

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Mayor's approval is solid

Mayoral election match-ups all tied up

TORONTO, JANUARY 22nd, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1063 Toronto voters the evening after video of the mayor talking in a Jamaican accent surfaced, almost one half approve of the job Rob Ford's doing as mayor (45%), and this sentiment is most common to the youngest (48%), the less wealthy (\$20K to \$40K - 55%), in Etobicoke/York (58%) and Scarborough (56%), the less well-educated (secondary school or less - 53%, some college/university -54%), Catholics (55%), those of non-British European heritage and those with children (51% each). Approval is comparable to that noted two weeks ago (47%).

Close to 4-in-10 will vote Ford next election

Close to 4-in-10 Toronto voters will cast a ballot for Rob Ford in the election in October (37%), and this is just down from two weeks ago, just after the ice storm (41%).

All matches with Ford are tied

In any race where Rob Ford faces John Tory or Olivia Chow, the result is essentially a tie.

In a straight three-way match-up between the only declared candidates, Ford defeats Karen Stintz 36% to 29%, and David Soknacki takes 19%.

With Olivia Chow added to this line-up, she essentially ties Ford, 37% to 35%, respectively. Stintz gets 13% and Soknacki trails with 9%.

Add John Tory to this line-up, and Ford and Chow tie again (30% to 31%, respectively), while Tory falls behind (24%). Stintz (7%) and Soknacki (4%) do not contend.

With the same line-up minus Olivia Chow, Ford (32%) and Tory (31%) tie, while Stintz (18%) falls back and Soknacki (8%) trails.

If Olivia Chow contended only against Karen Stintz and David Soknacki, she would prevail with 43% to 17% for Stintz and 10% for Soknacki.

If John Tory were in a race against Stintz and Soknacki only, he too would win with 41%, to 19% for Stintz and 11% for Soknacki.

TORONTO

January 22nd, 2014

HIGHLIGHTS:

- The evening after video of the mayor talking in a Jamaican accent surfaced, almost one half approve of the job Rob Ford's doing as mayor (45%).
- Close to 4-in-10 Toronto voters will cast a ballot for Rob Ford in the election in October (37%), and this is just down from two weeks ago, just after the ice storm (41%).
- In any race where Rob Ford faces John Tory or Olivia Chow, the result is essentially a tie.
- In a straight three-way match-up between the only declared candidates, Ford defeats Karen Stintz 36% to 29%, and David Soknacki takes 19%.
- With Olivia Chow added to this line-up, she essentially ties Ford, 37% to 35%, respectively. Stintz gets 13% and Soknacki trails with 9%.

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In a race with all these contenders except the Mayor, Chow (34%) and Tory (33%) would tie, Stintz (8%) and Soknacki (6%) would trail.

"The recent video seems to have done the Mayor's image no harm, but then there's no reason it should, given what we've seen already," 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 or at (416) 960-9603.

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HIGHLIGHTS:

- "The recent video seems to have done the Mayor's image no harm, but then there's no reason it should, given what we've seen already," said Forum Research President, Dr. Lorne Bozinoff.

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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 1063 randomly selected Torontonians 18 years of age and older. The poll was conducted on January 22nd, 2014.

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 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.

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

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Mayor Rob Ford Approval - Trending

%	Sample	Approve	Disapprove
Jan. 22 nd , 2014	1063	45	55
Jan. 6 th , 2014	1105	47	53
Dec. 9 th , 2013	898	42	58
Nov. 20 th , 2013	1049	42	58
Nov. 6 th , 2013	1157	44	56
Nov. 4 th , 2013	1393	43	57
Oct 31 st , 2013	1032	44	56
Oct 28-29 th , 2013	1093	39	61
Sep 23 rd , 2013	1082	49	51
Aug 29 th , 2013	848	44	56
July 29 th , 2013	1368	46	54
June 25 th , 2013	1239	47	53
May 24 th , 2013	1395	42	58
May 10 th , 2013	974	44	56
April 11 th , 2013	850	43	57
April 5 th , 2013	484	49	50
March 20 th , 2013	1045	40	60
March 11 th , 2013	918	43	57
Feb. 26 th – 28 th , 2013	876	44	56
Feb. 22 nd , 2013	806	48	52
Jan. 25 th , 2013	1099	45	55
Dec. 14 th , 2012	897	42	58
Nov. 26 th , 2012	807	42	58
Nov 16 th – 17 th , 2012	848	45	55
Oct 25 th , 2012	614	44	56
Sep 28 th – 29 th , 2012	833	41	59
Sep 7 th – 8 th , 2012	834	42	58
Aug 9 th – 10 th , 2012	812	41	59
Jun 28 th , 2012	1212	42	58
Jun 7 th , 2012	951	45	55
May 28 th , 2012	704	40	60
Apr 18 th , 2012	812	47	53
Mar 15 th , 2012	1027	41	59
Feb 13 th , 2012	1547	43	57
Feb 1 st , 2012	1560	39	61
Oct 24 th , 2011	1004	37	63
Sep 13 th , 2011	1046	42	58
Jun 1 st , 2011	1050	57	43
Feb 25 th – 26 th , 2011	1012	60	40

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Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
Jan. 22 nd , 2014	1063	37	57	6
Jan. 6 th , 2014	1105	41	54	6
Dec. 9 th , 2013	898	33	62	5
Nov. 20 th , 2013	1049	33	62	5
Nov. 6 th , 2013	1157	35	60	5

3-Way Mayoral Trial Heats Trending

Ford / Stintz / Soknacki

%	Sample	Rob Ford	Karen Stintz	David Soknacki	Don't Know
Jan. 22 nd , 2014	1063	36	29	19	17
Jan. 6 th , 2014	1105	41	29	14	16
Dec. 9 th , 2013	898	36	35	11	18
Nov. 20 th , 2013	1049	35	40	13	12
Nov. 6 th , 2013	1157	34	40	9	16
Nov. 4 th , 2013	1393	33	38	8	21
Oct. 31 st , 2013	1032	33	37	9	21
Oct. 30 th , 2013	1041	40	31	13	16

Chow / Stintz / Soknacki

%	Sample	Olivia Chow	Karen Stintz	David Soknacki	Don't Know
Jan. 22 nd , 2014	1063	43	17	10	31
Jan. 6 th , 2013	1105	39	16	10	35
Dec. 9 th , 2013	898	37	20	10	34
Nov. 20 th , 2013	1049	46	18	10	26
Oct. 31 st , 2013	1032	38	21	10	31

Tory / Stintz / Soknacki

%	Sample	John Tory	Karen Stintz	David Soknacki	Don't Know
Jan. 22 nd , 2014	1063	41	19	11	29
Jan. 6 th , 2014	1105	43	16	11	31
Dec. 9 th , 2013	898	43	17	10	28
Oct. 31 st , 2013	1032	37	26	7	30

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4-Way Mayoral Trial Heats Trending

Ford / Chow / Stintz / Soknacki

%	Sample	Rob Ford	Olivia Chow	Karen Stintz	David Soknacki	Don't Know
Jan. 22 nd , 2014	1063	35	37	13	9	7
Jan. 6 th , 2014	1105	39	35	12	8	6
Dec. 9 th , 2013	898	33	38	16	5	7
Nov. 20 th , 2013	1049	34	39	17	5	5
Nov 6, 2013	1157	33	35	17	7	7
Nov 4, 2013	1393	29	39	16	6	10
Oct 31, 2013	1032	33	33	20	5	10
Oct. 29 th , 2013	1093	31	39	17	4	9

Ford / Tory / Stintz / Soknacki

%	Sample	Rob Ford	John Tory	Karen Stintz	David Soknacki	Don't Know
Jan. 22 nd , 2014	1063	32	31	18	8	10
Jan. 6 th , 2014	1105	35	29	15	9	13
Dec. 9 th , 2013	898	27	37	17	5	14
Nov. 20 th , 2013	1049	33	27	24	5	10
Nov. 4 th , 2013	1393	29	31	22	4	14
Oct. 31 st , 2013	1032	27	29	23	6	14

Stintz / Chow / Soknacki / Tory

%	Sample	Karen Stintz	Olivia Chow	David Soknacki	John Tory	Don't Know
Jan. 22 nd , 2014	1063	8	34	6	33	18
Jan. 6 th , 2014	1105	7	33	7	34	20
Dec. 9 th , 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

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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
Jan. 22 nd , 2014	1063	30	31	7	24	4	4
Jan. 6 th , 2014	1105	35	30	5	22	3	5
Dec. 9 th , 2013	898	25	32	7	27	4	5
Nov. 20 th , 2013	1049	31	34	7	22	4	3
Nov. 6 th , 2013	1157	29	28	12	25	2	5
Nov. 4 th , 2013	1393	26	32	10	25	2	7
Oct. 31 st , 2013	1032	24	29	11	25	3	7
Oct. 29 th , 2013	1093	27	32	11	21	2	7

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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	1063	87	119	212	291	354	440	623
Approve	45	48	46	46	43	37	45	45
Disapprove	55	52	54	54	57	63	55	55

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Approve	45	31	40	58	56
Disapprove	55	69	60	42	44

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Approve	45	52	43	21	43	48
Disapprove	55	48	57	79	57	52

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Approve	45	41	55	42	49	38	42	37
Disapprove	55	59	45	58	51	62	58	63

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Approve	45	53	54	44	30
Disapprove	55	47	46	56	70

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Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Approve	45	51	38	69	55	61	44	31
Disapprove	55	49	62	31	45	39	56	69

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Approve	45	47	31	51	46
Disapprove	55	53	69	49	54

Have Children

%	Total	Yes	No
Sample	1063	234	829
Approve	45	51	42
Disapprove	55	49	58

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Approve	45	77	8	11	33
Disapprove	55	23	92	89	67

Vote Ford in 2014

%	Total	Yes	No	Don't know
Sample	1063	360	645	58
Approve	45	98	7	76
Disapprove	55	2	93	24

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Voting Ford in 2014

'Would you vote for Rob Ford in the municipal election in 2014 or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	87	119	212	291	354	440	623
Yes	37	40	35	37	38	30	38	35
No	57	53	61	55	57	65	57	58
Don't know	6	6	5	8	5	5	5	7

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Yes	37	23	31	51	46
No	57	69	63	44	49
Don't know	6	7	6	5	5

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Yes	37	43	36	17	36	39
No	57	49	60	78	60	53
Don't know	6	8	4	5	5	8

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Yes	37	39	47	40	38	28	37	27
No	57	56	44	56	56	67	59	73
Don't know	6	5	9	3	6	5	3	0

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Yes	37	46	43	35	26
No	57	47	47	60	72
Don't know	6	7	10	4	3

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Yes	37	42	33	63	43	54	34	25
No	57	52	64	34	50	41	62	67
Don't know	6	5	4	3	7	5	4	8

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Yes	37	39	26	40	37
No	57	56	73	51	55
Don't know	6	6	1	8	8

Have Children

%	Total	Yes	No
Sample	1063	234	829
Yes	37	39	35
No	57	54	59
Don't know	6	6	6

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Yes	37	68	4	3	21
No	57	26	94	92	72
Don't know	6	6	2	5	7

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Rob Ford Approval

%	Total	Approve	Disapprove
Sample	1063	436	627
Yes	37	81	1
No	57	9	96
Don't know	6	10	3

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3-Way Mayoral Trial Heats

Ford / Stintz / Soknacki

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	87	119	212	291	354	440	623
Rob Ford	36	35	37	40	37	33	36	36
Karen Stintz	29	27	32	28	28	27	30	27
David Soknacki	19	21	17	15	16	22	21	16
Don't know	17	17	14	17	18	19	12	21

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Rob Ford	36	22	35	50	43
Karen Stintz	29	33	38	20	20
David Soknacki	19	27	14	15	16
Don't know	17	18	13	15	21

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Rob Ford	36	43	32	19	35	38
Karen Stintz	29	28	28	29	31	24
David Soknacki	19	14	23	30	19	18
Don't know	17	15	17	22	14	21

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Rob Ford	36	32	46	44	38	33	32	27
Karen Stintz	29	17	17	26	23	36	40	49
David Soknacki	19	21	14	15	18	26	19	9
Don't know	17	29	23	16	21	6	8	16

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Rob Ford	36	41	45	36	22
Karen Stintz	29	18	24	32	35
David Soknacki	19	14	15	18	29
Don't know	17	27	16	15	14

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Rob Ford	36	40	33	67	39	49	35	28
Karen Stintz	29	27	32	20	26	22	24	34
David Soknacki	19	16	18	4	17	14	20	23
Don't know	17	16	17	9	18	14	20	16

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Rob Ford	36	38	28	37	38
Karen Stintz	29	25	35	32	27
David Soknacki	19	21	21	14	16
Don't know	17	16	17	17	19

Have Children

%	Total	Yes	No
Sample	1063	234	829
Rob Ford	36	37	36
Karen Stintz	29	28	29
David Soknacki	19	19	19
Don't know	17	17	17

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Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Rob Ford	36	67	6	3	20
Karen Stintz	29	11	58	47	31
David Soknacki	19	11	24	33	20
Don't know	17	10	12	17	30

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
Rob Ford	36	77	3	88	3	40
Karen Stintz	29	6	47	2	47	10
David Soknacki	19	7	28	5	29	5
Don't know	17	10	22	5	21	45

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Chow / Stintz / Soknacki

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	87	119	212	291	354	440	623
Olivia Chow	43	44	45	42	37	43	43	43
Karen Stintz	17	17	16	17	18	15	19	15
David Soknacki	10	13	8	6	9	11	10	9
Don't know	31	26	30	35	36	31	28	33

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Olivia Chow	43	46	46	43	34
Karen Stintz	17	13	20	18	17
David Soknacki	10	16	8	6	9
Don't know	31	25	27	33	41

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Olivia Chow	43	35	49	55	38	50
Karen Stintz	17	17	15	18	18	14
David Soknacki	10	9	12	9	11	8
Don't know	31	38	24	17	32	28

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Olivia Chow	43	40	49	53	45	48	35	36
Karen Stintz	17	17	9	10	12	16	26	43
David Soknacki	10	4	8	8	9	12	14	2
Don't know	31	39	34	29	34	24	25	18

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Olivia Chow	43	44	42	41	46
Karen Stintz	17	12	13	19	22
David Soknacki	10	7	9	11	12
Don't know	31	37	36	30	20

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Olivia Chow	43	40	42	26	41	37	42	50
Karen Stintz	17	15	13	39	14	14	23	18
David Soknacki	10	9	10	8	9	8	5	14
Don't know	31	36	36	27	36	41	30	18

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Olivia Chow	43	45	45	34	50
Karen Stintz	17	12	22	22	15
David Soknacki	10	12	7	10	7
Don't know	31	31	26	34	28

Have Children

%	Total	Yes	No
Sample	1063	234	829
Olivia Chow	43	37	45
Karen Stintz	17	19	16
David Soknacki	10	11	10
Don't know	31	33	29

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Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Olivia Chow	43	25	62	60	52
Karen Stintz	17	14	19	23	11
David Soknacki	10	12	9	6	10
Don't know	31	48	9	10	27

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
Olivia Chow	43	24	58	21	57	36
Karen Stintz	17	13	20	11	21	11
David Soknacki	10	9	11	9	10	8
Don't know	31	54	12	59	11	46

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Tory / Stintz / Soknacki

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	87	119	212	291	354	440	623
John Tory	41	35	39	45	46	51	45	38
Karen Stintz	19	24	22	18	10	13	21	17
David Soknacki	11	13	12	7	10	11	10	11
Don't know	29	29	28	30	33	25	24	34

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
John Tory	41	39	46	46	34
Karen Stintz	19	21	24	11	17
David Soknacki	11	17	7	10	8
Don't know	29	22	23	33	41

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
John Tory	41	43	37	32	46	34
Karen Stintz	19	18	18	31	18	19
David Soknacki	11	8	16	12	11	11
Don't know	29	30	29	25	25	35

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
John Tory	41	37	34	47	37	39	43	72
Karen Stintz	19	6	12	16	16	37	22	7
David Soknacki	11	14	5	13	13	8	12	5
Don't know	29	44	49	24	35	16	23	16

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
John Tory	41	37	38	41	49
Karen Stintz	19	9	19	19	24
David Soknacki	11	10	13	10	10
Don't know	29	44	30	30	17

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
John Tory	41	43	50	47	37	44	41	38
Karen Stintz	19	17	18	11	20	11	17	23
David Soknacki	11	8	8	17	8	4	11	17
Don't know	29	31	24	25	35	41	31	22

Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
John Tory	41	40	43	42	42
Karen Stintz	19	19	19	20	16
David Soknacki	11	11	15	7	11
Don't know	29	30	22	31	32

Have Children

%	Total	Yes	No
Sample	1063	234	829
John Tory	41	36	44
Karen Stintz	19	20	18
David Soknacki	11	13	10
Don't know	29	30	28

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Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
John Tory	41	51	46	27	31
Karen Stintz	19	8	33	39	22
David Soknacki	11	8	11	18	15
Don't know	29	33	10	16	33

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
John Tory	41	40	43	38	43	51
Karen Stintz	19	7	29	3	29	16
David Soknacki	11	5	15	5	15	2
Don't know	29	48	13	54	13	31

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4-Way Mayoral Trial Heats

Ford / Chow / Stintz / Soknacki

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	87	119	212	291	354	440	623
Rob Ford	35	32	36	39	37	32	36	33
Olivia Chow	37	38	38	34	34	37	36	38
Karen Stintz	13	12	12	13	15	12	13	12
David Soknacki	9	12	8	6	6	10	10	8
Don't know	7	7	7	7	7	8	6	8

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Rob Ford	35	21	32	49	42
Olivia Chow	37	44	43	29	28
Karen Stintz	13	13	11	12	14
David Soknacki	9	13	7	5	9
Don't know	7	9	7	5	6

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Rob Ford	35	41	33	17	35	35
Olivia Chow	37	29	41	54	35	40
Karen Stintz	13	14	10	11	14	10
David Soknacki	9	6	12	12	9	9
Don't know	7	9	3	7	7	6

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Rob Ford	35	40	40	41	36	31	31	27
Olivia Chow	37	26	43	40	38	47	30	34
Karen Stintz	13	16	5	8	7	9	23	25
David Soknacki	9	10	6	5	13	10	12	0
Don't know	7	9	5	7	7	3	3	13

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Rob Ford	35	42	43	34	22
Olivia Chow	37	29	35	34	48
Karen Stintz	13	9	9	16	12
David Soknacki	9	13	7	9	10
Don't know	7	6	7	7	8

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Rob Ford	35	39	33	62	39	44	33	26
Olivia Chow	37	34	40	6	34	29	40	42
Karen Stintz	13	10	10	18	9	12	18	15
David Soknacki	9	9	7	5	10	9	6	11
Don't know	7	8	10	8	8	5	4	6

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Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Rob Ford	35	38	26	36	34
Olivia Chow	37	36	45	30	40
Karen Stintz	13	10	13	17	12
David Soknacki	9	9	7	12	7
Don't know	7	7	9	5	8

Have Children

%	Total	Yes	No
Sample	1063	234	829
Rob Ford	35	37	34
Olivia Chow	37	31	39
Karen Stintz	13	13	12
David Soknacki	9	10	9
Don't know	7	9	6

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Rob Ford	35	64	6	3	19
Olivia Chow	37	13	64	59	46
Karen Stintz	13	8	18	22	10
David Soknacki	9	8	8	9	11
Don't know	7	7	4	6	14

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
Rob Ford	35	75	3	86	3	26
Olivia Chow	37	11	58	6	56	32
Karen Stintz	13	5	19	2	20	8
David Soknacki	9	5	12	4	13	3
Don't know	7	5	9	1	8	31

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Ford / Tory / Stintz / Soknacki

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	87	119	212	291	354	440	623
Rob Ford	32	37	33	28	32	26	34	31
Karen Stintz	18	24	21	16	13	12	21	16
John Tory	31	17	27	42	39	42	32	30
David Soknacki	8	9	9	5	7	11	6	11
Don't know	10	13	9	9	9	8	8	12

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Rob Ford	32	22	26	43	42
Karen Stintz	18	20	27	10	15
John Tory	31	33	31	32	27
David Soknacki	8	13	7	8	5
Don't know	10	12	10	7	11

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Rob Ford	32	37	32	14	31	35
Karen Stintz	18	17	22	20	18	19
John Tory	31	33	23	34	36	22
David Soknacki	8	7	9	12	8	9
Don't know	10	6	14	20	7	16

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Rob Ford	32	28	43	34	32	31	29	25
Karen Stintz	18	19	10	19	14	27	24	4
John Tory	31	26	19	32	31	31	33	61
David Soknacki	8	2	6	7	15	7	8	7
Don't know	10	25	22	8	7	4	6	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Rob Ford	32	35	41	31	22
Karen Stintz	18	12	19	20	18
John Tory	31	27	24	31	43
David Soknacki	8	12	6	8	10
Don't know	10	14	10	11	6

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Rob Ford	32	36	30	60	35	42	32	24
Karen Stintz	18	16	18	8	17	14	18	23
John Tory	31	33	40	23	31	26	35	25
David Soknacki	8	6	7	1	7	3	7	14
Don't know	10	9	5	8	10	15	9	13

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Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Rob Ford	32	35	21	34	34
Karen Stintz	18	14	22	21	22
John Tory	31	32	37	28	27
David Soknacki	8	8	11	8	7
Don't know	10	11	10	9	10

Have Children

%	Total	Yes	No
Sample	1063	234	829
Rob Ford	32	37	30
Karen Stintz	18	18	18
John Tory	31	27	33
David Soknacki	8	9	8
Don't know	10	9	11

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Rob Ford	32	61	4	2	16
Karen Stintz	18	6	36	32	21
John Tory	31	26	43	36	33
David Soknacki	8	4	11	16	9
Don't know	10	3	7	14	22

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
Rob Ford	32	70	2	82	2	18
Karen Stintz	18	4	30	1	31	5
John Tory	31	17	42	12	43	36
David Soknacki	8	3	13	2	13	7
Don't know	10	6	13	3	13	33

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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	1063	87	119	212	291	354	440	623
John Tory	33	25	28	38	43	44	36	31
Olivia Chow	34	38	36	34	27	29	31	36
Karen Stintz	8	12	7	7	6	6	9	8
David Soknacki	6	7	6	4	7	5	7	5
Don't know	18	18	23	17	17	16	17	19

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
John Tory	33	31	34	40	29
Olivia Chow	34	35	40	32	27
Karen Stintz	8	11	7	5	10
David Soknacki	6	10	4	3	5
Don't know	18	12	15	20	29

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
John Tory	33	37	28	20	39	24
Olivia Chow	34	24	45	39	30	42
Karen Stintz	8	10	6	11	8	9
David Soknacki	6	5	5	19	5	7
Don't know	18	24	16	11	19	18

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
John Tory	33	23	24	31	33	36	33	73
Olivia Chow	34	38	38	44	35	39	31	7
Karen Stintz	8	10	8	6	4	2	14	4
David Soknacki	6	4	4	6	5	11	6	1
Don't know	18	26	26	14	23	12	16	15

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
John Tory	33	31	29	31	44
Olivia Chow	34	38	32	35	32
Karen Stintz	8	2	12	10	4
David Soknacki	6	6	5	5	9
Don't know	18	22	22	19	11

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
John Tory	33	37	42	59	33	29	33	25
Olivia Chow	34	30	31	21	30	32	33	44
Karen Stintz	8	5	5	7	4	8	12	14
David Soknacki	6	6	5	0	7	2	4	7
Don't know	18	22	16	13	26	29	19	10

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Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
John Tory	33	30	40	36	32
Olivia Chow	34	36	36	27	38
Karen Stintz	8	6	7	11	12
David Soknacki	6	8	5	6	2
Don't know	18	20	12	21	16

Have Children

%	Total	Yes	No
Sample	1063	234	829
John Tory	33	35	33
Olivia Chow	34	32	35
Karen Stintz	8	6	9
David Soknacki	6	5	6
Don't know	18	21	17

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
John Tory	33	45	29	16	27
Olivia Chow	34	17	54	51	43
Karen Stintz	8	7	8	16	6
David Soknacki	6	4	5	14	9
Don't know	18	27	5	3	14

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
John Tory	33	35	32	33	32	46
Olivia Chow	34	17	47	16	47	18
Karen Stintz	8	7	9	5	10	15
David Soknacki	6	3	8	3	8	1
Don't know	18	37	4	43	3	20

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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, 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	1063	87	119	212	291	354	440	623
Rob Ford	30	35	33	27	29	23	32	29
Olivia Chow	31	36	29	30	26	27	28	33
Karen Stintz	7	10	7	4	6	5	8	5
John Tory	24	12	21	30	33	36	24	24
David Soknacki	4	4	4	3	3	5	4	4
Don't know	4	4	5	5	2	3	3	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	347	260	219	237
Rob Ford	30	18	25	43	39
Olivia Chow	31	36	38	22	24
Karen Stintz	7	8	6	3	11
John Tory	24	26	22	29	18
David Soknacki	4	7	2	2	5
Don't know	4	5	7	1	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	421	296	86	774	289
Rob Ford	30	35	32	10	30	32
Olivia Chow	31	24	36	46	27	37
Karen Stintz	7	7	6	7	7	7
John Tory	24	26	18	22	29	15
David Soknacki	4	3	4	9	4	5
Don't know	4	4	4	7	4	4

TORONTO
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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1063	76	160	141	141	106	194	32
Rob Ford	30	33	38	34	31	28	28	24
Olivia Chow	31	35	35	30	29	43	26	2
Karen Stintz	7	8	3	7	5	4	12	4
John Tory	24	17	13	23	27	19	23	65
David Soknacki	4	2	4	4	4	3	6	0
Don't know	4	6	6	1	4	3	4	6

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1063	159	302	384	218
Rob Ford	30	34	37	30	20
Olivia Chow	31	31	31	29	33
Karen Stintz	7	4	5	9	6
John Tory	24	23	18	24	32
David Soknacki	4	5	4	4	3
Don't know	4	2	5	3	5

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1063	690	298	31	273	88	130	243
Rob Ford	30	36	28	58	36	45	26	20
Olivia Chow	31	26	28	5	27	25	32	41
Karen Stintz	7	5	3	6	5	6	11	10
John Tory	24	26	33	23	23	18	26	20
David Soknacki	4	4	5	1	4	1	1	6
Don't know	4	4	2	7	4	5	3	4

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Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1063	487	220	228	128
Rob Ford	30	33	20	32	31
Olivia Chow	31	32	37	23	32
Karen Stintz	7	4	6	12	7
John Tory	24	21	33	26	18
David Soknacki	4	5	4	3	3
Don't know	4	5	1	3	8

Have Children

%	Total	Yes	No
Sample	1063	234	829
Rob Ford	30	36	28
Olivia Chow	31	28	32
Karen Stintz	7	6	7
John Tory	24	22	25
David Soknacki	4	3	5
Don't know	4	5	3

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1063	431	264	87	164
Rob Ford	30	58	4	3	14
Olivia Chow	31	11	48	56	44
Karen Stintz	7	5	8	16	4
John Tory	24	24	32	15	22
David Soknacki	4	1	5	7	6
Don't know	4	2	3	2	9

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1063	436	627	360	645	58
Rob Ford	30	66	1	80	1	5
Olivia Chow	31	9	48	5	47	29
Karen Stintz	7	3	10	1	11	0
John Tory	24	16	30	11	31	39
David Soknacki	4	1	6	1	6	4
Don't know	4	4	4	2	4	23

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