

NEWS RELEASE



FOR IMMEDIATE RELEASE

Chow's Vote Share Down; Tory, Ford Stable

Leading Candidates Now Tied

TORONTO JULY 21th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1063 Toronto voters, roughly equal proportions will vote for each of the three leading candidates in the full five-way Toronto mayoral race, whereas Olivia Chow prevails when only the main contenders run. Meanwhile, John Tory has a solid lead in candidate approval.

Leading Candidates Tie Vote

In the five way match-up, considering the five main contenders, Chow (29%), Tory (28%) and Ford (27%) all draw equal levels of support, while Karen Stintz (6%) and David Soknacki (5%) are not serious contenders. Very few have no opinion in this race (4%) or would vote for some other candidate (1%). The Ford voter is younger, has a lower income, lives in Scarborough or Etobicoke/York and is a provincial PC voter. The Chow supporter is younger, lower income, lives in the downtown and is a provincial NDP supporter. The Tory voter is oldest, wealthier, lives in Etobicoke/York or North York and votes Liberal provincially.

When just the three leading candidates are tested, Olivia Chow prevails (35%) against John Tory (32%) and Rob Ford (27%). Few choose someone else (2%) or are unsure (3%).

Tory Has Highest Approvals

Among those aware of him (93%), John Tory enjoys the approval of two thirds (67%), compared to just more than half for Chow (54% approval out of 96% awareness). Karen Stintz (44% approval) and David Soknacki (48%) have approval levels just below Chow's, but they are less well-known (85% and 66% awareness, respectively). Rob Ford, on the other hand, has the approval of just one third (33%). Since we last polled (July 2), Tory's approvals have increased (from 63%), Chow's have declined (from 57%). Approvals for Stintz, Soknacki and Ford are generally stable.

Ford Nation Stabilizes

Just less than three-in-ten will vote for Ford with no other candidates named (28%), and this is considered the measure of "Ford Nation", which stood at one quarter (25%) last month. Ford nation comprises the youngest (35%), males (34%), the least wealthy (44%), in Scarborough (38%), the least educated (42%), provincial PC voters (46%) and those of Caribbean ethnic background (59% - caution, small base size).

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TORONTO

July 21st, 2014

HIGHLIGHTS:

- Roughly equal proportions will vote for each of the three leading candidates in the full five-way Toronto mayoral race, whereas Olivia Chow prevails when only the main contenders run.
- In the five way match-up, considering the five main contenders, Chow (29%), Tory (28%) and Ford (27%) all draw equal levels of support, while Karen Stintz (6%) and David Soknacki (5%) are not serious contenders.
- Among those aware of him (93%), John Tory enjoys the approval of two thirds (67%), compared to just more than half for Chow (54% approval out of 96% awareness).
- Just less than three-in-ten will vote for Ford with no other candidates named (28%), and this is considered the measure of "Ford Nation", which stood at one quarter (25%) last month.

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6-In-10 Call for Ford to Resign

Just less than 6-in-10 voters think Rob Ford should resign (59%) and this is down slightly from the beginning of the month (62%).

"It appears that Rob Ford is not going away anytime soon, but neither has he been able to maintain his pre-rehab levels of popularity, even among the demographic groups we know are sympathetic to him. John Tory, once a second place contestant, is now in the front ranks, but it appears advantage is still to Chow," 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:

- Just less than 6-in-10 voters think Rob Ford should resign (59%) and this is down slightly from the beginning of the month (62%).
- "It appears that Rob Ford is not going away anytime soon, but neither has he been able to maintain his pre-rehab levels of popularity, even among the demographic groups we know are sympathetic to him. John Tory, once a second place contestant, is now in the front ranks, but it appears advantage is still to Chow," 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 July 21st, 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 21 st , 2014	1063	33	67
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

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Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
July 21 st , 2014	1063	28	66	6
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

Mayoral Candidate Approval - Trending

%	Sample	Ford	Chow	Tory	Stintz	Soknacki
July 21 st , 2014	1063	33	54	67	44	48
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 21 st , 2014	1063	59	37	5
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

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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 21 st , 2014	1063	27	29	6	28	5	4
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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Ford / Tory / Chow

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
July 21 st , 2014	1063	27	32	35	3
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

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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 Rob 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	1063	80	106	214	276	387	462	601
Rob Ford	27	33	23	28	25	22	35	20
Karen Stintz	6	9	5	7	2	1	3	8
John Tory	28	12	36	27	35	41	25	30
Olivia Chow	29	32	27	29	28	29	28	31
David Soknacki	5	9	3	4	5	3	6	5
Some other candidate	1	0	1	1	1	1	1	0
Don't know	4	5	5	4	4	3	2	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	396	228	230	209
Rob Ford	27	15	30	34	34
Karen Stintz	6	5	10	2	5
John Tory	28	28	30	31	20
Olivia Chow	29	41	23	23	27
David Soknacki	5	6	4	7	4
Some other candidate	1	0	1	0	1
Don't know	4	3	3	3	9

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Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	1063	610	101	163	43	54	45	39
Rob Ford	27	23	19	31	23	24	62	36
Karen Stintz	6	6	5	5	8	4	7	0
John Tory	28	30	27	32	31	24	13	8
Olivia Chow	29	30	42	21	33	40	8	33
David Soknacki	5	5	2	8	1	7	3	11
Some other candidate	1	1	1	0	0	0	0	2
Don't know	4	5	5	2	3	1	6	10

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Rob Ford / Tory / Chow

'If a mayoral election were held today, who would you vote for if the candidates were Rob Ford, John Tory and Olivia Chow?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1063	80	106	214	276	387	462	601
Rob Ford	27	35	23	28	24	22	33	22
John Tory	32	18	39	33	39	43	28	35
Olivia Chow	35	42	32	32	32	31	33	36
Some other candidate	2	3	2	3	2	1	2	3
Don't know	3	2	5	4	4	4	3	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	396	228	230	209
Rob Ford	27	16	27	35	35
John Tory	32	30	36	34	27
Olivia Chow	35	49	29	27	31
Some other candidate	2	1	6	1	1
Don't know	3	4	2	3	5

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	other
Sample	1063	610	101	163	43	54	45	39
Rob Ford	27	24	21	32	22	18	58	36
John Tory	32	34	31	37	32	29	18	18
Olivia Chow	35	37	44	25	41	44	16	33
Some other candidate	2	1	1	3	0	7	1	11
Don't know	3	4	4	2	4	2	6	3

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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	1016	70	99	204	265	378	438	578
Approve	67	64	69	66	64	74	63	72
Disapprove	33	36	31	34	36	26	37	28

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1016	386	212	222	196
Approve	67	66	74	61	68
Disapprove	33	34	26	39	32

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1016	384	294	88	735	281
Approve	67	67	66	73	70	62
Disapprove	33	33	34	27	30	38

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1016	72	144	149	142	104	182	39
Approve	67	48	54	66	68	69	75	76
Disapprove	33	52	46	34	32	31	25	24

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	1016	595	98	154	36	47	42	37
Approve	67	68	74	72	69	59	66	50
Disapprove	33	32	26	28	31	41	34	50

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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	1038	75	103	210	270	380	448	590
Approve	54	60	54	54	49	50	51	58
Disapprove	46	40	46	46	51	50	49	42

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1038	389	221	222	206
Approve	54	67	45	51	51
Disapprove	46	33	55	49	49

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1038	387	307	95	748	290
Approve	54	46	62	71	49	64
Disapprove	46	54	38	29	51	36

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1038	78	147	154	144	105	183	38
Approve	54	54	65	57	69	35	56	41
Disapprove	46	46	35	43	31	65	44	59

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	1038	598	99	158	43	52	41	39
Approve	54	56	60	39	66	74	48	39
Disapprove	46	44	40	61	34	26	52	61

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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	921	70	89	183	241	338	399	522
Approve	44	56	40	41	35	34	39	48
Disapprove	56	44	60	59	65	66	61	52

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	921	365	187	198	171
Approve	44	52	42	38	38
Disapprove	56	48	58	62	62

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	921	351	269	83	676	245
Approve	44	37	51	50	39	52
Disapprove	56	63	49	50	61	48

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	921	57	120	131	131	97	176	36
Approve	44	54	37	40	43	47	38	61
Disapprove	56	46	63	60	57	53	62	39

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	921	557	95	135	27	35	34	32
Approve	44	43	54	41	58	48	41	29
Disapprove	56	57	46	59	42	52	59	71

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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	1063	80	106	214	276	387	462	601
Approve	33	39	25	35	35	28	40	27
Disapprove	67	61	75	65	65	72	60	73

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	396	228	230	209
Approve	33	19	40	36	42
Disapprove	67	81	60	64	58

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1063	396	314	99	763	300
Approve	33	36	33	23	32	35
Disapprove	67	64	67	77	68	65

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1063	85	158	156	144	106	184	39
Approve	33	46	43	44	24	31	19	19
Disapprove	67	54	57	56	76	69	81	81

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	1063	610	101	163	43	54	45	39
Approve	33	29	18	37	35	33	63	42
Disapprove	67	71	82	63	65	67	37	58

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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	1063	80	106	214	276	387	462	601
Will vote for Rob Ford	28	35	22	31	25	23	34	23
Will not vote for Rob Ford	66	60	71	66	67	73	60	72
Don't know	6	6	7	4	8	4	6	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	396	228	230	209
Will vote for Rob Ford	28	15	33	30	38
Will not vote for Rob Ford	66	81	62	64	54
Don't know	6	4	5	6	7

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	1063	610	101	163	43	54	45	39
Will vote for Rob Ford	28	25	14	29	25	24	59	53
Will not vote for Rob Ford	66	69	83	62	74	72	37	46
Don't know	6	6	3	8	2	3	4	1

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TORONTO

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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	1063	80	106	214	276	387	462	601
Think he should resign	59	52	64	61	56	62	55	62
Think he should not resign	37	43	29	37	40	32	41	33
Don't know	5	4	7	2	5	5	4	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1063	396	228	230	209
Think he should resign	59	73	51	56	49
Think he should not resign	37	23	44	40	45
Don't know	5	4	5	4	7

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Other
Sample	1063	610	101	163	43	54	45	39
Think he should resign	59	62	80	54	53	56	33	52
Think he should not resign	37	33	16	42	45	37	57	44
Don't know	5	5	4	4	2	7	10	4

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