

NEWS RELEASE



FOR IMMEDIATE RELEASE

Mixed reviews on Carlyle firing

Few approve of Horachek or think Leafs have better chance now

TORONTO, January 25th, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 843 Torontonians 18 years of age and older, exactly equal proportions of those who said they were NHL fans approved or disapproved (39% each) of Maple Leafs coach Randy Carlyle being fired, while just fewer than one quarter had no opinion (22%). Support for firing Carlyle is common to the youngest (52%), the least wealthy (51% - a proxy for youth) and residents of East York and the downtown (47%).

Few approve of hiring Horachek, most don't have an opinion

Just one fifth of Toronto NHL fans approve of hiring Peter Horachek as head coach (20%), while the largest group, almost half, understandably, don't have an opinion (43%). Just more than a third actively disapprove of this hire (37%).

Majority think Leafs' chances no better now

Just one tenth of Toronto hockey fans think the Leafs have a better chance at the playoffs with Horachek behind the bench (12%), while the majority believe they have no better chance now than before (54%). One third don't share an opinion on this (34%).

Just less than half of Toronto adults are NHL fans

Just less than half of our sample of Toronto voters claim to be NHL fans (46%), and this is especially the case among those 35 to 44 (53%), Boomers (55 to 64 - 51%) and the least wealthy (55%).

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TORONTO

January 25th, 2015

HIGHLIGHTS:

- Exactly equal proportions of those who said they were NHL fans approved or disapproved (39% each) of Maple Leafs coach Randy Carlyle being fired.
- Just one fifth of Toronto NHL fans approve of hiring Peter Horachek as head coach (20%).
- Just one tenth of Toronto hockey fans think the Leafs have a better chance at the playoffs with Horachek behind the bench (12%).
- More than one third of Toronto voters would vote for Chief Blair if he were a candidate in their riding in the next federal election (36%), while close to half (but fewer than a majority) will not (44%).
- Just less than half of our sample of Toronto voters claim to be NHL fans (46%).

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"It appears that Coach Carlyle had more supporters previous to his defenestration than Coach Horachek has now, and, although fans haven't had a chance to get to know the new coach yet, they may yet regret losing the old one," 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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- "It appears that Coach Carlyle had more supporters previous to his defenestration than Coach Horachek has now, and, although fans haven't had a chance to get to know the new coach yet, they may yet regret losing the old one," 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 843 randomly selected voters in Toronto, Ontario. The poll was conducted on January 24th and 25th, 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

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Randy Carlyle Being Fired Approval

'Do you approve or disapprove of Randy Carlyle being fired as coach of the Toronto Maple Leafs?'

[NHL Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	392	95	82	61	83	71	253	139
Approve	39	52	39	33	36	21	47	29
Disapprove	39	28	34	47	48	49	42	35
Don't know	22	20	27	19	15	30	11	36

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	392	153	69	86	84
Approve	39	47	35	34	38
Disapprove	39	31	38	42	47
Don't know	22	22	27	24	16

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	392	48	60	43	54	38	88	12
Approve	39	51	36	33	31	38	45	59
Disapprove	39	34	40	52	48	35	31	22
Don't know	22	15	24	15	21	27	24	19

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	392	68	163	57	30
Approve	39	31	37	45	37
Disapprove	39	51	40	22	47
Don't know	22	18	23	34	16

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Peter Horachek as the New Coach Approval

‘Do you approve or disapprove of hiring Peter Horachek as the new coach of the Leafs?’

[NHL Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	392	95	82	61	83	71	253	139
Approve	20	25	24	9	16	24	25	14
Disapprove	37	35	34	44	46	28	47	25
Don't know	43	40	42	47	38	48	28	61

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	392	153	69	86	84
Approve	20	25	22	18	15
Disapprove	37	33	35	41	42
Don't know	43	42	43	42	43

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	392	48	60	43	54	38	88	12
Approve	20	24	33	22	16	18	16	34
Disapprove	37	46	36	33	47	37	40	10
Don't know	43	30	32	45	38	45	44	56

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	392	68	163	57	30
Approve	20	28	15	18	17
Disapprove	37	40	36	30	37
Don't know	43	32	49	52	46

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Leafs to Make the Playoffs with New Coach

'Do the Leafs have a better chance of making the playoffs with Peter Horachek as coach or not?'

[NHL Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	392	95	82	61	83	71	253	139
They have a better chance of making the playoffs	12	17	16	6	6	11	14	10
They do not have a better chance of making the playoffs	54	55	45	61	67	49	65	42
Don't know	33	29	39	33	27	40	21	48

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	392	153	69	86	84
They have a better chance of making the playoffs	12	12	16	11	10
They do not have a better chance of making the playoffs	54	50	48	59	64
Don't know	33	38	36	30	27

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	392	48	60	43	54	38	88	12
They have a better chance of making the playoffs	12	16	24	17	13	5	4	24
They do not have a better chance of making the playoffs	54	60	37	44	65	60	66	39
Don't know	33	24	39	39	22	35	31	37

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NHL Fan

'Are you an NHL fan or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	201	151	147	160	184	480	363
Yes	46	46	53	41	51	40	53	40
No	54	54	47	59	49	60	47	60

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	843	348	141	182	172
Yes	46	45	49	45	46
No	54	55	51	55	54

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	843	90	126	101	120	91	173	24
Yes	46	55	50	42	41	42	50	46
No	54	45	50	58	59	58	50	54

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	843	145	343	158	47
Yes	46	45	47	39	64
No	54	55	53	61	36

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