

NEWS RELEASE



FOR IMMEDIATE RELEASE

Ford-Tory gap widens

Tory stable, Ford falls back

TORONTO OCTOBER 15th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1241 Toronto voters, 4-in-10 will vote John Tory if the city's mayoral election were held today (39%) a proportion which has stayed stable since last week (October 6 - 39%). During this period, the proportion voting Doug Ford has decreased from close to 4-in-10 (37%) to one third now (33%), and a 2 point gap has widened threefold to 6 points. Olivia Chow's support has stayed stable at just less than a quarter of voters (23% now, 22% last week) and the proportion who will vote another candidate has doubled (from 2% to 4%).

Candidate approval is steady

Doug Ford's approval is characteristic of 4-in-10 voters (40%), similar to last week (43%) but down from two weeks ago (September 29 - 45%). Olivia Chow's approval is up very slightly from 4-in-10 last week (42%) to closer to one half this week (46%). In the meantime, John Tory has seen his approval stabilize at just more than half (53% last week, 55% this week).

"While John Tory is not increasing his vote share, neither is he losing share, which Doug seems to have done after two very strong weeks. It may be that those strong weeks scared some support back to the Tory camp. The one thing for sure is, Olivia Chow is not being seen as an effective counter-vote to Doug," 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

October 15th, 2014

HIGHLIGHTS:

- 4-in-10 will vote John Tory if the city's mayoral election were held today (39%) a proportion which has stayed stable since last week (October 6 - 39%).
- The proportion voting Doug Ford has decreased from close to 4-in-10 (37%) to one third now (33%), and a 2 point gap has widened threefold to 6 points.
- Doug Ford's approval is characteristic of 4-in-10 voters (40%)
- Olivia Chow's approval is up very slightly from 4-in-10 last week (42%) to closer to one half this week (46%).
- "While John Tory is not increasing his vote share, neither is he losing share, which Doug seems to have done after two very strong weeks. It may be that those strong weeks scared some support back to the Tory camp. The one thing for sure is, Olivia Chow is not seen as the anti-Doug," 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 1241 randomly selected voters in Toronto, Ontario. The poll was conducted on October 15th, 2014.

Results based on the total sample are considered accurate +/- 2.8%, 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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Mayoral Horserace - Trending

%	Sample	John Tory	Doug Ford	Olivia Chow	Rob Ford	David Soknacki	Karen Stintz	Other / Don't Know
Oct. 14 th , 2014	1241	39	33	23	-	-	-	4
Oct. 6 th , 2014	1218	39	37	22	-	-	-	2
Sep. 29 th , 2014	1202	43	33	20	-	-	-	3
Sep. 22 nd , 2014	1164	38	31	25	-	-	-	5
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

TORONTO
October 15th, 2014

Mayoral Candidate Approval - Trending

%	Sample	Tory	Doug Ford	Chow	Rob Ford	Soknacki	Stintz
Oct. 14 th , 2014	1241	55	40	46	-	-	-
Oct. 6 th , 2014	1218	53	42	42	-	-	-
Sept. 22 nd , 2014	1164	64	45	56	39	-	-
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	46	41
July 21 st , 2014	1063	67	-	54	33	48	44
July 2 nd , 2014	1182	63	-	57	31	44	41
June 23 rd , 2014	890	61	-	57	32	47	41
June 6 th , 2014	944	68	-	64	28	54	46
May 1 st , 2014	888	69	-	58	38	56	47
April 14 th , 2014	882	65	-	60	46	47	46
Mar 13 th , 2014	1271	57	-	57	42	38	37

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October 15th, 2014

Doug Ford / Tory / Chow

'If the election for Toronto's mayor were held today, who would you vote for?' + '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	1223	130	179	239	309	366	569	654
Doug Ford	33	32	38	32	31	31	35	31
John Tory	39	28	36	44	48	54	40	39
Olivia Chow	23	31	24	21	19	14	20	27
Some other candidate	4	9	2	3	2	1	5	3

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1223	467	274	249	233
Doug Ford	33	16	44	38	39
John Tory	39	44	32	43	38
Olivia Chow	23	36	18	16	20
Some other candidate	4	4	5	4	3

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1223	311	539	145	52	17
Doug Ford	33	48	22	26	40	44
John Tory	39	45	53	19	36	26
Olivia Chow	23	4	23	51	20	8
Some other candidate	4	3	2	5	4	22

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October 15th, 2014

Doug Ford Approval

'Do you approve or disapprove of Doug Ford?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1241	133	183	241	311	373	575	666
Approve	40	44	40	38	39	37	40	41
Disapprove	60	56	60	62	61	63	60	59

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1241	472	277	254	238
Approve	40	21	52	47	45
Disapprove	60	79	48	53	55

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1241	313	548	145	53	17
Approve	40	56	25	35	46	52
Disapprove	60	44	75	65	54	48

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October 15th, 2014

Tory Approval

'Do you approve or disapprove of John Tory?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1241	133	183	241	311	373	575	666
Approve	55	50	48	57	63	64	58	52
Disapprove	45	50	52	43	37	36	42	48

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1241	472	277	254	238
Approve	55	60	51	54	54
Disapprove	45	40	49	46	46

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1241	313	548	145	53	17
Approve	55	63	63	39	53	32
Disapprove	45	37	37	61	47	68

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TORONTO

October 15th, 2014

Chow Approval

'Do you approve or disapprove of Olivia Chow?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1241	133	183	241	311	373	575	666
Approve	46	52	44	45	42	42	44	47
Disapprove	54	48	56	55	58	58	56	53

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	1241	472	277	254	238
Approve	46	63	37	40	40
Disapprove	54	37	63	60	60

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1241	313	548	145	53	17
Approve	46	15	58	70	42	45
Disapprove	54	85	42	30	58	55

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