

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Rob Ford's Numbers Not Boosted By Return

Tory edges Chow if Ford doesn't run

TORONTO July 2nd, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1182 Toronto voters two days after he returned from two months in rehab, Rob Ford has seen his approval and electoral chances equal the lowest point noted since we began tracking. Meanwhile John Tory has seen his numbers improve, edging him forward in races where Ford does not compete.

Tory's approval is tops, Ford's stable at the bottom of the heap

Among the vast majority who are aware of him (95%), as many as two thirds have a positive opinion of John Tory (63%), while the vast majority aware of Olivia Chow (97%) give her approval ratings just below this (57%). The wide majority have heard of Karen Stintz (84%), but just 4-in-10 give her their approval (41%). While fewer have heard of David Soknacki (63%), they give him a slightly better approval rating than Stintz (44%). Rob Ford's approval is still about 3-in-10 (31%), similar to last week (32%).

Chow leads when Ford runs

In the all-important five-way mayoral electoral match up, with all key contenders, Chow wins with more than one third of the vote (36%) to more than a quarter each for Tory (27%) and Ford (26%). Soknacki (4%) and Stintz (3%) do not contend, and few are undecided (4%).

In a four-way match up, without Rob Ford, John Tory (38%) ties Olivia Chow (36%), while Stintz and Soknacki (4% each) aren't in it. In this race, as many as a fifth remain undecided (18%), and these are most likely to be Ford supporters (52%).

In a three-way race between just the main contenders, Chow wins with close to 4-in-10 votes (38%), while Tory ties Ford (30% to 28%). Once again, few are undecided (4%).

In a straight two-way race between Tory and Chow only, Tory ties Chow (42% to 40%), while one fifth are undecided (18% in total, 49% among Rob Ford voters).

TORONTO

July 2nd, 2014

HIGHLIGHTS:

- Rob Ford has seen his approval and electoral chances equal the lowest point noted since we began tracking.
- As many as two thirds have a positive opinion of John Tory (63%), while the vast majority aware of Olivia Chow (97%) give her approval ratings just below this (57%).
- In a five-way mayoral electoral match up, with all key contenders, Chow wins with more than one third of the vote (36%) to more than a quarter each for Tory (27%) and Ford (26%).
- In a four-way match up, without Rob Ford, John Tory (38%) ties Olivia Chow (36%), while Stintz and Soknacki (4% each) aren't in it.

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HIGHLIGHTS:

- In the question which determines membership in Ford Nation the mayor has slipped to one quarter this week (25%) from close to 3-in-10 last week (29%).
- A very similar proportion to Ford Nation (26%) say they will vote for Rob Ford if he remains clean and sober until the election (26%), while two thirds will not give him this chance (67%).
- Just one quarter expect the mayor to stay clean and sober until election day in October (26%), compared to close to 6-in-10 who think he will not (57%).
- Close to two thirds now want the mayor to resign (62%), up from fewer than 6-in-10 last week (June 24 - 58%).
- Just one third say this speech was a satisfactory explanation and apology for the mayor's behaviour (34%), while 6-in-10 did not find it satisfactory (60%). Few have no opinion (3%).

Ford Nation subsides

In the question which determines membership in Ford Nation ("Will you vote for Rob Ford in the municipal election in October or not?" with no other contenders mentioned), the mayor has slipped to one quarter this week (25%) from close to 3-in-10 last week (29%).

One quarter will vote for Ford if he remains clean and sober

A very similar proportion to Ford Nation (26%) say they will vote for Rob Ford if he remains clean and sober until the election (26%), while two thirds will not give him this chance (67%). Few don't have a view (6%).

Majority do not expect mayor to stay clean and sober

Just one quarter expect the mayor to stay clean and sober until election day in October (26%), compared to close to 6-in-10 who think he will not (57%). One eighth are unsure (16%). Even among those who approve of Rob Ford and will vote for him, just two thirds think he will remain clean and sober (62% and 64%, respectively). Among these two overlapping groups, as many as one fifth expressly do not believe the mayor will make it clean and sober to the election (17% and 18%, respectively).

Calls for mayor to resign are up

Close to two thirds now want the mayor to resign (62%), up from fewer than 6-in-10 last week (June 24 - 58%).

Most watched return speech, few satisfied

More than 6-in-10 Toronto voters watched or listened to the speech the mayor gave upon his return on Monday, June 30 (61%), but, of these, just one third say this speech was a satisfactory explanation and apology for the mayor's behaviour (34%), while 6-in-10 did not find it satisfactory (60%). Few have no opinion (3%).

Few think Ford can be effective mayor

Just one third think Ford can be an effective mayor, given that he is a recovering alcoholic who will always be battling his disease (34%), while 6-in-10 think he will be ineffective as a result (61%).

Few want mayor's duties, responsibilities returned to him

Two thirds do not believe the mayor should have his stripped responsibilities returned to him now he has completed rehab (63%), while about one third think he deserves them back (32%). Few do not have an opinion (5%).

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Conclusion

The mayor's support continues to lie among the youngest, least educated and less wealthy in Scarborough (and North York), but not downtown, and among drivers but not transit users. These groups will continue to vote for him, approve of him, want his powers returned and think he can be an effective mayor despite his affliction. This core group is getting smaller, however, and where it once represented a third of Toronto voters, now may represent about a quarter. If Ford doesn't run, half his supporters may not vote, and the other half may migrate to John Tory, which will give him a slight edge over Olivia Chow. If the mayor runs, however, Chow has an advantage.

"One would expect to see a "dead cat bounce" in his ratings created by the mayor's return, but that has not been the case. On the other hand, we may be seeing the beginning of Ford Fatigue, in which the constant controversy is just being tuned out by most Toronto voters," 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 mayor's support continues to lie among the youngest, least educated and less wealthy in Scarborough (and North York), but not downtown, and among drivers but not transit users.
- "We would expect to see a dead cat bounce in his ratings created by the hoopla surrounding the mayor's return, but that has not been the case. On the other hand, we may be seeing the very real beginning of Ford Fatigue, in which the constant controversy is just being tuned out by most Toronto voters," 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 1182 randomly selected Torontonians 18 years of age and older. The poll was conducted on July 2nd, 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

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

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Mayor Rob Ford Approval - Trending

%	Sample	Approve	Disapprove
July 2 nd , 2014	1182	31	69
June 23 rd , 2014	890	32	66
June 6 th , 2014	944	28	69
May 21 st , 2014	923	32	65
May 1 st , 2014	888	38	62
April 14 th , 2014	882	46	54
Mar 27 th , 2014	634	46	54
Mar 13 th , 2014	1271	42	58
Feb. 24 th , 2014	1310	44	56
Feb. 6 th , 2014	769	43	57
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

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Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
July 2 nd , 2014	1182	25	69	6
June 23 rd , 2014	890	29	65	6
June 6 th , 2014	944	22	73	5
May 21 st , 2014	923	25	69	7
May 1 st , 2014	888	25	68	7
April 14 th , 2014	882	29	63	8
Mar 13 th , 2014	1271	31	62	7
Feb. 24 th , 2014	1310	38	57	5
Feb. 6 th , 2014	769	37	59	4
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

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Mayoral Candidate Approval - Trending

%	Sample	Ford	Chow	Tory	Stintz	Soknacki
July 2 nd , 2014	1182	31	57	63	41	44
June 23 rd , 2014	890	32	57	61	41	47
June 6 th , 2014	944	28	64	68	46	54
May 1 st , 2014	888	38	58	69	47	56
April 14 th , 2014	882	46	60	65	46	47
Mar 13 th , 2014	1271	42	57	57	37	38

Should Ford Resign - Trending

%	Sample	Should Resign	Should Not Resign	Don't know
July 2 nd , 2014	1182	62	34	4
June 19 th , 2014	890	58	37	5
June 6 th , 2014	944	63	33	4
May 21 st , 2014	923	63	32	5
May 1 st , 2014	888	63	31	6
Dec. 9 th , 2013	898	60	35	4
Nov. 20 th , 2013	1049	62	36	2
Nov. 6 th , 2013	1157	61	35	4
Nov. 4 th , 2013	1393	59	38	3
Oct. 31 st , 2013	1032	60	36	4

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Voting for Ford in 2014 after Rehab - Trending

%	Sample	Yes	No	Don't know
July 2 nd , 2014	1182	26	67	6
May 1 st , 2014	888	32	60	8
Nov 20 th , 2013	1049	34	58	8
Nov 6 th , 2013	1157	34	59	8

Should Ford Resign - Trending

%	Sample	Should Resign	Should Not Resign	Don't know
July 2 nd , 2014	1182	62	34	4
June 19 th , 2014	890	58	37	5
June 6 th , 2014	944	63	33	4
May 21 st , 2014	923	63	32	5
May 1 st , 2014	888	63	31	6
Dec. 9 th , 2013	898	60	35	4
Nov. 20 th , 2013	1049	62	36	2
Nov. 6 th , 2013	1157	61	35	4
Nov. 4 th , 2013	1393	59	38	3
Oct. 31 st , 2013	1032	60	36	4

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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	1134	59	117	232	318	408	480	654
Approve	63	51	68	64	68	71	65	60
Disapprove	37	49	32	36	32	29	35	40

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1134	414	273	233	214
Approve	63	64	65	56	66
Disapprove	37	36	35	44	34

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1134	417	338	98	849	285
Approve	63	64	59	69	65	57
Disapprove	37	36	41	31	35	43

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1134	68	142	177	146	123	209	47
Approve	63	55	57	60	72	65	64	66
Disapprove	37	45	43	40	28	35	36	34

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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	1154	60	119	240	326	409	482	672
Approve	57	58	61	55	54	51	51	62
Disapprove	43	42	39	45	46	49	49	38

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1154	420	277	238	219
Approve	57	65	54	57	48
Disapprove	43	35	46	43	52

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1154	427	343	101	858	296
Approve	57	46	69	58	57	56
Disapprove	43	54	31	42	43	44

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1154	73	147	183	150	122	210	47
Approve	57	59	58	56	65	62	62	56
Disapprove	43	41	42	44	35	38	38	44

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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	1024	50	108	209	289	368	431	593
Approve	41	36	45	40	41	44	40	42
Disapprove	59	64	55	60	59	56	60	58

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1024	394	234	205	191
Approve	41	37	45	39	44
Disapprove	59	63	55	61	56

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1024	381	300	92	773	251
Approve	41	37	49	21	42	39
Disapprove	59	63	51	79	58	61

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1024	50	129	153	138	109	203	45
Approve	41	18	46	31	46	41	45	34
Disapprove	59	82	54	69	54	59	55	66

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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	810	32	84	164	235	295	343	467
Approve	44	34	48	42	48	50	44	43
Disapprove	56	66	52	58	52	50	56	57

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	810	310	184	161	155
Approve	44	54	46	31	39
Disapprove	56	46	54	69	61

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	810	294	240	74	631	179
Approve	44	36	47	58	45	40
Disapprove	56	64	53	42	55	60

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	810	38	92	123	115	88	159	31
Approve	44	34	31	33	39	50	54	67
Disapprove	56	66	69	67	61	50	46	33

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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	1182	64	120	244	334	420	493	689
Approve	31	34	24	32	31	31	31	31
Disapprove	69	66	76	68	69	69	69	69

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Approve	31	20	30	33	44
Disapprove	69	80	70	67	56

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Approve	31	40	22	26	28	36
Disapprove	69	60	78	74	72	64

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1182	80	155	186	151	123	210	47
Approve	31	43	41	35	28	20	16	19
Disapprove	69	57	59	65	72	80	84	81

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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
July 2 nd , 2014	1182	26	36	3	27	4	4
June 23 rd , 2014	890	27	34	3	24	6	6
June 6 th , 2014	944	20	38	4	28	5	5
May 21 st , 2014	923	24	36	3	27	3	6
April 14 th , 2014	882	27	34	6	24	4	5
Mar 27 th , 2014	634	32	33	5	21	4	5
Mar 13 th , 2014	1271	28	36	5	22	2	7
Feb 25, 2014	1310	31	31	6	27	2	3
Feb. 6 th , 2014	769	30	35	6	22	3	5
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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Rob 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	1182	64	120	244	334	420	493	689
Rob Ford	26	31	19	27	27	25	28	24
Karen Stintz	3	1	5	4	2	4	2	4
John Tory	27	17	33	29	34	32	31	24
Olivia Chow	36	42	34	33	31	33	33	38
David Soknacki	4	7	3	3	2	3	5	3
Don't know	4	2	6	5	4	3	2	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Rob Ford	26	16	25	28	41
Karen Stintz	3	2	6	3	2
John Tory	27	33	32	22	19
Olivia Chow	36	43	28	38	31
David Soknacki	4	2	4	7	4
Don't know	4	4	5	3	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Rob Ford	26	36	17	22	24	30
Karen Stintz	3	3	3	6	4	1
John Tory	27	29	24	26	30	22
Olivia Chow	36	28	44	41	36	34
David Soknacki	4	1	8	1	2	7
Don't know	4	3	5	4	3	6

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4-Way Mayoral Trial Heats Trending

Stintz / Chow / Soknacki / Tory

%	Sample	Karen Stintz	Olivia Chow	David Soknacki	John Tory	Don't Know
July 2 nd , 2014	1182	4	36	4	38	18
June 23 rd , 2014	890	5	36	8	34	17
June 6 th , 2014	944	4	40	5	33	17
May 21 st , 2014	923	6	39	4	36	15
April 14 th , 2014	882	5	38	5	31	21
Mar 27 th , 2014	634	7	34	5	32	22
Mar 13 th , 2014	1271	4	38	5	32	21
Feb 25, 2014	1310	7	33	3	37	20
Feb. 6 th , 2014	769	9	40	7	25	20
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

3-Way Mayoral Trial Heats Trending

Ford / Tory / Chow

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
July 2 nd , 2014	1182	28	30	38	4
June 23 rd , 2014	890	28	29	37	6
June 6 th , 2014	944	22	30	42	6
May 21 st , 2014	923	27	31	36	6
April 14 th , 2014	882	30	29	36	5
Mar 13 th , 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

2-Way Mayoral Trial Heats Trending

Chow / Tory

%	Sample	Olivia Chow	John Tory	Don't Know
July 2 nd , 2014	1182	40	42	18
June 23 rd , 2014	890	42	40	17
June 6 th , 2014	944	47	39	15
Sep 21-22, 2013	1082	39	43	18

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TORONTO
July 2nd, 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	1182	64	120	244	334	420	493	689
Will vote for Rob Ford	25	30	18	26	25	23	27	23
Will not vote for Rob Ford	69	62	77	67	70	70	68	69
Don't know	6	8	5	7	4	6	5	8

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Will vote for Rob Ford	25	15	24	24	40
Will not vote for Rob Ford	69	80	70	67	54
Don't know	6	5	6	9	5

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Will vote for Rob Ford	25	33	17	26	23	28
Will not vote for Rob Ford	69	60	78	69	72	61
Don't know	6	7	6	5	4	11

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1182	80	155	186	151	123	210	47
Will vote for Rob Ford	25	39	34	32	22	17	14	19
Will not vote for Rob Ford	69	53	58	65	71	80	85	81
Don't know	6	8	8	3	7	3	1	0

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TORONTO
July 2nd, 2014

Voting for Clean and Sober Ford

'Will you vote for Rob Ford for mayor in October if he remains clean and sober until then or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1182	64	120	244	334	420	493	689
Will vote for Rob Ford if he stays clean and sober	26	29	19	28	28	27	28	25
Will not vote for Rob Ford if he stays clean and sober	67	63	74	66	68	68	67	68
Don't know	6	8	7	6	4	5	6	7

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Will vote for Rob Ford if he stays clean and sober	26	15	24	28	42
Will not vote for Rob Ford if he stays clean and sober	67	80	67	64	54
Don't know	6	5	9	7	4

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Will vote for Rob Ford if he stays clean and sober	26	34	19	21	24	31
Will not vote for Rob Ford if he stays clean and sober	67	59	75	74	71	61
Don't know	6	7	6	6	6	8

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TORONTO
July 2nd, 2014

Sober Ford

'Do you expect Rob Ford will stay clean and sober until the municipal election in October or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1182	64	120	244	334	420	493	689
Will remain clean and sober	26	26	22	26	30	29	25	27
Will not remain clean and sober	57	60	60	57	52	54	57	57
Don't know	16	14	18	17	17	17	17	16

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Will remain clean and sober	26	19	25	24	39
Will not remain clean and sober	57	62	57	58	50
Don't know	16	18	18	18	11

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Will remain clean and sober	26	29	23	25	25	28
Will not remain clean and sober	57	56	60	60	59	55
Don't know	16	15	17	16	16	17

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1182	80	155	186	151	123	210	47
Will remain clean and sober	26	28	29	30	28	12	23	24
Will not remain clean and sober	57	52	54	51	63	77	69	68
Don't know	16	20	17	19	9	12	9	8

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TORONTO
July 2nd, 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	1182	64	120	244	334	420	493	689
Think he should resign	62	57	72	61	60	61	64	61
Think he should not resign	34	39	25	34	34	36	33	35
Don't know	4	4	3	5	6	3	3	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Think he should resign	62	70	61	60	55
Think he should not resign	34	26	35	35	42
Don't know	4	4	4	5	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Think he should resign	62	55	70	66	67	54
Think he should not resign	34	42	26	29	30	41
Don't know	4	3	4	5	3	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1182	80	155	186	151	123	210	47
Think he should resign	62	55	45	58	58	80	79	77
Think he should not resign	34	41	52	40	40	17	20	23
Don't know	4	4	3	1	2	2	1	0

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TORONTO
July 2nd, 2014

Watched / Listened to Ford's Speech on Monday

'Did you watch or listen to the speech Rob Ford made when he returned to his office on Monday, or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1182	64	120	244	334	420	493	689
Yes	61	59	51	63	70	67	65	57
No	39	41	49	37	30	33	35	43

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Yes	61	62	56	58	68
No	39	38	44	42	32

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Yes	61	63	57	62	61	61
No	39	37	43	38	39	39

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1182	80	155	186	151	123	210	47
Yes	61	65	68	65	53	64	57	41
No	39	35	32	35	47	36	43	59

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TORONTO
July 2nd, 2014

Opinion of Speech

'As far as you are concerned, was his speech a satisfactory explanation and apology for his behaviour, or not?'

[Watched / Listened to Speech]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	773	37	61	155	235	285	321	452
Was a satisfactory explanation and apology	34	30	35	37	36	36	34	35
Was not a satisfactory explanation and apology	60	60	62	56	60	63	61	58
Rob Ford has nothing to explain or apologize for	3	6	0	4	2	1	1	6
Don't know	3	4	3	3	2	0	4	1

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	773	288	174	160	151
Was a satisfactory explanation and apology	34	29	37	29	44
Was not a satisfactory explanation and apology	60	69	61	61	47
Rob Ford has nothing to explain or apologize for	3	0	1	4	9
Don't know	3	2	2	7	1

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	773	288	225	68	567	206
Was a satisfactory explanation and apology	34	43	23	34	32	39
Was not a satisfactory explanation and apology	60	51	69	60	65	51
Rob Ford has nothing to explain or apologize for	3	4	3	3	2	6
Don't know	3	2	5	3	2	4

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TORONTO
July 2nd, 2014

Ford as a Functioning Mayor

'Rob Ford has said he has a disease and will be an alcoholic all his life. Can Rob Ford be an effective mayor or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1182	64	120	244	334	420	493	689
Yes, he can be an effective mayor	34	39	33	31	33	30	32	36
No, he cannot be an effective mayor	61	56	64	62	60	65	63	59
Don't know	5	5	3	7	7	4	5	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Yes, he can be an effective mayor	34	25	34	33	46
No, he cannot be an effective mayor	61	72	56	61	51
Don't know	5	3	10	6	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Yes, he can be an effective mayor	34	42	24	41	30	41
No, he cannot be an effective mayor	61	52	70	57	65	53
Don't know	5	6	6	2	5	6

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TORONTO
July 2nd, 2014

Return Mayoral Responsibility to Ford

'Do you think Rob Ford should have his full mayoral responsibilities returned to him now that he has completed rehab or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1182	64	120	244	334	420	493	689
Should have responsibilities returned to him	32	37	27	29	31	32	32	32
Should not have his responsibilities returned to him	63	59	66	65	64	63	64	62
Don't know	5	4	7	6	4	4	4	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Should have responsibilities returned to him	32	19	34	37	42
Should not have his responsibilities returned to him	63	76	61	57	55
Don't know	5	5	5	6	4

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Should have responsibilities returned to him	32	39	25	27	30	37
Should not have his responsibilities returned to him	63	56	70	70	67	55
Don't know	5	4	6	3	3	8

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