

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Tory leads Ford by 20 points in approval, for best mayor**

### **Little appetite for a sales tax**

TORONTO, February 22<sup>nd</sup>, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 807 Toronto voters, Mayor John Tory's approval remains very high, and stable (January 25 - 67%, February 21 - 65%) and his approval as mayor currently exceeds Rob Ford's approval as councillor by 20 points (Tory - 65%, Ford - 45%). Tory's approval is especially characteristic of the oldest and wealthier in the downtown. Ford's approval is stronger among the mid aged, the less wealthy and those in municipalities other than the downtown.

### **Tory preferred to Ford as mayor by 20 points**

More than half of Toronto voters prefer John Tory as mayor (54%) to Rob Ford (34%). One tenth can't choose (12%). The groups which prefer each are those that approve of each.

### **Little approval for Toronto sales tax**

Fewer than a quarter of Toronto voters approve of a sales tax in the city when asked directly (22%), and two thirds disapprove (66%). One tenth don't know (13%). Approval of a sales tax is higher among the oldest (30%), males (25%) rather than females (18%), the wealthier (\$80K to \$100K - 35%, \$100K to \$250K - 30%) who live in the downtown (30%). When it is explained the sales tax would be used to balance the city's budget and pay for infrastructure, approval increases to 4-in-10 (39%), but half still disapprove (50%). One tenth still don't form an opinion (10%).

"Mayor Tory is maintaining remarkably high approval scores, especially as we are well past the honeymoon period, and he has already made some difficult decisions. His quick action to keep the outdoor rinks open, and the vigil for Elijah Marsh occurred during our field period, and that's the kind of thing citizens like to see their mayor doing," 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.

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### **TORONTO**

**February 22<sup>nd</sup>, 2015**

### **HIGHLIGHTS:**

- Mayor John Tory's approval remains very high, and stable (January 25 - 67%, February 21 - 65%) and his approval as mayor currently exceeds Rob Ford's approval as councillor by 20 points (Tory - 65%, Ford - 45%).
- More than half of Toronto voters prefer John Tory as mayor (54%) to Rob Ford (34%).
- Fewer than a quarter of Toronto voters approve of a sales tax in the city when asked directly (22%), and two thirds disapprove (66%).
- "Mayor Tory is maintaining remarkably high approval scores, especially as we are well past the honeymoon period, and he has already made some difficult decisions. His quick action to keep the outdoor rinks open, and the vigil for Elijah Marsh occurred during our field period, and that's the kind of thing citizens like to see their mayor doing," 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 807 randomly selected voters in Toronto, Ontario. The poll was conducted on February 20<sup>th</sup> and 21<sup>st</sup>, 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](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)

**TORONTO****February 22<sup>nd</sup>, 2015**

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### *Approval of Mayor Tory - Trending*

| %                                | Sample | Approve |
|----------------------------------|--------|---------|
| February 21 <sup>st</sup> , 2015 | 807    | 65      |
| January 25 <sup>th</sup> , 2015  | 843    | 67      |
| December 18 <sup>th</sup> , 2014 | 1001   | 74      |

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## **TORONTO**

**February 22<sup>nd</sup>, 2015**

### **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     | 807   | 199   | 120   | 168   | 161   | 159 | 409  | 398    |
| Approve    | 65    | 50    | 69    | 66    | 72    | 82  | 62   | 67     |
| Disapprove | 35    | 50    | 31    | 34    | 28    | 18  | 38   | 33     |

### **Region**

| %          | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|------------|-------|----------------------|------------|-------------------|-------------|
| Sample     | 807   | 339                  | 135        | 179               | 154         |
| Approve    | 65    | 72                   | 59         | 63                | 60          |
| Disapprove | 35    | 28                   | 41         | 37                | 40          |

### **Household Income**

| %          | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|------------|-------|--------|------------|------------|------------|-------------|--------------|---------|
| Sample     | 807   | 98     | 107        | 107        | 102        | 70          | 143          | 37      |
| Approve    | 65    | 63     | 56         | 52         | 70         | 75          | 71           | 77      |
| Disapprove | 35    | 37     | 44         | 48         | 30         | 25          | 29           | 23      |

### **Last Mayoral Vote**

| %          | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample     | 807   | 164       | 304       | 146         | 36           |
| Approve    | 65    | 28        | 92        | 68          | 52           |
| Disapprove | 35    | 72        | 8         | 32          | 48           |

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## **TORONTO**

**February 22<sup>nd</sup>, 2015**

### **Approval of Rob Ford**

*'Overall, do you approve or disapprove of the job Rob Ford is doing as a city councillor?'*

*[All Respondents]*

### **Age / Gender**

| %          | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample     | 807   | 199   | 120   | 168   | 161   | 159 | 409  | 398    |
| Approve    | 45    | 51    | 45    | 49    | 45    | 28  | 47   | 43     |
| Disapprove | 55    | 49    | 55    | 51    | 55    | 72  | 53   | 57     |

### **Region**

| %          | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|------------|-------|----------------------|------------|-------------------|-------------|
| Sample     | 807   | 339                  | 135        | 179               | 154         |
| Approve    | 45    | 30                   | 56         | 53                | 57          |
| Disapprove | 55    | 70                   | 44         | 47                | 43          |

### **Household Income**

| %          | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|------------|-------|--------|------------|------------|------------|-------------|--------------|---------|
| Sample     | 807   | 98     | 107        | 107        | 102        | 70          | 143          | 37      |
| Approve    | 45    | 61     | 57         | 56         | 34         | 28          | 31           | 28      |
| Disapprove | 55    | 39     | 43         | 44         | 66         | 72          | 69           | 72      |

### **Last Mayoral Vote**

| %          | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample     | 807   | 164       | 304       | 146         | 36           |
| Approve    | 45    | 93        | 20        | 15          | 43           |
| Disapprove | 55    | 7         | 80        | 85          | 57           |

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**TORONTO**

**February 22<sup>nd</sup>, 2015**

**Tory vs. Ford**

*'Who is a better mayor, John Tory or Rob Ford?'*

[All Respondents]

**Age / Gender**

| %          | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample     | 807   | 199   | 120   | 168   | 161   | 159 | 409  | 398    |
| John Tory  | 54    | 43    | 54    | 54    | 60    | 70  | 54   | 53     |
| Rob Ford   | 34    | 41    | 35    | 34    | 31    | 23  | 34   | 35     |
| Don't know | 12    | 16    | 12    | 12    | 9     | 7   | 12   | 12     |

**Region**

| %          | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|------------|-------|----------------------|------------|-------------------|-------------|
| Sample     | 807   | 339                  | 135        | 179               | 154         |
| John Tory  | 54    | 65                   | 41         | 49                | 48          |
| Rob Ford   | 34    | 23                   | 49         | 40                | 37          |
| Don't know | 12    | 11                   | 11         | 11                | 16          |

**Household Income**

| %          | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|------------|-------|--------|------------|------------|------------|-------------|--------------|---------|
| Sample     | 807   | 98     | 107        | 107        | 102        | 70          | 143          | 37      |
| John Tory  | 54    | 37     | 38         | 42         | 61         | 70          | 69           | 73      |
| Rob Ford   | 34    | 40     | 48         | 45         | 28         | 24          | 24           | 25      |
| Don't know | 12    | 23     | 14         | 13         | 11         | 6           | 6            | 2       |

**Last Mayoral Vote**

| %          | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample     | 807   | 164       | 304       | 146         | 36           |
| John Tory  | 54    | 13        | 83        | 75          | 56           |
| Rob Ford   | 34    | 77        | 13        | 14          | 41           |
| Don't know | 12    | 11        | 4         | 11          | 3            |

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## **Sales Tax in Toronto**

*'Would you approve or disapprove of a sales tax in Toronto?'*

*[All Respondents]*

### **Age / Gender**

| %          | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample     | 807   | 199   | 120   | 168   | 161   | 159 | 409  | 398    |
| Approve    | 22    | 20    | 20    | 19    | 22    | 30  | 25   | 18     |
| Disapprove | 66    | 66    | 70    | 71    | 66    | 52  | 64   | 68     |
| Don't know | 13    | 14    | 10    | 10    | 12    | 18  | 11   | 14     |

### **Region**

| %          | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|------------|-------|----------------------|------------|-------------------|-------------|
| Sample     | 807   | 339                  | 135        | 179               | 154         |
| Approve    | 22    | 29                   | 18         | 18                | 12          |
| Disapprove | 66    | 55                   | 71         | 72                | 77          |
| Don't know | 13    | 16                   | 10         | 10                | 11          |

### **Household Income**

| %          | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|------------|-------|--------|------------|------------|------------|-------------|--------------|---------|
| Sample     | 807   | 98     | 107        | 107        | 102        | 70          | 143          | 37      |
| Approve    | 22    | 16     | 18         | 13         | 31         | 35          | 30           | 29      |
| Disapprove | 66    | 71     | 64         | 75         | 57         | 59          | 60           | 71      |
| Don't know | 13    | 13     | 19         | 12         | 12         | 6           | 10           | 0       |

### **Last Mayoral Vote**

| %          | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample     | 807   | 164       | 304       | 146         | 36           |
| Approve    | 22    | 8         | 27        | 34          | 23           |
| Disapprove | 66    | 81        | 59        | 50          | 70           |
| Don't know | 13    | 11        | 13        | 16          | 7            |

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**TORONTO**  
**February 22<sup>nd</sup>, 2015**

**Sales Tax in Toronto: Conditions**

*‘Would you approve or disapprove of a sales tax in Toronto if it balanced the budget and paid for needed infrastructure?’*

[All Respondents]

**Age / Gender**

| %          | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample     | 807   | 199   | 120   | 168   | 161   | 159 | 409  | 398    |
| Approve    | 39    | 38    | 32    | 40    | 40    | 51  | 42   | 37     |
| Disapprove | 50    | 53    | 61    | 51    | 49    | 31  | 50   | 51     |
| Don't know | 10    | 10    | 7     | 9     | 11    | 17  | 8    | 13     |

**Region**

| %          | Total | Toronto or East York | North York | Etobicoke or York | Scarborough |
|------------|-------|----------------------|------------|-------------------|-------------|
| Sample     | 807   | 339                  | 135        | 179               | 154         |
| Approve    | 39    | 46                   | 36         | 35                | 32          |
| Disapprove | 50    | 42                   | 54         | 54                | 61          |
| Don't know | 10    | 12                   | 10         | 11                | 7           |

**Household Income**

| %          | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|------------|-------|--------|------------|------------|------------|-------------|--------------|---------|
| Sample     | 807   | 98     | 107        | 107        | 102        | 70          | 143          | 37      |
| Approve    | 39    | 32     | 35         | 36         | 53         | 49          | 47           | 42      |
| Disapprove | 50    | 53     | 52         | 55         | 44         | 44          | 46           | 58      |
| Don't know | 10    | 15     | 13         | 10         | 3          | 7           | 7            | 0       |

**Last Mayoral Vote**

| %          | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample     | 807   | 164       | 304       | 146         | 36           |
| Approve    | 39    | 16        | 51        | 50          | 40           |
| Disapprove | 50    | 75        | 39        | 40          | 54           |
| Don't know | 10    | 9         | 11        | 10          | 6            |

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