

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

John Tory maintains sky-high approval rating

Chief Saunders also has high approval

TORONTO, MAY 6th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 822 Toronto voters, more than 7-in-10 approved of the job John Tory was doing as mayor (72%), and this is comparable to his approval ratings from last month (April 11 - 71%) or, indeed, from any month since he was elected mayor. Approval of the mayor is characteristic of the oldest (82%) and the wealthiest (\$100K to \$250K - 83%).

Mark Saunders receives relatively high approval

Close to one half of Toronto voters approve of the job newly appointed Police Chief Mark Saunders is doing (44%), and this is especially notable when compared to the fact that as many know nothing about him (41%). Just one seventh disapprove of the chief at this point (14%), which gives him a very positive net score (approve minus disapprove) of +30. Chief Saunders' support is characteristic of younger voters (35 to 44 - 51%), the less wealthy (\$20K to \$40K - 61%), among Doug Ford voters (53%), but not in the downtown (38%). Black voters are likely to support the chief (50% - caution: small base size), as are those who support carding (57%).

Rob Ford's approval slips

Just fewer than 4-in-10 approve of the job Rob Ford is doing as a city councillor (39%), and this is down from February, when we last polled this question and pegged the councillor's approval at close to half the voters (45%). Close to half now disapprove of Ford (44%) and as many as one fifth don't have an opinion (17%). Ford's approval is highest among the least wealthy (54%), in Etobicoke (47%) but not downtown (21%). Ford's highest approval is among black citizens (67% - caution: small base size).

"John Tory is the real deal; he's maintaining extremely high levels of approval while still managing to take some tough and, frankly, some unpopular decisions. That's the mark of an inspiring leader. Rob Ford, on the other hand, has seen his brand equity diminish, probably because his visibility has diminished. Mark Saunders is a revelation, though. While 4-in-10 know nothing about him, almost everybody else gives him their approval, it appears," 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.

TORONTO

May 6th, 2015

HIGHLIGHTS:

- More than 7-in-10 approved of the job John Tory was doing as mayor (72%).
- Close to one half of Toronto voters approve of the job newly appointed Police Chief Mark Saunders is doing (44%), and this is especially notable when compared to the fact that as many know nothing about him (41%).
- "John Tory is the real deal; he's maintaining extremely high levels of approval while still managing to take some tough and, frankly, some unpopular decisions. That's the mark of an inspiring leader. Rob Ford, on the other hand, has seen his brand equity diminish, probably because his visibility has diminished. Mark Saunders is a revelation, though. While 4-in-10 know nothing about him, almost everybody else gives him their approval, it appears," 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 822 randomly selected voters in Toronto, Ontario. The poll was conducted on May 1-5th, 2015.

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. 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
May 5th, 2015	822	72
April 11th, 2015	865	71
March 15th, 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	822	180	136	170	148	188	442	380
Approve	72	69	64	71	78	82	75	69
Disapprove	28	31	36	29	22	18	25	31

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	822	345	165	160	152
Approve	72	73	72	74	68
Disapprove	28	27	28	26	32

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	822	82	98	117	93	90	172
Approve	72	61	74	64	71	72	83
Disapprove	28	39	26	36	29	28	17

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	822	134	350	146	46
Approve	72	42	92	74	60
Disapprove	28	58	8	26	40

Ethnicity

%	Total	Canadian	British Isles	Other European	Asian	South Asian	Black	Latin American	Something else
Sample	822	428	67	113	65	47	42	13	47
Approve	72	74	83	64	76	59	68	72	62
Disapprove	28	26	17	36	24	41	32	28	38

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May 6th, 2015

Mark Saunders Approval

'Overall, do you approve or disapprove of the job Mark Saunders is doing as Chief of Police?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	822	180	136	170	148	188	442	380
Approve	44	42	51	41	43	46	41	48
Disapprove	14	17	18	13	11	9	12	17
Don't know	41	41	30	47	46	46	48	36

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	822	345	165	160	152
Approve	44	40	48	46	44
Disapprove	14	17	10	17	13
Don't know	41	43	42	37	43

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	822	82	98	117	93	90	172
Approve	44	38	61	56	36	46	43
Disapprove	14	19	15	11	24	14	9
Don't know	41	43	25	33	40	40	49

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	822	134	350	146	46
Approve	44	53	43	38	40
Disapprove	14	13	6	27	21
Don't know	41	33	51	36	40

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Ethnicity

%	Total	Canadian	British Isles	Other European	Asian	South Asian	Black	Latin American	Something else
Sample	822	428	67	113	65	47	42	13	47
Approve	44	47	43	47	35	38	50	40	33
Disapprove	14	14	12	11	15	22	13	20	23
Don't know	41	40	45	42	50	40	37	40	44

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Rob Ford Approval

'Overall, do you approve or disapprove of the job Rob Ford is doing as city councilor?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	822	180	136	170	148	188	442	380
Approve	39	44	41	43	33	27	39	39
Disapprove	44	41	43	39	50	52	45	43
Don't know	17	15	17	19	18	20	16	18

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	822	345	165	160	152
Approve	39	25	45	46	43
Disapprove	44	61	30	39	42
Don't know	17	15	24	16	15

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	822	82	98	117	93	90	172
Approve	39	54	45	45	34	26	31
Disapprove	44	32	38	37	54	60	51
Don't know	17	14	17	19	12	14	19

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	822	134	350	146	46
Approve	39	84	19	16	46
Disapprove	44	5	58	67	33
Don't know	17	11	23	16	21

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Ethnicity

%	Total	Canadian	British Isles	Other European	Asian	South Asian	Black	Latin American	Something else
Sample	822	428	67	113	65	47	42	13	47
Approve	39	34	30	45	41	33	67	56	42
Disapprove	44	47	48	39	42	56	23	31	41
Don't know	17	19	22	16	17	12	10	13	17

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