

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Chow is still on top in mayoral sweeps**

#### **Tory, Ford fight it out for second place**

TORONTO APRIL 15<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 882 Toronto voters, one third would vote Olivia Chow for mayor if the municipal election were held today (34%), while a quarter or just more would vote either Rob Ford (27%) or John Tory (24%). Neither Karen Stintz (6%) nor David Soknacki (4%) are contenders. Very few have no opinion in the race (5%).

Chow is popular among the youngest (38%), the least wealthy (47%), downtown (48%), transit users (39%), the least educated (38%) and the most educated (40%) and among those who voted NDP in the last election (64%).

Rob Ford's support is strongest among boomers (55 to 64 - 33%), males (34%), the less wealthy (\$20K to \$40K - 43%) and the wealthier (\$80K to \$100K - 43%), in North York (38%), among drivers (35%), among those with some college (34%) and among provincial PC supporters (43%).

John Tory draws his support from the oldest (35%), the wealthiest (\$100K to \$250K - 40%), downtown (27%), among drivers (32%), property owners (30%), among the most educated (degree - 28%, post-grad - 29%), mothers with children (28%), past PC voters (41%) as well as some Liberal voters (28%).

These results represent a slight increase for Tory since we last polled (March 27 - 21%), and a sharp decrease for Ford (from 32%). Chow's share has stayed stable (March 27 - 33%).

#### **With Ford out, Chow prevails**

In a match-up without Mayor Ford, Olivia Chow takes close to 4-in-10 votes (38%) to 3-in-10 for John Tory (31%). Once again Stintz and Soknacki don't compete (5% each), but fully one fifth can't make up their minds (21%). These are Ford partisans who don't have a second choice. This represents an increase for Chow on this measure (from 34%) and stability for Tory (March 27 - 31%).

#### **Chow beats Ford, Tory head-on**

In a race in which only the top three contenders compete, Olivia Chow would take more than a third of the vote (36%), while Tory (29%) and Ford (30%) would split the rest. Few would be undecided (5%).

## **TORONTO**

**April 15<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- One third would vote Olivia Chow for mayor if the municipal election were held today (34%), while a quarter or just more would vote either Rob Ford (27%) or John Tory (24%).
- Neither Karen Stintz (4%) nor David Soknacki (2%) are contenders.
- In a match-up without Mayor Ford, Olivia Chow takes close to 4-in-10 votes (38%) to 3-in-10 for John Tory (31%).
- In a race in which only the top three contenders compete, Olivia Chow would take more than a third of the vote (36%), while Tory (29%) and Ford (30%) would split the rest.

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## **TORONTO**

**April 15<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- In total, voters are most likely to say either John Tory (15%) or Karen Stintz (10%) is their second choice. Very few Ford voters have a second choice.
- Fully one half of Toronto voters will never vote for Rob Ford (49%) and half this proportion will never vote for Olivia Chow (25%). Stintz is rejected by less than a tenth (7%) and John Tory and David Soknacki by fewer (3% each).
- John Tory has the highest approvals among those aware of him (65% approve), followed by Olivia Chow (60% approve).
- The leading concern for voters in the upcoming election is sound economic management (21%), followed very closely by promoting jobs and growth and relieving the tax burden on the middle class (18% each).

### **Tory and Stintz are popular second choices**

In total, voters are most likely to say either John Tory (15%) or Karen Stintz (10%) is their second choice. Very few Ford voters have a second choice, however (DK - 84%). Tory supporters are equally likely to say their second choice is Ford (21%), Chow (21%) or Stintz (18%). Chow's supporters are most likely to vote John Tory second (35%), followed by Stintz (12%). Among the two candidates whose supporters will count the most however, the story is not clear. Stintz supporters mostly say they don't have a second choice (76%) but those who do pick Rob Ford (12% - caution, small base size). The same applies to Soknacki, but his supporters are most likely to make John Tory their second choice (16% - caution, small base size).

### **Ford has highest negatives, Tory, Soknacki lowest**

Fully one half of Toronto voters will never vote for Rob Ford (49%) and half this proportion will never vote for Olivia Chow (25%). Stintz is rejected by less than a tenth (7%) and John Tory and David Soknacki by fewer (3% each). Ford supporters will never vote Chow (54%), followed by Stintz (13%). Tory supporters reject both Ford (49%) and Chow (38%). Chow voters will not support Ford (86%). Stintz supporters will not vote for Ford (76% - caution, small base size), while Soknacki voters will not support either Ford or Stintz (37% and 40%, respectively - caution, small base size).

### **Tory has highest approval, Ford, Stintz, Soknacki lag**

John Tory has the highest approvals among those aware of him (65% approve), followed by Olivia Chow (60% approve). These two leaders are followed by David Soknacki (47%) and Stintz and Ford (46% each). The demographics of approval mirror voting intention. David Soknacki scores high in approval among moms with kids (58%).

### **Sound management, jobs and low taxes are voter concerns**

The leading concern for voters in the upcoming election is sound economic management (21%), followed very closely by promoting jobs and growth and relieving the tax burden on the middle class (18% each). These are followed in a second tier by caring for the most vulnerable (10%), ethics at city hall and elected officials' personal behaviour (8% each) and caring for the environment (6%). One tenth say some other issue is most important (11%). Ford voters cite relieving the tax burden first (33%) followed by jobs and sound management (24% each). Chow voters are equally (and not very) concerned with every item listed except sound economic management (7%) and caring for the environment (8%). Tory supporters are concerned for jobs and growth first (22%), followed by relieving the middle class

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## **TORONTO**

**April 15<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Two thirds of Toronto voters agree party politics have no place in city government (64%), and just fewer than one fifth think they do (17%).
- Three-in-ten voters say they will vote for Rob Ford in the coming municipal election, with no other candidates named (29%).
- About 7-in-10 Toronto voters agree the mayor has a substance abuse problem (70%), the same proportion as said this the last time we asked (November 2013 - 69%), but well up from two weeks before that (54%).

tax burden (13%). Stintz voters care most about the most vulnerable (33%) and the middle class tax burden (23%), while Soknacki voters are all about sound economic management (52%) to the exclusion of other concerns. Use caution when analyzing data for Stintz and Soknacki voters, due to small base sizes.

### **Most agree party politics don't belong at city hall**

Two thirds of Toronto voters agree party politics have no place in city government (64%), and just fewer than one fifth think they do (17%). One fifth don't have an opinion (19%). John Tory's supporters are the most likely to espouse this belief (70%). Among those who would vote along party lines municipally, most would vote PC (37%) followed by a quarter who would vote Liberal (25%) or NDP (26%).

### **Ford Nation comprises 3-in-10 voters**

Three-in-ten voters say they will vote for Rob Ford in the coming municipal election, with no other candidates named (29%). These may be considered the mayor's loyalist core, which makes up Ford Nation. These loyalists are middle aged (55-64 - 36%), male (35%), low income (\$less than \$20K - 48%), live in North York (38%), are among the least educated (secondary school or less - 37%, some college - 35%) and are past provincial PC voters (45%).

### **7-in-10 agree mayor has substance abuse problem**

About 7-in-10 Toronto voters agree the mayor has a substance abuse problem (70%), the same proportion as said this the last time we asked (November 2013 - 69%), but well up from two weeks before that (54%). Among those who agree are 4-in-10 of those who will vote for him (42%) and close to half of those who approve of the job he's doing as mayor (47%).

## **Conclusion**

While Olivia Chow leads in voter preference, she also has high negatives, and is unlikely to be the fall-back choice of supporters of Karen Stintz or David Soknacki, in the event they drop out of the race. John Tory is the top second choice and has the lowest negatives, which makes him the ideal candidate to attract supporters of other candidates who elect not to, or are unable to run. Rob Ford's supporters support only Rob Ford, have no second choice and would probably stay home if their candidate didn't run.

A promise of sound fiscal management will speak to the broadest spectrum of voters, and is the only message Soknacki partisans care about. Relieving the tax burden plays well with Ford supporters, but is not top-of-mind among others. Stintz supporters can be wooed by promises of caring for the most vulnerable in society.

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**April 15<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- “The campaign has been running in earnest for a couple of weeks now, and things have settled into the rhythm they will probably maintain for the next month or so. Unless a major surprise occurs, or a leading candidate exits the race early, we're probably seeing the race as it will stay for a while; Chow leading, and Ford and Tory duking it out for second," said Forum Research President, Dr. Lorne Bozinoff.

The majority agree party politics don't belong at city hall, and this position may be useful in countering Chow's candidacy, which is most vulnerable to this charge. Ford Nation has shrunk in size from more than a third of the electorate to less than 3-in-10 in the past few months, and while his approval is high relative to past levels, it is still the lowest of the five major candidates. In this situation Chow leads comfortably, Ford is vulnerable, and Tory has the potential to grow his share

“The campaign has been running in earnest for a couple of weeks now, and things have settled into the rhythm they will probably maintain for the next month or so. Unless a major surprise occurs, or a leading candidate exits the race early, we're probably seeing the race as it will stay for a while; Chow leading, and Ford and Tory duking it out for second," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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**TORONTO**  
**April 15<sup>th</sup>, 2014**

## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 882 randomly selected Torontonians 18 years of age and older. The poll was conducted on April 14<sup>th</sup>, 2014.

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](http://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](http://www.forumresearch.com/polls.asp)

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**3-Way Mayoral Trial Heats Trending**

*Ford / Tory / Chow*

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
April 14 <sup>th</sup> , 2014	882	30	29	36	5
Mar 13 <sup>th</sup> , 2014	1271	28	25	38	8
Feb 25, 2014	1310	32	33	32	3
June 25, 2013	1239	30	25	40	5
May 24, 2013	1395	27	24	42	8
May 10, 2013	974	36	15	40	9
Aug 9, 2012	812	26	24	39	11

**TORONTO**

**April 15<sup>th</sup>, 2014**

**4-Way Mayoral Trial Heats Trending**

*Stintz / Chow / Soknacki / Tory*

%	Sample	Karen Stintz	Olivia Chow	David Soknacki	John Tory	Don't Know
April 14 <sup>th</sup> , 2014	882	5	38	5	31	21
Mar 27 <sup>th</sup> , 2014	634	7	34	5	32	22
Mar 13 <sup>th</sup> , 2014	1271	4	38	5	32	21
Feb 25, 2014	1310	7	33	3	37	20
Feb. 6 <sup>th</sup> , 2014	769	9	40	7	25	20
Jan. 22 <sup>nd</sup> , 2014	1063	8	34	6	33	18
Jan. 6 <sup>th</sup> , 2014	1105	7	33	7	34	20
Dec. 9 <sup>th</sup> , 2013	898	11	32	4	36	16
Oct 31, 2013	1032	12	33	6	29	19
Oct 29, 2013	1093	12	37	2	32	17

**5-Way Mayoral Trial Heats Trending**

*Ford / Chow / Stintz / Tory / Soknacki*

%	Sample	Rob Ford	Olivia Chow	Karen Stintz	John Tory	David Soknacki	Don't Know
April 14 <sup>th</sup> , 2014	882	27	34	6	24	4	5
Mar 27 <sup>th</sup> , 2014	634	32	33	5	21	4	5
Mar 13 <sup>th</sup> , 2014	1271	28	36	5	22	2	7
Feb 25, 2014	1310	31	31	6	27	2	3
Feb. 6 <sup>th</sup> , 2014	769	30	35	6	22	3	5
Jan. 22 <sup>nd</sup> , 2014	1063	30	31	7	24	4	4
Jan. 6 <sup>th</sup> , 2014	1105	35	30	5	22	3	5
Dec. 9 <sup>th</sup> , 2013	898	25	32	7	27	4	5
Nov. 20 <sup>th</sup> , 2013	1049	31	34	7	22	4	3
Nov. 6 <sup>th</sup> , 2013	1157	29	28	12	25	2	5
Nov. 4 <sup>th</sup> , 2013	1393	26	32	10	25	2	7
Oct. 31 <sup>st</sup> , 2013	1032	24	29	11	25	3	7
Oct. 29 <sup>th</sup> , 2013	1093	27	32	11	21	2	7

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## **TORONTO**

**April 15<sup>th</sup>, 2014**

### **Mayor Rob Ford Approval - Trending**

<b>%</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>
April 14 <sup>th</sup> , 2014	882	46	54
Mar 27 <sup>th</sup> , 2014	634	46	54
Mar 13 <sup>th</sup> , 2014	1271	42	58
Feb. 24 <sup>th</sup> , 2014	1310	44	56
Feb. 6 <sup>th</sup> , 2014	769	43	57
Jan. 22 <sup>nd</sup> , 2014	1063	45	55
Jan. 6 <sup>th</sup> , 2014	1105	47	53
Dec. 9 <sup>th</sup> , 2013	898	42	58
Nov. 20 <sup>th</sup> , 2013	1049	42	58
Nov. 6 <sup>th</sup> , 2013	1157	44	56
Nov. 4 <sup>th</sup> , 2013	1393	43	57
Oct 31 <sup>st</sup> , 2013	1032	44	56
Oct 28-29 <sup>th</sup> , 2013	1093	39	61
Sep 23 <sup>rd</sup> , 2013	1082	49	51
Aug 29 <sup>th</sup> , 2013	848	44	56
July 29 <sup>th</sup> , 2013	1368	46	54
June 25 <sup>th</sup> , 2013	1239	47	53
May 24 <sup>th</sup> , 2013	1395	42	58
May 10 <sup>th</sup> , 2013	974	44	56
April 11 <sup>th</sup> , 2013	850	43	57
April 5 <sup>th</sup> , 2013	484	49	50
March 20 <sup>th</sup> , 2013	1045	40	60
March 11 <sup>th</sup> , 2013	918	43	57
Feb. 26 <sup>th</sup> – 28 <sup>th</sup> , 2013	876	44	56
Feb. 22 <sup>nd</sup> , 2013	806	48	52
Jan. 25 <sup>th</sup> , 2013	1099	45	55
Dec. 14 <sup>th</sup> , 2012	897	42	58
Nov. 26 <sup>th</sup> , 2012	807	42	58
Nov 16 <sup>th</sup> – 17 <sup>th</sup> , 2012	848	45	55
Oct 25 <sup>th</sup> , 2012	614	44	56
Sep 28 <sup>th</sup> – 29 <sup>th</sup> , 2012	833	41	59
Sep 7 <sup>th</sup> – 8 <sup>th</sup> , 2012	834	42	58
Aug 9 <sup>th</sup> – 10 <sup>th</sup> , 2012	812	41	59
Jun 28 <sup>th</sup> , 2012	1212	42	58
Jun 7 <sup>th</sup> , 2012	951	45	55
May 28 <sup>th</sup> , 2012	704	40	60
Apr 18 <sup>th</sup> , 2012	812	47	53
Mar 15 <sup>th</sup> , 2012	1027	41	59
Feb 13 <sup>th</sup> , 2012	1547	43	57
Feb 1 <sup>st</sup> , 2012	1560	39	61

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### ***Voting for Ford in 2014 - Trending***

%	Sample	Yes	No	Don't know
April 14 <sup>th</sup> , 2014	882	29	63	8
Mar 13 <sup>th</sup> , 2014	1271	31	62	7
Feb. 24 <sup>th</sup> , 2014	1310	38	57	5
Feb. 6 <sup>th</sup> , 2014	769	37	59	4
Jan. 22 <sup>nd</sup> , 2014	1063	37	57	6
Jan. 6 <sup>th</sup> , 2014	1105	41	54	6
Dec. 9 <sup>th</sup> , 2013	898	33	62	5
Nov. 20 <sup>th</sup> , 2013	1049	33	62	5
Nov. 6 <sup>th</sup> , 2013	1157	35	60	5

### ***Mayoral Candidate Approval - Trending***

%	Sample	Ford	Chow	Tory	Stintz	Soknacki
April 14 <sup>th</sup> , 2014	882	46	60	65	46	47
Mar 13 <sup>th</sup> , 2014	1271	42	57	57	37	38

### ***Ford having a Substance Abuse Problem - Trending***

%	Sample	Yes / Agree	No / Disagree	Don't know
April 14 <sup>th</sup> , 2014	882	70	19	11
Nov 20 <sup>th</sup> , 2013	1049	69	22	9
Nov 4 <sup>th</sup> , 2013	1393	54	20	26

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**TORONTO**

**April 15<sup>th</sup>, 2014**

**3-Way Mayoral Trial Heats**

**Ford / Tory / Chow**

*'If a mayoral election were held today, who would you vote for if the candidates were Rob Ford, John Tory and Olivia Chow?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Rob Ford	30	31	24	31	35	29	36	24
John Tory	29	26	31	28	29	36	24	34
Olivia Chow	36	36	42	35	31	31	35	36
Don't know	5	7	3	6	6	3	5	6

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Rob Ford	30	13	44	33	33
John Tory	29	31	24	36	27
Olivia Chow	36	51	30	26	32
Don't know	5	5	3	5	9

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Rob Ford	30	32	31	10	27	34
John Tory	29	37	26	13	35	20
Olivia Chow	36	27	36	70	34	38
Don't know	5	4	6	7	4	7

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Rob Ford	30	34	45	24	40	41	15	35
John Tory	29	16	15	31	21	22	46	34
Olivia Chow	36	43	35	37	37	33	37	28
Don't know	5	8	6	8	2	4	1	3

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Rob Ford	30	33	42	28	18
John Tory	29	25	17	35	33
Olivia Chow	36	37	29	34	44
Don't know	5	5	11	2	4

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Rob Ford	30	26	32	20
John Tory	29	35	26	40
Olivia Chow	36	33	37	31
Don't know	5	6	5	8

**Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	882	391	491
Rob Ford	30	61	4
John Tory	29	22	36
Olivia Chow	36	10	57
Don't know	5	7	3

**Mayoral Vote Preference**

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Rob Ford	30	94	4	2	4	37	11
John Tory	29	2	33	94	7	14	25
Olivia Chow	36	3	57	3	89	12	2
Don't know	5	1	6	0	0	37	62

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***Past Provincial Vote***

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Rob Ford	30	44	28	17	50	31
John Tory	29	46	35	14	18	32
Olivia Chow	36	9	34	67	22	21
Don't know	5	1	3	3	10	16

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**4-Way Mayoral Trial Heats**

**Stintz / Chow / Soknacki / Tory**

*'If a mayoral election were held today, who would you vote for if the candidates were John Tory, Olivia Chow, Karen Stintz and David Soknacki?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Olivia Chow	38	43	41	36	31	30	36	40
Karen Stintz	5	6	4	5	5	6	6	4
John Tory	31	21	31	33	39	44	28	34
David Soknacki	5	9	3	4	3	2	5	5
Don't know	21	21	21	22	22	18	24	17

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Olivia Chow	38	48	29	40	32
Karen Stintz	5	4	7	4	6
John Tory	31	28	31	32	35
David Soknacki	5	6	8	1	5
Don't know	21	13	25	24	23

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Olivia Chow	38	23	45	70	35	42
Karen Stintz	5	6	5	3	5	5
John Tory	31	40	25	11	36	23
David Soknacki	5	7	5	2	5	5
Don't know	21	24	20	14	19	24

**TORONTO**

**April 15<sup>th</sup>, 2014**

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**TORONTO**

**April 15<sup>th</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Olivia Chow	38	49	42	38	52	34	32	26
Karen Stintz	5	4	0	5	6	5	6	2
John Tory	31	9	20	33	30	24	43	41
David Soknacki	5	4	11	5	2	4	4	28
Don't know	21	34	27	18	10	33	16	3

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Olivia Chow	38	41	32	39	39
Karen Stintz	5	6	7	4	5
John Tory	31	27	25	37	30
David Soknacki	5	0	13	2	5
Don't know	21	26	23	18	21

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Olivia Chow	38	37	38	36
Karen Stintz	5	4	6	0
John Tory	31	33	30	38
David Soknacki	5	5	5	5
Don't know	21	21	21	21

**Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	882	391	491
Olivia Chow	38	17	55
Karen Stintz	5	4	7
John Tory	31	32	30
David Soknacki	5	7	3
Don't know	21	40	5

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### *Mayoral Vote Preference*

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Olivia Chow	38	9	16	2	94	32	13
Karen Stintz	5	5	52	2	1	1	2
John Tory	31	23	28	92	2	4	11
David Soknacki	5	9	2	1	1	48	0
Don't know	21	54	1	4	1	15	75

### *Past Provincial Vote*

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Olivia Chow	38	13	40	69	21	19
Karen Stintz	5	7	3	3	7	2
John Tory	31	55	35	14	19	50
David Soknacki	5	2	6	3	8	0
Don't know	21	24	16	12	46	29

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**5-Way Mayoral Trial Heats**

**Ford / Chow / Stintz / Tory / Soknacki**

*'If a mayoral election were held today, who would you vote for if the candidates were Rob Ford, Karen Stintz, John Tory, Olivia Chow and David Soknacki?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Rob Ford	27	25	23	31	33	29	34	21
Karen Stintz	6	8	5	5	4	3	4	6
John Tory	24	13	28	24	30	35	22	26
Olivia Chow	34	38	37	32	29	27	33	35
David Soknacki	4	7	4	2	2	3	4	4
Don't know	5	9	2	6	2	4	3	7

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Rob Ford	27	14	38	30	30
Karen Stintz	6	2	8	4	8
John Tory	24	27	25	20	23
Olivia Chow	34	48	24	32	28
David Soknacki	4	6	0	5	4
Don't know	5	2	5	9	6

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Rob Ford	27	35	25	8	26	30
Karen Stintz	6	5	7	0	4	7
John Tory	24	32	18	14	30	15
Olivia Chow	34	21	39	70	32	37
David Soknacki	4	2	5	7	2	6
Don't know	5	5	6	1	6	4

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**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Rob Ford	27	37	43	24	27	43	15	35
Karen Stintz	6	2	3	8	4	2	5	0
John Tory	24	5	14	23	20	19	40	36
Olivia Chow	34	47	32	36	35	30	32	27
David Soknacki	4	5	3	5	8	3	4	0
Don't know	5	4	5	3	6	2	4	3

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Rob Ford	27	31	34	26	20
Karen Stintz	6	5	8	6	3
John Tory	24	16	18	28	29
Olivia Chow	34	38	21	37	40
David Soknacki	4	0	11	2	3
Don't know	5	9	8	2	6

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Rob Ford	27	26	28	20
Karen Stintz	6	5	6	5
John Tory	24	26	23	28
Olivia Chow	34	33	34	33
David Soknacki	4	5	4	4
Don't know	5	6	5	10

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***Rob Ford Approval***

%	Total	Approve	Disapprove
Sample	882	391	491
Rob Ford	27	58	2
Karen Stintz	6	2	8
John Tory	24	19	28
Olivia Chow	34	9	55
David Soknacki	4	6	2
Don't know	5	6	4

***Past Provincial Vote***

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Rob Ford	27	43	25	13	44	29
Karen Stintz	6	2	5	5	7	2
John Tory	24	41	28	10	16	31
Olivia Chow	34	11	33	64	18	20
David Soknacki	4	1	5	3	4	1
Don't know	5	1	5	4	10	16

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## **TORONTO**

**April 15<sup>th</sup>, 2014**

### ***Second Choice for Mayor***

*'Which candidate would be your second choice for mayor?'*

*[All Respondents]*

### ***Mayoral Vote Preference***

<b>%</b>	<b>Total</b>	<b>Rob Ford</b>	<b>Karen Stintz</b>	<b>John Tory</b>	<b>Olivia Chow</b>	<b>David Soknacki</b>	<b>Don't know</b>
<b>Sample</b>	<b>882</b>	<b>256</b>	<b>36</b>	<b>254</b>	<b>276</b>	<b>25</b>	<b>35</b>
<b>Rob Ford</b>	7	0	12	21	2	4	12
<b>Karen Stintz</b>	10	3	0	18	12	2	5
<b>John Tory</b>	15	6	1	0	35	16	6
<b>Olivia Chow</b>	8	7	4	21	0	9	16
<b>David Soknacki</b>	6	2	7	11	7	0	2
<b>Don't know</b>	54	82	76	29	44	68	60

### ***Past Provincial Vote***

<b>%</b>	<b>Total</b>	<b>Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>Green</b>	<b>Other</b>
<b>Sample</b>	<b>882</b>	<b>210</b>	<b>351</b>	<b>174</b>	<b>37</b>	<b>28</b>
<b>Rob Ford</b>	7	15	6	5	8	4
<b>Karen Stintz</b>	10	12	8	12	9	8
<b>John Tory</b>	15	7	18	20	4	7
<b>Olivia Chow</b>	8	7	13	6	2	8
<b>David Soknacki</b>	6	4	8	7	8	0
<b>Don't know</b>	54	54	47	50	69	73

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## TORONTO

April 15<sup>th</sup>, 2014

### *Candidate Would Never Vote For*

*'Which candidate would you never vote for?'*

*[All Respondents]*

### *Mayoral Vote Preference*

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Rob Ford	49	0	76	49	86	37	53
Karen Stintz	7	13	0	5	2	40	0
John Tory	3	8	0	0	3	8	0
Olivia Chow	25	54	15	38	0	5	5
David Soknacki	3	6	2	3	1	0	10
Don't know	12	20	7	5	8	10	32

### *Past Provincial Vote*

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Rob Ford	49	22	56	69	38	41
Karen Stintz	7	9	9	3	6	0
John Tory	3	1	5	4	5	6
Olivia Chow	25	59	15	12	40	32
David Soknacki	3	3	3	4	5	9
Don't know	12	6	12	8	5	11

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**Approval of Ford**

*'Overall do you approve or disapprove of the job Rob Ford is doing as Mayor of Toronto?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Approve	46	53	37	46	46	44	48	44
Disapprove	54	47	63	54	54	56	52	56

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Approve	46	26	54	49	60
Disapprove	54	74	46	51	40

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Approve	46	53	45	24	42	52
Disapprove	54	47	55	76	58	48

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Approve	46	49	62	50	48	56	28	54
Disapprove	54	51	38	50	52	44	72	46

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Approve	46	48	63	44	30
Disapprove	54	52	37	56	70

**TORONTO**

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## **TORONTO**

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### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	882	209	673	108
Approve	46	48	44	52
Disapprove	54	52	56	48

### *Mayoral Vote Preference*

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Approve	46	96	19	36	12	67	56
Disapprove	54	4	81	64	88	33	44

### *Past Provincial Vote*

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Approve	46	70	36	27	59	35
Disapprove	54	30	64	73	41	65

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**Approval of Tory**

*'Do you approve or disapprove of John Tory?'*

*[Have heard of John Tory]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	841	45	97	219	202	278	361	480
Approve	65	55	69	66	67	74	64	66
Disapprove	35	45	31	34	33	26	36	34

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	841	311	163	160	207
Approve	65	70	67	59	63
Disapprove	35	30	33	41	37

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	841	298	265	73	612	229
Approve	65	71	56	67	70	56
Disapprove	35	29	44	33	30	44

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	841	62	117	136	104	103	143	19
Approve	65	62	56	63	51	55	82	94
Disapprove	35	38	44	37	49	45	18	6

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	841	134	188	326	193
Approve	65	57	62	67	69
Disapprove	35	43	38	33	31

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	841	199	642	102
Approve	65	68	63	72
Disapprove	35	32	37	28

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### ***Rob Ford Approval***

<b>%</b>	<b>Total</b>	<b>Approve</b>	<b>Disapprove</b>
<b>Sample</b>	<b>841</b>	<b>363</b>	<b>478</b>
<b>Approve</b>	65	62	68
<b>Disapprove</b>	35	38	32

### ***Mayoral Vote Preference***

<b>%</b>	<b>Total</b>	<b>Rob Ford</b>	<b>Karen Stintz</b>	<b>John Tory</b>	<b>Olivia Chow</b>	<b>David Soknacki</b>	<b>Don't know</b>
<b>Sample</b>	<b>841</b>	<b>233</b>	<b>35</b>	<b>253</b>	<b>263</b>	<b>24</b>	<b>33</b>
<b>Approve</b>	65	52	58	95	54	50	71
<b>Disapprove</b>	35	48	42	5	46	50	29

### ***Past Provincial Vote***

<b>%</b>	<b>Total</b>	<b>Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>Green</b>	<b>Other</b>
<b>Sample</b>	<b>841</b>	<b>208</b>	<b>333</b>	<b>166</b>	<b>37</b>	<b>28</b>
<b>Approve</b>	65	73	74	54	54	66
<b>Disapprove</b>	35	27	26	46	46	34

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**Approval of Stintz**

*‘Do you approve or disapprove of Karen Stintz?’*

*[Have heard of Karen Stintz]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	746	37	86	191	186	246	323	423
Approve	46	43	42	52	45	50	46	46
Disapprove	54	57	58	48	55	50	54	54

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	746	296	135	137	178
Approve	46	58	40	38	42
Disapprove	54	42	60	62	58

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	746	263	230	65	565	181
Approve	46	50	40	66	51	36
Disapprove	54	50	60	34	49	64

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	746	44	89	121	94	98	137	18
Approve	46	30	42	37	39	48	54	71
Disapprove	54	70	58	63	61	52	46	29

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	746	103	167	299	177
Approve	46	36	45	43	58
Disapprove	54	64	55	57	42

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### ***Have Children / Are Mothers***

%	Total	Yes	No	Moms
Sample	746	178	568	93
Approve	46	46	46	46
Disapprove	54	54	54	54

### ***Rob Ford Approval***

%	Total	Approve	Disapprove
Sample	746	296	450
Approve	46	26	60
Disapprove	54	74	40

### ***Mayoral Vote Preference***

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	746	190	33	230	243	24	26
Approve	46	19	94	52	51	36	82
Disapprove	54	81	6	48	49	64	18

### ***Past Provincial Vote***

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	746	185	302	154	33	23
Approve	46	34	51	54	31	55
Disapprove	54	66	49	46	69	45

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**Approval of Chow**

*'Do you approve or disapprove of Olivia Chow?'*

*[Have heard of Olivia Chow]*

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**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	859	51	97	226	205	280	368	491
Approve	60	66	62	60	53	53	54	66
Disapprove	40	34	38	40	47	47	46	34

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	859	316	166	161	216
Approve	60	68	61	59	51
Disapprove	40	32	39	41	49

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	859	304	274	75	621	238
Approve	60	52	62	86	57	66
Disapprove	40	48	38	14	43	34

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	859	65	122	141	105	105	143	18
Approve	60	79	56	57	68	53	60	42
Disapprove	40	21	44	43	32	47	40	58

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	859	139	195	329	196
Approve	60	58	59	57	70
Disapprove	40	42	41	43	30

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	859	204	655	106
Approve	60	61	60	62
Disapprove	40	39	40	38

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## **TORONTO**

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### ***Rob Ford Approval***

<b>%</b>	<b>Total</b>	<b>Approve</b>	<b>Disapprove</b>
<b>Sample</b>	<b>859</b>	<b>373</b>	<b>486</b>
<b>Approve</b>	<b>60</b>	<b>34</b>	<b>81</b>
<b>Disapprove</b>	<b>40</b>	<b>66</b>	<b>19</b>

### ***Mayoral Vote Preference***

<b>%</b>	<b>Total</b>	<b>Rob Ford</b>	<b>Karen Stintz</b>	<b>John Tory</b>	<b>Olivia Chow</b>	<b>David Soknacki</b>	<b>Don't know</b>
<b>Sample</b>	<b>859</b>	<b>243</b>	<b>35</b>	<b>250</b>	<b>275</b>	<b>24</b>	<b>32</b>
<b>Approve</b>	<b>60</b>	<b>26</b>	<b>71</b>	<b>36</b>	<b>99</b>	<b>66</b>	<b>70</b>
<b>Disapprove</b>	<b>40</b>	<b>74</b>	<b>29</b>	<b>64</b>	<b>1</b>	<b>34</b>	<b>30</b>

### ***Past Provincial Vote***

<b>%</b>	<b>Total</b>	<b>Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>Green</b>	<b>Other</b>
<b>Sample</b>	<b>859</b>	<b>207</b>	<b>344</b>	<b>172</b>	<b>37</b>	<b>26</b>
<b>Approve</b>	<b>60</b>	<b>25</b>	<b>69</b>	<b>82</b>	<b>40</b>	<b>58</b>
<b>Disapprove</b>	<b>40</b>	<b>75</b>	<b>31</b>	<b>18</b>	<b>60</b>	<b>42</b>

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**TORONTO**  
**April 15<sup>th</sup>, 2014**

**Approval of Soknacki**

*'Do you approve or disapprove of David Soknacki?'*

*[Have heard of David Soknacki]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	577	27	62	148	150	190	246	331
Approve	47	39	45	57	44	53	38	56
Disapprove	53	61	55	43	56	47	62	44

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	577	228	99	99	151
Approve	47	66	27	44	42
Disapprove	53	34	73	56	58

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	577	198	180	56	445	132
Approve	47	47	38	71	52	38
Disapprove	53	53	62	29	48	62

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	577	34	68	96	78	75	106	15
Approve	47	49	46	40	46	41	61	35
Disapprove	53	51	54	60	54	59	39	65

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	577	85	125	224	143
Approve	47	32	51	43	60
Disapprove	53	68	49	57	40

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### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	577	131	446	67
Approve	47	52	45	58
Disapprove	53	48	55	42

### *Rob Ford Approval*

%	Total	Approve	Disapprove
Sample	577	221	356
Approve	47	21	65
Disapprove	53	79	35

### *Mayoral Vote Preference*

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	577	148	20	175	196	19	19
Approve	47	17	62	46	60	98	85
Disapprove	53	83	38	54	40	2	15

### *Past Provincial Vote*

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	577	149	231	114	27	18
Approve	47	25	55	64	27	56
Disapprove	53	75	45	36	73	44

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**Most Important Issue Facing Toronto**

*'What is the most important issue facing Toronto in the next election?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Sound economic management	21	17	20	23	25	27	22	20
Ethics at city hall	8	8	11	6	4	8	8	7
Promoting jobs and growth	18	12	23	22	19	14	17	18
Personal behaviour of elected officials	8	9	6	7	5	11	8	7
Caring for the most vulnerable	10	14	8	9	10	7	8	12
Relieving tax burden on the middle class	18	21	13	18	21	20	16	21
Caring for the environment	6	4	9	5	4	6	5	6
Something else	11	15	10	9	12	7	15	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Sound economic management	21	21	17	21	27
Ethics at city hall	8	8	3	15	4
Promoting jobs and growth	18	14	30	12	15
Personal behaviour of elected officials	8	11	7	4	9
Caring for the most vulnerable	10	10	7	14	10
Relieving tax burden on the middle class	18	9	21	22	24
Caring for the environment	6	9	4	4	5
Something else	11	17	10	9	7

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**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Sound economic management	21	29	17	7	26	14
Ethics at city hall	8	6	7	15	9	6
Promoting jobs and growth	18	18	19	10	16	21
Personal behaviour of elected officials	8	4	8	17	6	10
Caring for the most vulnerable	10	5	15	13	9	12
Relieving tax burden on the middle class	18	17	20	11	18	20
Caring for the environment	6	6	5	12	5	7
Something else	11	15	9	14	12	10

**TORONTO**

**April 15<sup>th</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Sound economic management	21	8	9	24	24	28	31	22
Ethics at city hall	8	9	13	4	2	4	9	10
Promoting jobs and growth	18	20	25	9	25	23	14	5
Personal behaviour of elected officials	8	20	8	7	8	6	4	6
Caring for the most vulnerable	10	14	7	17	9	5	8	0
Relieving tax burden on the middle class	18	11	25	24	20	21	14	3
Caring for the environment	6	10	5	8	3	7	7	5
Something else	11	10	8	8	9	6	12	48

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Sound economic management	21	18	21	20	25
Ethics at city hall	8	14	6	5	9
Promoting jobs and growth	18	14	20	23	9
Personal behaviour of elected officials	8	14	8	6	6
Caring for the most vulnerable	10	12	8	11	10
Relieving tax burden on the middle class	18	20	17	21	14
Caring for the environment	6	4	7	5	7
Something else	11	3	12	9	20

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Sound economic management	21	22	21	24
Ethics at city hall	8	10	7	6
Promoting jobs and growth	18	19	17	18
Personal behaviour of elected officials	8	3	10	3
Caring for the most vulnerable	10	9	11	8
Relieving tax burden on the middle class	18	21	17	29
Caring for the environment	6	4	7	2
Something else	11	12	11	10

**Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	882	391	491
Sound economic management	21	30	14
Ethics at city hall	8	3	12
Promoting jobs and growth	18	19	17
Personal behaviour of elected officials	8	4	11
Caring for the most vulnerable	10	2	17
Relieving tax burden on the middle class	18	30	9
Caring for the environment	6	3	8
Something else	11	10	12

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**TORONTO**

**April 15<sup>th</sup>, 2014**

**Mayoral Vote Preference**

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Sound economic management	21	24	9	37	7	52	17
Ethics at city hall	8	2	1	6	14	7	13
Promoting jobs and growth	18	24	12	22	14	4	8
Personal behaviour of elected officials	8	3	1	6	16	0	1
Caring for the most vulnerable	10	4	33	3	19	3	3
Relieving tax burden on the middle class	18	33	23	13	11	3	26
Caring for the environment	6	1	12	4	8	19	7
Something else	11	9	9	11	11	12	24

**Past Provincial Vote**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Sound economic management	21	40	21	8	28	14
Ethics at city hall	8	3	7	12	3	18
Promoting jobs and growth	18	18	20	13	10	15
Personal behaviour of elected officials	8	6	12	9	3	3
Caring for the most vulnerable	10	5	6	17	6	4
Relieving tax burden on the middle class	18	21	12	22	30	26
Caring for the environment	6	1	6	8	18	6
Something else	11	6	16	11	2	12

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**April 15<sup>th</sup>, 2014**

**Party Politics at City Hall**

*‘Do party politics have a place at city hall or not?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Party politics have a place at city hall	17	18	17	19	14	17	20	15
Party politics have no place at city hall	64	62	60	63	70	70	64	64
Don't know	19	20	23	18	16	13	16	21

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Party politics have a place at city hall	17	13	22	18	17
Party politics have no place at city hall	64	73	57	61	63
Don't know	19	15	21	20	20

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Party politics have a place at city hall	17	18	19	14	15	21
Party politics have no place at city hall	64	68	59	62	68	59
Don't know	19	14	22	24	18	21

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**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Party politics have a place at city hall	17	20	12	16	27	21	10	5
Party politics have no place at city hall	64	54	63	63	57	63	82	52
Don't know	19	26	24	21	16	16	8	43

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Party politics have a place at city hall	17	13	15	21	14
Party politics have no place at city hall	64	43	65	63	78
Don't know	19	44	19	15	7

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Party politics have a place at city hall	17	16	18	17
Party politics have no place at city hall	64	60	66	54
Don't know	19	23	16	29

**Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	882	391	491
Party politics have a place at city hall	17	20	15
Party politics have no place at city hall	64	55	71
Don't know	19	25	14

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**April 15<sup>th</sup>, 2014**

**Mayoral Vote Preference**

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Party politics have a place at city hall	17	18	22	21	14	25	5
Party politics have no place at city hall	64	59	69	70	66	71	39
Don't know	19	23	9	9	20	3	56

**Past Provincial Vote**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Party politics have a place at city hall	17	22	19	17	12	15
Party politics have no place at city hall	64	67	62	67	82	69
Don't know	19	11	19	15	6	16

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## **TORONTO**

**April 15<sup>th</sup>, 2014**

### ***Party Preference at Municipal Level***

*'If party politics were involved, which party would you vote for in the municipal election in October?'*

*[Party politics have a place at city hall]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	145	8	18	42	30	47	71	74
Progressive Conservative	37	30	48	34	51	31	44	29
Liberal	25	26	24	27	10	36	24	28
NDP	26	28	24	24	28	24	15	39
Green Party	1	0	0	3	0	2	0	2
Some other party	6	16	0	4	0	3	12	0
Don't know	5	0	4	8	11	5	6	3

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**TORONTO**

**April 15<sup>th</sup>, 2014**

**Voting Ford in 2014**

*'Will you vote for Rob Ford in the municipal election in October or not?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Will vote for Rob Ford	29	27	24	32	36	30	35	23
Will not vote for Rob Ford	63	61	70	61	58	65	60	65
Don't know	8	12	6	7	6	6	4	12

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Will vote for Rob Ford	29	14	38	32	35
Will not vote for Rob Ford	63	83	53	60	50
Don't know	8	3	9	8	15

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Will vote for Rob Ford	29	33	29	10	27	31
Will not vote for Rob Ford	63	57	62	90	66	58
Don't know	8	10	9	0	7	11

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Will vote for Rob Ford	29	33	48	24	29	43	14	35
Will not vote for Rob Ford	63	57	48	65	57	49	82	60
Don't know	8	9	4	11	13	7	4	5

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Will vote for Rob Ford	29	37	35	29	17
Will not vote for Rob Ford	63	59	48	65	78
Don't know	8	5	17	6	5

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Will vote for Rob Ford	29	29	29	27
Will not vote for Rob Ford	63	62	63	60
Don't know	8	9	8	13

**Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	882	391	491
Will vote for Rob Ford	29	61	2
Will not vote for Rob Ford	63	23	97
Don't know	8	16	2

**Mayoral Vote Preference**

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Will vote for Rob Ford	29	94	12	3	3	5	11
Will not vote for Rob Ford	63	3	83	87	95	46	52
Don't know	8	3	5	10	2	49	37

**Past Provincial Vote**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Will vote for Rob Ford	29	45	24	16	43	31
Will not vote for Rob Ford	63	44	68	79	50	62
Don't know	8	11	8	4	7	8

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**April 15<sup>th</sup>, 2014**

***Ford has Substance Abuse Problem***

*'Do you agree or disagree Mayor Ford has a substance abuse problem?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Agree	70	63	76	68	73	76	70	69
Disagree	19	26	16	20	15	15	21	18
Don't know	11	11	8	13	13	9	9	13

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Agree	70	81	59	69	68
Disagree	19	9	24	25	23
Don't know	11	11	17	6	9

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Agree	70	66	68	86	72	66
Disagree	19	18	25	4	18	22
Don't know	11	16	7	10	10	12

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Agree	70	73	65	64	79	59	82	48
Disagree	19	17	23	24	16	35	7	35
Don't know	11	10	12	12	5	7	11	17

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Agree	70	67	68	67	79
Disagree	19	28	22	22	7
Don't know	11	5	10	11	14

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	882	209	673	108
Agree	70	70	69	67
Disagree	19	19	20	21
Don't know	11	10	11	12

**Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	882	391	491
Agree	70	47	89
Disagree	19	36	5
Don't know	11	17	6

**Mayoral Vote Preference**

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Agree	70	42	85	78	82	89	65
Disagree	19	45	12	9	9	5	23
Don't know	11	13	4	13	9	6	12

**Past Provincial Vote**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Agree	70	61	74	78	60	74
Disagree	19	24	17	17	29	16
Don't know	11	15	9	5	11	10

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