

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tory approval high

Highest among older, wealthier downtowners who vote PC

TORONTO, March 15th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 520 Toronto voters, almost three quarters (72%) approve of the job John Tory is doing as mayor. This represents a significant jump in approval from last month (February - 65%) and the month before (January - 67%). Approval is strong amongst older voters (55 to 64 - 83%, 65+ - 81%), the wealthier (\$80K to \$100K - 89%), in the downtown, East York and North York (77%), property owners (79%) rather than renters (66%), and provincial PC voters (82%).

"We were in field just before the mayor announced increases to water and solid waste rates, so that's not reflected in these approval ratings. Nonetheless, Mayor Tory has already taken some controversial decisions, and his post-honeymoon favourables have not decayed" 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 or at (416) 960-9603.

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TORONTO

March 15th, 2015

HIGHLIGHTS:

- Almost three quarters (72%) approve of the job John Tory is doing as mayor.
- "We were in field just before the mayor announced increases to water and solid waste rates, so that's not reflected in these approval ratings. Nonetheless, Mayor Tory has already taken some controversial decisions, and his post-honeymoon favourables have not decayed," 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 520 randomly selected voters in Toronto, Ontario. The poll was conducted on March 10th, 2015.

Results based on the total sample are considered accurate +/- 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

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

Approval of Mayor Tory - Trending

%	Sample	Approve
March 10th, 2015	520	72
February 21st, 2015	807	65
January 25th, 2015	843	67
December 18th, 2014	1001	74

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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	520	122	100	114	97	87	267	253
Approve	72	60	74	76	83	81	68	76
Disapprove	28	40	26	24	17	19	32	24

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Approve	72	77	77	70	64
Disapprove	28	23	23	30	36

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Approve	72	60	70	63	67	89	79	71
Disapprove	28	40	30	37	33	11	21	29

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Approve	72	43	95	68	46
Disapprove	28	57	5	32	54

Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	520	104	199	87	21	20
Approve	72	82	79	66	73	66
Disapprove	28	18	21	34	27	34

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