

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Mayor Ford's approval takes a hit

Tory advances on Chow in mayoral race

TORONTO MAY 2nd, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 888 Toronto voters the day Mayor Rob Ford announced he is taking a leave of absence to deal with his substance abuse problem, fewer than 4-in-10 approve of the job he is doing as mayor (38%), and this is down sharply from two weeks ago (46%). In the meantime, approval ratings for John Tory have increased (from 65% to 69%), while those for Olivia Chow are stable (60% to 58%). David Soknacki has the approval of more than half (56%), while Karen Stintz posts a score just under half (47%). Awareness of all candidates is at 8-in-10 or more, except for David Soknacki (57% aware).

Tory closing gap with Chow

In a five way race (including Rob Ford, assuming he returns), Olivia Chow would win with one third of the vote (33%), closely followed by John Tory with more than a quarter (27%). Rob Ford would take just more than a fifth (22%), while Stintz (6%) and Soknacki (5%) trail. These results represent an increase for John Tory (from 24%) and a corresponding decrease for Rob Ford (from 27%). Few have no opinion (7%).

In a four way race in which Rob Ford does not contend, Tory (32%) and Chow (34%) are essentially tied, while Soknacki and Stintz are as well (at 6% each). In this race, without Ford, close to one quarter would not have an opinion (22%).

In a three way race in which only the top candidates (including Rob Ford, should he return) contend, Chow wins with 4-in-10 votes (40%) to 3-in-10 for Tory (29%) and one quarter for the mayor (25%). Once again, few are undecided when Ford is included (7%).

Tory, Stintz only second choice candidates

In a highly polarized field, only John Tory (15%) and Karen Stintz (14%) are seen as acceptable second choice candidates. Among Rob Ford voters, very few have a second choice, and most say they don't know (86%). Stintz voters are most likely to vote John Tory second (14%), while Tory voters are most likely to also vote Chow (25%), followed by Stintz (18%) and Ford (13%). Karen Stintz (27%) and John Tory (33%) are the second choice of Chow voters, while Soknacki's supporters are especially unlikely to support any other contender (90% don't know - caution, small base size).

TORONTO

May 2nd, 2014

HIGHLIGHTS:

- Fewer than 4-in-10 approve of the job he is doing as mayor (38%), and this is down sharply from two weeks ago (46%).
- In a five way race (including Rob Ford, assuming he returns), Olivia Chow would win with one third of the vote (33%), closely followed by John Tory with more than a quarter (27%). Rob Ford would take just more than a fifth (22%).
- In a highly polarized field, only John Tory (15%) and Karen Stintz (14%) are seen as acceptable second choice candidates. Among Rob Ford voters, very few have a second choice, and most say they don't know (86%).
- Rob Ford has the highest negative score (52% would never vote for him), followed by Olivia Chow (22%).
- One quarter of voters say they will vote Rob Ford in the municipal election (with no other contenders mentioned - 25%).

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HIGHLIGHTS:

- Approval of Mayor Ford's decision to seek help in rehab is almost unanimous (87%).
- Close to two thirds of Toronto voters think the mayor should resign (63%).
- One third of Toronto voters will vote for Rob Ford in the next municipal election if he goes to rehab and gets clean (no other contenders - 32%).
- "It appears there is finally a limit to what Ford Nation will stand for, and the mayor may have passed it. If he doesn't rejoin the race, John Tory is the beneficiary, as Ford voters will not vote Chow. Her support is focused at the left hand end of the political spectrum, whereas Tory appeals across the middle. Nonetheless, the mayor's decision to seek help has touched a strong sympathetic nerve, especially among his supporters," said Forum Research President, Dr. Lorne Bozinoff.

Ford with highest negatives, Chow too; Soknacki lowest

Rob Ford has the highest negative score (52% would never vote for him), followed by Olivia Chow (22%). Ford voters are least likely to vote for Chow (51%), followed by Stintz (16%) and Tory (12%). Stintz voters are most likely to say they will never vote for Ford (50%). Tory voters will never vote for Ford (54%) or Chow (30%), which places them in the centre of the ideological spectrum. Most Chow voters will never vote Ford (87%), while Soknacki voters also shun Ford (64% - caution, small base size), followed by Tory and Chow (13% each).

Ford Nation shrinks

One quarter of voters say they will vote Rob Ford in the municipal election (with no other contenders mentioned - 25%), and this is down from 3-in-10 two weeks ago (April 15 - 29%) and from close to 4-in-10 in previous months.

Strong approval for Mayor's leave decision

Approval of Mayor Ford's decision to seek help in rehab is almost unanimous (87%) and doesn't meet the approval of just 1-in-20 (6%). Approval is highest among the Mayor's supporters (93%) and those who will vote for him (92%).

Two thirds think Mayor should resign

Close to two thirds of Toronto voters think the Mayor should resign (63%), and this is similar to levels noted last year (December, 2013 - 60%) and previously. Of note, 1-in-7 Ford supporters think he should resign (15%).

One third will vote Ford if he's clean and sober

One third of Toronto voters will vote for Rob Ford in the next municipal election if he goes to rehab and gets clean (no other contenders - 32%). This includes one quarter of Stintz supporters (27%), one eighth of Tory supporters (16%) and as many as one third of Soknacki voters (33%- caution, small base). This proportion hasn't changed overall since last year (Nov. 2013 - 34% will vote if attends rehab).

"It appears there is finally a limit to what Ford Nation will stand for, and the mayor may have passed it. If he doesn't rejoin the race, John Tory is the beneficiary, as Ford voters will not vote Chow. Her support is focused at the left hand end of the political spectrum, whereas Tory appeals across the middle. Nonetheless, the mayor's decision to seek help has touched a strong sympathetic nerve, especially among his 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 or at (416) 960-9603.

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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 888 randomly selected Torontonians 18 years of age and older. The poll was conducted on May 1st, 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. 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
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
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

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3-Way Mayoral Trial Heats Trending

Ford / Tory / Chow

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
May 1 st , 2014	888	25	29	40	7
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

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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
May 1 st , 2014	888	6	34	6	32	22
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

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
May 1 st , 2014	888	22	33	6	27	5	7
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

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Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
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
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

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove
John Tory	69	31
Olivia Chow	58	42
David Soknacki	56	44
Karen Stintz	47	53
Rob Ford	38	62

Should Ford Resign - Trending

%	Sample	Should Resign	Should Not Resign	Don't know
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

Voting for Ford in 2014 after Rehab - Trending

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

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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	888	51	101	165	278	293	399	489
Approve	38	36	37	41	42	35	38	37
Disapprove	62	64	63	59	58	65	62	63

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Approve	38	26	38	45	47
Disapprove	62	74	62	55	53

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Approve	38	42	38	21	35	43
Disapprove	62	58	62	79	65	57

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Approve	38	46	48	34	38	34	34	39
Disapprove	62	54	52	66	62	66	66	61

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Approve	38	59	53	29	27
Disapprove	62	41	47	71	73

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Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Approve	38	42	36	44
Disapprove	62	58	64	56

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Approve	38	66	24	26	11	61
Disapprove	62	34	76	74	89	39

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Approve	38	97	24	29	6	35	47
Disapprove	62	3	76	71	94	65	53

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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	842	39	97	159	266	281	378	464
Approve	69	67	65	68	67	77	68	69
Disapprove	31	33	35	32	33	23	32	31

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	842	306	179	165	192
Approve	69	61	76	70	71
Disapprove	31	39	24	30	29

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	842	320	213	71	631	211
Approve	69	66	70	63	72	61
Disapprove	31	34	30	37	28	39

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	842	52	108	126	102	78	162	41
Approve	69	70	58	62	75	61	76	67
Disapprove	31	30	42	38	25	39	24	33

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	842	136	201	310	195
Approve	69	73	67	72	61
Disapprove	31	27	33	28	39

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Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	842	164	678	81
Approve	69	72	67	73
Disapprove	31	28	33	27

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	842	303	539
Approve	69	64	71
Disapprove	31	36	29

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	842	224	366	143	25	21
Approve	69	82	65	60	64	54
Disapprove	31	18	35	40	36	46

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Approve	69	54	47	97	61	41	56
Disapprove	31	46	53	3	39	59	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	773	40	87	145	248	253	350	423
Approve	47	44	47	48	47	50	44	50
Disapprove	53	56	53	52	53	50	56	50

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	773	291	158	153	171
Approve	47	49	47	55	33
Disapprove	53	51	53	45	67

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	773	296	193	68	588	185
Approve	47	51	42	55	45	51
Disapprove	53	49	58	45	55	49

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	773	40	94	112	96	71	155	38
Approve	47	44	45	49	47	47	51	27
Disapprove	53	56	55	51	53	53	49	73

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	773	123	180	287	183
Approve	47	34	42	49	56
Disapprove	53	66	58	51	44

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Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	773	157	616	76
Approve	47	45	48	47
Disapprove	53	55	52	53

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	773	266	507
Approve	47	23	61
Disapprove	53	77	39

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	773	204	336	133	23	20
Approve	47	30	55	40	67	39
Disapprove	53	70	45	60	33	61

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Approve	47	15	83	47	66	46	22
Disapprove	53	85	17	53	34	54	78

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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	859	47	97	162	269	284	383	476
Approve	58	66	55	60	49	49	51	63
Disapprove	42	34	45	40	51	51	49	37

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	859	311	183	166	199
Approve	58	63	61	48	57
Disapprove	42	37	39	52	43

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	859	325	221	73	634	225
Approve	58	56	60	70	53	68
Disapprove	42	44	40	30	47	32

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	859	58	113	126	103	76	164	41
Approve	58	65	65	75	49	59	51	31
Disapprove	42	35	35	25	51	41	49	69

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	859	141	203	317	198
Approve	58	36	52	64	64
Disapprove	42	64	48	36	36

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Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	859	172	687	86
Approve	58	49	62	56
Disapprove	42	51	38	44

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	859	310	549
Approve	58	23	79
Disapprove	42	77	21

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	859	225	370	146	27	20
Approve	58	21	68	74	82	60
Disapprove	42	79	32	26	18	40

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Approve	58	21	63	38	98	66	36
Disapprove	42	79	37	62	2	34	64

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Approval of Soknacki

'Do you approve or disapprove of David Soknacki?'

[Heard of David Socknacki]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	585	21	62	111	183	208	278	307
Approve	56	72	56	55	46	47	55	56
Disapprove	44	28	44	45	54	53	45	44

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	585	225	111	118	131
Approve	56	68	55	47	46
Disapprove	44	32	45	53	54

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	585	211	140	63	452	133
Approve	56	52	57	74	54	61
Disapprove	44	48	43	26	46	39

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	585	23	70	82	68	60	123	33
Approve	56	32	40	67	45	53	58	71
Disapprove	44	68	60	33	55	47	42	29

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	585	88	126	228	143
Approve	56	44	37	57	72
Disapprove	44	56	63	43	28

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Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	585	112	473	48
Approve	56	52	57	45
Disapprove	44	48	43	55

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	585	197	388
Approve	56	32	69
Disapprove	44	68	31

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	585	157	268	96	17	11
Approve	56	36	62	68	57	42
Disapprove	44	64	38	32	43	58

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Approve	56	26	42	49	75	84	60
Disapprove	44	74	58	51	25	16	40

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3-Way Mayoral Trial Heats

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	888	51	101	165	278	293	399	489
Rob Ford	25	28	26	22	27	20	26	24
John Tory	29	13	31	31	39	44	31	27
Olivia Chow	40	52	35	39	30	29	38	41
Don't know	7	6	9	8	4	7	5	8

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Rob Ford	25	18	29	31	23
John Tory	29	31	28	30	25
Olivia Chow	40	48	33	35	39
Don't know	7	3	10	4	12

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Rob Ford	25	30	24	19	22	31
John Tory	29	27	28	22	33	20
Olivia Chow	40	35	42	55	38	42
Don't know	7	9	5	3	7	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Rob Ford	25	24	29	27	26	25	18	26
John Tory	29	24	22	21	28	29	41	48
Olivia Chow	40	38	44	47	35	46	39	23
Don't know	7	14	6	5	11	0	2	2

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Rob Ford	25	38	37	18	18
John Tory	29	26	25	33	26
Olivia Chow	40	28	27	45	48
Don't know	7	8	11	4	8

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Rob Ford	25	28	24	27
John Tory	29	28	29	24
Olivia Chow	40	37	41	40
Don't know	7	7	7	9

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Rob Ford	25	63	2
John Tory	29	21	33
Olivia Chow	40	8	59
Don't know	7	8	6

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Rob Ford	25	41	15	20	9	58
John Tory	29	49	34	7	16	0
Olivia Chow	40	6	46	66	56	34
Don't know	7	4	5	7	19	8

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4-Way Mayoral Trial Heats

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	888	51	101	165	278	293	399	489
Olivia Chow	34	40	35	34	28	27	30	38
Karen Stintz	6	5	8	7	3	5	6	6
John Tory	32	17	30	36	45	48	38	27
David Soknacki	6	11	7	4	3	3	9	4
Don't know	22	27	21	18	20	17	18	25

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Olivia Chow	34	40	32	29	34
Karen Stintz	6	5	3	11	4
John Tory	32	28	33	38	30
David Soknacki	6	9	9	3	4
Don't know	22	18	23	20	27

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Olivia Chow	34	32	35	46	32	38
Karen Stintz	6	9	3	3	6	6
John Tory	32	31	32	24	37	21
David Soknacki	6	4	8	15	5	9
Don't know	22	24	22	12	19	26

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Olivia Chow	34	33	40	35	30	45	36	11
Karen Stintz	6	7	4	6	6	7	6	4
John Tory	32	26	26	19	37	29	44	58
David Soknacki	6	1	13	11	6	4	3	14
Don't know	22	33	18	29	20	16	11	13

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Olivia Chow	34	23	24	38	43
Karen Stintz	6	2	6	6	8
John Tory	32	32	39	31	27
David Soknacki	6	7	3	8	7
Don't know	22	37	27	17	15

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Olivia Chow	34	34	34	38
Karen Stintz	6	5	6	8
John Tory	32	34	31	24
David Soknacki	6	8	5	8
Don't know	22	18	23	22

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Olivia Chow	34	8	50
Karen Stintz	6	4	7
John Tory	32	36	30
David Soknacki	6	7	6
Don't know	22	45	7

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Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Olivia Chow	34	5	40	55	57	24
Karen Stintz	6	6	5	5	14	8
John Tory	32	59	33	12	14	24
David Soknacki	6	5	6	5	3	2
Don't know	22	25	16	23	12	41

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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	888	51	101	165	278	293	399	489
Rob Ford	22	25	22	18	26	18	21	24
Karen Stintz	6	8	6	5	3	4	7	5
John Tory	27	13	26	32	39	41	30	25
Olivia Chow	33	38	31	35	26	27	29	36
David Soknacki	5	6	8	4	2	3	7	3
Don't know	7	10	7	5	4	6	6	7

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Rob Ford	22	17	24	26	23
Karen Stintz	6	9	4	7	2
John Tory	27	26	28	29	26
Olivia Chow	33	37	31	28	33
David Soknacki	5	8	3	4	5
Don't know	7	3	10	5	11

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Rob Ford	22	24	24	10	18	30
Karen Stintz	6	8	1	13	5	7
John Tory	27	27	26	19	31	18
Olivia Chow	33	30	36	38	32	35
David Soknacki	5	4	6	13	6	4
Don't know	7	7	7	6	7	6

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Rob Ford	22	34	26	22	28	21	14	13
Karen Stintz	6	0	4	10	6	7	7	0
John Tory	27	22	19	21	28	23	35	58
Olivia Chow	33	31	37	31	30	40	38	15
David Soknacki	5	1	9	11	0	3	4	13
Don't know	7	13	6	5	8	7	2	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Rob Ford	22	34	35	16	15
Karen Stintz	6	3	5	7	7
John Tory	27	24	25	31	24
Olivia Chow	33	17	26	38	40
David Soknacki	5	10	2	4	6
Don't know	7	11	9	4	8

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Rob Ford	22	24	21	27
Karen Stintz	6	4	7	4
John Tory	27	27	27	21
Olivia Chow	33	33	33	36
David Soknacki	5	6	5	4
Don't know	7	6	8	8

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Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Rob Ford	22	57	1
Karen Stintz	6	4	7
John Tory	27	21	31
Olivia Chow	33	5	50
David Soknacki	5	5	5
Don't know	7	9	6

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Rob Ford	22	36	15	24	2	42
Karen Stintz	6	6	4	7	17	2
John Tory	27	46	31	8	8	16
Olivia Chow	33	5	39	49	64	26
David Soknacki	5	2	6	4	6	7
Don't know	7	4	5	8	4	8

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TORONTO
May 2nd, 2014

Second Choice for Mayor

'Which candidate would be your second choice for mayor?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	888	51	101	165	278	293	399	489
Rob Ford	5	4	3	7	5	5	5	4
Karen Stintz	15	14	17	13	18	13	15	14
John Tory	14	12	16	14	10	15	16	11
Olivia Chow	9	2	11	10	13	12	8	9
David Soknacki	8	7	4	13	9	9	8	8
Don't know	51	61	50	43	44	46	48	53

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Rob Ford	5	4	2	7	7
Karen Stintz	15	19	19	10	9
John Tory	14	13	9	14	19
Olivia Chow	9	8	6	8	13
David Soknacki	8	9	9	5	9
Don't know	51	47	56	57	43

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Rob Ford	5	4	4	7	6	3
Karen Stintz	15	14	17	16	16	12
John Tory	14	13	14	12	15	11
Olivia Chow	9	10	6	8	9	8
David Soknacki	8	8	7	12	9	6
Don't know	51	51	52	44	46	60

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Rob Ford	5	2	4	3	6	3	10	8
Karen Stintz	15	3	13	11	19	23	15	11
John Tory	14	4	7	17	11	21	27	1
Olivia Chow	9	7	11	9	12	9	8	3
David Soknacki	8	8	6	3	5	10	10	18
Don't know	51	76	60	57	48	34	31	59

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Rob Ford	5	4	3	5	5
Karen Stintz	15	8	13	15	19
John Tory	14	17	9	17	10
Olivia Chow	9	9	8	9	7
David Soknacki	8	5	5	8	12
Don't know	51	58	61	45	46

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Rob Ford	5	5	4	7
Karen Stintz	15	18	13	18
John Tory	14	17	12	16
Olivia Chow	9	8	9	5
David Soknacki	8	6	9	5
Don't know	51	47	52	50

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Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Rob Ford	5	11	1
Karen Stintz	15	4	21
John Tory	14	8	17
Olivia Chow	9	5	10
David Soknacki	8	2	11
Don't know	51	69	39

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Rob Ford	5	11	2	4	0	0
Karen Stintz	15	13	18	9	32	15
John Tory	14	8	13	20	15	7
Olivia Chow	9	7	12	4	4	0
David Soknacki	8	8	11	7	12	3
Don't know	51	53	43	56	37	75

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Rob Ford	5	0	1	13	1	0	11
Karen Stintz	15	2	0	18	27	5	5
John Tory	14	5	14	0	33	1	11
Olivia Chow	9	5	2	25	0	4	4
David Soknacki	8	1	3	8	16	0	1
Don't know	51	86	81	36	23	90	69

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TORONTO
May 2nd, 2014

Candidate Would Never Vote For

'Which candidate would you never vote for?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	888	51	101	165	278	293	399	489
Rob Ford	52	48	50	57	52	54	47	55
Karen Stintz	8	11	9	7	4	6	6	10
John Tory	5	9	2	5	3	2	6	4
Olivia Chow	22	17	23	22	29	25	27	18
David Soknacki	2	1	3	4	1	3	2	2
There is no candidate you wouldn't vote for	11	14	13	5	11	11	12	11

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Rob Ford	52	61	48	48	46
Karen Stintz	8	3	14	3	13
John Tory	5	8	3	5	1
Olivia Chow	22	16	19	34	21
David Soknacki	2	2	1	3	3
There is no candidate you wouldn't vote for	11	10	14	6	15

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Rob Ford	52	48	53	58	54	45
Karen Stintz	8	8	11	6	5	15
John Tory	5	5	3	6	4	6
Olivia Chow	22	27	19	11	26	15
David Soknacki	2	2	2	5	2	2
There is no candidate you wouldn't vote for	11	11	12	14	9	16

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Rob Ford	52	43	35	58	53	53	57	53
Karen Stintz	8	2	12	10	4	8	3	0
John Tory	5	12	10	2	10	0	4	2
Olivia Chow	22	11	17	11	26	25	29	38
David Soknacki	2	5	8	2	0	2	1	0
There is no candidate you wouldn't vote for	11	27	18	16	7	12	7	6

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Rob Ford	52	33	43	59	58
Karen Stintz	8	11	6	7	10
John Tory	5	12	2	4	4
Olivia Chow	22	26	30	18	20
David Soknacki	2	3	7	1	1
There is no candidate you wouldn't vote for	11	16	11	12	8

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Rob Ford	52	49	53	54
Karen Stintz	8	9	8	13
John Tory	5	2	6	2
Olivia Chow	22	28	19	21
David Soknacki	2	2	2	3
There is no candidate you wouldn't vote for	11	9	12	7

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Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Rob Ford	52	5	80
Karen Stintz	8	16	4
John Tory	5	10	1
Olivia Chow	22	50	5
David Soknacki	2	4	1
There is no candidate you wouldn't vote for	11	15	9

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Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Rob Ford	52	22	67	58	81	24
Karen Stintz	8	10	7	4	3	4
John Tory	5	2	2	12	2	8
Olivia Chow	22	57	12	10	2	31
David Soknacki	2	1	2	2	5	11
There is no candidate you wouldn't vote for	11	9	9	15	7	22

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Rob Ford	52	0	50	54	87	64	34
Karen Stintz	8	16	0	9	3	6	11
John Tory	5	12	3	0	2	13	7
Olivia Chow	22	51	9	30	0	13	21
David Soknacki	2	4	4	1	2	0	2
There is no candidate you wouldn't vote for	11	16	35	6	6	5	25

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May 2nd, 2014

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	888	51	101	165	278	293	399	489
Will vote for Rob Ford	25	26	27	22	27	23	24	26
Will not vote for Rob Ford	68	68	68	70	68	68	70	67
Don't know	7	6	5	8	6	9	6	7

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Will vote for Rob Ford	25	17	27	33	26
Will not vote for Rob Ford	68	79	67	60	64
Don't know	7	4	6	7	10

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Will vote for Rob Ford	25	28	25	15	23	29
Will not vote for Rob Ford	68	68	66	79	71	62
Don't know	7	4	9	6	5	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Will vote for Rob Ford	25	34	32	26	27	21	21	19
Will not vote for Rob Ford	68	55	63	67	69	71	75	76
Don't know	7	10	4	7	5	8	3	4

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TORONTO
May 2nd, 2014

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Will vote for Rob Ford	25	37	38	20	15
Will not vote for Rob Ford	68	52	56	75	78
Don't know	7	11	6	5	7

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Will vote for Rob Ford	25	27	24	31
Will not vote for Rob Ford	68	66	69	60
Don't know	7	6	7	9

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Will vote for Rob Ford	25	66	1
Will not vote for Rob Ford	68	19	98
Don't know	7	15	1

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Will vote for Rob Ford	25	47	13	23	12	41
Will not vote for Rob Ford	68	46	82	74	83	58
Don't know	7	7	5	2	5	1

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Will vote for Rob Ford	25	91	22	8	1	11	8
Will not vote for Rob Ford	68	3	74	87	98	77	52
Don't know	7	6	4	5	1	12	40

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**TORONTO
 May 2nd, 2014**

Ford's Leave of Absence

'Mayor Ford has admitted to a substance abuse problem and has decided to take a leave of absence from the campaign and from his duties as mayor to seek help in rehab. Do you approve or disapprove of this decision?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	888	51	101	165	278	293	399	489
Approve	87	79	91	87	92	92	85	89
Disapprove	6	6	5	8	2	5	9	3
Don't know	7	15	4	5	5	3	7	8

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Approve	87	84	87	85	94
Disapprove	6	8	5	6	3
Don't know	7	9	8	9	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Approve	87	85	85	91	89	83
Disapprove	6	5	8	2	5	8
Don't know	7	10	7	6	6	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Approve	87	93	87	81	95	96	83	99
Disapprove	6	6	10	7	4	1	8	0
Don't know	7	2	3	12	1	3	9	1

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TORONTO
May 2nd, 2014

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Approve	87	91	82	88	87
Disapprove	6	7	7	5	5
Don't know	7	2	11	6	9

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Approve	87	88	86	90
Disapprove	6	6	6	6
Don't know	7	6	8	4

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Approve	87	93	83
Disapprove	6	1	9
Don't know	7	6	8

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Approve	87	92	87	83	81	82
Disapprove	6	3	6	1	12	11
Don't know	7	5	7	15	7	7

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Approve	87	92	79	92	83	90	74
Disapprove	6	1	6	5	10	5	0
Don't know	7	7	15	2	7	4	26

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TORONTO
May 2nd, 2014

Should Ford Resign

'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	888	51	101	165	278	293	399	489
Think he should resign	63	56	67	66	61	66	63	62
Think he should not resign	31	38	28	28	34	27	30	33
Don't know	6	6	5	6	5	7	6	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Think he should resign	63	71	61	58	57
Think he should not resign	31	26	33	37	30
Don't know	6	2	6	5	13

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Think he should resign	63	61	59	77	66	54
Think he should not resign	31	33	33	22	27	41
Don't know	6	6	8	1	6	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Think he should resign	63	53	48	65	63	70	71	65
Think he should not resign	31	39	34	29	34	22	26	34
Don't know	6	7	18	6	3	8	2	1

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TORONTO
May 2nd, 2014

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Think he should resign	63	47	54	67	72
Think he should not resign	31	39	40	28	26
Don't know	6	14	6	5	2

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Think he should resign	63	63	62	60
Think he should not resign	31	35	30	38
Don't know	6	2	8	2

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Think he should resign	63	15	91
Think he should not resign	31	74	6
Don't know	6	11	3

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Think he should resign	63	44	78	67	73	40
Think he should not resign	31	49	20	27	15	60
Don't know	6	8	2	6	12	0

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Think he should resign	63	4	71	78	90	64	51
Think he should not resign	31	94	25	18	5	13	24
Don't know	6	2	3	3	4	23	25

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Vote for a Clean and Sober Ford

‘Would you vote for Rob Ford in the municipal election of 2014 if he attended rehab and dealt with his substance abuse problems or not?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	888	51	101	165	278	293	399	489
Yes	32	37	29	30	34	29	33	32
No	60	53	64	64	61	63	62	58
Don't know	8	10	6	7	6	8	5	10

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	888	318	193	170	207
Yes	32	24	34	39	34
No	60	74	52	56	54
Don't know	8	2	15	5	12

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	888	336	230	75	650	238
Yes	32	34	35	21	30	37
No	60	55	59	77	62	57
Don't know	8	11	6	2	8	7

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	888	66	116	133	104	79	165	43
Yes	32	43	41	28	35	29	25	40
No	60	53	47	64	62	69	70	56
Don't know	8	5	12	7	2	3	5	5

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TORONTO
May 2nd, 2014

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	888	149	214	325	200
Yes	32	51	44	24	24
No	60	45	45	66	72
Don't know	8	5	11	9	4

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	888	175	713	88
Yes	32	36	30	39
No	60	56	62	50
Don't know	8	8	8	12

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	888	329	559
Yes	32	81	3
No	60	11	90
Don't know	8	9	7

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	888	230	377	147	28	24
Yes	32	53	19	25	17	57
No	60	40	75	63	79	43
Don't know	8	7	6	11	5	0

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Yes	32	94	27	16	3	33	39
No	60	3	72	76	90	60	31
Don't know	8	3	1	9	7	7	30

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