

# NEWS RELEASE



**FORUM RESEARCH INC.**

**FOR IMMEDIATE RELEASE**

## **Mayor Tory's Approval Remains High**

### **Chief Saunders' approval increases slightly**

In a random sampling of public opinion taken by the Forum Poll™ among 757 Toronto voters, 7-in-10 approve of the job John Tory is doing as Mayor (70%), and this is stable from the beginning of the month (October 1 - 72%). Approval of the mayor's performance is characteristic of the oldest (75%), mid income groups (\$60K to \$80K - 82%) and his supporters (88%).

### **Chief Saunders sees approval increase slightly**

Mark Saunders has the approval of 7-in-10 as well (69%), and this is a slight improvement since the beginning of the month (October 1 - 66%). Chief Saunders is liked by many of the same groups that approve of Mayor Tory with some exceptions. There is a gender gap in approval for Saunders that does not exist in the Mayor's case; women are more likely to approve of the chief (77%) than are males (62%).

"It is interesting to note that, while the Mayor's popularity is high across males and females, the Chief's popularity rests more strongly with women" 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**

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

### **HIGHLIGHTS:**

- 7-in-10 approve of the job John Tory is doing as Mayor (70%)
- Mark Saunders has the approval of 7-in-10 as well (69%)
- "It is interesting to note that, while the Mayor's popularity is high across males and females, the Chief's popularity rests more strongly with women" 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)

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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 757 randomly selected Toronto voters. The poll was conducted on October 24<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)

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## **TORONTO**

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

### **Trending:**

#### **John Tory Approval Trending**

<b>%</b>	<b>Sample</b>	<b>Approve</b>
October 24 <sup>th</sup> , 2016	757	70
October 1 <sup>st</sup> , 2016	882	72
August 7 <sup>th</sup> , 2016	864	67
July 20 <sup>th</sup> , 2016	868	67
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

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

<b>%</b>	<b>Sample</b>	<b>Approve</b>
October 24 <sup>th</sup> , 2016	757	69
October 1 <sup>st</sup> , 2016	882	66
August 7 <sup>th</sup> , 2016	864	67
May 17 <sup>th</sup> , 2016	804	48
February 23 <sup>rd</sup> , 2016	836	53
January 29 <sup>th</sup> , 2016	586	48
January 25 <sup>th</sup> , 2016	549	45
December 29 <sup>th</sup> , 2015	802	48
November 16 <sup>th</sup> , 2015	812	52
August 2 <sup>nd</sup> , 2015	892	45
July 16 <sup>th</sup> , 2015	825	46
June 8 <sup>th</sup> , 2015	822	48
May 6 <sup>th</sup> , 2015	822	44

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**John 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	757	127	105	152	180	193	381	351
Approve	70	61	71	73	74	75	69	72
Disapprove	30	39	29	27	26	25	31	28

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	757	89	97	105	95	74	156
Approve	70	52	68	66	82	71	73
Disapprove	30	48	32	34	18	29	27

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	757	232	81	138	114	48	144
Approve	70	72	66	69	67	74	70
Disapprove	30	28	34	31	33	26	30

**Children**

%	Total	Yes	No	MOMS
Sample	757	191	566	77
Approve	70	68	71	69
Disapprove	30	32	29	31

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	757	92	181	281	203
Approve	70	61	65	73	74
Disapprove	30	39	35	27	26

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## *Past Mayoral Vote Preference*

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	757	118	342	117	45
Approve	70	43	88	56	71
Disapprove	30	57	12	44	29

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**Mark Saunders Approval**

*Overall, do you approve or disapprove of the job Mark Saunders is doing as Police Chief?*

*[All Respondents]*

**TORONTO**  
**October 25<sup>th</sup>, 2016**

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	757	127	105	152	180	193	381	351
Approve	69	62	69	69	76	76	62	77
Disapprove	31	38	31	31	24	24	38	23

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	757	89	97	105	95	74	156
Approve	69	69	68	67	69	68	72
Disapprove	31	31	32	33	31	32	28

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	757	232	81	138	114	48	144
Approve	69	66	55	76	69	82	65
Disapprove	31	34	45	24	31	18	35

**Children**

%	Total	Yes	No	MOMS
Sample	757	191	566	77
Approve	69	72	67	80
Disapprove	31	28	33	20

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### *Education*

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	757	92	181	281	203
Approve	69	75	65	67	70
Disapprove	31	25	35	33	30

### *Past Mayoral Vote Preference*

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	757	118	342	117	45
Approve	69	67	75	55	84
Disapprove	31	33	25	45	16

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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