

# NEWS RELEASE



**FORUM RESEARCH INC.**

## Toronto Loves Tory

Toronto, July 10<sup>th</sup>, 2019 - In a random sampling of public opinion taken by the Forum Poll™ among 1143 Toronto voters, just under two-thirds (60%) say they approve of the mayor, down from the stratosphere of Raptors mania (June 9: 65%), but still enviable.

A quarter (27%) say they disapprove, and about 1 in 10 (13%) say they do not know.

Respondents most likely to say they approve of Tory include those aged 45-54 (69%) and 65+ (70%), females (65%), the most wealthy (69%), with a college/university (63%) or post-graduate 60%) degree, Liberals (78%), living in East York (66%), Etobicoke (65%) or Scarborough (63%), and public transit commuters (61%).

Respondents most likely to say they disapprove of Tory include those aged 18-34 (36%), males (32%), the least wealthy (36%), the least educated (37%), and Conservatives (43%).

“While the mayor isn’t quite as popular as his Raptors’ run heyday, his level of approval would be enviable for any elected official,” said Dr. Lorne Bozinoff, President of Forum Research. “If you’re John Tory, your popularity is significant, and you have no viable challengers in sight... how long does it take you to reconsider your two-term maximum promise?”

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.

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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 1143 randomly selected Torontonians. The poll was conducted July 3<sup>rd</sup> – 6<sup>th</sup>, 2019.

Results based on the total sample are considered accurate +/- 3%, 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 [forumpoll.com](http://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**

<b>%</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Don't know</b>
July 3-6, 2019	1143	60	27	13
June 8-9, 2019	1157	65	19	15
April 9-10, 2019	1110	57	27	16
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	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-Binary
Sample	1143	156	156	219	255	357	589	523	31
Approve	60	49	57	69	66	70	55	65	45
Disapprove	27	36	30	19	20	23	32	23	35
Don't know	13	16	13	12	13	7	13	12	19

### Income

%	Total	Less than \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	More than \$250K
Sample	1143	78	133	133	131	143	274	54
Approve	60	38	57	60	47	65	69	74
Disapprove	27	36	29	31	29	24	24	21
Don't know	13	25	14	9	24	11	7	5



### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1143	102	229	458	354
Approve	60	49	57	63	60
Disapprove	27	37	27	26	26
Don't know	13	14	16	11	14

### Community

%	Total	Former City of Toronto	East york	North york	Etobicoke	York	Scarborough
Sample	1143	366	92	229	213	71	172
Approve	60	55	66	59	65	62	63
Disapprove	27	30	19	28	26	20	27
Don't know	13	15	15	13	9	17	10

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### Method of commute to work/school

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
<b>Sample</b>	<b>1143</b>	<b>454</b>	<b>314</b>	<b>53</b>	<b>59</b>	<b>30</b>	<b>233</b>
<b>Approve</b>	60	57	61	49	55	44	77
<b>Disapprove</b>	27	27	29	34	37	30	16
<b>Don't know</b>	13	16	10	16	8	26	7

### Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	People's Party of Canada	Other
<b>Sample</b>	<b>1143</b>	<b>274</b>	<b>523</b>	<b>132</b>	<b>101</b>	<b>40</b>	<b>22</b>
<b>Approve</b>	60	43	78	54	55	21	35
<b>Disapprove</b>	27	43	14	31	28	68	29
<b>Don't know</b>	13	14	8	16	17	11	36

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