

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

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Tory approval Unchanged

More than half still approve of the job Tory is doing

Toronto, January 31st — In a random sampling of public opinion taken by the Forum Poll™ among 1427 Torontonians, 18 years of age or older, Tory's approval is over half (56%).

He sees disapproval from one-quarter (24%) and one-fifth (20%) say they do not know.

Respondents most likely to approve of Tory include those age 65+ (70%), females (60%), living in Etobicoke (63%) or Scarborough (62%), earning \$100-\$250,000 (66%), with a college/university (59%) or post-graduate degree (56%).

Respondents most likely to disapprove of Tory include those aged 25-34 (32%), males (30%), living in East York (37%) or York (35%), and earning \$20,000-\$40,000 (30%) or the most wealthy (28%).

“John Tory's approval is just as high now, as it was during right before election day, in October,” said Dr. Lorne Bozinoff, President of Forum Research.

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 1427 randomly selected Torontonians. The poll was conducted January 15-17, 2019.

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 forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Tory Approval Trend

%	Sample	Approve	Disapprove	Don't know
January 15-17, 2019	1427	56	24	20
October 9-10, 2018	1206	54	30	16
October 3-5, 2018	987	56	30	13
September 20-24, 2018	944	52	32	16
September 6, 2018	811	54	27	19
August 27, 2018	1242	58	24	18
July 25-30, 2018	2144	58	26	17
July 27, 2018	1328	56	25	19
Feb 7-8, 2018	977	58	28	14
Nov 21-22, 2017	843	53	30	16
Sept 8-9, 2017	658	53	24	23
June 20-22, 2017	1040	54	27	20
May 25, 27-28	1035	50	31	19
Apr 4-5, 2017	840	47	34	19
Mar 8-10, 2017	966	51	30	19
Jan 31-Feb 5, 2017	1090	46	29	25



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Tory Approval

Do you approve or disapprove of the job John Tory is doing as Mayor?

Age/gender

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1427	67	163	236	271	302	388	756	637
Approve	56	39	46	57	60	64	70	53	60
Disapprove	24	12	32	27	26	24	17	30	18
Don't know	20	49	22	17	14	12	13	17	22

Community

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1427	512	137	266	200	67	245
Approve	56	56	44	52	63	44	62
Disapprove	24	27	37	26	21	35	14
Don't know	20	17	19	21	16	22	24



Income

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
TOTAL (u/w)	1427	132	143	176	183	138	326	78
Approve	56	47	49	62	59	60	66	61
Disapprove	24	21	30	23	23	21	24	28
Don't know	20	32	21	16	18	18	10	11

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1427	158	287	561	421
Approve	56	47	55	59	56
Disapprove	24	28	18	25	26
Don't know	20	25	26	16	18

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