

NEWS RELEASE



FOR IMMEDIATE RELEASE

Rob Ford with strong lead in Ward 2

Andray Domise holds on

TORONTO SEPTEMBER 12th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 474 voters in Toronto's Ward 2 Etobicoke North the day after candidate Mike Ford withdrew to be replaced by his uncle, Rob Ford, who is in hospital with an as-yet undiagnosed tumour, 6-in-10 will vote for the elder Mr Ford (59%), compared to about one quarter who will vote for his principal challenger, businessman and community organizer Andray Domise (26%). This stands in contrast to the one half who said they would vote for Mike Ford (50%) versus the 3-in-10 voting Andray Domise (30%) which our previous poll recorded four days ago on September 9. Domise's support remains within the margin of error from his previous result, while Rob Ford's advantage over his nephew is smaller than expected, and the total proportion voting for him is smaller than might be expected as well.

Three quarters of past provincial PC voters support Rob Ford (72%) as do one half of provincial Liberal (49%) and NDP voters (45%).

Doug Ford leads in mayoral race

Rob's brother Doug, now running in his place for mayor, takes one half the vote in the home ward of both brothers (49%), to one quarter for John Tory (24%) and less than a fifth for Olivia Chow (17%). Doug Ford supporters almost unanimously support Rob Ford for councillor (92%), while two thirds of John Tory's supporters will vote Domise (61%).

Approval highest for Ford, Domise not far behind

Awareness of Rob Ford is almost universal (96%), and among these, two thirds approve of him (65%). About half as many are aware of Domise (43%), but his approval is common to 6-in-10 of these (58%), and this is comparable to September 9th, both in awareness (40%) and approval (62%).

"Andray Domise had a tough job cut out for him in defeating Mike Ford, with his name recognition. Now he's facing the original Ford, as it were, and his job just got tougher. It is surprising, however, in Rob Ford's home ward, to see him drawing just two thirds approval and vote share," 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 12th, 2014

HIGHLIGHTS:

- 6-in-10 will vote for Rob Ford (59%), compared to about one quarter who will vote for his principal challenger, businessman and community organizer Andray Domise (26%).
- Awareness of Rob Ford is almost universal (96%), and among these, two thirds approve of him (65%).
- "Andray Domise had a tough job cut out for him in defeating Mike Ford, with his name recognition. Now he's facing the original Ford, as it were, and his job just got tougher. It is surprising, however, in Rob Ford's home ward, to see him drawing just two thirds approval and vote share," 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 474 randomly selected voters in Toronto, Ontario. The poll was conducted on September 13th, 2014.

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

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

City Council Vote Preference - Trending

%	Sample	Rob Ford	Andray Domise	Mike Ford	Other	Undecided
Sep. 13 th , 2014	474	59	26	-	11	4
Sep. 6-9 th , 2014	396	-	30	50	10	10
July 23 rd , 2014	317	-	24	43	17	15

Councillor Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Rob Ford	65	31	96
Andray Domise	58	33	43

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Rob Ford / Domise

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 2 if the candidates are Rob Ford and Andray Domise?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	474	33	39	96	123	183	199	275
Rob Ford	59	53	49	73	71	54	53	64
Andray Domise	26	29	25	18	21	38	27	26
Someone else	11	15	19	5	4	6	19	4
Undecided	4	2	6	4	4	2	1	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	474	47	104	81	52	39	54	3
Rob Ford	59	63	71	67	69	55	56	0
Andray Domise	26	17	20	27	31	40	42	100
Someone else	11	10	8	2	1	5	0	0
Undecided	4	10	1	3	0	0	1	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	474	144	183	61	13	12
Rob Ford	59	72	49	45	31	46
Andray Domise	26	14	34	32	65	23
Someone else	11	12	12	19	0	29
Undecided	4	2	5	4	3	3

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September 12th, 2014

Mayoral Vote Preference

'Who will you vote for in the mayoral election on October 27?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	474	33	39	96	123	183	199	275
Doug Ford	49	43	46	60	59	44	50	49
John Tory	24	15	32	20	22	40	29	20
Olivia Chow	17	31	14	12	10	8	13	21
Some other candidate	2	4	0	0	2	1	2	1
Don't know	7	7	8	8	7	7	6	9

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	474	47	104	81	52	39	54	3
Doug Ford	49	60	65	61	38	36	50	0
John Tory	24	5	17	31	12	38	40	45
Olivia Chow	17	18	11	5	50	12	11	55
Some other candidate	2	2	3	0	0	9	0	0
Don't know	7	15	4	2	0	4	0	0

Ward 2 Candidate Vote Preference

%	Total	Rob Ford	Andray Domise	Someone else	Undecided
Sample	474	297	129	32	16
Doug Ford	49	77	4	26	5
John Tory	24	10	56	27	23
Olivia Chow	17	8	30	39	2
Some other candidate	2	0	5	1	0
Don't know	7	4	5	8	70

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Rob Ford Approval

'Do you approve or disapprove of Rob Ford?'

[Aware of Rob Ford]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	458	32	36	93	119	178	190	268
Approve	65	68	59	71	71	54	61	68
Disapprove	31	28	41	22	25	41	35	27
Don't know	4	4	0	8	4	5	4	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	458	41	100	81	51	38	54	3
Approve	65	73	71	75	68	56	56	0
Disapprove	31	23	23	24	32	42	42	100
Don't know	4	4	6	1	0	2	1	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	458	140	176	60	13	10
Approve	65	75	59	46	35	56
Disapprove	31	20	36	52	65	39
Don't know	4	5	6	2	0	5

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Andray Domise Approval

'Do you approve or disapprove of Andray Domise?'

[Aware of Andray Domise]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	188	14	17	36	49	72	85	103
Approve	58	65	51	40	55	78	57	59
Disapprove	33	26	44	54	31	13	40	28
Don't know	8	9	5	7	14	8	3	13

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	188	14	36	33	27	14	33	2
Approve	58	41	59	67	69	64	54	100
Disapprove	33	56	35	28	24	26	36	0
Don't know	8	3	6	5	8	9	10	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	188	55	74	27	5	1
Approve	58	32	61	65	88	100
Disapprove	33	64	16	31	12	0
Don't know	8	4	23	4	0	0

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