

The Ford Juggernaut: Despite Campaign Troubles, Ford Well Out in Front of Two-Man Race for Mayor

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Alleged about Ford, He Could Still be a Great Mayor of Toronto*

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about Ford, He Could Still be a Great Mayor of Toronto***

Toronto, ON – Despite the campaign troubles for mayoral-candidate Rob Ford in light of his controversial comments about immigration and recent revelations of charges laid against him in Florida regarding impaired driving and possession of marijuana (the latter charges were subsequently dropped), a new Ipsos Reid poll conducted on behalf of Global Television, NewsTalk 1010 and the National Post reveals that if a municipal election were held tomorrow, Rob Ford would be elected Mayor of Toronto.

One in three (32%) Torontonians would vote for Rob Ford, placing well well-ahead of his main rival George Smitherman (21%). Sarah Thomson (10%), Joe Pantalone (9%) and Rocco Rossi (7%) are all well back, while 4% say they'd vote for some other candidate. Two in ten (21%) Torontonians remain undecided, suggesting that ample time still remains for significant movement in voting intentions before the vote is held in October.

Furthermore, nearly one half (48%) of Torontonians, at this point, say they're absolutely certain to vote, and those who say they're absolutely certain to vote appear to be disproportionately favouring Rob Ford (37%), while the gap between Ford and Smitherman (23%), Pantalone (10%), Rossi (8%) and Thomson (7%) grows.

A majority (55%) of Torontonians are willing to look past these recent revelations, 'agreeing' (23% strongly/32% somewhat) that 'regardless of what has been said or alleged about Rob Ford, he could be a great mayor of Toronto'. Still, nearly four in ten (36%) 'disagree' (23% strongly/13% somewhat) that, despite these recent revelations he could still be a great mayor.

Over the past couple of weeks, impressions of Rob Ford have changed for one half of Torontonians, but it doesn't appear to have had a major impact on his overall level of support since many Torontonians actually have an improved impression of him, and none of the other candidates have momentum on their side at this stage in the race:

- Three in ten (30%) say they have a worse impression of **Rob Ford** over the last few weeks, while two in ten (20%) actually say their impression is better (net -10). Four in ten (41%) say there's been no change in their impression, while 2% don't know and 6% say they've never heard of him.
- One in ten (12%) say their impressions of **George Smitherman** have improved over the last few weeks, while slightly more (15%) say they've worsened (net -3). Most (61%) say their impressions have not changed, while 4% don't know and 8% say they've never heard of him.
- One in ten (9%) say their impressions of **Rocco Rossi** have improved over the last few weeks, while slightly more (11%) say they've worsened (net -2). Most (62%) say their impressions have not changed, while 4% don't know and 14% say they've never heard of him.



- One in ten (9%) say their impressions of **Joe Pantalone** have improved over the last few weeks, while roughly the same proportion (10%) say their impressions have worsened (net -1). Most (66%) say their impressions have not changed, while 4% don't know and 11% say they've never heard of him.
- Few (7%) say their impressions of **Sarah Thomson** have improved over the last few weeks, slightly more than the 6% who say they've worsened (net +1). Most (66%) say their impressions have not changed, while 4% don't know and 17% say they've never heard of her.

These are the findings of an Ipsos Reid poll conducted on behalf of Global Television, NewsTalk 1010 and the National Post from August 20-22, 2010. For the survey, a representative randomly-selected sample of 400 adults living in Toronto was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 4.9 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Toronto proper been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Toronto population according to Census data. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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