

NEWS RELEASE



FOR IMMEDIATE RELEASE

Narrow approval for women topless at beaches

Majority approve of provincial law on females topless in public

TORONTO AUGUST 26th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 931 Toronto voters, narrowly more approve of the idea of women going topless at Toronto's beaches (45%) than disapprove (42%), while one tenth have no opinion on this critical issue (13%). Approval of a European approach to sunbathing is common to Gen Y (35 to 44 - 58%), males (60%), the wealthiest (\$80K to \$100K - 54%, \$100k to \$250K - 55%), in the downtown (60%), the best educated (post grad - 58%), provincial NDP supporters (59%), David Soknacki supporters (70%). Mothers with kids are not so enthusiastic (33%).

Majority approve of law on public toplessness

When informed about the provincial law which allows males and females to be topless anywhere, a majority approve (51%), while 4-in-10 disapprove (41%) and less than a tenth have no opinion (8%). The profile of those who approve of the provincial law is similar to those who like the idea of topless women at public beaches.

"It appears a more relaxed attitude to public nudity is something of an elitist phenomenon; wealthier downtowners with post graduate degrees. It may be these respondents are more likely to have experienced topless beaches abroad," 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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TORONTO

August 26th, 2014

HIGHLIGHTS:

- Narrowly more approve of the idea of women going topless at Toronto's beaches (45%) than disapprove (42%), while one tenth have no opinion on this critical issue (13%).
- When informed about the provincial law which allows males and females to be topless anywhere, a majority approve (51%), while 4-in-10 disapprove (41%) and less than a tenth have no opinion (8%).
- "It appears a more relaxed attitude to public nudity is something of an elitist phenomenon; wealthier downtowners with post graduate degrees. It may be these respondents are more likely to have experienced topless beaches abroad," 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 931 randomly selected Torontonians 18 years of age and older. The poll was conducted on August 25th, 2014.

Results based on the total sample are considered accurate $\pm 3\%$, 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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Topless Women at City Beaches

'Would you approve or disapprove of women being allowed to go topless at city beaches?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	931	60	86	183	248	354	392	539
Approve	45	44	58	44	44	31	59	32
Disapprove	42	41	31	43	45	56	31	52
Don't know	13	15	10	14	11	13	10	16

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	931	302	219	204	206
Approve	45	59	38	43	38
Disapprove	42	24	45	46	56
Don't know	13	17	17	11	7

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	931	72	162	125	121	74	163	32
Approve	45	30	26	44	50	53	54	84
Disapprove	42	49	59	48	39	35	36	7
Don't know	13	21	15	8	11	12	10	9

Mayoral Vote Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	931	260	367	38	211
Approve	45	40	45	67	49
Disapprove	42	47	42	23	38
Don't know	13	13	12	9	13

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Topless Law

'According to provincial law, men and women are allowed to go topless anywhere. Do you approve or disapprove of this law?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	931	60	86	183	248	354	392	539
Approve	51	61	65	44	43	31	64	39
Disapprove	41	35	27	45	49	58	31	50
Don't know	8	5	8	11	8	11	5	11

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	931	302	219	204	206
Approve	51	63	46	49	46
Disapprove	41	24	47	44	49
Don't know	8	13	7	7	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	931	72	162	125	121	74	163	32
Approve	51	43	26	48	51	78	63	78
Disapprove	41	53	62	47	44	19	28	16
Don't know	8	4	12	5	5	3	9	6

Mayoral Vote Preference

%	Total	Rob Ford	John Tory	David Soknacki	Olivia Chow
Sample	931	260	367	38	211
Approve	51	49	48	69	58
Disapprove	41	46	43	23	33
Don't know	8	5	10	7	9

For more information:

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