

NEWS RELEASE



Tory More Popular than Drake in the Six

Toronto's mayor more popular than hip-hop star, but not amongst young people

Toronto, June 11th, 2019 - In a random sampling of public opinion taken by the Forum Poll™ among 1157 Toronto voters, two-thirds (65%) say they approve of the mayor, up an impressive eight points (April 10: 57%) since April.

Tory sees disapproval from about one-fifth (19%), down eight points (April 10: 27%) since April. One-sixth (15%) say they don't know about Tory, which is about the same as April (April 10: 16%).

Respondents most likely to say that they approve of Tory include those aged 45-54 (71%) or 65+ (72%), females (70%), those earning \$40-\$60,000 (67%) or the most wealthy (70%), and with a post-graduate degree (72%).

Drake most popular with people under 45

More than half (57%) of Torontonians said they approved of Drake, but one-fifth (17%) said they disapproved.

One-quarter (26%) said they don't know.

Respondents most likely to say they approve of Drake include those aged 34 and younger (61%) or aged 35-44 (64%), earning \$40-60,000 (62%) or \$80-100,000 (62%), and living in Scarborough (63%).

"With the city gripped by Raptors-fever, the mayor, and his gold Raptors' jacket, has been everywhere," said Dr. Lorne Bozinoff, President of Forum Research. "His support has reached record highs, exceeding even that of one of the team's most famous fans Drake. Of course, Drake is more popular than the mayor amongst younger people, but, right now, when it comes to popularity, Tory isn't starting from the bottom."

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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"Post-election John Tory is in an enviable position," said Dr. Lorne Bozinoff, President of Forum Research. "He won a massive victory, he seems relaxed and at ease in the mayoralty, and he has no obvious challengers vying to replace him. What will be interesting to watch is how the mayor navigates the challenging files he shares with the provincial and federal governments over the next few years, and how his approval tracks in response."



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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 1157 randomly selected Toronto voters. The poll was conducted June 8-9, 2019.

Results based on the total sample are considered accurate +/- 3%, measured as the average deviation across all response categories, 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 forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Tory Approval Trend

%	Sample	Approve	Disapprove	Don't know
June 8-9, 2019	1157	65	19	15
April 9-10, 2019	1110	57	27	16
January 15-17, 2019	1427	56	24	20
October 9-10, 2018	1206	54	30	16
October 3-5, 2018	987	56	30	13
September 20-24, 2018	944	52	32	16
September 6, 2018	811	54	27	19
August 27, 2018	1242	58	24	18
July 25-30, 2018	2144	58	26	17
July 27, 2018	1328	56	25	19
Feb 7-8, 2018	977	58	28	14
Nov 21-22, 2017	843	53	30	16
Sept 8-9, 2017	658	53	24	23
June 20-22, 2017	1040	54	27	20
May 25, 27-28	1035	50	31	19
Apr 4-5, 2017	840	47	34	19
Mar 8-10, 2017	966	51	30	19
Jan 31-Feb 5, 2017	1090	46	29	25



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Tory approval

Do you approve or disapprove of the job John Tory is doing as mayor?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1157	154	167	206	242	388	589	544
Approve	65	56	66	71	69	72	60	70
Disapprove	19	17	21	19	22	20	23	15
Don't know	15	27	13	10	9	8	16	15

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1157	68	121	142	127	125	289
Approve	65	52	65	67	62	59	70
Disapprove	19	12	19	17	22	20	23
Don't know	15	36	16	16	16	21	7

Community

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1157	379	97	222	198	67	194
Approve	65	65	64	67	66	71	63
Disapprove	19	21	27	19	16	20	18
Don't know	15	14	9	15	18	9	19

Education

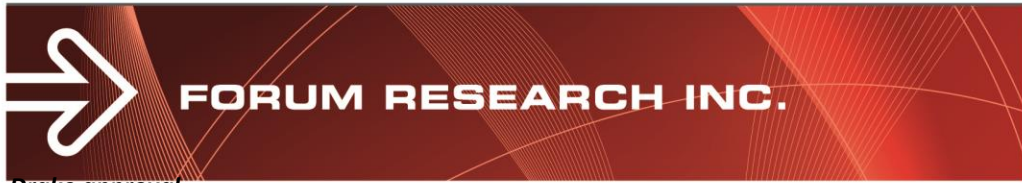
%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1157	124	242	459	332
Approve	65	57	64	63	72
Disapprove	19	14	25	20	17
Don't know	15	29	12	17	11

Method of commute to work/school

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1157	463	277	55	69	19	274
Approve	65	63	68	64	60	60	73
Disapprove	19	21	16	14	30	24	18
Don't know	15	16	17	22	9	16	9



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Drake approval

Do you approve or disapprove of the job Drake is doing for the Raptors?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1157	154	167	206	242	388	589	544
Approve	57	61	64	58	51	45	56	60
Disapprove	17	14	16	18	20	20	18	15
Don't know	26	25	19	25	30	35	26	25

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1157	68	121	142	127	125	289
Approve	57	57	56	62	56	62	58
Disapprove	17	13	14	18	21	16	17
Don't know	26	30	30	20	23	23	26

Community

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1157	379	97	222	198	67	194
Approve	57	52	51	59	57	59	63
Disapprove	17	20	25	15	16	10	16
Don't know	26	28	25	26	27	31	21

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1157	124	242	459	332
Approve	57	58	61	58	54
Disapprove	17	18	17	17	16
Don't know	26	24	22	25	29

Method of commute to work/school

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1157	463	277	55	69	19	274
Approve	57	58	67	49	49	59	40
Disapprove	17	19	12	15	23	6	18
Don't know	26	23	21	35	28	34	41

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