

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Ford's popularity down sharply; seen as "poor" or "worst" mayor**

### **Councillors favoured, not council**

TORONTO, OCTOBER 30, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 1093 Torontonians 18 years of age and older, just less than 4-in-10 approve of the job Rob Ford is doing as Mayor (39%) and this is down 10 points from half last month (49%). Six-in-ten disapprove of the mayor (61%). Approval is highest among the oldest (49%), the least wealthy (56%), in Scarborough (51%) among those who drive (50%) and among those with some college or university (50%). Disapproval is highest among the youngest (71%), the wealthiest (65%), in the downtown (81%), among those who bike or walk to school (77%) and among those with no religion (78%).

### **Few approve of council**

Just more than one third approve of the job city council is doing (35%), while more than half disapprove (54%) and one tenth don't have an opinion (11%). Disapproval is highest among the youngest (61%), in Etobicoke/East York (65%), university graduates (61%) and those of non-British European origin (67%).

### **Most approve of their councillor**

In contrast to their view of council, close to 6-in-10 approve of their own city councillor (58%), while one quarter do not (27%) and one seventh have no opinion (15%). Councillors are especially well-liked in mid-age groups (35 to 44 - 62%), among the least wealthy (72%), in the downtown (68%) and among those of British Isles background (69%).

### **Majority don't believe billion-dollar savings claim**

One half of Torontonians do not believe the mayor's claim he has saved the city \$1 billion since he was sworn in (52%), while 3-in-10 agree this claim is true (30%). Close to one fifth do not know (18%). Rob Ford supporters are, obviously, most likely to believe this claim (69%), but some do not (9%) and one quarter do not know if it's true (22%). Belief in this claim is especially uncommon in the downtown (18%).

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**TORONTO**  
**October 30<sup>th</sup>, 2013**

### **HIGHLIGHTS:**

- Just less than 4-in-10 approve of the job Rob Ford is doing as Mayor (39%) and this is down 10 points from half last month (49%).
- Just more than one third approve of the job city council is doing (35%), while more than half disapprove (54%) and one tenth don't have an opinion (11%).
- In contrast to their view of council, close to 6-in-10 approve of their own city councillor (58%), while one quarter do not (27%) and one seventh have no opinion (15%).
- One half of Torontonians do not believe the mayor's claim he has saved the city \$1 billion since he was sworn in (52%), while 3-in-10 agree this claim is true (30%).

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## More than half see Ford as "poor" or "one of the worst" mayors

More than half (54%) describe the mayor either as a poor mayor (15%), or, more commonly, "one of Toronto's worst mayors" (39%). In contrast, just more than a third (36%) describe him as "good" or one of Toronto's best mayors (18% each). Just one tenth equivocate on this measure (neither good nor poor - 9%) and almost no one has no opinion (1%).

"Rob Ford excites extreme emotions. No one is undecided about him. It just seems to be that people are starting to decide against him finally. It may be that his antics have finally begun to take a toll on his cast iron popularity," 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**  
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### **HIGHLIGHTS:**

- More than half (54%) describe the mayor either as a poor mayor (15%), or, more commonly, "one of Toronto's worst mayors" (39%).
- "Rob Ford excites extreme emotions. No one is undecided about him. It just seems to be that people are starting to decide against him finally. It may be that his antics have finally begun to take a toll on his cast iron popularity," 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 1093 randomly selected Torontonians 18 years of age and older. The poll was conducted on October 28-29<sup>th</sup>, 2013.

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 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.

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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## TORONTO

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## **TORONTO**

**October 30<sup>th</sup>, 2013**

### **Rob Ford Approval Trending**

<b>%</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>
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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**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	1093	83	110	243	298	359	489	604
Approve	39	29	37	47	45	49	43	36
Disapprove	61	71	63	53	55	51	57	64

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1093	387	238	240	228
Approve	39	19	47	46	51
Disapprove	61	81	53	54	49

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1093	408	310	108	815	278
Approve	39	50	30	23	43	32
Disapprove	61	50	70	77	57	68

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1093	69	116	157	125	107	244	53
Approve	39	56	51	39	41	36	35	25
Disapprove	61	44	49	61	59	64	65	75

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1093	151	250	418	274
Approve	39	49	50	40	26
Disapprove	61	51	50	60	74

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**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1093	683	302	25	260	96	130	280
Approve	39	50	44	38	48	66	34	22
Disapprove	61	50	56	62	52	34	66	78

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1093	495	245	226	127
Approve	39	36	32	54	38
Disapprove	61	64	68	46	62

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1093	473	287	100	143	90
Approve	39	84	8	4	13	25
Disapprove	61	16	92	96	87	75

**Approval of Council / Approval of Local Councillor**

%	Total	City Council - Approve	City Council - Disapprove	Local Councillor - Approve	Local Councillor - Disapprove
Sample	1093	391	579	666	285
Approve	39	36	42	35	47
Disapprove	61	64	58	65	53

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**Approval of Council**

*'Do you approve or disapprove of city council?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1093	83	110	243	298	359	489	604
Approve	35	29	46	35	38	29	30	39
Disapprove	54	61	44	54	52	58	60	49
Don't know	11	11	10	11	10	13	10	12

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1093	387	238	240	228
Approve	35	38	32	28	41
Disapprove	54	52	54	65	46
Don't know	11	10	14	7	13

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1093	408	310	108	815	278
Approve	35	33	39	34	33	39
Disapprove	54	59	48	56	58	46
Don't know	11	8	13	10	9	15

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1093	69	116	157	125	107	244	53
Approve	35	58	47	28	38	39	33	24
Disapprove	54	30	44	53	56	52	59	73
Don't know	11	11	10	20	6	9	8	2

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1093	151	250	418	274
Approve	35	42	33	30	41
Disapprove	54	41	55	61	48
Don't know	11	16	12	9	11

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1093	683	302	25	260	96	130	280
Approve	35	35	34	29	36	33	34	36
Disapprove	54	56	58	37	57	56	54	51
Don't know	11	9	7	34	7	11	12	14

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1093	495	245	226	127
Approve	35	39	31	24	41
Disapprove	54	52	55	67	42
Don't know	11	9	14	8	17

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1093	473	287	100	143	90
Approve	35	33	37	44	30	31
Disapprove	54	57	50	46	59	58
Don't know	11	10	13	10	11	11

**Approval of Ford / Approval of Local Councillor**

%	Total	Ford - Approve	Ford - Disapprove	Local Councillor - Approve	Local Councillor - Disapprove
Sample	1093	470	623	666	285
Approve	35	32	37	44	18
Disapprove	54	58	52	45	77
Don't know	11	10	11	11	5

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**Approval of Local Councillor**

*'Do you approve or disapprove of your own local councillor?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1093	83	110	243	298	359	489	604
Approve	58	51	62	61	58	61	53	62
Disapprove	27	28	27	27	27	27	34	22
Don't know	15	21	10	12	15	12	14	16

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1093	387	238	240	228
Approve	58	68	53	46	64
Disapprove	27	21	29	38	23
Don't know	15	12	18	16	14

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1093	408	310	108	815	278
Approve	58	55	60	61	59	55
Disapprove	27	27	27	31	27	28
Don't know	15	18	13	8	14	17

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1093	69	116	157	125	107	244	53
Approve	58	72	53	50	63	57	65	50
Disapprove	27	23	24	25	23	29	27	40
Don't know	15	5	23	25	14	14	8	10

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1093	151	250	418	274
Approve	58	59	53	58	61
Disapprove	27	22	29	31	23
Don't know	15	19	17	11	16

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1093	683	302	25	260	96	130	280
Approve	58	58	64	42	59	51	53	59
Disapprove	27	27	27	5	28	33	24	30
Don't know	15	15	9	53	13	16	23	11

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1093	495	245	226	127
Approve	58	54	69	58	55
Disapprove	27	30	22	31	22
Don't know	15	16	9	11	23

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1093	473	287	100	143	90
Approve	58	53	64	73	60	43
Disapprove	27	32	23	21	30	25
Don't know	15	15	13	6	9	32

**Approval of Ford / Approval of Council**

%	Total	Ford - Approve	Ford - Disapprove	City Council - Approve	City Council - Disapprove	Local Councillor - Approve	Local Councillor - Disapprove
Sample	1093	470	623	391	579	666	285
Approve	58	51	62	72	48	100	0
Disapprove	27	33	24	14	39	0	100
Don't know	15	16	14	13	13	0	0

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**Trust in Ford's Claims**

*'Mayor Ford says he has saved the city \$1 billion. Do you agree or disagree this is true?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1093	83	110	243	298	359	489	604
Agree	30	30	28	31	29	30	36	25
Disagree	52	56	54	48	52	47	51	53
Don't know	18	14	17	21	18	22	13	22

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1093	387	238	240	228
Agree	30	18	36	35	33
Disagree	52	71	44	47	42
Don't know	18	11	20	17	25

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1093	408	310	108	815	278
Agree	30	38	25	19	34	21
Disagree	52	45	58	66	50	57
Don't know	18	17	18	15	16	22

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1093	69	116	157	125	107	244	53
Agree	30	28	29	36	34	27	29	18
Disagree	52	37	49	43	45	55	62	66
Don't know	18	36	22	21	21	19	9	16

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1093	151	250	418	274
Agree	30	32	38	33	18
Disagree	52	38	45	54	62
Don't know	18	30	17	13	21

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1093	683	302	25	260	96	130	280
Agree	30	37	31	41	34	52	29	16
Disagree	52	44	51	19	46	34	50	69
Don't know	18	19	17	40	20	15	21	14

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1093	495	245	226	127
Agree	30	28	25	44	23
Disagree	52	58	57	40	47
Don't know	18	15	18	16	30

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1093	473	287	100	143	90
Agree	30	63	7	6	10	16
Disagree	52	19	73	85	76	61
Don't know	18	18	20	9	14	24

**Approval of Ford / Approval of Council**

%	Total	Ford - Approve	Ford - Disapprove	City Council - Approve	City Council - Disapprove	Local Councillor - Approve	Local Councillor - Disapprove
Sample	1093	470	623	391	579	666	285
Agree	30	69	4	24	35	24	39
Disagree	52	9	81	57	52	57	46
Don't know	18	22	15	19	13	19	16

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**October 30<sup>th</sup>, 2013**

**Comparing Ford to Other Toronto Mayors**

*'How would you describe Mayor Rob Ford in comparison with other Toronto mayors?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1093	83	110	243	298	359	489	604
NET: Top2	36	26	35	44	38	44	39	33
NET: Btm2	54	66	54	47	49	44	52	56
One of Toronto's best mayors	18	12	18	22	22	19	22	14
Good mayor	18	15	16	22	16	25	17	19
Neither a good nor a poor mayor	9	7	10	7	14	12	9	10
Poor mayor	15	23	11	10	14	13	14	16
One of Toronto's worst mayors	39	43	42	37	35	31	38	40
Don't know	1	1	2	2	0	1	1	2

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1093	387	238	240	228
NET: Top2	36	17	45	43	42
NET: Btm2	54	74	47	45	44
One of Toronto's best mayors	18	7	23	19	24
Good mayor	18	9	23	24	19
Neither a good nor a poor mayor	9	8	7	11	11
Poor mayor	15	16	15	12	17
One of Toronto's worst mayors	39	58	32	34	27
Don't know	1	1	1	0	3

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**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1093	408	310	108	815	278
NET: Top2	36	45	27	22	38	30
NET: Btm2	54	44	65	63	50	62
One of Toronto's best mayors	18	23	14	9	18	15
Good mayor	18	23	12	14	20	15
Neither a good nor a poor mayor	9	10	7	10	11	6
Poor mayor	15	14	17	11	14	17
One of Toronto's worst mayors	39	30	48	52	36	46
Don't know	1	1	0	5	1	2

**TORONTO**  
**October 30<sup>th</sup>, 2013**

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1093	69	116	157	125	107	244	53
NET: Top2	36	51	46	36	41	32	32	21
NET: Btm2	54	40	44	49	48	57	62	72
One of Toronto's best mayors	18	35	19	20	22	17	14	10
Good mayor	18	16	27	16	19	15	18	11
Neither a good nor a poor mayor	9	5	9	14	10	12	4	7
Poor mayor	15	17	12	21	16	16	11	15
One of Toronto's worst mayors	39	23	33	28	32	41	52	56
Don't know	1	4	0	0	1	0	2	0

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**TORONTO**  
**October 30<sup>th</sup>, 2013**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1093	151	250	418	274
NET: Top2	36	49	46	36	20
NET: Btm2	54	41	41	54	71
One of Toronto's best mayors	18	25	23	17	11
Good mayor	18	24	24	19	9
Neither a good nor a poor mayor	9	10	12	10	7
Poor mayor	15	19	12	12	22
One of Toronto's worst mayors	39	22	29	42	50
Don't know	1	1	1	1	2

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1093	683	302	25	260	96	130	280
NET: Top2	36	46	39	30	46	61	28	20
NET: Btm2	54	42	49	29	43	31	56	76
One of Toronto's best mayors	18	23	21	10	27	21	14	9
Good mayor	18	23	18	20	19	40	13	11
Neither a good nor a poor mayor	9	11	11	39	9	7	15	4
Poor mayor	15	13	15	18	16	3	12	20
One of Toronto's worst mayors	39	29	33	10	27	29	44	56
Don't know	1	1	1	2	2	0	1	1

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**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1093	495	245	226	127
NET: Top2	36	33	27	48	37
NET: Btm2	54	55	64	39	57
One of Toronto's best mayors	18	16	13	27	15
Good mayor	18	17	15	22	22
Neither a good nor a poor mayor	9	11	8	11	4
Poor mayor	15	12	16	12	28
One of Toronto's worst mayors	39	44	48	28	29
Don't know	1	1	1	2	2

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1093	473	287	100	143	90
NET: Top2	36	77	5	4	13	21
NET: Btm2	54	14	85	88	69	68
One of Toronto's best mayors	18	40	1	1	4	11
Good mayor	18	37	4	3	9	10
Neither a good nor a poor mayor	9	8	9	8	14	10
Poor mayor	15	5	19	23	16	33
One of Toronto's worst mayors	39	9	66	65	53	35
Don't know	1	1	1	0	4	1

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**Approval of Ford / Approval of Council**

%	Total	Ford - Approve	Ford - Disapprove	City Council - Approve	City Council - Disapprove	Local Councillor - Approve	Local Councillor - Disapprove
Sample	1093	470	623	391	579	666	285
NET: Top2	36	88	2	32	38	31	44
NET: Btm2	54	3	87	59	50	60	47
One of Toronto's best mayors	18	44	0	19	19	15	22
Good mayor	18	44	2	13	20	15	22
Neither a good nor a poor mayor	9	8	10	8	11	7	9
Poor mayor	15	2	24	16	12	19	9
One of Toronto's worst mayors	39	1	63	43	38	42	38
Don't know	1	1	1	1	1	1	0

**TORONTO**

**October 30<sup>th</sup>, 2013**

For more information:

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