

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Tory approval remains high**

### **Saunders' stable; Ford's approval up**

TORONTO January 25<sup>th</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 549 Toronto voters, fully three quarters approve of the job John Tory is doing as mayor (73%), and this is in line with his recent results (December 30 - 75%). Mayor Tory is especially popular among older voters (55+ - 79%), the wealthiest (\$100K to \$250K - 79%), among John Tory voters from the last election, not surprisingly (93%), but also among Chow voters (78%). Of note, close to one tenth who voted for him do not approve of the job the mayor is doing (7%).

Police Chief Mark Saunders has the approval of just less than half the voters in Toronto (45%), and this is consistent with the last time we polled (December 30, 2015 - 48%). His approval is high among older voters (55 to 64 - 52%, 65+ - 51%), mid income groups (\$40K to \$60K - 50%) and the wealthiest (\$100K to \$250K - 57%), in Etobicoke (51%) and York (53% - caution: small base size).

Councillor Rob Ford's approval has increased from a third last month (December 30, 2015 - 34%) to 4-in-10 today (39%). He is especially popular among men (44%), the lower income brackets (\$20K to \$40K - 50%), Doug Ford voters, obviously (93%) and in Etobicoke (50%)

"Mayor Tory keeps going from strength to strength and none of the controversial issues he's handled appear to have damaged his high approval ratings. Meanwhile, although Rob Ford has increased his popularity recently, it is notable that he can only achieve an approval rating of one half on his own home turf," 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.

#### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

#### **TORONTO**

**January 25<sup>th</sup>, 2016**

#### **HIGHLIGHTS:**

- Fully three quarters approve of the job John Tory is doing as mayor (73%).
- Police Chief Mark Saunders has the approval of just less than half the voters in Toronto (45%).
- Councillor Rob Ford's approval has increased from a third last month (December 30, 2015 - 34%) to 4-in-10 today (39%).
- "Mayor Tory keeps going from strength to strength and none of the controversial issues he's handled appear to have damaged his high approval ratings. Meanwhile, although Rob Ford has increased his popularity recently, it is notable that he can only achieve an approval rating of one half on his own home turf," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**January 25<sup>th</sup>, 2016**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 549 randomly selected voters in Toronto, Ontario. The poll was conducted on January 25<sup>th</sup>, 2016.

Results based on the total sample are considered accurate +/- 4%, 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)

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**January 25<sup>th</sup>, 2016**

**Mayor Tory Approval - Trending**

%	Sample	Approve
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

**Mark Saunders Approval - Trending**

%	Jan 25 <sup>th</sup> , 2016	Dec 29 <sup>th</sup> , 2015	Nov 16 <sup>th</sup> , 2015	Aug 2 <sup>nd</sup> , 2015	June 16 <sup>th</sup> , 2015	June 8 <sup>th</sup> , 2015	May 6 <sup>th</sup> , 2015
Sample	549	802	812	892	825	822	822
Approve	45	48	52	45	46	48	44
Disapprove	29	24	19	25	23	21	14
Don't know	25	28	28	30	32	31	41

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

## **TORONTO**

**January 25<sup>th</sup>, 2016**

### **Mayor Tory Approval**

*'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	549	110	83	111	117	128	284	265
Approve	73	65	73	74	79	79	68	76
Disapprove	27	35	27	26	21	21	32	24

### **Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	549	226	100	123	100
Approve	73	76	72	76	65
Disapprove	27	24	28	24	35

### **Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	549	89	251	74	39
Approve	73	36	93	78	53
Disapprove	27	64	7	22	47

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

## **TORONTO**

**January 25<sup>th</sup>, 2016**

### ***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	549	110	83	111	117	128	284	265
Approve	39	42	42	34	38	35	44	34
Disapprove	41	35	37	47	42	47	37	44
Don't know	21	23	21	18	20	18	19	22

### ***Region***

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	549	226	100	123	100
Approve	39	23	39	50	47
Disapprove	41	57	38	30	34
Don't know	21	20	22	20	20

### ***Last Mayoral Vote***

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	549	89	251	74	39
Approve	39	93	25	9	27
Disapprove	41	5	52	72	52
Don't know	21	2	22	18	20

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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

January 25<sup>th</sup>, 2016

### 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	549	110	83	111	117	128	284	265
Approve	45	43	36	50	52	51	45	46
Disapprove	29	31	34	30	23	23	33	26
Don't know	25	25	30	20	24	26	23	28

### Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	549	226	100	123	100
Approve	45	41	44	52	46
Disapprove	29	31	31	29	26
Don't know	25	28	24	20	28

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	549	89	251	74	39
Approve	45	45	49	43	58
Disapprove	29	37	26	38	32
Don't know	25	18	25	20	10

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)

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)