

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority Want Marathons, Parades Off City Streets

TORONTO July 2nd, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1182 Toronto Voters, the majority approve of having marathons, parades and walkathons take place in city parks rather than closing city streets and expressways (55%). One quarter do not approve of this idea (24%) and a similar proportion have no opinion (22%). Approval of off-road marathons and parades is common to the oldest (55+ - 59%), the least wealthy (65%), residents of North York (63%) and Scarborough (61%) but not the downtown, where most marathons take place (46%), among drivers (61%), college grads (60%), those who approve of Rob Ford (67%) and would vote for him (68%) as well as John Tory voters (63%) and those who voted PC in the last election (70%).

"It is clear that the majority of Toronto residents have experienced the closed streets and blocked thoroughfares on a summer weekend that make getting around Toronto harder than it already is. They see the utility of placing the multiple marathons and marches Toronto supports in parks like Exhibition Place or Downsview, where there is plenty of room and no traffic to impede," 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

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HIGHLIGHTS:

- The majority approve of having marathons, parades and walkathons take place in city parks rather than closing city streets and expressways (55%).
- "It is clear that the majority of Toronto residents have experienced the closed streets and blocked thoroughfares on a summer weekend that make getting around Toronto harder than it already is. They see the utility of placing the multiple marathons and marches Toronto supports in parks like Exhibition Place or Downsview, where there is plenty of room and no traffic to impede," 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 1182 randomly selected Torontonians 18 years of age and older. The poll was conducted on July 2nd, 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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Festivals in Parks or Streets

‘Do you approve or disapprove of having public festivals, marathons, marches and walkathons in city parks rather than closing city streets and expressways?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1182	64	120	244	334	420	493	689
Approve	55	52	56	52	59	59	55	55
Disapprove	24	23	29	27	17	18	25	23
Don't know	22	25	15	21	24	23	21	22

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1182	426	285	247	224
Approve	55	46	63	52	61
Disapprove	24	29	15	28	21
Don't know	22	25	22	19	18

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	1182	432	358	101	875	307
Approve	55	61	50	42	53	59
Disapprove	24	18	29	39	25	21
Don't know	22	21	21	18	22	20

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1182	80	155	186	151	123	210	47
Approve	55	52	65	45	57	56	51	55
Disapprove	24	29	17	24	20	27	31	31
Don't know	22	19	18	31	23	17	18	14

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