

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

April 19th, 2012

HIGHLIGHTS:

- Close to one half said they approved of the job Mayor Rob Ford is doing (47%), and this is not only a significant increase from last month (41%),
- In a series of hypothetical three-way match-ups for Mayor, Rob Ford would win convincingly against Councillor Adam Vaughan and Councillor Shelley Carroll (40% to 29% and 13%) and against Vaughan and TTC Chair Karen Stintz (40% to 27% and 21%). Mayor Ford would have a tougher fight if his opponents were Vaughan and radio host John Tory (33% vs. 27% and 27%).
- Just fewer than half of those polled said Mayor Rob Ford should attend Pride Parade (44%), compared to about one quarter who said either that he shouldn't (25%) or that it was his personal choice (29%).

FOR IMMEDIATE RELEASE

Mayor Ford's approval rating up; highest since June 2011

Mayor would win three-way match ups if election held today

Toronto, April 19th, 2012 – In a random sampling of opinion among Torontonians 18 years of age and older taken by the Forum Poll™, close to one half said they approved of the job Mayor Rob Ford is doing (47%), and this is not only a significant increase from last month (41%), it also represents his highest favourables since June, 2011 (57%). Approval of Ford was higher among older Torontonians (50% 18-34, 43% 45-44, 45% 45-54, 43% 55-64, 55% 65+), among those residing outside of the former City of Toronto or East York (30%; compared to 58% North York, 57% Scarborough, and 48% in Etobicoke / York). It was also found that Torontonians who drive as a primary means of getting to work or school favour the mayor (60%; compared to 37% that use the TTC, and 36% who walk or bike). Not surprisingly, those who would vote for the provincial Conservative party if an election were held today are significantly more likely to approve of the job Ford is doing as mayor of Toronto (82%; compared to 33% Green, 33% Liberal, 23% NDP, and 60% 'other').

Mayor would win three-ways with Vaughan and Stintz, Vaughan and Carroll, Vaughan and Tory

In a series of hypothetical three-way match-ups for Mayor, Rob Ford would win convincingly against Councillor Adam Vaughan and Councillor Shelley Carroll (40% to 29% and 13%) and against Vaughan and TTC Chair Karen Stintz (40% to 27% and 21%). Mayor Ford would have a tougher fight if his opponents were Vaughan and radio host John Tory (33% vs. 27% and 27%). On the political front it was found that backers of the provincial Liberal and NDP were significantly more likely to vote for Vaughan in all three hypothetical scenarios than supporters of other political parties.

Most agree Mayor Ford should attend Pride Parade

Just fewer than half of those polled said Mayor Rob Ford should attend Pride Parade (44%), compared to about one quarter who said either that he shouldn't (25%) or that it was his personal choice (29%). Participants with annual household incomes surpassing \$100K (33% <\$20K, 44% \$20K-\$40K, 34% \$40K-\$60K, 46% \$60K-\$80K, 46% \$80K-\$100K, and 56% \$100K+) and those residing in the former City of Toronto / East York (65%; compared to 39% in Etobicoke / York, 34% North York, and 31% Scarborough) were more likely to report that

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HIGHLIGHTS:

- Six-in-ten of those polled prefer a subway-based transit plan (60%) to an LRT-based plan (36%), and this represents an increase from those preferring subway last month (52%).
- While Torontonians are split between the Sheppard LRT (43%) and the Downtown Relief Line from Pape Station to Union Station (41%), they clearly prefer the Eglinton LRT (46%) to a Downtown Relief Line (36%).
- Somewhat fewer than one half (44%) approve of a safe injection site downtown, down very slightly from February (46%), with just more than one third indicating they disapprove (37%).

Ford should attend. In contrast, the notion that Ford not attend found support twice as large among provincial Conservative backers as supporters of other parties (43%; compared to 21% Liberal, 17% Green, and 11% NDP).

Convincing majority prefer subway-based transit plan to LRT

Six-in-ten of those polled prefer a subway-based transit plan (60%) to an LRT-based plan (36%), and this represents an increase from those preferring subway last month (52%). Provincial conservative supporters had the highest appetite for a subway-based transit plan (84%; compared to 68% Green, 47% NDP, and 46% Liberal). In addition, preferences for subway-based plans were more prominent among participants whose main form of transport is driving (68%; 56% TTC, and 38% biking or walking). On the other hand, half of residents of the former City of Toronto / East York clearly sided with the above-ground LRT-based transit plan (52%; compared to 35% Etobicoke / York, 26% Scarborough, and 25% North York).

Torontonians split between Sheppard LRT and DRL; Prefer Eglinton LRT to DRL

While Torontonians are split between the Sheppard LRT (43%) and the Downtown Relief Line from Pape Station to Union Station (42%), they clearly prefer the Eglinton LRT (46%) to a Downtown Relief Line (36%). Although it must be noted that more than half of those living in the former City of Toronto / East York and those living in Etobicoke / York favoured the downtown relief line, compared to lower numbers for other regions (53%, 51%; 31% North York, and 29% Scarborough). Provincial Conservative supporters are more likely to prefer the downtown relief line over the Eglinton LRT (48%; compared to 34% NDP, 30% Liberal, and 29% Green).

Most approve of a safe injection site downtown

Somewhat fewer than one half (44%) approve of a safe injection site downtown, down very slightly from February (46%), with just more than one third indicating they disapprove (37%). Provincial Conservative supporters were more likely to disapprove than supporters of other parties (62%: compared to 26% Liberal, 26% NDP, and 21% Green). While those living in the former City of Toronto / East York (60%; 39% Scarborough, 37% North York, and 37% Etobicoke / York) and those who disapprove of Rob Ford as Mayor (62% vs. 25%) expressed high levels of approval.

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April 19th, 2012

HIGHLIGHTS:

- Six-in-ten of those polled approve of ending the Land Transfer Tax and licensing bicyclists to enforce traffic laws (61% each). Just one half, on the other hand, approve of ending the 5 cent shopping bag fee (51%) or contracting out crossing guards (48%). Other proposals tested fall between these two poles.
- Two thirds of Torontonians say the Pan Am Games will be good for the city (68%), one third plan to attend some events (36%) and half this proportion claim they will leave town for the games (18%).
- "It appears the mayor's recent difficulties with council have actually endeared him more to his supporters, and backing for his signature transit plan is up, so things are looking up for him recently", said Dr. Lorne Bozinoff, President of Forum Research.

Ending Land Transfer Tax, licensing bicyclists popular; ending shopping bag fee, contracting crossing guards less so

Six-in-ten of those polled approve of ending the Land Transfer Tax and licensing bicyclists to enforce traffic laws (61% each). Just one half, on the other hand, approve of ending the 5 cent shopping bag fee (51%) or contracting out crossing guards (48%). Other proposals tested fall between these two poles. Approval for ending the Land Transfer Tax was highest among those who back the provincial Conservatives, followed by those who back provincial Green (83%, 70%; compared to 52% NDP, and 43% Liberal). Older Torontonians (52% 18-34, 58% 45-44, 58% 45-54, 72% 55-64, 76% 65+) as well as provincial Conservative supporters (75%; compared to 57% Liberal, 51% NDP, and 31% Green) reported higher approval ratings for licensing bicyclists. Contracting out of office cleaning in some city offices (58%), and relaxing liquor regulations so you would not have to drink in a beer tent at licensed events (55%) received more neutral approval ratings. The idea of ending shopping bag fees was least popular among those under 35 years old, those living in the former City of Toronto / East York, and those who use public transit as their typical form of transport; provincial Conservative supporters did not share this sentiment. On the issue of the contracting out of crossing guards the supporters of Conservatives again stuck out.

Most think Pan Am Games good for the city; many will attend, some will leave town

Two thirds of Torontonians say the Pan Am Games will be good for the city (68%), one third plan to attend some events (36%) and half this proportion claim they will leave town for the games (18%). Torontonians who disapprove of Ford as Mayor think the Pan Am Games will be good for Toronto / GTA (73% vs. 63%).

Provincial Liberals lead in Toronto, PCs second, NDP in last place

Close to four-in-ten will support the Liberals in the next provincial election (37%), compared to one third who will support the PCs (33%). Just one quarter opt for the NDP (25%).

"It appears the mayor's recent difficulties with council have actually endeared him more to his supporters, and backing for his signature transit plan is up, so things are looking up for him recently", said Dr. Lorne Bozinoff, President of Forum Research.

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Methodology

This Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 812 randomly selected Toronto residents aged 18 or older. The poll was conducted April 18th, 2012.

Results based on the total sample are considered accurate +/- 3.4%, 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 to ensure that the sample reflects the actual population according to the latest Census data.

This Forum Poll™ 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.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This and other Forum Polls™ may be found at The Forum Poll™ archive at www.forumresearch.com/polls.asp.

Mayor Rob Ford Approval Rating Trending

%	Sample	Approve	Disapprove
Apr 18 th , 2012	812	47	53
Mar 15 th , 2012	1027	41	59
Feb 13 th , 2012	1547	43	57
Feb 1 st , 2012	1560	39	61
Oct 24 th , 2011	1004	37	63
Sep 13 th , 2011	1046	42	58
Jun 1 st , 2011	1050	57	43
Feb 25 th -26 th , 2011	1012	60	40

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Municipal Candidate Preference if Election Held Today Trending (Ford/Vaughan/Stintz)

%	Sample	Mayor Ford	Councilor Adam Vaughan	TTC Chair Karen Stintz	Don't know
Apr 18 th , 2012	812	40	27	21	13
Mar 15 th , 2012	1027	35	29	23	13
Feb 13 th , 2012	1547	37	30	18	16

Transit Plan Preference Trending

%	Sample	Prefer a subway- based transit plan	Prefer an above-ground LRT-based plan	Approve of neither
Apr 18 th , 2012	812	60	36	5
Mar 15 th , 2012	1027	52	41	7
Feb 13 th , 2012	1547	57	38	5

Safe Injection Site Approval Trending

%	Sample	Approve	Disapprove	Don't know
Apr 18 th , 2012	812	46	40	14
Jan 30 th -31 st , 2012	1560	44	37	18

Approval Items Summary Table

'And do you approve or disapprove of each of the following?'

[All Respondents]

%	Approve	Disapprove
Ending the City's Land Transfer Tax?	61	39
Licensing bicyclists so that traffic laws can be enforced with them?	61	39
The contracting out of office cleaning in some city offices?	58	42
Relaxing liquor regulations so that you can walk around with a drink at licensed events instead of having to stay in a beer tent?	55	45
Ending the mandatory 5 cent plastic shopping bag fee?	51	49
The contracting out of crossing guards?	48	52

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Rob Ford Approval as Mayor of Toronto

'First of all, overall do you approve or disapprove of the job Rob Ford is doing as Mayor of Toronto'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	47	50	43	45	43	55	49	46
Disapprove	53	50	57	55	57	45	51	54

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	47	30	58	48	57
Disapprove	53	70	42	52	43

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	47	60	43	55	52	45	43
Disapprove	53	40	57	45	48	55	57

Typical Transit Mode (Work/School)

%	Total	Drive	Bike/walk	Other
sample	812	314	238	86
Approve	47	60	37	36
Disapprove	53	40	63	64

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Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	47	82	33	23	33	60
Disapprove	53	18	67	77	67	40

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Municipal Candidate Preference if Election Held Today (Ford/Vaughan/Stintz)

'If the mayoral election were being held tomorrow, who would you vote for if the candidates were Mayor Rob Ford, Councilor Adam Vaughan and TTC Chair Karen Stintz?'

[All Residents; Response options rotated]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Mayor Ford	40	41	34	38	40	47	42	38
Councilor Adam Vaughan	27	34	26	22	26	20	25	28
TTC Chair Karen Stintz	21	14	22	26	26	23	23	20
Don't Know	13	11	18	14	9	10	11	14

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Mayor Ford	40	21	52	43	47
Councilor Adam Vaughan	27	40	16	27	20
TTC Chair Karen Stintz	21	27	18	20	17
Don't Know	13	12	13	10	16

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Mayor Ford	40	43	37	45	44	40	35
Councilor Adam Vaughan	27	21	27	29	23	37	25
TTC Chair Karen Stintz	21	19	23	21	17	18	27
Don't Know	13	17	14	6	16	5	13

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Other	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Mayor Ford	40	49	30	39	79	4
Councilor Adam Vaughan	27	17	35	36	7	44
TTC Chair Karen Stintz	21	19	24	17	8	33
Don't Know	13	15	11	8	6	19

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April 19th, 2012

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Mayor Ford	40	76	24	16	28	64
Councilor Adam Vaughan	27	7	33	47	34	0
TTC Chair Karen Stintz	21	11	29	21	24	29
Don't Know	13	6	13	17	14	8

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Municipal Candidate Preference if Election Held Today (Ford/Vaughan/Tory)

'If the mayoral election were being held tomorrow, who would you vote for if the candidates were Mayor Rob Ford, Councilor Adam Vaughan and radio host John Tory? '

[All Residents; Response options rotated]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Mayor Ford	33	37	31	31	29	36	36	31
Councilor Adam Vaughan	27	25	27	29	34	25	25	29
Radio Host John Tory	27	27	23	27	28	30	29	24
Don't know	13	11	19	14	10	9	10	16

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Mayor Ford	33	16	44	35	42
Councilor Adam Vaughan	27	43	18	26	18
Radio Host John Tory	27	29	25	25	27
Don't know	13	12	13	14	13

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Mayor Ford	33	37	30	43	41	39	24
Councilor Adam Vaughan	27	20	20	27	23	37	34
Radio Host John Tory	27	34	31	21	21	20	30
Don't know	13	9	19	9	15	4	12

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Mayor Ford	33	37	31	29	67	4
Councilor Adam Vaughan	27	20	32	43	5	47
Radio Host John Tory	27	29	25	20	23	30
Don't know	13	14	12	8	5	19

TORONTO

April 19th, 2012

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Mayor Ford	33	62	22	14	16	44
Councilor Adam Vaughan	27	3	36	53	21	0
Radio Host John Tory	27	29	27	18	58	44
Don't know	13	6	15	16	4	12

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Municipal Candidate Preference if Election Held Today (Ford/Vaughan/Carroll)

'If the mayoral election were being held tomorrow, who would you vote for if the candidates were Mayor Ford, Councilor Adam Vaughan and Councilor Shelley Carroll?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Mayor Ford	40	40	38	37	38	50	43	38
Councilor Adam Vaughan	29	29	28	31	32	25	29	29
Councilor Shelley Carroll	13	14	10	15	15	11	13	13
Don't know	18	17	24	17	15	14	15	21

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Mayor Ford	40	24	52	41	49
Councilor Adam Vaughan	29	44	18	33	16
Councilor Shelley Carroll	13	13	15	9	14
Don't know	18	19	14	17	21

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Mayor Ford	40	45	37	47	45	43	33
Councilor Adam Vaughan	29	23	27	33	28	37	31
Councilor Shelley Carroll	13	17	13	7	12	9	16
Don't know	18	15	23	13	16	11	20

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Mayor Ford	40	50	30	37	82	4
Councilor Adam Vaughan	29	19	36	41	7	48
Councilor Shelley Carroll	13	12	16	7	4	21
Don't know	18	19	18	15	7	28

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Mayor Ford	40	76	26	15	34	48
Councilor Adam Vaughan	29	9	38	48	20	8
Councilor Shelley Carroll	13	8	13	16	29	22
Don't know	18	7	23	22	17	23

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Preference for LRT-based Transit Plan or Subway-based Transit Plan

'Overall, do you prefer an aboveground LRT-based transit plan or a subway-based transit plan for Toronto?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Prefer a subway-based transit plan	60	62	58	57	54	65	60	59
Prefer an above-ground LRT-based transit plan	36	35	32	38	40	33	34	37
Approve of neither	5	2	10	4	6	2	6	4

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Prefer a subway-based transit plan	60	46	70	60	66
Prefer an above-ground LRT-based transit plan	36	52	25	35	26
Approve of neither	5	2	5	6	7

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Prefer a subway-based transit plan	60	57	61	61	73	44	58
Prefer an above-ground LRT-based transit plan	36	35	35	36	23	47	41
Approve of neither	5	9	4	4	3	9	1

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%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Prefer a subway-based transit plan	60	68	56	38	86	36
Prefer an above-ground LRT-based transit plan	36	26	40	55	10	58
Approve of neither	5	5	4	7	4	6

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Prefer a subway-based transit plan	60	84	46	47	68	50
Prefer an above-ground LRT-based transit plan	36	13	50	49	30	32
Approve of neither	5	3	4	4	3	18

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Perceived Importance of Building Sheppard Rapid Transit Line versus Building Downtown Relief Line Subway

'What do you think is more important, building the Sheppard rapid transit line or building the Downtown Relief Line subway from Pape Station to Union Station?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Sheppard Rapid Transit Line	43	42	46	42	46	37	42	44
Downtown Relief Line	42	46	39	43	43	36	45	39
Don't Know	15	12	14	15	11	27	13	17

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Sheppard Rapid Transit Line	43	28	60	32	55
Downtown Relief Line	42	53	31	51	29
Don't Know	15	18	9	17	16

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Sheppard Rapid Transit Line	43	44	44	46	47	40	39
Downtown Relief Line	42	40	42	35	45	48	43
Don't Know	15	16	14	19	8	12	18

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Sheppard Rapid Transit Line	43	45	45	35	44	42
Downtown Relief Line	42	39	45	52	38	46
Don't Know	15	16	10	13	18	13

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Sheppard Rapid Transit Line	43	42	43	44	41	44
Downtown Relief Line	42	41	41	43	56	37
Don't Know	15	16	16	13	4	18

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Perceived Importance of Building Eglinton LRT Versus Building Downtown Relief Line Subway

'What do you think is more important, building the Eglinton LRT or building the Downtown Relief Line subway from Pape Station to Union Station?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Eglinton LRT	46	51	41	46	53	39	47	46
Downtown Relief Line	36	33	42	37	33	38	39	34
Don't Know	17	17	17	17	13	22	14	20

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Eglinton LRT	46	46	46	41	52
Downtown Relief Line	36	42	39	32	31
Don't Know	17	12	14	27	17

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Eglinton LRT	46	50	50	54	46	44	50
Downtown Relief Line	36	28	32	38	42	37	34
Don't Know	17	22	18	8	11	19	16

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Eglinton LRT	46	50	47	39	40	52
Downtown Relief Line	36	33	39	42	41	33
Don't Know	17	17	14	18	19	15

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Eglinton LRT	46	33	54	51	64	40
Downtown Relief Line	36	48	30	34	29	38
Don't Know	17	19	16	15	8	23

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Approval of a Safe Injection Site Downtown for Intravenous Drug Users

'Would you approve or disapprove of a safe injection site for intravenous drug users in downtown Toronto?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	44	41	38	52	48	46	48	41
Disapprove	37	37	41	32	39	37	38	37
Don't Know	18	22	21	16	13	17	15	22

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	44	60	37	37	39
Disapprove	37	24	46	39	42
Don't Know	18	16	17	24	19

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	44	37	42	39	39	54	59
Disapprove	37	33	37	42	42	31	32
Don't Know	18	30	21	18	19	15	9

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	44	43	46	48	25	62
Disapprove	37	40	35	36	51	25
Don't Know	18	17	19	16	24	13

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Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	44	20	54	61	65	32
Disapprove	37	62	26	26	21	50
Don't Know	18	18	20	12	14	18

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Opinion of Whether or Not Rob Ford Should Attend Pride Parade

'Do you think Mayor Rob Ford should attend the Pride Parade in Toronto or not?'

[All Residents]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Should Attend	44	46	41	49	45	36	44	44
Should Not Attend	25	23	25	21	27	35	28	23
It's up to him whether he attends or not	29	30	31	26	27	29	27	31
Don't Know	2	1	2	3	1	0	1	3

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Should Attend	44	65	34	39	31
Should Not Attend	25	18	34	23	29
It's up to him whether he attends or not	29	16	31	36	37
Don't Know	2	1	1	2	3

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Should Attend	44	33	44	34	46	46	56
Should Not Attend	25	39	19	30	26	25	20
It's up to him whether he attends or not	29	25	35	36	28	26	23
Don't Know	2	3	2	0	0	2	0

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Should Attend	44	37	49	56	18	67
Should Not Attend	25	28	25	17	41	12
It's up to him whether he attends or not	29	33	25	27	40	19
Don't Know	2	1	2	0	2	2

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Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Should Attend	44	21	52	60	75	17
Should Not Attend	25	43	21	11	17	56
It's up to him whether he attends or not	29	35	24	28	7	27
Don't Know	2	1	3	1	1	0

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Approval of Various Prospects in the City

'And do you approve or disapprove of each of the following?'

[All Residents]

The contracting out of office cleaning in some city offices

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	58	52	58	61	62	61	58	57
Disapprove	42	48	42	39	38	39	42	43

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	58	49	57	64	63
Disapprove	42	51	43	36	37

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	58	56	64	55	55	65	61
Disapprove	42	44	36	45	45	35	39

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	58	65	52	49	74	43
Disapprove	42	35	48	51	26	57

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	58	76	53	37	72	57
Disapprove	42	24	47	63	28	43

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Ending the mandatory 5 cent plastic shopping bag fee

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	51	39	50	57	59	62	53	49
Disapprove	49	61	50	43	41	38	47	51

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	51	37	71	44	54
Disapprove	49	63	29	56	46

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	51	57	47	56	54	42	46
Disapprove	49	43	53	44	46	58	54

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	51	59	40	50	67	36
Disapprove	49	41	60	50	33	64

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	51	73	42	39	35	52
Disapprove	49	27	58	61	65	48

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Ending the City's Land Transfer Tax

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	61	66	63	56	58	55	59	62
Disapprove	39	34	37	44	42	45	41	38

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	61	46	74	58	69
Disapprove	39	54	26	42	31

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	61	56	61	63	65	54	59
Disapprove	39	44	39	37	35	46	41

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	61	68	56	51	76	47
Disapprove	39	32	44	49	24	53

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	61	83	43	52	70	96
Disapprove	39	17	57	48	30	4

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Relaxing liquor regulations so that you can walk around with a drink at licensed events instead of having to stay in a beer tent

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	55	68	50	54	47	46	68	44
Disapprove	45	32	50	46	53	54	32	56

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	55	65	50	57	46
Disapprove	45	35	50	43	54

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	55	55	57	46	54	53	70
Disapprove	45	45	43	54	46	47	30

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	55	54	62	48	52	58
Disapprove	45	46	38	52	48	42

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	55	52	55	54	84	48
Disapprove	45	48	45	46	16	52

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Licensing bicyclists so that traffic laws can be enforced with them

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	61	52	58	58	72	76	60	62
Disapprove	39	48	42	42	28	24	40	38

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	61	55	63	62	65
Disapprove	39	45	37	38	35

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	61	55	52	71	66	64	59
Disapprove	39	45	48	29	34	36	41

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	61	66	54	53	69	54
Disapprove	39	34	46	47	31	46

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	61	75	57	51	31	86
Disapprove	39	25	43	49	69	14

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The contracting out of crossing guards

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Approve	48	48	46	45	45	55	49	46
Disapprove	52	52	54	55	55	45	51	54

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Approve	48	36	49	55	55
Disapprove	52	64	51	45	45

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Approve	48	60	53	43	51	40	45
Disapprove	52	40	47	57	49	60	55

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Approve	48	55	43	39	64	33
Disapprove	52	45	57	61	36	67

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Approve	48	71	37	31	68	21
Disapprove	52	29	63	69	32	79

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Opinion Regarding How the Pan Am Games Will Affect Toronto and GTA

'Do you think hosting the Pan Am Games will be good or bad for Toronto and the rest of the GTA?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Think it will be good for Toronto and GTA	68	69	71	74	65	60	69	68
Think it will be bad for Toronto and the GTA	22	24	21	15	24	25	22	21
Don't know	10	8	8	11	10	16	9	11

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Think it will be good for Toronto and GTA	68	64	66	71	75
Think it will be bad for Toronto and the GTA	22	24	27	17	17
Don't know	10	12	7	12	9

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Think it will be good for Toronto and GTA	68	71	65	72	74	62	68
Think it will be bad for Toronto and the GTA	22	11	25	22	19	20	24
Don't know	10	17	10	6	7	18	8

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Think it will be good for Toronto and GTA	68	66	74	66	63	73
Think it will be bad for Toronto and the GTA	22	24	16	24	25	18
Don't know	10	10	10	10	11	9

Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Think it will be good for Toronto and GTA	68	62	76	68	82	40
Think it will be bad for Toronto and the GTA	22	27	13	22	17	45
Don't know	10	11	11	9	1	15

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Plans to Attend Any Events during Pan Am Games

'Will you attend any events during the Pan Am games?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Yes	36	41	37	39	31	26	38	34
No	39	32	34	37	44	56	37	41
Don't know	25	27	29	24	25	18	25	25

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Yes	36	35	38	32	40
No	39	44	39	39	30
Don't know	25	21	23	28	30

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Yes	36	31	37	38	39	35	42
No	39	31	34	45	40	46	41
Don't know	25	39	29	17	21	19	18

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Yes	36	38	40	36	33	39
No	39	40	31	37	44	34
Don't know	25	22	28	27	23	27

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Current Provincial Party Preference

	%	Total	Con	Lib	NDP	Green	Other
sample		812	242	285	191	36	12
Yes		36	32	40	36	47	35
No		39	46	33	37	38	54
Don't know		25	22	27	28	16	11

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Plans To Stay In Town or Leave Town during Pan Am Games 'Will you stay in town or leave town during the Pan Am Games?'

[All Residents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	812	68	116	159	246	223	368	444
Plan to leave town	18	25	18	15	16	11	19	18
Don't plan to leave town	66	61	66	67	69	73	67	66
Don't know	15	14	16	18	15	16	14	17

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	812	289	155	190	178
Plan to leave town	18	20	17	14	22
Don't plan to leave town	66	64	67	73	61
Don't know	15	16	16	13	17

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	812	83	119	111	107	80	161
Plan to leave town	18	10	12	26	28	13	20
Don't plan to leave town	66	63	77	61	65	79	62
Don't know	15	27	11	13	7	7	18

Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	812	314	238	86	364	448
Plan to leave town	18	21	15	25	21	16
Don't plan to leave town	66	63	72	54	59	73
Don't know	15	16	12	20	20	11

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Current Provincial Party Preference

%	Total	Con	Lib	NDP	Green	Other
sample	812	242	285	191	36	12
Plan to leave town	18	22	14	17	20	52
Don't plan to leave town	66	60	70	71	77	34
Don't know	15	18	16	11	4	14

TORONTO
April 19th, 2012

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NEWS RELEASE



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Current Provincial Party Preference

‘Now a question about provincial politics. If an Ontario provincial election were held today, which party are you most likely to vote for?’ + ‘Even though you may not have made up your mind, which party are you leaning towards at this time?’

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	766	66	109	152	229	210	353	413
Progressive Conservative	33	33	28	29	37	37	37	29
Liberal	37	37	36	35	41	37	37	38
NDP	25	22	34	30	19	20	20	29
Green	4	6	2	4	2	5	5	3
Other Parties	1	2	1	2	1	1	1	1

Region

%	Total	Former City of Toronto / East York	North York	Etobicoke or York	Scarborough
sample	766	277	150	175	164
Progressive Conservative	33	23	43	37	31
Liberal	37	39	32	40	38
NDP	25	34	21	18	24
Green	4	4	4	3	5
Other Parties	1	1	0	2	2

Household Income

%	Total	<\$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
sample	766	79	114	102	102	74	160
Progressive Conservative	33	29	28	37	34	29	31
Liberal	37	34	40	33	42	39	38
NDP	25	28	25	27	21	29	25
Green	4	7	6	2	4	4	4
Other Parties	1	2	1	1	0	0	2

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Typical Transit Mode (Work/School) / Rob Ford Approval as Mayor

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%	Total	Drive	Public Transit	Bike/walk	Approve of Rob Ford	Disapprove of Rob Ford
sample	766	299	226	79	336	430
Progressive						
Conservative	33	38	27	27	58	11
Liberal	37	37	41	27	25	48
NDP	25	20	28	39	12	36
Green	4	4	3	6	3	5
Other Parties	1	1	1	2	2	1

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