

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Tory's approval as mayor is sky high**

#### **Rob Ford's approval highest since spring**

TORONTO DECEMBER 18<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1001 Toronto voters, fully three quarters approve of the job John Tory is doing as mayor (74%), and this is the highest mayoral approval we have measured, surpassing Rob Ford's rating of 60% just after the 2010 mayoral election. This compares to an approval rating for Tory of one half (53%) taken one month after the election (November 25). Tory's approval is highest among the older (55 to 64 - 83%, 65+ - 82%), mid to high income groups (\$40K to \$60K - 80%, \$60K to \$80K - 81%), the best educated (post grad - 82%), in the old city of York (87%), among those in neighbourhoods wealthier than others (81%) and those getting more wealthy (80%) and, logically, those who approve of the SmartTrack transit plan (91%).

#### **Rob Ford's approval highest since spring**

Rob Ford has the approval of close to half (45%) and this is reminiscent of his approval ratings back in April, 2014, and sharply higher than the approval rating noted one month after the recent election (November 25 - 36%). Ford's approval is especially characteristic of the youngest (51%), the least wealthy (less than \$20K - 62%, \$20K to \$40K - 58%, \$40K to \$60K - 51%), in North York (52%) and Scarborough (55%), those who drive rather than use transit (52%), renters (53%), the least educated (68%), mothers of children under 18 (54%) and in neighbourhoods which are (61%) or are getting less wealthy than others (62%).

#### **Doug Ford's approval same as during campaign**

Doug Ford maintains a strong approval rating of just more than 4-in-10 (43%), which is comparable to his approval during his short campaign for mayor. Doug's approval follows the same socioeconomic patterns and is characteristic of the same groups as his brother's.

#### **Strong majority call for term limits**

Close to 6-in-10 approve of term limits for the mayor (57%) and even more call for councillor term limits (60%), and these findings are reminiscent of the last time we asked this question (September 2013 - 59% and 63%, respectively).

## **TORONTO**

**December 18<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Fully three quarters approve of the job John Tory is doing as mayor (74%), and this is the highest mayoral approval we have measured.
- Rob Ford has the approval of close to half (45%) and this is reminiscent of his approval ratings back in April, 2014.
- Doug Ford maintains a strong approval rating of just more than 4-in-10 (43%), which is comparable to his approval during his short campaign for mayor.
- Close to 6-in-10 approve of term limits for the mayor (57%) and even more call for councillor term limits (60%).

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"John Tory's extremely high approval rating is a novelty for Toronto; we've never seen that many citizens agree on their admiration for a chief magistrate before. This is most likely because they have had such a low bar set for their approval for the last 4 years," 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.

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**December 18<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- "John Tory's extremely high approval rating is a novelty for Toronto; we've never seen that many citizens agree on their admiration for a chief magistrate before. This is most likely because they have had such a low bar set for their approval for the last 4 years," said Forum Research President, Dr. Lorne Bozinoff.

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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 1001 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on December 17<sup>th</sup> and 18<sup>th</sup>, 2014.

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 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. 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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**TORONTO**

**December 18<sup>th</sup>, 2014**

**Approval of Mayor Tory**

*‘Overall, do you approve or disapprove of the job John Tory is doing as mayor?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Approve	74	67	71	73	83	82	76	71
Disapprove	26	33	29	27	17	18	24	29

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Approve	74	74	72	76	72
Disapprove	26	26	28	24	28

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Approve	74	70	56	80	81	71	78	89
Disapprove	26	30	44	20	19	29	22	11

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Approve	74	63	68	77	82
Disapprove	26	37	32	23	18

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**Approval of Rob Ford**

*'Do you approve or disapprove of Rob Ford?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Approve	45	51	49	41	36	37	43	46
Disapprove	55	49	51	59	64	63	57	54

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Approve	45	30	52	45	55
Disapprove	55	70	48	55	45

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Approve	45	62	58	51	49	39	25	30
Disapprove	55	38	42	49	51	61	75	70

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Approve	45	68	53	40	27
Disapprove	55	32	47	60	73

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**Approval of Doug Ford**

*'Do you approve or disapprove of Doug Ford?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Approve	43	49	48	38	31	38	43	42
Disapprove	57	51	52	62	69	62	57	58

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Approve	43	28	50	47	50
Disapprove	57	72	50	53	50

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Approve	43	56	58	46	44	37	26	24
Disapprove	57	44	42	54	56	63	74	76

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Approve	43	61	52	38	26
Disapprove	57	39	48	62	74

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## **Term Limits for the Mayor**

*'Do you think there should be term limits for the Mayor or not?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Approve	57	50	61	61	56	59	52	61
Disapprove	30	39	26	30	27	21	36	25
Don't know	14	11	14	9	17	21	12	14

### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Approve	57	55	50	62	60
Disapprove	30	33	33	25	27
Don't know	14	11	16	13	13

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Approve	57	57	58	67	51	58	59	42
Disapprove	30	25	26	27	32	32	33	48
Don't know	14	17	16	6	17	10	8	10

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Approve	57	50	58	59	55
Disapprove	30	28	28	31	31
Don't know	14	22	14	10	14

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**Term Limit for City Councillors**

*'Do you think there should be term limits for city councillors or not?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Approve	60	49	66	65	63	67	61	59
Disapprove	23	34	18	19	21	15	27	19
Don't know	17	17	17	16	15	18	11	22

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Approve	60	59	56	63	63
Disapprove	23	26	22	21	22
Don't know	17	15	22	15	15

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Approve	60	66	57	61	60	65	62	53
Disapprove	23	16	15	28	22	25	30	31
Don't know	17	19	28	12	18	11	8	16

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Approve	60	60	57	64	59
Disapprove	23	19	25	22	25
Don't know	17	21	19	14	16

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