

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

February 23rd, 2016

HIGHLIGHTS:

- Just more than 7-in-10 approve of the job John Tory is doing as mayor.
- Just more than 4-in-10 voters approve of the job Mark Saunders is doing as Police Chief (43%).
- Councillor Ford's approval has also declined from last month (from 37% on January 31 to 32% now).
- "It appears that the mundane realities of running a city have begun to finally erode the favourability of both our civic leaders (and Rob Ford, too). While an approval rating in the 70s is nothing to sneeze at, John Tory's popularity has been higher than this," said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Mayor Tory's approval down

Chief Saunders too

TORONTO February 23rd - In a random sampling of public opinion taken by the Forum Poll™ among 836 Toronto voters, just more than 7-in-10 approve of the job John Tory is doing as mayor and, while high, this is down from the end of last month (January 31 - 76%). Tory's partisans tend to be the oldest (76%), the wealthiest (\$100K to \$250K - 77%), in Scarborough (77%) and, not surprisingly, among those who voted for him (86%). Nonetheless, one seventh of his voters now disapprove of the way he's doing his job (14%).

Chief Saunders approvals down

Just more than 4-in-10 voters approve of the job Mark Saunders is doing as Police Chief (43%), and this is down from close to half last month (January 31 - 48%). Approval for Chief Saunders is common to mid aged groups (45 to 54 - 53%), mid income groups (\$60K to \$80K - 48%), in Etobicoke (48%) but not in the downtown (33%) and among John Tory voters (49%).

Rob Ford's approval down

To round out the Trifecta, Councillor Ford's approval has also declined from last month (from 37% on January 31 to 32% now), and his net favourability (approve minus disapprove) is -11, down from -6.

"It appears that the mundane realities of running a city have begun to finally erode the favourability of both our civic leaders (and Rob Ford, too). While an approval rating in the 70s is nothing to sneeze at, John Tory's popularity has been higher than this," 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 836 randomly selected voters in Toronto, Ontario. The poll was conducted on February 22nd, 2016.

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

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Mayor Tory Approval - Trending

| % | Sample | Approve |
|----------------------------------|---------------|----------------|
| February 23 rd , 2016 | 836 | 71 |
| January 29 th , 2016 | 586 | 76 |
| January 25 th , 2016 | 549 | 73 |
| December 29 th , 2015 | 802 | 75 |
| November 16 th , 2015 | 812 | 77 |
| August 2 nd , 2015 | 892 | 72 |
| July 16 th , 2015 | 825 | 74 |
| June 8 th , 2015 | 822 | 69 |
| May 5 th , 2015 | 822 | 72 |
| April 11 th , 2015 | 865 | 71 |
| March 15 th , 2015 | 520 | 72 |
| February 21 st , 2015 | 807 | 65 |
| January 25 th , 2015 | 843 | 67 |

Mark Saunders Approval – Trending

| % | Sample | Approve |
|----------------------------------|---------------|----------------|
| February 23 rd , 2016 | 836 | 43 |
| January 29 th , 2016 | 586 | 48 |
| January 25 th , 2016 | 549 | 45 |
| December 29 th , 2015 | 802 | 48 |
| November 16 th , 2015 | 812 | 52 |
| August 2 nd , 2015 | 892 | 45 |
| July 16 th , 2015 | 825 | 46 |
| June 8 th , 2015 | 822 | 48 |
| May 5 th , 2015 | 822 | 44 |

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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 | 836 | 167 | 135 | 165 | 177 | 192 | 460 | 376 |
| Approve | 71 | 66 | 71 | 72 | 74 | 76 | 70 | 72 |
| Disapprove | 29 | 34 | 29 | 28 | 26 | 24 | 30 | 28 |

Region

| % | Total | The former City of Toronto + East York | North York | Etobicoke + York | Scarborough |
|------------|-------|---|---------------|---------------------|-------------|
| Sample | 836 | 357 | 163 | 164 | 152 |
| Approve | 71 | 76 | 70 | 66 | 70 |
| Disapprove | 29 | 24 | 30 | 34 | 30 |

Last Mayoral Vote

| % | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample | 836 | 119 | 366 | 138 | 67 |
| Approve | 71 | 35 | 86 | 66 | 73 |
| Disapprove | 29 | 65 | 14 | 34 | 27 |

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TORONTO
February 23rd, 2016

Rob Ford Approval

‘Overall, do you approve or disapprove of the job Rob Ford is doing as city councillor?’

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 836 | 167 | 135 | 165 | 177 | 192 | 460 | 376 |
| Approve | 32 | 35 | 30 | 40 | 30 | 25 | 43 | 43 |
| Disapprove | 44 | 46 | 46 | 34 | 41 | 48 | 37 | 26 |
| Don't know | 24 | 19 | 24 | 26 | 29 | 27 | 21 | 30 |

Region

| % | Total | The former City of Toronto + East York | North York | Etobicoke + York | Scarborough |
|------------|-------|--|------------|------------------|-------------|
| Sample | 836 | 357 | 163 | 164 | 152 |
| Approve | 32 | 21 | 36 | 35 | 42 |
| Disapprove | 44 | 56 | 36 | 43 | 36 |
| Don't know | 24 | 23 | 28 | 22 | 23 |

Last Mayoral Vote

| % | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample | 836 | 119 | 366 | 138 | 67 |
| Approve | 32 | 83 | 19 | 15 | 31 |
| Disapprove | 44 | 4 | 55 | 68 | 29 |
| Don't know | 24 | 14 | 26 | 18 | 40 |

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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 | 836 | 167 | 135 | 165 | 177 | 192 | 46 | 121 |
| Approve | 43 | 31 | 48 | 53 | 45 | 45 | 29 | 33 |
| Disapprove | 31 | 38 | 28 | 28 | 25 | 32 | 42 | 35 |
| Don't know | 26 | 30 | 24 | 20 | 30 | 23 | 29 | 31 |

Region

| % | Total | The former City of Toronto + East York | North York | Etobicoke + York | Scarborough |
|------------|-------|--|------------|------------------|-------------|
| Sample | 836 | 357 | 163 | 164 | 152 |
| Approve | 43 | 40 | 44 | 39 | 49 |
| Disapprove | 31 | 36 | 32 | 34 | 22 |
| Don't know | 26 | 24 | 24 | 27 | 29 |

Last Mayoral Vote

| % | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample | 836 | 119 | 366 | 138 | 67 |
| Approve | 43 | 36 | 49 | 29 | 44 |
| Disapprove | 31 | 32 | 31 | 44 | 21 |
| Don't know | 26 | 32 | 20 | 26 | 35 |

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