

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **FOR IMMEDIATE RELEASE**

### **Rob Ford's approval at new low**

#### **Chow, Tory top voter preference; Rob, Doug Ford, Norm Kelly not so much**

TORONTO MAY 21<sup>st</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll among 923 Toronto voters, Olivia Chow and John Tory lead in the polls, Rob Ford falls back and Norm Kelly and Doug Ford fail to impress. At the same time, in his absence from city hall, Rob Ford's approval rating is down sharply to a historic low.

#### **Chow leads, Tory in 2nd**

In a five way race in which the mayor contends, along with other leading candidates, Olivia Chow wins with more than a third of the vote (36%) to just more than a quarter for John Tory (27%). One quarter will vote for Rob Ford (24%) and neither Karen Stintz nor David Soknacki contends (3% each).

In the same race, where the mayor is replaced by his brother Doug, outcomes are similar, and Chow wins with more than a third of the vote (37%), Tory places second (26%) and the mayor's brother takes one fifth (20%). Stintz and Soknacki are not in the field (4% each).

In a four way race in which neither of the Ford brothers runs, Olivia Chow takes close to 4-in-10 votes (39%), to just fewer for John Tory (36%), while Stintz (6%) and Soknacki (4%) trail.

In a similar race with the addition of Deputy Mayor Norm Kelly, Chow takes 4-in-10 votes (40%) to one third for Tory (33%) and Kelly (4%), Stintz (5%) and Soknacki (4%) don't contend. In this case, it is clear Kelly's support comes from Tory's voters.

In a straight three way race between the major contenders, Chow takes more than a third (36%) to 3-in-10 for Tory (31%) and just more than a quarter for Rob Ford (27%).

In a similar race where Doug replaces Rob, Chow grows her vote to 4-in-10 (40%), while Tory's stays at 3-in-10 (31%). Doug Ford takes just a fifth (20%).

#### **Ford with lowest approval polled, Tory tops**

John Tory enjoys the approval of more than two thirds of Toronto voters (68%), while approval is also high for Olivia Chow (59%). One half approve of David Soknacki, Norm Kelly (50% each) and Karen Stintz (49%). On the other hand, just one third now approve of Rob Ford (32%), the lowest we have ever recorded for the mayor, and even fewer approve of his brother Doug (30%).

## **TORONTO**

**May 21<sup>st</sup>, 2014**

## **HIGHLIGHTS:**

- Olivia Chow and John Tory lead in the polls, Rob Ford falls back and Norm Kelly and Doug Ford fail to impress.
- In a five way race in which the mayor contends, along with other leading candidates, Olivia Chow wins with more than a third of the vote (36%) to just more than a quarter for John Tory (27%).
- John Tory enjoys the approval of more than two thirds of Toronto voters (68%), while approval is also high for Olivia Chow (59%). One half approve of David Soknacki, Norm Kelly (50% each) and Karen Stintz (49%).

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

## **HIGHLIGHTS:**

- Just one quarter of voters will now vote for Rob Ford in the municipal election (with no other candidates named - 25%) and this is stable since the last time we polled (May 2 - 25%).
- Two thirds of voters think Rob Ford should resign as mayor (63%), and this has not changed since the beginning of the month (63%).
- “We haven't seen approvals this low for the mayor since he was elected four years ago, and all it took was to for him to disappear for two weeks. In this case, absence didn't make the heart grow fonder. It's clear John Tory benefits from a Ford absence, but if Norm Kelly ran, he would limit that advantage,” said Forum Research President, Dr. Lorne Bozinoff.

## **Ford Nation down to one quarter of voters**

Just one quarter of voters will now vote for Rob Ford in the municipal election (with no other candidates named - 25%) and this is stable since the last time we polled (May 2 - 25%).

## **Mayor should resign - two thirds**

Two thirds of voters think Rob Ford should resign as mayor (63%), and this has not changed since the beginning of the month (63%).

“We haven't seen approvals this low for the mayor since he was elected four years ago, and all it took was to for him to disappear for two weeks. In this case, absence didn't make the heart grow fonder. It's clear John Tory benefits from a Ford absence, but if Norm Kelly ran, he would limit that advantage,” 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.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 923 randomly selected Torontonians 18 years of age and older. The poll was conducted on May 21<sup>st</sup>, 2014.

Results based on the total sample are considered accurate  $\pm 3\%$ , 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)

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **3-Way Mayoral Trial Heats Trending**

*Ford / Tory / Chow*

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
May 21 <sup>st</sup> , 2014	923	27	31	36	6
May 1 <sup>st</sup> , 2014	888	25	29	40	7
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**

**May 21<sup>st</sup>, 2014**

## **4-Way Mayoral Trial Heats Trending**

*Stintz / Chow / Soknacki / Tory*

%	Sample	Karen Stintz	Olivia Chow	David Soknacki	John Tory	Don't Know
May 21 <sup>st</sup> , 2014	923	6	39	4	36	15
May 1 <sup>st</sup> , 2014	888	6	34	6	32	22
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

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## 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
May 21 <sup>st</sup> , 2014	923	24	36	3	27	3	6
May 1 <sup>st</sup> , 2014	888	22	33	6	27	5	7
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

## TORONTO

May 21<sup>st</sup>, 2014

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

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

<b>%</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>
May 21 <sup>st</sup> , 2014	923	32	65
May 1 <sup>st</sup> , 2014	888	38	62
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

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)



# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### ***Doug Ford Approval - Trending***

%	Sample	Approve	Disapprove
May 21 <sup>st</sup> , 2014	923	30	66
Nov 20 <sup>th</sup> , 2013	1049	36	64

### ***Will Vote for Ford in 2014 - Trending***

%	Sample	Yes	No	Don't know
May 21 <sup>st</sup> , 2014	923	25	69	7
May 1 <sup>st</sup> , 2014	888	25	68	7
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

### ***Should Ford Resign - Trending***

%	Sample	Should Resign	Should Not Resign	Don't know
May 21 <sup>st</sup> , 2014	923	63	32	5
May 1 <sup>st</sup> , 2014	888	63	31	6
Dec. 9 <sup>th</sup> , 2013	898	60	35	4
Nov. 20 <sup>th</sup> , 2013	1049	62	36	2
Nov. 6 <sup>th</sup> , 2013	1157	61	35	4
Nov. 4 <sup>th</sup> , 2013	1393	59	38	3
Oct. 31 <sup>st</sup> , 2013	1032	60	36	4

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

***Rob Ford / Stintz / Tory / Chow / 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	923	60	102	175	251	335	395	528
Rob Ford	24	27	25	23	23	22	26	23
Karen Stintz	3	1	4	3	4	3	4	2
John Tory	27	17	28	30	31	38	27	26
Olivia Chow	36	43	34	33	35	32	34	39
David Soknacki	3	2	5	4	3	3	2	4
Don't know	6	10	4	7	4	3	6	6

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Rob Ford	24	22	27	23	27
Karen Stintz	3	2	1	5	4
John Tory	27	25	27	32	24
Olivia Chow	36	43	35	37	29
David Soknacki	3	5	3	2	3
Don't know	6	3	8	2	13

**Transportation / Own Property**

%	Total	Drive	Take the TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Rob Ford	24	28	23	22	21	30
Karen Stintz	3	3	2	3	4	1
John Tory	27	32	19	18	31	19
Olivia Chow	36	28	46	51	35	38
David Soknacki	3	2	4	2	4	2
Don't know	6	7	7	5	5	9

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Rob Ford	24	40	35	20	23	20	17	5
Karen Stintz	3	2	1	1	4	5	4	2
John Tory	27	11	19	22	22	23	33	64
Olivia Chow	36	45	32	46	42	47	41	12
David Soknacki	3	0	4	6	3	0	2	0
Don't know	6	1	10	4	5	4	3	17

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Rob Ford	24	33	27	24	18
Karen Stintz	3	1	5	2	3
John Tory	27	31	22	27	29
Olivia Chow	36	28	35	39	39
David Soknacki	3	3	3	3	4
Don't know	6	5	8	5	6

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Rob Ford	24	25	24	31
Karen Stintz	3	3	3	1
John Tory	27	29	26	28
Olivia Chow	36	36	36	33
David Soknacki	3	2	4	1
Don't know	6	5	7	6

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Past Provincial Vote*

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Rob Ford	24	32	17	23	13	48
Karen Stintz	3	3	3	2	8	0
John Tory	27	54	28	6	38	5
Olivia Chow	36	6	43	63	33	26
David Soknacki	3	2	4	3	4	0
Don't know	6	3	5	3	4	20

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

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

*'If a mayoral election were held today, who would you vote for if the candidates were Doug 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	923	60	102	175	251	335	395	528
Doug Ford	20	21	22	18	23	19	23	18
Karen Stintz	4	6	4	4	3	3	4	5
John Tory	26	8	31	35	29	38	26	25
Olivia Chow	37	49	33	32	34	31	38	37
David Soknacki	4	4	6	2	5	3	2	6
Don't know	8	12	4	9	7	5	7	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Doug Ford	20	21	21	18	21
Karen Stintz	4	3	4	8	3
John Tory	26	25	28	26	24
Olivia Chow	37	43	34	38	34
David Soknacki	4	5	4	5	4
Don't know	8	4	9	5	14

**Transportation / Own Property**

%	Total	Drive	Take the TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Doug Ford	20	26	16	15	18	25
Karen Stintz	4	5	3	4	5	3
John Tory	26	31	17	20	33	13
Olivia Chow	37	27	50	50	34	43
David Soknacki	4	3	6	2	4	5
Don't know	8	7	8	10	6	11

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Doug Ford	20	33	21	16	19	24	15	21
Karen Stintz	4	1	1	6	7	3	8	2
John Tory	26	8	18	22	23	23	31	51
Olivia Chow	37	50	40	46	44	43	39	12
David Soknacki	4	3	3	6	0	0	5	0
Don't know	8	5	17	5	6	6	3	14

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Doug Ford	20	27	23	22	12
Karen Stintz	4	0	4	5	6
John Tory	26	28	21	25	31
Olivia Chow	37	32	38	39	38
David Soknacki	4	4	3	6	4
Don't know	8	9	11	4	9

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Doug Ford	20	20	21	26
Karen Stintz	4	6	4	6
John Tory	26	29	24	25
Olivia Chow	37	36	38	32
David Soknacki	4	1	6	1
Don't know	8	8	8	10

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Past Provincial Vote*

<b>%</b>	<b>Total</b>	<b>Progressive Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>Green</b>	<b>Other parties</b>
<b>Sample</b>	<b>923</b>	<b>224</b>	<b>404</b>	<b>172</b>	<b>24</b>	<b>24</b>
<b>Doug Ford</b>	20	32	12	14	11	37
<b>Karen Stintz</b>	4	4	5	3	6	4
<b>John Tory</b>	26	49	28	8	40	13
<b>Olivia Chow</b>	37	8	43	63	33	23
<b>David Soknacki</b>	4	1	5	8	4	1
<b>Don't know</b>	8	7	6	4	6	21

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

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

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

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	923	60	102	175	251	335	395	528
Olivia Chow	39	47	35	37	35	33	37	40
Karen Stintz	6	8	7	3	5	4	7	5
John Tory	36	27	41	40	34	47	40	33
David Soknacki	4	2	6	4	6	4	4	5
Don't know	15	15	12	16	20	12	13	17

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Olivia Chow	39	41	40	35	38
Karen Stintz	6	6	4	11	3
John Tory	36	33	36	39	39
David Soknacki	4	6	3	2	6
Don't know	15	15	17	12	15

**Transportation / Own Property**

%	Total	Drive	Take the TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Olivia Chow	39	28	50	51	35	46
Karen Stintz	6	6	7	2	7	4
John Tory	36	47	22	35	41	29
David Soknacki	4	3	5	2	5	3
Don't know	15	17	15	9	13	19

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Olivia Chow	39	50	41	47	45	47	39	10
Karen Stintz	6	3	7	4	5	5	10	4
John Tory	36	27	32	28	29	37	43	68
David Soknacki	4	4	4	7	4	1	4	0
Don't know	15	16	17	14	17	9	4	19

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Olivia Chow	39	31	37	43	38
Karen Stintz	6	3	8	5	6
John Tory	36	35	36	36	38
David Soknacki	4	5	4	4	4
Don't know	15	26	15	11	14

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Olivia Chow	39	36	40	36
Karen Stintz	6	8	5	6
John Tory	36	37	36	37
David Soknacki	4	3	5	1
Don't know	15	17	14	20

**Past Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Olivia Chow	39	9	43	68	39	22
Karen Stintz	6	5	6	7	2	4
John Tory	36	69	34	10	38	35
David Soknacki	4	2	6	3	8	1
Don't know	15	15	10	12	13	38

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

***Chow / Stintz / Tory / Kelly / Soknacki***

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

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	923	60	102	175	251	335	395	528
Olivia Chow	40	52	36	34	36	31	36	43
Karen Stintz	5	4	5	6	4	4	6	3
John Tory	33	22	37	40	30	44	35	32
Norm Kelly	4	2	5	4	7	6	5	4
David Soknacki	4	2	4	4	6	4	3	4
Don't know	15	19	12	12	17	11	15	15

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Olivia Chow	40	45	41	40	31
Karen Stintz	5	3	5	7	4
John Tory	33	30	34	35	34
Norm Kelly	4	5	4	3	6
David Soknacki	4	7	2	2	3
Don't know	15	11	14	14	22

**Transportation / Own Property**

%	Total	Drive	Take the TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Olivia Chow	40	31	53	44	36	47
Karen Stintz	5	6	3	4	6	3
John Tory	33	44	18	32	38	25
Norm Kelly	4	4	5	1	4	4
David Soknacki	4	2	4	6	5	1
Don't know	15	14	17	14	12	20

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Olivia Chow	40	55	44	49	43	46	37	10
Karen Stintz	5	4	3	4	6	5	8	4
John Tory	33	19	24	28	28	33	41	68
Norm Kelly	4	5	6	1	5	5	4	3
David Soknacki	4	4	1	5	1	1	5	0
Don't know	15	12	23	13	16	9	5	16

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Olivia Chow	40	29	41	44	37
Karen Stintz	5	5	6	2	6
John Tory	33	30	31	35	34
Norm Kelly	4	7	3	5	4
David Soknacki	4	2	3	3	5
Don't know	15	27	16	10	14

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Olivia Chow	40	37	41	36
Karen Stintz	5	6	4	6
John Tory	33	36	32	34
Norm Kelly	4	1	6	1
David Soknacki	4	3	4	3
Don't know	15	17	14	20

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Past Provincial Vote*

<b>%</b>	<b>Total</b>	<b>Progressive Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>Green</b>	<b>Other parties</b>
<b>Sample</b>	<b>923</b>	<b>224</b>	<b>404</b>	<b>172</b>	<b>24</b>	<b>24</b>
<b>Olivia Chow</b>	40	8	42	70	33	34
<b>Karen Stintz</b>	5	5	6	4	6	0
<b>John Tory</b>	33	65	32	6	40	35
<b>Norm Kelly</b>	4	7	5	4	0	0
<b>David Soknacki</b>	4	2	5	5	10	0
<b>Don't know</b>	15	13	10	12	11	30

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

**Rob 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	923	60	102	175	251	335	395	528
Rob Ford	27	34	25	23	24	23	29	25
John Tory	31	21	32	35	34	39	31	30
Olivia Chow	36	37	36	36	37	34	33	39
Don't know	6	7	7	6	5	3	7	6

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Rob Ford	27	25	30	25	28
John Tory	31	31	33	28	32
Olivia Chow	36	41	34	40	30
Don't know	6	4	4	7	11

**Transportation / Own Property**

%	Total	Drive	Take the TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Rob Ford	27	30	26	15	22	36
John Tory	31	36	24	22	37	20
Olivia Chow	36	26	47	48	37	36
Don't know	6	7	3	15	5	8

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Rob Ford	27	44	44	22	26	20	14	5
John Tory	31	5	28	25	25	27	39	68
Olivia Chow	36	37	23	48	43	48	46	9
Don't know	6	13	4	5	6	5	1	18

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Rob Ford	27	36	32	27	16
John Tory	31	31	28	31	34
Olivia Chow	36	23	33	39	43
Don't know	6	9	7	4	7

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

%	Total	Yes	No	Moms
Sample	923	187	736	98
Rob Ford	27	24	28	26
John Tory	31	31	30	31
Olivia Chow	36	38	36	35
Don't know	6	7	6	8

### **Past Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Rob Ford	27	37	15	20	13	48
John Tory	31	52	32	12	40	7
Olivia Chow	36	10	46	59	41	24
Don't know	6	2	7	9	6	20

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

***Doug Ford / Tory / Chow***

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

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	923	60	102	175	251	335	395	528
Doug Ford	21	19	26	20	21	21	20	22
John Tory	31	22	33	34	33	40	35	28
Olivia Chow	40	50	35	37	38	35	37	43
Don't know	7	9	6	9	8	4	8	7

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Doug Ford	21	19	24	22	20
John Tory	31	32	29	32	31
Olivia Chow	40	43	40	41	36
Don't know	7	5	7	5	13

**Transportation / Own Property**

%	Total	Drive	Take the TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Doug Ford	21	26	18	11	20	24
John Tory	31	36	23	31	37	21
Olivia Chow	40	30	54	44	38	45
Don't know	7	8	5	14	6	10

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Doug Ford	21	26	25	18	25	23	15	21
John Tory	31	20	32	27	28	28	32	52
Olivia Chow	40	43	37	48	44	43	51	9
Don't know	7	11	6	6	3	6	1	18

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Doug Ford	21	25	27	18	17
John Tory	31	30	30	32	32
Olivia Chow	40	31	35	46	42
Don't know	7	14	7	4	8

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Doug Ford	21	24	20	29
John Tory	31	33	30	28
Olivia Chow	40	37	42	36
Don't know	7	6	8	7

**Past Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Doug Ford	21	40	15	15	22	38
John Tory	31	48	32	9	38	13
Olivia Chow	40	9	48	68	33	26
Don't know	7	3	6	9	6	23

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Approval of Tory**

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

*[Heard of John Tory]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	880	54	92	169	243	322	376	504
Approve	68	64	72	65	66	74	71	65
Disapprove	32	36	28	35	34	26	29	35

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	880	315	186	183	196
Approve	68	69	69	61	73
Disapprove	32	31	31	39	27

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	880	327	240	81	662	218
Approve	68	73	58	63	70	63
Disapprove	32	27	42	37	30	37

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	880	57	114	127	89	111	171	39
Approve	68	67	66	61	55	69	74	95
Disapprove	32	33	34	39	45	31	26	5

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	880	131	236	297	216
Approve	68	71	65	68	69
Disapprove	32	29	35	32	31

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	880	174	706	90
Approve	68	71	66	66
Disapprove	32	29	34	34

### *Past Provincial Vote*

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	880	218	393	162	23	22
Approve	68	84	67	45	68	78
Disapprove	32	16	33	55	32	22

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

**Approval of Stintz**

*'Do you approve or disapprove of Karen Stintz?'*

*[Heard of Karen Stintz]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	807	48	87	158	221	293	341	466
Approve	49	53	55	40	48	45	47	50
Disapprove	51	47	45	60	52	55	53	50

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	807	304	162	162	179
Approve	49	45	59	48	45
Disapprove	51	55	41	52	55

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	807	295	220	78	615	192
Approve	49	48	53	42	49	48
Disapprove	51	52	47	58	51	52

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	807	48	97	116	83	105	166	36
Approve	49	36	35	55	47	42	57	71
Disapprove	51	64	65	45	53	58	43	29

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	807	110	209	282	206
Approve	49	42	43	51	53
Disapprove	51	58	57	49	47

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	807	160	647	88
Approve	49	50	48	54
Disapprove	51	50	52	46

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

***Past Provincial Vote***

<b>%</b>	<b>Total</b>	<b>Progressive Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>Green</b>	<b>Other parties</b>
<b>Sample</b>	<b>807</b>	<b>200</b>	<b>360</b>	<b>152</b>	<b>22</b>	<b>19</b>
<b>Approve</b>	<b>49</b>	<b>39</b>	<b>58</b>	<b>44</b>	<b>54</b>	<b>43</b>
<b>Disapprove</b>	<b>51</b>	<b>61</b>	<b>42</b>	<b>56</b>	<b>46</b>	<b>57</b>



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Approval of Chow**

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

*[Heard of Olivia Chow]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	904	59	98	173	246	328	387	517
Approve	59	63	63	56	52	56	57	61
Disapprove	41	37	37	44	48	44	43	39

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	904	322	189	189	204
Approve	59	64	55	55	61
Disapprove	41	36	45	45	39

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	904	331	248	87	667	237
Approve	59	49	72	71	56	66
Disapprove	41	51	28	29	44	34

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	904	70	119	126	90	112	174	39
Approve	59	68	67	66	58	64	69	27
Disapprove	41	32	33	34	42	36	31	73

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	904	135	244	305	220
Approve	59	52	62	59	60
Disapprove	41	48	38	41	40

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	904	181	723	94
Approve	59	61	58	60
Disapprove	41	39	42	40

### *Past Provincial Vote*

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	904	220	399	171	24	24
Approve	59	16	67	86	67	80
Disapprove	41	84	33	14	33	20

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Approval of Soknacki**

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

*[Heard of David Soknacki]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	624	31	62	125	178	228	274	350
Approve	50	57	53	45	46	46	48	52
Disapprove	50	43	47	55	54	54	52	48

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	624	245	112	126	141
Approve	50	63	37	53	37
Disapprove	50	37	63	47	63

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	624	228	171	64	480	144
Approve	50	40	54	67	48	53
Disapprove	50	60	46	33	52	47

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	624	36	74	93	66	75	127	33
Approve	50	65	52	48	49	53	56	48
Disapprove	50	35	48	52	51	47	44	52

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	624	84	154	223	163
Approve	50	41	42	53	56
Disapprove	50	59	58	47	44

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	624	116	508	57
Approve	50	47	51	44
Disapprove	50	53	49	56

### *Past Provincial Vote*

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	624	156	275	122	18	15
Approve	50	31	54	57	64	34
Disapprove	50	69	46	43	36	66

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Approval of Kelly**

*'Do you approve or disapprove of Norm Kelly?'*

*[Heard of Norm Kelly]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	747	36	80	140	208	283	316	431
Approve	50	37	56	52	51	60	53	48
Disapprove	42	52	38	42	42	34	44	40
Don't know	8	12	7	6	7	7	3	12

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	747	276	149	147	175
Approve	50	51	51	47	51
Disapprove	42	43	40	39	45
Don't know	8	6	9	13	4

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	747	273	193	72	576	171
Approve	50	51	44	49	55	40
Disapprove	42	41	48	46	37	54
Don't know	8	8	8	5	8	7

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	747	47	91	113	73	94	151	33
Approve	50	29	51	49	45	49	60	68
Disapprove	42	68	41	49	42	37	32	31
Don't know	8	3	9	2	13	14	8	1

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

May 21<sup>st</sup>, 2014

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	747	116	192	253	186
Approve	50	49	53	50	50
Disapprove	42	45	42	40	43
Don't know	8	6	5	11	7

### Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	747	146	601	76
Approve	50	54	49	49
Disapprove	42	41	42	45
Don't know	8	5	9	5

### Past Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	747	183	343	141	20	18
Approve	50	45	57	47	55	51
Disapprove	42	52	35	37	43	45
Don't know	8	3	8	16	2	4

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Approval of Rob Ford**

*'Do you approve or disapprove of Rob Ford?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	923	60	102	175	251	335	395	528
Approve	32	37	30	33	27	26	34	30
Disapprove	65	58	69	61	69	72	61	68
Don't know	4	5	1	6	4	3	5	3

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Approve	32	30	36	30	32
Disapprove	65	67	60	67	64
Don't know	4	3	4	4	5

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Approve	32	37	30	23	27	41
Disapprove	65	59	68	67	71	53
Don't know	4	4	2	10	3	6

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Approve	32	49	45	31	23	23	18	24
Disapprove	65	46	51	65	74	72	80	76
Don't know	4	5	5	5	2	4	1	0

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Approve	32	44	35	33	20
Disapprove	65	49	63	63	76
Don't know	4	7	2	4	4

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

%	Total	Yes	No	Moms
Sample	923	187	736	98
Approve	32	28	33	29
Disapprove	65	69	63	71
Don't know	4	3	4	0

### **Past Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Approve	32	44	18	24	19	48
Disapprove	65	52	80	71	75	38
Don't know	4	4	2	5	6	13

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Approval of Doug Ford**

*'Do you approve or disapprove of Doug Ford?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	923	60	102	175	251	335	395	528
Approve	30	30	31	29	32	26	33	28
Disapprove	66	67	67	65	63	68	64	69
Don't know	4	3	2	5	4	6	4	4

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Approve	30	29	34	28	28
Disapprove	66	68	61	68	67
Don't know	4	2	5	3	5

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Approve	30	38	22	26	26	37
Disapprove	66	58	76	65	71	58
Don't know	4	3	2	9	3	6

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Approve	30	47	39	23	30	29	21	33
Disapprove	66	48	54	73	65	69	78	67
Don't know	4	5	7	5	5	2	1	0

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**May 21<sup>st</sup>, 2014**

### *Education*

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Approve	30	39	36	29	21
Disapprove	66	50	61	69	75
Don't know	4	10	3	2	4

### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	923	187	736	98
Approve	30	30	30	32
Disapprove	66	68	65	66
Don't know	4	2	5	2

### *Past Provincial Vote*

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Approve	30	56	18	21	16	42
Disapprove	66	39	79	75	79	36
Don't know	4	4	3	4	4	22

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

**Vote Rob Ford October Election**

*'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	923	60	102	175	251	335	395	528
Will vote for Rob Ford	25	28	25	23	24	23	28	22
Will not vote for Rob Ford	69	66	70	66	71	73	67	71
Don't know	7	6	6	11	6	4	6	7

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Will vote for Rob Ford	25	22	26	26	26
Will not vote for Rob Ford	69	73	65	70	66
Don't know	7	5	9	4	8

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Will vote for Rob Ford	25	28	24	20	20	33
Will not vote for Rob Ford	69	66	70	71	74	59
Don't know	7	6	6	9	6	8

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Will vote for Rob Ford	25	36	39	21	23	20	13	14
Will not vote for Rob Ford	69	54	56	69	73	77	84	83
Don't know	7	10	5	10	4	4	2	3

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 21<sup>st</sup>, 2014**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Will vote for Rob Ford	25	34	27	25	17
Will not vote for Rob Ford	69	55	67	67	80
Don't know	7	11	6	8	3

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Will vote for Rob Ford	25	22	26	25
Will not vote for Rob Ford	69	73	67	70
Don't know	7	5	7	5

**Past Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Will vote for Rob Ford	25	36	15	21	13	46
Will not vote for Rob Ford	69	55	81	75	78	38
Don't know	7	8	4	4	9	16

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

**Rob Ford Resignation**

*'Do you think Mayor Ford should resign or not?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	923	60	102	175	251	335	395	528
Think he should resign	63	60	64	60	65	67	60	65
Think he should not resign	32	34	30	34	29	30	38	27
Don't know	5	6	5	6	6	3	2	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	923	328	195	191	209
Think he should resign	63	70	58	61	59
Think he should not resign	32	27	32	34	36
Don't know	5	2	10	4	5

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	923	336	255	87	677	246
Think he should resign	63	56	69	67	69	51
Think he should not resign	32	38	26	29	27	42
Don't know	5	6	5	5	4	7

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	923	75	126	128	90	112	175	39
Think he should resign	63	41	55	55	69	71	80	69
Think he should not resign	32	44	41	34	30	24	19	30
Don't know	5	15	4	11	1	5	1	1

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**May 21<sup>st</sup>, 2014**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	923	146	248	308	221
Think he should resign	63	45	63	59	76
Think he should not resign	32	43	31	35	23
Don't know	5	12	5	6	1

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	923	187	736	98
Think he should resign	63	66	61	64
Think he should not resign	32	30	33	31
Don't know	5	4	6	6

**Past Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	923	224	404	172	24	24
Think he should resign	63	44	77	73	72	37
Think he should not resign	32	52	20	25	21	54
Don't know	5	3	3	2	7	9

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)