

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tory's approval remains high

Majority approves of budget, TTC fare hike, kids riding free

TORONTO, January 25th, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 843 Toronto voters, as many as two thirds approved of the job John Tory is doing as mayor (67%) and, while this is somewhat lower than the level noted last month, in the full flush of victory (December 18, 2014 - 74% approval), it is double the levels of approval noted for former Mayor Ford during most of his tenure. Tory's popularity is especially high among the oldest (83%) and the wealthiest (\$100K to \$250K - 82%).

Garbage collection slightly preferred west of Yonge

Customer satisfaction overall for solid waste collection and recycling is higher west of Yonge Street, where a private contractor, Green For Life operates, than it is east of Yonge, still served by the city (50% "very satisfied" vs 44%, respectively).

Two thirds approve of kids riding free on the TTC

Two thirds of Toronto voters approve of 12 and unders being allowed to ride the TTC for free (64%), while 3-in-10 disapprove (31%). Disapproval of this idea is common to Gen X (45 to 54 - 40%), mid income groups (\$40K to \$60K - 40%) and among those who voted for Doug Ford in the recent mayoral election (45%).

Majority approves of TTC fare increase

Voters are told TTC fares (except cash fares) will increase 10 cents, and the majority actually approve (51%), while close to half disapprove (44%). Few don't know (5%). Approval of the increase is common to the oldest (55+ - 65%), the wealthiest (\$100K to \$250K - 68%), among property owners (58%) and John Tory voters (68%).

Most find property tax increase "about right" or "too small"

Four-in-ten voters think a tax increase of 2.25% (2.75% including the Scarborough Subway tax) is "about right" (42%), and a further one tenth find it "too small" (10%) for a total of about one half who do not think the increase too great (52%). The position it is too high is held by another 4-in-10 (41%) and about one tenth don't have an opinion (8%).

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TORONTO

January 25th, 2015

HIGHLIGHTS:

- As many as two thirds approved of the job John Tory is doing as mayor (67%).
- Two thirds of Toronto voters approve of 12 and unders being allowed to ride the TTC for free (64%), while 3-in-10 disapprove (31%).
- Voters are told TTC fares (except cash fares) will increase 10 cents, and the majority actually approve (51%), while close to half disapprove (44%).
- Four-in-ten voters think a tax increase of 2.25% (2.75% including the Scarborough Subway tax) is "about right" (42%).

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Strong approval for Tory's first budget

Close to 6-in-10 voters approve of the details of Mayor Tory's first budget which are described to them (59%), while just one quarter disapproves (24%). Close to one fifth don't share an opinion (17%). Disapproval is common to those who voted for Doug Ford in October (50%).

"We can point to the difference between a month ago and today but Mayor Tory still has very high approval ratings, similar to those he wore in the first months of the mayoral campaign. Since mid-December, the mayor has made announcements and enacted policy, some of which has ruffled feathers. I wouldn't say the honeymoon is over, but Toronto is beginning to judge John Tory as a working mayor, rather than as a recent saviour," 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.

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HIGHLIGHTS:

- Close to 6-in-10 voters approve of the details of Mayor Tory's first budget which are described to them (59%), while just one water disapprove (24%).
- "We can point to the difference between a month ago and today but Mayor Tory still has very high approval ratings, similar to those he wore in the first months of the mayoral campaign, when he was by far the most popular candidate. Since mid-December, the mayor has made announcements and enacted policy, some of which has ruffled feathers. I wouldn't say the honeymoon is over, but Toronto is beginning to judge John Tory as a working mayor, rather than as a recent saviour," 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 843 randomly selected voters in Toronto, Ontario. The poll was conducted on January 24th and 25th, 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

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

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Approval of Mayor Tory - Trending

%	Sample	Approve
December 18 th , 2014	1001	74
January 25 th , 2015	843	67

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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	843	201	151	147	160	184	480	363
Approve	67	62	62	67	68	83	67	66
Disapprove	33	38	38	33	32	17	33	34

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
Approve	67	67	65	67	70
Disapprove	33	33	35	33	30

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	843	90	126	101	120	91	173	24
Approve	67	59	53	54	73	70	82	74
Disapprove	33	41	47	46	27	30	18	26

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	843	145	343	158	47
Approve	67	42	86	63	54
Disapprove	33	58	14	37	46

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Garbage Collection Satisfaction

'How satisfied are you with solid waste collection and recycling in your neighbourhood?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	201	151	147	160	184	480	363
NET: TOP2	85	80	86	87	93	84	86	84
NET: BTM2	11	16	10	12	6	9	10	13
Very satisfied	47	43	48	44	57	49	47	47
Somewhat satisfied	38	37	38	43	36	35	39	37
Not very satisfied	8	11	8	9	4	7	7	9
Not at all satisfied	3	5	2	3	2	2	3	4
Don't know	4	4	4	1	1	8	4	4

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
NET: TOP2	85	84	86	85	85
NET: BTM2	11	13	9	11	12
Very satisfied	47	42	44	54	49
Somewhat satisfied	38	42	42	31	36
Not very satisfied	8	8	6	10	10
Not at all satisfied	3	5	4	1	2
Don't know	4	3	5	4	3

West/East of Yonge

%	Total	East	West
Sample	843	431	412
NET: TOP2	85	84	86
NET: BTM2	11	12	11
Very satisfied	47	44	50
Somewhat satisfied	38	40	36
Not very satisfied	8	9	8
Not at all satisfied	3	3	3
Don't know	4	5	3

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Children 12 and Under to Ride Free on the TTC Approval

'Mayor Tory has announced that children 12 and under will now ride free on the TTC. 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	843	201	151	147	160	184	480	363
Approve	64	72	73	57	54	54	65	63
Disapprove	31	25	23	40	38	33	30	32
Don't know	5	2	4	2	8	12	5	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
Approve	64	68	64	67	57
Disapprove	31	27	31	28	38
Don't know	5	4	5	5	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	843	90	126	101	120	91	173	24
Approve	64	69	67	52	65	65	72	72
Disapprove	31	24	26	40	30	33	26	25
Don't know	5	7	7	8	4	3	2	4

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	843	145	343	158	47
Approve	64	50	66	72	53
Disapprove	31	45	29	22	37
Don't know	5	4	4	6	10

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TTC Fare Increase

‘TTC fares will increase by 10 cents for all but cash fares, which will remain \$3. Do you approve or disapprove of this?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	201	151	147	160	184	480	363
Approve	51	38	46	54	65	65	56	46
Disapprove	44	60	42	43	32	28	40	47
Don't know	5	2	12	3	3	7	4	7

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
Approve	51	53	47	53	49
Disapprove	44	43	45	42	46
Don't know	5	3	8	5	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	843	90	126	101	120	91	173	24
Approve	51	41	45	31	56	50	68	65
Disapprove	44	52	48	66	43	45	25	28
Don't know	5	6	7	3	2	5	6	8

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	843	145	343	158	47
Approve	51	31	68	47	49
Disapprove	44	61	26	48	48
Don't know	5	8	6	5	3

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Property Tax Increase

‘Mayor Tory has announced a property tax increase of two and a quarter percent this year, in addition to the previously announced half a percent increase earmarked for the Scarborough Subway. Is this tax increase too great, too small or about right?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	201	151	147	160	184	480	363
Too great	41	42	47	44	33	32	38	44
Too small	10	12	9	8	8	10	13	6
About right	42	39	35	37	52	53	42	41
Don't know	8	7	10	10	7	5	7	9

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
Too great	41	33	42	47	45
Too small	10	15	5	9	7
About right	42	43	43	39	41
Don't know	8	10	10	5	7

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	843	90	126	101	120	91	173	24
Too great	41	39	51	45	42	38	35	22
Too small	10	9	8	8	12	6	11	25
About right	42	36	25	36	42	53	51	48
Don't know	8	16	16	11	5	3	3	5

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	843	145	343	158	47
Too great	41	65	31	30	50
Too small	10	5	10	11	16
About right	42	21	55	50	25
Don't know	8	8	3	10	9

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Mayor Tory's Budget Approval

'Mayor Tory's budget for this year will be \$11.5 billion dollars, and will include new subway cars, new buses, new community centres and funds for the cycling network, the Gardiner Expressway and parks and recreation. Do you approve or disapprove of Mayor Tory's budget?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	201	151	147	160	184	480	363
Approve	59	63	58	50	64	61	63	56
Disapprove	24	26	24	28	18	20	21	26
Don't know	17	11	18	23	19	19	16	18

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
Approve	59	60	58	53	66
Disapprove	24	21	25	27	24
Don't know	17	18	17	20	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	843	90	126	101	120	91	173	24
Approve	59	56	46	48	72	62	71	75
Disapprove	24	32	40	35	15	18	11	24
Don't know	17	12	14	17	13	20	18	2

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	843	145	343	158	47
Approve	59	32	75	58	43
Disapprove	24	50	10	22	40
Don't know	17	18	15	20	17

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