

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Most council incumbents tested are safe

Mammolitti vulnerable

TORONTO, JULY 24th, 2014 - In a series of random samplings of public opinion taken by the Forum Poll™ in selected Toronto municipal wards, most incumbents appear to be safe, with the exception of Giorgio Mammolitti in Ward 7 York West.

Ward 2 Etobicoke North

Rookie candidate Mike Ford has 4-in-10 votes in this ward (43%) to about one quarter for community organizer Andray Domise (24%). Although a number of other candidates are registered to run in this ward, just one sixth mention "someone else" (17%), while just fewer have not made up their minds (15%).

Among the two thirds aware of him (63%), one half approve of Mike Ford (52%), and his net favourable rating (approve minus disapprove) is a very positive +19. Just one quarter are aware of Andray Domise (26%) and about half of them approve of him.

Ward 7 York West

Incumbent Giorgio Mammolitti (29%) and his competitor, Nick DiNizio (27%) are tied in this ward, while one tenth opt for Keegan Henry-Mathieu (9%) or someone else (11%). One quarter are undecided (24%).

Among the three quarters aware of Mammolitti (77%), just 4-in-10 approve of him (41%) and his net is a negative -11. DiNizio's awareness is half that of Mammolitti's (30%), but his approval is close to double (72%), and his net is an extremely positive +55.

Ward 9 York Centre

Small sample sizes do not permit detailed analysis of the results from this ward, but incumbent Maria Augimeri has a comfortable lead within the margin of error over Gus Cusimano, or anyone else. Three quarters are aware of Augimeri, to about half for Cusimano, but both have similar approval levels, just below half.

Ward 12 York South-Weston

Incumbent Frank Di Giorgio (44%) has twice the vote share of Nick Dominelli (21%) in this ward, and about a quarter will vote for someone else (22%). About a tenth are undecided (13%).

TORONTO

July 24th, 2014

HIGHLIGHTS:

- **Ward 2 Etobicoke North**
Rookie candidate Mike Ford has 4-in-10 votes in this ward (43%) to about one quarter for community organizer Andray Domise (24%).
- **Ward 7 York West**
Incumbent Giorgio Mammolitti (29%) and his competitor, Nick DiNizio (27%) are tied in this ward, while one tenth opt for Keegan Henry-Mathieu (9%).
- **Ward 12 York South-Weston**
Incumbent Frank Di Giorgio (44%) has twice the vote share as Nick Dominelli (21%) in this ward, and about a quarter will vote for someone else (22%).

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Among the two thirds who know Di Giorgio (69%), 4-in-10 approve (41%), and his net is a positive +11. Just one third have heard of Nick Dominelli (31%), but his approval (56%) and favourables (+41) are higher than the incumbent's.

Ward 17 Davenport

Incumbent Cesar Palacio has a 4-in-10 vote share (43%) in this ward, just more than his chief challenger Alejandra Bravo (33%). One tenth will vote for someone else (12%) or have not made up their minds (13%).

Eight-in-ten are aware of Palacio (82%) and, of these, one half approve of him (51%), which puts his net favourable at a positive +15. Half as many have heard of Alejandra Bravo (42%), but her approval (66%) and net (+52) are much higher than the incumbent's.

"In municipal politics, name recognition is everything, which means incumbency is a huge advantage. There are no party policies, no leaders, so people vote for the names they've heard of. In Ward 2, that name is Ford, no matter which one it is," 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:

- **Ward 17 Davenport**
Incumbent Cesar Palacio has a 4-in-10 vote share (43%) in this ward, just more than his chief challenger Alejandra Bravo (33%).
- "In municipal politics, name recognition is everything, which means incumbency is a huge advantage. There are no party policies, no leaders, so people vote for the names they've heard of. In Ward 2, that name is Ford, no matter which one it is," 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 randomly selected voters 18 years of age and older who resided in each riding. The poll was conducted on July 23rd, 2014.

Ward 2 Etobicoke North:	317 respondents, +/- 6%
Ward 7 York West:	191 respondents, +/- 7%
Ward 9 York Centre:	145 respondents, +/- 8%
Ward 12 York South-Weston:	217 respondents, +/- 7%
Ward 17 Davenport:	212 respondents, +/- 7%

Results based on the total samples listed above are considered accurate 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. Actual election results will depend on each party's success at getting its 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

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Ward 2 Etobicoke North

Vote Preference

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	317	23	41	64	76	113	123	194
Mike Ford	43	39	37	56	53	37	42	44
Andray Domise	24	19	34	16	28	28	24	24
Someone else	17	21	20	13	7	22	13	21
Undecided	15	22	10	15	12	13	20	11

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	317	43	67	49	37	25	36	5
Mike Ford	43	23	66	45	40	51	49	32
Andray Domise	24	28	17	15	40	19	39	26
Someone else	17	11	8	23	19	19	5	42
Undecided	15	38	9	17	0	10	7	0

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Mike Ford Approval

'Do you approve or disapprove of Mike Ford?'

[Aware of Mike Ford]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	213	11	24	47	61	70	83	130
Approve	52	58	42	51	59	50	56	48
Disapprove	33	42	46	20	34	21	32	34
Don't know	15	0	12	29	7	29	12	18

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	213	25	41	33	27	18	28	4
Approve	52	57	61	50	45	47	46	33
Disapprove	33	22	27	28	50	43	39	45
Don't know	15	22	12	22	5	11	15	21

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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	85	5	12	18	26	24	34	51
Approve	44	46	42	34	53	49	40	48
Disapprove	37	39	33	43	37	32	45	31
Don't know	19	15	25	23	10	19	15	22

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	85	9	19	12	14	12	6	1
Approve	44	20	65	35	61	31	89	100
Disapprove	37	40	28	31	32	49	0	0
Don't know	19	40	7	34	7	20	11	0

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Ward 7 York West

Vote Preference

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 7 if the candidates are Giorgio Mammolitti, Keegan Henry-Mathieu and Nick DiNizio?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	191	19	18	45	52	57	87	104
Giorgio Mammolitti	29	27	21	33	38	30	34	24
Keegan Henry-Mathieu	9	4	16	7	6	14	9	10
Nick DiNizio	27	32	28	20	24	28	31	24
Someone else	11	4	7	16	19	17	12	10
Undecided	24	33	28	24	13	11	15	32

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	191	38	47	32	14	9	11	0
Giorgio Mammolitti	29	37	35	33	23	27	26	0
Keegan Henry-Mathieu	9	3	7	20	3	36	5	0
Nick DiNizio	27	15	21	26	43	19	49	0
Someone else	11	6	15	13	4	7	3	0
Undecided	24	38	22	8	26	11	17	0

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Giorgio Mammolitti Approval

'Do you approve or disapprove of Giorgio Mammolitti?'

[Aware of Giorgio Mammolitti]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	160	15	14	38	46	47	73	87
Approve	41	39	38	45	49	34	42	39
Disapprove	51	61	56	37	44	56	52	51
Don't know	8	0	6	18	7	10	6	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	160	30	33	29	14	9	11	0
Approve	41	62	41	37	40	27	45	0
Disapprove	51	34	47	58	45	61	55	0
Don't know	8	4	12	5	15	11	0	0

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Nick DiNizio Approval

'Do you approve or disapprove of Nick DiNizio?'

[Aware of Nick DiNizio]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	62	7	4	12	15	24	25	37
Approve	72	71	81	75	59	72	74	71
Disapprove	17	15	19	8	24	20	26	10
Don't know	11	14	0	17	18	8	0	19

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	62	9	10	12	6	5	6	0
Approve	72	66	62	56	83	48	89	0
Disapprove	17	16	38	34	0	0	11	0
Don't know	11	19	0	10	17	52	0	0

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Ward 9 York Centre

Vote Preference

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councillor in Ward 9 if the candidates are Maria Augimeri and Gus Cusimano?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	145	11	18	32	40	44	58	87
Maria Augimeri	54	68	54	43	50	43	44	63
Gus Cusimano	21	0	22	36	24	39	26	17
Someone else	10	0	23	7	11	16	13	8
Undecided	15	32	0	14	15	2	18	12

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	145	33	29	17	12	10	11	0
Maria Augimeri	54	71	47	45	28	41	28	0
Gus Cusimano	21	14	16	30	18	55	56	0
Someone else	10	13	10	13	4	4	16	0
Undecided	15	2	27	12	49	0	0	0

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Maria Augimeri Approval

'Do you approve or disapprove of Maria Augimeri?'

[Aware of Maria Augimeri]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	121	6	14	25	36	40	46	75
Approve	46	28	48	58	51	52	38	54
Disapprove	32	27	37	29	31	38	44	23
Don't know	21	44	16	13	19	10	19	24

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	121	26	25	13	9	10	9	0
Approve	46	75	31	34	65	45	38	0
Disapprove	32	21	32	66	35	55	62	0
Don't know	21	4	37	0	0	0	0	0

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Gus Cusimano Approval

'Do you approve or disapprove of Gus Cusimano?'

[Aware of Gus Cusimano]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	83	2	9	17	26	29	37	46
Approve	49	0	54	59	48	59	56	42
Disapprove	26	100	10	13	27	17	16	35
Don't know	25	0	36	27	25	24	28	22

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	83	14	15	10	8	5	8	0
Approve	49	29	33	74	59	89	94	0
Disapprove	26	48	19	26	14	11	0	0
Don't know	25	23	48	0	27	0	6	0

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Ward 12 York South-Weston

Vote Preference

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councillor in Ward 12 if the candidates are Frank Di Giorgio and Nick Dominelli?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	217	13	27	58	59	60	96	121
Frank Di Giorgio	44	68	22	36	37	46	45	44
Nick Dominelli	21	10	44	13	20	18	19	22
Someone else	22	17	26	29	20	21	23	21
Undecided	13	5	7	22	22	15	12	13

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	217	41	49	29	25	16	19	1
Frank Di Giorgio	44	31	44	30	43	50	50	100
Nick Dominelli	21	9	14	33	15	18	35	0
Someone else	22	28	26	36	26	19	15	0
Undecided	13	31	16	2	16	13	0	0

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Frank Di Giorgio Approval

'Do you approve or disapprove of Frank Di Giorgio?'

[Aware of Frank Di Giorgio]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	163	9	23	41	46	44	76	87
Approve	41	45	22	47	43	58	48	34
Disapprove	30	11	60	24	24	22	31	30
Don't know	29	44	19	29	33	20	21	36

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	163	27	34	23	21	13	18	1
Approve	41	46	60	29	37	35	53	100
Disapprove	30	4	22	36	48	34	30	0
Don't know	29	50	19	34	16	31	17	0

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Nick Dominelli Approval

'Do you approve or disapprove of Nick Dominelli?'

[Aware of Nick Dominelli]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	62	5	13	16	17	11	36	26
Approve	56	59	62	36	53	72	44	70
Disapprove	15	0	15	26	30	20	23	7
Don't know	29	41	23	38	17	9	34	23

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	62	5	17	9	7	6	7	0
Approve	56	19	48	53	43	61	95	0
Disapprove	15	25	21	13	29	14	5	0
Don't know	29	57	31	34	27	26	0	0

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Ward 17 Davenport

Vote Preference

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councillor in Ward 17 if the candidates are Cesar Palacio, and Alejandra Bravo?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	212	17	32	55	59	49	83	129
Cesar Palacio	43	58	30	40	34	44	38	48
Alejandra Bravo	33	10	51	40	40	37	35	31
Someone else	12	16	11	8	11	10	15	9
Undecided	13	17	9	13	16	8	13	13

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	212	23	33	35	24	20	38	2
Cesar Palacio	43	56	49	55	37	12	22	100
Alejandra Bravo	33	21	25	25	57	57	42	0
Someone else	12	13	9	5	3	20	20	0
Undecided	13	10	17	15	3	11	16	0

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Cesar Palacio Approval

'Do you approve or disapprove of Cesar Palacio?'

[Aware of Cesar Palacio]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	177	12	28	50	46	41	69	108
Approve	51	64	42	50	39	51	47	55
Disapprove	36	19	44	40	45	40	36	35
Don't know	13	16	14	9	16	10	16	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	177	14	25	29	23	15	36	2
Approve	51	78	66	51	50	24	28	100
Disapprove	36	18	25	32	42	69	53	0
Don't know	13	4	10	18	8	6	19	0

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Alejandra Bravo Approval

'Do you approve or disapprove of Alejandra Bravo?'

[Aware of Alejandra Bravo]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	98	6	17	22	34	19	43	55
Approve	66	63	63	62	68	79	55	78
Disapprove	15	15	16	15	18	6	22	6
Don't know	19	21	21	23	14	16	23	16

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	98	4	10	14	16	16	24	0
Approve	66	80	77	50	92	72	52	0
Disapprove	15	20	4	45	0	20	12	0
Don't know	19	0	19	5	8	8	36	0

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