

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Toronto Mayor's Approval Up

Chief Saunders' approval remains high

In a random sampling of public opinion taken by the Forum Poll™ among 882 Toronto voters, more than 7-in-10 approve of the job John Tory is doing as mayor (72%), and this is an increase from a two thirds share he held for two months (August 12 - 67%). The mayor is especially favoured by the oldest (77%), mid income groups (\$60K to \$80K - 82%), in Etobicoke (78%) and among mothers of children 18 and under (77%).

Chief Saunders' approval remains high

Two thirds of Toronto voters approve of the job Mark Saunders is doing as Chief of Police (66%), and this is identical to his approval last month (August 12 - 67%), but sharply up from his previous approval rating (May 17 - 48%). Approval of the chief is common to boomers (55 to 64 - 71%), mid income groups (\$40K to \$60K - 71%), in Etobicoke (73%) and Scarborough (70%), among mothers (73%), those who approve of John Tory (77%) and those who voted for him (72%).

"Mayor Tory has recovered ground he briefly lost, and this may be due to his strong stance on the city budget. Chief Saunders continues to test his highest approval limits, well up from the beginning of the year, when he was still an unknown to most voters" 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.

MEDIA INQUIRIES:

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TORONTO

October 1st, 2016

HIGHLIGHTS:

- More than 7-in-10 approve of the job John Tory is doing as mayor (72%)
- Two thirds of Toronto voters approve of the job Mark Saunders is doing as Chief of Police (66%)
- "Mayor Tory has recovered ground he briefly lost, and this may be due to his strong stance on the city budget. Chief Saunders continues to test his highest approval limits, well up from the beginning of the year, when he was still an unknown to most voters"

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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 882 randomly selected Toronto adults. The poll was conducted on September 30 and October 1, 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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Trending:

John Tory Approval Trending

%	Sample	Approve
September 30 th , 2016	882	72
August 7 th , 2016	864	67
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

Mark Saunders Approval Trending

%	Sample	Approve
September 30 th , 2016	882	66
August 7 th , 2016	864	67
May 17 th , 2016	804	48
February 23 rd , 2016	836	53
January 29 th , 2016	586	48
January 25 th , 2016	549	45
December 29 th , 2015	802	48
November 16 th , 2015	812	52
August 2 nd , 2015	892	45
July 16 th , 2015	825	46
June 8 th , 2015	822	48
May 6 th , 2015	822	44

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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	882	189	142	170	174	207	461	393
Approve	72	68	72	69	75	77	70	73
Disapprove	28	32	28	31	25	23	30	27

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	882	89	127	109	101	107	181
Approve	72	64	65	71	82	75	77
Disapprove	28	36	35	29	18	25	23

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	882	300	58	173	137	49	165
Approve	72	68	80	70	78	64	72
Disapprove	28	32	20	30	22	36	28

Children

%	Total	Yes	No	MOMS
Sample	882	222	660	82
Approve	72	74	71	77
Disapprove	28	26	29	23

Mark Saunders Approval

%	Total	JOHN TORY - Approve	JOHN TORY - Disapprove	MARK SAUNDERS - Approve	MARK SAUNDERS - Disapprove
Sample	882	636	246	587	295
Approve	72	100	0	83	49
Disapprove	28	0	100	17	51

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Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	882	131	392	144	47
Approve	72	44	88	60	66
Disapprove	28	56	12	40	34

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Mark Saunders Approval

Overall, do you approve or disapprove of the job Mark Saunders is doing as Police Chief?

[All Respondents]

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October 1st, 2016

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	189	142	170	174	207	461	393
Approve	66	62	64	69	71	69	67	67
Disapprove	34	38	36	31	29	31	33	33

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	882	89	127	109	101	107	181
Approve	66	62	63	71	64	65	68
Disapprove	34	38	37	29	36	35	32

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	882	300	58	173	137	49	165
Approve	66	60	65	67	73	58	70
Disapprove	34	40	35	33	27	42	30

Children

%	Total	Yes	No	MOMS
Sample	882	222	660	82
Approve	66	67	66	73
Disapprove	34	33	34	27

John Tory Approval

%	Total	JOHN TORY - Approve	JOHN TORY - Disapprove	MARK SAUNDERS - Approve	MARK SAUNDERS - Disapprove
Sample	882	636	246	587	295
Approve	66	77	40	100	0
Disapprove	34	23	60	0	100

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October 1st, 2016

Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	882	131	392	144	47
Approve	66	57	72	56	68
Disapprove	34	43	28	44	32

For more information:

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