Doug Ford	60	3	95	94	37	39
Don't know	6	3	3	2	45	59

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