

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **FOR IMMEDIATE RELEASE**

### **Ford Closing the Gap on Tory**

#### **Mayor's approval trends downward**

Toronto, April 6<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 840 Toronto voters, amongst those decided and leaning, the plurality support John Tory (44%) over Doug Ford (33%), who is undeclared as a candidate, but the gap between them continues to narrow.

Tory's lead over Ford is now 11 points, and it's down from 16 in March. (29%: Nov 8; 19%: Feb 6; 16%: Mar 10).

Over 2-in-10 (22%) prefer someone else to either Ford or Tory.

Respondents most likely to support Tory include those aged 55-64 (55%) or 65+ (56%), females (47%), earning \$60,000-\$80,000 (57%) or the most wealthy (54%), with a post-graduate degree (50%), that drive to work (44%), and supporting the Liberals (58%).

Respondents most likely to support Doug Ford include those aged 34 or younger (38%), the least wealthy (51%) or earning \$20,000-\$40,000 (54%), the least educated (62%), and supporting the Progressive Conservatives (51%).

When looking at smaller subsamples divided by former city of Toronto municipalities we see the following community breakdowns<sup>1</sup>.

In the former City of Toronto, John Tory (45%) leads over Doug Ford (23%), with (30%) saying they prefer someone else.

In East York, John Tory (53%) leads over Doug Ford (25%), with (22%) saying they prefer someone else.

In North York, John Tory (41%) leads over Doug Ford (35%), with (25%) saying they prefer someone else.

In Etobicoke, John Tory (42%) and Doug Ford (40%) are tied, with (17%) saying they prefer someone else.

In York, John Tory (43%) and Doug Ford (42%) are tied, with (15%) saying they prefer someone else.

In Scarborough, John Tory (45%) leads over Doug Ford (38%), with (18%) saying they prefer someone else.

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“John Tory has a strong lead over Doug Ford, but this lead is eroding month-over-month,” said Dr. Lorne Bozinoff, President of Forum Research.



<sup>1</sup> smaller samples will be less accurate, numbers may not add up to 100 because of rounding

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### **Tory's approval down**

John Tory's approval has dipped below fifty-percent, with (47%) responding they approve of the Mayor's performance, down 4 points since March (51%: March 10), with (34%) responding they disapprove, up four points since March (30%: March 10) and (19%) saying they don't know.

Respondents most likely to approve of the Mayor's performance include those aged 65+ (57%), females (50%), the most wealthy (59%), with a post-graduate degree (56%), and supporting the Ontario Liberals (58%).

Respondents most likely to disapprove of the Mayor's performance include those aged 34 or younger (42%), males (41%), earning \$40,000-\$60,000 (46%), the least educated (41%), and supporting the Progressive Conservatives (41%) or NDP (40%).

"John Tory has a strong lead over Doug Ford, but this lead is eroding month-over-month," said Dr. Lorne Bozinoff, President of Forum Research.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 840 randomly selected Toronto Voters. The poll was conducted on April 4-5, 2017.

Results based on the total sample are considered accurate +/- 3.4%, 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 by age, region, and other variables 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. Actual results depend on the candidates' ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

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)



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**Mayoral Horserace**

*If a municipal election were held today, who would you vote for as mayor? + Even though you may not have made up your mind, which candidate are you leaning towards at this time?*

[Decided/Leaning]

**Trend**

%	Sample	John Tory	Doug Ford	Someone Else
Apr 4-5, 2017	840	44	33	22
Mar 8-10, 2017	966	48	32	19
Jan 31-Feb 5, 2017	1090	49	30	21

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	764	137	117	161	154	195	397	346
John Tory	44	30	46	48	55	56	41	47
Doug Ford	33	38	33	33	29	27	36	31
Someone else	22	32	20	18	16	17	22	22

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	764	56	87	98	74	93	197
John Tory	44	32	33	38	57	39	54
Doug Ford	33	51	54	39	12	30	25
Someone else	22	18	13	23	30	30	22

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	764	265	65	115	128	48	143
John Tory	44	47	53	41	42	43	45
Doug Ford	33	23	25	35	40	42	38
Someone else	22	30	22	25	17	15	18



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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
<b>Sample</b>	<b>764</b>	<b>79</b>	<b>180</b>	<b>318</b>	<b>187</b>
John Tory	44	30	43	45	50
Doug Ford	33	62	38	31	19
Someone else	22	8	19	24	31

**Method of Travel to Work/School**

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
<b>Sample</b>	<b>764</b>	<b>319</b>	<b>223</b>	<b>31</b>	<b>39</b>	<b>19</b>	<b>133</b>
John Tory	44	44	39	55	61	37	54
Doug Ford	33	38	35	14	11	26	26
Someone else	22	18	26	31	28	37	20

**Current Provincial Vote Preference**

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
<b>Sample</b>	<b>764</b>	<b>215</b>	<b>290</b>	<b>156</b>	<b>48</b>	<b>12</b>
John Tory	44	58	40	36	29	20
Doug Ford	33	24	51	24	27	12
Someone else	22	18	10	40	44	68



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**Mayoral Approval**

*Do you approve or disapprove of the job John Tory is doing as Mayor?*

[All respondents]

**Trend**

%	Sample	Approve	Disapprove	Don't know
Apr 4-5, 2017	840	47	34	19
Mar 8-10, 2017	966	51	30	19
Jan 31-Feb 5, 2017	1090	46	29	25

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	840	149	129	178	171	213	431	385
Approve	47	38	53	47	48	57	44	50
Disapprove	34	42	32	33	32	25	41	28
Don't know	19	19	16	20	21	19	15	22

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	840	68	100	105	83	101	210
Approve	47	33	35	37	53	53	59
Disapprove	34	34	36	46	24	37	29
Don't know	19	33	29	17	23	10	12

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Approve	47	53	56	45	50	35	44
Disapprove	34	31	27	32	38	35	38
Don't know	19	16	17	23	13	30	17





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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
<b>Sample</b>	<b>840</b>	<b>90</b>	<b>203</b>	<b>347</b>	<b>200</b>
<b>Approve</b>	47	35	46	46	56
<b>Disapprove</b>	34	41	34	35	30
<b>Don't know</b>	19	24	20	19	14

**Method of Travel to Work/School**

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
<b>Sample</b>	<b>840</b>	<b>350</b>	<b>242</b>	<b>34</b>	<b>45</b>	<b>22</b>	<b>147</b>
<b>Approve</b>	47	46	45	61	54	24	57
<b>Disapprove</b>	34	37	38	18	11	42	24
<b>Don't know</b>	19	17	16	21	35	35	20

**Current Provincial Vote Preference**

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
<b>Sample</b>	<b>840</b>	<b>232</b>	<b>311</b>	<b>167</b>	<b>49</b>	<b>17</b>
<b>Approve</b>	47	58	44	45	33	8
<b>Disapprove</b>	34	25	41	40	36	33
<b>Don't know</b>	19	17	15	15	31	58

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