

Tory Enjoys Narrow Lead Over Chow

Ford trails with no room to grow

July 31, 2014 - While it is still early in the campaign, the Toronto mayoral race is shaping up to be a two horse race between John Tory and Olivia Chow.

A new public opinion poll of citizens reveals that John Tory holds a narrow lead over second-place Olivia Chow, while Mayor Rob Ford trails the pack. The survey shows John Tory with 30% of the total vote (35% of decided voters), Chow at 26% (31% decided) and Rob Ford trailing with 23% (27% decided). Karen Stintz and David Soknacki each carried 3% of the total vote (4% decided). Overall 15% of voters are undecided at this early stage.

The poll was conducted by Maple Leaf Strategies' partner, and principle researcher Dimitri Pantazopoulos. Mr. Pantazopoulos commented, "while Rob Ford enjoys near celebrity status at festivals and in airports, it is not translating into votes. He is trailing the leader by almost double digits and he cannot be happy with third place."

A separate question that asked voters about their second choice held even less hope for Ford. Only 13% of Tory voters and a scant 3% of Chow voters would consider Ford as their second choice. "There is simply no room for Rob Ford's support to increase. He has what he has and he will need a game-changer to get into contention," said Pantazopoulos

On the other hand, 30% of Ford supporters named Tory as their second choice as did 44% of Chow voters. Pantazopoulos commented, "If Tory wants his support to grow, he would almost rather have Olivia Chow in third place because her voters would come to him in droves to stop Ford from winning."

Highlighting Ford's lack of growth room is that only 23% of voters think the Mayor deserves re-election. "It went from Ford Nation to Ford Stagnation. Overall, 67% of voters believe it is time for someone new in the Mayor's chair," said Pantazopoulos.

The live telephone survey of 800 Toronto citizens was conducted by Maple Leaf Strategies' partner, Dimitri Pantazopoulos. The survey was conducted between July 28-30, 2014 and has a sampling margin of error of $\pm 3.5\%$ nineteen times out of twenty.

Pantazopoulos has over twenty years of public opinion research experience in Canada, the United States and Europe. He has served as pollster of record to Prime Minister Harper and Premier Christy Clark and has conducted numerous polls at the municipal level throughout his career, including an initial poll for candidate Rob Ford in 2010. Mr. Pantazopoulos is not affiliated with any municipal candidate in Toronto in this election.

Question Results:

Thinking about the upcoming election for Mayor of Toronto, do you think Rob Ford deserves to be re-elected, or is it time to give somebody new a chance to be mayor of Toronto?

Deserves re-election	23%
Time for someone new	67%
Don't know [VOL]	8%
Refused [VOL]	2%

If an election was held today to choose a mayor of Toronto, which of the following people would you be most likely to vote for if the candidates for mayor were [RANDOMIZE]...

	All Voters	Decided
Rob Ford	23%	27%
John Tory	30%	35%
Olivia Chow	26%	31%
Karen Stintz	3%	4%
David Soknacki	3%	4%
Undecided [VOL]	6%	
Would not vote [VOL]	1%	
Don't know [VOL]	4%	
Refused [VOL]	3%	

And who would be your second choice?

		First Choice		
		Ford	Tory	Chow
Second Choice	Ford		13%	3%
	Tory	30%		44%
	Chow	19%	36%	
	Other	5%	25%	22%
	None/DK	46%	26%	31%