

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Majority opposes publicly funded olympics

#### Split opinion on closing of King Street for TIFF

TORONTO AUGUST 2<sup>nd</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 892 Toronto voters, the majority, just over half, oppose hosting the Olympic Games in Toronto using public funds (53%), while just more than a third support the idea (36%). One tenth don't venture an opinion (11%). Opposition to spending public funds on the Games is common to mid (\$40K to \$60K - 60%) and higher income groups (\$80K to \$100K - 60%), in Scarborough (55%), among Doug Ford mayoral voters (63%), Torontonians with a background in the British Isles (57%) and provincial PC voters (58%).

#### One half support closing King Street, just fewer don't

One half of Toronto voters support closing several downtown blocks of King Street to traffic for 4 days during the Toronto International Film Festival (49%), while 4-in-10 do not support the idea (40%). One tenth don't have an opinion (11%). Opposition is highest among younger respondents (35 to 44 - 45%), females (44%) rather than males (35%), the less wealthy (\$20K to \$40K - 48%), Etobicoke (45%) and York (46%), Doug Ford voters (49%) and PC voters provincially (45%).

#### Pan Am Games were successful - three quarters

Three quarters of Toronto voters found the Pan Am Games successful (74%), including 4-in-10 who describe them as "very successful" (39%). Just one fifth say they were not successful (19%) and fewer than a tenth don't know (7%). Finding the games very successful is common to the oldest (47%), mid income groups (\$4K to \$60K - 46%), in Scarborough (44%) and among provincial Liberal voters (46%).

## TORONTO

August 2<sup>nd</sup>, 2015

## HIGHLIGHTS:

- The majority, just over half, oppose hosting the Olympic Games in Toronto using public funds (53%).
- One half of Toronto voters support closing several downtown blocks of King Street to traffic for 4 days during the Toronto International Film Festival (49%).
- Three quarters of Toronto voters found the Pan Am Games successful (74%), including 4-in-10 who describe them as "very successful" (39%).

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**FORUM RESEARCH INC.**

## **City leaders' approvals are steady**

Mayor John Tory has the approval of three quarters of Torontonians (72%), very close to last month's result (74%). Chief Mark Saunders has the approval of just less than half (45%), and this hasn't changed (46% last month). Councillor Rob Ford has the approval of just one third (32%) and this result, too, is similar to last month (34%).

"Although a majority approved of bidding for the Olympics in our last poll, it is apparent that this enthusiasm did not extend to having the government pay for them. In Boston, when the population was polled, the same result was seen - everyone wanted the Olympics but none wanted to pay for them," 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**

**August 2<sup>nd</sup>, 2015**

## **HIGHLIGHTS:**

- Mayor John Tory has the approval of three quarters of Torontonians (72%), very close to last month's result (74%).
- "Although a majority approved of bidding for the Olympics in our last poll, it is apparent that this enthusiasm did not extend to having the government pay for them. In Boston, when the population was polled, the same result was seen - everyone wanted the Olympics but none wanted to pay for them," said Forum Research President, Dr. Lorne Bozinoff.

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## **TORONTO**

**August 2<sup>nd</sup>, 2015**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 892 randomly selected voters in Toronto, Ontario. The poll was conducted on August 1-2<sup>nd</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)

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## **TORONTO**

**August 2<sup>nd</sup>, 2015**

### ***Mayor Tory Approval - Trending***

<b>%</b>	<b>Sample</b>	<b>Approve</b>
August 2 <sup>nd</sup> , 2015	892	72
July 16 <sup>th</sup> , 2015	825	74
June 8 <sup>th</sup> , 2015	822	69
May 5 <sup>th</sup> , 2015	822	72
April 11 <sup>th</sup> , 2015	865	71
March 15 <sup>th</sup> , 2015	520	72
February 21 <sup>st</sup> , 2015	807	65
January 25 <sup>th</sup> , 2015	843	67
December 18 <sup>th</sup> , 2014	1001	74

### ***Mark Saunders Approval - Trending***

<b>%</b>	<b>August 2<sup>nd</sup>, 2015</b>	<b>June 16<sup>th</sup>, 2015</b>	<b>June 8<sup>th</sup>, 2015</b>	<b>May 6<sup>th</sup>, 2015</b>
<b>Sample</b>	<b>892</b>	<b>825</b>	<b>822</b>	<b>822</b>
<b>Approve</b>	45	46	48	44
<b>Disapprove</b>	25	23	21	14
<b>Don't know</b>	30	32	31	41

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## TORONTO

August 2<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	892	203	145	150	194	200	479	413
Approve	72	69	67	76	75	79	70	74
Disapprove	28	31	33	24	25	21	30	26

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Approve	72	53	67	73	73	73	81
Disapprove	28	47	33	27	27	27	19

### Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Approve	72	76	73	71	68
Disapprove	28	24	27	29	32

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Approve	72	53	90	59	45
Disapprove	28	47	10	41	55

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**TORONTO**

**August 2<sup>nd</sup>, 2015**

**Rob Ford Approval**

*‘Overall, do you approve or disapprove of the job Rob Ford is doing as city councilor?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Approve	32	33	36	36	30	22	37	27
Disapprove	48	51	48	44	46	51	46	50
Don't know	20	16	17	21	24	26	17	22

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Approve	32	33	39	35	28	29	29
Disapprove	48	53	43	40	50	59	50
Don't know	20	14	17	25	23	12	21

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Approve	32	21	32	41	37
Disapprove	48	62	42	46	40
Don't know	20	17	26	13	23

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Approve	32	88	17	6	31
Disapprove	48	6	57	79	48
Don't know	20	6	26	15	20

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## TORONTO

August 2<sup>nd</sup>, 2015

### Mark Saunders Approval

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

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Approve	45	36	48	52	51	44	48	42
Disapprove	25	37	30	13	19	19	27	24
Don't know	30	27	23	35	31	37	25	34

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Approve	45	38	46	44	55	53	47
Disapprove	25	34	28	25	21	29	23
Don't know	30	28	27	31	24	18	31

### Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Approve	45	46	44	47	42
Disapprove	25	26	17	31	29
Don't know	30	28	39	22	29

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Approve	45	47	50	33	40
Disapprove	25	30	14	41	38
Don't know	30	23	36	26	22

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August 2<sup>nd</sup>, 2015

### **King Street Closure for the Toronto International Film Festival**

*'Do you support or oppose closing part of King Street downtown to traffic, including streetcars, for four days during the Toronto International Film Festival?'*

[All respondents]

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Support	49	54	43	51	47	47	52	46
Oppose	40	37	45	42	37	37	35	44
Don't know	11	10	12	7	15	16	12	10

#### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Support	49	49	40	54	52	51	50
Oppose	40	29	48	34	36	41	40
Don't know	11	22	12	12	11	9	9

#### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Support	49	54	44	45	52
Oppose	40	33	44	45	38
Don't know	11	13	12	9	10

#### **Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Support	49	37	50	60	43
Oppose	40	49	42	31	30
Don't know	11	14	9	9	26

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## **Public Funds to Host the Olympic Games in Toronto**

*'Do you support or oppose using public funds to host the Olympic Games in Toronto?'*

*[All respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Support	36	36	37	38	36	31	36	36
Oppose	53	54	55	50	53	54	55	52
Don't know	11	10	8	12	11	15	10	12

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Support	36	38	31	33	38	33	35
Oppose	53	45	55	60	55	60	51
Don't know	11	17	13	7	7	6	13

### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Support	36	37	34	35	37
Oppose	53	52	53	53	56
Don't know	11	11	13	11	7

### **Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Support	36	24	38	37	36
Oppose	53	63	52	52	45
Don't know	11	13	10	11	19

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**August 2<sup>nd</sup>, 2015**

***Pan Am Games: Success***

*'Overall, how successful were the Pan Am Games?'*

*[All respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Very successful	39	32	36	43	43	47	37	40
Somewhat successful	35	35	36	34	40	33	34	37
Not very successful	13	19	14	9	6	9	14	12
Not at all successful	6	9	10	5	2	3	10	3
Don't know	7	6	3	9	8	9	6	8

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Very successful	39	42	34	46	33	37	37
Somewhat successful	35	32	36	32	42	34	40
Not very successful	13	10	15	9	13	17	12
Not at all successful	6	5	5	8	8	6	6
Don't know	7	10	10	5	3	6	5

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Very successful	39	35	40	37	44
Somewhat successful	35	39	31	34	36
Not very successful	13	15	12	13	11
Not at all successful	6	5	9	6	5
Don't know	7	6	9	9	4

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Very successful	39	36	44	38	26
Somewhat successful	35	35	32	37	47
Not very successful	13	13	10	10	22
Not at all successful	6	10	5	5	3
Don't know	7	5	8	10	2

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