

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Chow takes over mayoral race**

#### **Tory and Chow tie in voter approval**

TORONTO MARCH 14<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1271 Toronto voters the evening of the day on which Olivia Chow announced her candidacy for mayor, more than one third say they will vote for her if the election were held today (36%), compared to just more than a quarter who would vote Rob Ford (28%) and less than a quarter who would vote John Tory (22%). Karen Stintz (5%) and David Soknacki (2%) do not contend. Just about one fifteenth have no opinion (7%).

These findings represent relative stability for Rob Ford since we polled last (February 25 - 31%), while Chow, with her entrance into the race, has seen her voter preference increase sharply (from 31%), while John Tory, who had just entered the race the last time we polled, has seen his vote decline (from 27%).

Chow does especially well among the youngest (45%), mid income groups (\$60K to \$80K - 44%), in the downtown (48%), but not in Scarborough (27%), among those who take transit (46%), renters (45%), those who disapprove of Rob Ford (56%).

Rob Ford's support is most common to mid age groups (35 to 44 - 32%), the least wealthy (less than \$20K - 37%, \$20K to \$40K - 39%), in Etobicoke/York (39%), but not downtown (18%), in Scarborough (34%), among those who drive (33%), the least educated (38%) and among mothers with children (38%).

John Tory finds his support primarily among the oldest (34%), the wealthier (\$80K to \$100K - 29%), property owners (26%), those who voted either Rob Ford or George Smitherman in the last election (27% each) and among those who disapprove of Rob Ford (27%).

#### **If Ford doesn't run, Chow also wins**

In the event Mayor Ford is unable to complete his campaign for mayor, Olivia Chow would take close to 4-in-10 votes if the election were held tomorrow (38%), compared to about one third for John Tory (32%). Stintz (4%) and Soknacki (5%) do not contend, and one fifth can't decide (21%). This represents a sharp increase for Chow (from 33%) since the last time we polled this match-up, accompanied by a decrease for Tory (from 37%).

## **TORONTO**

**March 14<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- More than one third say they will vote for Chow if the election were held today (36%), compared to just more than a quarter who would vote Rob Ford (28%) and less than a quarter who would vote John Tory (22%).
- These findings represent relative stability for Rob Ford since we polled last (February 25 - 31%), while Chow, with her entrance into the race, has seen her voter preference increase sharply (from 31%).
- In the event Mayor Ford is unable to complete his campaign for mayor, Olivia Chow would take close to 4-in-10 votes if the election were held tomorrow (38%), compared to about one third for John Tory (32%).

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## **TORONTO**

**March 14<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- In the event marginal candidates drop out and leave just the three main contenders in the race, Olivia Chow takes just less than 4-in-10 votes (38%).
- Just 3-in-10 voters say they will vote for Rob Ford no matter what (no other candidates named - 31%).
- Almost all voters are aware of Olivia Chow (93%) and just fewer are aware of John Tory (87%).
- Close to 6-in-10 of those who are aware of John Tory and Olivia Chow approve of them (57% each), which is not the case with David Soknacki (38%) or Karen Stintz (37%).
- "By actually entering the race after standing on the sidelines for so long, Olivia Chow appears to have stolen the wind from John Tory's sails, and left both he and Rob Ford in her wake," said Forum Research President, Dr. Lorne Bozinoff.

### **In a three way race, Chow also wins**

In the event marginal candidates drop out and leave just the three main contenders in the race, Olivia Chow takes just less than 4-in-10 votes (38%), to just more than a quarter for Rob Ford (28%) and a quarter for John Tory (25%). In this case, few are undecided (8%). In contrast, the last time we polled this three way race, all three candidates tied with about a third of the vote (Ford 32%, Chow 32%, Tory 33%).

### **Fewer now ready to vote for Ford in October**

Just 3-in-10 voters say they will vote for Rob Ford no matter what (no other candidates named - 31%), and this is down from the last time we polled (38%) and for several months before that.

### **Awareness almost universal for Chow, Tory**

Almost all voters are aware of Olivia Chow (93%) and just fewer are aware of John Tory (87%). Awareness of Karen Stintz is somewhat lower (77%), and awareness of David Soknacki is limited to just more than half (56%).

### **Tory, Chow share highest approval ratings**

Close to 6-in-10 of those who are aware of John Tory and Olivia Chow approve of them (57% each), which is not the case with David Soknacki (38%) or Karen Stintz (37%). Rob Ford falls between these two extremes, with an approval rating of 4-in-10 (42%), which he has sported for months. Approval for John Tory is high among the oldest (68%), but not among mothers with children (44%). Chow finds favour with the youngest (66%), transit users (69%) and renters (70%). Rob Ford's approval is higher among mid aged groups (45 to 54 - 47%), the least wealthy (54%), in Scarborough (58%) and among the less educated (grade school - 54%, some college - 53%).

"By actually entering the race after standing on the sidelines for so long, Olivia Chow appears to have stolen the wind from John Tory's sails, and left both he and Rob Ford in her wake," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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**TORONTO**  
**March 14<sup>th</sup>, 2014**

## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1271 randomly selected Torontonians 18 years of age and older. The poll was conducted on March 13<sup>th</sup>, 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](http://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](http://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
Mar 13 <sup>th</sup> , 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

**TORONTO**

**March 14<sup>th</sup>, 2014**

**4-Way Mayoral Trial Heats Trending**

*Stintz / Chow / Soknacki / Tory*

%	Sample	Karen Stintz	Olivia Chow	David Soknacki	John Tory	Don't Know
Mar 13 <sup>th</sup> , 2014	1271	4	38	5	32	21
Feb 25, 2014	1310	7	33	3	37	20
Feb. 6 <sup>th</sup> , 2014	769	9	40	7	25	20
Jan. 22 <sup>nd</sup> , 2014	1063	8	34	6	33	18
Jan. 6 <sup>th</sup> , 2014	1105	7	33	7	34	20
Dec. 9 <sup>th</sup> , 2013	898	11	32	4	36	16
Oct 31, 2013	1032	12	33	6	29	19
Oct 29, 2013	1093	12	37	2	32	17

**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
Mar 13 <sup>th</sup> , 2014	1271	28	36	5	22	2	7
Feb 25, 2014	1310	31	31	6	27	2	3
Feb. 6 <sup>th</sup> , 2014	769	30	35	6	22	3	5
Jan. 22 <sup>nd</sup> , 2014	1063	30	31	7	24	4	4
Jan. 6 <sup>th</sup> , 2014	1105	35	30	5	22	3	5
Dec. 9 <sup>th</sup> , 2013	898	25	32	7	27	4	5
Nov. 20 <sup>th</sup> , 2013	1049	31	34	7	22	4	3
Nov. 6 <sup>th</sup> , 2013	1157	29	28	12	25	2	5
Nov. 4 <sup>th</sup> , 2013	1393	26	32	10	25	2	7
Oct. 31 <sup>st</sup> , 2013	1032	24	29	11	25	3	7
Oct. 29 <sup>th</sup> , 2013	1093	27	32	11	21	2	7

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**Mayor Rob Ford Approval - Trending**

%	Sample	Approve	Disapprove
Mar 13 <sup>th</sup> , 2014	1271	42	58
Feb. 24 <sup>th</sup> , 2014	1310	44	56
Feb. 6 <sup>th</sup> , 2014	769	43	57
Jan. 22 <sup>nd</sup> , 2014	1063	45	55
Jan. 6 <sup>th</sup> , 2014	1105	47	53
Dec. 9 <sup>th</sup> , 2013	898	42	58
Nov. 20 <sup>th</sup> , 2013	1049	42	58
Nov. 6 <sup>th</sup> , 2013	1157	44	56
Nov. 4 <sup>th</sup> , 2013	1393	43	57
Oct 31 <sup>st</sup> , 2013	1032	44	56
Oct 28-29 <sup>th</sup> , 2013	1093	39	61
Sep 23 <sup>rd</sup> , 2013	1082	49	51
Aug 29 <sup>th</sup> , 2013	848	44	56
July 29 <sup>th</sup> , 2013	1368	46	54
June 25 <sup>th</sup> , 2013	1239	47	53
May 24 <sup>th</sup> , 2013	1395	42	58
May 10 <sup>th</sup> , 2013	974	44	56
April 11 <sup>th</sup> , 2013	850	43	57
April 5 <sup>th</sup> , 2013	484	49	50
March 20 <sup>th</sup> , 2013	1045	40	60
March 11 <sup>th</sup> , 2013	918	43	57
Feb. 26 <sup>th</sup> – 28 <sup>th</sup> , 2013	876	44	56
Feb. 22 <sup>nd</sup> , 2013	806	48	52
Jan. 25 <sup>th</sup> , 2013	1099	45	55
Dec. 14 <sup>th</sup> , 2012	897	42	58
Nov. 26 <sup>th</sup> , 2012	807	42	58
Nov 16 <sup>th</sup> – 17 <sup>th</sup> , 2012	848	45	55
Oct 25 <sup>th</sup> , 2012	614	44	56
Sep 28 <sup>th</sup> – 29 <sup>th</sup> , 2012	833	41	59
Sep 7 <sup>th</sup> – 8 <sup>th</sup> , 2012	834	42	58
Aug 9 <sup>th</sup> – 10 <sup>th</sup> , 2012	812	41	59
Jun 28 <sup>th</sup> , 2012	1212	42	58
Jun 7 <sup>th</sup> , 2012	951	45	55
May 28 <sup>th</sup> , 2012	704	40	60
Apr 18 <sup>th</sup> , 2012	812	47	53
Mar 15 <sup>th</sup> , 2012	1027	41	59
Feb 13 <sup>th</sup> , 2012	1547	43	57
Feb 1 <sup>st</sup> , 2012	1560	39	61
Oct 24 <sup>th</sup> , 2011	1004	37	63
Sep 13 <sup>th</sup> , 2011	1046	42	58
Jun 1 <sup>st</sup> , 2011	1050	57	43
Feb 25 <sup>th</sup> – 26 <sup>th</sup> , 2011	1012	60	40

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**March 14<sup>th</sup>, 2014**

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***Voting for Ford in 2014 - Trending***

%	Sample	Yes	No	Don't know
Mar 13 <sup>th</sup> , 2014	1271	31	62	7
Feb. 24 <sup>th</sup> , 2014	1310	38	57	5
Feb. 6 <sup>th</sup> , 2014	769	37	59	4
Jan. 22 <sup>nd</sup> , 2014	1063	37	57	6
Jan. 6 <sup>th</sup> , 2014	1105	41	54	6
Dec. 9 <sup>th</sup> , 2013	898	33	62	5
Nov. 20 <sup>th</sup> , 2013	1049	33	62	5
Nov. 6 <sup>th</sup> , 2013	1157	35	60	5

***Mayoral Candidate Approval - Ranking***

%	Approve	Disapprove
John Tory	57	43
Olivia Chow	57	43
Rob Ford	42	58
David Soknacki	38	62
Karen Stintz	37	63

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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	1271	98	141	304	326	402	562	709
Rob Ford	28	25	32	29	31	24	26	29
John Tory	22	14	21	23	28	34	26	19
Karen Stintz	5	7	4	3	3	4	5	4
David Soknacki	2	0	2	4	2	3	2	2
Olivia Chow	36	45	32	36	31	28	36	37
Don't know	7	9	9	6	4	7	5	10

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Rob Ford	28	18	25	39	34
John Tory	22	23	24	22	20
Karen Stintz	5	7	5	3	3
David Soknacki	2	3	1	2	3
Olivia Chow	36	48	37	28	27
Don't know	7	2	7	7	14

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Rob Ford	28	33	23	31	30	24
John Tory	22	25	14	22	26	16
Karen Stintz	5	3	7	2	5	4
David Soknacki	2	1	2	4	2	2
Olivia Chow	36	31	46	33	30	45
Don't know	7	6	8	8	7	8

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**TORONTO**

**March 14<sup>th</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Rob Ford	28	37	39	30	20	28	19	30
John Tory	22	10	15	16	18	29	25	41
Karen Stintz	5	6	2	4	5	4	8	4
David Soknacki	2	4	2	2	1	1	3	0
Olivia Chow	36	33	40	40	44	32	40	13
Don't know	7	9	2	9	12	6	6	13

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Rob Ford	28	38	34	24	21
John Tory	22	22	19	22	25
Karen Stintz	5	2	3	5	8
David Soknacki	2	4	2	1	2
Olivia Chow	36	28	36	37	40
Don't know	7	6	6	11	4

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Rob Ford	28	33	25	38
John Tory	22	18	24	13
Karen Stintz	5	3	6	2
David Soknacki	2	1	3	0
Olivia Chow	36	35	37	30
Don't know	7	11	5	16

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## **TORONTO**

**March 14<sup>th</sup>, 2014**

### ***Past Mayoral Vote***

<b>%</b>	<b>Total</b>	<b>Rob Ford</b>	<b>George Smitherman</b>	<b>Joe Pantalone</b>	<b>Someone else</b>
<b>Sample</b>	<b>1271</b>	<b>511</b>	<b>348</b>	<b>136</b>	<b>175</b>
<b>Rob Ford</b>	28	55	6	7	17
<b>John Tory</b>	22	27	27	10	20
<b>Karen Stintz</b>	5	1	8	3	7
<b>David Soknacki</b>	2	1	1	5	3
<b>Olivia Chow</b>	36	11	51	71	43
<b>Don't know</b>	7	4	6	3	10

### ***Rob Ford Approval / Vote Ford in 2014***

<b>%</b>	<b>Total</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>
<b>Sample</b>	<b>1271</b>	<b>517</b>	<b>754</b>	<b>382</b>	<b>813</b>	<b>76</b>
<b>Rob Ford</b>	28	62	3	80	3	14
<b>John Tory</b>	22	16	27	7	29	33
<b>Karen Stintz</b>	5	2	7	1	6	5
<b>David Soknacki</b>	2	2	2	2	2	4
<b>Olivia Chow</b>	36	10	56	7	54	13
<b>Don't know</b>	7	8	7	3	7	31

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**TORONTO**

**March 14<sup>th</sup>, 2014**

**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	1271	98	141	304	326	402	562	709
John Tory	32	22	32	33	40	44	38	26
Karen Stintz	4	2	6	4	6	4	5	4
David Soknacki	5	7	4	3	3	3	3	6
Olivia Chow	38	45	35	39	35	31	37	39
Don't know	21	24	24	20	16	17	17	25

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
John Tory	32	29	33	35	31
Karen Stintz	4	7	4	3	2
David Soknacki	5	4	2	5	7
Olivia Chow	38	49	42	29	27
Don't know	21	11	18	28	32

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
John Tory	32	38	21	29	39	21
Karen Stintz	4	4	5	4	5	3
David Soknacki	5	3	6	9	5	5
Olivia Chow	38	33	46	33	32	48
Don't know	21	22	22	24	20	24

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**TORONTO**  
**March 14<sup>th</sup>, 2014**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
John Tory	32	23	22	28	28	45	34	42
Karen Stintz	4	3	3	3	4	9	6	6
David Soknacki	5	6	4	8	5	1	3	13
Olivia Chow	38	40	42	41	46	28	44	14
Don't know	21	28	29	20	17	17	14	25

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
John Tory	32	32	31	32	32
Karen Stintz	4	2	2	5	6
David Soknacki	5	6	3	6	2
Olivia Chow	38	34	34	39	43
Don't know	21	25	29	17	17

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
John Tory	32	28	34	18
Karen Stintz	4	3	5	2
David Soknacki	5	3	5	6
Olivia Chow	38	37	38	35
Don't know	21	28	18	38

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
John Tory	32	47	29	12	27
Karen Stintz	4	3	8	4	7
David Soknacki	5	4	3	4	5
Olivia Chow	38	15	54	72	47
Don't know	21	31	6	8	15

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### ***Rob Ford Approval / Vote Ford in 2014***

<b>%</b>	<b>Total</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>
<b>Sample</b>	<b>1271</b>	<b>517</b>	<b>754</b>	<b>382</b>	<b>813</b>	<b>76</b>
<b>John Tory</b>	32	36	29	34	30	40
<b>Karen Stintz</b>	4	3	6	2	5	5
<b>David Soknacki</b>	5	5	4	6	4	1
<b>Olivia Chow</b>	38	16	54	15	52	18
<b>Don't know</b>	21	40	7	43	8	36

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**MEDIA INQUIRIES:**

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**TORONTO**

**March 14<sup>th</sup>, 2014**

**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	1271	98	141	304	326	402	562	709
Rob Ford	28	25	31	31	32	25	28	29
John Tory	25	17	24	25	31	38	28	22
Olivia Chow	38	48	36	36	33	29	35	41
Don't know	8	10	9	7	4	7	8	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Rob Ford	28	17	26	41	35
John Tory	25	27	27	22	24
Olivia Chow	38	52	39	28	29
Don't know	8	4	8	9	12

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Rob Ford	28	34	22	39	30	26
John Tory	25	28	18	19	31	16
Olivia Chow	38	30	51	35	33	47
Don't know	8	8	9	8	6	11

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**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Rob Ford	28	36	38	32	19	31	17	29
John Tory	25	13	21	18	18	30	33	56
Olivia Chow	38	40	33	38	56	32	44	11
Don't know	8	11	8	13	7	7	6	3

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Rob Ford	28	39	36	24	23
John Tory	25	26	20	25	30
Olivia Chow	38	29	35	42	41
Don't know	8	6	10	9	6

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Rob Ford	28	32	27	33
John Tory	25	21	28	17
Olivia Chow	38	38	38	38
Don't know	8	9	7	12

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Rob Ford	28	57	7	7	15
John Tory	25	26	31	13	28
Olivia Chow	38	11	59	74	47
Don't know	8	6	3	5	10

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***Rob Ford Approval / Vote Ford in 2014***

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1271	517	754	382	813	76
Rob Ford	28	64	2	81	3	22
John Tory	25	17	31	11	32	27
Olivia Chow	38	8	60	4	58	17
Don't know	8	11	6	5	7	34

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**March 14<sup>th</sup>, 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	1271	98	141	304	326	402	562	709
Yes	31	31	29	34	34	29	34	29
No	62	61	63	59	61	65	59	64
Don't know	7	8	7	7	5	6	8	6

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Yes	31	20	28	38	42
No	62	75	62	51	54
Don't know	7	4	10	10	4

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Yes	31	37	27	30	32	29
No	62	54	69	59	62	61
Don't know	7	9	4	11	5	10

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Yes	31	41	48	33	23	31	18	40
No	62	51	43	58	74	64	78	60
Don't know	7	8	9	9	4	4	3	0

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## **TORONTO**

**March 14<sup>th</sup>, 2014**

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Yes	31	42	39	27	25
No	62	52	53	66	69
Don't know	7	6	9	7	6

### **Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Yes	31	33	30	37
No	62	60	62	58
Don't know	7	6	7	5

### **Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Yes	31	62	7	8	10
No	62	29	90	88	79
Don't know	7	9	2	4	11

### **Rob Ford Approval**

%	Total	Approve	Disapprove
Sample	1271	517	754
Yes	31	70	3
No	62	19	93
Don't know	7	11	4

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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	1271	98	141	304	326	402	562	709
Approve	42	40	44	47	44	39	45	40
Disapprove	58	60	56	53	56	61	55	60

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Approve	42	25	41	52	58
Disapprove	58	75	59	48	42

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Approve	42	50	34	46	44	41
Disapprove	58	50	66	54	56	59

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Approve	42	52	54	48	32	45	26	40
Disapprove	58	48	46	52	68	55	74	60

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Approve	42	54	53	39	31
Disapprove	58	46	47	61	69

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## **TORONTO**

**March 14<sup>th</sup>, 2014**

### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Approve	42	49	39	51
Disapprove	58	51	61	49

### *Past Mayoral Vote*

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Approve	42	77	11	19	24
Disapprove	58	23	89	81	76

### *Vote Ford in 2014*

%	Total	Yes	No	Don't know
Sample	1271	382	813	76
Approve	42	94	13	70
Disapprove	58	6	87	30

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**Heard of Tory**

*'Have you heard of John Tory or not?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1271	98	141	304	326	402	562	709
Have heard of John Tory	87	73	92	92	94	97	91	84
Have not heard of John Tory	13	27	8	8	6	3	9	16

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Have heard of John Tory	87	86	91	91	82
Have not heard of John Tory	13	14	9	9	18

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Have heard of John Tory	87	93	80	83	91	82
Have not heard of John Tory	13	7	20	17	9	18

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Have heard of John Tory	87	67	78	81	97	98	96	81
Have not heard of John Tory	13	33	22	19	3	2	4	19

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Have heard of John Tory	87	81	82	91	90
Have not heard of John Tory	13	19	18	9	10

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Have heard of John Tory	87	82	90	73
Have not heard of John Tory	13	18	10	27

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Have heard of John Tory	87	90	97	98	90
Have not heard of John Tory	13	10	3	2	10

**Rob Ford Approval / Vote Ford in 2014**

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1271	517	754	382	813	76
Have heard of John Tory	87	84	89	81	90	90
Have not heard of John Tory	13	16	11	19	10	10

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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	1181	74	129	282	306	390	534	647
Approve	57	54	49	59	58	68	59	55
Disapprove	43	46	51	41	42	32	41	45

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1181	410	266	264	241
Approve	57	59	57	53	58
Disapprove	43	41	43	47	42

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1181	451	331	112	869	312
Approve	57	60	51	46	61	50
Disapprove	43	40	49	54	39	50

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1181	88	173	172	166	127	203	46
Approve	57	48	52	56	48	60	60	75
Disapprove	43	52	48	44	52	40	40	25

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1181	174	302	450	255
Approve	57	54	53	59	58
Disapprove	43	46	47	41	42

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### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	1181	236	945	97
Approve	57	53	58	44
Disapprove	43	47	42	56

### *Past Mayoral Vote*

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1181	475	344	132	157
Approve	57	53	66	53	51
Disapprove	43	47	34	47	49

### *Rob Ford Approval / Vote Ford in 2014*

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1181	465	716	338	777	66
Approve	57	49	62	37	63	82
Disapprove	43	51	38	63	37	18

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**Heard of Stintz**

*'Have you heard of Karen Stintz or not?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1271	98	141	304	326	402	562	709
Have heard of Karen Stintz	77	66	79	80	86	85	81	73
Have not heard of Karen Stintz	23	34	21	20	14	15	19	27

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Have heard of Karen Stintz	77	81	79	77	70
Have not heard of Karen Stintz	23	19	21	23	30

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Have heard of Karen Stintz	77	80	73	72	82	69
Have not heard of Karen Stintz	23	20	27	28	18	31

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Have heard of Karen Stintz	77	54	64	71	81	87	92	80
Have not heard of Karen Stintz	23	46	36	29	19	13	8	20

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Have heard of Karen Stintz	77	67	71	82	81
Have not heard of Karen Stintz	23	33	29	18	19

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Have heard of Karen Stintz	77	75	78	67
Have not heard of Karen Stintz	23	25	22	33

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Have heard of Karen Stintz	77	79	86	90	75
Have not heard of Karen Stintz	23	21	14	10	25

**Rob Ford Approval / Vote Ford in 2014**

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1271	517	754	382	813	76
Have heard of Karen Stintz	77	72	81	68	83	63
Have not heard of Karen Stintz	23	28	19	32	17	37

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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	1052	68	113	247	281	343	474	578
Approve	37	38	42	33	36	36	35	40
Disapprove	63	62	58	67	64	64	65	60

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1052	383	229	233	207
Approve	37	45	38	29	33
Disapprove	63	55	62	71	67

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1052	398	299	103	796	256
Approve	37	30	46	36	36	39
Disapprove	63	70	54	64	64	61

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1052	65	141	158	140	115	193	45
Approve	37	29	31	26	44	31	48	36
Disapprove	63	71	69	74	56	69	52	64

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1052	143	259	414	236
Approve	37	28	33	40	42
Disapprove	63	72	67	60	58

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### *Have Children / Are Mothers*

%	Total	Yes	No	Moms
Sample	1052	214	838	90
Approve	37	40	36	40
Disapprove	63	60	64	60

### *Past Mayoral Vote*

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1052	418	319	119	132
Approve	37	19	53	41	49
Disapprove	63	81	47	59	51

### *Rob Ford Approval / Vote Ford in 2014*

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1052	396	656	284	711	57
Approve	37	17	51	8	49	41
Disapprove	63	83	49	92	51	59

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**Heard of Chow**

*'Do you approve or disapprove of Olivia Chow?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1271	98	141	304	326	402	562	709
Have heard of Olivia Chow	93	86	95	94	99	98	95	92
Have not heard of Olivia Chow	7	14	5	6	1	2	5	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Have heard of Olivia Chow	93	96	96	96	83
Have not heard of Olivia Chow	7	4	4	4	17

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Have heard of Olivia Chow	93	95	89	91	95	90
Have not heard of Olivia Chow	7	5	11	9	5	10

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Have heard of Olivia Chow	93	82	86	96	100	97	98	81
Have not heard of Olivia Chow	7	18	14	4	0	3	2	19

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**March 14<sup>th</sup>, 2014**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Have heard of Olivia Chow	93	90	89	96	94
Have not heard of Olivia Chow	7	10	11	4	6

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Have heard of Olivia Chow	93	87	96	81
Have not heard of Olivia Chow	7	13	4	19

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Have heard of Olivia Chow	93	93	99	99	98
Have not heard of Olivia Chow	7	7	1	1	2

**Rob Ford Approval / Vote Ford in 2014**

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1271	517	754	382	813	76
Have heard of Olivia Chow	93	88	97	86	96	97
Have not heard of Olivia Chow	7	12	3	14	4	3

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**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
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 416.960.9603

**TORONTO**

**March 14<sup>th</sup>, 2014**

**Approval of Chow**

*'Do you approve or disapprove of Olivia Chow?'*

*[Heard of Chow]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1224	87	134	287	321	395	539	685
Approve	57	66	58	53	50	51	51	63
Disapprove	43	34	42	47	50	49	49	37

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1224	425	272	277	250
Approve	57	67	56	48	54
Disapprove	43	33	44	52	46

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1224	456	353	119	888	336
Approve	57	47	69	60	50	70
Disapprove	43	53	31	40	50	30

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1224	97	185	187	170	127	204	46
Approve	57	63	63	57	65	44	64	38
Disapprove	43	37	37	43	35	56	36	62

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1224	186	317	461	260
Approve	57	51	50	61	61
Disapprove	43	49	50	39	39

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## **TORONTO**

**March 14<sup>th</sup>, 2014**

### ***Have Children / Are Mothers***

%	Total	Yes	No	Moms
Sample	1224	249	975	108
Approve	57	59	56	64
Disapprove	43	41	44	36

### ***Past Mayoral Vote***

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1224	489	345	134	169
Approve	57	25	78	85	72
Disapprove	43	75	22	15	28

### ***Rob Ford Approval / Vote Ford in 2014***

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1224	483	741	353	799	72
Approve	57	27	77	21	76	39
Disapprove	43	73	23	79	24	61

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**Heard of Soknacki**

*'Do you approve or disapprove of David Soknacki?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1271	98	141	304	326	402	562	709
Have heard of David Soknacki	56	47	53	57	69	68	62	52
Have not heard of David Soknacki	44	53	47	43	31	32	38	48

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1271	436	283	287	265
Have heard of David Soknacki	56	62	52	58	53
Have not heard of David Soknacki	44	38	48	42	47

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1271	472	373	126	914	357
Have heard of David Soknacki	56	56	51	67	65	44
Have not heard of David Soknacki	44	44	49	33	35	56

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1271	110	202	189	171	131	207	48
Have heard of David Soknacki	56	37	36	55	63	61	64	68
Have not heard of David Soknacki	44	63	64	45	37	39	36	32

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**March 14<sup>th</sup>, 2014**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1271	198	334	473	266
Have heard of David Soknacki	56	45	52	61	60
Have not heard of David Soknacki	44	55	48	39	40

**Have Children / Are Mothers**

%	Total	Yes	No	Moms
Sample	1271	270	1001	121
Have heard of David Soknacki	56	48	60	38
Have not heard of David Soknacki	44	52	40	62

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1271	511	348	136	175
Have heard of David Soknacki	56	59	67	75	53
Have not heard of David Soknacki	44	41	33	25	47

**Rob Ford Approval / Vote Ford in 2014**

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1271	517	754	382	813	76
Have heard of David Soknacki	56	47	63	47	61	55
Have not heard of David Soknacki	44	53	37	53	39	45

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**March 14<sup>th</sup>, 2014**

**Approval of Soknacki**

*'Do you approve or disapprove of David Soknacki?'*

*[Heard of Soknacki]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	799	46	75	178	225	275	380	419
Approve	38	42	38	32	36	40	37	39
Disapprove	62	58	62	68	64	60	63	61

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	799	302	162	170	165
Approve	38	43	34	38	34
Disapprove	62	57	66	62	66

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	799	304	210	83	629	170
Approve	38	25	47	51	37	39
Disapprove	62	75	53	49	63	61

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	799	46	97	118	109	87	151	36
Approve	38	23	30	39	37	31	39	50
Disapprove	62	77	70	61	63	69	61	50

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	799	96	203	316	184
Approve	38	28	32	41	42
Disapprove	62	72	68	59	58

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### ***Have Children / Are Mothers***

%	Total	Yes	No	Moms
Sample	799	138	661	49
Approve	38	33	40	33
Disapprove	62	67	60	67

### ***Past Mayoral Vote***

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	799	315	255	100	96
Approve	38	18	59	39	42
Disapprove	62	82	41	61	58

### ***Rob Ford Approval / Vote Ford in 2014***

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	799	283	516	198	557	44
Approve	38	17	49	12	47	46
Disapprove	62	83	51	88	53	54

For more information:

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