

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Mayor Rob Ford's approval rating plunges amid huge opposition to city service cutbacks

Mayoral approval rating declines sharply

Toronto, September 13th, 2011 – In the most recent poll conducted by Forum Research among Toronto residents aged 18 or older, it was found that Rob Ford's approval rating has declined sharply with just over 4 of 10 approving the job he is doing as mayor of Toronto (42%, down from 57% on June 1st; 60% on February 25th - 26th, 2011). Approval was highest among older residents (55+: 47%, 35-54: 42%, 18-34: 37%), and those living in Etobicoke - York and Scarborough (50%, 49%; compared to 43% in North York, and 30% in Toronto East York).

Majority oppose proposed cuts to city services

Toronto residents were also asked of their approval of various proposed cuts to Toronto City services put forth earlier in the day by Toronto city manager Joe Pennachetti. The proposed cuts were based on an across-the-board review by KPMG consultants. The poll found that the majority of all residents oppose all proposed cost-saving measures.

TTC cuts face massive public opposition

It was found that the majority of residents disapprove of eliminating late-night TTC buses (84% disapprove). Residents were also strongly opposed to selling the TTC and Toronto Parking Authority parking lots and garages (61%). Female residents were more likely to oppose the elimination of late-night TTC buses when compared to males (87% vs. 81%). Older residents were more likely to oppose selling the TTC and Toronto Parking Authority lots and garages (55+: 65%, 35-54: 59%, 18-34: 59%).

Residents strongly disapprove of cuts to library services

The new poll also asked residents if they approved closing public library branches or reducing services and hours. A strong majority disapproved of both (79%, 70% disapprove, respectively). Younger residents were more likely to oppose closing public library branches (55+: 74%, 35-54: 78%, 18-34: 87%), and also more likely to oppose the idea of reducing library services and hours of operation (55+: 66%, 35-54: 69%, 18-34: 75%). Female residents were also more likely to oppose a reduction in services and hours (76%, compared to 64% of males). Residents living in Toronto East York, North York, and Scarborough were significantly more likely than those residing in Etobicoke - York to oppose closing public library branches (83%, 82%, 82%, compared to 70%).

TORONTO

September 13th, 2011

HIGHLIGHTS:

- Rob Ford's approval rating continues a sharp decline with just over 4 of 10 approving of the job he is doing as Mayor of Toronto (42%, down from 57% on June 1st; and 60% on February 25th - 26th, 2011).
- The majority of residents disapprove of eliminating late-night TTC buses (84% disapprove). Residents were also strongly opposed to selling the TTC and Toronto Parking Authority parking lots and garages (61%).
- The new poll also asked residents if they approved of closing public library branches or reducing services and hours. The strong majority disapproved of both (79%, 70% disapprove, respectively).

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HIGHLIGHTS:

- Toronto residents were opposed to selling or closing the Toronto zoo (73% oppose).
- Residents strongly opposed to cutting services such as eliminating or reducing dental care to the poor (77% disapprove), and reducing the number of childcare spaces (76%).
- “Mayor Ford is facing a significant uphill battle to regain approval in the City of Toronto. Rob Ford campaigned on a promise to cut the gravy, none was found and the reality of cutting services residents rely on—often on a daily basis—is setting in. This has obviously shaken public confidence in his ability to handle the job of mayor.” – **Dr. Lorne Bozinoff**

Most residents not willing to part with zoos

Toronto residents were largely opposed to selling or closing the Toronto zoo (73% disapprove), but more open to the idea of selling or closing Riverdale Farm, the zoo at High Park, and the Zoo at Centre Island (66%). Female respondents were more likely to oppose the idea of selling or closing the Toronto zoo (76%, compared to 70% of male respondents), and residents living in Scarborough or Toronto East York were significantly more likely to oppose closing the smaller zoos in Toronto when compared to those living in North York or Etobicoke - York (74%, 72%; compared to 60%, 60%).

Other service cuts face strong opposition

Residents were also strongly opposed to cutting services such as eliminating or reducing dental care to the poor (77% disapprove), reducing the number of childcare spaces (76%), selling long term care homes (68%), and eliminating driveway entrance snow clearing (61%). Female residents were more likely to oppose the elimination or reducing of dental care to the poor (83% compared to 72% of males), selling long term care homes (74%, compared to 63% of males), and reducing the number of childcare spaces (82% compared to 70%). Residents living in Toronto East York and North York were significantly more likely to oppose the reduction in the number of childcare spaces when compared to those residing in Etobicoke - York or Scarborough (81%, 80% compared to 71%, 72%). Female residents were more likely to oppose the elimination of driveway entrance snow clearing (69% compared to 53% of males), and those residents who live in North York or Scarborough were significantly more likely to oppose the same when compared to those living in Toronto East York or Etobicoke - York (71%, 68%; compared to 51%, 56%).

Majority of residents opposed to selling local arts centres

The recent poll also found that the majority of Toronto residents oppose selling or closing the Sony Centre, St. Lawrence Centre, and the Toronto Centre for the Performing Arts (61% oppose). Female residents were significantly more likely to oppose selling local arts centres when compared to males (70% vs. 52%).

“Mayor Ford is facing a significant uphill battle to regain approval in the city of Toronto,” said Forum Research president Dr. Lorne Bozinoff. “Rob Ford campaigned on a promise to cut the gravy, none was found and the reality of cutting services residents rely on—often on a daily basis—is setting in. This has obviously shaken public confidence in his ability to handle the job of mayor.”

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Provincial party support

The recent poll also asked residents which party they would support should a provincial election be held today. Among those residents who were decided / leaning it was found that support has shifted significantly with the Liberal party showing a commanding lead (39%, up from 34% on June 1st, 2011, 36% on Feb 25th-26th, 2011), followed by the NDP (30%, up from 26%, 19%), PC (24%, down from 34%, 32%), and the Green party (7%, unchanged, 12%).

Methodology

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,046 randomly selected Toronto residents aged 18 or older. The poll was conducted on September 12th, 2011.

Results based on the total sample are considered accurate +/- 3.0%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for both subsample (such as age, gender) results and regional results are available at www.forumresearch.com/samplestim.asp.

Where appropriate, the data has been statistically weighted to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time. The poll was sponsored by Forum Research Inc. as a public service. With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country's leading survey research firms.

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- The recent poll asked residents which party they would support should a provincial election be held today. Among those residents who were decided / leaning it was found that support has shifted significantly with the Liberal party showing a commanding lead (39%, up from 34% on June 1st, 2011, 36% on Feb 25th-26th, 2011), followed by the NDP (30%, up from 26%, 19%), PC (24%, down from 34%, 32%), and the Green party (7%, unchanged, 12%).

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The key questions covered in the recent poll concerned:

Mayoral approval

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

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	42	37	42	47	44	39
Disapprove	58	63	58	53	56	61

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	42	30	43	50	49
Disapprove	58	70	57	50	51

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	42	78	29	25	57
Disapprove	58	22	71	75	43

Trending

%	Total Feb 25 th - 26 th , 2011	Total Jun 1 st , 2011	Total Sep 12 th , 2011
sample	1012	1050	1046
Approve	60	57	42
Disapprove	40	43	58

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Proposed city service cuts approval

'In order to have a smaller increase in property taxes next year, do you approve or disapprove of each of the following?'

'Selling or closing the Toronto zoo'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	27	21	30	28	30	24
Disapprove	73	79	70	72	70	76

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	27	25	28	30	24
Disapprove	73	75	72	70	76

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	27	41	21	21	30
Disapprove	73	59	79	79	70

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'Selling or closing Riverdale Farm, the zoo at High Park and the zoo at Centre Island'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	34	28	37	34	41	26
Disapprove	66	72	63	66	59	74

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	34	28	40	40	26
Disapprove	66	72	60	60	74

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	34	53	30	24	37
Disapprove	66	47	70	76	63

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'Reducing public library services and hours of operation'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	30	25	31	34	36	24
Disapprove	70	75	69	66	64	76

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	30	24	32	36	30
Disapprove	70	76	68	64	70

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	30	54	25	18	39
Disapprove	70	46	75	82	61

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'Selling long term care homes'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	32	30	35	29	37	26
Disapprove	68	70	65	71	63	74

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	32	31	33	34	28
Disapprove	68	69	67	66	72

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	32	53	24	25	32
Disapprove	68	47	76	75	68

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'Reducing the number of childcare spaces'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	24	23	22	27	30	18
Disapprove	76	77	78	73	70	82

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	24	19	20	29	28
Disapprove	76	81	80	71	72

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	24	47	12	16	38
Disapprove	76	53	88	84	62

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'Selling or closing the Sony Centre, the St. Lawrence Centre and the Toronto Centre for the Performing Arts'

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[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	39	31	46	37	48	30
Disapprove	61	69	54	63	52	70

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	39	31	44	45	37
Disapprove	61	69	56	55	63

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	39	59	35	28	34
Disapprove	61	41	65	72	66

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'Eliminating late-night TTC buses'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	16	11	18	18	19	13
Disapprove	84	89	82	82	81	87

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	16	12	15	18	21
Disapprove	84	88	85	82	79

Voting Preference *[Decided / Leaning]*

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	16	31	11	14	17
Disapprove	84	69	89	86	83

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'Closing public library branches'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	21	13	22	26	25	16
Disapprove	79	87	78	74	75	84

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	21	17	18	30	18
Disapprove	79	83	82	70	82

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	21	43	14	11	32
Disapprove	79	57	86	89	68

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'Eliminating driveway entrance snow clearing'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	39	34	44	38	47	31
Disapprove	61	66	56	62	53	69

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	39	49	29	44	32
Disapprove	61	51	71	56	68

Voting Preference *[Decided / Leaning]*

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	39	48	38	40	33
Disapprove	61	52	62	60	67

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'Eliminating or reducing dental care to the poor'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	23	25	22	21	28	17
Disapprove	77	75	78	79	72	83

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	23	18	25	27	21
Disapprove	77	82	75	73	79

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	23	45	15	14	32
Disapprove	77	55	85	86	68

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'Selling the TTC and Toronto Parking Authority parking lots and garages'

[All Residents]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	1046	176	392	478	456	590
Approve	39	41	41	35	39	39
Disapprove	61	59	59	65	61	61

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	1046	354	248	217	227
Approve	39	36	40	41	40
Disapprove	61	64	60	59	60

Voting Preference [Decided / Leaning]

%	Total	PC	Liberal	NDP	Green
sample	1046	240	381	272	51
Approve	39	58	29	31	54
Disapprove	61	42	71	69	46

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Provincial party support [Decided / Leaning]

'Now I'd like to ask you about provincial issues in Ontario. If a provincial election were held in Ontario today, which party would you be most likely to vote for? Even though you may not have made up your mind, which party are you leaning towards at this time?'

[Decided / Leaning Only]

Age / Gender

%	Total	18-34	35-54	55+	Male	Female
sample	944	158	348	438	423	521
PC	24	17	23	32	27	21
Liberal	39	33	39	43	37	41
NDP	30	36	32	22	30	31
Green	7	13	5	3	6	8

Region

%	Total	Toronto East York	North York	Etobicoke - York	Scarborough
sample	944	324	213	200	207
PC	24	18	26	26	29
Liberal	39	40	44	33	38
NDP	30	36	24	34	25
Green	7	6	6	8	8

Trending

%	Total Feb 25 th - 26 th , 2011	Total Jun 1 st , 2011	Total Sep 12 th , 2011
sample	885	916	944
PC	32	34	24
Liberal	36	34	39
NDP	19	26	30
Green	12	7	7

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