

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **FOR IMMEDIATE RELEASE**

### **Ford's approvals unaffected by controversy**

#### **But strong majority want him to resign**

TORONTO, OCTOBER 31, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 1032 Toronto voters aged 18 and older on the evening of the day in which it was revealed the police had the now-famous video of the mayor allegedly smoking crack, well more than 4-in-10 approved of the job Rob Ford is doing as mayor (44%), well up from two days previously (October 28/29 - 39%). Despite this, fully 6-in-10 say the mayor should resign (60%), while just more than a third (36%) think he should not. It is clear the people who approve of the mayor (older, low income, less educated, male, suburban) are also those who think he should not resign, whereas those who think he should resign (younger, higher income, better educated, downtown) are also those who do not approve of him. Of note, close to one fifth of the mayor's supporters think he should resign (18%), as do one third of those who voted for him in the last election (32%).

#### **All know of video, two thirds think it's authentic**

Awareness of the video in question is universal (98%), and more than two thirds say it is authentic (68%), while about one fifth still believe it is faked (18%). This belief is common to the oldest (23%), females (21%), the lowest income groups (37%), in North York and Scarborough (24% and 25%, respectively) but not necessarily in Etobicoke/York (17%), among the less well-educated (secondary school or less - 29%, some college/university - 32%) and those who support Rob Ford (38%). Of note, 4-in-10 of his supporters think the tape is authentic (40%) as do one half of those who voted for him last time (49%).

#### **Majority think video will be made public**

More than half think the video in question will be made public (59%), whereas 3-in-10 do not (30%). One tenth don't know (11%). Those who disapprove of the mayor are more likely to think the video will see the light of day (69%) than are Ford supporters (45%).

#### **Wide majority agree Mayor has not addressed drug allegations**

Seven-in-ten Torontonians agree the Mayor has not adequately addressed allegations of drug use (70%), and this view is shared by close to half the mayor's supporters (47%) and almost all of his detractors (87%). This represents a ten point increase since this summer (June -60%). More than half of those who voted for him in the last municipal election agree he has to come clean (54%).

## **TORONTO**

**October 31<sup>st</sup>, 2013**

## **HIGHLIGHTS:**

- On the evening of the day in which it was revealed the police had the now-famous video of the mayor allegedly smoking crack, well more than 4-in-10 approved of the job Rob Ford is doing as mayor (44%), well up from one day ago (October 28 - 39%).
- Awareness of the video in question is universal (98%), and more than two thirds say it is authentic (68%), while about one fifth still believe it is faked (18%).
- More than half think the video in question will be made public (59%), whereas 3-in-10 do not (30%).
- Seven-in-ten Torontonians agree the Mayor has not adequately addressed allegations of drug use (70%), and this view is shared by close to half the mayor's supporters (47%) and almost all of his detractors (87%).

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



"We know his core supporters will forgive the mayor anything, and they don't waver in their support. Nevertheless, it appears even they realize the mayor needs help," 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.

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

## **TORONTO**

**October 31<sup>st</sup>, 2013**

## **HIGHLIGHTS:**

- "We know his core supporters will forgive the mayor anything, and they don't waver in their support. Nevertheless, it appears even they realize the mayor needs help," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1032 randomly selected Torontonians 18 years of age and older. The poll was conducted on October 31<sup>st</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)

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

October 31<sup>st</sup>, 2013

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## Rob Ford Approval Trending

%	Sample	Approve	Disapprove
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

## TORONTO

October 31<sup>st</sup>, 2013

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### ***Ford's Handling of the Drug Allegations Trending***

%	Sample	Adequately addressed	Inadequately addressed	Don't know
Oct 31 <sup>st</sup> , 2013	1032	19	70	11
June 26 <sup>th</sup> , 2013	1239	28	60	11

### ***Ford Video Awareness Trending***

%	Sample	Have heard about this video	Have not heard about this video
Oct 31 <sup>st</sup> , 2013	1032	98	2
May 25 <sup>th</sup> , 2013	1395	96	4

### ***Ford Video Authenticity Trending***

%	Sample	Believe it is authentic	Believe it is faked	Don't know
Oct 31 <sup>st</sup> , 2013	1032	68	18	14
May 25 <sup>th</sup> , 2013	1395	51	33	17

### ***Ford Video Made Public Trending***

%	Sample	Believe it will be made public	Do not believe it will be made public	Don't know
Oct 31 <sup>st</sup> , 2013	1032	59	30	11
May 25 <sup>th</sup> , 2013	1395	34	49	17

## **TORONTO**

**October 31<sup>st</sup>, 2013**

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**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	1032	62	137	228	295	310	445	587
Approve	44	45	48	41	39	41	46	41
Disapprove	56	55	52	59	61	59	54	59

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1032	341	254	223	214
Approve	44	29	52	44	54
Disapprove	56	71	48	56	46

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1032	387	315	102	778	254
Approve	44	49	39	49	45	41
Disapprove	56	51	61	51	55	59

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1032	64	128	140	133	116	219	44
Approve	44	47	44	56	45	40	36	40
Disapprove	56	53	56	44	55	60	64	60

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1032	118	267	383	264
Approve	44	46	54	41	37
Disapprove	56	54	46	59	63

**TORONTO**  
**October 31<sup>st</sup>, 2013**

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

## Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1032	645	269	26	258	92	154	233
Approve	44	50	40	87	53	56	45	27
Disapprove	56	50	60	13	47	44	55	73

## Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1032	475	208	208	141
Approve	44	42	34	45	58
Disapprove	56	58	66	55	42

## Children

%	Total	Yes	No
Sample	1032	245	787
Approve	44	45	43
Disapprove	56	55	57

## Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1032	422	278	98	139	95
Approve	44	78	10	11	34	30
Disapprove	56	22	90	89	66	70

## Should Ford Resign / Video Awareness

%	Total	Yes	No	Have heard	Have not heard
Sample	1032	620	377	1013	19
Approve	44	13	94	43	57
Disapprove	56	87	6	57	43

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Ford's Resignation**

*'Do you think Mayor Ford should resign or not?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1032	62	137	228	295	310	445	587
Think Mayor Ford should resign	60	64	55	59	64	57	58	62
Think the Mayor should not resign	36	28	42	39	33	38	37	34
Don't know	4	8	2	2	3	5	5	4

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1032	341	254	223	214
Think Mayor Ford should resign	60	73	51	65	47
Think the Mayor should not resign	36	22	46	28	50
Don't know	4	4	3	7	4

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1032	387	315	102	778	254
Think Mayor Ford should resign	60	54	65	63	57	66
Think the Mayor should not resign	36	42	29	35	38	31
Don't know	4	4	6	3	5	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1032	64	128	140	133	116	219	44
Think Mayor Ford should resign	60	63	57	46	55	60	69	78
Think the Mayor should not resign	36	36	30	46	44	36	29	22
Don't know	4	1	13	7	0	4	2	0

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1032	118	267	383	264
Think Mayor Ford should resign	60	63	50	59	70
Think the Mayor should not resign	36	29	47	37	26
Don't know	4	8	4	4	4

## Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1032	645	269	26	258	92	154	233
Think Mayor Ford should resign	60	53	64	23	51	44	61	76
Think the Mayor should not resign	36	43	34	61	45	53	35	19
Don't know	4	4	2	16	5	3	4	5

## Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1032	475	208	208	141
Think Mayor Ford should resign	60	63	68	57	46
Think the Mayor should not resign	36	32	30	42	44
Don't know	4	4	2	2	10

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Children**

	%	Total	Yes	No
Sample		1032	245	787
Think Mayor Ford should resign	60	59	60	
Think the Mayor should not resign	36	38	34	
Don't know	4	3	5	

**Past Mayoral Vote**

	%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample		1032	422	278	98	139	95
Think Mayor Ford should resign	60	32	90	91	59	74	
Think the Mayor should not resign	36	63	7	7	32	24	
Don't know	4	5	3	1	9	2	

**Approval of Ford / Video Awareness**

	%	Total	Approve	Disapprove	Have heard	Have not heard
Sample		1032	424	608	1013	19
Think Mayor Ford should resign	60	18	93	60	43	
Think the Mayor should not resign	36	77	4	35	54	
Don't know	4	5	4	4	3	

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Ford Video Awareness**

*‘Have you heard or read anything about a videotape purportedly showing Rob Ford smoking crack cocaine?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1032	62	137	228	295	310	445	587
Have heard about this video	98	99	99	99	97	98	99	98
Have not heard about this video	2	1	1	1	3	2	1	2

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1032	341	254	223	214
Have heard about this video	98	99	98	98	99
Have not heard about this video	2	1	2	2	1

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1032	387	315	102	778	254
Have heard about this video	98	99	99	100	99	98
Have not heard about this video	2	1	1	0	1	2

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1032	64	128	140	133	116	219	44
Have heard about this video	98	98	98	97	99	100	100	96
Have not heard about this video	2	2	2	3	1	0	0	4

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1032	118	267	383	264
Have heard about this video	98	96	99	99	99
Have not heard about this video	2	4	1	1	1

## Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1032	645	269	26	258	92	154	233
Have heard about this video	98	98	99	98	98	97	99	99
Have not heard about this video	2	2	1	2	2	3	1	1

## Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1032	475	208	208	141
Have heard about this video	98	98	100	100	96
Have not heard about this video	2	2	0	0	4

## Children

%	Total	Yes	No
Sample	1032	245	787
Have heard about this video	98	99	98
Have not heard about this video	2	1	2

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

### *Past Mayoral Vote*

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1032	422	278	98	139	95
Have heard about this video	98	98	99	99	96	100
Have not heard about this video	2	2	1	1	4	0

### *Approval of Ford / Should Ford Resign*

%	Total	Approve	Disapprove	Yes	No
Sample	1032	424	608	620	377
Have heard about this video	98	98	99	99	98
Have not heard about this video	2	2	1	1	2

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Ford Video Authenticity**

*'Do you believe this video is authentic or do you believe it is faked?'*

*[Have heard about this video]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1013	61	135	226	287	304	437	576
Believe it is authentic	68	65	71	69	70	63	71	65
Believe it is faked	18	19	18	14	17	23	15	21
Don't know	14	16	11	16	13	14	14	14

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1013	335	249	218	211
Believe it is authentic	68	78	64	69	56
Believe it is faked	18	10	24	17	25
Don't know	14	13	11	15	19

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1013	380	312	101	765	248
Believe it is authentic	68	66	73	58	67	68
Believe it is faked	18	19	15	30	19	18
Don't know	14	15	12	13	14	14

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1013	60	124	139	132	115	219	42
Believe it is authentic	68	51	54	59	68	78	80	82
Believe it is faked	18	37	21	19	16	15	14	11
Don't know	14	12	25	21	15	7	6	7

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1013	111	263	378	261
Believe it is authentic	68	64	52	68	83
Believe it is faked	18	29	32	13	9
Don't know	14	7	16	19	8

## Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1013	633	266	25	253	89	152	228
Believe it is authentic	68	62	71	29	60	57	75	75
Believe it is faked	18	22	19	47	21	22	16	12
Don't know	14	16	10	24	19	21	9	12

## Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1013	462	207	207	137
Believe it is authentic	68	67	75	63	67
Believe it is faked	18	18	14	23	20
Don't know	14	16	11	14	13

## Children

%	Total	Yes	No
Sample	1013	242	771
Believe it is authentic	68	69	67
Believe it is faked	18	19	18
Don't know	14	12	15

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

***Past Mayoral Vote***

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1013	411	277	96	134	95
Believe it is authentic	68	49	90	86	62	76
Believe it is faked	18	34	3	5	14	11
Don't know	14	16	7	9	24	13

***Approval of Ford / Should Ford Resign***

%	Total	Approve	Disapprove	Yes	No
Sample	1013	415	598	610	369
Believe it is authentic	68	40	88	90	33
Believe it is faked	18	38	3	4	44
Don't know	14	22	8	6	23

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Ford Video Made Public**

*'Do you believe this tape will ever be made public or not?'*

*[Have heard about this video]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1013	61	135	226	287	304	437	576
Believe it will be made public	59	55	62	58	60	60	66	52
Do not believe it will be made public	30	37	29	25	24	29	23	36
Don't know	11	8	9	17	16	11	11	12

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1013	335	249	218	211
Believe it will be made public	59	63	56	57	58
Do not believe it will be made public	30	26	30	33	31
Don't know	11	12	13	10	11

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1013	380	312	101	765	248
Believe it will be made public	59	64	56	53	61	54
Do not believe it will be made public	30	25	33	35	27	35
Don't know	11	11	11	12	12	11

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1013	60	124	139	132	115	219	42
Believe it will be made public	59	35	48	60	63	71	65	73
Do not believe it will be made public	30	52	40	28	26	19	27	22
Don't know	11	13	12	12	11	10	8	5

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1013</b>	<b>111</b>	<b>263</b>	<b>378</b>	<b>261</b>
Believe it will be made public	59	50	51	63	63
Do not believe it will be made public	30	34	38	27	25
Don't know	11	16	11	11	12

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
<b>Sample</b>	<b>1013</b>	<b>633</b>	<b>266</b>	<b>25</b>	<b>253</b>	<b>89</b>	<b>152</b>	<b>228</b>
Believe it will be made public	59	56	60	31	57	52	63	62
Do not believe it will be made public	30	32	32	34	31	33	29	26
Don't know	11	12	8	35	12	15	8	12

**Ethnicity**

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
<b>Sample</b>	<b>1013</b>	<b>462</b>	<b>207</b>	<b>207</b>	<b>137</b>
Believe it will be made public	59	59	64	58	54
Do not believe it will be made public	30	29	27	32	35
Don't know	11	13	10	11	11

**Children**

%	Total	Yes	No
<b>Sample</b>	<b>1013</b>	<b>242</b>	<b>771</b>
Believe it will be made public	59	57	59
Do not believe it will be made public	30	33	28
Don't know	11	10	12

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Past Mayoral Vote**

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1013	411	277	96	134	95
Believe it will be made public	59	53	70	63	64	49
Do not believe it will be made public	30	33	23	31	21	40
Don't know	11	14	7	6	15	11

**Approval of Ford / Should Ford Resign**

%	Total	Approve	Disapprove	Yes	No
Sample	1013	415	598	610	369
Believe it will be made public	59	45	69	68	45
Do not believe it will be made public	30	38	24	25	40
Don't know	11	18	7	7	15

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

**Ford's Handling of the Allegations**

*'Do you agree or disagree Rob Ford has adequately addressed allegations of drug use?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1032	62	137	228	295	310	445	587
Agree	19	18	19	21	21	18	17	21
Disagree	70	70	73	64	72	70	72	68
Don't know	11	12	8	14	7	13	11	11

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1032	341	254	223	214
Agree	19	11	27	18	22
Disagree	70	84	57	70	66
Don't know	11	5	16	13	12

**Transportation / Own Property**

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1032	387	315	102	778	254
Agree	19	22	14	33	20	17
Disagree	70	70	73	60	69	71
Don't know	11	8	14	6	11	12

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1032	64	128	140	133	116	219	44
Agree	19	28	14	21	19	16	19	27
Disagree	70	49	64	69	73	72	77	70
Don't know	11	23	22	10	8	12	4	3

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 31<sup>st</sup>, 2013**

## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1032	118	267	383	264
Agree	19	15	28	16	17
Disagree	70	70	59	74	74
Don't know	11	15	13	10	9

## Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1032	645	269	26	258	92	154	233
Agree	19	21	17	25	23	27	24	10
Disagree	70	67	70	71	68	57	60	82
Don't know	11	11	13	4	10	16	16	8

## Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Non-European
Sample	1032	475	208	208	141
Agree	19	19	15	23	21
Disagree	70	70	81	67	61
Don't know	11	11	5	11	18

## Children

%	Total	Yes	No
Sample	1032	245	787
Agree	19	20	19
Disagree	70	71	69
Don't know	11	9	12

## Past Mayoral Vote

%	Total	Rob Ford	George Smitherman	Joe Pantalone	Someone else	Didn't vote
Sample	1032	422	278	98	139	95
Agree	19	29	7	5	21	17
Disagree	70	54	91	92	63	71
Don't know	11	16	2	3	16	12

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**MEDIA INQUIRIES:**  
Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## *Approval of Ford / Should Ford Resign / Video Awareness*

%	Total	Approve	Disapprove	Yes	No	Have heard	Have not heard
Sample	1032	424	608	620	377	1013	19
Agree	19	37	5	6	43	19	32
Disagree	70	47	87	87	42	70	51
Don't know	11	15	8	7	15	11	17

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

**TORONTO**  
**October 31<sup>st</sup>, 2013**