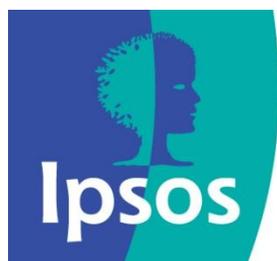


**With Doug In and Rob Out, Toronto Mayoral Race is John Tory's
(43%) to Lose as Olivia Chow (29%), Doug Ford (28%) Trail
*Given Mayor Rob Ford's Health, Majority (53%) of Torontonians Believe
Ford-Brother Switcheroo was Appropriate***

Public Release Date: Tuesday, September 16, 2014, 6:00 pm EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



With Doug In and Rob Out, Toronto Mayoral Race is John Tory's (43%) to Lose as Olivia Chow (29%), Doug Ford (28%) Trail
Given Mayor Rob Ford's Health, Majority (53%) of Torontonians Believe Ford-Brother Switcheroo was Appropriate

Toronto, ON – Amid the shocking news of the discovery of a tumor in Mayor Rob Ford's stomach, and the subsequent withdrawal of Rob Ford and entrance of his brother Doug Ford in the Toronto Mayor race, a new Ipsos Reid poll conducted for Global News has revealed that the campaign is John Tory's to lose.

If the election were held tomorrow, John Tory would receive the support of 43% of Torontonians, ahead of both Olivia Chow (29%) and Doug Ford (28%) who are battling it out for second position.

With Mayor Rob Ford dropping out of the race given the recent finding of a tumor in his abdomen, a slim majority (53%) of Torontonians believe it was 'appropriate' (23% very/30% somewhat) that Councillor Doug Ford, his brother, has now entered the race and has effectively taken his place. Conversely, nearly half (47%) believe the switch was 'not appropriate' (24% not at all/23% not very).



Candidate Support by the Demographics...

John Tory

- John Tory's support is disproportionately higher among men (51%) than women (35%).
- He's doing very well among people aged 55+ (53%) and 35 to 54 (47%) compared to the 18-34 demographic (28%).
- Support for Tory is highest in North York (52%), followed by Old Toronto (45%), York/East York (40%), Etobicoke (38%) and Scarborough (37%). He appears to be more of a downtown candidate than a suburban candidate, although he bests his competition in all but one region (Etobicoke).

Olivia Chow

- Olivia Chow's support is higher among women (36%) than men (20%).
- She is popular among the younger (44%) demographic, compared to those aged 35 to 54 (23%) or 55+ (20%).
- Chow does better in York/East York (35%), Old Toronto (34%) and Scarborough (33%) than in Etobicoke (21%) or North York (19%).

Doug Ford

- Doug Ford's support is even across men (28%) and women (28%).
- There is also no discernible difference in support among younger (28%), middle-aged (30%) or older Torontonians (27%).
- His support is disproportionately higher in Etobicoke (40%) than it is in Scarborough (30%), North York (28%), York/East York (26%), or, especially, Old Toronto (20%).



These are some of the findings of an Ipsos Reid poll conducted between September 12th and 16th, 2014 on behalf of Global News. For this survey, a sample of 596 Torontonians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 4.6 percentage points, 19 times out of 20, had all Torontonian adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

*Darrell Bricker, PhD
CEO
Ipsos Reid
Global Public Affairs
(416) 324-2001*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>