

# NEWS RELEASE



## FOR IMMEDIATE RELEASE

### Ford Enjoying Post-election Honeymoon

**New Forum Research poll finds that Rob Ford is enjoying a remarkably high approval rating.**

With the dust settling after the recent Toronto municipal election, a new poll conducted by Toronto-based Forum Research Inc. takes a look at the approval rating of Mayor Rob Ford and public opinion of Toronto residents concerning several issues facing the City today.

Among Toronto residents aged 18+, 6 in 10 residents approve of the job Rob Ford is going as the Mayor of Toronto (60%). Approval of the Mayor was highest in Scarborough (71%), and North York (65%), and lowest in Toronto East York (46%). Ford's approval as Mayor was also higher among older residents (49% 18-34, 63% 35-54, and 67% 55+).

Toronto residents were also asked a series of questions concerning issues facing the City of Toronto. Issues related to the TTC garnered significant approval from residents with over 7 in 10 approving of the idea of 'declaring the TTC an essential service that would ban TTC strikes and lockouts' (72%), and just over 6 in 10 approving 'using private sector financing for the Sheppard subway so it can be built sooner' (61%). Support was highest in Scarborough and North York (68%, 66% respectively).

Residents were asked whether below ground subways or above ground light rail streetcars were the best means to improve public transit in the City. The majority supported the idea of adding more below ground subways (63%, compared to 37% for above ground light rail streetcars). Residents in Scarborough and North York were significantly more likely to support the idea of below ground subways as opposed to above ground LRT when compared to those living in Toronto East York (75% and 65% respectively, compared to 54%). In addition to this the majority also support reducing TTC service on some routes with low ridership in order to avoid raising fares (57%).

Residents were also asked about transportation in general in Toronto. Over half of those polled favoured 'licensing bicyclists so that traffic laws can be enforced with them' (56%) while just over 4 in 10 approved of 'tearing down the eastern end of the Gardiner expressway' (44%).

The poll also touched on some City issues related to the efficiency of municipal services. A majority are in favour of 'the privatization of garbage collection for parts of the City (54%)'. Of interest, support for the privatization of garbage collection was highest among those residents in Etobicoke / York (61%) where

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## TORONTO

March 1st, 2011

## HIGHLIGHTS:

- Overall, 6 in 10 residents aged 18+ approve of the job Rob Ford is going as the Mayor of Toronto (60%)
- 7 in 10 residents (72%) favour declaring the TTC an essential service, and 6 in 10 favour using private sector financing for the Sheppard subway to expedite completion (61%).
- The majority of residents support the idea of adding more below ground subways to improve public transit (63% vs. 37% favouring LRT).
- Most residents support reducing TTC service on some routes with low ridership in order to avoid raising fares (57%).
- Residents prefer providing rent subsidies for privately owned housing (65%) rather than developing more City owned social housing (35%) to improve access to those in need of housing.

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collection have been private for 16 years and has resulted in savings of roughly \$1.8 million a year, according to a 2007 audit.

In addition, the majority oppose 'spending \$3 million to hire an outside consultant to look at ways to make the City more efficient' (62%), and 'providing jobs for life for City of Toronto employees' (63%).

Even prior to the Auditor General's critical report on Toronto Housing it was found that Toronto residents prefer the idea of providing rent subsidies for privately owned housing (65%) rather than developing additional City owned social housing (35%) to improve access to those in need.

'The findings from this poll highlight the deep divide in public sentiment between those living in the Toronto core, and those in North York, Etobicoke / York, and Scarborough . It will be interesting to see how Ford's attempts to strike a balance between these two groups will impact his approval rating in the months to come'.  
- Dr. Lorne Bozinoff.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,012 randomly selected residents of Toronto aged 18 or older. The poll was conducted from February 25<sup>th</sup> to February 26<sup>th</sup>, 2011. Results are considered accurate +/- 3.1%, 19 times out of 20. This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time. The poll was sponsored by Forum Research Inc. as a public service.

With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country's leading survey research firms.

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## **HIGHLIGHTS:**

- 'The findings from this poll highlight the deep divide in public sentiment between those living in the Toronto core, and those in North York, Etobicoke / York, and Scarborough. It will be interesting to see how Ford's attempts to strike a balance between these two groups will impact his approval rating in the months to come'. - **Dr. Lorne Bozinoff.**

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## **Mayoral Approval**

*First of all, overall do you approve or disapprove of the job Rob Ford is doing as Mayor of Toronto?*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	60	49	63	67
Disapprove	40	51	37	33

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	60	61	58
Disapprove	40	39	42

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	60	46	65	61	71
Disapprove	40	54	35	39	29

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## **Public Opinion Concerning City Issues**

*'The privatization of garbage collection for parts of the City'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	54	43	56	64
Disapprove	46	57	44	36

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	54	58	51
Disapprove	46	42	49

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	54	49	52	61	57
Disapprove	46	51	48	39	43

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*'The mandatory 5 cent plastic shopping bag fee'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	49	61	45	41
Disapprove	51	39	55	59

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	49	48	51
Disapprove	51	52	49

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	49	57	48	46	43
Disapprove	51	43	52	54	57

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*'Declaring the TTC an essential service that would ban TTC strikes and lockouts'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	72	70	71	75
Disapprove	28	30	29	25

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	72	73	71
Disapprove	28	27	29

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	72	67	72	78	72
Disapprove	28	33	28	22	28

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*'Tearing down the eastern end of the Gardiner expressway'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	44	41	43	48
Disapprove	56	59	57	52

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	44	44	43
Disapprove	56	56	57

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	44	45	43	43	42
Disapprove	56	55	57	57	58

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*'Providing jobs for life for City of Toronto employees'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	37	49	35	25
Disapprove	63	51	65	75

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	37	35	38
Disapprove	63	65	62

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	37	37	41	30	36
Disapprove	63	63	59	70	64

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## **MEDIA INQUIRIES:**

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*'Using private sector financing to pay for the Sheppard subway so it can be built sooner'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	61	57	62	66
Disapprove	39	43	38	34

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	61	63	60
Disapprove	39	37	40

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	61	54	66	59	68
Disapprove	39	46	34	41	32

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*'Spending \$ 3 million to hire an outside consultant to look at ways to make the City more efficient?'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	38	38	37	39
Disapprove	62	62	63	61

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	38	45	31
Disapprove	62	55	69

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	38	35	39	36	44
Disapprove	62	65	61	64	56

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*'Relaxing liquor regulations so that you can walk around with a drink at licensed events instead of having to stay in a beer tent?'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	57	62	56	52
Disapprove	43	38	44	48

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	57	61	53
Disapprove	43	39	47

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	57	67	55	54	47
Disapprove	43	33	45	46	53

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*'Licensing bicyclists so that traffic laws can be enforced with them?'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Approve	56	60	56	52
Disapprove	44	40	44	48

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Approve	56	60	52
Disapprove	44	40	48

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Approve	56	66	55	52	49
Disapprove	44	34	45	48	51

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*'In order to improve public transit, do you think more below ground subways or more above ground light rail streetcars should be built?'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Below Ground Subways	63	69	62	59
Above Ground Light Rail Streetcars	37	31	38	41

### **Gender**

%	Total	Male	Female
sample	1012	506	506
Below Ground Subways	63	67	59
Above Ground Light Rail Streetcars	37	33	41

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Below Ground Subways	63	54	65	62	75
Above Ground Light Rail Streetcars	37	46	35	38	25

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*'Should the City build more City owned social housing units or should the City provide rent subsidies so those needing social housing can rent privately owned units instead?'*

### **Age**

%	Total	18-34	35-54	55+
sample	1012	318	400	294
More City Owned Social Housing	35	39	32	36
Providing Rent Subsidies for Privately Owned Housing	65	61	68	64

### **Gender**

%	Total	Male	Female
sample	1012	506	506
More City Owned Social Housing	35	36	35
Providing Rent Subsidies for Privately Owned Housing	65	64	65

### **Region**

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
More City Owned Social Housing	35	42	27	34	37
Providing Rent Subsidies for Privately Owned Housing	65	58	73	66	63

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**March 1st. 2011**

*'Now I'd like to ask you about provincial issues in Ontario. If a provincial election were held in Ontario today, which party would you be most likely to vote for?' [All Respondents]*

### Age

%	Total	18-34	35-54	55+
sample	1012	318	400	294
Liberal	26	23	26	28
Progressive Conservative	24	14	26	33
New Democratic	15	19	13	12
Green	9	15	7	4
Undecided	27	28	28	23

### Gender

%	Total	Male	Female
sample	1012	506	506
Liberal	26	25	26
Progressive Conservative	24	29	19
New Democratic	15	13	16
Green	9	9	8
Undecided	27	23	30

### Region

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	1012	301	255	239	217
Liberal	26	27	20	34	22
Progressive Conservative	24	17	29	24	30
New Democratic	15	20	13	13	10
Green	9	9	13	6	6
Undecided	27	26	25	23	33

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*'Now I'd like to ask you about provincial issues in Ontario. If a provincial election were held in Ontario today, which party would you be most likely to vote for?' + 'Even though you may not have made up your mind, which party are you leaning towards at this time?' [Decided / Leaning Only]*

### Age

%	Total	18-34	35-54	55+
sample	885	271	348	266
Liberal	36	34	37	36
Progressive Conservative	32	20	35	42
New Democratic	19	26	17	16
Green	12	20	11	6

### Gender

%	Total	Male	Female
sample	885	447	438
Liberal	36	33	39
Progressive Conservative	32	38	27
New Democratic	19	17	22
Green	12	13	12

### Region

%	Total	Toronto East York	North York	Etobicoke or York	Scarborough
sample	885	266	224	213	182
Liberal	36	35	30	43	35
Progressive Conservative	32	23	37	31	42
New Democratic	19	27	17	18	14
Green	12	15	16	8	9

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