

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**June 15<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- Three quarters approve of the job John Tory is doing as mayor (74%)
- “John Tory moves from strength to strength, sometimes not landing long enough to leave an impression”

## **FOR IMMEDIATE RELEASE**

### **Mayor's Approval High**

#### **John Tory loved by the old and rich**

In a random sampling of public opinion taken by the Forum Poll™ among 882 Toronto voters, three quarters approve of the job John Tory is doing as mayor (74%), and this is identical to his rating last month (May 17 - 74%). Approval is highest among the oldest (81%), the wealthiest (\$100K to \$250K - 86%) and the best educated (post grad - 82%).

“John Tory moves from strength to strength, sometimes not landing long enough to leave an impression” 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  
F 416.960.9602  
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 882 randomly selected Canadian adults. The poll was conducted on June 14<sup>th</sup>, 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](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)

## MEDIA INQUIRIES:

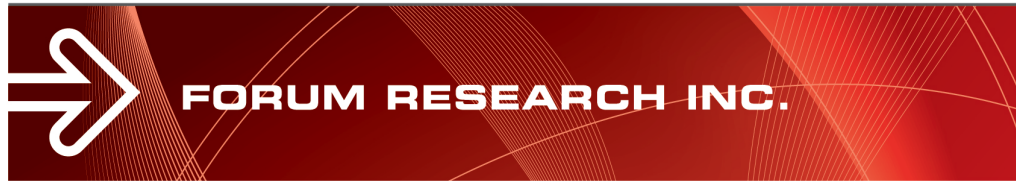
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## Approval Trending:

### John Tory Approval

%	Sample	Approve
June 15 <sup>th</sup> , 2016	882	74
May 17 <sup>th</sup> , 2016	804	75
April 13 <sup>th</sup> , 2016	858	71
March 23 <sup>rd</sup> , 2016	908	72
February 23 <sup>rd</sup> , 2016	836	71
January 29 <sup>th</sup> , 2016	586	76
January 25 <sup>th</sup> , 2016	549	73
December 29 <sup>th</sup> , 2015	802	75
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

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## **TORONTO**

**June 15<sup>th</sup>, 2016**

### **Approval of John 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	882	194	129	173	185	201	416	466
Approve	74	69	79	71	72	81	72	75
Disapprove	26	31	21	29	28	19	28	25

### **Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	882	86	134	119	83	86	190
Approve	74	63	67	69	65	75	86
Disapprove	26	37	33	31	35	25	14

### **Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	882	300	83	164	134	55	146
Approve	74	76	71	75	75	72	69
Disapprove	26	24	29	25	25	28	31

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

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