

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority favour new Honest Ed's retail and housing development

All-rental, no-condo model appeals to wealthy

TORONTO, March 15th, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 520 Toronto voters, the majority approve of the retail and housing development proposed for the Honest Ed's site at Bloor and Bathurst (57%). Just one quarter disapprove (25%) and fewer than one fifth do not have an opinion (18%).

Approval highest among the wealthy

Higher approval is evident among the wealthier voters (\$80K to \$100K - 71%), as well as the oldest (63%), John Tory voters (65%), provincial PC voters (63%) and those who have flown in or out of Toronto airports in the past year (67%). Disapproval is characteristic of mid income groups (\$60K to \$80K - 33%), Doug Ford voters (32%) and those who disapprove of John Tory as mayor (32%).

"The Honest Ed's development is characteristic of the new urbanism, with its focus on family sized units and a rental only model. It strikes a blow at condo culture, and those who are at the higher end of the income scale, and have moved beyond or never lived in condos, are most interested. This maybe the evidence of the downsizing into the core movement we hear about," 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

March 15th, 2015

HIGHLIGHTS:

- The majority approve of the retail and housing development proposed for the Honest Ed's site at Bloor and Bathurst (57%).
- Higher approval is evident among the wealthier voters (\$80K to \$100K - 71%).
- "The Honest Ed's development is characteristic of the new urbanism, with its focus on family sized units and rental only model. It strikes a blow at condo culture, and those who are at the higher end of the income scale, and have moved beyond or never lived in condos, are most interested, This maybe the evidence of the downsizing into the core movement we hear about," 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 520 randomly selected voters in Toronto, Ontario. The poll was conducted on March 10th, 2015.

Results based on the total sample are considered accurate +/- 4%, 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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Housing and Retail Development for the Site of Honest Ed's Discount Store

'A housing and retail development has been proposed for the site of Honest Ed's discount store at the corner of Bloor and Bathurst Streets. It will feature four twenty-story buildings with ground floor retail and 1000 rental units, but no condominiums for sale. Do you approve or disapprove of this proposal?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Approve	57	56	62	49	54	63	61	53
Disapprove	25	25	26	27	26	20	21	29
Don't know	18	18	12	24	20	17	18	18

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Approve	57	60	59	57	49
Disapprove	25	25	22	27	28
Don't know	18	15	19	16	23

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Approve	57	54	48	54	48	71	62	62
Disapprove	25	25	22	26	33	21	23	38
Don't know	18	22	29	19	18	8	15	0

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Approve	57	48	65	58	29
Disapprove	25	31	19	23	44
Don't know	18	21	16	19	27

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