

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Tory headed for victory with 12 point lead**

### **Chow loses share**

TORONTO OCTOBER 26<sup>th</sup>, 2014 - In a final random sampling of public opinion taken by the Forum Poll™ two days before Toronto's mayoral election among 986 likely, decided and leaning Toronto voters and those who had voted already, well more than 4-in-10 will support John Tory for mayor (44%), while just one third will vote Doug Ford (32%) for a 12 point lead. Just more than a fifth will vote Olivia Chow (21%), and very few will vote for another candidate (3%). This is similar to vote shares seen last week (October 20 - Tory 43%, Ford 29%, Chow 25%), although Olivia Chow has seen her share slip, while Doug Ford's has increased slightly.

"The Tory story has been one of slow and steady progression from third to first place, and he seems destined, finally, to be mayor on Tuesday morning. By contrast, Olivia Chow may have teased us too long, peaked too early and lost relevance by the end of the campaign. Doug Ford had Ford Nation on his side, of course, but there's a hard ceiling of about 35% on that group, and it doesn't appear to be enough to defeat the consensus candidate," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

### **TORONTO**

**October 26<sup>th</sup>, 2014**

### **HIGHLIGHTS:**

- Well more than 4-in-10 will support John Tory for mayor (44%), while just one third will vote Doug Ford (32%) for a 12 point lead.
- Just more than a fifth will vote Olivia Chow (21%), and very few will vote for another candidate (3%).
- "The Tory story has been one of slow and steady progression from third to first place, and he seems destined, finally, to be mayor on Tuesday morning. By contrast, Olivia Chow may have teased us too long, peaked too early and lost relevance by the end of the campaign. Doug Ford had Ford Nation on his side, of course, but there's a hard ceiling of about 35% on that group, and it doesn't appear to be enough to defeat the consensus candidate," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

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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 986 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on October 25<sup>th</sup>, 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](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. Election outcomes will depend on candidates' success at getting their supporters to the polls. 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](http://www.forumresearch.com/polls.asp)

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**October 26<sup>th</sup>, 2014**

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### Mayoral Horserace - Trending

%	Sample	John Tory	Doug Ford	Olivia Chow	Rob Ford	David Soknacki	Karen Stintz	Other
Oct. 25 <sup>th</sup> , 2014	986	44	32	21	-	-	-	3
Oct. 20 <sup>th</sup> , 2014	847	43	29	25	-	-	-	3
Oct. 14 <sup>th</sup> , 2014	1241	39	33	23	-	-	-	4
Oct. 6 <sup>th</sup> , 2014	1218	39	37	22	-	-	-	2
Sep. 29 <sup>th</sup> , 2014	1202	43	33	20	-	-	-	3
Sep. 22 <sup>nd</sup> , 2014	1164	38	31	25	-	-	-	5
Sep 12 <sup>th</sup> , 2014	1228	41	34	19	-	-	-	6
Sep 8 <sup>th</sup> , 2014	1069	40	-	21	28	6	-	5
Aug 25-26 <sup>th</sup> , 2014	1945	34	-	23	31	4	-	7
Aug 5-6 <sup>th</sup> , 2014	1268	35	-	23	28	6	3	3
July 21 <sup>st</sup> , 2014	1063	28	-	29	27	5	6	4
July 2 <sup>nd</sup> , 2014	1182	27	-	36	26	4	3	4
June 23 <sup>rd</sup> , 2014	890	24	-	34	27	6	3	6

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**TORONTO**

**October 26<sup>th</sup>, 2014**

**Doug Ford / Tory / Chow**

*'If the election for Toronto's mayor were held today, who would you vote for, or who have you already voted for in the advance polls?' + 'Although you may not have made up your mind, which candidate are you leaning to at this time?'*

[Decided/Leaning]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	975	137	121	193	233	291	470	505
Doug Ford	32	30	30	30	34	35	33	31
John Tory	44	33	38	54	44	50	45	43
Olivia Chow	21	31	28	15	19	13	19	22
Some other candidate	3	5	4	1	3	3	3	3

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	975	313	79	205	152	152	179
Doug Ford	32	19	32	38	30	30	41
John Tory	44	45	36	47	47	47	39
Olivia Chow	21	32	30	14	18	18	16
Some other candidate	3	4	1	1	5	5	4

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other
Sample	975	238	430	116	41	14
Doug Ford	32	44	22	32	17	33
John Tory	44	51	54	15	33	38
Olivia Chow	21	2	22	47	45	6
Some other candidate	3	3	2	5	5	22

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**FORUM RESEARCH INC.**

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

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