

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Tory Doubles Up Doug Ford in Heah-to-Head Electoral Contest

Add Cressy and little changes

TORONTO November 16th – In a random sampling of public opinion taken by the Forum Poll™ among 778 Toronto voters, more than half would vote to re-elect John Tory as mayor if an election were held today (53%) while just half as many as this would vote for Doug Ford, if he ran (24%). A similar number of voters would want to vote for someone else (23%). Support for Tory is common to older voters (55 to 64 - 62%), in North York (61%), and those who don't commute to work or school (67%). Doug Ford's supporters are characteristically the least wealthy (30%), in Etobicoke and York (30% each) and Scarborough (33%) and among the least educated (secondary school or less - 38%). Those who commute by private vehicle are also supporters (31%).

When progressive councillor Joe Cressy (who has not indicated any desire to run) is added to the mix, little changes. John Tory still receives half the vote (49%) and Doug Ford about a quarter (27%). Cressy gets less than a tenth of the vote (8%) and about one sixth prefer someone else (16%). Support for Cressy is characteristic of the wealthy (\$80K to \$100K - 13%), in the downtown (15%), among the most educated (post grad - 12%), those who commute by bicycle (30%) and among those who voted for Olivia Chow in 2014 (20%).

"It's early times to talk about the 2018 election, of course, but it appears John Tory is widely preferred to another member of the Ford dynasty. And when we add a progressive councillor as a placeholder on the left, little changes. The centre holds," 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

November 16th, 2016

HIGHLIGHTS:

- More than half would vote to re-elect John Tory as mayor if an election were held today (53%)
- About a quarter (24%) would vote for Doug Ford
- "It's early times to talk about the 2018 election, of course, but it appears John Tory is widely preferred to another member of the Ford dynasty. And when we add a progressive councillor as a placeholder on the left, little changes. The centre holds," 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 778 randomly selected Toronto voters. The poll was conducted on November 14th, 2016.

Results based on the total sample are considered accurate +/- 4%, 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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November 16th, 2016

Current Mayoral Vote Preference

If a municipal election were held today, which of the following candidates would have your vote for mayor? + Even though you may not have made up your mind, which candidate are you leaning towards at this time?

[Decided/Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	742	163	123	127	160	169	402	324
John Tory	53	45	52	53	62	60	52	54
Doug Ford	24	24	25	27	25	19	25	23
Someone else	23	31	24	20	13	21	23	23

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	742	74	102	76	101	74	173
John Tory	53	49	46	49	47	44	54
Doug Ford	24	30	25	23	25	26	24
Someone else	23	21	28	29	27	30	22

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	742	259	58	143	117	41	124
John Tory	53	49	58	61	51	52	48
Doug Ford	24	15	22	20	30	30	33
Someone else	23	36	21	19	18	18	19

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	742	91	158	305	188
John Tory	53	36	56	54	55
Doug Ford	24	38	26	25	15
Someone else	23	27	18	21	30

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Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	742	298	208	41	44	22	129
John Tory	53	54	50	43	35	47	67
Doug Ford	24	31	19	6	23	40	17
Someone else	23	16	30	52	43	13	16

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Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	742	136	310	132	34
John Tory	53	15	81	40	38
Doug Ford	24	76	9	2	28
Someone else	23	8	10	58	34

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Current Mayoral Vote Preference (Joe Cressy Included)

If a municipal election were held today, which of the following candidates would have your vote for mayor? + Even though you may not have made up your mind, which candidate are you leaning towards at this time?

[Decided/Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	736	159	120	128	163	166	398	321
John Tory	49	42	53	50	57	52	49	51
Doug Ford	27	30	24	28	28	25	28	26
Joe Cressy	8	9	9	7	3	7	7	8
Someone else	16	20	15	15	13	16	16	15

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	736	73	102	73	102	70	169
John Tory	49	43	37	45	46	43	55
Doug Ford	27	38	35	31	25	30	22
Joe Cressy	8	3	10	4	4	13	10
Someone else	16	16	17	20	25	14	13

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	736	255	58	143	113	42	125
John Tory	49	46	59	59	50	49	40
Doug Ford	27	18	19	22	31	29	41
Joe Cressy	8	15	7	4	7	5	5
Someone else	16	22	16	15	12	17	14

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	736	88	160	301	187
John Tory	49	35	49	51	53
Doug Ford	27	42	34	25	16
Joe Cressy	8	5	6	6	12
Someone else	16	17	11	17	19

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Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	736	299	205	40	42	21	129
John Tory	49	51	47	40	34	40	60
Doug Ford	27	33	23	5	28	49	18
Joe Cressy	8	5	9	30	6	12	4
Someone else	16	11	20	26	32	0	18

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Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	736	139	307	129	32
John Tory	49	13	78	39	29
Doug Ford	27	81	8	3	30
Joe Cressy	8	2	5	20	12
Someone else	16	4	9	39	30

For more information:

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