

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

May 29th, 2013

HIGHLIGHTS:

- One half (48%) agree the controversy surrounding the Ford brothers is hurting the Progressive Conservative party in Ontario.
- Just one fifth of Ontarians think Doug Ford would make a good MPP (19%), and as many as 6-in-10 do not (60%).
- One half of Ontarians think Rob and Doug Ford have not been good for their city (50%), while just one third think they have been (33%).
- "Rob Ford is popular in Toronto, although his brother is less so. Outside the city, however, Ontarians have a hard time seeing what the attraction of these two populist politicians is," said Dr. Lorne Bozinoff, President.

FOR IMMEDIATE RELEASE

Half think Fords hurting PCs in Ontario

Few think Doug Ford would make good MPP

Toronto, May 29th, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 918 Ontarians 18 years of age and older, one half (48%) agree the controversy surrounding the Ford brothers is hurting the Progressive Conservative party in Ontario. Just more than one third disagree (37%). One third of PC supporters agree the party has been damaged (33%), while 6-in-10 do not (58%). Liberals (60%) and New Democrats (45%) are more likely to think the PC brand has been damaged.

Just one fifth think Doug Ford should run provincially

Just one fifth of Ontarians think Doug Ford would make a good MPP (19%), and as many as 6-in-10 do not (60%). Ford has higher support in Toronto 416 (28%) than in total, and higher still (but still not higher than a third) among PC voters (35%). Very few Liberals (11%) or New Democrats (14%) think he would make a good representative.

One half think Ford brothers have not been good for Toronto

One half of Ontarians think Rob and Doug Ford have not been good for their city (50%), while just one third think they have been (33%). Belief the Fords have benefitted Toronto is higher among Torontonians (39%) and PC voters (69%), while Liberal supporters (15%) and, to a lesser extent, New Democrats (23%) are unlikely to think the city has benefitted from the brothers' presence.

"Rob Ford is popular in Toronto, although his brother is less so. Outside the city, however, Ontarians have a hard time seeing what the attraction of these two populist politicians is," said Dr. Lorne Bozinoff, President.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 918 randomly selected residents of Ontario aged 18 or older. The poll was conducted on May 28th, 2013.

Results based on the total sample are considered accurate +/- 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.

Where appropriate, the data has been statistically weighted to ensure that the sample reflects the actual population according to the latest Census data. Results may not add to 100% due to rounding.

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.

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

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Agreement with Doug Ford making a good provincial MPP

'Do you agree or disagree Doug Ford would make a good provincial MPP?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	918	64	99	216	249	290	408	510
Agree	19	20	14	19	23	18	21	17
Disagree	60	61	62	60	56	61	61	60
Don't know	21	19	24	21	20	21	18	23

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	918	128	206	249	455	201	134
Agree	19	18	28	23	25	12	9
Disagree	60	55	61	58	59	63	65
Don't know	21	27	10	19	16	25	26

Household Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	918	61	157	119	118	103	187	27
Agree	19	28	22	30	15	14	11	1
Disagree	60	48	52	44	62	67	74	93
Don't know	21	24	27	26	22	19	15	5

Current Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	918	279	320	185	57	40
Agree	19	35	11	14	12	9
Disagree	60	42	78	65	52	78
Don't know	21	23	11	21	36	13

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Current Federal Party Preference

%	Total	Conservative	Liberal	New Democratic	Green	Other
Sample	918	305	353	149	50	27
Agree	19	33	11	11	20	8
Disagree	60	46	74	71	56	55
Don't know	21	21	15	18	24	37

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	918	169	260	328	161
Agree	19	29	18	18	12
Disagree	60	45	56	62	78
Don't know	21	26	27	20	10

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	918	589	100	109	120
Agree	19	18	23	17	20
Disagree	60	62	55	53	59
Don't know	21	20	22	30	21

Religion

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	918	335	32	232	76	73	170
Agree	19	17	32	24	18	19	14
Disagree	60	62	47	59	58	57	66
Don't know	21	22	21	18	25	24	20

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	918	556	125	138	75
Agree	19	18	13	26	22
Disagree	60	60	72	55	57
Don't know	21	22	16	18	22

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Agreement that the controversy surrounding Rob and Doug Ford is hurting the Progressive Conservative Party in Ontario

'Do you agree or disagree the controversy surrounding Rob and Doug Ford is hurting the Progressive Conservative party in Ontario?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	918	64	99	216	249	290	408	510
Agree	48	57	36	53	42	47	44	52
Disagree	37	39	43	33	39	30	44	31
Don't know	15	4	22	14	18	22	12	17

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	918	128	206	249	455	201	134
Agree	48	39	54	47	50	50	49
Disagree	37	43	35	40	38	31	37
Don't know	15	18	11	13	12	19	14

Household Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	918	61	157	119	118	103	187	27
Agree	48	74	46	44	45	47	51	61
Disagree	37	15	44	46	36	39	33	28
Don't know	15	11	10	10	20	14	16	11

Current Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	918	279	320	185	57	40
Agree	48	33	60	45	51	78
Disagree	37	58	22	39	36	13
Don't know	15	9	18	17	13	9

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Current Federal Party Preference

%	Total	Conservative	Liberal	New Democratic	Green	Other
Sample	918	305	353	149	50	27
Agree	48	37	57	47	53	69
Disagree	37	55	25	34	39	23
Don't know	15	9	17	19	8	8

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	918	169	260	328	161
Agree	48	44	53	44	55
Disagree	37	40	34	42	28
Don't know	15	16	13	14	16

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	918	589	100	109	120
Agree	48	46	49	50	54
Disagree	37	40	40	24	32
Don't know	15	14	12	25	14

Religion

%	Total	Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	918	675	32	232	76	73	170
Agree	48	42	25	40	37	66	61
Disagree	37	42	67	45	46	28	26
Don't know	15	17	8	15	17	6	13

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	918	556	125	138	75
Agree	48	45	48	42	67
Disagree	37	38	36	44	26
Don't know	15	16	17	14	6

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Rob and Doug Ford good for Toronto

'As far as you know, have Rob and Doug Ford been good for Toronto or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	918	64	99	216	249	290	408	510
Think they've been good for Toronto	33	30	35	29	36	35	37	29
Think they have not been good for Toronto	50	55	47	52	47	43	48	51
Don't know	18	15	18	18	17	22	15	20

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	918	128	206	249	455	201	134
Think they've been good for Toronto	33	25	39	38	39	24	34
Think they have not been good for Toronto	50	48	57	49	52	46	49
Don't know	18	28	4	13	9	30	17

Household Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-250K	\$250K+
Sample	918	61	157	119	118	103	187	27
Think they've been good for Toronto	33	24	37	43	29	27	28	26
Think they have not been good for Toronto	50	53	38	45	47	55	62	74
Don't know	18	23	25	12	24	18	10	0

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Current Provincial Party Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	918	279	320	185	57	40
Think they've been good for Toronto	33	64	15	23	23	14
Think they have not been good for Toronto	50	21	70	58	50	73
Don't know	18	14	15	19	27	13

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Current Federal Party Preference

%	Total	Conservative	Liberal	New Democratic	Green	Other
Sample	918	305	353	149	50	27
Think they've been good for Toronto	33	61	17	20	28	26
Think they have not been good for Toronto	50	25	68	60	49	57
Don't know	18	14	15	20	23	16

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	918	169	260	328	161
Think they've been good for Toronto	33	41	39	29	24
Think they have not been good for Toronto	50	37	42	52	67
Don't know	18	22	19	19	9

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	918	589	100	109	120
Think they've been good for Toronto	33	34	33	29	28
Think they have not been good for Toronto	50	51	54	45	45
Don't know	18	15	13	26	27

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Religion

%	Total	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	918	335	32	232	76	73	170
Think they've been good for Toronto	33	34	50	33	36	43	21
Think they have not been good for Toronto	50	48	36	48	48	43	60
Don't know	18	19	14	19	15	15	19

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Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	918	556	125	138	75
Think they've been good for Toronto	33	31	24	42	41
Think they have not been good for Toronto	50	50	62	42	42
Don't know	18	19	14	16	17

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