

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 27th, 2015

HIGHLIGHTS:

- The clear majority, about 6-in-10, would support a bid to hold the 2024 Olympic Games (61%).
- More than one half of voters will cast a ballot for a councillor who supports an Olympic bid (52%).
- "There's a warm halo emanating from the Pan Am Games right now, and it would appear citizens no longer fear the potential congestion and cost of an Olympics. The young remember Vancouver as being a big party, so they aren't afraid of the impact, either. It's the oldest citizens who are the least reluctant to embrace the idea," said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Majority supports olympic bid

Bid support won't hurt councillors

TORONTO JULY 27th - In a random sampling of public opinion taken by the Forum Poll™ among 755 Toronto voters, the clear majority, about 6-in-10, would support a bid to hold the 2024 Olympic Games (61%). Three-in-ten would oppose this bid (30%) and one tenth don't form an opinion (9%).

Support for an Olympic Bid is common to the youngest (under 35 - 73%) and least common to the oldest (65+ - 43%). Provincial PC voters are less likely to support a bid (46%) than are Liberals (62%) or New Democrats (58%).

Twice as many will vote for a councillor who supports bid as won't

More than one half of voters will cast a ballot for a councillor who supports an Olympic bid (52%), while half this proportion say they will not (26%). Incidence of withholding one's vote is highest among older citizens (55 to 64 - 38%, 65+ - 32%). Of the 3-in-10 (30%) Torontonians who oppose the bid, more than three quarters will not vote for a councillor who supports one (68%).

"There's a warm halo emanating from the Pan Am Games right now, and it would appear citizens no longer fear the potential congestion and cost of an Olympics. The young remember Vancouver as being a big party, so they aren't afraid of the impact, either. It's the oldest citizens who are the least reluctant to embrace the idea," 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, ON M5S 2V6
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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 755 randomly selected voters in Toronto, Ontario. The poll was conducted on July 26th, 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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Toronto: Bid to Host 2024 Olympic Games

'Do you support or oppose Toronto making a bid to host the 2024 Olympic Games?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	755	148	116	156	146	189	402	353
Support	61	73	64	54	55	43	61	61
Oppose	30	22	31	32	36	37	31	29
Don't know	9	5	5	13	8	19	8	10

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	755	314	139	154	148
Support	61	60	57	65	60
Oppose	30	33	33	27	24
Don't know	9	7	10	9	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	755	89	91	104	76	81	148
Support	61	65	64	62	56	56	59
Oppose	30	22	22	30	32	37	37
Don't know	9	14	13	8	12	6	4

Past Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	755	168	293	110	35	21
Support	61	46	62	53	70	32
Oppose	30	47	31	36	17	40
Don't know	9	7	7	11	13	28

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Vote for Councillor Who Supports an Olympic Games Bid

'Would you vote for a councillor who supported an Olympic games bid or not?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	755	148	116	156	146	189	402	353
Would vote for a councillor who supported an Olympic bid	52	56	57	49	48	40	54	49
Would not vote for a councillor who supported an Olympic bid	26	20	23	27	38	32	30	23
Don't know	22	24	20	24	14	28	16	28

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	755	314	139	154	148
Would vote for a councillor who supported an Olympic bid	52	49	50	57	52
Would not vote for a councillor who supported an Olympic bid	26	29	27	25	20
Don't know	22	22	23	18	27

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	755	89	91	104	76	81	148
Would vote for a councillor who supported an Olympic bid	52	40	64	53	54	52	59
Would not vote for a councillor who supported an Olympic bid	26	25	17	27	19	35	26
Don't know	22	35	19	20	27	13	15

Past Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	755	168	293	110	35	21
Would vote for a councillor who supported an Olympic bid	52	44	56	45	47	27
Would not vote for a councillor who supported an Olympic bid	26	42	23	32	40	28
Don't know	22	14	21	24	13	45

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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

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