

NEWS RELEASE



FOR IMMEDIATE RELEASE

John Tory breaks through in Toronto campaign

Chow continues to falter

TORONTO August 6th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1268 Toronto voters, more will now vote for John Tory than will vote for either Olivia Chow or Rob Ford, and Chow has seen her vote share decline yet again. In addition, John Tory's favourables are significantly higher than any other candidate's.

In the crucial five way race between all the major contenders, Tory attracts the votes of more than a third (35%) to less than 3-in-10 for Rob Ford (27%) and a quarter for Olivia Chow (25%). This is in comparison to 2 weeks ago, when the three leading contenders were basically tied (July 21, Tory - 28%, Ford - 27%, Chow - 29%). It is clear that, while Rob Ford's vote has remained stable, Chow's has drifted markedly to Tory. In this match-up, neither David Soknacki (5%) nor Karen Stintz contend (4%).

In a four way race in which Karen Stintz doesn't run, Tory gets more than a third again (34%), to 3-in-10 for Ford (29%) and one quarter for Olivia Chow (26%). David Soknacki still doesn't contend (7%).

In a hypothetical three way match-up between just the leaders, Tory improves to almost 4-in-10 votes (38%) to 3-in-10 for Rob Ford (30%) and just less than this for Chow (28%). In other words, Chow has all the support now she will get, whereas John Tory stands to benefit if other candidates drop out.

Highest approval for Tory

Almost all voters know John Tory (93%), and, of these, two thirds approve of him (67%). Virtually everyone knows Olivia Chow (97%) and just more than half approve of her (52%). There is very high awareness now for Karen Stintz (86%), but not especially high approval (41%). The lowest awareness is for David Soknacki (70%), but close to one half approve (46%). Rob Ford's approval is the lowest of the five major candidates at one third (35%).

Die hard Ford Nation hangs in

Just less than 3-in-10 will vote for Rob Ford with no other candidates named (the "Ford Nation" question - 28%), and this is exactly the same proportion as two weeks ago (28%).

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TORONTO

August 6th, 2014

HIGHLIGHTS:

- More will now vote for John Tory than will vote for either Olivia Chow or Rob Ford, and Chow has seen her vote share decline yet again.
- In the crucial five way race between all the major contenders, Tory attracts the votes of more than a third (35%) to less than 3-in-10 for Rob Ford (27%) and a quarter for Olivia Chow (25%).
- Almost all voters know John Tory (93%), and, of these, two thirds approve of him (67%).
- Virtually everyone knows Olivia Chow (97%) and just more than half approve of her (52%).
- Rob Ford's approval is the lowest of the five major candidates at one third (35%).
- Just less than 3-in-10 will vote for Rob Ford with no other candidates named (the "Ford Nation" question - 28%).

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6-in-10 still want resignation

Six-in-ten voters want Rob Ford to resign (58%) and this hasn't changed in two weeks (July 21 - 59%).

Most will vote their political bent, half will vote transit

When asked their agreement with a series of statements about the mayoral race, most voters agree they would vote for the candidate who shares their political philosophy (77%), while just more than half say they will vote for the candidate with the best transit plan (60%). Just more than a third agree they will vote for any candidate who can beat Rob Ford (37%), one fifth say they will vote Rob Ford no matter what (21%) and very few claim they will not vote (8%) or are unsure if they will (8%).

Three quarters think campaign is too long

Close to three quarters of voters say the mayoral campaign is too lengthy (73%), while one fifth like it the way it is (20%). Very few think it too short (6%) or don't have an opinion (2%).

"Voters say they will support the candidate who reflects their own philosophy, which is not surprising, but they'll also vote for the best transit plan. It seems a lot more voters are finding John Tory shares their views, or else they think he has a heck of a transit plan, because this is a significant shift in support in his favour. In addition, they will vote for the candidate who can beat Ford, and that may be increasingly seen to be Tory," 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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TORONTO

August 6th, 2014

HIGHLIGHTS:

- Six-in-ten voters want Rob Ford to resign (58%) and this hasn't changed in two weeks (July 21 - 59%).
- Most voters agree they would vote for the candidate who shares their political philosophy (77%).
- Close to three quarters of voters say the mayoral campaign is too lengthy (73%).
- "Voters say they will support the candidate who reflects their own philosophy, which is not surprising, but they'll also vote for the best transit plan. It seems a lot more voters are finding John Tory shares their views, or else they think he has a heck of a transit plan, because this is a significant shift in support in his favour. In addition, they will vote for the candidate who can beat Ford, and that may be increasingly seen to be Tory," 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 1268 randomly selected Torontonians 18 years of age and older. The poll was conducted on August 5-6th, 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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3-Way Mayoral Trial Heats Trending

Ford / Tory / Chow

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
August 5-6 th , 2014	1268	30	38	28	4
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

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 / Other
August 5-6 th , 2014	1268	27	25	4	35	5	4
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

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Mayor Rob Ford Approval - Trending

%	Sample	Approve	Disapprove
August 5-6 th , 2014	1268	35	65
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

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Mayoral Candidate Approval - Trending

%	Sample	Ford	Chow	Tory	Stintz	Soknacki
August 5-6 th , 2014	1268	35	52	67	41	46
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

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
John Tory	67	33	93
Olivia Chow	52	48	97
David Soknacki	46	54	70
Karen Stintz	41	59	86
Rob Ford	35	65	-

Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
August 5-6 th , 2014	1268	28	68	4
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

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Should Ford Resign - Trending

%	Sample	Should Resign	Should Not Resign	Don't know
August 5-6 th , 2014	1268	58	39	3
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
Oct. 31 st , 2013	1032	60	36	4

Agreement Statements – Summary Table

%	Agree	Disagree	Don't Know
Best Candidate to Reflect Political Philosophy Vote	77	12	11
Candidate with Best Transit Plan Vote	60	21	19
Candidate to Defeat Rob Ford Vote	37	54	9
Unconditional Rob Ford Vote	21	76	4
Unlikely to Vote	8	84	8

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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	1268	74	137	245	346	466	551	717
Rob Ford	27	27	28	31	25	24	28	27
Karen Stintz	4	7	3	3	3	3	4	4
John Tory	35	31	30	34	43	42	31	38
Olivia Chow	25	22	31	23	25	24	27	23
David Soknacki	5	8	6	4	3	4	7	4
Some other candidate	2	3	1	2	0	1	2	1
Don't know	2	1	2	2	2	2	2	2

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Rob Ford	27	18	29	29	37
Karen Stintz	4	3	6	2	5
John Tory	35	33	37	36	33
Olivia Chow	25	34	17	25	20
David Soknacki	5	8	5	4	4
Some other candidate	2	2	3	2	0
Don't know	2	1	3	3	1

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Rob Ford	27	31	27	23	27	29
Karen Stintz	4	3	6	2	3	6
John Tory	35	40	29	30	38	28
Olivia Chow	25	19	29	31	23	27
David Soknacki	5	3	7	10	5	6
Some other candidate	2	2	1	2	1	3
Don't know	2	2	1	2	2	1

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TORONTO**August 6th, 2014****Household Income**

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Rob Ford	27	39	33	28	29	31	15	24
Karen Stintz	4	9	3	4	5	1	1	6
John Tory	35	34	27	32	29	31	49	48
Olivia Chow	25	9	27	30	32	32	21	16
David Soknacki	5	6	4	2	5	2	11	2
Some other candidate	2	1	4	3	0	3	1	0
Don't know	2	1	1	1	1	1	2	4

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Rob Ford / Tory / Soknacki / Chow

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Rob Ford	29	33	29	32	23	25	29	29
John Tory	34	30	28	34	44	42	31	37
David Soknacki	7	11	8	3	4	5	7	7
Olivia Chow	26	24	31	26	26	24	30	22
Some other candidate	1	1	1	1	1	1	1	1
Don't know	3	1	4	3	3	4	2	3

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Rob Ford	29	20	30	34	37
John Tory	34	31	40	32	34
David Soknacki	7	8	9	4	7
Olivia Chow	26	38	18	25	20
Some other candidate	1	1	1	1	0
Don't know	3	3	2	3	2

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Rob Ford	29	33	30	23	29	30
John Tory	34	41	26	29	38	27
David Soknacki	7	4	9	12	6	8
Olivia Chow	26	19	33	31	24	30
Some other candidate	1	1	0	2	1	2
Don't know	3	2	2	3	3	2

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Rob Ford	29	37	33	38	30	32	14	27
John Tory	34	39	27	26	28	29	49	52
David Soknacki	7	6	4	2	6	3	9	2
Olivia Chow	26	12	32	29	34	32	25	16
Some other candidate	1	1	2	1	1	3	0	0
Don't know	3	4	2	3	2	1	2	4

TORONTO

August 6th, 2014

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Rob Ford	29	95	18	5	1	1
John Tory	34	0	31	91	1	5
David Soknacki	7	0	28	1	3	85
Olivia Chow	26	3	11	2	94	9
Some other candidate	1	0	1	0	0	0
Don't know	3	1	10	1	1	0

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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, David Soknacki and Olivia Chow?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Rob Ford	30	34	30	33	24	26	31	29
John Tory	38	34	34	35	47	45	33	42
Olivia Chow	28	27	33	26	26	26	31	25
Some other candidate	2	3	1	4	1	1	3	2
Don't know	2	2	2	3	1	2	2	3

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Rob Ford	30	20	32	30	41
John Tory	38	36	41	39	34
Olivia Chow	28	39	22	26	22
Some other candidate	2	2	3	2	2
Don't know	2	2	2	3	1

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Rob Ford	30	35	29	23	30	30
John Tory	38	43	30	37	41	31
Olivia Chow	28	19	35	32	25	32
Some other candidate	2	2	3	2	1	4
Don't know	2	1	1	5	3	1

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Household Income

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Sample	1268	78	192	185	151	145	208	40
Rob Ford	30	40	38	33	34	31	15	23
John Tory	38	33	29	33	31	33	55	55
Olivia Chow	28	17	30	30	33	33	24	17
Some other candidate	2	6	2	2	1	3	1	0
Don't know	2	3	1	2	1	1	4	4

TORONTO

August 6th, 2014

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Rob Ford	30	97	24	1	4	12
John Tory	38	1	22	97	3	36
Olivia Chow	28	1	44	1	92	36
Some other candidate	2	0	5	0	1	16
Don't know	2	1	5	1	0	0

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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	1204	67	129	228	334	446	524	680
Approve	67	70	65	59	73	73	62	72
Disapprove	33	30	35	41	27	27	38	28

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1204	422	278	261	243
Approve	67	69	72	62	66
Disapprove	33	31	28	38	34

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1204	420	330	126	896	308
Approve	67	67	68	62	69	65
Disapprove	33	33	32	38	31	35

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1204	61	173	178	145	143	206	38
Approve	67	54	60	60	74	65	79	69
Disapprove	33	46	40	40	26	35	21	31

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1204	295	33	482	306	53
Approve	67	33	81	99	59	62
Disapprove	33	67	19	1	41	38

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TORONTO

August 6th, 2014

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	1103	65	117	207	308	406	474	629
Approve	41	44	47	34	38	38	39	43
Disapprove	59	56	53	66	62	62	61	57

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1103	403	241	234	225
Approve	41	46	40	38	37
Disapprove	59	54	60	62	63

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1103	386	295	116	832	271
Approve	41	41	44	40	41	41
Disapprove	59	59	56	60	59	59

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1103	52	151	161	142	136	194	36
Approve	41	27	29	44	52	38	42	36
Disapprove	59	73	71	56	48	62	58	64

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1103	269	29	444	281	52
Approve	41	24	80	45	49	34
Disapprove	59	76	20	55	51	66

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TORONTO
August 6th, 2014

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	1236	71	134	238	336	457	536	700
Approve	52	58	54	46	49	48	53	51
Disapprove	48	42	46	54	51	52	47	49

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1236	434	282	262	258
Approve	52	64	42	49	51
Disapprove	48	36	58	51	49

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1236	427	339	133	910	326
Approve	52	43	60	58	48	60
Disapprove	48	57	40	42	52	40

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1236	70	185	178	149	144	208	40
Approve	52	34	48	56	58	54	57	37
Disapprove	48	66	52	44	42	46	43	63

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1236	305	35	487	322	54
Approve	52	17	64	38	97	77
Disapprove	48	83	36	62	3	23

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August 6th, 2014

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	934	46	100	177	257	354	413	521
Approve	46	47	48	43	46	46	50	43
Disapprove	54	53	52	57	54	54	50	57

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	934	339	207	192	196
Approve	46	57	41	36	48
Disapprove	54	43	59	64	52

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	934	324	246	91	723	211
Approve	46	40	49	51	47	45
Disapprove	54	60	51	49	53	55

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	934	41	121	135	119	116	161	33
Approve	46	39	41	45	44	47	52	41
Disapprove	54	61	59	55	56	53	48	59

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	934	225	21	388	228	51
Approve	46	16	84	46	55	98
Disapprove	54	84	16	54	45	2

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TORONTO

August 6th, 2014

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	1268	74	137	245	346	466	551	717
Approve	35	40	35	37	31	30	36	35
Disapprove	65	60	65	63	69	70	64	65

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Approve	35	24	40	39	42
Disapprove	65	76	60	61	58

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Approve	35	37	38	26	33	40
Disapprove	65	63	62	74	67	60

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Approve	35	57	43	45	34	34	17	39
Disapprove	65	43	57	55	66	66	83	61

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Approve	35	98	30	14	5	12
Disapprove	65	2	70	86	95	88

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TORONTO
August 6th, 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	1268	74	137	245	346	466	551	717
Will vote for Rob Ford	28	27	32	32	24	25	30	26
Will not vote for Rob Ford	68	69	65	65	71	70	67	69
Don't know	4	4	3	2	5	4	2	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Will vote for Rob Ford	28	20	32	30	34
Will not vote for Rob Ford	68	78	66	66	57
Don't know	4	2	2	4	8

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Will vote for Rob Ford	28	31	28	24	28	29
Will not vote for Rob Ford	68	63	70	74	68	67
Don't know	4	5	2	2	3	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Will vote for Rob Ford	28	40	38	34	27	32	15	24
Will not vote for Rob Ford	68	56	60	64	67	66	85	72
Don't know	4	4	3	2	6	2	1	4

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Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Will vote for Rob Ford	28	94	13	2	3	6
Will not vote for Rob Ford	68	1	71	96	95	94
Don't know	4	5	16	2	2	1

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TORONTO

August 6th, 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	1268	74	137	245	346	466	551	717
Think he should resign	58	57	60	54	61	59	55	61
Think he should not resign	39	41	38	41	37	38	44	35
Don't know	3	2	2	6	2	3	2	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Think he should resign	58	70	57	51	51
Think he should not resign	39	28	42	44	46
Don't know	3	2	1	5	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Think he should resign	58	52	60	69	57	60
Think he should not resign	39	44	38	30	41	36
Don't know	3	4	2	1	2	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Think he should resign	58	51	60	49	54	59	73	51
Think he should not resign	39	44	39	50	38	40	27	49
Don't know	3	5	2	1	8	1	1	0

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Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Think he should resign	58	6	67	74	86	82
Think he should not resign	39	93	30	22	12	16
Don't know	3	1	3	4	2	2

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TORONTO
August 6th, 2014

Unconditional Rob Ford Vote

For each statement, please tell me how much you agree: 'I will vote for Rob Ford no matter what'.

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Agree	21	18	23	25	18	19	21	20
Disagree	76	81	74	71	76	74	75	76
Don't know	4	1	4	4	6	7	3	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Agree	21	10	24	25	26
Disagree	76	87	73	72	66
Don't know	4	2	3	4	7

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Agree	21	25	19	16	20	21
Disagree	76	72	78	81	76	75
Don't know	4	3	4	3	4	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Agree	21	26	32	29	20	18	9	5
Disagree	76	66	63	68	73	81	89	95
Don't know	4	8	5	3	8	1	2	0

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknicki
Sample	1268	323	37	490	324	54
Agree	21	68	10	1	2	4
Disagree	76	26	72	98	96	94
Don't know	4	6	18	1	2	1

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Candidate to Defeat Rob Ford Vote

For each statement, please tell me how much you agree: 'I will vote for whichever candidate can defeat Rob Ford'.

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Agree	37	36	34	35	42	44	36	39
Disagree	54	59	57	53	50	43	59	49
Don't know	9	5	9	12	8	12	5	12

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Agree	37	51	32	34	28
Disagree	54	42	62	56	59
Don't know	9	7	6	10	13

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Agree	37	31	38	47	39	34
Disagree	54	62	53	45	53	55
Don't know	9	7	9	8	8	11

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Agree	37	34	35	28	37	32	52	42
Disagree	54	53	51	64	57	59	44	56
Don't know	9	14	15	8	6	9	4	1

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Agree	37	4	39	49	53	62
Disagree	54	90	41	46	34	32
Don't know	9	6	20	5	13	6

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August 6th, 2014

Candidate with Best Transit Plan Vote

For each statement, please tell me how much you agree: 'I will vote for the candidate with the best transit plan'.

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Agree	60	63	62	53	63	57	63	57
Disagree	21	20	22	24	19	20	22	20
Don't know	19	16	16	23	18	23	15	22

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Agree	60	58	58	58	67
Disagree	21	21	25	21	18
Don't know	19	21	17	21	15

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Agree	60	61	66	46	60	60
Disagree	21	22	20	24	22	19
Don't know	19	17	14	30	18	21

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Agree	60	66	60	67	62	60	57	58
Disagree	21	12	27	22	21	24	19	39
Don't know	19	22	13	10	18	15	24	3

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Agree	60	62	65	57	64	46
Disagree	21	21	24	25	18	17
Don't know	19	17	11	17	18	37

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Best Candidate to Reflect Political Philosophy Vote

For each statement, please tell me how much you agree: 'I will vote for the candidate who best reflects my political philosophy'.

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Agree	77	83	76	75	73	73	78	76
Disagree	12	7	16	12	13	13	15	9
Don't know	11	10	8	13	13	14	8	15

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Agree	77	75	82	79	71
Disagree	12	13	10	9	15
Don't know	11	12	8	12	14

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Agree	77	77	78	76	75	80
Disagree	12	11	13	10	15	6
Don't know	11	12	9	14	10	14

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Agree	77	83	79	76	81	74	74	84
Disagree	12	8	12	14	10	12	11	13
Don't know	11	10	9	10	8	13	15	3

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Agree	77	81	74	76	81	70
Disagree	12	9	14	13	13	13
Don't know	11	10	12	11	7	17

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Unlikely to Vote

For each statement, please tell me how much you agree: 'I probably won't vote'.

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Agree	8	10	10	6	5	8	10	6
Disagree	84	80	86	87	88	81	84	84
Don't know	8	10	5	8	7	11	6	10

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Agree	8	5	14	4	8
Disagree	84	87	80	91	75
Don't know	8	7	6	4	17

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Agree	8	6	8	14	6	13
Disagree	84	86	85	81	88	77
Don't know	8	8	8	5	7	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Agree	8	28	13	7	6	2	4	1
Disagree	84	54	81	86	84	89	94	99
Don't know	8	18	7	8	10	8	2	0

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Agree	8	8	7	7	7	7
Disagree	84	80	71	88	86	92
Don't know	8	12	22	4	7	1

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Length of the Mayoral Campaign in Toronto

'The mayoral campaign in Toronto lasts for 10 months, from January to October. Is this too long, too short or about the right length of time?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Too long	73	68	73	72	76	80	76	70
Too short	6	12	4	2	4	2	5	7
About right	20	17	23	23	17	16	19	20
Don't know	2	3	0	2	2	2	1	3

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Too long	73	78	69	74	70
Too short	6	6	7	5	5
About right	20	16	21	20	22
Don't know	2	1	3	1	3

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Too long	73	76	68	82	75	69
Too short	6	5	8	1	5	7
About right	20	19	21	15	20	19
Don't know	2	1	2	1	1	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Too long	73	45	71	69	73	78	84	83
Too short	6	15	8	5	5	6	2	6
About right	20	30	20	25	22	16	14	11
Don't know	2	9	1	1	0	0	0	0

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TORONTO**August 6th, 2014*****Mayoral Preference***

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Too long	73	53	62	86	78	76
Too short	6	9	9	5	3	5
About right	20	36	15	8	17	20
Don't know	2	2	13	0	3	0

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