

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Gap between Mayor John Tory and Doug Ford Narrows

Would still win re-election, but the race is tightening

Toronto, February 10th – In a random sampling of public opinion taken by The Forum Poll™ among 1,090 Toronto voters, the gap between Mayor John Tory and Doug Ford, his perceived main rival, has narrowed considerably since November (29%: Nov 8 – 19%: Feb 6), but Tory remains the primary choice amongst decided and leaning voters (49%) over Doug Ford (30%), with (21%) saying someone else would be their choice for mayor.

Those most likely to cast a ballot for John Tory include those over the age of 65 (58%), the wealthiest (66%), and those with a post-graduate university degree (55%).

Those who have voted (provincially) Liberal (65%), NDP (42%), or Green (60%) in the past also overwhelmingly support the mayor.

Those most likely to support Doug Ford include the least wealthy (42%), those with a secondary school education or less (42%), (though both fall within the margin of error), and those who identified themselves as past (provincial) Progressive Conservative voters (54%).

More than two years into his first mandate, while Mayor Tory's approval has dropped below half, he still has the approval (46%) of the public. Almost a third (29%) disapprove of the job he is doing as mayor, with (25%) saying that they don't know.

"Despite dropping approval numbers, John Tory remains popular amongst Toronto voters at present and would see himself re-elected if an election were held today. However, with the next election more than one and a half years away, there's still plenty of time for a rival's profile to grow and make the 2018 race a contest," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

February 10th, 2017

- "Despite dropping approval numbers, John Tory remains popular amongst Toronto voters at present and would see himself re-elected if an election were held today. However, with the next election more than one and a half years away, there's still plenty of time for a rival's profile to grow and make the 2018 race a contest," said Forum Research President, Dr. Lorne Bozinoff.



**FORUM
RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1090 randomly selected Toronto Voters. The poll was conducted on Jan 31-Feb 5 2017.

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. Actual results will depend on a candidate's success at getting their voters out. 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

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

February 10th, 2017



**FORUM
RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Current Mayoral Vote Preference

If a municipal election were held today, who would you vote for as mayor? + Even though you may not have made up your mind, which candidate are you leaning towards at this time?

[Decided/Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	976	152	140	191	235	258	504	460
John Tory	49	46	41	51	56	58	49	50
Doug Ford	30	32	35	29	26	25	32	28
Someone else	21	21	25	20	18	17	19	22

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	976	84	155	129	110	104	202
John Tory	49	40	38	43	41	48	66
Doug Ford	30	42	39	26	41	32	15
Someone else	21	19	23	31	18	19	19

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	976	298	84	191	139	199	65
John Tory	49	56	63	56	47	37	36
Doug Ford	30	19	14	31	33	41	40
Someone else	21	25	22	13	20	22	24

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	976	106	224	389	257
John Tory	49	40	39	53	55
Doug Ford	30	42	39	30	18
Someone else	21	18	22	17	27



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Method of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	976	413	266	28	56	18	195
John Tory	49	46	48	39	63	52	57
Doug Ford	30	34	32	15	12	30	26
Someone else	21	20	20	46	26	18	17

TORONTO

February 10th, 2017

Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	976	398	147	162	50
John Tory	49	78	12	37	44
Doug Ford	30	12	82	4	17
Someone else	21	10	6	58	39



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

John Tory Approval

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	1090	177	159	215	257	282	552	523
Approve	46	42	33	48	61	56	48	44
Disapprove	29	22	42	31	27	25	32	27
Don't know	25	35	25	21	12	18	19	29

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1090	98	184	144	121	112	215
Approve	46	44	37	42	33	43	66
Disapprove	29	26	21	41	42	37	22
Don't know	25	30	42	17	25	20	12

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1090	316	95	215	154	233	77
Approve	46	55	48	48	42	40	39
Disapprove	29	23	18	25	36	42	33
Don't know	25	21	35	27	21	18	27

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1090	124	248	433	285
Approve	46	32	37	49	56
Disapprove	29	39	34	26	26
Don't know	25	29	29	25	19

TORONTO

February 10th, 2017



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Method of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1090	456	300	33	61	21	219
Approve	46	45	45	35	54	39	50
Disapprove	29	36	26	41	9	27	23
Don't know	25	18	29	23	38	34	26

TORONTO

February 10th, 2017

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Someone else	Undecided
Sample	1090	521	262	193	114
Approve	46	85	15	12	27
Disapprove	29	3	60	61	10
Don't know	25	12	25	27	63

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com