

NEWS RELEASE



FOR IMMEDIATE RELEASE

High approval ratings for Tory

Defeats Ford or Chow, but not both

TORONTO FEBRUARY 24th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1310 Toronto voters the day after John Tory announced his candidacy for mayor, he had the highest approval rating (55%), followed by Olivia Chow (51%) and Rob Ford (44%). The other two declared candidates, Karen Stintz and David Soknacki, do not receive majority approval (38% and 26%, respectively).

Those who approve of John Tory tend to be the oldest (70%), females (58%), the wealthiest (\$80K to \$100K - 61%, \$100K to \$250K - 63%), those who drive to work or school (60%), the best educated (post grad - 60%), those who voted George Smitherman in the last election (71%) and among provincial Liberals (64%) but not so much PCs (55%).

Chow has the approval of younger groups (35 to 44 - 56%), mid-income groups (\$60K to \$80K - 63%, \$80K to \$100K - 61%), in the downtown (62%), among those who take transit or ride or walk to work or school (56% and 59%, respectively), those who don't own property (60%), who voted George Smitherman (70%) or Joe Pantalone (88%), among provincial Liberals (62%) and New Democrats (74%), but not among PC supporters (17%).

Support for Mayor Ford is most common to the youngest (50%), the least wealthy (61%), in North York (55%), Scarborough (50%) and Etobicoke/York (50%), among those who drive to work or school (51%), the least educated (51%) and those with some college (58%), families with children (55%) and among provincial PC supporters (76%). The mayor does particularly well among the coveted demographic of mothers with children (58%). Of note, one quarter of provincial Liberal supporters approve of Rob Ford (28%), while one third of NDP voters do as well (34%).

Tory defeats Ford or Chow, but not both

In an electoral match-up featuring the currently declared candidates, John Tory would prevail with close to 4-in-10 of the votes (39%), compared to one third for Rob Ford (33%). Stintz would trail (15%), as would Soknacki (5%). This represents a sharp increase for John Tory in this match-up since the last time we polled (February 7 - Tory 28%, Ford 33%, Stintz 17%, Soknacki 8%).

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TORONTO

February 25th, 2014

HIGHLIGHTS:

- The highest approval ratings were reserved for candidate for mayor John Tory (55%), followed by Olivia Chow (51%) and Rob Ford (44%).
- Those who approve of John Tory tend to be the oldest (71%), females (58%), the wealthiest (\$80K to \$100K - 61%, \$100K to \$250K - 63%).
- Chow has the approval of younger groups (35 to 44 - 56%), mid-income groups (\$60K to \$80K - 63%, \$80K to \$100K - 61%).
- Support for Mayor Ford is most common to the youngest (50%), the least wealthy (61%), in North York (55%), Scarborough (51%) and Etobicoke/York (50%).
- In an electoral match-up featuring the currently declared candidates, John Tory would prevail with close to 4-in-10 of the votes (39%), compared to one third for Rob Ford (33%).

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HIGHLIGHTS:

- If, Olivia Chow joins the race, she and Rob Ford would tie with 3-in-10 votes (31%), while Tory would take just more than a quarter (27%).
- In the event Rob Ford is unable to run, John Tory wins with well more than a third of the vote (37%) to one third for Chow (33%).
- When just the leading contenders are tested, which may be the case late in the race when marginal candidates have dropped out, all three tie (Tory 33%, Ford and Chow 32% each).
- In a straight one-on-one match-up, Tory defeats Ford convincingly 58% to 36%.
- A steady third or more (38%) will vote for Ford in October no matter what.
- In a rating of candidate attributes, Rob Ford is clearly seen to be the best to handle the city's budget (37%), compared to Tory (27%) or Chow (21%).

If, as expected, Olivia Chow joins the race, she and Rob Ford would tie with 3-in-10 votes (31% each), while Tory would take just more than a quarter (27%). Stintz and Soknacki do not contend (6% and 2%, respectively). In this race, John Tory takes one third of the provincial PC vote (33%), while Rob Ford takes half (51%). Among provincial Liberals, Tory is the most popular candidate (36%), followed by Chow (33%) and Ford (20%). Chow is clearly the favoured candidate of provincial New Democrats (60%), although one fifth will vote Ford (20%) and somewhat fewer Tory (13%). In this match-up, mothers with kids are more likely than others to favour Mayor Ford (39%), and less likely to favour either John Tory (20%) or Olivia Chow (26%).

In the event Rob Ford is unable to run, John Tory wins with well more than a third of the vote (37%) to one third for Chow (33%). Stintz (7%) and Soknacki (3%) trail.

When just the leading contenders are tested, which may be the case late in the race when marginal candidates have dropped out, all three tie (Tory 33%, Ford and Chow 32% each). In this case, very few have no opinion (3%).

In a straight one-on-one match-up, Tory defeats Ford convincingly 58% to 36%.

More than a third will still vote for Ford no matter what

A steady third or more (38%) will vote for Ford in October when no other candidate is named, and this percentage has stayed stable (February 7 - 37%) for months.

Ford seen best for budget, Tory for getting council to work as one

In a rating of candidate attributes, Rob Ford is clearly seen to be the best to handle the city's budget (37%), compared to Tory (27%) or Chow (21%). This represents a sharp improvement for Tory since the last time we polled this question (November 2013 - Ford 34%, Chow 28%, Tory 22%). Stintz trails in this rating (6%) as she does in all measures tested.

Ford and Tory are equally likely to be seen as having the best vision for the city (30% and 29%, respectively) followed closely by Chow (27%). This represents, once again, a sharp increase for Tory on this rating and a commensurate decline for Chow (November - Tory 21%, Ford 30%, Chow 34%).

John Tory is the clear leader as the mayor who can get council working as one (35%), and this is up sharply since November (26%). Chow (28%) and Ford (20%) are not rated as well on this measure.

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HIGHLIGHTS:

- Rob Ford is the clear leader as the mayor who will leave the city in better shape than he found it (33%), compared to fewer for Tory (28%) or Chow (26%).
- Fully one half of Toronto voters will never vote for Rob Ford (50%), and this is far higher than the proportion who would refuse to vote any other candidate (Chow 21%, Stintz 11%, Soknacki 7%, Tory 6%).
- "While Mayor Ford's approval remains steady at just under half, John Tory's stock has risen recently on all the measures we've tested, including approval, attributes and electability. He appears to be the real deal, although things will inevitably shift when, or if, Olivia Chow announces her candidacy," said Forum Research President, Dr. Lorne Bozinoff.

Rob Ford is the clear leader as the mayor who will leave the city in better shape than he found it (33%), compared to fewer who say this for Tory (28%) or Chow (26%). This represents an increase for Tory (from 21%) and a decrease for Chow (from 34%) since November on this rating measure.

One half will never vote for Rob Ford; Tory with lowest negatives

Fully one half of Toronto voters will never vote for Rob Ford (50%), and this is far higher than the proportion who would refuse to vote any other candidate (Chow 21%, Stintz 11%, Soknacki 7%, Tory 6%). Those who will never vote Ford include the wealthiest (\$100K to \$250K - 63%), those in the downtown (65%), the best educated (post grad - 65%), provincial Liberals (67%) and, to a lesser extent, New Democrats (57%). Mothers with children are less likely than others to say they will never vote for Rob Ford (41%).

Those who will never vote for John Tory include the least wealthy (9%), those with kids (8%), those who approve of Ford (9%) and who will vote for him in 2014 (10%).

Those who will never vote Chow include the youngest (24%), the oldest (25%), residents of Scarborough (26%), those who drive to work or school (25%), the least educated (28%), those who approve of Rob Ford (40%) and will vote for him in October (38%) and PC supporters (45%). Mothers with kids are more likely than others to say they will never vote Olivia Chow (19%). Of note, 1-in-7 provincial New Democrats would never vote for Chow (14%).

"While Mayor Ford's approval remains steady at just under half, John Tory's stock has risen recently on all the measures we've tested, including approval, attributes and electability. He appears to be the real deal, although things will inevitably shift when, or if, Olivia Chow announces her candidacy," 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1310 randomly selected Torontonians 18 years of age and older. The poll was conducted on February 24th, 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

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove
John Tory	55	45
Olivia Chow	51	49
Rob Ford	44	56
Karen Stintz	38	62
David Soknacki	26	74

Mayoral Candidate Attributes – Summary Table

%	Rob Ford	John Tory	Olivia Chow	Karen Stintz	Don't Know
Best for Budget	37	27	21	6	9
Best Vision for City	30	29	27	7	7
Get Councilors to Work Together	20	35	28	4	13
Leave City in Better Shape	33	28	26	5	7

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Mayoral Candidate Attributes – Trending Table

	%	Sample	Rob Ford	Olivia Chow	John Tory	Karen Stintz	Don't Know
Handle the city budget the best?							
Feb. 24th, 2014		1310	37	21	27	6	9
Nov. 20th, 2013		1049	34	28	22	8	8
Best vision for the city?							
Feb. 24th, 2014		1310	30	27	29	7	7
Nov. 20th, 2013		1049	30	34	21	9	6
Get councilors to work together as one?							
Feb. 24th, 2014		1310	20	28	35	4	13
Nov. 20th, 2013		1049	20	33	26	8	13
Leave the city in better shape than he or she found it?							
Feb. 24th, 2014		1310	33	26	26	5	7
Nov. 20th, 2013		1049	31	34	21	8	7

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Mayor Rob Ford Approval - Trending

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

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Voting for Ford in 2014 - Trending

%	Sample	Yes	No	Don't know
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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2-Way Mayoral Trial Heats Trending

Ford / Tory

%	Sample	Rob Ford	John Tory	Don't Know
Feb 25, 2014	1310	36	58	6
Aug 29, 2013	848	33	50	17
July 29, 2013	1368	32	52	17
June 25, 2013	1239	35	52	13
May 10, 2013	974	33	50	17
Jan 25, 2013	1099	36	48	16
May 28, 2012	704	29	52	19
Jan 31, 2012	1560	26	48	26

3-Way Mayoral Trial Heats Trending

Ford / Tory / Chow

%	Sample	Rob Ford	John Tory	Olivia Chow	Don't Know
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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4-Way Mayoral Trial Heats Trending

Ford / Tory / Stintz / Soknacki

%	Sample	Rob Ford	John Tory	Karen Stintz	David Soknacki	Don't Know
Feb 25, 2014	1310	33	39	15	5	7
Feb. 6 th , 2014	769	33	28	17	8	14
Jan. 22 nd , 2014	1063	32	31	18	8	10
Jan. 6 th , 2014	1105	35	29	15	9	13
Dec. 9 th , 2013	898	27	37	17	5	14
Nov. 20 th , 2013	1049	33	27	24	5	10
Nov. 4 th , 2013	1393	29	31	22	4	14
Oct. 31 st , 2013	1032	27	29	23	6	14

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Stintz / Chow / Soknacki / Tory

%	Sample	Karen Stintz	Olivia Chow	David Soknacki	John Tory	Don't Know
Feb 25, 2014	1310	7	33	3	37	20
Feb. 6 th , 2014	769	9	40	7	25	20
Jan. 22 nd , 2014	1063	8	34	6	33	18
Jan. 6 th , 2014	1105	7	33	7	34	20
Dec. 9 th , 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
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
Oct. 29 th , 2013	1093	27	32	11	21	2	7

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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	1310	79	170	316	354	391	561	749
Approve	44	50	41	45	41	40	43	45
Disapprove	56	50	59	55	59	60	57	55

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Approve	44	27	55	50	50
Disapprove	56	73	45	50	50

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Approve	44	51	40	32	43	46
Disapprove	56	49	60	68	57	54

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Approve	44	61	54	46	49	40	33	31
Disapprove	56	39	46	54	51	60	67	69

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Approve	44	51	58	43	26
Disapprove	56	49	42	57	74

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Have Children / Mother

%	Total	Yes	No	Mom
Sample	1310	315	995	164
Approve	44	55	39	58
Disapprove	56	45	61	42

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Approve	44	76	10	7	28
Disapprove	56	24	90	93	72

Vote Ford in 2014

%	Total	Yes	No	Don't know
Sample	1310	432	804	74
Approve	44	94	9	71
Disapprove	56	6	91	29

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Approve	44	76	28	34	36	58
Disapprove	56	24	72	66	64	42

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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	1310	79	170	316	354	391	561	749
Approve	55	45	55	54	61	70	51	58
Disapprove	45	55	45	46	39	30	49	42

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Approve	55	57	56	53	54
Disapprove	45	43	44	47	46

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Approve	55	60	48	55	58	49
Disapprove	45	40	52	45	42	51

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Approve	55	29	49	57	56	61	63	59
Disapprove	45	71	51	43	44	39	37	41

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Approve	55	48	47	59	60
Disapprove	45	52	53	41	40

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Approve	55	51	57	52
Disapprove	45	49	43	48

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Approve	55	54	71	41	54
Disapprove	45	46	29	59	46

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Approve	55	41	66	35	67	67
Disapprove	45	59	34	65	33	33

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Approve	55	55	64	43	51	32
Disapprove	45	45	36	57	49	68

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Approval of Stintz

'Do you approve or disapprove of Karen Stintz?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Approve	38	32	43	43	39	36	44	33
Disapprove	62	68	57	57	61	64	56	67

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Approve	38	47	38	28	38
Disapprove	62	53	62	72	62

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Approve	38	33	39	51	38	38
Disapprove	62	67	61	49	62	62

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Approve	38	29	22	42	37	50	45	47
Disapprove	62	71	78	58	63	50	55	53

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Approve	38	38	32	36	51
Disapprove	62	62	68	64	49

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Approve	38	34	40	31
Disapprove	62	66	60	69

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Approve	38	22	57	58	39
Disapprove	62	78	43	42	61

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Approve	38	16	56	12	55	49
Disapprove	62	84	44	88	45	51

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Approve	38	22	51	36	58	12
Disapprove	62	78	49	64	42	88

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TORONTO
February 25th, 2014

Approval 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	1310	79	170	316	354	391	561	749
Approve	51	52	56	47	51	45	48	53
Disapprove	49	48	44	53	49	55	52	47

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Approve	51	62	40	52	46
Disapprove	49	38	60	48	54

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Approve	51	44	56	59	45	60
Disapprove	49	56	44	41	55	40

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Approve	51	45	44	47	63	61	51	35
Disapprove	49	55	56	53	37	39	49	65

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Approve	51	50	48	49	57
Disapprove	49	50	52	51	43

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February 25th, 2014

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Approve	51	45	53	50
Disapprove	49	55	47	50

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Approve	51	27	70	88	62
Disapprove	49	73	30	12	38

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Approve	51	26	70	24	68	54
Disapprove	49	74	30	76	32	46

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Approve	51	17	62	74	60	22
Disapprove	49	83	38	26	40	78

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Approval 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	1310	79	170	316	354	391	561	749
Approve	26	28	26	23	28	25	28	25
Disapprove	74	72	74	77	72	75	72	75

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Approve	26	34	19	26	25
Disapprove	74	66	81	74	75

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Approve	26	23	28	36	26	27
Disapprove	74	77	72	64	74	73

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Approve	26	15	23	24	37	35	25	25
Disapprove	74	85	77	76	63	65	75	75

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Approve	26	24	19	28	31
Disapprove	74	76	81	72	69

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Approve	26	22	28	20
Disapprove	74	78	72	80

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Approve	26	16	37	34	29
Disapprove	74	84	63	66	71

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Approve	26	13	37	14	34	28
Disapprove	74	87	63	86	66	72

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Approve	26	12	35	27	49	14
Disapprove	74	88	65	73	51	86

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2-Way Mayoral Trial Heats

Ford / Tory

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	36	44	35	35	32	26	35	37
John Tory	58	50	58	58	62	68	59	57
Don't know	6	6	7	8	6	5	7	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	36	23	40	44	39
John Tory	58	69	54	49	56
Don't know	6	8	6	7	5

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	36	42	31	25	36	35
John Tory	58	52	62	70	58	56
Don't know	6	6	7	5	5	8

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	36	57	39	38	45	27	27	25
John Tory	58	34	52	57	49	64	70	74
Don't know	6	9	9	6	6	8	3	1

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	36	41	48	35	20
John Tory	58	52	45	59	74
Don't know	6	7	7	6	6

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	36	44	32	48
John Tory	58	49	62	42
Don't know	6	7	6	10

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	36	60	12	13	25
John Tory	58	36	84	73	66
Don't know	6	4	3	14	9

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	36	72	7	81	6	34
John Tory	58	25	83	18	84	55
Don't know	6	2	10	1	10	10

Provincial Vote Preference / Past Vote

%	Total	Cons	Lib	NDP	Green	Other	Cons	Lib	NDP	Green	Other
Sample	1310	358	566	266	37	28	324	558	251	44	32
Rob Ford	36	55	24	29	25	59	53	24	29	47	30
John Tory	58	41	72	60	58	21	44	69	60	50	57
Don't know	6	3	4	11	16	20	3	6	11	2	13

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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	1310	79	170	316	354	391	561	749
Rob Ford	32	38	29	32	29	27	32	32
John Tory	33	22	32	37	40	46	33	33
Olivia Chow	32	38	37	27	27	25	31	33
Don't know	3	3	3	4	4	2	3	3

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	32	22	40	38	30
John Tory	33	36	33	26	36
Olivia Chow	32	39	24	32	32
Don't know	3	3	4	3	1

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	32	35	32	22	32	32
John Tory	33	36	26	36	38	24
Olivia Chow	32	26	37	39	27	41
Don't know	3	2	5	2	3	4

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	32	52	45	32	29	23	20	29
John Tory	33	13	27	34	29	39	42	48
Olivia Chow	32	33	24	32	41	37	36	19
Don't know	3	2	4	2	1	2	2	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	32	37	42	32	17
John Tory	33	30	27	34	40
Olivia Chow	32	31	27	31	40
Don't know	3	2	4	3	3

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	32	41	28	43
John Tory	33	29	35	25
Olivia Chow	32	27	34	27
Don't know	3	4	3	5

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	32	55	8	3	19
John Tory	33	32	44	19	32
Olivia Chow	32	12	44	76	44
Don't know	3	1	5	3	5

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Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	32	67	4	77	4	9
John Tory	33	21	43	14	44	46
Olivia Chow	32	11	49	8	47	39
Don't know	3	1	4	1	4	5

Provincial Vote Preference / Past Vote

%	Total	Cons	Lib	NDP	Green	Other	Cons	Lib	NDP	Green	Other
Sample	1310	358	566	266	37	28	324	558	251	44	32
Rob Ford	32	55	22	18	23	58	53	23	18	31	28
John Tory	33	37	38	21	50	23	37	42	18	33	32
Olivia Chow	32	6	37	60	18	10	6	34	63	33	39
Don't know	3	1	4	2	9	9	5	2	2	2	1

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4-Way Mayoral Trial Heats

Ford / Tory / Stintz / Soknacki

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	33	39	31	33	29	26	33	33
John Tory	39	30	37	37	45	56	39	39
Karen Stintz	15	16	21	14	14	10	18	13
David Soknacki	5	7	5	5	5	4	5	6
Don't know	7	8	7	11	6	5	6	9

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	33	18	43	38	34
John Tory	39	45	39	36	35
Karen Stintz	15	20	10	13	18
David Soknacki	5	9	2	3	8
Don't know	7	8	6	9	5

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	33	37	31	23	32	34
John Tory	39	42	34	39	44	31
Karen Stintz	15	13	17	22	14	18
David Soknacki	5	4	7	4	5	5
Don't know	7	4	11	12	5	12

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February 25th, 2014

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	33	59	42	37	33	27	18	19
John Tory	39	10	35	40	40	45	50	49
Karen Stintz	15	17	8	14	14	18	22	22
David Soknacki	5	8	4	2	8	3	5	5
Don't know	7	6	11	8	5	7	5	5

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	33	43	45	30	16
John Tory	39	32	29	43	47
Karen Stintz	15	13	14	13	23
David Soknacki	5	4	2	8	4
Don't know	7	7	9	6	9

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	33	40	29	45
John Tory	39	32	42	26
Karen Stintz	15	15	15	13
David Soknacki	5	7	5	7
Don't know	7	7	8	9

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	33	53	6	14	23
John Tory	39	36	53	29	41
Karen Stintz	15	6	20	31	12
David Soknacki	5	2	9	12	5
Don't know	7	2	11	14	18

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Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	33	70	3	79	3	16
John Tory	39	21	53	14	55	51
Karen Stintz	15	5	24	4	23	18
David Soknacki	5	1	9	2	8	3
Don't know	7	2	12	2	11	12

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February 25th, 2014

Provincial Vote Preference / Past Vote

%	Total	Cons	Lib	NDP	Green	Other	Cons	Lib	NDP	Green	Other
Sample	1310	358	566	266	37	28	324	558	251	44	32
Rob Ford	33	53	22	24	15	57	52	22	19	48	30
John Tory	39	37	47	31	57	13	35	47	36	31	51
Karen Stintz	15	5	18	23	9	18	6	21	18	4	15
David Soknacki	5	2	5	9	6	4	2	4	12	8	0
Don't know	7	2	8	12	13	9	5	5	15	9	3

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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	1310	79	170	316	354	391	561	749
John Tory	37	31	33	37	41	51	38	36
Karen Stintz	7	5	11	10	7	6	8	7
David Soknacki	3	4	3	4	4	2	5	2
Olivia Chow	33	33	39	31	34	25	30	35
Don't know	20	28	15	19	15	15	20	20

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
John Tory	37	36	40	33	39
Karen Stintz	7	8	8	9	3
David Soknacki	3	6	1	3	2
Olivia Chow	33	37	27	31	36
Don't know	20	14	24	23	20

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
John Tory	37	41	30	33	41	30
Karen Stintz	7	7	8	9	8	6
David Soknacki	3	5	2	2	5	1
Olivia Chow	33	26	38	40	29	39
Don't know	20	20	22	16	17	24

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
John Tory	37	25	36	39	36	41	46	38
Karen Stintz	7	3	10	7	4	4	8	15
David Soknacki	3	2	2	2	3	1	7	7
Olivia Chow	33	31	26	34	40	42	30	23
Don't know	20	39	25	18	17	11	8	17

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
John Tory	37	29	33	43	35
Karen Stintz	7	9	6	5	13
David Soknacki	3	4	3	3	3
Olivia Chow	33	38	26	32	38
Don't know	20	20	31	17	12

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
John Tory	37	36	38	31
Karen Stintz	7	10	6	13
David Soknacki	3	5	3	3
Olivia Chow	33	25	36	29
Don't know	20	25	17	24

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
John Tory	37	48	37	11	33
Karen Stintz	7	4	8	6	9
David Soknacki	3	4	2	3	2
Olivia Chow	33	16	43	77	40
Don't know	20	27	10	3	16

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Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
John Tory	37	38	36	35	37	53
Karen Stintz	7	5	9	5	9	7
David Soknacki	3	4	3	4	3	2
Olivia Chow	33	17	45	15	45	29
Don't know	20	37	6	42	6	9

Provincial Vote Preference / Past Vote

%	Total	Cons	Lib	NDP	Green	Other	Cons	Lib	NDP	Green	Other
Sample	1310	358	566	266	37	28	324	558	251	44	32
John Tory	37	52	38	21	40	23	49	37	25	28	33
Karen Stintz	7	5	9	3	27	7	6	9	4	16	3
David Soknacki	3	2	2	2	0	35	2	5	2	6	13
Olivia Chow	33	8	36	64	18	6	11	35	60	34	39
Don't know	20	33	14	10	15	28	32	14	10	17	11

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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	1310	79	170	316	354	391	561	749
Rob Ford	31	40	26	31	29	24	31	31
John Tory	27	14	28	30	31	42	27	27
Karen Stintz	6	4	7	8	6	7	7	6
David Soknacki	2	1	2	3	4	2	3	2
Olivia Chow	31	38	32	25	28	22	30	31
Don't know	3	3	4	4	3	3	3	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	31	19	37	38	33
John Tory	27	31	28	20	26
Karen Stintz	6	5	5	10	4
David Soknacki	2	2	4	1	1
Olivia Chow	31	39	21	27	34
Don't know	3	3	5	3	2

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	31	35	30	24	29	35
John Tory	27	28	21	28	33	16
Karen Stintz	6	5	9	5	7	4
David Soknacki	2	3	2	1	3	1
Olivia Chow	31	25	35	38	26	39
Don't know	3	3	4	3	3	5

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TORONTO

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	31	53	38	32	35	26	22	18
John Tory	27	9	20	31	18	35	37	42
Karen Stintz	6	4	9	4	4	6	7	12
David Soknacki	2	2	4	1	2	0	2	4
Olivia Chow	31	29	26	31	39	30	29	20
Don't know	3	3	3	1	2	3	3	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	31	38	40	30	17
John Tory	27	18	23	28	35
Karen Stintz	6	8	4	6	8
David Soknacki	2	4	2	2	2
Olivia Chow	31	32	27	30	35
Don't know	3	1	4	3	4

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	31	38	28	39
John Tory	27	25	27	20
Karen Stintz	6	6	7	7
David Soknacki	2	3	2	3
Olivia Chow	31	24	34	26
Don't know	3	4	3	5

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February 25th, 2014

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	31	54	6	5	16
John Tory	27	28	37	12	27
Karen Stintz	6	4	7	5	9
David Soknacki	2	3	2	1	3
Olivia Chow	31	11	43	73	41
Don't know	3	1	6	4	5

Rob Ford Approval / Vote Ford in 2014

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	31	68	1	77	3	7
John Tory	27	17	35	9	36	50
Karen Stintz	6	2	10	3	8	2
David Soknacki	2	1	3	1	3	2
Olivia Chow	31	10	47	8	45	33
Don't know	3	1	5	1	5	8

Provincial Vote Preference / Past Vote

%	Total	Cons	Lib	NDP	Green	Other	Cons	Lib	NDP	Green	Other
Sample	1310	358	566	266	37	28	324	558	251	44	32
Rob Ford	31	53	20	22	18	56	51	20	13	30	35
John Tory	27	34	32	13	25	14	33	36	18	14	11
Karen Stintz	6	3	8	3	33	3	4	7	8	16	2
David Soknacki	2	3	2	1	7	1	2	2	0	9	11
Olivia Chow	31	7	33	60	9	17	6	33	59	29	41
Don't know	3	1	5	1	8	9	4	3	2	2	1

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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	1310	79	170	316	354	391	561	749
Yes	38	47	35	37	32	31	37	39
No	57	49	60	57	63	64	58	56
Don't know	5	4	5	6	6	6	5	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Yes	38	23	46	43	44
No	57	72	48	52	51
Don't know	5	4	6	5	6

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Yes	38	45	34	32	37	39
No	57	51	61	64	57	56
Don't know	5	4	5	4	5	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Yes	38	53	49	38	40	38	26	27
No	57	43	45	55	56	56	71	71
Don't know	5	5	6	7	4	6	4	3

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Yes	38	43	48	39	20
No	57	52	46	56	76
Don't know	5	5	6	6	3

Have Children

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Yes	38	48	33	48
No	57	47	61	46
Don't know	5	5	5	6

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Yes	38	65	7	7	25
No	57	28	90	90	70
Don't know	5	7	3	3	5

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	1310	538	772
Yes	38	80	4
No	57	11	93
Don't know	5	8	3

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Yes	38	63	25	29	32	48
No	57	30	70	67	60	51
Don't know	5	7	5	4	8	2

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TORONTO

February 25th, 2014

Best for Budget

'Which Mayoral candidate would handle the city budget the best?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	37	50	29	35	31	29	36	38
John Tory	27	15	30	27	36	40	29	26
Olivia Chow	21	23	23	20	18	16	22	19
Karen Stintz	6	5	9	7	6	6	6	7
Don't know	9	8	8	10	8	9	6	11

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	37	23	41	47	41
John Tory	27	35	27	22	22
Olivia Chow	21	28	18	15	21
Karen Stintz	6	8	5	8	4
Don't know	9	7	9	8	12

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	37	46	33	23	36	39
John Tory	27	29	24	26	33	18
Olivia Chow	21	13	27	26	18	25
Karen Stintz	6	5	9	7	6	7
Don't know	9	7	7	18	7	11

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	37	53	47	42	41	32	25	25
John Tory	27	8	22	28	17	34	37	47
Olivia Chow	21	27	17	17	29	20	21	15
Karen Stintz	6	2	5	5	6	5	9	8
Don't know	9	9	9	7	7	9	8	5

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	37	44	51	36	19
John Tory	27	17	20	31	37
Olivia Chow	21	24	18	19	25
Karen Stintz	6	8	4	6	10
Don't know	9	8	8	9	10

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	37	46	33	47
John Tory	27	22	30	15
Olivia Chow	21	16	23	15
Karen Stintz	6	8	6	11
Don't know	9	9	9	12

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	37	64	9	3	19
John Tory	27	22	39	21	37
Olivia Chow	21	5	31	60	25
Karen Stintz	6	3	8	8	7
Don't know	9	6	13	8	12

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February 25th, 2014

Rob Ford Approval

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	37	77	5	87	5	26
John Tory	27	12	40	6	41	36
Olivia Chow	21	3	35	3	33	8
Karen Stintz	6	3	10	2	10	3
Don't know	9	5	11	3	11	27

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Rob Ford	37	64	24	25	31	55
John Tory	27	27	35	19	29	11
Olivia Chow	21	2	22	42	6	19
Karen Stintz	6	3	9	5	22	6
Don't know	9	5	10	9	11	10

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TORONTO
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Best Vision for City

'Which Mayoral candidate would have the best vision for the city?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	30	35	26	33	28	26	32	30
John Tory	29	20	28	29	34	42	30	28
Olivia Chow	27	32	29	24	25	21	25	29
Karen Stintz	7	5	12	5	6	6	8	5
Don't know	7	9	4	10	7	5	5	9

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	30	20	39	34	31
John Tory	29	32	30	22	29
Olivia Chow	27	34	18	27	28
Karen Stintz	7	8	5	7	6
Don't know	7	5	8	10	6

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	30	34	31	20	30	32
John Tory	29	33	21	32	34	20
Olivia Chow	27	21	32	36	23	35
Karen Stintz	7	5	9	5	7	7
Don't know	7	7	7	8	7	7

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	30	51	41	31	27	31	17	19
John Tory	29	8	23	31	27	32	42	42
Olivia Chow	27	26	20	28	39	25	26	24
Karen Stintz	7	11	5	3	5	5	8	7
Don't know	7	4	12	6	1	7	8	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	30	40	41	28	17
John Tory	29	19	26	31	34
Olivia Chow	27	27	21	27	34
Karen Stintz	7	9	5	5	10
Don't know	7	5	8	9	5

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	30	40	26	40
John Tory	29	27	30	21
Olivia Chow	27	22	29	24
Karen Stintz	7	6	7	8
Don't know	7	5	8	8

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February 25th, 2014

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	30	52	7	4	19
John Tory	29	30	37	13	25
Olivia Chow	27	8	40	70	34
Karen Stintz	7	3	8	6	11
Don't know	7	7	8	7	11

Rob Ford Approval

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	30	67	2	76	2	8
John Tory	29	19	37	12	39	43
Olivia Chow	27	7	43	5	42	21
Karen Stintz	7	2	10	1	10	10
Don't know	7	5	9	5	8	18

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Rob Ford	30	55	19	18	34	45
John Tory	29	34	33	19	22	18
Olivia Chow	27	4	29	56	4	11
Karen Stintz	7	3	9	3	29	7
Don't know	7	4	9	4	11	19

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TORONTO
February 25th, 2014

Get Councillors to Work Together

‘Which Mayoral candidate would be able to get councillors to work together as one?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	20	28	16	20	13	13	20	19
John Tory	35	26	34	33	39	49	37	32
Olivia Chow	28	31	33	27	28	20	26	30
Karen Stintz	4	1	5	7	6	5	4	5
Don't know	13	14	11	13	14	13	12	14

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	20	15	25	22	17
John Tory	35	34	34	31	40
Olivia Chow	28	37	21	29	25
Karen Stintz	4	7	3	3	3
Don't know	13	8	16	15	15

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	20	20	23	12	18	22
John Tory	35	39	28	34	39	26
Olivia Chow	28	24	32	36	24	37
Karen Stintz	4	4	5	5	5	3
Don't know	13	12	13	13	13	13

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	20	45	31	20	12	12	11	14
John Tory	35	9	24	33	32	44	46	47
Olivia Chow	28	30	23	27	47	27	28	23
Karen Stintz	4	4	4	5	4	2	6	8
Don't know	13	12	18	15	6	15	9	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	20	31	22	18	10
John Tory	35	23	32	40	35
Olivia Chow	28	30	26	25	37
Karen Stintz	4	4	3	4	8
Don't know	13	13	17	13	9

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	20	26	17	20
John Tory	35	33	35	29
Olivia Chow	28	25	30	33
Karen Stintz	4	5	4	8
Don't know	13	11	14	11

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	20	32	4	1	14
John Tory	35	38	39	22	38
Olivia Chow	28	13	40	60	28
Karen Stintz	4	3	6	5	6
Don't know	13	15	12	11	15

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February 25th, 2014

Rob Ford Approval

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	20	43	0	48	2	4
John Tory	35	29	39	24	41	43
Olivia Chow	28	12	41	12	40	23
Karen Stintz	4	2	6	1	6	5
Don't know	13	13	13	15	11	25

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Rob Ford	20	32	13	11	16	40
John Tory	35	44	34	28	52	21
Olivia Chow	28	8	33	48	7	22
Karen Stintz	4	2	6	3	6	2
Don't know	13	13	14	9	19	15

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February 25th, 2014

Leave City in Better Shape

‘Which Mayoral candidate would leave the city in better shape than he or she found it?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	33	42	28	36	28	27	35	32
John Tory	28	21	27	27	34	43	29	28
Olivia Chow	26	32	28	23	24	18	25	27
Karen Stintz	5	2	10	6	5	5	7	4
Don't know	7	4	8	8	9	7	4	9

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	33	20	43	38	35
John Tory	28	31	27	25	29
Olivia Chow	26	34	20	24	26
Karen Stintz	5	10	4	4	3
Don't know	7	5	6	8	7

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	33	37	32	24	34	33
John Tory	28	30	24	31	32	21
Olivia Chow	26	20	33	33	21	35
Karen Stintz	5	6	5	7	6	4
Don't know	7	7	6	5	7	7

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	33	53	42	38	30	30	25	22
John Tory	28	6	24	32	26	37	36	37
Olivia Chow	26	29	21	24	38	23	27	19
Karen Stintz	5	5	6	2	4	4	8	14
Don't know	7	7	7	4	2	7	5	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	33	45	43	31	18
John Tory	28	21	22	32	34
Olivia Chow	26	25	23	26	32
Karen Stintz	5	4	4	5	10
Don't know	7	5	8	6	6

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	33	42	29	42
John Tory	28	23	31	18
Olivia Chow	26	20	29	22
Karen Stintz	5	7	5	7
Don't know	7	7	6	11

Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	33	59	7	4	18
John Tory	28	28	38	14	25
Olivia Chow	26	7	39	69	36
Karen Stintz	5	2	8	4	7
Don't know	7	3	8	9	15

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Rob Ford Approval

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	33	73	2	80	3	30
John Tory	28	16	38	13	38	34
Olivia Chow	26	5	43	4	42	15
Karen Stintz	5	1	9	1	9	7
Don't know	7	4	8	3	8	14

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Rob Ford	33	62	20	19	28	58
John Tory	28	28	36	19	45	6
Olivia Chow	26	5	29	53	12	6
Karen Stintz	5	2	8	4	2	16
Don't know	7	3	7	5	13	14

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Never Vote for a Candidate

'Which of the mayoral candidates would you never vote for?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1310	79	170	316	354	391	561	749
Rob Ford	50	46	51	49	54	52	49	50
John Tory	6	4	8	7	4	5	7	4
Olivia Chow	21	24	17	18	18	25	23	20
Karen Stintz	11	15	11	9	10	8	10	12
David Soknacki	7	6	5	9	10	5	6	7
There is no candidate you would never vote for	6	5	7	8	4	4	4	7

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1310	441	279	312	278
Rob Ford	50	65	40	47	44
John Tory	6	5	5	7	6
Olivia Chow	21	20	21	18	26
Karen Stintz	11	4	18	11	14
David Soknacki	7	4	8	10	6
There is no candidate you would never vote for	6	2	8	8	5

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Own Property	Do Not Own Property
Sample	1310	527	381	117	970	340
Rob Ford	50	41	56	61	51	47
John Tory	6	6	6	3	5	6
Olivia Chow	21	25	17	15	23	18
Karen Stintz	11	16	7	10	11	11
David Soknacki	7	7	8	5	6	7
There is no candidate you would never vote for	6	5	5	6	3	10

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1310	98	199	213	144	110	267	56
Rob Ford	50	35	40	45	47	52	63	63
John Tory	6	9	7	9	8	0	4	2
Olivia Chow	21	15	22	23	23	22	21	24
Karen Stintz	11	19	16	13	11	8	4	6
David Soknacki	7	7	8	7	4	13	4	5
There is no candidate you would never vote for	6	15	6	3	7	5	4	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1310	202	339	473	296
Rob Ford	50	41	38	52	65
John Tory	6	6	7	5	5
Olivia Chow	21	28	23	19	18
Karen Stintz	11	13	14	12	5
David Soknacki	7	7	6	8	5
There is no candidate you would never vote for	6	5	13	4	2

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1310	315	995	164
Rob Ford	50	42	53	41
John Tory	6	8	5	7
Olivia Chow	21	21	21	13
Karen Stintz	11	12	11	19
David Soknacki	7	7	7	8
There is no candidate you would never vote for	6	10	4	12

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TORONTO
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Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else
Sample	1310	550	350	127	156
Rob Ford	50	20	86	87	56
John Tory	6	8	4	5	4
Olivia Chow	21	37	3	2	14
Karen Stintz	11	19	3	2	9
David Soknacki	7	11	3	1	10
There is no candidate you would never vote for	6	6	2	2	7

Rob Ford Approval

%	Total	Approve	Disapprove	Yes	No	Don't know
Sample	1310	538	772	432	804	74
Rob Ford	50	6	85	8	80	20
John Tory	6	9	3	10	3	7
Olivia Chow	21	40	6	38	9	29
Karen Stintz	11	23	2	24	2	16
David Soknacki	7	11	4	10	4	14
There is no candidate you would never vote for	6	11	1	11	1	15

Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1310	358	566	266	37	28
Rob Ford	50	19	67	57	53	22
John Tory	6	6	5	6	8	5
Olivia Chow	21	45	9	14	20	44
Karen Stintz	11	17	7	10	8	15
David Soknacki	7	9	4	10	4	14
There is no candidate you would never vote for	6	4	8	3	6	0

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