

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Majority Support Not Naming Stadium After Ford

Toronto, October 11th – In a random sampling of public opinion taken by The Forum Poll™ among 813 Toronto voters, more than half (TOP2: 55%) approve of not naming a local football stadium after former Toronto Mayor Rob Ford, with more than 4 in 10 (41%) saying they strongly approve of the decision, and just under one-sixth (13%) saying they somewhat approve.

Only a quarter (BTM2: 25%) say they disapprove of the decision not to name the stadium after Ford, with fewer than two in ten (18%) saying they strongly disapprove, and fewer than one in ten (7%) saying they somewhat disapprove.

Respondents most likely to say they approve of the decision not to name the stadium after Ford include anyone over the age of 34 35-44 (57%), 45-54 (57%), 55-64 (56%), and 65+ (55%), the most wealthy (72%), with a post-graduate degree (61%), living in the former City of Toronto (70%), and supporting the NDP (71%).

Respondents most likely to say they disapprove of the decision not to name the stadium after Ford include those aged 45-54 (26%) or 55-64 (29%), earning \$80,000-\$100,000 (32%), the least educated (27%), with some college/university (27%) or a college/university degree (26%), and supporting the PCs (38%).

“Whatever one’s personal-opinion of Rob Ford, his death at the age of 46 was a tragic loss for his family and those that loved him,” said Dr. Lorne Bozinoff, President of Forum Research. “Ford’s legacy remains controversial, and for now, the majority are opposed to the renaming of a local football stadium in his memory.”

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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

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**FORUM
RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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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 813 randomly selected Toronto Voters. The poll was conducted Oct 5-8, 2017.

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. 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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Football stadium renaming

Do you approve or disapprove of City Council’s decision not to rename a local Football stadium after former Mayor Rob Ford?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	813	149	128	152	148	236	411	373
NET: TOP2	55	50	57	56	57	55	55	54
NET: BTM2	25	23	23	26	29	24	25	25
Strongly approve	41	35	40	45	48	45	41	40
Somewhat approve	13	16	17	11	9	10	13	14
Neither approve nor disapprove	15	20	13	11	11	15	13	16
Somewhat disapprove	7	5	9	9	8	4	6	8
Strongly disapprove	18	18	15	17	21	19	19	17
Don't know	6	6	7	7	3	6	7	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	813	77	103	96	107	100	147
NET: TOP2	55	60	37	42	62	50	72
NET: BTM2	25	16	28	28	27	32	16
Strongly approve	41	39	26	32	55	34	54
Somewhat approve	13	21	11	10	8	16	18
Neither approve nor disapprove	15	20	21	24	10	11	11
Somewhat disapprove	7	12	5	6	4	11	4
Strongly disapprove	18	4	22	23	23	21	12
Don't know	6	4	15	5	1	6	2



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	813	103	182	311	217
NET: TOP2	55	50	46	57	61
NET: BTM2	25	27	27	26	19
Strongly approve	41	37	30	43	51
Somewhat approve	13	13	16	14	10
Neither approve nor disapprove	15	16	19	11	15
Somewhat disapprove	7	8	5	9	4
Strongly disapprove	18	18	22	17	15
Don't know	6	7	7	5	5

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	813	298	64	140	117	43	151
NET: TOP2	55	70	56	50	52	54	43
NET: BTM2	25	15	26	25	26	28	32
Strongly approve	41	57	50	34	39	44	30
Somewhat approve	13	13	6	17	14	10	13
Neither approve nor disapprove	15	9	13	13	19	17	21
Somewhat disapprove	7	4	0	7	7	4	12
Strongly disapprove	18	12	26	18	19	24	20
Don't know	6	5	5	11	3	1	4



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	813	299	249	41	42	17	165
NET: TOP2	55	52	52	64	64	54	60
NET: BTM2	25	29	23	18	14	18	22
Strongly approve	41	40	37	62	41	29	50
Somewhat approve	13	13	15	2	23	25	10
Neither approve nor disapprove	15	14	17	15	14	20	14
Somewhat disapprove	7	6	8	6	4	6	6
Strongly disapprove	18	23	15	13	10	12	16
Don't know	6	5	7	3	8	7	4

Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	813	276	249	153	54	12	69
NET: TOP2	55	44	62	71	62	34	30
NET: BTM2	25	38	19	12	20	21	31
Strongly approve	41	30	46	55	60	20	27
Somewhat approve	13	14	16	16	2	14	3
Neither approve nor disapprove	15	14	14	14	15	45	17
Somewhat disapprove	7	8	6	5	1	0	15
Strongly disapprove	18	30	13	7	19	21	16
Don't know	6	4	6	3	3	0	22



For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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