

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

July 20th, 2016

HIGHLIGHTS:

- Approval for the way Mayor John Tory is doing his job is characteristic of two thirds (67%)
- "It may be that finally staking his considerable political capital in such an emphatic way on the Scarborough subway vote has shaken loose some of the residual "he's not Rob Ford" support he used to enjoy" said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Mayor Tory's Approvals Take A Dive

Trend seen across city

In a random sampling of public opinion taken by the Forum Poll™ among 868 Toronto voters, approval for the way Mayor John Tory is doing his job is characteristic of two thirds (67%), and this is sharply down from three quarters noted last month (June 15 - 74%). While the mayor continues to be popular with his natural constituency, the oldest (73%), the wealthiest (\$100K to \$250K - 73%) and mothers of children under 18 (74%), his new low ratings are evident across all six former cities which make up the Toronto of today.

"It may be that finally staking his considerable political capital in such an emphatic way on the Scarborough subway vote has shaken loose some of the residual "he's not Rob Ford" support he used to enjoy" 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 868 randomly selected Toronto adults. The poll was conducted on June 19th, 2016.

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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John Tory Approval Trending

%	Sample	Approve
July 20 th , 2016	868	67
June 15 th , 2016	882	74
May 17 th , 2016	804	75
April 13 th , 2016	858	71
March 23 rd , 2016	908	72
February 23 rd , 2016	836	71
January 29 th , 2016	586	76
January 25 th , 2016	549	73
December 29 th , 2015	802	75
November 16 th , 2015	812	77
August 2 nd , 2015	892	72
July 16 th , 2015	825	74
June 8 th , 2015	822	69
May 5 th , 2015	822	72
April 11 th , 2015	865	71
March 15 th , 2015	520	72
February 21 st , 2015	807	65
January 25 th , 2015	843	67

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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	868	186	133	186	168	195	419	426
Approve	67	67	68	61	71	73	66	69
Disapprove	33	33	32	39	29	27	34	31

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	868	86	110	125	102	99	171
Approve	67	64	67	63	69	58	73
Disapprove	33	36	33	37	31	42	27

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	868	301	65	158	117	67	160
Approve	67	67	65	70	65	65	67
Disapprove	33	33	35	30	35	35	33

Children

%	Total	Yes	No	MOMS
Sample	868	223	645	94
Approve	67	68	67	74
Disapprove	33	32	33	26

Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	868	142	353	143	52
Approve	67	45	86	53	54
Disapprove	33	55	14	47	46

For more information:

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