

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Tory voters most motivated**

#### **Rob should withdraw from Ward 2 - one half**

TORONTO SEPTEMBER 22<sup>nd</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1164 Toronto voters, those who support John Tory are the most committed to voting in the upcoming municipal election (91% absolutely certain), compared to Chow supporters (85%) and Doug Ford voters (81%).

#### **One half more likely to vote now Doug is in**

One half of Toronto voters say they are more likely to vote in this election because Doug Ford has joined the race (48%), while very few say they are less motivated to vote (3%). One half say Doug's candidacy makes no difference to their intention to vote (48%). Doug's supporters are most likely to say they are more committed to voting now (67%), followed by Tory supporters (47%) then Chow voters (27%).

#### **Majority want Rob Ford to resign, one half to withdraw from Ward 2 race**

Just more than one half think Rob Ford should resign as mayor (54%), but just fewer think he should withdraw from the Ward 2 councilor's race (50%). Four-in-ten disagree with the former (39%) and the latter (43%).

#### **Voters equally likely to prefer both Doug and Rob for mayor**

One quarters say they would prefer Rob Ford as mayor (26%) and a similar proportion opt for his brother Doug (24%). About one tenth say either one would do (12%), while 4-in-10 want nothing to do with either brother (38%). Doug Ford supporters are much more likely to prefer Rob (46%) than Doug (34%) for mayor.

#### **Tory preferred to Chow and Ford in a 1-on-1; Chow beats Ford**

In three scenarios where just two candidates compete, John Tory has the advantage, winning both a 1-on-1 against Doug Ford (57% to 35%) and against Chow (49% to 35%). In the remaining 1-on-1 race, Olivia Chow defeats Doug Ford (50% to 41%).

#### **One quarter would pay up to \$1 a day to build transit/infrastructure**

Close to one quarter of Toronto voters will spend up to \$1 a day or more extra to see the various transit and infrastructure promises made by candidates for mayor built (23%), and more than a third would pay up to 50 cents or more (36%). On average, including the one third who say they will pay nothing (32%), the average amount Toronto voters say they would spend is 17 cents a day.

## **TORONTO**

**September 22<sup>nd</sup>, 2014**

## **HIGHLIGHTS:**

- Those who support John Tory are the most committed to voting in the upcoming municipal election (91% absolutely certain).
- One half of Toronto voters say they are more likely to vote in this election because Doug Ford has joined the race (48%), while very few say they are less motivated to vote (3%).
- Just more than one half think Rob Ford should resign as mayor (54%), but just fewer think he should withdraw from the Ward 2 councilor's race (50%).
- One quarters say they would prefer Rob Ford as mayor (26%) and a similar proportion opt for his brother Doug (24%).
- In three scenarios where just two candidates compete, John Tory has the advantage, winning both a 1-on-1 against Doug Ford (57% to 35%) and against Chow (49% to 35%).

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## Accessible transit, repairing sewer/water infrastructure key non-transit issues

When voters are presented with a list of issues not including building transit, the one that rises to the top of concern is making transit more accessible (26%), followed by repairing sewer/water systems now (19%) and dealing more effectively with the mentally ill on our streets (10%). There is less concern about controlling the police budget (8%), term limits at city hall (7%), tolling highways (6%), moving marathons and parades off major thoroughfares (5%) or ensuring payback from the Pan Am Games (2%). Among Doug Ford's supporters, accessible transit (15%), repairing sewers and water systems (18%), controlling the police budget (15%) and dealing with the mentally ill (12%) are important. Tory supporters are concerned with accessible transit (30%) and repairing infrastructure (22%) most, while Chow voters are concerned with accessible transit (36%), the mentally ill (18%) and aging infrastructure (15%). Among the very small sample of Ari Goldkind supporters, aging infrastructure repairs are key.

"Doug may not be quite as well-liked by Ford Nation as his more cuddly brother, but his Hail Mary entry into the race has certainly galvanized its citizens, and they're eager to vote for their new champion. The challenge will be for them to overcome the strong motivation that is also driving John Tory's supporters," 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.

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### **HIGHLIGHTS:**

- When voters are presented with a list of issues not including building transit, the one that rises to the top of concern is making transit more accessible (26%), followed by repairing sewer/water systems now (19%) and dealing more effectively with the mentally ill on our streets (10%).
- "Doug may not be quite as well-liked by Ford Nation as his more cuddly brother, but his Hail Mary entry into the race has certainly galvanized its citizens, and they're eager to vote for their new champion. The challenge will be for them to overcome the strong motivation that is also driving John Tory's supporters," 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 1164 randomly selected voters in Toronto, Ontario. The poll was conducted on September 22<sup>nd</sup>, 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](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)

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**September 22<sup>nd</sup>, 2014**

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

<b>%</b>	<b>Sample</b>	<b>Should Resign</b>	<b>Should Not Resign</b>	<b>Don't know</b>
Sep. 22 <sup>nd</sup> , 2014	1164	54	39	7
August 25-26 <sup>th</sup> , 2014	931	50	45	5
August 5-6 <sup>th</sup> , 2014	1268	58	39	3
July 21 <sup>st</sup> , 2014	1063	59	37	5
July 2 <sup>nd</sup> , 2014	1182	62	34	4
June 19 <sup>th</sup> , 2014	890	58	37	5
June 6 <sup>th</sup> , 2014	944	63	33	4
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

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## TORONTO

September 22<sup>nd</sup>, 2014

### Vote Likelihood

*'How likely are you to vote in the municipal election in October?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Absolutely certain	86	86	87	83	86	85	90	82

### Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Absolutely certain	86	93	78	87	83

### Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Absolutely certain	86	79	84	86	86	92	93	86

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**Effect on Vote Choice: Doug as a Replacement for Rob Ford**

*'Are you more likely to vote in this election, less likely to vote in this election or neither more nor less likely to vote now that Doug Ford has replaced his brother Rob as candidate for mayor?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
More likely	48	47	39	52	53	58	54	44
Less likely	3	3	3	2	4	3	3	3
Neither more nor less likely	48	51	57	44	43	37	43	52
Don't know	1	0	2	2	1	2	0	2

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
More likely	48	41	53	40	63
Less likely	3	3	2	1	5
Neither more nor less likely	48	55	44	57	30
Don't know	1	0	1	1	2

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
More likely	48	41	67	57	49	50	31	43
Less likely	3	5	4	4	2	0	3	6
Neither more nor less likely	48	51	27	38	50	50	66	51
Don't know	1	3	2	1	0	0	1	0

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**September 22<sup>nd</sup>, 2014**

**Rob Ford Resignation**

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

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Should resign	54	56	52	51	53	61	54	55
Should not resign	39	37	40	42	41	32	39	38
Don't know	7	7	8	7	6	7	7	7

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Should resign	54	65	61	49	38
Should not resign	39	32	33	43	50
Don't know	7	4	6	8	12

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Should resign	54	37	52	44	56	49	71	65
Should not resign	39	59	41	43	39	46	25	22
Don't know	7	5	7	13	6	5	4	13

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1164	152	323	424	265
Should resign	54	42	49	54	67
Should not resign	39	48	41	41	27
Don't know	7	11	10	5	6

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**Rob Ford Withdrawal from Ward 2 Race**

*‘Do you think Mayor Rob Ford should withdraw from the race for Ward 2 councilor or not?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Should withdraw	50	48	50	50	50	57	52	49
Should not withdraw	43	45	44	43	43	38	44	42
Don't know	6	7	5	6	6	6	4	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Should withdraw	50	60	53	43	42
Should not withdraw	43	35	42	48	49
Don't know	6	5	4	9	8

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Should withdraw	50	20	59	36	48	53	71	62
Should not withdraw	43	79	36	51	43	43	24	32
Don't know	6	1	5	13	9	4	5	6

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1164	152	323	424	265
Should withdraw	50	40	41	50	67
Should not withdraw	43	52	52	43	29
Don't know	6	6	7	7	4

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**Ford Mayoral Preference: Doug vs. Rob**

*'Who would you rather see as mayor, Rob Ford or Doug Ford?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Rob Ford	26	28	25	27	29	21	32	21
Doug Ford	24	27	23	25	20	19	21	26
Either one	12	11	16	8	8	15	10	14
Neither one	38	31	37	40	42	44	37	38
Don't know	1	2	0	1	1	0	1	1

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Rob Ford	26	22	18	33	35
Doug Ford	24	18	27	24	26
Either one	12	12	10	11	14
Neither one	38	47	43	31	25
Don't know	1	1	2	0	0

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
Rob Ford	26	41	32	33	26	25	24	6
Doug Ford	24	26	22	20	29	20	17	46
Either one	12	18	11	16	10	10	5	11
Neither one	38	14	34	31	31	46	54	36
Don't know	1	1	2	0	3	0	0	0

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**September 22<sup>nd</sup>, 2014**

**Doug Ford / Tory**

*'Who will you vote for if the candidates are John Tory and Doug Ford?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
John Tory	57	57	54	54	56	66	54	60
Doug Ford	35	36	36	36	37	28	37	33
Some other candidate	5	6	6	6	4	4	7	4
Don't know	2	1	4	4	2	1	2	3

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
John Tory	57	69	63	55	36
Doug Ford	35	21	30	39	57
Some other candidate	5	7	3	5	5
Don't know	2	3	3	1	2

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
John Tory	57	41	46	52	60	50	75	68
Doug Ford	35	52	46	40	35	40	16	30
Some other candidate	5	2	6	4	4	4	9	2
Don't know	2	5	2	3	1	6	0	0

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**Tory / Chow**

*'Who will you vote for if the candidates are John Tory and Olivia Chow?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
John Tory	49	39	45	52	53	66	48	50
Olivia Chow	35	45	36	30	31	22	36	33
Some other candidate	11	12	11	12	12	8	12	10
Don't know	6	4	8	7	5	4	5	6

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
John Tory	49	52	49	43	51
Olivia Chow	35	40	34	34	28
Some other candidate	11	6	13	14	13
Don't know	6	3	4	10	7

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1164	79	181	154	137	131	201	50
John Tory	49	27	47	49	47	49	56	38
Olivia Chow	35	47	42	35	37	32	33	34
Some other candidate	11	16	7	14	13	10	7	22
Don't know	6	10	4	2	3	9	4	6

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**Doug Ford / Chow**

*'Who will you vote for if the candidates are Doug Ford and Olivia Chow?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>1164</b>	<b>76</b>	<b>113</b>	<b>221</b>	<b>302</b>	<b>452</b>	<b>521</b>	<b>643</b>
Doug Ford	41	44	37	41	48	38	45	39
Olivia Chow	50	53	52	49	43	46	48	51
Some other candidate	5	1	6	5	6	10	4	5
Don't know	4	2	6	5	4	6	3	5

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
<b>Sample</b>	<b>1164</b>	<b>434</b>	<b>245</b>	<b>255</b>	<b>230</b>
Doug Ford	41	33	36	42	59
Olivia Chow	50	58	53	50	35
Some other candidate	5	5	6	3	4
Don't know	4	4	5	5	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
<b>Sample</b>	<b>1164</b>	<b>79</b>	<b>181</b>	<b>154</b>	<b>137</b>	<b>131</b>	<b>201</b>	<b>50</b>
Doug Ford	41	59	47	49	38	41	23	36
Olivia Chow	50	35	47	43	56	49	68	56
Some other candidate	5	3	4	6	4	4	5	6
Don't know	4	3	2	2	2	6	4	2

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**Payment per day to see Infrastructure Promises Built**

*'How much would you pay per day to see all of the mayoral candidates' transit and infrastructure promises built?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Nothing	32	25	33	37	36	32	32	31
Up to 25 cents a day	15	17	19	14	10	13	15	16
Up to 50 cents a day	7	5	5	10	10	10	7	7
Up to 75 cents a day	6	9	8	6	3	3	6	7
Up to a dollar a day	11	12	10	9	13	10	12	10
Up to two dollars a day	4	8	2	2	4	2	4	4
More than two dollars a day	8	13	8	4	5	4	14	2
Don't know	17	11	15	19	20	24	10	23
Mean	0.91	1.09	0.87	0.70	0.88	0.74	1.16	0.62

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Nothing	32	23	37	29	40
Up to 25 cents a day	15	17	14	17	12
Up to 50 cents a day	7	11	5	9	4
Up to 75 cents a day	6	5	4	8	9
Up to a dollar a day	11	17	4	11	10
Up to two dollars a day	4	4	7	4	1
More than two dollars a day	8	9	9	5	7
Don't know	17	13	20	16	18
Mean	0.91	0.91	1.06	0.77	0.91

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**September 22<sup>nd</sup>, 2014**

**Most Important Issue**

*‘Which of the following issues is most important to you in this election?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1164	76	113	221	302	452	521	643
Ensuring payback from the Pan Am Games	2	3	1	3	2	2	1	3
Tolling highways to control congestion	6	6	11	4	6	4	8	5
Controlling the Police budget	8	7	11	9	8	7	12	5
Moving marathons and parades off major city thoroughfares	5	8	1	5	5	6	5	5
Imposing term limits at city hall	7	6	5	7	9	8	6	7
Acting now to repair the aging sewer and water system	19	19	18	16	24	22	16	22
Dealing more effectively with mentally ill people on our streets	10	13	10	9	8	7	10	10
Making transit more accessible	26	30	22	28	21	27	26	27

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1164	434	245	255	230
Ensuring payback from the Pan Am Games	2	1	1	2	5
Tolling highways to control congestion	6	7	9	6	3
Controlling the Police budget	8	7	5	6	16
Moving marathons and parades off major city thoroughfares	5	5	5	6	5
Imposing term limits at city hall	7	5	7	7	8
Acting now to repair the aging sewer and water system	19	17	18	23	19
Dealing more effectively with mentally ill people on our streets	10	11	8	15	7
Making transit more accessible	26	30	29	21	24

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# NEWS RELEASE



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**September 22<sup>nd</sup>, 2014**

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