

NEWS RELEASE



FORUM RESEARCH INC.

Ontario Place Seen As Important to the Waterfront

Torontonians not keen on a Casino, but approve of a Ferris Wheel

Toronto, January 21st — In a random sampling of public opinion taken by the Forum Poll™ among 1427 Torontonians, 18 years of age or older, 8 in 10 (TOP2: 81%) say that Ontario Place is important to Toronto's waterfront, with half (53%) saying it's very important.

One-fifth (BTM2: 19%) say that it isn't important to the waterfront, with about 1 in 10 (9%) saying it's not important at all.

Half disapprove of a Casino at Ontario Place

Half (56%) disapprove of a casino at Ontario Place, with a third (30%) saying they approve. One-sixth (14%) say they do not know.

Almost three-quarters not likely to visit a Casino at Ontario Place

Three-quarters (BTM2: 71%) say they are not likely to visit a casino if one is built at Ontario Place, with more than half (58%) saying they are not likely to visit at all.

About 3 in 10 (TOP2: 29%) say they are likely to visit, with about 1 in 10 (12%) saying they are very likely.

More than half say they would approve of a Ferris Wheel

The majority (54%) of Torontonians say they would approve of a Ferris Wheel, like the London Eye, being built at Ontario Place. One quarter (25%) say they disapprove, while one-fifth (21%) say they do not know.

About 9 in 10 say it's important for the public to access the waterfront at Ontario place

About 9 in 10 (TOP2: 87%) say it's important for the public to easily access the waterfront at Ontario Place, with almost two-thirds (60%) saying it's very important.

About one-sixth (BTM2: 13%) say it's not important, with about 1 in 20 (6%) saying it's not important at all.

“According to the vast majority of Torontonians, Ontario Place is an important part of the city's waterfront,” said Dr. Lorne Bozinoff, President of Forum Research. “And while most wouldn't support a casino on the site, they approve of a large Ferris Wheel, similar to the London Eye.”

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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“According to the vast majority of Torontonians, Ontario Place is an important part of the city's waterfront,” said Dr. Lorne Bozinoff, President of Forum Research. “And while most wouldn't support a casino on the site, they approve of a large Ferris Wheel, similar to the London Eye.”



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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 1427 randomly selected Torontonians. The poll was conducted January 15-17, 2019.

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 forumpoll.com.

Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100



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Importance of Ontario Place

How important is Ontario Place to Toronto's waterfront?

Age/gender

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1427	67	163	236	271	302	388	756	637
NET: TOP2	81	71	82	79	84	85	84	80	83
NET: BTM2	19	29	18	21	16	15	16	20	17
Very important	53	29	47	54	60	59	59	51	56
Somewhat important	28	42	35	24	24	26	25	29	27
Not very important	10	16	8	12	9	8	9	12	8
Not important at all	9	13	10	9	7	7	7	8	9

Community

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1427	512	137	266	200	67	245
NET: TOP2	81	80	76	79	86	82	83
NET: BTM2	19	20	24	21	14	18	17
Very important	53	53	51	48	59	63	51
Somewhat important	28	26	25	30	26	19	32
Not very important	10	9	9	11	6	12	13
Not important at all	9	11	15	11	8	6	4



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Income

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
TOTAL (u/w)	1427	132	143	176	183	138	326	78
NET: TOP2	81	82	82	77	86	82	85	66
NET: BTM2	19	18	18	23	14	18	15	34
Very important	53	44	53	47	59	58	55	51
Somewhat important	28	37	29	29	27	24	30	15
Not very important	10	7	9	12	7	9	9	14
Not important at all	9	11	9	12	7	9	6	20

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1427	158	287	561	421
NET: TOP2	81	78	78	83	82
NET: BTM2	19	22	22	17	18
Very important	53	42	44	58	55
Somewhat important	28	37	34	24	27
Not very important	10	11	13	9	9
Not important at all	9	10	10	8	9



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Approval of Casino at Ontario Place

Would you approve or disapprove if a Casino was built at Ontario Place?

Age/gender

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1427	67	163	236	271	302	388	756	637
Approve	30	35	32	32	27	27	25	36	24
Disapprove	56	41	60	51	60	63	61	54	58
Don't know	14	23	8	17	12	10	14	10	18

Community

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1427	512	137	266	200	67	245
Approve	30	28	30	28	27	17	38
Disapprove	56	59	63	54	61	75	47
Don't know	14	13	7	17	12	8	15



Income

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
TOTAL (u/w)	1427	132	143	176	183	138	326	78
Approve	30	39	28	28	31	27	26	47
Disapprove	56	41	52	54	59	65	65	46
Don't know	14	20	19	18	10	8	9	7

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1427	158	287	561	421
Approve	30	42	35	28	24
Disapprove	56	38	49	61	63
Don't know	14	20	17	11	13

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Likelihood to visit Casino at Ontario Place

How likely would you be to visit the Casino if one was built at Ontario Place?

Age/gender

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1427	67	163	236	271	302	388	756	637
NET: TOP2	29	26	36	30	27	27	23	31	26
NET: BTM2	71	74	64	70	73	73	77	69	74
Very likely	12	12	18	13	10	11	9	15	10
Somewhat likely	16	14	18	16	18	16	14	16	16
Not very likely	14	22	11	17	12	12	10	12	16
Not likely at all	58	52	53	53	61	61	66	57	58

Community

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1427	512	137	266	200	67	245
NET: TOP2	29	28	24	26	32	16	35
NET: BTM2	71	72	76	74	68	84	65
Very likely	12	14	12	10	16	10	12
Somewhat likely	16	14	12	15	15	6	23
Not very likely	14	11	9	20	11	11	13
Not likely at all	58	61	66	55	58	73	52

Income

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
TOTAL (u/w)	1427	132	143	176	183	138	326	78
NET: TOP2	29	37	27	26	29	29	23	37
NET: BTM2	71	63	73	74	71	71	77	63
Very likely	12	14	10	10	14	14	9	24
Somewhat likely	16	23	17	17	15	15	14	13
Not very likely	14	16	10	16	12	10	12	12
Not likely at all	58	47	63	58	59	61	65	50



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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1427	158	287	561	421
NET: TOP2	29	36	33	30	20
NET: BTM2	71	64	67	70	80
Very likely	12	16	12	15	9
Somewhat likely	16	20	22	15	12
Not very likely	14	16	14	12	15
Not likely at all	58	48	52	58	64



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Approval of Ferris Wheel at Ontario Place

Would you approve or disapprove of a large Ferris Wheel, like the London eye, being built at Ontario Place?

Age/gender

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1427	67	163	236	271	302	388	756	637
Approve	54	65	61	59	52	43	45	54	55
Disapprove	25	14	21	26	23	32	32	30	20
Don't know	21	21	18	15	25	25	24	16	26

Community

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1427	512	137	266	200	67	245
Approve	54	46	62	55	55	55	62
Disapprove	25	30	20	23	30	28	19
Don't know	21	24	17	22	15	17	19



Income

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
TOTAL (u/w)	1427	132	143	176	183	138	326	78
Approve	54	63	58	56	55	53	55	47
Disapprove	25	16	15	25	30	27	30	31
Don't know	21	20	27	19	15	20	15	21

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1427	158	287	561	421
Approve	54	67	57	54	48
Disapprove	25	16	19	25	34
Don't know	21	17	24	22	18

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Waterfront accessibility at Ontario Place

How important is it that members of the public can easily access the waterfront at Ontario Place?

Age/gender

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1427	67	163	236	271	302	388	756	637
NET: TOP2	87	84	86	84	91	88	88	87	88
NET: BTM2	13	16	14	16	9	12	12	13	12
Very important	60	34	63	56	70	66	67	59	62
Somewhat important	27	50	23	28	22	22	21	28	26
Not very important	7	8	7	9	5	7	5	6	7
Not important at all	6	7	7	6	4	5	6	7	4



Community

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1427	512	137	266	200	67	245
NET: TOP2	87	84	89	87	89	86	90
NET: BTM2	13	16	11	13	11	14	10
Very important	60	61	76	59	68	71	53
Somewhat important	27	24	13	28	20	15	37
Not very important	7	9	4	7	8	9	5
Not important at all	6	7	7	6	4	5	5

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%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
TOTAL (u/w)	1427	132	143	176	183	138	326	78
NET: TOP2	87	83	83	84	93	91	89	75
NET: BTM2	13	17	17	16	7	9	11	25
Very important	60	46	54	62	71	67	62	62
Somewhat important	27	37	29	21	22	24	27	14
Not very important	7	12	7	10	5	4	5	11
Not important at all	6	5	10	6	2	5	6	14

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1427	158	287	561	421
NET: TOP2	87	80	87	91	85
NET: BTM2	13	20	13	9	15
Very important	60	47	53	65	65
Somewhat important	27	34	34	25	20
Not very important	7	9	8	6	7
Not important at all	6	11	5	3	8



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