

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tory Still Leads Over Ford

The Mayor's approval is on the upswing, too

Toronto, March 16th – In a random sampling of public opinion taken by The Forum Poll™ among 966 Toronto voters, amongst those decided and leaning, John Tory (48%) still leads over Doug Ford (32%), though Ford has yet to officially declare his candidacy. (19%) prefer someone else to either Ford or Tory.

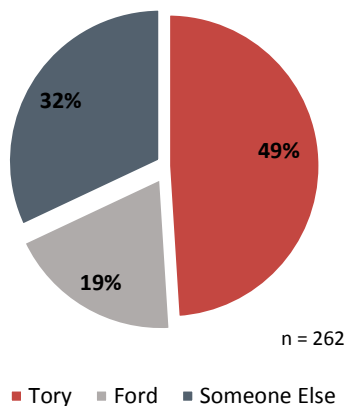
The gap between Tory and Ford is still closing, however, and now stands at (16%). (29%: Nov 8; 19%: Feb 6).

Those most likely to support Tory include those aged 65 and over (64%), females (53%), earning \$80,000-\$100,000 (65%), with a post-graduate degree (55%) or some college or university (52%), supporting the Liberal Party (67%).

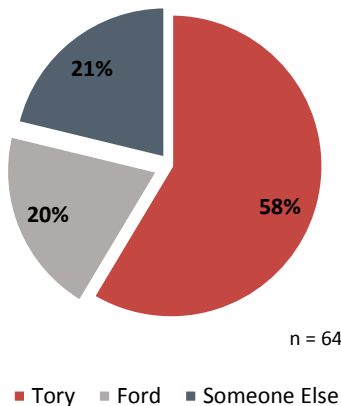
Those most likely to support Ford include those earning \$20,000-\$40,000 (48%), the least educated (53%), and supporting the Progressive Conservative party (51%).

When looking at smaller subsamples divided by former city of Toronto municipalities we see the following community breakdowns*:

Former City of Toronto



East York



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

“John Tory’s approval rating is enviable right now, just above fifty-percent. Tory has no declared challengers right now though, so he doesn’t have a lock on re-election just yet. Once the electorate gets a look at his competition, we’ll have a better sense of how the candidates will compare to each other,” said Dr. Lorne Bozinoff, President of Forum Research



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

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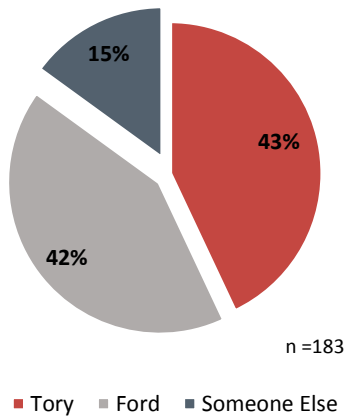


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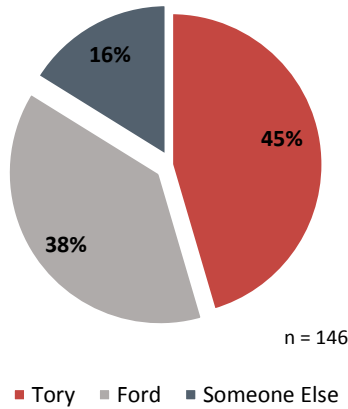
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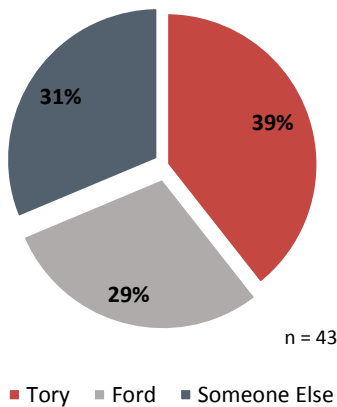
North York



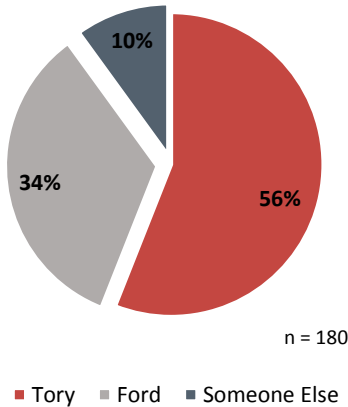
Etobicoke



York



Scarborough



Tory's approval going upward

Tory's approval has risen back above half, with (51%) reporting they approve of the Toronto Mayor, up five-percent (46%: Feb 10). One-third (30%) report they do not approve of the job Tory is doing as mayor, with (19%) saying they don't know. Don't know is down six-percent since February, (25%: Feb 10) suggesting the opinions of Tory are solidifying.

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Those most likely to approve of Tory include those aged 65 and over (62%), those earning \$80,000-\$100,000 (67%), with some college or university (54%) or a post-graduate degree (55%), taking transit to work/school (55%).

Those most likely to disapprove of Tory include those aged 35-44 (39%), earning \$20,000-\$40,000 (39%), and the least educated (37%).

“John Tory’s approval rating is enviable right now, just above fifty-percent. Tory has no declared challengers right now though, so he doesn’t have a lock on re-election just yet. Once the electorate gets a look at his competition, we’ll have a better sense of how the candidates will compare to each other,” 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.

*smaller samples will be less accurate, numbers may not add up to 100 because of rounding

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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 966 randomly selected Toronto Voters. The poll was conducted on Mar 8-10 2017.

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

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

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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
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	855	112	102	157	217	267	423	421
John Tory	48	38	40	55	59	64	44	53
Doug Ford	32	31	43	30	27	26	35	29
Someone else	19	31	17	15	14	10	21	18

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	855	78	130	100	86	81	183
John Tory	48	40	39	50	35	65	52
Doug Ford	32	30	48	29	40	19	29
Someone else	19	30	13	21	25	16	19

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	855	262	64	183	146	43	155
John Tory	48	49	58	43	45	39	56
Doug Ford	32	19	20	42	38	29	34
Someone else	19	32	21	15	16	31	10



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	855	108	215	314	218
John Tory	48	35	52	46	55
Doug Ford	32	53	35	33	18
Someone else	19	11	12	21	28

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	855	337	202	36	58	16	206
John Tory	48	50	49	40	39	20	55
Doug Ford	32	37	31	11	31	34	27
Someone else	19	13	20	49	30	46	18

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	855	306	270	152	43	15	69
John Tory	48	42	67	43	24	20	55
Doug Ford	32	51	18	21	27	49	27
Someone else	19	8	15	36	49	30	18



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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
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	966	123	116	182	247	298	474	476
Approve	51	52	43	47	51	62	48	54
Disapprove	30	28	39	31	29	20	35	25
Don't know	19	19	18	22	20	18	17	20



Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	966	93	151	115	94	88	196
Approve	51	56	37	48	47	67	55
Disapprove	30	28	39	25	31	23	32
Don't know	19	17	24	27	22	10	13

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	966	299	77	206	155	47	180
Approve	51	52	47	48	57	35	52
Disapprove	30	27	28	33	28	39	30
Don't know	19	21	25	19	16	26	18

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	966	126	243	354	243
Approve	51	42	54	49	55
Disapprove	30	37	30	30	27
Don't know	19	21	16	21	19

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	966	373	233	39	64	19	238
Approve	51	46	55	62	56	34	55
Disapprove	30	34	27	28	21	42	26
Don't know	19	20	18	10	23	25	19

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	855	306	270	152	43	15	69
John Tory	48	42	67	43	24	20	55
Doug Ford	32	51	18	21	27	49	27
Someone else	19	8	15	36	49	30	18

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com



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