

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

August 12th, 2016

HIGHLIGHTS:

- Two thirds approve of the way Mayor John Tory is doing his job (67%)
- The mayor's approval is especially common to the oldest (74%)
- "Given that this approval level, though very high, is a departure from approval levels consistently in the mid-seventies since taking office, it may be assumed that the mayor is seeing a soberer assessment of his work, now that some difficult files have been addressed, than when the only bar he had to clear was not being his predecessor" said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Two Thirds Approval for the Mayor

New, lower approvals may be the norm

In a random sampling of public opinion taken by the Forum Poll™ among 864 Toronto voters, two thirds approve of the way Mayor John Tory is doing his job (67%), and this is identical to last month (July 20 - 67%). However, prior to last month, mayor Tory consistently posted approval ratings in the mid 70s, so recent findings are a decrease.

The mayor's approval is especially common to the oldest (74%), the wealthy (\$80K to \$100K - 78%), in East York (76%) and among the best educated (post grad - 73%).

"Given that this approval level, though very high, is a departure from approval levels consistently in the mid-seventies since taking office, it may be assumed that the mayor is seeing a more sober assessment of his work, now that some difficult files have been addressed, than when the only bar he had to clear was not being his predecessor" 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.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
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forumresearch.com

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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 864 randomly selected Toronto adults. The poll was conducted between August 8 and 10, 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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John Tory Approval Trending

%	Sample	Approve
August 7 th , 2016	864	67
July 20 th , 2016	868	67
June 15 th , 2016	882	74
May 17 th , 2016	804	75
April 13 th , 2016	858	71
March 23 rd , 2016	908	72
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

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John Tory Approval

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	864	189	137	166	181	191	426	415
Approve	67	68	59	68	70	74	66	70
Disapprove	33	32	41	32	30	26	34	30

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	864	88	109	110	112	77	175
Approve	67	63	55	67	56	78	70
Disapprove	33	37	45	33	44	22	30

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	864	276	75	174	133	70	136
Approve	67	69	76	65	72	56	66
Disapprove	33	31	24	35	28	44	34

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	864	104	211	318	231
Approve	67	67	67	64	73
Disapprove	33	33	33	36	27

For more information:

Lorne Bozinoff, Ph.D.

President

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