

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Majority approve end of carding

#### Majority think carding ineffective

TORONTO November 16<sup>th</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 812 Toronto voters, more than half approve of the provincial government's decision to ban carding (55%), while 3-in-10 disapprove of this decision (29%). Disapproval is characteristic of the mid aged (45 to 54 - 39%, 55 to 64 - 36%), males (35%), mid to lower income groups (\$40K to \$60K - 35%), in Scarborough (48%), among those who voted Doug Ford for mayor last year (48%), those with a European background other than the British Isles (44%), but not among black voters (4% - caution: very small base).

#### One half sees carding as ineffective

One half of Toronto voters do not see carding as effective at preventing crime (49%), and this is especially the case among the youngest (62%), the wealthy (\$80K to \$100K - 58%), in the downtown/East York (55%), Olivia Chow voters (68%) and black voters (70% - caution: very small base). Three -in-ten see carding as an effective crime prevention tool (29%). These findings represent stasis on this issue since the last time we polled this in May (May 6, effective - 27%, ineffective - 52%).

#### Approvals for Tory, Saunders, Ford up

Mayor John Tory has the approval of an unprecedentedly high 8-in-10 voters (77%), up from three quarters in the summer (August 2 - 72%). Chief Mark Saunders has also seen his approvals increase, from less than half (45%) in August to more than half now (52%). Councilor Rob Ford has seen his approval increase sharply, from about one third in August (34%) to close to 4-in-10 now (38%).

"The Toronto Police are not winning their public relations battles. They wanted to retain carding as a law enforcement tool, but the public clearly doesn't agree. The one bright spot for them in this poll is that Chief Saunders remains well-liked. And we believe the boost in favourability for Rob Ford is largely due to the unfortunate recurrence of his cancer," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## TORONTO

November 16<sup>th</sup>, 2015

## HIGHLIGHTS:

- More than half approve of the provincial government's decision to ban carding (55%).
- One half of Toronto voters do not see carding as effective at preventing crime (49%).
- Mayor John Tory has the approval of an unprecedentedly high 8-in-10 voters (77%), up from three quarters in the summer (August 2 - 72%).
- "The Toronto Police are not winning their public relations battles. They wanted to retain carding as a law enforcement tool, but the public clearly doesn't agree. The one bright spot for them in this poll is that Chief Saunders remains well-liked. And we believe the boost in favourability for Rob Ford is largely due to the unfortunate recurrence of his cancer," 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 812 randomly selected voters in Toronto, Ontario. The poll was conducted on November 16<sup>th</sup>, 2015.

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](http://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](http://www.forumresearch.com/polls.asp)

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**November 16<sup>th</sup>, 2015**

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## **TORONTO**

**November 16<sup>th</sup>, 2015**

### **Mayor Tory Approval - Trending**

<b>%</b>	<b>Sample</b>	<b>Approve</b>
November 16 <sup>th</sup> , 2015	812	77
August 2 <sup>nd</sup> , 2015	892	72
July 16 <sup>th</sup> , 2015	825	74
June 8 <sup>th</sup> , 2015	822	69
May 5 <sup>th</sup> , 2015	822	72
April 11 <sup>th</sup> , 2015	865	71
March 15 <sup>th</sup> , 2015	520	72
February 21 <sup>st</sup> , 2015	807	65
January 25 <sup>th</sup> , 2015	843	67
December 18 <sup>th</sup> , 2014	1001	74

### **Mark Saunders Approval - Trending**

<b>%</b>	<b>Nov 16<sup>th</sup>, 2015</b>	<b>August 2<sup>nd</sup>, 2015</b>	<b>June 16<sup>th</sup>, 2015</b>	<b>June 8<sup>th</sup>, 2015</b>	<b>May 6<sup>th</sup>, 2015</b>
<b>Sample</b>	<b>812</b>	<b>892</b>	<b>825</b>	<b>822</b>	<b>822</b>
<b>Approve</b>	52	45	46	48	44
<b>Disapprove</b>	19	25	23	21	14
<b>Don't know</b>	28	30	32	31	41

### **Carding Effectiveness - Trending**

<b>%</b>	<b>Nov 16<sup>th</sup>, 2015</b>	<b>June 8<sup>th</sup>, 2015</b>	<b>May 6<sup>th</sup>, 2015</b>
<b>Sample</b>	<b>812</b>	<b>822</b>	<b>822</b>
<b>Effective</b>	29	26	27
<b>Ineffective</b>	49	60	52
<b>Don't know</b>	22	14	21

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## TORONTO

November 16<sup>th</sup>, 2015

### 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	812	164	134	143	163	208	450	362
Approve	77	71	71	81	80	86	71	82
Disapprove	23	29	29	19	20	14	29	18

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	812	75	120	118	92	84	153
Approve	77	69	72	69	83	73	84
Disapprove	23	31	28	31	17	27	16

### Region

%	Total	Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	812	363	143	166	140
Approve	77	80	80	73	71
Disapprove	23	20	20	27	29

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	812	135	388	102	64
Approve	77	59	92	73	66
Disapprove	23	41	8	27	34

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## TORONTO

November 16<sup>th</sup>, 2015

### Rob Ford Approval

*'Overall, do you approve or disapprove of the job Rob Ford is doing as city councilor?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	812	164	134	143	163	208	450	362
Approve	38	40	42	33	42	31	41	35
Disapprove	43	47	33	47	43	47	43	44
Don't know	18	12	24	20	16	21	16	21

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	812	75	120	118	92	84	153
Approve	38	53	41	56	41	36	22
Disapprove	43	29	33	30	48	53	59
Don't know	18	19	26	15	11	11	20

### Region

%	Total	Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	812	363	143	166	140
Approve	38	24	39	51	43
Disapprove	43	57	43	32	38
Don't know	18	19	18	17	19

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	812	135	388	102	64
Approve	38	85	20	10	51
Disapprove	43	3	60	73	28
Don't know	18	12	21	17	21

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## TORONTO

November 16<sup>th</sup>, 2015

### 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	812	164	134	143	163	208	450	362
Approve	52	44	56	54	57	56	53	52
Disapprove	19	25	17	16	22	13	24	15
Don't know	28	31	26	30	21	31	23	33

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	812	75	120	118	92	84	153
Approve	52	52	53	57	50	58	51
Disapprove	19	17	25	24	20	25	17
Don't know	28	31	22	19	30	17	33

### Region

%	Total	Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	812	363	143	166	140
Approve	52	49	55	58	48
Disapprove	19	23	14	17	24
Don't know	28	28	31	25	29

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	812	135	388	102	64
Approve	52	54	59	38	46
Disapprove	19	20	13	29	29
Don't know	28	26	29	33	25

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## **TORONTO**

**November 16<sup>th</sup>, 2015**

### **Carding in Ontario**

*'The provincial government has outlawed carding in Ontario. Do you approve or disapprove of this decision?'*

*[All respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	812	164	134	143	163	208	450	362
Approve	55	66	49	50	49	51	53	56
Disapprove	29	17	29	39	36	32	35	22
Don't know	17	17	22	11	15	17	12	22

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	812	75	120	118	92	84	153
Approve	55	48	48	55	58	62	60
Disapprove	29	29	29	35	30	23	24
Don't know	17	23	23	10	12	15	16

### **Region**

%	Total	Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	812	363	143	166	140
Approve	55	64	52	54	45
Disapprove	29	20	30	26	41
Don't know	17	16	18	20	14

### **Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	812	135	388	102	64
Approve	55	33	59	75	49
Disapprove	29	48	26	10	34
Don't know	17	19	15	14	17

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November 16<sup>th</sup>, 2015

### Carding Effectiveness

*'Do you think carding was effective or ineffective at preventing crime?'*

[All respondents]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	812	164	134	143	163	208	450	362
Effective	29	18	29	38	37	31	33	24
Ineffective	49	62	43	42	46	44	47	51
Don't know	22	21	28	21	17	25	20	25

#### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	812	75	120	118	92	84	153
Effective	29	21	28	37	30	24	30
Ineffective	49	53	46	44	48	58	50
Don't know	22	27	25	20	22	18	19

#### Region

%	Total	Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	812	363	143	166	140
Effective	29	24	28	31	34
Ineffective	49	55	47	45	46
Don't know	22	21	25	24	21

#### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	812	135	388	102	64
Effective	29	47	26	10	39
Ineffective	49	36	51	68	46
Don't know	22	17	23	22	16

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