

NEWS RELEASE



FOR IMMEDIATE RELEASE

Even split on Chief Blair's termination

One half say he did good/excellent job

TORONTO August 6th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among a sample of 1268 Toronto voters, equal proportions approve of the action of the Toronto Police Services Board (TPSB) in not renewing Chief Bill Blair's contract (39%) or disapprove of this decision (41%), while as many as a fifth have no opinion (20%). Those who approve the decision are most likely to be male (46%), those who approve of Rob Ford (56%) and will vote for him (64%), provincial PC voters (57%) and NDP supporters (51%), Those who disapprove are most likely to be younger (48%), provincial Liberal voters (55%) and John Tory supporters (54%).

One half rate Chief "good" or "excellent"

More than one half of Toronto voters (55%) give the chief a positive assessment (excellent - 20%, good - 35%), while just more than a third (37%) give him a less favourable rating (fair - 25%, poor - 12%). One tenth have no opinion (8%). Favourable ratings are common to the oldest (65+ - 64%), females (60%), mid income groups (\$60K to \$80K - 60%), in North York (62%), the least educated (64%), those who disapprove of Rob Ford (63%), provincial Liberals (68%), and John Tory supporters (71%).

"Because of his role in the ongoing Rob Ford controversy, Chief Blair has alienated that portion of the city that supports the mayor. Apart from that, however, he is well-liked and will be missed by the kind of voters who gravitate to John Tory in the mayoral race," 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

August 6th, 2014

HIGHLIGHTS:

- Equal proportions approve of the action of the Toronto Police Services Board (TPSB) in not renewing Chief Bill Blair's contract (39%) or disapprove of this decision (41%).
- More than one half of Toronto voters (55%) give the chief a positive assessment (excellent - 20%, good - 35%), while just more than a third (37%) give him a less favourable rating (fair - 25%, poor - 12%).
- "Because of his role in the ongoing Rob Ford controversy, Chief Blair has alienated that portion of the city that supports the mayor. Apart from that, however, he is well-liked and will be missed by the kind of voters who gravitate to John Tory in the mayoral race," 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 1268 randomly selected Torontonians 18 years of age and older. The poll was conducted on August 5-6th, 2014.

Results based on the total sample are considered accurate $\pm 3\%$, 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

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Chief Bill Blair's Contract Renewal

'The Toronto Police Service Board has decided not to renew Chief Bill Blair's contract as Toronto Police Chief. Do you approve or disapprove this decision?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
Approve	39	39	31	45	41	39	46	32
Disapprove	41	41	48	34	41	40	41	41
Don't know	20	20	21	21	18	20	14	26

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
Approve	39	42	36	43	34
Disapprove	41	36	46	41	41
Don't know	20	22	18	17	25

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
Approve	39	45	32	40	40	37
Disapprove	41	38	46	38	43	37
Don't know	20	17	21	23	17	26

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
Approve	39	40	42	43	33	45	42	34
Disapprove	41	32	37	42	46	36	45	46
Don't know	20	28	21	15	21	19	13	20

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Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
Approve	39	64	28	30	29	23
Disapprove	41	17	43	54	49	53
Don't know	20	20	29	15	22	25

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Chief Bill Blair's Performance Rating

'How would you rate Chief Bill Blair's performance as police chief?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1268	74	137	245	346	466	551	717
NET: TOP2	55	49	57	51	59	64	50	60
NET: BTM2	37	40	36	39	36	30	45	29
Excellent	20	23	20	17	19	20	22	19
Good	35	26	38	35	40	44	28	41
Fair	25	24	24	26	30	25	28	22
Poor	12	16	11	13	7	6	16	7
Don't know	8	11	7	10	5	5	5	11

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1268	437	295	269	267
NET: TOP2	55	53	62	51	53
NET: BTM2	37	42	30	38	36
Excellent	20	14	29	19	19
Good	35	40	33	32	34
Fair	25	27	23	24	26
Poor	12	15	7	14	10
Don't know	8	4	8	11	11

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1268	438	348	137	930	338
NET: TOP2	55	49	60	55	56	54
NET: BTM2	37	41	35	36	38	35
Excellent	20	19	22	20	20	21
Good	35	30	38	35	36	32
Fair	25	29	23	21	26	24
Poor	12	12	12	15	12	11
Don't know	8	10	6	9	7	11

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1268	78	192	185	151	145	208	40
NET: TOP2	55	49	58	52	60	47	57	43
NET: BTM2	37	28	32	44	31	49	39	51
Excellent	20	37	21	14	25	17	16	19
Good	35	12	37	38	35	30	41	24
Fair	25	24	18	37	19	36	23	26
Poor	12	5	14	8	12	14	17	25
Don't know	8	23	10	3	8	4	4	6

Mayoral Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki
Sample	1268	323	37	490	324	54
NET: TOP2	55	30	58	71	56	69
NET: BTM2	37	57	30	25	36	31
Excellent	20	10	18	27	24	21
Good	35	21	40	44	33	48
Fair	25	30	26	23	26	24
Poor	12	26	4	2	10	7
Don't know	8	13	12	4	8	0

For more information:

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