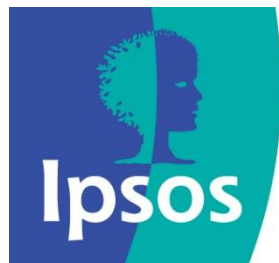


Rob Ford's Agenda Still Resonates (62%) and Even 39% Would Consider Voting for Him in Next Election as Inner and Outer City Core Citizens Starkly Divided

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Toronto, ON - A new poll conducted by Ipsos Reid on behalf of CTV News, CP24, and NewsTalk1010, reveals that while most Torontonians believe that Council did the right thing by stripping Mayor Ford of his powers and handing the reins to Deputy Mayor Norm Kelly, there are still many City residents who would not write him off yet in the 2015 municipal ballot: four in ten (39%) 'agree' (18% strongly/22% somewhat) that 'they would consider voting for Mayor Rob Ford in the next municipal election', with six in ten (61%) 'disagreeing' (48% strongly/13% somewhat). Half of Scarborough (51%) and York/East York (50%) residents state they'd consider voting for Rob Ford in the next municipal election, followed by residents of North York (40%), Etobicoke (36%), and downtown (25%).

What is likely, in part, fueling this is that many citizens, while turned off by the Mayor Ford's behavior, continue to be turned on by the message that he took to Toronto City Hall and he continues to unabashedly advocate: almost two-thirds (62%) of City residents 'agree' (25% strongly/37% somewhat) that 'they hope City Council and Deputy Mayor Norm Kelly continue with Mayor Ford's agenda', while fewer than four in ten (38%) 'disagree' (14% strongly/24% somewhat) that they should.

The differences between where those agree with his agenda and those against it is strikingly obvious: those in the core of the city reject it versus those who surround the core embrace it:

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those for following Ford's agenda is highest in Scarborough (75%) and North York (74%), followed by majorities in Etobicoke (62%) and York/East York (58%). A majority (58%) of Torontonians living downtown, however, disagree that Council and the Deputy Mayor should continue Ford's agenda.

On the recent Council actions, two-thirds (64%) of Torontonians 'agree' (39% strongly/24% somewhat) that 'they support Toronto City Council's move to strip the mayor's authority and place it in the hands of Deputy Mayor Norm Kelly', while just over a third (36%) 'disagree' (16% strongly/20% somewhat) with this move. Agreement is highest for this authority shift in the downtown region (69%) of Toronto, followed by Etobicoke (65%), North York (63%), Scarborough (62%) and York/East York (58%).

A similar two-thirds (68%) 'agree' (35% strongly/33% somewhat) that 'they think it's appropriate for Deputy Mayor Norm Kelly to represent the City of Toronto in talks with other political leaders, such as Ontario Premier Kathleen Wynne, while one in three (32%) 'disagree' (11% strongly/22% somewhat) that this is appropriate. Those living downtown (75%) are most in agreement, ahead of those in Scarborough (70%), Etobicoke (65%), North York (64%), and York/East York (61%).



These are some of the findings of an Ipsos Reid poll conducted between December 9th to 13th, 2013, on behalf of CTV News. For this survey, a sample of 485 Torontonians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 5.1 percentage points of the entire Torontonian adult population. 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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