

NEWS RELEASE



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FOR IMMEDIATE RELEASE

The Majority Are Concerned By Sewage in Lake Ontario

Toronto, June 27th – In a random sampling of public opinion taken by The Forum Poll™ among 1040 Toronto voters, the majority (55%) say they are concerned about the fact that partially treated sewage was dumped into Lake Ontario in response to heavy rain, referred to as “bypassing.” Only (14%) say they are unconcerned about the release, while a quarter (25%) say they are neither concerned nor unconcerned about the city’s bypassing during heavy rain storms. Only (6%) said they do not know.

Respondents most likely to be concerned include those 55-64 (60%) or 65+ (62%), females (58%), earning \$60,000-\$80,000 (58%), \$80,000-\$100,000 (58%), or the wealthiest (57%), with a college or university degree (60%), living in North York (57%) or Scarborough (59%), and supporting John Tory (60%), or the NDP (66%) or Green Party (64%).

Respondents most likely to say they are unconcerned include those aged 34 and younger (19%), males (16%), the least wealthy (21%), the least educated (27%), supporting Doug Ford (17%), and the provincial Liberals (18%).

Summer swimming habits more likely to change

The plurality of respondents (42%) did say that they are more likely to change their summer swimming habits. Slightly more than a third (35%) said that their swimming habits wouldn’t change, and (12%) said they are less likely to change their swimming habits in response to the sewage bypasses. One tenth (10%) of respondents said they do not know.

“The constant downpours of the spring and early summer have thrust sewage bypasses into the news,” said Dr. Lorne Bozinoff, President of Forum Research. “The majority are concerned about partially treated sewage dumped into the lake and more than four in ten say their summer swimming habits are more likely to change in response.”

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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Methodology

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The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1040 randomly selected Toronto Voters. The poll was conducted June 20-22, 2017.

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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Concern about sewage in the lake

Are you concerned or unconcerned about the release of partially treated sewage into Lake Ontario?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1040	174	185	182	220	279	528	491
Unconcerned	14	19	11	13	15	11	16	11
Neither concerned nor unconcerned	25	28	26	26	20	19	25	25
Concerned	55	50	57	52	60	62	53	58
Don't know	6	4	6	8	5	7	6	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1040	85	135	131	112	115	236
Unconcerned	14	21	16	9	17	12	13
Neither concerned nor unconcerned	25	26	26	32	23	26	26
Concerned	55	43	51	54	58	58	57
Don't know	6	9	8	5	2	4	4



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1040	121	217	437	265
Unconcerned	14	27	15	12	11
Neither concerned nor unconcerned	25	19	30	23	27
Concerned	55	46	50	60	56
Don't know	6	8	6	5	6

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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1040	373	85	206	150	63	163
Unconcerned	14	17	18	12	18	20	9
Neither concerned nor unconcerned	25	24	28	22	28	26	27
Concerned	55	55	50	57	51	51	59
Don't know	6	5	4	9	4	2	6

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1040	399	288	54	51	27	221
Unconcerned	14	12	16	20	16	15	13
Neither concerned nor unconcerned	25	30	23	24	24	12	18
Concerned	55	54	54	54	45	70	62
Don't know	6	4	7	2	15	2	7



Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	1040	310	365	202	70	22	161
Unconcerned	14	18	13	12	13	14	14
Neither concerned nor unconcerned	25	22	32	18	20	29	20
Concerned	55	53	51	66	64	51	57
Don't know	6	7	4	4	2	6	10

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Mayoral Voter Intention

	%	Total	John Tory	Doug Ford	Undecided
Sample		1040	616	282	271
Unconcerned		14	13	17	15
Neither concerned nor unconcerned		25	22	36	24
Concerned		55	60	44	53
Don't know		6	5	4	8

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Change in swimming habits

Overall, does knowing that the City of Toronto releases partially treated sewage into the lake make you more likely or less likely to change your summer swimming habits?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1040	174	185	182	220	279	528	491
Less likely	12	15	14	10	14	8	16	9
Neither less likely nor more likely	35	38	32	34	30	42	36	35
More likely	42	41	43	47	43	31	38	45
Don't know.	10	6	11	9	13	19	9	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1040	85	135	131	112	115	236
Less likely	12	21	12	15	8	10	13
Neither less likely nor more likely	35	18	44	29	36	29	40
More likely	42	44	28	46	48	54	41
Don't know.	10	18	15	10	9	7	6



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1040	121	217	437	265
Less likely	12	19	12	11	12
Neither less likely nor more likely	35	28	38	36	36
More likely	42	37	38	44	43
Don't know.	10	16	12	9	9

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Less likely	12	13	15	11	15	6	13
Neither less likely nor more likely	35	35	37	37	33	28	39
More likely	42	42	45	41	41	57	35
Don't know.	10	10	3	10	11	9	13

Method of Travel to Work/School

%	Total	TRANSIT - Private vehicle	TRANSIT - Public transit	TRANSIT - Bicycle	TRANSIT - Walking	TRANSIT - Some other way	Don't travel to work or school
Sample	1040	399	288	54	51	27	221
Less likely	12	14	12	15	12	11	10
Neither less likely nor more likely	35	34	34	33	49	41	40
More likely	42	43	43	49	33	37	33
Don't know.	10	9	11	3	6	11	17



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Neither less likely nor more likely	35	37	38	34	26	31	31
More likely	42	37	39	48	51	53	45
Don't know.	10	15	9	6	6	2	13

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