

NEWS RELEASE



FOR IMMEDIATE RELEASE

Ranked ballot strongly preferred to First Past the Post

Most want shorter campaign, fewer councillors

TORONTO NOVEMBER 25th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 950 Toronto voters, two thirds approve of a ranked ballot in municipal elections (64%) compared to fewer than half who approve of the current First Past the Post system (45%).

Preference for a ranked ballot is characteristic of younger adults (35 to 44 - 73%), CBC viewers (70%), those who don't watch TV (75%), those who voted for Olivia Chow (72%), mid income groups (\$40K to \$60K - 70%), those who bicycle or walk to work or school (74%), the best educated (post grad - 70%), readers of the Toronto Star (71%) and the Toronto Sun (74%).

First Past the Post is preferred by Progressive Conservative supporters (60%), the least wealthy (52%) and the wealthier (\$80K to \$100K - 50%), those who drive to work or school (51%), the least educated (52%), those with children (50%) and readers of the National Post (57%).

Most think mayoral campaign too long

Two thirds of Toronto voters think the mayoral campaign is too long (64%), compared to fewer than a tenth who think it too short (8%). One quarter think it's the right length (25%). When asked how long a shortened mayoral campaign should be, most think three months is appropriate (26%), followed by those who think six months works (15%). About the same proportion each, a tenth or so, thinks the campaign should be either one month (6%) or more than six months (5%).

Majority want a council of 22 wards and councillors

More than half of Toronto voters want to see the number of wards in the city cut in half to match the 22 provincial and federal ridings (56%). Just 3-in-10 prefer the current council of 44 wards and councillors (30%). About one sixth don't have an opinion (14%). Doug Ford supporters are the most likely to agree (67%) while Olivia Chow voters are least likely (38%). Readers of the National Post (66%) and the Toronto Sun (76%) are especially likely to want a reduced council, as are those who drive to work and school (678%) and property owners (62%).

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HIGHLIGHTS:

- Two thirds approve of a ranked ballot in municipal elections (64%) compared to fewer than half who approve of the current First Past the Post system (45%).
- Two thirds of Toronto voters think the mayoral campaign is too long (64%), compared to fewer than a tenth who think it too short (8%).
- When asked how long a shortened mayoral campaign, most think three months is appropriate (26%), followed by those who think six months works (15%).
- More than half of Toronto voters want to see the number of wards in the city cut in half to match the 22 provincial and federal ridings (56%).
- Just more than one third of voters approve of Rob Ford (36%), and this compares favourably with the last time we rated his approval on September 22 (39%).

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Rob Ford's, John Tory's approval steady from before election.

Just more than one third of voters approve of Rob Ford (36%), and this compares favourably with the last time we rated his approval on September 22 (39%). John Tory's approval is also stable (55% on October 14, 53% today).

One half are happy with election outcome

One half of Toronto voters are happy with the way the election played out (50%), while just more than a third are unhappy (36%). Those who are content with the outcome are most likely to be the oldest (65%), males (58%), downtowners (56%), viewers of CFTO (64%), CBC (56%), provincial Liberals (63%), the wealthiest (66%), property owners (58%), the best educated (post grad - 62%), readers of the Star (70%), the Globe and Mail (80%) and the National Post (68%). Even among readers of the Sun, approval of the election outcome is more than half (54%).

"There is a clear ideological split in Toronto when it comes to municipal governance; the self-described downtowners, who watch CBC, read The Star and voted Chow want a larger council and a ranked ballot, in other words, more inclusive representation. Those who don't necessarily share the downtown ethos, drivers, PC voters, readers of the Sun and Post who supported Doug Ford for mayor are more interested in the current First Past The Post electoral system and a smaller council, in other words, streamlined administration. As for reactions to the election outcome, the usual suspects are happy; older wealthy males who drive to work or school, in other words, a mix of the two groups just described. This was the secret to John Tory's success - he appealed to a segment of the conservative Ford vote, while also being the choice of the downtown elites," 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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- "There is a clear ideological split in Toronto when it comes to municipal governance; the self-described downtowners, who watch CBC, read The Star and voted Chow want a larger council and a ranked ballot, in other words, more inclusive representation. Those who don't necessarily share the downtown ethos, drivers, PC voters, readers of the Sun and Post who supported Doug Ford for mayor are more interested in the current First Past The Post electoral system and a smaller council, in other words, streamlined administration. As for reactions to the election outcome, the usual suspects are happy; older wealthy males who drive to work or school, in other words, a mix of the two groups just described. This was the secret to John Tory's success - he appealed to a segment of the conservative Ford vote, while also being the choice of the downtown elites," 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 950 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on November 24th and 25th, 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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First Past the Post System

'Currently, elections in Toronto are decided by a "first past the post" system, where the candidate with the most votes, no matter how few, is the winner. The result is often a winner with a minority of the total votes. Do you approve or disapprove of this system?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Approve	45	45	39	49	47	45	49	41
Disapprove	39	39	44	32	37	39	41	36
Don't know	17	16	17	19	16	16	10	23

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Approve	45	40	46	47	48
Disapprove	39	46	36	35	35
Don't know	17	14	18	18	18

Household Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	950	121	145	137	117	85	162	40
Approve	45	52	44	40	44	50	47	47
Disapprove	39	25	41	37	44	40	41	51
Don't know	17	23	15	23	11	11	12	2

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Approve	45	60	40	35	33	41
Disapprove	39	29	43	51	63	43
Don't know	17	11	17	14	4	16

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Ranked Ballot System

'With a ranked ballot, voters indicate their first, second and third choices, and if no candidate wins a majority on first choice votes, second choice votes are counted, and so on. This way, the winner always has more than 50%. Would you approve or disapprove of this system?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Approve	64	62	73	62	60	66	66	63
Disapprove	25	29	16	26	27	22	26	23
Don't know	11	9	11	12	13	12	8	14

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Approve	64	68	63	64	61
Disapprove	25	23	25	23	27
Don't know	11	8	12	13	11

Household Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	950	121	145	137	117	85	162	40
Approve	64	62	69	70	63	68	62	57
Disapprove	25	21	21	20	29	24	28	39
Don't know	11	17	10	11	9	8	10	4

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Approve	64	59	67	67	81	67
Disapprove	25	33	23	23	14	27
Don't know	11	8	10	10	4	5

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Length of Mayoral Campaign

'Currently the mayoral campaign in Toronto is ten months long, from January to October. Is this too short, too long or about the right length?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Too short	8	9	7	5	6	10	7	8
Too long	64	52	67	68	71	74	66	62
About right	25	35	22	23	19	15	25	25
Don't know	4	4	4	4	3	2	2	5

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Too short	8	3	9	11	9
Too long	64	76	57	62	58
About right	25	18	29	24	29
Don't know	4	2	5	3	4

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Too short	8	7	4	6	2	12
Too long	64	70	76	64	72	55
About right	25	21	18	26	21	33
Don't know	4	2	2	4	4	0

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Appropriate Length of Mayoral Campaign

'If the length of the mayoral campaign were shortened, how long do you think it should be?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
One month	6	4	9	7	6	6	8	4
Two months	18	12	13	20	25	26	21	15
Three months	26	19	30	28	28	30	26	26
Four months	10	11	9	10	10	12	10	10
Five months	8	10	8	7	7	6	6	10
Six months	15	21	15	15	11	9	15	16
More than six months	5	5	6	5	6	3	4	6
Don't think the campaign should be shortened	7	12	8	4	5	2	6	8
Don't know	4	6	2	3	2	5	3	4

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
One month	6	8	6	8	2	0
Two months	18	16	23	18	9	17
Three months	26	34	27	24	38	24
Four months	10	9	13	6	3	21
Five months	8	6	7	9	8	9
Six months	15	17	11	20	18	16
More than six months	5	4	6	4	2	4
Don't think the campaign should be shortened	7	5	4	8	10	3
Don't know	4	1	2	2	11	5

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Cutting the Number of Wards

'Currently there are two municipal wards in each of the 22 provincial and federal ridings in Toronto, for a total of 44 wards, with 44 councilors. Would you approve or disapprove of cutting the number of wards in half, and having one per provincial and federal riding, for a total of 22 councilors?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Approve	56	44	56	61	62	65	57	54
Disapprove	30	37	30	26	31	22	30	31
Don't know	14	18	14	14	7	13	13	15

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Approve	56	46	56	62	62
Disapprove	30	41	29	21	28
Don't know	14	12	16	17	11

Household Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	950	121	145	137	117	85	162	40
Approve	56	45	59	55	57	59	59	60
Disapprove	30	33	25	32	33	29	29	32
Don't know	14	23	16	14	10	12	12	8

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Approve	56	80	48	48	39	63
Disapprove	30	13	37	40	46	34
Don't know	14	7	15	12	15	3

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Approval of Mayor Ford

'Do you approve or disapprove of Mayor Ford?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Approve	36	38	40	34	37	30	37	36
Disapprove	56	56	50	58	58	62	56	57
Don't know	7	6	9	8	5	8	7	8

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Approve	36	21	40	40	49
Disapprove	56	73	51	52	44
Don't know	7	6	9	8	7

Household Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	950	121	145	137	117	85	162	40
Approve	36	61	38	35	38	32	23	20
Disapprove	56	27	54	59	53	64	74	79
Don't know	7	12	8	6	9	4	3	2

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Approve	36	48	22	26	14	57
Disapprove	56	47	72	67	82	35
Don't know	7	5	6	7	4	8

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Approval of Tory

'Do you approve or disapprove of John Tory?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Approve	53	44	41	62	60	69	60	46
Disapprove	31	38	42	22	25	15	26	35
Don't know	16	18	17	16	14	16	14	18

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Approve	53	59	47	51	52
Disapprove	31	22	37	33	32
Don't know	16	18	16	15	15

Household Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	950	121	145	137	117	85	162	40
Approve	53	35	43	52	55	59	69	76
Disapprove	31	38	35	36	34	28	22	16
Don't know	16	27	21	12	11	13	9	8

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Approve	53	60	63	40	51	54
Disapprove	31	28	21	40	43	31
Don't know	16	11	16	21	6	16

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Mayoral Election Outcome

'Are you happy or unhappy with the outcome of the mayoral election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	950	198	164	168	205	215	503	447
Happy	50	42	38	59	58	65	58	42
Unhappy	36	44	45	27	32	23	31	40
Don't know	14	14	17	14	11	12	10	17

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Happy	50	56	47	46	49
Unhappy	36	30	41	42	32
Don't know	14	14	13	12	19

Household Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	950	121	145	137	117	85	162	40
Happy	50	32	42	46	53	57	66	74
Unhappy	36	43	38	43	35	35	29	18
Don't know	14	25	20	11	12	7	6	8

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Happy	50	54	63	37	49	53
Unhappy	36	36	26	48	41	31
Don't know	14	11	10	14	10	16

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