

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tory's approval remains high

Half disapprove of Rob Ford at HHOF

TORONTO, April 11th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 865 Toronto voters, 7-in-10 approve of the job John Tory is doing as mayor (71%), stable since the last time we polled (March 15 - 72%). Approval is highest among the oldest (78%), the wealthiest (\$100K to \$250K - 78%), in the downtown (77%) and among provincial Liberal voters (77%).

Half disapprove of Rob Ford on HHOF board

One half of Toronto voters disapprove of the appointment of Rob Ford to the Board of Directors of the Hockey Hall of Fame (48%), while just less than 4-in-10 approve of this appointment (39%). Just more than a tenth have no opinion (13%). Approval of the appointment is characteristic of the least wealthy (51%), Rob Ford voters (78%), in Scarborough (45%), provincial PC voters (52%) and those who disapprove of John Tory 64%).

"The Mayor's approval continues to remain high, and the more people see of him, the less likely their approval is to fade. Approval of Rob Ford's appointment to the Hockey Hall of Fame's board is dependent completely on your support of Rob Ford - his partisans think it's a great idea, but if they were in the majority, his brother would be mayor," 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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TORONTO

April 11th, 2015

HIGHLIGHTS:

- 7-in-10 approve of the job John Tory is doing as mayor (71%), stable since the last time we polled (March 15 - 72%).
- One half of Toronto voters disapprove of the appointment of Rob Ford to the Board of Directors of the Hockey Hall of Fame (48%).
- "The Mayor's approval continues to remain high, and the more people see of him, the less likely their approval is to fade. Approval of Rob Ford's appointment to the Hockey Hall of Fame's board is dependent completely on your support of Rob Ford - his partisans think it's a great idea, but if they were in the majority, his brother would be mayor," 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 865 randomly selected voters in Toronto, Ontario. The poll was conducted on April 7-8th, 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

Approval of Mayor Tory - Trending

%	Sample	Approve
April 11th, 2015	865	71
March 15th, 2015	520	72
February 21st, 2015	807	65
January 25th, 2015	843	67
December 18th, 2014	1001	74

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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	865	188	128	183	159	207	450	415
Approve	71	68	67	72	75	78	71	71
Disapprove	29	32	33	28	25	22	29	29

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	865	327	183	192	163
Approve	71	76	75	67	64
Disapprove	29	24	25	33	36

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	865	105	124	117	102	74	175	37
Approve	71	60	71	68	70	66	78	76
Disapprove	29	40	29	32	30	34	22	24

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	865	149	351	126	59
Approve	71	46	93	61	52
Disapprove	29	54	7	39	48

Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Approve	71	73	77	65	72	62
Disapprove	29	27	23	35	28	38

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Rob Ford Hockey Hall of Fame Board Appointment Approval

‘Rob Ford has been appointed to the board of the Hockey Hall of Fame. Do you approve or disapprove of this appointment?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	865	188	128	183	159	207	450	415
Approve	39	42	32	43	43	33	38	39
Disapprove	48	46	54	46	44	52	50	47
Don't know	13	12	14	12	13	15	12	14

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	865	327	183	192	163
Approve	39	29	38	46	45
Disapprove	48	60	44	41	45
Don't know	13	11	18	13	10

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	865	105	124	117	102	74	175	37
Approve	39	51	47	38	38	39	29	30
Disapprove	48	40	38	50	50	39	63	66
Don't know	13	10	15	13	12	22	8	4

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	865	149	351	126	59
Approve	39	78	21	21	36
Disapprove	48	14	67	63	39
Don't know	13	8	12	17	25

Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Approve	39	52	27	37	34	35
Disapprove	48	35	62	51	49	33
Don't know	13	12	11	13	17	32

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