



FORUM
RESEARCH INC.

Toronto Ward IVR Poll Draft Research Report

City of Toronto

**Presented to:
Reno Associates**

**Presented by:
Forum Research Inc**

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Introduction

The Canadian Union of Public Employees (CUPE) Local 79 is interested in understanding Toronto residents' opinions of Mayor Rob Ford, and how they think their local councilor should vote on important issues. Residents were interviewed in every ward in the city, in sample sizes robust enough to yield statistically significant results on a ward-by-ward basis. This document reports on findings for the City of Toronto as a whole. It will be followed by 44 individual reports on the city's wards.

Methodology

12, 848 residents of Toronto 18 years of age and older were interviewed on Tuesday, September 13, using a random dial Interactive Voice Response (IVR) system. The margin of error on a sample of this size is plus or minus 0.9%, 19 out of 20 times asking. In other words, if you asked all the adult residents of Toronto the same questions, their answers would be within 1% of those shown here, 95% of the time.



Key Findings

Toronto voters' opinions of Mayor Ford have grown worse since the municipal election, fewer will vote for him now than then (including his own supporters) and there is wide agreement city councilors should defy his wishes in favour of protecting city services.

More than one half of Toronto voters say their opinion of Mayor Ford has “grown worse” since the municipal election (54%), and this includes one quarter (28%) of those who voted for him last October.

Voters are twice as likely to say they won't vote for Rob Ford in the next municipal election (60%) as to say they will (27%).

When repercentaged to exclude undecided voters, Rob Ford's result in the next election would be 31%, down 16% from the 47% he received in October.

Less than two thirds of those (62%) who say they voted for Rob Ford last time say they will vote for him again.

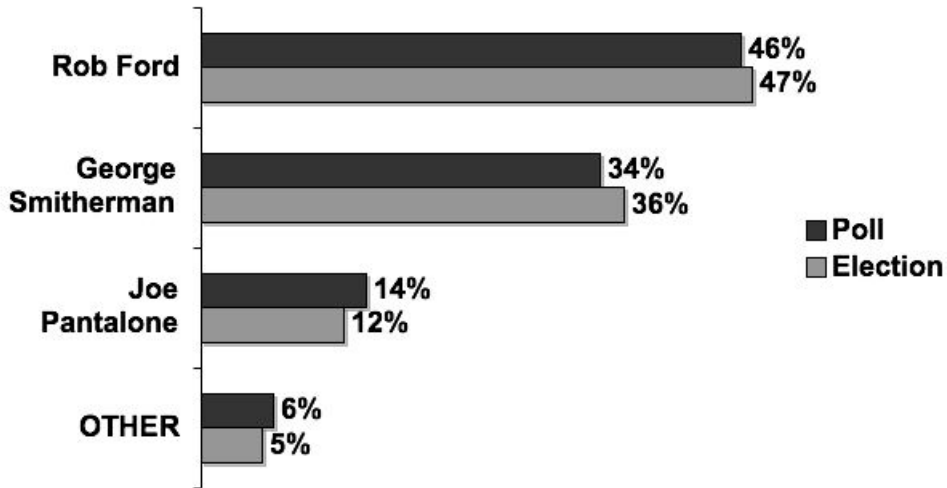
Voters agree (59% “strongly”, 77% in total) that a local councillor's duty is to protect city services rather than accede to Mayor Ford's wishes.



Who did you vote for for mayor in the last municipal election?

Results from this question almost exactly match the published results of the last municipal election, falling just outside the margin of error (plus or minus 1%). It may be that residents recall voting for Joe Pantalone more fondly than the other candidates.

Who Did You Vote For In The Last Mayoral Election?

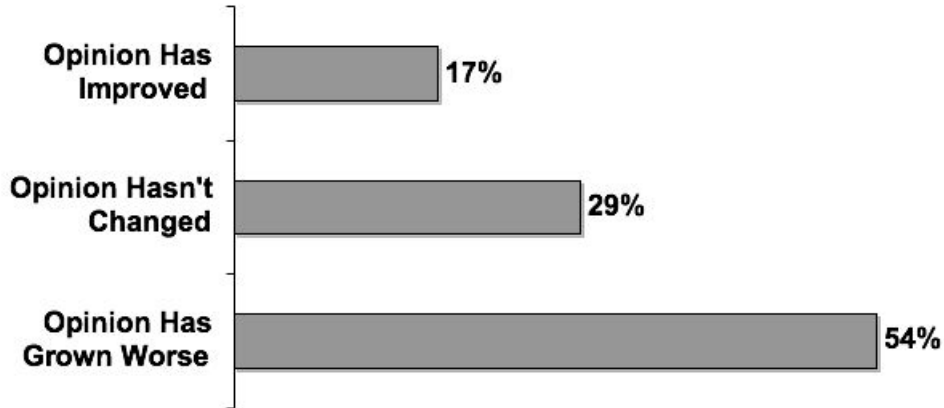




How has your opinion of Mayor Ford changed since the municipal election?

Residents are more than three times more likely to say their opinion of Mayor Ford has grown worse since the municipal election (54%) as they are to say it has improved (17%), for a net margin in favour of “grown worse” of 37.

Has Opinion Of Mayor Ford Changed?



Fully one quarter of those residents who voted for Rob Ford (28%) say their opinion of him has grown worse since then.

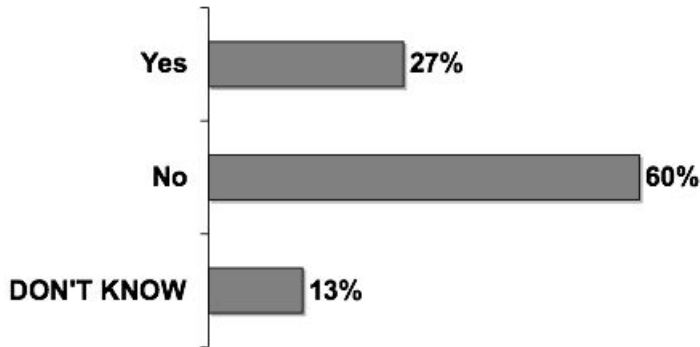


If the municipal election were being held tomorrow, would you vote for Rob Ford?

Residents are twice as likely to say they will not vote for Mayor Ford at the next election (60%) as they are to say they will (27%). Just more than a tenth are undecided (13%).

If the results are repercentaged to exclude the “don’t knows”, his decided support is 31%, down 16% from his election result of 47%.

Will You Vote For Mayor Ford In The Next Election?



Of those who voted for Rob Ford last time, less than three quarters of those who have decided say they will do so again (73%). This implies a loss of 27% of his core support. If this metric is applied to his election result of 47%, it would imply a result of 34%, or a loss of 13% since the election.



How much do you agree your local councilor should vote in the interests of protecting city services in your community, even if it conflicts with the wishes of Mayor Ford?

More than three quarters of residents (77%) agree local councilors should vote to protect city services over the wishes of Mayor Ford, and a clear majority express this in the strongest terms (“agree strongly” - 59%).

Should Your Local Councillor Vote To Protect City Services Even If It Conflicts With Mayor Ford’s Wishes?

