

NEWS RELEASE



FOR IMMEDIATE RELEASE

John Tory maintains narrowing lead in Toronto campaign

Rob Ford improves; Olivia Chow continues to falter

TORONTO AUGUST 26th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1945 Toronto voters five days after Karen Stintz dropped out of the mayoral race, just more than a third will vote for John Tory in the municipal election on October 27 (34%), while just more than 3-in-10 will vote for Rob Ford (31%). This represents stability from two weeks ago for Tory (August 6 - 35%) and an improvement for Ford (from 27%). Olivia Chow now attracts the votes of less than a quarter (23%), a slight decline (from 25%). David Soknacki takes very few votes (4%), as do any other candidates (1%), while just one fifth are undecided (6%). Of note, voters who said they were going to vote for Karen Stintz have mostly moved to Ford or Tory (30% and 27% respectively), while just under a quarter moved to Chow (24%).

In a race where only the three leaders contended, John Tory would take well more than a third (36%) to 3-in-10 for Rob Ford (31%). Chow would improve to just more than a quarter of the vote (26%).

Tory's, Chow's approval down slightly, Ford's up

Virtually all voters know of John Tory (93%) and Olivia Chow (94%), and each has seen their approval decline slightly from two weeks ago (August 6, Tory - 67%, Chow - 52%, now, 63% and 49%, respectively). Two thirds are aware of David Soknacki (67%) and his approval is stable at one half (August 6 - 46%, now - 48%). Rob Ford's approval is up (from 35% to 39%) and is now higher than it has been since mid-April.

Ford Nation on the increase

One third now say they will vote for Rob Ford in October, with no other candidates mentioned (the "Ford Nation" question - 33%) and this is up sharply from two weeks ago (28%).

Fewer call for Ford's resignation

Half of Toronto voters now want Rob Ford to resign (50%), down from 6- in-10 two weeks ago (58%), and as many as two thirds in early June (June 6 - 63%).

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TORONTO

August 26th, 2014

HIGHLIGHTS:

- Just more than a third will vote for John Tory in the municipal election on October 27 (34%), while just more than 3-in-10 will vote for Rob Ford (31%).
- In a race where only the three leaders contended, John Tory would take well more than a third (36%) to 3-in-10 for Rob Ford (31%). Chow would improve to just more than a quarter of the vote (26%).
- Rob Ford's approval is up (from 35% to 39%) and is now higher than it has been since mid-April.
- One third now say they will vote for Rob Ford in October, with no other candidates mentioned (the "Ford Nation" question - 33%).
- Half of Toronto voters now want Rob Ford to resign (50%), down from 6- in-10 two weeks ago (58%).

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"Well, it looks like Rob Ford is on the comeback trail, and although John Tory still has the lead, it is narrowing. Olivia Chow, on the other hand, is suffering from a different kind of over-exposure. She was introduced to her public too long before she entered the race, and has already peaked. With her timing, the election should have been in June," 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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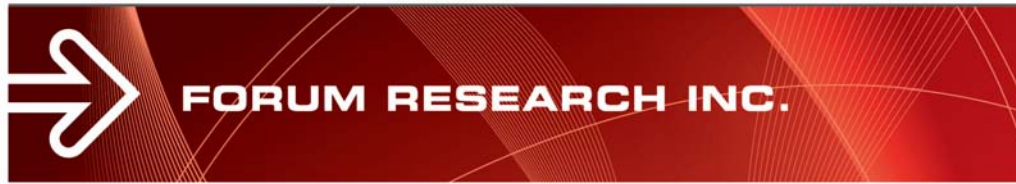
TORONTO
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HIGHLIGHTS:

- "Well, it looks like Rob Ford is on the comeback trail, and although John Tory still has the lead, it is narrowing. Olivia Chow, on the other hand, is suffering from a different kind of over-exposure. She was introduced to her public too long before she entered the race, and has already peaked. With her timing, the election should have been in June," 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 1945 randomly selected Torontonians 18 years of age and older. The poll was conducted on August 25-26th, 2014.

Results based on the total sample are considered accurate $\pm 2\%$, 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	Other / Don't Know
August 25-26 th , 2014	1945	31	36	26	7
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

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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 / Other
Aug 25-26 th , 2014	1945	31	23	-	34	4	7
Aug 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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Mayoral Candidate Approval - Trending

%	Sample	Ford	Chow	Tory	Stintz	Soknacki
August 25-26 th , 2014	1945	39	49	63	-	48
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	63	37	93
Olivia Chow	49	51	94
David Soknacki	48	52	67
Rob Ford	39	61	-

Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
August 25-26 th , 2014	1945	33	64	4
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 25-26 th , 2014	1945	50	45	5
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

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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	1945	136	185	373	517	734	850	1095
Rob Ford	31	37	28	34	30	25	34	29
John Tory	34	27	31	37	39	42	34	33
David Soknacki	4	5	5	3	4	5	5	4
Olivia Chow	23	25	29	20	20	20	21	26
Some other candidate	1	2	1	1	1	2	1	1
Don't know	6	5	6	5	7	6	5	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1945	665	452	401	427
Rob Ford	31	18	32	39	40
John Tory	34	37	39	30	27
David Soknacki	4	7	3	4	3
Olivia Chow	23	33	22	16	19
Some other candidate	1	1	1	1	3
Don't know	6	4	4	9	7

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1945	154	314	281	244	190	340	65
Rob Ford	31	37	40	37	41	27	22	24
John Tory	34	16	24	35	24	40	45	49
David Soknacki	4	2	3	6	3	8	7	3
Olivia Chow	23	34	25	20	23	22	20	24
Some other candidate	1	4	1	0	3	0	1	0
Don't know	6	8	7	2	6	3	5	1

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1945	307	536	669	433
Rob Ford	31	43	38	29	22
John Tory	34	26	27	36	42
David Soknacki	4	3	4	4	6
Olivia Chow	23	19	24	24	24
Some other candidate	1	3	2	1	1
Don't know	6	6	5	7	4

Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1945	145	1688	112
Rob Ford	31	30	32	25
John Tory	34	27	36	13
David Soknacki	4	8	4	1
Olivia Chow	23	24	23	28
Some other candidate	1	7	0	5
Don't know	6	5	4	28

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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	1945	136	185	373	517	734	850	1095
Rob Ford	31	36	27	35	28	26	34	29
John Tory	36	32	32	39	42	44	36	37
Olivia Chow	26	26	33	21	23	22	24	27
Some other candidate	2	3	1	1	1	4	2	1
Don't know	5	4	7	3	6	5	4	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1945	665	452	401	427
Rob Ford	31	18	32	39	41
John Tory	36	39	39	34	33
Olivia Chow	26	38	23	19	18
Some other candidate	2	2	2	1	3
Don't know	5	4	3	8	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1945	154	314	281	244	190	340	65
Rob Ford	31	38	40	35	41	28	23	21
John Tory	36	24	28	38	28	40	48	53
Olivia Chow	26	31	24	23	24	30	24	24
Some other candidate	2	3	1	1	3	0	2	1
Don't know	5	5	7	3	3	2	4	1

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1945	307	536	669	433
Rob Ford	31	44	37	29	21
John Tory	36	27	33	38	43
Olivia Chow	26	22	25	25	29
Some other candidate	2	2	1	1	4
Don't know	5	5	4	6	3

Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1945	145	1688	112
Rob Ford	31	29	32	23
John Tory	36	30	38	23
Olivia Chow	26	32	25	28
Some other candidate	2	6	1	1
Don't know	5	2	4	25

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1945	530	758	86	434
Rob Ford	31	95	2	4	2
John Tory	36	3	94	40	3
Olivia Chow	26	1	2	42	95
Some other candidate	2	0	2	8	0
Don't know	5	1	1	5	0

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Intending to Vote for Karen Stintz

'Were you intending to vote for Karen Stintz before she dropped out of the mayoral race?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1945	136	185	373	517	734	850	1095
Yes	10	16	10	7	7	6	10	11
No	84	80	81	87	87	88	84	83
Don't know	6	4	9	6	6	5	6	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1945	665	452	401	427
Yes	10	9	11	7	15
No	84	86	84	85	80
Don't know	6	5	5	8	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1945	154	314	281	244	190	340	65
Yes	10	18	12	6	9	9	10	16
No	84	71	77	88	85	87	88	84
Don't know	6	11	11	6	6	4	2	1

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1945	530	758	86	434
Yes	10	10	8	20	11
No	84	85	90	79	82
Don't know	6	5	2	1	7

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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	1867	120	174	364	498	711	815	1052
Approve	63	56	63	64	70	69	64	63
Disapprove	37	44	37	36	30	31	36	37

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1867	646	435	380	406
Approve	63	67	63	60	60
Disapprove	37	33	37	40	40

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1867	134	294	272	234	183	337	64
Approve	63	48	53	60	51	69	78	76
Disapprove	37	52	47	40	49	31	22	24

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1867	493	753	84	412
Approve	63	33	98	65	43
Disapprove	37	67	2	35	57

Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1867	127	1652	88
Approve	63	63	63	61
Disapprove	37	37	37	39

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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	1878	122	176	359	505	716	817	1061
Approve	49	57	55	41	44	42	46	52
Disapprove	51	43	45	59	56	58	54	48

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1878	644	432	386	416
Approve	49	63	45	38	45
Disapprove	51	37	55	62	55

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1878	136	297	277	237	188	331	63
Approve	49	63	51	44	49	49	47	33
Disapprove	51	37	49	56	51	51	53	67

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1878	498	738	84	432
Approve	49	21	36	59	96
Disapprove	51	79	64	41	4

Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1878	132	1646	100
Approve	49	62	46	67
Disapprove	51	38	54	33

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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	1431	81	119	281	398	552	636	795
Approve	48	53	47	42	50	49	50	46
Disapprove	52	47	53	58	50	51	50	54

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1431	512	325	278	316
Approve	48	58	48	39	41
Disapprove	52	42	52	61	59

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1431	84	191	208	190	157	275	51
Approve	48	36	36	39	49	46	58	47
Disapprove	52	64	64	61	51	54	42	53

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1431	337	611	81	314
Approve	48	23	51	99	58
Disapprove	52	77	49	1	42

Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1431	87	1292	52
Approve	48	63	47	43
Disapprove	52	37	53	57

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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	1945	136	185	373	517	734	850	1095
Approve	39	45	34	40	36	32	43	35
Disapprove	61	55	66	60	64	68	57	65

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1945	665	452	401	427
Approve	39	22	40	47	50
Disapprove	61	78	60	53	50

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1945	154	314	281	244	190	340	65
Approve	39	47	46	40	47	31	31	34
Disapprove	61	53	54	60	53	69	69	66

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1945	530	758	86	434
Approve	39	92	16	8	7
Disapprove	61	8	84	92	93

Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1945	145	1688	112
Approve	39	38	38	46
Disapprove	61	62	62	54

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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	1945	136	185	373	517	734	850	1095
Will vote for Rob Ford	33	38	30	34	30	25	35	30
Will not vote for Rob Ford	64	61	65	61	67	70	62	66
Don't know	4	2	5	4	4	5	3	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1945	665	452	401	427
Will vote for Rob Ford	33	19	34	39	43
Will not vote for Rob Ford	64	80	63	55	52
Don't know	4	1	3	6	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1945	154	314	281	244	190	340	65
Will vote for Rob Ford	33	41	41	39	42	28	22	19
Will not vote for Rob Ford	64	55	55	59	53	71	75	80
Don't know	4	4	4	2	4	1	3	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1945	307	536	669	433
Will vote for Rob Ford	33	44	40	30	22
Will not vote for Rob Ford	64	51	57	67	74
Don't know	4	5	3	4	3

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Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1945	145	1688	112
Will vote for Rob Ford	33	36	33	26
Will not vote for Rob Ford	64	62	65	52
Don't know	4	2	2	22

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1945	530	758	86	434
Will vote for Rob Ford	33	96	2	6	3
Will not vote for Rob Ford	64	3	96	92	96
Don't know	4	1	1	2	1

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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	1945	136	185	373	517	734	850	1095
Think he should resign	50	44	52	51	51	59	46	54
Think he should not resign	45	51	43	45	44	38	49	41
Don't know	5	5	5	4	5	4	4	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1945	665	452	401	427
Think he should resign	50	69	45	44	37
Think he should not resign	45	28	49	52	57
Don't know	5	4	6	4	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1945	154	314	281	244	190	340	65
Think he should resign	50	47	43	43	46	54	60	55
Think he should not resign	45	51	50	50	52	46	38	41
Don't know	5	2	7	7	2	0	2	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1945	307	536	669	433
Think he should resign	50	43	46	53	55
Think he should not resign	45	51	48	43	41
Don't know	5	6	5	4	4

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Was Voting for Karen Stintz

%	Total	Yes	No	Don't know
Sample	1945	145	1688	112
Think he should resign	50	53	52	26
Think he should not resign	45	44	45	49
Don't know	5	4	4	25

Mayoral Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	1945	530	758	86	434
Think he should resign	50	6	68	79	80
Think he should not resign	45	91	27	20	15
Don't know	5	3	5	2	4

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